



# Community Profile

Rings: 1, 3, 5 mile radii

3919 Mall Ave, Fayetteville, AR 72703, USA

Latitude: 36.1225  
Longitude: -94.15243

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	2,455	31,204	91,698
2010 Total Population	3,074	35,826	116,621
2021 Total Population	4,528	42,418	138,427
2021 Group Quarters	41	454	7,290
2026 Total Population	4,930	45,071	149,153
2021-2026 Annual Rate	1.72%	1.22%	1.50%
2021 Total Daytime Population	12,851	52,390	154,749
Workers	10,467	31,719	84,033
Residents	2,384	20,671	70,716
<b>Household Summary</b>			
2000 Households	1,074	13,074	35,591
2000 Average Household Size	2.22	2.31	2.42
2010 Households	1,485	15,403	44,555
2010 Average Household Size	2.05	2.30	2.47
2021 Households	2,133	18,233	52,987
2021 Average Household Size	2.10	2.30	2.47
2026 Households	2,317	19,323	57,344
2026 Average Household Size	2.11	2.31	2.47
2021-2026 Annual Rate	1.67%	1.17%	1.59%
2010 Families	821	8,587	25,156
2010 Average Family Size	2.71	3.00	3.21
2021 Families	1,157	9,914	28,946
2021 Average Family Size	2.77	2.99	3.23
2026 Families	1,255	10,464	31,057
2026 Average Family Size	2.77	3.00	3.23
2021-2026 Annual Rate	1.64%	1.09%	1.42%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,131	13,691	37,879
Owner Occupied Housing Units	51.8%	49.0%	45.9%
Renter Occupied Housing Units	43.1%	46.5%	48.0%
Vacant Housing Units	5.0%	4.5%	6.0%
2010 Housing Units	1,698	17,438	51,709
Owner Occupied Housing Units	38.5%	43.1%	39.3%
Renter Occupied Housing Units	48.9%	45.2%	46.8%
Vacant Housing Units	12.5%	11.7%	13.8%
2021 Housing Units	2,263	20,091	60,124
Owner Occupied Housing Units	37.3%	41.5%	37.5%
Renter Occupied Housing Units	57.0%	49.3%	50.6%
Vacant Housing Units	5.7%	9.2%	11.9%
2026 Housing Units	2,452	21,250	64,851
Owner Occupied Housing Units	38.6%	42.3%	37.5%
Renter Occupied Housing Units	55.9%	48.7%	50.9%
Vacant Housing Units	5.5%	9.1%	11.6%
<b>Median Household Income</b>			
2021	\$61,118	\$52,639	\$46,434
2026	\$69,575	\$58,687	\$50,603
<b>Median Home Value</b>			
2021	\$252,222	\$232,740	\$205,863
2026	\$285,929	\$267,495	\$243,836
<b>Per Capita Income</b>			
2021	\$39,450	\$34,790	\$27,502
2026	\$43,507	\$38,532	\$30,452
<b>Median Age</b>			
2010	33.0	31.7	28.3
2021	34.0	33.3	30.1
2026	34.4	34.0	30.3

**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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<b>2021 Households by Income</b>			
Household Income Base	2,133	18,233	52,981
<\$15,000	9.5%	10.6%	12.7%
\$15,000 - \$24,999	7.2%	11.6%	13.1%
\$25,000 - \$34,999	11.5%	11.2%	11.1%
\$35,000 - \$49,999	14.0%	14.5%	16.1%
\$50,000 - \$74,999	14.7%	14.5%	16.2%
\$75,000 - \$99,999	13.2%	10.9%	9.9%
\$100,000 - \$149,999	14.2%	13.9%	11.2%
\$150,000 - \$199,999	6.2%	5.3%	3.9%
\$200,000+	9.6%	7.5%	5.9%
Average Household Income	\$91,014	\$81,539	\$71,621
<b>2026 Households by Income</b>			
Household Income Base	2,317	19,323	57,338
<\$15,000	8.2%	9.7%	11.8%
\$15,000 - \$24,999	6.1%	10.1%	11.9%
\$25,000 - \$34,999	9.4%	9.6%	10.2%
\$35,000 - \$49,999	13.2%	14.0%	15.5%
\$50,000 - \$74,999	15.6%	15.2%	16.7%
\$75,000 - \$99,999	14.2%	11.5%	10.4%
\$100,000 - \$149,999	15.8%	15.4%	12.5%
\$150,000 - \$199,999	7.3%	6.2%	4.5%
\$200,000+	10.2%	8.3%	6.4%
Average Household Income	\$100,703	\$90,582	\$78,994
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	843	8,333	22,545
<\$50,000	4.6%	2.1%	2.7%
\$50,000 - \$99,999	2.6%	4.1%	7.2%
\$100,000 - \$149,999	8.2%	12.1%	18.1%
\$150,000 - \$199,999	17.7%	20.1%	20.4%
\$200,000 - \$249,999	16.1%	17.5%	13.9%
\$250,000 - \$299,999	16.0%	12.7%	9.7%
\$300,000 - \$399,999	21.2%	15.4%	12.9%
\$400,000 - \$499,999	4.2%	5.4%	6.4%
\$500,000 - \$749,999	3.4%	6.7%	5.3%
\$750,000 - \$999,999	3.0%	2.2%	2.2%
\$1,000,000 - \$1,499,999	2.0%	0.7%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.8%	0.6%	0.4%
Average Home Value	\$309,323	\$293,303	\$269,397
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	947	8,982	24,332
<\$50,000	2.5%	1.2%	2.0%
\$50,000 - \$99,999	1.0%	2.2%	4.6%
\$100,000 - \$149,999	3.6%	6.5%	11.7%
\$150,000 - \$199,999	12.4%	15.4%	17.6%
\$200,000 - \$249,999	16.7%	19.3%	16.1%
\$250,000 - \$299,999	19.3%	15.2%	12.2%
\$300,000 - \$399,999	25.9%	18.2%	15.5%
\$400,000 - \$499,999	5.6%	7.1%	8.4%
\$500,000 - \$749,999	5.7%	10.1%	7.7%
\$750,000 - \$999,999	4.3%	3.2%	3.0%
\$1,000,000 - \$1,499,999	2.1%	0.7%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	1.0%	0.7%	0.4%
Average Home Value	\$355,174	\$335,443	\$306,605

