



DeSoto County, MS

Tennessee Valley Authority

Research Services



TVA ECONOMIC DEVELOPMENT

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Report Parameters

1 County

28033 DeSoto County, MS

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

184,732

Population (2019)

Population **grew by 13,958** over the last 5 years and is projected to **grow by 11,431** over the next 5 years.

71,673

Total Regional Employment

Jobs **grew by 12,973** over the last 5 years and are projected to **grow by 8,164** over the next 5 years.

\$65.2K

Median Household Income (2018)

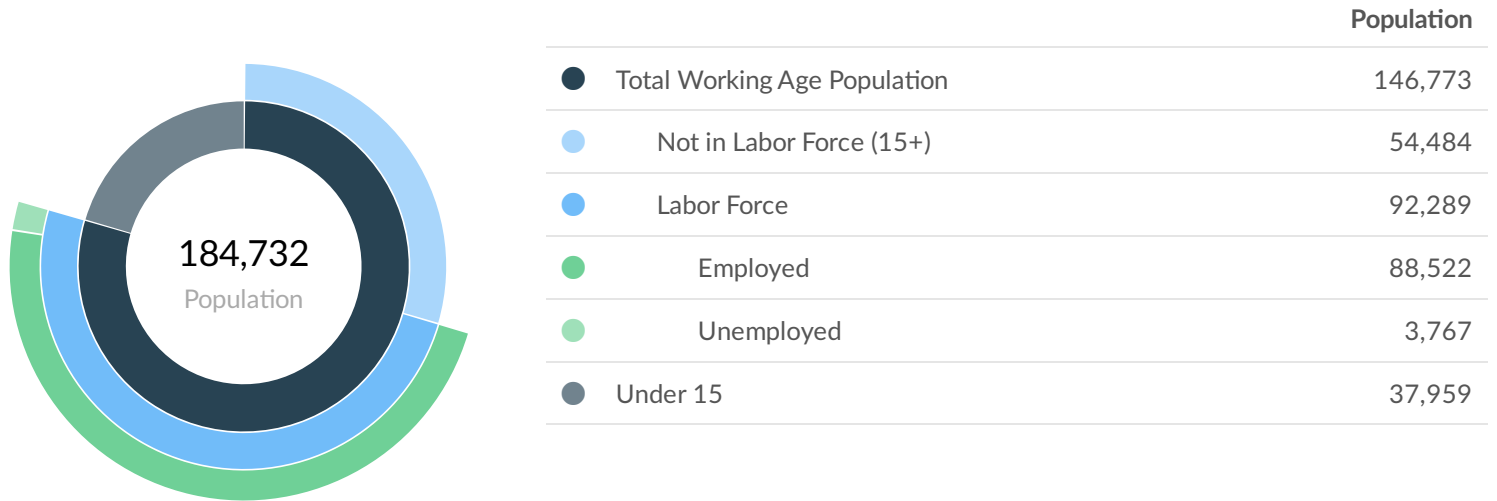
Median household income is **\$4.9K above** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **increased by 8.2%** since 2014, growing by 13,958. Population is expected to **increase by 6.2%** between 2019 and 2024, adding 11,431.
- From 2014 to 2019, jobs **increased by 22.1%** in DeSoto County, MS from 58,701 to **71,673**. This change **outpaced the national growth rate of 7.9% by 14.2%**. As the number of jobs increased, the **labor force participation rate increased from 60.5% to 62.9% between 2014 and 2019**.
- Concerning educational attainment, **15.3% of DeSoto County, MS residents possess a Bachelor's Degree** (3.6% below the national average), and **10.4% hold an Associate's Degree** (2.3% above the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, Warehousing and Storage, and Employment Services.

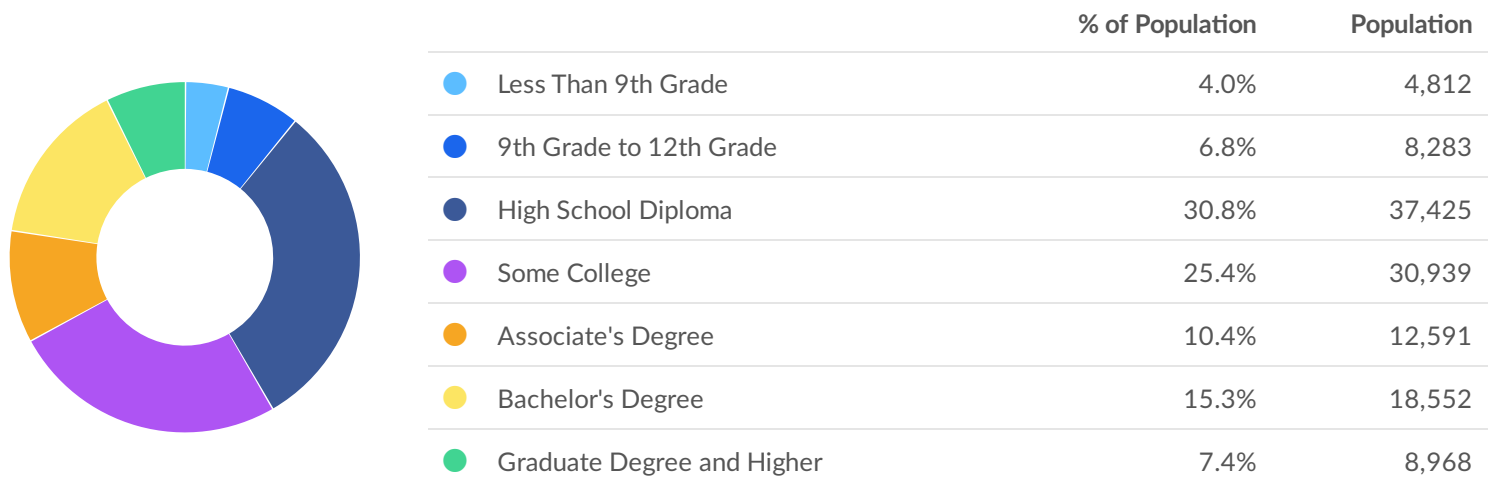
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	184,732	92,289	71,673	89.9	\$5.87B	\$9.12B	\$4.99B
State	2,988,590	1,279,977	1,283,442	88.2	\$117.36B	\$152.18B	\$168.01B
United States	329,399,330	163,493,315	165,694,988	100.0	\$21.12T	\$0	\$8.96T

2019 Labor Force Breakdown



Educational Attainment

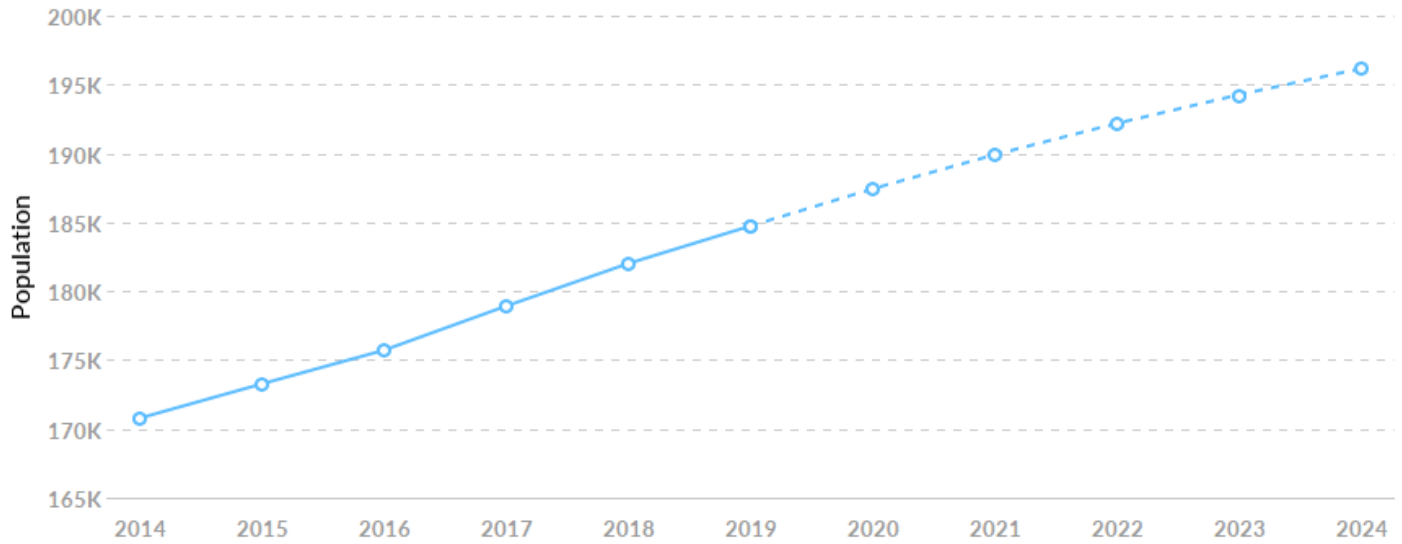
Concerning educational attainment, **15.3% of DeSoto County, MS residents possess a Bachelor's Degree** (3.6% below the national average), and **10.4% hold an Associate's Degree** (2.3% above the national average).



