

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.9651/-89.8989

| 5150 Goodman Rd Olive Branch, MS 38654 | 1 mi radius | 3 mi radius | 5 mi radius | 7 mi radius |
|--|------------------|-------------------|-------------------|--------------------|
| Population | | | | |
| Estimated Population (2024) | 3,727 | 22,985 | 82,124 | 210,908 |
| Projected Population (2029) | 3,993 | 24,590 | 85,475 | 211,405 |
| Census Population (2020) | 3,612 | 21,975 | 79,804 | 208,617 |
| Census Population (2010) | 2,506 | 16,671 | 69,291 | 195,387 |
| Projected Annual Growth (2024-2029) | 266 1.4% | 1,605 1.4% | 3,351 0.8% | 497 - |
| Historical Annual Growth (2020-2024) | 115 0.8% | 1,010 1.1% | 2,320 0.7% | 2,291 0.3% |
| Historical Annual Growth (2010-2020) | 1,106 4.4% | 5,304 3.2% | 10,513 1.5% | 13,230 0.7% |
| Estimated Population Density (2024) | 1,187 <i>psm</i> | 813 <i>psm</i> | 1,046 <i>psm</i> | 1,371 <i>psm</i> |
| Trade Area Size | 3.1 <i>sq mi</i> | 28.3 <i>sq mi</i> | 78.5 <i>sq mi</i> | 153.9 <i>sq mi</i> |
| Households | | | | |
| Estimated Households (2024) | 1,395 | 8,491 | 30,307 | 78,506 |
| Projected Households (2029) | 1,505 | 9,191 | 31,975 | 79,818 |
| Census Households (2020) | 1,316 | 7,881 | 28,750 | 76,282 |
| Census Households (2010) | 898 | 5,909 | 24,344 | 69,459 |
| Projected Annual Growth (2024-2029) | 110 1.6% | 700 1.6% | 1,667 1.1% | 1,313 0.3% |
| Historical Annual Change (2010-2024) | 496 3.9% | 2,581 3.1% | 5,963 1.7% | 9,047 0.9% |
| Average Household Income | | | | |
| Estimated Average Household Income (2024) | \$128,355 | \$127,565 | \$114,705 | \$96,423 |
| Projected Average Household Income (2029) | \$124,755 | \$123,413 | \$113,711 | \$99,355 |
| Census Average Household Income (2010) | \$79,501 | \$77,930 | \$68,518 | \$57,486 |
| Census Average Household Income (2000) | \$78,604 | \$74,971 | \$61,382 | \$53,153 |
| Projected Annual Change (2024-2029) | -\$3,600 -0.6% | -\$4,153 -0.7% | -\$993 -0.2% | \$2,932 0.6% |
| Historical Annual Change (2000-2024) | \$49,750 2.6% | \$52,594 2.9% | \$53,323 3.6% | \$43,270 3.4% |
| Median Household Income | | | | |
| Estimated Median Household Income (2024) | \$102,261 | \$103,859 | \$93,671 | \$77,792 |
| Projected Median Household Income (2029) | \$102,519 | \$104,430 | \$94,921 | \$79,277 |
| Census Median Household Income (2010) | \$69,529 | \$67,837 | \$62,115 | \$51,062 |
| Census Median Household Income (2000) | \$66,828 | \$63,778 | \$55,816 | \$47,877 |
| Projected Annual Change (2024-2029) | \$258 - | \$571 0.1% | \$1,251 0.3% | \$1,485 0.4% |
| Historical Annual Change (2000-2024) | \$35,433 2.2% | \$40,081 2.6% | \$37,855 2.8% | \$29,915 2.6% |
| Per Capita Income | | | | |
| Estimated Per Capita Income (2024) | \$48,023 | \$47,123 | \$42,338 | \$35,911 |
| Projected Per Capita Income (2029) | \$47,019 | \$46,126 | \$42,545 | \$37,532 |
| Census Per Capita Income (2010) | \$28,493 | \$27,626 | \$24,075 | \$20,436 |
| Census Per Capita Income (2000) | \$27,335 | \$26,359 | \$21,558 | \$19,332 |
| Projected Annual Change (2024-2029) | -\$1,003 -0.4% | -\$997 -0.4% | \$206 - | \$1,621 0.9% |
| Historical Annual Change (2000-2024) | \$20,688 3.2% | \$20,763 3.3% | \$20,780 4.0% | \$16,579 3.6% |
| Estimated Average Household Net Worth (2024) | \$1.34 M | \$1.3 M | \$1.06 M | \$824,532 |

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 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.9651/-89.8989

