



ZIP 72301, West Memphis, Arkansas.

Current market data.

8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

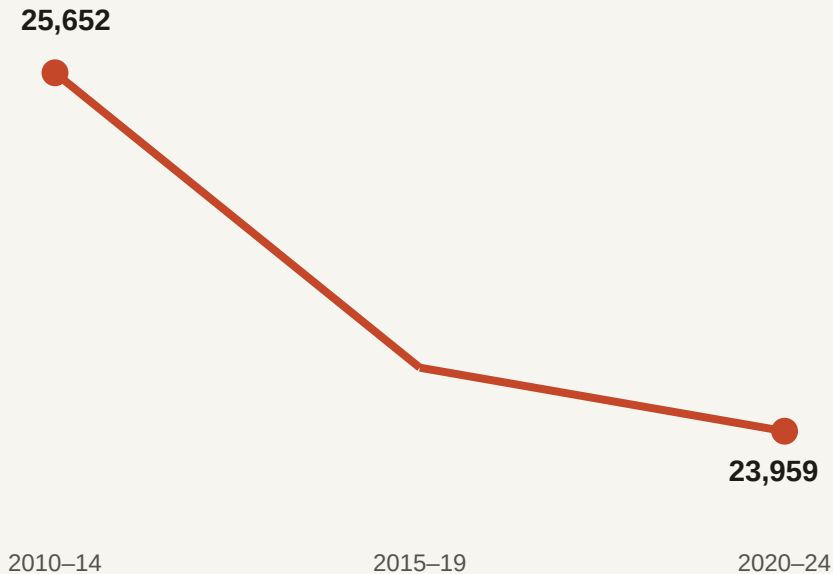


POPULATION

23,959 people call ZIP
72301 home.

23,959

people.

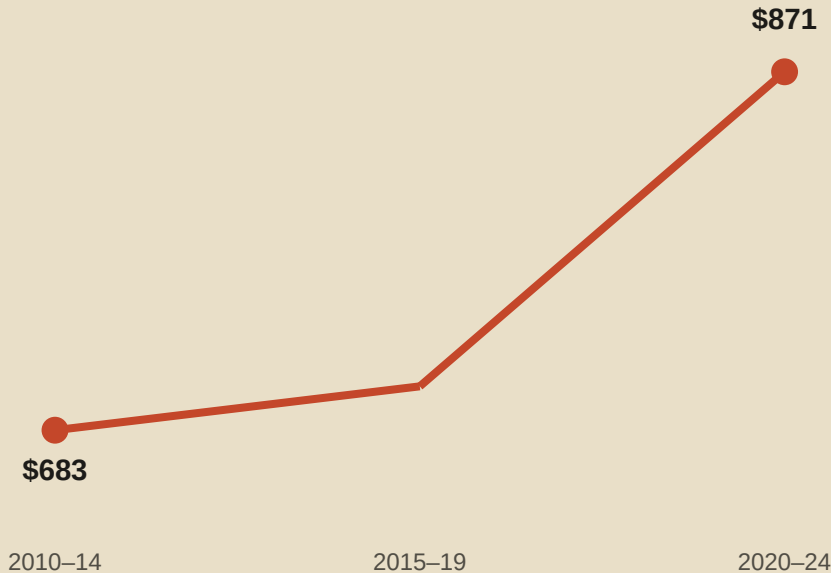


RENT

Median rent is up 28%
since the 2010–2014
survey, before inflation.

\$871

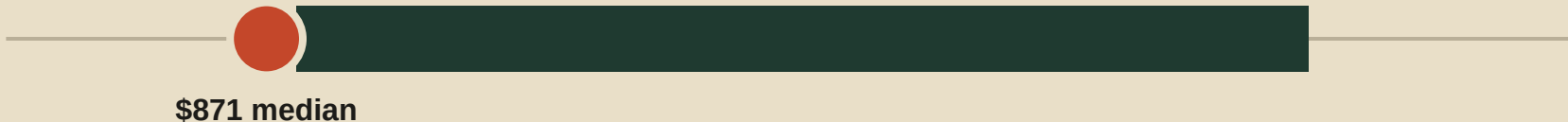
a month. Arkansas's median is \$947.



ROOM TO BUILD

Local wages can carry more rent than the median charged today.

\$884–\$1,326



is the monthly rent range local workforce wages support.



BUILDING

Most of the housing here is older than 2000.

86%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 0.5–0.9% to the 11,169 homes here.

54–100

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 36% less than Arkansas's.

\$120,100

median home value in ZIP 72301.

ZIP 72301



\$120,100

Arkansas



\$188,000

U.S.



\$332,700

THAT WAS ZIP 72301'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at almanacdata.ai/e/zip/72301/

The Almanac · your hyper-diligent research partner