



What is a Demographic Profile?

A district demographic profile offers a brief snapshot of who lives in a Memphis planning district and how conditions there have evolved over time. Each profile draws on data from the U.S. Census Bureau's American Community Survey to characterize the people, households, and housing that define a district. The goal is to equip residents, community groups, and decision-makers with a shared, fact-based starting-point for conversations about a district's strengths and its needs. Every profile compares two time periods, roughly fifteen years apart, allowing readers to see not just how a district looks today, but the trajectory it has been on.

What Did We Measure?

01. Population & Age

Population and age data capture not only how many residents live within a district, but how that population is distributed across age groups. Examined over time, these figures reveal whether a district is growing, shrinking, or stabilizing, and how shifts in household makeup have unfolded alongside it.

02. Racial Composition

Racial composition data reveals the demographic makeup of a district's residents and how that makeup has evolved over time. Understanding these shifts allows districts to track how their neighborhoods are transforming and to plan more equitably for the people who call them home.

03. Income & Poverty

Income and poverty data describe typical household income levels and how households are distributed across income brackets. These figures help track how wealth is reaching different families across the district, and frame the financial pressures many residents continue to face.

04. Housing Stock & Occupancy

Housing stock and occupancy data describes the share of owners versus renters, the types of homes that make up the district's housing stock, and their age, cost, and occupancy status. Together, these figures describe a district's affordability, stability, and overall residential character.

05. Industry and Commute Method

Employment data identifies the industries in which residents work, from health care and education to manufacturing and logistics, revealing how the local workforce is composed and how vulnerable it may be to broader economic shifts. Commute data shows how residents travel to work, whether by car, transit, walking, or working from home, pointing to transportation needs and how well the district connects to job opportunities.