



**RETAIL ATTRACTIONS, LLC**  

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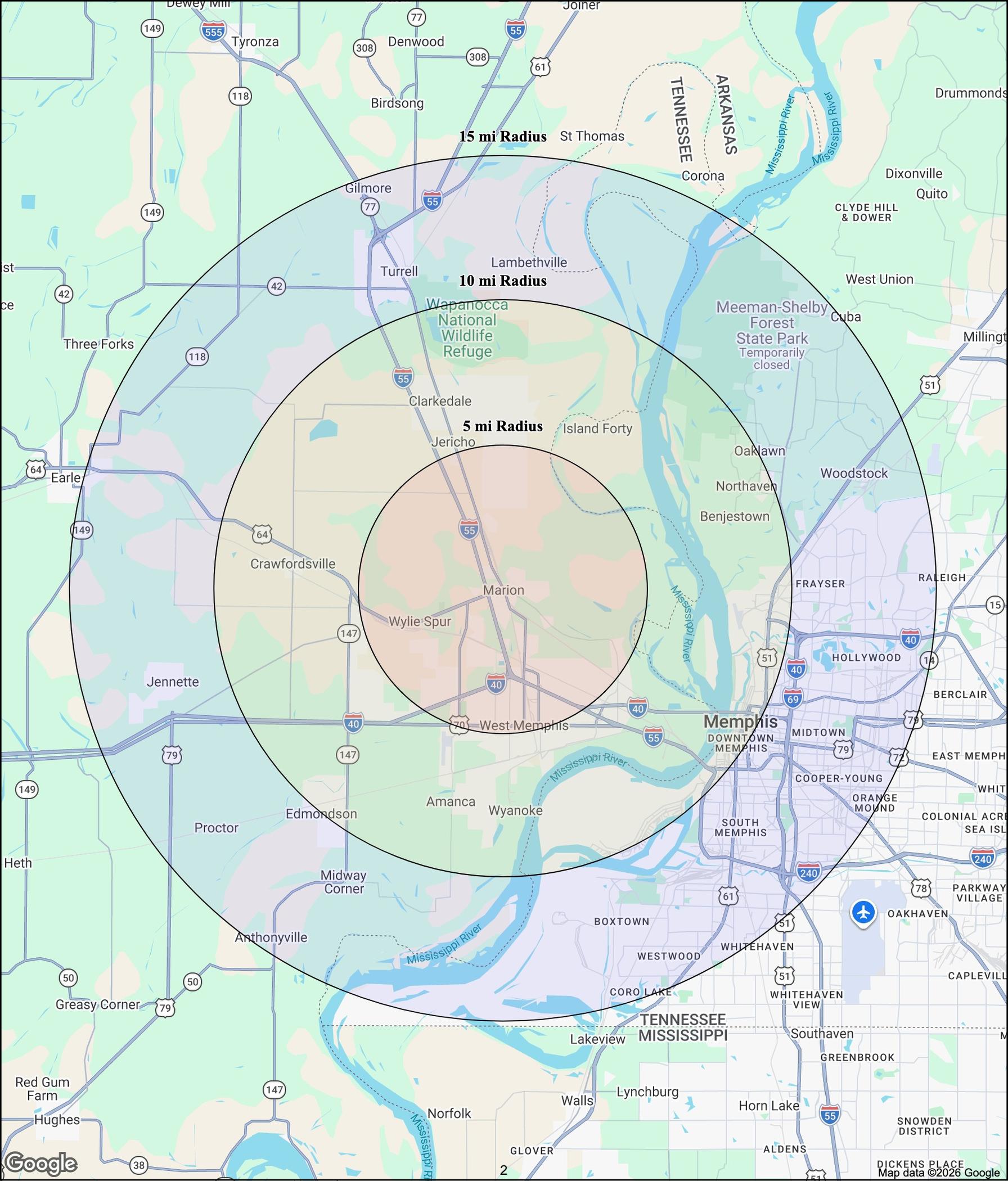
**Economic Development Consulting**

**Marion, Arkansas  
Radius  
1st Quarter 2026**

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# Demographics

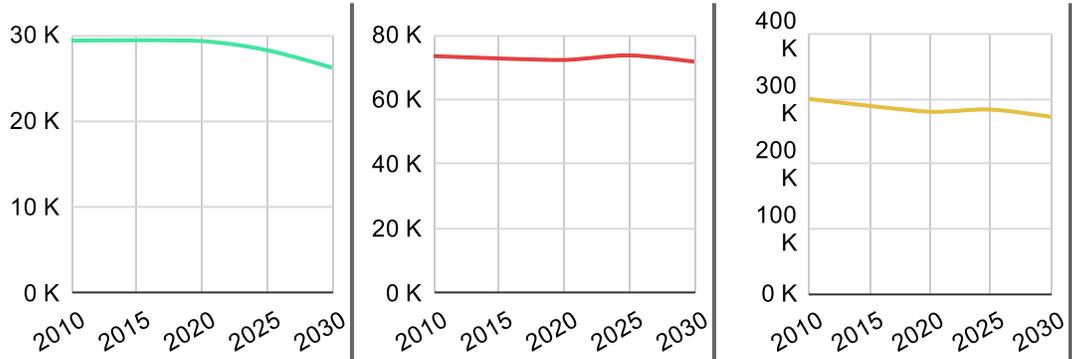


15 mi Radius

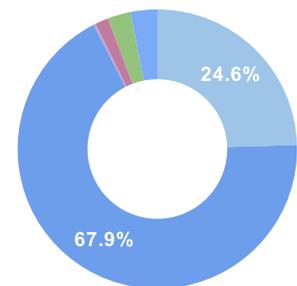
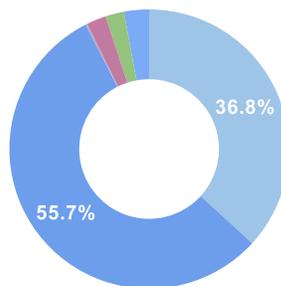
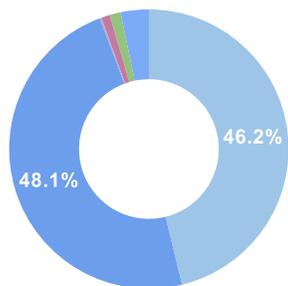
10 mi Radius

5 mi Radius

Marion, Arkansas		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Population</b>							
Estimated Population (2025)		28,229		73,662		284,257	
Projected Population (2030)		26,191		71,691		272,986	
Census Population (2020)		29,289		72,250		280,812	
Census Population (2010)		29,342		73,447		300,660	
Projected Annual Growth (2025-2030)		-2,038	-1.4%	-1,971	-0.5%	-11,271	-0.8%
Historical Annual Growth (2020-2025)		-1,060	-0.8%	1,412	0.4%	3,445	0.2%
Historical Annual Growth (2010-2020)		-53	-	-1,197	-0.2%	-19,848	-0.7%
Estimated Population Density (2025)		360 <i>psm</i>		235 <i>psm</i>		402 <i>psm</i>	
Trade Area Size		78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	



<b>Race and Ethnicity (2025)</b>							
<b>Not Hispanic or Latino Population</b>		27,061	95.9%	70,159	95.2%	268,411	94.4%
White		12,697	46.9%	26,357	37.6%	67,306	25.1%
Black or African American		13,490	49.8%	40,753	58.1%	191,738	71.4%
American Indian or Alaska Native		38	0.1%	88	0.1%	329	0.1%
Asian		281	1.0%	1,670	2.4%	4,352	1.6%
Hawaiian or Pacific Islander		5	-	7	-	33	-
Other Race		9	-	71	0.1%	361	0.1%
Two or More Races		541	2.0%	1,213	1.7%	4,293	1.6%
<b>Hispanic or Latino Population</b>		1,169	4.1%	3,503	4.8%	15,846	5.6%
White		341	29.2%	742	21.2%	2,487	15.7%
Black or African American		83	7.1%	275	7.8%	1,241	7.8%
American Indian or Alaska Native		18	1.5%	52	1.5%	358	2.3%
Asian		1	-	11	0.3%	55	0.3%
Hispanic Hawaiian or Pacific Islander		3	0.2%	6	0.2%	25	0.2%
Other Race		343	29.3%	1,501	42.8%	7,149	45.1%
Two or More Races		380	32.5%	917	26.2%	4,531	28.6%

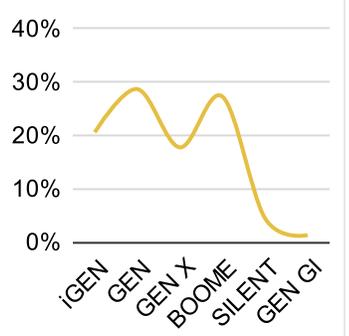
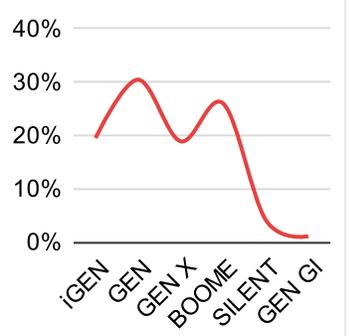
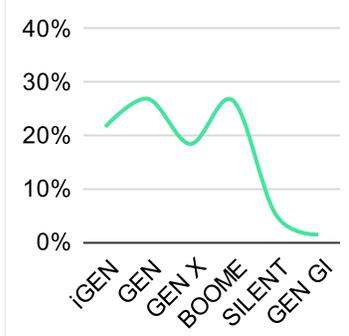


White    Black or African American    American Indian or Alaskan Native    Asian    Hawaiian or Pacific Islander    Other Race    2+ Races



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Marion, Arkansas		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Age Distribution (2025)</b>							
Age Under 5 Years		1,751	6.2%	4,651	6.3%	19,186	6.7%
Age 5 to 9 Years		2,181	7.7%	4,931	6.7%	19,986	7.0%
Age 10 to 14 Years		2,165	7.7%	4,779	6.5%	19,315	6.8%
Age 15 to 19 Years		2,101	7.4%	4,572	6.2%	18,616	6.5%
Age 20 to 24 Years		1,857	6.6%	5,112	6.9%	18,788	6.6%
Age 25 to 29 Years		1,738	6.2%	6,538	8.9%	21,794	7.7%
Age 30 to 34 Years		1,884	6.7%	6,210	8.4%	22,331	7.9%
Age 35 to 39 Years		1,712	6.1%	5,261	7.1%	18,863	6.6%
Age 40 to 44 Years		1,783	6.3%	4,446	6.0%	16,415	5.8%
Age 45 to 49 Years		1,697	6.0%	4,204	5.7%	15,164	5.3%
Age 50 to 54 Years		1,692	6.0%	4,229	5.7%	16,037	5.6%
Age 55 to 59 Years		1,578	5.6%	4,102	5.6%	16,233	5.7%
Age 60 to 64 Years		1,666	5.9%	4,303	5.8%	17,539	6.2%
Age 65 to 69 Years		1,418	5.0%	3,685	5.0%	15,755	5.5%
Age 70 to 74 Years		1,136	4.0%	2,804	3.8%	11,936	4.2%
Age 75 to 79 Years		862	3.1%	1,900	2.6%	8,132	2.9%
Age 80 to 84 Years		609	2.2%	1,137	1.5%	4,508	1.6%
Age 85 Years or Over		398	1.4%	798	1.1%	3,660	1.3%
Median Age		35.6		34.5		35.1	
<b>Generation (2025)</b>							
iGeneration (Age Under 15 Years)		6,097	21.6%	14,361	19.5%	58,486	20.6%
Generation 9/11 Millennials (Age 15 to 34 Years)		7,581	26.9%	22,432	30.5%	81,528	28.7%
Gen Xers (Age 35 to 49 Years)		5,192	18.4%	13,911	18.9%	50,442	17.7%
Baby Boomers (Age 50 to 74 Years)		7,490	26.5%	19,123	26.0%	77,501	27.3%
Silent Generation (Age 75 to 84 Years)		1,471	5.2%	3,037	4.1%	12,640	4.4%
G.I. Generation (Age 85 Years or Over)		398	1.4%	798	1.1%	3,660	1.3%





