



UT TylerTM

HIBBS INSTITUTE

Panola County Economic Overview 2026

Demographic Profile	2
Unemployment Rate	4
Wage Trends	5
Cost of Living Index	6
Occupation Snapshot	7
Industry Clusters	9
Education Levels	10
Gross Domestic Product	11

*Note This report was originally produced by Chmura Economics & Analytics Economics, an economic consulting company contracted by the Hibbs Institute.

Demographic Profile

The population in Panola County, Texas was 22,624 per American Community Survey data for 2019-2023. The region has a civilian labor force of 9,860 with a participation rate of 55.0%. Of individuals 25 to 64 in Panola County, Texas, 18.6% have a bachelor's degree or higher which compares with 36.5% in the nation. The median household income in Panola County, Texas is \$62,593 and the median house value is \$146,000.

Summary¹

	Percent			Value		
	Panola County, Texas	Texas	USA	Panola County, Texas	Texas	USA
Demographics						
Population (ACS)	—	—	—	22,624	29,640,343	332,387,540
Male	50.6%	49.9%	49.5%	11,459	14,789,987	164,545,087
Female	49.4%	50.1%	50.5%	11,165	14,850,356	167,842,453
Median Age ²	—	—	—	40.5	35.5	38.7
Under 18 Years	23.2%	25.2%	22.2%	5,243	7,482,530	73,645,238
18 to 24 Years	8.5%	9.7%	9.1%	1,929	2,863,182	30,307,641
25 to 34 Years	10.8%	14.4%	13.7%	2,444	4,278,912	45,497,632
35 to 44 Years	11.7%	14.0%	13.1%	2,650	4,141,445	43,492,887
45 to 54 Years	12.5%	12.3%	12.3%	2,836	3,645,897	40,847,713
55 to 64 Years	12.8%	11.2%	12.8%	2,899	3,322,832	42,626,382
65 to 74 Years	12.5%	8.1%	10.0%	2,826	2,399,654	33,293,127
75 Years and Over	7.9%	5.1%	6.8%	1,797	1,505,891	22,676,920
Race: White	74.2%	53.9%	63.4%	16,794	15,984,990	210,875,446
Race: Black or African American	11.4%	12.2%	12.4%	2,589	3,626,137	41,070,890
Race: American Indian and Alaska Native	0.0%	0.6%	0.9%	8	190,706	2,924,996
Race: Asian	0.4%	5.3%	5.8%	91	1,581,798	19,352,659
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	4	29,841	629,292
Race: Some Other Race	1.3%	8.6%	6.6%	301	2,540,808	21,940,536
Race: Two or More Races	12.5%	19.2%	10.7%	2,837	5,686,063	35,593,721
Hispanic or Latino (of any race)	10.0%	39.5%	19.0%	2,266	11,697,134	63,131,589
Population Growth						
Population (Pop Estimates) ⁴	—	—	—	23,022	31,290,831	340,110,988
Population Annual Average Growth ⁴	-0.3%	1.5%	0.7%	-73	432,774	2,172,466
People per Square Mile ⁴	—	—	—	28.4	119.8	96.3
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	55.0%	65.1%	63.3%	9,860	14,906,660	168,567,852
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	81.2%	81.8%	83.0%	6,415	9,805,842	107,055,165
Work from Home	4.3%	12.8%	13.5%	410	1,796,441	21,267,373
Armed Forces Labor Force	0.2%	0.5%	0.5%	29	118,359	1,287,774
Veterans, Age 18-64	6.0%	4.6%	4.2%	767	832,188	8,410,268
Veterans Labor Force Participation Rate and Size, Age 18-64	68.4%	78.8%	77.0%	525	655,396	6,478,181
Median Household Income ²	—	—	—	\$62,593	\$76,292	\$78,538
Per Capita Income	—	—	—	\$35,020	\$39,446	\$43,289
Mean Commute Time (minutes)	—	—	—	28.8	26.7	26.6
Commute via Public Transportation	0.1%	1.0%	3.5%	5	133,038	5,528,841
Educational Attainment, Age 25-64						
No High School Diploma	12.4%	13.5%	10.0%	1,348	2,072,973	17,176,172
High School Graduate	30.0%	24.0%	25.0%	3,248	3,691,942	43,057,491