| 5150 Goodman Rd Olive Branch, MS 38654 | 1 mi radius | 3 mi radius | 5 mi radius | 7 mi radius |
|---|--------------------|--------------------|--------------------|--------------------|
| Race and Ethnicity | | | | |
| Total Population (2024) | 3,727 | 22,985 | 82,124 | 210,908 |
| White (2024) | 2,289 61.4% | 13,694 59.6% | 49,004 59.7% | 110,883 52.6% |
| Black or African American (2024) | 1,149 30.8% | 7,576 33.0% | 27,018 32.9% | 82,336 39.0% |
| American Indian or Alaska Native (2024) | 10 0.3% | 50 0.2% | 157 0.2% | 498 0.2% |
| Asian (2024) | 62 1.7% | 399 1.7% | 1,365 1.7% | 4,327 2.1% |
| Hawaiian or Pacific Islander (2024) | - - | 5 - | 44 - | 84 - |
| Other Race (2024) | 57 1.5% | 342 1.5% | 1,823 2.2% | 6,444 3.1% |
| Two or More Races (2024) | 161 4.3% | 918 4.0% | 2,712 3.3% | 6,336 3.0% |
| Population < 18 (2024) | 930 24.9% | 6,149 26.8% | 19,854 24.2% | 51,483 24.4% |
| White Not Hispanic | 470 50.5% | 3,045 49.5% | 9,642 48.6% | 21,547 41.9% |
| Black or African American | 334 35.9% | 2,348 38.2% | 7,746 39.0% | 22,835 44.4% |
| Asian | 23 2.5% | 101 1.6% | 303 1.5% | 955 1.9% |
| Other Race Not Hispanic | 36 3.9% | 201 3.3% | 749 3.8% | 1,754 3.4% |
| Hispanic | 66 7.1% | 453 7.4% | 1,415 7.1% | 4,393 8.5% |
| Not Hispanic or Latino Population (2024) | 3,512 94.2% | 21,646 94.2% | 77,768 94.7% | 198,309 94.0% |
| Not Hispanic White | 2,233 63.6% | 13,323 61.6% | 48,003 61.7% | 108,501 54.7% |
| Not Hispanic Black or African American | 1,145 32.6% | 7,526 34.8% | 26,843 34.5% | 81,787 41.2% |
| Not Hispanic American Indian or Alaska Native | 4 0.1% | 20 - | 65 - | 179 - |
| Not Hispanic Asian | 62 1.8% | 399 1.8% | 1,346 1.7% | 4,244 2.1% |
| Not Hispanic Hawaiian or Pacific Islander | - - | 4 - | 28 - | 53 - |
| Not Hispanic Other Race | - - | 11 - | 219 0.3% | 641 0.3% |
| Not Hispanic Two or More Races | 68 1.9% | 363 1.7% | 1,264 1.6% | 2,904 1.5% |
| Hispanic or Latino Population (2024) | 215 5.8% | 1,339 5.8% | 4,356 5.3% | 12,599 6.0% |
| Hispanic White | 56 25.9% | 370 27.7% | 1,001 23.0% | 2,382 18.9% |
| Hispanic Black or African American | 5 2.1% | 50 3.7% | 175 4.0% | 550 4.4% |
| Hispanic American Indian or Alaska Native | 6 2.7% | 31 2.3% | 92 2.1% | 318 2.5% |
| Hispanic Asian | - - | - - | 19 0.4% | 82 0.7% |
| Hispanic Hawaiian or Pacific Islander | - - | 2 0.1% | 16 0.4% | 31 0.2% |
| Hispanic Other Race | 56 26.0% | 331 24.7% | 1,605 36.8% | 5,803 46.1% |
| Hispanic Two or More Races | 93 43.3% | 556 41.5% | 1,448 33.2% | 3,432 27.2% |
| Not Hispanic or Latino Population (2020) | 3,525 97.6% | 21,298 96.9% | 75,115 94.1% | 190,159 91.2% |
| Hispanic or Latino Population (2020) | 87 2.4% | 677 3.1% | 4,689 5.9% | 18,458 8.8% |
| Not Hispanic or Latino Population (2010) | 2,463 98.3% | 16,311 97.8% | 66,078 95.4% | 182,478 93.4% |
| Hispanic or Latino Population (2010) | 43 1.7% | 360 2.2% | 3,213 4.6% | 12,910 6.6% |
| Not Hispanic or Latino Population (2029) | 3,715 93.0% | 22,862 93.0% | 79,782 93.3% | 196,377 92.9% |
| Hispanic or Latino Population (2029) | 278 7.0% | 1,727 7.0% | 5,693 6.7% | 15,029 7.1% |
| Projected Annual Growth (2024-2029) | 63 5.9% | 388 5.8% | 1,337 6.1% | 2,430 3.9% |
| Historical Annual Growth (2010-2020) | 45 10.5% | 317 8.8% | 1,475 4.6% | 5,549 4.3% |

