Office of Comprehensive Planning

October
2026

LAMAR

DISTRICT PROFILE



Lamar

District Profile

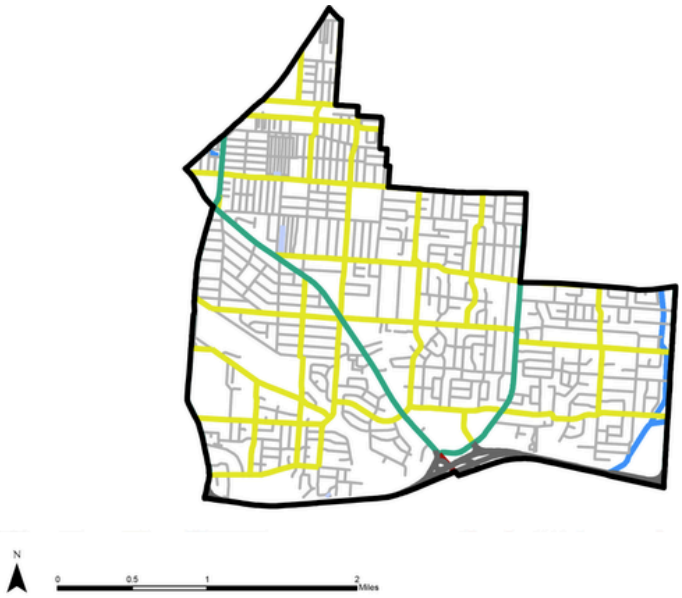
ACS 5-Year Estimates (2024)

Compiled October 2026

LAMAR DISTRICT AT A GLANCE

Total Population	Median Age	Median Income	Poverty Rate
23,084	36	$33,819	24.6%

District Boundaries



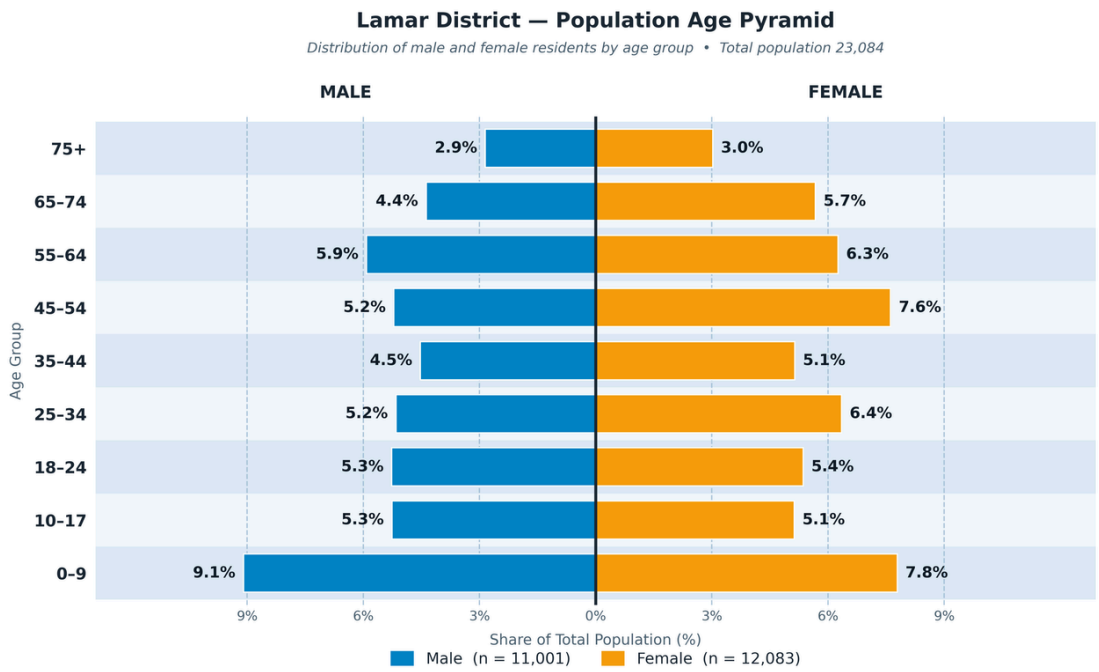
The Lamar Planning District is bound by Central Avenue to the north, Prescott Road to the east, Interstate 240 to the south, and Airways Boulevard to the west. With its central location and proximity to many of the City's most defining institutions, the Lamar District is vital to the beating heart of Memphis.