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

Summary¹

	Percent			Value		
	Panola County, Texas	Texas	USA	Panola County, Texas	Texas	USA
Some College, No Degree	27.9%	20.4%	19.3%	3,023	3,139,587	33,315,654
Associate's Degree	11.0%	8.1%	9.2%	1,191	1,242,119	15,894,085
Bachelor's Degree	13.4%	22.1%	22.8%	1,450	3,405,293	39,256,774
Postgraduate Degree	5.3%	11.9%	13.8%	569	1,837,172	23,764,438
Housing						
Total Housing Units	—	—	—	10,818	11,890,808	142,332,876
Median House Value (of owner-occupied units) ^{2,5}	—	—	—	\$146,000	\$260,400	\$303,400
Homeowner Vacancy	0.2%	1.1%	1.0%	11	75,671	850,724
Rental Vacancy	0.0%	7.4%	5.5%	0	326,361	2,605,688
Renter-Occupied Housing Units (% of Occupied Units)	20.7%	37.4%	35.0%	1,754	4,023,511	44,590,828
Owner-Occupied Housing Units (% of Occupied Units)	79.3%	62.6%	65.0%	6,732	6,723,729	82,892,037
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	4.6%	5.3%	8.3%	388	571,578	10,602,826
Social						
Poverty Level (of all people)	11.9%	13.8%	12.4%	2,635	4,005,417	40,390,045
Households Receiving Food Stamps/SNAP	9.7%	11.4%	11.8%	824	1,227,194	15,004,950
Enrolled in Grade 12 (% of total population)	0.6%	1.4%	1.3%	147	428,613	4,405,676
Disconnected Youth ³	0.0%	2.9%	2.4%	0	49,544	420,352
Children in Single Parent Families (% of all children)	32.8%	33.9%	34.0%	1,671	2,416,209	23,701,745
Uninsured	17.9%	17.4%	8.6%	3,997	5,061,251	28,000,876
With a Disability, Age 18-64	13.5%	10.0%	10.7%	1,707	1,783,307	21,269,700
With a Disability, Age 18-64, Labor Force Participation Rate and Size	41.4%	51.7%	47.0%	706	921,178	10,001,264
Foreign Born	4.3%	17.2%	13.9%	967	5,095,888	46,108,901
Speak English Less Than Very Well (population 5 yrs and over)	2.1%	12.8%	8.4%	439	3,559,545	26,299,012

Source: [JobsEQ®](#)

1. American Community Survey 2019-2023, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2024, annual average growth rate since 2014.

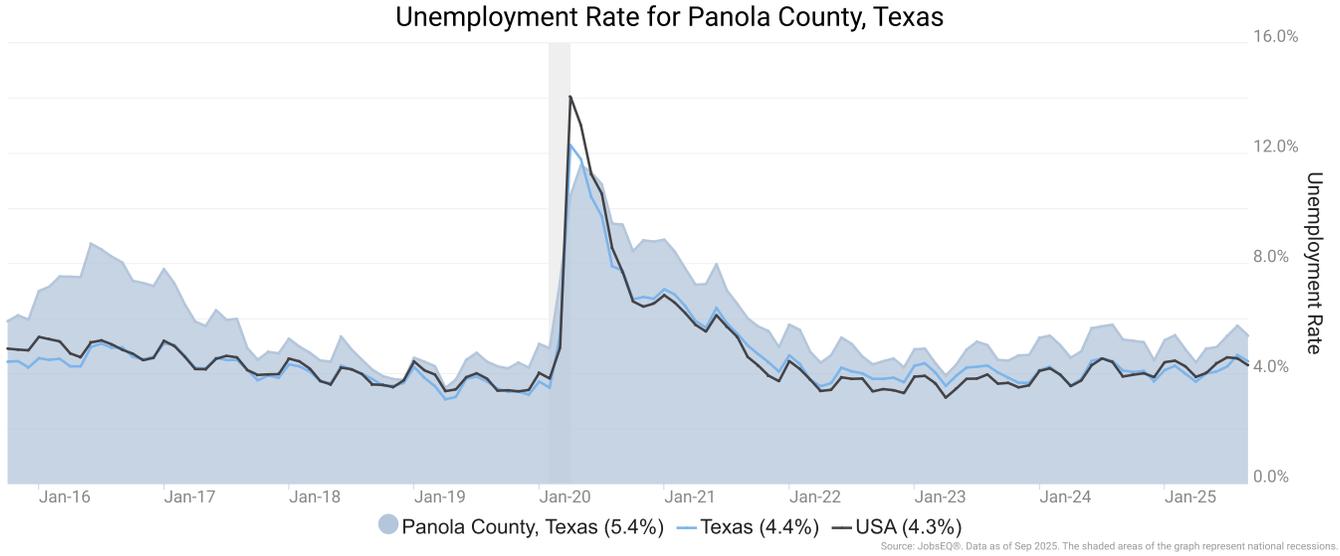
5. The Census's method for calculating median house values changed with the 2022 data set, so pre-2022 values are not directly comparable with later data.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