**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Marion, Arkansas		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Household Type (2025)</b>				
Total Households		10,781	32,003	118,726
Family Households		7,257 67.3%	15,564 48.6%	64,594 54.4%
Family Households with Children		3,726 51.3%	8,231 52.9%	32,646 50.5%
Family Households No Children		3,531 48.7%	7,332 47.1%	31,949 49.5%
Non-Family Households		3,524 32.7%	16,440 51.4%	54,131 45.6%
Non-Family Households with Children		8 0.2%	12 -	61 0.1%
Non-Family Households No Children		3,516 99.8%	16,427 99.9%	54,070 99.9%
<b>Education Attainment (2025)</b>				
Elementary or Some High School		1,858 10.2%	5,596 11.3%	25,267 13.4%
High School Graduate		6,379 35.1%	15,552 31.3%	63,411 33.7%
Some College or Associate Degree		6,055 33.3%	13,841 27.9%	52,189 27.7%
Bachelor or Graduate Degree		3,881 21.4%	14,627 29.5%	47,500 25.2%
<b>Household Income (2025)</b>				
Estimated Average Household Income		\$91,698	\$87,330	\$73,396
Estimated Median Household Income		\$71,193	\$62,931	\$53,160
HH Income Under \$10,000		264 2.4%	2,075 6.5%	12,300 10.4%
HH Income \$10,000 to \$34,999		2,363 21.9%	7,776 24.3%	33,587 28.3%
HH Income \$35,000 to \$49,999		1,195 11.1%	4,016 12.5%	15,822 13.3%
HH Income \$50,000 to \$74,999		2,100 19.5%	5,863 18.3%	19,049 16.0%
HH Income \$75,000 to \$99,999		1,696 15.7%	3,668 11.5%	12,883 10.9%
HH Income \$100,000 to \$149,999		1,872 17.4%	4,555 14.2%	12,732 10.7%
HH Income \$150,000 or More		1,291 12.0%	4,050 12.7%	12,353 10.4%



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Marion, Arkansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Population</b>						
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Projected Population (2030)	26,191		71,691		272,986	
Census Population (2020)	29,289		72,250		280,812	
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Projected Annual Growth (2025-2030)	-2,038	-1.4%	-1,971	-0.5%	-11,271	-0.8%
Historical Annual Growth (2020-2025)	-1,060	-	1,412	0.4%	3,445	0.2%
Historical Annual Growth (2010-2020)	-53	-	-1,197	-0.2%	-19,848	-0.7%
Estimated Population Density (2025)	360 <i>psm</i>		235 <i>psm</i>		402 <i>psm</i>	
Trade Area Size	78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2025)	10,781		32,003		118,726	
Projected Households (2030)	10,053		31,667		115,045	
Census Households (2020)	11,400		30,646		114,672	
Census Households (2010)	10,996		28,626		116,889	
Projected Annual Growth (2025-2030)	-727	-1.3%	-337	-0.2%	-3,681	-0.6%
Historical Annual Change (2010-2025)	-215	-0.1%	3,377	0.8%	1,837	0.1%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$91,698		\$87,330		\$73,396	
Projected Average Household Income (2030)	\$91,405		\$87,230		\$73,108	
Census Average Household Income (2010)	\$55,093		\$51,424		\$41,599	
Census Average Household Income (2000)	\$45,046		\$39,791		\$37,285	
Projected Annual Change (2025-2030)	-\$293	-	-\$100	-	-\$287	-
Historical Annual Change (2000-2025)	\$46,652	4.1%	\$47,539	4.8%	\$36,110	3.9%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$71,193		\$62,931		\$53,160	
Projected Median Household Income (2030)	\$70,891		\$62,527		\$52,795	
Census Median Household Income (2010)	\$45,361		\$39,980		\$32,533	
Census Median Household Income (2000)	\$38,672		\$31,135		\$27,722	
Projected Annual Change (2025-2030)	-\$302	-	-\$404	-0.1%	-\$365	-0.1%
Historical Annual Change (2000-2025)	\$32,521	3.4%	\$31,796	4.1%	\$25,438	3.7%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$35,053		\$38,033		\$30,766	
Projected Per Capita Income (2030)	\$35,122		\$38,624		\$30,926	
Census Per Capita Income (2010)	\$20,645		\$20,040		\$16,172	
Census Per Capita Income (2000)	\$16,524		\$14,672		\$14,036	
Projected Annual Change (2025-2030)	\$69	-	\$591	0.3%	\$160	0.1%
Historical Annual Change (2000-2025)	\$18,529	4.5%	\$23,361	6.4%	\$16,730	4.8%
Estimated Average Household Net Worth (2025)	\$768,505		\$661,920		\$621,062	

Marion, Arkansas		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Race and Ethnicity</b>							
Total Population (2025)		28,229		73,662		284,257	
White (2025)		13,038	46.2%	27,099	36.8%	69,793	24.6%
Black or African American (2025)		13,573	48.1%	41,027	55.7%	192,979	67.9%
American Indian or Alaska Native (2025)		56	0.2%	140	0.2%	687	0.2%
Asian (2025)		282	1.0%	1,681	2.3%	4,408	1.6%
Hawaiian or Pacific Islander (2025)		8	-	13	-	58	-
Other Race (2025)		352	1.2%	1,572	2.1%	7,510	2.6%
Two or More Races (2025)		921	3.3%	2,130	2.9%	8,824	3.1%
Population < 18 (2025)		7,453	26.4%	17,112	23.2%	69,299	24.4%
White Not Hispanic		2,569	34.5%	3,988	23.3%	9,527	13.7%
Black or African American		4,105	55.1%	11,329	66.2%	51,467	74.3%
Asian		52	0.7%	275	1.6%	942	1.4%
Other Race Not Hispanic		290	3.9%	565	3.3%	1,942	2.8%
Hispanic		438	5.9%	955	5.6%	5,421	7.8%
Not Hispanic or Latino Population (2025)		27,061	95.9%	70,159	95.2%	268,411	94.4%
Not Hispanic White		12,697	46.9%	26,357	37.6%	67,306	25.1%
Not Hispanic Black or African American		13,490	49.8%	40,753	58.1%	191,738	71.4%
Not Hispanic American Indian or Alaska Native		38	0.1%	88	0.1%	329	0.1%
Not Hispanic Asian		281	1.0%	1,670	2.4%	4,352	1.6%
Not Hispanic Hawaiian or Pacific Islander		5	-	7	-	33	-
Not Hispanic Other Race		9	-	71	0.1%	361	0.1%
Not Hispanic Two or More Races		541	2.0%	1,213	1.7%	4,293	1.6%
Hispanic or Latino Population (2025)		1,169	4.1%	3,503	4.8%	15,846	5.6%
Hispanic White		341	29.2%	742	21.2%	2,487	15.7%
Hispanic Black or African American		83	7.1%	275	7.8%	1,241	7.8%
Hispanic American Indian or Alaska Native		18	1.5%	52	1.5%	358	2.3%
Hispanic Asian		1	-	11	0.3%	55	0.3%
Hispanic Hawaiian or Pacific Islander		3	0.2%	6	0.2%	25	0.2%
Hispanic Other Race		343	29.3%	1,501	42.8%	7,149	45.1%
Hispanic Two or More Races		380	32.5%	917	26.2%	4,531	28.6%
Not Hispanic or Latino Population (2020)		28,286	96.6%	69,249	95.8%	268,331	95.6%
Hispanic or Latino Population (2020)		1,003	3.4%	3,001	4.2%	12,481	4.4%
Not Hispanic or Latino Population (2010)		28,700	97.8%	71,685	97.6%	292,461	97.3%
Hispanic or Latino Population (2010)		642	2.2%	1,762	2.4%	8,199	2.7%
Not Hispanic or Latino Population (2030)		25,037	95.6%	67,943	94.8%	256,303	93.9%
Hispanic or Latino Population (2030)		1,154	4.4%	3,748	5.2%	16,683	6.1%
Projected Annual Growth (2025-2030)		-14	-0.2%	245	1.4%	836	1.1%
Historical Annual Growth (2010-2020)		361	5.6%	1,239	7.0%	4,282	5.2%



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**Economic Development Consulting**

<b>Marion, Arkansas</b>		<b>5 mi radius</b>		<b>10 mi radius</b>		<b>15 mi radius</b>	
<b>Radius</b>							
<b>Total Age Distribution (2025)</b>							
Total Population		28,229		73,662		284,257	
Age Under 5 Years		1,751	6.2%	4,651	6.3%	19,186	6.7%
Age 5 to 9 Years		2,181	7.7%	4,931	6.7%	19,986	7.0%
Age 10 to 14 Years		2,165	7.7%	4,779	6.5%	19,315	6.8%
Age 15 to 19 Years		2,101	7.4%	4,572	6.2%	18,616	6.5%
Age 20 to 24 Years		1,857	6.6%	5,112	6.9%	18,788	6.6%
Age 25 to 29 Years		1,738	6.2%	6,538	8.9%	21,794	7.7%
Age 30 to 34 Years		1,884	6.7%	6,210	8.4%	22,331	7.9%
Age 35 to 39 Years		1,712	6.1%	5,261	7.1%	18,863	6.6%
Age 40 to 44 Years		1,783	6.3%	4,446	6.0%	16,415	5.8%
Age 45 to 49 Years		1,697	6.0%	4,204	5.7%	15,164	5.3%
Age 50 to 54 Years		1,692	6.0%	4,229	5.7%	16,037	5.6%
Age 55 to 59 Years		1,578	5.6%	4,102	5.6%	16,233	5.7%
Age 60 to 64 Years		1,666	5.9%	4,303	5.8%	17,539	6.2%
Age 65 to 69 Years		1,418	5.0%	3,685	5.0%	15,755	5.5%
Age 70 to 74 Years		1,136	4.0%	2,804	3.8%	11,936	4.2%
Age 75 to 79 Years		862	3.1%	1,900	2.6%	8,132	2.9%
Age 80 to 84 Years		609	2.2%	1,137	1.5%	4,508	1.6%
Age 85 Years or Over		398	1.4%	798	1.1%	3,660	1.3%
Median Age		35.6		34.5		35.1	
Age 19 Years or Less		8,199	29.0%	18,933	25.7%	77,102	27.1%
Age 20 to 64 Years		15,607	55.3%	44,406	60.3%	163,164	57.4%
Age 65 Years or Over		4,423	15.7%	10,323	14.0%	43,991	15.5%
<b>Female Age Distribution (2025)</b>							
Female Population		14,641	51.9%	37,447	50.8%	146,568	51.6%
Age Under 5 Years		848	5.8%	2,302	6.1%	9,425	6.4%
Age 5 to 9 Years		1,115	7.6%	2,459	6.6%	9,808	6.7%
Age 10 to 14 Years		1,034	7.1%	2,354	6.3%	9,292	6.3%
Age 15 to 19 Years		1,016	6.9%	2,131	5.7%	8,592	5.9%
Age 20 to 24 Years		903	6.2%	2,574	6.9%	9,274	6.3%
Age 25 to 29 Years		867	5.9%	3,249	8.7%	11,295	7.7%
Age 30 to 34 Years		1,009	6.9%	3,120	8.3%	11,621	7.9%
Age 35 to 39 Years		949	6.5%	2,616	7.0%	9,888	6.7%
Age 40 to 44 Years		981	6.7%	2,367	6.3%	8,762	6.0%
Age 45 to 49 Years		897	6.1%	2,169	5.8%	7,861	5.4%
Age 50 to 54 Years		914	6.2%	2,181	5.8%	8,320	5.7%
Age 55 to 59 Years		892	6.1%	2,144	5.7%	8,457	5.8%
Age 60 to 64 Years		837	5.7%	2,212	5.9%	9,043	6.2%
Age 65 to 69 Years		776	5.3%	1,965	5.2%	8,506	5.8%
Age 70 to 74 Years		620	4.2%	1,468	3.9%	6,655	4.5%
Age 75 to 79 Years		435	3.0%	1,019	2.7%	4,648	3.2%
Age 80 to 84 Years		338	2.3%	667	1.8%	2,790	1.9%
Age 85 Years or Over		211	1.4%	449	1.2%	2,333	1.6%
Female Median Age		37.0		35.6		36.7	
Age 19 Years or Less		4,013	27.4%	9,246	24.7%	37,116	25.3%
Age 20 to 64 Years		8,249	56.3%	22,632	60.4%	84,521	57.7%
Age 65 Years or Over		2,379	16.3%	5,568	14.9%	24,931	17.0%