Population & Age Breakdown

Population and age data provide a snapshot of who lives in the Lamar District, capturing both the overall size of the community and how residents are distributed across different stages of life. Lamar has lost roughly a quarter of its residents since 2009, with households declining in total quantity and growing smaller. Its median age has also risen from the low thirties to the mid thirties, so while Lamar's population remains moderately young, it is aging as families give way to smaller and older households.

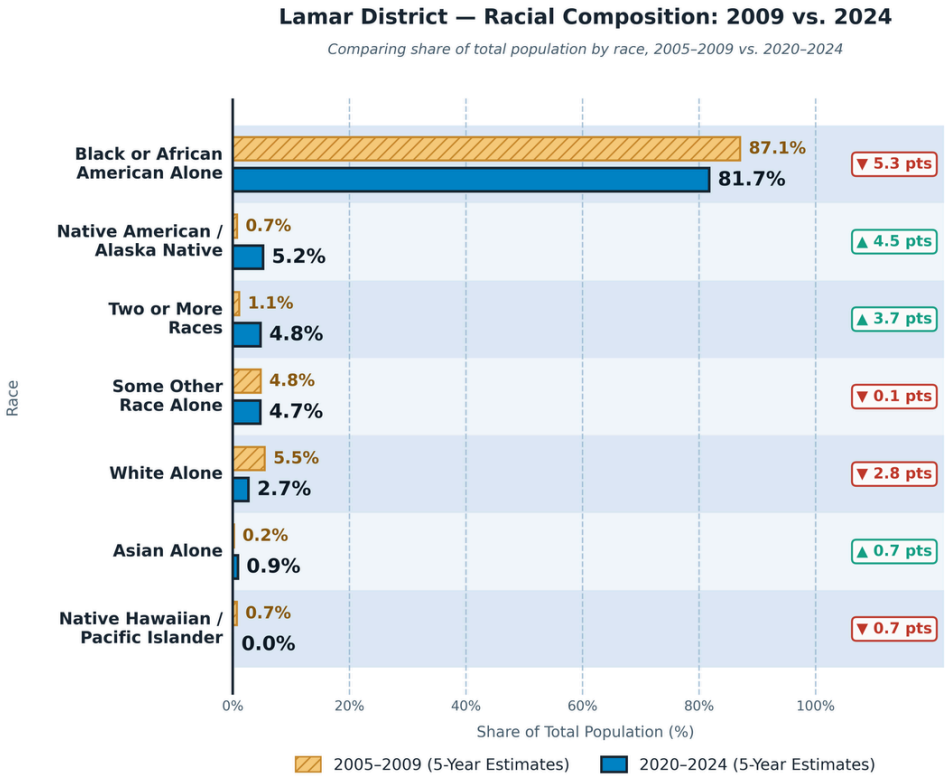
Population Change	**-25%**
Total Households	**9270**
Average Household Size	**2.5**

Distribution By Age Group, Sex, and Racial Composition



Source: U.S. Census Bureau, ACS 2020-2024 (5-Year Estimates) Compiled by the Office of Comprehsnive Planning

