

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.9648/-89.9001

5036 Goodman Road		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Olive Branch, MS 38654									
Population									
Estimated Population (2025)		3,703		24,202		82,059		211,789	
Projected Population (2030)		3,800		25,553		84,623		208,680	
Census Population (2020)		3,660		22,573		78,432		209,153	
Census Population (2010)		2,547		17,117		67,976		196,084	
Projected Annual Growth (2025-2030)		97	0.5%	1,351	1.1%	2,564	0.6%	-3,109	-0.3%
Historical Annual Growth (2020-2025)		43	0.2%	1,629	1.4%	3,628	0.9%	2,636	0.3%
Historical Annual Growth (2010-2020)		1,113	4.4%	5,456	3.2%	10,455	1.5%	13,069	0.7%
Estimated Population Density (2025)		1,179	psm	856	psm	1,045	psm	1,376	psm
Trade Area Size		3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi
Households									
Estimated Households (2025)		1,384		8,976		30,356		78,348	
Projected Households (2030)		1,456		9,715		32,010		78,469	
Census Households (2020)		1,334		8,087		28,307		76,544	
Census Households (2010)		912		6,064		23,929		69,766	
Projected Annual Growth (2025-2030)		71	1.0%	739	1.6%	1,654	1.1%	121	-
Historical Annual Change (2010-2025)		472	3.4%	2,912	3.2%	6,427	1.8%	8,582	0.8%
Average Household Income									
Estimated Average Household Income (2025)		\$131,379		\$126,362		\$112,651		\$94,358	
Projected Average Household Income (2030)		\$130,198		\$124,490		\$112,182		\$95,089	
Census Average Household Income (2010)		\$79,467		\$77,852		\$68,415		\$57,359	
Census Average Household Income (2000)		\$78,717		\$74,853		\$61,378		\$53,065	
Projected Annual Change (2025-2030)		-\$1,181	-0.2%	-\$1,872	-0.3%	-\$469	-	\$731	0.2%
Historical Annual Change (2000-2025)		\$52,662	2.7%	\$51,508	2.8%	\$51,273	3.3%	\$41,293	3.1%
Median Household Income									
Estimated Median Household Income (2025)		\$103,189		\$105,611		\$94,310		\$78,155	
Projected Median Household Income (2030)		\$102,511		\$104,279		\$94,079		\$78,928	
Census Median Household Income (2010)		\$69,552		\$67,898		\$61,888		\$50,919	
Census Median Household Income (2000)		\$66,830		\$63,744		\$55,826		\$47,757	
Projected Annual Change (2025-2030)		-\$678	-0.1%	-\$1,332	-0.3%	-\$231	-	\$773	0.2%
Historical Annual Change (2000-2025)		\$36,359	2.2%	\$41,867	2.6%	\$38,483	2.8%	\$30,398	2.5%
Per Capita Income									
Estimated Per Capita Income (2025)		\$49,113		\$46,865		\$41,678		\$34,924	
Projected Per Capita Income (2030)		\$49,871		\$47,331		\$42,441		\$35,774	
Census Per Capita Income (2010)		\$28,463		\$27,583		\$24,085		\$20,408	
Census Per Capita Income (2000)		\$27,361		\$26,317		\$21,596		\$19,274	
Projected Annual Change (2025-2030)		\$758	0.3%	\$466	0.2%	\$762	0.4%	\$850	0.5%
Historical Annual Change (2000-2025)		\$21,752	3.2%	\$20,548	3.1%	\$20,082	3.7%	\$15,650	3.2%
Estimated Average Household Net Worth (2025)		\$1.39 M		\$1.35 M		\$1.06 M		\$817,550	

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5036 Goodman Road		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Olive Branch, MS 38654									
Race and Ethnicity									
Total Population (2025)		3,703		24,202		82,059		211,789	
White (2025)		1,842	49.7%	12,613	52.1%	37,542	45.8%	71,975	34.0%
Black or African American (2025)		1,626	43.9%	9,530	39.4%	36,844	44.9%	116,475	55.0%
