



Memphis Metro Population Totals by Municipality 2010 Decennial Census

Geography	Total	White alone	Black or African American alone	Hispanic or Latino	American Indian and Alaska Native alone	Asian alone	Native Hawaiian and Other Pacific Islander alone	Some Other Race alone	Two or More Races:
States									
Tennessee	6,346,105	4,800,782	1,049,391	290,059	16,302	90,311	2,767	6,422	90,071
Arkansas	2,915,918	2,173,469	447,102	186,050	20,183	35,647	5,509	2,121	45,837
Mississippi	2,967,297	1,722,287	1,093,512	81,481	13,845	25,477	948	1,828	27,919
Memphis TN-AR-MS MSA Counties									
Crittenden County, AR	50,902	23,028	25,953	1,014	120	301	6	15	465
DeSoto County, MS	161,252	113,553	35,124	8,086	343	2,011	76	145	1,914
Marshall County, MS	37,144	18,161	17,369	1,192	67	74	6	24	251
Tate County, MS	28,886	19,091	8,723	639	62	65	2	18	286
Tunica County, MS	10,778	2,486	7,894	245	14	60	5	2	72
Fayette County, TN	38,413	26,193	10,742	858	106	186	3	23	302
Shelby County, TN	927,644	359,106	481,431	52,092	1,804	21,245	274	1,097	10,595
Tipton County, TN	61,081	46,831	11,393	1,269	217	356	48	59	908
Memphis TN-AR-MS MSA Cities									
Anthonyville town, AR	161	14	144	0	0	0	0	0	3
Clarkedale city, AR	371	303	50	12	3	1	0	0	2
Crawfordsville town, AR	479	311	155	9	0	0	0	0	4
Earle city, AR	2,414	396	1,975	16	1	9	0	0	17
Edmondson town, AR	427	118	281	14	0	2	0	0	12
Gilmore city, AR	188	42	144	2	0	0	0	0	0
Horseshoe Lake town, AR	292	264	10	8	7	0	0	1	2
Jennette town, AR	115	7	108	0	0	0	0	0	0
Jericho town, AR	119	2	116	1	0	0	0	0	0
Marion city, AR	12,345	8,299	3,434	250	51	180	1	2	128
Sunset town, AR	198	8	182	6	0	0	0	0	2
Turrell city, AR	615	87	523	2	0	0	0	0	3
West Memphis city, AR	26,245	8,843	16,608	419	39	103	4	12	217
Bridgetown CDP, MS	1,742	1,666	29	17	9	9	0	0	12
Byhalia town, MS	1,302	644	582	52	0	0	0	1	23
Coldwater town, MS	1,677	369	1,260	24	7	3	0	4	10
Hernando city, MS	14,090	11,171	1,835	774	28	144	3	13	122
Holly Springs city, MS	7,699	1,471	6,069	96	12	14	0	6	31
Horn Lake city, MS	26,066	14,664	8,537	2,093	66	251	11	25	419
Lynchburg CDP, MS	2,437	1,846	482	49	4	23	0	0	33
North Tunica CDP, MS	1,035	44	987	2	0	0	0	0	2
Olive Branch city, MS	33,484	23,493	7,696	1,397	47	434	23	40	354
Potts Camp town, MS	523	336	166	18	0	0	0	0	3
Senatobia city, MS	8,165	4,989	2,855	192	16	24	1	7	81
Southaven city, MS	48,982	33,992	10,827	2,472	120	833	25	42	671
Tunica town, MS	1,030	694	300	15	4	8	0	2	7
Tunica Resorts CDP, MS	1,910	634	1,158	65	4	31	4	0	14
Walls town, MS	1,162	387	707	35	2	7	0	4	20
White Oak CDP, MS	692	10	672	3	2	0	0	0	5
Arlington town, TN	11,517	9,141	1,583	343	17	206	2	13	212
Atoka town, TN	8,387	6,933	918	222	41	108	10	4	151
Bartlett city, TN	54,613	42,158	8,721	1,470	116	1,350	20	46	732
Braden town, TN	282	244	30	5	0	2	0	0	1
Brighton town, TN	2,735	2,175	426	63	9	17	0	4	41



