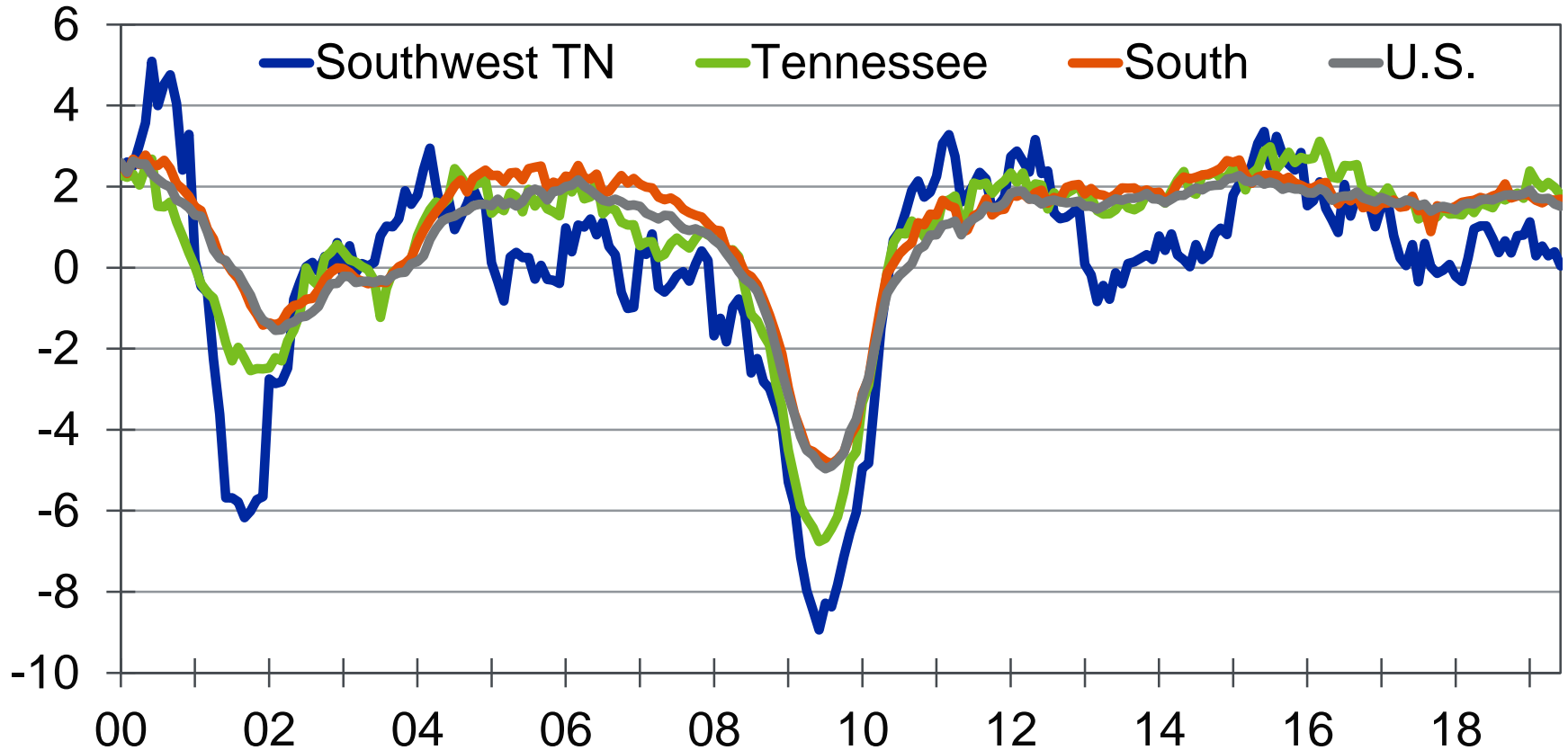


How Southwest Tennessee Measures Up

Job Growth Trails TN, South, U.S.

