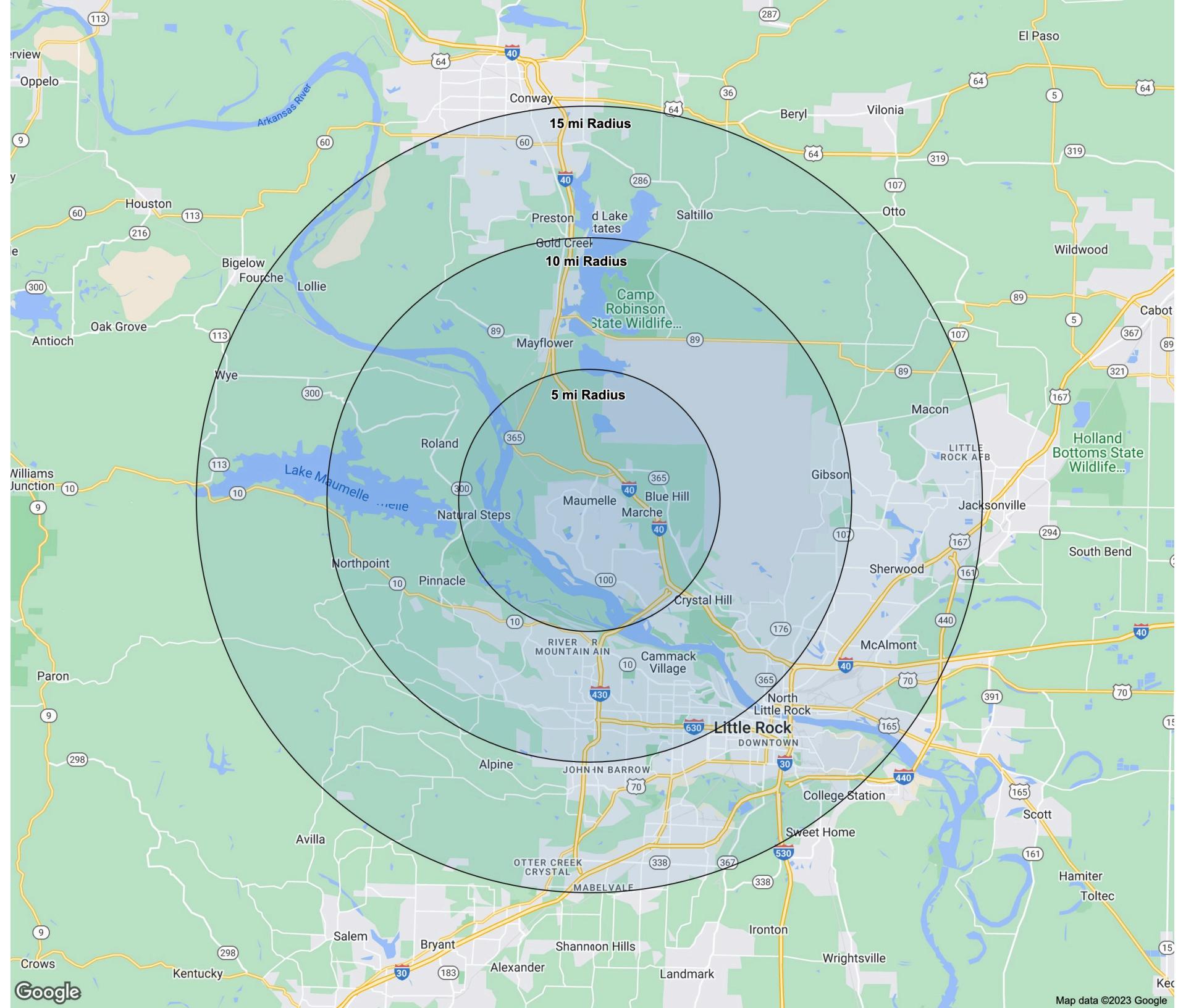


RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Maumelle, Arkansas
Spring 2023
Radius**



Demographics



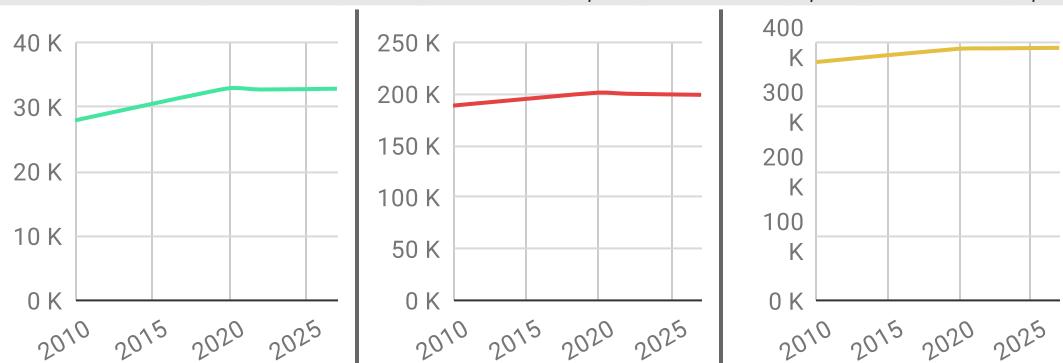
RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Maumelle, Arkansas

Radius

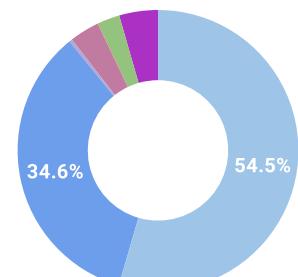
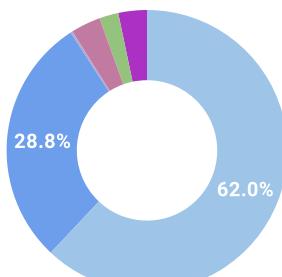
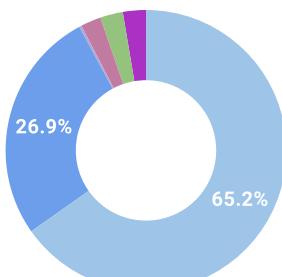
Population

	5 mi radius	10 mi radius	15 mi radius
Estimated Population (2022)	32,699	200,230	390,234
Projected Population (2027)	32,828	199,212	391,132
Census Population (2020)	32,899	201,366	389,829
Census Population (2010)	27,903	188,747	369,176
Projected Annual Growth (2022-2027)	129	-	-1,018 -0.1%
Historical Annual Growth (2020-2022)	-200	-0.3%	-1,136 -0.3%
Historical Annual Growth (2010-2020)	4,996	1.8%	12,618 0.7%
Estimated Population Density (2022)	416 psm	638 psm	552 psm
Trade Area Size	78.5 sq mi	314.0 sq mi	706.8 sq mi



Race and Ethnicity (2022)

	5 mi radius	10 mi radius	15 mi radius
Not Hispanic or Latino Population			
White	31,393 96.0%	191,325 95.6%	364,875 93.5%
Black or African American	20,503 65.3%	119,873 62.7%	204,250 56.0%
American Indian or Alaska Native	8,678 27.6%	56,188 29.4%	129,126 35.4%
Asian	75 0.2%	367 0.2%	844 0.2%
Hawaiian or Pacific Islander	760 2.4%	6,765 3.5%	13,151 3.6%
Other Race	8 -	46 -	122 -
Two or More Races	640 2.0%	2,962 1.5%	5,061 1.4%
Hispanic or Latino Population			
White	1,306 4.0%	8,905 4.4%	25,359 6.5%
Black or African American	822 62.9%	4,308 48.4%	8,412 33.2%
American Indian or Alaska Native	118 9.0%	1,514 17.0%	6,029 23.8%
Asian	12 0.9%	135 1.5%	518 2.0%
Hawaiian or Pacific Islander	6 0.4%	85 1.0%	306 1.2%
Other Race	- -	1 -	9 -
Two or More Races	209 16.0%	1,396 15.7%	4,996 19.7%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