Memphis Metro Population Totals by Municipality 2010 Decennial Census

Geography	Total	White alone	Black or African American alone	Hispanic or Latino	American Indian and Alaska Native alone	Asian alone	Native Hawaiian and Other Pacific Islander alone	Some Other Race alone	Two or More Races:
Burlison town, TN	425	419	0	3	1	0	0	1	1
Collierville town, TN	43,965	34,344	4,740	1,154	64	3,111	12	76	464
Covington city, TN	9,038	4,157	4,595	106	24	28	4	14	110
Galloway city, TN	680	329	336	3	1	0	1	1	9
Garland town, TN	310	300	0	1	0	1	0	0	8
Germantown city, TN	38,844	34,233	1,381	733	71	1,994	7	45	380
Gilt Edge city, TN	477	459	6	4	4	0	0	0	4
Grand Junction city, TN	325	196	122	0	1	0	0	0	6
La Grange town, TN	133	120	13	0	0	0	0	0	0
Lakeland city, TN	12,430	10,109	1,159	424	27	551	1	7	152
Mason town, TN	1,609	430	1,014	144	1	3	0	2	15
Memphis city, TN	646,889	177,735	408,075	41,994	1,186	10,067	159	742	6,931
Millington city, TN	10,176	6,398	2,585	600	60	235	19	4	275
Moscow city, TN	556	223	311	18	0	0	1	0	3
Munford city, TN	5,927	5,109	419	175	33	87	13	7	84
Oakland town, TN	6,623	5,443	901	144	15	66	0	3	51
Piperton city, TN	1,445	1,057	348	19	2	10	0	0	9
Rossville town, TN	664	549	82	9	4	12	0	0	8
Somerville town, TN	3,094	1,617	1,368	61	7	16	0	0	25
Williston city, TN	395	246	138	5	1	4	0	0	1

*Some city population totals are not available.

Statistical Profile & Demographics



Population

Source: U. S. Census Bureau

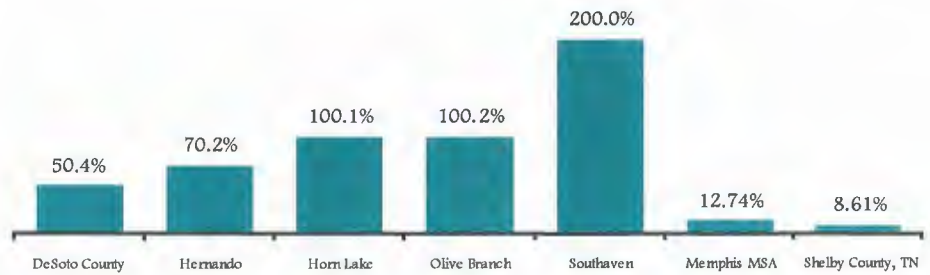
In 2010, an average of 5-7 families moved into DeSoto County every day. This represents a 50.4% increase since 2000.

	2000	2010
DeSoto County	107,199	161,252
Hernando	6812	14,090
Horn Lake	14,099	26,026
Olive Branch	21,054	33,914
Southaven	28,977	48,982
Town of Walls	87	1,162

