

County Economic Profile

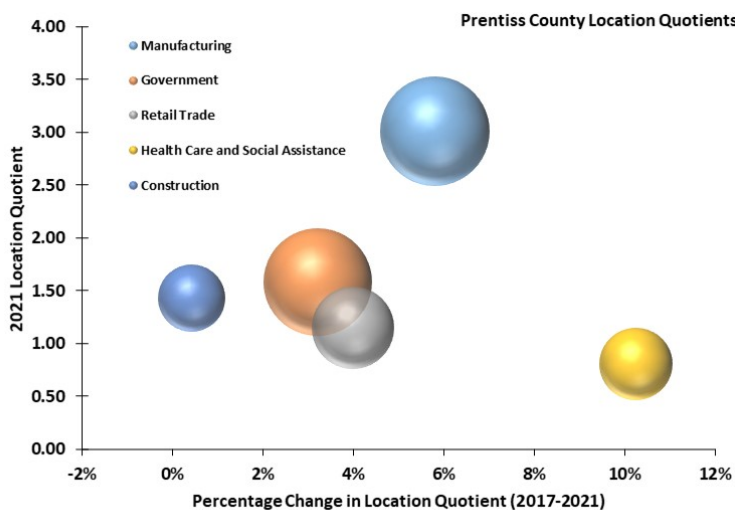
Prentiss County, MS

extension.msstate.edu/economic-profiles



Demographics*	County	Mississippi	United States
Total Population, 2020 (Census Population Estimates)	25,088	2,981,020	326,687,501
Percent Change in Total Population, 2016-2020 (Census Population Estimates)	-1.6%	-0.9%	2.6%
Percent Non-white Population, 2020 (2020 ACS 5-year estimates)	17.3%	42.0%	29.6%
Percent of Population over 64 years, 2020 (2020 ACS 5-year estimates)	17.7%	15.9%	16.0%
Percent of Population in Poverty, 2020 (SAIPE)	16.5%	18.7%	11.9%
Percent of Total Population under 18 in Poverty, 2020 (SAIPE)	22.6%	26.0%	15.7%
Percent of the Population 25 and Older with a High School Diploma, GED, or more, 2020 (2020 ACS 5-year estimates)	63.0%	63.1%	68.2%
Percent of the Population 25 and Older with a Bachelor's Degree or more, 2020 (2020 ACS 5-year estimates)	14.0%	22.8%	32.9%
Average Travel Time to Work (minutes), 2020 (2020 ACS 5-year estimates)	25.6	25.2	26.9
Unemployment Rate, 2020 Annual Average (BLS)	6.8%	7.9%	8.1%
Current Median Household Income, 2020 (SAIPE)	\$44,543	\$47,368	\$67,340

*Data source acronyms are explained in the Data Key.



The location quotient compares the proportion of workers in a particular industry for the area being examined to the proportion of workers in that industry for the United States. A location quotient that is greater than 1.0 indicates that the area has a competitive advantage for that industry. The bubble size represents the relative size of the industry compared to other area industries. Source: Emsi

Declining Industries
The industry is declining compared to the nation (change in LQ < -20%)

Real Est/Rent/Leas, Ed Svcs (Private)

Emerging Industries
The industry is growing compared to the nation (change in LQ > 20%) but not necessarily largely concentrated in the county (LQ < 1)

Mgt of Comp/Enterprises, Arts/Enter/Rec

Anchor Industries
The industry is relatively concentrated in the county (LQ > 1.5) but neither expanding nor declining

Government

For further information, contact Alan Barefield at 662.325.7995 or alan.barefield@msstate.edu.

Gross County/State Product (Bureau of Economic Analysis) (Two-digit NAICS Code aggregation exc as parenthetically noted)			Mississippi		% Chg in Area	County as % of MS
	2016	2020	2016	2020	16-20	2020
Top Ten Sectors (millions of dollars)						
All industry total	592	633	107,291	113,846	6.8%	0.6%
Manufacturing	154	142	16,328	16,397	-8.3%	0.9%
Finance, insurance, real estate, rental, and leasing	102	114	17,737	20,083	11.9%	0.6%
Government and government enterprises	96	101	19,169	20,492	4.8%	0.5%
Real estate and rental and leasing	75	84	12,064	13,967	12.5%	0.6%
Durable goods manufacturing	71	74	9,871	9,759	4.4%	0.8%
Nondurable goods manufacturing	84	68	6,457	6,638	-19.1%	1.0%
Retail trade	45	52	8,565	9,381	15.0%	0.6%
Professional and business services	44	49	7,679	8,269	11.0%	0.6%
Construction	29	33	3,615	3,808	11.3%	0.9%
Finance and insurance	28	30	5,673	6,116	10.4%	0.5%

Gross product is reported in millions of dollars.