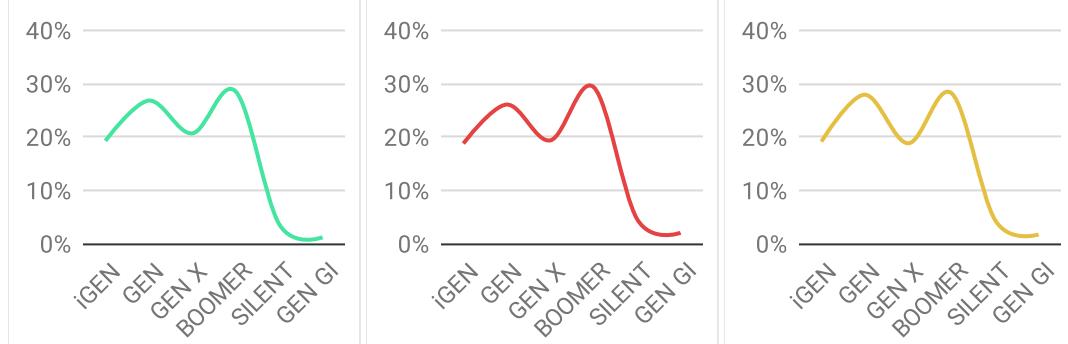


Maumelle, Arkansas

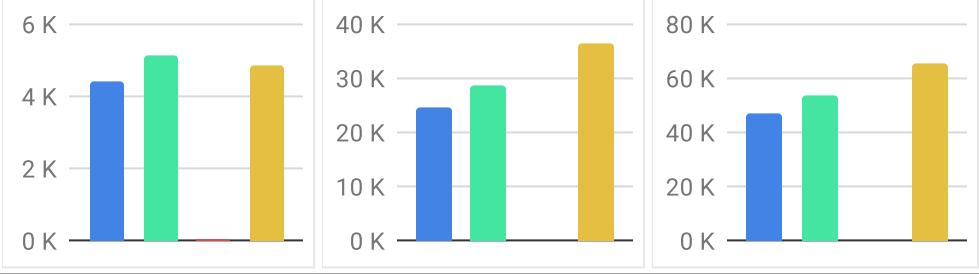
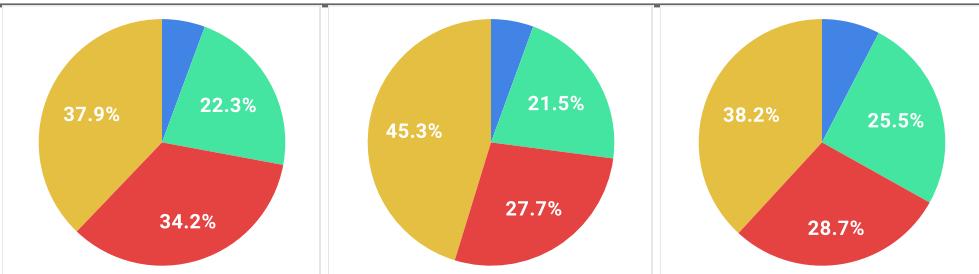
Radius

5 mi radius 10 mi radius 15 mi radius

Age Distribution (2022)		5 mi radius	10 mi radius	15 mi radius	
Age Under 5 Years		2,048	6.3%	12,084	6.0%
Age 5 to 9 Years		2,150	6.6%	12,700	6.3%
Age 10 to 14 Years		2,095	6.4%	12,735	6.4%
Age 15 to 19 Years		1,619	5.0%	10,814	5.4%
Age 20 to 24 Years		1,988	6.1%	11,741	5.9%
Age 25 to 29 Years		2,708	8.3%	14,977	7.5%
Age 30 to 34 Years		2,445	7.5%	14,619	7.3%
Age 35 to 39 Years		2,498	7.6%	13,932	7.0%
Age 40 to 44 Years		2,281	7.0%	13,071	6.5%
Age 45 to 49 Years		1,973	6.0%	11,711	5.8%
Age 50 to 54 Years		2,003	6.1%	12,214	6.1%
Age 55 to 59 Years		2,080	6.4%	12,841	6.4%
Age 60 to 64 Years		2,097	6.4%	13,244	6.6%
Age 65 to 69 Years		1,767	5.4%	11,334	5.7%
Age 70 to 74 Years		1,372	4.2%	9,036	4.5%
Age 75 to 79 Years		717	2.2%	5,444	2.7%
Age 80 to 84 Years		475	1.5%	3,701	1.8%
Age 85 Years or Over		384	1.2%	4,032	2.0%
Median Age		37.4		38.4	
Generation (2022)					
iGeneration (Age Under 15 Years)		6,293	19.2%	37,519	18.7%
Generation 9/11 Millennials (Age 15 to 34 Years)		8,760	26.8%	52,151	26.0%
Gen Xers (Age 35 to 49 Years)		6,752	20.6%	38,714	19.3%
Baby Boomers (Age 50 to 74 Years)		9,319	28.5%	58,669	29.3%
Silent Generation (Age 75 to 84 Years)		1,192	3.6%	9,145	4.6%
G.I. Generation (Age 85 Years or Over)		384	1.2%	4,032	2.0%
		6,610	1.7%	6,610	1.7%





Radius	5 mi radius	10 mi radius	15 mi radius																				
Household Type (2022)																							
Total Households	14,466	90,118	166,828																				
Family Households	9,583 66.2%	53,536 59.4%	100,916 60.5%																				
Family Households with Children	4,440 46.3%	24,770 46.3%	47,211 46.8%																				
Family Households No Children	5,143 53.7%	28,766 53.7%	53,706 53.2%																				
Non-Family Households	4,883 33.8%	36,583 40.6%	65,911 39.5%																				
Non-Family Households with Children	9 0.2%	35 -	78 0.1%																				
Non-Family Households No Children	4,874 99.8%	36,548 99.9%	65,833 99.9%																				
 <table border="1"> <thead> <tr> <th>Household Type</th> <th>5 mi radius</th> <th>10 mi radius</th> <th>15 mi radius</th> </tr> </thead> <tbody> <tr> <td>Family Households w/ Children</td> <td>4,440</td> <td>24,770</td> <td>47,211</td> </tr> <tr> <td>Family Households No Children</td> <td>5,143</td> <td>28,766</td> <td>53,706</td> </tr> <tr> <td>Non-Family Households w/ Children</td> <td>9</td> <td>35</td> <td>78</td> </tr> <tr> <td>Non-Family Households No Children</td> <td>4,883</td> <td>36,583</td> <td>65,911</td> </tr> </tbody> </table>				Household Type	5 mi radius	10 mi radius	15 mi radius	Family Households w/ Children	4,440	24,770	47,211	Family Households No Children	5,143	28,766	53,706	Non-Family Households w/ Children	9	35	78	Non-Family Households No Children	4,883	36,583	65,911
Household Type	5 mi radius	10 mi radius	15 mi radius																				
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Non-Family Households No Children	4,883	36,583	65,911																				
Education Attainment (2022)																							
Elementary or Some High School	1,287 5.6%	7,804 5.6%	20,039 7.6%																				
High School Graduate	5,080 22.3%	30,155 21.5%	67,014 25.5%																				
Some College or Associate Degree	7,802 34.2%	38,772 27.7%	75,545 28.7%																				
Bachelor or Graduate Degree	8,631 37.9%	63,425 45.3%	100,341 38.2%																				
 <table border="1"> <thead> <tr> <th>Education Level</th> <th>5 mi radius</th> <th>10 mi radius</th> <th>15 mi radius</th> </tr> </thead> <tbody> <tr> <td>Elementary or Some High School</td> <td>5.6%</td> <td>5.6%</td> <td>7.6%</td> </tr> <tr> <td>High School Graduate</td> <td>22.3%</td> <td>21.5%</td> <td>25.5%</td> </tr> <tr> <td>Some College or Associate Degree</td> <td>34.2%</td> <td>27.7%</td> <td>38.2%</td> </tr> <tr> <td>Bachelor or Graduate Degree</td> <td>37.9%</td> <td>45.3%</td> <td>28.7%</td> </tr> </tbody> </table>				Education Level	5 mi radius	10 mi radius	15 mi radius	Elementary or Some High School	5.6%	5.6%	7.6%	High School Graduate	22.3%	21.5%	25.5%	Some College or Associate Degree	34.2%	27.7%	38.2%	Bachelor or Graduate Degree	37.9%	45.3%	28.7%
Education Level	5 mi radius	10 mi radius	15 mi radius																				
Elementary or Some High School	5.6%	5.6%	7.6%																				
High School Graduate	22.3%	21.5%	25.5%																				
Some College or Associate Degree	34.2%	27.7%	38.2%																				
Bachelor or Graduate Degree	37.9%	45.3%	28.7%																				
Household Income (2022)																							
Estimated Average Household Income	\$87,150	\$93,208	\$80,584																				
Estimated Median Household Income	\$72,753	\$72,529	\$63,652																				
HH Income Under \$10,000	543 3.8%	5,504 6.1%	12,200 7.3%																				
HH Income \$10,000 to \$34,999	3,042 21.0%	18,970 21.1%	39,961 24.0%																				
HH Income \$35,000 to \$49,999	2,084 14.4%	11,442 12.7%	22,540 13.5%																				
HH Income \$50,000 to \$74,999	2,825 19.5%	16,386 18.2%	30,183 18.1%																				
HH Income \$75,000 to \$99,999	1,748 12.1%	11,295 12.5%	20,619 12.4%																				
HH Income \$100,000 to \$149,999	2,014 13.9%	12,961 14.4%	22,031 13.2%																				
HH Income \$150,000 or More	2,211 15.3%	13,560 15.0%	19,294 11.6%																				