Unemployment Rate

The unemployment rate for Panola County, Texas was 5.4% as of September 2025. The regional unemployment rate was higher than the national rate of 4.3%. One year earlier, in September 2024, the unemployment rate in Panola County, Texas was 5.2%.



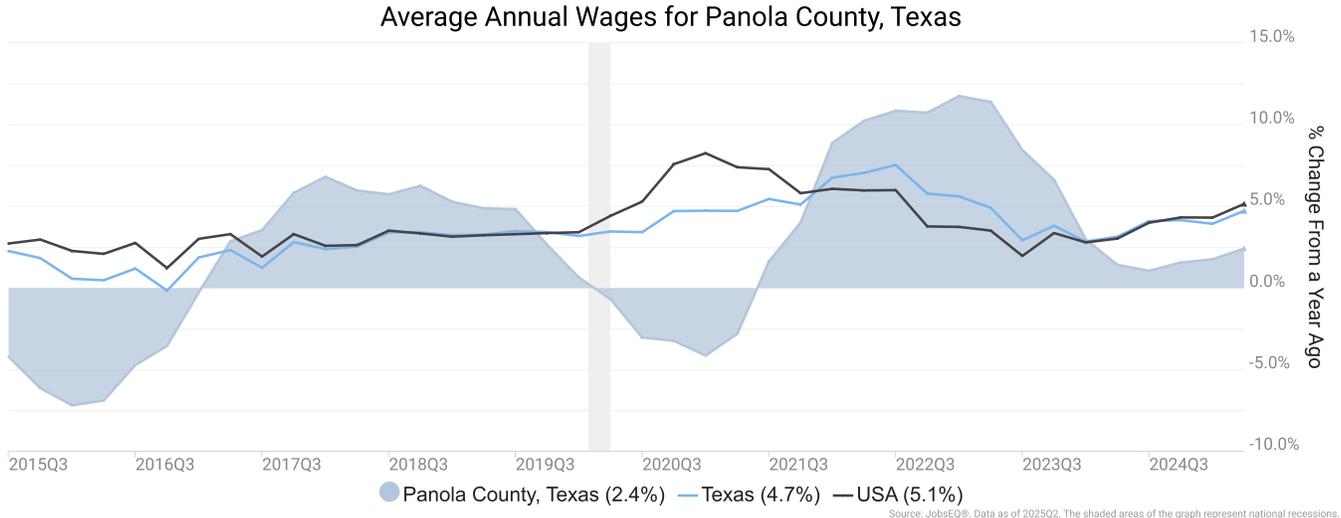
Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through September 2025.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

Wage Trends

The average worker in Panola County, Texas earned annual wages of \$57,335 as of 2025Q2. Average annual wages per worker increased 2.4% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$75,686 in the nation as of 2025Q2.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2025Q1 with preliminary estimates updated to 2025Q2.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 8.5% lower in Panola County, Texas than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Panola County, Texas	\$57,335	91.5	\$62,629
Texas	\$74,720	93.1	\$80,256
USA	\$75,686	100.0	\$75,686

Source: [JobsEQ®](#)

Data as of 2025Q2

Cost of Living per [COLI](#), data as of 2025Q2, imputed by Chmura where necessary.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

Occupation Snapshot

The largest major occupation group in Panola County, Texas is Construction and Extraction Occupations, employing 1,135 workers. The next-largest occupation groups in the region are Management Occupations (994 workers) and Transportation and Material Moving Occupations (791). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Construction and Extraction Occupations (LQ = 2.87), Installation, Maintenance, and Repair Occupations (1.52), and Production Occupations (1.49).

