Office of Comprehensive Planning

October 2026

WHITEHAVEN

DISTRICT PROFILE



Whitehaven

District Profile

ACS 5-Year Estimates (2024)

Compiled October 2026

WHITEHAVEN AT A GLANCE

Total Population	Median Age	Median Income	Poverty Rate
40,091	35	$42,129	31%

District Boundaries



The Whitehaven Planning District is bound by the W.B. Fowler Senior Expressway to the north, Airways Boulevard to the east, the Mississippi state border to the south, and Westwood to the west.

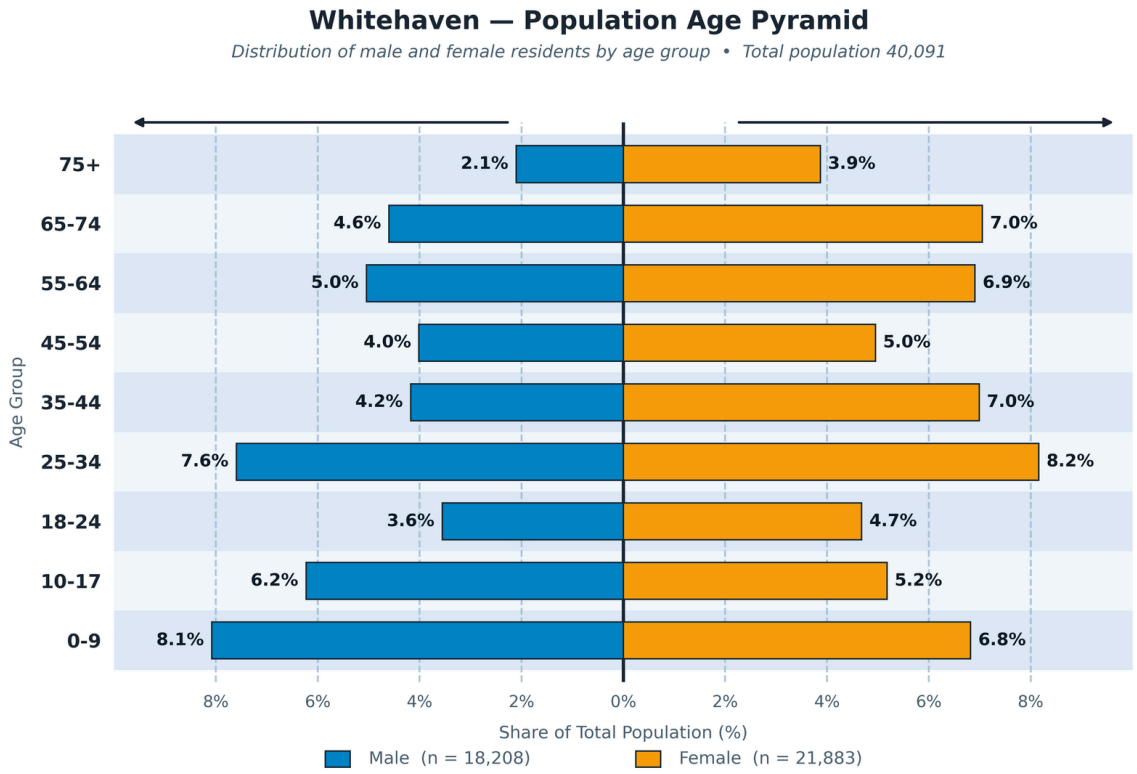
Want to learn more about your district? Click Here.

Population & Age Breakdown

Population and age data provide a snapshot of who lives in the Whitehaven District, capturing both the overall size of the community and how residents are distributed across different stages of life. Whitehaven has lost about 6.4% of its population since 2009, yet the number of total households has actually grown. The reason comes down to composition rather than a shrinking population alone. Family households fell by nearly 1,200 while nonfamily households grew by close to 1,400, pulling the average household size down from 2.78 to 2.57 people.

