Community Profile

Spring Creek Centre
464 E Joyce Blvd, Fayetteville, Arkansas, 72703
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	4,136	37,205	116,667
2020 Total Population	5,478	43,057	137,978
2020 Group Quarters	74	405	7,877
2026 Total Population	6,103	45,806	150,959
2026 Group Quarters	85	453	8,783
2031 Total Population	6,681	48,722	160,033
2026-2031 Annual Rate	1.83%	1.24%	1.17%
2026 Total Daytime Population	15,856	57,750	176,482
Workers	12,977	37,210	104,881
Residents	2,879	20,540	71,601

Household Summary			
2010 Total Households	2,029	15,651	44,339
2010 Average Household Size	1.99	2.35	2.48
2020 Total Households	2,968	18,480	52,721
2020 Average Household Size	1.82	2.31	2.47
2026 Total Households	3,462	20,366	59,378
2026 Average Household Size	1.74	2.23	2.39
2031 Total Households	3,852	22,025	64,081
2031 Average Household Size	1.71	2.19	2.36
2026-2031 Annual Rate	2.16%	1.58%	1.54%
2026 Families	1,417	10,902	32,129
2026 Average Family Size	2.64	2.99	3.16
2031 Families	1,543	11,581	34,111
2031 Average Family Size	2.65	2.98	3.15
2026-2031 Growth Rate	1.72%	1.22%	1.20%

Median Household Income			
2026	$77,602	$80,918	$72,126
2031	$89,199	$92,722	$82,074

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$55,316	$47,519	$38,756
2031	$63,790	$54,521	$44,366

2026 Households by Income			
Household Income Base	3,462	20,365	59,378
<$10,000	5.9%	2.7%	4.0%
$10,000-14,999	4.5%	4.2%	3.5%
$15,000-19,999	1.7%	2.5%	2.7%
$20,000-24,999	4.3%	3.3%	4.0%
$25,000-29,999	2.3%	2.6%	3.0%
$30,000-34,999	6.0%	6.1%	5.7%
$35,000-39,999	6.2%	4.4%	4.8%
$40,000-44,999	3.8%	4.1%	5.1%
$45,000-49,999	1.9%	3.3%	3.4%
$50,000-59,999	4.5%	5.0%	5.6%
$60,000-74,999	7.1%	7.8%	9.8%
$75000-99999	13.9%	13.9%	13.7%
$100,000-124,999	14.4%	12.4%	11.2%
$125,000-149,999	6.7%	6.8%	6.0%
$150000-199999	9.0%	10.9%	9.3%
$200,000-249,999	2.8%	3.5%	3.0%
$250,000-299,999	1.7%	2.1%	1.8%
$300,000-399,999	1.0%	1.6%	1.4%
$400,000-499,999	1.2%	1.5%	1.2%
$500,000+	1.2%	1.4%	1.0%
Average Household Income	$101,667	$106,799	$97,105

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	87	92	85
Percent of Income for Mortgage	27.4%	25.8%	27.8%
Wealth Index	65	76	67

Median Home Value			
2026	$361,692	$355,109	$340,597
2031	$424,460	$398,725	$389,641

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	889	9,757	26,116
<$50,000	2.5%	1.7%	1.5%
$50,000 - $99,999	0.2%	0.4%	1.6%
$100,000 - $149,999	1.1%	1.3%	3.7%
$150,000 - $199,999	4.4%	3.6%	6.3%
$200,000 - $249,999	11.0%	12.2%	13.4%
$250,000 - $299,999	8.3%	13.7%	13.1%
$300,000 - $399,999	36.6%	31.0%	25.6%
$400,000 - $499,999	11.4%	15.3%	13.2%
$500,000 - $749,999	18.0%	14.6%	14.6%
$750,000 - $999,999	3.7%	1.9%	3.4%
$1,000,000 - $1,499,999	0.6%	2.1%	2.3%
$1,500,000 - $1,999,999	0.5%	0.6%	0.5%
$2,000,000 +	1.9%	1.7%	0.8%
Average Home Value	$439,629	$432,513	$408,491

