



# Regional Economic Overview

45 minute drive time of Union City, TN  
Q1 2026 Data Set  
March 2026

Prepared for  
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Northwest Tennessee Workforce Board



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# Contents

Report Parameters .....	1
Economy Overview .....	2
Unemployment by Demographics .....	4
Historic & Projected Trends .....	8
Population Characteristics .....	12
Inbound and Outbound Migration .....	14
Industry Characteristics .....	16
Business Characteristics .....	21
Workforce Characteristics .....	23
Educational Pipeline .....	29
In-Demand Skills .....	30

## Report Parameters

### 7 Counties

21075	Fulton County, KY	47053	Gibson County, TN
21083	Graves County, KY	47131	Obion County, TN
21105	Hickman County, KY	47183	Weakley County, TN
47045	Dyer County, TN		

### Class of Worker

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

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

# Economy Overview

**199,423**

**Population (2025)**

Population **grew by 1,024** over the last 5 years and is projected to **grow by 2,586** over the next 5 years.

**81,487**

**Total Regional Employment**

Jobs **grew by 6,644** over the last 5 years and are projected to **grow by 5,186** over the next 5 years.

**\$59.0K**

**Avg. Earnings Per Job (2025)**

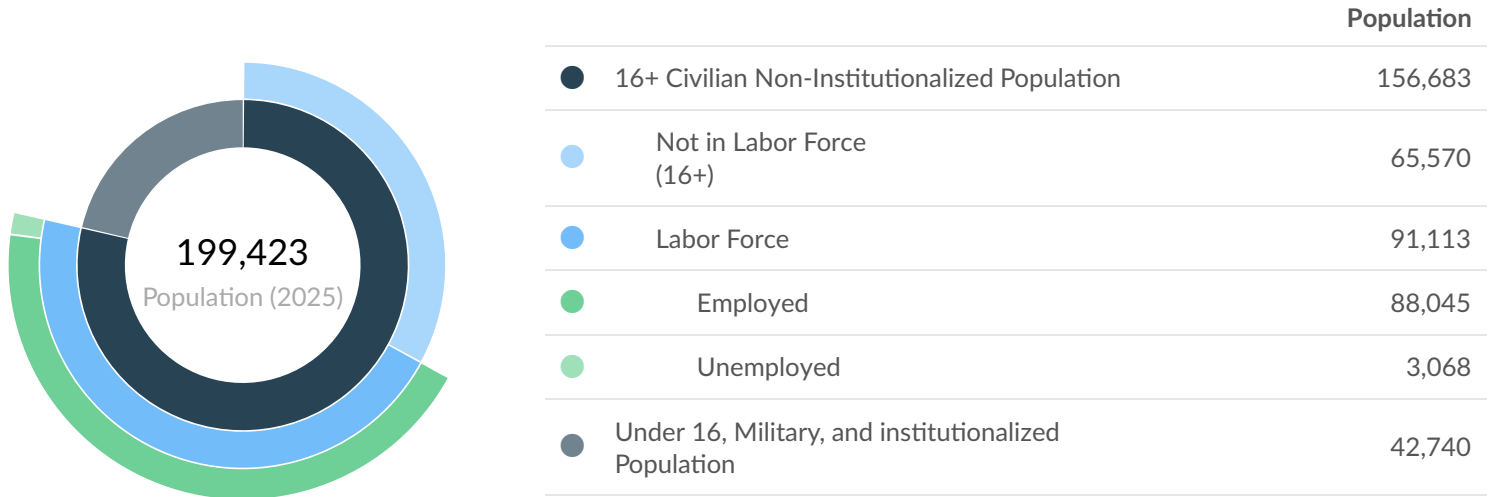
Regional average earnings per job are **\$29.5K below** the national average earnings of \$88.5K per job.

## Takeaways

- As of 2025 the region's population **increased by 0.5%** since 2020, growing by 1,024. Population is expected to **increase by 1.3%** between 2025 and 2030, adding 2,586.
- From 2020 to 2025, jobs **increased by 8.9%** in 7 Counties from 74,843 to **81,487**. This change **fell short of the national growth rate of 10.6% by 1.7%**. As the number of jobs increased, the **labor force participation rate increased from 56.2% to 58.2% between 2020 and 2025**.
- Concerning educational attainment, **12.4% of the selected regions' residents possess a Bachelor's Degree** (9.4% below the national average), and **7.3% hold an Associate's Degree** (1.6% below the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Animal Slaughtering and Processing.

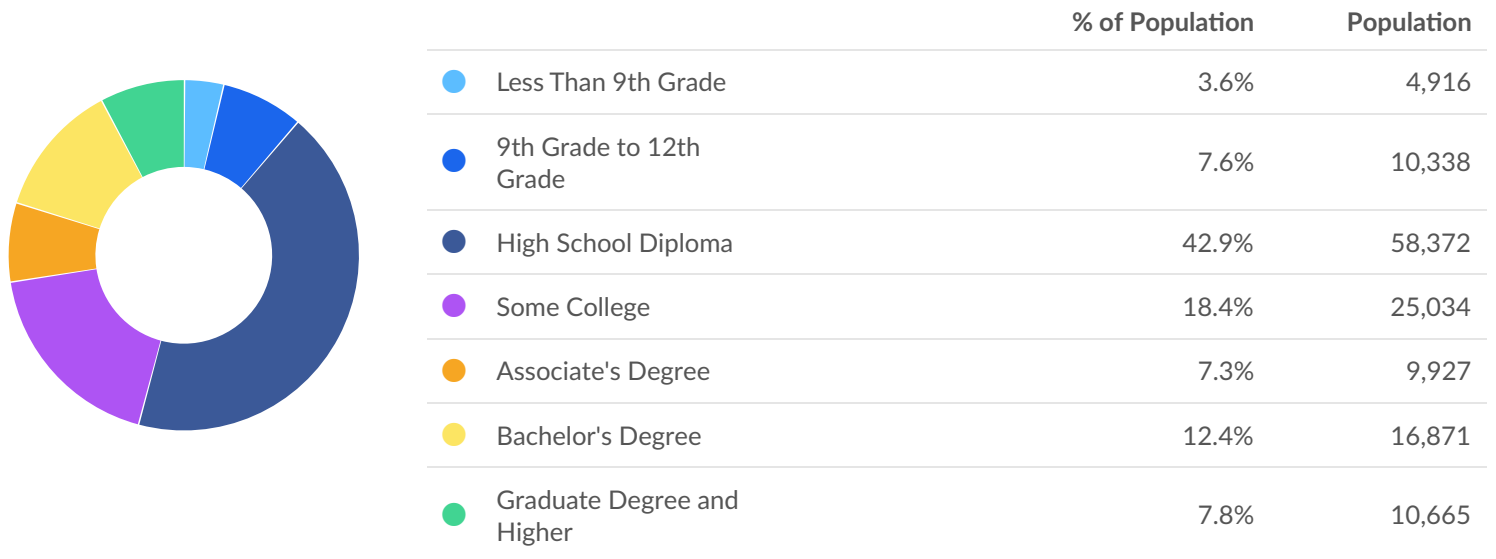
	Population (2025)	Labor Force (Dec 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	199,423	91,113	81,487	91.4	\$10.01B	\$15.54B	\$13.32B
State	11,916,692	5,640,055	5,970,018	92.4	\$877.36B	\$737.05B	\$919.21B

## Dec 2025 Labor Force Breakdown



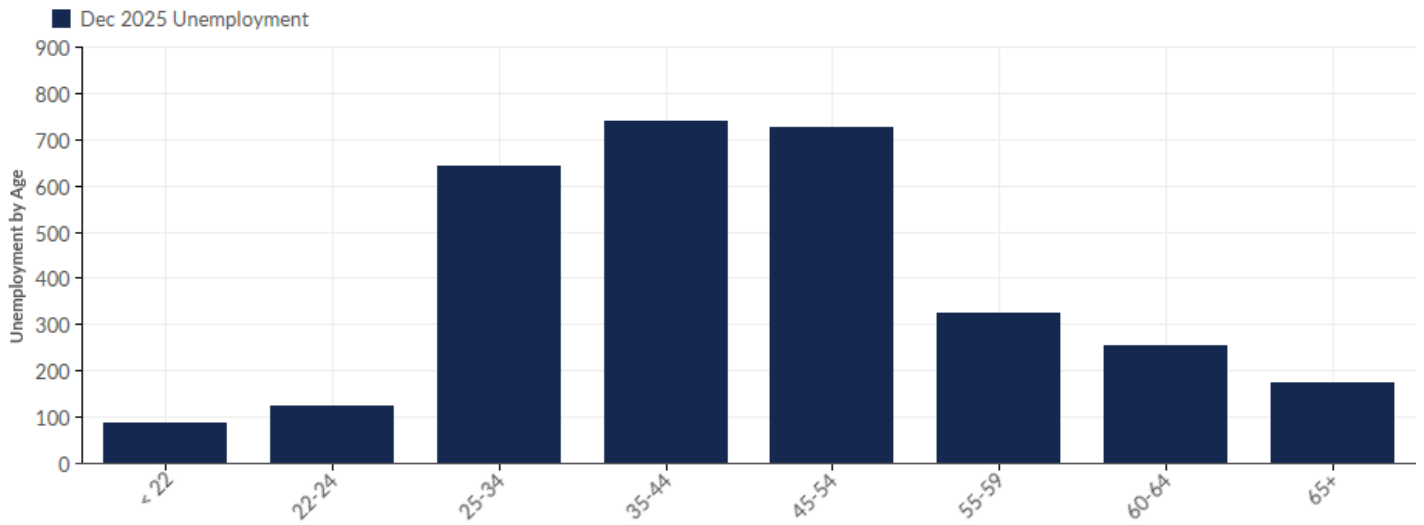
## Educational Attainment

Concerning educational attainment, **12.4% of the selected regions' residents possess a Bachelor's Degree** (9.4% below the national average), and **7.3% hold an Associate's Degree** (1.6% below the national average).