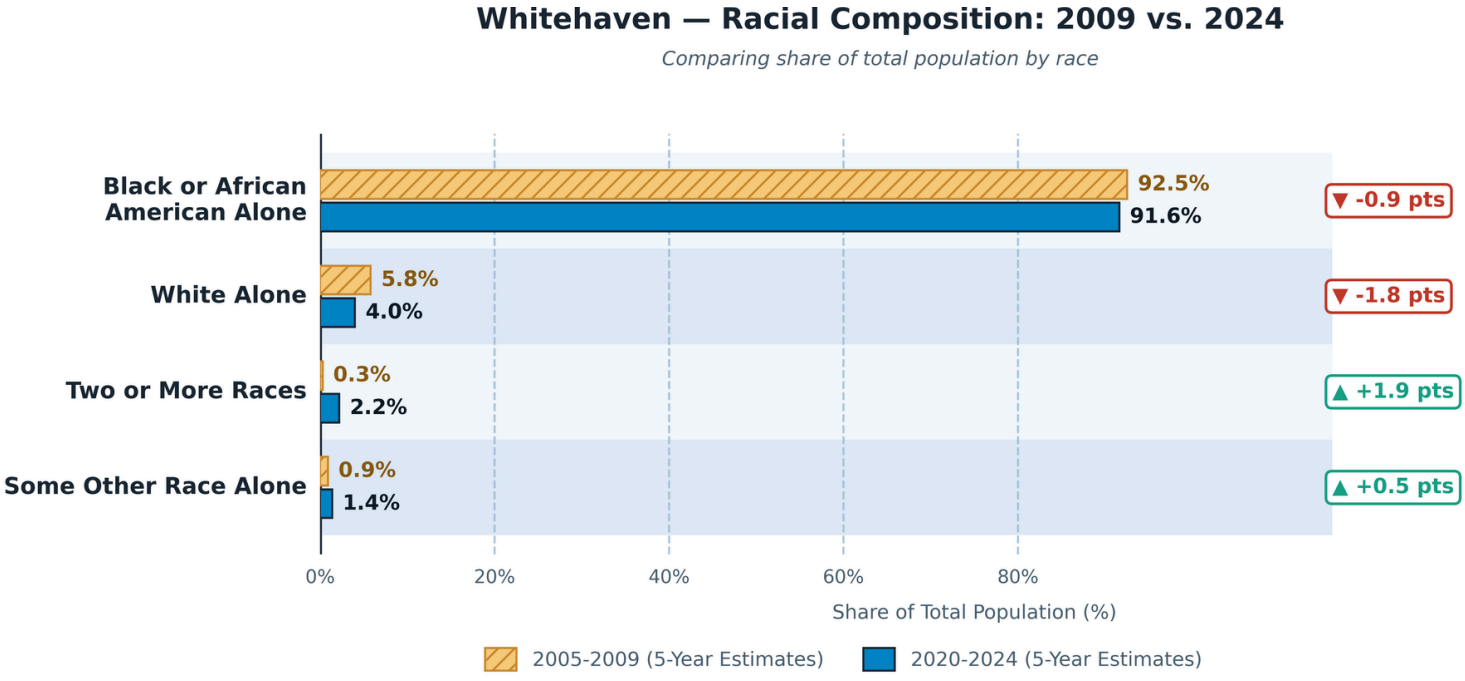
Total Population Change Since 2009	**-6.4%**
Total Households	**15,599 (+1.2%)**
Avg. Household Size	**2.57 (-7.7%)**

Distribution By Age Group, Sex & Racial Composition



Source: U.S. Census Bureau, ACS 2020-2024 (5-Year Estimates), B01001: Sex By Age, Compiled by the Office of Comprehensive Planning