**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.

September 27, 2021



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<b>2010 Population by Age</b>			
Total	3,072	35,828	116,623
0 - 4	7.5%	7.5%	7.8%
5 - 9	6.8%	6.7%	7.1%
10 - 14	5.8%	5.8%	6.2%
15 - 24	15.0%	17.3%	22.4%
25 - 34	18.0%	17.8%	17.5%
35 - 44	12.8%	12.7%	11.9%
45 - 54	11.9%	12.0%	10.6%
55 - 64	9.2%	9.4%	8.0%
65 - 74	5.1%	5.1%	4.3%
75 - 84	4.8%	3.8%	2.8%
85 +	3.0%	2.0%	1.3%
18 +	76.7%	76.6%	75.5%
<b>2021 Population by Age</b>			
Total	4,530	42,419	138,429
0 - 4	6.8%	6.9%	7.1%
5 - 9	6.4%	6.5%	6.6%
10 - 14	6.3%	6.2%	6.1%
15 - 24	13.7%	14.8%	20.7%
25 - 34	18.8%	18.8%	18.4%
35 - 44	14.5%	13.6%	12.6%
45 - 54	10.6%	10.5%	9.4%
55 - 64	9.9%	9.8%	8.7%
65 - 74	7.3%	7.3%	6.2%
75 - 84	3.6%	3.7%	3.0%
85 +	2.2%	1.9%	1.4%
18 +	76.8%	77.0%	76.9%
<b>2026 Population by Age</b>			
Total	4,932	45,073	149,153
0 - 4	7.1%	7.0%	7.2%
5 - 9	6.3%	6.4%	6.5%
10 - 14	6.1%	6.2%	6.0%
15 - 24	14.4%	15.2%	20.5%
25 - 34	17.0%	16.7%	17.5%
35 - 44	15.9%	15.0%	13.5%
45 - 54	10.7%	10.5%	9.4%
55 - 64	8.7%	9.0%	8.0%
65 - 74	7.7%	7.5%	6.5%
75 - 84	4.1%	4.4%	3.6%
85 +	2.1%	2.0%	1.4%
18 +	77.1%	77.0%	77.0%
<b>2010 Population by Sex</b>			
Males	1,471	17,612	58,221
Females	1,603	18,214	58,400
<b>2021 Population by Sex</b>			
Males	2,181	20,923	69,453
Females	2,347	21,495	68,974
<b>2026 Population by Sex</b>			
Males	2,355	22,134	74,731
Females	2,575	22,938	74,423