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Radius	5 mi radius	10 mi radius	15 mi radius			
Maumelle, Arkansas						
Population						
Estimated Population (2022)	32,699	200,230	390,234			
Projected Population (2027)	32,828	199,212	391,132			
Census Population (2020)	32,899	201,366	389,829			
Census Population (2010)	27,903	188,747	369,176			
Projected Annual Growth (2022-2027)	129	-1,018	-0.1%	898	-	
Historical Annual Growth (2020-2022)	-200	-1,136	-0.3%	405	-	
Historical Annual Growth (2010-2020)	4,996	1.8%	12,618	0.7%	20,652	0.6%
Estimated Population Density (2022)	416 <i>psm</i>	638 <i>psm</i>	552 <i>psm</i>			
Trade Area Size	78.5 <i>sq mi</i>	314.0 <i>sq mi</i>	706.8 <i>sq mi</i>			
Households						
Estimated Households (2022)	14,466	90,118	166,828			
Projected Households (2027)	14,061	86,933	162,507			
Census Households (2020)	14,461	90,471	166,232			
Census Households (2010)	11,704	82,349	153,097			
Projected Annual Growth (2022-2027)	-405	-0.6%	-3,185	-0.7%	-4,320	-0.5%
Historical Annual Change (2010-2022)	2,762	2.0%	7,769	0.8%	13,730	0.7%
Average Household Income						
Estimated Average Household Income (2022)	\$87,150	\$93,208	\$80,584			
Projected Average Household Income (2027)	\$107,870	\$118,397	\$103,554			
Census Average Household Income (2010)	\$78,053	\$76,814	\$64,708			
Census Average Household Income (2000)	\$65,941	\$61,094	\$52,302			
Projected Annual Change (2022-2027)	\$20,720	4.8%	\$25,189	5.4%	\$22,970	5.7%
Historical Annual Change (2000-2022)	\$21,209	1.5%	\$32,113	2.4%	\$28,282	2.5%
Median Household Income						
Estimated Median Household Income (2022)	\$72,753	\$72,529	\$63,652			
Projected Median Household Income (2027)	\$87,592	\$85,886	\$75,604			
Census Median Household Income (2010)	\$65,024	\$58,016	\$50,237			
Census Median Household Income (2000)	\$55,860	\$47,961	\$41,359			
Projected Annual Change (2022-2027)	\$14,839	4.1%	\$13,357	3.7%	\$11,952	3.8%
Historical Annual Change (2000-2022)	\$16,892	1.4%	\$24,568	2.3%	\$22,292	2.4%
Per Capita Income						
Estimated Per Capita Income (2022)	\$38,577	\$42,032	\$34,651			
Projected Per Capita Income (2027)	\$46,226	\$51,748	\$43,225			
Census Per Capita Income (2010)	\$32,734	\$33,519	\$26,838			
Census Per Capita Income (2000)	\$25,960	\$26,580	\$21,399			
Projected Annual Change (2022-2027)	\$7,649	4.0%	\$9,717	4.6%	\$8,574	4.9%
Historical Annual Change (2000-2022)	\$12,617	2.2%	\$15,452	2.6%	\$13,252	2.8%
Estimated Average Household Net Worth (2022)	\$530,604	\$539,016	\$439,367			



RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Radius	5 mi radius		10 mi radius		15 mi radius	
Race and Ethnicity						
Total Population (2022)	32,699		200,230		390,234	
White (2022)	21,325	65.2%	124,181	62.0%	212,662	54.5%
Black or African American (2022)	8,796	26.9%	57,702	28.8%	135,154	34.6%
American Indian or Alaska Native (2022)	88	0.3%	503	0.3%	1,361	0.3%
Asian (2022)	766	2.3%	6,850	3.4%	13,456	3.4%
Hawaiian or Pacific Islander (2022)	8	-	47	-	131	-
Other Race (2022)	848	2.6%	4,357	2.2%	10,058	2.6%
Two or More Races (2022)	867	2.7%	6,590	3.3%	17,412	4.5%
Population < 18 (2022)	7,371	22.5%	44,949	22.4%	89,642	23.0%
White Not Hispanic	3,996	54.2%	22,386	49.8%	37,643	42.0%
Black or African American	2,382	32.3%	15,850	35.3%	37,221	41.5%
Asian	167	2.3%	1,679	3.7%	2,125	2.4%
Other Race Not Hispanic	416	5.6%	2,202	4.9%	4,094	4.6%
Hispanic	410	5.6%	2,833	6.3%	8,560	9.5%
Not Hispanic or Latino Population (2022)	31,393	96.0%	191,325	95.6%	364,875	93.5%
Not Hispanic White	20,503	65.3%	119,873	62.7%	204,250	56.0%
Not Hispanic Black or African American	8,678	27.6%	56,188	29.4%	129,126	35.4%
Not Hispanic American Indian or Alaska Native	75	0.2%	367	0.2%	844	0.2%
Not Hispanic Asian	760	2.4%	6,765	3.5%	13,151	3.6%
Not Hispanic Hawaiian or Pacific Islander	8	-	46	-	122	-
Not Hispanic Other Race	640	2.0%	2,962	1.5%	5,061	1.4%
Not Hispanic Two or More Races	728	2.3%	5,123	2.7%	12,322	3.4%
Hispanic or Latino Population (2022)	1,306	4.0%	8,905	4.4%	25,359	6.5%
Hispanic White	822	62.9%	4,308	48.4%	8,412	33.2%
Hispanic Black or African American	118	9.0%	1,514	17.0%	6,029	23.8%
Hispanic American Indian or Alaska Native	12	0.9%	135	1.5%	518	2.0%
Hispanic Asian	6	0.4%	85	1.0%	306	1.2%
Hispanic Hawaiian or Pacific Islander	-	-	1	-	9	-
Hispanic Other Race	209	16.0%	1,396	15.7%	4,996	19.7%
Hispanic Two or More Races	140	10.7%	1,466	16.5%	5,090	20.1%
Not Hispanic or Latino Population (2020)	31,439	95.6%	190,772	94.7%	358,971	92.1%
Hispanic or Latino Population (2020)	1,460	4.4%	10,593	5.3%	30,858	7.9%
Not Hispanic or Latino Population (2010)	26,995	96.7%	181,068	95.9%	348,660	94.4%
Hispanic or Latino Population (2010)	908	3.3%	7,679	4.1%	20,516	5.6%
Not Hispanic or Latino Population (2027)	31,504	96.0%	190,227	95.5%	365,597	93.5%
Hispanic or Latino Population (2027)	1,325	4.0%	8,984	4.5%	25,535	6.5%
Projected Annual Growth (2022-2027)	18	0.3%	79	0.2%	177	0.1%
Historical Annual Growth (2010-2020)	552	6.1%	2,914	3.8%	10,341	5.0%



Maumelle, Arkansas

Radius

5 mi radius 10 mi radius 15 mi radius

Total Age Distribution (2022)