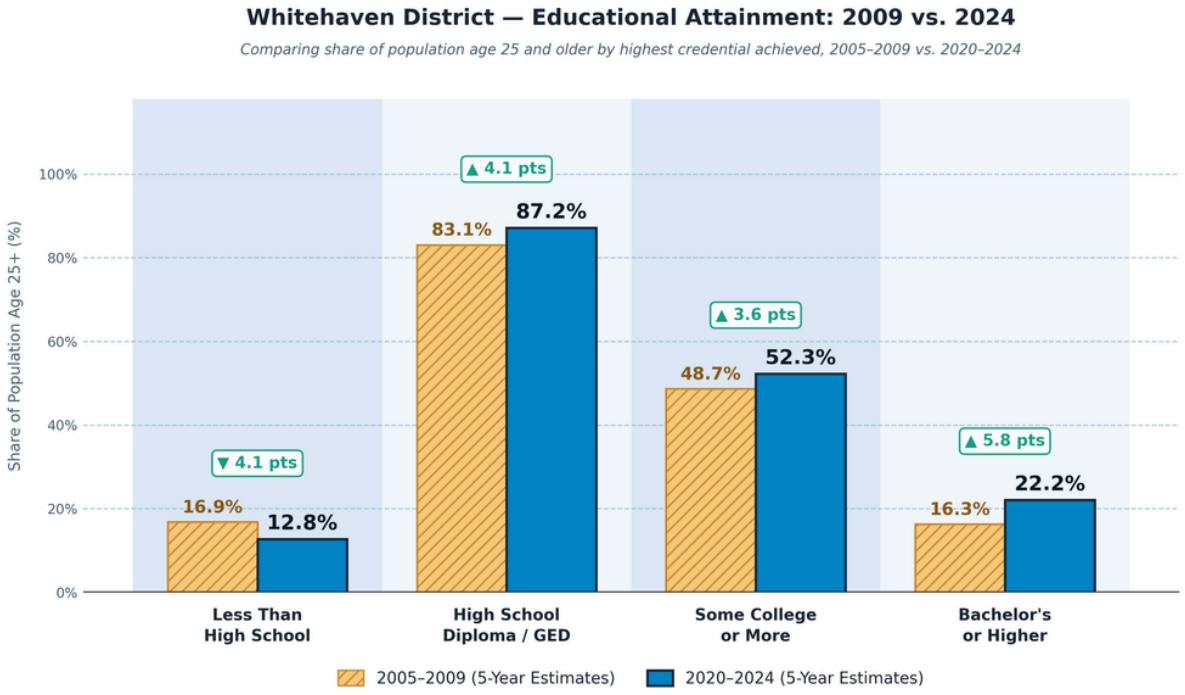
The ratio of working-age residents to seniors in Whitehaven declined from roughly 8-to-1 in 2009 to approximately 3-to-1 in 2024. This represents a substantial reduction in the working-age base available to support the district's growing senior population. The shift coincides with a widening gap between men and women in the older age brackets, where women increasingly outnumber men, a pattern consistent with more seniors living alone as they age.



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. Understanding this makeup is essential for recognizing and addressing disparities across Memphis. Whitehaven's racial composition has largely remained the same since 2009, with only modest change seen across most groups. Residents identifying with two or more races saw the greatest increase, which still only amounted to an increase of 2%. Whitehaven remains a majority black and African American community.