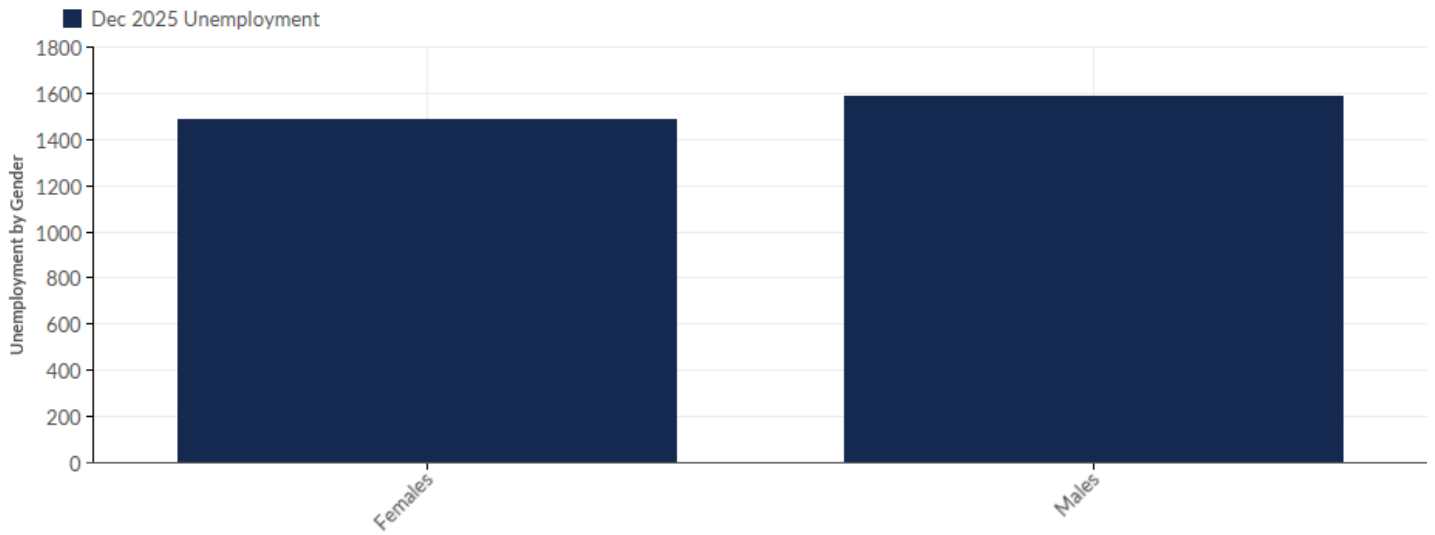
# Unemployment by Demographics

## Unemployment by Age



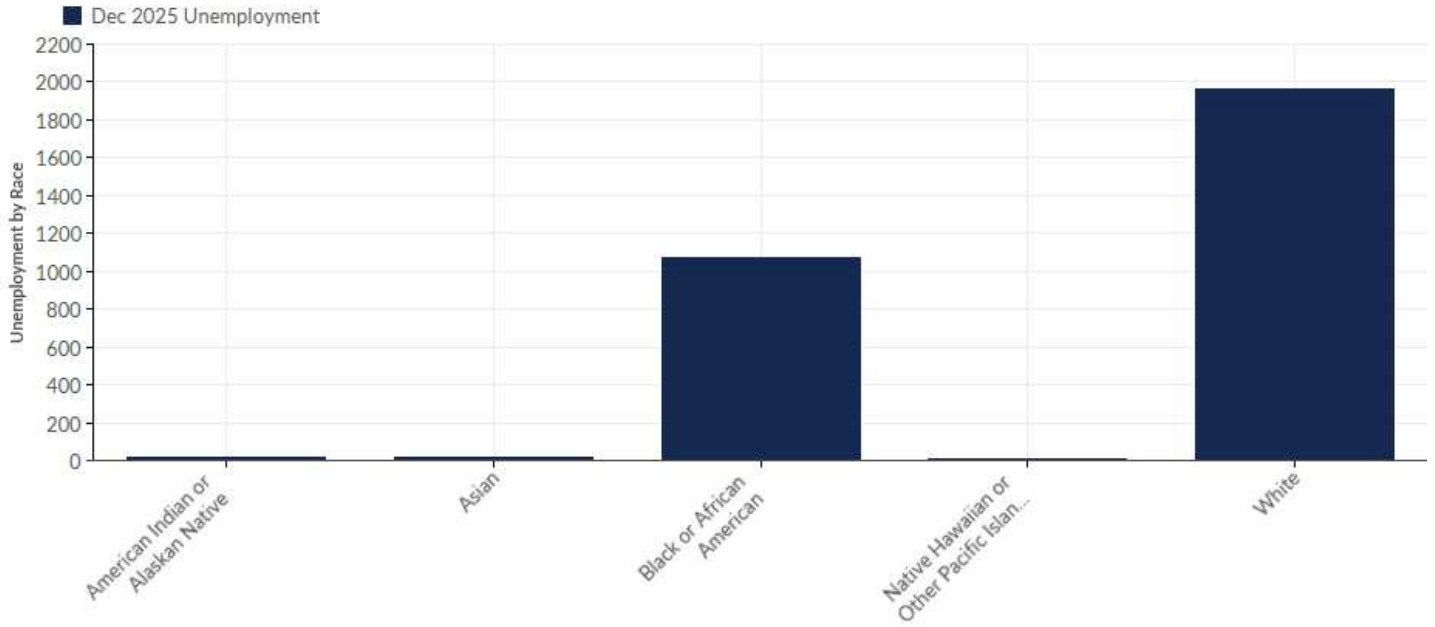
Age	Unemployment (Dec 2025)	% of Unemployed
< 22	88	2.87%
22-24	122	3.98%
25-34	642	20.93%
35-44	739	24.09%
45-54	725	23.63%
55-59	323	10.53%
60-64	255	8.31%
65+	173	5.64%
<b>Total</b>	<b>3,068</b>	<b>100.00%</b>

## Unemployment by Gender



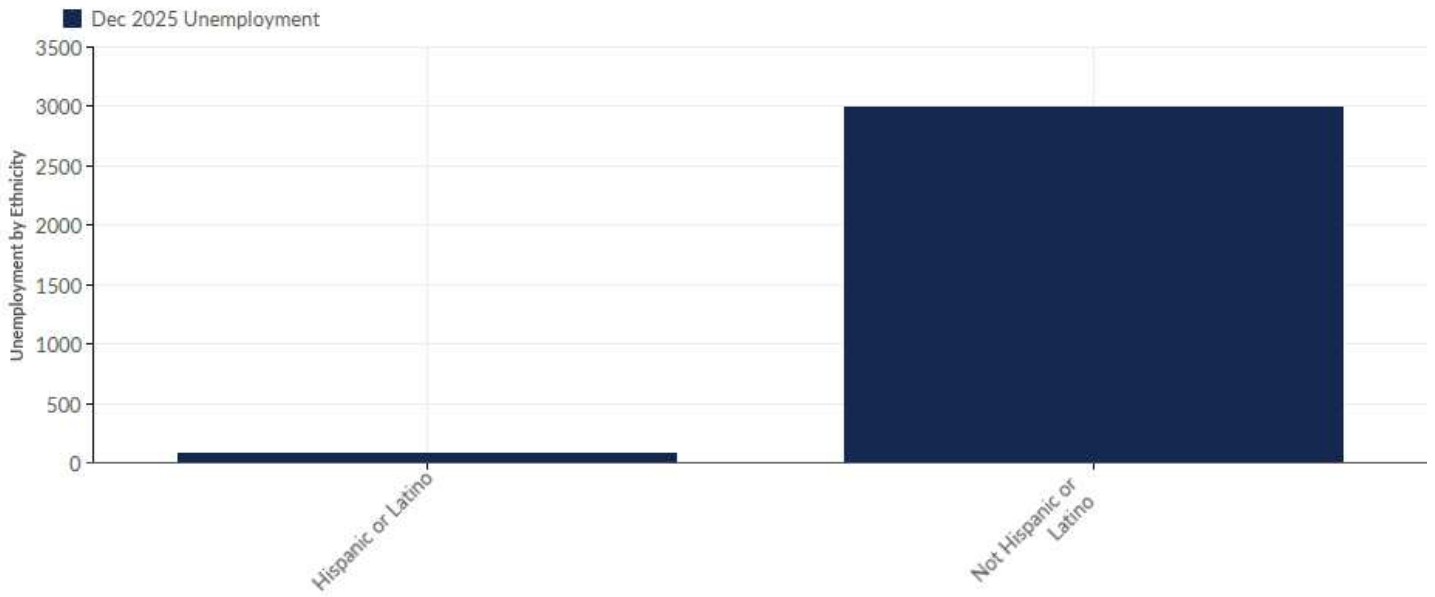
Gender	Unemployment (Dec 2025)	% of Unemployed
Females	1,484	48.37%
Males	1,584	51.63%
Total	3,068	100.00%

## Unemployment by Race



Race	Unemployment (Dec 2025)	% of Unemployed
American Indian or Alaskan Native	18	0.59%
Asian	16	0.52%
Black or African American	1,070	34.88%
Native Hawaiian or Other Pacific Islander	4	0.13%
White	1,960	63.89%
Total	3,068	100.00%

## Unemployment by Ethnicity

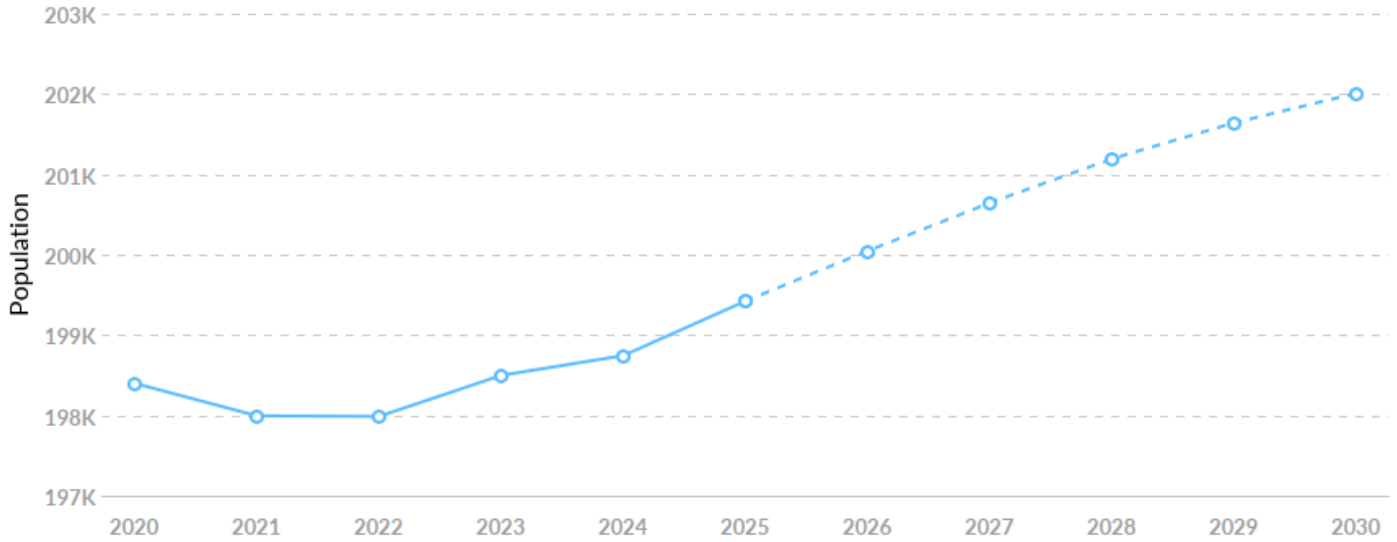


Ethnicity	Unemployment (Dec 2025)	% of Unemployed
Hispanic or Latino	75	2.44%
Not Hispanic or Latino	2,993	97.56%
Total	3,068	100.00%

