



Retail Market Potential

West Memphis Marion TA
Area: 1,149.06 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		51,883	50,753
Population 18+		38,947	38,280
Households		20,608	20,343
Median Household Income		\$45,026	\$53,100

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	20,151	51.7%	94
Bought any women's clothing in last 12 months	19,051	48.9%	101
Bought any shoes in last 12 months	27,390	70.3%	97
Bought any fine jewelry in last 12 months	8,114	20.8%	109
Bought a watch in last 12 months	5,440	14.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	17,711	85.9%	96
HH bought/leased new vehicle last 12 months	1,555	7.5%	78
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	33,664	86.4%	98
Bought/changed motor oil in last 12 months	19,343	49.7%	104
Had tune-up in last 12 months	9,527	24.5%	100
Beverages (Adults)			
Drank non-diet (regular) in last 6 months	17,725	45.5%	116
Drank beer/ale in last 6 months	14,536	37.3%	92
Cameras (Adults)			
Own digital point & shoot camera/camcorder	3,112	8.0%	82
Own digital SLR camera/camcorder	2,810	7.2%	74
Printed digital photos in last 12 months	8,316	21.4%	84
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	14,138	36.3%	111
Have a smartphone	35,637	91.5%	100
Have a smartphone: Android phone (any brand)	18,448	47.4%	119
Have a smartphone: Apple iPhone	17,316	44.5%	84
Number of cell phones in household: 1	6,994	33.9%	111
Number of cell phones in household: 2	7,163	34.8%	90
Number of cell phones in household: 3+	6,083	29.5%	101
HH has cell phone only (no landline telephone)	14,304	69.4%	104
Computers (Households)			
HH owns a computer	14,955	72.6%	89
HH owns desktop computer	6,745	32.7%	86
HH owns laptop/notebook	11,932	57.9%	88
HH owns any Apple/Mac brand computer	3,179	15.4%	69
HH owns any PC/non-Apple brand computer	12,889	62.5%	94
HH purchased most recent computer in a store	6,728	32.6%	88
HH purchased most recent computer online	3,892	18.9%	84
HH spent \$1-\$499 on most recent home computer	3,273	15.9%	102
HH spent \$500-\$999 on most recent home computer	3,304	16.0%	84
HH spent \$1,000-\$1,499 on most recent home computer	1,919	9.3%	78
HH spent \$1,500-\$1,999 on most recent home computer	716	3.5%	66
HH spent \$2,000+ on most recent home computer	676	3.3%	69

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



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Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	25,729	66.1%	105
Bought brewed coffee at convenience store in last 30 days	4,804	12.3%	99
Bought cigarettes at convenience store in last 30 days	3,996	10.3%	143
Bought gas at convenience store in last 30 days	16,697	42.9%	114
Spent at convenience store in last 30 days: \$1-19	2,951	7.6%	100
Spent at convenience store in last 30 days: \$20-\$39	4,094	10.5%	103
Spent at convenience store in last 30 days: \$40-\$50	3,675	9.4%	110
Spent at convenience store in last 30 days: \$51-\$99	2,640	6.8%	112
Spent at convenience store in last 30 days: \$100+	9,072	23.3%	114
Entertainment (Adults)			
Attended a movie in last 6 months	17,206	44.2%	92
Went to live theater in last 12 months	2,866	7.4%	73
Went to a bar/night club in last 12 months	5,660	14.5%	86
Dined out in last 12 months	17,367	44.6%	88
Gambled at a casino in last 12 months	4,540	11.7%	102
Visited a theme park in last 12 months	5,178	13.3%	93
Viewed movie (video-on-demand) in last 30 days	4,105	10.5%	81
Viewed TV show (video-on-demand) in last 30 days	2,661	6.8%	81
Watched any pay-per-view TV in last 12 months	2,045	5.3%	82
Downloaded a movie over the Internet in last 30 days	2,785	7.2%	94
Downloaded any individual song in last 6 months	7,702	19.8%	101
Used internet to watch a movie online in the last 30 days	12,158	31.2%	91
Used internet to watch a TV program online in last 30 days	7,728	19.8%	90
Played a video/electronic game (console) in last 12 months	4,785	12.3%	105
Played a video/electronic game (portable) in last 12 months	2,324	6.0%	100
Financial (Adults)			
Have home mortgage (1st)	12,247	31.4%	87
Used ATM/cash machine in last 12 months	22,282	57.2%	95
Own any stock	3,143	8.1%	67
Own U.S. savings bond	1,828	4.7%	76
Own shares in mutual fund (stock)	2,744	7.0%	63
Own shares in mutual fund (bonds)	1,812	4.7%	66
Have interest checking account	11,380	29.2%	83
Have non-interest checking account	12,998	33.4%	94
Have savings account	23,555	60.5%	88
Have 401K retirement savings plan	7,049	18.1%	83
Own/used any credit/debit card in last 12 months	32,784	84.2%	95
Avg monthly credit card expenditures: \$1-110	4,925	12.6%	106
Avg monthly credit card expenditures: \$111-\$225	3,017	7.7%	98
Avg monthly credit card expenditures: \$226-\$450	3,017	7.7%	88
Avg monthly credit card expenditures: \$451-\$700	2,603	6.7%	83
Avg monthly credit card expenditures: \$701-\$1,000	2,219	5.7%	76
Avg monthly credit card expenditures: \$1001-2000	2,734	7.0%	70
Avg monthly credit card expenditures: \$2001+	2,089	5.4%	60
Did banking online in last 12 months	17,911	46.0%	87
Did banking on mobile device in last 12 months	14,503	37.2%	89

