

# COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections  
 Calculated using Proportional Block Groups



Lat/Lon: 34.96219/-89.85267

## Hwy 78 & New Goodman Rd

### Olive Branch, MS

#### Population

	1 Mile		3 Miles		5 Miles		10 Miles	
Estimated Population (2010)	3,252		29,228		77,170		330,006	
Census Population (1990)	756		6,554		30,864		228,628	
Census Population (2000)	2,113		19,576		55,610		287,996	
Projected Population (2015)	3,618		32,919		87,919		344,529	
Forecasted Population (2020)	4,454		40,330		105,859		375,854	
Historical Annual Change (1990-2000)	1,357	18.0%	13,022	19.9%	24,746	8.0%	59,368	2.6%
Historical Annual Change (2000-2010)	1,139	5.4%	9,652	4.9%	21,560	3.9%	42,010	1.5%
Projected Annual Change (2010-2015)	366	2.2%	3,691	2.5%	10,749	2.8%	14,523	0.9%
Est. Population Density (2010)	1,036.01 <i>psm</i>		1,034.17 <i>psm</i>		983.13 <i>psm</i>		1,050.92 <i>psm</i>	
Trade Area Size	3.14 <i>sq mi</i>		28.26 <i>sq mi</i>		78.49 <i>sq mi</i>		314.02 <i>sq mi</i>	

#### Households

Estimated Households (2010)	1,188		10,611		27,513		125,762	
Census Households (1990)	269		2,295		10,644		87,269	
Census Households (2000)	769		7,072		19,532		108,381	
Projected Households (2015)	1,332		12,090		32,145		135,960	
Forecasted Households (2020)	1,645		14,876		39,142		151,194	
Historical Annual Change (1990-2000)	500	18.6%	4,777	20.8%	8,888	8.4%	21,113	2.4%
Projected Annual Change (2000-2015)	563	4.9%	5,018	4.7%	12,613	4.3%	27,579	1.7%

#### Average Household Income

Est. Average Household Income (2010)	\$74,169		\$73,438		\$75,667		\$73,609	
Census Average Hhld Income (1990)	\$38,769		\$39,654		\$47,371		\$44,587	
Census Average Hhld Income (2000)	\$64,123		\$62,285		\$63,713		\$61,218	
Proj. Average Household Income (2015)	\$77,395		\$76,906		\$80,113		\$77,335	
Historical Annual Change (1990-2000)	\$25,354	6.5%	\$22,631	5.7%	\$16,342	3.4%	\$16,631	3.7%
Projected Annual Change (2000-2015)	\$13,273	1.4%	\$14,621	1.6%	\$16,400	1.7%	\$16,117	1.8%

#### Median Household Income

Est. Median Household Income (2010)	\$69,802		\$68,545		\$70,255		\$62,072	
Census Median Hhld Income (1990)	\$35,599		\$35,467		\$43,108		\$38,678	
Census Median Hhld Income (2000)	\$57,512		\$57,043		\$59,020		\$51,845	
Proj. Median Household Income (2015)	\$73,325		\$72,265		\$75,011		\$65,841	
Historical Annual Change (1990-2000)	\$21,913	6.2%	\$21,576	6.1%	\$15,912	3.7%	\$13,167	3.4%
Projected Annual Change (2000-2015)	\$15,814	1.8%	\$15,223	1.8%	\$15,991	1.8%	\$13,996	1.8%

#### Per Capita Income

Est. Per Capita Income (2010)	\$27,215		\$26,765		\$27,050		\$28,303	
Census Per Capita Income (1990)	\$13,773		\$13,887		\$16,336		\$17,019	
Census Per Capita Income (2000)	\$23,372		\$22,700		\$22,339		\$22,969	
Proj. Per Capita Income (2015)	\$28,619		\$28,348		\$29,361		\$30,794	
Historical Annual Change (1990-2000)	\$9,599	7.0%	\$8,814	6.3%	\$6,003	3.7%	\$5,950	3.5%
Projected Annual Change (2000-2015)	\$5,247	1.5%	\$5,647	1.7%	\$7,022	2.1%	\$7,825	2.3%

#### Other Income

Est. Median Disposable Income (2010)	\$56,769		\$55,901		\$57,085		\$50,987	
Proj. Median Disposable Income (2015)	\$59,292		\$58,518		\$60,353		\$53,675	
Est. Average Household Net Worth (2010)	\$506,756		\$511,609		\$524,639		\$508,822	

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### Olive Branch, MS

1 Mile                      3 Miles                      5 Miles                      10 Miles

#### Household Income Distribution (2010)

HH Income \$200,000 or More	20	1.6%	149	1.4%	445	1.6%	4,659	3.7%
HH Income \$150,000 to 199,999	47	4.0%	451	4.2%	1,121	4.1%	5,553	4.4%
HH Income \$125,000 to 149,999	45	3.8%	450	4.2%	1,655	6.0%	5,561	4.4%
HH Income \$100,000 to 124,999	174	14.7%	1,423	13.4%	3,434	12.5%	10,593	8.4%
HH Income \$75,000 to 99,999	238	20.0%	2,079	19.6%	5,557	20.2%	17,257	13.7%
HH Income \$50,000 to 74,999	288	24.2%	2,672	25.2%	6,905	25.1%	27,052	21.5%
HH Income \$35,000 to 49,999	152	12.8%	1,506	14.2%	3,698	13.4%	18,848	15.0%
HH Income \$25,000 to 34,999	75	6.3%	650	6.1%	1,993	7.2%	14,263	11.3%
HH Income \$15,000 to 24,999	77	6.5%	690	6.5%	1,551	5.6%	11,382	9.1%
HH Income \$10,000 to 14,999	46	3.8%	325	3.1%	644	2.3%	5,189	4.1%
HH Income \$0 to 9,999	27	2.3%	215	2.0%	510	1.9%	5,405	4.3%
HH Income \$35,000+	964	81.1%	8,731	82.3%	22,815	82.9%	89,524	71.2%
HH Income \$50,000+	812	68.4%	7,224	68.1%	19,117	69.5%	70,675	56.2%
HH Income \$75,000+	524	44.1%	4,552	42.9%	12,212	44.4%	43,623	34.7%