Historic & Projected Trends

Population Trends

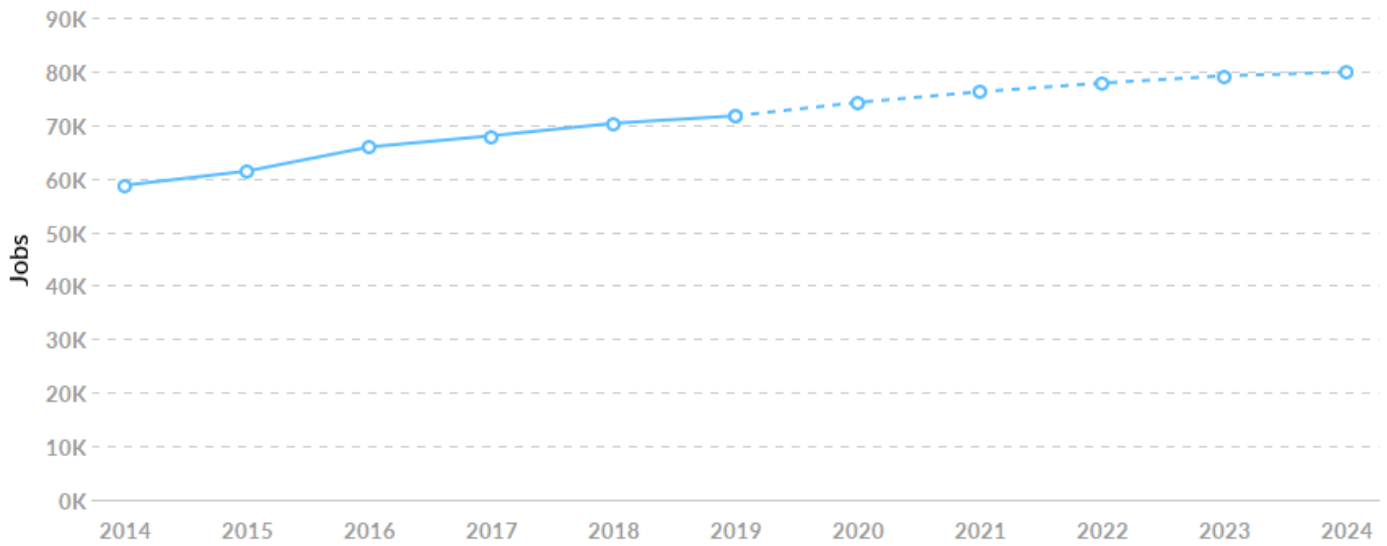
As of 2019 the region's population **increased by 8.2%** since 2014, growing by 13,958. Population is expected to **increase by 6.2%** between 2019 and 2024, adding 11,431.



Timeframe	Population
2014	170,774
2015	173,266
2016	175,711
2017	178,916
2018	182,005
2019	184,732
2020	187,430
2021	189,908
2022	192,183
2023	194,263
2024	196,163

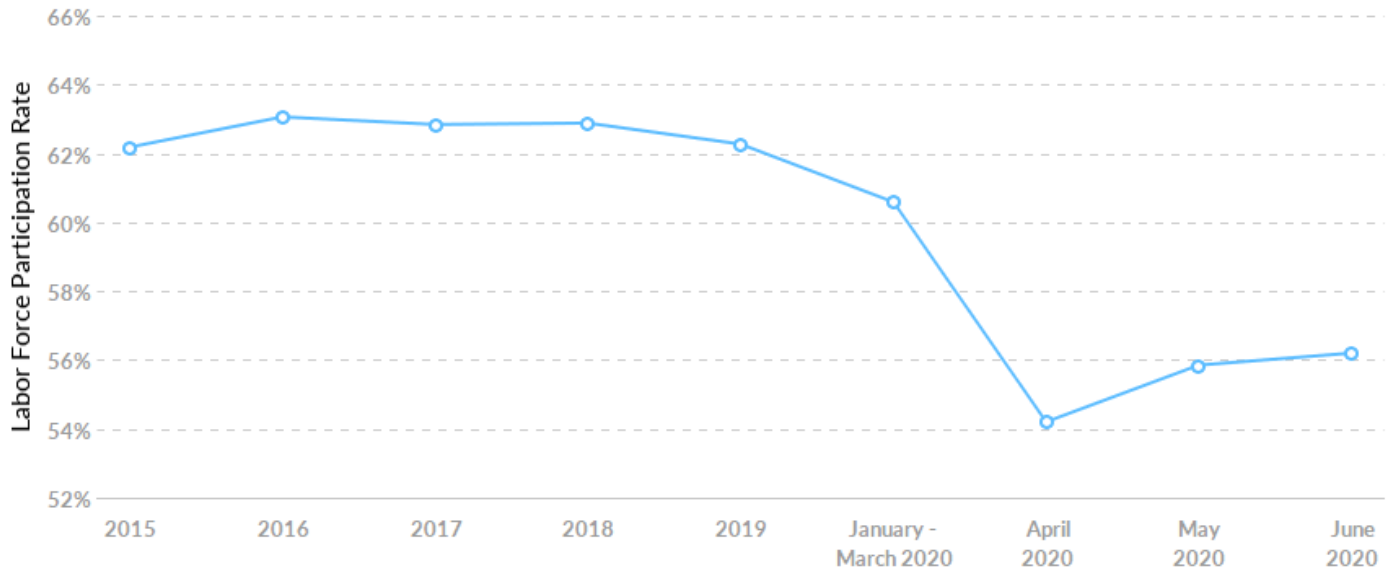
Job Trends

From 2014 to 2019, jobs increased by 22.1% in DeSoto County, MS from 58,701 to 71,673. This change outpaced the national growth rate of 7.9% by 14.2%.



Timeframe	Jobs
2014	58,701
2015	61,352
2016	65,856
2017	67,946
2018	70,279
2019	71,673
2020	74,174
2021	76,166
2022	77,795
2023	79,147
2024	79,837

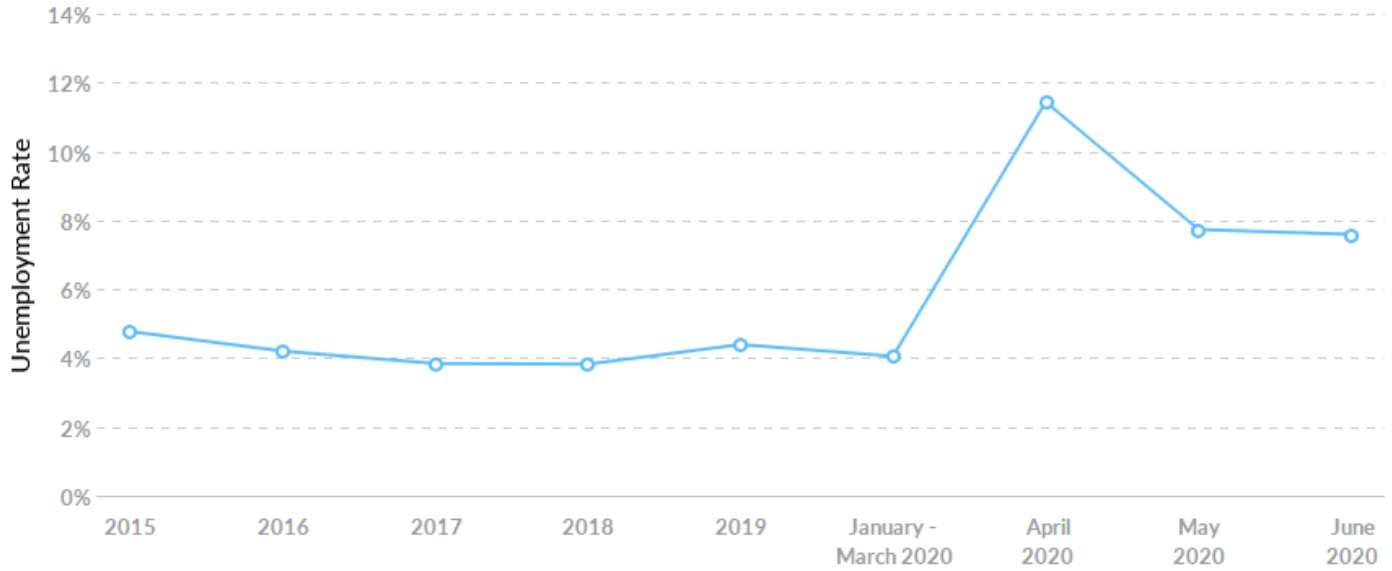
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	62.18%
2016	63.06%
2017	62.84%
2018	62.88%
2019	62.27%
January - March 2020	60.59%
April 2020	54.20%
May 2020	55.85%
June 2020	56.20%

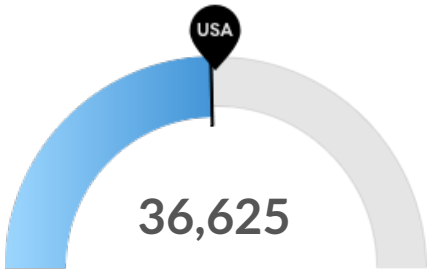
Unemployment Rate Trends

DeSoto County, MS had a June 2020 unemployment rate of 7.59%, increasing from 4.77% 5 years before.



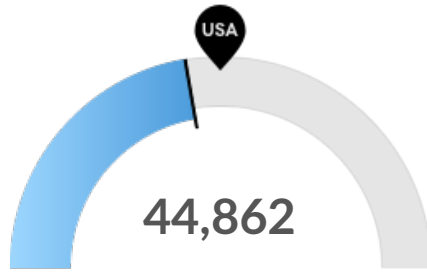
Timeframe	Unemployment Rate
2015	4.77%
2016	4.20%
2017	3.84%
2018	3.82%
2019	4.39%
January - March 2020	4.05%
April 2020	11.43%
May 2020	7.73%
June 2020	7.59%

Population Characteristics



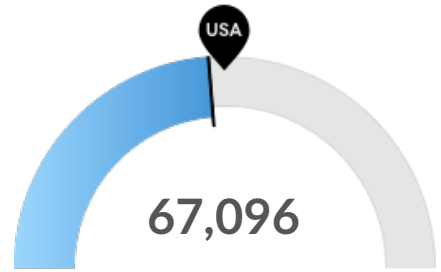
Millennials

DeSoto County, MS has 36,625 millennials (ages 25-39). The national average for an area this size is 37,418.