American Indian or Alaska Native (2025)		6	0.2%	45	0.2%	184	0.2%	632	0.3%
Asian (2025)		93	2.5%	844	3.5%	2,135	2.6%	4,051	1.9%
Hawaiian or Pacific Islander (2025)		-	-	8	-	44	-	93	-
Other Race (2025)		39	1.1%	350	1.4%	2,358	2.9%	10,530	5.0%
Two or More Races (2025)		97	2.6%	812	3.4%	2,951	3.6%	8,034	3.8%
Population < 18 (2025)		815	22.0%	5,446	22.5%	19,773	24.1%	54,057	25.5%
White Not Hispanic		331	40.6%	2,300	42.2%	7,028	35.5%	12,619	23.3%
Black or African American		396	48.5%	2,396	44.0%	9,773	49.4%	31,833	58.9%
Asian		19	2.4%	186	3.4%	485	2.5%	838	1.6%
Other Race Not Hispanic		30	3.7%	218	4.0%	705	3.6%	1,614	3.0%
Hispanic		39	4.8%	346	6.3%	1,782	9.0%	7,153	13.2%
Not Hispanic or Latino Population (2025)		3,584	96.8%	23,079	95.4%	76,685	93.5%	192,448	90.9%
Not Hispanic White		1,812	50.6%	12,328	53.4%	36,493	47.6%	69,270	36.0%
Not Hispanic Black or African American		1,620	45.2%	9,478	41.1%	36,624	47.8%	115,769	60.2%
Not Hispanic American Indian or Alaska Native		3	-	19	-	60	-	166	-
Not Hispanic Asian		93	2.6%	838	3.6%	2,104	2.7%	3,959	2.1%
Not Hispanic Hawaiian or Pacific Islander		-	-	6	-	31	-	57	-
Not Hispanic Other Race		-	-	-	-	38	-	206	0.1%
Not Hispanic Two or More Races		56	1.6%	410	1.8%	1,336	1.7%	3,021	1.6%
Hispanic or Latino Population (2025)		119	3.2%	1,123	4.6%	5,374	6.5%	19,341	9.1%
Hispanic White		30	24.9%	284	25.3%	1,050	19.5%	2,705	14.0%
Hispanic Black or African American		7	5.5%	52	4.6%	220	4.1%	706	3.6%
Hispanic American Indian or Alaska Native		3	2.5%	27	2.4%	124	2.3%	466	2.4%
Hispanic Asian		-	-	5	0.5%	31	0.6%	92	0.5%
Hispanic Hawaiian or Pacific Islander		-	-	2	0.2%	14	0.3%	35	0.2%
Hispanic Other Race		39	33.0%	350	31.2%	2,320	43.2%	10,325	53.4%
Hispanic Two or More Races		41	34.1%	402	35.8%	1,616	30.1%	5,013	25.9%
Not Hispanic or Latino Population (2020)		3,572	97.6%	21,868	96.9%	73,919	94.2%	190,826	91.2%
Hispanic or Latino Population (2020)		88	2.4%	705	3.1%	4,512	5.8%	18,327	8.8%
Not Hispanic or Latino Population (2010)		2,504	98.3%	16,740	97.8%	64,896	95.5%	183,256	93.5%
Hispanic or Latino Population (2010)		43	1.7%	377	2.2%	3,080	4.5%	12,827	6.5%
Not Hispanic or Latino Population (2030)		3,633	95.6%	24,025	94.0%	78,130	92.3%	187,966	90.1%
Hispanic or Latino Population (2030)		167	4.4%	1,528	6.0%	6,493	7.7%	20,715	9.9%
Projected Annual Growth (2025-2030)		48	8.0%	405	7.2%	1,119	4.2%	1,373	1.4%
Historical Annual Growth (2010-2020)		45	10.4%	329	8.7%	1,432	4.7%	5,499	4.3%

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Olive Branch, MS 38654									
Total Age Distribution (2025)									
Total Population		3,703		24,202		82,059		211,789	
Age Under 5 Years	164	4.4%	1,198	5.0%	4,610	5.6%	13,281	6.3%	
Age 5 to 9 Years	216	5.8%	1,417	5.9%	5,220	6.4%	14,727	7.0%	
Age 10 to 14 Years	274	7.4%	1,729	7.1%	6,001	7.3%	16,014	7.6%	
Age 15 to 19 Years	256	6.9%	1,753	7.2%	6,335	7.7%	16,338	7.7%	
Age 20 to 24 Years	230	6.2%	1,489	6.2%	5,214	6.4%	14,547	6.9%	
Age 25 to 29 Years	139	3.8%	1,145	4.7%	4,992	6.1%	14,792	7.0%	
Age 30 to 34 Years	178	4.8%	1,385	5.7%	5,537	6.7%	15,604	7.4%	
Age 35 to 39 Years	240	6.5%	1,543	6.4%	5,489	6.7%	14,449	6.8%	
Age 40 to 44 Years	270	7.3%	1,682	7.0%	5,670	6.9%	14,388	6.8%	
Age 45 to 49 Years	260	7.0%	1,754	7.2%	5,690	6.9%	13,716	6.5%	
Age 50 to 54 Years	299	8.1%	1,823	7.5%	5,745	7.0%	13,650	6.4%	
Age 55 to 59 Years	241	6.5%	1,610	6.7%	5,165	6.3%	12,359	5.8%	