Occupation groups in Panola County, Texas with the highest average wages per worker are Legal Occupations (\$106,500), Management Occupations (\$101,600), and Architecture and Engineering Occupations (\$100,400). The unemployment rate in the region varied among the major groups from 1.9% among Healthcare Practitioners and Technical Occupations to 10.5% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in Panola County, Texas is expected to be Healthcare Support Occupations with a +0.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Construction and Extraction Occupations (+2 jobs) and Transportation and Material Moving Occupations (+1). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Transportation and Material Moving Occupations (94 jobs) and Construction and Extraction Occupations (93).

Panola County, Texas, 2025Q2¹

SOC	Occupation	Current					5-Year History			1-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
47-0000	Construction and Extraction	1,135	\$51,300	2.87	77	6.9%	6	-78	-1.3%	94	35	58	2	0.1%
11-0000	Management	994	\$101,600	1.45	19	2.0%	12	39	0.8%	82	40	43	-1	-0.1%
53-0000	Transportation and Material Moving	791	\$45,100	1.06	67	7.1%	15	-15	-0.4%	96	40	54	1	0.2%
43-0000	Office and Administrative Support	759	\$43,700	0.76	41	4.0%	9	-63	-1.6%	75	38	42	-6	-0.7%
51-0000	Production	696	\$45,400	1.49	42	5.8%	8	-110	-2.9%	79	31	48	0	0.0%
25-0000	Educational Instruction and Library	682	\$57,100	1.43	18	3.3%	1	67	2.1%	59	29	29	1	0.1%
41-0000	Sales and Related	664	\$44,900	0.88	53	6.6%	27	-4	-0.1%	80	39	46	-5	-0.7%
49-0000	Installation, Maintenance, and Repair	512	\$58,300	1.52	21	3.8%	14	-31	-1.2%	46	19	25	1	0.2%
35-0000	Food Preparation and Serving Related	404	\$29,800	0.56	51	8.1%	52	-14	-0.7%	75	34	41	0	0.0%
37-0000	Building and Grounds Cleaning and Maintenance	372	\$34,000	1.29	27	6.6%	5	-124	-5.6%	50	24	26	0	-0.1%
13-0000	Business and Financial Operations	344	\$79,000	0.60	12	3.3%	8	27	1.7%	27	10	17	1	0.2%
29-0000	Healthcare Practitioners and Technical	249	\$84,600	0.47	6	1.9%	48	-19	-1.5%	15	8	7	1	0.3%
31-0000	Healthcare Support	226	\$32,200	0.54	16	4.7%	20	-12	-1.0%	32	15	16	1	0.6%
39-0000	Personal Care and Service	152	\$32,000	0.67	12	5.9%	2	12	1.6%	24	10	14	0	0.0%
15-0000	Computer and Mathematical	145	\$97,400	0.52	5	3.7%	n/a	42	7.1%	9	3	5	1	0.5%
33-0000	Protective Service	132	\$55,200	0.69	6	3.6%	2	-5	-0.8%	13	5	8	0	-0.2%

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

Panola County, Texas, 2025Q2¹

SOC	Occupation	Current					5-Year History			1-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
21-0000	Community and Social Service	127	\$57,900	0.77	3	3.1%	2	8	1.3%	12	5	6	1	0.4%
17-0000	Architecture and Engineering	123	\$100,400	0.89	3	3.0%	3	-4	-0.6%	8	3	5	0	0.1%
27-0000	Arts, Design, Entertainment, Sports, and Media	85	\$63,400	0.55	3	4.5%	3	2	0.6%	8	4	4	0	-0.2%
19-0000	Life, Physical, and Social Science	82	\$77,500	1.01	2	4.2%	0	-3	-0.6%	8	2	6	0	0.3%
45-0000	Farming, Fishing, and Forestry	45	\$40,800	0.89	6	10.5%	2	-16	-5.9%	6	3	3	0	-0.6%
23-0000	Legal	27	\$106,500	0.37	0	n/a	0	-16	-9.0%	1	1	1	0	0.0%
Total - All Occupations		8,744	\$57,300	1.00	490	5.1%	240	-316	-0.7%	900	398	504	-3	0.0%

Source: [JobsEQ®](#)