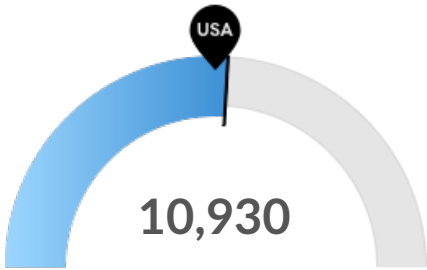
Retiring Soon

Retirement risk is low in DeSoto County, MS. The national average for an area this size is 52,684 people 55 or older, while there are 44,862 here.



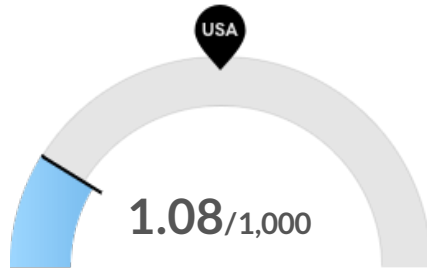
Racial Diversity

Racial diversity is about average in DeSoto County, MS. The national average for an area this size is 72,109 racially diverse people, while there are 67,096 here.



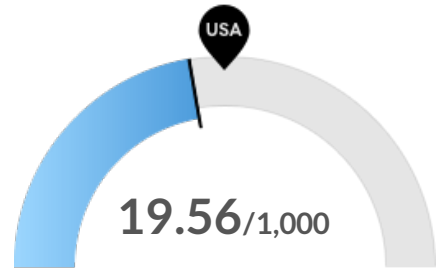
Veterans

DeSoto County, MS has 10,930 veterans. The national average for an area this size is 10,354.



Violent Crime

DeSoto County, MS has 1.08 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

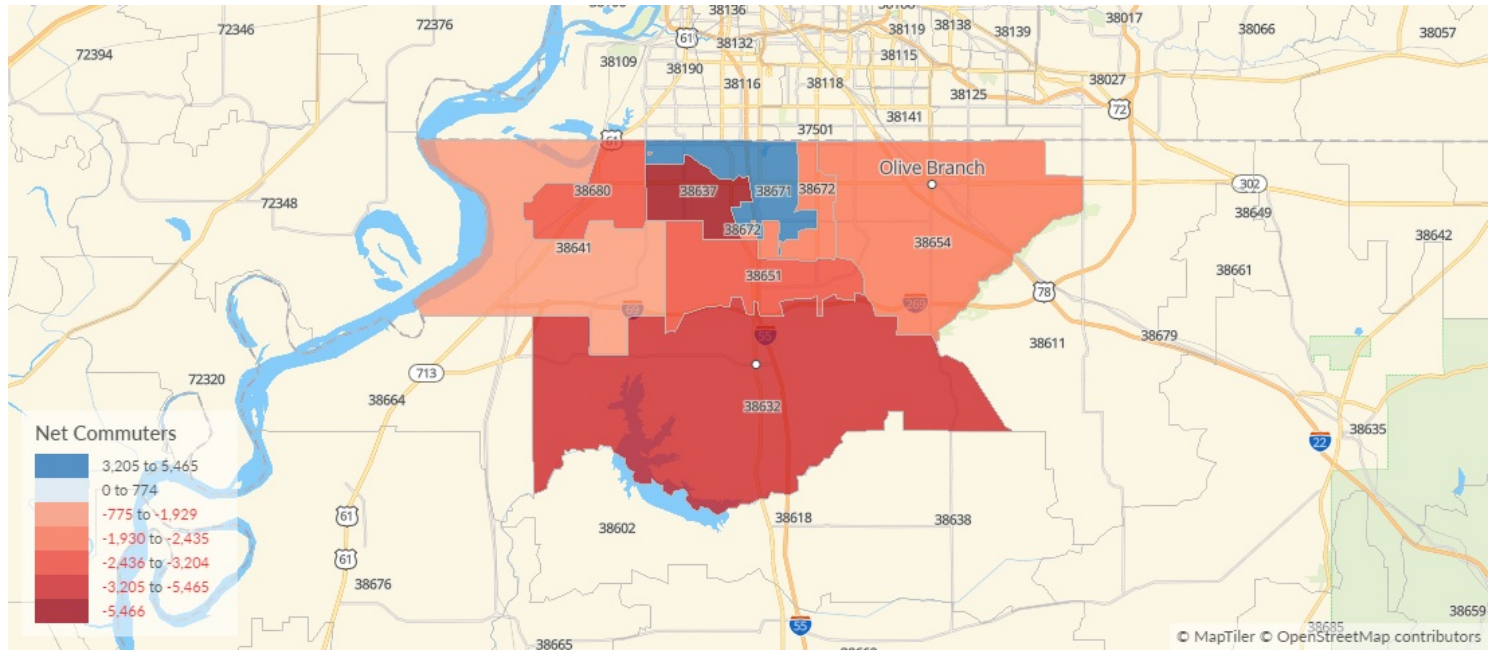


Property Crime

DeSoto County, MS has 19.56 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in DeSoto County, MS currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

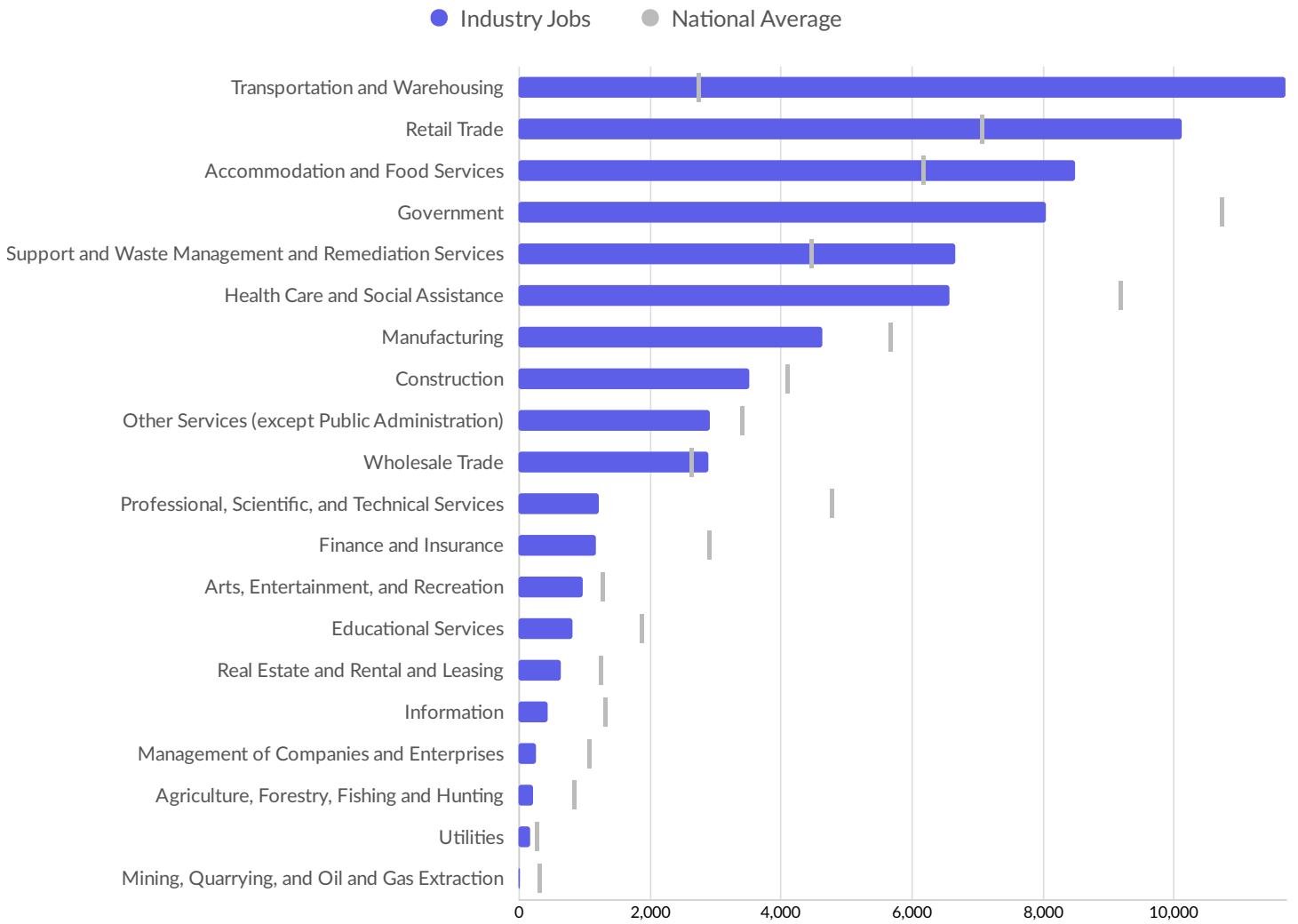
ZIP	Name	2019 Employment
38654	Olive Branch, MS (in De...	25,563
38671	Southaven, MS (in DeSo...	22,288
38632	Hernando, MS (in DeSo...	9,350
38637	Horn Lake, MS (in DeSo...	7,438
38672	Southaven, MS (in DeSo...	4,626

