



# Market Profile

Bentonville City, AR 3  
 Bentonville City, AR (0505320)  
 Geography: Place

Prepared by Esri

## Bentonville c...

Population Summary	
2010 Total Population	35,478
2020 Total Population	54,283
2020 Group Quarters	675
2024 Total Population	59,942
2024 Group Quarters	683
2029 Total Population	65,418
2024-2029 Annual Rate	1.76%
2024 Total Daytime Population	80,813
Workers	53,094
Residents	27,719
Household Summary	
2010 Households	13,321
2010 Average Household Size	2.64
2020 Total Households	20,517
2020 Average Household Size	2.61
2024 Households	22,698
2024 Average Household Size	2.61
2029 Households	24,936
2029 Average Household Size	2.60
2024-2029 Annual Rate	1.90%
2010 Families	9,193
2010 Average Family Size	3.21
2024 Families	15,011
2024 Average Family Size	3.24
2029 Families	16,421
2029 Average Family Size	3.22
2024-2029 Annual Rate	1.81%
Housing Unit Summary	
2000 Housing Units	8,220
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	34.8%
Vacant Housing Units	5.9%
2010 Housing Units	14,767
Owner Occupied Housing Units	50.6%
Renter Occupied Housing Units	39.6%
Vacant Housing Units	9.8%
2020 Housing Units	22,484
Owner Occupied Housing Units	46.1%
Renter Occupied Housing Units	45.1%
Vacant Housing Units	8.7%
2024 Housing Units	25,121
Owner Occupied Housing Units	45.2%
Renter Occupied Housing Units	45.2%
Vacant Housing Units	9.6%
2029 Housing Units	27,514
Owner Occupied Housing Units	44.4%
Renter Occupied Housing Units	46.3%
Vacant Housing Units	9.4%

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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### 2024 Households by Income

Household Income Base	22,698
<\$15,000	4.6%
\$15,000 - \$24,999	3.9%
\$25,000 - \$34,999	3.8%
\$35,000 - \$49,999	6.3%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	13.1%
\$200,000+	19.0%
Average Household Income	\$137,352

### 2029 Households by Income

Household Income Base	24,936
<\$15,000	4.0%
\$15,000 - \$24,999	3.1%
\$25,000 - \$34,999	2.8%
\$35,000 - \$49,999	5.5%
\$50,000 - \$74,999	13.7%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	21.7%
\$150,000 - \$199,999	14.0%
\$200,000+	22.0%
Average Household Income	\$153,956

### 2024 Owner Occupied Housing Units by Value

Total	11,351
<\$50,000	0.9%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	1.6%
\$150,000 - \$199,999	5.0%
\$200,000 - \$249,999	7.5%
\$250,000 - \$299,999	13.8%
\$300,000 - \$399,999	30.4%
\$400,000 - \$499,999	14.3%
\$500,000 - \$749,999	17.2%
\$750,000 - \$999,999	4.3%
\$1,000,000 - \$1,499,999	3.9%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.2%
Average Home Value	\$445,265

### 2029 Owner Occupied Housing Units by Value

Total	12,206
<\$50,000	0.5%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	2.8%
\$200,000 - \$249,999	5.8%
\$250,000 - \$299,999	12.0%
\$300,000 - \$399,999	30.9%
\$400,000 - \$499,999	16.3%
\$500,000 - \$749,999	21.3%
\$750,000 - \$999,999	4.7%
\$1,000,000 - \$1,499,999	4.1%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.2%
Average Home Value	\$474,508