Data as of 2025Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2025Q1, imputed where necessary with preliminary estimates updated to 2025Q2. Wages by occupation are as of 2025 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

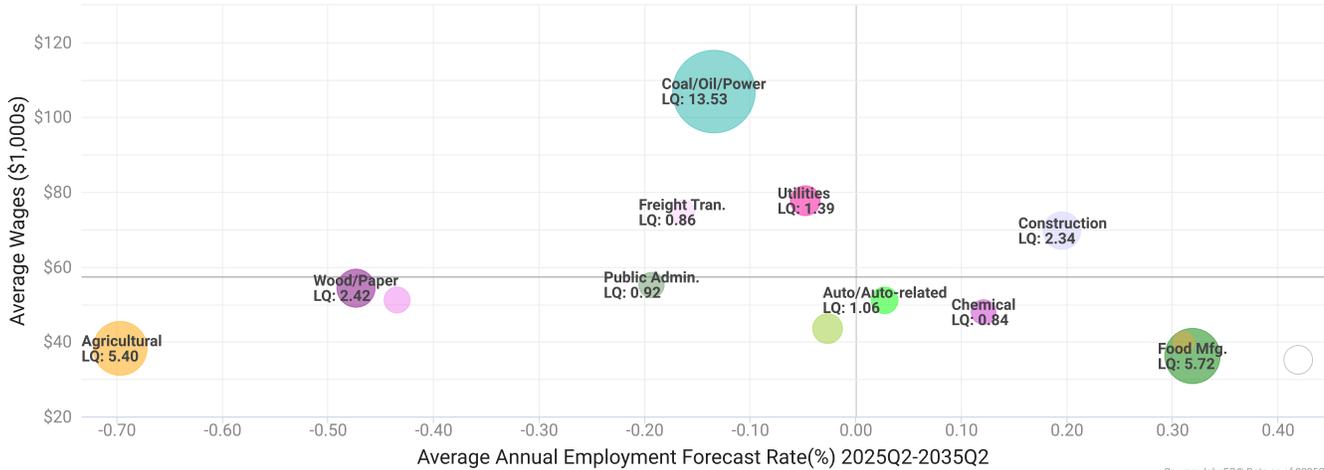
About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in Panola County, Texas with the highest relative concentration is Coal/Oil/Power with a location quotient of 13.53. This cluster employs 959 workers in the region with an average wage of \$106,943. Employment in the Coal/Oil/Power cluster is projected to contract in the region about 0.1% per year over the next ten years.

Industry Clusters for Panola County, Texas as of 2025Q2



Source: JobsEQ® Data as of 2025Q2

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2025Q1 with preliminary estimates updated to 2025Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

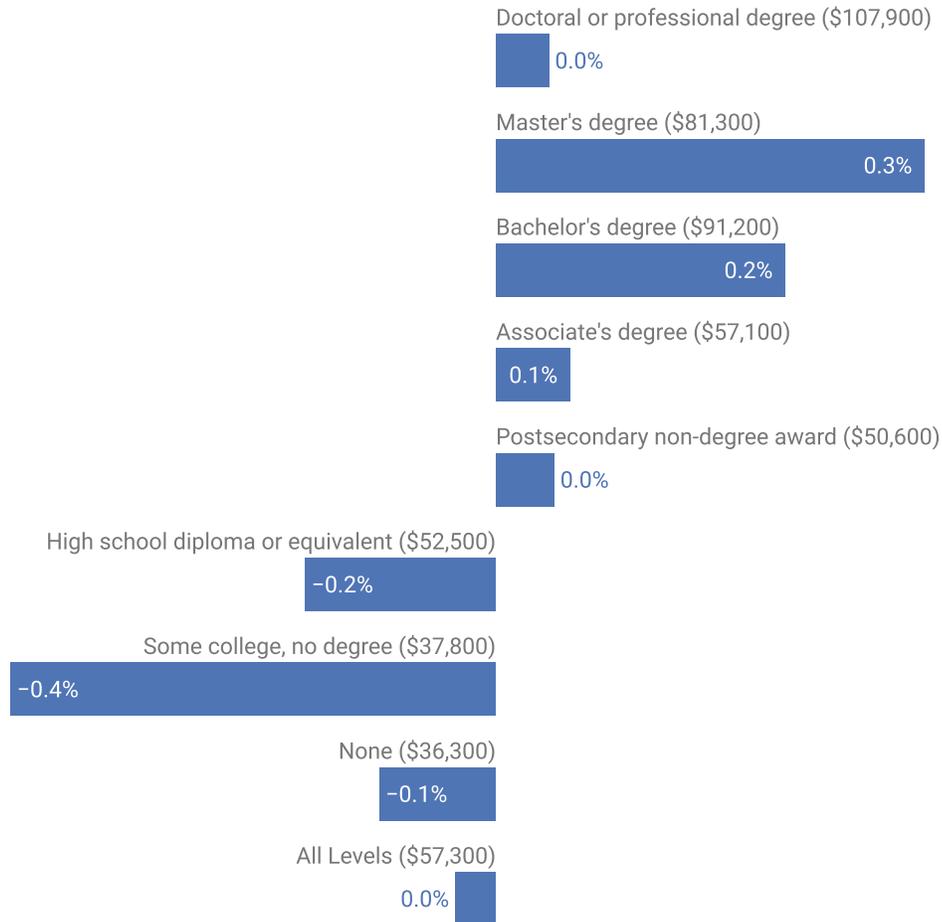
About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in Panola County, Texas is projected to contract 0.0% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.0% per year, those requiring a bachelor's degree are forecast to grow 0.2% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.1% per year.