Where Talent Lives

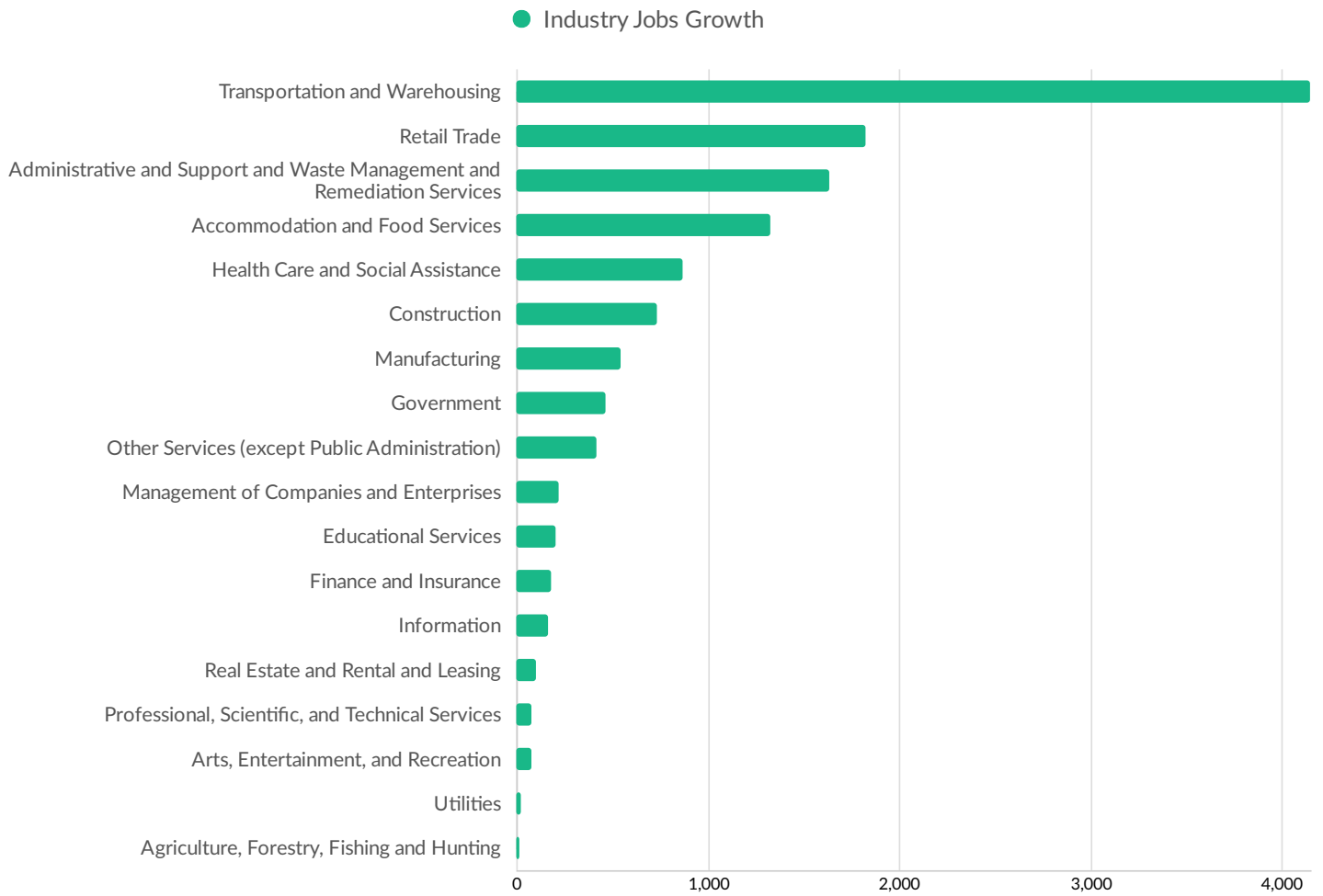
ZIP	Name	2019 Workers
38654	Olive Branch, MS (in De...	27,493
38671	Southaven, MS (in DeSo...	19,083
38637	Horn Lake, MS (in DeSo...	12,904
38632	Hernando, MS (in DeSo...	12,827
38672	Southaven, MS (in DeSo...	6,654