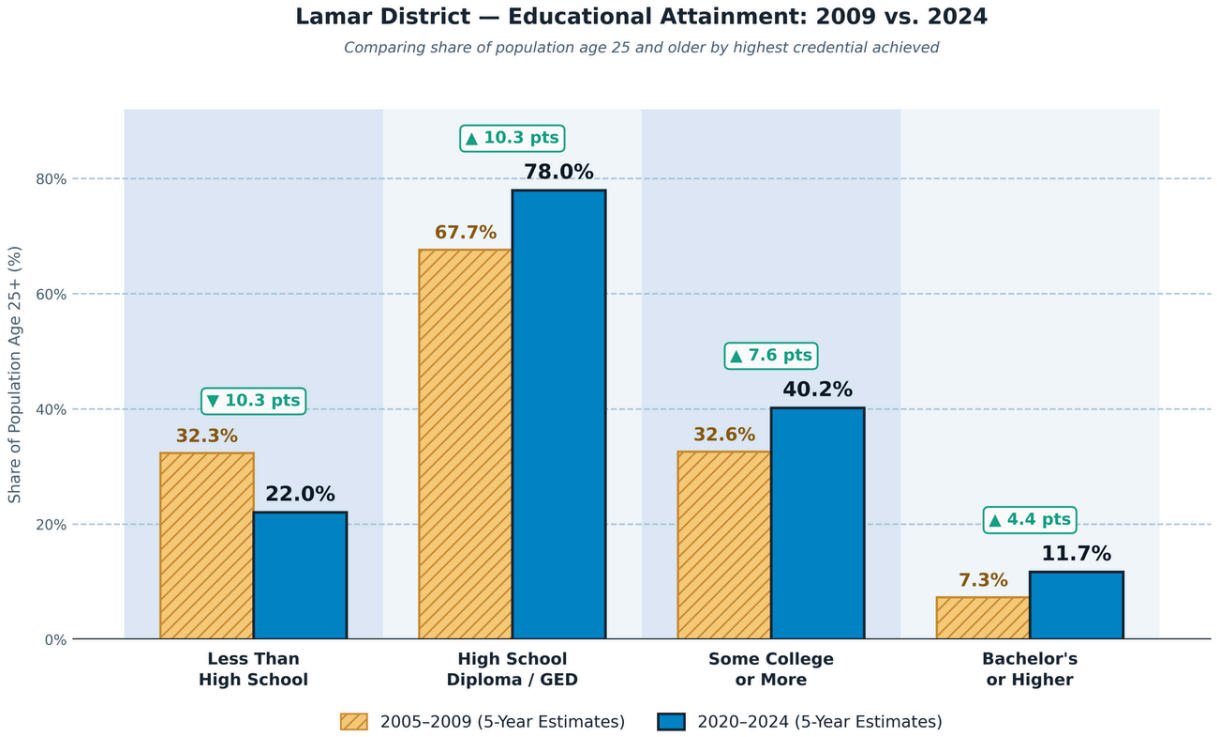
Population pyramids show how a community's population is distributed across age groups and by sex, making it easier to identify generational patterns and forecast demographic changes. In Lamar, the population is anchored by a strong cohort of children under the age of 10, with strikingly uniform classes reaching into the oldest groups.



Source: U.S. Census Bureau, ACS 2020-2024 (5-Year Estimates), A03001, Compiled by the Office of Comprehensive Planning

Racial data offers a window into who makes up our communities and helps identify disparities across Memphis. Over the last fifteen years Lamar has experienced gradual diversification. Black or African American residents remain the clear majority at just under 82%, though that share has shrunk from about 87% in 2009, while the district's Hispanic or Latino population has grown to just under 15%.

