



# Market Profile

Bentonville City, AR 2  
Bentonville City, AR (0505320)  
Geography: Place

Prepared by Esri

	Bentonville c...
<b>Population Summary</b>	
2010 Total Population	36,494
2020 Total Population	54,213
2020 Group Quarters	675
2022 Total Population	58,082
2022 Group Quarters	726
2027 Total Population	63,062
2022-2027 Annual Rate	1.66%
2022 Total Daytime Population	85,849
Workers	56,886
Residents	28,963
<b>Household Summary</b>	
2010 Households	13,784
2010 Average Household Size	2.63
2020 Total Households	20,492
2020 Average Household Size	2.61
2022 Households	21,870
2022 Average Household Size	2.62
2027 Households	23,753
2027 Average Household Size	2.62
2022-2027 Annual Rate	1.67%
2010 Families	9,403
2010 Average Family Size	3.20
2022 Families	14,643
2022 Average Family Size	3.20
2027 Families	15,902
2027 Average Family Size	3.19
2022-2027 Annual Rate	1.66%
<b>Housing Unit Summary</b>	
2000 Housing Units	8,760
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	34.7%
Vacant Housing Units	6.0%
2010 Housing Units	15,285
Owner Occupied Housing Units	50.1%
Renter Occupied Housing Units	40.1%
Vacant Housing Units	9.8%
2020 Housing Units	22,454
Vacant Housing Units	8.7%
2022 Housing Units	24,212
Owner Occupied Housing Units	48.9%
Renter Occupied Housing Units	41.4%
Vacant Housing Units	9.7%
2027 Housing Units	26,578
Owner Occupied Housing Units	48.2%
Renter Occupied Housing Units	41.2%
Vacant Housing Units	10.6%
<b>Median Household Income</b>	
2022	\$91,317
2027	\$98,671
<b>Median Home Value</b>	
2022	\$265,282
2027	\$298,287
<b>Per Capita Income</b>	
2022	\$46,906
2027	\$52,065
<b>Median Age</b>	
2010	31.1
2022	33.3
2027	33.3

**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.



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## 2022 Households by Income

Household Income Base	21,872
<\$15,000	5.7%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	8.2%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	14.9%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	11.2%
\$200,000+	14.2%
Average Household Income	\$124,015

## 2027 Households by Income

Household Income Base	23,752
<\$15,000	4.7%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	4.0%
\$35,000 - \$49,999	7.4%
\$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	12.9%
\$200,000+	15.9%
Average Household Income	\$137,714

## 2022 Owner Occupied Housing Units by Value

Total	11,836
<\$50,000	0.7%
\$50,000 - \$99,999	1.3%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	20.9%
\$200,000 - \$249,999	14.4%
\$250,000 - \$299,999	15.5%
\$300,000 - \$399,999	22.1%
\$400,000 - \$499,999	7.2%
\$500,000 - \$749,999	4.7%
\$750,000 - \$999,999	4.0%
\$1,000,000 - \$1,499,999	0.9%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.1%
Average Home Value	\$314,847

## 2027 Owner Occupied Housing Units by Value

Total	12,800
<\$50,000	0.5%
\$50,000 - \$99,999	0.4%
\$100,000 - \$149,999	4.0%
\$150,000 - \$199,999	14.4%
\$200,000 - \$249,999	13.8%
\$250,000 - \$299,999	17.3%
\$300,000 - \$399,999	25.9%
\$400,000 - \$499,999	9.0%
\$500,000 - \$749,999	6.7%
\$750,000 - \$999,999	5.9%
\$1,000,000 - \$1,499,999	1.4%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.1%
Average Home Value	\$361,654

**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.



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	<b>Bentonville c...</b>
<b>2010 Population by Age</b>	
Total	36,494
0 - 4	9.0%
5 - 9	8.9%
10 - 14	8.0%
15 - 24	12.5%
25 - 34	18.7%
35 - 44	15.6%
45 - 54	12.2%
55 - 64	7.3%
65 - 74	4.0%
75 - 84	2.4%
85 +	1.3%
18 +	69.7%
<b>2022 Population by Age</b>	
Total	58,081
0 - 4	8.0%
5 - 9	8.2%
10 - 14	7.8%
15 - 24	12.9%
25 - 34	15.9%
35 - 44	16.7%
45 - 54	12.4%
55 - 64	8.9%
65 - 74	5.5%
75 - 84	2.6%
85 +	1.1%
18 +	71.8%
<b>2027 Population by Age</b>	
Total	63,064
0 - 4	8.1%
5 - 9	8.1%
10 - 14	7.8%
15 - 24	12.6%
25 - 34	16.3%
35 - 44	16.4%
45 - 54	12.1%
55 - 64	8.7%
65 - 74	5.8%
75 - 84	3.1%
85 +	1.1%
18 +	72.0%
<b>2010 Population by Sex</b>	
Males	17,869
Females	18,624
<b>2022 Population by Sex</b>	
Males	28,806
Females	29,275
<b>2027 Population by Sex</b>	
Males	31,227
Females	31,837

