



Community Profile

Rings: 1, 3, 5 mile radii

3545 N Shiloh Dr, Fayetteville, AR 72703,

Latitude: 36.1164
Longitude: -94.15578

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	2,662	35,530	88,241
2010 Total Population	2,737	39,857	112,900
2021 Total Population	4,031	46,901	134,293
2021 Group Quarters	73	852	7,341
2026 Total Population	4,388	49,842	145,012
2021-2026 Annual Rate	1.71%	1.22%	1.55%
2021 Total Daytime Population	11,819	55,338	151,394
Workers	9,809	33,232	83,214
Residents	2,010	22,106	68,180
Household Summary			
2000 Households	1,211	15,366	34,655
2000 Average Household Size	2.12	2.23	2.38
2010 Households	1,364	17,836	43,987
2010 Average Household Size	1.96	2.19	2.42
2021 Households	1,932	21,038	52,589
2021 Average Household Size	2.05	2.19	2.41
2026 Households	2,097	22,317	57,039
2026 Average Household Size	2.06	2.20	2.41
2021-2026 Annual Rate	1.65%	1.19%	1.64%
2010 Families	686	9,160	24,202
2010 Average Family Size	2.65	2.93	3.16
2021 Families	979	10,489	27,937
2021 Average Family Size	2.74	2.92	3.16
2026 Families	1,064	11,085	30,048
2026 Average Family Size	2.74	2.92	3.16
2021-2026 Annual Rate	1.68%	1.11%	1.47%
Housing Unit Summary			
2000 Housing Units	1,248	16,157	36,877
Owner Occupied Housing Units	43.9%	45.5%	45.3%
Renter Occupied Housing Units	53.0%	49.6%	48.7%
Vacant Housing Units	3.0%	4.9%	6.0%
2010 Housing Units	1,487	20,323	51,099
Owner Occupied Housing Units	41.3%	40.0%	38.6%
Renter Occupied Housing Units	50.4%	47.8%	47.5%
Vacant Housing Units	8.3%	12.2%	13.9%
2021 Housing Units	2,039	23,368	59,861
Owner Occupied Housing Units	38.8%	38.2%	36.5%
Renter Occupied Housing Units	56.0%	51.8%	51.3%
Vacant Housing Units	5.2%	10.0%	12.1%
2026 Housing Units	2,207	24,738	64,713
Owner Occupied Housing Units	40.1%	39.0%	36.6%
Renter Occupied Housing Units	54.9%	51.3%	51.6%
Vacant Housing Units	5.0%	9.8%	11.9%
Median Household Income			
2021	\$55,769	\$49,374	\$45,675
2026	\$63,436	\$54,586	\$49,858
Median Home Value			
2021	\$249,144	\$237,452	\$213,190
2026	\$284,242	\$272,616	\$249,458
Per Capita Income			
2021	\$40,213	\$35,031	\$27,956
2026	\$44,204	\$38,691	\$30,921
Median Age			
2010	34.1	30.8	28.2
2021	35.5	32.4	29.9
2026	36.9	33.0	30.1

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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2021 Households by Income			
Household Income Base	1,932	21,038	52,583
<\$15,000	12.4%	12.7%	13.4%
\$15,000 - \$24,999	6.4%	12.6%	13.4%
\$25,000 - \$34,999	11.1%	11.2%	11.2%
\$35,000 - \$49,999	16.1%	13.9%	15.6%
\$50,000 - \$74,999	13.6%	13.9%	15.6%
\$75,000 - \$99,999	10.4%	10.5%	9.8%
\$100,000 - \$149,999	14.6%	13.0%	11.2%
\$150,000 - \$199,999	5.5%	4.8%	3.9%
\$200,000+	9.9%	7.3%	5.9%
Average Household Income	\$89,513	\$78,505	\$71,282
2026 Households by Income			
Household Income Base	2,097	22,317	57,033
<\$15,000	11.0%	11.6%	12.5%
\$15,000 - \$24,999	5.5%	11.2%	12.2%
\$25,000 - \$34,999	9.3%	9.9%	10.2%
\$35,000 - \$49,999	15.1%	13.8%	15.2%
\$50,000 - \$74,999	14.7%	14.6%	16.1%
\$75,000 - \$99,999	11.4%	11.0%	10.3%
\$100,000 - \$149,999	16.1%	14.4%	12.5%
\$150,000 - \$199,999	6.4%	5.5%	4.6%
\$200,000+	10.6%	8.0%	6.4%
Average Household Income	\$98,903	\$86,900	\$78,538
2021 Owner Occupied Housing Units by Value			
Total	791	8,931	21,873
<\$50,000	2.1%	2.5%	2.5%
\$50,000 - \$99,999	1.1%	4.1%	6.1%
\$100,000 - \$149,999	11.8%	11.0%	16.9%
\$150,000 - \$199,999	16.8%	19.3%	20.5%
\$200,000 - \$249,999	18.5%	17.5%	14.6%
\$250,000 - \$299,999	16.1%	12.7%	10.2%
\$300,000 - \$399,999	16.1%	16.7%	13.4%
\$400,000 - \$499,999	5.6%	5.5%	6.6%
\$500,000 - \$749,999	7.0%	7.1%	5.5%
\$750,000 - \$999,999	2.9%	2.0%	2.2%
\$1,000,000 - \$1,499,999	2.1%	0.8%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.0%	0.7%	0.4%
Average Home Value	\$308,186	\$298,131	\$276,413
2026 Owner Occupied Housing Units by Value			
Total	886	9,636	23,654
<\$50,000	1.1%	1.4%	1.8%
\$50,000 - \$99,999	0.5%	2.3%	3.8%
\$100,000 - \$149,999	5.0%	6.1%	10.5%
\$150,000 - \$199,999	11.6%	14.3%	17.2%
\$200,000 - \$249,999	19.1%	19.1%	16.8%
\$250,000 - \$299,999	18.6%	15.0%	12.8%
\$300,000 - \$399,999	18.7%	19.6%	16.1%
\$400,000 - \$499,999	7.2%	7.0%	8.5%
\$500,000 - \$749,999	11.6%	10.7%	7.9%
\$750,000 - \$999,999	4.3%	2.9%	3.0%
\$1,000,000 - \$1,499,999	2.3%	0.8%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.4%
\$2,000,000 +	0.0%	0.7%	0.4%
Average Home Value	\$357,788	\$338,819	\$314,266

