

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 34.96217/-89.852627

October 2009

RF9

Hwy 78 & New Goodman Rd Olive Branch, Mississippi	1.00 mi radius		3.00 mi radius		5.00 mi radius		10.00 mi radius	
Population								
Estimated Population (2009)	3,136		28,263		75,225		324,803	
Census Population (1990)	758		6,563		30,720		228,351	
Census Population (2000)	2,119		19,592		55,455		287,742	
Projected Population (2014)	3,321		30,442		82,719		330,577	
Forecasted Population (2019)	3,989		36,466		97,856		354,286	
Historical Annual Change (1990-2000)	1,361	18.0%	13,029	19.9%	24,735	8.1%	59,390	2.6%
Historical Annual Change (2000-2009)	1,017	5.3%	8,671	4.9%	19,770	4.0%	37,062	1.4%
Projected Annual Change (2009-2014)	185	1.2%	2,178	1.5%	7,494	2.0%	5,774	0.4%
Est. Population Density (2009)	1,029.15	<i>psm</i>	1,006.23	<i>psm</i>	961.60	<i>psm</i>	1,038.56	<i>psm</i>
Trade Area Size	3.05	<i>sq mi</i>	28.09	<i>sq mi</i>	78.23	<i>sq mi</i>	312.75	<i>sq mi</i>
Households								
Estimated Households (2009)	1,092		9,851		26,148		122,237	
Census Households (1990)	269		2,299		10,593		87,134	
Census Households (2000)	771		7,077		19,477		108,250	
Projected Households (2014)	1,114		10,359		28,969		128,832	
Forecasted Households (2019)	1,734		16,112		45,052		200,314	
Historical Annual Change (1990-2000)	502	18.6%	4,779	20.8%	8,884	8.4%	21,116	2.4%
Projected Annual Change (2000-2014)	343	3.2%	3,281	3.3%	9,492	3.5%	20,582	1.4%
Average Household Income								
Est. Average Household Income (2009)	\$76,767		\$75,166		\$74,918		\$73,027	
Census Average Hhld Income (1990)	\$38,761		\$39,645		\$47,365		\$44,550	
Census Average Hhld Income (2000)	\$64,094		\$62,285		\$63,739		\$61,170	
Proj. Average Household Income (2014)	\$78,612		\$77,563		\$79,573		\$78,321	
Historical Annual Change (1990-2000)	\$25,332	6.5%	\$22,640	5.7%	\$16,374	3.5%	\$16,620	3.7%
Projected Annual Change (2000-2014)	\$14,519	1.6%	\$15,279	1.8%	\$15,834	1.8%	\$17,151	2.0%
Median Household Income								
Est. Median Household Income (2009)	\$72,282		\$71,722		\$75,632		\$67,981	
Census Median Hhld Income (1990)	\$35,591		\$35,458		\$43,098		\$38,662	
Census Median Hhld Income (2000)	\$57,497		\$57,040		\$59,041		\$51,816	
Proj. Median Household Income (2014)	\$78,047		\$77,485		\$82,613		\$74,182	
Historical Annual Change (1990-2000)	\$21,906	6.2%	\$21,582	6.1%	\$15,943	3.7%	\$13,154	3.4%
Projected Annual Change (2000-2014)	\$20,549	2.6%	\$20,445	2.6%	\$23,571	2.9%	\$22,367	3.1%
Per Capita Income								
Est. Per Capita Income (2009)	\$26,812		\$26,268		\$26,093		\$27,703	
Census Per Capita Income (1990)	\$13,773		\$13,885		\$16,332		\$16,999	
Census Per Capita Income (2000)	\$23,358		\$22,699		\$22,346		\$22,943	
Proj. Per Capita Income (2014)	\$26,459		\$26,460		\$27,915		\$30,739	
Historical Annual Change (1990-2000)	\$9,586	7.0%	\$8,814	6.3%	\$6,014	3.7%	\$5,944	3.5%
Projected Annual Change (2000-2014)	\$3,101	0.9%	\$3,762	1.2%	\$5,569	1.8%	\$7,796	2.4%
Other Income								
Est. Median Disposable Income (2009)	\$58,724		\$58,358		\$60,895		\$55,284	
Proj. Median Disposable Income (2014)	\$62,651		\$62,240		\$65,525		\$59,678	
Est. Average Household Net Worth (2009)	\$525,298		\$530,764		\$572,705		\$533,988	

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Hwy 78 & New Goodman Rd Olive Branch, Mississippi	1.00 mi radius		3.00 mi radius		5.00 mi radius		10.00 mi radius	
Household Income Distribution (2009)								
HH Income \$200,000 or More	38	3.5%	320	3.2%	861	3.3%	6,517	5.3%