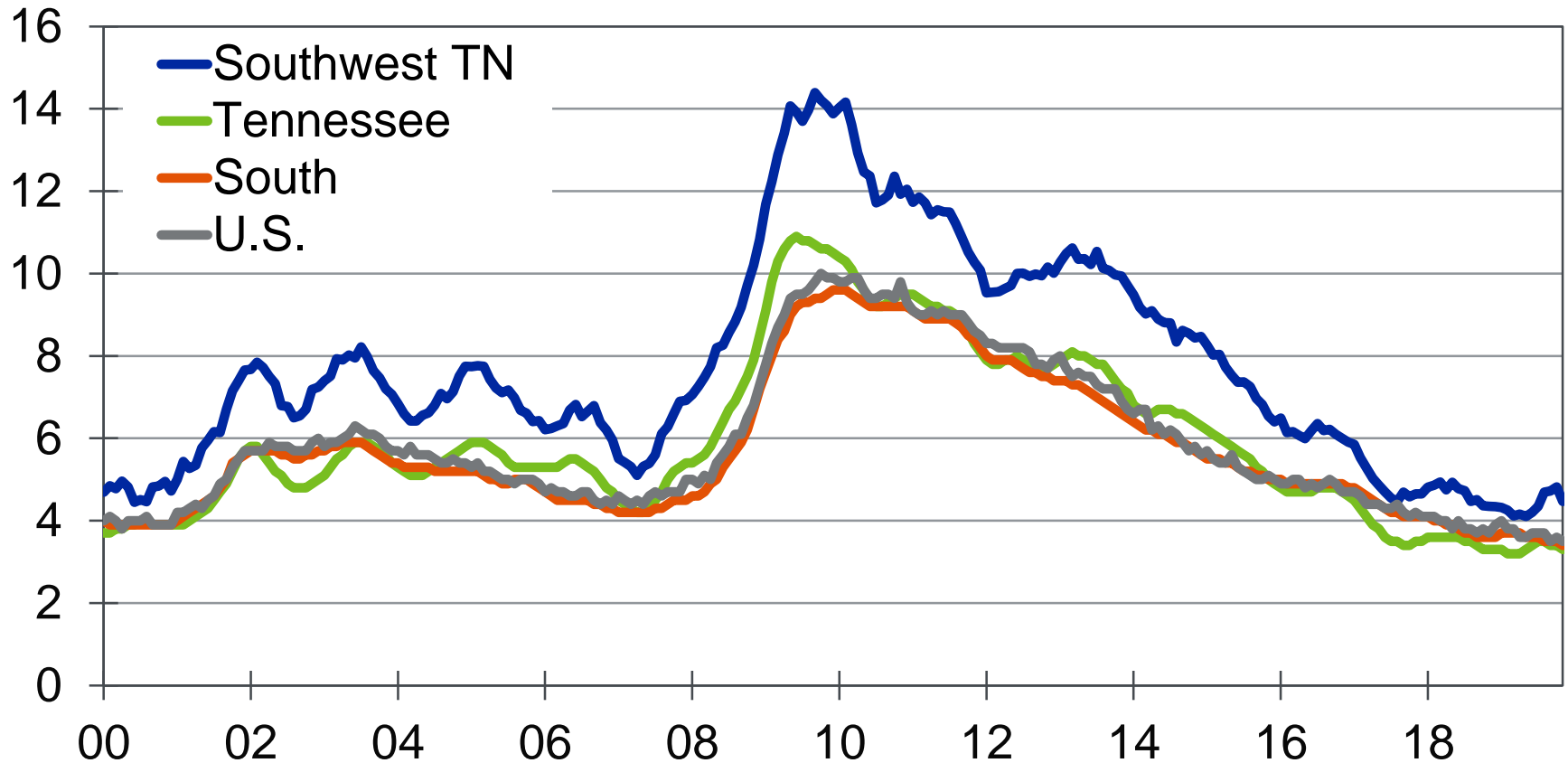
Employment, % change yr ago



Sources: BLS, Moody's Analytics

Unemployment Is Structurally Higher

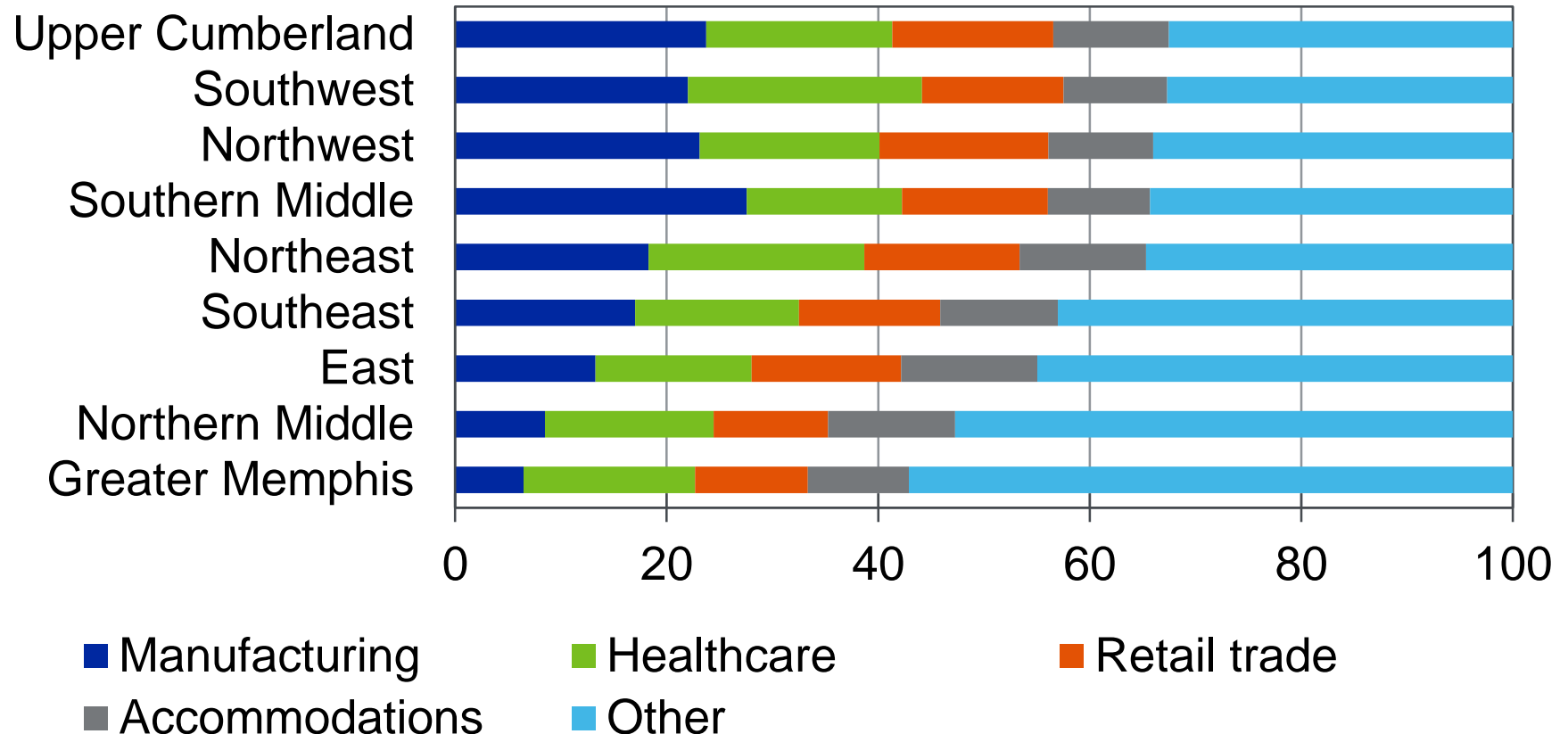
Unemployment rate, %



Sources: BLS, Moody's Analytics

Factories and Medicine Dominate

Industry share of total employment, %, 2017



Sources: Census Bureau, Moody's Analytics

Factory Workers Earn Top Dollar

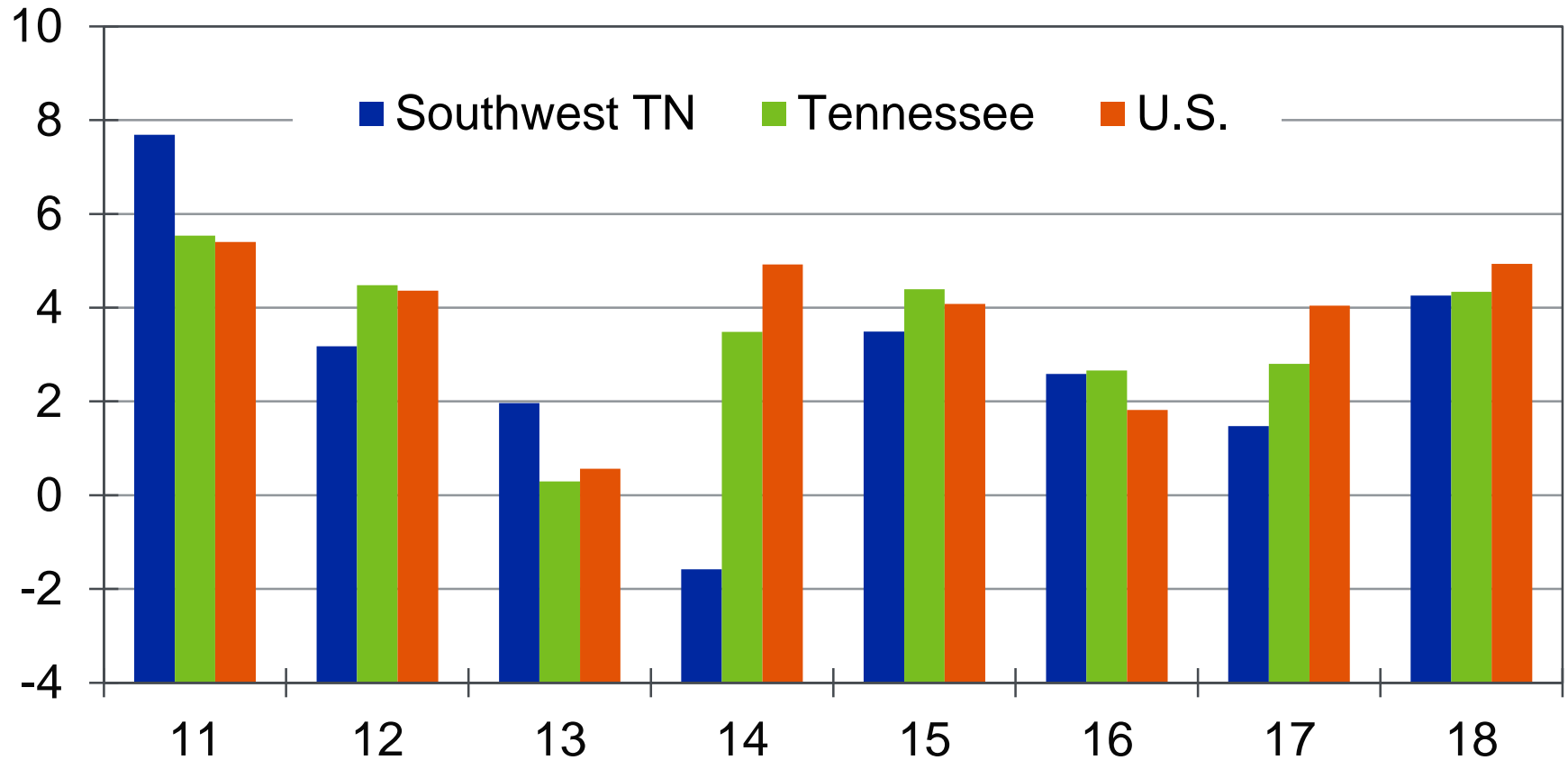
SWTN avg annual income, select industries, \$ ths, 2018



Sources: BEA, Moody's Analytics

Income Growth Trails State and U.S.

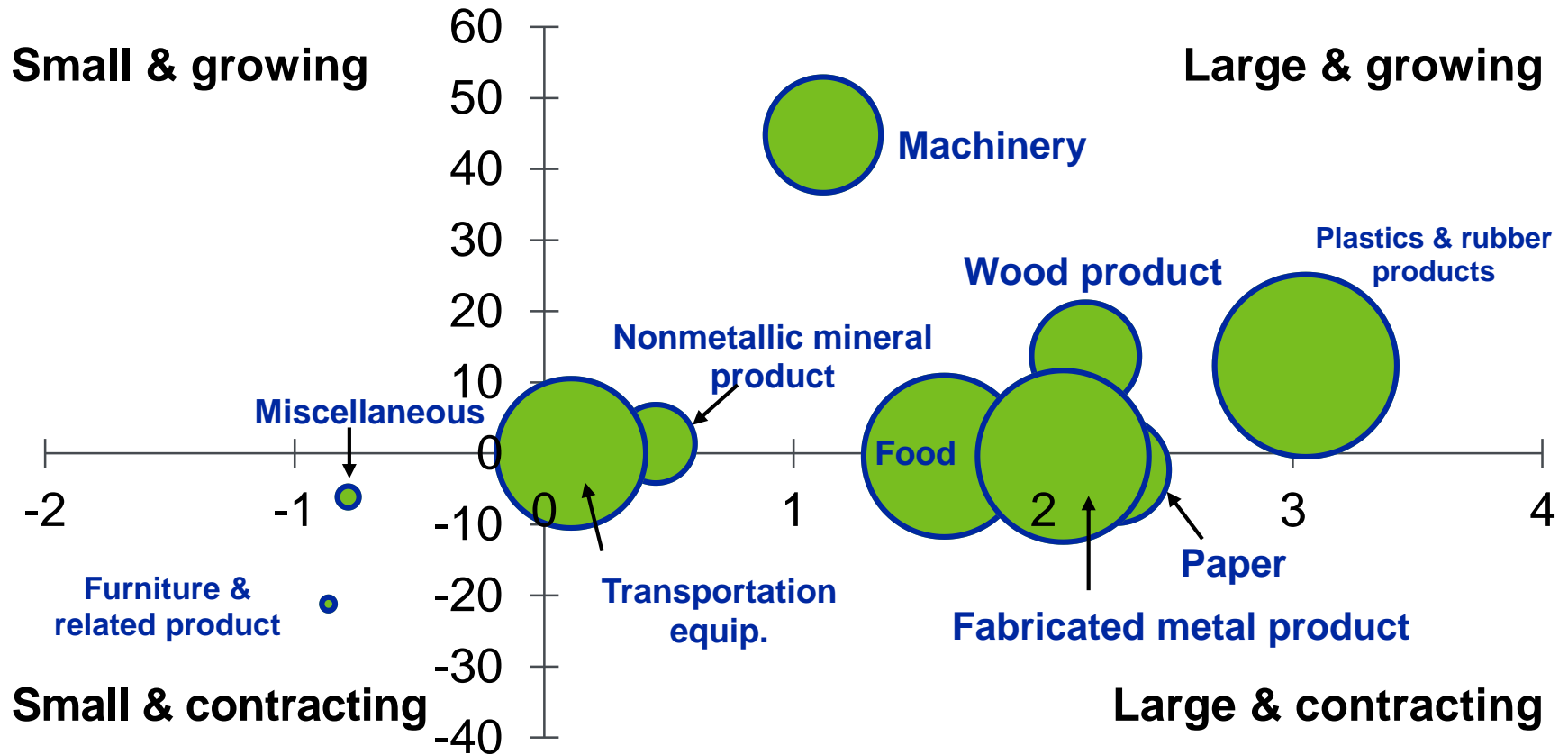
Per capita income growth, % change



Sources: BEA, Moody's Analytics

Wide Array of Factory Drivers in SWTN

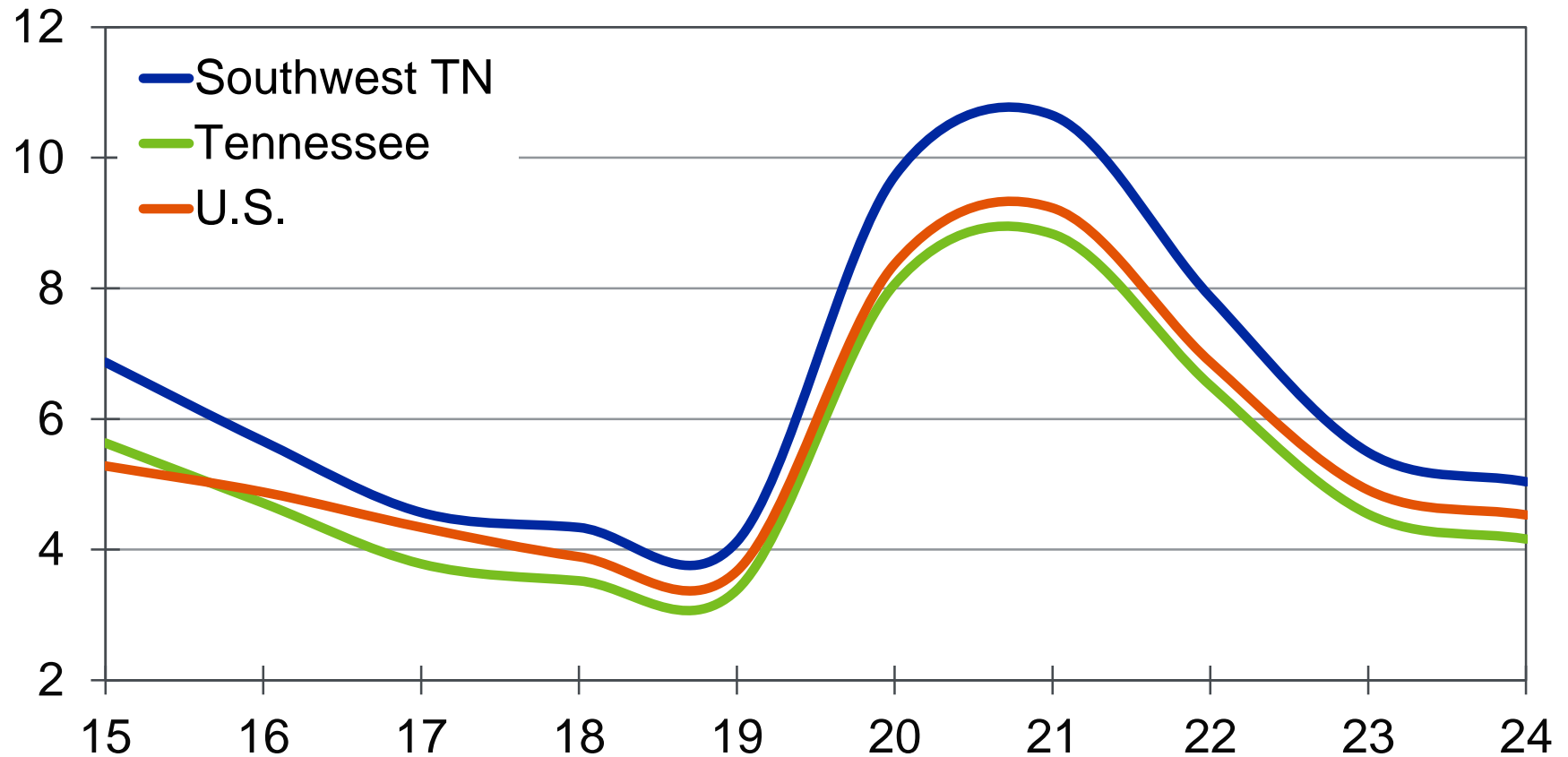
Location quotient (x-axis) vs. 10-yr emp % chg (y-axis), 2017