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<b>Marion, Arkansas</b>		<b>5 mi radius</b>		<b>10 mi radius</b>		<b>15 mi radius</b>	
<b>Radius</b>							
<b>Male Age Distribution (2025)</b>							
Male Population		13,588	48.1%	36,215	49.2%	137,689	48.4%
Age Under 5 Years		903	6.6%	2,349	6.5%	9,761	7.1%
Age 5 to 9 Years		1,066	7.8%	2,471	6.8%	10,177	7.4%
Age 10 to 14 Years		1,131	8.3%	2,425	6.7%	10,023	7.3%
Age 15 to 19 Years		1,086	8.0%	2,442	6.7%	10,024	7.3%
Age 20 to 24 Years		954	7.0%	2,538	7.0%	9,513	6.9%
Age 25 to 29 Years		872	6.4%	3,289	9.1%	10,499	7.6%
Age 30 to 34 Years		875	6.4%	3,090	8.5%	10,710	7.8%
Age 35 to 39 Years		764	5.6%	2,645	7.3%	8,975	6.5%
Age 40 to 44 Years		802	5.9%	2,079	5.7%	7,654	5.6%
Age 45 to 49 Years		800	5.9%	2,035	5.6%	7,303	5.3%
Age 50 to 54 Years		777	5.7%	2,048	5.7%	7,717	5.6%
Age 55 to 59 Years		686	5.0%	1,959	5.4%	7,777	5.6%
Age 60 to 64 Years		829	6.1%	2,091	5.8%	8,496	6.2%
Age 65 to 69 Years		642	4.7%	1,719	4.7%	7,250	5.3%
Age 70 to 74 Years		516	3.8%	1,335	3.7%	5,280	3.8%
Age 75 to 79 Years		427	3.1%	881	2.4%	3,484	2.5%
Age 80 to 84 Years		271	2.0%	471	1.3%	1,719	1.2%
Age 85 Years or Over		187	1.4%	348	1.0%	1,327	1.0%
Male Median Age		34.1		33.4		33.5	
Age 19 Years or Less		4,186	30.8%	9,687	26.7%	39,986	29.0%
Age 20 to 64 Years		7,359	54.2%	21,774	60.1%	78,643	57.1%
Age 65 Years or Over		2,044	15.0%	4,755	13.1%	19,060	13.8%
<b>Males per 100 Females (2025)</b>							
Overall Comparison		93		97		94	
Age Under 5 Years		106	51.6%	102	50.5%	104	50.9%
Age 5 to 9 Years		96	48.9%	100	50.1%	104	50.9%
Age 10 to 14 Years		109	52.2%	103	50.7%	108	51.9%
Age 15 to 19 Years		107	51.7%	115	53.4%	117	53.8%
Age 20 to 24 Years		106	51.4%	99	49.6%	103	50.6%
Age 25 to 29 Years		101	50.1%	101	50.3%	93	48.2%
Age 30 to 34 Years		87	46.4%	99	49.8%	92	48.0%
Age 35 to 39 Years		81	44.6%	101	50.3%	91	47.6%
Age 40 to 44 Years		82	45.0%	88	46.8%	87	46.6%
Age 45 to 49 Years		89	47.1%	94	48.4%	93	48.2%
Age 50 to 54 Years		85	46.0%	94	48.4%	93	48.1%
Age 55 to 59 Years		77	43.5%	91	47.7%	92	47.9%
Age 60 to 64 Years		99	49.8%	95	48.6%	94	48.4%
Age 65 to 69 Years		83	45.3%	87	46.7%	85	46.0%
Age 70 to 74 Years		83	45.4%	91	47.6%	79	44.2%
Age 75 to 79 Years		98	49.5%	86	46.4%	75	42.8%
Age 80 to 84 Years		80	44.5%	71	41.4%	62	38.1%
Age 85 Years or Over		89	47.0%	77	43.7%	57	36.3%
Age 19 Years or Less		104	51.1%	105	51.2%	108	51.9%
Age 20 to 39 Years		93	48.2%	100	50.0%	94	48.5%
Age 40 to 64 Years		86	46.3%	92	48.0%	92	47.9%
Age 65 Years or Over		86	46.2%	85	46.1%	76	43.3%



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Marion, Arkansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Household Type (2025)</b>						
Total Households	10,781		32,003		118,726	
Households with Children	3,734	34.6%	8,244	25.8%	32,707	27.5%
Average Household Size	2.6		2.2		2.3	
Household Density per Square Mile	137		102		168	
Population Family	23,172	82.1%	49,754	67.5%	206,959	72.8%
Population Non-Family	4,681	16.6%	21,106	28.7%	71,427	25.1%
Population Group Quarters	377	1.3%	2,802	3.8%	5,871	2.1%
Family Households	7,257	67.3%	15,564	48.6%	64,594	54.4%
Married Couple Households	4,330	59.7%	7,985	51.3%	26,874	41.6%
Other Family Households with Children	2,928	40.3%	7,579	48.7%	37,720	58.4%
Family Households with Children	3,726	51.3%	8,231	52.9%	32,646	50.5%
Married Couple with Children	1,922	51.6%	3,530	42.9%	11,698	35.8%
Other Family Households with Children	1,804	48.4%	4,701	57.1%	20,948	64.2%
Family Households No Children	3,531	48.7%	7,332	47.1%	31,949	49.5%
Married Couple No Children	2,407	68.2%	4,455	60.8%	15,177	47.5%
Other Family Households No Children	1,123	31.8%	2,877	39.2%	16,772	52.5%
Non-Family Households	3,524	32.7%	16,440	51.4%	54,131	45.6%
Non-Family Households with Children	8	0.2%	12	-	61	0.1%
Non-Family Households No Children	3,516	99.8%	16,427	99.9%	54,070	99.9%
Average Family Household Size	3.2		3.2		3.2	
Average Family Income	\$106,740		\$96,374		\$83,819	
Median Family Income	\$82,091		\$76,076		\$67,337	
Average Non-Family Household Size	1.3		1.3		1.3	
<b>Marital Status (2025)</b>						
Population Age 15 Years or Over	22,132		59,301		225,771	
Never Married	7,562	34.2%	26,530	44.7%	110,821	49.1%
Currently Married	8,839	39.9%	17,021	28.7%	57,286	25.4%
Previously Married	5,730	25.9%	15,750	26.6%	57,665	25.5%
Separated	946	16.5%	3,741	23.8%	14,682	25.5%
Widowed	1,571	27.4%	3,468	22.0%	14,927	25.9%
Divorced	3,213	56.1%	8,541	54.2%	28,055	48.7%
<b>Educational Attainment (2025)</b>						
Adult Population Age 25 Years or Over	18,173		49,616		188,368	
Elementary (Grade Level 0 to 8)	538	3.0%	1,430	2.9%	8,488	4.5%
Some High School (Grade Level 9 to 11)	1,321	7.3%	4,167	8.4%	16,779	8.9%
High School Graduate	6,379	35.1%	15,552	31.3%	63,411	33.7%
Some College	4,367	24.0%	10,310	20.8%	40,610	21.6%
Associate Degree Only	1,688	9.3%	3,531	7.1%	11,579	6.1%
Bachelor Degree Only	2,681	14.8%	8,382	16.9%	27,317	14.5%
Graduate Degree	1,199	6.6%	6,245	12.6%	20,183	10.7%
Any College (Some College or Higher)	9,936	54.7%	28,468	57.4%	99,690	52.9%
College Degree + (Bachelor Degree or Higher)	3,881	21.4%	14,627	29.5%	47,500	25.2%



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

<b>Marion, Arkansas</b>		<b>5 mi radius</b>		<b>10 mi radius</b>		<b>15 mi radius</b>	
<b>Radius</b>							
<b>Housing</b>							
Total Housing Units (2025)		12,352		37,104		138,462	
Total Housing Units (2020)		12,386		34,919		132,800	
Historical Annual Growth (2020-2025)		-34	-	2,184	-	5,662	-
Housing Units Occupied (2025)		10,781 87.3%		32,003 86.3%		118,726 85.7%	
Housing Units Owner-Occupied		6,301 58.4%		13,247 41.4%		49,798 41.9%	
Housing Units Renter-Occupied		4,480 41.6%		18,757 58.6%		68,928 58.1%	
Housing Units Vacant (2025)		1,571 12.7%		5,100 13.7%		19,736 14.3%	
<b>Household Size (2025)</b>							
Total Households		10,781		32,003		118,726	
1 Person Households		2,895	26.8%	13,819	43.2%	44,588	37.6%
2 Person Households		3,340	31.0%	7,953	24.8%	32,861	27.7%
3 Person Households		1,978	18.3%	4,521	14.1%	17,454	14.7%
4 Person Households		1,413	13.1%	3,142	9.8%	13,018	11.0%
5 Person Households		690	6.4%	1,493	4.7%	6,270	5.3%
6 Person Households		286	2.7%	648	2.0%	2,657	2.2%
7 or More Person Households		180	1.7%	428	1.3%	1,879	1.6%
<b>Household Income Distribution (2025)</b>							
HH Income \$200,000 or More		723	6.7%	2,482	7.8%	7,426	6.3%
HH Income \$150,000 to \$199,999		568	5.3%	1,569	4.9%	4,927	4.1%
HH Income \$125,000 to \$149,999		795	7.4%	1,944	6.1%	5,090	4.3%
HH Income \$100,000 to \$124,999		1,077	10.0%	2,611	8.2%	7,642	6.4%
HH Income \$75,000 to \$99,999		1,696	15.7%	3,668	11.5%	12,883	10.9%
HH Income \$50,000 to \$74,999		2,100	19.5%	5,863	18.3%	19,049	16.0%
HH Income \$35,000 to \$49,999		1,195	11.1%	4,016	12.5%	15,822	13.3%
HH Income \$25,000 to \$34,999		889	8.2%	2,517	7.9%	11,922	10.0%
HH Income \$15,000 to \$24,999		810	7.5%	3,074	9.6%	12,806	10.8%
HH Income \$10,000 to \$14,999		663	6.2%	2,185	6.8%	8,860	7.5%
HH Income Under \$10,000		264	2.4%	2,075	6.5%	12,300	10.4%
<b>Household Vehicles (2025)</b>							
Households 0 Vehicles Available		896	8.3%	3,615	11.3%	17,480	14.7%
Households 1 Vehicle Available		4,050	37.6%	15,785	49.3%	56,432	47.5%
Households 2 Vehicles Available		3,987	37.0%	8,758	27.4%	31,321	26.4%
Households 3 or More Vehicles Available		1,848	17.1%	3,845	12.0%	13,493	11.4%
Total Vehicles Available		18,229		46,126		164,843	
Average Vehicles per Household		1.7		1.4		1.4	
Owner-Occupied Household Vehicles		12,455 68.3%		24,949 54.1%		88,580 53.7%	
Average Vehicles per Owner-Occupied Household		2.0		1.9		1.8	
Renter-Occupied Household Vehicles		5,774 31.7%		21,177 45.9%		76,263 46.3%	
Average Vehicles per Renter-Occupied Household		1.3		1.1		1.1	
<b>Travel Time (2025)</b>							
Worker Base Age 16 years or Over		13,720		34,794		123,707	
Travel to Work in 14 Minutes or Less		5,526	40.3%	11,650	33.5%	31,350	25.3%
Travel to Work in 15 to 29 Minutes		3,401	24.8%	11,533	33.1%	53,918	43.6%
Travel to Work in 30 to 59 Minutes		3,376	24.6%	7,918	22.8%	25,033	20.2%
Travel to Work in 60 Minutes or More		429	3.1%	816	2.3%	3,388	2.7%
Work at Home		988	7.2%	2,876	8.3%	10,018	8.1%
Average Minutes Travel to Work		17.1		18.6		19.8	



