



DeSoto County, MS

Entergy Business Development



Entergy

BUSINESS
DEVELOPMENT

9585 Pecue Lane
Baton Rouge, Louisiana 70810

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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

188,275

Population (2020)

Population **grew by 14,805** over the last 5 years and is projected to **grow by 14,605** over the next 5 years.

72,180

Total Regional Employment

Jobs **grew by 10,456** over the last 5 years and are projected to **grow by 8,364** over the next 5 years.

\$67.0K

Median Household Income (2019)

Median household income is **\$4.2K above** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 8.5%** since 2015, growing by 14,805. Population is expected to **increase by 7.8%** between 2020 and 2025, adding 14,605.
- From 2015 to 2020, jobs **increased by 16.9%** in DeSoto County, MS from 61,724 to **72,180**. This change **outpaced the national growth rate of 0.0% by 16.9%**. As the number of jobs increased, the **labor force participation rate increased from 62.3% to 64.1% between 2015 and 2020**.
- Concerning educational attainment, **16.8% of DeSoto County, MS residents possess a Bachelor's Degree** (3.3% below the national average), and **10.5% hold an Associate's Degree** (1.9% above the national average).
- The top three industries in 2020 are Warehousing and Storage, Restaurants and Other Eating Places, and Employment Services.

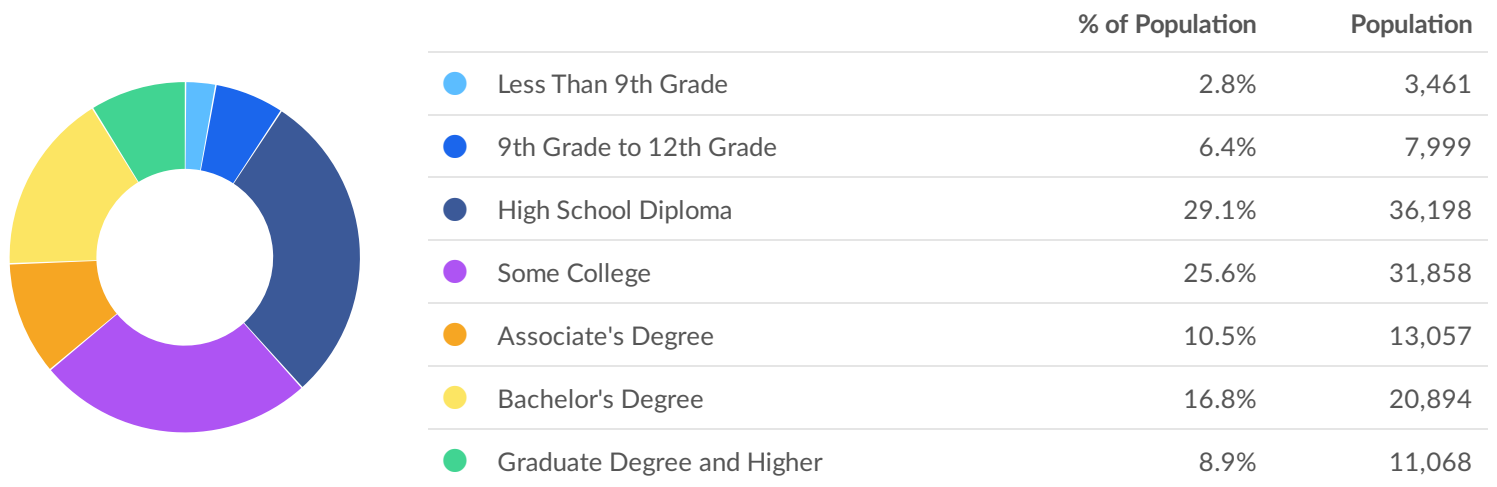
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	188,275	93,424	72,180	91.6	\$6.06B	\$10.11B	\$5.50B
Nation	329,484,123	159,724,262	158,257,411	100.0	\$20.62T	\$0	\$10.12T
Mississippi	2,966,786	1,278,959	1,252,123	88.6	\$112.91B	\$159.65B	\$174.76B
Adams County, MS	30,275	10,711	10,896	83.2	\$994.40M	\$1.51B	\$1.16B

Dec 2020 Labor Force Breakdown



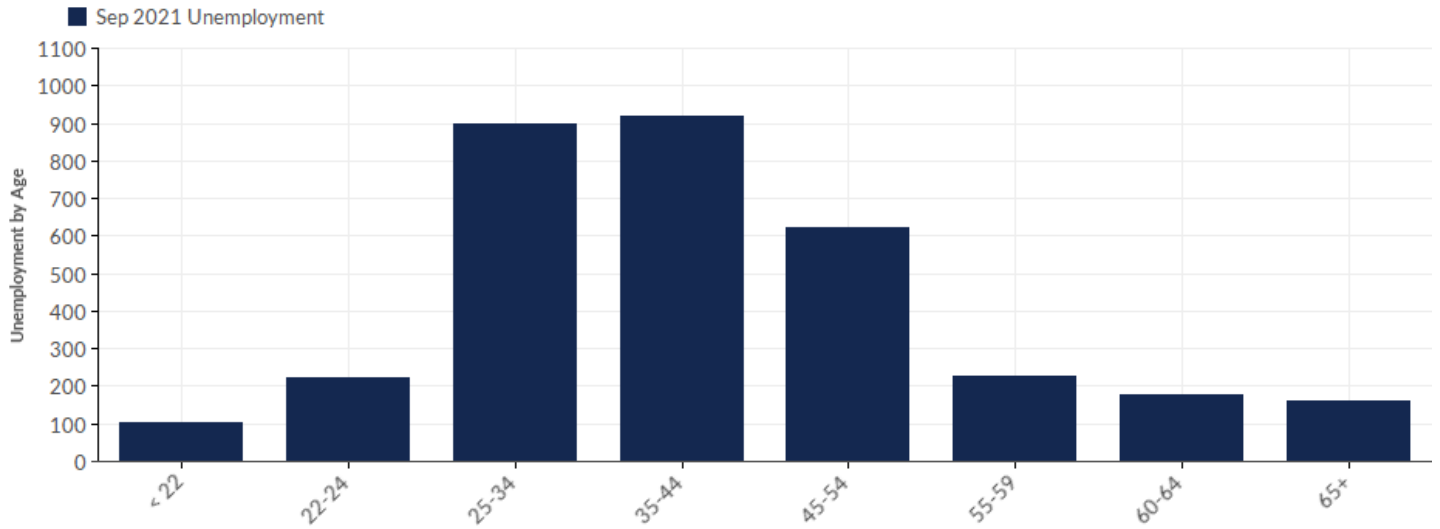
Educational Attainment

Concerning educational attainment, **16.8% of DeSoto County, MS residents possess a Bachelor's Degree** (3.3% below the national average), and **10.5% hold an Associate's Degree** (1.9% above the national average).