Age 60 to 64 Years	281	7.6%	1,599	6.6%	4,890	6.0%	11,598	5.5%	
Age 65 to 69 Years	224	6.0%	1,340	5.5%	4,016	4.9%	9,670	4.6%	
Age 70 to 74 Years	183	4.9%	1,122	4.6%	3,204	3.9%	7,299	3.4%	
Age 75 to 79 Years	135	3.7%	800	3.3%	2,196	2.7%	4,791	2.3%	
Age 80 to 84 Years	74	2.0%	488	2.0%	1,209	1.5%	2,609	1.2%	
Age 85 Years or Over	40	1.1%	324	1.3%	877	1.1%	1,957	0.9%	
Median Age	42.0		40.5		37.3		35.0		
Age 19 Years or Less	911	24.6%	6,098	25.2%	22,167	27.0%	60,360	28.5%	
Age 20 to 64 Years	2,137	57.7%	14,030	58.0%	48,391	59.0%	125,104	59.1%	
Age 65 Years or Over	655	17.7%	4,074	16.8%	11,502	14.0%	26,326	12.4%	
Female Age Distribution (2025)									
Female Population	1,956	52.8%	12,654	52.3%	43,362	52.8%	112,501	53.1%	
Age Under 5 Years	78	4.0%	580	4.6%	2,262	5.2%	6,477	5.8%	
Age 5 to 9 Years	111	5.7%	692	5.5%	2,569	5.9%	7,257	6.5%	
Age 10 to 14 Years	137	7.0%	849	6.7%	2,995	6.9%	7,921	7.0%	
Age 15 to 19 Years	126	6.4%	857	6.8%	3,101	7.2%	8,013	7.1%	
Age 20 to 24 Years	114	5.8%	723	5.7%	2,627	6.1%	7,399	6.6%	
Age 25 to 29 Years	72	3.7%	595	4.7%	2,567	5.9%	7,788	6.9%	
Age 30 to 34 Years	96	4.9%	735	5.8%	2,907	6.7%	8,422	7.5%	
Age 35 to 39 Years	130	6.6%	849	6.7%	3,073	7.1%	7,990	7.1%	
Age 40 to 44 Years	154	7.9%	955	7.5%	3,140	7.2%	8,000	7.1%	
Age 45 to 49 Years	144	7.4%	926	7.3%	3,124	7.2%	7,652	6.8%	
Age 50 to 54 Years	151	7.7%	951	7.5%	3,072	7.1%	7,391	6.6%	
Age 55 to 59 Years	125	6.4%	827	6.5%	2,743	6.3%	6,738	6.0%	
Age 60 to 64 Years	149	7.6%	849	6.7%	2,643	6.1%	6,392	5.7%	
Age 65 to 69 Years	124	6.3%	714	5.6%	2,216	5.1%	5,385	4.8%	
Age 70 to 74 Years	99	5.1%	611	4.8%	1,817	4.2%	4,161	3.7%	
Age 75 to 79 Years	78	4.0%	436	3.4%	1,247	2.9%	2,726	2.4%	
Age 80 to 84 Years	47	2.4%	310	2.4%	759	1.8%	1,640	1.5%	
Age 85 Years or Over	22	1.1%	195	1.5%	500	1.2%	1,151	1.0%	
Female Median Age	42.9		41.6		38.7		36.5		
Age 19 Years or Less	451	23.1%	2,977	23.5%	10,927	25.2%	29,667	26.4%	
Age 20 to 64 Years	1,134	58.0%	7,411	58.6%	25,895	59.7%	67,771	60.2%	
Age 65 Years or Over	370	18.9%	2,266	17.9%	6,539	15.1%	15,063	13.4%	

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Olive Branch, MS 38654									
Male Age Distribution (2025)									
Male Population		1,747	47.2%	11,548	47.7%	38,698	47.2%	99,288	46.9%
Age Under 5 Years		86	4.9%	619	5.4%	2,349	6.1%	6,803	6.9%
Age 5 to 9 Years		105	6.0%	726	6.3%	2,652	6.9%	7,470	7.5%
Age 10 to 14 Years		137	7.8%	880	7.6%	3,005	7.8%	8,094	8.2%
Age 15 to 19 Years		130	7.5%	896	7.8%	3,234	8.4%	8,326	8.4%
Age 20 to 24 Years		116	6.6%	766	6.6%	2,587	6.7%	7,148	7.2%
Age 25 to 29 Years		67	3.9%	550	4.8%	2,425	6.3%	7,005	7.1%
Age 30 to 34 Years		81	4.7%	650	5.6%	2,629	6.8%	7,182	7.2%
Age 35 to 39 Years		110	6.3%	694	6.0%	2,416	6.2%	6,459	6.5%
Age 40 to 44 Years		116	6.7%	727	6.3%	2,530	6.5%	6,388	6.4%
Age 45 to 49 Years		115	6.6%	828	7.2%	2,566	6.6%	6,064	6.1%
Age 50 to 54 Years		147	8.4%	872	7.6%	2,674	6.9%	6,259	6.3%
Age 55 to 59 Years		117	6.7%	783	6.8%	2,422	6.3%	5,621	5.7%
Age 60 to 64 Years		132	7.6%	749	6.5%	2,246	5.8%	5,207	5.2%
Age 65 to 69 Years		100	5.7%	626	5.4%	1,799	4.6%	4,284	4.3%
Age 70 to 74 Years		83	4.8%	511	4.4%	1,387	3.6%	3,138	3.2%
Age 75 to 79 Years		58	3.3%	364	3.2%	948	2.5%	2,065	2.1%
Age 80 to 84 Years		26	1.5%	178	1.5%	450	1.2%	970	1.0%
Age 85 Years or Over		18	1.0%	128	1.1%	378	1.0%	806	0.8%