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|---|-------|-------------|--------|-------------|--------|-------------|---------|-------------|--|
| Total Age Distribution (2024) | | | | | | | | | |
| Total Population | | 3,727 | | 22,985 | | 82,124 | | 210,908 | |
| Age Under 5 Years | 198 | 5.3% | 1,331 | 5.8% | 4,623 | 5.6% | 12,715 | 6.0% | |
| Age 5 to 9 Years | 254 | 6.8% | 1,639 | 7.1% | 5,256 | 6.4% | 14,053 | 6.7% | |
| Age 10 to 14 Years | 308 | 8.3% | 1,970 | 8.6% | 6,092 | 7.4% | 15,394 | 7.3% | |
| Age 15 to 19 Years | 259 | 6.9% | 1,766 | 7.7% | 6,098 | 7.4% | 15,129 | 7.2% | |
| Age 20 to 24 Years | 224 | 6.0% | 1,322 | 5.8% | 4,999 | 6.1% | 13,995 | 6.6% | |
| Age 25 to 29 Years | 129 | 3.5% | 965 | 4.2% | 4,796 | 5.8% | 14,655 | 6.9% | |
| Age 30 to 34 Years | 172 | 4.6% | 1,195 | 5.2% | 5,266 | 6.4% | 15,144 | 7.2% | |
| Age 35 to 39 Years | 232 | 6.2% | 1,357 | 5.9% | 5,340 | 6.5% | 14,038 | 6.7% | |
| Age 40 to 44 Years | 258 | 6.9% | 1,513 | 6.6% | 5,686 | 6.9% | 14,504 | 6.9% | |
| Age 45 to 49 Years | 258 | 6.9% | 1,560 | 6.8% | 5,595 | 6.8% | 13,586 | 6.4% | |
| Age 50 to 54 Years | 286 | 7.7% | 1,621 | 7.1% | 5,777 | 7.0% | 13,848 | 6.6% | |
| Age 55 to 59 Years | 232 | 6.2% | 1,443 | 6.3% | 5,280 | 6.4% | 12,850 | 6.1% | |
| Age 60 to 64 Years | 260 | 7.0% | 1,399 | 6.1% | 4,920 | 6.0% | 12,064 | 5.7% | |
| Age 65 to 69 Years | 216 | 5.8% | 1,241 | 5.4% | 4,245 | 5.2% | 10,402 | 4.9% | |
| Age 70 to 74 Years | 181 | 4.9% | 1,060 | 4.6% | 3,446 | 4.2% | 7,945 | 3.8% | |
| Age 75 to 79 Years | 132 | 3.5% | 755 | 3.3% | 2,328 | 2.8% | 5,194 | 2.5% | |
| Age 80 to 84 Years | 77 | 2.1% | 488 | 2.1% | 1,323 | 1.6% | 2,989 | 1.4% | |
| Age 85 Years or Over | 51 | 1.4% | 362 | 1.6% | 1,052 | 1.3% | 2,403 | 1.1% | |
| Median Age | 40.7 | | 38.7 | | 37.7 | | 36.0 | | |
| Age 19 Years or Less | 1,019 | 27.3% | 6,706 | 29.2% | 22,070 | 26.9% | 57,292 | 27.2% | |
| Age 20 to 64 Years | 2,051 | 55.0% | 12,373 | 53.8% | 47,661 | 58.0% | 124,684 | 59.1% | |
| Age 65 Years or Over | 657 | 17.6% | 3,905 | 17.0% | 12,394 | 15.1% | 28,932 | 13.7% | |
| Female Age Distribution (2024) | | | | | | | | | |
| Female Population | 1,966 | 52.7% | 11,983 | 52.1% | 43,458 | 52.9% | 112,249 | 53.2% | |
| Age Under 5 Years | 96 | 4.9% | 647 | 5.4% | 2,315 | 5.3% | 6,280 | 5.6% | |
| Age 5 to 9 Years | 130 | 6.6% | 801 | 6.7% | 2,560 | 5.9% | 6,894 | 6.1% | |
| Age 10 to 14 Years | 154 | 7.8% | 979 | 8.2% | 3,054 | 7.0% | 7,626 | 6.8% | |
| Age 15 to 19 Years | 124 | 6.3% | 863 | 7.2% | 2,997 | 6.9% | 7,406 | 6.6% | |
| Age 20 to 24 Years | 112 | 5.7% | 645 | 5.4% | 2,546 | 5.9% | 7,160 | 6.4% | |
| Age 25 to 29 Years | 67 | 3.4% | 507 | 4.2% | 2,477 | 5.7% | 7,710 | 6.9% | |
| Age 30 to 34 Years | 96 | 4.9% | 639 | 5.3% | 2,763 | 6.4% | 8,131 | 7.2% | |
| Age 35 to 39 Years | 125 | 6.4% | 733 | 6.1% | 2,960 | 6.8% | 7,733 | 6.9% | |
| Age 40 to 44 Years | 147 | 7.5% | 856 | 7.1% | 3,115 | 7.2% | 7,955 | 7.1% | |
| Age 45 to 49 Years | 141 | 7.2% | 822 | 6.9% | 3,063 | 7.0% | 7,533 | 6.7% | |
| Age 50 to 54 Years | 140 | 7.1% | 830 | 6.9% | 3,056 | 7.0% | 7,428 | 6.6% | |
| Age 55 to 59 Years | 120 | 6.1% | 734 | 6.1% | 2,797 | 6.4% | 6,986 | 6.2% | |
| Age 60 to 64 Years | 138 | 7.0% | 737 | 6.1% | 2,650 | 6.1% | 6,679 | 5.9% | |
| Age 65 to 69 Years | 123 | 6.2% | 666 | 5.6% | 2,363 | 5.4% | 5,858 | 5.2% | |
| Age 70 to 74 Years | 102 | 5.2% | 577 | 4.8% | 1,943 | 4.5% | 4,529 | 4.0% | |
| Age 75 to 79 Years | 76 | 3.9% | 412 | 3.4% | 1,338 | 3.1% | 2,989 | 2.7% | |
| Age 80 to 84 Years | 47 | 2.4% | 302 | 2.5% | 813 | 1.9% | 1,861 | 1.7% | |
| Age 85 Years or Over | 28 | 1.4% | 232 | 1.9% | 648 | 1.5% | 1,493 | 1.3% | |
| Female Median Age | 41.6 | | 39.9 | | 39.1 | | 37.5 | | |
| Age 19 Years or Less | 503 | 25.6% | 3,291 | 27.5% | 10,926 | 25.1% | 28,206 | 25.1% | |
| Age 20 to 64 Years | 1,086 | 55.2% | 6,503 | 54.3% | 25,428 | 58.5% | 67,314 | 60.0% | |
| Age 65 Years or Over | 377 | 19.2% | 2,189 | 18.3% | 7,105 | 16.3% | 16,729 | 14.9% | |