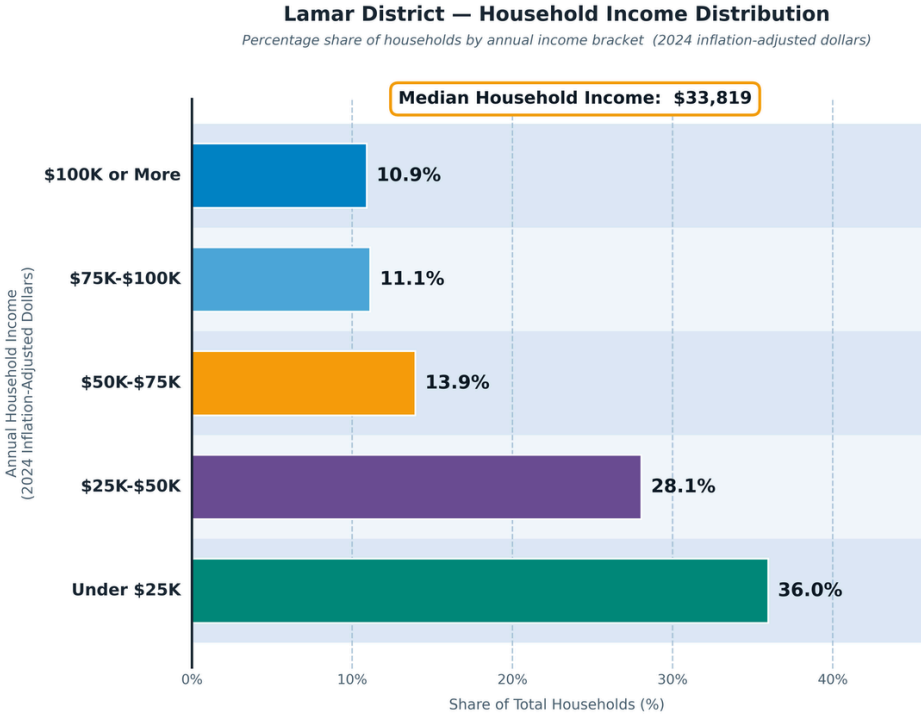
Educational Attainment



Source: U.S. Census Bureau, ACS 2020-2024 (5-Year Estimates), A12001, Compiled by the Office of Comprehensive Planning

Educational attainment is a key indicator of long-term economic mobility, as it shapes a community's workforce competitiveness, influences the local tax base, and plays a central role in breaking generational cycles of poverty. Lamar's educational attainment has risen at every level over the past fifteen years, with the largest movement at the bottom of the scale. The share of residents without a high school diploma fell by more than ten points, from about a third to roughly a fifth, while both college attendance and bachelor's completion climbed. Fewer residents now leave school without a diploma, and more are reaching and finishing college than before. Whether these gains result in tangible economic improvement will be a dynamic to keep your eye on in the following sections.

Income Distribution



Source: U.S. Census Bureau, ACS 2020-2024 (5-Year Estimates), A14001, Compiled by the Office of Comprehensive Planning

