COUNTY PROFILE

desoto county

prepared by Memphis Area Association of Governments
The purpose of the County Profiles is to provide a snapshot of existing conditions within each of the 6-counties in the Memphis Area Association of Government region. The county profiles help establish baseline information that may be used to measure progress and change over time. The profiles do not provide strategies or recommendations.

Memphis Area Association of Governments is working with the Planning Constorsium and local partners to develop a regional plan for sustainable development for the 6-county region. This plan will be built on local plans and initiatives to capitalize on opportunities and address the challenges faced by our region’s urban, suburban, and rural communities.

The work provided as the basis for this County Profile was support by funding under Unit-ed State Economic Development Administration. The substance and finds of the work are dedicated to the public. The author and publisher are solely responsible for the accuracy of the statements and interpretations contained in this report. Such interpretations do not necessarily reflect the view of the United States Government. The content of this report has been gathered from a variety of sources that can be referenced in the data sources on the back page of this documentation. All maps were produced by Memphis Area Association of Governments.
Map 1: Location of County

Table 1: Overview

<table>
<thead>
<tr>
<th>2010 Population</th>
<th>161,252</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land Area (square miles)</td>
<td>497.01</td>
</tr>
<tr>
<td>Population Density (per square miles)</td>
<td>338.7</td>
</tr>
<tr>
<td>Largest City/Town</td>
<td>Southaven</td>
</tr>
<tr>
<td>County Seat</td>
<td>Hernando</td>
</tr>
</tbody>
</table>

Chart 1: Population and Forecasted Growth

<table>
<thead>
<tr>
<th></th>
<th>DeSoto County</th>
<th>Mississippi</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>161,252</td>
<td>2,967,297</td>
</tr>
<tr>
<td>2014</td>
<td>170,913</td>
<td>2,994,079</td>
</tr>
</tbody>
</table>

Chart 2: Population by Race

- Hispanic: 51%
- White: 40%
- African American: 3%
- Asian/Pacific Islander: 1%
- Other: 1%

Chart 3: Population by Age

- Age 0-19: 31%
- Age 20-34: 40%
- Age 35-64: 19%
- Age 65+: 20%
**Chart 1: Households by Type and Number**

- **% Households:**
  - Families: 45.7%
  - One Person Under 18: 23.1%
  - One Person 65 or over: 11.9%

- **Demographics:**
  - Married Couple Family: 83.6%
  - Single-Family Unit: 70.9%
  - Mobile Home: 13.8%

**Chart 2: Household Income**

- **Median Household Income:**
  - DeSoto County: $152,600
  - Mississippi: $99,900

**DeSoto County** vs. **Mississippi**

- **Number of Households:** 57,748 vs. 1,115,768
- **Average Household Size:** 2.78 vs. 2.58
- **Average Family Size:** 3.19 vs. 3.11

**Chart 3: Housing Characteristics**

- **Units Built since 1990:** 83.6%
- **% Owners: Mortgages > 30% Household Income:** 4.5%
- **% Renters Spending > 30% Household Income:** 0.0%

**Chart 4: Housing Type**

- **Single-Family Unit:** 83.6%
- **Multi-Family Unit:** 15.1%
- **Mobile Home:** 6.1%
- **Boat, RV, Van, etc.:** 0.1%

**Chart 5: Household Type**

- **Household Type:**
  - Married Couple Family: 55.6%
  - Single-Family Unit: 20.3%
  - Other Families: 20.4%
  - People Living Alone: 3.6%
  - Other Non-Family Households: 4.0%

**Chart 6: Median, Mean, Per Capita Income**

- **Median:**
  - DeSoto County: $152,600
  - Mississippi: $99,900
- **Mean Household Income:**
  - DeSoto County: $152,600
  - Mississippi: $99,900
- **Per Capita Income:**
  - DeSoto County: $152,600
  - Mississippi: $99,900

**Desoto County, Mississippi**

- **Households:** 57,748
- **Average Household Size:** 2.78
- **Average Family Size:** 3.19

**DeSoto County, Mississippi**

- **Median Household Income:** $152,600
- **Mean Household Income:** $152,600
- **Per Capita Income:** $152,600

**DeSoto County, Mississippi**

- **Median Household Income:** $99,900
- **Mean Household Income:** $99,900
- **Per Capita Income:** $99,900
DE SOTO COUNTY

ECONOMY

Chart 1: Employment

<table>
<thead>
<tr>
<th>Area</th>
<th>Largest Employment Industry</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>DeSoto County</td>
<td>Educational &amp; Healthcare Services</td>
<td>19.8%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>Educational &amp; Healthcare Services</td>
<td>12.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Area</th>
<th>Average Wage</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>DeSoto County</td>
<td>$69,296</td>
<td>5.9%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>$54,132</td>
<td>6.4%</td>
</tr>
</tbody>
</table>

