

Audience Profile ?

Center City

Poplar Ave, Memphis, TN

View:

Potential Market

Based On:

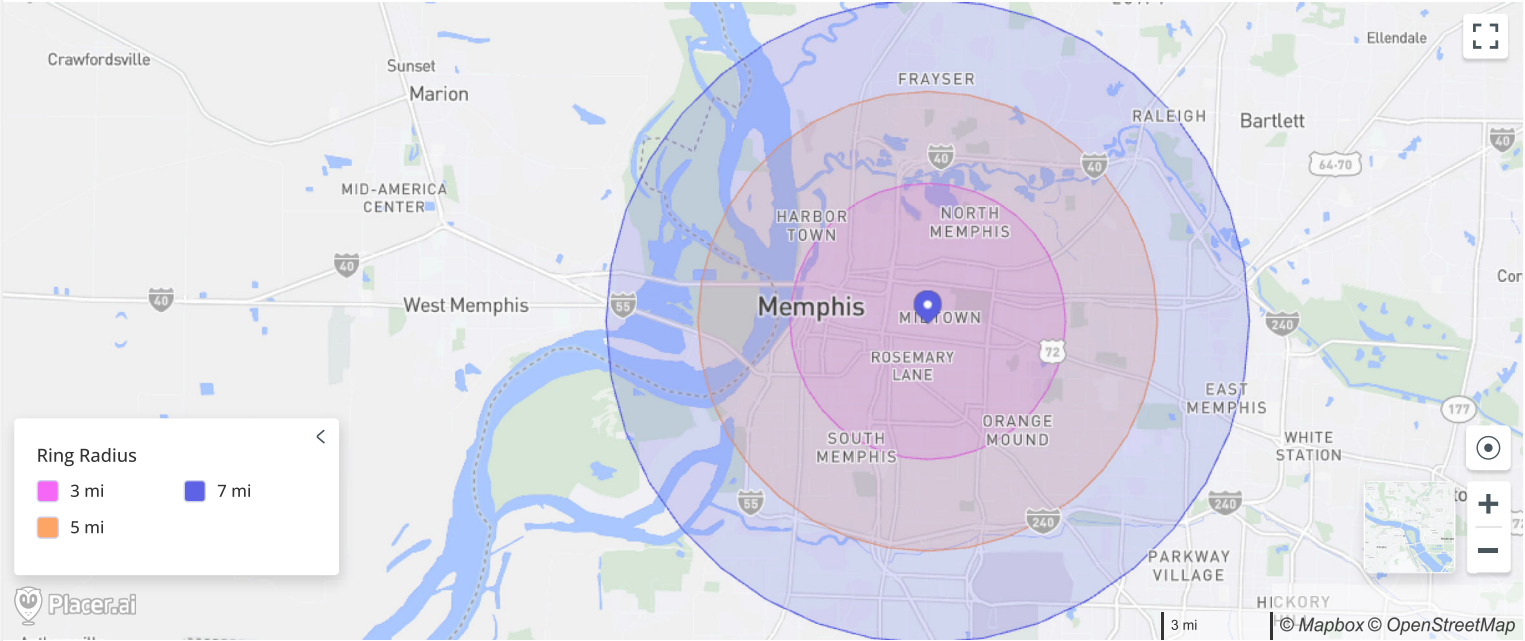
Distance in Miles

Ring Radius

3.00 mi

5.00 mi

7.00 mi



Dataset:

Census 2023 (ACS)

Benchmark with:

Nationwide

State

Search Group or Attribute

3 Mile

5 Mile

7 Mile

| Overview                                    |  |                                                                |  |  |                                                                 |  |  |                                                                |  |  |  |
|---------------------------------------------|--|----------------------------------------------------------------|--|--|-----------------------------------------------------------------|--|--|----------------------------------------------------------------|--|--|--|
| Population                                  |  | 94,821                                                         |  |  | 194,398                                                         |  |  | 310,703                                                        |  |  |  |
| Pop density (per sq mile)                   |  | 3,298                                                          |  |  | 3,007                                                           |  |  | 2,486                                                          |  |  |  |
| Area (sq mi) - based on Census Block Groups |  | 28.75                                                          |  |  | 64.65                                                           |  |  | 125                                                            |  |  |  |
| Households                                  |  |                                                                |  |  |                                                                 |  |  |                                                                |  |  |  |
| Households                                  |  | 45,883                                                         |  |  | 88,674                                                          |  |  | 131,555                                                        |  |  |  |
| Family Households                           |  | 18,399 (40.1%) <div><div></div><div>62</div><div></div></div>  |  |  | 38,056 (42.9%) <div><div></div><div>67</div><div></div></div>   |  |  | 64,968 (49.4%) <div><div></div><div>77</div><div></div></div>  |  |  |  |
| Non-Family Households                       |  | 27,484 (59.9%) <div><div></div><div>169</div><div></div></div> |  |  | 50,618 (57.1%) <div><div></div><div>161</div><div></div></div>  |  |  | 66,587 (50.6%) <div><div></div><div>143</div><div></div></div> |  |  |  |
| Persons per Household                       |  | 2.07 <div><div></div><div>79</div><div></div></div>            |  |  | 2.19 <div><div></div><div>84</div><div></div></div>             |  |  | 2.36 <div><div></div><div>91</div><div></div></div>            |  |  |  |
| Gender                                      |  |                                                                |  |  |                                                                 |  |  |                                                                |  |  |  |
| Age                                         |  |                                                                |  |  |                                                                 |  |  |                                                                |  |  |  |
| Age - Male                                  |  |                                                                |  |  |                                                                 |  |  |                                                                |  |  |  |
| Age - Female                                |  |                                                                |  |  |                                                                 |  |  |                                                                |  |  |  |
| Population by Generation                    |  |                                                                |  |  |                                                                 |  |  |                                                                |  |  |  |
| Ethnicity                                   |  |                                                                |  |  |                                                                 |  |  |                                                                |  |  |  |
| Black                                       |  | 56,228 (59.3%) <div><div></div><div>493</div><div></div></div> |  |  | 115,695 (59.5%) <div><div></div><div>495</div><div></div></div> |  |  | 183,311 (59%) <div><div></div><div>490</div><div></div></div>  |  |  |  |
| White                                       |  | 30,140 (31.8%) <div><div></div><div>55</div><div></div></div>  |  |  | 54,160 (27.9%) <div><div></div><div>48</div><div></div></div>   |  |  | 81,321 (26.2%) <div><div></div><div>45</div><div></div></div>  |  |  |  |