Sources: Census Bureau, Moody's Analytics

Pandemic Joblessness Will Mount

Unemployment rate, %



Sources: BLS, Moody's Analytics

Low Direct Exposure to COVID-19

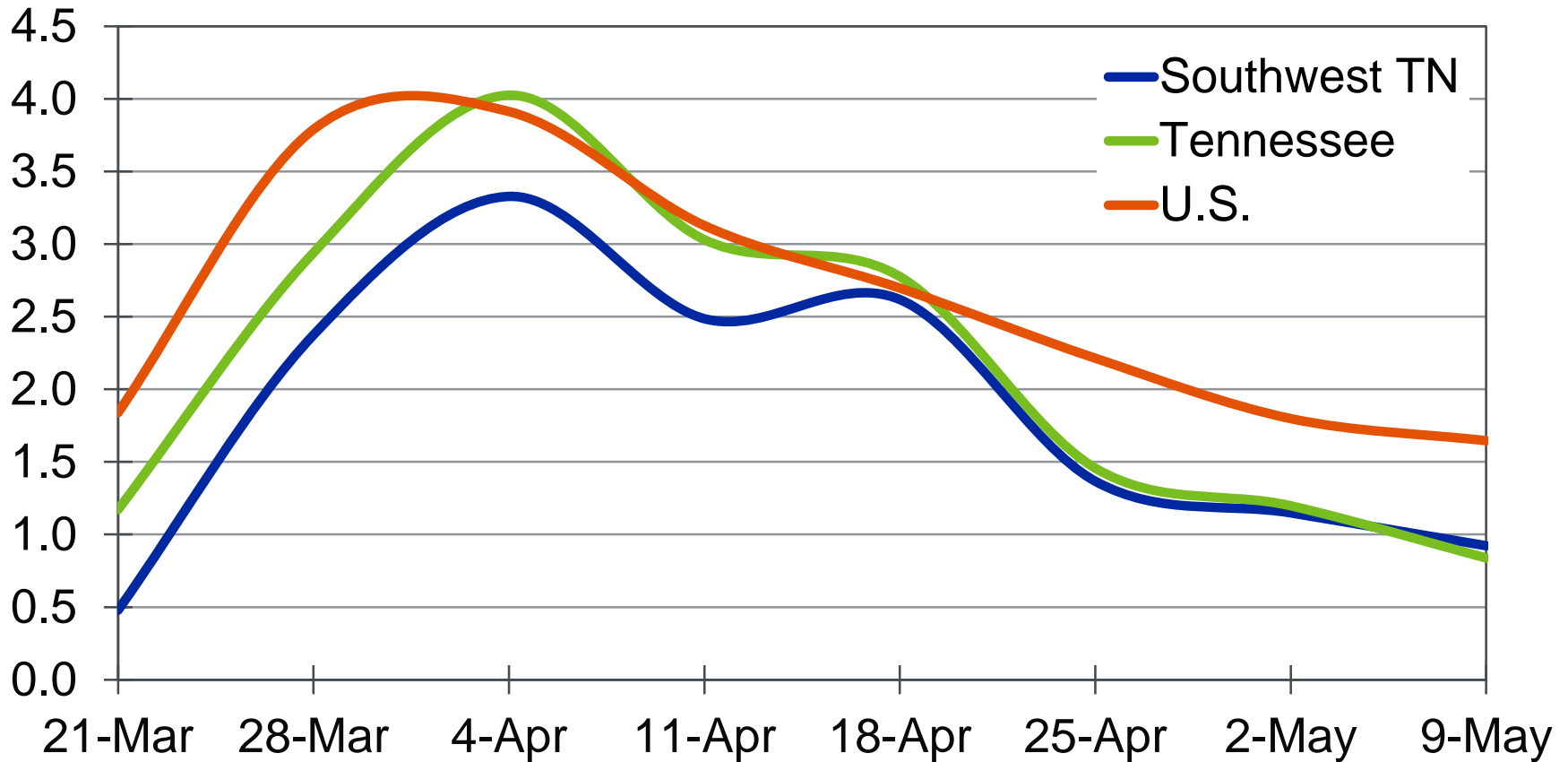
Number of standard deviations above or below mean, 0=avg

Metro area	Index score	Rank in U.S. (of 403)
Kingsport-Bristol-Bristol TN-VA	-0.0050	160
Nashville-Davidson--Murfreesboro--Franklin TN	-0.0908	205
Memphis TN-MS-AR	-0.1334	223
Clarksville TN-KY	-0.1888	263
Tennessee	-0.2060	38 (of 50+DC)
Cleveland TN	-0.2139	287
Johnson City TN	-0.2321	301
Knoxville TN	-0.2634	323
Chattanooga TN-GA	-0.3317	368
Morristown TN	-0.3526	378
Jackson TN	-0.3562	381

Source: Moody's Analytics

Fewer SWTN Workers Laid Off

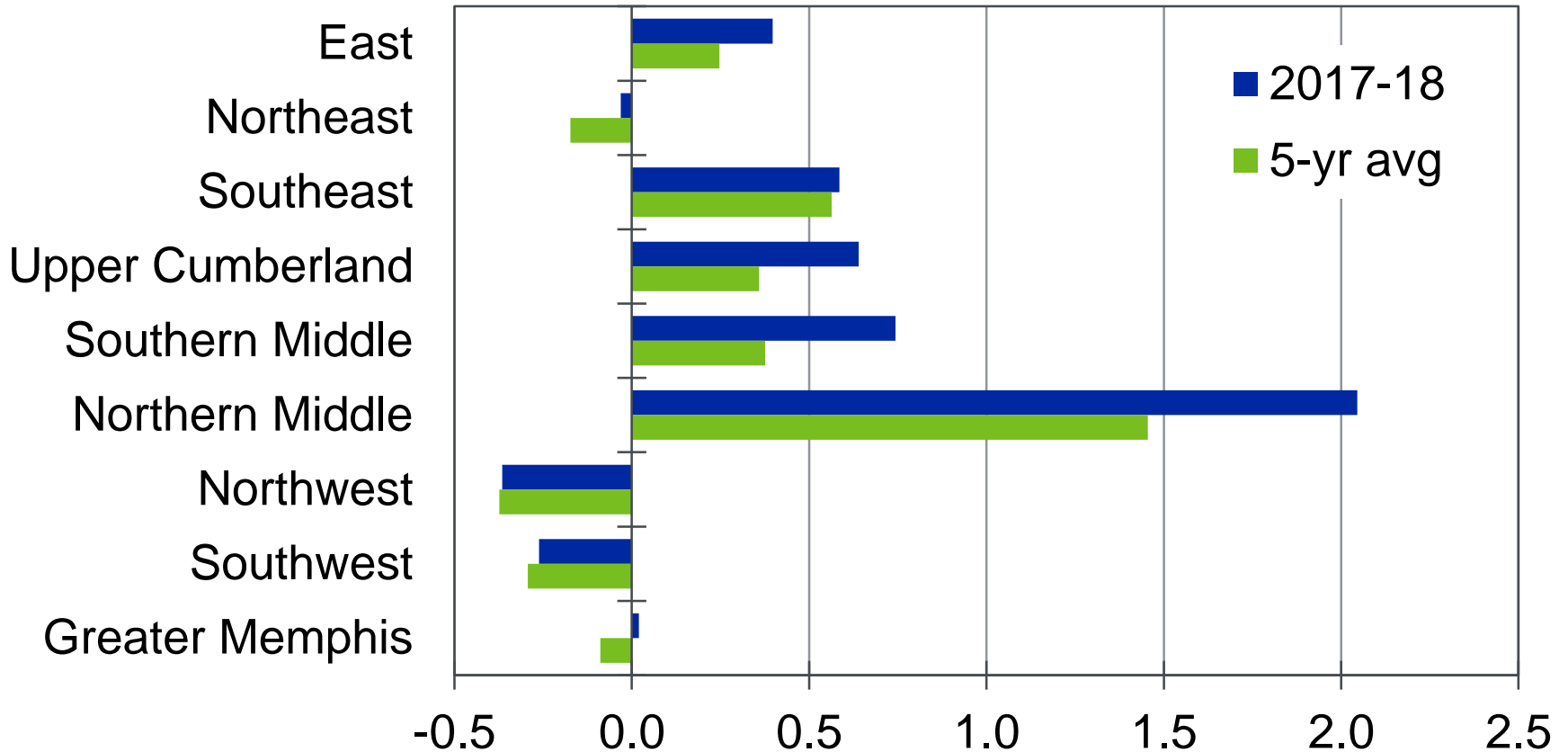
New weekly jobless claims as a % of February employment