HH Income \$150,000 to 199,999	34	3.1%	329	3.3%	1,243	4.8%	4,847	4.0%
HH Income \$125,000 to 149,999	63	5.8%	554	5.6%	1,632	6.2%	5,798	4.7%
HH Income \$100,000 to 124,999	153	14.0%	1,352	13.7%	3,817	14.6%	11,935	9.8%
HH Income \$75,000 to 99,999	229	21.0%	2,062	20.9%	5,362	20.5%	19,209	15.7%
HH Income \$50,000 to 74,999	238	21.8%	2,330	23.7%	5,927	22.7%	25,977	21.3%
HH Income \$35,000 to 49,999	128	11.7%	1,163	11.8%	3,351	12.8%	18,652	15.3%
HH Income \$25,000 to 34,999	77	7.1%	698	7.1%	1,588	6.1%	11,042	9.0%
HH Income \$15,000 to 24,999	74	6.8%	587	6.0%	1,336	5.1%	9,324	7.6%
HH Income \$10,000 to 14,999	27	2.5%	198	2.0%	355	1.4%	3,247	2.7%
HH Income \$0 to 9,999	30	2.8%	259	2.6%	676	2.6%	5,689	4.7%
HH Income \$35,000+	883	80.9%	8,109	82.3%	22,194	84.9%	92,936	76.0%
HH Income \$50,000+	756	69.2%	6,946	70.5%	18,843	72.1%	74,283	60.8%
HH Income \$75,000+	517	47.4%	4,616	46.9%	12,916	49.4%	48,306	39.5%
Race & Ethnicity (2009)								
Total Population	3,136		28,263		75,225		324,803	
White	2,316	73.8%	18,895	66.9%	41,762	55.5%	166,029	51.1%
Black or African American	782	25.0%	8,843	31.3%	31,036	41.3%	141,634	43.6%
American Indian & Alaska Native	0	-	2	0.0%	9	0.0%	61	0.0%
Asian	24	0.8%	279	1.0%	1,063	1.4%	6,502	2.0%
Hawaiian & Pacific Islander	1	0.0%	10	0.0%	44	0.1%	210	0.1%
Other Race	6	0.2%	105	0.4%	640	0.9%	6,287	1.9%
Two or More Races	7	0.2%	129	0.5%	672	0.9%	4,080	1.3%
Not Hispanic or Latino Population	3,060	97.6%	27,442	97.1%	72,661	96.6%	305,940	94.2%
<i>Non Hispanic: White</i>	2,263	73.9%	18,387	67.0%	40,588	55.9%	159,318	52.1%
<i>Non Hispanic: Black or African American</i>	767	25.1%	8,659	31.6%	30,441	41.9%	136,760	44.7%
<i>Non Hispanic: Amer Indian & AK Native</i>	0	-	2	0.0%	8	0.0%	46	0.0%
<i>Non Hispanic: Asian</i>	24	0.8%	275	1.0%	1,052	1.4%	6,320	2.1%
<i>Non Hispanic: Hawaiian & Pacific Islander</i>	1	0.0%	7	0.0%	29	0.0%	157	0.1%
<i>Non Hispanic: Other Race</i>	0	-	0	-	1	0.0%	94	0.0%
<i>Non Hispanic: Two or More Races</i>	6	0.2%	111	0.4%	542	0.7%	3,246	1.1%
Hispanic or Latino Population	76	2.4%	821	2.9%	2,564	3.4%	18,863	5.8%
<i>Hispanic: White</i>	53	70.0%	509	61.9%	1,174	45.8%	6,711	35.6%
<i>Hispanic: Black or African American</i>	16	20.8%	183	22.3%	595	23.2%	4,874	25.8%
<i>Hispanic: American Indian & Alaska Native</i>	0	-	0	-	1	0.0%	15	0.1%
<i>Hispanic: Asian</i>	0	-	4	0.5%	11	0.4%	182	1.0%
<i>Hispanic: Hawaiian & Pacific Islander</i>	0	-	3	0.3%	14	0.6%	53	0.3%
<i>Hispanic: Other Race</i>	6	7.7%	105	12.8%	638	24.9%	6,194	32.8%
<i>Hispanic: Two or More Races</i>	1	1.0%	18	2.2%	130	5.1%	834	4.4%
Not of Hispanic Origin Population (1990)	756	99.8%	6,544	99.7%	30,533	99.4%	226,432	99.2%
Hispanic Origin Population (1990)	2	0.2%	20	0.3%	187	0.6%	1,920	0.8%
Not Hispanic or Latino Population (2000)	2,092	98.7%	19,291	98.5%	54,352	98.0%	278,253	96.7%
Hispanic or Latino Population (2000)	27	1.3%	300	1.5%	1,104	2.0%	9,489	3.3%
Not Hispanic or Latino Population 5yr (2014)	3,199	96.3%	29,114	95.6%	78,853	95.3%	304,191	92.0%
Hispanic or Latino Population 5yr (2014)	122	3.7%	1,328	4.4%	3,866	4.7%	26,386	8.0%
Historical Annual Change (1990-2000)	25	162.9%	281	142.8%	917	49.1%	7,569	39.4%
Projected Annual Change (2000-2014)	95	25.2%	1,027	24.4%	2,762	17.9%	16,897	12.7%

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Age Distribution (2009)								
Total Population	3,136		28,263		75,225		324,803	
Age 0 to 4 yrs	274	8.8%	2,527	8.9%	6,120	8.1%	24,542	7.6%
Age 5 to 9 yrs	273	8.7%	2,443	8.6%	6,242	8.3%	24,942	7.7%
Age 10 to 14 yrs	260	8.3%	2,337	8.3%	6,276	8.3%	24,866	7.7%