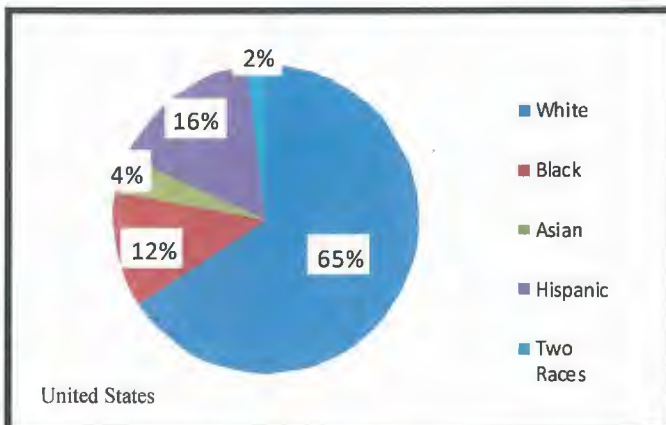
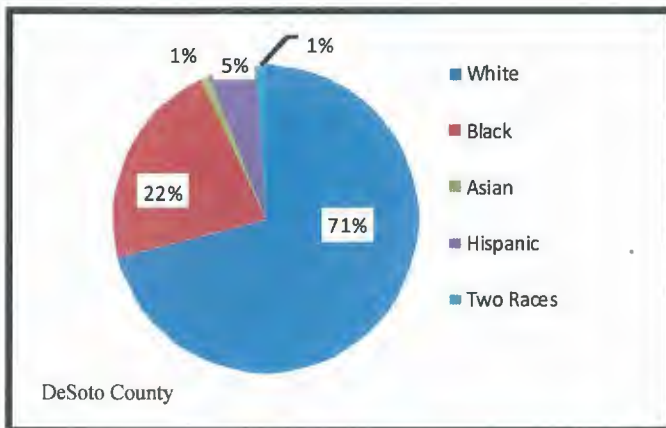
The Memphis MSA, made up of Shelby, Tipton, Fayette, Crittendon, and DeSoto Counties, has a population of 1,239,312; Shelby County's population is 927,644 and Memphis's population is 646,889.

Source: Memphis Chamber/U.S. Census Bureau, 2010

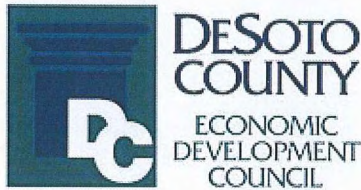
Growth 2000-2010



Population by Racial Distribution



2010 Source: Demographics Now	Median Age	Average Household Income	Per Capita Income
DeSoto County	37.0	\$71,359	\$25,882
Hernando	37.0	\$73,549	\$28,198
Horn Lake	32.0	\$60,707	\$21,242
Olive Branch	37.0	\$77,593	\$28,019
Southaven	37.0	\$67,619	\$26,072
Walls	37.0	\$63,714	\$22,737
Memphis MSA	35.0	\$53,991	\$20,896



Date: 06/08/11

Current Geography Selection: (1 Selected) Metro CBSAs: Memphis, TN-MS-AR Metro

Complete Demographic Summary Report

Population Demographics

	2000 Census	Q4 2010 Estimate	2015 Projection	Percent Change Q4 2010 to 2015
Total Population	1,204,142	1,324,628	1,377,416	4.0
Population Density (Pop/ Sq Mi)	256.30	281.95	293.18	3.99
Total Households	448,386	491,958	510,911	3.9

Population by Race/Ethnicity (Hispanics Shown Separately)

	2000 Census	%	Q4 2010 Estimate	%	2015 Projection	%	Percent Change Q4 2010 to 2015
White	625,318	51.9	621,773	46.9	627,533	45.6	0.9
Black	520,800	43.3	598,215	45.2	597,649	43.4	-0.1
Asian	16,060	1.3	25,104	1.9	33,267	2.4	32.5
Other Race	15,038	1.3	17,512	1.3	21,498	1.6	22.8
Hispanic Ethnicity	26,926	2.2	62,024	4.7	97,469	7.1	57.1

Population by Age

	2000 Census	%	Q4 2010 Estimate	%	2015 Projection	%	Percent Change Q4 2010 to 2015
0 to 4	91,333	7.6	84,912	6.4	85,384	6.2	0.6
5 to 13	156,478	13.0	160,401	12.1	156,584	11.4	-2.4
14 to 17	92,390	7.7	77,725	5.9	73,050	5.3	-6.0
18 to 24	114,798	9.5	144,996	10.9	144,173	10.5	-0.6
25 to 34	175,685	14.6	169,376	12.8	193,331	14.0	14.1
35 to 44	197,561	16.4	176,219	13.3	164,288	11.9	-6.8
45 to 54	160,090	13.3	195,214	14.7	187,941	13.6	-3.7
55 to 64	95,257	7.9	161,325	12.2	182,458	13.2	13.1
65 to 74	66,029	5.5	91,283	6.9	120,195	8.7	31.7
75 +	54,520	4.5	63,177	4.8	70,011	5.1	10.8

Q4 2010 Workplace Employees (Full Time Employment)	565,219
Q4 2010 Workplace Establishments	28,727

