

# DeSoto County Statistics - 2011

## Population

- 2000 Population: 107,199; 2010: 161,252
- Change from 2000: 54,053
- 29th fastest-growing county in the U S; accounts for 54% of Memphis metro area total growth
- Average 5-7 families per day moving to DeSoto County
- Median Household Income: \$59,265 - highest in the State of Mississippi
- Average Household Income: \$56,399 second-highest in the State of Mississippi
- Per Capital Income - \$25,229 - highest in the State of Mississippi
- 20.9% of DeSoto County's population has a bachelor's degree or higher

## Housing

- Median Housing Cost: \$103,100 - second highest in the State of Mississippi
- 437 residential building permits issued in 2010

## Industrial Growth

- 20 new industry locations and 16 existing industry expansions in 2010
- DeSoto County leads the way with the largest percentage of industrial absorption in the Memphis market and "will continue to see the bulk of new construction and leasing activity due to tax incentives and availability of land" - *CB Richard Ellis MarketView*

## Infrastructure

- \$100 million in road construction projects underway
- Countywide sewer system in progress
- Countywide stormwater drainage study in progress
- Star Landing Road Economic Impact Analysis complete

## Education

- 31,214 Public School population
- \$115 million bond issue approved in 2004 built 9 new schools and renovated 11 existing schools
- Northwest Community College growing 5% annually; \$7.5 million expansion
- University of Mississippi-DeSoto Center offers degree programs in education, business, and liberal arts, and graduate programs in education and business

## Quality of Life

- 10,000-seat Civic Center and Performing Arts Theatre located in Southaven
- Church building construction continues to be one of county's largest growth areas
- Each city is developing extensive parks and recreation facilities
- Snowden Grove Park in Southaven hosts several youth baseball tournaments each year, bringing an economic impact of more than \$7 million
- Active DeSoto County Arts Council
- Progressive County and City Governments
- Baptist Memorial Hospital-DeSoto recently completed \$175 million, 10-story bed tower, adding 140 beds for a total of 339, the second-largest in the Baptist system.

## Retail and Commercial

- Total DeSoto County retail sales for FY2010: \$1.1 Billion

Sources include US Census Bureau, DeSoto County Planning Commission, Mississippi State Tax Commission, DeSoto County Schools, Baptist Memorial Hospital-DeSoto, CB Richard Ellis