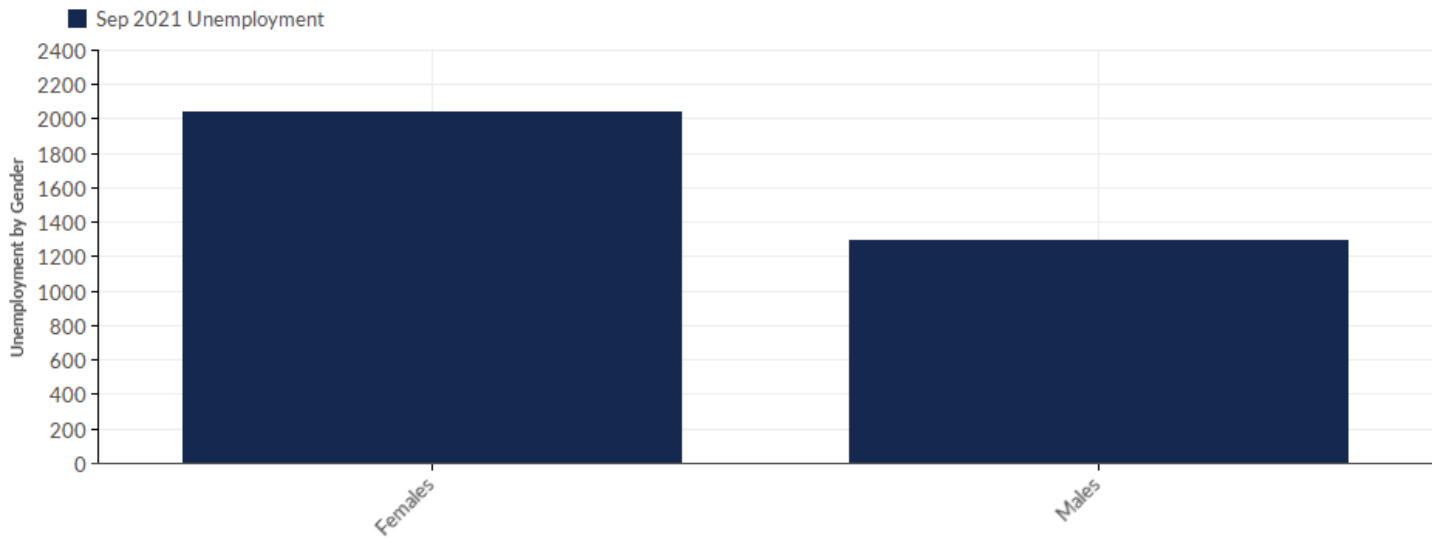
Unemployment by Demographics

Unemployment by Age



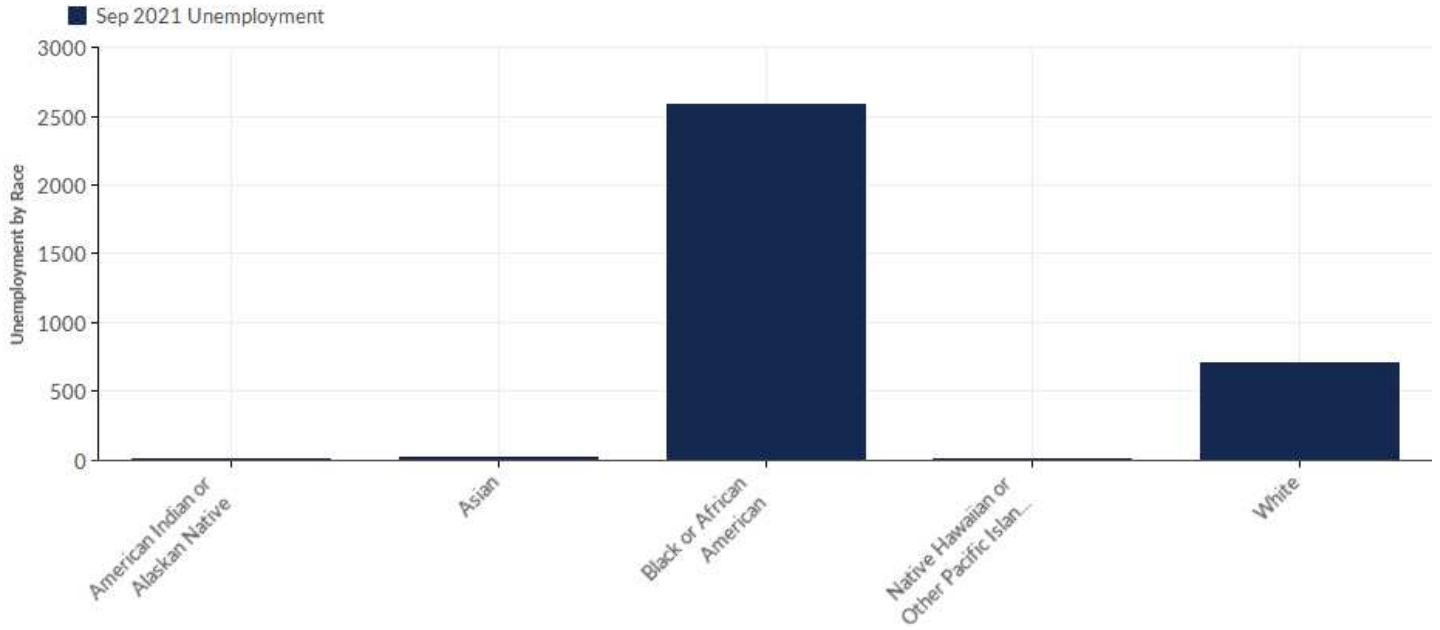
Age	Unemployment (Sep 2021)	% of Cohort
< 22	103	3.09%
22-24	225	6.75%
25-34	897	26.92%
35-44	920	27.61%
45-54	624	18.73%
55-59	226	6.78%
60-64	177	5.31%
65+	161	4.83%
Total	3,332	100.00%

Unemployment by Gender



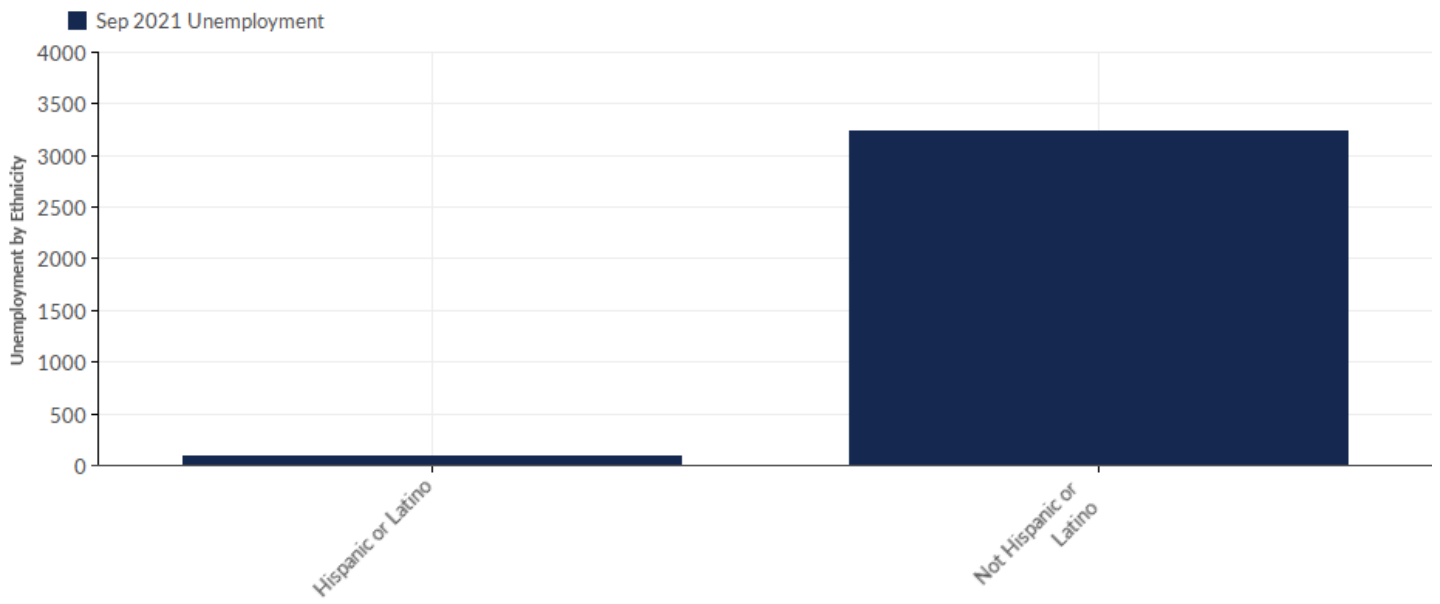
Gender	Unemployment (Sep 2021)	% of Cohort
Females	2,040	61.22%
Males	1,292	38.78%
Total	3,332	100.00%

Unemployment by Race



Race	Unemployment (Sep 2021)	% of Cohort
American Indian or Alaskan Native	13	0.39%
Asian	23	0.69%
Black or African American	2,584	77.55%
Native Hawaiian or Other Pacific Islander	6	0.18%
White	705	21.16%
Total	3,332	100.00%

Unemployment by Ethnicity

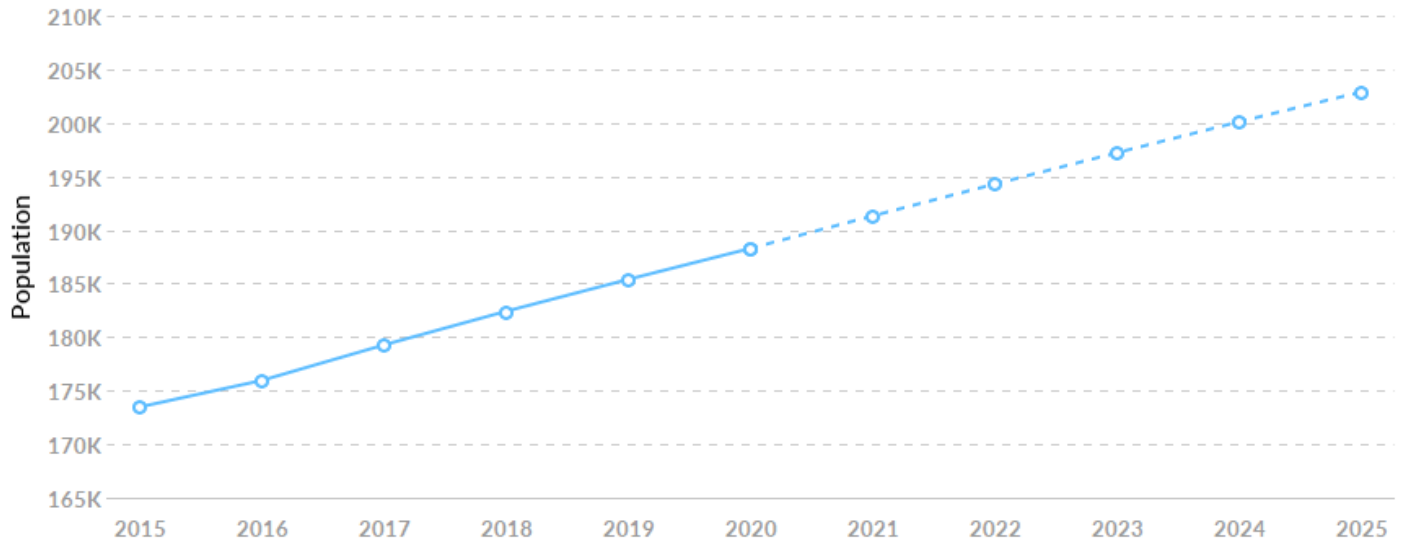


Ethnicity	Unemployment (Sep 2021)	% of Cohort
Hispanic or Latino	92	2.76%
Not Hispanic or Latino	3,240	97.24%
Total	3,332	100.00%