#### Race & Ethnicity (2010)

Total Population	3,252		29,228		77,170		330,006	
White	2,464	75.8%	20,035	68.5%	43,730	56.7%	170,985	51.8%
Black or African American	712	21.9%	8,409	28.8%	31,098	40.3%	145,713	44.2%
American Indian & Alaska Native	13	0.4%	107	0.4%	224	0.3%	1,084	0.3%
Asian	31	0.9%	347	1.2%	1,269	1.6%	7,629	2.3%
Hawaiian & Pacific Islander	-	-	8	-	47	0.1%	246	0.1%
Other Race	15	0.5%	157	0.5%	390	0.5%	2,521	0.8%
Two or More Races	17	0.5%	165	0.6%	414	0.5%	1,828	0.6%
Not Hispanic or Latino Population	3,165	97.3%	28,315	96.9%	74,466	96.5%	310,823	94.2%
Non Hispanic: White	2,397	75.7%	19,426	68.6%	42,385	56.9%	163,805	52.7%
Non Hispanic: Black or African American	693	21.9%	8,122	28.7%	29,801	40.0%	134,330	43.2%
Non Hispanic: Amer Indian & AK Native	13	0.4%	107	0.4%	224	0.3%	1,057	0.3%
Non Hispanic: Asian	30	1.0%	338	1.2%	1,232	1.7%	7,168	2.3%
Non Hispanic: Hawaiian & Pacific Island	-	-	5	-	34	-	221	0.1%
Non Hispanic: Other Race	15	0.5%	157	0.6%	390	0.5%	2,521	0.8%
Non Hispanic: Two or More Races	17	0.5%	161	0.6%	400	0.5%	1,721	0.6%
Hispanic or Latino Population	87	2.7%	913	3.1%	2,704	3.5%	19,182	5.8%
Hispanic: White	67	77.3%	609	66.7%	1,345	49.7%	7,179	37.4%
Hispanic: Black or African American	19	21.6%	287	31.4%	1,296	47.9%	11,383	59.3%
Hispanic: American Indian & Alaska Nat	-	-	-	-	-	-	27	0.1%
Hispanic: Asian	1	0.8%	10	1.1%	37	1.4%	461	2.4%
Hispanic: Hawaiian & Pacific Islander	-	-	3	0.3%	12	0.5%	25	0.1%
Hispanic: Other Race	-	-	-	-	-	-	-	-
Hispanic: Two or More Races	-	0.4%	5	0.5%	13	0.5%	107	0.6%
Not of Hispanic Origin Population (1990)	754	99.8%	6,534	99.7%	30,676	99.4%	226,705	99.2%
Hispanic Origin Population (1990)	2	0.2%	20	0.3%	188	0.6%	1,923	0.8%
Not Hispanic or Latino Population (2000)	2,086	98.7%	19,276	98.5%	54,502	98.0%	278,482	96.7%
Hispanic or Latino Population (2000)	27	1.3%	301	1.5%	1,109	2.0%	9,514	3.3%
Not Hispanic or Latino Population 5yr (2015)	3,493	96.5%	31,589	96.0%	84,252	95.8%	320,397	93.0%
Hispanic or Latino Population 5yr (2015)	125	3.5%	1,331	4.0%	3,667	4.2%	24,132	7.0%
Historical Annual Change (1990-2000)	25	163.1%	281	142.9%	921	49.0%	7,590	39.5%
Projected Annual Change (2000-2015)	98	24.3%	1,030	22.9%	2,559	15.4%	14,618	10.2%

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#### Age Distribution (2010)