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| 5150 Goodman Rd Olive Branch, MS 38654 | | 1 mi radius | | 3 mi radius | | 5 mi radius | | 7 mi radius | |
|---|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--|
| Male Age Distribution (2024) | | | | | | | | | |
| Male Population | 1,762 | 47.3% | 11,002 | 47.9% | 38,666 | 47.1% | 98,659 | 46.8% | |
| Age Under 5 Years | 102 | 5.8% | 683 | 6.2% | 2,309 | 6.0% | 6,435 | 6.5% | |
| Age 5 to 9 Years | 125 | 7.1% | 838 | 7.6% | 2,696 | 7.0% | 7,160 | 7.3% | |
| Age 10 to 14 Years | 154 | 8.7% | 991 | 9.0% | 3,039 | 7.9% | 7,767 | 7.9% | |
| Age 15 to 19 Years | 135 | 7.6% | 903 | 8.2% | 3,101 | 8.0% | 7,723 | 7.8% | |
| Age 20 to 24 Years | 113 | 6.4% | 677 | 6.2% | 2,453 | 6.3% | 6,836 | 6.9% | |
| Age 25 to 29 Years | 62 | 3.5% | 458 | 4.2% | 2,319 | 6.0% | 6,944 | 7.0% | |
| Age 30 to 34 Years | 77 | 4.3% | 556 | 5.1% | 2,503 | 6.5% | 7,014 | 7.1% | |
| Age 35 to 39 Years | 106 | 6.0% | 624 | 5.7% | 2,380 | 6.2% | 6,305 | 6.4% | |
| Age 40 to 44 Years | 111 | 6.3% | 657 | 6.0% | 2,571 | 6.6% | 6,550 | 6.6% | |
| Age 45 to 49 Years | 117 | 6.7% | 737 | 6.7% | 2,532 | 6.5% | 6,053 | 6.1% | |
| Age 50 to 54 Years | 146 | 8.3% | 791 | 7.2% | 2,721 | 7.0% | 6,420 | 6.5% | |
| Age 55 to 59 Years | 112 | 6.4% | 709 | 6.4% | 2,483 | 6.4% | 5,864 | 5.9% | |
| Age 60 to 64 Years | 121 | 6.9% | 662 | 6.0% | 2,270 | 5.9% | 5,385 | 5.5% | |
| Age 65 to 69 Years | 93 | 5.3% | 575 | 5.2% | 1,882 | 4.9% | 4,544 | 4.6% | |
| Age 70 to 74 Years | 79 | 4.5% | 483 | 4.4% | 1,502 | 3.9% | 3,416 | 3.5% | |
| Age 75 to 79 Years | 56 | 3.2% | 343 | 3.1% | 990 | 2.6% | 2,205 | 2.2% | |
| Age 80 to 84 Years | 30 | 1.7% | 186 | 1.7% | 511 | 1.3% | 1,128 | 1.1% | |
| Age 85 Years or Over | 22 | 1.3% | 129 | 1.2% | 404 | 1.0% | 910 | 0.9% | |
| Male Median Age | 39.4 | | 37.2 | | 36.0 | | 34.2 | | |
| Age 19 Years or Less | 516 | 29.3% | 3,415 | 31.0% | 11,144 | 28.8% | 29,085 | 29.5% | |
| Age 20 to 64 Years | 965 | 54.8% | 5,871 | 53.4% | 22,233 | 57.5% | 57,370 | 58.2% | |
| Age 65 Years or Over | 280 | 15.9% | 1,716 | 15.6% | 5,289 | 13.7% | 12,203 | 12.4% | |
| Males per 100 Females (2024) | | | | | | | | | |
| Overall Comparison | 90 | | 92 | | 89 | | 88 | | |
| Age Under 5 Years | 107 | 51.6% | 106 | 51.4% | 100 | 49.9% | 102 | 50.6% | |
| Age 5 to 9 Years | 96 | 49.0% | 105 | 51.1% | 105 | 51.3% | 104 | 50.9% | |
| Age 10 to 14 Years | 100 | 50.1% | 101 | 50.3% | 100 | 49.9% | 102 | 50.5% | |
| Age 15 to 19 Years | 108 | 52.0% | 105 | 51.1% | 103 | 50.9% | 104 | 51.0% | |
| Age 20 to 24 Years | 101 | 50.2% | 105 | 51.2% | 96 | 49.1% | 95 | 48.8% | |
| Age 25 to 29 Years | 93 | 48.2% | 90 | 47.5% | 94 | 48.3% | 90 | 47.4% | |
| Age 30 to 34 Years | 80 | 44.5% | 87 | 46.6% | 91 | 47.5% | 86 | 46.3% | |
| Age 35 to 39 Years | 85 | 45.9% | 85 | 46.0% | 80 | 44.6% | 82 | 44.9% | |
| Age 40 to 44 Years | 76 | 43.1% | 77 | 43.4% | 83 | 45.2% | 82 | 45.2% | |
| Age 45 to 49 Years | 83 | 45.5% | 90 | 47.3% | 83 | 45.3% | 80 | 44.6% | |
| Age 50 to 54 Years | 104 | 51.0% | 95 | 48.8% | 89 | 47.1% | 86 | 46.4% | |
| Age 55 to 59 Years | 93 | 48.3% | 97 | 49.1% | 89 | 47.0% | 84 | 45.6% | |
| Age 60 to 64 Years | 88 | 46.8% | 90 | 47.3% | 86 | 46.1% | 81 | 44.6% | |
| Age 65 to 69 Years | 76 | 43.1% | 86 | 46.3% | 80 | 44.3% | 78 | 43.7% | |
| Age 70 to 74 Years | 77 | 43.6% | 84 | 45.6% | 77 | 43.6% | 75 | 43.0% | |
| Age 75 to 79 Years | 74 | 42.5% | 83 | 45.4% | 74 | 42.5% | 74 | 42.5% | |
| Age 80 to 84 Years | 63 | 38.5% | 62 | 38.2% | 63 | 38.6% | 61 | 37.7% | |
| Age 85 Years or Over | 79 | 44.1% | 56 | 35.8% | 62 | 38.4% | 61 | 37.9% | |
| Age 19 Years or Less | 102 | 50.6% | 104 | 50.9% | 102 | 50.5% | 103 | 50.8% | |
| Age 20 to 39 Years | 90 | 47.2% | 92 | 47.8% | 90 | 47.3% | 88 | 46.9% | |
| Age 40 to 64 Years | 89 | 47.0% | 89 | 47.2% | 86 | 46.1% | 83 | 45.3% | |
| Age 65 Years or Over | 74 | 42.7% | 78 | 43.9% | 74 | 42.7% | 73 | 42.2% | |

