

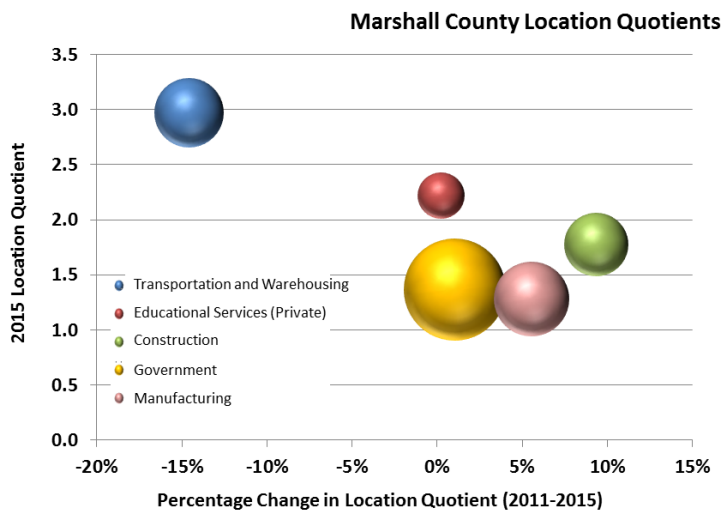
County Economic Profile

Marshall County, Mississippi

extension.msstate.edu/economic-profiles



Demographics	Marshall County, Mississippi	Mississippi	United States
Total Population, 2015 (Census)	35,916	2,992,333	321,418,820
Percent Change in Total Population, 2011-2015 (Census)	-2.3%	0.5%	3.1%
Percent of the Population that is Non-white, 2014 (Census)	18,524	1,214,652	82,257,371
Pct of Population that is Older than 64 years, 2014 (Census)	13.9%	13.5%	13.7%
Percent of the Population in Poverty, 2014 (SAIPE)	21.5%	21.9%	15.5%
Pct of the Total Population under 18 in Poverty, 2014 Estimate (SAIPE)	34.1%	30.7%	21.7%
Percent of the Population 25 and Older that have a High School Diploma, GED, or more, 2010-2014 Estimate (ACS)	75.1%	81.9%	86.3%
Percent of the Population 25 and Older that have a Bachelor's Degree or more, 2010-2014 Estimate (ACS)	11.3%	20.4%	29.3%
Average travel time to work (minutes), 2010-2014 Estimate (ACS)	30	24	25.7
Unemployment Rate, 2015 Annual Average (BLS)	7.3%	6.5%	5.3%
Current Median Household Income, 2014 Estimate (SAIPE)	\$37,554	\$39,738	\$53,657



Source: EMSI

Bubble size represents the relative size of highest 2-digit NAICS employment sectors

Declining Industries

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

Arts/Enter/Rec, Utilities

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, Ag/Forest/Fish/Hunt, Information, Other Svcs exc PA, Real Est/Rent/Leas, Wholesale Trade

Anchor Industries

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

Ed Svcs (Private)

Gross County/State Product (Bureau of Economic Analysis) (2 digit NAICS Code aggregation exc as parenthetically noted)	Marshall County, Mississippi		Mississippi		% Chg in County	County as % of MS
	2011	2015	2011	2015		
Top Ten Sectors (Millions of dollars)						
All industry total	634	685	96,840	107,100	8.0%	10.6%
Government	144	99	17,538	18,350	-31.4%	4.6%
Real estate and rental and leasing	83	94	9,923	11,064	13.3%	11.5%
Manufacturing	143	86	15,077	16,824	-40.0%	11.6%
Transportation and warehousing	22	54	3,356	3,905	148.7%	16.4%
Health care and social assistance	56	52	7,226	7,915	-6.8%	9.5%
Retail trade	39	52	7,703	8,803	32.9%	14.3%
Construction	68	47	4,565	4,745	-29.8%	3.9%
Finance and insurance	10	36	4,146	4,687	255.4%	13.0%
Wholesale trade	23	28	4,708	5,477	20.8%	16.3%
Utilities	0	25	2,715	3,071	N/A	13.1%

Employment Growth by Business Size Class 2014—youreconomy.org

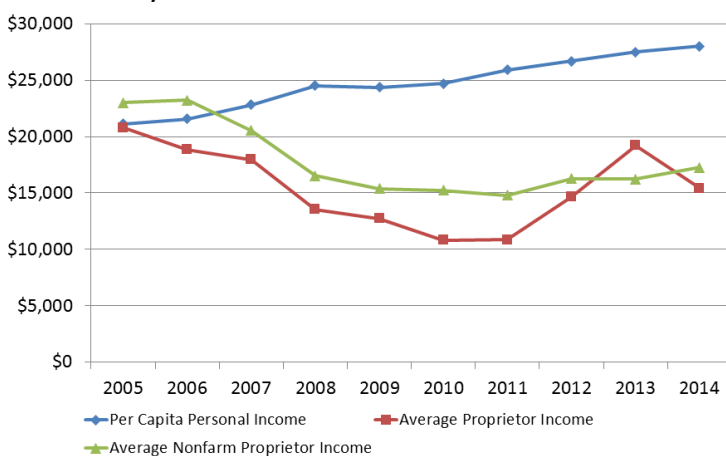
	Firms	Employees	Ann P/R
All Firms	412	6,626	\$193,892

Size Class	Firms	Size Class	Firms
1-4 Employees	211	20-49 Employees	40
5-9 Employees	84	50-99 Employees	17
10-19 Employees	52	100-249 Employees	5