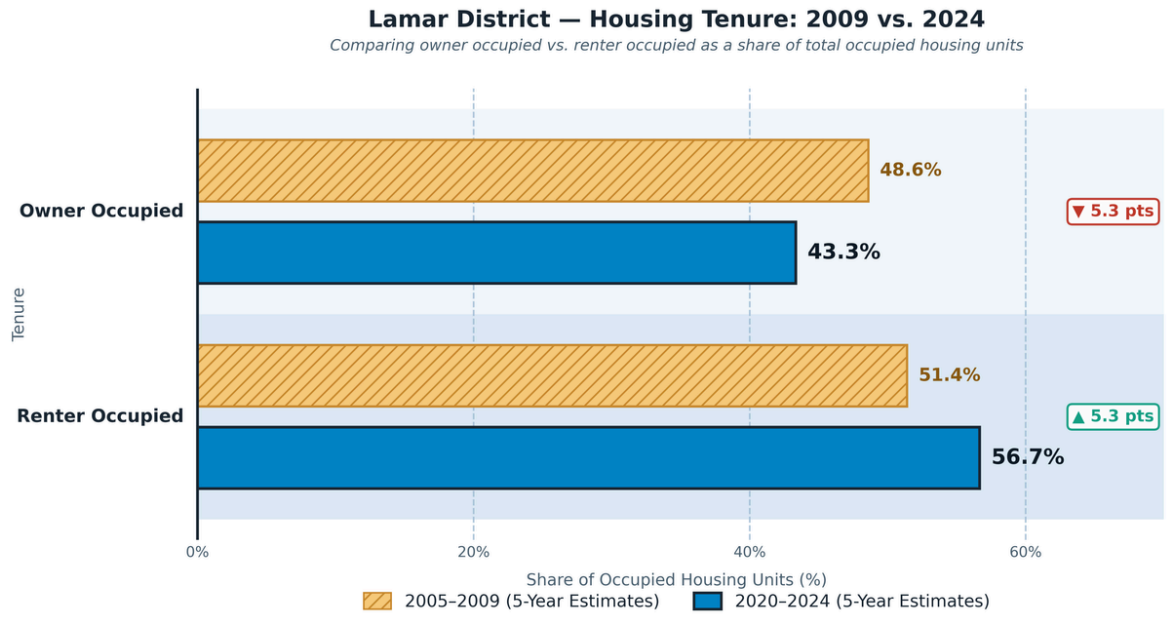
Income Distribution Continued

Household income distribution is one of the most direct indicators of a community's economic health, showing not only how much residents earn but how that income is spread across households. Lamar's income is concentrated at the lower end of the spectrum, with more than a third of households earning under $25,000 a year and nearly two-thirds under $50,000. When adjusted for inflation, the median household income has slipped modestly since 2009, with a real decline of roughly 4% on average. The decline is gentler than in many districts, but it comes on top of an already low base. Ultimately, the more telling story is not the change itself but the persistence of a low-income economy, where most households have a limited financial cushion and the modest erosion of buying power over the period has done little to ease that.

Housing Characteristics

Total Housing Units	Median Rent	Total Occupancy Rate	Median Year Built
11,746	$967	79%	1944

Housing characteristics offer a broad snapshot of a district's residential landscape, encompassing the age, cost, availability, and tenure of its housing stock, all central to planning decisions around affordability and investment. At an average rent of $967, Lamar carries some of the lowest rents in the city. Further, that figure has risen by only about 3% since 2009, leaving rents nearly flat over the study period. The district has also drifted toward renting. Renters now account for nearly six in ten households, where owning and renting were nearly balanced before. Despite these low costs, and greater tendency to rent, Lamar still experiences one of lowest total occuapncy rates of any district in Memphis.