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<b>2010 Population by Race/Ethnicity</b>			
Total	3,075	35,826	116,620
White Alone	83.2%	82.0%	75.3%
Black Alone	3.7%	4.2%	3.9%
American Indian Alone	1.1%	1.1%	1.0%
Asian Alone	2.7%	2.9%	2.7%
Pacific Islander Alone	0.6%	1.1%	2.5%
Some Other Race Alone	6.1%	6.0%	11.6%
Two or More Races	2.6%	2.8%	2.9%
Hispanic Origin	13.0%	12.0%	19.2%
Diversity Index	46.2	46.7	60.6
<b>2021 Population by Race/Ethnicity</b>			
Total	4,529	42,419	138,429
White Alone	79.1%	77.3%	70.2%
Black Alone	4.5%	5.1%	4.7%
American Indian Alone	1.1%	1.1%	1.1%
Asian Alone	3.6%	3.6%	3.4%
Pacific Islander Alone	1.0%	1.8%	3.8%
Some Other Race Alone	7.2%	7.5%	13.3%
Two or More Races	3.4%	3.6%	3.6%
Hispanic Origin	15.1%	14.8%	22.0%
Diversity Index	53.2	55.0	67.4
<b>2026 Population by Race/Ethnicity</b>			
Total	4,930	45,071	149,154
White Alone	76.0%	74.3%	67.1%
Black Alone	5.0%	5.6%	5.1%
American Indian Alone	1.1%	1.2%	1.1%
Asian Alone	4.1%	3.9%	3.7%
Pacific Islander Alone	1.4%	2.2%	4.4%
Some Other Race Alone	8.6%	8.8%	14.7%
Two or More Races	3.8%	4.0%	3.9%
Hispanic Origin	17.7%	17.1%	24.2%
Diversity Index	58.7	60.1	71.1
<b>2010 Population by Relationship and Household Type</b>			
Total	3,074	35,826	116,621
In Households	99.0%	98.8%	94.3%
In Family Households	74.8%	74.1%	71.7%
Householder	24.3%	23.8%	21.6%
Spouse	18.5%	17.7%	15.6%
Child	26.5%	27.0%	27.8%
Other relative	3.0%	3.4%	4.4%
Nonrelative	2.5%	2.2%	2.4%
In Nonfamily Households	24.1%	24.7%	22.6%
In Group Quarters	1.0%	1.2%	5.7%
Institutionalized Population	0.9%	1.1%	0.9%
Noninstitutionalized Population	0.2%	0.1%	4.9%

**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>2021 Population 25+ by Educational Attainment</b>			
Total	3,025	27,838	82,552
Less than 9th Grade	1.1%	3.1%	7.2%
9th - 12th Grade, No Diploma	4.3%	4.9%	7.2%
High School Graduate	21.7%	15.0%	17.4%
GED/Alternative Credential	3.0%	3.0%	3.7%
Some College, No Degree	16.3%	20.3%	19.9%
Associate Degree	6.1%	5.4%	5.6%
Bachelor's Degree	26.4%	29.3%	23.1%
Graduate/Professional Degree	21.0%	18.9%	15.8%
<b>2021 Population 15+ by Marital Status</b>			
Total	3,643	34,136	111,141
Never Married	29.0%	32.2%	42.7%
Married	52.1%	49.0%	41.8%
Widowed	5.9%	5.5%	4.5%
Divorced	13.0%	13.3%	11.0%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,243	22,805	72,148
Population 16+ Employed	96.4%	96.3%	94.8%
Population 16+ Unemployment rate	3.6%	3.7%	5.2%
Population 16-24 Employed	16.1%	16.8%	17.8%
Population 16-24 Unemployment rate	5.2%	5.2%	10.5%
Population 25-54 Employed	66.0%	65.2%	65.3%
Population 25-54 Unemployment rate	3.4%	3.5%	4.3%
Population 55-64 Employed	13.4%	12.1%	12.1%
Population 55-64 Unemployment rate	3.7%	4.7%	3.4%
Population 65+ Employed	4.6%	5.9%	4.8%
Population 65+ Unemployment rate	0.0%	0.0%	0.7%
<b>2021 Employed Population 16+ by Industry</b>			
Total	2,163	21,952	68,413
Agriculture/Mining	0.6%	0.4%	0.5%
Construction	3.3%	4.9%	6.5%
Manufacturing	17.3%	13.1%	16.2%
Wholesale Trade	2.3%	2.1%	2.5%
Retail Trade	10.3%	10.9%	11.3%
Transportation/Utilities	3.8%	5.2%	4.5%
Information	1.1%	1.0%	1.1%
Finance/Insurance/Real Estate	8.3%	5.6%	4.5%
Services	50.5%	54.3%	50.3%
Public Administration	2.5%	2.4%	2.6%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	2,164	21,953	68,412
White Collar	71.9%	69.4%	61.7%
Management/Business/Financial	23.3%	20.9%	17.0%
Professional	31.1%	30.2%	26.0%
Sales	10.7%	10.1%	10.1%
Administrative Support	6.8%	8.2%	8.7%
Services	12.0%	15.2%	14.4%
Blue Collar	16.1%	15.5%	23.9%
Farming/Forestry/Fishing	0.4%	0.3%	0.6%
Construction/Extraction	1.9%	3.2%	5.0%
Installation/Maintenance/Repair	2.7%	2.7%	2.4%
Production	4.3%	4.8%	8.6%
Transportation/Material Moving	6.8%	4.5%	7.4%

