



<b>Population Summary</b>	
2000 Total Population	21,555
2010 Total Population	33,484
2016 Total Population	36,579
2016 Group Quarters	0
2021 Total Population	39,363
2016-2021 Annual Rate	1.48%
<b>Household Summary</b>	
2000 Households	7,733
2000 Average Household Size	2.78
2010 Households	12,078
2010 Average Household Size	2.77
2016 Households	13,085
2016 Average Household Size	2.80
2021 Households	14,011
2021 Average Household Size	2.81
2016-2021 Annual Rate	1.38%
2010 Families	9,332
2010 Average Family Size	3.16
2016 Families	9,999
2016 Average Family Size	3.20
2021 Families	10,638
2021 Average Family Size	3.23
2016-2021 Annual Rate	1.25%
<b>Housing Unit Summary</b>	
2000 Housing Units	8,121
Owner Occupied Housing Units	80.4%
Renter Occupied Housing Units	14.9%
Vacant Housing Units	4.8%
2010 Housing Units	12,942
Owner Occupied Housing Units	75.3%
Renter Occupied Housing Units	18.0%
Vacant Housing Units	6.7%
2016 Housing Units	14,056
Owner Occupied Housing Units	73.2%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	6.9%
2021 Housing Units	15,077
Owner Occupied Housing Units	73.2%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	7.1%
<b>Median Household Income</b>	
2016	\$66,687
2021	\$74,683
<b>Median Home Value</b>	
2016	\$175,629
2021	\$187,642
<b>Per Capita Income</b>	
2016	\$28,061
2021	\$30,527
<b>Median Age</b>	
2010	36.0
2016	37.4
2021	37.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



<b>2016 Households by Income</b>	
Household Income Base	13,086
<\$15,000	5.6%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	8.2%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	5.3%
\$200,000+	2.5%
Average Household Income	\$78,354
<b>2021 Households by Income</b>	
Household Income Base	14,010
<\$15,000	5.3%
\$15,000 - \$24,999	8.4%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	10.0%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	18.0%
\$100,000 - \$149,999	22.4%
\$150,000 - \$199,999	6.6%
\$200,000+	2.8%
Average Household Income	\$85,670
<b>2016 Owner Occupied Housing Units by Value</b>	
Total	10,291
<\$50,000	3.1%
\$50,000 - \$99,999	7.2%
\$100,000 - \$149,999	25.8%
\$150,000 - \$199,999	27.0%
\$200,000 - \$249,999	18.4%
\$250,000 - \$299,999	7.4%
\$300,000 - \$399,999	6.1%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	0.4%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.1%
Average Home Value	\$195,367
<b>2021 Owner Occupied Housing Units by Value</b>	
Total	11,033
<\$50,000	1.3%
\$50,000 - \$99,999	3.7%
\$100,000 - \$149,999	22.7%
\$150,000 - \$199,999	29.5%
\$200,000 - \$249,999	22.6%
\$250,000 - \$299,999	8.9%
\$300,000 - \$399,999	5.9%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.1%
Average Home Value	\$207,867

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



Olive Branch City, MS  
Olive Branch City, MS (2854040)  
Geography: Place

Prepared by Esri

<b>2010 Population by Age</b>	
Total	33,484
0 - 4	6.7%
5 - 9	7.9%
10 - 14	8.6%
15 - 24	12.5%
25 - 34	12.6%
35 - 44	16.1%
45 - 54	14.5%
55 - 64	10.5%
65 - 74	6.1%
75 - 84	3.5%
85 +	1.0%
18 +	71.7%
<b>2016 Population by Age</b>	
Total	36,577
0 - 4	6.4%
5 - 9	6.6%
10 - 14	7.7%
15 - 24	13.1%
25 - 34	12.8%
35 - 44	14.7%
45 - 54	14.5%
55 - 64	11.6%
65 - 74	7.7%
75 - 84	3.7%
85 +	1.2%
18 +	75.0%
<b>2021 Population by Age</b>	
Total	39,359
0 - 4	6.4%
5 - 9	6.6%
10 - 14	7.0%
15 - 24	11.7%
25 - 34	14.4%
35 - 44	14.3%
45 - 54	13.6%
55 - 64	11.9%
65 - 74	8.7%
75 - 84	4.2%
85 +	1.3%
18 +	75.9%
<b>2010 Population by Sex</b>	
Males	16,165
Females	17,319
<b>2016 Population by Sex</b>	
Males	17,652
Females	18,925
<b>2021 Population by Sex</b>	
Males	19,012
Females	20,347