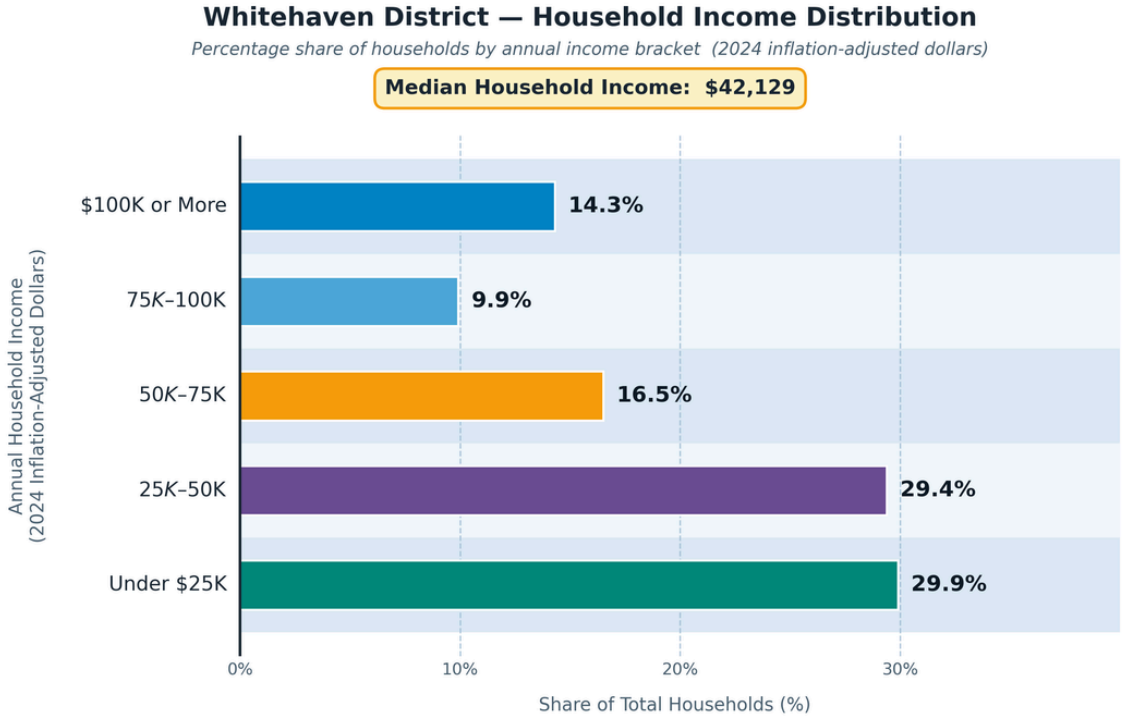
Educational Attainment



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. Amid a population that's shrinking and aging, education stands out as an area of consistent, broad improvement. Every level of attainment rose since 2009, with the largest gains at the top of the credential ladder. Whether these improvements translate into tangible economic gains is something to keep in mind as we further explore the economic dynamics of this district.

Income Distribution



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

Household income distribution is one of the most direct indicators of a community's economic health, revealing not just average income but how wealth is actually spread across households at different financial levels.