# Historic & Projected Trends

## Population Trends

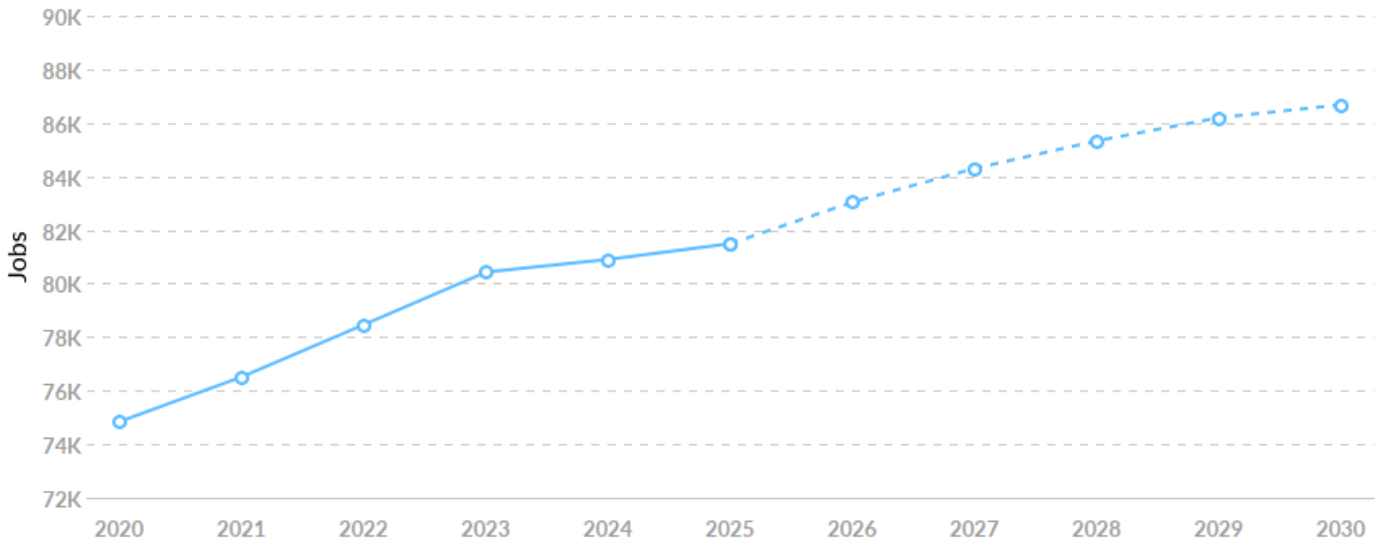
As of 2025 the region's population increased by 0.5% since 2020, growing by 1,024. Population is expected to increase by 1.3% between 2025 and 2030, adding 2,586.



Timeframe	Population
2020	198,399
2021	197,995
2022	197,987
2023	198,498
2024	198,744
2025	199,423
2026	200,047
2027	200,645
2028	201,194
2029	201,642
2030	202,009

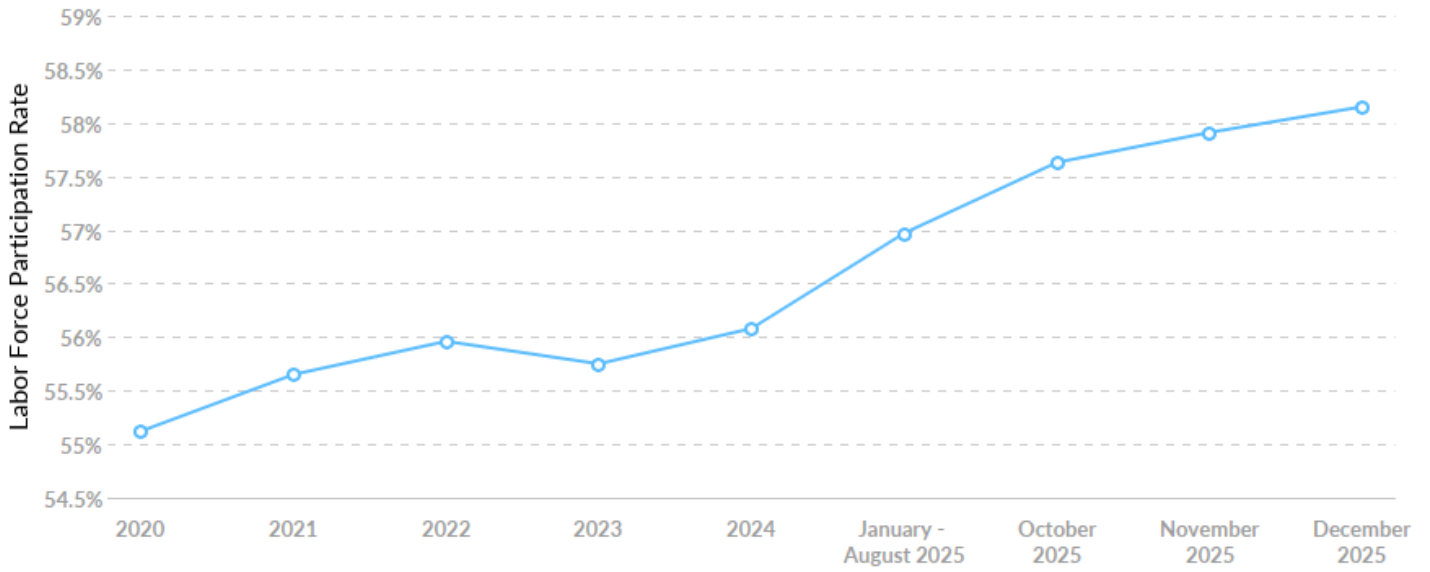
## Job Trends

From 2020 to 2025, jobs increased by 8.9% in 7 Counties from 74,843 to **81,487**. This change fell short of the national growth rate of 10.6% by 1.7%.



Timeframe	Jobs
2020	74,843
2021	76,514
2022	78,465
2023	80,427
2024	80,899
2025	81,487
2026	83,042
2027	84,297
2028	85,327
2029	86,191
2030	86,674

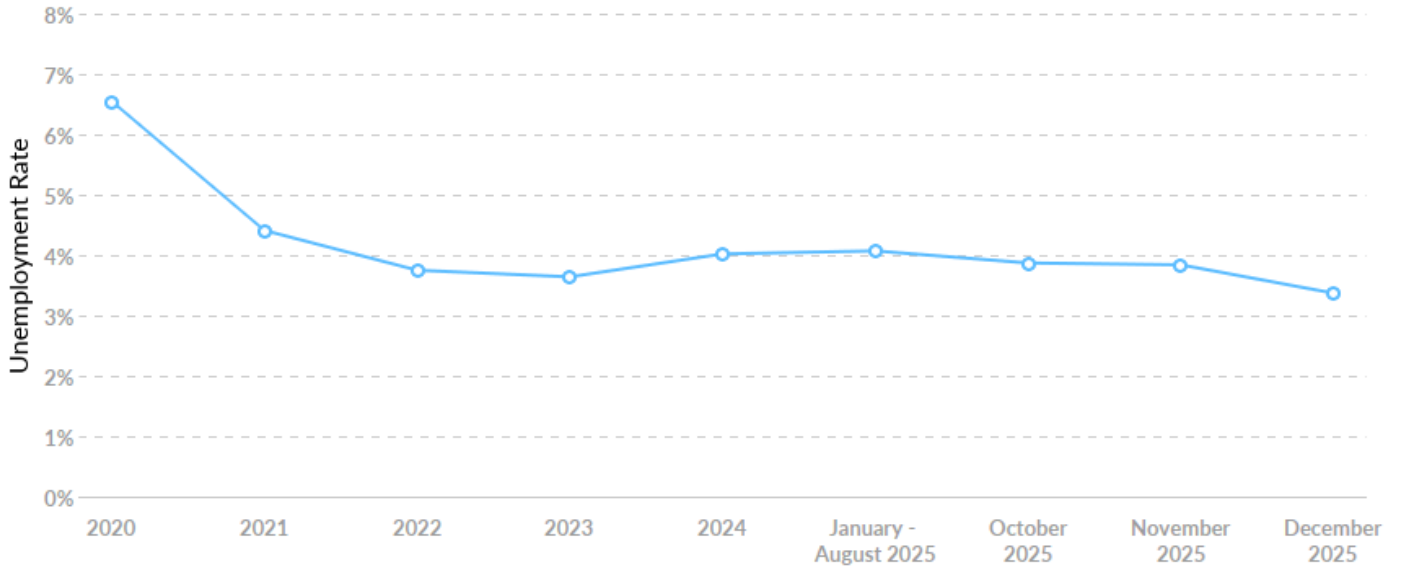
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	55.12%
2021	55.65%
2022	55.96%
2023	55.75%
2024	56.08%
January - August 2025	56.97%
October 2025	57.63%
November 2025	57.91%
December 2025	58.15%

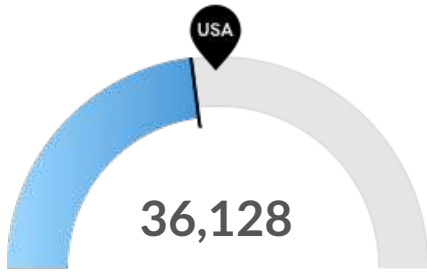
## Unemployment Rate Trends

Your areas had a December 2025 unemployment rate of 3.37%, **decreasing from 6.55%** 5 years before.