Total Population	32,699	200,230	390,234			
Age Under 5 Years	2,048	6.3%	12,084	6.0%	24,028	6.2%
Age 5 to 9 Years	2,150	6.6%	12,700	6.3%	24,858	6.4%
Age 10 to 14 Years	2,095	6.4%	12,735	6.4%	25,668	6.6%
Age 15 to 19 Years	1,619	5.0%	10,814	5.4%	24,113	6.2%
Age 20 to 24 Years	1,988	6.1%	11,741	5.9%	28,628	7.3%
Age 25 to 29 Years	2,708	8.3%	14,977	7.5%	28,214	7.2%
Age 30 to 34 Years	2,445	7.5%	14,619	7.3%	27,880	7.1%
Age 35 to 39 Years	2,498	7.6%	13,932	7.0%	26,000	6.7%
Age 40 to 44 Years	2,281	7.0%	13,071	6.5%	24,785	6.4%
Age 45 to 49 Years	1,973	6.0%	11,711	5.8%	22,535	5.8%
Age 50 to 54 Years	2,003	6.1%	12,214	6.1%	22,970	5.9%
Age 55 to 59 Years	2,080	6.4%	12,841	6.4%	23,910	6.1%
Age 60 to 64 Years	2,097	6.4%	13,244	6.6%	24,546	6.3%
Age 65 to 69 Years	1,767	5.4%	11,334	5.7%	21,343	5.5%
Age 70 to 74 Years	1,372	4.2%	9,036	4.5%	17,059	4.4%
Age 75 to 79 Years	717	2.2%	5,444	2.7%	10,378	2.7%
Age 80 to 84 Years	475	1.5%	3,701	1.8%	6,710	1.7%
Age 85 Years or Over	384	1.2%	4,032	2.0%	6,610	1.7%
Median Age	37.4		38.4		37.0	
Age 19 Years or Less	7,911	24.2%	48,333	24.1%	98,667	25.3%
Age 20 to 64 Years	20,073	61.4%	118,350	59.1%	229,467	58.8%
Age 65 Years or Over	4,715	14.4%	33,547	16.8%	62,100	15.9%

Female Age Distribution (2022)

Female Population	17,128	52.4%	105,685	52.8%	203,891	52.2%
Age Under 5 Years	972	5.7%	5,932	5.6%	11,798	5.8%
Age 5 to 9 Years	1,041	6.1%	6,203	5.9%	12,156	6.0%
Age 10 to 14 Years	1,047	6.1%	6,209	5.9%	12,572	6.2%
Age 15 to 19 Years	773	4.5%	5,279	5.0%	11,863	5.8%
Age 20 to 24 Years	1,098	6.4%	6,198	5.9%	14,586	7.2%
Age 25 to 29 Years	1,500	8.8%	8,052	7.6%	14,767	7.2%
Age 30 to 34 Years	1,329	7.8%	7,770	7.4%	14,692	7.2%
Age 35 to 39 Years	1,308	7.6%	7,304	6.9%	13,592	6.7%
Age 40 to 44 Years	1,215	7.1%	6,897	6.5%	12,925	6.3%
Age 45 to 49 Years	1,067	6.2%	6,348	6.0%	12,064	5.9%
Age 50 to 54 Years	1,066	6.2%	6,402	6.1%	11,918	5.8%
Age 55 to 59 Years	1,060	6.2%	6,810	6.4%	12,583	6.2%
Age 60 to 64 Years	1,082	6.3%	7,093	6.7%	12,968	6.4%
Age 65 to 69 Years	931	5.4%	6,190	5.9%	11,637	5.7%
Age 70 to 74 Years	744	4.3%	4,942	4.7%	9,381	4.6%
Age 75 to 79 Years	378	2.2%	3,092	2.9%	5,932	2.9%
Age 80 to 84 Years	266	1.6%	2,238	2.1%	4,045	2.0%
Age 85 Years or Over	253	1.5%	2,726	2.6%	4,415	2.2%
Female Median Age	37.8		39.6		38.2	
Age 19 Years or Less	3,833	22.4%	23,623	22.4%	48,388	23.7%
Age 20 to 64 Years	10,723	62.6%	62,874	59.5%	120,093	58.9%
Age 65 Years or Over	2,572	15.0%	19,188	18.2%	35,410	17.4%



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Radius	5 mi radius	10 mi radius	15 mi radius			
Male Age Distribution (2022)						
Male Population	15,571	47.6%	94,545	47.2%	186,343	47.8%
Age Under 5 Years	1,075	6.9%	6,152	6.5%	12,230	6.6%
Age 5 to 9 Years	1,109	7.1%	6,497	6.9%	12,702	6.8%
Age 10 to 14 Years	1,048	6.7%	6,526	6.9%	13,096	7.0%
Age 15 to 19 Years	846	5.4%	5,535	5.9%	12,250	6.6%
Age 20 to 24 Years	890	5.7%	5,543	5.9%	14,042	7.5%
Age 25 to 29 Years	1,209	7.8%	6,925	7.3%	13,447	7.2%
Age 30 to 34 Years	1,116	7.2%	6,849	7.2%	13,188	7.1%
Age 35 to 39 Years	1,190	7.6%	6,628	7.0%	12,408	6.7%
Age 40 to 44 Years	1,066	6.8%	6,174	6.5%	11,860	6.4%
Age 45 to 49 Years	906	5.8%	5,363	5.7%	10,471	5.6%
Age 50 to 54 Years	937	6.0%	5,812	6.1%	11,052	5.9%
Age 55 to 59 Years	1,020	6.6%	6,031	6.4%	11,327	6.1%
Age 60 to 64 Years	1,015	6.5%	6,151	6.5%	11,578	6.2%
Age 65 to 69 Years	835	5.4%	5,144	5.4%	9,705	5.2%
Age 70 to 74 Years	628	4.0%	4,094	4.3%	7,678	4.1%
Age 75 to 79 Years	340	2.2%	2,352	2.5%	4,446	2.4%
Age 80 to 84 Years	209	1.3%	1,463	1.5%	2,665	1.4%
Age 85 Years or Over	131	0.8%	1,306	1.4%	2,195	1.2%
Male Median Age	37.1		37.1		35.8	
Age 19 Years or Less	4,079	26.2%	24,710	26.1%	50,279	27.0%
Age 20 to 64 Years	9,349	60.0%	55,476	58.7%	109,374	58.7%
Age 65 Years or Over	2,143	13.8%	14,359	15.2%	26,690	14.3%
Males per 100 Females (2022)						
Overall Comparison	91		89		91	
Age Under 5 Years	111	52.5%	104	50.9%	104	50.9%
Age 5 to 9 Years	107	51.6%	105	51.2%	104	51.1%
Age 10 to 14 Years	100	50.0%	105	51.2%	104	51.0%
Age 15 to 19 Years	109	52.3%	105	51.2%	103	50.8%
Age 20 to 24 Years	81	44.8%	89	47.2%	96	49.1%
Age 25 to 29 Years	81	44.6%	86	46.2%	91	47.7%
Age 30 to 34 Years	84	45.7%	88	46.8%	90	47.3%
Age 35 to 39 Years	91	47.6%	91	47.6%	91	47.7%
Age 40 to 44 Years	88	46.7%	90	47.2%	92	47.8%
Age 45 to 49 Years	85	45.9%	84	45.8%	87	46.5%
Age 50 to 54 Years	88	46.8%	91	47.6%	93	48.1%
Age 55 to 59 Years	96	49.1%	89	47.0%	90	47.4%
Age 60 to 64 Years	94	48.4%	87	46.4%	89	47.2%
Age 65 to 69 Years	90	47.3%	83	45.4%	83	45.5%
Age 70 to 74 Years	84	45.8%	83	45.3%	82	45.0%
Age 75 to 79 Years	90	47.4%	76	43.2%	75	42.8%
Age 80 to 84 Years	79	44.0%	65	39.5%	66	39.7%
Age 85 Years or Over	52	34.2%	48	32.4%	50	33.2%
Age 19 Years or Less	106	51.6%	105	51.1%	104	51.0%
Age 20 to 39 Years	84	45.7%	88	46.9%	92	47.9%
Age 40 to 64 Years	90	47.4%	88	46.8%	90	47.4%
Age 65 Years or Over	83	45.5%	75	42.8%	75	43.0%



Maumelle, Arkansas

Radius

5 mi radius 10 mi radius 15 mi radius

Household Type (2022)