Total Population	3,252		29,228		77,170		330,006	
Age 0 to 4 yrs	304	9.3%	2,811	9.6%	6,886	8.9%	27,760	8.4%
Age 5 to 9 yrs	274	8.4%	2,448	8.4%	6,246	8.1%	24,824	7.5%
Age 10 to 14 yrs	266	8.2%	2,388	8.2%	6,338	8.2%	24,774	7.5%
Age 15 to 19 yrs	207	6.4%	1,918	6.6%	5,533	7.2%	24,256	7.4%
Age 20 to 24 yrs	177	5.4%	1,593	5.4%	4,119	5.3%	22,338	6.8%
Age 25 to 29 yrs	238	7.3%	2,114	7.2%	4,908	6.4%	22,373	6.8%
Age 30 to 34 yrs	251	7.7%	2,371	8.1%	5,702	7.4%	21,591	6.5%
Age 35 to 39 yrs	252	7.7%	2,307	7.9%	5,979	7.7%	22,340	6.8%
Age 40 to 44 yrs	224	6.9%	2,053	7.0%	5,882	7.6%	23,105	7.0%
Age 45 to 49 yrs	209	6.4%	1,925	6.6%	5,783	7.5%	23,952	7.3%
Age 50 to 54 yrs	182	5.6%	1,679	5.7%	5,197	6.7%	23,513	7.1%
Age 55 to 59 yrs	156	4.8%	1,392	4.8%	4,268	5.5%	20,359	6.2%
Age 60 to 64 yrs	146	4.5%	1,259	4.3%	3,510	4.5%	16,076	4.9%
Age 65 to 69 yrs	130	4.0%	1,058	3.6%	2,520	3.3%	11,597	3.5%
Age 70 to 74 yrs	94	2.9%	783	2.7%	1,747	2.3%	7,807	2.4%
Age 75 to 79 yrs	68	2.1%	527	1.8%	1,142	1.5%	5,461	1.7%
Age 80 to 84 yrs	43	1.3%	340	1.2%	775	1.0%	3,966	1.2%
Age 85 yrs plus	32	1.0%	263	0.9%	634	0.8%	3,915	1.2%
Median Age	32.8 yrs		32.3 yrs		33.5 yrs		34.1 yrs	
Age 19 yrs or less	1,051	32.3%	9,565	32.7%	25,003	32.4%	101,614	30.8%
Age 20 to 64 years	1,834	56.4%	16,693	57.1%	45,349	58.8%	195,647	59.3%
Age 65 years Plus	367	11.3%	2,970	10.2%	6,818	8.8%	32,745	9.9%

#### Female Age Distribution (2010)

Female Population	1,669		14,960		39,582		171,156	
Age 0 to 4 yrs	146	8.7%	1,363	9.1%	3,347	8.5%	13,541	7.9%
Age 5 to 9 yrs	134	8.1%	1,188	7.9%	3,046	7.7%	12,230	7.1%
Age 10 to 14 yrs	138	8.3%	1,192	8.0%	3,114	7.9%	12,231	7.1%
Age 15 to 19 yrs	96	5.8%	900	6.0%	2,639	6.7%	11,840	6.9%
Age 20 to 24 yrs	96	5.7%	863	5.8%	2,144	5.4%	11,193	6.5%
Age 25 to 29 yrs	125	7.5%	1,104	7.4%	2,576	6.5%	11,403	6.7%
Age 30 to 34 yrs	130	7.8%	1,221	8.2%	2,962	7.5%	11,160	6.5%
Age 35 to 39 yrs	130	7.8%	1,174	7.8%	3,087	7.8%	11,752	6.9%
Age 40 to 44 yrs	114	6.8%	1,053	7.0%	3,035	7.7%	12,229	7.1%
Age 45 to 49 yrs	104	6.2%	972	6.5%	2,966	7.5%	12,711	7.4%
Age 50 to 54 yrs	92	5.5%	874	5.8%	2,700	6.8%	12,488	7.3%
Age 55 to 59 yrs	83	5.0%	730	4.9%	2,219	5.6%	10,730	6.3%
Age 60 to 64 yrs	82	4.9%	696	4.7%	1,876	4.7%	8,546	5.0%
Age 65 to 69 yrs	68	4.1%	558	3.7%	1,334	3.4%	6,171	3.6%
Age 70 to 74 yrs	52	3.1%	437	2.9%	992	2.5%	4,429	2.6%
Age 75 to 79 yrs	36	2.2%	281	1.9%	654	1.7%	3,257	1.9%
Age 80 to 84 yrs	23	1.4%	189	1.3%	472	1.2%	2,524	1.5%
Age 85 yrs plus	20	1.2%	164	1.1%	418	1.1%	2,720	1.6%
Female Median Age	33.3 yrs		33.0 yrs		34.2 yrs		35.4 yrs	
Age 19 yrs or less	514	30.8%	4,643	31.0%	12,146	30.7%	49,842	29.1%
Age 20 to 64 years	956	57.3%	8,687	58.1%	23,565	59.5%	102,214	59.7%
Age 65 years Plus	199	11.9%	1,630	10.9%	3,872	9.8%	19,101	11.2%

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#### Male Age Distribution (2010)

Male Population	1,583	48.7%	14,268	48.8%	37,588	48.7%	158,850	48.1%
Age 0 to 4 yrs	158	10.0%	1,448	10.1%	3,539	9.4%	14,219	9.0%
Age 5 to 9 yrs	139	8.8%	1,260	8.8%	3,200	8.5%	12,593	7.9%
Age 10 to 14 yrs	128	8.1%	1,196	8.4%	3,224	8.6%	12,543	7.9%
Age 15 to 19 yrs	111	7.0%	1,018	7.1%	2,895	7.7%	12,417	7.8%
Age 20 to 24 yrs	81	5.1%	730	5.1%	1,975	5.3%	11,144	7.0%
Age 25 to 29 yrs	113	7.1%	1,010	7.1%	2,333	6.2%	10,970	6.9%
Age 30 to 34 yrs	122	7.7%	1,150	8.1%	2,739	7.3%	10,431	6.6%
Age 35 to 39 yrs	122	7.7%	1,134	7.9%	2,892	7.7%	10,588	6.7%
Age 40 to 44 yrs	110	6.9%	999	7.0%	2,847	7.6%	10,876	6.8%
Age 45 to 49 yrs	105	6.7%	953	6.7%	2,817	7.5%	11,241	7.1%
Age 50 to 54 yrs	89	5.7%	805	5.6%	2,497	6.6%	11,026	6.9%
Age 55 to 59 yrs	73	4.6%	661	4.6%	2,049	5.5%	9,629	6.1%
Age 60 to 64 yrs	65	4.1%	564	4.0%	1,634	4.3%	7,529	4.7%
Age 65 to 69 yrs	63	4.0%	499	3.5%	1,185	3.2%	5,426	3.4%
Age 70 to 74 yrs	42	2.7%	346	2.4%	755	2.0%	3,377	2.1%
Age 75 to 79 yrs	31	2.0%	245	1.7%	488	1.3%	2,204	1.4%
Age 80 to 84 yrs	20	1.2%	150	1.1%	303	0.8%	1,442	0.9%
Age 85 yrs plus	12	0.7%	99	0.7%	215	0.6%	1,195	0.8%
Male Median Age	32.2 yrs		31.7 yrs		32.6 yrs		32.8 yrs	
Age 19 yrs or less	537	33.9%	4,922	34.5%	12,857	34.2%	51,772	32.6%
Age 20 to 64 years	879	55.5%	8,006	56.1%	21,784	58.0%	93,433	58.8%
Age 65 years Plus	168	10.6%	1,340	9.4%	2,946	7.8%	13,644	8.6%