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| 5150 Goodman Rd Olive Branch, MS 38654 | 1 mi radius | 3 mi radius | 5 mi radius | 7 mi radius |
|--|-------------|--------------|--------------|---------------|
| Household Type (2024) | | | | |
| Total Households | 1,395 | 8,491 | 30,307 | 78,506 |
| Households with Children | 451 32.3% | 2,891 34.1% | 10,661 35.2% | 27,358 34.8% |
| Average Household Size | 2.7 | 2.7 | 2.7 | 2.7 |
| Household Density per Square Mile | 444 | 300 | 386 | 510 |
| Population Family | 3,152 84.6% | 19,799 86.1% | 70,464 85.8% | 177,261 84.0% |
| Population Non-Family | 576 15.4% | 3,186 13.9% | 11,541 14.1% | 33,145 15.7% |
| Population Group Quarters | - - | - - | 119 0.1% | 501 0.2% |
| Family Households | 940 67.4% | 5,981 70.4% | 21,341 70.4% | 53,709 68.4% |
| Married Couple Households | 746 79.3% | 4,624 77.3% | 14,464 67.8% | 31,243 58.2% |
| Other Family Households with Children | 195 20.7% | 1,356 22.7% | 6,877 32.2% | 22,466 41.8% |
| Family Households with Children | 451 47.9% | 2,891 48.3% | 10,655 49.9% | 27,330 50.9% |
| Married Couple with Children | 351 78.0% | 2,183 75.5% | 7,036 66.0% | 14,860 54.4% |
| Other Family Households with Children | 99 22.0% | 708 24.5% | 3,620 34.0% | 12,470 45.6% |
| Family Households No Children | 490 52.1% | 3,089 51.7% | 10,686 50.1% | 26,379 49.1% |
| Married Couple No Children | 394 80.5% | 2,441 79.0% | 7,428 69.5% | 16,383 62.1% |
| Other Family Households No Children | 95 19.5% | 648 21.0% | 3,257 30.5% | 9,995 37.9% |
| Non-Family Households | 454 32.6% | 2,510 29.6% | 8,966 29.6% | 24,797 31.6% |
| Non-Family Households with Children | - - | - - | 6 - | 28 0.1% |
| Non-Family Households No Children | 454 ##### | 2,510 ##### | 8,960 99.9% | 24,769 99.9% |
| Average Family Household Size | 3.4 | 3.3 | 3.3 | 3.3 |
| Average Family Income | \$156,349 | \$154,290 | \$132,330 | \$111,138 |
| Median Family Income | \$127,512 | \$118,654 | \$106,082 | \$90,012 |
| Average Non-Family Household Size | 1.3 | 1.3 | 1.3 | 1.3 |
| Marital Status (2024) | | | | |
| Population Age 15 Years or Over | 2,967 | 18,045 | 66,153 | 168,746 |
| Never Married | 534 18.0% | 3,826 21.2% | 20,565 31.1% | 67,228 39.8% |
| Currently Married | 1,813 61.1% | 10,578 58.6% | 32,036 48.4% | 66,899 39.6% |
| Previously Married | 620 20.9% | 3,642 20.2% | 13,551 20.5% | 34,619 20.5% |
| Separated | 176 28.3% | 879 24.1% | 2,647 19.5% | 7,788 22.5% |
| Widowed | 177 28.6% | 1,021 28.0% | 3,132 23.1% | 7,780 22.5% |
| Divorced | 267 43.1% | 1,741 47.8% | 7,772 57.4% | 19,050 55.0% |
| Educational Attainment (2024) | | | | |
| Adult Population Age 25 Years or Over | 2,483 | 14,957 | 55,055 | 139,621 |
| Elementary (Grade Level 0 to 8) | 35 1.4% | 267 1.8% | 1,301 2.4% | 4,755 3.4% |
| Some High School (Grade Level 9 to 11) | 50 2.0% | 379 2.5% | 1,847 3.4% | 7,167 5.1% |
| High School Graduate | 477 19.2% | 4,003 26.8% | 15,612 28.4% | 42,564 30.5% |
| Some College | 624 25.1% | 3,297 22.0% | 12,801 23.3% | 33,382 23.9% |
| Associate Degree Only | 384 15.5% | 1,826 12.2% | 6,088 11.1% | 13,787 9.9% |
| Bachelor Degree Only | 671 27.0% | 3,711 24.8% | 11,435 20.8% | 24,523 17.6% |
| Graduate Degree | 243 9.8% | 1,473 9.9% | 5,971 10.8% | 13,443 9.6% |
| Any College (Some College or Higher) | 1,922 77.4% | 10,307 68.9% | 36,295 65.9% | 85,135 61.0% |
| College Degree + (Bachelor Degree or Higher) | 914 36.8% | 5,184 34.7% | 17,406 31.6% | 37,966 27.2% |

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.9651/-89.8989

| 5150 Goodman Rd Olive Branch, MS 38654 | 1 mi radius | 3 mi radius | 5 mi radius | 7 mi radius |
|--|-------------|--------------|--------------|---------------|
| Housing | | | | |
| Total Housing Units (2024) | 1,494 | 9,115 | 32,632 | 86,064 |
| Total Housing Units (2020) | 1,368 | 8,286 | 30,549 | 82,886 |
| Historical Annual Growth (2020-2024) | 126 2.3% | 829 2.5% | 2,083 1.7% | 3,178 1.0% |
| Housing Units Occupied (2024) | 1,395 93.4% | 8,491 93.2% | 30,307 92.9% | 78,506 91.2% |
| Housing Units Owner-Occupied | 1,249 89.6% | 7,379 86.9% | 23,217 76.6% | 47,268 60.2% |
| Housing Units Renter-Occupied | 145 10.4% | 1,111 13.1% | 7,090 23.4% | 31,238 39.8% |
| Housing Units Vacant (2024) | 99 6.6% | 624 6.8% | 2,325 7.1% | 7,558 8.8% |
| Household Size (2024) | | | | |
| Total Households | 1,395 | 8,491 | 30,307 | 78,506 |
| 1 Person Households | 424 30.4% | 2,326 27.4% | 8,048 26.6% | 22,136 28.2% |
| 2 Person Households | 579 41.5% | 3,469 40.9% | 11,909 39.3% | 30,162 38.4% |
| 3 Person Households | 145 10.4% | 1,107 13.0% | 4,539 15.0% | 11,869 15.1% |
| 4 Person Households | 130 9.3% | 877 10.3% | 3,206 10.6% | 7,663 9.8% |
| 5 Person Households | 76 5.4% | 465 5.5% | 1,625 5.4% | 4,045 5.2% |
| 6 Person Households | 31 2.2% | 171 2.0% | 679 2.2% | 1,709 2.2% |
| 7 or More Person Households | 9 0.7% | 74 0.9% | 301 1.0% | 921 1.2% |
| Household Income Distribution (2024) | | | | |
| HH Income \$200,000 or More | 203 14.5% | 1,227 14.5% | 3,071 10.1% | 5,565 7.1% |
| HH Income \$150,000 to \$199,999 | 187 13.4% | 1,194 14.1% | 3,277 10.8% | 6,007 7.7% |
| HH Income \$125,000 to \$149,999 | 204 14.6% | 814 9.6% | 2,881 9.5% | 6,489 8.3% |
| HH Income \$100,000 to \$124,999 | 151 10.8% | 1,154 13.6% | 4,264 14.1% | 8,745 11.1% |
| HH Income \$75,000 to \$99,999 | 161 11.6% | 1,227 14.5% | 4,665 15.4% | 10,711 13.6% |
| HH Income \$50,000 to \$74,999 | 200 14.3% | 1,141 13.4% | 5,491 18.1% | 15,043 19.2% |
| HH Income \$35,000 to \$49,999 | 140 10.1% | 823 9.7% | 2,786 9.2% | 9,017 11.5% |
| HH Income \$25,000 to \$34,999 | 69 5.0% | 380 4.5% | 1,448 4.8% | 5,849 7.5% |
| HH Income \$15,000 to \$24,999 | 45 3.2% | 263 3.1% | 1,286 4.2% | 4,720 6.0% |
| HH Income \$10,000 to \$14,999 | 13 1.0% | 138 1.6% | 459 1.5% | 2,269 2.9% |
| HH Income Under \$10,000 | 21 1.5% | 129 1.5% | 678 2.2% | 4,091 5.2% |
| Household Vehicles (2024) | | | | |
| Households 0 Vehicles Available | 32 2.3% | 325 3.8% | 1,097 3.6% | 4,360 5.6% |
| Households 1 Vehicle Available | 189 13.5% | 1,335 15.7% | 7,172 23.7% | 24,889 31.7% |
| Households 2 Vehicles Available | 755 54.1% | 4,256 50.1% | 12,998 42.9% | 30,285 38.6% |
| Households 3 or More Vehicles Available | 420 30.1% | 2,575 30.3% | 9,040 29.8% | 18,972 24.2% |
| Total Vehicles Available | 3,170 | 18,657 | 63,682 | 149,980 |
| Average Vehicles per Household | 2.3 | 2.2 | 2.1 | 1.9 |
| Owner-Occupied Household Vehicles | 2,789 88.0% | 16,529 88.6% | 51,178 80.4% | 103,371 68.9% |
| Average Vehicles per Owner-Occupied Household | 2.2 | 2.2 | 2.2 | 2.2 |
| Renter-Occupied Household Vehicles | 380 12.0% | 2,128 11.4% | 12,504 19.6% | 46,609 31.1% |
| Average Vehicles per Renter-Occupied Household | 2.6 | 1.9 | 1.8 | 1.5 |
| Travel Time (2024) | | | | |
| Worker Base Age 16 years or Over | 1,756 | 11,088 | 41,110 | 105,776 |
| Travel to Work in 14 Minutes or Less | 313 17.8% | 2,012 18.1% | 8,021 19.5% | 20,497 19.4% |
| Travel to Work in 15 to 29 Minutes | 672 38.2% | 4,128 37.2% | 15,174 36.9% | 44,811 42.4% |
| Travel to Work in 30 to 59 Minutes | 506 28.8% | 3,503 31.6% | 12,293 29.9% | 25,794 24.4% |
| Travel to Work in 60 Minutes or More | 86 4.9% | 452 4.1% | 1,691 4.1% | 3,687 3.5% |
| Work at Home | 179 10.2% | 993 9.0% | 3,930 9.6% | 10,987 10.4% |
| Average Minutes Travel to Work | 24.7 | 24.7 | 23.3 | 22.5 |