**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>Median Household Income</b>	
2024	\$104,355
2029	\$113,163
<b>Median Home Value</b>	
2024	\$368,688
2029	\$391,309
<b>Per Capita Income</b>	
2024	\$52,029
2029	\$58,702
<b>Median Age</b>	
2010	30.7
2020	32.2
2024	33.6
2029	35.3
<b>2020 Population by Age</b>	
Total	54,283
0 - 4	7.6%
5 - 9	8.5%
10 - 14	7.9%
15 - 24	12.3%
25 - 34	19.1%
35 - 44	17.3%
45 - 54	11.3%
55 - 64	7.8%
65 - 74	5.0%
75 - 84	2.4%
85 +	0.9%
18 +	71.8%
<b>2024 Population by Age</b>	
Total	59,942
0 - 4	7.3%
5 - 9	7.6%
10 - 14	7.7%
15 - 24	13.1%
25 - 34	17.1%
35 - 44	17.9%
45 - 54	12.3%
55 - 64	8.1%
65 - 74	5.2%
75 - 84	2.7%
85 +	1.0%
18 +	73.3%
<b>2029 Population by Age</b>	
Total	65,418
0 - 4	7.1%
5 - 9	7.0%
10 - 14	7.1%
15 - 24	13.3%
25 - 34	14.9%
35 - 44	18.1%
45 - 54	13.7%
55 - 64	8.8%
65 - 74	5.8%
75 - 84	3.2%
85 +	1.1%
18 +	74.8%
<b>2020 Population by Sex</b>	

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	<b>Bentonville c...</b>
Males	27,148
Females	27,135
<b>2024 Population by Sex</b>	
Males	30,386
Females	29,556
<b>2029 Population by Sex</b>	
Males	32,881
Females	32,537
<b>2010 Population by Race/Ethnicity</b>	
Total	35,478
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	43.4
<b>2020 Population by Race/Ethnicity</b>	
Total	54,283
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>2024 Population by Race/Ethnicity</b>	
Total	59,942
White Alone	64.4%
Black Alone	3.2%
American Indian Alone	1.3%
Asian Alone	16.1%
Pacific Islander Alone	0.5%
Some Other Race Alone	4.5%
Two or More Races	10.1%
Hispanic Origin	11.1%
Diversity Index	63.5
<b>2029 Population by Race/Ethnicity</b>	
Total	65,418
White Alone	62.4%
Black Alone	3.3%
American Indian Alone	1.2%
Asian Alone	17.1%
Pacific Islander Alone	0.5%
Some Other Race Alone	4.9%
Two or More Races	10.7%
Hispanic Origin	11.8%
Diversity Index	65.7

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## Bentonville c...

### 2020 Population by Relationship and Household Type

Total	54,283
In Households	98.8%
Householder	37.8%
Opposite-Sex Spouse	19.9%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	2.1%
Same-Sex Unmarried Partner	0.2%
Biological Child	29.7%
Adopted Child	1.0%
Stepchild	1.3%
Grandchild	1.1%
Brother or Sister	0.7%
Parent	0.9%
Parent-in-law	0.3%
Son-in-law or Daughter-in-law	0.2%
Other Relatives	0.8%
Foster Child	0.1%
Other Nonrelatives	2.7%
In Group Quarters	1.2%
Institutionalized	1.1%
Noninstitutionalized	0.1%

### 2024 Population 25+ by Educational Attainment

Total	38,541
Less than 9th Grade	1.1%
9th - 12th Grade, No Diploma	2.7%
High School Graduate	19.0%
GED/Alternative Credential	2.6%
Some College, No Degree	15.7%
Associate Degree	7.4%
Bachelor's Degree	29.0%
Graduate/Professional Degree	22.7%