Industry Characteristics

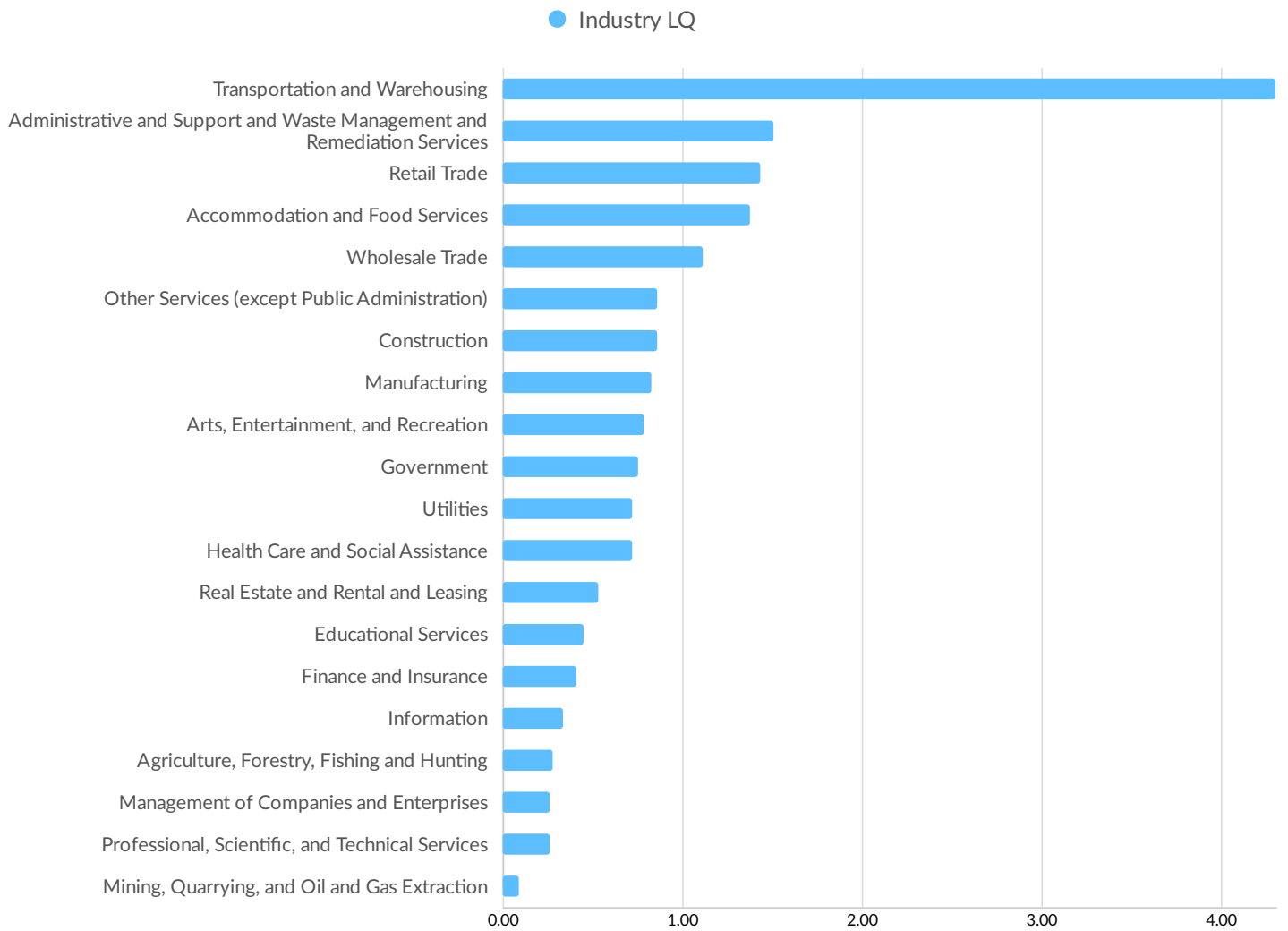
Largest Industries



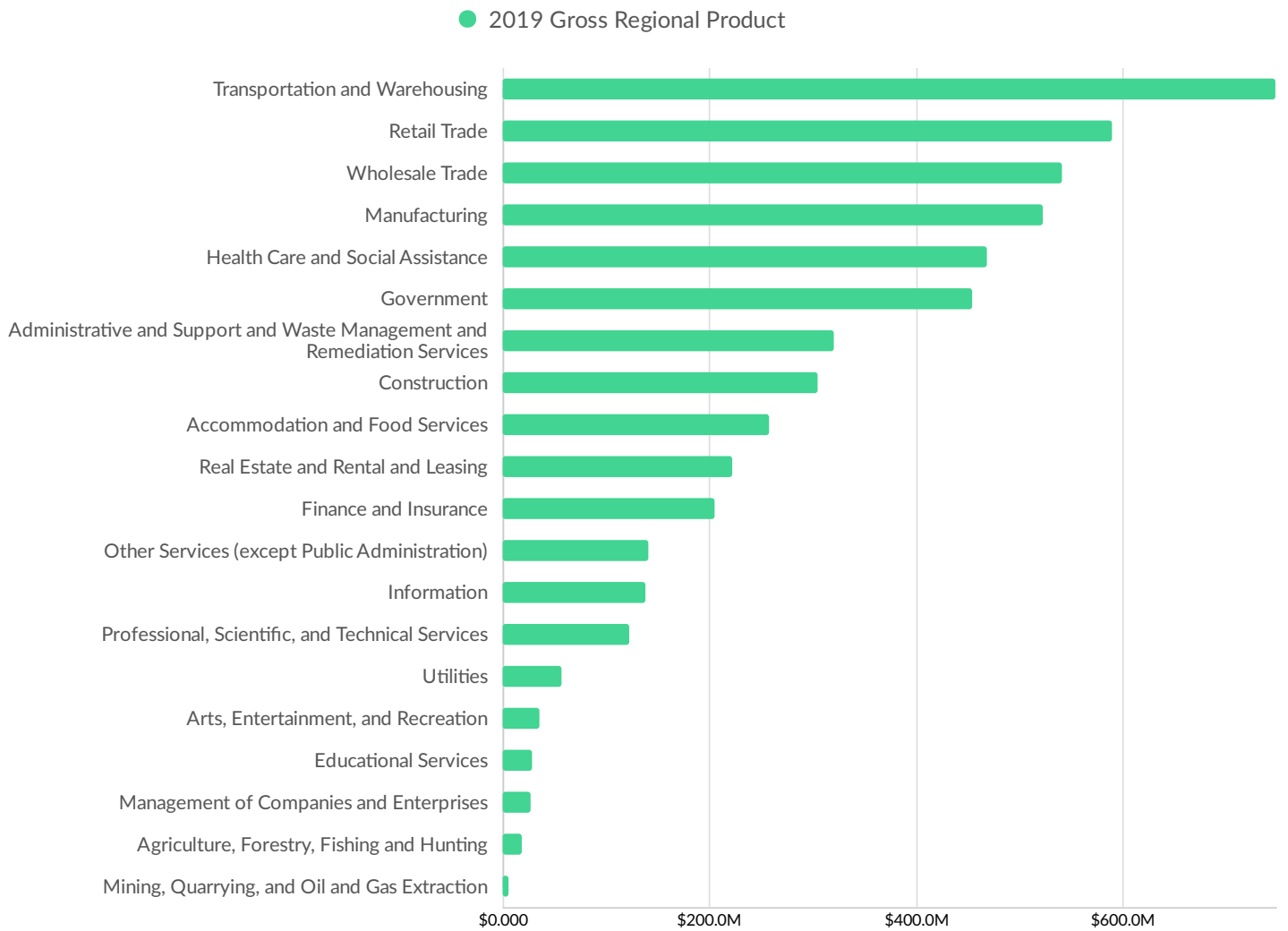
Top Growing Industries



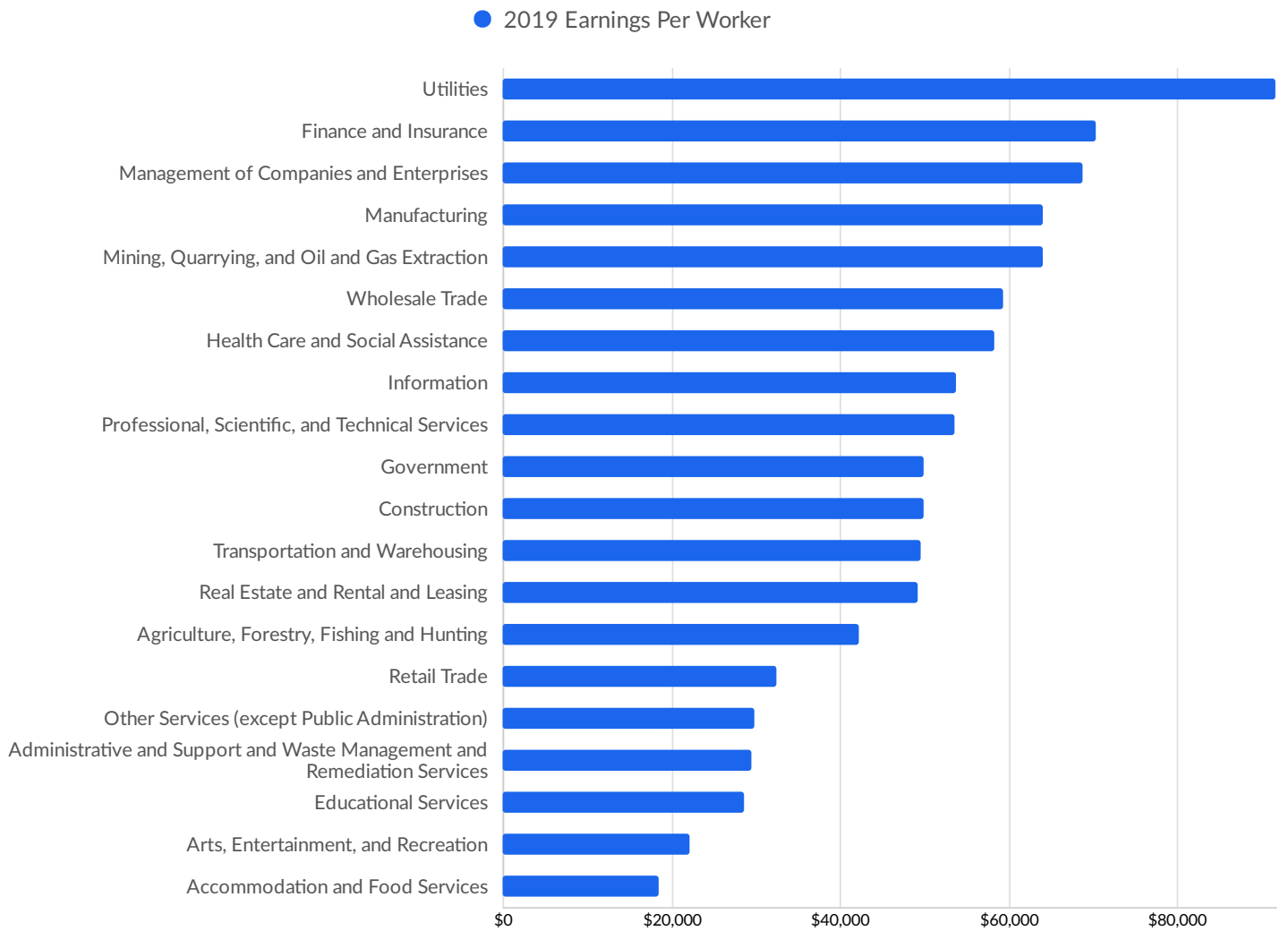
Top Industry LQ



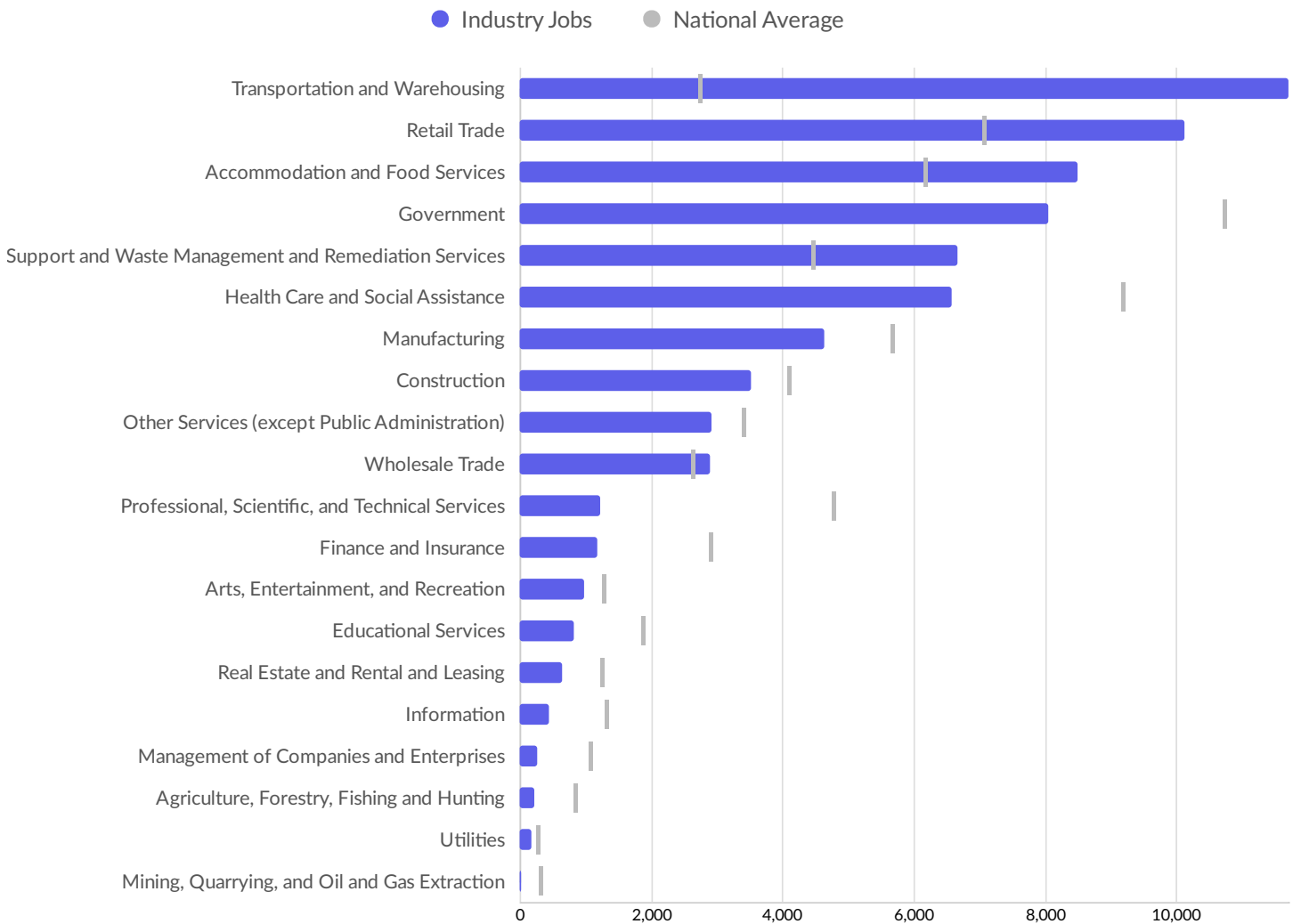
Top Industry GRP



Top Industry Earnings























Largest Industries



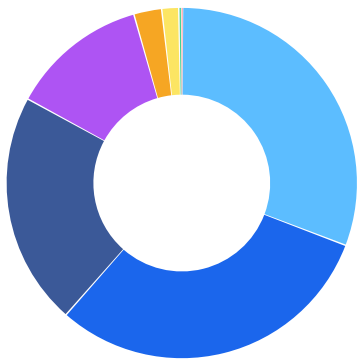
Business Characteristics

16,174 Companies Employ Your Workers

Online profiles for your workers mention 16,174 companies as employers, with the top 10 appearing below. In the last 12 months, 2,268 companies in DeSoto County, MS posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
FedEx Corporation	1,008 	FedEx Corporation	491 
Desoto, County of (inc)	419 	Taco Bell Corp	444 