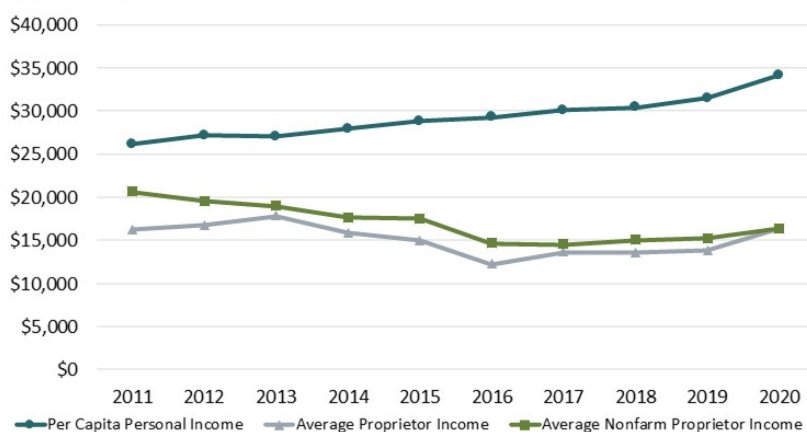
Employment and Firms by Business Size Class 2018—County Business Patterns

	Firms	Employees	Annual Payroll
All Firms	488	5,671	\$177,135

Size Class	Firms	Size Class	Firms
1-4 Employees	283	20-49 Employees	35
5-9 Employees	95	50-99 Employees	11
10-19 Employees	52	100-249 Employees	11

Annual payroll is reported in thousands of dollars.

Per Capita Personal Income versus Average Proprietor Income Prentiss County



Source: Bureau of Economic Analysis (BEA)

Top Employment Sectors 2021—Emsi

NAICS	Sector	Jobs
903	Local Government	1,346
722	Food Svcs & Drinking Places	610
561	Admin/Support Svcs	556
238	Specialty Trade Contractors	487
621	Ambul Health Care Svcs	360
111	Crop Production	323
326	Plastics/Rubber Prod Mfg	317

Top Occupation Sectors 2021—Emsi

SOC	Sector	Jobs
11-9000	Othr Mgmt Occupations	660
41-2000	Retail Sales Workers	536
47-2000	Construction Trades Workers	495
53-7000	Material Moving Wrkrs	473
53-3000	Motor Vehicle Operators	454
53-3000	Pre/Prim/Sec/Spcl Ed Tchrs	372
43-4000	Info & Record Clerks	343

MISSISSIPPI COUNTY ECONOMIC PROFILES

DATA KEY

Data Acronyms and Abbreviations

ACS — American Community Survey (5-year estimates are used for all ACS variables). Data can be accessed through <https://data.census.gov>; use the Advanced Search feature.

SAIPE — Small Area Income and Poverty Estimates. <https://www.census.gov/programs-surveys/saipe.html>

BEA — Bureau of Economic Analysis. <https://www.bea.gov/data/by-place-county-metro-local>

BLS — Bureau of Labor Statistics. <http://bls.gov/lau/#tables>

Emsi — Proprietary data software company. <https://www.economicmodeling.com>

County Business Patterns — Data can be accessed through <https://data.census.gov>; use the Advanced Search feature.