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

<b>Marion, Arkansas</b>						
<b>Radius</b>	<b>5 mi radius</b>		<b>10 mi radius</b>		<b>15 mi radius</b>	
<b>Transportation To Work (2025)</b>						
Worker Base Age 16 years or Over	13,720		34,794		123,707	
Drive to Work Alone	11,044	80.5%	27,224	78.2%	94,218	76.2%
Drive to Work in Carpool	1,480	10.8%	3,481	10.0%	13,124	10.6%
Travel to Work by Public Transportation	3	-	238	0.7%	1,525	1.2%
Drive to Work on Motorcycle	1	-	20	-	22	-
Bicycle to Work	19	0.1%	99	0.3%	219	0.2%
Walk to Work	124	0.9%	670	1.9%	3,532	2.9%
Other Means	61	0.4%	186	0.5%	1,050	0.8%
Work at Home	988	7.2%	2,876	8.3%	10,018	8.1%
<b>Daytime Demographics (2025)</b>						
Total Businesses	1,070		3,708		12,578	
Total Employees	10,634		48,441		138,347	
Company Headquarter Businesses	35	3.3%	160	4.3%	471	3.7%
Company Headquarter Employees	1,034	9.7%	9,420	19.4%	21,371	15.4%
Employee Population per Business	9.9 to 1		13.1 to 1		11.0 to 1	
Residential Population per Business	26.4 to 1		19.9 to 1		22.6 to 1	
Adj. Daytime Demographics Age 16 Years or Over	18,599		71,890		236,293	
<b>Labor Force</b>						
Labor Population Age 16 Years or Over (2025)	21,692		58,396		222,124	
Labor Force Total Males (2025)	10,274	47.4%	28,535	48.9%	105,887	47.7%
Male Civilian Employed	6,876	66.9%	16,893	59.2%	60,030	56.7%
Male Civilian Unemployed	191	1.9%	930	3.3%	5,219	4.9%
Males in Armed Forces	5	-	136	0.5%	190	0.2%
Males Not in Labor Force	3,201	31.2%	10,575	37.1%	40,447	38.2%
Labor Force Total Females (2025)	11,418	52.6%	29,861	51.1%	116,237	52.3%
Female Civilian Employed	6,846	60.0%	17,904	60.0%	63,687	54.8%
Female Civilian Unemployed	352	3.1%	1,100	3.7%	5,570	4.8%
Females in Armed Forces	-	-	14	-	270	0.2%
Females Not in Labor Force	4,221	37.0%	10,844	36.3%	46,710	40.2%
Unemployment Rate	544	2.5%	2,030	3.5%	10,789	4.9%
<b>Occupation (2025)</b>						
Occupation Population Age 16 Years or Over	13,720		34,794		123,707	
Occupation Total Males	6,874	50.1%	16,890	48.5%	60,020	48.5%
Occupation Total Females	6,846	49.9%	17,904	51.5%	63,687	51.5%
Management, Business, Financial Operations	1,877	13.7%	5,220	15.0%	16,414	13.3%
Professional, Related	3,112	22.7%	8,221	23.6%	26,012	21.0%
Service	2,049	14.9%	5,608	16.1%	25,008	20.2%
Sales, Office	2,796	20.4%	6,747	19.4%	23,695	19.2%
Farming, Fishing, Forestry	102	0.7%	198	0.6%	340	0.3%
Construction, Extraction, Maintenance	1,160	8.5%	2,106	6.1%	7,660	6.2%
Production, Transport, Material Moving	2,625	19.1%	6,694	19.2%	24,577	19.9%
White Collar Workers	7,785	56.7%	20,188	58.0%	66,121	53.5%
Blue Collar Workers	5,935	43.3%	14,605	42.0%	57,586	46.5%

Marion, Arkansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Units In Structure (2025)</b>						
Total Units	10,781		32,003		118,726	
1 Detached Unit	8,246	76.5%	18,660	58.3%	74,341	62.6%
1 Attached Unit	168	1.6%	812	2.5%	5,076	4.3%
2 Units	124	1.1%	531	1.7%	2,479	2.1%
3 to 4 Units	196	1.8%	1,559	4.9%	6,994	5.9%
5 to 9 Units	806	7.5%	3,277	10.2%	9,493	8.0%
10 to 19 Units	381	3.5%	2,120	6.6%	7,250	6.1%
20 to 49 Units	209	1.9%	1,309	4.1%	3,224	2.7%
50 or More Units	212	2.0%	2,929	9.2%	8,138	6.9%
Mobile Home or Trailer	426	3.9%	768	2.4%	1,598	1.3%
Other Structure	15	0.1%	39	0.1%	132	0.1%
<b>Homes Built By Year (2025)</b>						
Homes Built 2020 or later	100	0.8%	575	1.5%	2,224	1.6%
Homes Built 2010 to 2019	736	6.0%	2,937	7.9%	6,236	4.5%
Homes Built 2000 to 2009	2,228	18.0%	6,603	17.8%	13,012	9.4%
Homes Built 1990 to 1999	1,680	13.6%	4,483	12.1%	10,740	7.8%
Homes Built 1980 to 1989	1,380	11.2%	3,552	9.6%	10,136	7.3%
Homes Built 1970 to 1979	1,850	15.0%	4,263	11.5%	15,209	11.0%
Homes Built 1960 to 1969	1,511	12.2%	3,727	10.0%	17,628	12.7%
Homes Built 1950 to 1959	648	5.2%	2,627	7.1%	19,688	14.2%
Homes Built 1940 to 1949	528	4.3%	1,287	3.5%	9,758	7.0%
Homes Built Before 1939	120	1.0%	1,950	5.3%	14,094	10.2%
Median Age of Homes	40.7 yrs		41.8 yrs		53.1 yrs	
<b>Home Values (2025)</b>						
Owner Specified Housing Units	6,301		13,247		49,798	
Home Values \$1,000,000 or More	3	-	121	0.9%	665	1.3%
Home Values \$750,000 to \$999,999	14	0.2%	151	1.1%	1,252	2.5%
Home Values \$500,000 to \$749,999	71	1.1%	593	4.5%	3,611	7.3%
Home Values \$400,000 to \$499,999	170	2.7%	1,055	8.0%	3,884	7.8%
Home Values \$300,000 to \$399,999	679	10.8%	1,790	13.5%	6,263	12.6%
Home Values \$250,000 to \$299,999	542	8.6%	1,044	7.9%	4,522	9.1%
Home Values \$200,000 to \$249,999	1,236	19.6%	1,668	12.6%	4,667	9.4%
Home Values \$175,000 to \$199,999	497	7.9%	765	5.8%	1,705	3.4%
Home Values \$150,000 to \$174,999	829	13.2%	1,170	8.8%	2,999	6.0%
Home Values \$125,000 to \$149,999	634	10.1%	894	6.7%	1,677	3.4%
Home Values \$100,000 to \$124,999	427	6.8%	778	5.9%	3,220	6.5%
Home Values \$90,000 to \$99,999	143	2.3%	277	2.1%	857	1.7%
Home Values \$80,000 to \$89,999	200	3.2%	478	3.6%	2,252	4.5%
Home Values \$70,000 to \$79,999	122	1.9%	330	2.5%	1,897	3.8%
Home Values \$60,000 to \$69,999	90	1.4%	289	2.2%	2,644	5.3%
Home Values \$50,000 to \$59,999	225	3.6%	442	3.3%	1,706	3.4%
Home Values \$35,000 to \$49,999	87	1.4%	555	4.2%	2,697	5.4%
Home Values \$25,000 to \$34,999	105	1.7%	263	2.0%	1,141	2.3%
Home Values \$10,000 to \$24,999	143	2.3%	340	2.6%	1,343	2.7%
Home Values Under \$10,000	84	1.3%	243	1.8%	794	1.6%
Owner-Occupied Median Home Value	\$183,619		\$203,847		\$195,966	
Renter-Occupied Median Rent	\$750		\$883		\$911	



**RETAIL ATTRACTIONS, LLC**  
**Economic Development Consulting**

Marion, Arkansas		5 mi radius	10 mi radius	15 mi radius
Radius				
<b>Total Annual Consumer Expenditure (2025)</b>				
Total Household Expenditure		\$993.86 M	\$2.78 B	\$9.51 B
Total Non-Retail Expenditure		\$479.62 M	\$1.38 B	\$4.65 B
Total Retail Expenditure		\$514.24 M	\$1.39 B	\$4.86 B
Alcoholic Beverages		\$6.1 M	\$16.98 M	\$57.79 M
Apparel		\$18.77 M	\$52.04 M	\$179.72 M
Contributions		\$30.61 M	\$85.86 M	\$282.7 M
Education		\$22.16 M	\$61.96 M	\$206.78 M
Entertainment		\$58.23 M	\$161.68 M	\$560.26 M
Food Away From Home		\$44.42 M	\$123.27 M	\$423.93 M
Grocery		\$71.74 M	\$195.87 M	\$717.2 M
Health Care		\$71.05 M	\$200.85 M	\$757.31 M
Household Furnishings and Equipment		\$26.69 M	\$74.16 M	\$253.71 M
Household Operations		\$19.11 M	\$53.06 M	\$185.45 M
Miscellaneous Expenses		\$17.24 M	\$47.91 M	\$164.11 M
Personal Care		\$13.82 M	\$37.84 M	\$136.6 M
Shelter		\$168.58 M	\$493.73 M	\$1.73 B
Tax and Retirement		\$210.29 M	\$597.74 M	\$1.87 B
Tobacco and Related		\$6.05 M	\$16.6 M	\$65.57 M
Transportation		\$157.47 M	\$415.54 M	\$1.4 B
Utilities		\$51.52 M	\$140.48 M	\$517.01 M
<b>Monthly Household Consumer Expenditure (2025)</b>				
Total Household Expenditure		\$7,682	\$7,227	\$6,675
Total Non-Retail Expenditure		\$3,707 48.3%	\$3,603 49.9%	\$3,261 48.9%
Total Retail Expenditures		\$3,975 51.7%	\$3,624 50.1%	\$3,414 51.1%
Alcoholic Beverages		\$47 0.6%	\$44 0.6%	\$41 0.6%
Apparel		\$145 1.9%	\$135 1.9%	\$126 1.9%
Contributions		\$237 3.1%	\$224 3.1%	\$198 3.0%
Education		\$171 2.2%	\$161 2.2%	\$145 2.2%
Entertainment		\$450 5.9%	\$421 5.8%	\$393 5.9%
Food Away From Home		\$343 4.5%	\$321 4.4%	\$298 4.5%
Grocery		\$555 7.2%	\$510 7.1%	\$503 7.5%
Health Care		\$549 7.1%	\$523 7.2%	\$532 8.0%
Household Furnishings and Equipment		\$206 2.7%	\$193 2.7%	\$178 2.7%
Household Operations		\$148 1.9%	\$138 1.9%	\$130 2.0%
Miscellaneous Expenses		\$133 1.7%	\$125 1.7%	\$115 1.7%
Personal Care		\$107 1.4%	\$99 1.4%	\$96 1.4%
Shelter		\$1,303 17.0%	\$1,286 17.8%	\$1,216 18.2%
Tax and Retirement		\$1,625 21.2%	\$1,556 21.5%	\$1,309 21.5%
Tobacco and Related		\$47 0.6%	\$43 0.6%	\$46 0.7%
Transportation		\$1,217 15.8%	\$1,082 15.0%	\$985 14.8%
Utilities		\$398 5.2%	\$366 5.1%	\$363 5.4%

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# OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

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## **Vehicle and Parts Dealers**

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

## **Furniture and Home Furnishings Stores**

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

## **Electronics and Appliance Stores**

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

## **Building Materials and Garden Supply Stores**

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

## **Food and Beverage Stores**

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

## **Health and Personal Care Stores**

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

## **Gasoline Stations**

Gasoline stations and gasoline stations with convenience stores

## **Clothing and Clothing Accessories Stores**

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

## **Sporting Goods and Hobby Stores**

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

## **General Merchandise Stores**

Department stores and other general merchandise stores

## **Miscellaneous Store Retailers**

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

## **Foodservice and Drinking Places**

Full-service restaurants, limited service eating places, special foodservices, taverns and bars