Baptist Memorial Health Care C...	366 	Baptist Memorial Health Care C...	320 
Wal-Mart, Inc.	244 	CRST International, Inc.	311 
The Olive Branch	223 	Army National Guard	301 
Methodist Le Bonheur Healthca...	179 	Care.com, Inc.	280 
The Kroger Co	176 	Bolt Express, LLC	264 
SMITH & NEPHEW PLC	152 	Wal-Mart, Inc.	233 
Technicolor	138 	Methodist Le Bonheur Healthca...	211 
Williams-Sonoma, Inc.	130 	Crye-Leike, Inc.	191 

Business Size

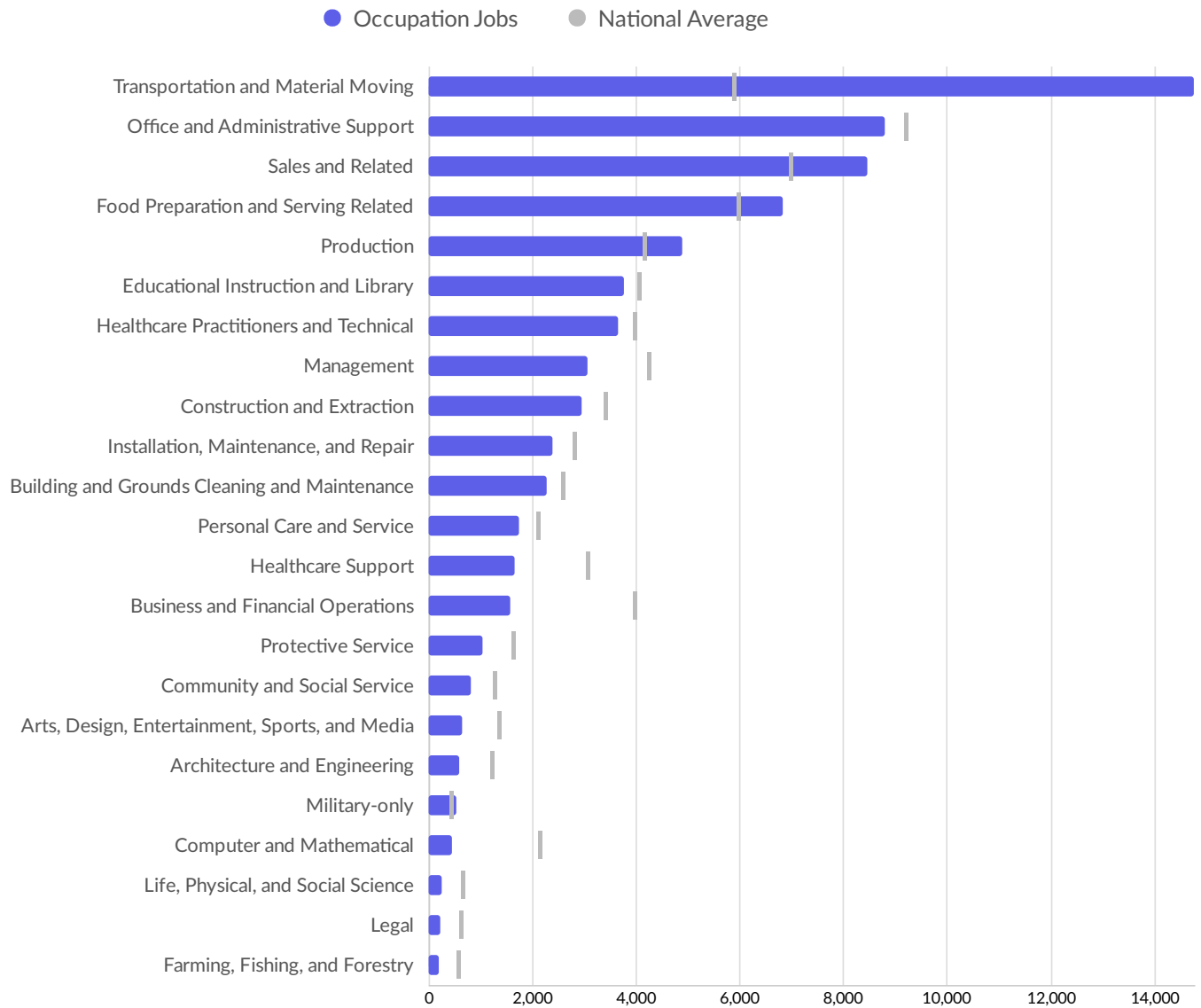


	Percentage	Business Count
1 to 4 employees	30.7%	1,516
5 to 9 employees	30.7%	1,515
10 to 19 employees	21.5%	1,060
20 to 49 employees	12.6%	624
50 to 99 employees	2.6%	127
100 to 249 employees	1.6%	77
250 to 499 employees	0.3%	13
500+ employees	0.1%	4

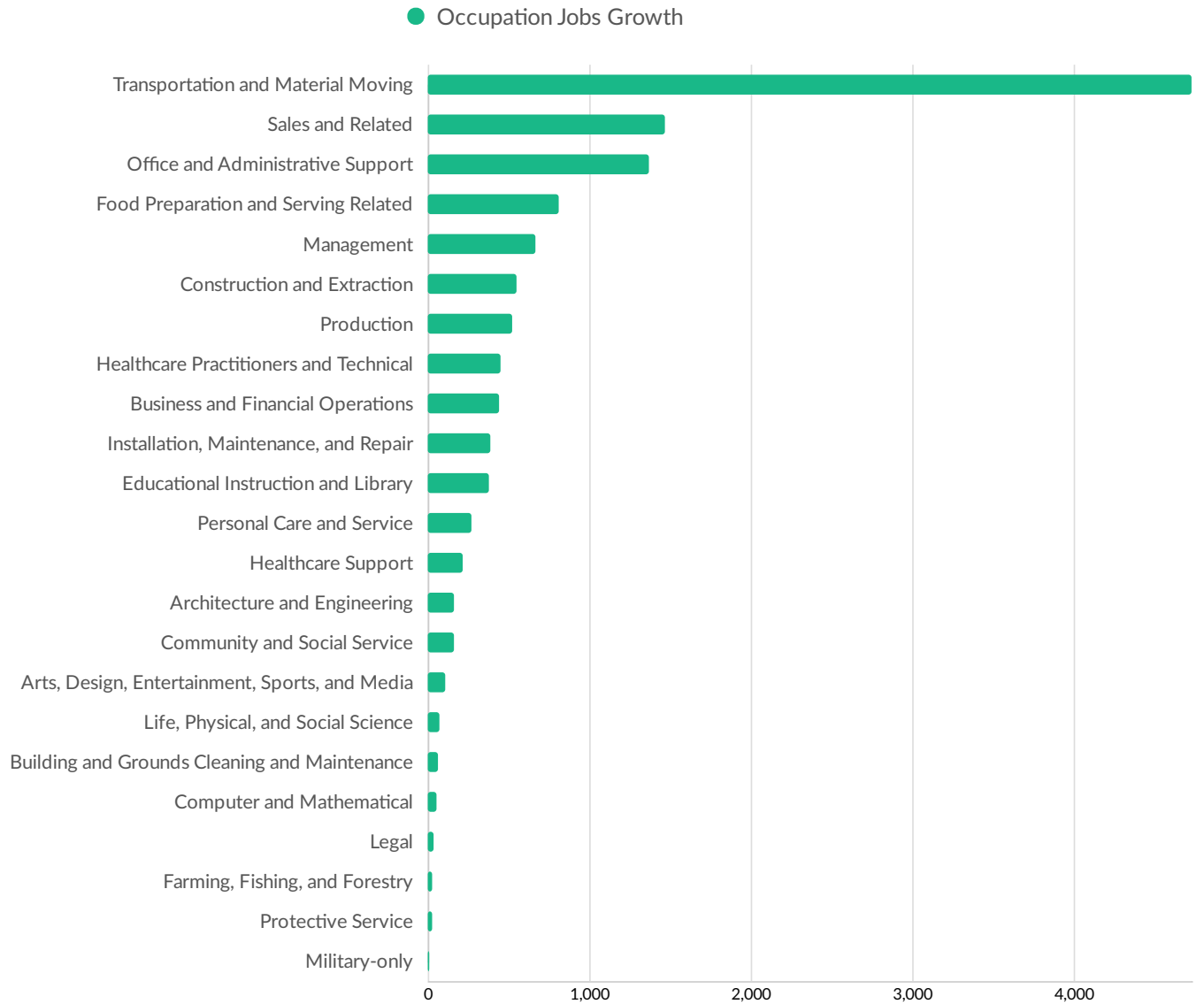
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