Income Distribution Continued

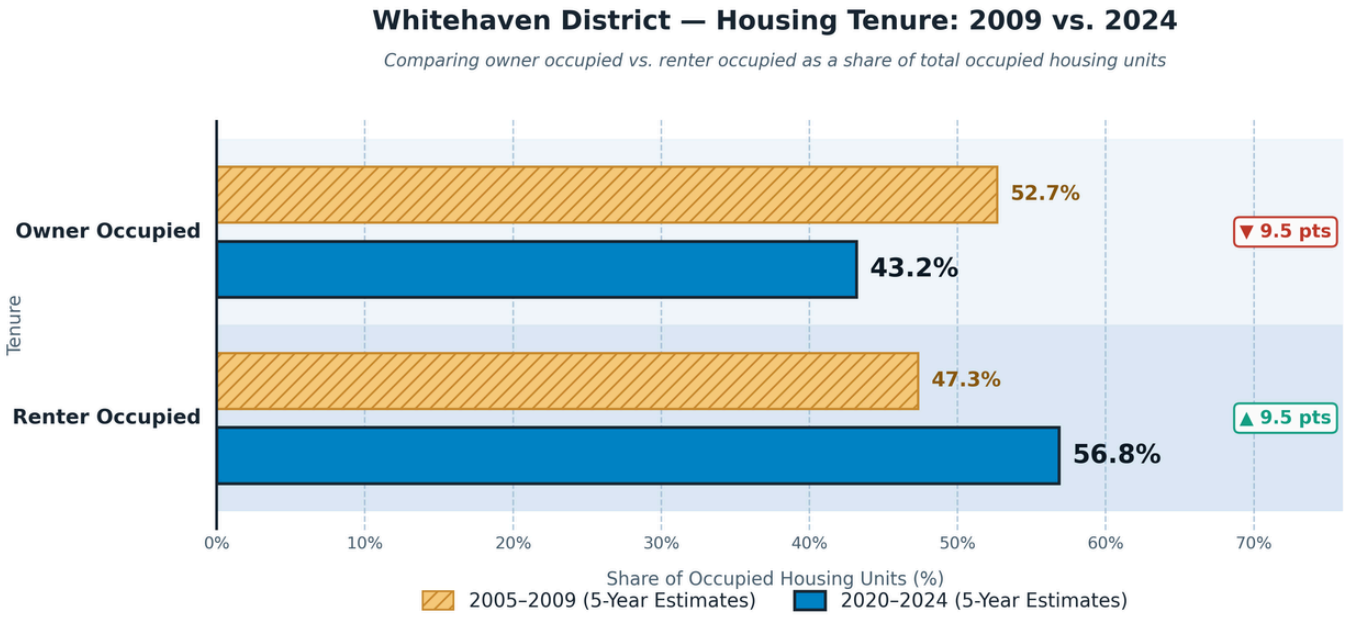
Nearly six in ten Whitehaven households earn under $50,000 a year, and only 14.3% clear six figures. Those figures alone points to a district working with a tight budget, but what makes it more concerning is the direction these figures have moved. Median income is down 18% in real terms since 2009, one of the steepest declines measured anywhere in the City, and it's falling during the same stretch where education kept climbing. More residents finished high school, more went to college, more earned degrees, and yet household income moved the opposite way.

Housing Characteristics

Total Housing Units	Median Rent	Total Occupancy Rate	Median Year Built
18,546	$1,059	84%	1954

Housing characteristics offer a broad snapshot of a district's residential landscape, encompassing the size, condition, cost, and availability of its housing stock — all of which are essential factors for planning decisions related to affordability, development, and neighborhood investment.

Since 2009, Whitehaven has moved from a majority owner-occupied district to one that now favors renting. Like most districts in Memphis, Whitehaven has experienced a significant swing in tenure to make this dynamic possible, totaling a near 10% change overall. The shift is tenure is likely a combination of average rent costs increasing by roughly 8% since 2009, while the average household lost 18% in real buying power.