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.9651/-89.8989

| 5150 Goodman Rd Olive Branch, MS 38654 | 1 mi radius | 3 mi radius | 5 mi radius | 7 mi radius |
|--|-------------|-------------|--------------|--------------|
| Transportation To Work (2024) | | | | |
| Worker Base Age 16 years or Over | 1,756 | 11,088 | 41,110 | 105,776 |
| Drive to Work Alone | 1,309 74.6% | 8,494 76.6% | 32,281 78.5% | 81,396 77.0% |
| Drive to Work in Carpool | 250 14.2% | 1,461 13.2% | 4,305 10.5% | 10,751 10.2% |
| Travel to Work by Public Transportation | - - | - - | 24 - | 256 0.2% |
| Drive to Work on Motorcycle | - - | 1 - | 7 - | 35 - |
| Bicycle to Work | - - | 1 - | 11 - | 76 - |
| Walk to Work | 12 0.7% | 70 0.6% | 232 0.6% | 1,135 1.1% |
| Other Means | 5 0.3% | 68 0.6% | 319 0.8% | 1,139 1.1% |
| Work at Home | 179 10.2% | 993 9.0% | 3,930 9.6% | 10,987 10.4% |
| Daytime Demographics (2024) | | | | |
| Total Businesses | 174 | 1,091 | 3,248 | 8,445 |
| Total Employees | 1,306 | 8,215 | 32,540 | 81,747 |
| Company Headquarter Businesses | 7 3.8% | 39 3.6% | 115 3.5% | 256 3.0% |
| Company Headquarter Employees | 74 5.7% | 705 8.6% | 4,358 13.4% | 9,036 11.1% |
| Employee Population per Business | 7.5 to 1 | 7.5 to 1 | 10.0 to 1 | 9.7 to 1 |
| Residential Population per Business | 21.4 to 1 | 21.1 to 1 | 25.3 to 1 | 25.0 to 1 |
| Adj. Daytime Demographics Age 16 Years or Over | 2,462 | 14,779 | 56,286 | 141,377 |
| Labor Force | | | | |
| Labor Population Age 16 Years or Over (2024) | 2,914 | 17,674 | 64,906 | 165,664 |
| Labor Force Total Males (2024) | 1,352 46.4% | 8,307 47.0% | 29,993 46.2% | 75,731 45.7% |
| Male Civilian Employed | 932 68.9% | 5,816 70.0% | 20,712 69.1% | 51,642 68.2% |
| Male Civilian Unemployed | 26 1.9% | 161 1.9% | 543 1.8% | 2,091 2.8% |
| Males in Armed Forces | 2 0.1% | 21 0.3% | 51 0.2% | 197 0.3% |
| Males Not in Labor Force | 392 29.0% | 2,309 27.8% | 8,687 29.0% | 21,801 28.8% |
| Labor Force Total Females (2024) | 1,562 53.6% | 9,366 53.0% | 34,913 53.8% | 89,932 54.3% |
| Female Civilian Employed | 824 52.7% | 5,272 56.3% | 20,398 58.4% | 54,136 60.2% |
| Female Civilian Unemployed | 20 1.3% | 120 1.3% | 739 2.1% | 2,859 3.2% |
| Females in Armed Forces | - - | - - | - - | 58 - |
| Females Not in Labor Force | 718 46.0% | 3,974 42.4% | 13,777 39.5% | 32,879 36.6% |
| Unemployment Rate | 46 1.6% | 281 1.6% | 1,282 2.0% | 4,950 3.0% |
| Occupation (2024) | | | | |
| Occupation Population Age 16 Years or Over | 1,756 | 11,088 | 41,110 | 105,776 |
| Occupation Total Males | 932 53.1% | 5,816 52.5% | 20,711 50.4% | 51,640 48.8% |
| Occupation Total Females | 824 46.9% | 5,272 47.5% | 20,398 49.6% | 54,136 51.2% |
| Management, Business, Financial Operations | 421 - | 2,638 23.8% | 8,720 21.2% | 18,289 17.3% |
| Professional, Related | 362 20.6% | 2,064 18.6% | 8,078 19.6% | 20,057 19.0% |
| Service | 270 15.4% | 1,410 12.7% | 4,602 11.2% | 13,112 12.4% |
| Sales, Office | 313 17.8% | 2,489 22.4% | 8,281 20.1% | 23,085 21.8% |
| Farming, Fishing, Forestry | - - | 1 - | 13 - | 58 - |
| Construction, Extraction, Maintenance | 142 8.1% | 883 8.0% | 3,740 9.1% | 8,477 8.0% |
| Production, Transport, Material Moving | 249 14.2% | 1,603 14.5% | 7,676 18.7% | 22,699 21.5% |
| White Collar Workers | 1,095 62.4% | 7,191 64.9% | 25,078 61.0% | 61,431 58.1% |
| Blue Collar Workers | 661 37.6% | 3,897 35.1% | 16,031 39.0% | 44,345 41.9% |