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.

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2010 Population by Age			
Total	2,735	39,857	112,899
0 - 4	6.8%	6.8%	7.5%
5 - 9	5.6%	6.1%	6.8%
10 - 14	5.0%	5.3%	5.9%
15 - 24	17.1%	19.9%	23.4%
25 - 34	16.9%	18.3%	17.7%
35 - 44	12.8%	12.2%	11.8%
45 - 54	13.0%	11.7%	10.5%
55 - 64	9.7%	9.4%	8.0%
65 - 74	5.6%	4.9%	4.3%
75 - 84	4.8%	3.6%	2.8%
85 +	2.9%	1.9%	1.3%
18 +	79.8%	78.8%	76.4%
2021 Population by Age			
Total	4,031	46,903	134,292
0 - 4	6.2%	6.2%	6.8%
5 - 9	5.9%	5.8%	6.3%
10 - 14	5.6%	5.5%	5.8%
15 - 24	11.9%	17.7%	21.5%
25 - 34	19.5%	19.7%	18.7%
35 - 44	13.8%	12.8%	12.5%
45 - 54	10.9%	10.0%	9.3%
55 - 64	11.0%	9.6%	8.6%
65 - 74	8.0%	7.3%	6.1%
75 - 84	4.4%	3.6%	3.0%
85 +	2.7%	1.9%	1.4%
18 +	79.4%	79.4%	77.8%
2026 Population by Age			
Total	4,388	49,841	145,012
0 - 4	6.4%	6.4%	7.0%
5 - 9	5.7%	5.7%	6.3%
10 - 14	5.5%	5.4%	5.8%
15 - 24	13.3%	17.8%	21.3%
25 - 34	15.6%	18.0%	17.7%
35 - 44	16.0%	14.0%	13.5%
45 - 54	11.2%	10.1%	9.3%
55 - 64	9.9%	8.9%	7.9%
65 - 74	8.9%	7.5%	6.4%
75 - 84	5.0%	4.4%	3.5%
85 +	2.6%	1.9%	1.4%
18 +	79.5%	79.5%	77.8%
2010 Population by Sex			
Males	1,304	19,685	56,365
Females	1,433	20,172	56,535
2021 Population by Sex			
Males	1,932	23,267	67,425
Females	2,099	23,634	66,868
2026 Population by Sex			
Males	2,090	24,638	72,663
Females	2,297	25,204	72,349