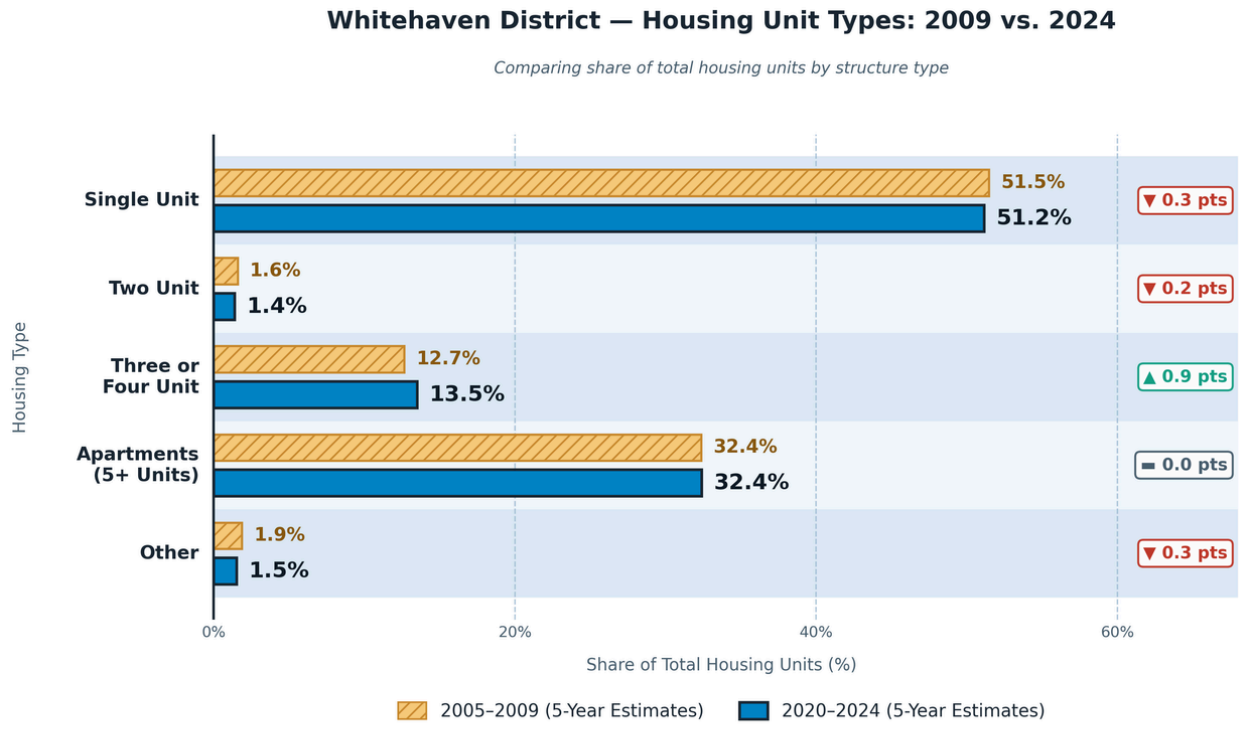


Source: U.S. Census Bureau, ACS 2020-2024 (5-Year Estimates), A10060, Compiled by the Office of Comprehensive Planning

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)
73.8%	52.5%	61%	27.6%

Housing cost burden and vacancy data offer a deeper look into the financial pressures residents face and the availability of housing within the market. In Whitehaven, renters are under significantly more strain than their homeowning peers. Nearly two-thirds of all renters are paying more than 30% of their income on housing alone, further stretching already thinning incomes and squarely placing them into the cost burdened threshold. More than one-in-four homeowners also meet the same cost burden threshold. Figures such as these raise even more concern around the tenure and rent shifts observed throughout the district. As renting becomes more common, it is likely the share of individals who are costs burdened will only grow.



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.

