



# Market Profile

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

Prepared by Esri

	Bentonville c...
<b>Population Summary</b>	
2010 Total Population	36,533
2020 Total Population	54,281
2020 Group Quarters	675
2023 Total Population	59,104
2023 Group Quarters	675
2028 Total Population	63,171
2023-2028 Annual Rate	1.34%
2023 Total Daytime Population	87,990
Workers	59,692
Residents	28,298
<b>Household Summary</b>	
2010 Households	13,802
2010 Average Household Size	2.63
2020 Total Households	20,516
2020 Average Household Size	2.61
2023 Households	22,291
2023 Average Household Size	2.62
2028 Households	23,942
2028 Average Household Size	2.61
2023-2028 Annual Rate	1.44%
2010 Families	9,416
2010 Average Family Size	3.20
2023 Families	14,973
2023 Average Family Size	3.22
2028 Families	16,013
2028 Average Family Size	3.20
2023-2028 Annual Rate	1.35%
<b>Housing Unit Summary</b>	
2000 Housing Units	8,777
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	34.7%
Vacant Housing Units	6.0%
2010 Housing Units	15,307
Owner Occupied Housing Units	50.1%
Renter Occupied Housing Units	40.1%
Vacant Housing Units	9.8%
2020 Housing Units	22,483
Vacant Housing Units	8.7%
2023 Housing Units	24,434
Owner Occupied Housing Units	48.4%
Renter Occupied Housing Units	42.8%
Vacant Housing Units	8.8%
2028 Housing Units	26,083
Owner Occupied Housing Units	47.6%
Renter Occupied Housing Units	44.2%
Vacant Housing Units	8.2%
<b>Median Household Income</b>	
2023	\$94,065
2028	\$105,557
<b>Median Home Value</b>	
2023	\$310,361
2028	\$320,977
<b>Per Capita Income</b>	
2023	\$50,415
2028	\$56,738
<b>Median Age</b>	
2010	31.1
2023	33.5
2028	33.7

**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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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### 2023 Households by Income

Household Income Base	22,291
<\$15,000	4.0%
\$15,000 - \$24,999	3.9%
\$25,000 - \$34,999	4.6%
\$35,000 - \$49,999	8.6%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	17.2%
\$150,000 - \$199,999	13.2%
\$200,000+	16.6%
Average Household Income	\$133,620

### 2028 Households by Income

Household Income Base	23,942
<\$15,000	3.3%
\$15,000 - \$24,999	3.0%
\$25,000 - \$34,999	3.8%
\$35,000 - \$49,999	7.8%
\$50,000 - \$74,999	14.6%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	17.5%
\$150,000 - \$199,999	16.4%
\$200,000+	18.9%
Average Household Income	\$149,653

### 2023 Owner Occupied Housing Units by Value

Total	11,836
<\$50,000	1.3%
\$50,000 - \$99,999	0.7%
\$100,000 - \$149,999	4.4%
\$150,000 - \$199,999	14.4%
\$200,000 - \$249,999	10.2%
\$250,000 - \$299,999	16.4%
\$300,000 - \$399,999	24.1%
\$400,000 - \$499,999	13.4%
\$500,000 - \$749,999	9.9%
\$750,000 - \$999,999	3.3%
\$1,000,000 - \$1,499,999	1.4%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.1%
Average Home Value	\$358,554

### 2028 Owner Occupied Housing Units by Value

Total	12,416
<\$50,000	0.7%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	3.0%
\$150,000 - \$199,999	11.4%
\$200,000 - \$249,999	9.7%
\$250,000 - \$299,999	19.0%
\$300,000 - \$399,999	27.9%
\$400,000 - \$499,999	12.5%
\$500,000 - \$749,999	10.6%
\$750,000 - \$999,999	3.6%
\$1,000,000 - \$1,499,999	1.1%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.0%
Average Home Value	\$366,700

**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.

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	<b>Bentonville c...</b>
<b>2010 Population by Age</b>	
Total	36,534
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>2023 Population by Age</b>	
Total	59,104
0 - 4	7.8%
5 - 9	8.1%
10 - 14	7.9%
15 - 24	12.9%
25 - 34	15.7%
35 - 44	17.0%
45 - 54	12.2%
55 - 64	9.0%
65 - 74	5.7%
75 - 84	2.7%
85 +	1.1%
18 +	71.9%
<b>2028 Population by Age</b>	
Total	63,171
0 - 4	7.9%
5 - 9	7.9%
10 - 14	7.7%
15 - 24	12.6%
25 - 34	16.1%
35 - 44	16.5%
45 - 54	12.3%
55 - 64	8.7%
65 - 74	5.9%
75 - 84	3.3%
85 +	1.1%
18 +	72.3%
<b>2010 Population by Sex</b>	
Males	17,890
Females	18,643
<b>2023 Population by Sex</b>	
Males	29,381
Females	29,723
<b>2028 Population by Sex</b>	
Males	31,286
Females	31,885

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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## Bentonville c...