Historic & Projected Trends

Population Trends

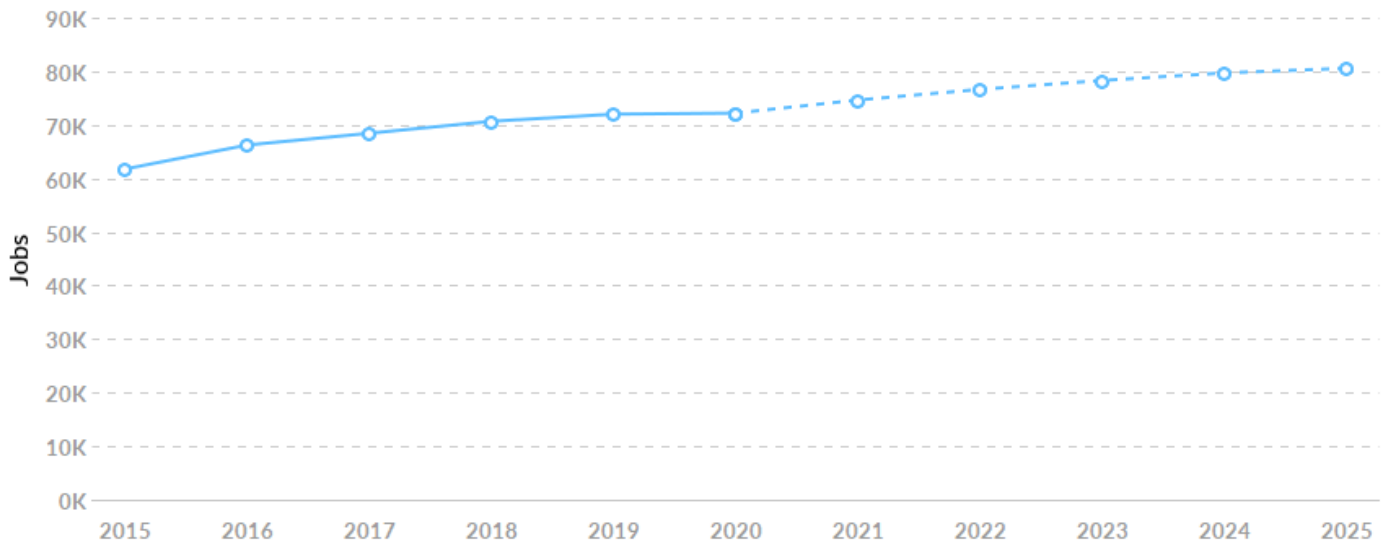
As of 2020 the region's population **increased by 8.5%** since 2015, growing by 14,805. Population is expected to **increase by 7.8%** between 2020 and 2025, adding 14,605.



Timeframe	Population
2015	173,470
2016	175,950
2017	179,265
2018	182,406
2019	185,385
2020	188,275
2021	191,310
2022	194,285
2023	197,206
2024	200,098
2025	202,880

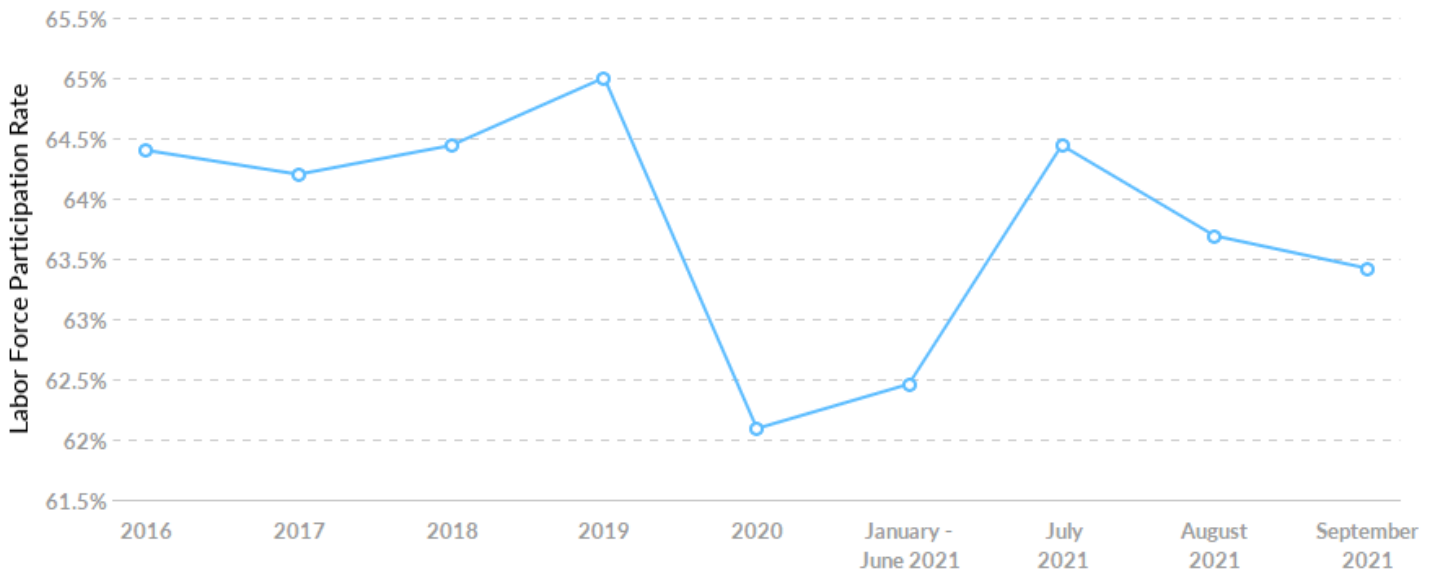
Job Trends

From 2015 to 2020, jobs increased by **16.9%** in DeSoto County, MS from 61,724 to **72,180**. This change **outpaced the national growth rate of 0.0%** by 16.9%.



Timeframe	Jobs
2015	61,724
2016	66,210
2017	68,413
2018	70,645
2019	71,985
2020	72,180
2021	74,619
2022	76,607
2023	78,277
2024	79,686
2025	80,544

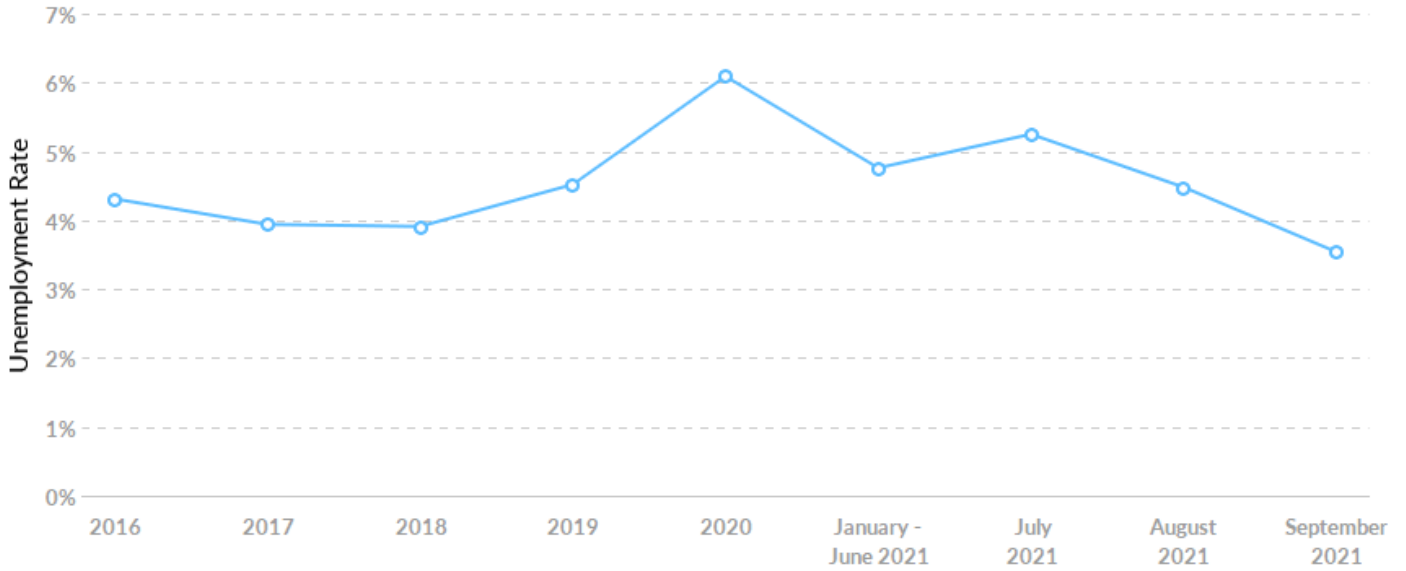
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	64.40%
2017	64.20%
2018	64.44%
2019	65.00%
2020	62.09%
January - June 2021	62.46%
July 2021	64.44%
August 2021	63.69%
September 2021	63.42%

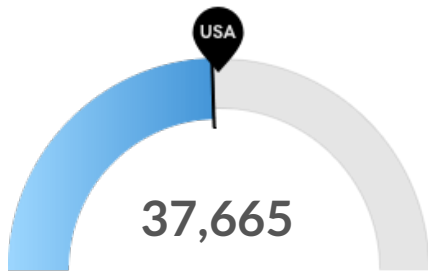
Unemployment Rate Trends

DeSoto County, MS had a September 2021 unemployment rate of 3.54%, decreasing from 4.31% 5 years before.



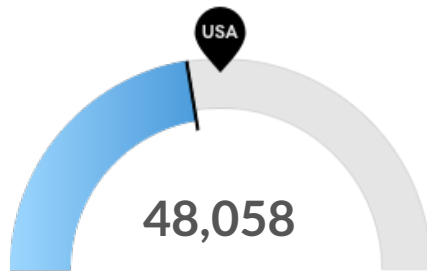
Timeframe	Unemployment Rate
2016	4.31%
2017	3.94%
2018	3.91%
2019	4.52%
2020	6.09%
January - June 2021	4.76%
July 2021	5.25%
August 2021	4.48%
September 2021	3.54%

Population Characteristics



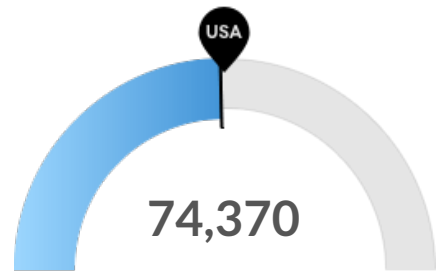
Millennials

DeSoto County, MS has 37,665 millennials (ages 25-39). The national average for an area this size is 38,798.