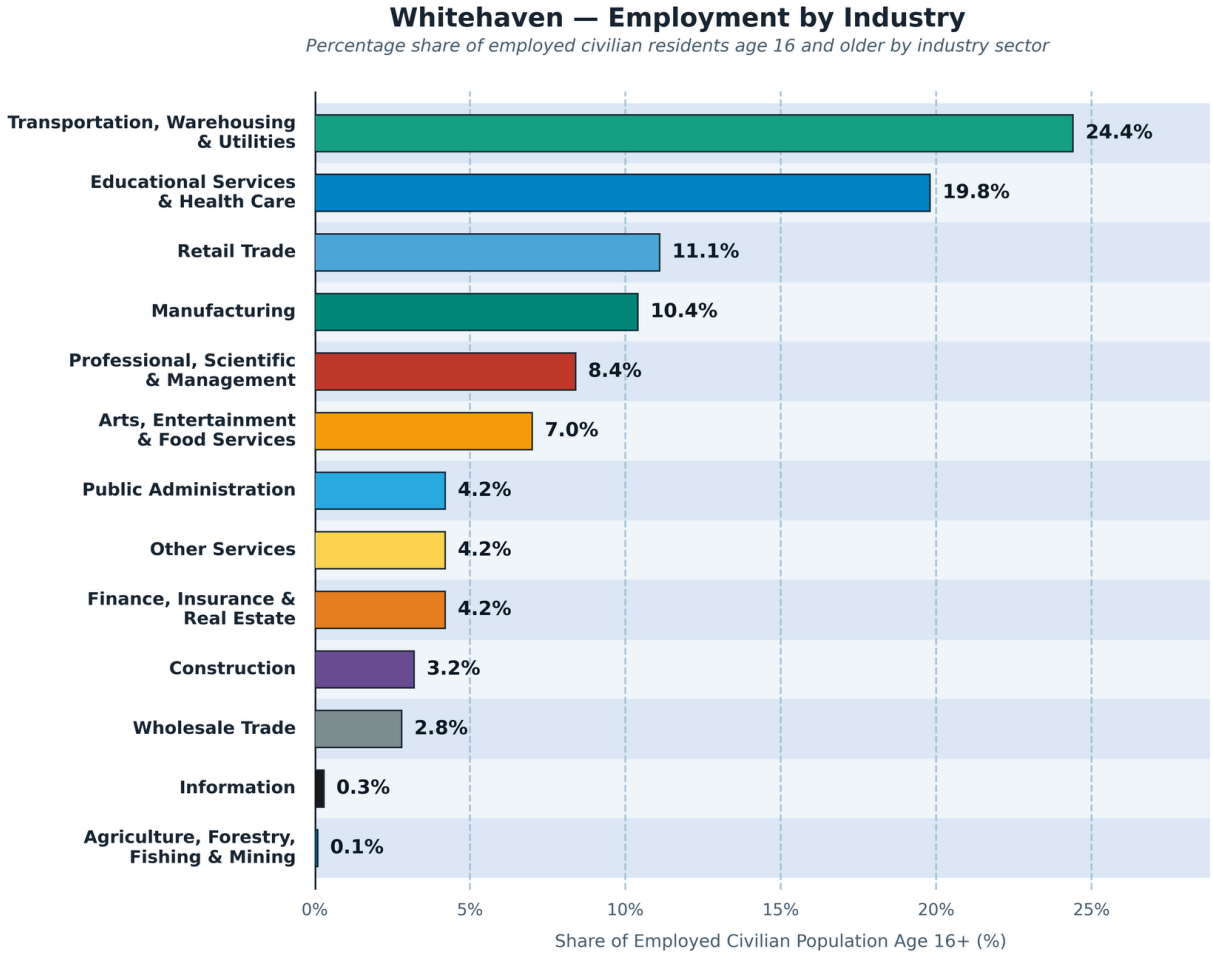
Whitehaven's physical housing stock has largely remained stable since 2009. Without a single category raising or falling by more than 1%, residents practically have a the same options available to them as they did 15 years ago. The biggest takeaway from these figures once again relates to the shifts in tenure. Considering the housing stock is the same, and renting is now more common, it is likely that residents are increasingly renting the same homes that could once be purchased, even as the stock continues to age.

Poverty Rates

Family Poverty Rate	Seniors Living in Poverty	Children Living in Poverty
28% (+7%)	20.6% (+2%)	48.3% (+15%)

Considering the mounting economic pressures in shrinking buying power and increased housing costs, it likely comes as no suprise that all poverty metrics have increased since 2009. The child poverty rate is both the highest share, and highest grossing demographic meausred, nearly placing one in every two kids below the poverty line.