Sources: TNDOL, BLS, Moody's Analytics

Population Is a Sore Spot

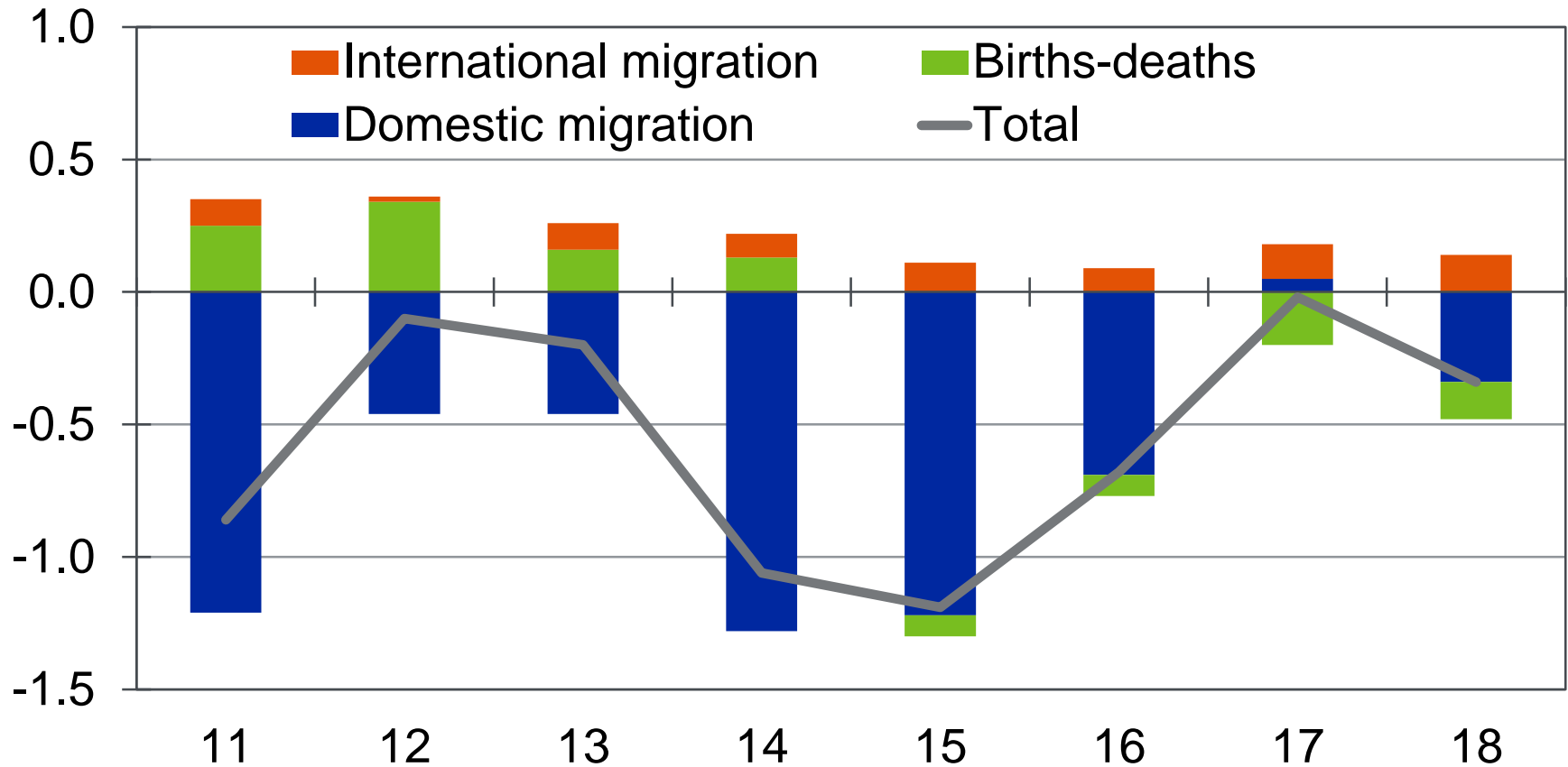
Population, % change, 2018



Sources: Census Bureau, Moody's Analytics

Natural Population Gains No Help

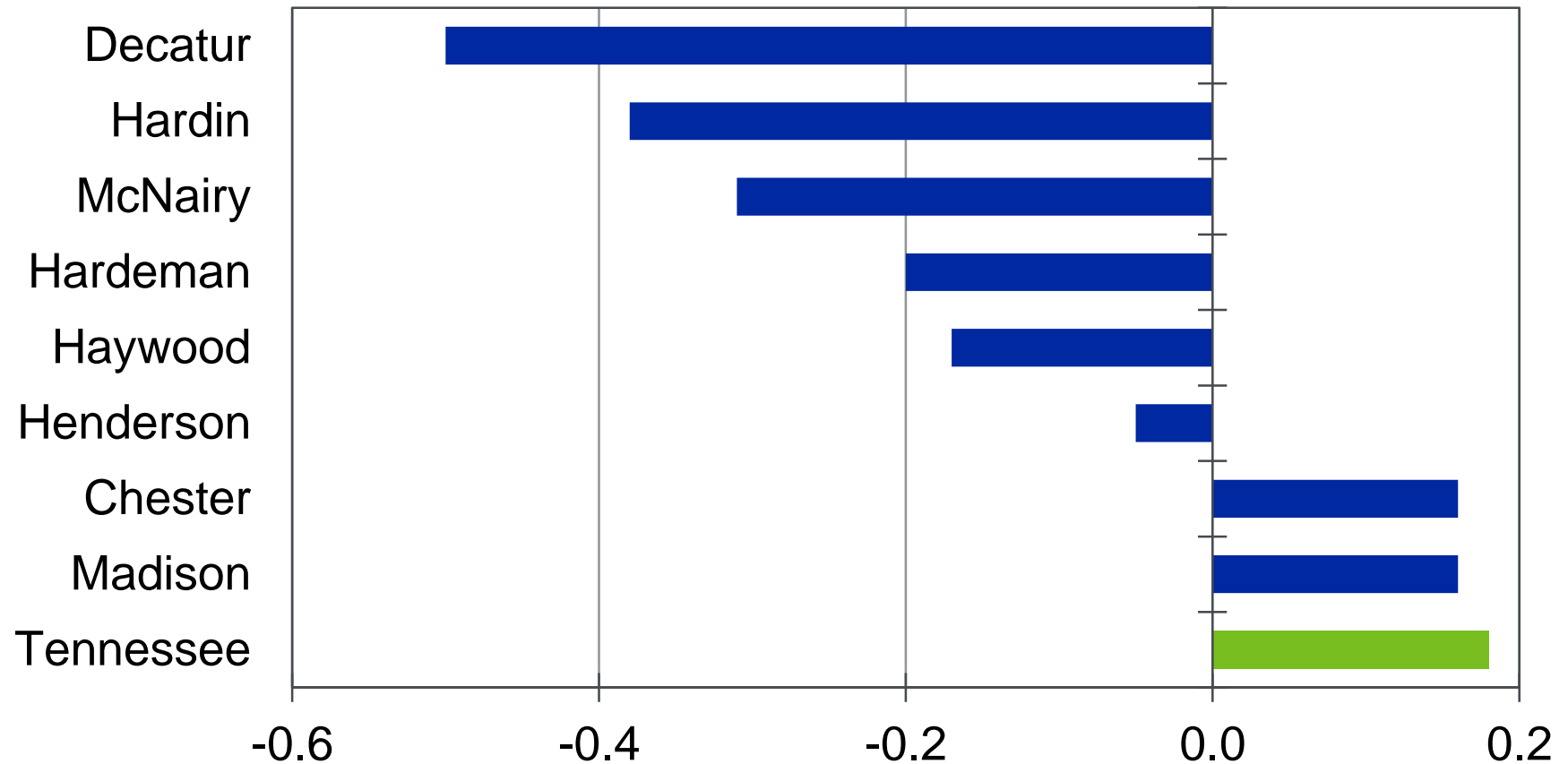
Components of change in Southwest Tennessee population, the



Sources: Census Bureau, Moody's Analytics

Rural Areas Lead Natural Decline

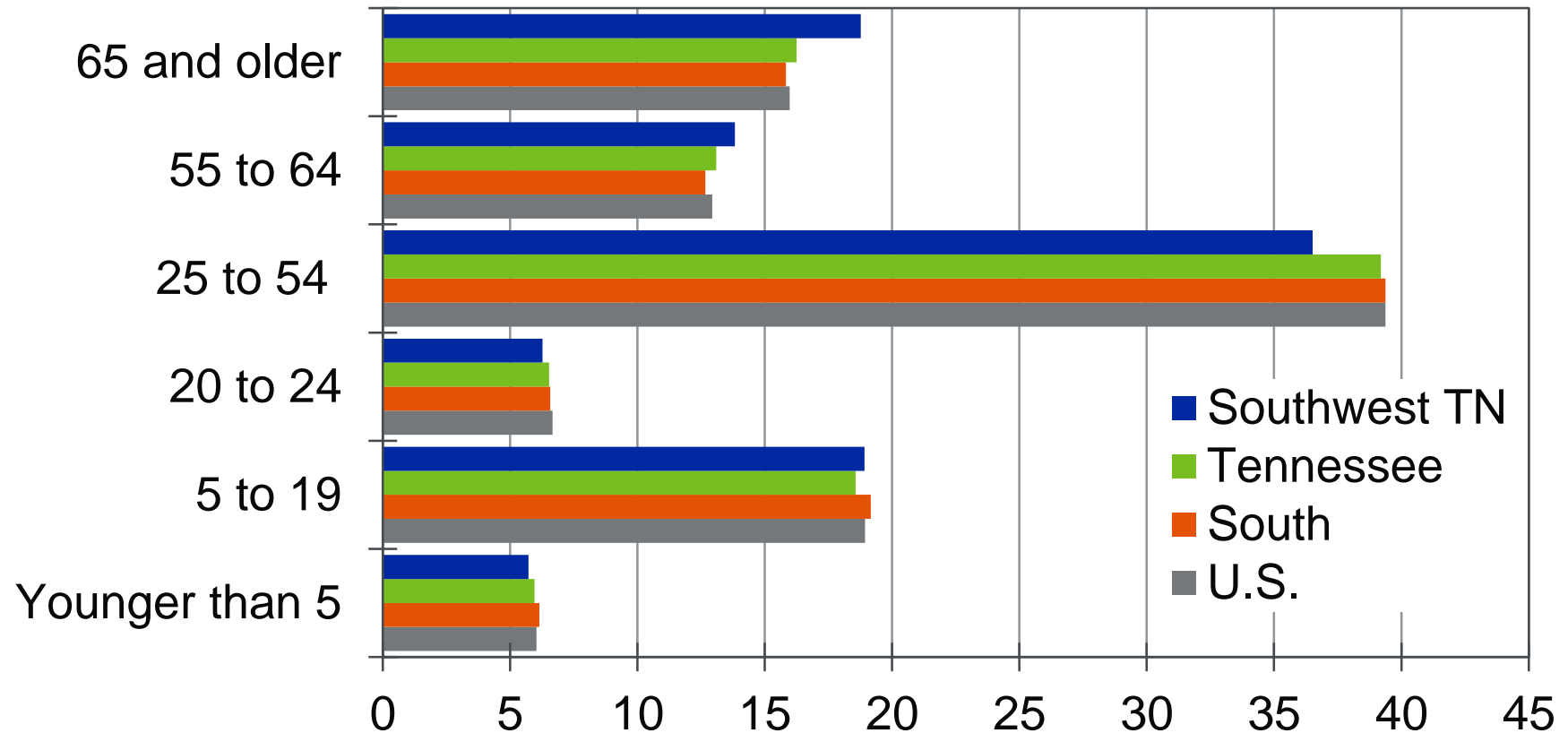
Births less deaths as a share of SWTN county population, 2018



Sources: Census Bureau, Moody's Analytics

Working-Age Population Smaller

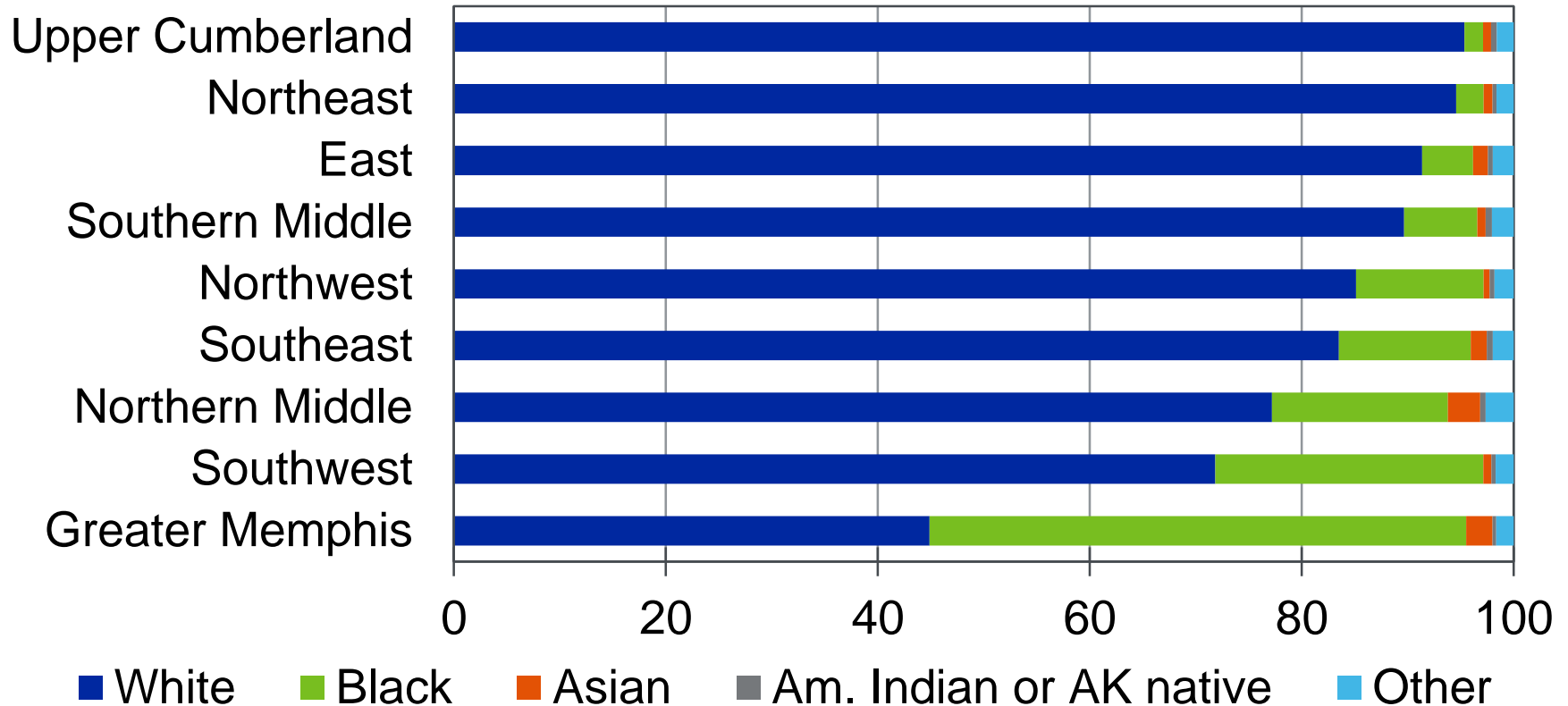
Share of SWTN residents in each age cohort, %, 2018