Total Population, 2020

Estimates were obtained from the proprietary data source Economic Modeling Specialists, Inc. <https://economicmodeling.com>

Percent Change in Total Population, 2016 to 2020

Estimates were obtained from the proprietary data source Economic Modeling Specialists, Inc. <https://economicmodeling.com>

Percent of the Population that is Non-white, 2020

Data were obtained from the 2015 to 2019 American Community Survey 5-year estimates (Table B02001). This table depicts the population at the county, state, and national levels by race. <https://data.census.gov>

Percent of the Population that is Older than 64 years, 2020

Data were obtained from the 2015 to 2019 American Community Survey 5-year estimates (Table B01001). This table depicts the population at the county, state, and national levels by age and sex. <https://data.census.gov>

Percent of the Population in Poverty, 2020 Estimate

Data were obtained from the Model-based Small Area Income & Poverty Estimates (SAIPE) for school districts, counties, and states. <https://www.census.gov/data/datasets/2020/demo/saipe/2020-state-and-county.html>

Percent of the Total Population under 18 in Poverty, 2020 Estimate

Data were obtained from the Model-Based Small Area Income & Poverty Estimates (SAIPE) for school districts, counties, and states. <https://www.census.gov/data/datasets/2020/demo/saipe/2020-state-and-county.html>

Percent of the Population 25 and Older with a High School Diploma, GED, or More, 2020 Estimate

Data were obtained from the 2015 to 2019 American Community Survey 5-year estimates (Table S1501). This table depicts educational attainment of the population 18 years and older at the county, state, and national levels by sex. <https://data.census.gov>

Percent of the Population 25 and Older with a Bachelor's Degree or More, 2020 Estimate

Data were obtained from the 2015 to 2019 American Community Survey 5-year estimates (Table S1501). This table depicts educational attainment of the population 18 years and older at the county, state, and national levels by sex. <https://data.census.gov>

Average Travel Time to Work (for persons who do not work at home), 2020 Estimate

Data were obtained from the 2015 to 2019 American Community Survey 5-year estimates (Table S0801). This table depicts commuting characteristics of workers 16 years and older at the county, state, and national levels by sex. <https://data.census.gov>

Unemployment Rate, 2020 Annual Average

Data were obtained from the Bureau of Labor Statistics Local Area Unemployment Statistics (labor force data by county). <http://bls.gov/lau/#tables>

Current Median Household Income, 2020 Estimate

Data were obtained from the Model-Based Small Area Income & Poverty Estimates (SAIPE) for school districts, counties, and states.

<https://www.census.gov/programs-surveys/saibe.html>

Location Quotients (LQ)

Location quotients are the comparisons of the percentage of workers in a particular economic sector in the county to the percentage of workers in that economic sector for the nation. If the location quotient (measured on the vertical axis) is greater than 1.0, then the county could have a competitive economic advantage for that particular sector. Location Quotients are calculated for all classes of workers, including Quarterly Census of Employees and Wages (QCEW) employees, non-QCEW employees, Self-Employed, and Extended Proprietors (miscellaneous labor income).

The horizontal axis measures the percentage change in the size of the location quotient for a particular sector over the last 5 years (2017-2021). If the percentage change in the location quotient is greater than zero, then the competitive advantage of the county (in relation to the nation) has increased. Conversely, if the percentage change is less than zero, then the competitive advantage of the county has declined.

The sectors shown on this chart are the five sectors that have the highest employment in the county. The size of the bubble for each particular sector demonstrates the relative level of employment. The depicted sectors are a subset of the 22 two-digit North American Industrial Classification System (NAICS) codes that are a standard classification system used in economic analysis (an exception to this classification is the extrusion of Production Agriculture and Forestry, Fishing, and Related Activities that were derived from NAICS Code 11). The entire list of two-digit NAICS codes is provided below. The data used in these calculations were obtained from Economic Modeling Systems Incorporated (Emsi).

The Declining, Emerging, and Anchor Industries table uses location quotients to provide a glimpse into the economic structure of the region under analysis. Declining industries have a location quotient that has declined more than 20 percent over the 2017 to 2021 time frame. Emerging industries have a location quotient that has increased by more than 20 percent from 2017 to 2021, but the 2021 location quotient is less than 1.0. Anchor industries are stable industries in the region; they have a location quotient of 1.5 or greater and the location quotient has not changed more than 10 percent from 2017 to 2021.

Due to space limitations in the Declining, Emerging, and Anchor Industries table, it was necessary to abbreviate many of the economic sectors. The following list provides the full sector name for those abbreviations.