Male Median Age		40.7		39.1		35.5		33.1	
Age 19 Years or Less		459	26.3%	3,121	27.0%	11,240	29.0%	30,693	30.9%
Age 20 to 64 Years		1,003	57.4%	6,619	57.3%	22,495	58.1%	57,333	57.7%
Age 65 Years or Over		285	16.3%	1,808	15.7%	4,963	12.8%	11,263	11.3%
Males per 100 Females (2025)									
Overall Comparison		89		91		89		88	
Age Under 5 Years		111	52.5%	107	51.6%	104	50.9%	105	51.2%
Age 5 to 9 Years		95	48.7%	105	51.2%	103	50.8%	103	50.7%
Age 10 to 14 Years		100	50.1%	104	50.9%	100	50.1%	102	50.5%
Age 15 to 19 Years		104	50.9%	105	51.1%	104	51.0%	104	51.0%
Age 20 to 24 Years		102	50.5%	106	51.4%	98	49.6%	97	49.1%
Age 25 to 29 Years		94	48.5%	92	48.0%	94	48.6%	90	47.4%
Age 30 to 34 Years		85	45.8%	88	46.9%	90	47.5%	85	46.0%
Age 35 to 39 Years		85	46.0%	82	45.0%	79	44.0%	81	44.7%
Age 40 to 44 Years		76	43.1%	76	43.2%	81	44.6%	80	44.4%
Age 45 to 49 Years		80	44.4%	89	47.2%	82	45.1%	79	44.2%
Age 50 to 54 Years		97	49.3%	92	47.8%	87	46.5%	85	45.9%
Age 55 to 59 Years		94	48.3%	95	48.6%	88	46.9%	83	45.5%
Age 60 to 64 Years		89	47.1%	88	46.9%	85	45.9%	81	44.9%
Age 65 to 69 Years		80	44.5%	88	46.7%	81	44.8%	80	44.3%
Age 70 to 74 Years		84	45.6%	84	45.6%	76	43.3%	75	43.0%
Age 75 to 79 Years		74	42.7%	84	45.5%	76	43.2%	76	43.1%
Age 80 to 84 Years		56	35.8%	58	36.6%	59	37.2%	59	37.2%
Age 85 Years or Over		83	45.5%	66	39.6%	76	43.0%	70	41.2%
Age 19 Years or Less		102	50.4%	105	51.2%	103	50.7%	103	50.8%
Age 20 to 39 Years		91	47.7%	92	47.8%	90	47.4%	88	46.8%
Age 40 to 64 Years		87	46.5%	88	46.8%	84	45.8%	82	45.0%
Age 65 Years or Over		77	43.5%	80	44.4%	76	43.1%	75	42.8%

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Olive Branch, MS 38654									
Household Type (2025)									
Total Households		1,384		8,976		30,356		78,348	
Households with Children		488	35.2%	3,242	36.1%	11,424	37.6%	30,020	38.3%
Average Household Size		2.7		2.7		2.7		2.7	
Household Density per Square Mile		441		318		387		509	
Population Family		3,253	87.8%	21,209	87.6%	71,207	86.8%	182,803	86.3%
Population Non-Family		450	12.2%	2,993	12.4%	10,751	13.1%	28,527	13.5%
Population Group Quarters		-	-	-	-	102	0.1%	459	0.2%
Family Households		1,013	73.2%	6,597	73.5%	22,100	72.8%	56,588	72.2%
Married Couple Households		795	78.4%	5,108	77.4%	14,956	67.7%	32,613	57.6%
Other Family Households with Children		219	21.6%	1,489	22.6%	7,144	32.3%	23,975	42.4%
Family Households with Children		488	48.1%	3,241	49.1%	11,415	51.7%	29,990	53.0%
Married Couple with Children		371	76.1%	2,409	74.3%	7,403	64.8%	15,966	53.2%
Other Family Households with Children		117	23.9%	832	25.7%	4,013	35.2%	14,023	46.8%
Family Households No Children		525	51.9%	3,356	50.9%	10,684	48.3%	26,599	47.0%
Married Couple No Children		424	80.6%	2,699	80.4%	7,553	70.7%	16,646	62.6%
Other Family Households No Children		102	19.4%	657	19.6%	3,131	29.3%	9,952	37.4%
Non-Family Households		371	26.8%	2,379	26.5%	8,256	27.2%	21,760	27.8%
Non-Family Households with Children		-	-	-	-	9	0.1%	31	0.1%
Non-Family Households No Children		371	100.0%	2,379	100.0%	8,247	99.9%	21,730	99.9%
Average Family Household Size		3.2		3.2		3.2		3.2	
Average Family Income		\$147,984		\$141,709		\$124,285		\$105,107	
Median Family Income		\$121,099		\$117,357		\$104,892		\$89,834	
Average Non-Family Household Size		1.2		1.3		1.3		1.3	
Marital Status (2025)									