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.9651/-89.8989

| 5150 Goodman Rd Olive Branch, MS 38654 | | 1 mi radius | 3 mi radius | 5 mi radius | 7 mi radius |
|---|--|-------------|-------------|--------------|--------------|
| Units In Structure (2024) | | | | | |
| Total Units | | 1,395 | 8,491 | 30,307 | 78,506 |
| 1 Detached Unit | | 1,351 96.9% | 8,009 94.3% | 26,827 88.5% | 58,241 74.2% |
| 1 Attached Unit | | 7 0.5% | 54 0.6% | 742 2.4% | 2,705 3.4% |
| 2 Units | | - - | 7 - | 168 0.6% | 879 1.1% |
| 3 to 4 Units | | 5 0.3% | 43 0.5% | 475 1.6% | 3,469 4.4% |
| 5 to 9 Units | | 4 0.3% | 40 0.5% | 655 2.2% | 5,080 6.5% |
| 10 to 19 Units | | 1 0.1% | 16 0.2% | 251 0.8% | 2,902 3.7% |
| 20 to 49 Units | | 9 0.6% | 51 0.6% | 132 0.4% | 1,030 1.3% |
| 50 or More Units | | - - | 118 1.4% | 472 1.6% | 2,542 3.2% |
| Mobile Home or Trailer | | 16 1.2% | 150 1.8% | 569 1.9% | 1,536 2.0% |
| Other Structure | | - - | 3 - | 19 - | 121 0.2% |
| Homes Built By Year (2024) | | | | | |
| Homes Built 2020 or later | | 63 4.2% | 296 3.2% | 1,014 3.1% | 2,017 2.3% |
| Homes Built 2010 to 2019 | | 383 25.6% | 1,913 21.0% | 4,666 14.3% | 7,979 9.3% |
| Homes Built 2000 to 2009 | | 372 24.9% | 2,626 28.8% | 8,294 25.4% | 15,673 18.2% |
| Homes Built 1990 to 1999 | | 359 24.0% | 1,753 19.2% | 6,385 19.6% | 12,898 15.0% |
| Homes Built 1980 to 1989 | | 103 6.9% | 941 10.3% | 4,764 14.6% | 14,686 17.1% |
| Homes Built 1970 to 1979 | | 79 5.3% | 496 5.4% | 3,190 9.8% | 13,531 15.7% |
| Homes Built 1960 to 1969 | | 11 0.7% | 273 3.0% | 1,033 3.2% | 6,780 7.9% |
| Homes Built 1950 to 1959 | | 16 1.1% | 105 1.2% | 626 1.9% | 3,712 4.3% |
| Homes Built 1940 to 1949 | | - - | 3 - | 61 0.2% | 508 0.6% |
| Homes Built Before 1939 | | 10 0.6% | 85 0.9% | 276 0.8% | 721 0.8% |
| Median Age of Homes | | 23.5 yrs | 25.8 yrs | 29.4 yrs | 35.9 yrs |
| Home Values (2024) | | | | | |
| Owner Specified Housing Units | | 1,249 | 7,379 | 23,217 | 47,268 |
| Home Values \$1,000,000 or More | | 1 - | 95 1.3% | 237 1.0% | 455 1.0% |
| Home Values \$750,000 to \$999,999 | | 20 1.6% | 76 1.0% | 381 1.6% | 668 1.4% |
| Home Values \$500,000 to \$749,999 | | 41 3.3% | 410 5.5% | 1,273 5.5% | 2,747 5.8% |
| Home Values \$400,000 to \$499,999 | | 118 9.4% | 811 11.0% | 1,995 8.6% | 3,966 8.4% |
| Home Values \$300,000 to \$399,999 | | 609 48.8% | 2,290 31.0% | 4,871 21.0% | 8,223 17.4% |
| Home Values \$250,000 to \$299,999 | | 215 17.2% | 1,397 18.9% | 3,728 16.1% | 6,915 14.6% |
| Home Values \$200,000 to \$249,999 | | 138 11.1% | 967 13.1% | 3,048 13.1% | 5,509 11.7% |
| Home Values \$175,000 to \$199,999 | | 5 0.4% | 389 5.3% | 1,988 8.6% | 3,783 8.0% |
| Home Values \$150,000 to \$174,999 | | 32 2.5% | 454 6.2% | 2,456 10.6% | 5,007 10.6% |
| Home Values \$125,000 to \$149,999 | | 8 0.6% | 90 1.2% | 749 3.2% | 1,983 4.2% |
| Home Values \$100,000 to \$124,999 | | 32 2.6% | 102 1.4% | 901 3.9% | 2,936 6.2% |
| Home Values \$90,000 to \$99,999 | | 11 0.9% | 36 0.5% | 158 0.7% | 727 1.5% |
| Home Values \$80,000 to \$89,999 | | - - | 6 - | 202 0.9% | 765 1.6% |
| Home Values \$70,000 to \$79,999 | | 1 - | 9 0.1% | 177 0.8% | 665 1.4% |
| Home Values \$60,000 to \$69,999 | | 2 0.1% | 8 0.1% | 149 0.6% | 583 1.2% |
| Home Values \$50,000 to \$59,999 | | - - | 1 - | 50 0.2% | 227 0.5% |
| Home Values \$35,000 to \$49,999 | | 2 0.1% | 77 1.0% | 173 0.7% | 497 1.1% |
| Home Values \$25,000 to \$34,999 | | 2 0.2% | 76 1.0% | 251 1.1% | 461 1.0% |
| Home Values \$10,000 to \$24,999 | | 7 0.6% | 58 0.8% | 212 0.9% | 593 1.3% |
| Home Values Under \$10,000 | | 4 0.3% | 27 0.4% | 219 0.9% | 560 1.2% |
| Owner-Occupied Median Home Value | | \$322,769 | \$294,335 | \$251,689 | \$234,923 |
| Renter-Occupied Median Rent | | \$1,820 | \$1,627 | \$1,180 | \$979 |