Sources: Census Bureau, Moody's Analytics

SWTN More Diverse Than Its Peers

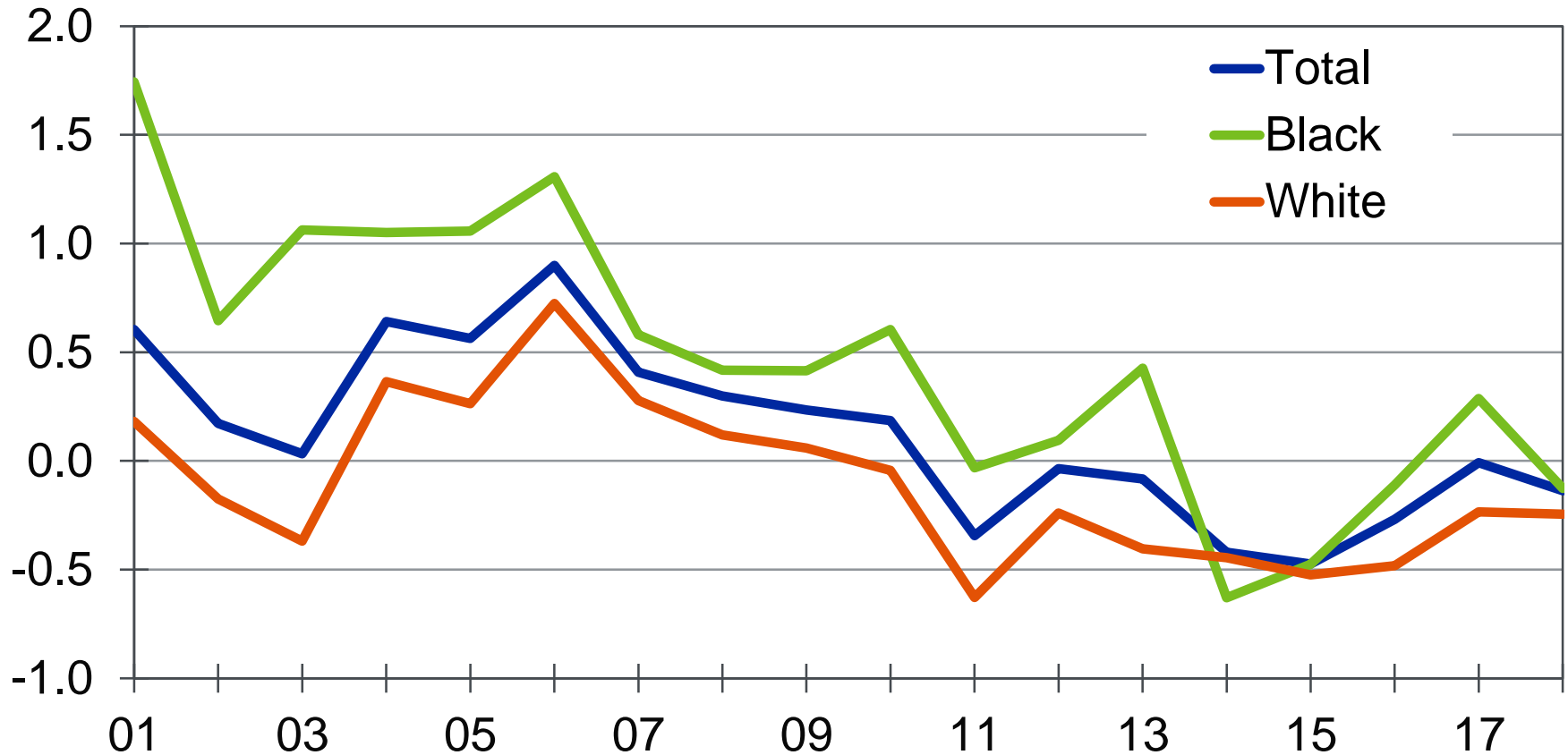
Racial cohort share of total population, %, 2018



Sources: Census Bureau, Moody's Analytics

White Cohort Leads SWTN Decline

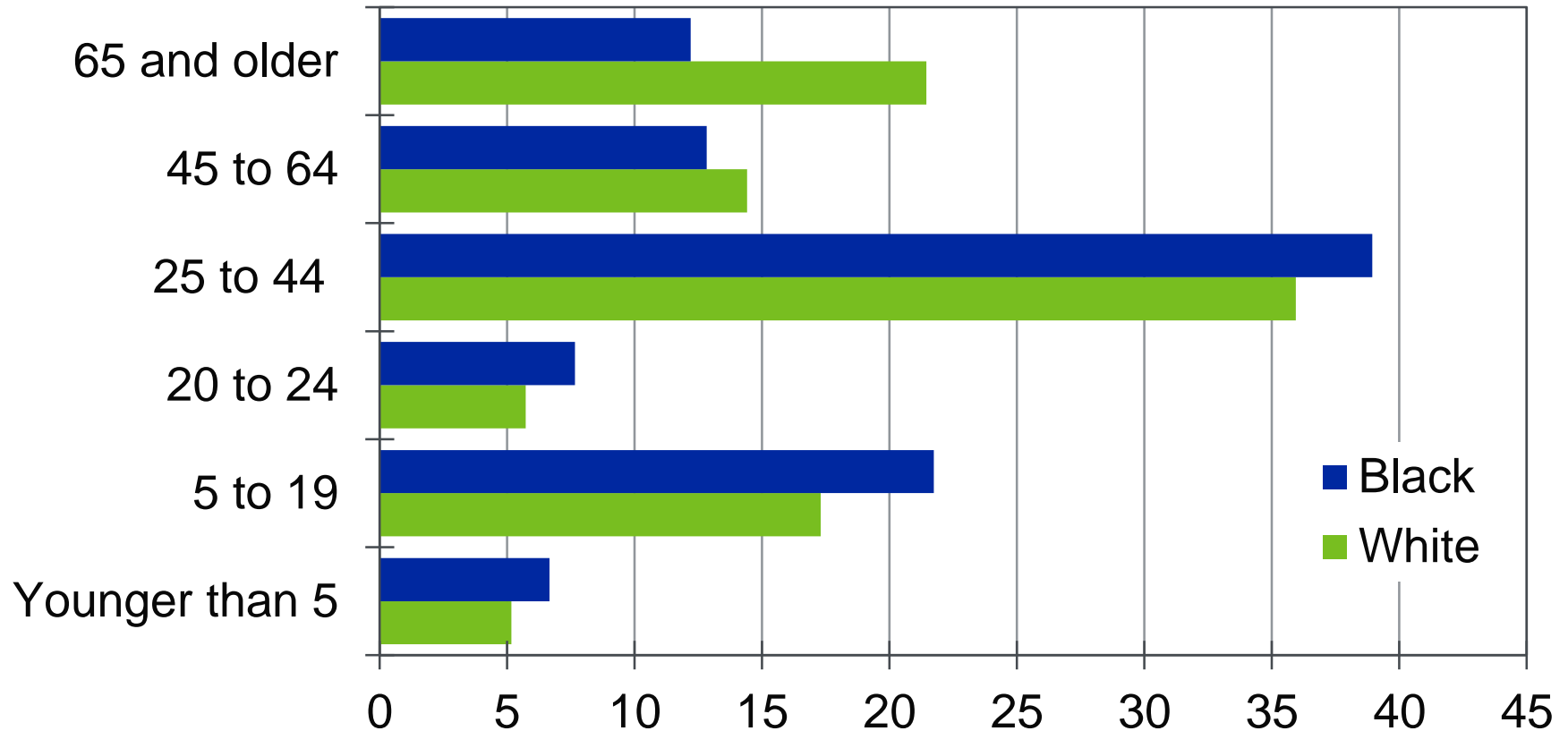
Population, % change



Sources: Census Bureau, Moody's Analytics

SWTN's Black Population is Younger

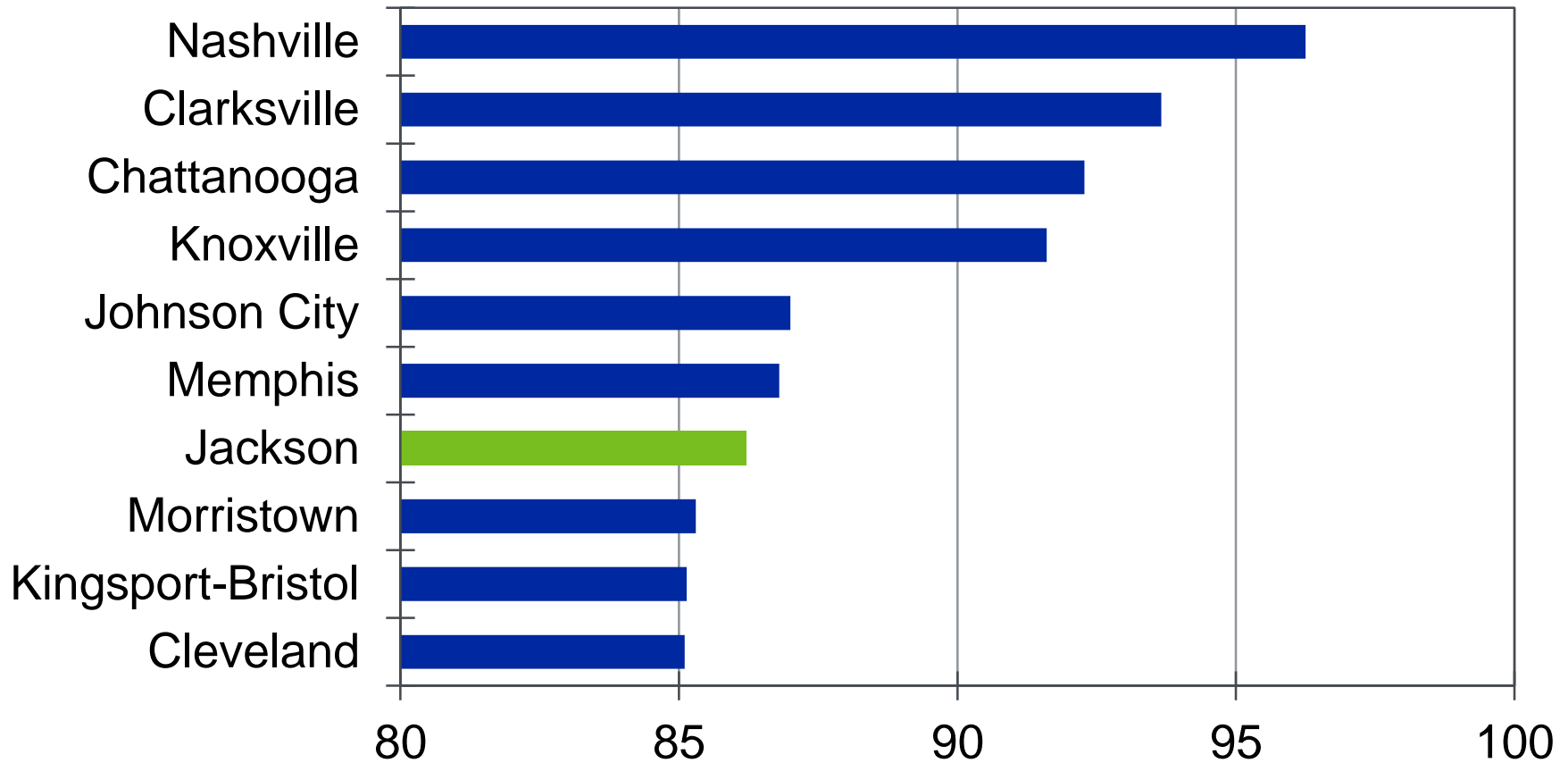
Share of residents by race in each age cohort, %, 2018



