



Southaven, Mississippi.

Current market data.

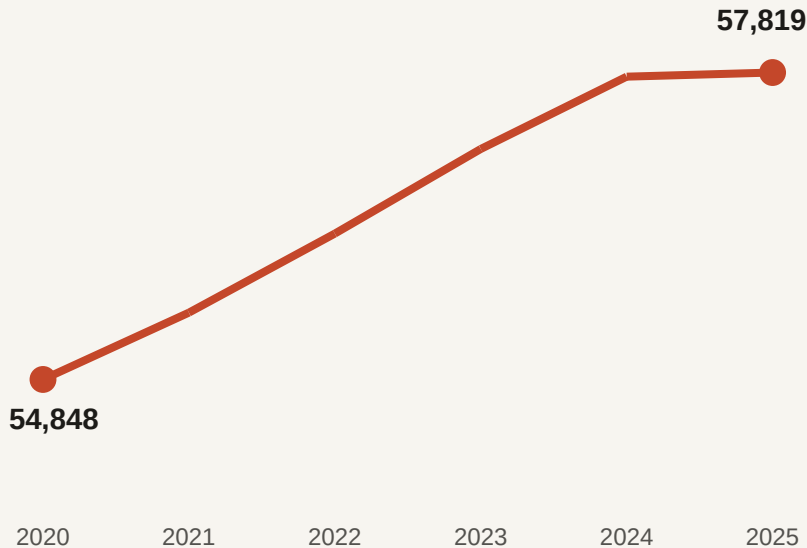
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 5.4% since 2020.

57,819

people, the 3rd-largest of Mississippi's cities and towns.



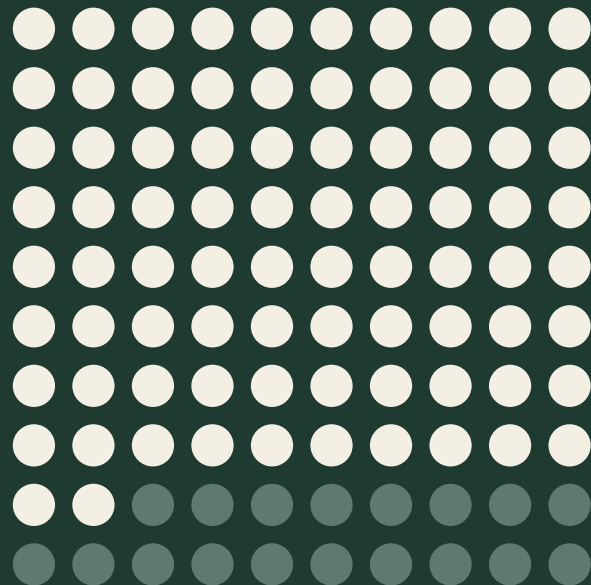
THE WORKDAY

8 in 10 jobs here go to people who live somewhere else.

81.9%

of 26,957 jobs located in Southaven are filled by in-commuters.

Source: Census LEHD LODES, 2023



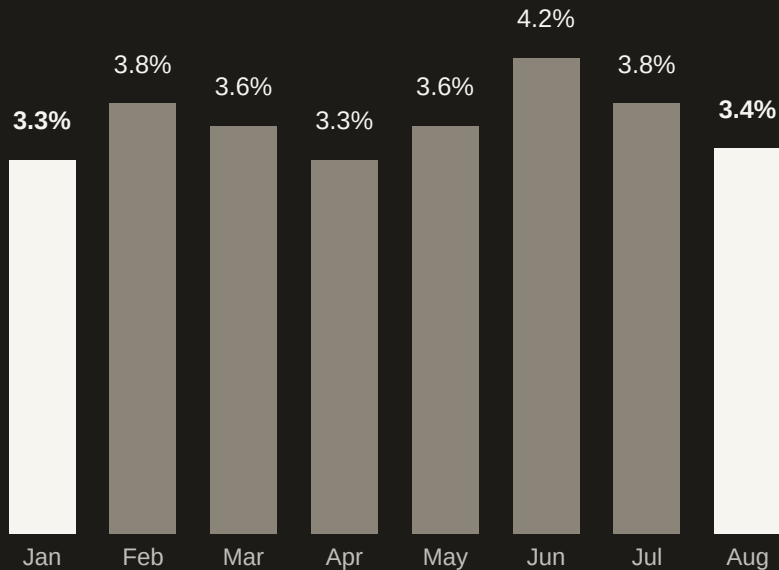
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in January:
3.3%.