Chart 2: Employment by Industry in DeSoto County

Industry (U.S. Census Data Categories) | %
---|---
Educational services, and health care & social assistance | 19.8%
Transportation & warehousing, and utilities | 12.9%
Manufacturing | 10.6%
Art, entertainment & recreation, and accommodation & food services | 10.4%
Retail Trade | 10.3%
Professional, scientific & management, and administration & waste management services | 7.5%
Construction | 7.1%
Other services, except public administration | 5.8%
Wholesale Trade | 5.2%
Finance & insurance, and real estate & rental & leasing | 4.8%
Public Administration | 3.9%
Information | 1.1%
Agriculture, forestry, fishing & hunting, and mining | 0.7%

Chart 3: Income

<table>
<thead>
<tr>
<th>Area</th>
<th>Compared to Mississippi</th>
<th>Compared to Nation</th>
<th>Regional Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>DeSoto County</td>
<td>$58,505</td>
<td>+50%</td>
<td>#1</td>
</tr>
<tr>
<td>Per Capita Income</td>
<td>$25,176</td>
<td>+22%</td>
<td>#3</td>
</tr>
</tbody>
</table>

DeSoto County has a median household income of $58,505, which is higher than the national median household income and median household income statewide. The county ranks 1st out of the region’s 6 counties in terms of household median income.

The county has a per capita income of $25,176, which is lower than the national per capita income and higher than the per capita income statewide. The county ranks 3 out of the region’s 6 counties in terms of per capita.

Chart 4: Occupations in DeSoto County

<table>
<thead>
<tr>
<th>Occupation Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management, business, science, &amp; arts occupations</td>
<td>34%</td>
</tr>
<tr>
<td>Service occupations</td>
<td>15%</td>
</tr>
<tr>
<td>Sales &amp; office occupations</td>
<td>11%</td>
</tr>
<tr>
<td>Natural resources, construction, &amp; maintenance occupations</td>
<td>14%</td>
</tr>
<tr>
<td>Production, transportation, &amp; material moving occupations</td>
<td>27%</td>
</tr>
</tbody>
</table>

List 1: Major Employers

- DeSoto County Schools
- Baptist Memorial Hospital - DeSoto
- Williams-Sonoma
- Landau Uniforms
- Newly Wed Foods
- Associated Wholesale Grocers Inc.
- Terex Distribution Center
- Scan Source Inc.
- J.T. Shannon Lumber Company
- Stylicraft Home Collections
- Milwaukee Electric Tool
- Brentwood Originals
Chart 1: Educational Attainment

Chart 2: Poverty Rate by Educational Attainment

Chart 3: Median Income by Education

Chart 4: Poverty Levels

List 1: School Inventory

List 2: Regional Higher Education Institutions
List 1: Transportation Fact

<table>
<thead>
<tr>
<th>Access of Interstate</th>
<th>I-55</th>
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<tbody>
<tr>
<td>U.S. Highways</td>
<td>51, 61, 78 (I-22)</td>
</tr>
<tr>
<td>State Highways</td>
<td>301, 302, 304, 305</td>
</tr>
<tr>
<td>Nearest Commercial Airport</td>
<td>Memphis International Airport</td>
</tr>
<tr>
<td>Railroads Serving County</td>
<td>CN/Grenada Railway, BNSF Railway</td>
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Nearest Port: Memphis

Table 2: Traffic Fatalities in DeSoto County

<table>
<thead>
<tr>
<th>Year</th>
<th>Fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>3</td>
</tr>
<tr>
<td>2011</td>
<td>12</td>
</tr>
<tr>
<td>2012</td>
<td>16</td>
</tr>
<tr>
<td>2013</td>
<td>15</td>
</tr>
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Average commute time is 25.1 minutes

Chart 2: Place of Work

- **DeSoto County**
  - Worked in State of Residence: 100%
  - Worked in County of Residence: 90%
  - Worked Outside of County of Residence: 10%
  - Worked Outside State of Residence: 0%

- **Mississippi**
  - Worked in State of Residence: 100%
  - Worked in County of Residence: 90%
  - Worked Outside of County of Residence: 10%
  - Worked Outside State of Residence: 0%

Chart 1: Commute to Work

- Drove Alone: 86.8%
- Carpool: 8%
- Public Transit: 3.1%
- Walked: 0.2%
- Other: 0.7%
- Worked at Home: 3.1%

Map 1: Transportation Infrastructure

- TENNESSEE
- MISSISSIPPI

- Access of Interstate: I-55
- U.S. Highways: 51, 61, 78 (I-22)
- State Highways: 301, 302, 304, 305
- Nearest Commercial Airport: Memphis International Airport
- Railroads Serving County: CN/Grenada Railway, BNSF Railway
- Nearest Port: Memphis

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