Sources: Census Bureau, Moody's Analytics

Business Costs Are Competitive

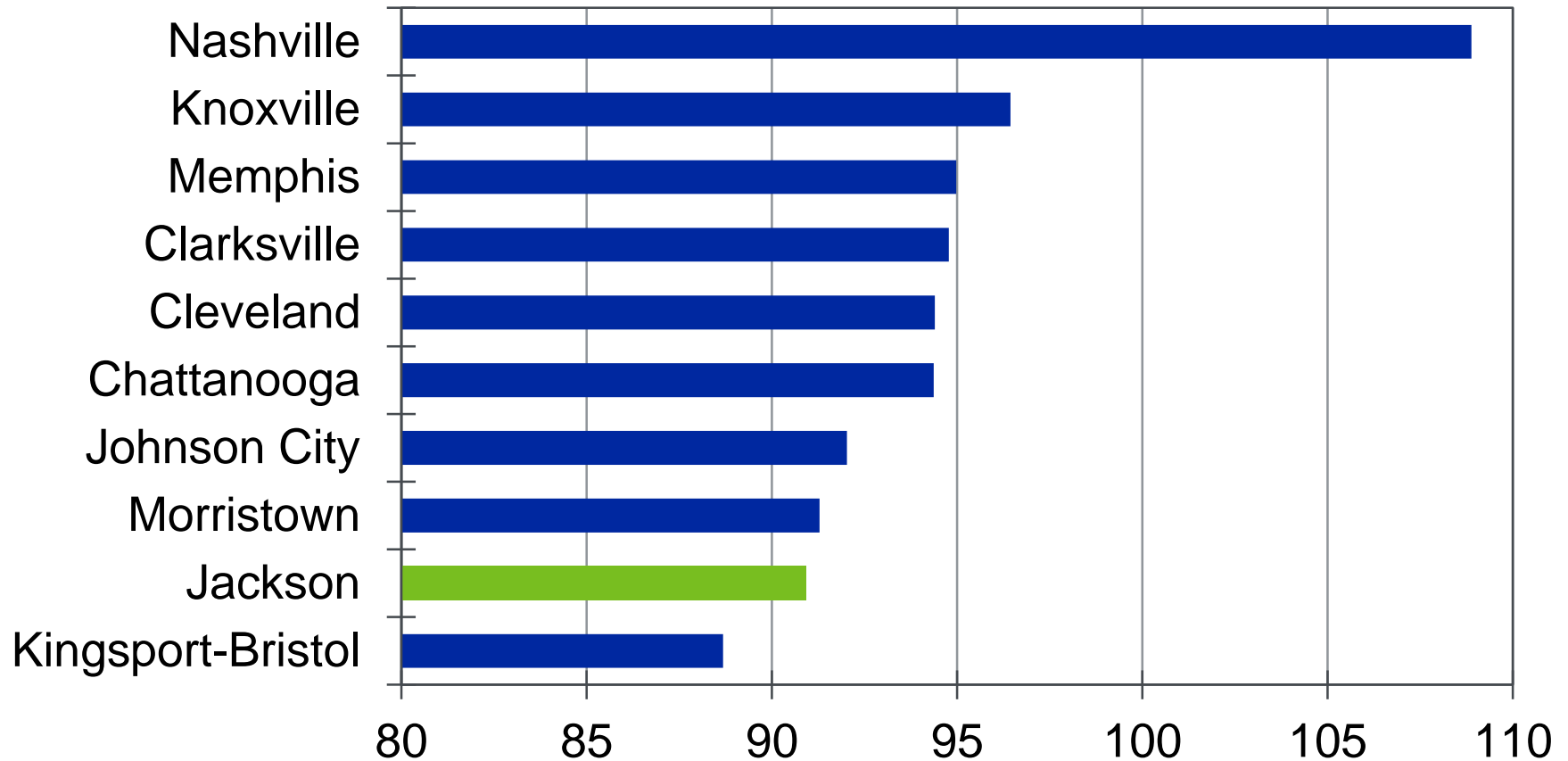
Metro-Area Cost of Doing Business Index, U.S.=100, 2017



Sources: Moody's Analytics

Living Costs Are Favorable

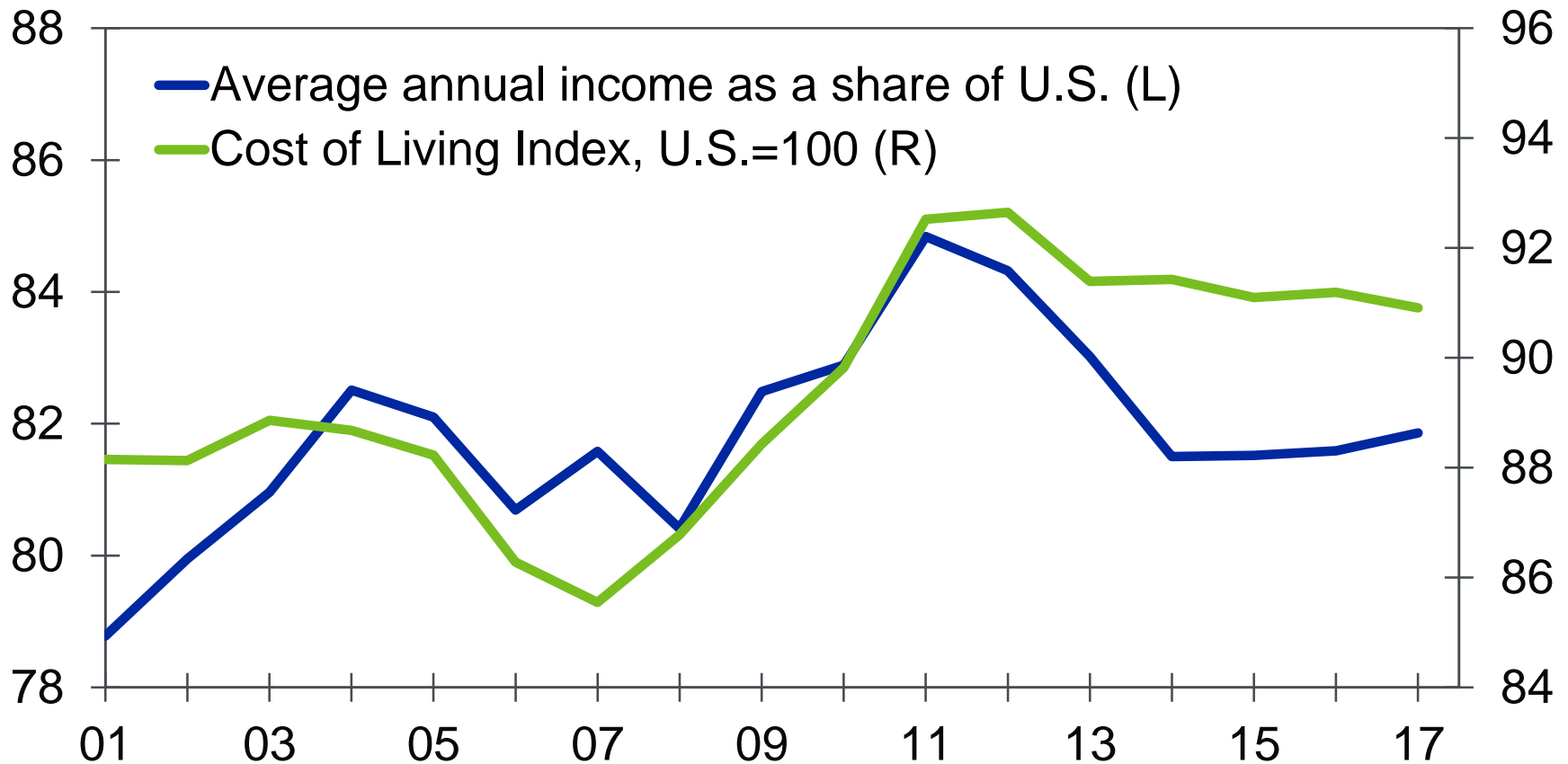
Metro-Area Cost of Living Index, U.S.=100, 2017