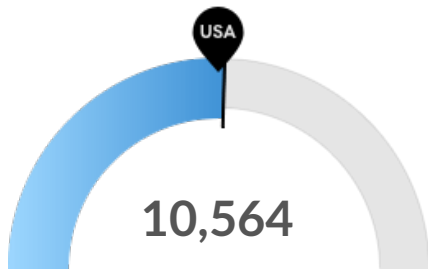
Retiring Soon

Retirement risk is low in DeSoto County, MS. The national average for an area this size is 56,036 people 55 or older, while there are 48,058 here.



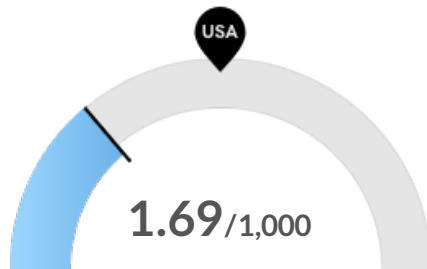
Racial Diversity

Racial diversity is about average in DeSoto County, MS. The national average for an area this size is 75,834 racially diverse people, while there are 74,370 here.



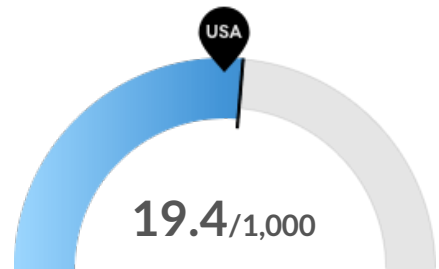
Veterans

DeSoto County, MS has 10,564 veterans. The national average for an area this size is 10,293.



Violent Crime

DeSoto County, MS has 1.69 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

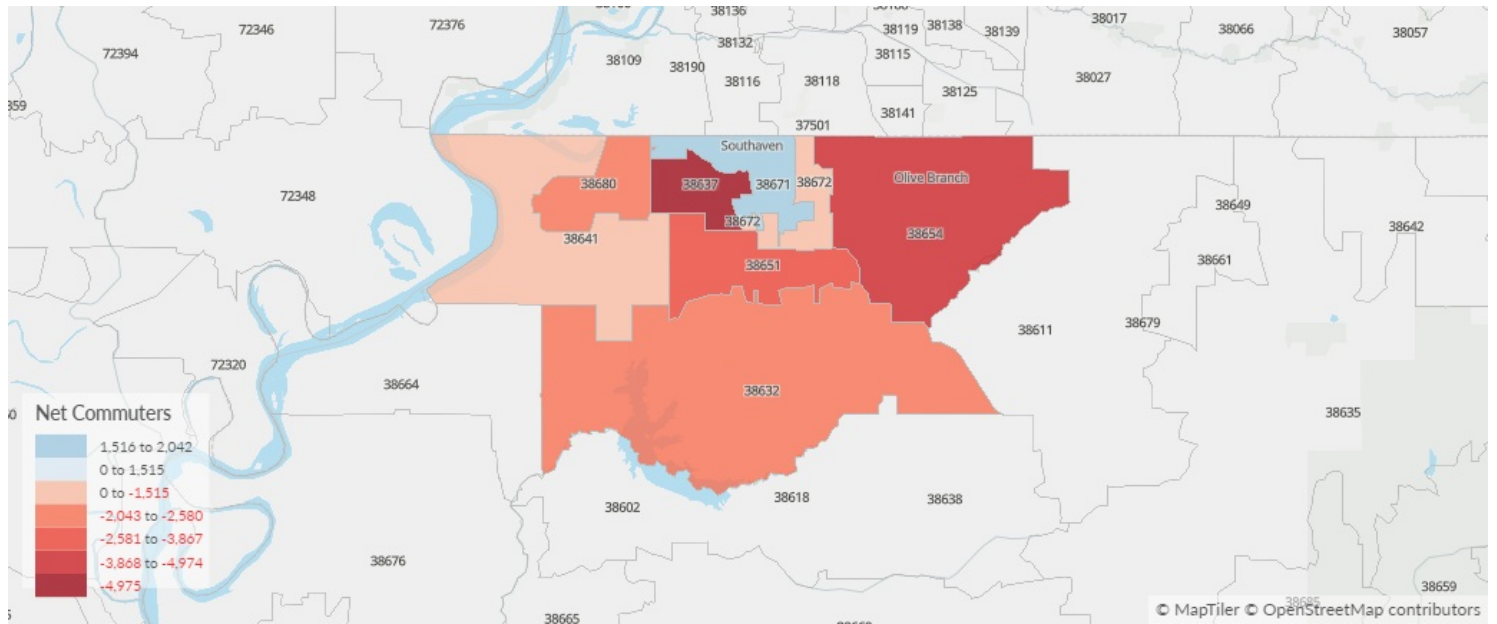


Property Crime

DeSoto County, MS has 19.4 property crimes per 1,000 people. The national rate is 17.91 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	2020 Employment
38654	Olive Branch, MS (in De...	23,249
38671	Southaven, MS (in DeSo...	19,802
38632	Hernando, MS (in DeSo...	11,573
38672	Southaven, MS (in DeSo...	7,145
38637	Horn Lake, MS (in DeSo...	6,893

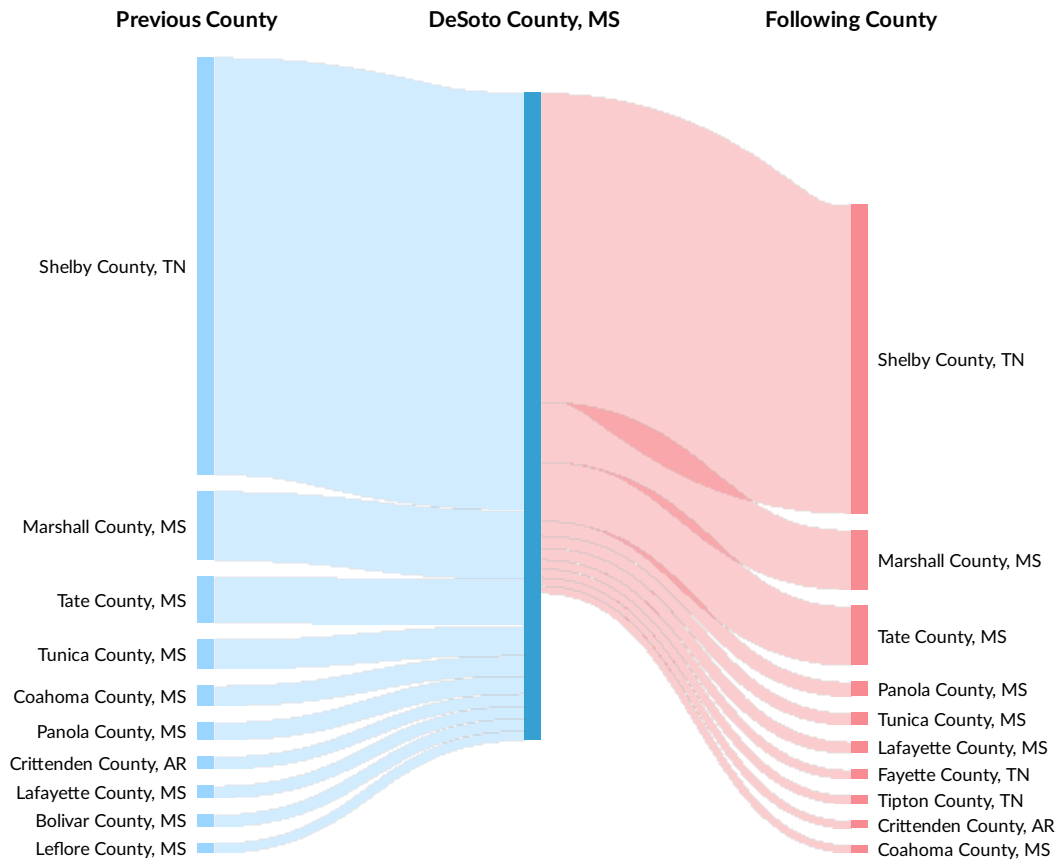
Where Talent Lives

ZIP	Name	2020 Workers
38654	Olive Branch, MS (in De...	27,117
38671	Southaven, MS (in DeSo...	18,287
38632	Hernando, MS (in DeSo...	13,647
38637	Horn Lake, MS (in DeSo...	11,867
38672	Southaven, MS (in DeSo...	7,225

Inbound and Outbound Migration

The table below analyzes past and current residents of DeSoto County, MS. The left column shows residents of other counties migrating to DeSoto County, MS. The right column shows residents migrating from DeSoto County, MS to other counties.

As of 2019, 3,901 people have migrated from Shelby County, TN to DeSoto County, MS. In the same year, 2,889 people left DeSoto County, MS migrating to Shelby County, TN. The total Net Migration for DeSoto County, MS in 2018 was 2,049.