Housing Unit Summary			
2010 Total Housing Units	2,333	17,653	51,443
Owner Occupied Housing Units	34.7%	51.1%	46.0%
Renter Occupied Housing Units	65.3%	48.9%	54.0%
Vacant Housing Units	13.0%	11.3%	13.8%
2020 Housing Units	3,250	19,763	57,244
Owner Occupied Housing Units	26.3%	46.6%	42.8%
Renter Occupied Housing Units	73.7%	53.4%	57.2%
Vacant Housing Units	8.8%	6.5%	7.7%
2026 Housing Units	3,747	21,642	63,975
Owner Occupied Housing Units	25.7%	47.9%	44.0%
Renter Occupied Housing Units	74.3%	52.1%	56.0%
Vacant Housing Units	7.6%	5.9%	7.2%
2031 Total Housing Units	4,169	23,475	69,136
Owner Occupied Housing Units	24.8%	47.0%	43.4%
Renter Occupied Housing Units	75.2%	53.0%	56.6%
Vacant Housing Units	7.6%	6.2%	7.3%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Population by Sex	1 mile	3 miles	5 miles
Males	2,829	22,745	75,817
Females	3,274	23,061	75,142

Median Age			
2010	33.2	31.8	28.4
2020	34.5	33.7	29.7
2026	36.9	34.8	30.6
2031	39.7	36.3	31.8

2026 Population by Age			
Total	6,104	45,806	150,960
0 - 4	5.3%	6.4%	6.2%
5 - 9	4.3%	6.3%	6.0%
10 - 14	3.6%	5.5%	5.8%
15 - 24	12.4%	14.2%	21.5%
25 - 34	21.8%	18.0%	17.2%
35 - 44	13.2%	13.8%	12.9%
45 - 54	10.3%	12.1%	11.0%
55 - 64	8.3%	9.2%	8.3%
65 - 74	8.0%	7.8%	6.7%
75 - 84	7.8%	5.4%	3.9%
85 +	5.3%	2.3%	1.4%
18 +	83.8%	78.3%	78.5%

2026 Population 15+ by Marital Status			
Total	5,301	37,478	123,879
Never Married	40.2%	34.8%	42.5%
Married	44.0%	48.9%	44.6%
Widowed	6.4%	5.3%	3.9%
Divorced	9.4%	11.1%	9.0%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	4,545	30,986	91,433
Less than 9th Grade	1.2%	4.1%	6.3%
9th - 12th Grade, No Diploma	0.7%	3.2%	5.7%
High School Graduate	16.7%	19.6%	21.4%
GED/Alternative Credential	2.8%	3.0%	3.9%
Some College, No Degree	12.1%	14.1%	14.0%
Associate Degree	10.0%	8.6%	7.1%
Bachelor's Degree	28.4%	24.3%	23.0%
Graduate/Professional Degree	28.1%	23.1%	18.6%

2020 Population by Race/Ethnicity			
Total	5,478	43,057	137,978
White Alone	76.2%	70.2%	63.3%
Black Alone	5.5%	4.6%	4.3%
American Indian Alone	0.9%	1.3%	1.4%
Asian Alone	3.2%	3.0%	2.8%
Pacific Islander Alone	1.4%	2.4%	4.6%
Some Other Race Alone	4.1%	8.0%	13.1%
Two or More Races	4.1%	8.0%	13.1%
Hispanic Origin	9.8%	16.3%	22.6%
Diversity Index	51.1	62.6	71.8

2026 Population by Race/Ethnicity			
Total	6,102	45,805	150,960
White Alone	74.3%	68.5%	61.4%
Black Alone	6.3%	5.0%	4.7%
American Indian Alone	0.9%	1.3%	1.4%
Asian Alone	3.2%	3.1%	2.9%
Pacific Islander Alone	1.5%	2.5%	4.7%
Some Other Race Alone	4.5%	8.5%	13.8%
Two or More Races	9.2%	11.1%	11.1%
Hispanic Origin	10.8%	17.3%	23.9%
Diversity Index	54.1	64.8	73.6

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	3,395	26,501	84,268
White Collar	74.4%	68.1%	60.4%
Management/Business/Financial	19.0%	19.2%	16.3%
Professional	36.4%	30.4%	26.8%
Sales	14.0%	10.3%	8.9%
Administrative Support	5.0%	8.2%	8.6%
Services	14.6%	13.8%	17.1%