Sources: Moody's Analytics

Earnings and Costs Are Low

Jackson TN metro area



Sources: BEA, Moody's Analytics

Tennessee Metro Area Quality of Life

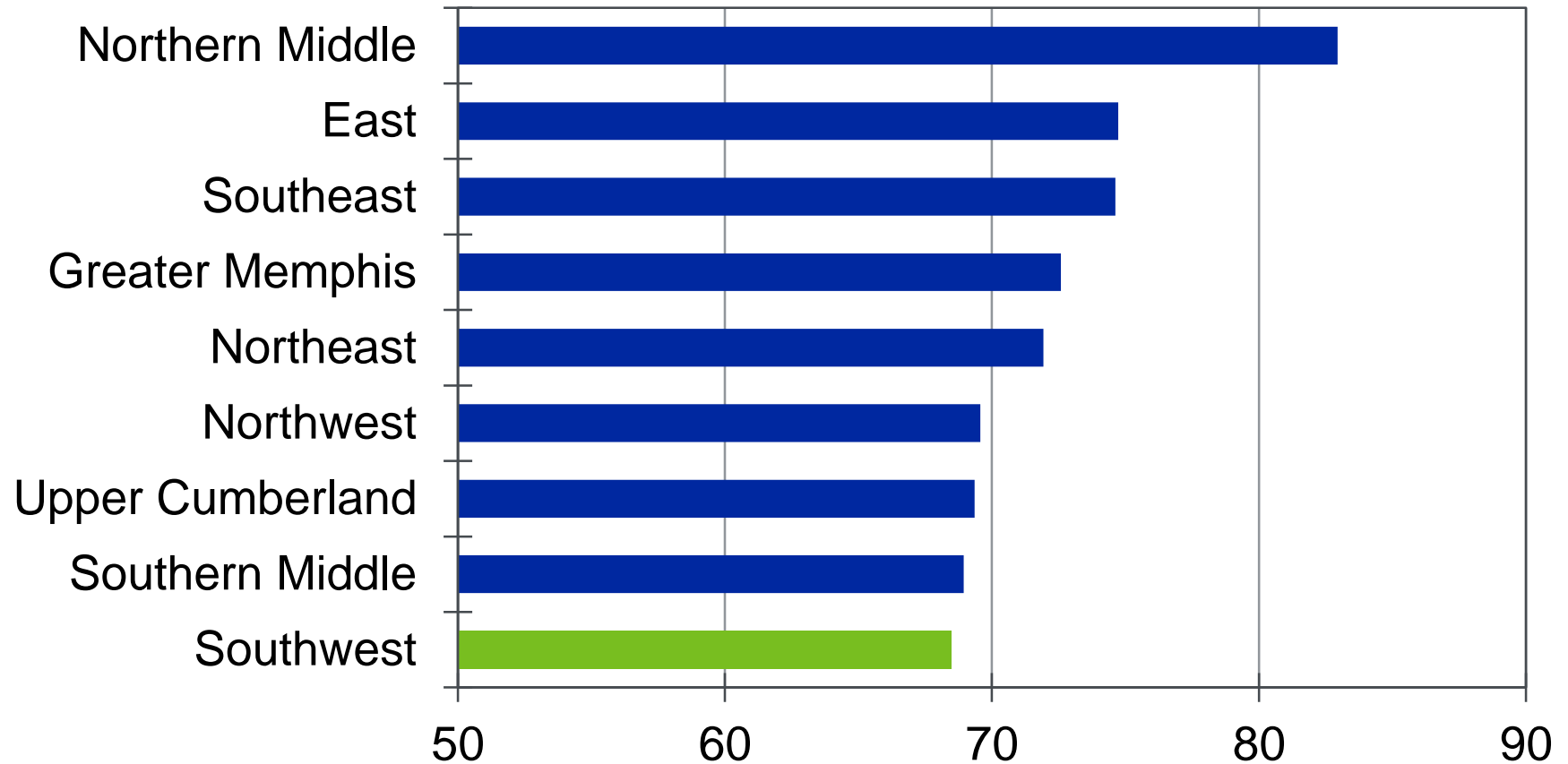
Index, U.S.=0, 2017

Metro area	Index score	Rank in U.S. (of 378)
Chattanooga TN-GA	0.15	136
Nashville-Davidson--Murfreesboro--Franklin TN	-0.05	175
Knoxville TN	-0.11	188
Johnson City TN	-0.15	198
Clarksville TN-KY	-0.18	204
Kingsport-Bristol-Bristol TN-VA	-0.26	227
Morristown TN	-0.49	285
Cleveland TN	-0.51	293
Jackson TN	-0.69	325
Memphis TN-MS-AR	-0.72	331

Source: Moody's Analytics

High-Speed Internet Scarcer

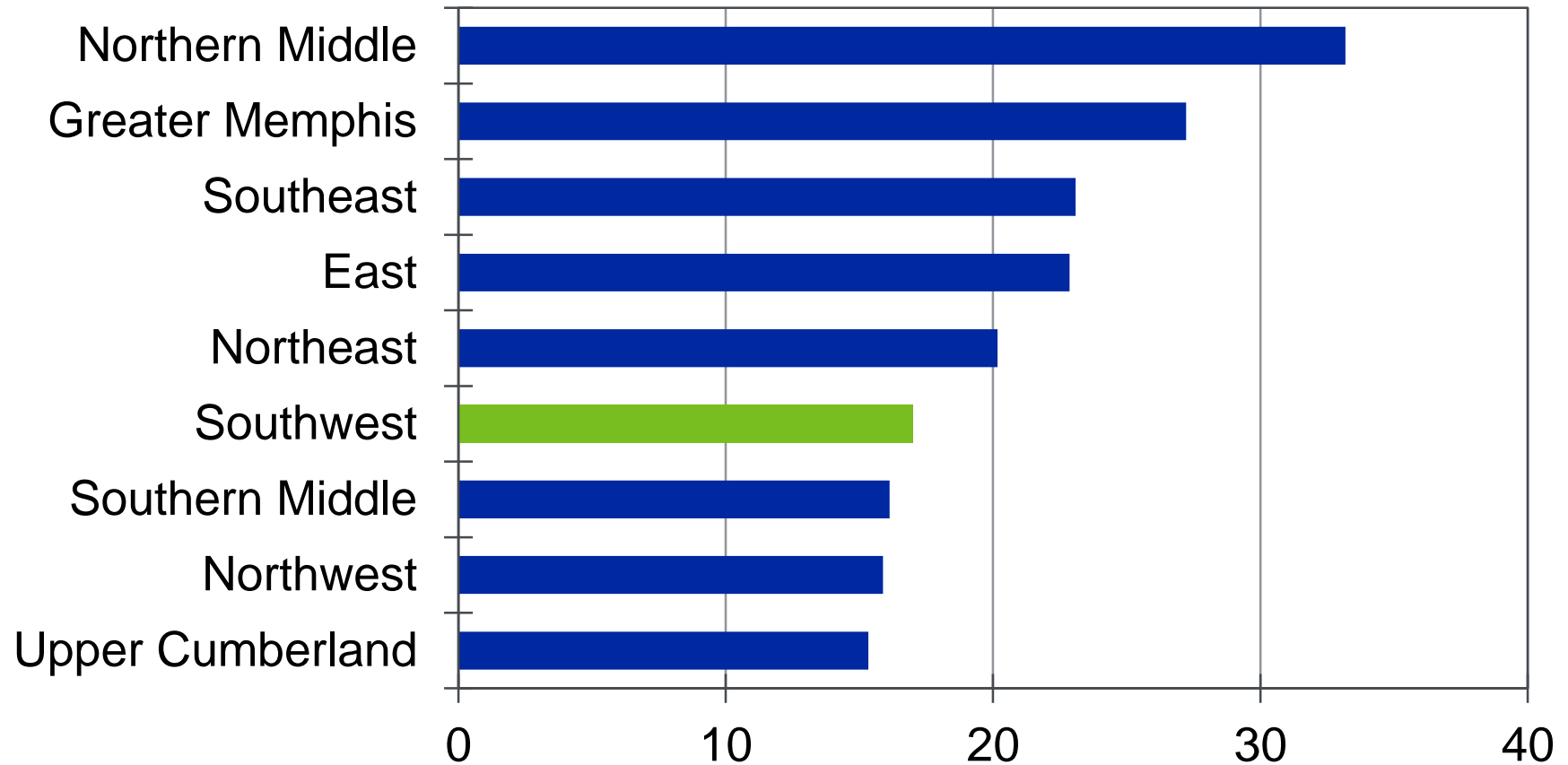
Share of households with broadband connection, %, 2018



Sources: Census Bureau, Moody's Analytics

Educational Attainment Lags

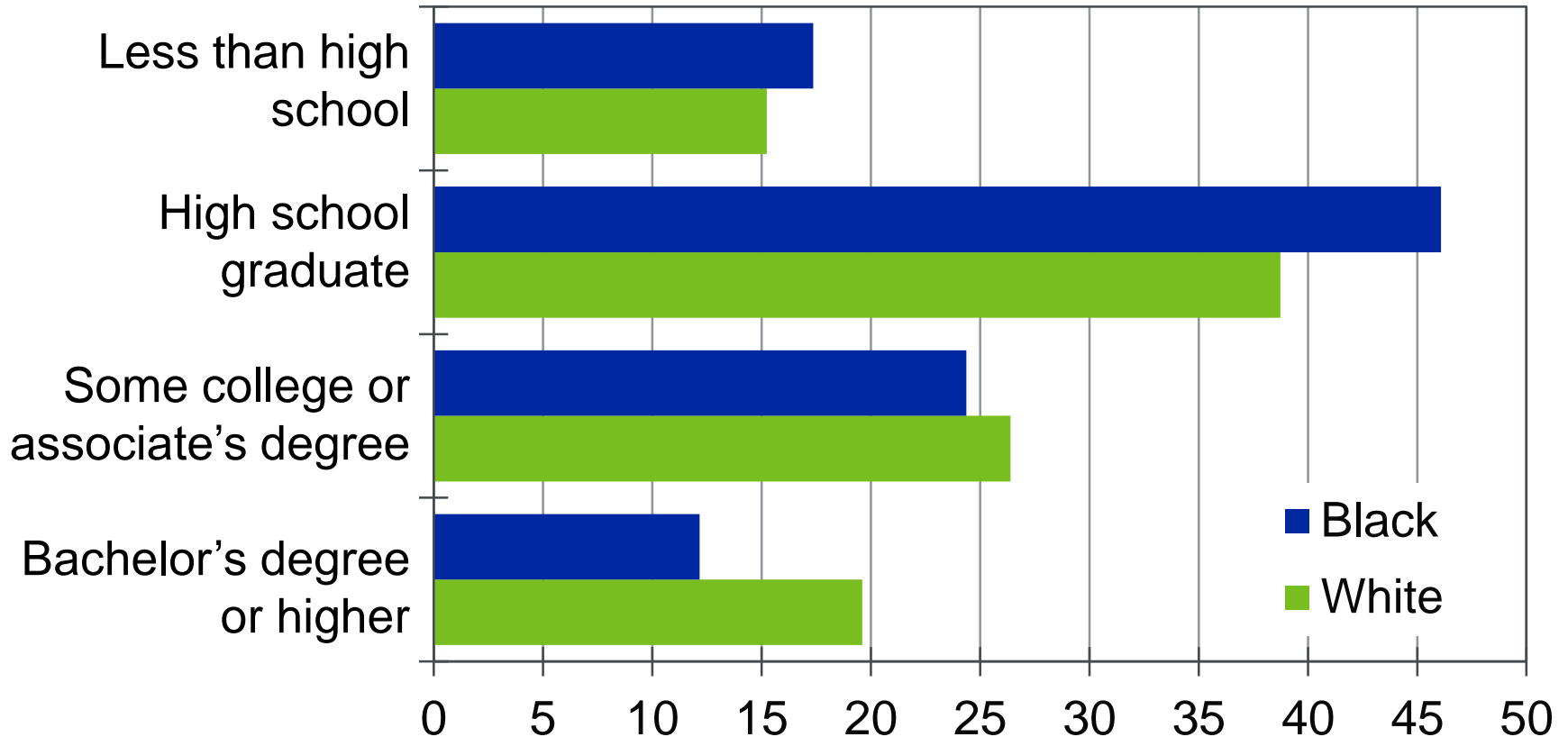
Share of 25 or older population with a bachelor's degree, %, 2018