### 2010 Population by Race/Ethnicity

Total	36,534
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

### 2020 Population by Race/Ethnicity

Total	54,281
White Alone	66.4%
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

### 2023 Population by Race/Ethnicity

Total	59,104
White Alone	66.0%
Black Alone	3.0%
American Indian Alone	1.3%
Asian Alone	14.6%
Pacific Islander Alone	0.4%
Some Other Race Alone	4.6%
Two or More Races	10.1%
Hispanic Origin	11.2%
Diversity Index	62.4

### 2028 Population by Race/Ethnicity

Total	63,171
White Alone	64.5%
Black Alone	3.0%
American Indian Alone	1.4%
Asian Alone	14.7%
Pacific Islander Alone	0.4%
Some Other Race Alone	5.1%
Two or More Races	11.0%
Hispanic Origin	12.4%
Diversity Index	64.5

### 2010 Population by Relationship and Household Type

Total	36,534
In Households	99.2%
In Family Households	84.4%
Householder	25.9%
Spouse	20.0%
Child	34.0%
Other relative	2.6%
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.

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	<b>Bentonville c...</b>
<b>2023 Population 25+ by Educational Attainment</b>	
Total	37,405
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	2.8%
High School Graduate	19.7%
GED/Alternative Credential	2.5%
Some College, No Degree	16.0%
Associate Degree	6.8%
Bachelor's Degree	30.2%
Graduate/Professional Degree	20.7%
<b>2023 Population 15+ by Marital Status</b>	
Total	45,034
Never Married	30.1%
Married	57.1%
Widowed	3.5%
Divorced	9.4%
<b>2023 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	31,892
Population 16+ Employed	97.1%
Population 16+ Unemployment rate	2.9%
Population 16-24 Employed	12.2%
Population 16-24 Unemployment rate	7.6%
Population 25-54 Employed	72.6%
Population 25-54 Unemployment rate	1.7%
Population 55-64 Employed	11.9%
Population 55-64 Unemployment rate	5.2%
Population 65+ Employed	3.3%
Population 65+ Unemployment rate	1.6%
<b>2023 Employed Population 16+ by Industry</b>	
Total	30,966
Agriculture/Mining	0.5%
Construction	4.7%
Manufacturing	7.4%
Wholesale Trade	1.8%
Retail Trade	29.2%
Transportation/Utilities	5.8%
Information	1.0%
Finance/Insurance/Real Estate	4.6%
Services	43.6%
Public Administration	1.5%
<b>2023 Employed Population 16+ by Occupation</b>	
Total	30,966
White Collar	75.1%
Management/Business/Financial	21.7%
Professional	34.6%
Sales	10.2%
Administrative Support	8.6%
Services	10.2%
Blue Collar	14.7%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.0%
Installation/Maintenance/Repair	1.7%
Production	3.7%
Transportation/Material Moving	6.2%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Households by Type</b>	
Total	13,803
Households with 1 Person	25.7%
Households with 2+ People	74.3%
Family Households	68.2%
Husband-wife Families	52.7%
With Related Children	30.5%
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	13,802
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	2.4%
7 + Person Household	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	13,801
Owner Occupied	55.5%
Owned with a Mortgage/Loan	46.5%
Owned Free and Clear	9.0%
Renter Occupied	44.5%
<b>2023 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	125
Percent of Income for Mortgage	19.8%
Wealth Index	107
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	15,307
Housing Units Inside Urbanized Area	92.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	7.4%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	36,533
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 2023 and 2028. 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)

### 2023 Consumer Spending

Apparel & Services: Total \$	\$62,259,849
Average Spent	\$2,793.05
Spending Potential Index	127
Education: Total \$	\$47,359,158
Average Spent	\$2,124.59
Spending Potential Index	118
Entertainment/Recreation: Total \$	\$104,721,246
Average Spent	\$4,697.92
Spending Potential Index	124
Food at Home: Total \$	\$184,769,043
Average Spent	\$8,288.95
Spending Potential Index	122
Food Away from Home: Total \$	\$107,256,228
Average Spent	\$4,811.64
Spending Potential Index	129
Health Care: Total \$	\$197,996,505
Average Spent	\$8,882.35
Spending Potential Index	121
HH Furnishings & Equipment: Total \$	\$83,088,235
Average Spent	\$3,727.43
Spending Potential Index	126
Personal Care Products & Services: Total \$	\$27,061,990
Average Spent	\$1,214.03
Spending Potential Index	127
Shelter: Total \$	\$690,019,529
Average Spent	\$30,955.07
Spending Potential Index	125
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$87,029,466
Average Spent	\$3,904.24
Spending Potential Index	125
Travel: Total \$	\$64,073,521
Average Spent	\$2,874.41
Spending Potential Index	128
Vehicle Maintenance & Repairs: Total \$	\$37,112,227
Average Spent	\$1,664.90
Spending Potential Index	127

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.