



Market Profile

Bentonville City, AR
 Bentonville city, AR (0505320)
 Place

Bentonville city...

Population Summary	
2000 Total Population	21,273
2010 Total Population	35,301
2014 Total Population	40,649
2014 Group Quarters	281
2019 Total Population	46,352
2014-2019 Annual Rate	2.66%
Household Summary	
2000 Households	8,008
2000 Average Household Size	2.60
2010 Households	13,253
2010 Average Household Size	2.64
2014 Households	15,142
2014 Average Household Size	2.67
2019 Households	17,181
2019 Average Household Size	2.68
2014-2019 Annual Rate	2.56%
2010 Families	9,137
2010 Average Family Size	3.21
2014 Families	10,389
2014 Average Family Size	3.24
2019 Families	11,742
2019 Average Family Size	3.26
2014-2019 Annual Rate	2.48%
Housing Unit Summary	
2000 Housing Units	8,525
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	34.8%
Vacant Housing Units	6.1%
2010 Housing Units	14,693
Owner Occupied Housing Units	50.5%
Renter Occupied Housing Units	39.7%
Vacant Housing Units	9.8%
2014 Housing Units	16,882
Owner Occupied Housing Units	49.3%
Renter Occupied Housing Units	40.4%
Vacant Housing Units	10.3%
2019 Housing Units	19,049
Owner Occupied Housing Units	49.6%
Renter Occupied Housing Units	40.6%
Vacant Housing Units	9.8%
Median Household Income	
2014	\$56,408
2019	\$64,110
Median Home Value	
2014	\$192,765
2019	\$228,414
Per Capita Income	
2014	\$29,933
2019	\$33,227
Median Age	
2010	30.7
2014	31.9
2019	32.5

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2014 Households by Income

Household Income Base	15,143
<\$15,000	9.7%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	12.6%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	7.0%
\$200,000+	5.9%

Average Household Income \$79,721

2019 Households by Income

Household Income Base	17,182
<\$15,000	8.5%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	11.9%
\$50,000 - \$74,999	21.4%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	14.1%
\$150,000 - \$199,999	8.3%
\$200,000+	6.8%

Average Household Income \$88,963

2014 Owner Occupied Housing Units by Value

Total	8,323
<\$50,000	1.5%
\$50,000 - \$99,999	8.4%
\$100,000 - \$149,999	22.1%
\$150,000 - \$199,999	21.1%
\$200,000 - \$249,999	13.8%
\$250,000 - \$299,999	10.3%
\$300,000 - \$399,999	11.0%
\$400,000 - \$499,999	5.4%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	1.3%

Average Home Value \$243,716

2019 Owner Occupied Housing Units by Value

Total	9,448
<\$50,000	0.9%
\$50,000 - \$99,999	4.5%
\$100,000 - \$149,999	14.1%
\$150,000 - \$199,999	20.9%
\$200,000 - \$249,999	16.8%
\$250,000 - \$299,999	13.7%
\$300,000 - \$399,999	13.5%
\$400,000 - \$499,999	6.5%
\$500,000 - \$749,999	5.7%
\$750,000 - \$999,999	1.8%
\$1,000,000 +	1.6%

Average Home Value \$280,782

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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2010 Population by Age	
Total	35,301
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	11.9%
55 - 64	6.9%
65 - 74	3.7%
75 - 84	2.3%
85 +	1.2%
18 +	68.9%
2014 Population by Age	
Total	40,648
0 - 4	8.7%
5 - 9	8.5%
10 - 14	8.4%
15 - 24	13.2%
25 - 34	16.9%
35 - 44	15.8%
45 - 54	12.5%
55 - 64	7.9%
65 - 74	4.6%
75 - 84	2.3%
85 +	1.2%
18 +	70.2%
2019 Population by Age	
Total	46,350
0 - 4	8.8%
5 - 9	8.3%
10 - 14	8.1%
15 - 24	12.9%
25 - 34	15.9%
35 - 44	16.4%
45 - 54	12.1%
55 - 64	8.8%
65 - 74	5.1%
75 - 84	2.4%
85 +	1.2%
18 +	70.5%
2010 Population by Sex	
Males	17,282
Females	18,019
2014 Population by Sex	
Males	19,957
Females	20,691
2019 Population by Sex	
Males	22,837
Females	23,513

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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Market Profile

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2010 Population by Race/Ethnicity

Total	35,301
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

2014 Population by Race/Ethnicity

Total	40,649
White Alone	78.2%
Black Alone	4.1%
American Indian Alone	1.1%
Asian Alone	9.2%
Pacific Islander Alone	0.3%
Some Other Race Alone	4.3%
Two or More Races	2.8%
Hispanic Origin	9.8%
Diversity Index	48.8