Total Households	14,466	90,118	166,828
Households with Children	4,449 30.8%	24,804 27.5%	47,289 28.3%
Average Household Size	2.3	2.2	2.3
Household Density per Square Mile	184	287	236
Population Family	26,704 81.7%	154,123 77.0%	299,502 76.7%
Population Non-Family	5,871 18.0%	43,721 21.8%	80,795 20.7%
Population Group Quarters	124 0.4%	2,386 1.2%	9,937 2.5%
Family Households	9,583 66.2%	53,536 59.4%	100,916 60.5%
Married Couple Households	7,342 76.6%	37,384 69.8%	63,911 63.3%
Other Family Households with Children	2,241 23.4%	16,152 30.2%	37,006 36.7%
Family Households with Children	4,440 46.3%	24,770 46.3%	47,211 46.8%
Married Couple with Children	3,002 67.6%	15,404 62.2%	26,853 56.9%
Other Family Households with Children	1,438 32.4%	9,366 37.8%	20,358 43.1%
Family Households No Children	5,143 53.7%	28,766 53.7%	53,706 53.2%
Married Couple No Children	4,339 84.4%	21,980 76.4%	37,057 69.0%
Other Family Households No Children	804 15.6%	6,786 23.6%	16,648 31.0%
Non-Family Households	4,883 33.8%	36,583 40.6%	65,911 39.5%
Non-Family Households with Children	9 0.2%	35 -	78 0.1%
Non-Family Households No Children	4,874 99.8%	36,548 99.9%	65,833 99.9%
Average Family Household Size	2.8	2.9	3.0
Average Family Income	\$102,022	\$117,883	\$99,232
Median Family Income	\$89,587	\$94,908	\$82,331
Average Non-Family Household Size	1.2	1.2	1.2

Marital Status (2022)

Population Age 15 Years or Over	26,406	162,711	315,680
Never Married	6,579 24.9%	51,657 31.7%	108,347 34.3%
Currently Married	14,451 54.7%	77,638 47.7%	140,983 44.7%
Previously Married	5,376 20.4%	33,416 20.5%	66,350 21.0%
Separated	1,214 22.6%	5,789 17.3%	11,592 17.5%
Widowed	1,343 25.0%	8,527 25.5%	16,078 24.2%
Divorced	2,819 52.4%	19,099 57.2%	38,680 58.3%

Educational Attainment (2022)

Adult Population Age 25 Years or Over	22,800	140,156	262,939
Elementary (Grade Level 0 to 8)	374 1.6%	3,164 2.3%	8,086 3.1%
Some High School (Grade Level 9 to 11)	913 4.0%	4,641 3.3%	11,953 4.5%
High School Graduate	5,080 22.3%	30,155 21.5%	67,014 25.5%
Some College	5,498 24.1%	28,650 20.4%	55,657 21.2%
Associate Degree Only	2,303 10.1%	10,122 7.2%	19,888 7.6%
Bachelor Degree Only	5,022 22.0%	36,989 26.4%	60,262 22.9%
Graduate Degree	3,609 15.8%	26,436 18.9%	40,079 15.2%
Any College (Some College or Higher)	16,433 72.1%	102,196 72.9%	175,886 66.9%
College Degree + (Bachelor Degree or Higher)	8,631 37.9%	63,425 45.3%	100,341 38.2%



Maumelle, Arkansas

Radius

	5 mi radius	10 mi radius	15 mi radius
Housing			
Total Housing Units (2022)	15,609	99,451	187,712
Total Housing Units (2020)	15,410	99,046	185,669
Historical Annual Growth (2020-2022)	200	-	405
Housing Units Occupied (2022)	14,466	92.7%	90,118
Housing Units Owner-Occupied	9,214	63.7%	54,299
Housing Units Renter-Occupied	5,252	36.3%	35,819
Housing Units Vacant (2022)	1,143	7.3%	9,333
Household Size (2022)			
Total Households	14,466	90,118	166,828
1 Person Households	3,935	27.2%	30,835
2 Person Households	6,001	41.5%	32,795
3 Person Households	2,193	15.2%	12,663
4 Person Households	1,553	10.7%	8,790
5 Person Households	553	3.8%	3,487
6 Person Households	176	1.2%	1,098
7 or More Person Households	55	0.4%	449
Household Income Distribution (2022)			
HH Income \$200,000 or More	1,251	8.6%	8,102
HH Income \$150,000 to \$199,999	961	6.6%	5,458
HH Income \$125,000 to \$149,999	820	5.7%	5,368
HH Income \$100,000 to \$124,999	1,194	8.3%	7,593
HH Income \$75,000 to \$99,999	1,748	12.1%	11,295
HH Income \$50,000 to \$74,999	2,825	19.5%	16,386
HH Income \$35,000 to \$49,999	2,084	14.4%	11,442
HH Income \$25,000 to \$34,999	1,473	10.2%	8,932
HH Income \$15,000 to \$24,999	989	6.8%	6,843
HH Income \$10,000 to \$14,999	580	4.0%	3,195
HH Income Under \$10,000	543	3.8%	5,504
Household Vehicles (2022)			
Households 0 Vehicles Available	735	5.1%	5,467
Households 1 Vehicle Available	5,566	38.5%	36,031
Households 2 Vehicles Available	5,708	39.5%	33,981
Households 3 or More Vehicles Available	2,456	17.0%	14,639
Total Vehicles Available	25,125		152,523
Average Vehicles per Household	1.7		1.7
Owner-Occupied Household Vehicles	18,334	73.0%	106,037
Average Vehicles per Owner-Occupied Household	2.0		2.0
Renter-Occupied Household Vehicles	6,792	27.0%	46,486
Average Vehicles per Renter-Occupied Household	1.3		1.3
Travel Time (2022)			
Worker Base Age 16 years or Over	16,776		100,658
Travel to Work in 14 Minutes or Less	2,586	15.4%	25,877
Travel to Work in 15 to 29 Minutes	6,601	39.3%	35,275
Travel to Work in 30 to 59 Minutes	2,740	16.3%	12,976
Travel to Work in 60 Minutes or More	786	4.7%	2,481
Work at Home	4,062	24.2%	24,048
Average Minutes Travel to Work	21.6		18.2
			18.5



Maumelle, Arkansas

Radius

5 mi radius 10 mi radius 15 mi radius

Transportation To Work (2022)

Worker Base Age 16 years or Over	16,776	100,658	186,506
Drive to Work Alone	11,269 67.2%	67,856 67.4%	127,783 68.5%
Drive to Work in Carpool	1,107 6.6%	7,078 7.0%	14,210 7.6%
Travel to Work by Public Transportation	15 -	237 0.2%	764 0.4%
Drive to Work on Motorcycle	7 -	66 -	213 0.1%
Bicycle to Work	9 -	53 -	154 -
Walk to Work	87 0.5%	615 0.6%	1,593 0.9%
Other Means	219 1.3%	705 0.7%	1,300 0.7%
Work at Home	4,062 24.2%	24,048 23.9%	40,488 21.7%

Daytime Demographics (2022)

Total Businesses	1,139	10,167	19,306
Total Employees	10,314	119,932	257,359
Company Headquarter Businesses	45 4.0%	470 4.6%	959 5.0%
Company Headquarter Employees	1,469 14.2%	17,446 14.5%	41,078 16.0%
Employee Population per Business	9.1 to 1	11.8 to 1	13.3 to 1
Residential Population per Business	28.7 to 1	19.7 to 1	20.2 to 1
Adj. Daytime Demographics Age 16 Years or Over	19,541	178,913	378,532

Labor Force

Labor Population Age 16 Years or Over (2022)	26,027	160,224	310,562
Labor Force Total Males (2022)	12,146 46.7%	74,105 46.3%	145,695 46.9%
Male Civilian Employed	8,214 67.6%	49,271 66.5%	91,872 63.1%
Male Civilian Unemployed	335 2.8%	1,577 2.1%	4,220 2.9%
Males in Armed Forces	- -	474 0.6%	2,292 1.6%
Males Not in Labor Force	3,598 29.6%	22,782 30.7%	47,312 32.5%
Labor Force Total Females (2022)	13,881 53.3%	86,120 53.7%	164,867 53.1%
Female Civilian Employed	8,563 61.7%	51,387 59.7%	94,633 57.4%
Female Civilian Unemployed	307 2.2%	2,117 2.5%	4,363 2.6%
Females in Armed Forces	24 0.2%	111 0.1%	592 0.4%
Females Not in Labor Force	4,988 35.9%	32,505 37.7%	65,279 39.6%
Unemployment Rate	642 2.5%	3,694 2.3%	8,582 2.8%

Occupation (2022)