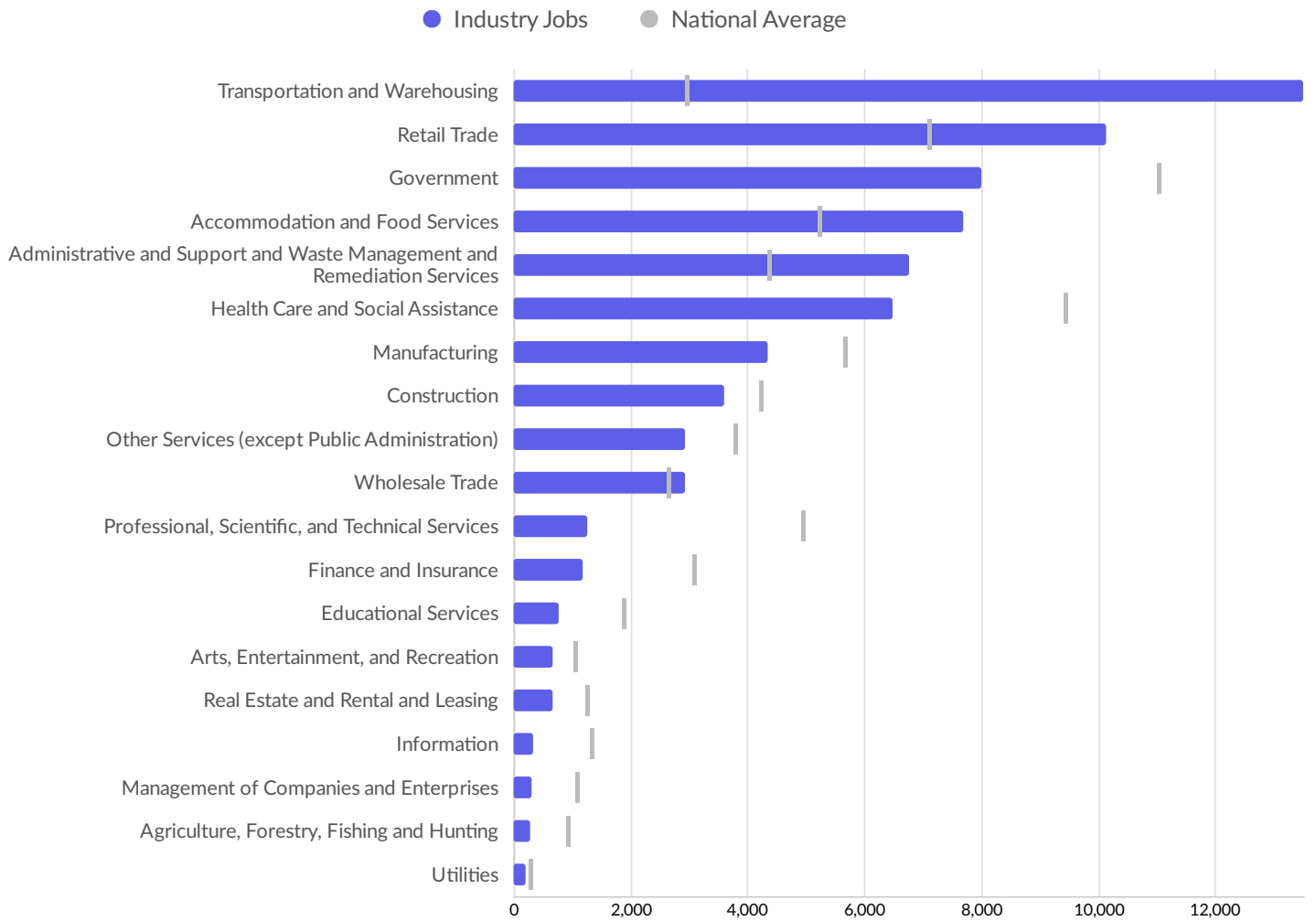


Top Previous Counties	Migrations
Shelby County, TN	3,901
Marshall County, MS	644
Tate County, MS	433
Tunica County, MS	278
Coahoma County, MS	189
Panola County, MS	167

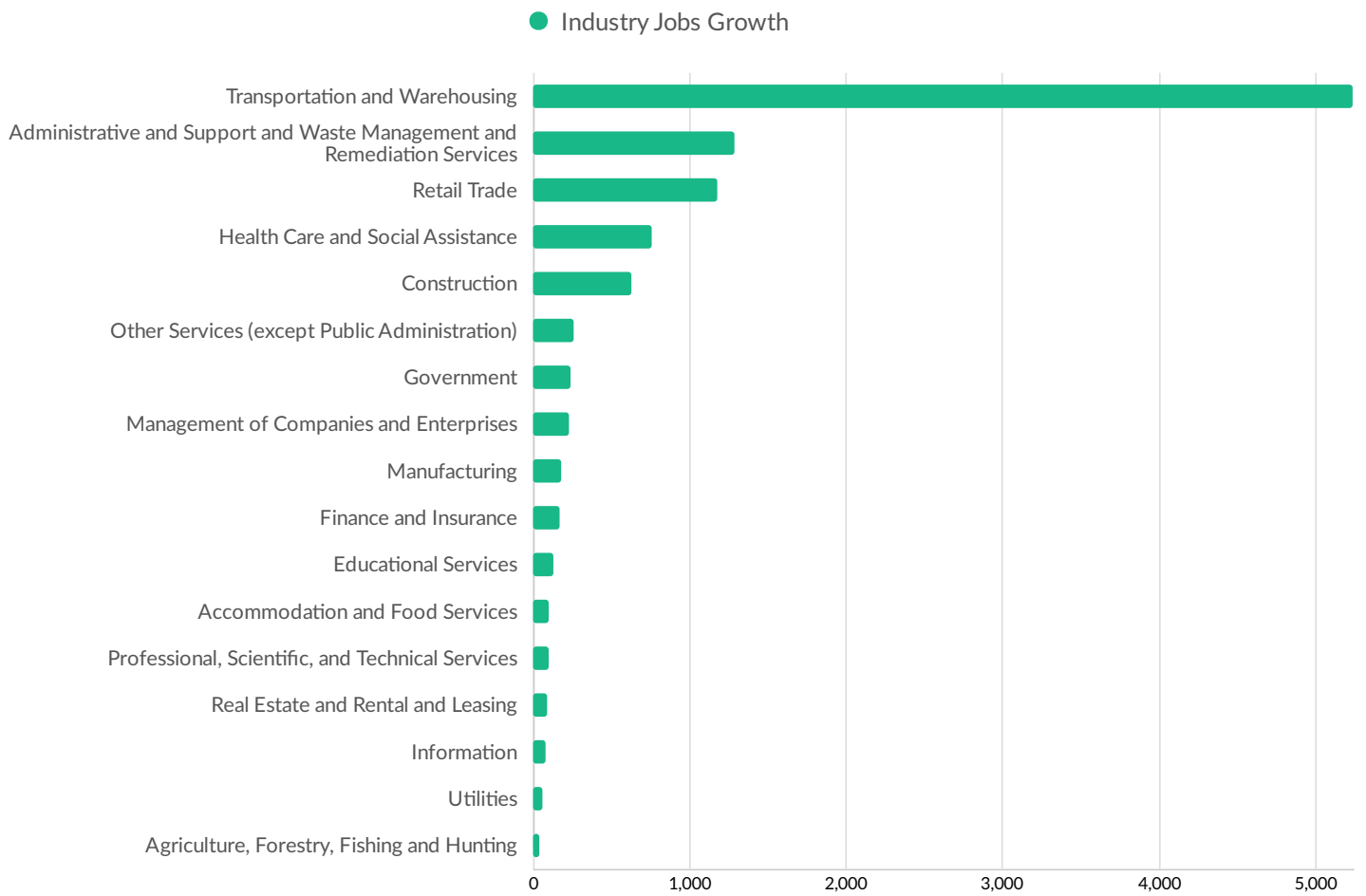
Top Previous Counties	Migrations
Crittenden County, AR	116
Lafayette County, MS	116
Bolivar County, MS	114
Leflore County, MS	93
Fayette County, TN	91
Washington County, MS	90
Rankin County, MS	85
Lee County, MS	84
Sunflower County, MS	82
Top Following Counties	Migrations
Shelby County, TN	2,889
Marshall County, MS	558
Tate County, MS	553
Panola County, MS	137
Tunica County, MS	113
Lafayette County, MS	110
Fayette County, TN	86
Tipton County, TN	83
Crittenden County, AR	74
Coahoma County, MS	72
Lee County, MS	66
Harris County, TX	57
Madison County, MS	52
Davidson County, TN	51
Cook County, IL	50