Sources: Census Bureau, Moody's Analytics

Fewer Black Degree Holders

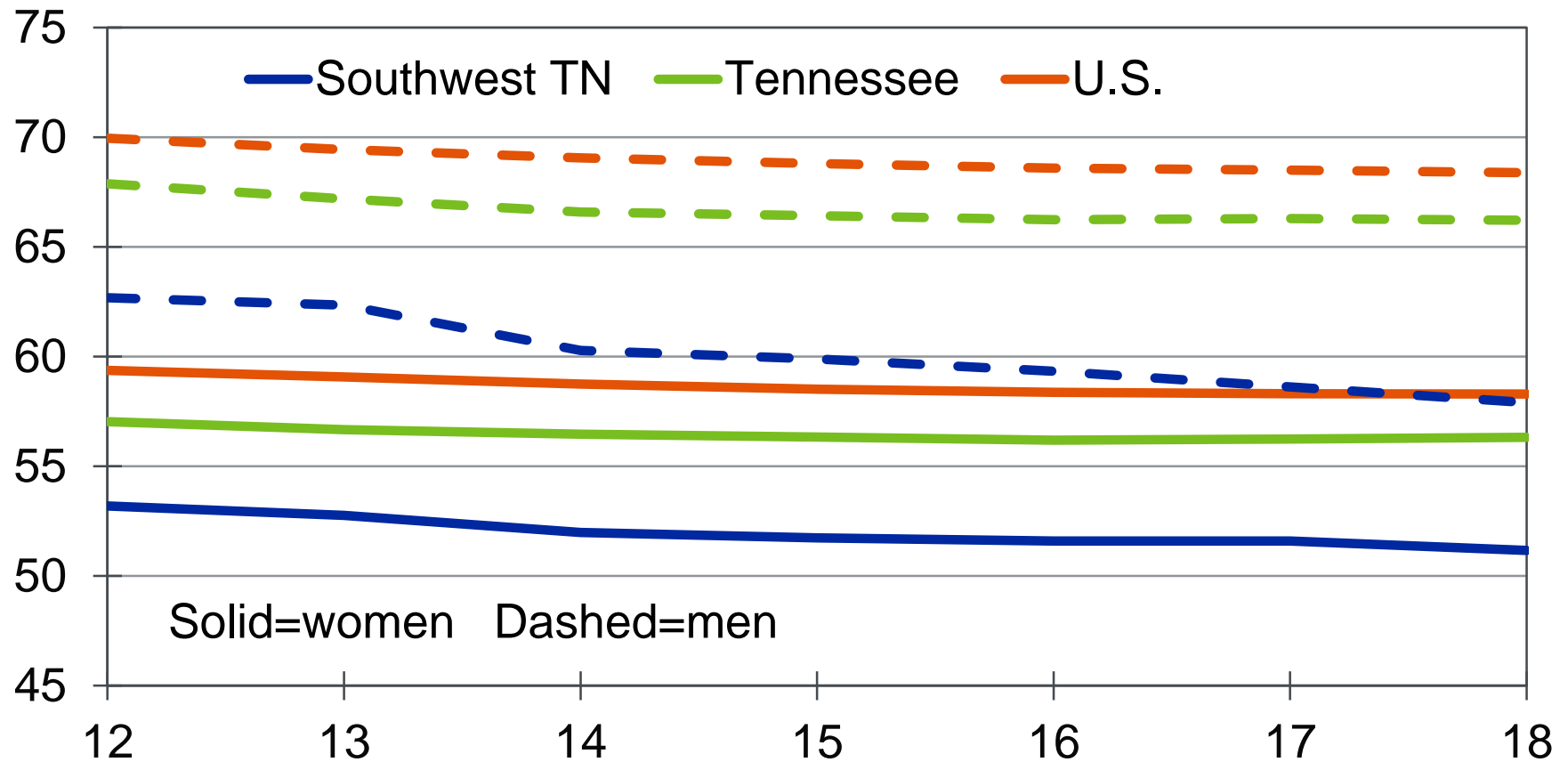
Share of racial cohort by level of education attained, %, 2018



Sources: Census Bureau, Moody's Analytics

Participation Weak, Worsening for Men

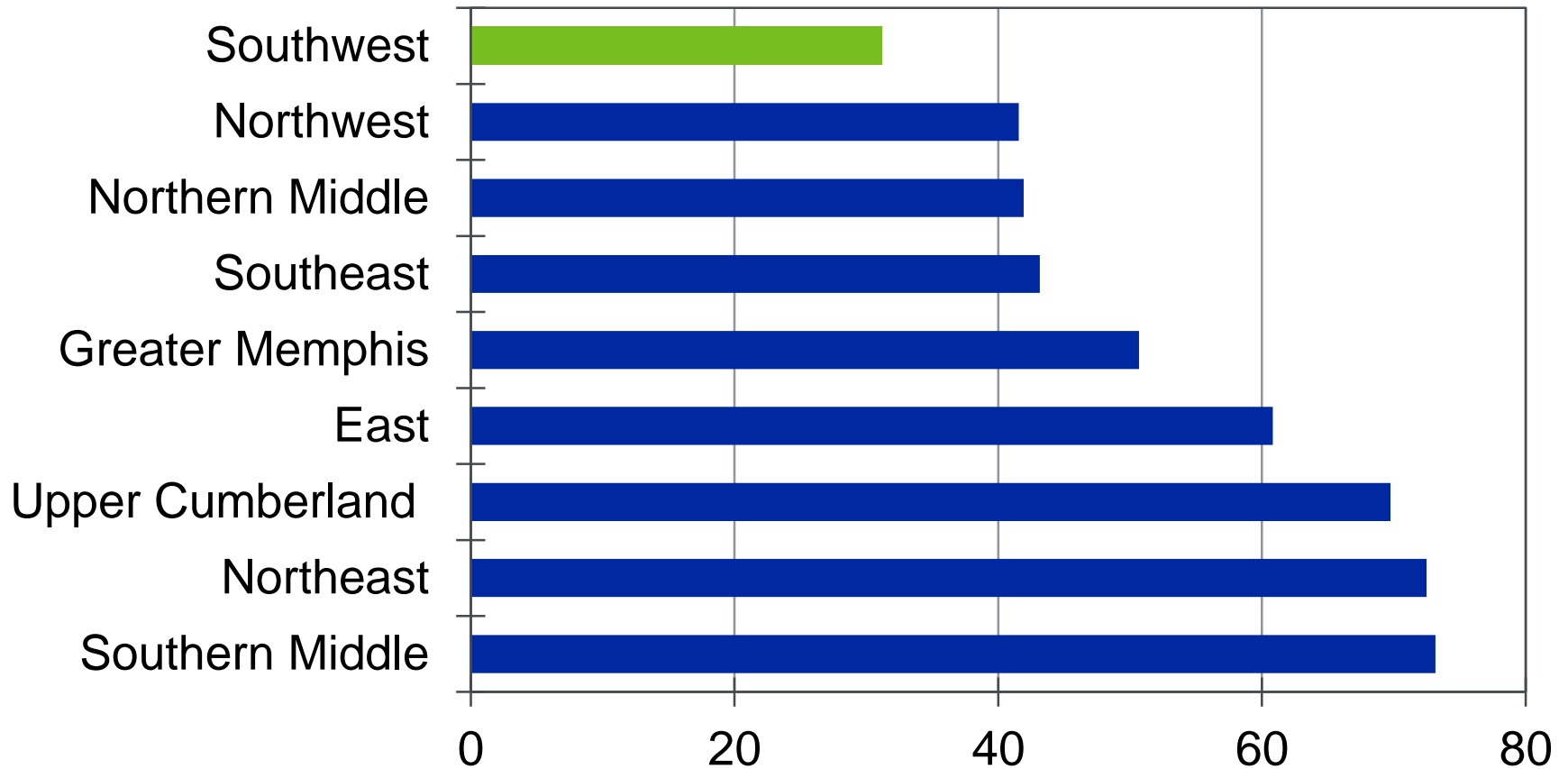
Labor force participation rate, %



Sources: Census Bureau, Moody's Analytics

Lots of Post-Secondary Schools

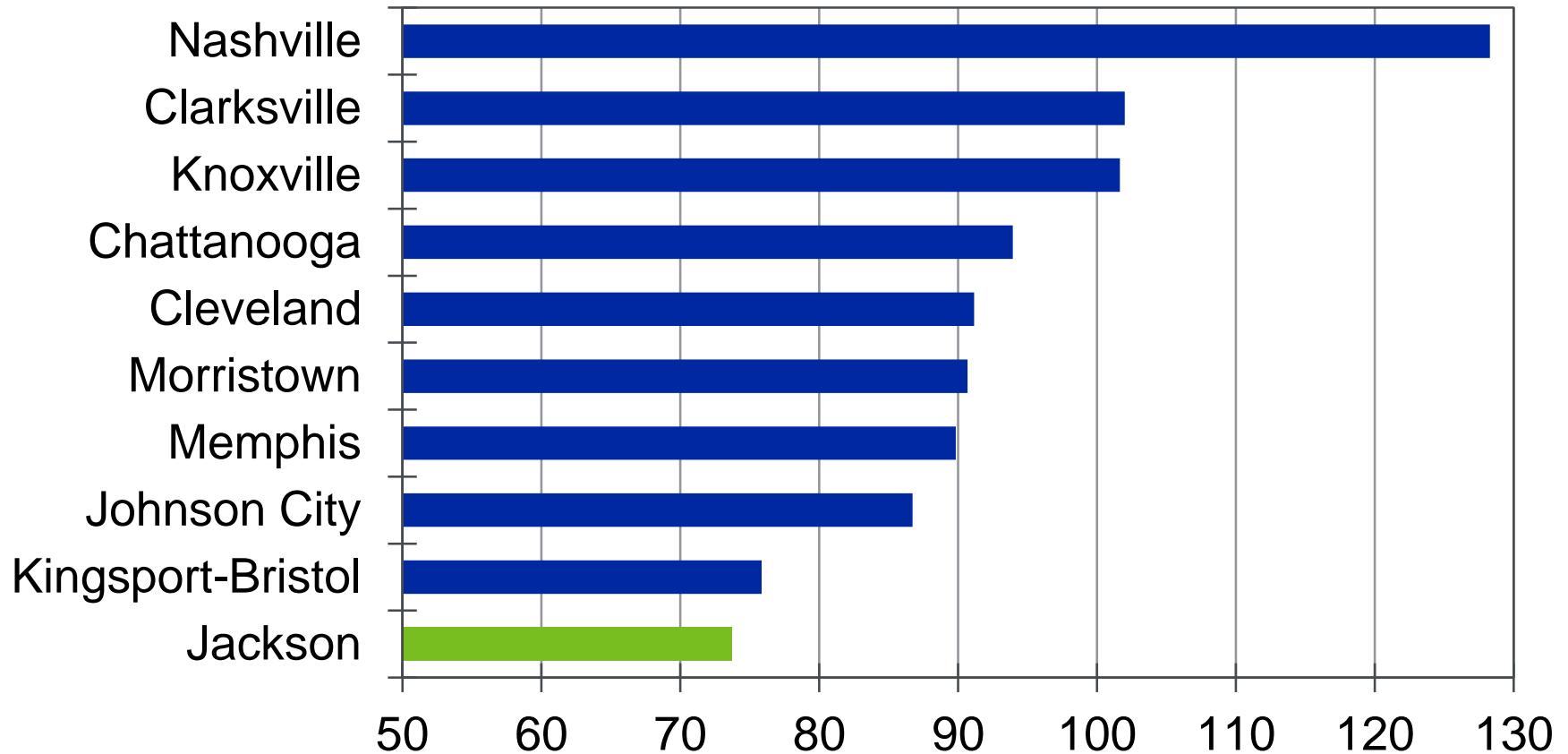
Residents per higher-education institution, 2016



Sources: U.S. Department of Education, Census Bureau, Moody's Analytics

Vitality Signals Weak Prospects

Metro-Area Vitality Index, U.S.=100, 2017



Sources: Moody's Analytics

Conclusion

- » Southwest Tennessee is an inexpensive place in which to live and do business, but weakening factory job prospects and sluggish demographic trends have hindered economic performance, especially in rural areas.
- » The service area will need to harness its cluster of post-secondary schools to increase the size and quality of the workforce and nurture sustained growth in dynamic industries.

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