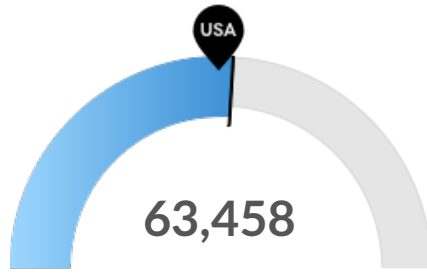
Timeframe	Unemployment Rate
2020	6.55%
2021	4.41%
2022	3.75%
2023	3.64%
2024	4.02%
January - August 2025	4.07%
October 2025	3.87%
November 2025	3.84%
December 2025	3.37%

## Population Characteristics



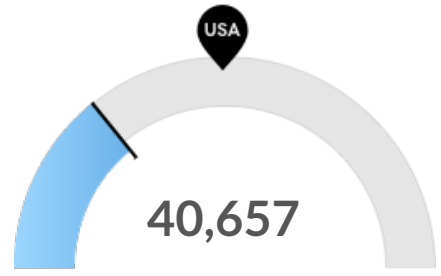
**Millennials**

Your area has 36,128 millennials (ages 25-39). The national average for an area this size is 40,685.



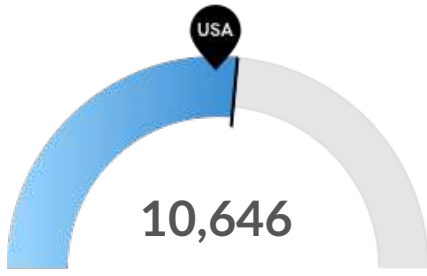
**Retiring Soon**

Retirement risk is about average in your area. The national average for an area this size is 60,096 people 55 or older, while there are 63,458 here.



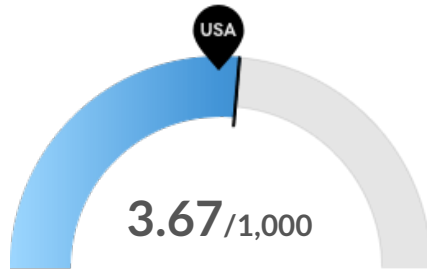
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 84,543 racially diverse people, while there are 40,657 here.



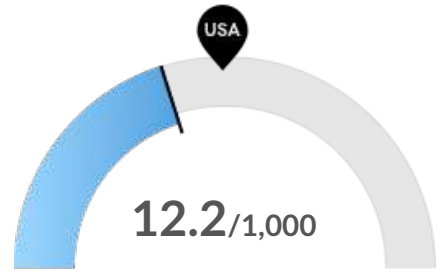
**Veterans**

Your area has 10,646 veterans. The national average for an area this size is 9,765.



**Violent Crime**

Your area has 3.67 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

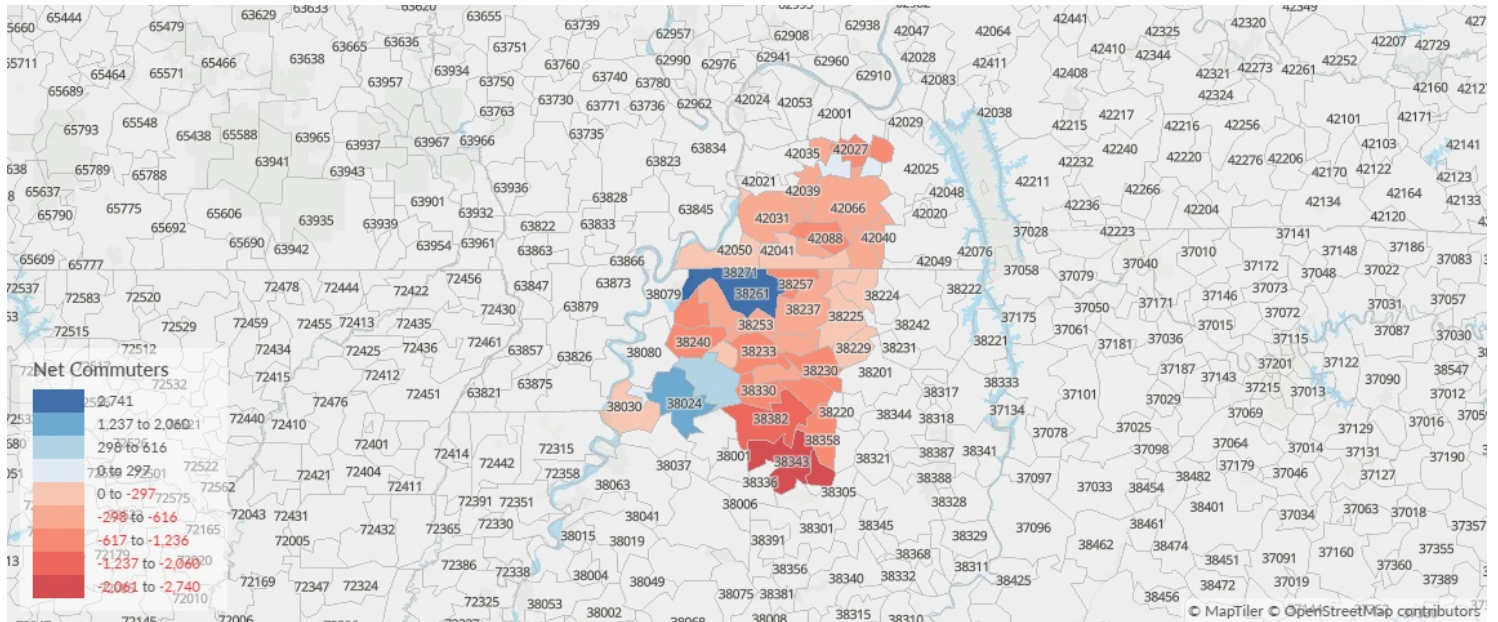


**Property Crime**

Your area has 12.2 property crimes per 1,000 people. The national rate is 16.44 per 1,000 people.

## Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

### Where Talent Lives

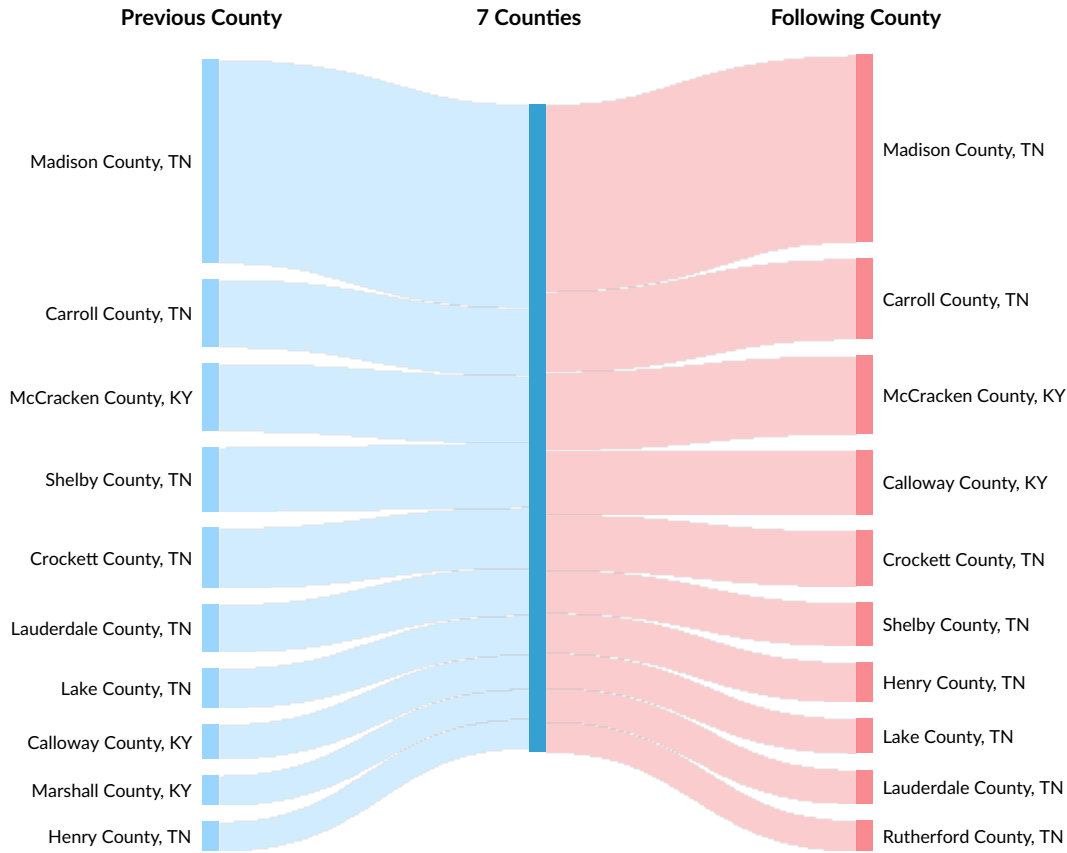
ZIP	Name	2025 Employment
38024	Dyersburg, TN (in Dyer ...	13,491
42066	Mayfield, KY (in Graves ...	10,342
38261	Union City, TN (in Obio...	9,765
38343	Humboldt, TN (in Gibso...	5,270
38237	Martin, TN (in Weakley ...	5,167

ZIP	Name	2025 Workers
38024	Dyersburg, TN (in Dyer ...	11,963
42066	Mayfield, KY (in Graves ...	10,862
38343	Humboldt, TN (in Gibso...	7,348
38261	Union City, TN (in Obio...	7,023
38358	Milan, TN (in Gibson co...	6,045

# Inbound and Outbound Migration

The table below analyzes past and current residents of 7 Counties. The left column shows residents of other counties migrating to 7 Counties. The right column shows residents migrating from 7 Counties to other counties.

As of 2022, **720** people have migrated from Madison County, TN to 7 Counties. In the same year, **662** people left 7 Counties migrating to Madison County, TN. The total Net Migration for 7 Counties in 2022 was **617**.