Age 15 to 19 yrs	214	6.8%	1,977	7.0%	5,670	7.5%	24,911	7.7%
Age 20 to 24 yrs	170	5.4%	1,538	5.4%	4,010	5.3%	22,260	6.9%
Age 25 to 29 yrs	220	7.0%	1,973	7.0%	4,674	6.2%	21,748	6.7%
Age 30 to 34 yrs	230	7.3%	2,205	7.8%	5,478	7.3%	21,252	6.5%
Age 35 to 39 yrs	238	7.6%	2,218	7.8%	5,935	7.9%	22,641	7.0%
Age 40 to 44 yrs	232	7.4%	2,121	7.5%	6,051	8.0%	23,758	7.3%
Age 45 to 49 yrs	217	6.9%	1,992	7.0%	5,910	7.9%	24,372	7.5%
Age 50 to 54 yrs	173	5.5%	1,602	5.7%	5,009	6.7%	23,000	7.1%
Age 55 to 59 yrs	158	5.0%	1,398	4.9%	4,217	5.6%	19,957	6.1%
Age 60 to 64 yrs	140	4.5%	1,200	4.2%	3,325	4.4%	15,332	4.7%
Age 65 to 69 yrs	111	3.6%	906	3.2%	2,180	2.9%	10,345	3.2%
Age 70 to 74 yrs	91	2.9%	757	2.7%	1,682	2.2%	7,571	2.3%
Age 75 to 79 yrs	67	2.1%	522	1.8%	1,144	1.5%	5,665	1.7%
Age 80 to 84 yrs	45	1.4%	357	1.3%	818	1.1%	4,271	1.3%
Age 85 yrs plus	22	0.7%	188	0.7%	484	0.6%	3,369	1.0%
Median Age	33.0 yrs		32.5 yrs		33.6 yrs		34.2 yrs	
Age 19 yrs or less	1,021	32.6%	9,285	32.9%	24,307	32.3%	99,262	30.6%
Age 20 to 64 years	1,778	56.7%	16,248	57.5%	44,611	59.3%	194,320	59.8%
Age 65 years Plus	337	10.7%	2,730	9.7%	6,307	8.4%	31,221	9.6%
Female Age Distribution (2009)								
Female Population	1,650	52.6%	14,794	52.3%	39,210	52.1%	170,287	52.4%
Age 0 to 4 yrs	138	8.4%	1,273	8.6%	3,054	7.8%	12,150	7.1%
Age 5 to 9 yrs	135	8.2%	1,190	8.0%	3,030	7.7%	12,156	7.1%
Age 10 to 14 yrs	138	8.3%	1,190	8.0%	3,126	8.0%	12,370	7.3%
Age 15 to 19 yrs	104	6.3%	965	6.5%	2,794	7.1%	12,491	7.3%
Age 20 to 24 yrs	96	5.8%	868	5.9%	2,151	5.5%	11,334	6.7%
Age 25 to 29 yrs	119	7.2%	1,055	7.1%	2,497	6.4%	11,219	6.6%
Age 30 to 34 yrs	123	7.4%	1,166	7.9%	2,898	7.4%	11,120	6.5%
Age 35 to 39 yrs	121	7.3%	1,114	7.5%	3,064	7.8%	11,991	7.0%
Age 40 to 44 yrs	121	7.4%	1,116	7.5%	3,178	8.1%	12,730	7.5%
Age 45 to 49 yrs	113	6.8%	1,045	7.1%	3,102	7.9%	13,086	7.7%
Age 50 to 54 yrs	90	5.5%	855	5.8%	2,638	6.7%	12,310	7.2%
Age 55 to 59 yrs	88	5.4%	765	5.2%	2,243	5.7%	10,605	6.2%
Age 60 to 64 yrs	78	4.7%	661	4.5%	1,777	4.5%	8,161	4.8%
Age 65 to 69 yrs	54	3.2%	446	3.0%	1,104	2.8%	5,445	3.2%
Age 70 to 74 yrs	52	3.2%	438	3.0%	986	2.5%	4,403	2.6%
Age 75 to 79 yrs	41	2.5%	316	2.1%	718	1.8%	3,531	2.1%
Age 80 to 84 yrs	25	1.5%	208	1.4%	515	1.3%	2,773	1.6%
Age 85 yrs plus	15	0.9%	123	0.8%	334	0.9%	2,414	1.4%
Female Median Age	33.4 yrs		33.1 yrs		34.3 yrs		35.4 yrs	
Age 19 yrs or less	514	31.2%	4,619	31.2%	12,004	30.6%	49,167	28.9%
Age 20 to 64 years	949	57.5%	8,644	58.4%	23,549	60.1%	102,555	60.2%
Age 65 years Plus	187	11.3%	1,532	10.4%	3,657	9.3%	18,565	10.9%

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Hwy 78 & New Goodman Rd Olive Branch, Mississippi	1.00 mi radius		3.00 mi radius		5.00 mi radius		10.00 mi radius	
Male Age Distribution (2009)								
Male Population	1,486	47.4%	13,469	47.7%	36,015	47.9%	154,516	47.6%
Age 0 to 4 yrs	137	9.2%	1,254	9.3%	3,066	8.5%	12,392	8.0%
Age 5 to 9 yrs	138	9.3%	1,253	9.3%	3,212	8.9%	12,786	8.3%
Age 10 to 14 yrs	122	8.2%	1,147	8.5%	3,149	8.7%	12,497	8.1%
Age 15 to 19 yrs	110	7.4%	1,013	7.5%	2,876	8.0%	12,420	8.0%
Age 20 to 24 yrs	74	5.0%	670	5.0%	1,860	5.2%	10,927	7.1%
Age 25 to 29 yrs	101	6.8%	919	6.8%	2,177	6.0%	10,529	6.8%
Age 30 to 34 yrs	107	7.2%	1,038	7.7%	2,579	7.2%	10,133	6.6%
Age 35 to 39 yrs	117	7.9%	1,104	8.2%	2,871	8.0%	10,650	6.9%
Age 40 to 44 yrs	110	7.4%	1,006	7.5%	2,873	8.0%	11,028	7.1%
Age 45 to 49 yrs	105	7.0%	947	7.0%	2,808	7.8%	11,286	7.3%
Age 50 to 54 yrs	83	5.6%	747	5.5%	2,372	6.6%	10,690	6.9%
Age 55 to 59 yrs	70	4.7%	634	4.7%	1,974	5.5%	9,352	6.1%
Age 60 to 64 yrs	62	4.2%	539	4.0%	1,548	4.3%	7,171	4.6%
Age 65 to 69 yrs	58	3.9%	460	3.4%	1,075	3.0%	4,900	3.2%
Age 70 to 74 yrs	39	2.6%	319	2.4%	696	1.9%	3,168	2.1%
Age 75 to 79 yrs	26	1.8%	206	1.5%	426	1.2%	2,134	1.4%
Age 80 to 84 yrs	19	1.3%	149	1.1%	303	0.8%	1,498	1.0%
Age 85 yrs plus	7	0.5%	65	0.5%	150	0.4%	955	0.6%
Male Median Age	32.5 yrs		31.9 yrs		32.8 yrs		32.8 yrs	
Age 19 yrs or less	507	34.1%	4,666	34.6%	12,303	34.2%	50,095	32.4%
Age 20 to 64 years	829	55.8%	7,604	56.5%	21,062	58.5%	91,766	59.4%
Age 65 years Plus	150	10.1%	1,198	8.9%	2,650	7.4%	12,656	8.2%
Males per 100 Females, Male % Pop (2009)								
Overall Comparison	90		91		92		91	
Age 0 to 4 yrs	99	49.8%	98	49.6%	100	50.1%	102	50.5%
Age 5 to 9 yrs	102	50.6%	105	51.3%	106	51.5%	105	51.3%
Age 10 to 14 yrs	89	47.0%	96	49.1%	101	50.2%	101	50.3%
Age 15 to 19 yrs	106	51.5%	105	51.2%	103	50.7%	99	49.9%
Age 20 to 24 yrs	77	43.3%	77	43.6%	86	46.4%	96	49.1%
Age 25 to 29 yrs	85	46.0%	87	46.6%	87	46.6%	94	48.4%
Age 30 to 34 yrs	87	46.6%	89	47.1%	89	47.1%	91	47.7%
Age 35 to 39 yrs	97	49.3%	99	49.8%	94	48.4%	89	47.0%
Age 40 to 44 yrs	91	47.6%	90	47.4%	90	47.5%	87	46.4%
Age 45 to 49 yrs	93	48.1%	91	47.5%	90	47.5%	86	46.3%
Age 50 to 54 yrs	92	47.8%	87	46.7%	90	47.3%	87	46.5%
Age 55 to 59 yrs	79	44.1%	83	45.3%	88	46.8%	88	46.9%
Age 60 to 64 yrs	80	44.5%	82	44.9%	87	46.6%	88	46.8%
Age 65 to 69 yrs	108	51.9%	103	50.8%	97	49.3%	90	47.4%
Age 70 to 74 yrs	75	42.9%	73	42.1%	71	41.4%	72	41.8%
Age 75 to 79 yrs	64	38.9%	65	39.5%	59	37.3%	60	37.7%
Age 80 to 84 yrs	76	43.1%	71	41.7%	59	37.0%	54	35.1%
Age 85 yrs plus	50	33.4%	52	34.4%	45	31.0%	40	28.4%
Age 19 yrs or less	99	49.7%	101	50.3%	102	50.6%	102	50.5%
Age 20 to 39 yrs	87	46.5%	89	47.0%	89	47.2%	93	48.1%
Age 40 to 64 yrs	88	46.7%	87	46.6%	89	47.2%	87	46.5%
Age 65 years Plus	80	44.5%	78	43.9%	72	42.0%	68	40.5%

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Household Type (2009)								
Total Households	1,092		9,851		26,148		122,237	
Households with Children	471	43.2%	4,269	43.3%	11,037	42.2%	44,584	36.5%
Average Household Size	2.87		2.87		2.87		2.64	
Est. Household Density	358.36	psm	350.72	psm	334.25	psm	390.85	psm
Population Family	2,831	90.3%	25,461	90.1%	67,899	90.3%	273,888	84.3%
Population Non-Family	300	9.6%	2,767	9.8%	7,262	9.7%	48,741	15.0%
Population Group Qtrs	5	0.1%	35	0.1%	64	0.1%	2,174	0.7%
Family Households	828	75.9%	7,429	75.4%	19,721	75.4%	81,533	66.7%
<i>Married Couple Hhlds</i>	660	79.7%	5,795	78.0%	15,011	76.1%	55,453	68.0%
<i>Other Family Hhlds</i>	168	20.3%	1,634	22.0%	4,710	23.9%	26,080	32.0%
Family Households With Children	465	56.2%	4,221	56.8%	10,948	55.5%	44,222	54.2%
<i>Married Couple With Children</i>	337	72.3%	2,980	70.6%	7,521	68.7%	25,535	57.7%
<i>Other Family Hhlds With Children</i>	129	27.7%	1,241	29.4%	3,427	31.3%	18,687	42.3%
Family Households No Children	363	43.8%	3,208	43.2%	8,774	44.5%	37,311	45.8%
<i>Married Couple No Children</i>	323	89.1%	2,815	87.7%	7,490	85.4%	29,917	80.2%
<i>Other Family Households No Childrer.</i>	40	10.9%	393	12.3%	1,283	14.6%	7,394	19.8%
Average Family Household Size	3.42		3.43		3.44		3.36	
Average Family Income	\$80,071		\$78,962		\$81,375		\$87,407	
Median Family Income	\$81,037		\$79,887		\$83,417		\$80,656	
Non-Family Households	263	24.1%	2,422	24.6%	6,427	24.6%	40,704	33.3%
Non-Family Hhlds With Children	6	2.3%	48	2.0%	90	1.4%	362	0.9%
Non-Family Hhld No Children	257	97.7%	2,374	98.0%	6,337	98.6%	40,342	99.1%
<i>N-F Hhld Lone Person No Children</i>	211	80.3%	1,956	80.8%	5,297	82.4%	34,066	83.7%
Lone Male Householder	104	49.3%	966	49.4%	2,556	48.3%	15,295	44.9%
Lone Female Householder	107	50.7%	990	50.6%	2,741	51.7%	18,771	55.1%
<i>N-F Hhld 2+ Persons No Children</i>	46	17.4%	418	17.3%	1,040	16.2%	6,276	15.4%
Average Non-Family Hhld Size	1.14		1.14		1.13		1.20	
Marital Status (2009)								
(15 Years or Older)	2,328		20,941		56,542		250,367	
Never Married	393	16.9%	3,840	18.3%	11,567	20.5%	66,272	26.5%
Now Married	1,561	67.1%	13,809	65.9%	36,289	64.2%	135,553	54.1%
Previously Married	373	16.0%	3,293	15.7%	8,687	15.4%	48,541	19.4%
<i>Separated</i>	56	14.9%	483	14.7%	1,796	20.7%	12,216	25.2%
<i>Widowed</i>	97	25.9%	759	23.1%	1,937	22.3%	11,740	24.2%
<i>Divorced</i>	221	59.1%	2,051	62.3%	4,953	57.0%	24,585	50.6%
Educational Attainment (2009)								
Adult Population (25 Years or Older)	1,944		17,440		46,907		203,281	
Elementary (0 to 8)	41	2.1%	338	1.9%	850	1.8%	4,776	2.3%
Some High School (9 to 11)	105	5.4%	877	5.0%	2,367	5.0%	12,936	6.4%
High School Graduate (12)	591	30.4%	5,165	29.6%	12,918	27.5%	57,222	28.1%
Some College (13 to 16)	471	24.2%	4,385	25.1%	12,609	26.9%	51,965	25.6%
Associate Degree Only	149	7.7%	1,436	8.2%	4,108	8.8%	15,536	7.6%
Bachelor Degree Only	390	20.1%	3,456	19.8%	9,552	20.4%	40,171	19.8%
Graduate Degree	196	10.1%	1,783	10.2%	4,504	9.6%	20,677	10.2%
Any College + (Some College or higher)	1,207	62.1%	11,060	63.4%	30,773	65.6%	128,348	63.1%
College Degree + (Bachelor Degree or higher)	587	30.2%	5,239	30.0%	14,056	30.0%	60,848	29.9%

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Hwy 78 & New Goodman Rd Olive Branch, Mississippi	1.00 mi radius		3.00 mi radius		5.00 mi radius		10.00 mi radius	
Housing (2009)								
Total Housing Units	1,287		11,515		30,101		142,304	
Housing Units, Occupied	1,092	84.8%	9,851	85.6%	26,148	86.9%	122,237	85.9%
<i>Housing Units, Owner-Occupied</i>	822	75.3%	7,660	77.8%	21,390	81.8%	77,281	63.2%
<i>Housing Units, Renter-Occupied</i>	270	24.7%	2,191	22.2%	4,758	18.2%	44,956	36.8%
Housing Units, Vacant	195	15.2%	1,664	14.4%	3,952	13.1%	20,067	14.1%
Total Housing Units (2000)	811		7,409		20,259		114,746	
Historical Annual Change (2000-2009)	476	6.5%	4,106	6.2%	9,842	5.4%	27,558	2.7%
Household Size (2009)								
Total Households	1,092		9,851		26,148		122,237	
1 Person Household	211	19.4%	1,956	19.9%	5,297	20.3%	34,066	27.9%
2 Person Households	313	28.6%	2,760	28.0%	7,205	27.6%	33,547	27.4%
3 Person Households	190	17.4%	1,731	17.6%	4,731	18.1%	20,061	16.4%
4 Person Households	245	22.4%	2,199	22.3%	5,619	21.5%	20,857	17.1%
5 Person Households	92	8.4%	814	8.3%	2,230	8.5%	8,856	7.2%
6 Person Households	31	2.9%	282	2.9%	732	2.8%	3,066	2.5%
7+ Person Households	10	0.9%	109	1.1%	335	1.3%	1,786	1.5%
Household Stability (2009)								
Total Households	1,092		9,851		26,148		122,237	
In current residence < 1 year	190	17.4%	1,682	17.1%	4,291	16.4%	20,884	17.1%
In current residence 1-2 years	287	26.3%	2,638	26.8%	6,684	25.6%	34,755	28.4%
In current residence 3-5 years	263	24.1%	2,371	24.1%	6,240	23.9%	24,690	20.2%
In current residence 6-10 years	207	18.9%	1,843	18.7%	5,240	20.0%	19,574	16.0%
In current residence > 10 years	144	13.2%	1,317	13.4%	3,693	14.1%	22,335	18.3%
Turnover (% Annual Residential Turnover)	17.4%		17.1%		16.4%		17.1%	
Stability (% In Current Residence 5+ Years)	32.2%		32.1%		34.2%		34.3%	
Median Years in Residence	3.5 yrs		3.5 yrs		3.7 yrs		3.9 yrs	
Household Vehicles (2009)								
Total Vehicles Available	2,174		19,797		54,106		229,784	
Household: 0 Vehicles Available	18	1.7%	163	1.7%	473	1.8%	6,022	4.9%
Household: 1 Vehicles Available	316	29.0%	2,834	28.8%	6,751	25.8%	45,014	36.8%
Household: 2 Vehicles Available	547	50.1%	4,876	49.5%	12,864	49.2%	49,049	40.1%
Household: 3+ Vehicles Available	210	19.3%	1,978	20.1%	6,060	23.2%	22,152	18.1%
Average Per Household	2.0	<i>Vehicles</i>	2.0	<i>Vehicles</i>	2.1	<i>Vehicles</i>	1.9	<i>Vehicles</i>
Owner Occupied Hhlds Vehicles	1,745	80.3%	16,121	81.4%	46,074	85.2%	162,395	70.7%
<i>Average Per Owner Household</i>	2.1	<i>Vehicles</i>	2.1	<i>Vehicles</i>	2.2	<i>Vehicles</i>	2.1	<i>Vehicles</i>
Renter Occupied Hhlds Vehicles	429	19.7%	3,676	18.6%	8,032	14.8%	67,390	29.3%
<i>Average Per Renter Household</i>	1.6	<i>Vehicles</i>	1.7	<i>Vehicles</i>	1.7	<i>Vehicles</i>	1.5	<i>Vehicles</i>
Travel Time (2000)								
Worker Base (16 Years or Older)	1,089		10,160		29,531		145,565	
Travel to Work in 14 Minutes or Less	255	23.4%	2,187	21.5%	5,879	19.9%	34,258	23.5%
Travel to Work in 15 to 29 Minutes	462	42.4%	4,462	43.9%	13,248	44.9%	66,965	46.0%
Travel to Work in 30 to 59 Minutes	320	29.3%	3,001	29.5%	8,903	30.1%	36,557	25.1%
Travel to Work in 60 Minutes or More	23	2.1%	274	2.7%	877	3.0%	4,665	3.2%
Work at Home	30	2.7%	236	2.3%	624	2.1%	3,121	2.1%
Average Travel Time to Work	22.0	mins	23.2	mins	23.5	mins	22.1	mins

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Hwy 78 & New Goodman Rd Olive Branch, Mississippi	1.00 mi radius		3.00 mi radius		5.00 mi radius		10.00 mi radius	
Transportation To Work (2000)								
Work Base	1,089		10,160		29,531		145,565	
Drive to Work Alone	965	88.6%	8,979	88.4%	25,621	86.8%	121,601	83.5%
Drive to Work in Carpool	92	8.5%	898	8.8%	3,049	10.3%	17,916	12.3%
Travel to Work - Public Transportation	2	0.1%	15	0.2%	39	0.1%	744	0.5%
Drive to Work on Motorcycle	0	-	0	-	6	0.0%	56	0.0%
Bicycle to Work	0	-	0	-	18	0.1%	108	0.1%
Walk to Work	1	0.1%	14	0.1%	66	0.2%	1,033	0.7%
Other Means	0	-	17	0.2%	107	0.4%	987	0.7%
Work at Home	30	2.7%	236	2.3%	624	2.1%	3,121	2.1%
Daytime Demos (2009)								
Total Number of Businesses	114		913		2,123		12,955	
Total Number of Employees	1,249		11,773		32,240		185,116	
Company Headqtrs: Businesses	0	0	1	0.1%	8	0.4%	72	0.6%
Company Headqtrs: Employees	0	0	107	0.9%	651	2.0%	8,531	4.6%
Employee Population per Business	10.9 to 1		12.9 to 1		15.2 to 1		14.3 to 1	
Residential Population per Business	27.4 to 1		31.0 to 1		35.4 to 1		25.1 to 1	
Est. Adj. Daytime Demographics (Age16+)	1,949		18,133		48,790		268,549	
Labor Force (2009)								
Labor: Population Age 16+	2,283		20,545		55,355		245,274	
Unemployment Rate	4.7%		5.7%		5.2%		5.4%	
Labor Force Total: Males	1,066	46.7%	9,622	46.8%	25,998	47.0%	114,283	46.6%
<i>Male civilian employec</i>	801	75.1%	7,046	73.2%	19,489	75.0%	81,753	71.5%
<i>Male civilian unemployec</i>	50	4.7%	646	6.7%	1,439	5.5%	6,493	5.7%
<i>Males in Armed Forces</i>	0	-	4	0.0%	38	0.1%	260	0.2%
<i>Males not in labor force</i>	215	20.2%	1,927	20.0%	5,033	19.4%	25,777	22.6%
Labor Force Total: Females	1,217	53.3%	10,923	53.2%	29,357	53.0%	130,990	53.4%
<i>Female civilian employec</i>	782	64.2%	7,135	65.3%	19,278	65.7%	79,780	60.9%
<i>Female civilian unemployec</i>	58	4.7%	518	4.7%	1,446	4.9%	6,830	5.2%
<i>Females in Armed Forces</i>	0	-	0	-	1	0.0%	48	0.0%
<i>Females not in labor force</i>	378	31.0%	3,270	29.9%	8,632	29.4%	44,333	33.8%
Employment Force Change (2000-2009)	493	45.3%	4,021	39.6%	9,260	31.4%	16,186	11.1%
Male Change (2000-2009)	203	34.0%	1,574	28.8%	3,919	25.2%	5,798	7.6%
Female Change (2000-2009)	290	59.0%	2,447	52.2%	5,341	38.3%	10,388	15.0%
Occupation (2000)								
Occupation: Population Age 16+	1,089		10,160		29,506		145,347	
<i>Occupation Total: Males</i>	597	54.9%	5,471	53.9%	15,570	52.8%	75,955	52.3%
<i>Occupation Total: Females</i>	492	45.1%	4,688	46.1%	13,936	47.2%	69,392	47.7%
Mgmt, Business, & Financial Operations	181	16.6%	1,625	16.0%	4,848	16.4%	21,523	14.8%
Professional and Related	163	15.0%	1,673	16.5%	5,492	18.6%	27,046	18.6%
Service	96	8.8%	974	9.6%	3,048	10.3%	17,338	11.9%
Sales and Office	365	33.5%	3,232	31.8%	9,069	30.7%	45,543	31.3%
Farming, Fishing, and Forestry	4	0.3%	27	0.3%	48	0.2%	194	0.1%
Construction, Extraction, & Maintenance	106	9.7%	1,006	9.9%	2,616	8.9%	11,611	8.0%
Production, Transport, & Material Moving	175	16.0%	1,623	16.0%	4,386	14.9%	22,092	15.2%
<i>White Collar</i>	65.1%		64.3%		65.8%		64.8%	
<i>Blue Collar</i>	34.9%		35.7%		34.2%		35.2%	

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Hwy 78 & New Goodman Rd Olive Branch, Mississippi	1.00 mi radius		3.00 mi radius		5.00 mi radius		10.00 mi radius	
Units In Structure (2000)								
Total Units	811		7,409		20,259		114,746	
1 Detached Unit	678	83.5%	6,391	86.3%	17,967	88.7%	73,551	64.1%
1 Attached Unit	6	0.7%	71	1.0%	761	3.8%	5,950	5.2%
2 Units	6	0.8%	48	0.6%	91	0.4%	1,453	1.3%
3 to 4 Units	30	3.6%	226	3.0%	344	1.7%	6,793	5.9%
5 to 9 Units	43	5.3%	322	4.3%	470	2.3%	11,380	9.9%
10 to 19 Units	16	1.9%	121	1.6%	152	0.8%	6,094	5.3%
20 to 49 Units	2	0.2%	12	0.2%	23	0.1%	1,617	1.4%
50 or more Units	6	0.8%	38	0.5%	115	0.6%	5,957	5.2%
Mobile Home or Trailer	25	3.1%	181	2.4%	336	1.7%	1,930	1.7%
Other Structure	0	-	0	-	0	-	21	0.0%
Homes Built By Year (2000)								
Homes Built 1999 to 2000	94	11.6%	717	9.7%	1,316	6.5%	3,571	3.1%
Homes Built 1995 to 1998	272	33.5%	2,501	33.8%	4,503	22.2%	12,394	10.8%
Homes Built 1990 to 1994	187	23.1%	2,035	27.5%	4,725	23.3%	13,417	11.7%
Homes Built 1980 to 1989	122	15.0%	1,040	14.0%	6,231	30.8%	27,196	23.7%
Homes Built 1970 to 1979	62	7.6%	527	7.1%	2,299	11.3%	29,553	25.8%
Homes Built 1960 to 1969	40	4.9%	306	4.1%	616	3.0%	18,010	15.7%
Homes Built 1950 to 1959	13	1.6%	96	1.3%	189	0.9%	8,169	7.1%
Homes Built 1940 to 1949	15	1.8%	118	1.6%	222	1.1%	1,602	1.4%
Homes Built Before 1939	7	0.9%	68	0.9%	157	0.8%	834	0.7%
Median Age of Homes	6.2 yrs		6.4 yrs		9.9 yrs		20.2 yrs	
Home Values (2000)								
Owner Specified Housing Units	614		5,862		16,532		67,230	
Home Values \$1,000,000 or More	0	-	11	0.2%	27	0.2%	192	0.3%
Home Values \$750,000 or \$999,999	1	0.2%	8	0.1%	24	0.1%	185	0.3%
Home Values \$500,000 or \$749,999	0	-	0	-	5	0.0%	624	0.9%
Home Values \$400,000 to \$499,999	4	0.7%	24	0.4%	60	0.4%	946	1.4%
Home Values \$300,000 to \$399,999	9	1.4%	83	1.4%	177	1.1%	1,967	2.9%
Home Values \$250,000 to \$299,999	28	4.6%	233	4.0%	462	2.8%	2,430	3.6%
Home Values \$200,000 to \$249,999	40	6.6%	336	5.7%	739	4.5%	3,666	5.5%
Home Values \$175,000 to \$199,999	26	4.3%	246	4.2%	748	4.5%	3,095	4.6%
Home Values \$150,000 to \$174,999	63	10.3%	540	9.2%	1,743	10.5%	4,914	7.3%
Home Values \$125,000 to \$149,999	127	20.7%	1,114	19.0%	2,761	16.7%	7,650	11.4%
Home Values \$100,000 to \$124,999	145	23.7%	1,501	25.6%	3,526	21.3%	9,123	13.6%
Home Values \$90,000 to \$99,999	80	13.1%	790	13.5%	2,127	12.9%	6,197	9.2%
Home Values \$80,000 to \$89,999	37	6.0%	330	5.6%	1,876	11.3%	7,749	11.5%
Home Values \$70,000 to \$79,999	33	5.5%	366	6.2%	1,417	8.6%	7,321	10.9%
Home Values \$60,000 to \$69,999	6	1.0%	80	1.4%	433	2.6%	5,822	8.7%
Home Values \$50,000 to \$59,999	8	1.4%	108	1.8%	189	1.1%	3,092	4.6%
Home Values \$35,000 to \$49,999	2	0.3%	65	1.1%	135	0.8%	1,685	2.5%