#### Males per 100 Females (2010)

Overall Comparison	95		95		95		93	
Age 0 to 4 yrs	108	51.9%	106	51.5%	106	51.4%	105	51.2%
Age 5 to 9 yrs	104	50.9%	106	51.5%	105	51.2%	103	50.7%
Age 10 to 14 yrs	93	48.2%	100	50.1%	104	50.9%	103	50.6%
Age 15 to 19 yrs	116	53.6%	113	53.1%	110	52.3%	105	51.2%
Age 20 to 24 yrs	84	45.8%	85	45.8%	92	47.9%	100	49.9%
Age 25 to 29 yrs	90	47.4%	92	47.8%	91	47.5%	96	49.0%
Age 30 to 34 yrs	93	48.3%	94	48.5%	92	48.0%	93	48.3%
Age 35 to 39 yrs	94	48.4%	97	49.1%	94	48.4%	90	47.4%
Age 40 to 44 yrs	96	49.0%	95	48.7%	94	48.4%	89	47.1%
Age 45 to 49 yrs	102	50.4%	98	49.5%	95	48.7%	88	46.9%
Age 50 to 54 yrs	97	49.2%	92	47.9%	93	48.1%	88	46.9%
Age 55 to 59 yrs	88	46.7%	91	47.5%	92	48.0%	90	47.3%
Age 60 to 64 yrs	79	44.3%	81	44.8%	87	46.6%	88	46.8%
Age 65 to 69 yrs	92	48.0%	89	47.2%	89	47.0%	88	46.8%
Age 70 to 74 yrs	82	45.0%	79	44.2%	76	43.2%	76	43.3%
Age 75 to 79 yrs	87	46.4%	87	46.6%	75	42.7%	68	40.4%
Age 80 to 84 yrs	86	46.3%	79	44.3%	64	39.1%	57	36.4%
Age 85 yrs plus	57	36.2%	60	37.6%	51	34.0%	44	30.5%
Age 19 yrs or less	104	51.1%	106	51.5%	106	51.4%	104	50.9%
Age 20 to 39 yrs	91	47.6%	92	48.0%	92	48.0%	95	48.7%
Age 40 to 64 yrs	93	48.2%	92	47.9%	93	48.1%	89	47.0%
Age 65 years Plus	84	45.7%	82	45.1%	76	43.2%	71	41.7%

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#### Household Type (2010)

	1 Mile		3 Miles		5 Miles		10 Miles	
Total Households	1,188		10,611		27,513		125,762	
Households with Children	518	43.6%	4,681	44.1%	11,967	43.5%	47,738	38.0%
Average Household Size	2.73		2.75		2.80		2.61	
Est. Household Density	378.42	<i>psm</i>	375.43	<i>psm</i>	350.52	<i>psm</i>	400.49	<i>psm</i>
Population Family	2,940	90.4%	26,429	90.4%	70,078	90.8%	281,001	85.2%
Population Non-Family	305	9.4%	2,747	9.4%	7,006	9.1%	46,995	14.2%
Population Group Qtrs	7	0.2%	52	0.2%	86	0.1%	2,010	0.6%
Family Households	902	75.9%	8,037	75.7%	21,031	76.4%	85,679	68.1%
<i>Married Couple Hhlds</i>	691	76.6%	6,057	75.4%	15,682	74.6%	57,350	66.9%
<i>Other Family Hhlds</i>	211	23.4%	1,979	24.6%	5,349	25.4%	28,329	33.1%
Family Households With Children	516	57.3%	4,655	57.9%	11,882	56.5%	47,287	55.2%
<i>Married Couple With Children</i>	351	68.0%	3,121	67.0%	7,960	67.0%	27,040	57.2%
<i>Other Family Hhlds With Children</i>	165	32.0%	1,534	33.0%	3,922	33.0%	20,247	42.8%
Family Households No Children	385	42.7%	3,382	42.1%	9,149	43.5%	38,392	44.8%
<i>Married Couple No Children</i>	340	88.2%	2,937	86.8%	7,722	84.4%	30,311	79.0%
<i>Other Family Households No Children</i>	46	11.8%	445	13.2%	1,427	15.6%	8,081	21.0%
Average Family Household Size	3.26		3.29		3.33		3.28	
Average Family Income	\$80,585		\$79,954		\$82,808		\$86,728	
Median Family Income	\$76,415		\$75,396		\$76,881		\$73,471	
Non-Family Households	286	24.1%	2,574	24.3%	6,482	23.6%	40,083	31.9%
Non-Family Hhlds With Children	2	0.8%	26	1.0%	85	1.3%	451	1.1%
Non-Family Hhld No Children	284	99.2%	2,548	99.0%	6,397	98.7%	39,632	98.9%
<i>N-F Hhld Lone Person No Children</i>	242	84.5%	2,169	84.3%	5,485	84.6%	34,163	85.2%
Lone Male Householder	106	44.0%	975	45.0%	2,521	46.0%	15,169	44.4%
Lone Female Householder	136	56.0%	1,194	55.0%	2,964	54.0%	18,994	55.6%
<i>N-F Hhld 2+ Persons No Children</i>	42	14.7%	379	14.7%	912	14.1%	5,469	13.6%
Average Non-Family Hhld Size	1.07		1.07		1.08		1.17	