Industry Characteristics

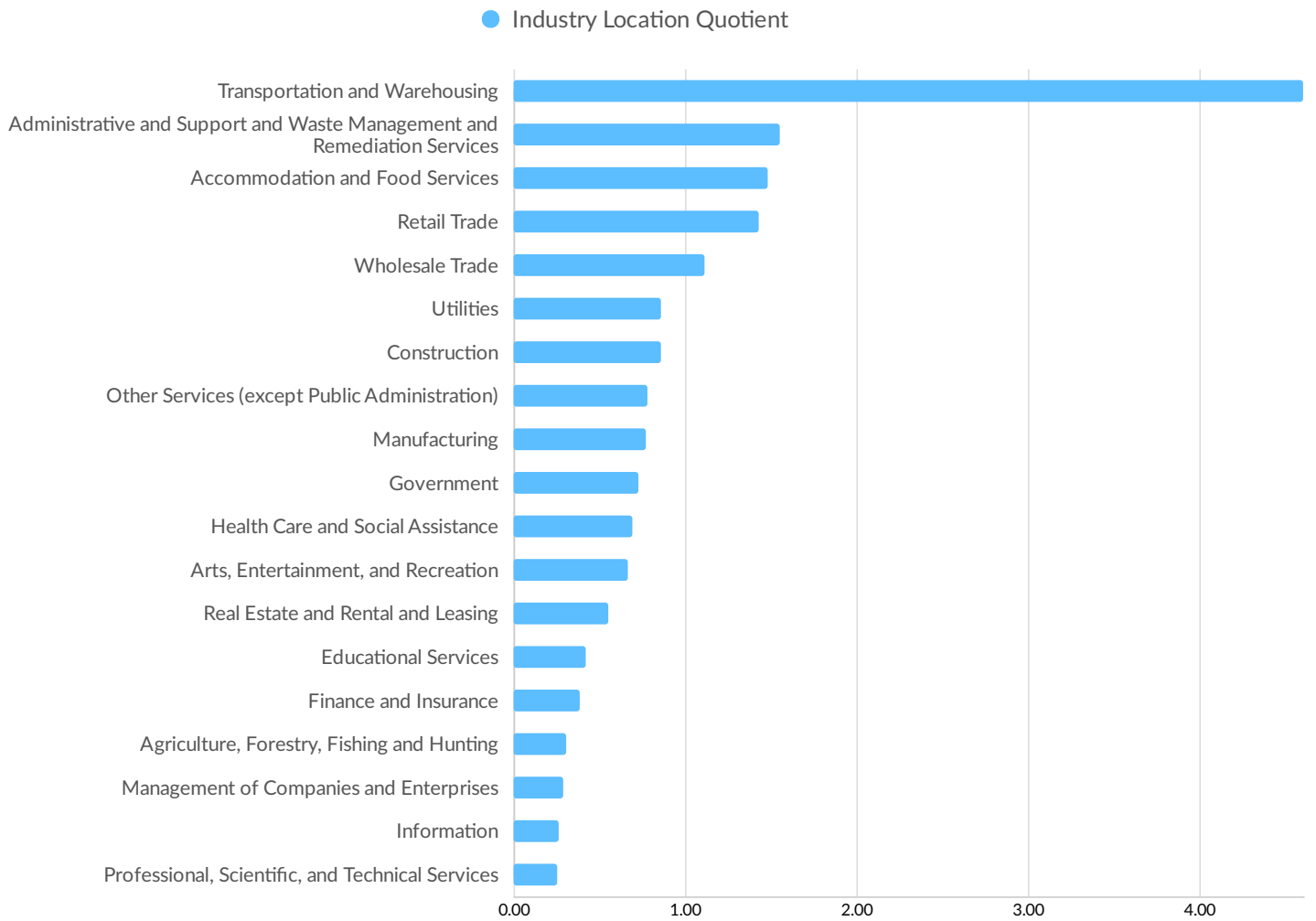
Largest Industries



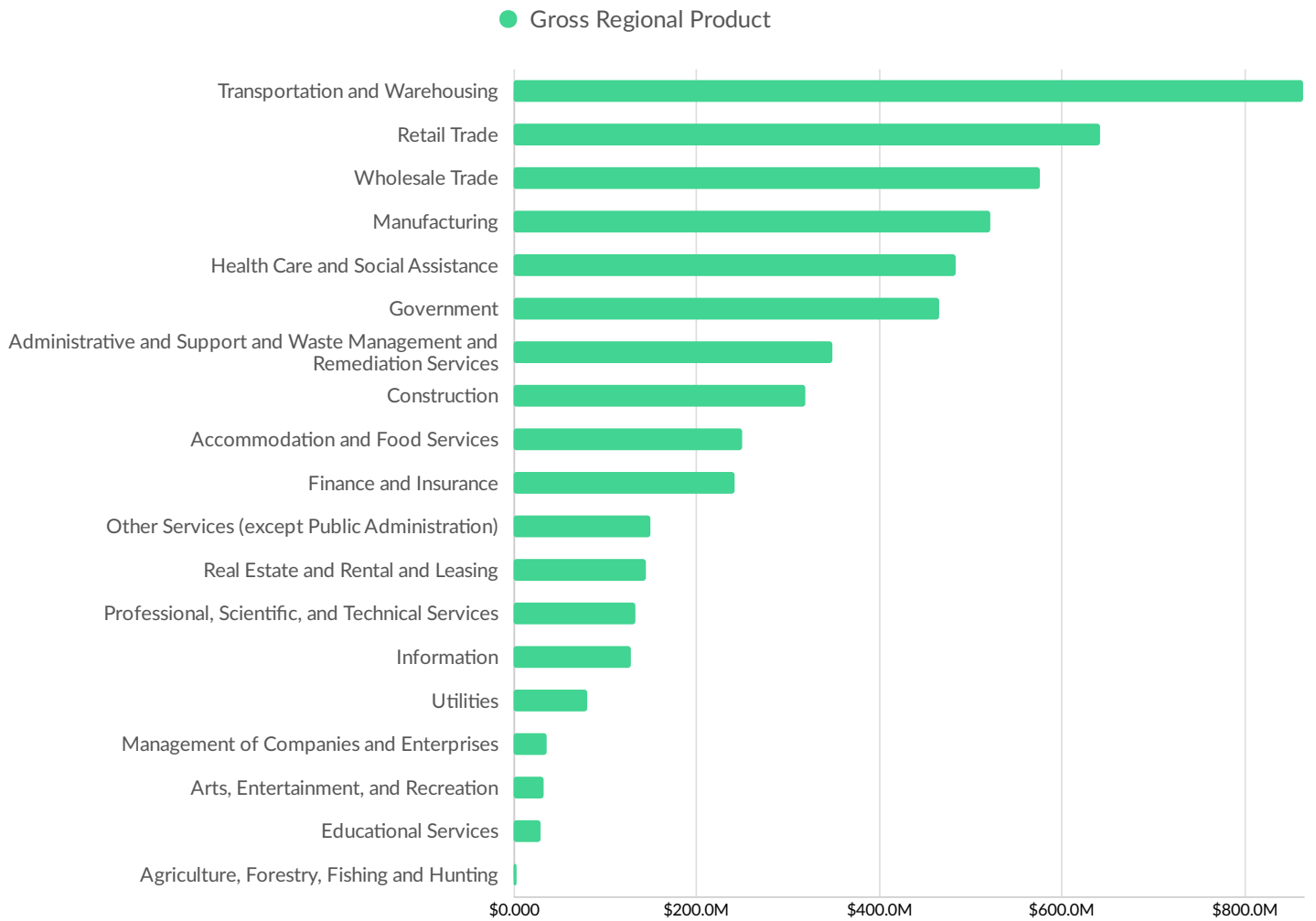
Top Growing Industries



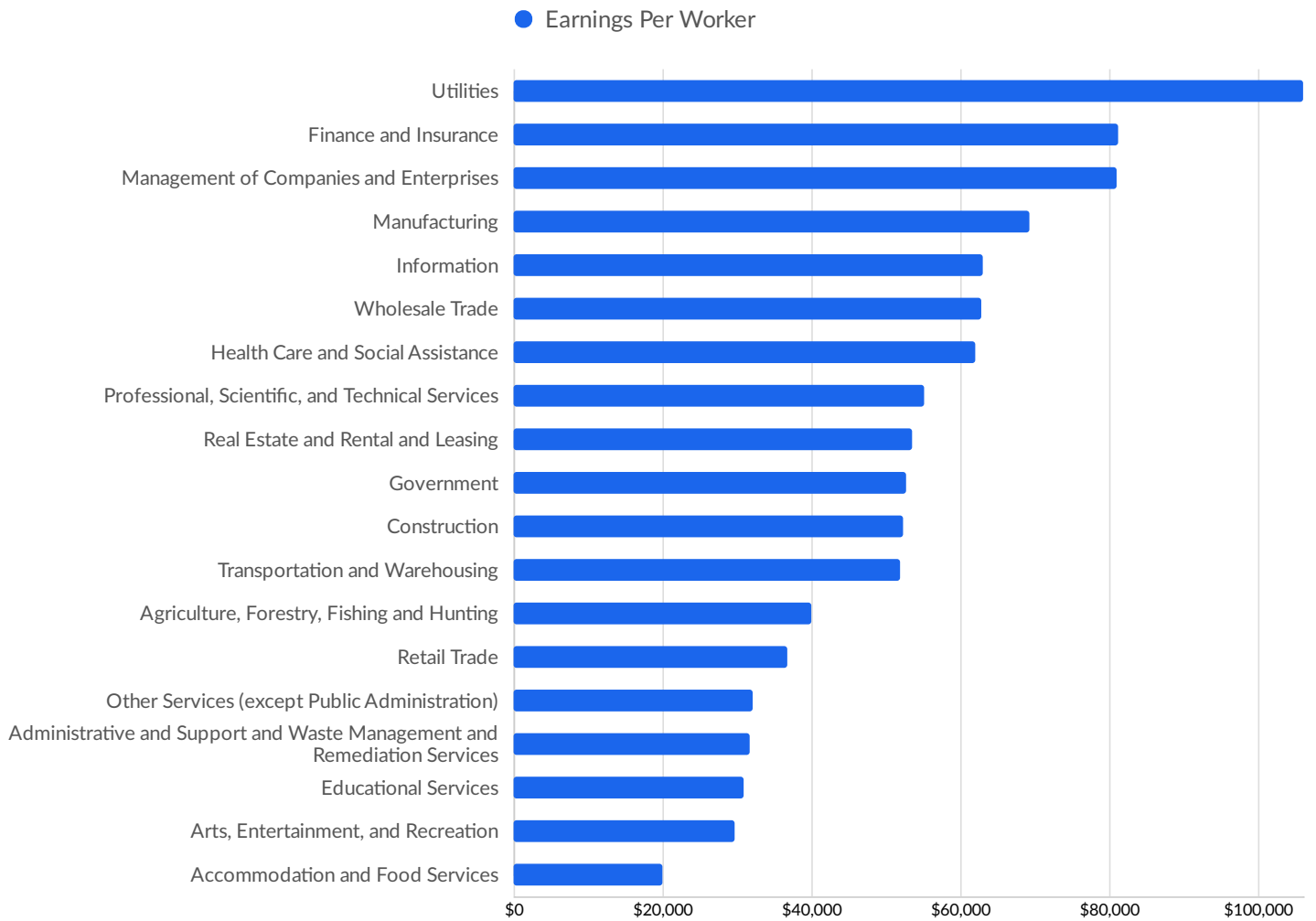
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