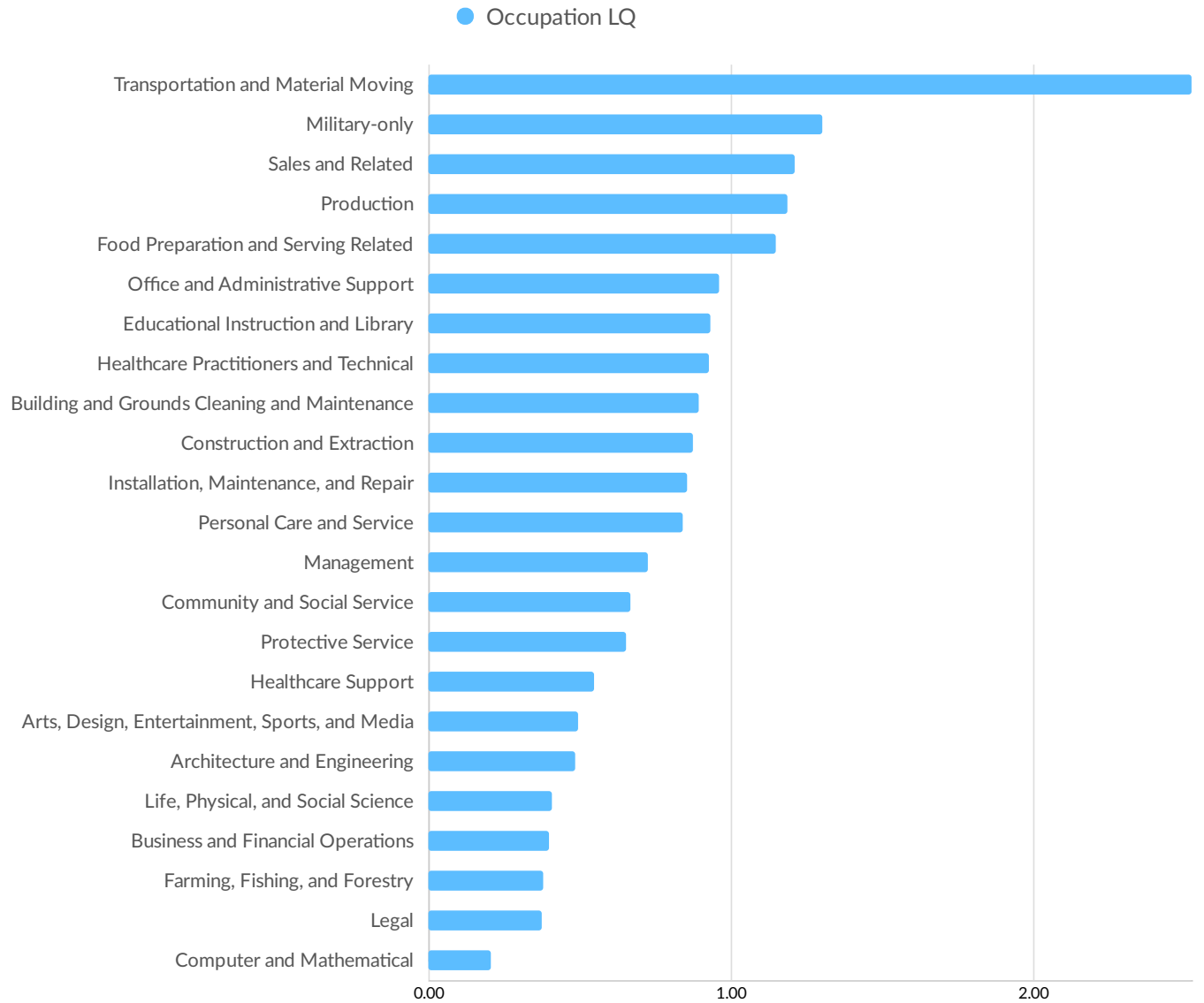
Largest Occupations



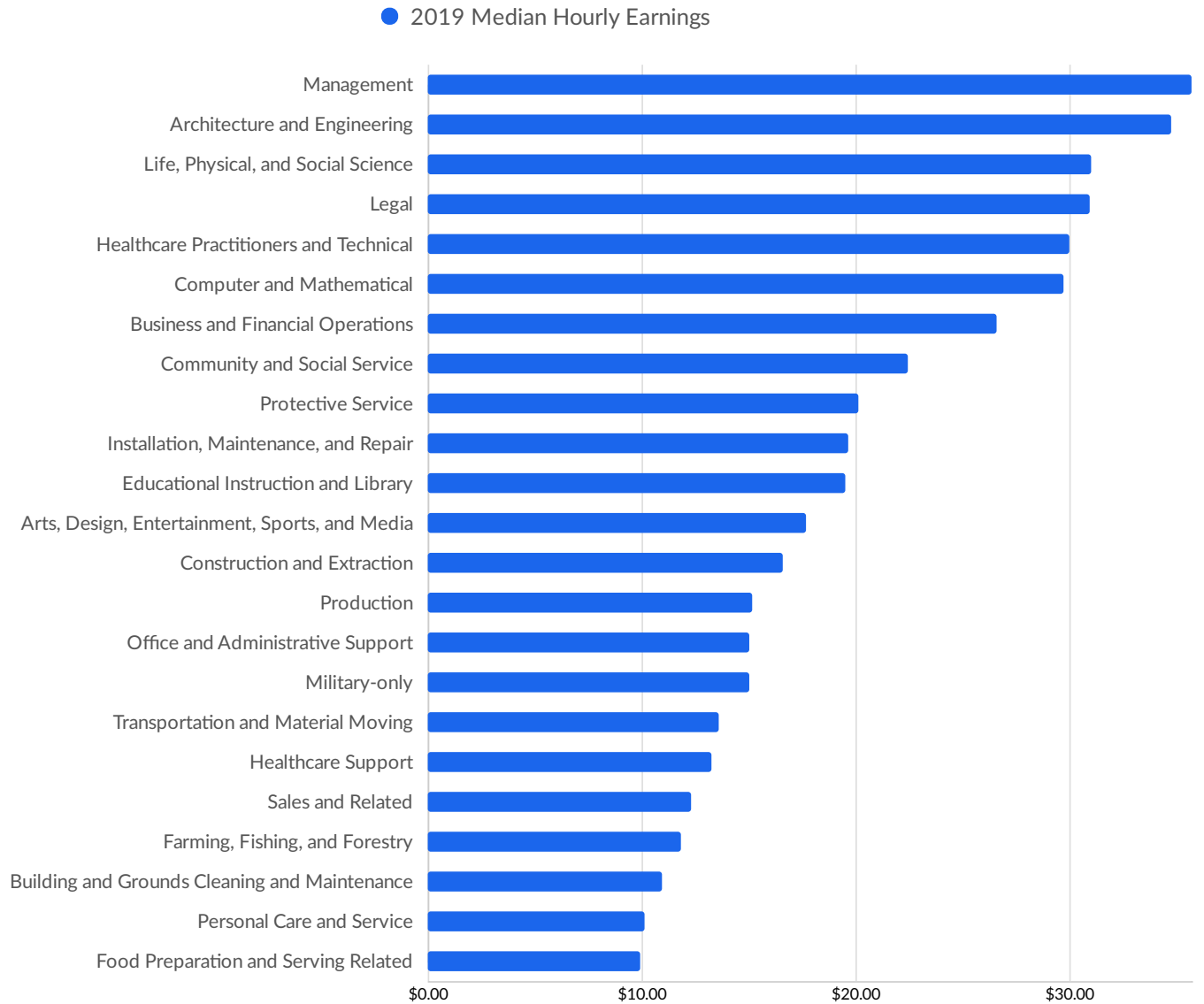
Top Growing Occupations



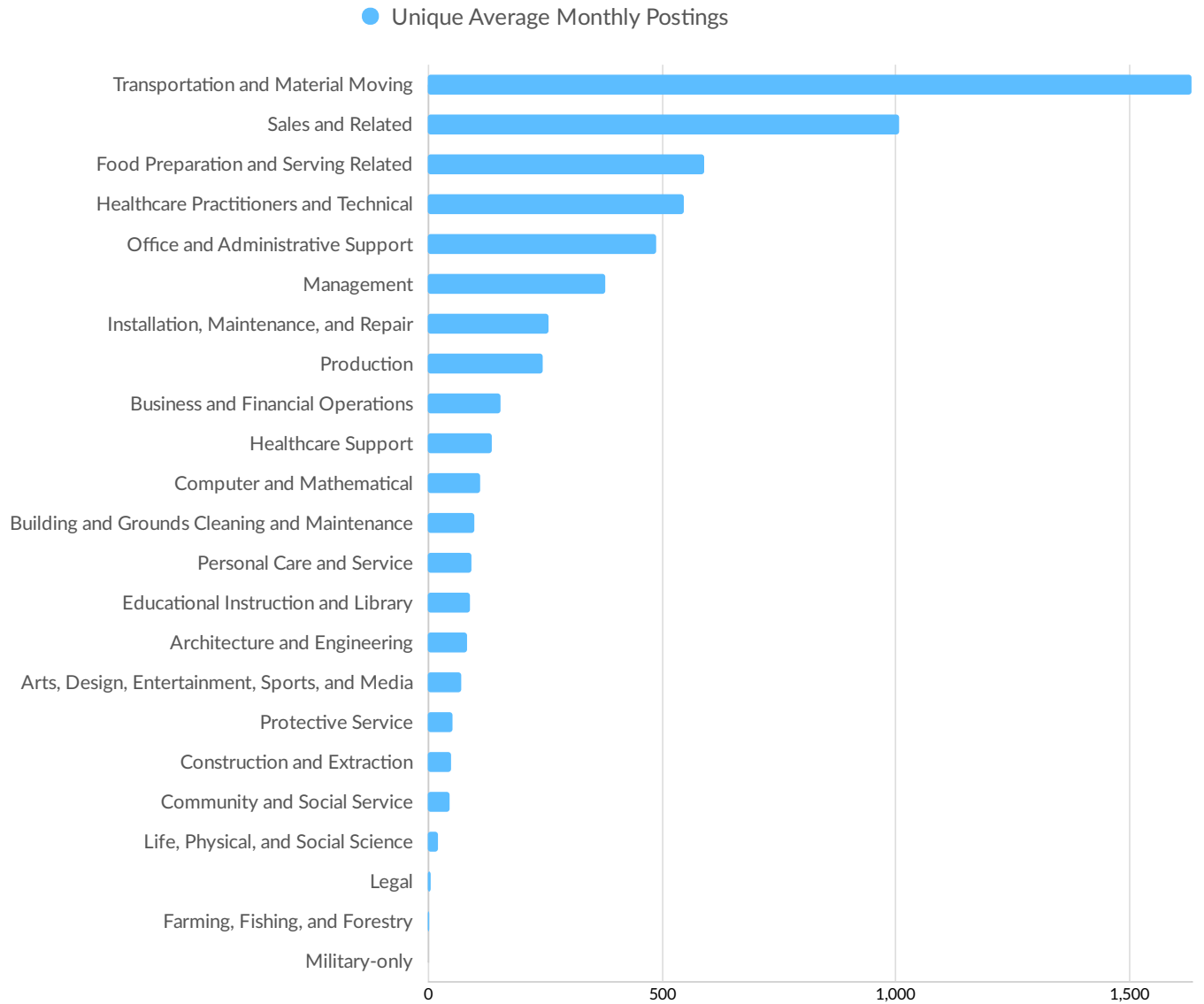
Top Occupation LQ



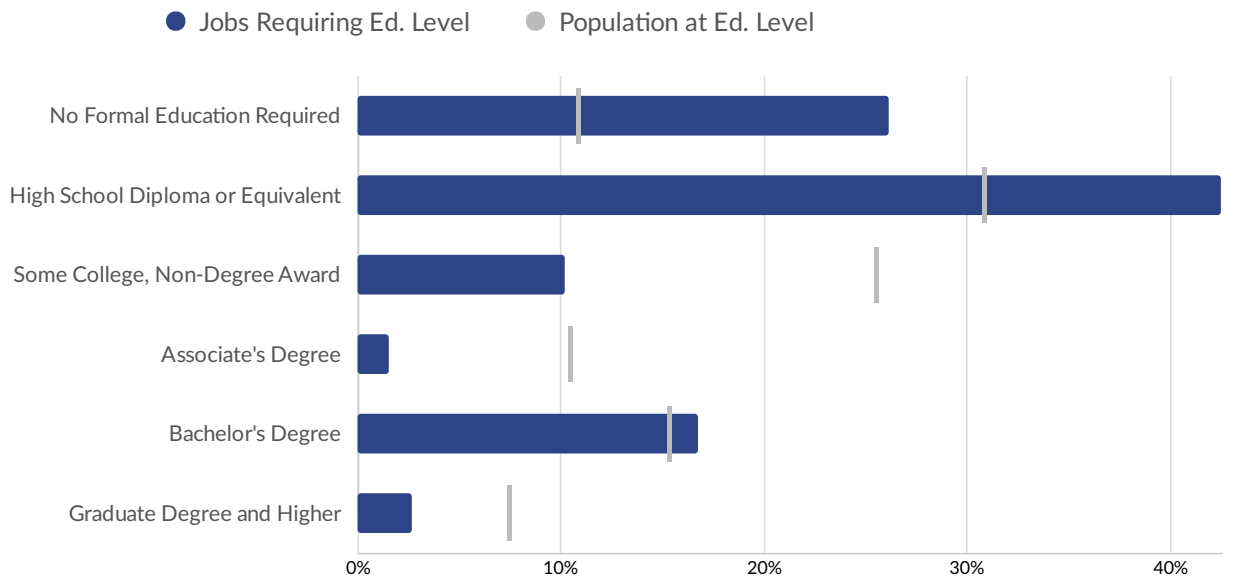
Top Occupation Earnings



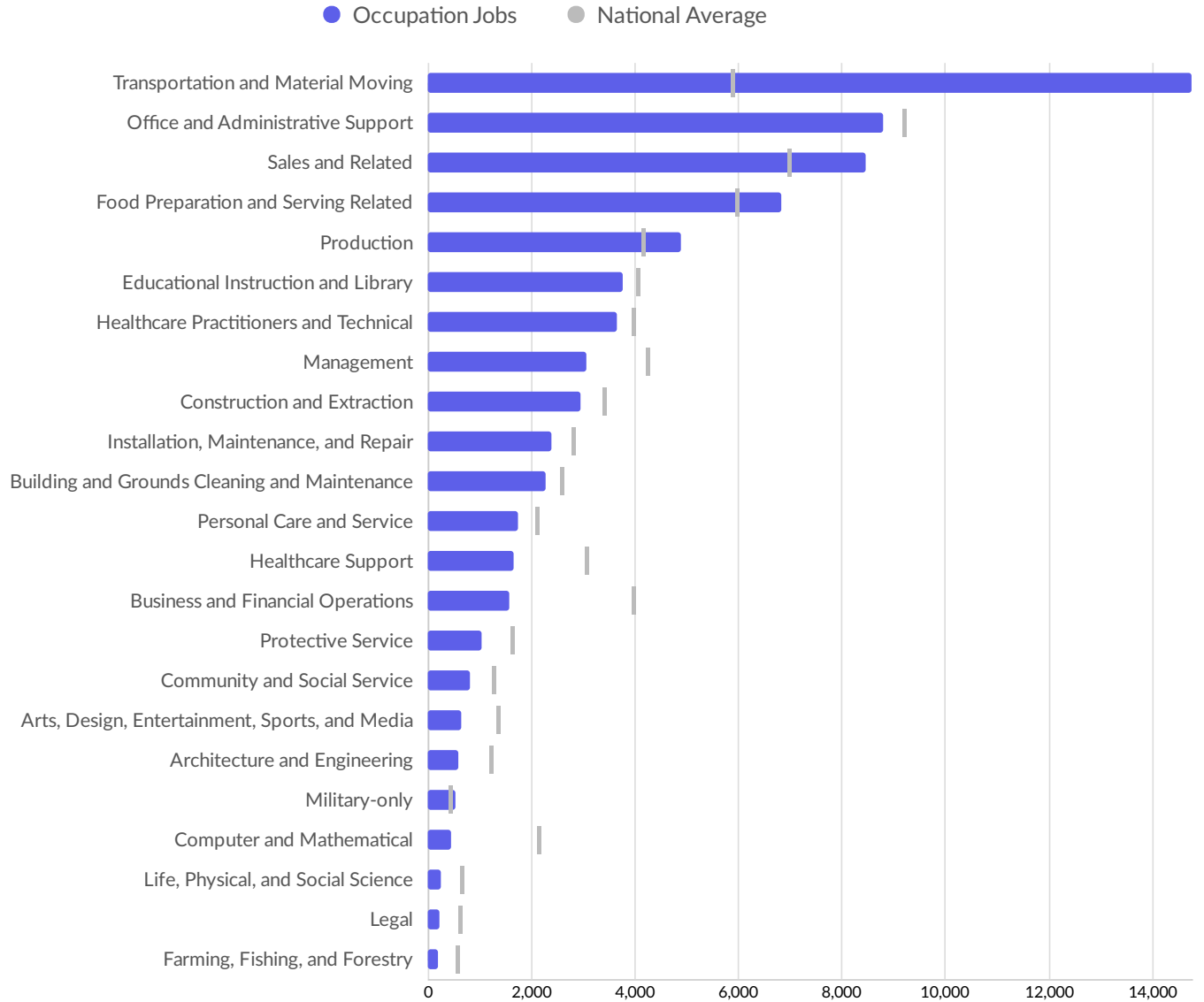
Top Posted Occupations



Underemployment





Largest Occupations



Educational Pipeline

In 2019, there were 950 graduates in DeSoto County, MS. This pipeline has grown by 27% over the last 5 years. The highest share of these graduates come from Medical/Clinical Assistant, Dental Assisting/Assistant, and Truck and Bus Driver/Commercial Vehicle Operator and Instructor.

School	Total Graduates (2019)	Graduate Trend (2015 - 2019)
Delta Technical College	706	
Concorde Career College-Southaven	244	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills