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Grocery (Adults)			
HH used bread in last 6 months	19,441	94.3%	100
HH used chicken (fresh or frozen) in last 6 months	13,598	66.0%	96
HH used turkey (fresh or frozen) in last 6 months	3,059	14.8%	102
HH used fish/seafood (fresh or frozen) in last 6 months	11,742	57.0%	98
HH used fresh fruit/vegetables in last 6 months	17,271	83.8%	96
HH used fresh milk in last 6 months	16,965	82.3%	99
HH used organic food in last 6 months	4,007	19.4%	78
Health (Adults)			
Exercise at home 2+ times per week	14,022	36.0%	89
Exercise at club 2+ times per week	4,079	10.5%	76
Visited a doctor in last 12 months	29,423	75.5%	95
Used vitamin/dietary supplement in last 6 months	22,217	57.0%	94
Home (Households)			
HH did any home improvement in last 12 months	6,256	30.4%	89
HH used any maid/professional cleaning service in last 12 months	3,489	16.9%	83
HH purchased low ticket HH furnishings in last 12 months	4,330	21.0%	97
HH purchased big ticket HH furnishings in last 12 months	4,835	23.5%	90
HH bought any small kitchen appliance in last 12 months	5,011	24.3%	96
HH bought any large kitchen appliance in last 12 months	3,381	16.4%	105
Insurance (Adults/Households)			
Currently carry life insurance	18,638	47.9%	99
Carry medical/hospital/accident insurance	29,591	76.0%	94
Carry homeowner/personal property insurance	19,783	50.8%	90
Carry renter's insurance	4,009	10.3%	97
HH has auto insurance: 1 vehicle in household covered	6,264	30.4%	103
HH has auto insurance: 2 vehicles in household covered	5,786	28.1%	91
HH has auto insurance: 3+ vehicles in household covered	4,536	22.0%	89
Pets (Households)			
Household owns any pet	9,962	48.3%	92
Household owns any cat	4,369	21.2%	92
Household owns any dog	7,778	37.7%	95
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Buying American is important	14,221	36.5%	103
Buy based on quality not price	6,309	16.2%	94
Buy on credit rather than wait	4,849	12.5%	94
Only use coupons brands: usually buy	5,689	14.6%	107
Will pay more for environmentally safe products	4,930	12.7%	93
Buy based on price not brands	11,606	29.8%	104
Am interested in how to help the environment	7,422	19.1%	93
Reading (Adults)			
Bought digital book in last 12 months	5,908	15.2%	87
Bought hardcover book in last 12 months	8,368	21.5%	88
Bought paperback book in last 12 month	10,831	27.8%	89
Read any daily newspaper (paper version)	6,077	15.6%	101
Read any digital newspaper in last 30 days	16,950	43.5%	88
Read any magazine (paper/electronic version) in last 6 months	33,915	87.1%	98

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	26,145	67.1%	100
Went to family restaurant/steak house: 4+ times a month	8,704	22.3%	108
Went to fast food/drive-in restaurant in last 6 months	35,590	91.4%	101
Went to fast food/drive-in restaurant 9+ times/month	16,206	41.6%	110
Fast food restaurant last 6 months: eat in	8,476	21.8%	96
Fast food restaurant last 6 months: home delivery	4,028	10.3%	89
Fast food restaurant last 6 months: take-out/drive-thru	22,806	58.6%	104
Fast food restaurant last 6 months: take-out/walk-in	7,651	19.6%	92
Television & Electronics (Adults/Households)			
Own any tablet	20,197	51.9%	92
Own any e-reader	3,391	8.7%	71
Own e-reader/tablet: iPad	10,738	27.6%	79
HH has Internet connectable TV	8,372	40.6%	95
Own any portable MP3 player	4,746	12.2%	89
HH owns 1 TV	3,801	18.4%	94
HH owns 2 TVs	5,294	25.7%	94
HH owns 3 TVs	4,813	23.4%	106
HH owns 4+ TVs	4,490	21.8%	105
HH subscribes to cable TV	7,091	34.4%	93
HH subscribes to fiber optic	739	3.6%	66
HH owns portable GPS navigation device	3,768	18.3%	89
HH purchased video game system in last 12 months	1,345	6.5%	84
HH owns any Internet video device for TV	9,005	43.7%	96
Travel (Adults)			
Took domestic trip in continental US last 12 months	17,732	45.5%	85
Took 3+ domestic non-business trips in last 12 months	3,711	9.5%	76
Spent on domestic vacations in last 12 months: \$1-999	4,251	10.9%	87
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,083	5.3%	86
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,130	2.9%	77
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,309	3.4%	89
Spent on domestic vacations in last 12 months: \$3,000+	1,554	4.0%	62
Domestic travel in last 12 months: used general travel website	1,455	3.7%	63
Took foreign trip (including Alaska and Hawaii) in last 3 years	9,309	23.9%	72
Took 3+ foreign trips by plane in last 3 years	1,720	4.4%	56
Spent on foreign vacations in last 12 months: \$1-999	2,007	5.2%	71
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,095	2.8%	73
Spent on foreign vacations in last 12 months: \$3,000+	1,377	3.5%	59
Foreign travel in last 3 years: used general travel website	1,573	4.0%	62
Nights spent in hotel/motel in last 12 months: any	15,548	39.9%	88
Took cruise of more than one day in last 3 years	3,833	9.8%	91
Member of any frequent flyer program	6,442	16.5%	67
Member of any hotel rewards program	8,146	20.9%	81

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