



Market Profile

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

Prepared by Esri

	Bentonville c...
Population Summary	
2000 Total Population	21,278
2010 Total Population	35,300
2021 Total Population	54,426
2021 Group Quarters	646
2026 Total Population	63,362
2021-2026 Annual Rate	3.09%
2021 Total Daytime Population	80,175
Workers	51,809
Residents	28,366
Household Summary	
2000 Households	8,012
2000 Average Household Size	2.60
2010 Households	13,257
2010 Average Household Size	2.64
2021 Households	19,953
2021 Average Household Size	2.70
2026 Households	23,132
2026 Average Household Size	2.71
2021-2026 Annual Rate	3.00%
2010 Families	9,144
2010 Average Family Size	3.21
2021 Families	13,472
2021 Average Family Size	3.27
2026 Families	15,579
2026 Average Family Size	3.29
2021-2026 Annual Rate	2.95%
Housing Unit Summary	
2000 Housing Units	8,530
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	34.8%
Vacant Housing Units	6.1%
2010 Housing Units	14,698
Owner Occupied Housing Units	50.5%
Renter Occupied Housing Units	39.7%
Vacant Housing Units	9.8%
2021 Housing Units	22,142
Owner Occupied Housing Units	48.6%
Renter Occupied Housing Units	41.5%
Vacant Housing Units	9.9%
2026 Housing Units	25,565
Owner Occupied Housing Units	48.3%
Renter Occupied Housing Units	42.2%
Vacant Housing Units	9.5%
Median Household Income	
2021	\$85,111
2026	\$90,390
Median Home Value	
2021	\$255,074
2026	\$287,928
Per Capita Income	
2021	\$41,909
2026	\$44,986
Median Age	
2010	30.7
2021	33.4
2026	33.5

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income

Household Income Base	19,953
<\$15,000	6.7%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	8.7%
\$50,000 - \$74,999	15.9%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	9.7%
\$200,000+	13.7%
Average Household Income	\$113,180

2026 Households by Income

Household Income Base	23,131
<\$15,000	6.0%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	8.5%
\$50,000 - \$74,999	15.4%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	20.2%
\$150,000 - \$199,999	11.0%
\$200,000+	14.3%
Average Household Income	\$121,954

2021 Owner Occupied Housing Units by Value

Total	10,765
<\$50,000	1.3%
\$50,000 - \$99,999	2.9%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	18.3%
\$200,000 - \$249,999	13.8%
\$250,000 - \$299,999	15.6%
\$300,000 - \$399,999	19.1%
\$400,000 - \$499,999	8.1%
\$500,000 - \$749,999	6.2%
\$750,000 - \$999,999	1.8%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$291,714

2026 Owner Occupied Housing Units by Value

Total	12,335
<\$50,000	0.7%
\$50,000 - \$99,999	1.1%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	13.8%
\$200,000 - \$249,999	14.0%
\$250,000 - \$299,999	18.5%
\$300,000 - \$399,999	23.2%
\$400,000 - \$499,999	10.0%
\$500,000 - \$749,999	9.0%
\$750,000 - \$999,999	2.5%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$330,790

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
Total	35,300
0 - 4	9.2%
5 - 9	9.3%
10 - 14	8.2%
15 - 24	12.5%
25 - 34	18.8%
35 - 44	16.0%
45 - 54	12.0%
55 - 64	6.9%
65 - 74	3.7%
75 - 84	2.3%
85 +	1.2%
18 +	69.0%
2021 Population by Age	
Total	54,426
0 - 4	7.9%
5 - 9	8.1%
10 - 14	7.8%
15 - 24	13.0%
25 - 34	15.8%
35 - 44	16.4%
45 - 54	12.4%
55 - 64	9.3%
65 - 74	5.6%
75 - 84	2.6%
85 +	1.2%
18 +	71.9%
2026 Population by Age	
Total	63,361
0 - 4	8.0%
5 - 9	8.0%
10 - 14	7.6%
15 - 24	12.5%
25 - 34	16.5%
35 - 44	16.0%
45 - 54	12.1%
55 - 64	9.1%
65 - 74	5.9%
75 - 84	3.1%
85 +	1.1%
18 +	72.3%
2010 Population by Sex	
Males	17,280
Females	18,020
2021 Population by Sex	
Males	26,967
Females	27,459
2026 Population by Sex	
Males	31,362
Females	31,999