Population Age 15 Years or Over		3,049		19,857		66,228		167,768	
Never Married		554	18.2%	3,954	19.9%	18,989	28.7%	64,735	38.6%
Currently Married		1,919	62.9%	12,330	62.1%	34,056	51.4%	68,428	40.8%
Previously Married		576	18.9%	3,573	18.0%	13,182	19.9%	34,605	20.6%
Separated		144	25.0%	846	23.7%	2,967	22.5%	8,610	24.9%
Widowed		145	25.1%	939	26.3%	2,857	21.7%	7,350	21.2%
Divorced		287	49.9%	1,788	50.0%	7,358	55.8%	18,645	53.9%
Educational Attainment (2025)									
Adult Population Age 25 Years or Over		2,563		16,615		54,679		136,883	
Elementary (Grade Level 0 to 8)		34	1.3%	328	2.0%	1,420	2.6%	5,011	3.7%
Some High School (Grade Level 9 to 11)		75	2.9%	515	3.1%	1,973	3.6%	7,123	5.2%
High School Graduate		423	16.5%	4,197	25.3%	15,669	28.7%	42,690	31.2%
Some College		679	26.5%	3,793	22.8%	13,187	24.1%	33,148	24.2%
Associate Degree Only		347	13.6%	1,918	11.5%	5,641	10.3%	13,369	9.8%
Bachelor Degree Only		682	26.6%	3,864	23.3%	10,938	20.0%	22,802	16.7%
Graduate Degree		323	12.6%	2,001	12.0%	5,851	10.7%	12,741	9.3%
Any College (Some College or Higher)		2,031	79.3%	11,575	69.7%	35,617	65.1%	82,059	59.9%
College Degree + (Bachelor Degree or Higher)		1,005	39.2%	5,864	35.3%	16,790	30.7%	35,543	26.0%

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Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.9648/-89.9001

5036 Goodman Road		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Olive Branch, MS 38654									
Housing									
Total Housing Units (2025)		1,484		9,642		32,865		86,874	
Total Housing Units (2020)		1,385		8,505		30,112		83,139	
Historical Annual Growth (2020-2025)		98	1.4%	1,137	2.7%	2,753	1.8%	3,736	0.9%
Housing Units Occupied (2025)		1,384	93.3%	8,976	93.1%	30,356	92.4%	78,348	90.2%
Housing Units Owner-Occupied		1,213	87.7%	7,607	84.8%	22,761	75.0%	46,783	59.7%
Housing Units Renter-Occupied		171	12.3%	1,369	15.2%	7,595	25.0%	31,566	40.3%
Housing Units Vacant (2025)		99	6.7%	666	6.9%	2,509	7.6%	8,526	9.8%
Household Size (2025)									
Total Households		1,384		8,976		30,356		78,348	
1 Person Households		335	24.2%	2,063	23.0%	7,016	23.1%	18,324	23.4%
2 Person Households		481	34.8%	3,040	33.9%	10,059	33.1%	25,384	32.4%
3 Person Households		209	15.1%	1,517	16.9%	5,316	17.5%	14,211	18.1%
4 Person Households		195	14.1%	1,295	14.4%	4,335	14.3%	10,820	13.8%
5 Person Households		104	7.5%	676	7.5%	2,186	7.2%	5,641	7.2%
6 Person Households		38	2.8%	246	2.7%	887	2.9%	2,365	3.0%
7 or More Person Households		22	1.6%	138	1.5%	558	1.8%	1,603	2.0%
Household Income Distribution (2025)									
HH Income \$200,000 or More		163	11.8%	1,089	12.1%	2,767	9.1%	5,470	7.0%
HH Income \$150,000 to \$199,999		210	15.2%	1,354	15.1%	3,305	10.9%	6,229	7.9%
HH Income \$125,000 to \$149,999		230	16.6%	1,017	11.3%	3,259	10.7%	6,769	8.6%
HH Income \$100,000 to \$124,999		142	10.2%	1,376	15.3%	4,450	14.7%	9,131	11.7%
HH Income \$75,000 to \$99,999		169	12.2%	1,164	13.0%	4,652	15.3%	10,791	13.8%
HH Income \$50,000 to \$74,999		199	14.4%	1,101	12.3%	4,965	16.4%	14,078	18.0%
HH Income \$35,000 to \$49,999		106	7.6%	890	9.9%	2,819	9.3%	9,257	11.8%
HH Income \$25,000 to \$34,999		64	4.6%	410	4.6%	1,739	5.7%	5,876	7.5%
HH Income \$15,000 to \$24,999		39	2.8%	276	3.1%	1,159	3.8%	4,511	5.8%
HH Income \$10,000 to \$14,999		13	1.0%	99	1.1%	407	1.3%	2,426	3.1%