Occupation Population Age 16 Years or Over	16,776	100,658	186,506
Occupation Total Males	8,214 49.0%	49,271 48.9%	91,872 49.3%
Occupation Total Females	8,563 51.0%	51,387 51.1%	94,633 50.7%
Management, Business, Financial Operations	3,151 18.8%	19,031 18.9%	31,244 16.8%
Professional, Related	5,287 31.5%	33,390 33.2%	55,953 30.0%
Service	1,745 10.4%	12,674 12.6%	28,645 15.4%
Sales, Office	3,922 23.4%	21,637 21.5%	39,949 21.4%
Farming, Fishing, Forestry	36 0.2%	120 0.1%	248 0.1%
Construction, Extraction, Maintenance	1,149 6.9%	5,124 5.1%	11,160 6.0%
Production, Transport, Material Moving	1,486 8.9%	8,682 8.6%	19,307 10.4%
White Collar Workers	12,360 73.7%	74,057 73.6%	127,146 68.2%
Blue Collar Workers	4,416 26.3%	26,601 26.4%	59,360 31.8%



RETAIL ATTRACTIONS, LLC

Economic Development Consulting

Maumelle, Arkansas

Radius

	5 mi radius	10 mi radius	15 mi radius
Units In Structure (2022)			
Total Units	14,466	90,118	166,828
1 Detached Unit	9,692 67.0%	60,676 67.3%	112,133 67.2%
1 Attached Unit	417 2.9%	2,512 2.8%	4,417 2.6%
2 Units	245 1.7%	2,111 2.3%	4,358 2.6%
3 to 4 Units	556 3.8%	3,401 3.8%	5,983 3.6%
5 to 9 Units	777 5.4%	5,029 5.6%	8,984 5.4%
10 to 19 Units	979 6.8%	5,241 5.8%	9,915 5.9%
20 to 49 Units	415 2.9%	2,180 2.4%	3,701 2.2%
50 or More Units	763 5.3%	5,723 6.4%	10,123 6.1%
Mobile Home or Trailer	608 4.2%	3,168 3.5%	7,076 4.2%
Other Structure	14 0.1%	76 -	139 -
Homes Built By Year (2022)			
Homes Built 2020 or later	108 0.7%	472 0.5%	940 0.5%
Homes Built 2010 to 2019	2,352 15.1%	12,672 12.7%	24,321 13.0%
Homes Built 2000 to 2009	3,196 20.5%	14,948 15.0%	29,068 15.5%
Homes Built 1990 to 1999	1,660 10.6%	9,167 9.2%	17,086 9.1%
Homes Built 1980 to 1989	1,844 11.8%	12,315 12.4%	22,375 11.9%
Homes Built 1970 to 1979	2,094 13.4%	14,636 14.7%	25,911 13.8%
Homes Built 1960 to 1969	1,392 8.9%	10,792 10.9%	19,511 10.4%
Homes Built 1950 to 1959	925 5.9%	7,484 7.5%	13,659 7.3%
Homes Built 1940 to 1949	333 2.1%	2,964 3.0%	5,427 2.9%
Homes Built Before 1939	563 3.6%	4,669 4.7%	8,530 4.5%
Median Age of Homes	37.4 yrs	41.7 yrs	41.1 yrs
Home Values (2022)			
Owner Specified Housing Units	9,214	54,299	98,358
Home Values \$1,000,000 or More	78 0.8%	1,415 2.6%	1,969 2.0%
Home Values \$750,000 to \$999,999	26 0.3%	878 1.6%	1,470 1.5%
Home Values \$500,000 to \$749,999	511 5.5%	4,041 7.4%	5,914 6.0%
Home Values \$400,000 to \$499,999	417 4.5%	2,890 5.3%	4,226 4.3%
Home Values \$300,000 to \$399,999	1,227 13.3%	7,621 14.0%	11,876 12.1%
Home Values \$250,000 to \$299,999	1,274 13.8%	5,826 10.7%	9,841 10.0%
Home Values \$200,000 to \$249,999	1,548 16.8%	7,012 12.9%	12,179 12.4%
Home Values \$175,000 to \$199,999	1,108 12.0%	4,929 9.1%	9,024 9.2%
Home Values \$150,000 to \$174,999	837 9.1%	5,930 10.9%	10,810 11.0%
Home Values \$125,000 to \$149,999	873 9.5%	4,462 8.2%	8,225 8.4%
Home Values \$100,000 to \$124,999	440 4.8%	2,984 5.5%	6,283 6.4%
Home Values \$90,000 to \$99,999	116 1.3%	1,226 2.3%	2,768 2.8%
Home Values \$80,000 to \$89,999	163 1.8%	1,421 2.6%	3,501 3.6%
Home Values \$70,000 to \$79,999	54 0.6%	511 0.9%	1,482 1.5%
Home Values \$60,000 to \$69,999	59 0.6%	510 0.9%	1,436 1.5%
Home Values \$50,000 to \$59,999	50 0.5%	482 0.9%	1,205 1.2%
Home Values \$35,000 to \$49,999	86 0.9%	579 1.1%	1,764 1.8%
Home Values \$25,000 to \$34,999	109 1.2%	368 0.7%	910 0.9%
Home Values \$10,000 to \$24,999	112 1.2%	660 1.2%	2,236 2.3%
Home Values Under \$10,000	128 1.4%	555 1.0%	1,238 1.3%
Owner-Occupied Median Home Value	\$211,138	\$245,400	\$216,423
Renter-Occupied Median Rent	\$785	\$773	\$755



Maumelle, Arkansas

Radius

	5 mi radius	10 mi radius	15 mi radius
Total Annual Consumer Expenditure (2022)			
Total Household Expenditure	\$912.78 M	\$5.94 B	\$9.92 B
Total Non-Retail Expenditure	\$482.59 M	\$3.15 B	\$5.25 B
Total Retail Expenditure	\$430.19 M	\$2.79 B	\$4.67 B
Apparel	\$32.22 M	\$209.75 M	\$348.81 M
Contributions	\$30.23 M	\$198.85 M	\$324.87 M
Education	\$27.8 M	\$183.97 M	\$297.3 M
Entertainment	\$51.78 M	\$337.21 M	\$558.57 M
Food and Beverages	\$133.96 M	\$870.09 M	\$1.46 B
Furnishings and Equipment	\$32.17 M	\$209.33 M	\$346.96 M
Gifts	\$22.94 M	\$151.36 M	\$245.84 M
Health Care	\$76.99 M	\$499.22 M	\$840.88 M
Household Operations	\$36.02 M	\$234.98 M	\$389.72 M
Miscellaneous Expenses	\$17.29 M	\$112.79 M	\$187.75 M
Personal Care	\$12.25 M	\$79.71 M	\$133.12 M
Personal Insurance	\$6.48 M	\$42.31 M	\$69.14 M
Reading	\$2 M	\$13.06 M	\$21.71 M
Shelter	\$192.35 M	\$1.25 B	\$2.1 B
Tobacco	\$5.46 M	\$35.16 M	\$61.36 M
Transportation	\$165.94 M	\$1.08 B	\$1.8 B
Utilities	\$66.9 M	\$432.97 M	\$735.87 M
Monthly Household Consumer Expenditure (2022)			
Total Household Expenditure	\$5,258	\$5,493	\$4,957
Total Non-Retail Expenditure	\$2,780 52.9%	\$2,909 53.0%	\$2,622 52.9%
Total Retail Expenditures	\$2,478 47.1%	\$2,584 47.0%	\$2,335 47.1%
Apparel	\$186 3.5%	\$194 3.5%	\$174 3.5%
Contributions	\$174 3.3%	\$184 3.3%	\$162 3.3%
Education	\$160 3.0%	\$170 3.1%	\$149 3.0%
Entertainment	\$298 5.7%	\$312 5.7%	\$279 5.6%
Food and Beverages	\$772 14.7%	\$805 14.6%	\$730 14.7%
Furnishings and Equipment	\$185 3.5%	\$194 3.5%	\$173 3.5%
Gifts	\$132 2.5%	\$140 2.5%	\$123 2.5%
Health Care	\$444 8.4%	\$462 8.4%	\$420 8.5%
Household Operations	\$207 3.9%	\$217 4.0%	\$195 3.9%
Miscellaneous Expenses	\$100 1.9%	\$104 1.9%	\$94 1.9%
Personal Care	\$71 1.3%	\$74 1.3%	\$66 1.3%
Personal Insurance	\$37 0.7%	\$39 0.7%	\$35 0.7%
Reading	\$12 0.2%	\$12 0.2%	\$11 0.2%
Shelter	\$1,108 21.1%	\$1,160 21.1%	\$1,049 21.2%
Tobacco	\$31 0.6%	\$33 0.6%	\$31 0.6%
Transportation	\$956 18.2%	\$995 18.1%	\$899 18.1%
Utilities	\$385 7.3%	\$400 7.3%	\$368 7.4%