Mobile Populations (Puerto Rico not included)

	Q4 2010 Estimate		Q4 2010 Estimate
Seasonal Est 08Q4	5,516	Transient Est 08Q4	18,266
Seasonal Est 09Q1	440	Transient Est 09Q1	18,268
Seasonal Est 09Q2	2,355	Transient Est 09Q2	19,221
Seasonal Est 09Q3	2,144	Transient Est 09Q3	18,692
Seasonal Est 09Q4	5,414	Transient Est 09Q4	17,398
Seasonal Est 10Q1	382	Transient Est 10Q1	17,172
Seasonal Est 10Q2	2,673	Transient Est 10Q2	17,685
Seasonal Est 10Q3	2,090	Transient Est 10Q3	19,824
Seasonal Est 10Q4	5,268	Transient Est 10Q4	18,875

Source: © 2010 Synergos Technologies, Inc., Austin, TX. All Rights Reserved.

© 2010. DemographicsNow is brought to you by Alteryx, Inc.

Alteryx, DemographicsNow.com and the Alteryx and DemographicsNow.com logos are trademarks of Alteryx, Inc. All rights reserved.

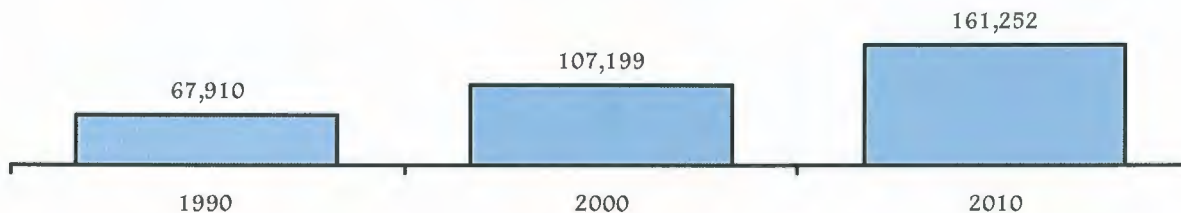
Privacy Statement | License Agreement

Statistical Profile & Demographics



Ten-Year Comparisons

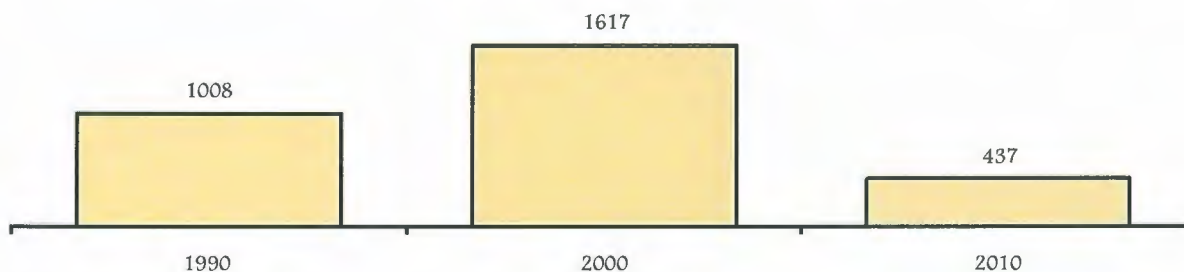
DeSoto County Population



Population increased 50.4% from 2000 to 2010.

Source: US Census Bureau

Residential Permits Issued for DeSoto County



The number of residential permits decreased from 2000 to 2010.

Source: DeSoto County Planning Commission

DeSoto County Retail Sales

(In Millions of Dollars)



Retail Sales show slight decrease from 2000 to 2010.