#### Marital Status (2010)

(15 Years or Older)	2,408		21,565		57,642		252,561	
Never Married	408	17.0%	3,962	18.4%	11,791	20.5%	66,632	26.4%
Now Married	1,617	67.1%	14,232	66.0%	37,042	64.3%	137,235	54.3%
Previously Married	383	15.9%	3,371	15.6%	8,810	15.3%	48,695	19.3%
Separated	57	14.9%	492	14.6%	1,813	20.6%	12,202	25.1%
Widowed	99	25.8%	773	22.9%	1,958	22.2%	11,745	24.1%
Divorced	228	59.3%	2,106	62.5%	5,038	57.2%	24,748	50.8%

#### Educational Attainment (2010)

Adult Population (25 Years or Older)	2,025		18,070		48,048		206,054	
Elementary (0 to 8)	60	2.9%	483	2.7%	1,191	2.5%	6,464	3.1%
Some High School (9 to 11)	105	5.2%	880	4.9%	2,378	5.0%	12,975	6.3%
High School Graduate (12)	583	28.8%	5,107	28.3%	12,768	26.6%	56,381	27.4%
Some College (13 to 16)	526	26.0%	4,826	26.7%	13,429	27.9%	53,857	26.1%
Associate Degree Only	157	7.8%	1,492	8.3%	4,164	8.7%	15,456	7.5%
Bachelor Degree Only	409	20.2%	3,593	19.9%	9,739	20.3%	40,229	19.5%
Graduate Degree	184	9.1%	1,689	9.3%	4,377	9.1%	20,689	10.0%
Any College + (Some College or higher)	1,277	63.1%	11,600	64.2%	31,710	66.0%	130,232	63.2%
College Degree + (Bachelor Degree or higher)	593	29.3%	5,282	29.2%	14,117	29.4%	60,918	29.6%

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# COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections  
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Lat/Lon: 34.96219/-89.85267

## Hwy 78 & New Goodman Rd

### Olive Branch, MS

	1 Mile		3 Miles		5 Miles		10 Miles	
<b>Housing (2010)</b>								
Total Housing Units	1,277		11,456		30,095		142,494	
Housing Units, Occupied	1,188	93.0%	10,611	92.6%	27,513	91.4%	125,762	88.3%
Housing Units, Owner-Occupied	937	78.8%	8,639	81.4%	23,606	85.8%	84,525	67.2%
Housing Units, Renter-Occupied	251	21.2%	1,972	18.6%	3,908	14.2%	41,237	32.8%
Housing Units, Vacant	90	6.6%	845	6.9%	2,581	7.9%	16,732	10.5%
Total Housing Units (2000)	809		7,403		20,316		114,884	
Historical Annual Change (2000-2010)	468	5.8%	4,053	5.5%	9,779	4.8%	27,611	2.4%

### Household Size (2010)

	1 Mile		3 Miles		5 Miles		10 Miles	
Total Households	1,188		10,611		27,513		125,762	
1 Person Households	242	20.4%	2,169	20.4%	5,485	19.9%	34,163	27.2%
2 Person Households	368	31.0%	3,211	30.3%	8,089	29.4%	36,178	28.8%
3 Person Households	225	19.0%	2,023	19.1%	5,326	19.4%	21,731	17.3%
4 Person Households	229	19.2%	2,078	19.6%	5,431	19.7%	20,288	16.1%
5 Person Households	85	7.2%	768	7.2%	2,159	7.8%	8,640	6.9%
6 Person Households	29	2.4%	262	2.5%	703	2.6%	3,002	2.4%
7+ Person Households	9	0.8%	100	0.9%	320	1.2%	1,760	1.4%

### Household Stability (2010)

	1 Mile		3 Miles		5 Miles		10 Miles	
Total Households	1,188		10,611		27,513		125,762	
In current residence < 1 year	207	17.4%	1,812	17.1%	4,512	16.4%	21,443	17.1%
In current residence 1-2 years	313	26.3%	2,842	26.8%	7,038	25.6%	35,688	28.4%
In current residence 3-5 years	286	24.1%	2,552	24.1%	6,560	23.8%	25,437	20.2%
In current residence 6-10 years	225	19.0%	1,984	18.7%	5,510	20.0%	20,214	16.1%
In current residence > 10 years	157	13.2%	1,421	13.4%	3,894	14.2%	22,979	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 (2010)