OPPORTUNITY GAP CATEGORY INFORMATION (RETAIL CATEGORIES)

Vehicle and Parts Dealers

New and used automobile dealers, motorcycle dealers, recreation vehicle dealers, all-terrain vehicles dealers, boat dealers, auto parts stores, auto accessories stores and tire dealers

Furniture and Home Furnishings Stores

Furniture stores, home furnishing stores, home decorating stores and floor covering stores

Electronics and Appliance Stores

Household appliance stores, electronics stores, computer and software stores and camera and photographic equipment stores

Building Materials and Garden Supply Stores

Building material and supply dealers, home improvement centers, paint and wallpaper stores, hardware stores, lumberyards, lawn and garden stores, outdoor power equipment stores and nursery and garden centers

Food and Beverage Stores

Grocery stores, supermarkets, convenience stores, specialty food stores and beer, wine, and liquor stores

Health and Personal Care Stores

Pharmacies, drug stores, cosmetic dealers, beauty supply stores, perfume stores, optical goods stores, health care stores and personal care stores

Gasoline Stations

Gasoline stations and gasoline stations with convenience stores

Clothing and Clothing Accessories Stores

Men's clothing stores, women's clothing stores, children's and infants clothing stores, family clothing stores, clothing accessories stores, shoe stores, jewelry stores, luggage stores, leather goods stores

Sporting Goods and Hobby Stores

Sporting goods stores, hobby stores, toy stores, sewing and needlepoint stores, musical instrument and supply stores, book stores, newsstands, music stores

General Merchandise Stores

Department stores and other general merchandise stores

Miscellaneous Store Retailers

Florists, office supply stores, stationery stores, gift and souvenir stores, used merchandise stores and other miscellaneous retailers

Foodservice and Drinking Places

Full-service restaurants, limited service eating places, special foodservices, taverns and bars

Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$19.64 M / \$2.64 M	87	\$127.95 M / \$102.21 M	20	\$212.39 M / \$262.26 M	-19
Men's Clothing Stores	\$695.04 K / \$125.87 K	82	\$4.54 M / \$4.1 M	10	\$7.52 M / \$7.09 M	6
Women's Clothing Stores	\$3.01 M / \$804.4 K	73	\$19.64 M / \$29.42 M	-33	\$32.59 M / \$49.48 M	-34
Children's, Infants' Clothing Stores	\$1.29 M / -	100	\$8.35 M / \$25.41 M	-67	\$13.94 M / \$37.14 M	-62
Family Clothing Stores	\$8.02 M / -	100	\$52.26 M / \$11.97 M	77	\$86.82 M / \$78.46 M	10
Clothing Accessory Stores	\$650.18 K / -	100	\$4.24 M / \$2.2 M	48	\$7 M / \$3.49 M	50
Other Apparel Stores	\$982 K / \$9.43 K	99	\$6.39 M / \$6.34 M	1	\$10.61 M / \$11.2 M	-5
Shoe Stores	\$3.27 M / \$1.7 M	48	\$21.25 M / \$15.35 M	28	\$35.48 M / \$57.26 M	-38
Jewelry Stores	\$1.6 M / -	100	\$10.47 M / \$7.2 M	31	\$17.09 M / \$17.92 M	-5
Luggage Stores	\$123.88 K / -	100	\$808.03 K / \$227.81 K	72	\$1.34 M / \$227.81 K	83
Furniture, Home Furnishings Stores	\$9.63 M / \$3.11 M	68	\$62.77 M / \$90.83 M	-31	\$103.62 M / \$157.63 M	-34
Furniture Stores	\$5.95 M / \$1.43 M	76	\$38.82 M / \$49.59 M	-22	\$63.94 M / \$103.16 M	-38
Floor Covering Stores	\$1.01 M / \$698.71 K	31	\$6.56 M / \$8.48 M	-23	\$10.81 M / \$15.63 M	-31
Other Home Furnishing Stores	\$2.67 M / \$983.6 K	63	\$17.39 M / \$32.75 M	-47	\$28.87 M / \$38.84 M	-26
Electronics, Appliance Stores	\$7.24 M / \$682.14 K	91	\$47.11 M / \$23.85 M	49	\$78.35 M / \$49.51 M	37
Building Material, Garden Equipment, Supplies Dealers	\$23.34 M / \$37.83 M	-38	\$152.02 M / \$147.82 M	3	\$252.41 M / \$377.37 M	-33
Home Centers	\$10.99 M / \$1.85 M	83	\$71.56 M / \$38.76 M	46	\$118.81 M / \$144.92 M	-18
Paint, Wallpaper Stores	\$800.22 K / \$589.51 K	26	\$5.23 M / \$6.59 M	-21	\$8.66 M / \$13.4 M	-35
Hardware Stores	\$1.01 M / \$13.23 M	-92	\$6.59 M / \$16.31 M	-60	\$10.95 M / \$43.65 M	-75
Other Building Materials Stores	\$7.75 M / \$19.82 M	-61	\$50.48 M / \$55.41 M	-9	\$83.89 M / \$136.67 M	-39
Outdoor Power Equipment Stores	\$372.44 K / -	100	\$2.43 M / \$1.27 M	48	\$4.01 M / \$8.37 M	-52
Nursery, Garden Stores	\$2.42 M / \$2.34 M	3	\$15.73 M / \$29.48 M	-47	\$26.09 M / \$30.35 M	-14
Food, Beverage Stores	\$62.44 M / \$11.13 M	82	\$405.08 M / \$161.19 M	60	\$683.88 M / \$382.57 M	44
Grocery Stores	\$55.71 M / \$6.37 M	89	\$361.36 M / \$125.69 M	65	\$610.53 M / \$316.68 M	48
Convenience Stores	\$2.16 M / \$1.19 M	45	\$14.02 M / \$8.08 M	42	\$23.72 M / \$15.79 M	33
Meat Markets	\$636 K / -	100	\$4.12 M / \$5.36 M	-23	\$6.98 M / \$8.59 M	-19
Fish, Seafood Markets	\$231.69 K / -	100	\$1.5 M / \$1.97 M	-24	\$2.54 M / \$4.4 M	-42
Fruit, Vegetable Markets	\$387.14 K / -	100	\$2.51 M / \$180.95 K	93	\$4.25 M / \$814.28 K	81
Other Specialty Food Markets	\$668.18 K / \$664.33 K	1	\$4.32 M / \$2.73 M	37	\$7.32 M / \$4.44 M	39
Liquor Stores	\$2.64 M / \$2.91 M	-9	\$17.25 M / \$17.17 M	0	\$28.54 M / \$31.85 M	-10

