



Community Profile

West Memphis Marion TA
Area: 1,149.06 square miles

Prepared by Esri

Population Summary	
2010 Total Population	56,716
2020 Total Population	52,551
2020 Group Quarters	600
2022 Total Population	51,883
2022 Group Quarters	600
2027 Total Population	50,753
2022-2027 Annual Rate	-0.44%
2022 Total Daytime Population	46,851
Workers	18,237
Residents	28,614
Household Summary	
2010 Households	21,370
2010 Average Household Size	2.62
2020 Total Households	20,736
2020 Average Household Size	2.51
2022 Households	20,608
2022 Average Household Size	2.49
2027 Households	20,343
2027 Average Household Size	2.47
2022-2027 Annual Rate	-0.26%
2010 Families	14,849
2010 Average Family Size	3.17
2022 Families	14,006
2022 Average Family Size	3.02
2027 Families	13,805
2027 Average Family Size	2.98
2022-2027 Annual Rate	-0.29%
Housing Unit Summary	
2000 Housing Units	23,634
Owner Occupied Housing Units	54.5%
Renter Occupied Housing Units	35.4%
Vacant Housing Units	10.2%
2010 Housing Units	24,226
Owner Occupied Housing Units	51.2%
Renter Occupied Housing Units	37.0%
Vacant Housing Units	11.8%
2020 Housing Units	23,474
Vacant Housing Units	11.7%
2022 Housing Units	23,452
Owner Occupied Housing Units	51.2%
Renter Occupied Housing Units	36.7%
Vacant Housing Units	12.1%
2027 Housing Units	23,243
Owner Occupied Housing Units	51.7%
Renter Occupied Housing Units	35.8%
Vacant Housing Units	12.5%
Median Household Income	
2022	\$45,026
2027	\$53,100
Median Home Value	
2022	\$132,664
2027	\$175,387
Per Capita Income	
2022	\$26,850
2027	\$31,761
Median Age	
2010	34.8
2022	37.1
2027	38.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

West Memphis Marion TA
Area: 1,149.06 square miles

Prepared by Esri

2022 Households by Income

Household Income Base	20,608
<\$15,000	14.9%
\$15,000 - \$24,999	14.2%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	11.9%
\$150,000 - \$199,999	2.8%
\$200,000+	3.6%
Average Household Income	\$67,605

2027 Households by Income

Household Income Base	20,343
<\$15,000	12.8%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	15.1%
\$150,000 - \$199,999	3.9%
\$200,000+	4.6%
Average Household Income	\$79,263

2022 Owner Occupied Housing Units by Value

Total	12,010
<\$50,000	18.6%
\$50,000 - \$99,999	19.0%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	18.2%
\$200,000 - \$249,999	10.1%
\$250,000 - \$299,999	7.6%
\$300,000 - \$399,999	5.8%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.5%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$150,853

2027 Owner Occupied Housing Units by Value

Total	12,011
<\$50,000	15.5%
\$50,000 - \$99,999	12.0%
\$100,000 - \$149,999	13.0%
\$150,000 - \$199,999	18.8%
\$200,000 - \$249,999	14.8%
\$250,000 - \$299,999	13.0%
\$300,000 - \$399,999	9.5%
\$400,000 - \$499,999	1.0%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$188,451

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022



Community Profile

West Memphis Marion TA
Area: 1,149.06 square miles

Prepared by Esri

2010 Population by Age

Total	56,717
0 - 4	7.8%
5 - 9	7.8%
10 - 14	7.9%
15 - 24	14.1%
25 - 34	12.7%
35 - 44	12.6%
45 - 54	14.7%
55 - 64	11.3%
65 - 74	6.5%
75 - 84	3.4%
85 +	1.3%
18 +	71.4%

2022 Population by Age

Total	51,884
0 - 4	7.0%
5 - 9	6.9%
10 - 14	6.9%
15 - 24	12.8%
25 - 34	13.6%
35 - 44	12.4%
45 - 54	11.6%
55 - 64	12.9%
65 - 74	9.8%
75 - 84	4.5%
85 +	1.5%
18 +	75.1%

2027 Population by Age

Total	50,752
0 - 4	7.0%
5 - 9	6.7%
10 - 14	6.8%
15 - 24	12.4%
25 - 34	13.3%
35 - 44	12.6%
45 - 54	11.5%
55 - 64	11.7%
65 - 74	10.6%
75 - 84	5.7%
85 +	1.7%
18 +	75.4%

2010 Population by Sex

Males	26,971
Females	29,745

2022 Population by Sex

Males	24,640
Females	27,243

2027 Population by Sex

Males	24,163
Females	26,590

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

West Memphis Marion TA
Area: 1,149.06 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

Total	56,718
White Alone	46.6%
Black Alone	50.6%
American Indian Alone	0.3%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	1.1%
Hispanic Origin	2.0%
Diversity Index	54.4

2020 Population by Race/Ethnicity

Total	52,551
White Alone	40.7%
Black Alone	53.1%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	3.8%
Hispanic Origin	3.0%
Diversity Index	57.6

2022 Population by Race/Ethnicity

Total	51,884
White Alone	39.9%
Black Alone	53.7%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	3.9%
Hispanic Origin	3.0%
Diversity Index	57.6