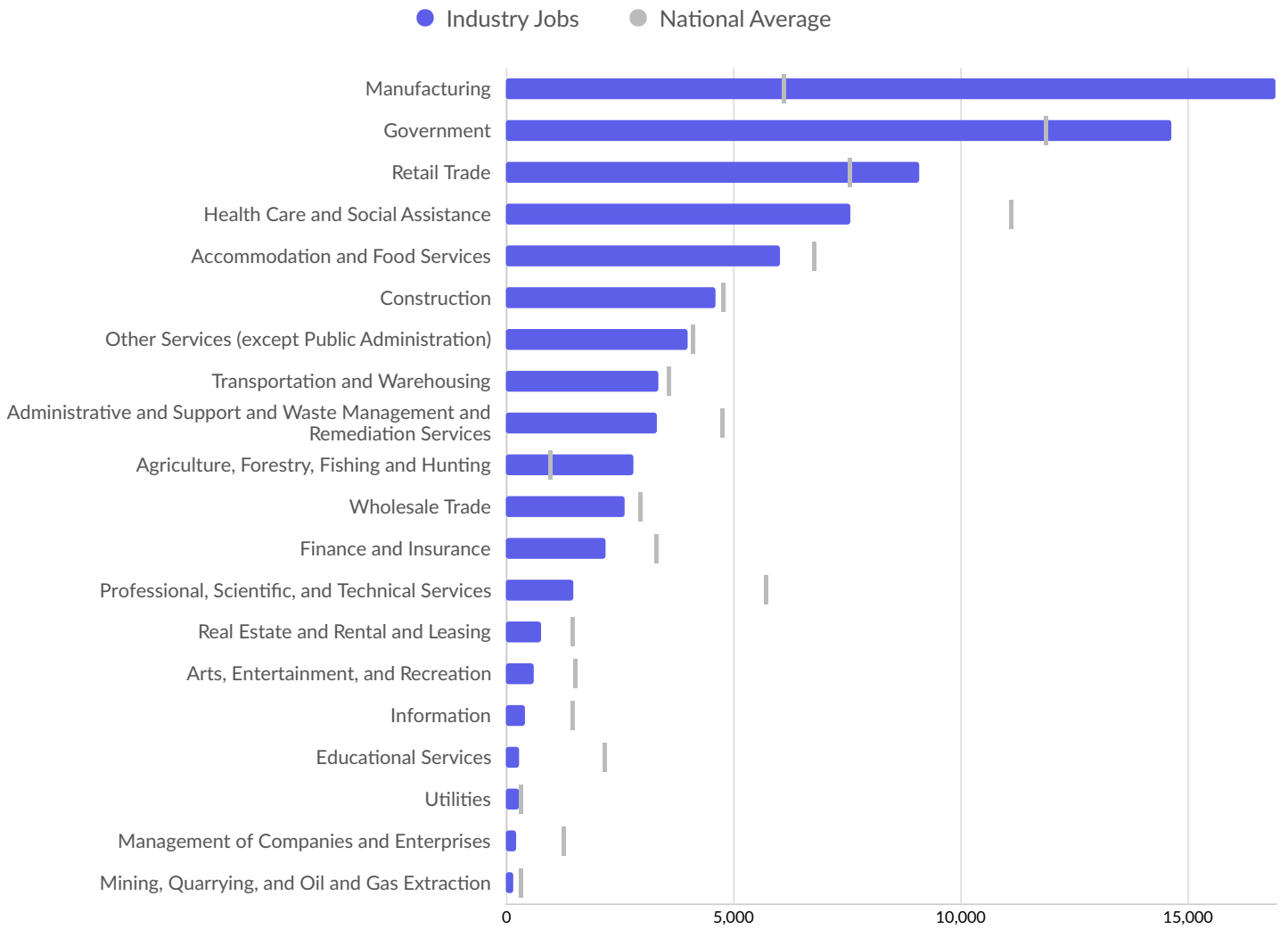


Top Previous Counties	Migrations
Madison County, TN	720
Carroll County, TN	239
McCracken County, KY	239
Shelby County, TN	227
Crockett County, TN	213
Lauderdale County, TN	168

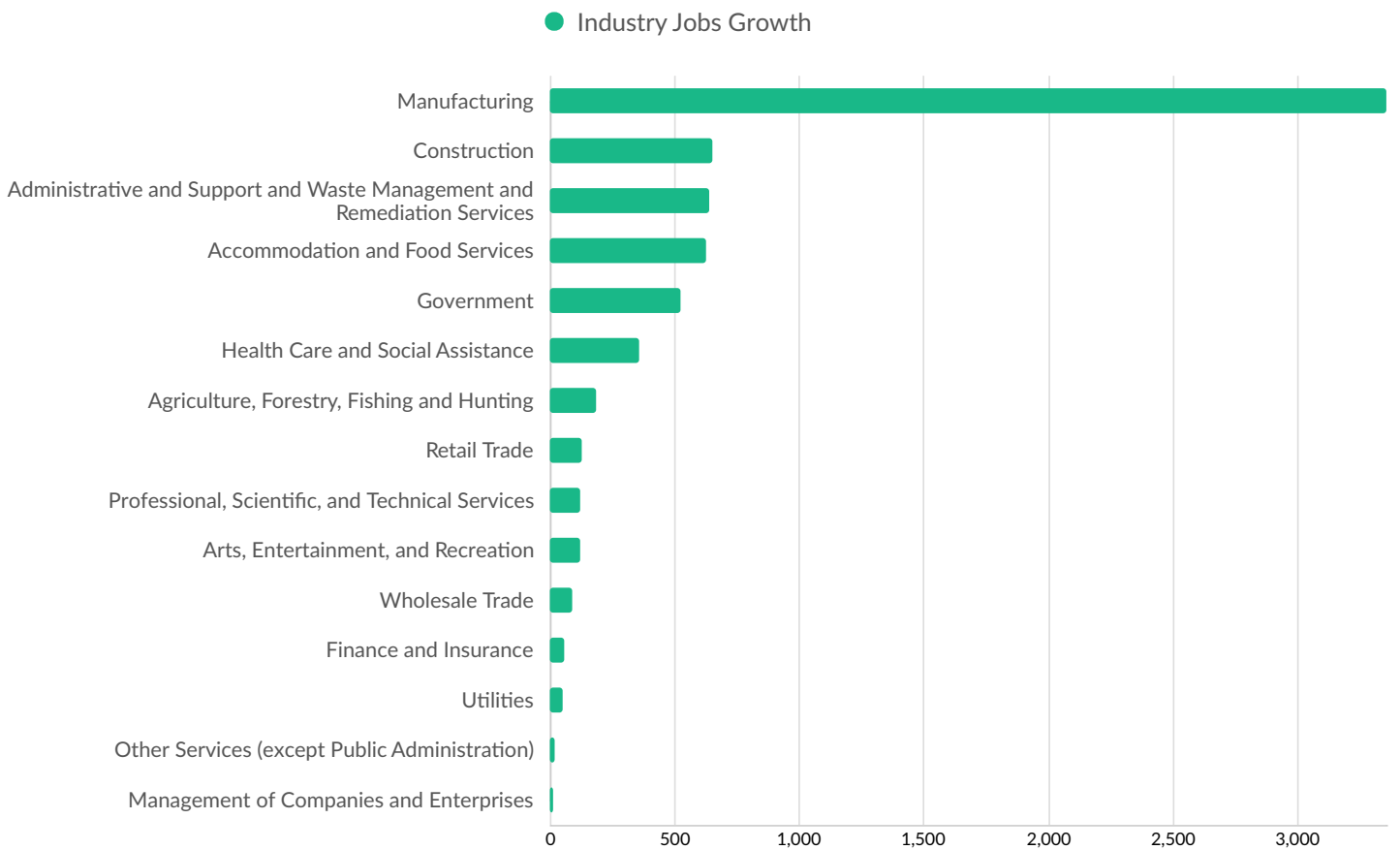
Top Previous Counties	Migrations
Lake County, TN	139
Calloway County, KY	122
Marshall County, KY	106
Henry County, TN	104
Davidson County, TN	100
Rutherford County, TN	79
Montgomery County, TN	73
Pemiscot County, MO	66
Carlisle County, KY	58
Top Following Counties	Migrations
Madison County, TN	662
Carroll County, TN	284
McCracken County, KY	277
Calloway County, KY	228
Crockett County, TN	196
Shelby County, TN	152
Henry County, TN	141
Lake County, TN	123
Lauderdale County, TN	120
Rutherford County, TN	109
Marshall County, KY	105
Davidson County, TN	82
Carlisle County, KY	70
Madison County, AL	64
Henderson County, TN	57