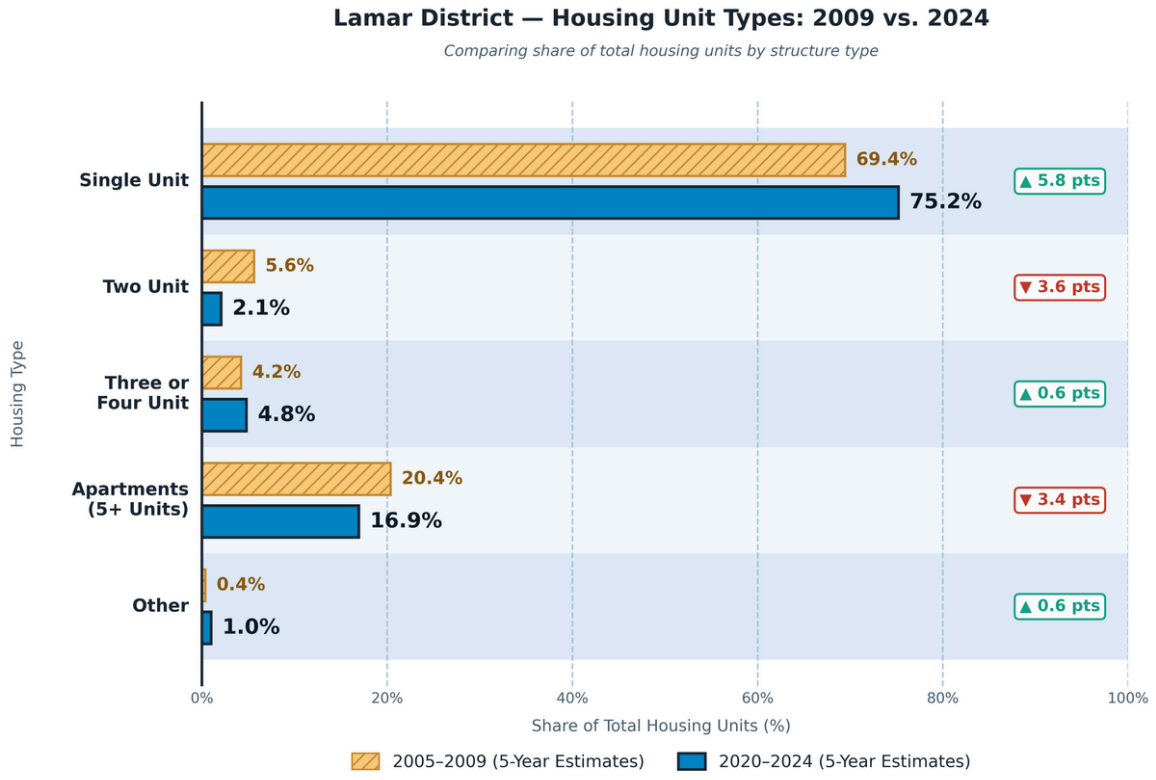


Source: U.S. Census Bureau, ACS 2020-2024 (5-Year Estimates), A10060, Compiled by the Office of Comprehensive Planning

Housing Characteristics Continued

Percentage of Off-Market Vacancies	Homeowners with a Mortgage or Similar Debt	Cost-Burdened Renters (>30% of Income)	Cost-Burdened Homeowners (>30% of Income)
85%	36.6%	51.6%	25.6%

Housing cost burden and vacancy data offer a deeper look into the financial pressures residents face and the availability of housing within the market. Lamar's low rents do not translate into affordable housing. More than half of the district's renters are cost-burdened, spending upward of 30% of their income on housing. Further, a full quarter of renters pay at least half of what they earn toward rent, a level of burden that leaves little room for anything else. On average, the typical renter here spends about 34% of income on housing. Even in one of the city's cheapest rental markets, the gap between what residents earn and what housing costs has left a majority of resident finacially stretched.



Source: U.S. Census Bureau, ACS 2020-2024 (5-Year Estimates), A10032, Compiled by the Office of Comprehensive Planning

