

# County Economic Profile

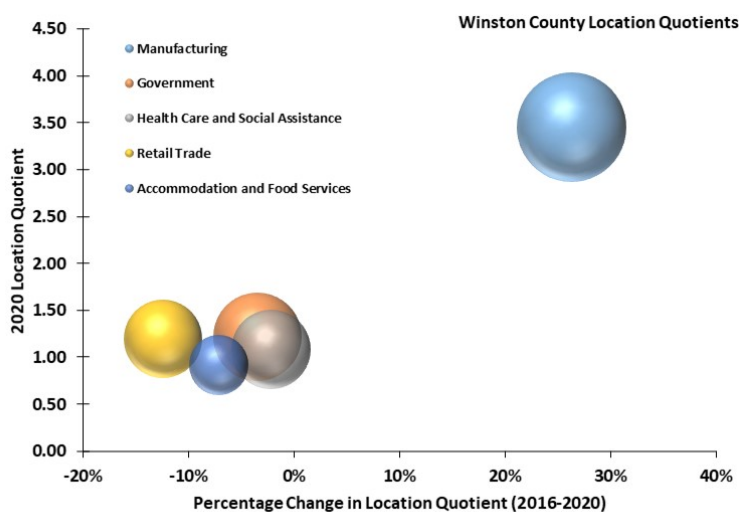
## Winston County, MS

[extension.msstate.edu/economic-profiles](http://extension.msstate.edu/economic-profiles)



Demographics*	County	Mississippi	United States
Total Population, 2020 (Emsi)	18,165	2,986,526	327,167,434
Percent Change in Total Population, 2016—2020 (Population Estimates, Emsi)	-2.5%	-0.3%	2.4%
Percent Non-white Population, 2019 (2019 ACS 5-year estimates)	49.7%	41.4%	27.3%
Percent of Population over 64 years, 2019 (2019 ACS 5-year estimates)	20.0%	15.4%	15.6%
Percent of Population in Poverty, 2019 (SAIPE)	25.4%	19.5%	12.3%
Percent of Total Population under 18 in Poverty, 2019 (SAIPE)	37.4%	27.6%	16.8%
Percent of the Population 25 and Older with a High School Diploma, GED, or more, 2019 (2019 ACS 5-year estimates)	59.6%	62.2%	67.6%
Percent of the Population 25 and Older with a Bachelor's Degree or more, 2019 (2019 ACS 5-year estimates)	14.7%	22.0%	32.1%
Average Travel Time to Work (minutes), 2019 (2019 ACS 5-year estimates)	28.1	24.8	26.9
Unemployment Rate, 2020 Annual Average (BLS)	6.1%	5.4%	3.7%
Current Median Household Income, 2019 (SAIPE)	\$37,596	\$45,928	\$65,712

\*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%)

Mine/Quarry/Gas & Oil Extract, Information, Prof/Scien/Tech Svcs, Arts/Enter/Rec

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

Admin/Supp/Waste Mgt/Red Svcs

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

None

For further information, contact Alan Barefield at 662.325.7995 or [alan.barefield@msstate.edu](mailto: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
	2015	2019	2015	2019		
<b>Top Ten Sectors (millions of dollars)</b>	<b>2015</b>	<b>2019</b>	<b>2015</b>	<b>2019</b>	<b>15-19</b>	<b>2019</b>
All industry total	478	558	105,428	115,971	16.7%	0.5%
Manufacturing	98	159	16,545	18,682	61.8%	0.9%
Durable goods manufacturing	89	148	9,520	10,604	66.5%	1.4%
Finance, insurance, real estate, rental, and leasing	73	83	16,073	17,587	13.7%	0.5%
Real estate and rental and leasing	58	67	10,990	12,002	16.2%	0.6%
Government and government enterprises	47	52	18,687	20,307	9.9%	0.3%
Wholesale trade	39	43	5,633	6,196	10.0%	0.7%
Agriculture, forestry, fishing and hunting	50	43	2,213	2,111	-14.2%	2.0%
Educational services, healthcare, and social assistance	35	41	8,893	10,124	18.2%	0.4%
Retail trade	40	40	8,179	9,071	1.7%	0.4%
Professional and business services	27	23	7,581	8,138	-12.5%	0.3%

Gross product is reported in millions of dollars.