Top Employment Sectors 2015— EMSI

NAICS	Sector	Jobs
903	Local Government	1,107
493	Warehousing and Storage	396
238	Specialty Trade Contractors	393
561	Admin/Support Svcs	345
722	Food Svcs/Drinking Places	301
522	Credit Intermed & Related Act	264
611	Educational Services	261

Per Capita Personal Income versus Average Proprietor Income
Marshall County



Top Occupation Sectors 2015— EMSI

SOC	Sector	Jobs
41-2000	Retail Sales Wrkrs	430
53-7000	Material Mvg Wrkrs	390
25-2000	Pre-K,Prim,Second,&Spec Ed Teachers	369
47-2000	Constr Trades Wrkrs	325
43-5000	Material Rec/Sched./Dispatch/Distr Wrkrs	322
53-3000	Motor Vehicle Operators	244
33-3000	Law Enforcement Workers	192

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MISSISSIPPI COUNTY ECONOMIC PROFILES

DATA KEY

Total Population, 2015

These data were obtained from the 2011-2015 American Community Survey five year estimates tables. <http://www.census.gov>

Percent Change in Total Population, 2011-2015

These data were obtained from the 2006-2011 and 2011-2015 American Community Survey five year estimates tables. <http://www.census.gov>

Percent of the Population that is Non-white, 2015

These data were obtained from the 2011-2015 American Community Survey five year estimates tables. They show the percentage of persons for the county, state and nation who either classified themselves as multi-racial or as a race other than White.

<http://www.census.gov>

Percent of the Population that is Older than 64 years, 2015

These data were obtained from the 2011-2015 American Community Survey five year estimates tables and show the proportion of persons residing in the county who report themselves to be 65 years of age and older.

<http://www.census.gov>

Percent of the Population in Poverty, 2013 Estimate

These data were obtained from the Model-based Small Area Income & Poverty Estimates (SAIPE) for School Districts, Counties, and States.

<http://www.census.gov/did/www/saipe>

Percent of the Total Population under 18 in Poverty, 2013 Estimate

These data were obtained from the Model-based Small Area Income & Poverty Estimates (SAIPE) for School Districts, Counties, and States.

<http://www.census.gov/did/www/saipe>

Percent of the Population 25 and Older that have a High School Diploma, GED, or more, 2013

These data were obtained from the American Community Survey 2009-2013 5-year estimates.

<http://www.census.gov>

Percent of the Population 25 and Older that have a Bachelor's Degree or more, 2013 Estimate

These data were obtained from the American Community Survey 2009-2013 5-year estimates.

<http://www.census.gov>

Percent of Workers who Travel 30 minutes or more one way, to work, 2013 Estimate

These data were obtained from the American Community Survey 2009-2013 5-year Estimates.

<http://www.census.gov>

Unemployment Rate, 2015 Annual Average

These data were obtained from the Bureau of Labor Statistics.

<http://bls.gov/lau/#tables>

Current Median Household Income, 2013 Estimate

These data were obtained from the Model-based Small Area Income & Poverty Estimates (SAIPE) for School Districts, Counties, and States.

<http://www.census.gov/did/www/saipe>

Location Quotients

Location quotients are the comparisons of the percentage of workers in a particular economic sector in the county as compared 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.

The horizontal axis measures the percentage change in the size of the location quotient for a particular sector over the last five years (2011-2015). 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 twenty-two 2-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 2-digit NAICS codes is provided below. The data used in these calculations were obtained from Economic Modeling Systems Incorporated (EMSI).

2-digit NAICS Code Sectors

Code Sector Name

- 11 Agriculture, Forestry, Fishing and Hunting
- 21 Mining, Quarrying, and Oil and Gas Extraction
- 22 Utilities
- 23 Construction
- 31-33 Manufacturing
- 42 Wholesale Trade
- 44-45 Retail Trade
- 48-49 Transportation and Warehousing
- 51 Information
- 52 Finance and Insurance
- 53 Real Estate and Rental and Leasing
- 54 Professional, Scientific, and Technical Services
- 55 Management of Companies and Enterprises
- 56 Administrative and Support and Waste Management and Remediation Services
- 61 Educational Services
- 62 Health Care and Social Assistance
- 71 Arts, Entertainment, and Recreation
- 72 Accommodation and Food Services
- 81 Other Services (except Public Administration)
- 92 Public Administration (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 two sources. Gross state product data and employment data (where available) were obtained from the Bureau of Economic Analysis. In the cases where BEA employment data were suppressed for non-disclosure purposes, estimates from the Woods & Poole proprietary Comprehensive Economic Development Data System (CEDDS) were used. Farm cash receipts were obtained from BEA.

All data in this table are aggregated to the 2-digit NAICS code (see above). Estimates for other sectors are available on request.

<http://bea.gov>

Employment Growth by Stage and Size of Business

Estimates for the number of net openings (openings minus closings), net expansion (businesses expanding minus businesses shrinking) and net relocations (businesses relocating to the area minus businesses moving from the area) are provided by three business size classifications. These estimates are provided by YourEconomy.

<http://youreconomy.org>

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.

<http://bea.gov>

Top Ten Employment Sectors

Estimates at the 3-digit NAICS code level were obtained from the proprietary data source Economic Modeling Specialists, Inc.

<http://economicmodeling.com>

Top Ten Occupation Sectors

Estimates at the 3-digit SOC code level were obtained from the proprietary data source Economic Modeling Specialists, Inc.

<http://economicmodeling.com>

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