HH Income Under \$10,000		49	3.5%	199	2.2%	834	2.7%	3,811	4.9%
Household Vehicles (2025)									
Households 0 Vehicles Available		33	2.4%	352	3.9%	1,038	3.4%	4,384	5.6%
Households 1 Vehicle Available		198	14.3%	1,479	16.5%	7,594	25.0%	25,588	32.7%
Households 2 Vehicles Available		652	47.1%	4,269	47.6%	12,587	41.5%	28,654	36.6%
Households 3 or More Vehicles Available		501	36.2%	2,876	32.0%	9,136	30.1%	19,722	25.2%
Total Vehicles Available		3,265		19,950		63,629		150,203	
Average Vehicles per Household		2.4		2.2		2.1		1.9	
Owner-Occupied Household Vehicles		2,797	85.7%	17,397	87.2%	50,608	79.5%	103,318	68.8%
Average Vehicles per Owner-Occupied Household		2.3		2.3		2.2		2.2	
Renter-Occupied Household Vehicles		468	14.3%	2,553	12.8%	13,021	20.5%	46,885	31.2%
Average Vehicles per Renter-Occupied Household		2.7		1.9		1.7		1.5	
Travel Time (2025)									
Worker Base Age 16 years or Over		1,900		12,963		43,337		107,782	
Travel to Work in 14 Minutes or Less		262	13.8%	1,991	15.4%	7,451	17.2%	19,934	18.5%
Travel to Work in 15 to 29 Minutes		742	39.0%	5,166	39.9%	16,774	38.7%	46,368	43.0%
Travel to Work in 30 to 59 Minutes		509	26.8%	3,924	30.3%	12,970	29.9%	27,578	25.6%
Travel to Work in 60 Minutes or More		140	7.4%	499	3.8%	1,370	3.2%	3,176	2.9%
Work at Home		247	13.0%	1,383	10.7%	4,773	11.0%	10,726	10.0%
Average Minutes Travel to Work		24.9		23.9		23.2		22.3	

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Olive Branch, MS 38654									
Transportation To Work (2025)									
Worker Base Age 16 years or Over		1,900		12,963		43,337		107,782	
Drive to Work Alone		1,304	68.6%	9,454	72.9%	33,100	76.4%	83,425	77.4%
Drive to Work in Carpool		322	16.9%	1,913	14.8%	4,889	11.3%	11,440	10.6%
Travel to Work by Public Transportation		-	-	2	-	51	0.1%	406	0.4%
Drive to Work on Motorcycle		-	-	-	-	-	-	12	-
Bicycle to Work		-	-	2	-	5	-	44	-
Walk to Work		14	0.7%	87	0.7%	187	0.4%	864	0.8%
Other Means		13	0.7%	122	0.9%	333	0.8%	865	0.8%
Work at Home		247	13.0%	1,383	10.7%	4,773	11.0%	10,726	10.0%
Daytime Demographics (2025)									
Total Businesses		186		1,193		3,407		8,793	
Total Employees		1,371		8,990		33,692		84,025	
Company Headquarter Businesses		7	3.5%	42	3.5%	116	3.4%	254	2.9%
Company Headquarter Employees		74	5.4%	790	8.8%	4,376	13.0%	8,990	10.7%
Employee Population per Business		7.4	to 1	7.5	to 1	9.9	to 1	9.6	to 1
Residential Population per Business		19.9	to 1	20.3	to 1	24.1	to 1	24.1	to 1
Adj. Daytime Demographics Age 16 Years or Over		2,468		15,518		55,199		140,414	
Labor Force									
Labor Population Age 16 Years or Over (2025)		3,001		19,522		64,965		164,461	
Labor Force Total Males (2025)		1,395	46.5%	9,160	46.9%	30,060	46.3%	75,254	45.8%
Male Civilian Employed		984	70.5%	6,618	72.3%	21,265	70.7%	51,963	69.1%
Male Civilian Unemployed		25	1.8%	240	2.6%	685	2.3%	3,013	4.0%
Males in Armed Forces		3	0.2%	31	0.3%	121	0.4%	241	0.3%
Males Not in Labor Force		382	27.4%	2,270	24.8%	7,989	26.6%	20,037	26.6%
Labor Force Total Females (2025)		1,606	53.5%	10,361	53.1%	34,905	53.7%	89,207	54.2%
Female Civilian Employed		917	57.1%	6,345	61.2%	22,073	63.2%	55,821	62.6%
Female Civilian Unemployed		45	2.8%	342	3.3%	1,158	3.3%	3,756	4.2%
Females in Armed Forces		-	-	-	-	-	-	47	-
Females Not in Labor Force		644	40.1%	3,675	35.5%	11,674	33.4%	29,584	33.2%
Unemployment Rate		71	2.4%	582	3.0%	1,844	2.8%	6,769	4.1%