2027 Population by Race/Ethnicity

Total	50,752
White Alone	38.1%
Black Alone	55.0%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	4.3%
Hispanic Origin	3.0%
Diversity Index	57.6

2010 Population by Relationship and Household Type

Total	56,717
In Households	98.6%
In Family Households	85.3%
Householder	26.1%
Spouse	15.1%
Child	37.1%
Other relative	4.5%
Nonrelative	2.4%
In Nonfamily Households	13.3%
In Group Quarters	1.4%
Institutionalized Population	1.2%
Noninstitutionalized Population	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022



Community Profile

West Memphis Marion TA
Area: 1,149.06 square miles

Prepared by Esri

2022 Population 25+ by Educational Attainment

Total	34,392
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	9.9%
High School Graduate	32.5%
GED/Alternative Credential	5.9%
Some College, No Degree	20.9%
Associate Degree	7.7%
Bachelor's Degree	12.6%
Graduate/Professional Degree	5.4%

2022 Population 15+ by Marital Status

Total	41,054
Never Married	36.5%
Married	42.4%
Widowed	8.4%
Divorced	12.7%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	24,659
Population 16+ Employed	95.6%
Population 16+ Unemployment rate	4.4%
Population 16-24 Employed	13.0%
Population 16-24 Unemployment rate	12.9%
Population 25-54 Employed	62.0%
Population 25-54 Unemployment rate	3.7%
Population 55-64 Employed	17.7%
Population 55-64 Unemployment rate	0.9%
Population 65+ Employed	7.4%
Population 65+ Unemployment rate	1.0%

2022 Employed Population 16+ by Industry

Total	23,585
Agriculture/Mining	4.0%
Construction	4.1%
Manufacturing	11.6%
Wholesale Trade	3.4%
Retail Trade	11.4%
Transportation/Utilities	13.1%
Information	1.1%
Finance/Insurance/Real Estate	3.7%
Services	42.9%
Public Administration	4.6%

2022 Employed Population 16+ by Occupation

Total	23,586
White Collar	49.5%
Management/Business/Financial	13.2%
Professional	17.1%
Sales	8.0%
Administrative Support	11.2%
Services	17.6%
Blue Collar	32.9%
Farming/Forestry/Fishing	1.8%
Construction/Extraction	3.0%
Installation/Maintenance/Repair	5.4%
Production	7.9%
Transportation/Material Moving	14.9%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022



Community Profile

West Memphis Marion TA
Area: 1,149.06 square miles

Prepared by Esri

2010 Households by Type	
Total	21,370
Households with 1 Person	26.4%
Households with 2+ People	73.6%
Family Households	69.5%
Husband-wife Families	40.2%
With Related Children	18.0%
Other Family (No Spouse Present)	29.3%
Other Family with Male Householder	6.1%
With Related Children	3.6%
Other Family with Female Householder	23.2%
With Related Children	16.7%
Nonfamily Households	4.2%
All Households with Children	38.7%
Multigenerational Households	6.6%
Unmarried Partner Households	6.3%
Male-female	5.7%
Same-sex	0.6%
2010 Households by Size	
Total	21,370
1 Person Household	26.4%
2 Person Household	30.4%
3 Person Household	18.2%
4 Person Household	13.3%
5 Person Household	6.9%
6 Person Household	2.8%
7 + Person Household	2.0%
2010 Households by Tenure and Mortgage Status	
Total	21,370
Owner Occupied	58.1%
Owned with a Mortgage/Loan	39.1%
Owned Free and Clear	19.0%
Renter Occupied	41.9%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	161
Percent of Income for Mortgage	15.5%
Wealth Index	54
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	24,226
Housing Units Inside Urbanized Area	68.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	31.7%
2010 Population By Urban/ Rural Status	
Total Population	56,716
Population Inside Urbanized Area	71.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	29.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Community Profile

West Memphis Marion TA
Area: 1,149.06 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Rural Bypasses (10E)
2. City Commons (11E)
3. Modest Income Homes (12D)

2022 Consumer Spending

Apparel & Services: Total \$	\$32,936,416
Average Spent	\$1,598.23
Spending Potential Index	66
Education: Total \$	\$23,443,364
Average Spent	\$1,137.59
Spending Potential Index	58
Entertainment/Recreation: Total \$	\$50,599,240
Average Spent	\$2,455.32
Spending Potential Index	67
Food at Home: Total \$	\$87,812,468
Average Spent	\$4,261.09
Spending Potential Index	69
Food Away from Home: Total \$	\$58,827,794
Average Spent	\$2,854.61
Spending Potential Index	66
Health Care: Total \$	\$101,980,329
Average Spent	\$4,948.58
Spending Potential Index	70
HH Furnishings & Equipment: Total \$	\$34,750,658
Average Spent	\$1,686.27
Spending Potential Index	66
Personal Care Products & Services: Total \$	\$13,789,173
Average Spent	\$669.12
Spending Potential Index	66
Shelter: Total \$	\$292,905,791
Average Spent	\$14,213.21
Spending Potential Index	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$36,430,967
Average Spent	\$1,767.81
Spending Potential Index	65
Travel: Total \$	\$35,771,473
Average Spent	\$1,735.81
Spending Potential Index	60
Vehicle Maintenance & Repairs: Total \$	\$18,392,806
Average Spent	\$892.51
Spending Potential Index	71

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 16, 2022