Marion, Arkansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Clothing, Clothing Accessories Stores</b>	\$32.44 M / \$23.54 M	27	\$89.56 M / \$50.71 M	43	\$315.02 M / \$132.34 M	58
Men's Clothing Stores	\$1.34 M / \$1.06 M	21	\$3.67 M / \$1.51 M	59	\$13.37 M / \$13.27 M	1
Women's Clothing Stores	\$2.72 M / \$1.12 M	59	\$7.5 M / \$3.03 M	60	\$26.17 M / \$12.53 M	52
Children's, Infants' Clothing Stores	\$2.57 M / -	100	\$7.15 M / \$-1	100	\$24.18 M / \$1 M	96
Family Clothing Stores	\$15.87 M / \$15.59 M	2	\$43.53 M / \$34.12 M	22	\$151.29 M / \$64.8 M	57
Clothing Accessory Stores	\$747.54 K / -	100	\$2.06 M / \$1.6 M	23	\$7.39 M / \$12.77 M	-42
Other Apparel Stores	\$958.53 K / -	100	\$2.65 M / \$470.57 K	82	\$9.28 M / \$9.78 M	-5
Shoe Stores	\$6.65 M / \$4.66 M	30	\$18.54 M / \$8.05 M	57	\$66.99 M / \$14.93 M	78
Jewelry Stores	\$1.41 M / \$1.11 M	21	\$3.96 M / \$1.93 M	51	\$14.5 M / \$3.2 M	78
Luggage Stores	\$176.3 K / -	100	\$495.65 K / -	100	\$1.85 M / \$57.87 K	97
<b>Furniture, Home Furnishings Stores</b>	\$28.71 M / \$8.71 M	70	\$78.4 M / \$24.52 M	69	\$274.52 M / \$161.19 M	41
Furniture Stores	\$13.38 M / \$7.84 M	41	\$36.51 M / \$18.98 M	48	\$132.7 M / \$52.43 M	60
Floor Covering Stores	\$1.9 M / -	100	\$5.21 M / -	100	\$18.79 M / \$29.21 M	-36
Other Home Furnishing Stores	\$13.44 M / \$863.81 K	94	\$36.68 M / \$5.54 M	85	\$123.03 M / \$79.55 M	35
<b>Electronics, Appliance Stores</b>	\$26.55 M / \$13.53 M	49	\$71.41 M / \$16.81 M	76	\$248.2 M / \$314.47 M	-21
<b>Building Material, Garden Equipment, Supplies Dealers</b>	\$27.48 M / \$56.29 M	-51	\$75.97 M / \$93.99 M	-19	\$266.3 M / \$306.24 M	-13
Home Centers	\$15.41 M / \$4.46 M	71	\$42.54 M / \$39.67 M	7	\$149.09 M / \$139.19 M	7
Paint, Wallpaper Stores	\$3.2 M / \$5.32 M	-40	\$9 M / \$5.32 M	41	\$30.73 M / \$35.42 M	-13
Hardware Stores	\$1.71 M / \$41.74 M	-96	\$4.75 M / \$42.97 M	-89	\$16.64 M / \$51.79 M	-68
Other Building Materials Stores	\$4.9 M / \$1.53 M	69	\$13.44 M / \$1.53 M	89	\$47.87 M / \$71.24 M	-33
Outdoor Power Equipment Stores	\$295.86 K / -	100	\$821.9 K / -	100	\$2.91 M / \$-3	100
Nursery, Garden Stores	\$1.96 M / \$3.24 M	-40	\$5.41 M / \$4.5 M	17	\$19.07 M / \$8.59 M	55
<b>Food, Beverage Stores</b>	\$41.49 M / \$47.71 M	-13	\$112.66 M / \$124.06 M	-9	\$388.65 M / \$467.7 M	-17
Grocery Stores	\$32.06 M / \$39.38 M	-19	\$86.61 M / \$97.18 M	-11	\$301.58 M / \$340.43 M	-11
Convenience Stores	\$2.78 M / \$4.18 M	-34	\$7.46 M / \$9.16 M	-19	\$25.5 M / \$35.83 M	-29
Meat Markets	\$192.45 K / \$137.22 K	29	\$533.31 K / \$137.22 K	74	\$1.84 M / \$426.49 K	77
Fish, Seafood Markets	\$66.33 K / \$182.48 K	-64	\$184.12 K / \$228.98 K	-20	\$633.39 K / \$769.97 K	-18
Fruit, Vegetable Markets	\$125.89 K / -	100	\$348.31 K / \$408.66 K	-15	\$1.2 M / \$777.69 K	35
Other Specialty Food Markets	\$258.07 K / \$61.47 K	76	\$712.7 K / \$273.96 K	62	\$2.43 M / \$1.35 M	45
Liquor Stores	\$6.01 M / \$3.77 M	37	\$16.81 M / \$16.67 M	1	\$55.47 M / \$88.11 M	-37

Marion, Arkansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Health, Personal Care Stores</b>	\$25.18 M / \$29.02 M	-13	\$57.4 M / \$56.43 M	2	\$203.01 M / \$241.35 M	-16
Pharmacy, Drug Stores	\$22.18 M / \$26.67 M	-17	\$50.86 M / \$53.77 M	-5	\$179.57 M / \$194.73 M	-8
Cosmetics, Beauty Stores	\$1.27 M / \$2.36 M	-46	\$2.76 M / \$2.55 M	8	\$9.81 M / \$4.49 M	54
Optical Goods Stores	\$376.31 K / \$-1	100	\$770.07 K / \$107.4 K	86	\$2.92 M / \$590.72 K	80
Other Health, Personal Care Stores	\$1.36 M / -	100	\$3.01 M / -	100	\$10.7 M / \$41.54 M	-74
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$32.79 M / \$16.6 M	49	\$90.4 M / \$27.48 M	70	\$320.22 M / \$153.23 M	52
Sporting Goods Stores	\$12.75 M / \$2.73 M	79	\$35.09 M / \$9.87 M	72	\$123.68 M / \$71.94 M	42
Hobby, Toy, Game Stores	\$9.06 M / \$10.45 M	-13	\$24.82 M / \$12.37 M	50	\$89.21 M / \$21.94 M	75
Sewing, Needlecraft Stores	\$6.44 M / -	100	\$18.03 M / -	100	\$65.65 M / \$5.01 M	92
Musical Instrument Stores	\$2.26 M / \$-1	100	\$6.39 M / \$520.48 K	92	\$20.6 M / \$17.68 M	14
Book Stores	\$2.29 M / \$3.41 M	-33	\$6.08 M / \$4.72 M	22	\$21.09 M / \$36.66 M	-42
<b>General Merchandise Stores</b>	\$102.78 M / \$196.16 M	-48	\$277.39 M / \$236.59 M	15	\$976.22 M / \$336.71 M	66
Department Stores	\$36.19 M / \$189.49 M	-81	\$98.09 M / \$197.63 M	-50	\$343.07 M / \$200.5 M	42
Warehouse Superstores	\$56.47 M / -	100	\$151.76 M / \$12.58 M	92	\$536.13 M / \$12.58 M	98
Other General Merchandise Stores	\$10.11 M / \$6.67 M	34	\$27.54 M / \$26.38 M	4	\$97.02 M / \$123.63 M	-22
<b>Miscellaneous Store Retailers</b>	\$13.05 M / \$8.06 M	38	\$35.59 M / \$23.47 M	34	\$126.65 M / \$94.56 M	25
Florists	\$320.27 K / \$441.62 K	-27	\$885.71 K / \$624.93 K	29	\$3.06 M / \$2.3 M	25
Office, Stationary Stores	\$1.3 M / -	100	\$3.6 M / -	100	\$13.27 M / \$7.33 M	45
Gift, Souvenir Stores	\$2.69 M / \$1.05 M	61	\$7.38 M / \$3.48 M	53	\$25.59 M / \$11.24 M	56
Used Merchandise Stores	\$930.73 K / \$741.66 K	20	\$2.62 M / \$3.4 M	-23	\$9.7 M / \$8.95 M	8
Pet, Pet Supply Stores	\$2.49 M / \$2.1 M	15	\$6.8 M / \$2.1 M	69	\$24.99 M / \$22.53 M	10
Art Dealers	\$376.81 K / -	100	\$1.07 M / -	100	\$4.05 M / \$-1	100
Mobile Home Dealers	\$275.73 K / \$540.67 K	-49	\$756.63 K / \$733.16 K	3	\$2.7 M / \$1.29 M	52
Other Miscellaneous Retail Stores	\$4.66 M / \$3.18 M	32	\$12.49 M / \$13.12 M	-5	\$43.29 M / \$40.91 M	5
<b>Non-Store Retailers</b>	\$60.48 M / \$5.92 M	90	\$160.48 M / \$10.69 M	93	\$560.61 M / \$83.55 M	85
Mail Order, Catalog Stores	\$56.62 M / \$4.88 M	91	\$150.02 M / \$8.47 M	94	\$524.42 M / \$75.7 M	86
Vending Machines	\$267.78 K / -	100	\$743.78 K / -	100	\$2.54 M / \$1.68 M	34
Fuel Dealers	\$331.38 K / \$1.04 M	-68	\$931.17 K / \$1.4 M	-34	\$3.27 M / \$1.43 M	56
Other Direct Selling Establishments	\$3.27 M / -	100	\$8.79 M / \$813.82 K	91	\$30.38 M / \$4.75 M	84

Marion, Arkansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
<b>Accommodation, Food Services</b>	\$53.86 M / \$84.28 M	-36	\$150.88 M / \$300.92 M	-50	\$498.89 M / \$681.29 M	-27
Hotels, Other Travel Accommodations	\$3.45 M / \$3.91 M	-12	\$9.68 M / \$46.29 M	-79	\$31.92 M / \$58.47 M	-45
RV Parks	\$33.86 K / \$2.86 K	92	\$94.25 K / \$236.31 K	-60	\$325.83 K / \$307.91 K	6
Rooming, Boarding Houses	\$19.36 K / \$18.94 K	2	\$54.14 K / \$121.49 K	-55	\$180.25 K / \$248.31 K	-27
Full Service Restaurants	\$31.47 M / \$39.36 M	-20	\$88.16 M / \$155.14 M	-43	\$291.49 M / \$370.28 M	-21
Limited Service Restaurants	\$14.61 M / \$38.11 M	-62	\$40.92 M / \$76.46 M	-46	\$135.24 M / \$173.42 M	-22
Special Food Services, Catering	\$4.28 M / \$4.49 M	-5	\$11.96 M / \$14.86 M	-20	\$39.75 M / \$55.19 M	-28
Drinking Places	\$2.95 M / \$1.34 M	55	\$8.33 M / \$16.14 M	-48	\$26.77 M / \$50.15 M	-47
<b>Gasoline Stations</b>	\$20.17 M / \$21.86 M	-8	\$53.8 M / \$148.2 M	-64	\$185.04 M / \$419.45 M	-56
<b>Motor Vehicle, Parts Dealers</b>	\$46.31 M / \$50.82 M	-9	\$129.56 M / \$109.54 M	15	\$473.95 M / \$373.41 M	21
New Car Dealers	\$26.38 M / \$31.66 M	-17	\$74.1 M / \$55.86 M	25	\$276.98 M / \$131.4 M	53
Used Car Dealers	\$2.45 M / \$4.58 M	-47	\$6.86 M / \$8.35 M	-18	\$25.76 M / \$40.25 M	-36
Recreational Vehicle Dealers	\$4.93 M / -	100	\$13.58 M / -	100	\$47.79 M / \$34.7 M	27
Motorcycle, Boat Dealers	\$6.48 M / \$4.42 M	32	\$17.88 M / \$12.41 M	31	\$63.39 M / \$40.52 M	36
Auto Parts, Accessories	\$3.89 M / \$4.97 M	-22	\$10.98 M / \$25.77 M	-57	\$38.54 M / \$82.8 M	-53
Tire Dealers	\$2.18 M / \$5.18 M	-58	\$6.16 M / \$7.15 M	-14	\$21.49 M / \$43.73 M	-51
2025 Population	28,229		73,662		284,257	
2030 Population	26,191		71,691		272,986	
% Population Change 2025-2030	-7.2%		-2.7%		-4.0%	
2025 Adult Population Age 18+	20,776		56,550		214,958	
2025 Population Male	13,588		36,215		137,689	
2025 Population Female	14,641		37,447		146,568	
2025 Households	10,781		32,003		118,726	
2025 Median Household Income	71,193		62,931		53,160	
2025 Average Household Income	91,698		87,330		73,396	