	1 Mile		3 Miles		5 Miles		10 Miles	
Total Vehicles Available	2,363		21,311		57,448		237,168	
Household: 0 Vehicles Available	17	1.4%	153	1.4%	450	1.6%	5,654	4.5%
Household: 1 Vehicles Available	363	30.6%	3,183	30.0%	7,292	26.5%	46,012	36.6%
Household: 2 Vehicles Available	552	46.5%	4,940	46.6%	12,814	46.6%	49,054	39.0%
Household: 3+ Vehicles Available	256	21.5%	2,334	22.0%	6,958	25.3%	25,042	19.9%
Average Per Household	2.0 Vehicles		2.0 Vehicles		2.1 Vehicles		1.9 Vehicles	
Owner Occupied Hhlds Vehicles	1,972	83.4%	18,104	85.0%	51,033	88.8%	177,975	75.0%
Average Per Owner Household	2.1 Vehicles		2.1 Vehicles		2.2 Vehicles		2.1 Vehicles	
Renter Occupied Hhlds Vehicles	391	16.6%	3,207	15.0%	6,414	11.2%	59,193	25.0%
Average Per Renter Household	1.6 Vehicles		1.6 Vehicles		1.6 Vehicles		1.4 Vehicles	

### Travel Time (2000)

	1 Mile		3 Miles		5 Miles		10 Miles	
Worker Base (16 Years or Older)	1,086		10,153		29,618		145,711	
Travel to Work in 14 Minutes or Less	254	23.4%	2,183	21.5%	5,900	19.9%	34,306	23.5%
Travel to Work in 15 to 29 Minutes	461	42.5%	4,461	43.9%	13,284	44.9%	67,033	46.0%
Travel to Work in 30 to 59 Minutes	318	29.3%	2,998	29.5%	8,929	30.1%	36,575	25.1%
Travel to Work in 60 Minutes or More	23	2.1%	274	2.7%	880	3.0%	4,669	3.2%
Work at Home	30	2.7%	236	2.3%	625	2.1%	3,128	2.1%
Average Travel Time to Work	22.0 mins		23.2 mins		23.5 mins		22.1 mins	

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Lat/Lon: 34.96219/-89.85267

## Hwy 78 & New Goodman Rd

### Olive Branch, MS

1 Mile                      3 Miles                      5 Miles                      10 Miles

#### Transportation To Work (2000)

Work Base	1,086		10,153		29,618		145,711	
Drive to Work Alone	962	88.6%	8,973	88.4%	25,695	86.8%	121,720	83.5%
Drive to Work in Carpool	92	8.5%	897	8.8%	3,061	10.3%	17,929	12.3%
Travel to Work - Public Transportation	2	0.1%	15	0.2%	39	0.1%	745	0.5%
Drive to Work on Motorcycle	-	-	-	-	6	-	56	-
Bicycle to Work	-	-	-	-	18	0.1%	108	0.1%
Walk to Work	1	0.1%	13	0.1%	66	0.2%	1,036	0.7%
Other Means	-	-	17	0.2%	108	0.4%	988	0.7%
Work at Home	30	2.7%	236	2.3%	625	2.1%	3,128	2.1%

#### Daytime Demos (2010)

Total Number of Businesses	116		911		2,088		12,317	
Total Number of Employees	1,229		11,556		31,962		181,327	
Company Headqtrs: Businesses	-	0.1%	1	0.1%	3	0.2%	26	0.2%
Company Headqtrs: Employees	4	0.3%	49	0.4%	138	0.4%	2,258	1.2%
Employee Population per Business	10.6 to 1		12.7 to 1		15.3 to 1		14.7 to 1	
Residential Population per Business	28.1 to 1		32.1 to 1		37.0 to 1		26.8 to 1	
Est. Adj. Daytime Demographics (Age16+)	1,972		18,254		49,002		265,130	

#### Labor Force (2010)

Labor: Population Age 16+	2,364		21,178		56,484		247,587	
Unemployment Rate		4.6%		5.6%		5.2%		5.4%
Labor Force Total: Males	1,134	48.0%	10,168	48.0%	27,025	47.8%	116,928	47.2%
<i>Male civilian employed</i>	848	74.7%	7,401	72.8%	20,167	74.6%	83,537	71.4%
<i>Male civilian unemployed</i>	53	4.7%	685	6.7%	1,516	5.6%	6,659	5.7%
<i>Males in Armed Forces</i>	1	0.1%	7	0.1%	50	0.2%	294	0.3%
<i>Males not in labor force</i>	233	20.5%	2,075	20.4%	5,291	19.6%	26,438	22.6%
Labor Force Total: Females	1,230	52.0%	11,010	52.0%	29,460	52.2%	130,659	52.8%
<i>Female civilian employed</i>	773	62.8%	7,073	64.2%	19,226	65.3%	79,925	61.2%
<i>Female civilian unemployed</i>	56	4.6%	509	4.6%	1,434	4.9%	6,812	5.2%
<i>Females in Armed Forces</i>	-	-	-	-	1	-	29	-
<i>Females not in labor force</i>	401	32.6%	3,428	31.1%	8,798	29.9%	43,894	33.6%
Employment Force Change (2000-2010)	535	49.2%	4,321	42.6%	9,800	33.1%	17,970	12.4%
Male Change (2000-2010)	252	42.3%	1,934	35.4%	4,555	29.2%	7,499	9.9%
Female Change (2000-2010)	283	57.7%	2,387	50.9%	5,245	37.5%	10,471	15.1%