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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2010 Population by Race/Ethnicity			
Total	2,737	39,859	112,900
White Alone	84.7%	84.0%	76.6%
Black Alone	4.7%	4.6%	4.3%
American Indian Alone	1.1%	1.0%	1.0%
Asian Alone	3.2%	3.0%	2.8%
Pacific Islander Alone	0.7%	0.7%	2.1%
Some Other Race Alone	2.6%	3.9%	10.3%
Two or More Races	2.9%	2.8%	2.9%
Hispanic Origin	6.8%	8.3%	17.3%
Diversity Index	37.1	40.0	57.9
2021 Population by Race/Ethnicity			
Total	4,030	46,901	134,293
White Alone	80.6%	79.5%	71.7%
Black Alone	5.4%	5.6%	5.2%
American Indian Alone	1.1%	1.1%	1.1%
Asian Alone	4.2%	3.8%	3.4%
Pacific Islander Alone	1.2%	1.2%	3.0%
Some Other Race Alone	3.8%	5.1%	11.9%
Two or More Races	3.7%	3.7%	3.7%
Hispanic Origin	9.1%	10.8%	20.0%
Diversity Index	45.4	48.5	64.7
2026 Population by Race/Ethnicity			
Total	4,387	49,842	145,011
White Alone	77.7%	76.7%	68.7%
Black Alone	6.0%	6.2%	5.6%
American Indian Alone	1.2%	1.2%	1.1%
Asian Alone	4.7%	4.2%	3.8%
Pacific Islander Alone	1.5%	1.5%	3.5%
Some Other Race Alone	4.7%	6.1%	13.2%
Two or More Races	4.1%	4.1%	4.0%
Hispanic Origin	11.1%	12.8%	22.1%
Diversity Index	51.0	53.9	68.7
2010 Population by Relationship and Household Type			
Total	2,737	39,857	112,900
In Households	97.6%	98.1%	94.1%
In Family Households	68.9%	69.4%	70.1%
Householder	23.2%	22.9%	21.4%
Spouse	16.7%	16.9%	15.4%
Child	24.2%	24.7%	26.9%
Other relative	2.4%	2.9%	4.1%
Nonrelative	2.4%	2.1%	2.3%
In Nonfamily Households	28.7%	28.7%	24.0%
In Group Quarters	2.4%	1.9%	5.9%
Institutionalized Population	2.4%	1.0%	0.9%
Noninstitutionalized Population	0.0%	0.9%	5.0%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	2,836	30,423	80,010
Less than 9th Grade	0.8%	2.4%	6.2%
9th - 12th Grade, No Diploma	3.3%	3.8%	6.6%
High School Graduate	12.2%	14.4%	17.1%
GED/Alternative Credential	4.1%	2.7%	3.7%
Some College, No Degree	21.9%	20.6%	20.0%
Associate Degree	6.1%	4.8%	5.6%
Bachelor's Degree	33.6%	30.1%	24.2%
Graduate/Professional Degree	18.1%	21.1%	16.6%
2021 Population 15+ by Marital Status			
Total	3,318	38,713	108,822
Never Married	29.8%	36.7%	44.0%
Married	48.5%	45.3%	40.7%
Widowed	5.7%	5.2%	4.4%
Divorced	16.0%	12.8%	10.9%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,123	26,016	70,327
Population 16+ Employed	95.9%	96.2%	95.0%
Population 16+ Unemployment rate	4.1%	3.8%	5.0%
Population 16-24 Employed	12.7%	18.9%	18.3%
Population 16-24 Unemployment rate	4.4%	5.7%	10.2%
Population 25-54 Employed	67.7%	63.6%	65.0%
Population 25-54 Unemployment rate	4.5%	3.4%	4.1%
Population 55-64 Employed	13.5%	11.7%	11.8%
Population 55-64 Unemployment rate	3.5%	4.5%	3.1%
Population 65+ Employed	6.1%	5.7%	4.9%
Population 65+ Unemployment rate	0.0%	0.0%	0.7%
2021 Employed Population 16+ by Industry			
Total	2,037	25,034	66,794
Agriculture/Mining	0.2%	0.4%	0.5%
Construction	2.3%	4.3%	6.1%
Manufacturing	15.0%	10.4%	15.0%
Wholesale Trade	3.9%	1.9%	2.2%
Retail Trade	11.4%	10.8%	11.4%
Transportation/Utilities	5.5%	4.8%	4.3%
Information	0.7%	1.0%	1.2%
Finance/Insurance/Real Estate	4.9%	5.2%	4.6%
Services	54.1%	58.5%	51.8%
Public Administration	2.1%	2.8%	2.8%
2021 Employed Population 16+ by Occupation			
Total	2,035	25,035	66,795
White Collar	73.4%	71.0%	63.8%
Management/Business/Financial	19.6%	20.8%	17.3%
Professional	33.4%	32.0%	27.1%
Sales	12.7%	9.5%	10.3%
Administrative Support	7.7%	8.7%	9.0%
Services	12.4%	16.0%	14.6%
Blue Collar	14.1%	13.1%	21.7%
Farming/Forestry/Fishing	0.0%	0.2%	0.5%
Construction/Extraction	1.2%	2.7%	4.6%
Installation/Maintenance/Repair	3.7%	2.7%	2.3%
Production	5.8%	3.6%	7.6%
Transportation/Material Moving	3.4%	3.9%	6.7%