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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		Bentonville c...
2010 Population by Race/Ethnicity		
Total		35,300
White Alone		81.4%
Black Alone		2.5%
American Indian Alone		1.2%
Asian Alone		8.3%
Pacific Islander Alone		0.2%
Some Other Race Alone		3.9%
Two or More Races		2.5%
Hispanic Origin		8.7%
Diversity Index		43.7
2021 Population by Race/Ethnicity		
Total		54,427
White Alone		74.6%
Black Alone		3.9%
American Indian Alone		1.2%
Asian Alone		11.8%
Pacific Islander Alone		0.6%
Some Other Race Alone		4.6%
Two or More Races		3.3%
Hispanic Origin		10.5%
Diversity Index		53.6
2026 Population by Race/Ethnicity		
Total		63,361
White Alone		71.5%
Black Alone		4.2%
American Indian Alone		1.2%
Asian Alone		13.8%
Pacific Islander Alone		0.8%
Some Other Race Alone		5.0%
Two or More Races		3.6%
Hispanic Origin		11.6%
Diversity Index		57.7
2010 Population by Relationship and Household Type		
Total		35,300
In Households		99.3%
In Family Households		84.9%
Householder		25.9%
Spouse		20.0%
Child		34.7%
Other relative		2.5%
Nonrelative		1.9%
In Nonfamily Households		14.3%
In Group Quarters		0.7%
Institutionalized Population		0.5%
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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment	
Total	34,405
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	3.5%
High School Graduate	18.0%
GED/Alternative Credential	3.0%
Some College, No Degree	17.0%
Associate Degree	5.4%
Bachelor's Degree	32.6%
Graduate/Professional Degree	17.9%
2021 Population 15+ by Marital Status	
Total	41,465
Never Married	27.3%
Married	56.9%
Widowed	4.7%
Divorced	11.1%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	26,605
Population 16+ Employed	97.9%
Population 16+ Unemployment rate	2.1%
Population 16-24 Employed	11.0%
Population 16-24 Unemployment rate	2.0%
Population 25-54 Employed	74.3%
Population 25-54 Unemployment rate	2.2%
Population 55-64 Employed	11.7%
Population 55-64 Unemployment rate	1.9%
Population 65+ Employed	3.0%
Population 65+ Unemployment rate	2.0%
2021 Employed Population 16+ by Industry	
Total	26,043
Agriculture/Mining	0.2%
Construction	3.7%
Manufacturing	7.7%
Wholesale Trade	2.8%
Retail Trade	31.0%
Transportation/Utilities	4.8%
Information	1.0%
Finance/Insurance/Real Estate	4.5%
Services	41.2%
Public Administration	3.0%
2021 Employed Population 16+ by Occupation	
Total	26,041
White Collar	76.8%
Management/Business/Financial	22.9%
Professional	32.1%
Sales	11.6%
Administrative Support	10.3%
Services	9.3%
Blue Collar	13.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.5%
Installation/Maintenance/Repair	1.1%
Production	4.4%
Transportation/Material Moving	5.9%

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2010 Households by Type	
Total	13,257
Households with 1 Person	25.1%
Households with 2+ People	74.9%
Family Households	69.0%
Husband-wife Families	53.3%
With Related Children	31.8%
Other Family (No Spouse Present)	15.7%
Other Family with Male Householder	4.1%
With Related Children	2.8%
Other Family with Female Householder	11.6%
With Related Children	9.1%
Nonfamily Households	6.0%
All Households with Children	44.1%
Multigenerational Households	2.8%
Unmarried Partner Households	5.8%
Male-female	5.2%
Same-sex	0.7%
2010 Households by Size	
Total	13,257
1 Person Household	25.1%
2 Person Household	29.0%
3 Person Household	18.5%
4 Person Household	16.7%
5 Person Household	7.2%
6 Person Household	2.5%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	13,257
Owner Occupied	56.0%
Owned with a Mortgage/Loan	47.7%
Owned Free and Clear	8.3%
Renter Occupied	44.0%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	198
Percent of Income for Mortgage	12.6%
Wealth Index	111
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	14,698
Housing Units Inside Urbanized Area	94.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	5.8%
2010 Population By Urban/ Rural Status	
Total Population	35,300
Population Inside Urbanized Area	95.5%
Population Inside Urbanized Cluster	0.0%
Rural Population	4.5%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

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

2021 Consumer Spending

Apparel & Services: Total \$	\$52,586,222
Average Spent	\$2,635.50
Spending Potential Index	124
Education: Total \$	\$40,076,360
Average Spent	\$2,008.54
Spending Potential Index	116
Entertainment/Recreation: Total \$	\$77,997,748
Average Spent	\$3,909.07
Spending Potential Index	121
Food at Home: Total \$	\$131,129,795
Average Spent	\$6,571.93
Spending Potential Index	121
Food Away from Home: Total \$	\$94,334,164
Average Spent	\$4,727.82
Spending Potential Index	125
Health Care: Total \$	\$148,337,068
Average Spent	\$7,434.32
Spending Potential Index	119
HH Furnishings & Equipment: Total \$	\$55,987,457
Average Spent	\$2,805.97
Spending Potential Index	124
Personal Care Products & Services: Total \$	\$22,110,010
Average Spent	\$1,108.10
Spending Potential Index	123
Shelter: Total \$	\$490,467,007
Average Spent	\$24,581.12
Spending Potential Index	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$59,943,491
Average Spent	\$3,004.23
Spending Potential Index	126
Travel: Total \$	\$62,099,978
Average Spent	\$3,112.31
Spending Potential Index	123
Vehicle Maintenance & Repairs: Total \$	\$27,476,679
Average Spent	\$1,377.07
Spending Potential Index	124

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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