Occupation (2025)									
Occupation Population Age 16 Years or Over		1,900		12,963		43,337		107,782	
Occupation Total Males		984	51.8%	6,618	51.1%	21,265	49.1%	51,962	48.2%
Occupation Total Females		917	48.2%	6,345	48.9%	22,073	50.9%	55,821	51.8%
Management, Business, Financial Operations		412	-	2,739	21.1%	7,775	17.9%	15,816	14.7%
Professional, Related		496	26.1%	2,962	22.8%	9,145	21.1%	20,239	18.8%
Service		275	14.5%	1,455	11.2%	5,054	11.7%	15,730	14.6%
Sales, Office		362	19.1%	3,010	23.2%	9,455	21.8%	23,839	22.1%
Farming, Fishing, Forestry		-	-	1	-	6	-	52	-
Construction, Extraction, Maintenance		120	6.3%	994	7.7%	3,512	8.1%	7,698	7.1%
Production, Transport, Material Moving		234	12.3%	1,802	13.9%	8,390	19.4%	24,410	22.6%
White Collar Workers		1,271	66.9%	8,711	67.2%	26,375	60.9%	59,893	55.6%
Blue Collar Workers		630	33.1%	4,252	32.8%	16,963	39.1%	47,890	44.4%

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Olive Branch, MS 38654									
Units In Structure (2025)									
Total Units		1,384		8,976		30,356		78,348	
1 Detached Unit		1,346	97.2%	8,439	94.0%	26,699	88.0%	58,357	74.5%
1 Attached Unit		7	0.5%	81	0.9%	801	2.6%	2,647	3.4%
2 Units		-	-	8	-	125	0.4%	745	1.0%
3 to 4 Units		6	0.4%	69	0.8%	559	1.8%	3,354	4.3%
5 to 9 Units		10	0.7%	101	1.1%	869	2.9%	5,605	7.2%
10 to 19 Units		3	0.2%	40	0.4%	386	1.3%	3,225	4.1%
20 to 49 Units		-	-	33	0.4%	106	0.3%	960	1.2%
50 or More Units		6	0.5%	130	1.4%	463	1.5%	2,280	2.9%
Mobile Home or Trailer		4	0.3%	72	0.8%	328	1.1%	1,068	1.4%
Other Structure		-	-	3	-	20	-	109	0.1%
Homes Built By Year (2025)									
Homes Built 2020 or later		184	12.4%	774	8.0%	2,117	6.4%	3,860	4.4%
Homes Built 2010 to 2019		308	20.8%	1,917	19.9%	4,856	14.8%	8,166	9.4%
Homes Built 2000 to 2009		388	26.2%	2,695	27.9%	7,653	23.3%	14,573	16.8%
Homes Built 1990 to 1999		301	20.3%	1,798	18.6%	6,430	19.6%	14,482	16.7%
Homes Built 1980 to 1989		119	8.0%	894	9.3%	4,266	13.0%	13,706	15.8%
Homes Built 1970 to 1979		67	4.5%	529	5.5%	3,264	9.9%	12,150	14.0%
Homes Built 1960 to 1969		5	0.3%	224	2.3%	937	2.8%	6,660	7.7%
Homes Built 1950 to 1959		9	0.6%	64	0.7%	434	1.3%	3,314	3.8%
Homes Built 1940 to 1949		2	0.1%	57	0.6%	254	0.8%	834	1.0%
Homes Built Before 1939		1	-	25	0.3%	144	0.4%	604	0.7%
Median Age of Homes		21.3 yrs		24.0 yrs		28.1 yrs		34.8 yrs	
Home Values (2025)									
Owner Specified Housing Units		1,213		7,607		22,761		46,783	
Home Values \$1,000,000 or More		3	0.3%	213	2.8%	478	2.1%	718	1.5%
Home Values \$750,000 to \$999,999		1	-	36	0.5%	306	1.3%	716	1.5%
Home Values \$500,000 to \$749,999		48	4.0%	434	5.7%	1,249	5.5%	2,959	6.3%
Home Values \$400,000 to \$499,999		182	15.0%	823	10.8%	2,278	10.0%	4,178	8.9%
Home Values \$300,000 to \$399,999		656	54.0%	2,895	38.1%	5,723	25.1%	9,459	20.2%
Home Values \$250,000 to \$299,999		155	12.8%	1,167	15.3%	3,133	13.8%	6,057	12.9%
Home Values \$200,000 to \$249,999		97	8.0%	973	12.8%	3,231	14.2%	5,864	12.5%
Home Values \$175,000 to \$199,999		4	0.4%	361	4.7%	1,653	7.3%	3,137	6.7%
Home Values \$150,000 to \$174,999		13	1.1%	320	4.2%	1,629	7.2%	4,009	8.6%
Home Values \$125,000 to \$149,999		25	2.1%	114	1.5%	1,020	4.5%	2,299	4.9%
Home Values \$100,000 to \$124,999		13	1.1%	57	0.8%	723	3.2%	2,815	6.0%
Home Values \$90,000 to \$99,999		-	-	-	-	54	0.2%	332	0.7%
Home Values \$80,000 to \$89,999		-	-	2	-	162	0.7%	844	1.8%