# Industry Characteristics

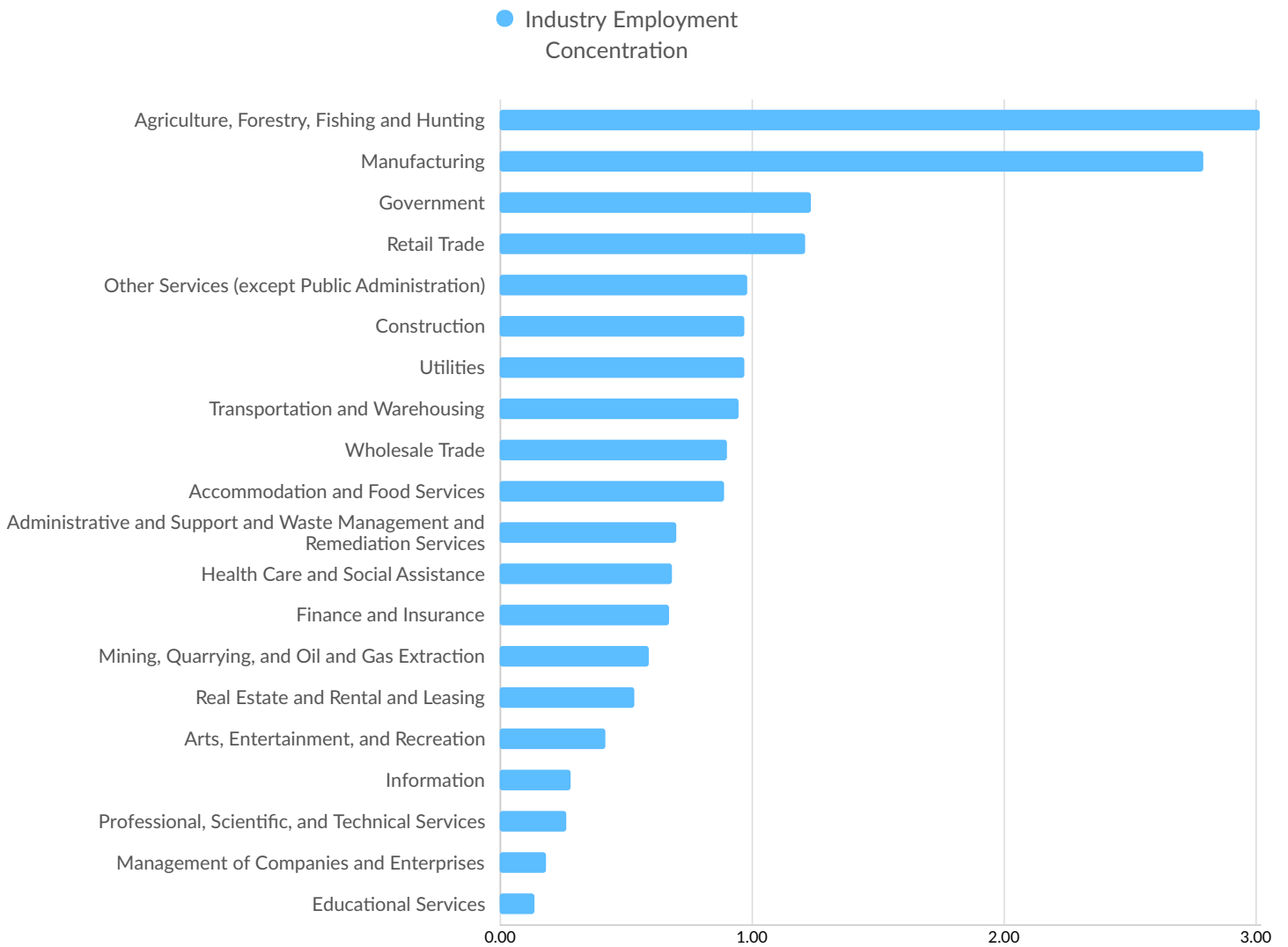
## Largest Industries



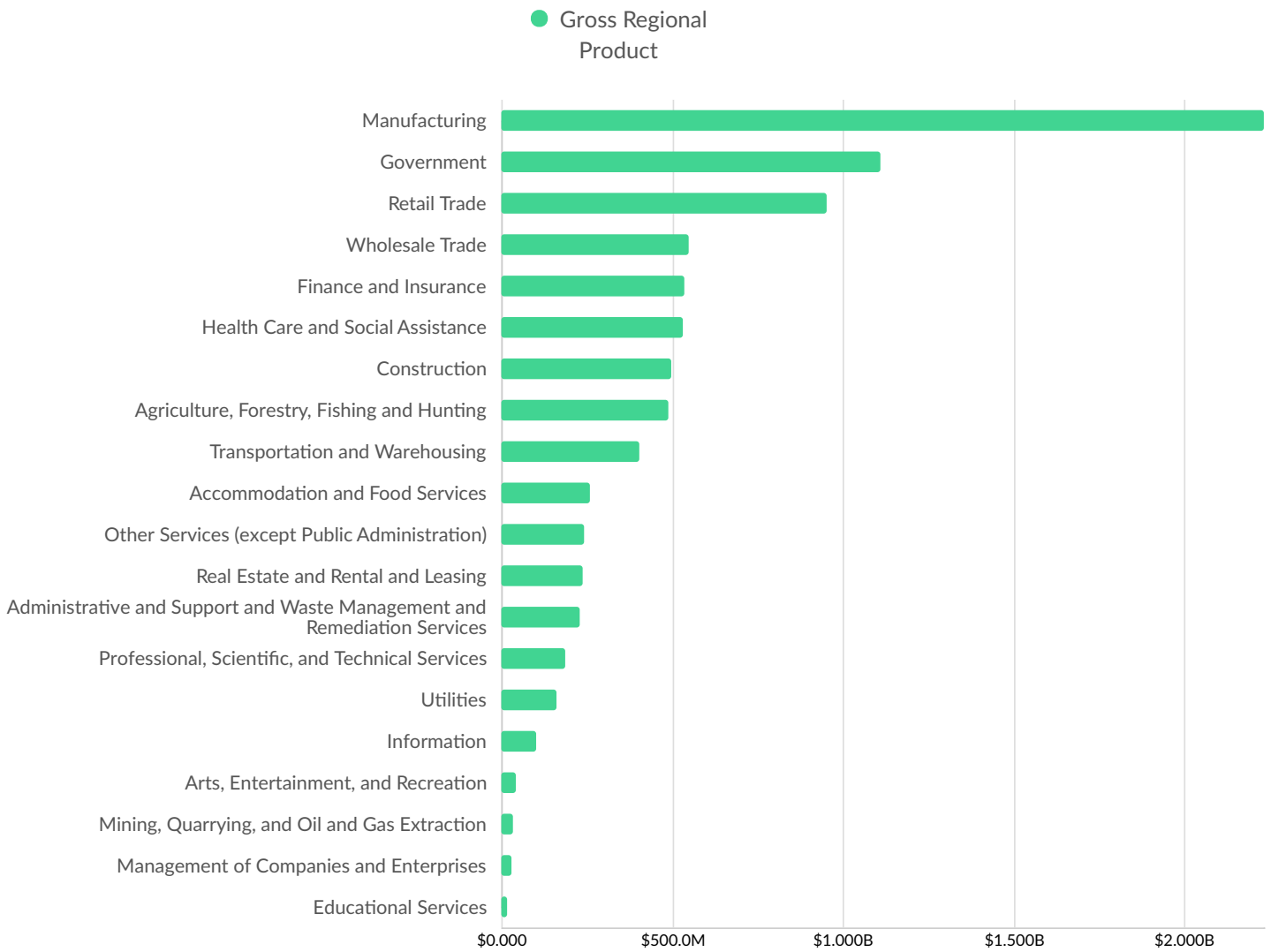
## Top Growing Industries



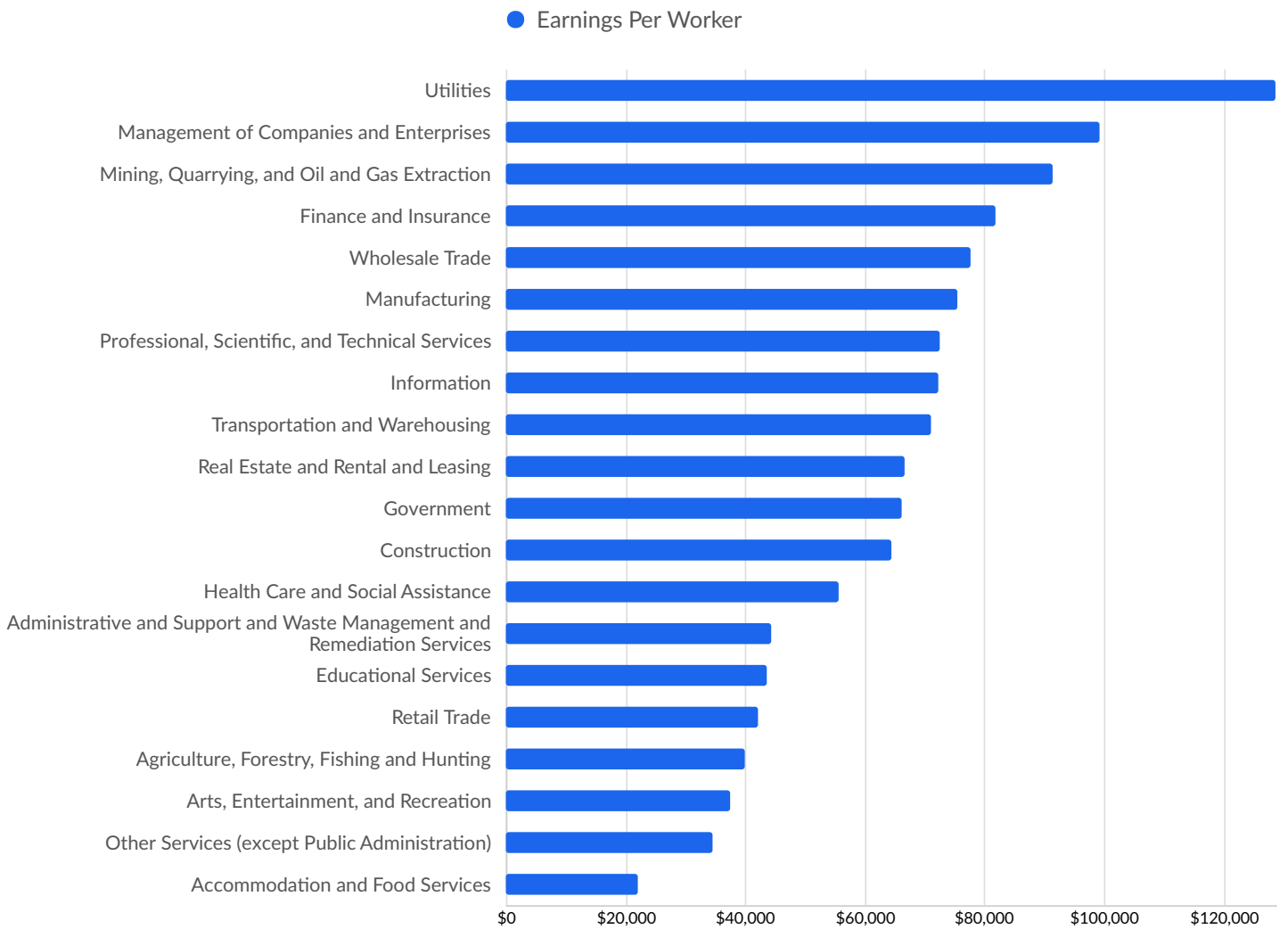
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



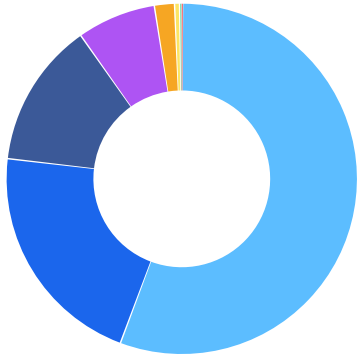
# Business Characteristics

## 10,984 Companies Employ Your Workers

Online profiles for your workers mention 10,984 companies as employers, with the top 10 appearing below. In the last 12 months, 1,575 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Tennessee	835 	Tyson Foods	436 
Tyson Foods	544 	Jackson Purchase Medical Center	329 
State of Tennessee	407 	Dollar General	305 
Walmart	355 	Walmart	267 
West Tennessee Healthcare	351 	Lowe's	220 
Mtd Products	228 	LifePoint Health	205 
Lowe's	218 	University of Tennessee	204 
Dyersburg State Community Co...	178 	Taco Bell	202 
Stanley Black & Decker	176 	Encompass Health	174 
Pilgrim's Pride	156 	Fast Pace Health	151 