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<b>2010 Households by Type</b>			
Total	1,484	15,403	44,555
Households with 1 Person	35.5%	33.6%	31.7%
Households with 2+ People	64.5%	66.4%	68.3%
Family Households	55.3%	55.7%	56.5%
Husband-wife Families	42.0%	41.4%	40.7%
With Related Children	18.3%	19.4%	20.8%
Other Family (No Spouse Present)	13.3%	14.4%	15.7%
Other Family with Male Householder	4.0%	4.3%	4.9%
With Related Children	2.6%	2.6%	3.0%
Other Family with Female Householder	9.3%	10.1%	10.8%
With Related Children	6.7%	7.1%	7.8%
Nonfamily Households	9.2%	10.7%	11.8%
All Households with Children	27.9%	29.4%	32.1%
Multigenerational Households	1.8%	2.0%	2.8%
Unmarried Partner Households	6.6%	7.1%	7.4%
Male-female	5.9%	6.3%	6.6%
Same-sex	0.7%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	1,485	15,404	44,556
1 Person Household	35.5%	33.6%	31.7%
2 Person Household	33.5%	33.1%	31.3%
3 Person Household	13.7%	14.9%	14.9%
4 Person Household	9.6%	10.7%	11.6%
5 Person Household	4.8%	4.8%	5.9%
6 Person Household	1.9%	1.8%	2.5%
7 + Person Household	1.0%	1.1%	2.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,485	15,403	44,555
Owner Occupied	44.0%	48.8%	45.7%
Owned with a Mortgage/Loan	31.0%	35.4%	33.8%
Owned Free and Clear	13.0%	13.4%	11.8%
Renter Occupied	56.0%	51.2%	54.3%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	139	130	129
Percent of Income for Mortgage	17.3%	18.5%	18.6%
Wealth Index	84	80	66
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,698	17,438	51,709
Housing Units Inside Urbanized Area	95.7%	96.1%	96.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.3%	3.9%	4.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,074	35,826	116,621
Population Inside Urbanized Area	95.3%	95.3%	95.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.7%	4.7%	4.3%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Bright Young Professionals (8C)	Bright Young Professionals (8C)	College Towns (14B)
2.	Young and Restless (11B)	College Towns (14B)	Up and Coming Families (7A)
3.	In Style (5B)	In Style (5B)	Bright Young Professionals (8C)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,711,822	\$35,499,875	\$91,545,627
Average Spent	\$2,209.01	\$1,947.01	\$1,727.70
Spending Potential Index	104	92	81
Education: Total \$	\$3,552,901	\$28,376,418	\$73,465,415
Average Spent	\$1,665.68	\$1,556.32	\$1,386.48
Spending Potential Index	97	90	80
Entertainment/Recreation: Total \$	\$6,708,060	\$51,650,103	\$131,648,670
Average Spent	\$3,144.89	\$2,832.78	\$2,484.55
Spending Potential Index	97	88	77
Food at Home: Total \$	\$11,766,846	\$88,240,542	\$227,634,537
Average Spent	\$5,516.57	\$4,839.61	\$4,296.05
Spending Potential Index	101	89	79
Food Away from Home: Total \$	\$8,450,984	\$63,417,420	\$164,401,954
Average Spent	\$3,962.02	\$3,478.17	\$3,102.68
Spending Potential Index	104	92	82
Health Care: Total \$	\$12,762,891	\$98,193,701	\$249,536,880
Average Spent	\$5,983.54	\$5,385.49	\$4,709.40
Spending Potential Index	96	86	76
HH Furnishings & Equipment: Total \$	\$4,778,087	\$36,628,244	\$93,310,622
Average Spent	\$2,240.08	\$2,008.90	\$1,761.01
Spending Potential Index	99	89	78
Personal Care Products & Services: Total \$	\$1,950,548	\$14,759,188	\$37,710,374
Average Spent	\$914.46	\$809.48	\$711.69
Spending Potential Index	102	90	79
Shelter: Total \$	\$43,376,123	\$328,840,767	\$847,148,450
Average Spent	\$20,335.74	\$18,035.47	\$15,987.85
Spending Potential Index	101	89	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,960,501	\$38,544,221	\$97,604,390
Average Spent	\$2,325.60	\$2,113.98	\$1,842.04
Spending Potential Index	97	88	77
Travel: Total \$	\$5,167,976	\$40,057,535	\$100,754,068
Average Spent	\$2,422.87	\$2,196.98	\$1,901.49
Spending Potential Index	96	87	75
Vehicle Maintenance & Repairs: Total \$	\$2,461,199	\$18,587,520	\$47,914,645
Average Spent	\$1,153.87	\$1,019.44	\$904.27
Spending Potential Index	104	92	82

**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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