Two-Digit NAICS Code Sectors

Code Sector Name

- 11 Agriculture, Forestry, Fishing, and Hunting—Ag/Forest/Fish/Hunt
- 21 Mining, Quarrying, and Oil and Gas Extraction—Mine/Quarry/Gas & Oil Extract
- 22 Utilities—Utilities
- 23 Construction—Const
- 31-33 Manufacturing—Mfg
- 42 Wholesale Trade—Wholesale Trade
- 44-45 Retail Trade—Retail Trade
- 48-49 Transportation and Warehousing—Trans/Whsing
- 51 Information—Information
- 52 Finance and Insurance—Fin/Ins
- 53 Real Estate and Rental and Leasing—Real Est/Rent/Leas
- 54 Professional, Scientific, and Technical Services—Prof/Scien/Tech Svcs
- 55 Management of Companies and Enterprises—Mgt of Comp/Enterprises
- 56 Administrative and Support and Waste Management and Remediation Services—Admin/Supp/Waste Mgt/Red Svcs
- 61 Educational Services—Ed Svcs (Private)
- 62 Healthcare and Social Assistance—Healthcare/Soc Asst
- 71 Arts, Entertainment, and Recreation—Arts/Enter/Rec
- 72 Accommodation and Food Services—Acc/Food Svcs
- 81 Other Services (except Public Administration)—Other Svcs exc PA
- 92 Public Administration (Government)—Government

Source: <https://www.census.gov/naics/>

Gross Product

Gross product is a comprehensive measure of the economic activity in a specific geographic area. It is calculated as the sum of the value-added activity in an area. In this case, state gross product numbers were apportioned to the counties by the level of employment in particular economic sectors in the county. The exceptions are for estimates of the gross product in the counties attributable to production agriculture. In this case, cash farm receipt numbers are used due to the volatility of employment levels in this particular sector.

Data for these estimates were obtained from the Bureau of Economic Analysis.

All data in this table are aggregated to the three-digit NAICS code (see above). Estimates for other sectors are available on request.

<https://www.bea.gov/data/by-place-county-metro-local>

Employment by Business Size Class

Estimates for the number of businesses by business size class, the number of employees for all firms and the annual payroll for all firms were provided by County Business Patterns.

<https://data.census.gov>; use the Advanced Search feature

Real Personal versus Proprietor Income

Personal per capita income is compared with average proprietor income (total proprietor income divided by the number of proprietors) and average nonfarm proprietor income (total nonfarm proprietor income divided by the number of nonfarm proprietors). If the level of average nonfarm proprietor income is less than the level of average proprietor income, then the level of average farm proprietor income is greater than the level of average proprietor income (the converse is also true). Data for these calculations were obtained from the Bureau of Economic Analysis.

<https://www.bea.gov/data/by-place-county-metro-local>

Top Ten Employment Sectors

Estimates at the three-digit NAICS code level were obtained from the proprietary data source Economic Modeling Specialists, Inc. (Emsi)

<http://economicmodeling.com>

Top Ten Occupation Sectors

Estimates at the three-digit SOC code level were obtained from the proprietary data source Economic Modeling Specialists, Inc. (Emsi)

<http://economicmodeling.com>

Publication 2977-60 (POD-08-22)

By **Alan Barefield**, Extension Professor, Department of Agricultural Economics, **Thaddeus A. Webb**, Student Assistant, Department of Agricultural Economics, **Emily V. Durr**, Student Assistant, Department of Agricultural Economics, and **Adam R. Nathan**, Student Assistant, Department of Agricultural Economics.

Copyright 2022 by Mississippi State University. All rights reserved. This publication may be copied and distributed without alteration for nonprofit educational purposes provided that credit is given to the Mississippi State University Extension Service.

Mississippi State University is an equal opportunity institution. Discrimination in university employment programs, or activities based on race, color, ethnicity, sex, pregnancy, religion, national origin, disability, age, sexual orientation, gender identity, genetic information, status as a U.S. veteran, or any other status protected by applicable law is prohibited.

Extension Service of Mississippi State University, cooperating with U.S. Department of Agriculture. Published in furtherance of Acts of Congress, May 8 and June 30, 1914. GARY B. JACKSON, Director