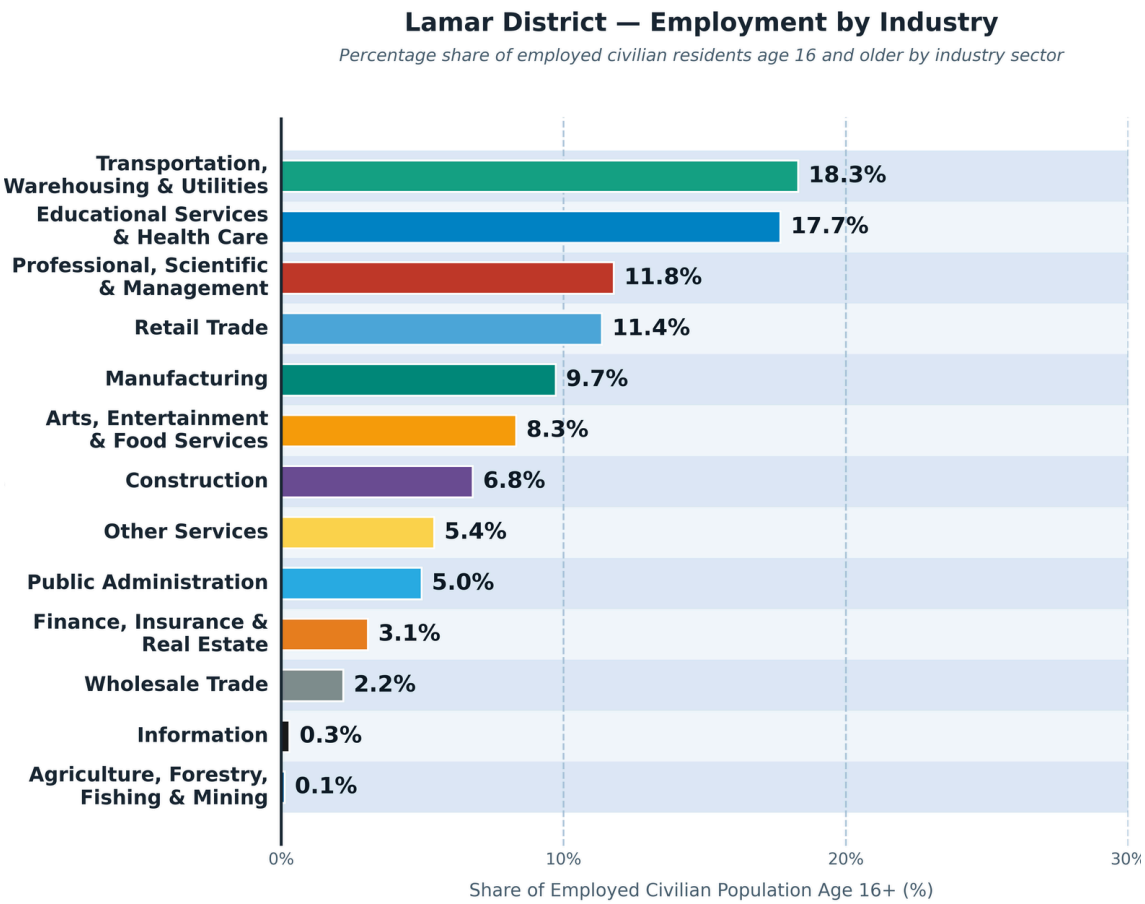
Housing unit type data describes the physical composition of a district's residential stock, offering insight into the character and variety of housing available to residents across different living arrangements. In Lamar, single unit structures make up the overwhelming majority of the housing stock, reflecting the district's predominantly single-family residential character. In fact, this share has grown more concentrated since 2009, while the share of apartments has fallen by 3.4%. Without a significant change in the physical housing stock, shifts in tenure likely mean more people are renting homes that were once bought and owned.

Poverty Rates

Total District Poverty Rate	Seniors Living in Poverty	Children Living in Poverty
24.6% (-3.5%)	26.2% (+3.9%)	51.5% (+6.3%)

In Lamar, poverty has pulled in two directions over the past fifteen years. For families as a whole, it has eased, with the family poverty rate falling to 24.6%. But that improvement has not reached the district's youngest and oldest residents. More than half of Lamar's children now live below the poverty line, a share that has climbed rather than fallen, while poverty among seniors has risen as well.