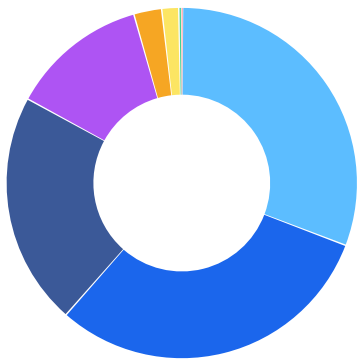
Business Characteristics

10,652 Companies Employ Your Workers

Online profiles for your workers mention 10,652 companies as employers, with the top 10 appearing below. In the last 12 months, 2,045 companies in DeSoto County, MS posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
FedEx	1,159 	Amazon	1,538 
DESOTO COUNTY SCHOOLS	694 	FedEx	631 
Baptist Memorial Health Care	345 	Baptist Memorial Health Care	409 
Methodist Healthcare	307 	Randstad	350 
Shelby County Schools	201 	Milwaukee Tool	311 
St. Jude Children's Research Ho...	176 	Kelly Services	274 
Smith & Nephew	154 	Methodist Le Bonheur Healthca...	261 
Walmart	152 	Teleflex	255 
Kroger	150 	Aya Healthcare	241 
International Paper	132 	Lowe's	234 

Business Size

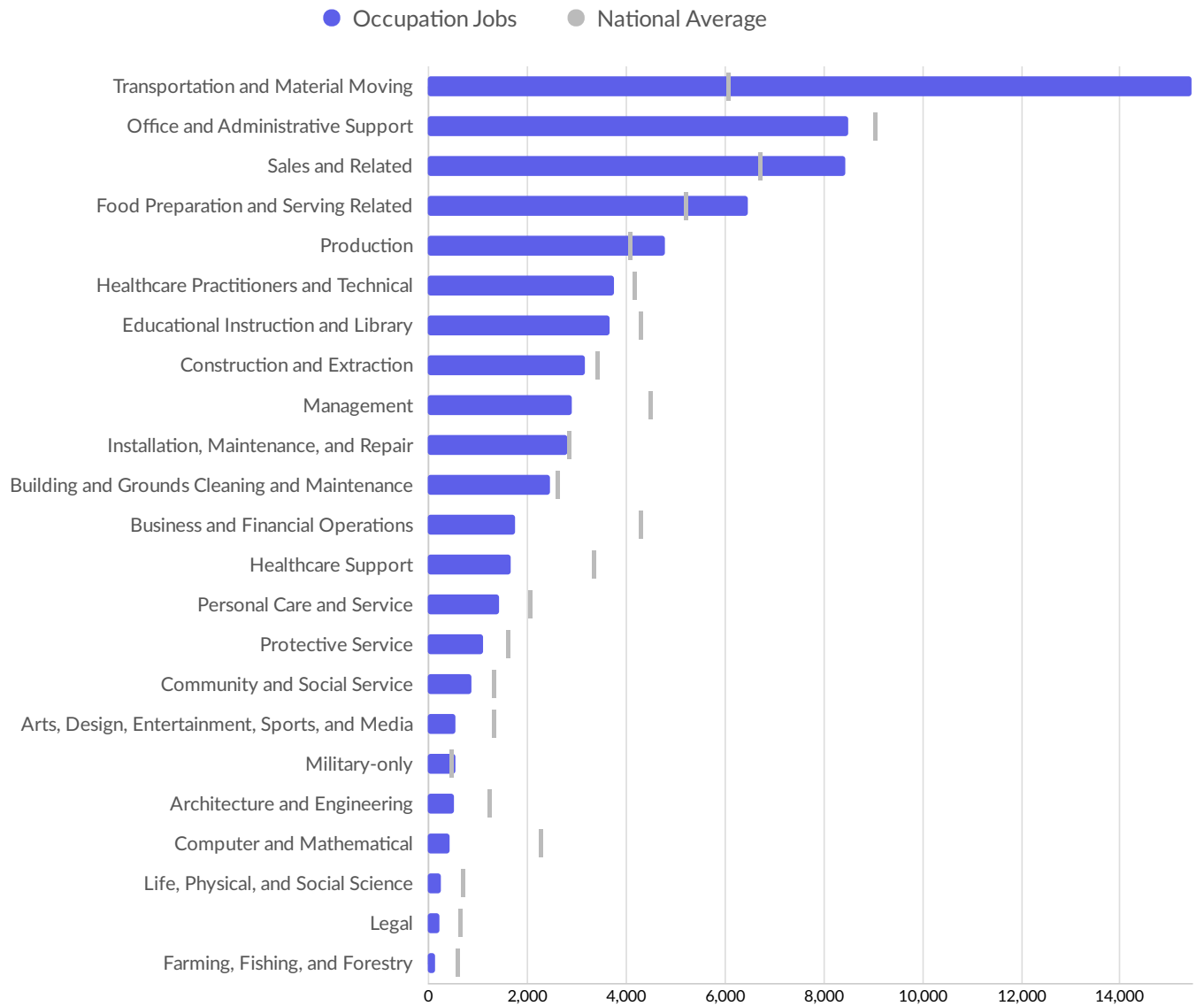


	Percentage	Business Count
1 to 4 employees	30.7%	1,516
5 to 9 employees	30.7%	1,515
10 to 19 employees	21.5%	1,060
20 to 49 employees	12.6%	624
50 to 99 employees	2.6%	127
100 to 249 employees	1.6%	77
250 to 499 employees	0.3%	13
500+ employees	0.1%	4

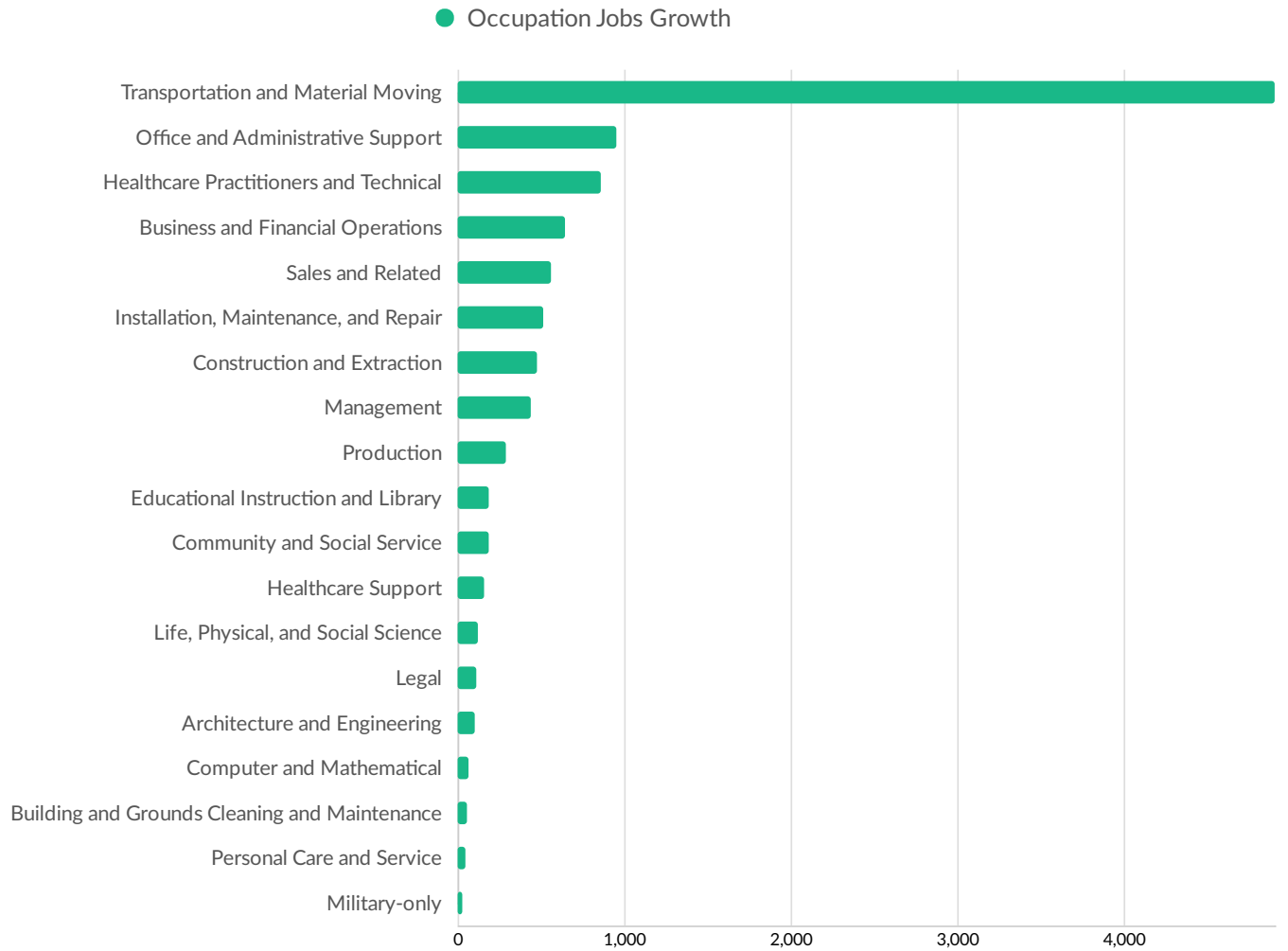
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