Source: Mississippi State Tax Commission

Statistical Profile & Demographics



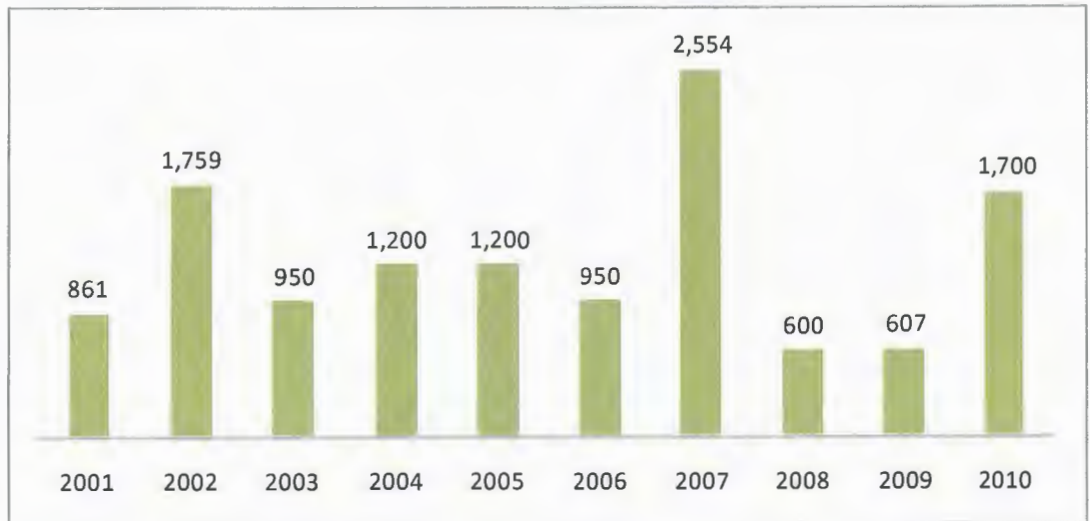
New & Expanding Industry
2001-2010

Ten-Year Total:
196



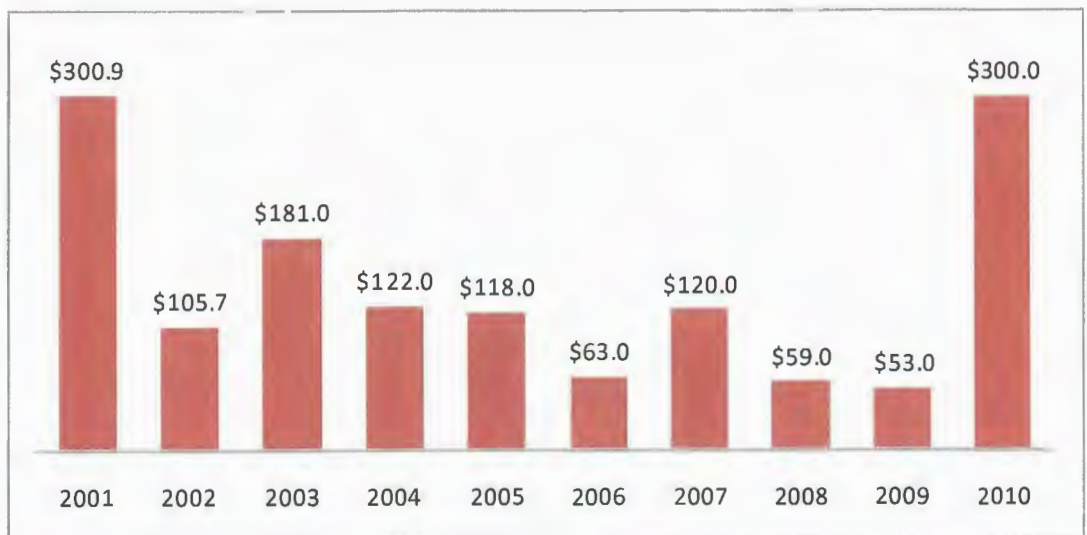
Jobs Created
2001-2010

Ten-Year Total:
12,381



Capital Investment
2001-2010
(In Millions of Dollars)

