

Complete Demographic Summary Report, the selected areas have been summarized: **Olive Branch**

Population Demographics

					Percent Change	
	2000 Census	2010 Census	2015A Estimates	2020 Projections	2000 to 2010	2015 to 2020
Total Population	21,462	33,483	35,628	40,239	56.0%	12.9%
Population Density (Pop/Sq Mi)	585.50	988.88	971.98	1,097.78	68.9%	12.9%
Total Households	7,711	12,078	12,853	14,639	56.6%	13.9%
Population by Gender:						
Male	10,380 48.4%	16,159 48.3%	17,043 47.8%	19,289 47.9%	55.7%	13.2%
Female	11,081 51.6%	17,324 51.7%	18,585 52.2%	20,950 52.1%	56.3%	12.7%

Population by Race

					Percent Change	
	2000 Census	2010 Census	2015A Estimates	2020 Projections	2000 to 2010	2015 to 2020
White	18,685 87.1%	24,094 72.0%	24,736 69.4%	27,121 67.4%	28.9%	9.6%
Black	2,378 11.1%	7,569 22.6%	8,955 25.1%	10,681 26.5%	218.3%	19.3%
American Indian or Alaska Native	36 0.2%	58 0.2%	59 0.2%	63 0.2%	62.2%	7.5%
Asian/Native Hawaiian/Other Pacific Islander	126 0.6%	471 1.4%	509 1.4%	654 1.6%	274.8%	28.4%
Some Other Race	106 0.5%	804 2.4%	840 2.4%	1,032 2.6%	662.3%	22.9%
Two or More Races	132 0.6%	487 1.5%	529 1.5%	689 1.7%	269.5%	30.1%

Population by Ethnicity

					Percent Change	
	2000 Census	2010 Census	2015A Estimates	2020 Projections	2000 to 2010	2015 to 2020
Hispanic	265 1.2%	1,409 4.2%	1,461 4.1%	1,798 4.5%	432.5%	23.0%
Not Hispanic or Latino	21,197 98.8%	32,075 95.8%	34,166 95.9%	38,441 95.5%	51.3%	12.5%

Population by Age

					Percent Change	
	2000 Census	2010 Census	2015A Estimates	2020 Projections	2000 to 2010	2015 to 2020
0 to 4	1,839 8.6%	2,211 6.6%	2,150 6.0%	2,420 6.0%	20.2%	12.6%
5 to 14	3,566 16.6%	5,520 16.5%	5,532 15.5%	5,518 13.7%	54.8%	-0.3%
15 to 19	1,246 5.8%	2,562 7.7%	2,734 7.7%	3,018 7.5%	105.6%	10.4%
20 to 24	1,027 4.8%	1,632 4.9%	2,009 5.6%	2,424 6.0%	58.9%	20.7%
25 to 34	3,565 16.6%	4,193 12.5%	4,220 11.8%	4,754 11.8%	17.6%	12.7%
35 to 44	3,821 17.8%	5,358 16.0%	5,497 15.4%	5,861 14.6%	40.2%	6.6%
45 to 54	2,660 12.4%	4,838 14.5%	5,150 14.5%	5,446 13.5%	81.9%	5.7%
55 to 64	1,758 8.2%	3,556 10.6%	4,051 11.4%	4,924 12.2%	102.3%	21.5%
65 to 74	1,348 6.3%	2,091 6.2%	2,516 7.1%	3,594 8.9%	55.2%	42.9%
75 to 84	541 2.5%	1,183 3.5%	1,361 3.8%	1,787 4.4%	118.6%	31.3%
85+	90 0.4%	339 1.0%	407 1.1%	493 1.2%	276.1%	21.1%

Median Age:

Total Population	33.7	36.2	37.3	38.6
------------------	------	------	------	------

Households by Income

	2000		2010		2015A		2020		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2015 to 2020
\$0 - \$15,000	503	6.5%	719	6.0%	722	5.6%	651	4.4%	43.0%	-9.9%
\$15,000 - \$24,999	623	8.1%	948	7.9%	1,046	8.1%	1,018	7.0%	52.2%	-2.6%
\$25,000 - \$34,999	704	9.1%	876	7.3%	923	7.2%	906	6.2%	24.5%	-1.9%
\$35,000 - \$49,999	1,395	18.1%	1,813	15.0%	1,824	14.2%	1,776	12.1%	30.0%	-2.6%
\$50,000 - \$74,999	2,235	29.0%	2,715	22.5%	2,731	21.2%	2,746	18.8%	21.5%	0.5%
\$75,000 - \$99,999	1,342	17.4%	2,277	18.9%	2,465	19.2%	3,004	20.5%	69.7%	21.9%
\$100,000 - \$149,999	652	8.5%	1,986	16.4%	2,202	17.1%	3,169	21.7%	204.8%	44.0%
\$150,000 +	287	3.7%	743	6.2%	940	7.3%	1,369	9.4%	158.9%	45.7%
Average Hhld Income	\$63,965		\$77,486		\$79,904		\$89,416		21.1%	11.9%
Median Hhld Income	\$57,430		\$63,853		\$66,892		\$76,844		11.2%	14.9%
Per Capita Income	\$22,982		\$27,951		\$28,825		\$32,530		21.6%	12.9%