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



# Market Profile

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<b>2010 Population by Race/Ethnicity</b>	
Total	36,494
White Alone	81.2%
Black Alone	2.6%
American Indian Alone	1.3%
Asian Alone	8.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	4.0%
Two or More Races	2.5%
Hispanic Origin	8.9%
Diversity Index	44.0
<b>2020 Population by Race/Ethnicity</b>	
Total	54,213
White Alone	66.3%
Black Alone	3.1%
American Indian Alone	1.2%
Asian Alone	15.6%
Pacific Islander Alone	0.4%
Some Other Race Alone	4.0%
Two or More Races	9.3%
Hispanic Origin	10.0%
Diversity Index	61.0
<b>2022 Population by Race/Ethnicity</b>	
Total	58,081
White Alone	66.7%
Black Alone	2.8%
American Indian Alone	1.2%
Asian Alone	14.7%
Pacific Islander Alone	0.4%
Some Other Race Alone	4.2%
Two or More Races	10.0%
Hispanic Origin	10.4%
Diversity Index	61.0
<b>2027 Population by Race/Ethnicity</b>	
Total	63,062
White Alone	65.9%
Black Alone	2.7%
American Indian Alone	1.2%
Asian Alone	14.7%
Pacific Islander Alone	0.4%
Some Other Race Alone	4.4%
Two or More Races	10.8%
Hispanic Origin	10.5%
Diversity Index	61.9
<b>2010 Population by Relationship and Household Type</b>	
Total	36,494
In Households	99.2%
In Family Households	84.4%
Householder	25.9%
Spouse	20.0%
Child	34.0%
Other relative	2.5%
Nonrelative	1.9%
In Nonfamily Households	14.8%
In Group Quarters	0.8%
Institutionalized Population	0.6%
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.

September 08, 2022



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	<b>Bentonville c...</b>
<b>2022 Population 25+ by Educational Attainment</b>	
Total	36,664
Less than 9th Grade	2.0%
9th - 12th Grade, No Diploma	3.1%
High School Graduate	18.8%
GED/Alternative Credential	2.8%
Some College, No Degree	16.1%
Associate Degree	5.8%
Bachelor's Degree	33.1%
Graduate/Professional Degree	18.2%
<b>2022 Population 15+ by Marital Status</b>	
Total	44,165
Never Married	26.6%
Married	58.3%
Widowed	4.8%
Divorced	10.3%
<b>2022 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	29,633
Population 16+ Employed	98.6%
Population 16+ Unemployment rate	1.4%
Population 16-24 Employed	12.0%
Population 16-24 Unemployment rate	2.3%
Population 25-54 Employed	73.7%
Population 25-54 Unemployment rate	1.2%
Population 55-64 Employed	11.3%
Population 55-64 Unemployment rate	1.3%
Population 65+ Employed	3.0%
Population 65+ Unemployment rate	1.1%
<b>2022 Employed Population 16+ by Industry</b>	
Total	29,226
Agriculture/Mining	0.3%
Construction	4.0%
Manufacturing	8.2%
Wholesale Trade	2.8%
Retail Trade	30.8%
Transportation/Utilities	5.4%
Information	0.9%
Finance/Insurance/Real Estate	4.1%
Services	40.6%
Public Administration	2.9%
<b>2022 Employed Population 16+ by Occupation</b>	
Total	29,225
White Collar	74.5%
Management/Business/Financial	22.4%
Professional	29.8%
Sales	11.7%
Administrative Support	10.6%
Services	10.2%
Blue Collar	15.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	1.3%
Production	5.1%
Transportation/Material Moving	6.2%

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

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	<b>Bentonville c...</b>
<b>2010 Households by Type</b>	
Total	13,784
Households with 1 Person	25.7%
Households with 2+ People	74.3%
Family Households	68.2%
Husband-wife Families	52.7%
With Related Children	30.6%
Other Family (No Spouse Present)	15.5%
Other Family with Male Householder	4.1%
With Related Children	2.7%
Other Family with Female Householder	11.5%
With Related Children	8.9%
Nonfamily Households	6.1%
All Households with Children	42.6%
Multigenerational Households	2.7%
Unmarried Partner Households	5.8%
Male-female	5.1%
Same-sex	0.7%
<b>2010 Households by Size</b>	
Total	13,785
1 Person Household	25.7%
2 Person Household	29.6%
3 Person Household	18.1%
4 Person Household	16.0%
5 Person Household	7.1%
6 Person Household	2.5%
7 + Person Household	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	13,784
Owner Occupied	55.5%
Owned with a Mortgage/Loan	46.5%
Owned Free and Clear	9.0%
Renter Occupied	44.5%
<b>2022 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	166
Percent of Income for Mortgage	15.3%
Wealth Index	106
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	15,285
Housing Units Inside Urbanized Area	92.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	7.3%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	36,494
Population Inside Urbanized Area	93.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	6.6%

**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.



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### Top 3 Tapestry Segments

1.	Up and Coming Families (7A)
2.	Boomburbs (1C)
3.	Middleburg (4C)

### 2022 Consumer Spending

Apparel & Services: Total \$	\$63,186,262
Average Spent	\$2,889.18
Spending Potential Index	120
Education: Total \$	\$47,965,554
Average Spent	\$2,193.21
Spending Potential Index	112
Entertainment/Recreation: Total \$	\$93,454,269
Average Spent	\$4,273.17
Spending Potential Index	116
Food at Home: Total \$	\$157,218,406
Average Spent	\$7,188.77
Spending Potential Index	116
Food Away from Home: Total \$	\$113,540,727
Average Spent	\$5,191.62
Spending Potential Index	120
Health Care: Total \$	\$177,468,419
Average Spent	\$8,114.70
Spending Potential Index	115
HH Furnishings & Equipment: Total \$	\$67,346,017
Average Spent	\$3,079.38
Spending Potential Index	120
Personal Care Products & Services: Total \$	\$26,547,304
Average Spent	\$1,213.87
Spending Potential Index	119
Shelter: Total \$	\$588,895,466
Average Spent	\$26,927.09
Spending Potential Index	118
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$72,457,181
Average Spent	\$3,313.09
Spending Potential Index	122
Travel: Total \$	\$74,600,110
Average Spent	\$3,411.07
Spending Potential Index	119
Vehicle Maintenance & Repairs: Total \$	\$33,014,931
Average Spent	\$1,509.60
Spending Potential Index	120

**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.