Ten-Year Total:
\$1.4 Billion



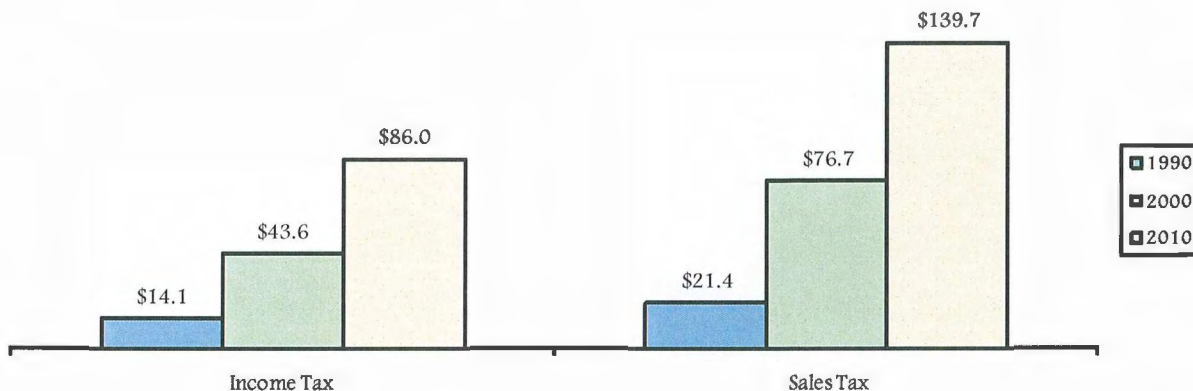
Statistical Profile & Demographics



Ten-Year Comparisons

State Income and Sales Tax Paid by DeSoto County Residents

(In Millions of Dollars)

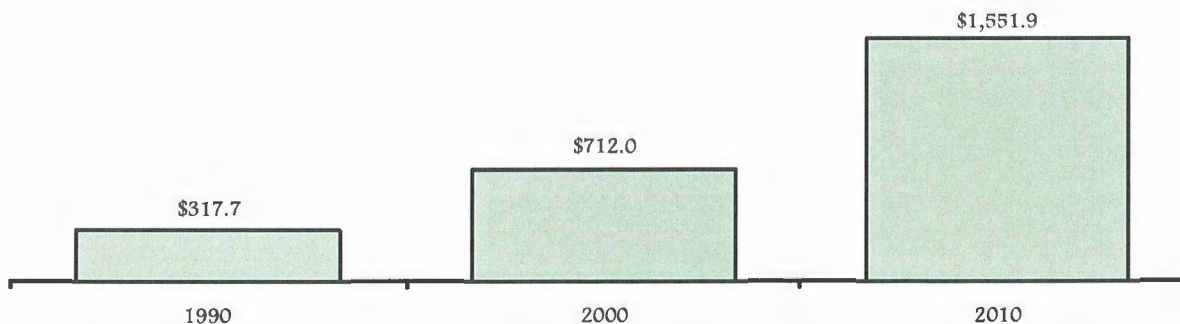


Income Tax paid by DeSoto County residents increased 209% from 1990 to 2010; Sales Tax paid increased 258% from 1990 to 2010.

Source: Mississippi State Tax Commission

Total Assessed Property Value for DeSoto County

(In Millions of Dollars)



Assessed Property Value in DeSoto County increased 124% from 1990 to 2010.

Source: DeSoto County Tax Assessor



2010 Industry Locations & Expansions

Locations

Siemens, *Southaven*
Kuehne and Nagel, *Southaven*
US-Merchants, *Southaven*
Fiskars, *Southaven*
McKesson, *Olive Branch*
Safelite, *Southaven*
Imperial Toy, *Southaven*
GPM of Alabama, *Olive Branch*
Advanced Distribution, *Olive Branch*
Hamilton Beach, *Olive Branch*
Soladigm, *Olive Branch*
Miss. Recycling Co., *Horn Lake*
Frozen Food Express, *Olive Branch*
BP Global (MVP), *Olive Branch*
Campbell Hausfield, *Olive Branch*
Michelli Scales, *Olive Branch*
Natureplex, *Olive Branch*

Expansions

Guardian Fiberglass, *Olive Branch*
EXEL, *Olive Branch*
Fraenkel Furniture, *Olive Branch*
CSI Closure, *Olive Branch*
Accrabond, *Olive Branch*
Cooper Wiring, *Southaven*
Ashland Oil, *Hernando*
ALP Lighting, *Olive Branch*
Marietta, *Olive Branch*
National Pump, *Olive Branch*
J A Strickland, *Olive Branch*
Boundtree/Sarnova, *Southaven*
International Paper, *Olive Branch*
American Plastic Toys, *Olive Branch*
Menlo Logistics, *Olive Branch*
Diamond Comics, *Olive Branch*