## Business Size

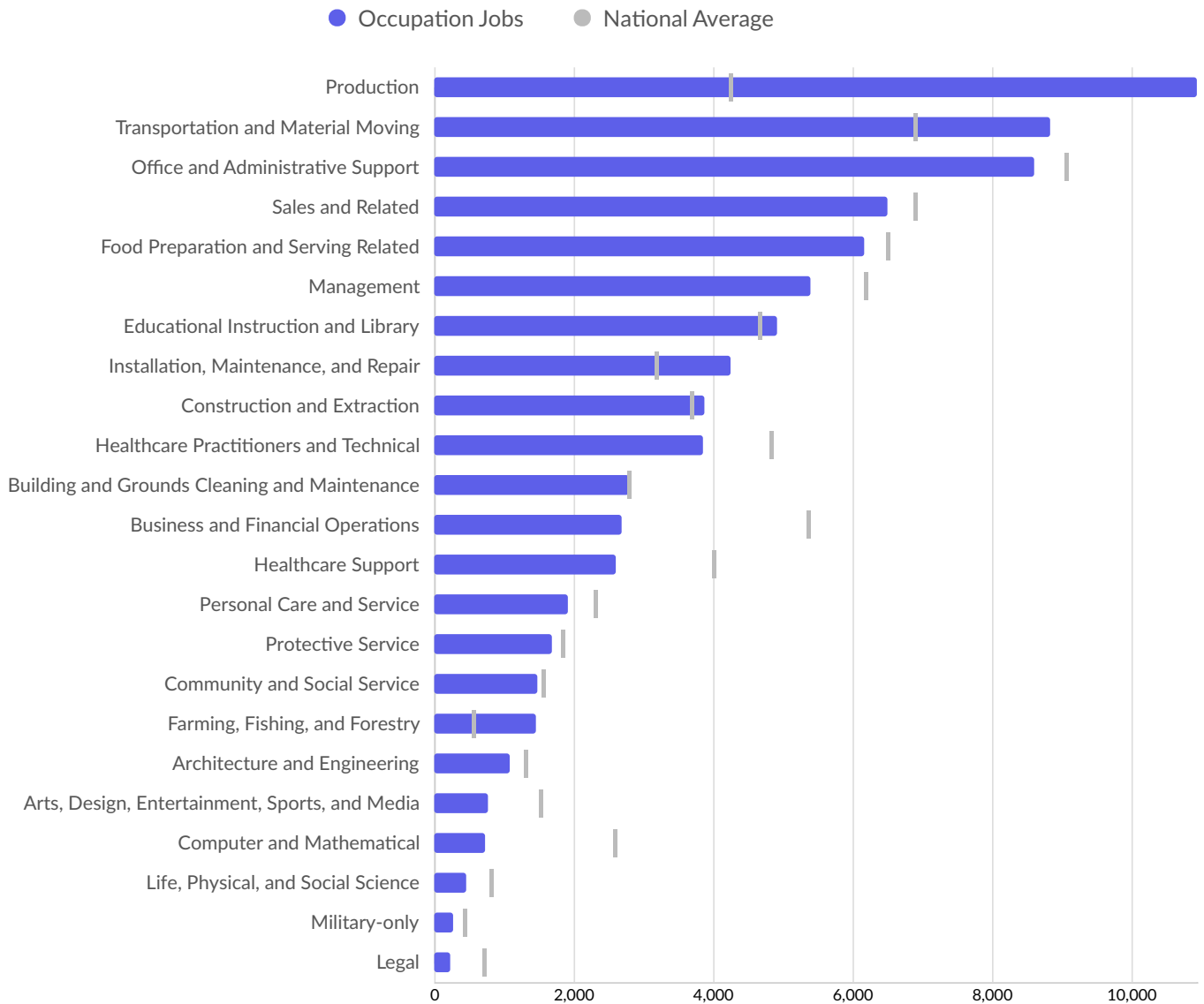


	Percentage	Business Count
<span style="color: #00AEEF;">●</span> 1 to 4 employees	55.6%	5,951
<span style="color: #0070C0;">●</span> 5 to 9 employees	21.1%	2,262
<span style="color: #003366;">●</span> 10 to 19 employees	13.4%	1,432
<span style="color: #800080;">●</span> 20 to 49 employees	7.3%	777
<span style="color: #FFA500;">●</span> 50 to 99 employees	1.9%	198
<span style="color: #FFD700;">●</span> 100 to 249 employees	0.5%	49
<span style="color: #008000;">●</span> 250 to 499 employees	0.2%	24
<span style="color: #FF0000;">●</span> 500+ employees	0.0%	5