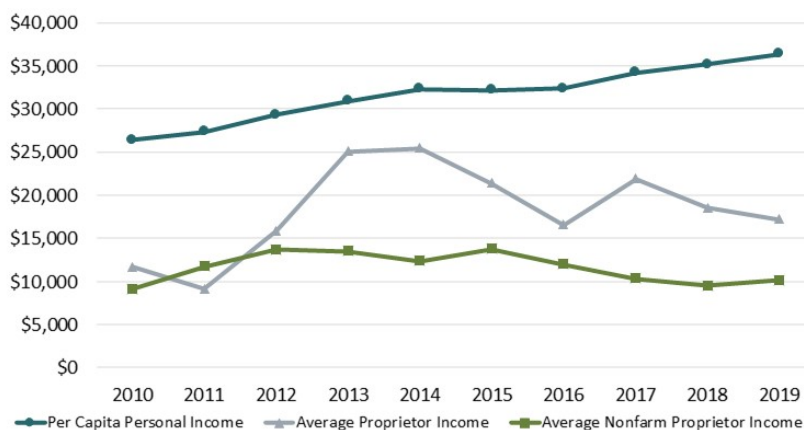
### Employment and Firms by Business Size Class 2018—County Business Patterns

	Firms	Employees	Annual Payroll
All Firms	380	5,337	\$212,036

Size Class	Firms	Size Class	Firms
1—4 Employees	207	20-49 Employees	27
5—9 Employees	79	50-99 Employees	6
10—19 Employees	53	100-249 Employees	4

Annual payroll is reported in thousands of dollars.

### Per Capita Personal Income versus Average Proprietor Income Winston County



Source: Bureau of Economic Analysis (BEA)

### Top Employment Sectors 2020—Emsi

NAICS	Sector	Jobs
903	Local Government	687
321	Wood Product Mfg	498
622	Hospitals	391
722	Food Svcs & Drinking Places	344
333	Machinery Mfg	298
452	General Merch Stores	239
315	Apparel Manufacturing	218

### Top Occupation Sectors 2020—Emsi

SOC	Sector	Jobs
41-2000	Retail Sales Workers	347
51-6000	Textile/Apparel/& Furnish Wrkrs	300
53-7000	Material Moving Wrkrs	257
25-2000	Pre/Prim/Sec/Spcl Ed Tchrs	246
53-3000	Motor Vehicle Operators	232
53-3000	Assemblers and Fabricators	230
29-1000	Health Diag/Treating Pract	225

# MISSISSIPPI COUNTY ECONOMIC PROFILES

## DATA KEY

### Data Acronyms and Abbreviations

**ACS** — American Community Survey (five-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, 2015 to 2019

Estimates were obtained from the proprietary data source Economic Modeling Specialists, Inc.

<https://economicmodeling.com>

### Percent of the Population that is Non-white, 2019

Data were obtained from the 2015 to 2019 American Community Survey five-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, 2019

Data were obtained from the 2015 to 2019 American Community Survey five-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, 2019 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/2018/demo/saipe/2018-state-and-county.html>

### Percent of the Total Population under 18 in Poverty, 2019 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/2018/demo/saipe/2018-state-and-county.html>

### Percent of the Population 25 and Older with a High School Diploma, GED, or More, 2019 Estimate

Data were obtained from the 2015 to 2019 American Community Survey five-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, 2019 Estimate

Data were obtained from the 2015 to 2019 American Community Survey five-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), 2019 Estimate

Data were obtained from the 2015 to 2019 American Community Survey five-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, 2019 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/saipe.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 five years (2016—2020). 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 2016 to 2020 time frame. Emerging industries have a location quotient that has increased by more than 20 percent from 2016 to 2020, but the 2020 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 2016 to 2020.

Due to space limitations in the Declining, Emerging, and Anchor Industries table, it 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: <http://www.census.gov/eos/www/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 for the state 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>

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