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2010 Households by Type			
Total	1,364	17,837	43,987
Households with 1 Person	40.4%	35.7%	32.4%
Households with 2+ People	59.6%	64.3%	67.6%
Family Households	50.3%	51.4%	55.0%
Husband-wife Families	36.5%	37.9%	39.7%
With Related Children	16.0%	17.1%	20.0%
Other Family (No Spouse Present)	13.8%	13.4%	15.3%
Other Family with Male Householder	3.7%	4.0%	4.7%
With Related Children	2.2%	2.3%	2.9%
Other Family with Female Householder	10.1%	9.4%	10.6%
With Related Children	6.7%	6.5%	7.6%
Nonfamily Households	9.3%	12.9%	12.6%
All Households with Children	25.1%	26.2%	30.9%
Multigenerational Households	1.5%	1.7%	2.6%
Unmarried Partner Households	6.0%	7.1%	7.4%
Male-female	5.3%	6.4%	6.6%
Same-sex	0.7%	0.8%	0.8%
2010 Households by Size			
Total	1,366	17,837	43,988
1 Person Household	40.3%	35.7%	32.4%
2 Person Household	31.6%	33.7%	31.7%
3 Person Household	13.5%	14.6%	14.8%
4 Person Household	9.0%	9.7%	11.5%
5 Person Household	3.7%	4.1%	5.5%
6 Person Household	1.2%	1.4%	2.3%
7 + Person Household	0.6%	0.8%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	1,364	17,836	43,987
Owner Occupied	45.0%	45.6%	44.8%
Owned with a Mortgage/Loan	31.7%	32.8%	33.3%
Owned Free and Clear	13.3%	12.8%	11.5%
Renter Occupied	55.0%	54.4%	55.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	128	119	123
Percent of Income for Mortgage	18.7%	20.2%	19.6%
Wealth Index	85	76	66
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,487	20,323	51,099
Housing Units Inside Urbanized Area	95.6%	96.7%	96.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.4%	3.3%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	2,737	39,857	112,900
Population Inside Urbanized Area	95.1%	95.8%	95.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.9%	4.2%	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.

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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Top 3 Tapestry Segments			
1.	Bright Young Professionals (8C)	College Towns (14B)	College Towns (14B)
2.	Old and Newcomers (8F)	Bright Young Professionals (8C)	Up and Coming Families (7A)
3.	Young and Restless (11B)	In Style (5B)	Young and Restless (11B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,161,629	\$39,706,085	\$90,512,175
Average Spent	\$2,154.05	\$1,887.35	\$1,721.12
Spending Potential Index	102	89	81
Education: Total \$	\$3,132,246	\$32,792,661	\$73,180,798
Average Spent	\$1,621.25	\$1,558.73	\$1,391.56
Spending Potential Index	94	90	81
Entertainment/Recreation: Total \$	\$6,048,618	\$57,449,047	\$130,108,806
Average Spent	\$3,130.75	\$2,730.73	\$2,474.07
Spending Potential Index	97	85	77
Food at Home: Total \$	\$10,492,242	\$98,041,608	\$224,540,952
Average Spent	\$5,430.77	\$4,660.22	\$4,269.73
Spending Potential Index	100	86	78
Food Away from Home: Total \$	\$7,438,392	\$70,975,512	\$162,487,698
Average Spent	\$3,850.10	\$3,373.68	\$3,089.77
Spending Potential Index	101	89	81
Health Care: Total \$	\$11,657,356	\$108,482,139	\$246,056,210
Average Spent	\$6,033.83	\$5,156.49	\$4,678.85
Spending Potential Index	97	83	75
HH Furnishings & Equipment: Total \$	\$4,268,947	\$40,489,037	\$92,119,169
Average Spent	\$2,209.60	\$1,924.57	\$1,751.68
Spending Potential Index	98	85	78
Personal Care Products & Services: Total \$	\$1,742,645	\$16,409,176	\$37,264,801
Average Spent	\$901.99	\$779.98	\$708.60
Spending Potential Index	101	87	79
Shelter: Total \$	\$38,506,787	\$367,904,747	\$837,580,051
Average Spent	\$19,931.05	\$17,487.63	\$15,926.91
Spending Potential Index	99	87	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,523,220	\$42,216,890	\$96,374,666
Average Spent	\$2,341.21	\$2,006.70	\$1,832.60
Spending Potential Index	98	84	77
Travel: Total \$	\$4,630,026	\$44,204,137	\$99,524,378
Average Spent	\$2,396.49	\$2,101.16	\$1,892.49
Spending Potential Index	95	83	75
Vehicle Maintenance & Repairs: Total \$	\$2,198,430	\$20,755,617	\$47,379,730
Average Spent	\$1,137.90	\$986.58	\$900.94
Spending Potential Index	103	89	81

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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