#### Occupation (2000)

Occupation: Population Age 16+	1,086		10,153		29,593		145,492	
Occupation Total: Males	596	54.9%	5,467	53.8%	15,612	52.8%	76,038	52.3%
Occupation Total: Females	490	45.1%	4,686	46.2%	13,981	47.2%	69,454	47.7%
Mgmt, Business, & Financial Operations	180	16.6%	1,623	16.0%	4,860	16.4%	21,564	14.8%
Professional and Related	163	15.0%	1,673	16.5%	5,512	18.6%	27,099	18.6%
Service	96	8.8%	974	9.6%	3,057	10.3%	17,345	11.9%
Sales and Office	364	33.5%	3,229	31.8%	9,095	30.7%	45,588	31.3%
Farming, Fishing, & Forestry	4	0.3%	27	0.3%	48	0.2%	193	0.1%
Construction, Extraction, & Maintenance	106	9.7%	1,005	9.9%	2,622	8.9%	11,613	8.0%
Production, Transport, & Material Moving	174	16.0%	1,622	16.0%	4,399	14.9%	22,090	15.2%
White Collar		65.1%		64.3%		65.8%		64.8%
Blue Collar		34.9%		35.7%		34.2%		35.2%

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Lat/Lon: 34.96219/-89.85267

## Hwy 78 & New Goodman Rd

### Olive Branch, MS

1 Mile                      3 Miles                      5 Miles                      10 Miles

#### Units In Structure (2000)

	1 Mile		3 Miles		5 Miles		10 Miles	
Total Units	809		7,403		20,316		114,884	
1 Detached Unit	676	83.5%	6,387	86.3%	18,012	88.7%	73,636	64.1%
1 Attached Unit	6	0.7%	71	1.0%	770	3.8%	5,958	5.2%
2 Units	6	0.8%	48	0.6%	91	0.4%	1,454	1.3%
3 to 4 Units	29	3.6%	225	3.0%	344	1.7%	6,817	5.9%
5 to 9 Units	43	5.3%	321	4.3%	472	2.3%	11,388	9.9%
10 to 19 Units	16	2.0%	121	1.6%	153	0.8%	6,100	5.3%
20 to 49 Units	2	0.2%	12	0.2%	23	0.1%	1,619	1.4%
50 or more Units	6	0.8%	38	0.5%	116	0.6%	5,965	5.2%
Mobile Home or Trailer	25	3.1%	180	2.4%	336	1.7%	1,926	1.7%
Other Structure	-	-	-	-	-	-	21	-

#### Homes Built By Year (2000)

	1 Mile		3 Miles		5 Miles		10 Miles	
Homes Built 1999 to 2000	93	11.6%	715	9.7%	1,315	6.5%	3,572	3.1%
Homes Built 1995 to 1998	271	33.5%	2,497	33.7%	4,504	22.2%	12,391	10.8%
Homes Built 1990 to 1994	187	23.1%	2,038	27.5%	4,734	23.3%	13,421	11.7%
Homes Built 1980 to 1989	121	15.0%	1,039	14.0%	6,264	30.8%	27,224	23.7%
Homes Built 1970 to 1979	62	7.6%	527	7.1%	2,314	11.4%	29,591	25.8%
Homes Built 1960 to 1969	40	4.9%	305	4.1%	617	3.0%	17,999	15.7%
Homes Built 1950 to 1959	13	1.6%	96	1.3%	189	0.9%	8,236	7.2%
Homes Built 1940 to 1949	15	1.8%	117	1.6%	223	1.1%	1,610	1.4%
Homes Built Before 1939	7	0.9%	68	0.9%	157	0.8%	838	0.7%
Median Age of Homes	6.2 yrs		6.4 yrs		9.9 yrs		20.2 yrs	

#### Home Values (2000)

	1 Mile		3 Miles		5 Miles		10 Miles	
Owner Specified Housing Units	612		5,859		16,577		67,309	
Home Values \$1,000,000 or More	-	-	11	0.2%	27	0.2%	193	0.3%
Home Values \$750,000 to \$999,999	1	0.2%	8	0.1%	24	0.1%	187	0.3%
Home Values \$500,000 to \$749,999	-	-	-	-	5	-	629	0.9%
Home Values \$400,000 to \$499,999	4	0.7%	24	0.4%	60	0.4%	951	1.4%
Home Values \$300,000 to \$399,999	9	1.4%	83	1.4%	176	1.1%	1,975	2.9%
Home Values \$250,000 to \$299,999	28	4.6%	233	4.0%	462	2.8%	2,439	3.6%
Home Values \$200,000 to \$249,999	40	6.6%	336	5.7%	739	4.5%	3,682	5.5%
Home Values \$175,000 to \$199,999	26	4.3%	245	4.2%	748	4.5%	3,111	4.6%
Home Values \$150,000 to \$174,999	63	10.3%	539	9.2%	1,743	10.5%	4,928	7.3%
Home Values \$125,000 to \$149,999	127	20.7%	1,113	19.0%	2,763	16.7%	7,657	11.4%
Home Values \$100,000 to \$124,999	145	23.7%	1,503	25.6%	3,535	21.3%	9,126	13.6%
Home Values \$90,000 to \$99,999	80	13.0%	790	13.5%	2,135	12.9%	6,198	9.2%
Home Values \$80,000 to \$89,999	36	5.9%	329	5.6%	1,890	11.4%	7,742	11.5%
Home Values \$70,000 to \$79,999	33	5.4%	366	6.2%	1,427	8.6%	7,312	10.9%
Home Values \$60,000 to \$69,999	6	1.0%	80	1.4%	437	2.6%	5,823	8.7%
Home Values \$50,000 to \$59,999	8	1.4%	107	1.8%	189	1.1%	3,096	4.6%
Home Values \$35,000 to \$49,999	2	0.3%	65	1.1%	135	0.8%	1,689	2.5%
Home Values \$25,000 to \$34,999	2	0.3%	15	0.3%	42	0.3%	294	0.4%
Home Values \$10,000 to \$24,999	1	0.2%	12	0.2%	29	0.2%	192	0.3%
Home Values \$0 to \$9,999	-	-	-	-	12	0.1%	88	0.1%
Owner Occupied Median Home Value	\$125,443		\$124,044		\$120,772		\$128,134	
Renter Occupied Median Rent	\$538		\$570		\$645		\$552	
Average Property Value (2010)	\$135,375		\$134,419		\$136,180		\$148,875	