Annual Average Projected Job Growth by Education Levels



Source: JobsEQ®
Data as of 2025Q2

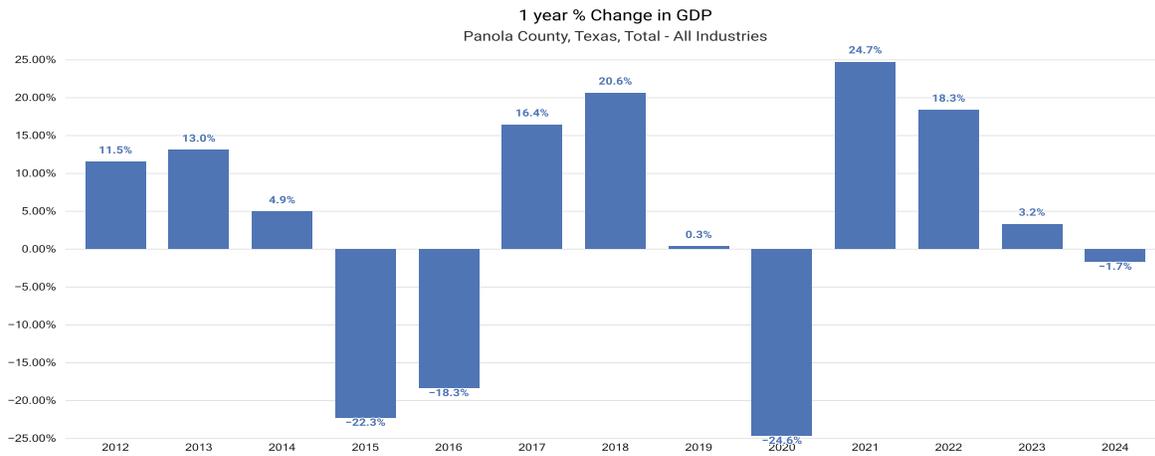
Employment by occupation data are estimates as of 2025Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2024, nominal GDP in Panola County, Texas contracted 1.7%. This follows growth of 3.2% in 2023. As of 2024, total GDP in Panola County, Texas was \$1,263,059,000.



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2024.

Of the sectors in Panola County, Texas, Mining, Quarrying, and Oil and Gas Extraction contributed the largest portion of GDP in 2024, \$304,689,000. The next-largest contributions came from Construction (\$143,065,000); Manufacturing (\$128,347,000); and Retail Trade (\$85,934,000).

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.

GDP (in \$ millions)

Panola County, Texas, 2024

Mining, Quarrying, and Oil and Gas Extraction (21)



Construction (23)



Manufacturing (31)



Retail Trade (44)



Educational Services (61)



Transportation and Warehousing (48)



Wholesale Trade (42)



Real Estate and Rental and Leasing (53)



Professional, Scientific, and Technical Services (54)



Agriculture, Forestry, Fishing and Hunting (11)



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2024.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.