MURC Snapshot

June 2021

Despite State Trends, Some Mississippi Cities Are Growing

MS Cities with Population Growth (2010-2019)

City	Growth
Brandon	10.1%
Southaven	13.9%
Greenville	15.5%
Olive Branch	16.2%
Hernando	16.8%
Oxford	27.0%
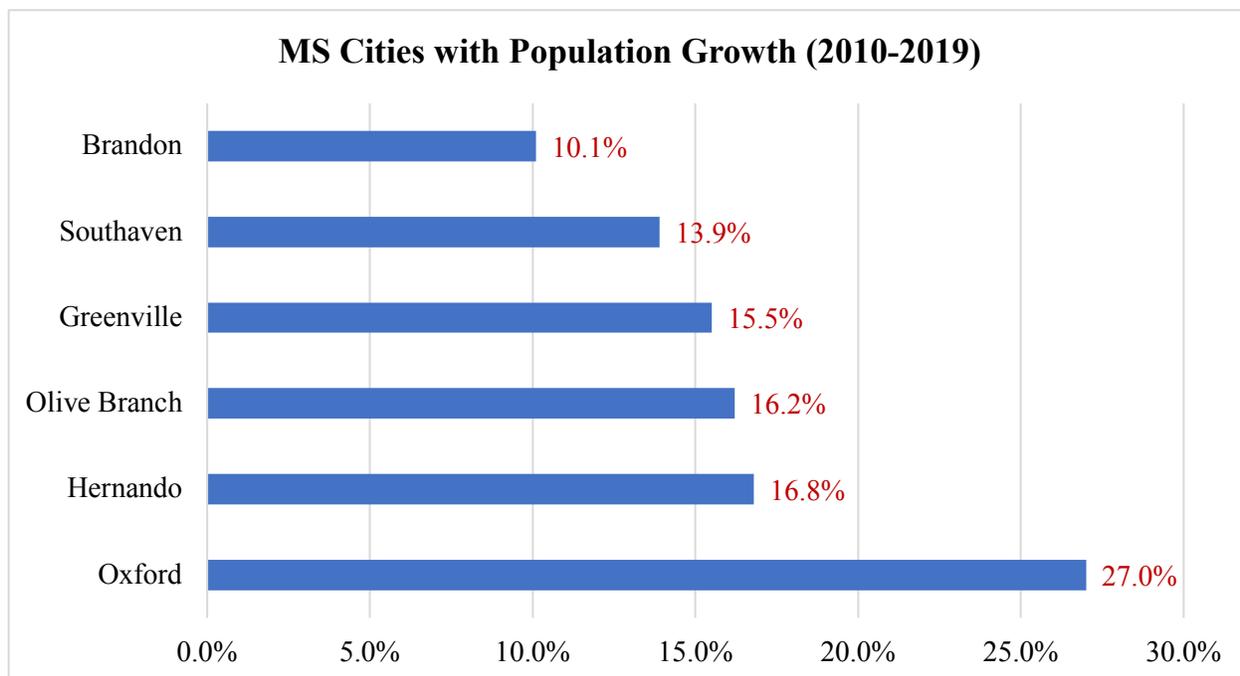
The state of Mississippi experienced a population growth of .3% for the years 2010-2019[1], and was one of only three states reporting to have lost population in the 2020 Census[2]. However, in examining city data from the most current version of the American Community Survey (V2019), certain Mississippi cities experienced growth over the same period at a rate of 10% or more.

The cities of Brandon, Southaven, Greenville, Olive Branch, Hernando, and Oxford grew in population in the range of 10.1–27 percent, as shown in the bar graph above. Oxford being home to the University of Mississippi (Ole Miss), the state's largest university, is a likely factor in its significant population growth. But what about the other cities? What are the factors that are drawing residents to these particular towns, even as the population holds steady or even reduces statewide? A study of what has drawn new residents to these six cities in particular could provide valuable insight into how the state as a whole can retain and grow population over the next ten years and beyond.

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[1] U.S. Census Bureau American Community Survey (V2019)
[2] Epstein, B., & Lofquist, D. (2021, April 26). U.S. Census Bureau Today Delivers State Population Totals for Congressional Apportionment. Retrieved from United States Census Bureau: https://www.census.gov/library/stories/2021/04/2020-census-data-release.html.