Home Values \$25,000 to \$34,999	2	0.3%	15	0.3%	42	0.3%	293	0.4%
Home Values \$10,000 to \$24,999	1	0.2%	12	0.2%	29	0.2%	191	0.3%
Home Values \$0 to \$9,999	0	-	0	-	12	0.1%	88	0.1%
Owner Occupied Median Home Value	\$125,372		\$124,057		\$120,870		\$127,995	
Renter Occupied Median Rent	\$536		\$573		\$659		\$561	

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Hwy 78 & New Goodman Rd Olive Branch, Mississippi	1.00 mi radius	3.00 mi radius	5.00 mi radius	10.00 mi radius
Consumer Expenditure (Annual Total)				
Total Household Expenditure (2009)	\$64,314,092	\$571,418,231	\$1,511,693,020	\$6,829,287,870
<i>Total Non-Retail Expenditures (2009)</i>	\$37,205,221	\$330,653,634	\$875,143,431	\$3,944,252,363
<i>Total Retail Expenditures (2009)</i>	\$27,108,871	\$240,764,597	\$636,549,591	\$2,885,035,507
Apparel (2009)	\$3,065,897	\$27,240,295	\$72,114,179	\$327,897,859
Contributions (2009)	\$2,337,000	\$20,756,991	\$56,077,350	\$263,459,962
Education (2009)	\$1,551,819	\$13,733,843	\$37,109,223	\$171,580,238
Entertainment (2009)	\$3,621,305	\$32,200,071	\$85,364,491	\$383,932,624
Food And Beverages (2009)	\$9,770,543	\$86,802,878	\$228,416,505	\$1,032,759,262
Furnishings And Equipment (2009)	\$2,908,090	\$25,855,676	\$68,796,964	\$306,708,159
Gifts (2009)	\$1,692,764	\$15,014,647	\$40,378,696	\$185,729,094
Health Care (2009)	\$3,840,362	\$34,081,675	\$89,285,110	\$406,553,038
Household Operations (2009)	\$2,340,006	\$20,782,296	\$55,677,047	\$252,217,644
Miscellaneous Expenses (2009)	\$1,065,520	\$9,472,076	\$24,923,747	\$112,797,940
Personal Care (2009)	\$931,469	\$8,273,626	\$21,835,273	\$98,743,745
Personal Insurance (2009)	\$661,793	\$5,874,743	\$15,761,874	\$72,224,375
Reading (2009)	\$209,991	\$1,864,485	\$4,935,102	\$22,417,576
Shelter (2009)	\$12,381,541	\$109,966,945	\$291,805,035	\$1,318,498,181
Tobacco (2009)	\$400,545	\$3,558,443	\$9,206,123	\$42,157,086
Transportation (2009)	\$13,115,569	\$116,687,346	\$307,259,528	\$1,363,980,499
Utilities (2009)	\$4,419,878	\$39,252,195	\$102,746,771	\$467,630,593
Consumer Expenditure (per Household per Month)				
Total Household Expenditure (2009)	\$4,908	\$4,834	\$4,818	\$4,656
<i>Total Non-Retail Expenditures (2009)</i>	\$2,839 57.8%	\$2,797 57.9%	\$2,789 57.9%	\$2,689 57.8%
<i>Total Retail Expenditures (2009)</i>	\$2,069 42.2%	\$2,037 42.1%	\$2,029 42.1%	\$1,967 42.2%
Apparel (2009)	\$234 4.8%	\$230 4.8%	\$230 4.8%	\$224 4.8%
Contributions (2009)	\$178 3.6%	\$176 3.6%	\$179 3.7%	\$180 3.9%
Education (2009)	\$118 2.4%	\$116 2.4%	\$118 2.5%	\$117 2.5%
Entertainment (2009)	\$276 5.6%	\$272 5.6%	\$272 5.6%	\$262 5.6%
Food And Beverages (2009)	\$746 15.2%	\$734 15.2%	\$728 15.1%	\$704 15.1%
Furnishings And Equipment (2009)	\$222 4.5%	\$219 4.5%	\$219 4.6%	\$209 4.5%
Gifts (2009)	\$129 2.6%	\$127 2.6%	\$129 2.7%	\$127 2.7%
Health Care (2009)	\$293 6.0%	\$288 6.0%	\$285 5.9%	\$277 6.0%
Household Operations (2009)	\$179 3.6%	\$176 3.6%	\$177 3.7%	\$172 3.7%
Miscellaneous Expenses (2009)	\$81 1.7%	\$80 1.7%	\$79 1.6%	\$77 1.7%
Personal Care (2009)	\$71 1.4%	\$70 1.4%	\$70 1.4%	\$67 1.4%
Personal Insurance (2009)	\$51 1.0%	\$50 1.0%	\$50 1.0%	\$49 1.1%
Reading (2009)	\$16 0.3%	\$16 0.3%	\$16 0.3%	\$15 0.3%
Shelter (2009)	\$945 19.3%	\$930 19.2%	\$930 19.3%	\$899 19.3%
Tobacco (2009)	\$31 0.6%	\$30 0.6%	\$29 0.6%	\$29 0.6%
Transportation (2009)	\$1,001 20.4%	\$987 20.4%	\$979 20.3%	\$930 20.0%
Utilities (2009)	\$337 6.9%	\$332 6.9%	\$327 6.8%	\$319 6.8%

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