2019 Population by Race/Ethnicity

Total	46,351
White Alone	74.6%
Black Alone	5.6%
American Indian Alone	1.0%
Asian Alone	10.4%
Pacific Islander Alone	0.3%
Some Other Race Alone	4.9%
Two or More Races	3.2%
Hispanic Origin	11.4%
Diversity Index	54.5

2010 Population by Relationship and Household Type

Total	35,301
In Households	99.3%
In Family Households	84.9%
Householder	25.9%
Spouse	20.0%
Child	34.7%
Other relative	2.5%
Nonrelative	1.8%
In Nonfamily Households	14.4%
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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2014 Population 25+ by Educational Attainment

Total	24,906
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	5.0%
High School Graduate	21.4%
GED/Alternative Credential	3.9%
Some College, No Degree	21.0%
Associate Degree	5.8%
Bachelor's Degree	26.2%
Graduate/Professional Degree	13.5%

2014 Population 15+ by Marital Status

Total	30,255
Never Married	25.9%
Married	59.6%
Widowed	4.5%
Divorced	10.0%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	93.7%
Civilian Unemployed	6.3%

2014 Employed Population 16+ by Industry

Total	18,121
Agriculture/Mining	0.9%
Construction	5.4%
Manufacturing	10.1%
Wholesale Trade	2.4%
Retail Trade	31.1%
Transportation/Utilities	4.5%
Information	1.0%
Finance/Insurance/Real Estate	5.3%
Services	37.2%
Public Administration	2.1%

2014 Employed Population 16+ by Occupation

Total	18,120
White Collar	67.3%
Management/Business/Financial	22.2%
Professional	21.0%
Sales	11.5%
Administrative Support	12.6%
Services	15.9%
Blue Collar	16.8%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	2.1%
Production	4.7%
Transportation/Material Moving	5.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	13,253
Households with 1 Person	25.1%
Households with 2+ People	74.9%
Family Households	68.9%
Husband-wife Families	53.3%
With Related Children	31.9%
Other Family (No Spouse Present)	15.7%
Other Family with Male Householder	4.1%
With Related Children	2.7%
Other Family with Female Householder	11.6%
With Related Children	9.1%
Nonfamily Households	6.0%
All Households with Children	44.2%
Multigenerational Households	2.8%
Unmarried Partner Households	5.7%
Male-female	5.1%
Same-sex	0.7%
2010 Households by Size	
Total	13,253
1 Person Household	25.1%
2 Person Household	29.0%
3 Person Household	18.4%
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	13,253
Owner Occupied	56.0%
Owned with a Mortgage/Loan	47.8%
Owned Free and Clear	8.2%
Renter Occupied	44.0%

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1. Up and Coming Families
2. Middleburg (4C)
3. Soccer Moms (4A)

2014 Consumer Spending

Apparel & Services: Total \$	\$25,539,400
Average Spent	\$1,686.66
Spending Potential Index	75
Computers & Accessories: Total \$	\$4,407,165
Average Spent	\$291.06
Spending Potential Index	114
Education: Total \$	\$24,894,275
Average Spent	\$1,644.05
Spending Potential Index	111
Entertainment/Recreation: Total \$	\$54,814,898
Average Spent	\$3,620.06
Spending Potential Index	112
Food at Home: Total \$	\$84,563,571
Average Spent	\$5,584.70
Spending Potential Index	110
Food Away from Home: Total \$	\$55,004,820
Average Spent	\$3,632.60
Spending Potential Index	113
Health Care: Total \$	\$73,739,921
Average Spent	\$4,869.89
Spending Potential Index	105
HH Furnishings & Equipment: Total \$	\$27,324,468
Average Spent	\$1,804.55
Spending Potential Index	101
Investments: Total \$	\$40,278,868
Average Spent	\$2,660.08
Spending Potential Index	99
Retail Goods: Total \$	\$397,024,032
Average Spent	\$26,220.05
Spending Potential Index	105
Shelter: Total \$	\$272,571,019
Average Spent	\$18,000.99
Spending Potential Index	112
TV/Video/Audio: Total \$	\$21,111,100
Average Spent	\$1,394.21
Spending Potential Index	109
Travel: Total \$	\$32,100,908
Average Spent	\$2,119.99
Spending Potential Index	111
Vehicle Maintenance & Repairs: Total \$	\$18,398,174
Average Spent	\$1,215.04
Spending Potential Index	112

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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