# **Retail Potential**

# Retail Potential Profile



<b>Marion, Arkansas</b>		<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Radius</b>				
2025 Population		28,229	73,662	284,257
2030 Population		26,191	71,691	272,986
% Population Change 2020-2025		-3.6%	2.0%	1.2%
2025 Adult Population Age 18+		\$20,776	\$56,550	\$214,958
2025 Population Male		\$13,588	\$36,215	\$137,689
2025 Population Female		\$14,641	\$37,447	\$146,568
2025 Households		\$10,781	\$32,003	\$118,726
2025 Median Household Income		\$71,193	\$62,931	\$53,160
2025 Average Household Income		\$91,698	\$87,330	\$73,396
<b>Clothing, Clothing Accessories Stores</b>		<b>\$32.44 M</b>	<b>\$89.56 M</b>	<b>\$315.02 M</b>
Men's Clothing Stores		\$1.34 M	\$3.67 M	\$13.37 M
Women's Clothing Stores		\$2.72 M	\$7.5 M	\$26.17 M
Children's, Infants' Clothing Stores		\$2.57 M	\$7.15 M	\$24.18 M
Family Clothing Stores		\$15.87 M	\$43.53 M	\$151.29 M
Clothing Accessory Stores		\$747.54 K	\$2.06 M	\$7.39 M
Other Apparel Stores		\$958.53 K	\$2.65 M	\$9.28 M
Shoe Stores		\$6.65 M	\$18.54 M	\$66.99 M
Jewelry Stores		\$1.41 M	\$3.96 M	\$14.5 M
Luggage Stores		\$176.3 K	\$495.65 K	\$1.85 M
<b>Furniture, Home Furnishings Stores</b>		<b>\$28.71 M</b>	<b>\$78.4 M</b>	<b>\$274.52 M</b>
Furniture Stores		\$13.38 M	\$36.51 M	\$132.7 M
Floor Covering Stores		\$1.9 M	\$5.21 M	\$18.79 M
Other Home Furnishing Stores		\$13.44 M	\$36.68 M	\$123.03 M
<b>Electronics, Appliance Stores</b>		<b>\$26.55 M</b>	<b>\$71.41 M</b>	<b>\$248.2 M</b>
<b>Gasoline Stations</b>		<b>\$20.17 M</b>	<b>\$53.8 M</b>	<b>\$185.04 M</b>
<b>Building Material, Garden Equipment, Supplies Dealers</b>		<b>\$27.48 M</b>	<b>\$75.97 M</b>	<b>\$266.3 M</b>
Home Centers		\$15.41 M	\$42.54 M	\$149.09 M
Paint, Wallpaper Stores		\$3.2 M	\$9 M	\$30.73 M
Hardware Stores		\$1.71 M	\$4.75 M	\$16.64 M
Other Building Materials Stores		\$4.9 M	\$13.44 M	\$47.87 M
Outdoor Power Equipment Stores		\$295.86 K	\$821.9 K	\$2.91 M
Nursery, Garden Stores		\$1.96 M	\$5.41 M	\$19.07 M
<b>Food, Beverage Stores</b>		<b>\$41.49 M</b>	<b>\$112.66 M</b>	<b>\$388.65 M</b>
Grocery Stores		\$32.06 M	\$86.61 M	\$301.58 M
Convenience Stores		\$2.78 M	\$7.46 M	\$25.5 M
Meat Markets		\$192.45 K	\$533.31 K	\$1.84 M
Fish, Seafood Markets		\$66.33 K	\$184.12 K	\$633.39 K
Fruit, Vegetable Markets		\$125.89 K	\$348.31 K	\$1.2 M
Other Specialty Food Markets		\$258.07 K	\$712.7 K	\$2.43 M
Liquor Stores		\$6.01 M	\$16.81 M	\$55.47 M

# Retail Potential Profile



<b>Marion, Arkansas</b>				
<b>Radius</b>	<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>	
<b>Health, Personal Care Stores</b>	\$25.18 M	\$57.4 M	\$203.01 M	
Pharmacy, Drug Stores	\$22.18 M	\$50.86 M	\$179.57 M	
Cosmetics, Beauty Stores	\$1.27 M	\$2.76 M	\$9.81 M	
Optical Goods Stores	\$376.31 K	\$770.07 K	\$2.92 M	
Other Health, Personal Care Stores	\$1.36 M	\$3.01 M	\$10.7 M	
<b>Sporting Goods, Hobby, Book, Music Stores</b>	\$32.79 M	\$90.4 M	\$320.22 M	
Sporting Goods Stores	\$12.75 M	\$35.09 M	\$123.68 M	
Hobby, Toy, Game Stores	\$9.06 M	\$24.82 M	\$89.21 M	
Sewing, Needlecraft Stores	\$6.44 M	\$18.03 M	\$65.65 M	
Musical Instrument Stores	\$2.26 M	\$6.39 M	\$20.6 M	
Book Stores	\$2.29 M	\$6.08 M	\$21.09 M	
<b>General Merchandise Stores</b>	\$102.78 M	\$277.39 M	\$976.22 M	
Department Stores	\$36.19 M	\$98.09 M	\$343.07 M	
Warehouse Superstores	\$56.47 M	\$151.76 M	\$536.13 M	
Other General Merchandise Stores	\$10.11 M	\$27.54 M	\$97.02 M	
<b>Miscellaneous Store Retailers</b>	\$13.05 M	\$35.59 M	\$126.65 M	
Florists	\$320.27 K	\$885.71 K	\$3.06 M	
Office, Stationary Stores	\$1.3 M	\$3.6 M	\$13.27 M	
Gift, Souvenir Stores	\$2.69 M	\$7.38 M	\$25.59 M	
Used Merchandise Stores	\$930.73 K	\$2.62 M	\$9.7 M	
Pet, Pet Supply Stores	\$2.49 M	\$6.8 M	\$24.99 M	
Art Dealers	\$376.81 K	\$1.07 M	\$4.05 M	
Mobile Home Dealers	\$275.73 K	\$756.63 K	\$2.7 M	
Other Miscellaneous Retail Stores	\$4.66 M	\$12.49 M	\$43.29 M	
<b>Non-Store Retailers</b>	\$60.48 M	\$160.48 M	\$560.61 M	
Mail Order, Catalog Stores	\$56.62 M	\$150.02 M	\$524.42 M	
Vending Machines	\$267.78 K	\$743.78 K	\$2.54 M	
Fuel Dealers	\$331.38 K	\$931.17 K	\$3.27 M	
Other Direct Selling Establishments	\$3.27 M	\$8.79 M	\$30.38 M	
<b>Accommodation, Food Services</b>	\$56.81 M	\$159.2 M	\$525.66 M	
Hotels, Other Travel Accommodations	\$3.45 M	\$9.68 M	\$31.92 M	
RV Parks	\$33.86 K	\$94.25 K	\$325.83 K	
Rooming, Boarding Houses	\$19.36 K	\$54.14 K	\$180.25 K	
Full Service Restaurants	\$31.47 M	\$88.16 M	\$291.49 M	
Limited Service Restaurants	\$14.61 M	\$40.92 M	\$135.24 M	
Special Food Services, Catering	\$4.28 M	\$11.96 M	\$39.75 M	
Drinking Places	\$2.95 M	\$8.33 M	\$26.77 M	
<b>Motor Vehicle, Parts Dealers</b>	\$46.31 M	\$129.56 M	\$473.95 M	
New Car Dealers	\$26.38 M	\$74.1 M	\$276.98 M	
Used Car Dealers	\$2.45 M	\$6.86 M	\$25.76 M	
Recreational Vehicle Dealers	\$4.93 M	\$13.58 M	\$47.79 M	
Motorcycle, Boat Dealers	\$6.48 M	\$17.88 M	\$63.39 M	
Auto Parts, Accessories	\$3.89 M	\$10.98 M	\$38.54 M	
Tire Dealers	\$2.18 M	\$6.16 M	\$21.49 M	

# **Income Summary**

# Income Summary Report



Marion, Arkansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
<b>Population</b>						
Estimated Population (2025)	28,229		73,662		284,257	
Projected Population (2030)	26,191		71,691		272,986	
Census Population (2020)	29,289		72,250		280,812	
Census Population (2010)	29,342		73,447		300,660	
<i>Projected Annual Growth (2025 to 2030)</i>	-2,038	-1.4%	-1,971	-0.5%	-11,271	-0.8%
<i>Historical Annual Growth (2020 to 2025)</i>	-1,060	-0.8%	1,412	0.4%	3,445	0.2%
<i>Historical Annual Growth (2010 to 2020)</i>	-53	-	-1,197	-0.2%	-19,848	-0.7%
<b>Households</b>						
Estimated Households (2025)	10,781		32,003		118,726	
Projected Households (2030)	10,053		31,667		115,045	
Census Households (2020)	11,400		30,646		114,672	
Census Households (2010)	10,996		28,626		116,889	
<i>Projected Annual Growth (2025 to 2030)</i>	-727	-1.3%	-337	-0.2%	-3,681	-0.6%
<i>Historical Annual Growth (2020 to 2025)</i>	-619	-1.1%	1,358	0.9%	4,054	0.7%
<i>Historical Annual Growth (2010 to 2020)</i>	404	0.4%	2,019	0.7%	-2,217	-0.2%
<b>Average Household Income</b>						
Estimated Average Household Income (2025)	\$91,698		\$87,330		\$73,396	
Projected Average Household Income (2030)	\$91,405		\$87,230		\$73,108	
Census Average Household Income (2020)	\$55,093		\$51,424		\$41,599	
Census Average Household Income (2010)	\$45,046		\$39,791		\$37,285	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$293	-	-\$100	-	-\$287	-
<i>Historical Annual Growth (2020 to 2025)</i>	\$36,605	4.4%	\$35,906	4.7%	\$31,796	5.1%
<i>Historical Annual Growth (2010 to 2020)</i>	\$10,047	2.2%	\$11,632	2.9%	\$4,314	1.2%
<b>Median Household Income</b>						
Estimated Median Household Income (2025)	\$71,193		\$62,931		\$53,160	
Projected Median Household Income (2030)	\$70,891		\$62,527		\$52,795	
Census Median Household Income (2020)	\$45,361		\$39,980		\$32,533	
Census Median Household Income (2010)	\$38,672		\$31,135		\$27,722	
<i>Projected Annual Growth (2025 to 2030)</i>	-\$302	-	-\$404	-0.1%	-\$365	-0.1%
<i>Historical Annual Growth (2020 to 2025)</i>	\$25,832	3.8%	\$22,951	3.8%	\$20,627	4.2%
<i>Historical Annual Growth (2010 to 2020)</i>	\$6,688	1.7%	\$8,845	2.8%	\$4,811	1.7%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2025)	\$35,053		\$38,033		\$30,766	
Projected Per Capita Income (2030)	\$35,122		\$38,624		\$30,926	
Census Per Capita Income (2020)	\$20,645		\$20,040		\$16,172	
Census Per Capita Income (2010)	\$16,524		\$14,672		\$14,036	
<i>Projected Annual Growth (2025 to 2030)</i>	\$69	-	\$591	0.3%	\$160	0.1%
<i>Historical Annual Growth (2020 to 2025)</i>	\$14,408	4.7%	\$17,993	6.0%	\$14,594	6.0%
<i>Historical Annual Growth (2010 to 2020)</i>	\$4,121	2.5%	\$5,368	3.7%	\$2,135	1.5%
<b>Other Income</b>						
Estimated Families (2025)	7,257		15,564		64,594	
Estimated Average Family Income (2025)	\$106,740		\$96,374		\$83,819	
Estimated Median Family Income (2025)	\$82,091		\$76,076		\$67,337	
Estimated Average Household Net Worth (2025)	\$768,505		\$661,920		\$621,062	