Employment

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
Total Population 16+	15,769		25,159		27,374		31,669		59.5%	25.9%
Total Labor Force	11,273	71.5%	17,755	70.6%	18,077	66.0%	20,604	65.1%	57.5%	14.0%
Civilian, Employed	10,931	97.0%	16,497	92.9%	17,217	95.2%	19,800	96.1%	50.9%	15.0%
Civilian, Unemployed	342	3.0%	1,257	7.1%	859	4.8%	802	3.9%	267.4%	-6.6%
In Armed Forces	0	0.0%	1	0.0%	1	0.0%	1	0.0%	6,767.6%	0.6%
Not In Labor Force	4,495	28.5%	7,404	29.4%	9,297	34.0%	11,065	34.9%	64.7%	19.0%
% Blue Collar	3,704	33.8%	5,396	32.7%	5,742	33.3%	6,624	38.5%	45.7%	15.4%
% White Collar	7,251	66.2%	11,100	67.3%	11,475	66.7%	13,176	76.5%	53.1%	14.8%

Housing Units

	2000		2010		2015A		2020		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2015 to 2020
Total Housing Units	8,102		12,942		13,505		15,394		59.7%	14.0%
Total Occupied Housing Units	n/a	n/a	12,078	93.3%	12,853	95.2%	14,639	95.1%	n/a	13.9%
Owner Occupied:Owned with a mortgage or loan	n/a	n/a	8,114	67.2%	8,269	64.3%	9,281	63.4%	n/a	12.2%
Owner Occupied:Owned free and clear	n/a	n/a	1,631	13.5%	1,981	15.4%	2,337	16.0%	n/a	18.0%
Renter Occupied	n/a	n/a	2,333	19.3%	2,603	20.3%	3,022	20.6%	n/a	16.1%
Vacant	391	4.8%	863	6.7%	653	4.8%	755	4.9%	121.0%	15.6%

Vehicles Available

	2000		2010		2015A		2020		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2015 to 2020
0 Vehicles Available	126	1.6%	222	1.8%	236	1.8%	268	1.8%	75.8%	13.8%
1 Vehicle Available	2,010	26.1%	3,238	26.8%	3,415	26.6%	3,893	26.6%	61.1%	14.0%
2+ Vehicles Available	5,575	72.3%	8,619	71.4%	9,202	71.6%	10,478	71.6%	54.6%	13.9%
Average Vehicles Per Household	1.90		2.09		2.09		2.09		10.9%	0.0%

Marital Status

Percent Change

	2000 Census		2010 Census		2015A Estimates		2020 Projections		2000 to 2010	2015 to 2020
Married, Spouse Present	10,728	66.8%	15,105	58.7%	14,819	53.0%	16,715	51.8%	40.8%	12.8%
Married, Spouse Absent	386	2.4%	617	2.4%	863	3.1%	1,044	3.2%	59.9%	21.0%
Divorced	1,495	9.3%	2,616	10.2%	3,500	12.5%	4,144	12.8%	75.0%	18.4%
Widowed	619	3.9%	1,163	4.5%	1,381	4.9%	1,636	5.1%	87.7%	18.5%
Never Married	2,864	17.8%	6,252	24.3%	7,382	26.4%	8,762	27.1%	118.3%	18.7%
Age 15+ Population	16,056		25,752		27,946		32,301		60.4%	15.6%

Educational Attainment

	2000 Census		2010 Census		2015A Estimates		2020 Projections		Percent Change	
									2000 to 2010	2015 to 2020
Grade K - 8	475	3.4%	423	2.0%	448	1.9%	521	1.9%	-10.9%	16.2%
Grade 9 - 11	1,184	8.6%	1,219	5.7%	1,272	5.5%	1,464	5.5%	2.9%	15.1%
High School Graduate	4,336	31.4%	5,929	27.5%	6,530	28.1%	7,561	28.2%	36.7%	15.8%
Some College, No Degree	3,936	28.5%	5,762	26.7%	6,192	26.7%	7,164	26.7%	46.4%	15.7%
Associates Degree	869	6.3%	2,631	12.2%	2,576	11.1%	2,926	10.9%	202.6%	13.6%
Bachelor's Degree	2,105	15.2%	4,167	19.3%	4,497	19.4%	5,234	19.5%	98.0%	16.4%
Graduate Degree	828	6.0%	1,326	6.2%	1,562	6.7%	1,843	6.9%	60.0%	17.9%
No Schooling Completed	86	0.6%	102	0.5%	125	0.5%	145	0.5%	17.6%	16.0%
Age 25+ Population	13,822		21,559		23,203		26,859		56.0%	15.8%

Seasonal Population by Quarter

	2015 Estimates
Q4 2011	67
Q1 2012	78
Q2 2012	77
Q3 2012	77
Q4 2012	77
Q1 2013	90
Q2 2013	90
Q3 2013	90
Q4 2013	90
Q1 2014	90
Q2 2014	91
Q3 2014	112
Q4 2014	118

© 2010 US Census, All Rights Reserved, Alteryx, Inc.

© 2014 Experian, Inc. All Rights Reserved, Alteryx, Inc.

© 2014 Easy Analytic Software, Inc. (EASI®) All Rights Reserved, Alteryx, Inc.

[Experian Data Methodology](#)