<b>2010 Population by Race/Ethnicity</b>	
Total	33,484
White Alone	71.5%
Black Alone	23.1%
American Indian Alone	0.2%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	1.4%
Hispanic Origin	4.2%
Diversity Index	48.0
<b>2016 Population by Race/Ethnicity</b>	
Total	36,578
White Alone	67.1%
Black Alone	27.1%
American Indian Alone	0.2%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	1.6%
Hispanic Origin	4.1%
Diversity Index	51.8
<b>2021 Population by Race/Ethnicity</b>	
Total	39,363
White Alone	63.5%
Black Alone	30.6%
American Indian Alone	0.2%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.3%
Two or More Races	1.7%
Hispanic Origin	4.1%
Diversity Index	54.2
<b>2010 Population by Relationship and Household Type</b>	
Total	33,484
In Households	100.0%
In Family Households	90.0%
Householder	27.9%
Spouse	21.0%
Child	35.8%
Other relative	3.5%
Nonrelative	1.9%
In Nonfamily Households	10.0%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



<b>2016 Population 25+ by Educational Attainment</b>	
Total	24,201
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	5.2%
High School Graduate	24.8%
GED/Alternative Credential	5.1%
Some College, No Degree	27.3%
Associate Degree	8.4%
Bachelor's Degree	17.4%
Graduate/Professional Degree	9.6%
<b>2016 Population 15+ by Marital Status</b>	
Total	29,001
Never Married	28.7%
Married	53.4%
Widowed	6.2%
Divorced	11.7%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	93.1%
Civilian Unemployed	6.9%
<b>2016 Employed Population 16+ by Industry</b>	
Total	20,267
Agriculture/Mining	0.3%
Construction	7.9%
Manufacturing	12.1%
Wholesale Trade	4.0%
Retail Trade	12.1%
Transportation/Utilities	11.4%
Information	1.0%
Finance/Insurance/Real Estate	4.9%
Services	41.7%
Public Administration	4.6%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	20,268
White Collar	59.8%
Management/Business/Financial	13.9%
Professional	19.8%
Sales	10.7%
Administrative Support	15.4%
Services	15.5%
Blue Collar	24.6%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	3.3%
Production	6.9%
Transportation/Material Moving	7.5%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	33,484
Population Inside Urbanized Area	97.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	3.0%



<b>2010 Households by Type</b>	
Total	12,078
Households with 1 Person	19.1%
Households with 2+ People	80.9%
Family Households	77.3%
Husband-wife Families	58.1%
With Related Children	29.6%
Other Family (No Spouse Present)	19.1%
Other Family with Male Householder	4.8%
With Related Children	3.0%
Other Family with Female Householder	14.4%
With Related Children	10.0%
Nonfamily Households	3.6%
All Households with Children	43.0%
Multigenerational Households	5.0%
Unmarried Partner Households	4.8%
Male-female	4.1%
Same-sex	0.6%
<b>2010 Households by Size</b>	
Total	12,078
1 Person Household	19.1%
2 Person Household	31.6%
3 Person Household	20.4%
4 Person Household	17.2%
5 Person Household	7.7%
6 Person Household	2.6%
7 + Person Household	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	12,078
Owner Occupied	80.7%
Owned with a Mortgage/Loan	67.6%
Owned Free and Clear	13.1%
Renter Occupied	19.3%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	12,942
Housing Units Inside Urbanized Area	97.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.8%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



## Top 3 Tapestry Segments

1. Soccer Moms (4A)
2. Middleburg (4C)
3. Up and Coming Families (7A)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$26,227,132
Average Spent	\$2,004.37
Spending Potential Index	100
Education: Total \$	\$17,699,379
Average Spent	\$1,352.65
Spending Potential Index	96
Entertainment/Recreation: Total \$	\$38,704,889
Average Spent	\$2,957.96
Spending Potential Index	101
Food at Home: Total \$	\$63,592,430
Average Spent	\$4,859.95
Spending Potential Index	98
Food Away from Home: Total \$	\$40,927,655
Average Spent	\$3,127.83
Spending Potential Index	101
Health Care: Total \$	\$69,719,399
Average Spent	\$5,328.19
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$23,806,858
Average Spent	\$1,819.40
Spending Potential Index	103
Personal Care Products & Services: Total \$	\$9,653,834
Average Spent	\$737.78
Spending Potential Index	101
Shelter: Total \$	\$202,582,433
Average Spent	\$15,482.04
Spending Potential Index	99
Support Payments/Cash Contributions/Gifts in Kind: Total	\$31,208,006
Average Spent	\$2,385.02
Spending Potential Index	103
Travel: Total \$	\$25,494,397
Average Spent	\$1,948.37
Spending Potential Index	105
Vehicle Maintenance & Repairs: Total \$	\$13,548,532
Average Spent	\$1,035.42
Spending Potential Index	100

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.