# **Consumer Expenditure Summary**

# Consumer Expenditure Summary



Marion, Arkansas						
Radius	5 mi radius		10 mi radius		15 mi radius	
Estimated Population	28,229		73,662		284,257	
Estimated Households	10,781		32,003		118,726	
<b>Household Expenditure</b>	\$993.86 M		\$2.78 B		\$9.51 B	
Per Household ~ Per Capita	\$92,187	\$35,206	\$86,727	\$37,680	\$80,098	\$33,454
Non-Retail Expenditures	\$479.62 M	48.3%	\$1.38 B	49.9%	\$4.65 B	48.9%
Per Household ~ Per Capita	\$44,488	\$16,990	\$43,237	\$18,785	\$39,129	\$16,343
Retail Expenditures	\$514.24 M	51.7%	\$1.39 B	50.1%	\$4.86 B	51.1%
Per Household ~ Per Capita	\$47,699	\$18,216	\$43,490	\$18,895	\$40,969	\$17,111
Alcoholic Beverages	\$6.1 M	0.6%	\$16.98 M	0.6%	\$57.79 M	0.6%
Per Household ~ Per Capita	\$566	\$216	\$531	\$231	\$487	\$203
Apparel	\$18.77 M	1.9%	\$52.04 M	1.9%	\$179.72 M	1.9%
Per Household ~ Per Capita	\$1,741	\$665	\$1,626	\$706	\$1,514	\$632
Contributions	\$30.61 M	3.1%	\$85.86 M	3.1%	\$282.7 M	3.0%
Per Household ~ Per Capita	\$2,839	\$1,084	\$2,683	\$1,166	\$2,381	\$995
Education	\$22.16 M	2.2%	\$61.96 M	2.2%	\$206.78 M	2.2%
Per Household ~ Per Capita	\$2,056	\$785	\$1,936	\$841	\$1,742	\$727
Entertainment	\$58.23 M	5.9%	\$161.68 M	5.8%	\$560.26 M	5.9%
Per Household ~ Per Capita	\$5,402	\$2,063	\$5,052	\$2,195	\$4,719	\$1,971
Food Away From Home	\$44.42 M	4.5%	\$123.27 M	4.4%	\$423.93 M	4.5%
Per Household ~ Per Capita	\$4,121	\$1,574	\$3,852	\$1,673	\$3,571	\$1,491
Grocery	\$71.74 M	7.2%	\$195.87 M	7.1%	\$717.2 M	7.5%
Per Household ~ Per Capita	\$6,655	\$2,541	\$6,120	\$2,659	\$6,041	\$2,523
Health Care	\$71.05 M	7.1%	\$200.85 M	7.2%	\$757.31 M	8.0%
Per Household ~ Per Capita	\$6,591	\$2,517	\$6,276	\$2,727	\$6,379	\$2,664
Household Furnishings and Equipment	\$26.69 M	2.7%	\$74.16 M	2.7%	\$253.71 M	2.7%
Per Household ~ Per Capita	\$2,476	\$945	\$2,317	\$1,007	\$2,137	\$893
Household Operations	\$19.11 M	1.9%	\$53.06 M	1.9%	\$185.45 M	2.0%
Per Household ~ Per Capita	\$1,773	\$677	\$1,658	\$720	\$1,562	\$652
Miscellaneous Expenses	\$17.24 M	1.7%	\$47.91 M	1.7%	\$164.11 M	1.7%
Per Household ~ Per Capita	\$1,599	\$611	\$1,497	\$650	\$1,382	\$577
Personal Care	\$13.82 M	1.4%	\$37.84 M	1.4%	\$136.6 M	1.4%
Per Household ~ Per Capita	\$1,282	\$489	\$1,182	\$514	\$1,151	\$481
Shelter	\$168.58 M	17.0%	\$493.73 M	17.8%	\$1.73 B	18.2%
Per Household ~ Per Capita	\$15,637	\$5,972	\$15,427	\$6,703	\$14,597	\$6,097
Tax and Retirement	\$210.29 M	21.2%	\$597.74 M	21.5%	\$1.87 B	19.6%
Per Household ~ Per Capita	\$19,506	\$7,449	\$18,677	\$8,115	\$15,710	\$6,562
Tobacco and Related	\$6.05 M	0.6%	\$16.6 M	0.6%	\$65.57 M	0.7%
Per Household ~ Per Capita	\$561	\$214	\$519	\$225	\$552	\$231
Transportation	\$157.47 M	15.8%	\$415.54 M	15.0%	\$1.4 B	14.8%
Per Household ~ Per Capita	\$14,607	\$5,578	\$12,984	\$5,641	\$11,819	\$4,937
Utilities	\$51.52 M	5.2%	\$140.48 M	5.1%	\$517.01 M	5.4%
Per Household ~ Per Capita	\$4,778	\$1,825	\$4,389	\$1,907	\$4,355	\$1,819

# Consumer Expenditure Trend



Marion, Arkansas		5 mi radius		10 mi radius		15 mi radius	
Radius							
<b>Population / Households (2025)</b>							
Estimated Population		28,229		73,662		284,257	
Estimated Households		10,781		32,003		118,726	
<b>Total Annual Consumer Expenditure (2025)</b>							
Total Household Expenditure		\$993.86 M		\$2.78 B		\$9.51 B	
Total Non-Retail Expenditure		\$479.62 M		\$1.38 B		\$4.65 B	
Total Retail Expenditure		\$514.24 M		\$1.39 B		\$4.86 B	
Alcoholic Beverages		\$6.1 M		\$16.98 M		\$57.79 M	
Apparel		\$18.77 M		\$52.04 M		\$179.72 M	
Contributions		\$30.61 M		\$85.86 M		\$282.7 M	
Education		\$22.16 M		\$61.96 M		\$206.78 M	
Entertainment		\$58.23 M		\$161.68 M		\$560.26 M	
Food Away From Home		\$44.42 M		\$123.27 M		\$423.93 M	
Grocery		\$71.74 M		\$195.87 M		\$717.2 M	
Health Care		\$71.05 M		\$200.85 M		\$757.31 M	
Household Furnishings and Equipment		\$26.69 M		\$74.16 M		\$253.71 M	
Household Operations		\$19.11 M		\$53.06 M		\$185.45 M	
Miscellaneous Expenses		\$17.24 M		\$47.91 M		\$164.11 M	
Personal Care		\$13.82 M		\$37.84 M		\$136.6 M	
Shelter		\$168.58 M		\$493.73 M		\$1.73 B	
Tax and Retirement		\$210.29 M		\$597.74 M		\$1.87 B	
Tobacco and Related		\$6.05 M		\$16.6 M		\$65.57 M	
Transportation		\$157.47 M		\$415.54 M		\$1.4 B	
Utilities		\$51.52 M		\$140.48 M		\$517.01 M	
<b>Monthly Household Consumer Expenditure (2025)</b>							
Total Household Expenditure		\$7,682		\$7,227		\$6,675	
Total Non-Retail Expenditure		\$3,707		48.3%		\$3,261	
Total Retail Expenditure		\$3,975		51.7%		\$3,414	
Alcoholic Beverages		\$47		0.6%		\$41	
Apparel		\$145		1.9%		\$126	
Contributions		\$237		3.1%		\$198	
Education		\$171		2.2%		\$145	
Entertainment		\$450		5.9%		\$393	
Food Away From Home		\$343		4.5%		\$298	
Grocery		\$555		7.2%		\$503	
Health Care		\$549		7.1%		\$532	
Household Furnishings and Equipment		\$206		2.7%		\$178	
Household Operations		\$148		1.9%		\$130	
Miscellaneous Expenses		\$133		1.7%		\$115	
Personal Care		\$107		1.4%		\$96	
Shelter		\$1,303		17.0%		\$1,216	
Tax and Retirement		\$1,625		21.2%		\$1,309	
Tobacco and Related		\$47		0.6%		\$46	
Transportation		\$1,217		15.8%		\$985	
Utilities		\$398		5.2%		\$363	

# Consumer Expenditure Trend



<b>Marion, Arkansas</b>			
<b>Radius</b>	<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Population / Households (2030)</b>			
Projected Population	26,191	71,691	272,986
Projected Households	-	-	-
<b>Total Annual Consumer Expenditure (2030)</b>			
Total Household Expenditure	\$900.71 M	\$2.66 B	\$8.86 B
Total Non-Retail Expenditure	\$435.55 M	\$1.33 B	\$4.33 B
Total Retail Expenditure	\$465.16 M	\$1.33 B	\$4.53 B
Alcoholic Beverages	\$5.53 M	\$16.24 M	\$53.81 M
Apparel	\$17 M	\$49.67 M	\$167.31 M
Contributions	\$27.71 M	\$82.48 M	\$263.51 M
Education	\$20.06 M	\$59.41 M	\$192.67 M
Entertainment	\$52.73 M	\$154.27 M	\$521.45 M
Food Away From Home	\$40.23 M	\$117.73 M	\$394.68 M
Grocery	\$65 M	\$185.42 M	\$666.63 M
Health Care	\$63.94 M	\$196.01 M	\$711.63 M
Household Furnishings and Equipment	\$24.17 M	\$70.88 M	\$236.24 M
Household Operations	\$17.32 M	\$50.59 M	\$172.6 M
Miscellaneous Expenses	\$15.59 M	\$45.77 M	\$152.77 M
Personal Care	\$12.52 M	\$35.89 M	\$127.02 M
Shelter	\$152.79 M	\$471.18 M	\$1.61 B
Tax and Retirement	\$191.29 M	\$579.17 M	\$1.74 B
Tobacco and Related	\$5.49 M	\$15.55 M	\$60.86 M
Transportation	\$142.67 M	\$395.98 M	\$1.31 B
Utilities	\$46.68 M	\$132.88 M	\$480.5 M
<b>Consumer Expenditure Growth (2025 to 2030)</b>			
Total Household Expenditure	\$-93.15 M	\$-116.44 M	\$-648.12 M
Total Non-Retail Expenditure	\$-44.07 M	\$-55.42 M	\$-317.13 M
Total Retail Expenditure	\$-49.08 M	\$-61.02 M	\$-330.99 M
Alcoholic Beverages	\$-576.8 K	\$-739.68 K	\$-3.97 M
Apparel	\$-1.77 M	\$-2.36 M	\$-12.41 M
Contributions	\$-2.9 M	\$-3.38 M	\$-19.19 M
Education	\$-2.1 M	\$-2.55 M	\$-14.11 M
Entertainment	\$-5.5 M	\$-7.41 M	\$-38.81 M
Food Away From Home	\$-4.19 M	\$-5.54 M	\$-29.25 M
Grocery	\$-6.74 M	\$-10.45 M	\$-50.57 M
Health Care	\$-7.11 M	\$-4.84 M	\$-45.68 M
Household Furnishings and Equipment	\$-2.52 M	\$-3.28 M	\$-17.47 M
Household Operations	\$-1.79 M	\$-2.47 M	\$-12.86 M
Miscellaneous Expenses	\$-1.64 M	\$-2.14 M	\$-11.33 M
Personal Care	\$-1.3 M	\$-1.95 M	\$-9.59 M
Shelter	\$-15.79 M	\$-22.55 M	\$-120.32 M
Tax and Retirement	\$-19 M	\$-18.56 M	\$-123.66 M
Tobacco and Related	\$-561.9 K	\$-1.05 M	\$-4.71 M
Transportation	\$-14.81 M	\$-19.56 M	\$-97.69 M
Utilities	\$-4.84 M	\$-7.6 M	\$-36.52 M

# **Crime Risk**

<b>Marion, Arkansas</b>			
<b>Radius</b>	<b>5 mi radius</b>	<b>10 mi radius</b>	<b>15 mi radius</b>
<b>Demographics</b>			
Population	28,229	73,662	284,257
Census Population	29,289	72,250	280,812
Households	10,781	32,003	118,726
Average Household Income	\$91,698	\$87,330	\$73,396
Median Household Income	\$71,193	\$62,931	\$53,160
Per Capita Income	\$35,053	\$38,033	\$30,766
<b>Total Crime</b>			
Crime Index	200	351	415
Crime Level	Very High	Very High	Very High
<b>Personal Crime</b>			
Crime Index	330	538	714
Crime Level	Very High	Very High	Very High
<b>Murder</b>			
Crime Index	388	699	961
Crime Level	Very High	Very High	Very High
<b>Rape</b>			
Crime Index	221	191	156
Crime Level	Very High	Very High	High Risk
<b>Robbery</b>			
Crime Index	162	415	616
Crime Level	High Risk	Very High	Very High
<b>Assault</b>			
Crime Index	392	620	819
Crime Level	Very High	Very High	Very High
<b>Property Crime</b>			
Crime Index	175	315	357
Crime Level	High Risk	Very High	Very High
<b>Burglary</b>			
Crime Index	253	326	402
Crime Level	Very High	Very High	Very High
<b>Larceny</b>			
Crime Index	161	283	314
Crime Level	High Risk	Very High	Very High
<b>Motor Vehicle Theft</b>			
Crime Index	169	476	538
Crime Level	High Risk	Very High	Very High

\* Crime Index: 100 = National Average Adjusted for Population

# Void Analysis

<b>Marion, Arkansas 20mi Radius</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
<b>Auto Parts Tires</b>			
Advance Auto Parts	5 / 0	9,400	
AutoZone	12 / 1	6,600	
Caliber Collision	1 / 0	15,100	
Firestone	1 / 0	9,000	
Goodyear	3 / 0	7,900	
Jiffy Lube	1 / 0	2,500	
Joe Hudson's Collision Center	1 / 1	15,000	
Meineke	1 / 0	3,400	
NAPA	1 / 0	6,200	
O'Reilly	9 / 1	8,500	
Pep Boys	2 / 0	17,500	
Tire Choice	2 / 0	7,000	
Valvoline Instant Oil Change	2 / 0	3,400	
<b>Banks</b>			
Bank of America	1 / 0	5,000	
First Horizon Bank	6 / 0	5,700	
JRMB	2 / 0	4,600	
Pinnacle Financial Partners	1 / 0	5,600	
Regions Bank	9 / 1	5,100	
Renasant Bank	1 / 0	4,100	
Simmons First National Bank	2 / 0	5,700	
Truist Bank	4 / 0	4,900	
Wells Fargo	1 / 0	3,500	
<b>Banks Minor</b>			
Bank	15 / 5		
<b>Car Washes</b>			
Take 5 Car Wash	4 / 0	5,900	
<b>Clothing Apparel</b>			
Cato	1 / 0	5,000	
Citi Trends	4 / 0	14,600	
Rainbow	4 / 0	9,100	
Urban Outfitters	1 / 0	9,500	
<b>Convenience Stores</b>			
BP	21 / 0	4,200	
Circle K	7 / 0	3,200	
Citgo	5 / 0	2,300	