### 2024 Population 15+ by Marital Status

Total	46,390
Never Married	31.1%
Married	55.5%
Widowed	4.0%
Divorced	9.3%

### 2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	33,457
Population 16+ Employed	96.7%
Population 16+ Unemployment rate	3.3%
Population 16-24 Employed	11.5%
Population 16-24 Unemployment rate	9.8%
Population 25-54 Employed	74.9%
Population 25-54 Unemployment rate	2.0%
Population 55-64 Employed	10.5%
Population 55-64 Unemployment rate	5.3%
Population 65+ Employed	3.1%
Population 65+ Unemployment rate	2.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Employed Population 16+ by Industry	
Total	32,358
Agriculture/Mining	0.4%
Construction	4.0%
Manufacturing	8.7%
Wholesale Trade	1.4%
Retail Trade	30.1%
Transportation/Utilities	5.2%
Information	1.1%
Finance/Insurance/Real Estate	4.5%
Services	43.0%
Public Administration	1.6%
2024 Employed Population 16+ by Occupation	
Total	32,358
White Collar	74.9%
Management/Business/Financial	22.9%
Professional	32.6%
Sales	10.7%
Administrative Support	8.7%
Services	10.5%
Blue Collar	14.6%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.4%
Installation/Maintenance/Repair	2.0%
Production	4.0%
Transportation/Material Moving	6.1%
2020 Households by Type	
Total	20,517
Married Couple Households	52.8%
With Own Children <18	29.8%
Without Own Children <18	23.1%
Cohabiting Couple Households	6.1%
With Own Children <18	1.8%
Without Own Children <18	4.3%
Male Householder, No Spouse/Partner	18.1%
Living Alone	12.4%
65 Years and over	1.4%
With Own Children <18	1.6%
Without Own Children <18, With Relatives	1.6%
No Relatives Present	2.5%
Female Householder, No Spouse/Partner	23.0%
Living Alone	13.2%
65 Years and over	4.3%
With Own Children <18	5.1%
Without Own Children <18, With Relatives	3.5%
No Relatives Present	1.2%
2020 Households by Size	
Total	20,517
1 Person Household	25.6%
2 Person Household	30.0%
3 Person Household	17.7%
4 Person Household	16.7%
5 Person Household	6.4%
6 Person Household	2.3%
7 + Person Household	1.3%

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		Bentonville c...
<b>2020 Households by Tenure and Mortgage Status</b>		
Total		20,517
Owner Occupied		50.5%
Owned with a Mortgage/Loan		41.3%
Owned Free and Clear		9.2%
Renter Occupied		49.5%
<b>2024 Affordability, Mortgage and Wealth</b>		
Housing Affordability Index		115
Percent of Income for Mortgage		22.1%
Wealth Index		105
<b>2020 Housing Units By Urban/ Rural Status</b>		
Total		22,484
Urban Housing Units		97.9%
Rural Housing Units		2.1%
<b>2020 Population By Urban/ Rural Status</b>		
Total		54,283
Urban Population		97.4%
Rural Population		2.6%

**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.

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### Top 3 Tapestry Segments

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

### 2024 Consumer Spending

Apparel & Services: Total \$	\$68,698,693
Average Spent	\$3,026.64
Spending Potential Index	127
Education: Total \$	\$44,897,235
Average Spent	\$1,978.03
Spending Potential Index	114
Entertainment/Recreation: Total \$	\$112,827,990
Average Spent	\$4,970.83
Spending Potential Index	122
Food at Home: Total \$	\$198,714,853
Average Spent	\$8,754.73
Spending Potential Index	120
Food Away from Home: Total \$	\$113,742,669
Average Spent	\$5,011.13
Spending Potential Index	129
Health Care: Total \$	\$202,687,078
Average Spent	\$8,929.73
Spending Potential Index	116
HH Furnishings & Equipment: Total \$	\$88,873,564
Average Spent	\$3,915.48
Spending Potential Index	124
Personal Care Products & Services: Total \$	\$27,754,060
Average Spent	\$1,222.75
Spending Potential Index	123
Shelter: Total \$	\$738,534,662
Average Spent	\$32,537.43
Spending Potential Index	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$98,279,483
Average Spent	\$4,329.87
Spending Potential Index	124
Travel: Total \$	\$83,726,848
Average Spent	\$3,688.73
Spending Potential Index	122
Vehicle Maintenance & Repairs: Total \$	\$41,753,016
Average Spent	\$1,839.50
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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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