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.9651/-89.8989

| 5150 Goodman Rd Olive Branch, MS 38654 | 1 mi radius | 3 mi radius | 5 mi radius | 7 mi radius |
|--|---------------|---------------|---------------|---------------|
| Total Annual Consumer Expenditure (2024) | | | | |
| Total Household Expenditure | \$118.48 M | \$712.55 M | \$2.35 B | \$5.35 B |
| Total Non-Retail Expenditure | \$62.59 M | \$376.61 M | \$1.24 B | \$2.82 B |
| Total Retail Expenditure | \$55.88 M | \$335.95 M | \$1.11 B | \$2.53 B |
| Apparel | \$4.21 M | \$25.36 M | \$83.23 M | \$188.19 M |
| Contributions | \$4.14 M | \$24.78 M | \$79.06 M | \$174.95 M |
| Education | \$3.86 M | \$23.2 M | \$72.71 M | \$159.82 M |
| Entertainment | \$6.91 M | \$41.55 M | \$135.48 M | \$303.33 M |
| Food and Beverages | \$17.13 M | \$103.23 M | \$343.82 M | \$786.66 M |
| Furnishings and Equipment | \$4.29 M | \$25.75 M | \$84.15 M | \$188.7 M |
| Gifts | \$3.16 M | \$18.55 M | \$59.36 M | \$132.22 M |
| Health Care | \$9.85 M | \$59.24 M | \$197.56 M | \$451.7 M |
| Household Operations | \$4.74 M | \$28.52 M | \$93.07 M | \$209.58 M |
| Miscellaneous Expenses | \$2.27 M | \$13.62 M | \$44.76 M | \$101.22 M |
| Personal Care | \$1.6 M | \$9.58 M | \$31.64 M | \$71.83 M |
| Personal Insurance | \$905.32 K | \$5.41 M | \$17.25 M | \$37.84 M |
| Reading | \$263.25 K | \$1.58 M | \$5.17 M | \$11.67 M |
| Shelter | \$24.68 M | \$148.74 M | \$492.1 M | \$1.13 B |
| Tobacco | \$612.78 K | \$3.73 M | \$13.16 M | \$31.97 M |
| Transportation | \$21.59 M | \$129.8 M | \$431.25 M | \$977.82 M |
| Utilities | \$8.26 M | \$49.91 M | \$168.73 M | \$391.84 M |
| Monthly Household Consumer Expenditure (2024) | | | | |
| Total Household Expenditure | \$7,080 | \$6,994 | \$6,468 | \$5,675 |
| Total Non-Retail Expenditure | \$3,740 52.8% | \$3,696 52.9% | \$3,410 52.7% | \$2,993 52.7% |
| Total Retail Expenditures | \$3,339 47.2% | \$3,297 47.1% | \$3,059 47.3% | \$2,681 47.3% |
| Apparel | \$251 3.5% | \$249 3.6% | \$229 3.5% | \$200 3.5% |
| Contributions | \$248 3.5% | \$243 3.5% | \$217 3.4% | \$186 3.3% |
| Education | \$230 3.3% | \$228 3.3% | \$200 3.1% | \$170 3.0% |
| Entertainment | \$413 5.8% | \$408 5.8% | \$373 5.8% | \$322 5.7% |
| Food and Beverages | \$1,024 14.5% | \$1,013 14.5% | \$945 14.6% | \$835 14.7% |
| Furnishings and Equipment | \$257 3.6% | \$253 3.6% | \$231 3.6% | \$200 3.5% |
| Gifts | \$189 2.7% | \$182 2.6% | \$163 2.5% | \$140 2.5% |
| Health Care | \$589 8.3% | \$581 8.3% | \$543 8.4% | \$479 8.4% |
| Household Operations | \$284 4.0% | \$280 4.0% | \$256 4.0% | \$222 3.9% |
| Miscellaneous Expenses | \$136 1.9% | \$134 1.9% | \$123 1.9% | \$107 1.9% |
| Personal Care | \$95 1.3% | \$94 1.3% | \$87 1.3% | \$76 1.3% |
| Personal Insurance | \$54 0.8% | \$53 0.8% | \$47 0.7% | \$40 0.7% |
| Reading | \$16 0.2% | \$16 0.2% | \$14 0.2% | \$12 0.2% |
| Shelter | \$1,475 20.8% | \$1,460 20.9% | \$1,353 20.9% | \$1,196 21.1% |
| Tobacco | \$37 0.5% | \$37 0.5% | \$36 0.6% | \$34 0.6% |
| Transportation | \$1,290 18.2% | \$1,274 18.2% | \$1,186 18.3% | \$1,038 18.3% |
| Utilities | \$494 7.0% | \$490 7.0% | \$464 7.2% | \$416 7.3% |