<b>Marion, Arkansas 20mi Radius</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
Exxon	19 / 1	2,600	
Love's	2 / 0	7,300	
Mapco	6 / 0	1,800	
Marathon	19 / 0	2,500	
Mobil	2 / 0	2,400	
Murphy USA	1 / 0	2,100	
Pilot Flying J	1 / 0	14,500	
Pilot Travel Centers	1 / 0	3,200	
QuikTrip	1 / 0	4,800	
Shell	19 / 3	1,800	
Sunoco	2 / 0	4,700	
TA	1 / 0	18,900	
Valero	28 / 2	3,200	
<b>Dealerships</b>			
Chevrolet	1 / 0		
Chrysler	1 / 0		
Dodge	1 / 0		
Ford	2 / 0		
Jeep	1 / 0		
RAM	1 / 0		
<b>Discount Department Stores</b>			
Roses	1 / 0	37,900	
Walmart Supercenter	1 / 0	189,700	
<b>Dollar Stores</b>			
Dollar General	17 / 1	9,600	
Dollar Tree	8 / 1	11,800	
Family Dollar	18 / 1	9,400	
<b>Drug Stores</b>			
CVS	1 / 0	13,400	
Walgreens	14 / 0	14,800	
<b>Education</b>			
College	9 / 0		
Cosmetology and Barber	3 / 0		
Day Care	205 / 4		
High School	22 / 1		
High School (Private)	3 / 0		
Junior College	4 / 0		

Marion, Arkansas 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
PK - 8	113 / 3		
PK - 8 (Private)	15 / 0		
Trade Schools	1 / 0		
<b>Entertainment</b>			
Malco	2 / 0	40,500	
Theatres	9 / 0		
<b>EV Charging Stations</b>			
Blink Charging	10 / 0		
ChargePoint	4 / 1		
Independent	3 / 0		
Tesla	2 / 0		
<b>Eyewear</b>			
MyEyeDr.	1 / 0	2,800	
<b>Fitness</b>			
Anytime Fitness	2 / 1	5,100	
Club Pilates	1 / 0	1,500	
CycleBar	1 / 0	2,300	
Hotworx	1 / 0	2,000	
Planet Fitness	1 / 0	24,600	
YMCA	2 / 0	41,600	
<b>Furniture Household</b>			
Aaron's	1 / 0	9,000	
Rent A Center	4 / 0	5,700	
<b>Grocery Stores</b>			
Kroger	4 / 0	58,600	
Neighborhood Market	1 / 1	55,400	
Save-A-Lot	2 / 0	21,300	
The Fresh Market	1 / 0	24,700	
<b>Health Beauty</b>			
Fantastic Sams	1 / 0	2,400	
Sport Clips	1 / 0	1,400	
<b>Health Care</b>			
Allergy and Immunology	3 / 0		
Anesthesiology	4 / 1		
Audiologist	1 / 0		
Cardiac Electrophysiology	1 / 0		
Cardiac Surgery	2 / 0		

Marion, Arkansas 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Cardiovascular Disease	10 / 0		
Certified Nurse Midwife	4 / 0		
Certified Registered Nurse Anesthetist	9 / 1		
Chiropractic	6 / 2		
Clinical Psychologist	9 / 0		
Clinical Social Worker	16 / 1		
Colorectal Surgery	2 / 0		
Critical Care	2 / 0		
Dermatology	5 / 0		
Diagnostic Radiology	10 / 0		
Dialysis Centers	13 / 1		
Emergency Medicine	6 / 0		
Endocrinology	4 / 0		
Family Practice	31 / 1		
Gastroenterology	7 / 1		
General Practice	4 / 1		
General Surgery	11 / 0		
Geriatric Medicine	2 / 0		
Gynecological Oncology	2 / 0		
Hand Surgery	1 / 1		
Hematology and Oncology	8 / 0		
Hospice and Palliative Care	1 / 0		
Hospitalist	6 / 0		
Infectious Disease	7 / 0		
Internal Medicine	38 / 1		
Interventional Cardiology	4 / 0		
Interventional Pain Management	2 / 1		
Interventional Radiology	7 / 0		
Maxillofacial Surgery	1 / 0		
Medical Oncology	3 / 0		
Nephrology	13 / 0		
Neurology	13 / 0		
Neurosurgery	1 / 0		
Nurse Practitioner	67 / 6		
Obstetrics and Gynecology	15 / 0		
Occupational Therapy	3 / 1		
Ophthalmology	8 / 0		

<b>Marion, Arkansas 20mi Radius</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
Optometry	11 / 1		
Oral Surgery	1 / 0		
Orthopedic Surgery	8 / 3		
Osteopathic Manipulative Medicine	1 / 0		
Otolaryngology	8 / 2		
Pain Management	2 / 1		
Pathology	9 / 0		
Pediatric Medicine	7 / 0		
Physical Medicine and Rehabilitation	1 / 0		
Physical Therapy	8 / 1		
Physician Assistant	14 / 0		
Plastic and Reconstructive Surgery	4 / 0		
Podiatry	7 / 0		
Psychiatry	12 / 0		
Pulmonary Disease	6 / 0		
Radiation Oncology	5 / 0		
Registered Dietitian or Nutrition Professional	1 / 0		
Rheumatology	5 / 0		
Speech Language Pathologist	4 / 1		
Sports Medicine	2 / 2		
Surgical Oncology	3 / 0		
Thoracic Surgery	4 / 0		
Undersea And Hyperbaric Medicine	1 / 0		
Urgent Care	3 / 0		
Urology	6 / 1		
Vascular Surgery	7 / 0		
<b>Home Improvement</b>			
Do It Best	2 / 0	16,200	
Home Depot	1 / 0	120,600	
Sherwin-Williams	3 / 0	7,300	
Tractor Supply Company	1 / 0	26,300	
True Value	1 / 0	12,800	
<b>Hotels</b>			
Aloft	1 / 0	14,400	
Americas Best Value Inn	1 / 0	15,000	
Ascend Hotel Collection	1 / 0	29,700	
Best Western Plus	2 / 1	19,200	

<b>Marion, Arkansas 20mi Radius</b>	<b>Site / Market Locations</b>	<b>Avg Square Footage</b>	<b>Closest Location</b>
Candlewood Suites	1 / 0	13,900	
Comfort	3 / 1	14,500	
Comfort Suites	1 / 0	14,700	
Courtyard	2 / 0	20,700	
Crowne Plaza	1 / 0	41,000	
Days Inn	1 / 0	12,900	
DoubleTree	1 / 0	42,500	
Fairfield Inn and Suites	1 / 1	18,200	
Hampton Inn	2 / 1	18,300	
Hilton	2 / 0	25,600	
Hilton Garden	1 / 0	23,700	
Holiday Inn	1 / 0	27,600	
Holiday Inn Express	3 / 0	16,400	
Home2	2 / 1	15,900	
Hyatt	2 / 0	24,700	
IHG	2 / 0	21,300	
La Quinta Inn & Suites	3 / 0	24,600	
Marriott	2 / 0	24,300	
Motel 6	3 / 0	24,300	
Quality	3 / 0	15,700	
Radisson Hotel	1 / 0	52,500	
Ramada	1 / 0	32,900	
Red Roof Inn	2 / 0	28,900	
Residence Inn	1 / 0	26,600	
Rodeway	1 / 0	11,400	
Sheraton	1 / 0	46,600	
Springhill Suites	1 / 0	17,000	
Super 8	1 / 0	12,300	
Travelodge	1 / 0	17,000	
Tru by Hilton	1 / 0	10,900	
Westin	1 / 0	61,000	
<b>Massage</b>			
Massage Envy	1 / 0	3,000	
<b>Pet Stores</b>			
Hollywood Feed	3 / 0		
<b>Restaurants Bakery Bagels</b>			
Panera Bread	1 / 0	5,100	

Marion, Arkansas 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
<b>Restaurants Casual</b>			
Applebee's	2 / 0	5,400	
Cracker Barrel	1 / 0	9,900	
Five Guys	1 / 0	2,600	
IHOP	2 / 0	4,800	
Outback Steakhouse	1 / 0	6,800	
Texas De Brazil	1 / 0	9,100	
<b>Restaurants Coffee Donuts</b>			
7 Brew	1 / 0	600	
Dunkin' Donuts	1 / 0	2,300	
Scooter's Coffee	1 / 0	700	
Starbucks	9 / 0	1,800	
<b>Restaurants Fast Food Major</b>			
Arby's	2 / 1	3,300	
Burger King	9 / 1	4,000	
Chick-fil-A	3 / 0	4,300	
Dairy Queen	1 / 0	1,700	
KFC	13 / 2	3,100	
McDonald's	13 / 1	4,600	
Sonic	3 / 1	2,800	
Taco Bell	9 / 0	2,500	
Wendy's	7 / 1	3,300	
<b>Restaurants Fast Food Minor</b>			
Captain D's Seafood	4 / 0	3,200	
Checkers	2 / 0	1,900	
Chipotle	1 / 0	2,500	
Church's Chicken	10 / 0	1,700	
Cook Out	1 / 0	3,200	
Krispy Krunchy Chicken	6 / 0		
Krystal	3 / 0	2,700	
Popeyes	6 / 0	2,700	
Wingstop	1 / 0	2,000	
Zaxby's	2 / 1	3,600	
<b>Restaurants Ice Cream Smoothie</b>			
Baskin-Robbins	2 / 1	2,200	
Ben & Jerry's	1 / 0	1,000	
Smoothie King	1 / 0	1,600	

Marion, Arkansas 20mi Radius	Site / Market Locations	Avg Square Footage	Closest Location
Tropical Smoothie Cafe	1 / 0	1,700	
<b>Restaurants Pizza</b>			
Domino's Pizza	4 / 1	2,100	
Godfather's Pizza	1 / 0	2,700	
Little Caesars	5 / 0	1,800	
Marco's Pizza	1 / 0	2,000	
Papa John's	3 / 0	1,500	
Pizza Hut	2 / 0	2,800	
Pizza Inn	1 / 1	3,600	
<b>Restaurants Sandwich</b>			
Firehouse Subs	1 / 0	2,300	
Jimmy John's	1 / 0	2,000	
Lenny's Sub Shop	4 / 0	2,200	
Subway	17 / 2	1,700	
<b>Self Storage</b>			
CubeSmart	1 / 0	37,500	
Extra Space Storage	6 / 0	44,900	
Pack Rat	1 / 0	93,000	
Public Storage	3 / 0	33,500	
U Haul	3 / 0	45,900	
<b>Shoes Footwear</b>			
Shoe Show	1 / 0	4,800	
<b>Specialty</b>			
GameStop	2 / 0	1,700	
Goodwill	3 / 0	24,100	
UPS	1 / 0		
<b>Sporting Goods</b>			
Bass Pro Shops	1 / 0	110,300	
City G.E.A.R.	3 / 0		
Hibbett Sports	1 / 0	7,600	
<b>Wireless Stores</b>			
AT&T	2 / 0	3,500	
Boost Mobile	4 / 0	1,600	
Cricket	14 / 1	1,600	
MetroPCS	14 / 0	1,900	
T-Mobile	1 / 0	1,800	
Verizon Wireless	1 / 0	3,800	

Marion, Arkansas	Site / Market Locations	Avg Square Footage	Closest Location
20mi Radius			
Xfinity Mobile	1 / 0		
<b>Worship</b>			
Baptist	77 / 0		
Buddhist	2 / 0		
Christian	18 / 0		
Episcopal	7 / 0		
Methodist	6 / 0		
Methodist Episcopal	18 / 0		
Mormon	1 / 0		
Muslim	2 / 0		
Presbyterian	3 / 0		