3.4%

in August 2026, the latest month released. A year earlier it was 3.7%.

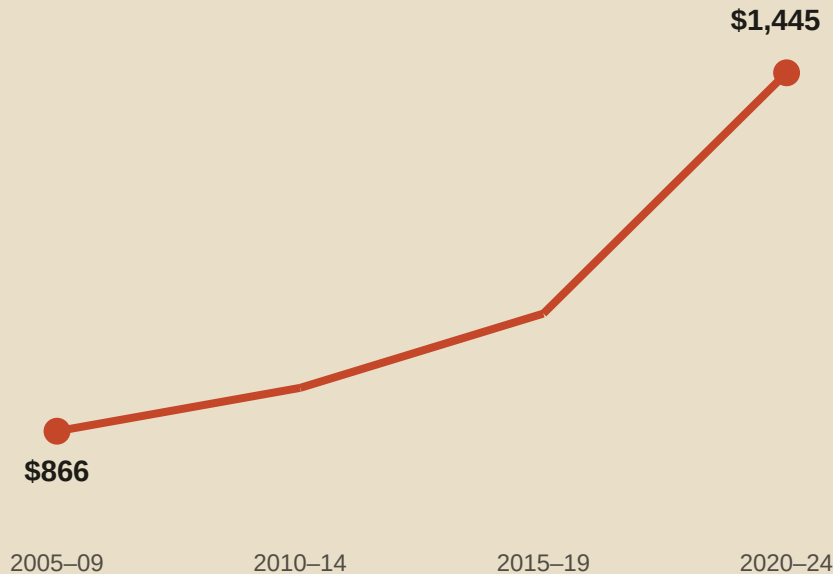


RENT

Median rent is up 67%
since the 2005–2009
survey, before inflation.

\$1,445

a month. Mississippi's median is \$954.





THE SEAM

Cross one tract line and median rent doubles.

A \$2,024 gap between neighbors, the sharpest rent edge between adjacent tracts in DeSoto County.

TRACT 708.21

\$1,477

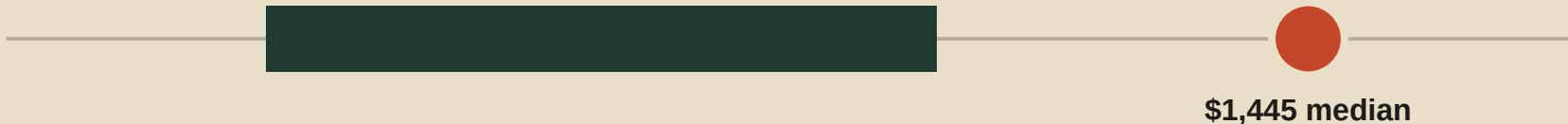
TRACT 707.24

\$3,501

ROOM TO BUILD

The median rent is above what local wages can carry.

\$814–\$1,220



is the monthly rent range local workforce wages support.

BUILDING

54% of the housing here was built before 2000.

3,714

homes permitted in ten years,
2016–2025

1%

of those were in multifamily
buildings

54%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.3–1.2% to the 23,046 homes here.

66–270

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

**A median home costs 39%
more than Mississippi's.**

\$236,300

median home value in Southaven.

Southaven



\$236,300

Mississippi



\$169,800

U.S.



\$332,700

THAT WAS SOUTHAVEN'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at [**almanacdata.ai/e/ms/southaven/**](https://almanacdata.ai/e/ms/southaven/)

The Almanac · your hyper-diligent research partner