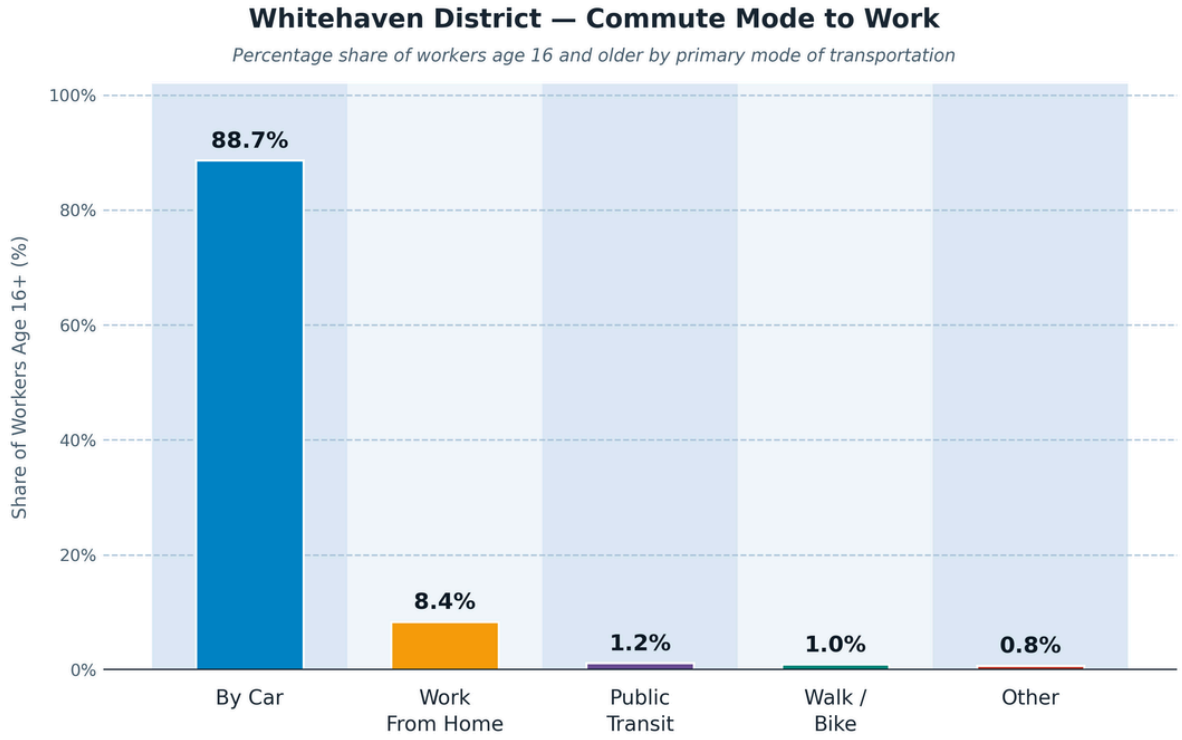
Employment by Industry



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 residents within a district, providing planners and economic development practitioners with a clearer picture of how the local workforce is distributed. Transportation and warehousing leads Whitehaven's job market by a wide margin, with education and health care well behind in second. Together the two account for close to 44% of the workforce. Retail and manufacturing fill out a solid middle tier, giving the district a broader employment base than some others in this profile. Transportation and warehousing work in particular tends to sit on the lower end of the wage scale, which may help explain part of the disconnect between steady employment and falling median income, though the full picture is likely more complicated given broader trends occuring across the city.

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 Whitehaven, 88.7% of workers age 16 and older commute by car. Public transit, walking, and biking combined account for a small share of commutes, leaving almost no practical way to get to work without a vehicle. That's a real burden layered on top of everything else already showing up in this district's profile. Median income down sharply in real terms, renters carrying a heavier cost burden than almost anywhere else covered, and now a job market that all but requires a car just to reach it. For residents without reliable vehicle access, in a district where affording one is getting harder, that combination narrows the paths to steady work rather than opening them.

District Summary

Whitehaven has spent the past fifteen years growing older and, in real terms, earning less. The population has fallen by 6.4% since 2009 while the ratio of working-age residents to seniors has dropped significantly. Family households have also given ground to nonfamily ones, and the district shifted from majority owner-occupied to majority renter-occupied over the same period. Household income fell on average by 18% while rent still climbed 8%. Renters now carry a cost burden more than twice that of homeowners, and poverty rose across every age group, landing hardest on children who now make up nearly half the district's poverty figures. However, education tells a different story. Despite these challenges, educational attainment improved at every level since 2009, with the largest gains at the top of the credential ladder, representing a clear bright spot through an otherwise difficult stretch. Whether that progress can be leveraged into better economic outcomes is likely the central question for Whitehaven going forward.