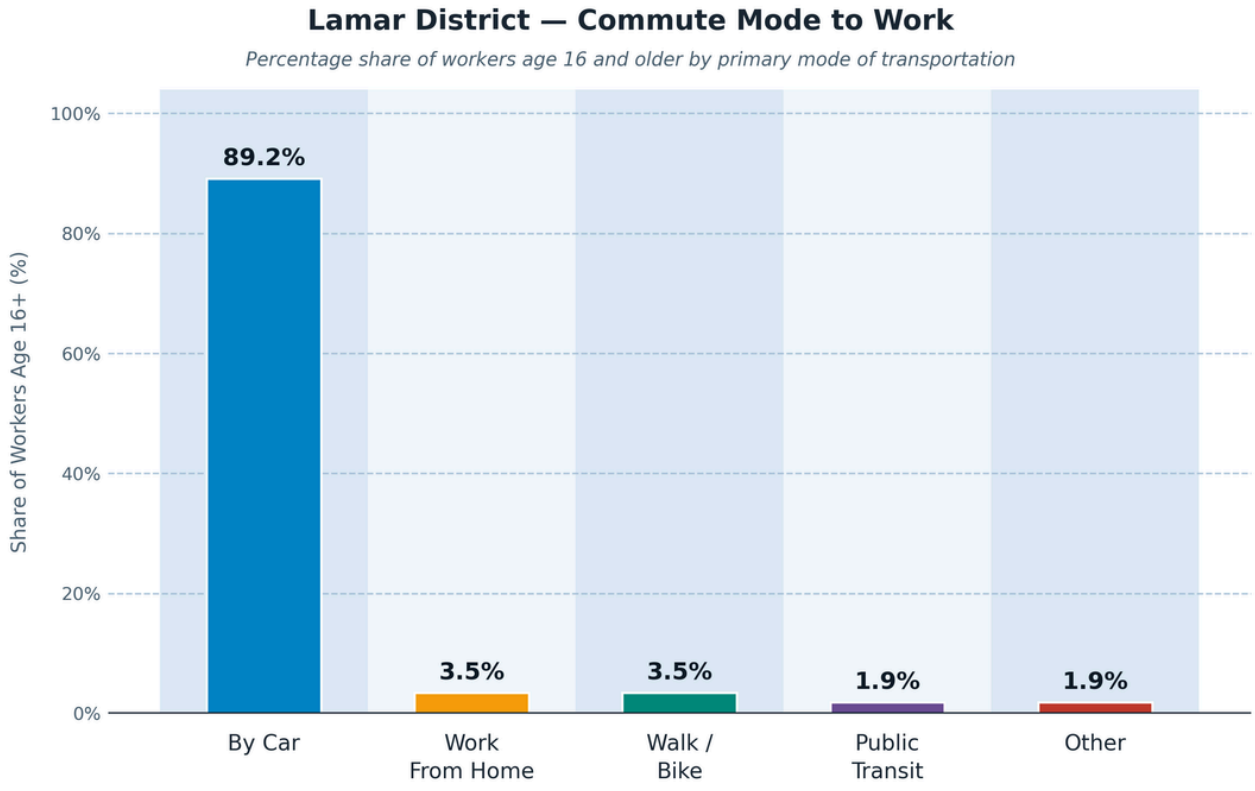
Employment by Industry



Source: U.S. Census Bureau, ACS 2020-2024 (5-Year Estimates), A17004, Compiled by the Office of Comprehensive Planning

Industry employment data reveals the range of economic sectors that employ a district's residents, offering a clearer picture of how the local workforce is distributed. In Lamar, transportation and warehousing is the largest source of employment at 18.3%, closely followed by educational services and health care at 17.7%. Together these two sectors account for more than a third of the district's workers. Beyond them, employment is spread across professional and management work, retail, and manufacturing in smaller, fairly even shares. No single industry dominates, and the mix of logistics, institutional, and service work gives Lamar a broad employment base rather than one tied to the fortunes of a single sector.

Commute Data



Source: U.S. Census Bureau, ACS 2020-2024 (5-Year Estimates), A09005, Compiled by the Office of Comprehensive Planning

Commute mode data captures how residents travel to and from work, serving as a key indicator of transportation infrastructure demand, transit accessibility, and the degree to which a district's land use patterns support alternatives to traditional vehicle travel. In Lamar, 89.2% of workers age 16 and older commute by car, with working from home and walking or biking each accounting for 3.5%. Public transit and other modes make up the remaining 3.8%. These figures describe a district where nearly every working resident depends on a private vehicle to reach a job, with almost no cushion from remote work or transit. For a community among the lower-income districts in the city, that near-total reliance on cars ties a household's ability to earn directly to its ability to keep a vehicle on the road, making transportation less a matter of convenience than a precondition for work.

District Summary

With roughly 23,000 residents, Lamar is a district being remade even as it shrinks. It has lost about a quarter of its people since 2009, yet the community that remains is not simply a smaller version of what it was. A growing Latino population has reshaped its cultural fabric, more residents are finishing school than ever before, and its workforce has settled around the logistics and warehousing corridors that move goods through the region. At the same time, the pressures facing residents are real. Incomes have slipped, more than half of renters are stretched by housing costs, and poverty has deepened for the district's children and older adults even as it eased for families overall. The through-line is a district pulling in two directions at once, gaining ground on education and cultural vitality while losing it on population and economic security. What Lamar becomes will depend on whether its gains in schooling and its young, evolving population can outpace the economic strain working against much of the community.