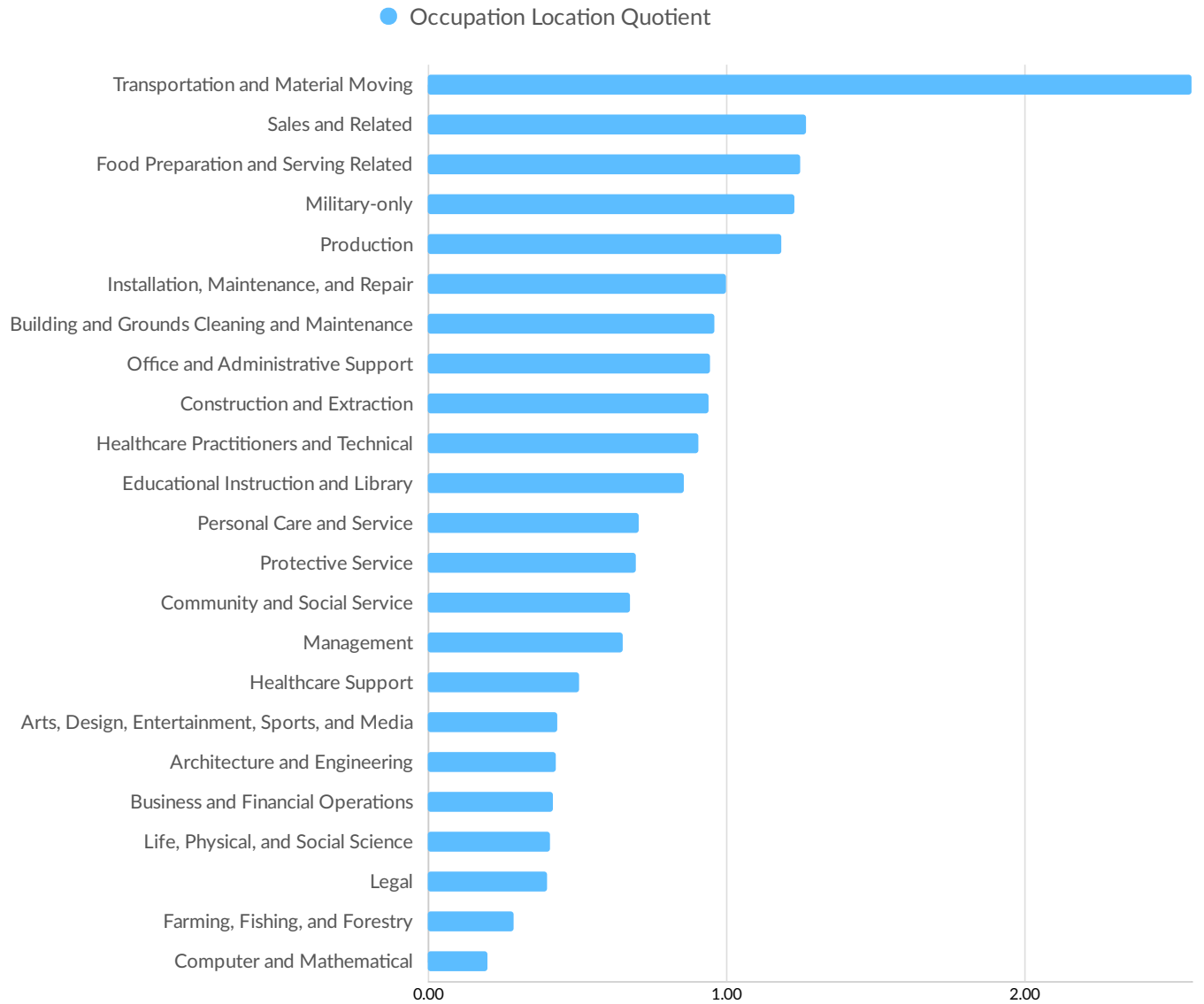
Largest Occupations



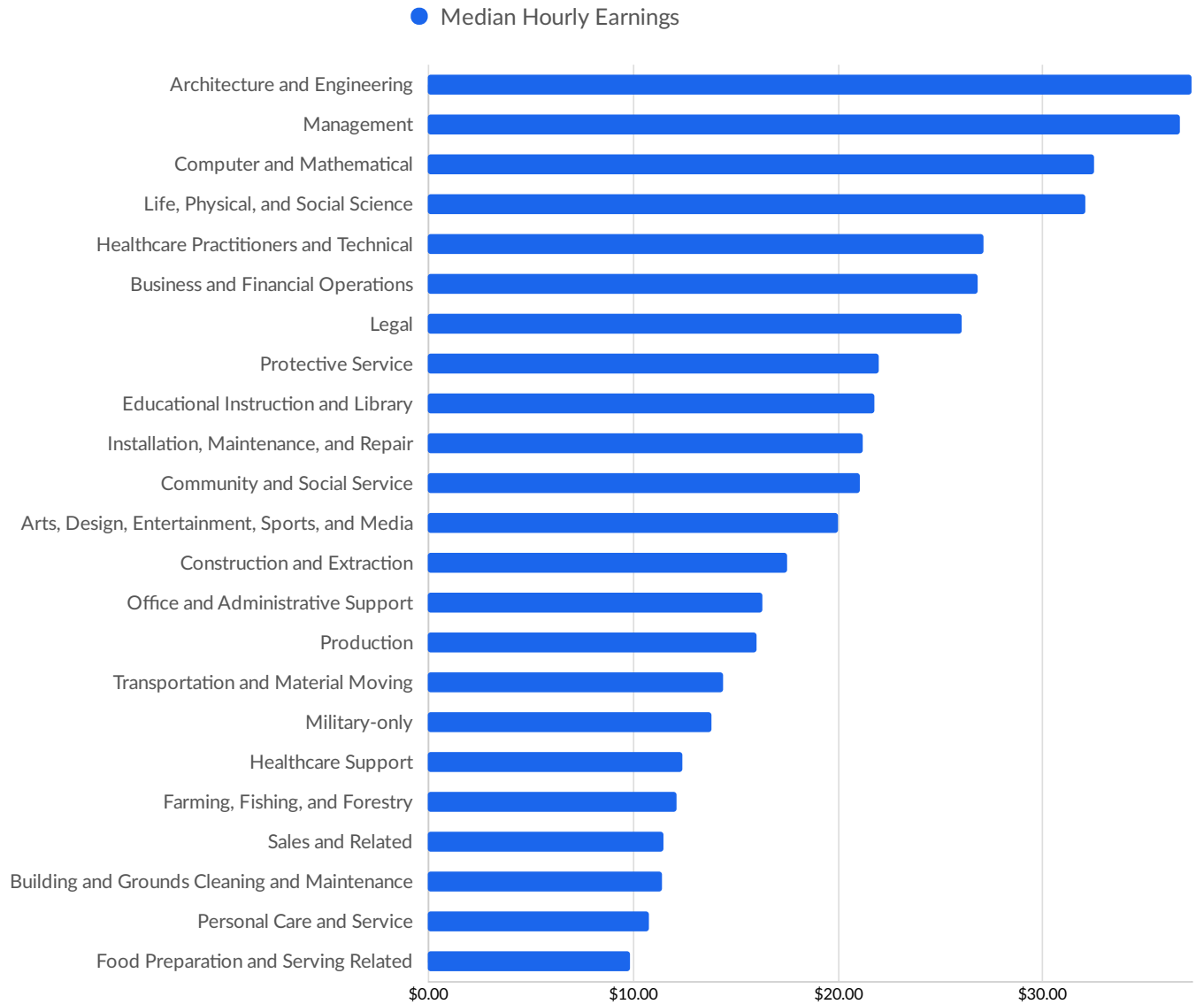
Top Growing Occupations



Top Occupation Location Quotient



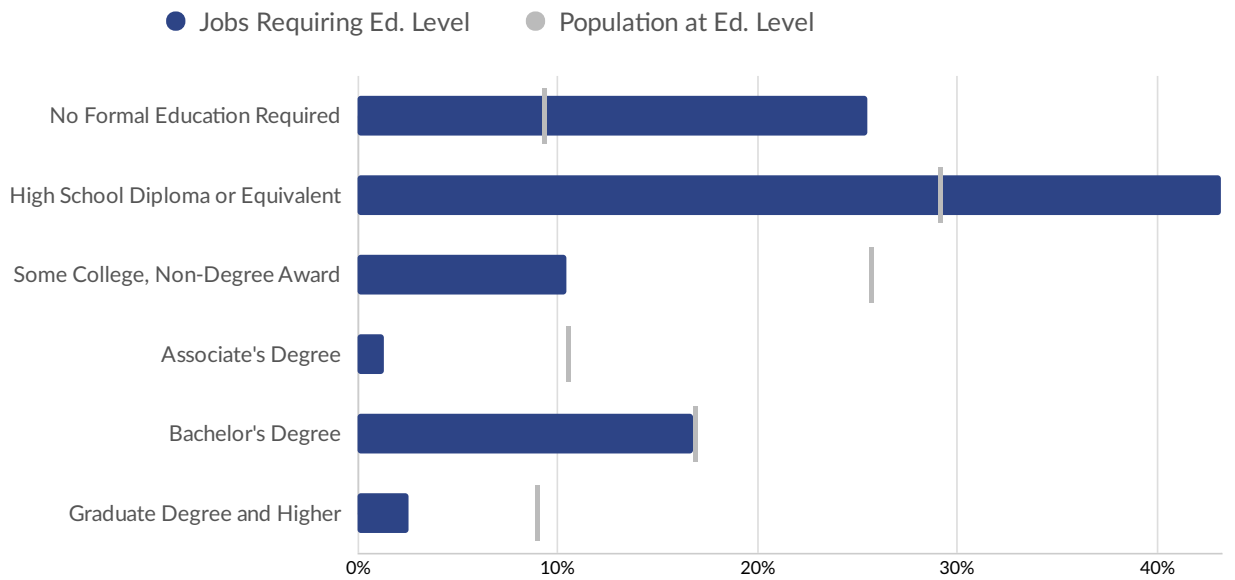
Top Occupation Earnings



Top Posted Occupations



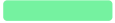



Underemployment



Educational Pipeline

In 2020, there were 803 graduates in DeSoto County, MS. This pipeline has grown by 20% over the last 5 years. The highest share of these graduates come from Medical/Clinical Assistant, Truck and Bus Driver/Commercial Vehicle Operator and Instructor, and Dental Assisting/Assistant.

School	Total Graduates (2020)	Graduate Trend (2016 - 2020)
Delta Technical College	602 	
Concorde Career College-Southaven	201 	

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

In-Demand Skills