Home Values \$70,000 to \$79,999		-	-	1	-	106	0.5%	363	0.8%
Home Values \$60,000 to \$69,999		-	-	2	-	101	0.4%	475	1.0%
Home Values \$50,000 to \$59,999		-	-	17	0.2%	87	0.4%	339	0.7%
Home Values \$35,000 to \$49,999		-	-	31	0.4%	160	0.7%	441	0.9%
Home Values \$25,000 to \$34,999		1	0.1%	89	1.2%	275	1.2%	682	1.5%
Home Values \$10,000 to \$24,999		4	0.3%	39	0.5%	258	1.1%	652	1.4%
Home Values Under \$10,000		9	0.7%	30	0.4%	136	0.6%	444	0.9%
Owner-Occupied Median Home Value		\$342,390		\$313,979		\$274,551		\$252,465	
Renter-Occupied Median Rent		\$1,994		\$1,976		\$1,317		\$1,085	

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5036 Goodman Road		1 mi radius	3 mi radius	5 mi radius	7 mi radius
Olive Branch, MS 38654					
Total Annual Consumer Expenditure (2025)					
Total Household Expenditure		\$162.89 M	\$1.05 B	\$3.3 B	\$7.7 B
Total Non-Retail Expenditure		\$79.63 M	\$514.71 M	\$1.6 B	\$3.74 B
Total Retail Expenditure		\$83.26 M	\$536.08 M	\$1.7 B	\$3.96 B
Alcoholic Beverages		\$1.01 M	\$6.52 M	\$20.44 M	\$47.41 M
Apparel		\$3.01 M	\$19.53 M	\$61.84 M	\$145.55 M
Contributions		\$5.36 M	\$34.6 M	\$106.04 M	\$238.54 M
Education		\$3.79 M	\$24.49 M	\$75.72 M	\$172.47 M
Entertainment		\$9.3 M	\$60.34 M	\$191.45 M	\$451.8 M
Food Away From Home		\$7.18 M	\$46.56 M	\$147.05 M	\$344.65 M
Grocery		\$10.17 M	\$66.49 M	\$221.17 M	\$552.97 M
Health Care		\$9.5 M	\$61.07 M	\$200.89 M	\$505.45 M
Household Furnishings and Equipment		\$4.36 M	\$28.23 M	\$88.83 M	\$207.16 M
Household Operations		\$3.02 M	\$19.59 M	\$62.38 M	\$148.34 M
Miscellaneous Expenses		\$2.8 M	\$18.14 M	\$57.22 M	\$133.67 M
Personal Care		\$2.02 M	\$13.2 M	\$43.34 M	\$106.69 M
Shelter		\$24.09 M	\$157.67 M	\$520.41 M	\$1.3 B
Tax and Retirement		\$41.61 M	\$267.17 M	\$776.19 M	\$1.65 B
Tobacco and Related		\$690.1 K	\$4.59 M	\$16.73 M	\$46.24 M
Transportation		\$27.77 M	\$175.36 M	\$550.52 M	\$1.26 B
Utilities		\$7.22 M	\$47.22 M	\$157.83 M	\$396.85 M
Monthly Household Consumer Expenditure (2025)					
Total Household Expenditure		\$9,805	\$9,755	\$9,054	\$8,194
Total Non-Retail Expenditure		\$4,793 48.9%	\$4,779 49.0%	\$4,399 48.6%	\$3,977 48.5%
Total Retail Expenditures		\$5,012 51.1%	\$4,977 51.0%	\$4,655 51.4%	\$4,217 51.5%
Alcoholic Beverages		\$61 0.6%	\$61 0.6%	\$56 0.6%	\$50 0.6%
Apparel		\$181 1.8%	\$181 1.9%	\$170 1.9%	\$155 1.9%
Contributions		\$323 3.3%	\$321 3.3%	\$291 3.2%	\$254 3.1%
Education		\$228 2.3%	\$227 2.3%	\$208 2.3%	\$183 2.2%
Entertainment		\$560 5.7%	\$560 5.7%	\$526 5.8%	\$481 5.9%
Food Away From Home		\$432 4.4%	\$432 4.4%	\$404 4.5%	\$367 4.5%
Grocery		\$612 6.2%	\$617 6.3%	\$607 6.7%	\$588 7.2%
Health Care		\$572 5.8%	\$567 5.8%	\$551 6.1%	\$538 6.6%
Household Furnishings and Equipment		\$262 2.7%	\$262 2.7%	\$244 2.7%	\$220 2.7%
Household Operations		\$182 1.9%	\$182 1.9%	\$171 1.9%	\$158 1.9%
Miscellaneous Expenses		\$169 1.7%	\$168 1.7%	\$157 1.7%	\$142 1.7%
Personal Care		\$122 1.2%	\$123 1.3%	\$119 1.3%	\$113 1.4%
Shelter		\$1,450 14.8%	\$1,464 15.0%	\$1,429 15.8%	\$1,384 16.9%
Tax and Retirement		\$2,505 25.5%	\$2,480 25.4%	\$2,131 23.5%	\$1,754 23.5%
Tobacco and Related		\$42 0.4%	\$43 0.4%	\$46 0.5%	\$49 0.6%
Transportation		\$1,672 17.0%	\$1,628 16.7%	\$1,511 16.7%	\$1,336 16.3%
Utilities		\$434 4.4%	\$438 4.5%	\$433 4.8%	\$422 5.2%