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

# Workforce Characteristics

## Largest Occupations

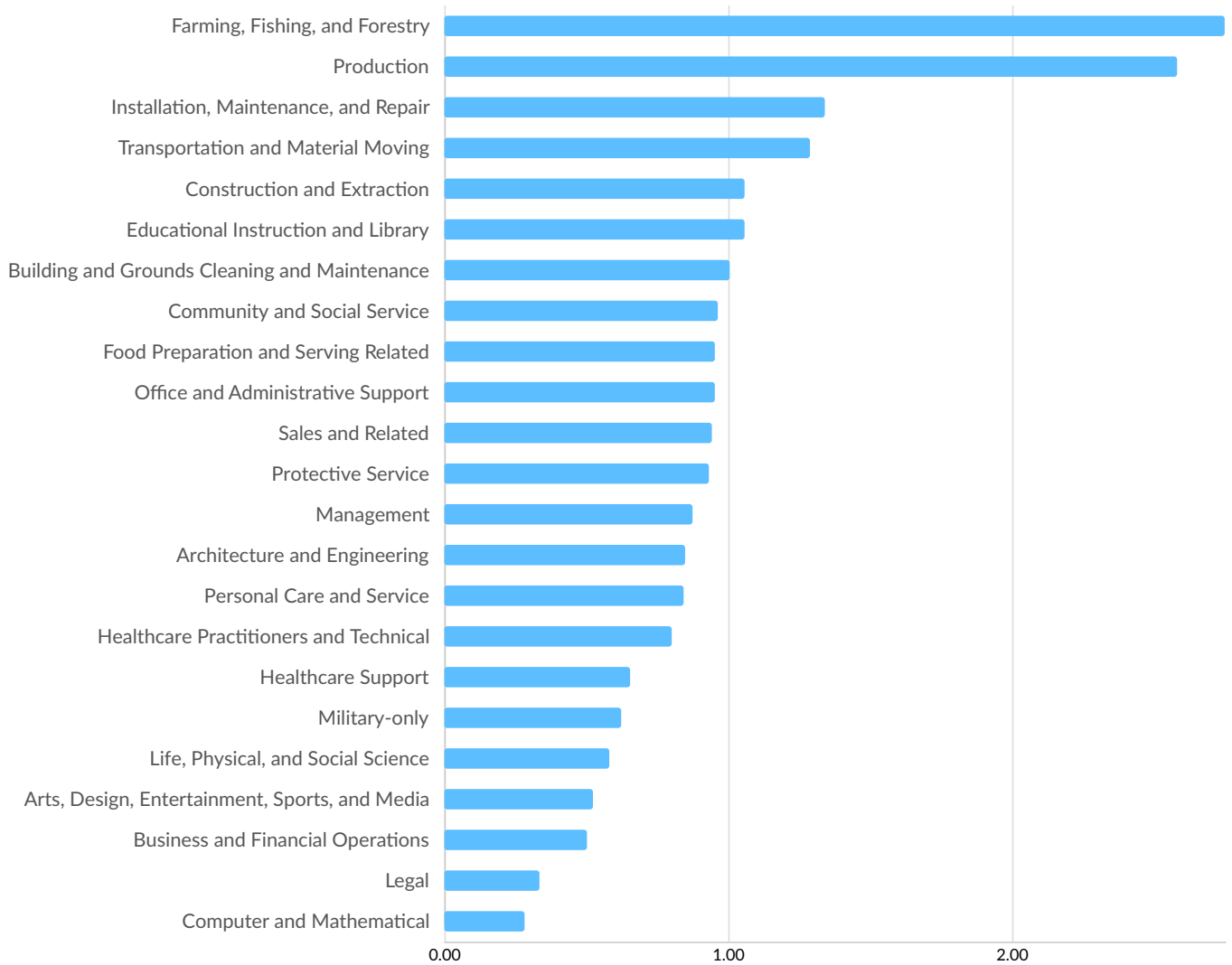


## Top Growing Occupations

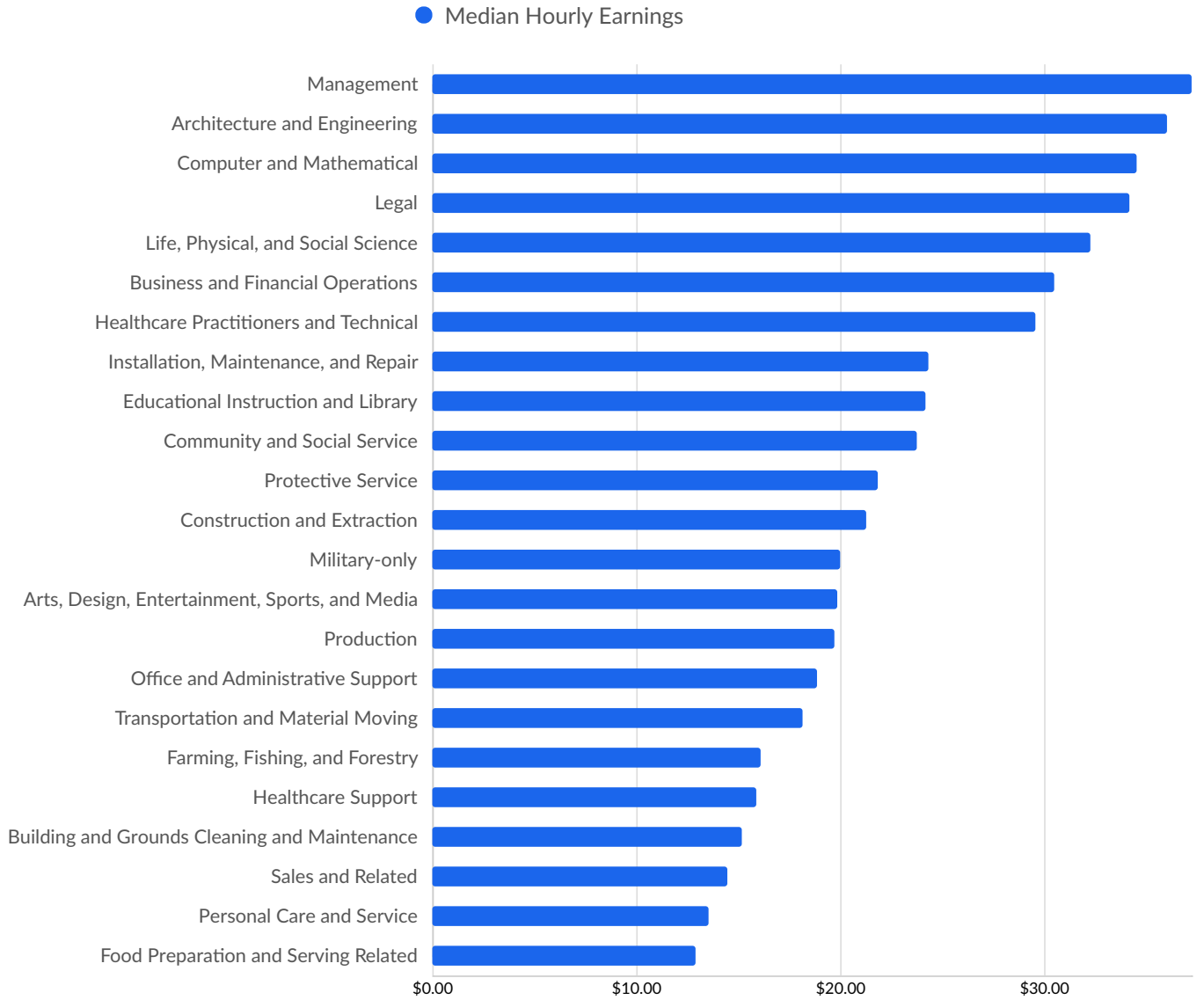


## Top Occupation Employment Concentration

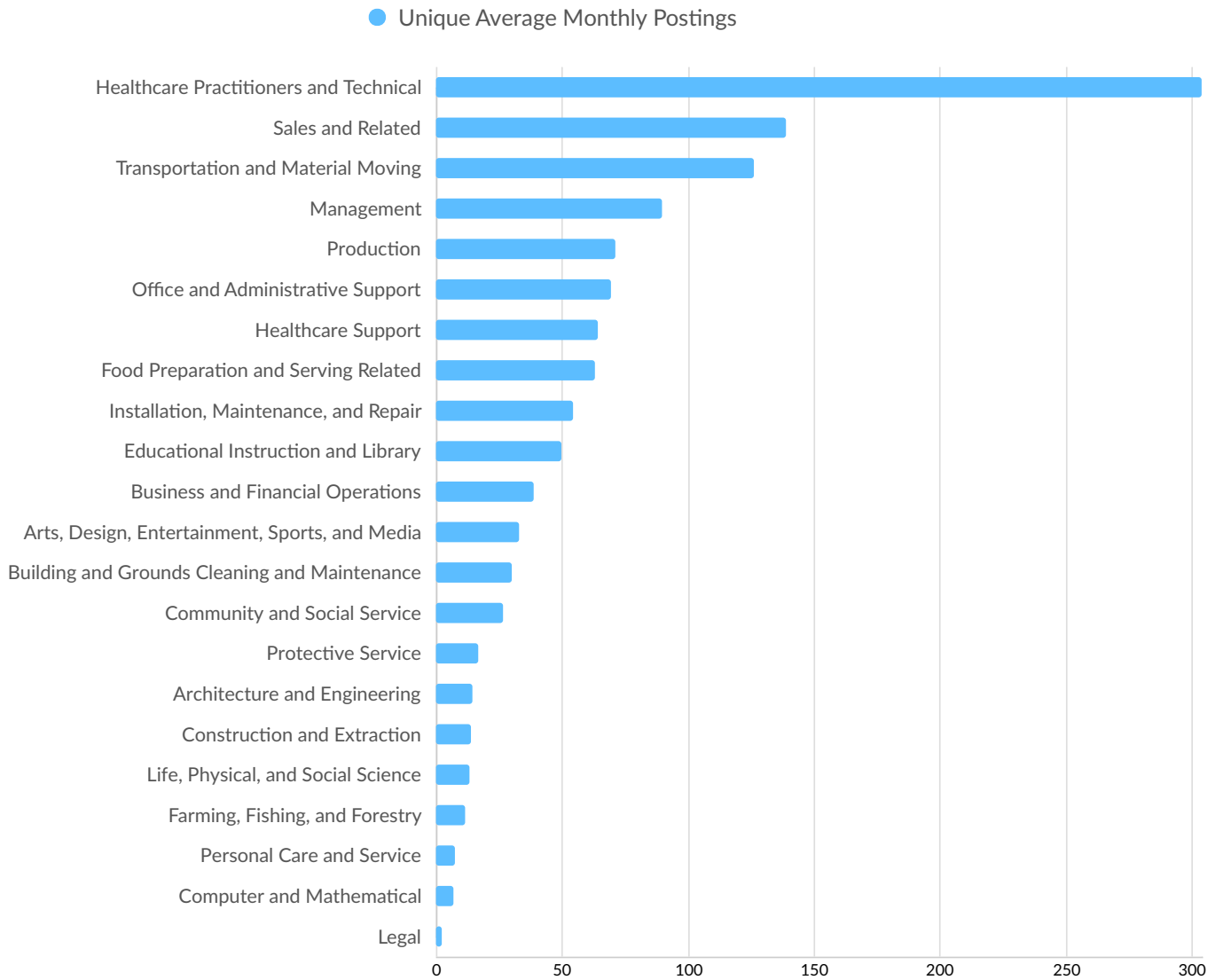
● Occupation Employment Concentration



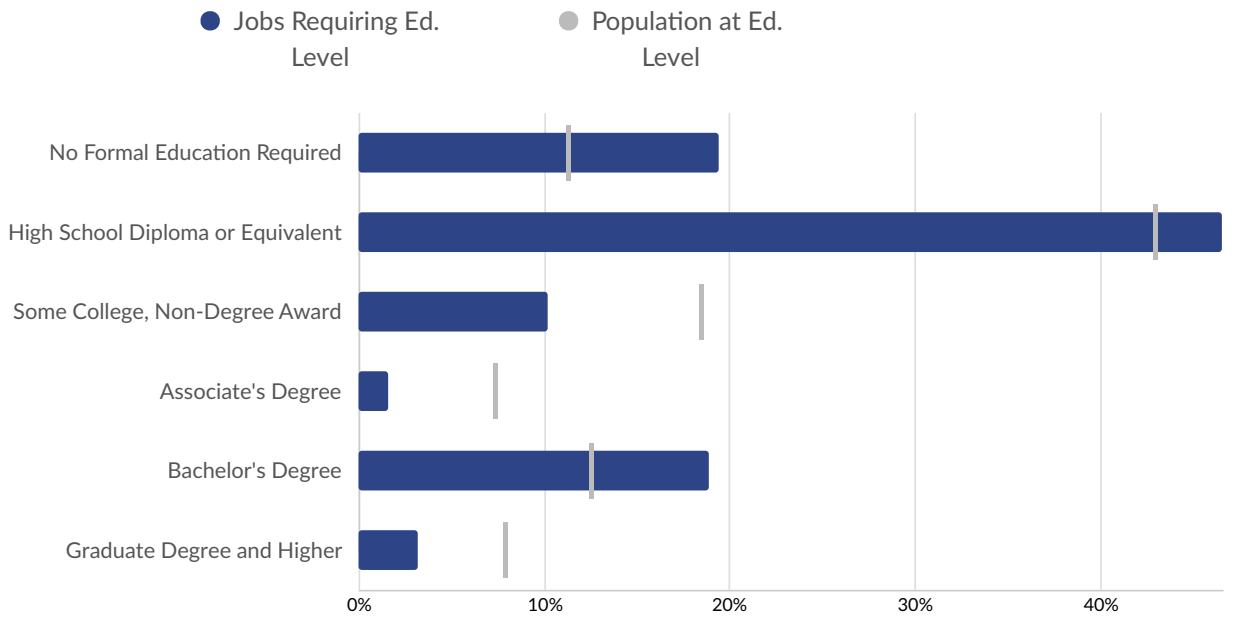
## Top Occupation Earnings



## Top Posted Occupations

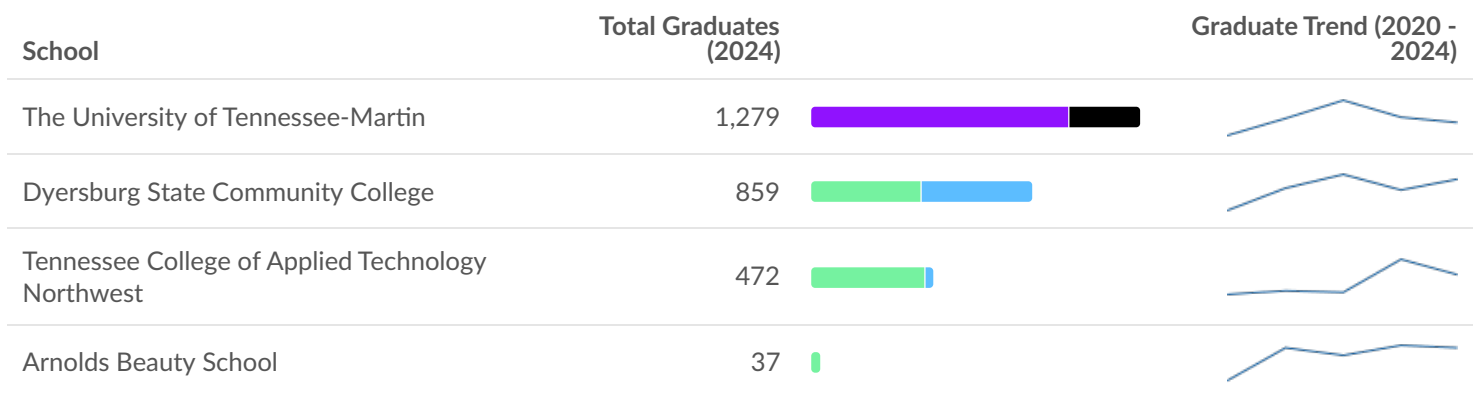


## Underemployment



## Educational Pipeline

In 2024, there were 2,647 graduates in 7 Counties. This pipeline has grown by 21% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Associate's), "Liberal Arts and Sciences/Liberal Studies" (Certificate), and "Multi-/Interdisciplinary Studies, General" (Bachelor's).



# In-Demand Skills