2026 Employed Pop 16+ by Occupation			
Total	3,395	26,501	84,268
Blue Collar	11.1%	18.1%	22.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	1.3%	5.3%	6.4%
Installation/Maintenance/Repair	2.1%	1.6%	2.4%
Production	4.5%	5.3%	7.2%
Transportation/Material Moving	3.2%	5.8%	6.4%
White Collar	74.4%	68.1%	60.4%
Management/Business/Financial	19.0%	19.2%	16.3%
Professional	36.4%	30.4%	26.8%
Sales	14.0%	10.3%	8.9%
Administrative Support	5.0%	8.2%	8.6%
Services	14.6%	13.8%	17.1%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,395	26,501	84,268
Population 16+ Employed	96.7%	97.0%	96.0%
Population 16+ Unemployment rate	3.3%	3.0%	4.0%
Population 16-24 Employed	12.8%	15.2%	20.4%
Population 16-24 Unemployment rate	7.2%	6.3%	7.4%
Population 25-54 Employed	64.6%	63.0%	60.0%
Population 25-54 Unemployment rate	2.2%	2.4%	3.1%
Population 55-64 Employed	9%	11%	10%
Population 55-64 Unemployment rate	2.2%	2.3%	3.1%
Population 65+ Employed	10%	8%	5%
Population 65+ Unemployment rate	5.5%	1.6%	2.3%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	3,284	25,719	80,925
Agriculture/Mining	0.2%	0.3%	0.4%
Construction	1.5%	6.5%	8.7%
Manufacturing	8.7%	8.9%	11.7%
Wholesale Trade	1.3%	3.0%	3.3%
Retail Trade	13.4%	11.2%	9.8%
Transportation/Utilities	3.4%	6.0%	5.6%
Information	2%	1%	1%
Finance/Insurance/Real Estate	11.4%	7.3%	6.6%
Services	56.7%	54.5%	51.7%
Public Administration	1.3%	1.4%	1.4%

2026 Consumer Spending			
Apparel & Services: Total $	$7,745,387	$46,815,412	$125,389,186
Average Spent	$2,237.26	$2,298.70	$2,111.71
Spending Potential Index	88	90	83
Education: Total $	$5,964,900	$36,831,140	$97,171,378
Average Spent	$1,722.96	$1,808.46	$1,636.49
Spending Potential Index	86	90	82
Entertainment/Recreation: Total $	$12,451,026	$76,448,597	$199,844,000
Average Spent	$3,596.48	$3,753.74	$3,365.62
Spending Potential Index	84	87	78
Food at Home: Total $	$23,747,819	$142,470,637	$379,740,028
Average Spent	$6,859.57	$6,995.51	$6,395.30
Spending Potential Index	87	89	81
Food Away from Home: Total $	$13,302,503	$81,308,690	$219,373,864
Average Spent	$3,842.43	$3,992.37	$3,694.53
Spending Potential Index	86	89	83
Health Care: Total $	$22,611,533	$139,680,628	$366,267,104
Average Spent	$6,531.35	$6,858.52	$6,168.40
Spending Potential Index	81	86	77
HH Furnishings & Equipment: Total $	$8,231,398	$50,742,248	$134,281,782
Average Spent	$2,377.64	$2,491.52	$2,261.47
Spending Potential Index	84	88	80
Personal Care Products & Services: Total $	$3,420,281	$20,826,565	$55,616,616
Average Spent	$987.95	$1,022.61	$936.65
Spending Potential Index	87	90	82

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$81,960,041	$494,845,821	$1,329,914,548
Average Spent	$23,674.19	$24,297.64	$22,397.43
Spending Potential Index	86	88	81
Support Payments/Gifts in Kind: Total $	$8,686,198	$53,802,462	$138,428,773
Average Spent	$2,509.01	$2,641.78	$2,331.31
Spending Potential Index	82	87	77
Travel: Total $	$9,919,401	$62,449,465	$161,478,473
Average Spent	$2,865.22	$3,066.36	$2,719.50
Spending Potential Index	78	84	74
Vehicle Maintenance & Repairs: Total $	$3,712,919	$22,472,383	$60,074,670
Average Spent	$1,072.48	$1,103.43	$1,011.73
Spending Potential Index	87	89	82

Top Tapestry Segment

1 mile	3 miles	5 miles
Emerging Hub (D1):	**Emerging Hub (D1)**:	**Emerging Hub (D1)**:
This segment is characterized by young, high-earning, mobile urban professionals.	This segment is characterized by young, high-earning, mobile urban professionals.	This segment is characterized by young, high-earning, mobile urban professionals.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.