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## Hwy 78 & New Goodman Rd

### Olive Branch, MS

1 Mile

3 Miles

5 Miles

10 Miles

#### Consumer Expenditure (Annual Total)

Total Household Expenditure (2010)	\$68.2 M	\$605 M	\$1.60 B	\$7.08 B
<i>Total Non-Retail Expenditures (2010)</i>	\$39.4 M	\$350 M	\$926 M	\$4.08 B
<i>Total Retail Expenditures (2010)</i>	\$28.8 M	\$255 M	\$675 M	\$3.00 B
Apparel (2010)	\$3.24 M	\$28.8 M	\$76.2 M	\$339 M
Contributions (2010)	\$2.45 M	\$21.8 M	\$57.8 M	\$269 M
Education (2010)	\$1.62 M	\$14.2 M	\$37.7 M	\$173 M
Entertainment (2010)	\$3.84 M	\$34.0 M	\$90.1 M	\$397 M
Food And Beverages (2010)	\$10.4 M	\$92.3 M	\$244 M	\$1.08 B
Furnishings And Equipment (2010)	\$3.07 M	\$27.2 M	\$72.2 M	\$314 M
Gifts (2010)	\$1.79 M	\$15.8 M	\$41.9 M	\$190 M
Health Care (2010)	\$4.12 M	\$36.5 M	\$96.1 M	\$427 M
Household Operations (2010)	\$2.46 M	\$21.8 M	\$57.9 M	\$258 M
Miscellaneous Expenses (2010)	\$1.14 M	\$10.1 M	\$26.6 M	\$118 M
Personal Care (2010)	\$988 K	\$8.77 M	\$23.2 M	\$102 M
Personal Insurance (2010)	\$694 K	\$6.16 M	\$16.4 M	\$73.8 M
Reading (2010)	\$223 K	\$1.98 M	\$5.23 M	\$23.2 M
Shelter (2010)	\$13.1 M	\$116 M	\$308 M	\$1.36 B
Tobacco (2010)	\$432 K	\$3.84 M	\$10.1 M	\$44.9 M
Transportation (2010)	\$14.0 M	\$124 M	\$328 M	\$1.42 B
Utilities (2010)	\$4.72 M	\$41.9 M	\$110 M	\$490 M

#### Consumer Expenditure (per Household per Month)

Total Household Expenditure (2010)	\$4,788		\$4,754		\$4,851		\$4,689	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,767	57.8%	\$2,748	57.8%	\$2,805	57.8%	\$2,704	57.7%
<i>Total Retail Expenditures (2010)</i>	\$2,020	42.2%	\$2,006	42.2%	\$2,046	42.2%	\$1,985	42.3%
Apparel (2010)	\$228	4.8%	\$226	4.8%	\$231	4.8%	\$225	4.8%
Contributions (2010)	\$172	3.6%	\$171	3.6%	\$175	3.6%	\$178	3.8%
Education (2010)	\$113	2.4%	\$112	2.4%	\$114	2.4%	\$115	2.4%
Entertainment (2010)	\$269	5.6%	\$267	5.6%	\$273	5.6%	\$263	5.6%
Food And Beverages (2010)	\$730	15.2%	\$725	15.2%	\$738	15.2%	\$713	15.2%
Furnishings And Equipment (2010)	\$215	4.5%	\$214	4.5%	\$219	4.5%	\$208	4.4%
Gifts (2010)	\$126	2.6%	\$124	2.6%	\$127	2.6%	\$126	2.7%
Health Care (2010)	\$289	6.0%	\$287	6.0%	\$291	6.0%	\$283	6.0%
Household Operations (2010)	\$172	3.6%	\$171	3.6%	\$175	3.6%	\$171	3.6%
Miscellaneous Expenses (2010)	\$80	1.7%	\$79	1.7%	\$81	1.7%	\$78	1.7%
Personal Care (2010)	\$69	1.4%	\$69	1.4%	\$70	1.4%	\$68	1.4%
Personal Insurance (2010)	\$49	1.0%	\$48	1.0%	\$50	1.0%	\$49	1.0%
Reading (2010)	\$16	0.3%	\$16	0.3%	\$16	0.3%	\$15	0.3%
Shelter (2010)	\$920	19.2%	\$913	19.2%	\$934	19.3%	\$904	19.3%
Tobacco (2010)	\$30	0.6%	\$30	0.6%	\$30	0.6%	\$30	0.6%
Transportation (2010)	\$979	20.5%	\$973	20.5%	\$993	20.5%	\$939	20.0%
Utilities (2010)	\$331	6.9%	\$329	6.9%	\$334	6.9%	\$324	6.9%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.