Maumelle, Arkansas	Radius	5 mi radius		10 mi radius		15 mi radius	
		Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores		\$15.45 M / \$30.94 M	-50	\$100.48 M / \$164.9 M	-39	\$168.6 M / \$241.94 M	-30
Pharmacy, Drug Stores		\$12.94 M / \$27.86 M	-54	\$84.13 M / \$140.43 M	-40	\$141.19 M / \$203.04 M	-30
Cosmetics, Beauty Stores		\$759.41 K / \$2.15 M	-65	\$4.94 M / \$9.01 M	-45	\$8.28 M / \$15.86 M	-48
Optical Goods Stores		\$864.36 K / \$417.01 K	52	\$5.63 M / \$6.69 M	-16	\$9.44 M / \$9.11 M	3
Other Health, Personal Care Stores		\$887.59 K / \$509.66 K	43	\$5.77 M / \$8.77 M	-34	\$9.68 M / \$13.93 M	-31
Sporting Goods, Hobby, Book, Music Stores		\$7.41 M / \$3.7 M	50	\$48.39 M / \$90.81 M	-47	\$79.63 M / \$151.72 M	-48
Sporting Goods Stores		\$4.06 M / \$2.63 M	35	\$26.52 M / \$23.92 M	10	\$43.46 M / \$63.14 M	-31
Hobby, Toy, Game Stores		\$1.17 M / \$137.02 K	88	\$7.59 M / \$14.04 M	-46	\$12.62 M / \$23.11 M	-45
Sewing, Needlecraft Stores		\$373.84 K / -	100	\$2.46 M / \$3.47 M	-29	\$4.03 M / \$3.96 M	2
Musical Instrument Stores		\$327.24 K / \$386.96 K	-15	\$2.13 M / \$3.61 M	-41	\$3.59 M / \$4.62 M	-22
Book Stores		\$1.48 M / \$548.87 K	63	\$9.69 M / \$45.76 M	-79	\$15.93 M / \$56.89 M	-72
General Merchandise Stores		\$61.65 M / \$19.14 M	69	\$400.5 M / \$565.87 M	-29	\$671.46 M / \$1.05 B	-36
Department Stores		\$16.05 M / \$17.02 M	-6	\$104.43 M / \$267.73 M	-61	\$173.97 M / \$518.13 M	-66
Warehouse Superstores		\$39.56 M / -	100	\$256.83 M / \$287.64 M	-11	\$431.81 M / \$441.04 M	-2
Other General Merchandise Stores		\$6.04 M / \$2.12 M	65	\$39.23 M / \$10.51 M	73	\$65.68 M / \$93.67 M	-30
Miscellaneous Store Retailers		\$8.44 M / \$4.06 M	52	\$54.84 M / \$144.33 M	-62	\$91.49 M / \$282.39 M	-68
Florists		\$299.63 K / \$118.65 K	60	\$1.96 M / \$3.68 M	-47	\$3.24 M / \$7.22 M	-55
Office, Stationary Stores		\$843.43 K / -	100	\$5.5 M / \$5.37 M	2	\$9.11 M / \$10.71 M	-15
Gift, Souvenir Stores		\$1.02 M / \$273.36 K	73	\$6.62 M / \$18.8 M	-65	\$11.02 M / \$26.85 M	-59
Used Merchandise Stores		\$589.82 K / \$828.34 K	-29	\$3.83 M / \$17.02 M	-77	\$6.35 M / \$22.24 M	-71
Pet, Pet Supply Stores		\$3.42 M / \$2.04 M	40	\$22.19 M / \$92 M	-76	\$36.98 M / \$197.69 M	-81
Art Dealers		\$277.14 K / -	100	\$1.81 M / \$236.96 K	87	\$3 M / \$1.34 M	55
Mobile Home Dealers		\$499.66 K / -	100	\$3.26 M / \$342.74 K	89	\$5.42 M / \$1.2 M	78
Other Miscellaneous Retail Stores		\$1.49 M / \$796.89 K	46	\$9.66 M / \$6.87 M	29	\$16.37 M / \$15.13 M	8
Non-Store Retailers		\$28.52 M / \$1.72 M	94	\$185.67 M / \$39.02 M	79	\$309.21 M / \$97.03 M	69
Mail Order, Catalog Stores		\$23.75 M / \$1.55 M	93	\$154.72 M / \$31.93 M	79	\$257.28 M / \$55.65 M	78
Vending Machines		\$645.36 K / -	100	\$4.18 M / \$1.6 M	62	\$7.05 M / \$27.2 M	-74
Fuel Dealers		\$2.31 M / -	100	\$15 M / \$2.92 M	81	\$25.19 M / \$4.95 M	80
Other Direct Selling Establishments		\$1.81 M / \$173.11 K	90	\$11.77 M / \$2.56 M	78	\$19.69 M / \$9.24 M	53

Maumelle, Arkansas Radius	5 mi radius		10 mi radius		15 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$54.97 M / \$36.12 M	34	\$357.87 M / \$343.55 M	4	\$595.24 M / \$712.81 M	-16
Hotels, Other Travel Accommodations	\$3.03 M / \$466.92 K	85	\$19.72 M / \$14.64 M	26	\$32.78 M / \$35.83 M	-9
RV Parks	\$27.71 K / \$9.72 K	65	\$187.52 K / \$163.62 K	13	\$310.14 K / \$270.44 K	13
Rooming, Boarding Houses	\$21.31 K / -	100	\$139.35 K / \$517.68 K	-73	\$235.02 K / \$517.68 K	-55
Full Service Restaurants	\$32.18 M / \$18.14 M	44	\$209.46 M / \$209.05 M	0	\$348.38 M / \$423.8 M	-18
Limited Service Restaurants	\$14.95 M / \$13.73 M	8	\$97.31 M / \$107.52 M	-9	\$161.85 M / \$224.23 M	-28
Special Food Services, Catering	\$4.77 M / \$4.93 M	-3	\$31.06 M / \$16.76 M	46	\$51.68 M / \$34.82 M	33
Drinking Places	\$1.39 M / \$233.7 K	83	\$9.07 M / \$3.98 M	56	\$14.97 M / \$8.32 M	44
Gasoline Stations	\$45.3 M / \$17.25 M	62	\$292.57 M / \$63.16 M	78	\$496.52 M / \$204.75 M	59
Motor Vehicle, Parts Dealers	\$84.8 M / \$62 M	27	\$549.93 M / \$301.4 M	45	\$916.3 M / \$1.73 B	-47
New Car Dealers	\$65 M / \$17.98 M	72	\$421.29 M / \$217.37 M	48	\$702.27 M / \$1.42 B	-51
Used Car Dealers	\$6.71 M / \$11.41 M	-41	\$43.48 M / \$19.38 M	55	\$72.46 M / \$76.72 M	-6
Recreational Vehicle Dealers	\$1.4 M / \$24.27 M	-94	\$9.12 M / \$26.6 M	-66	\$14.85 M / \$63 M	-76
Motorcycle, Boat Dealers	\$2.99 M / \$970.79 K	67	\$19.46 M / \$3.21 M	84	\$32.01 M / \$32.9 M	-3
Auto Parts, Accessories	\$5.22 M / \$6.21 M	-16	\$33.9 M / \$23.06 M	32	\$56.76 M / \$93.47 M	-39
Tire Dealers	\$3.49 M / \$1.16 M	67	\$22.69 M / \$11.78 M	48	\$37.97 M / \$37.43 M	1
2022 Population	32,699		200,230		390,234	
2027 Population	32,828		199,212		391,132	
% Population Change 2022-2027	0.4%		-0.5%		0.2%	
2022 Adult Population Age 18+	25,328		155,377		300,646	
2022 Population Male	15,571		94,545		186,343	
2022 Population Female	17,128		105,685		203,891	
2022 Households	14,466		90,118		166,828	
2022 Median Household Income	72,753		72,529		63,652	
2022 Average Household Income	87,150		93,208		80,584	

Retail Potential

Radius	5 mi radius	10 mi radius	15 mi radius
2022 Population	32,699	200,230	390,234
2027 Population	32,828	199,212	391,132
% Population Change 2020-2022	-0.6%	-0.6%	0.1%
2022 Adult Population Age 18+	\$25,328	\$155,377	\$300,646
2022 Population Male	\$15,571	\$94,545	\$186,343
2022 Population Female	\$17,128	\$105,685	\$203,891
2022 Households	\$14,466	\$90,118	\$166,828
2022 Median Household Income	\$72,753	\$72,529	\$63,652
2022 Average Household Income	\$87,150	\$93,208	\$80,584
Clothing, Clothing Accessories Stores	\$19.64 M	\$127.95 M	\$212.39 M
Men's Clothing Stores	\$695.04 K	\$4.54 M	\$7.52 M
Women's Clothing Stores	\$3.01 M	\$19.64 M	\$32.59 M
Children's, Infants' Clothing Stores	\$1.29 M	\$8.35 M	\$13.94 M
Family Clothing Stores	\$8.02 M	\$52.26 M	\$86.82 M
Clothing Accessory Stores	\$650.18 K	\$4.24 M	\$7 M
Other Apparel Stores	\$982 K	\$6.39 M	\$10.61 M
Shoe Stores	\$3.27 M	\$21.25 M	\$35.48 M
Jewelry Stores	\$1.6 M	\$10.47 M	\$17.09 M
Luggage Stores	\$123.88 K	\$808.03 K	\$1.34 M
Furniture, Home Furnishings Stores	\$9.63 M	\$62.77 M	\$103.62 M
Furniture Stores	\$5.95 M	\$38.82 M	\$63.94 M
Floor Covering Stores	\$1.01 M	\$6.56 M	\$10.81 M
Other Home Furnishing Stores	\$2.67 M	\$17.39 M	\$28.87 M
Electronics, Appliance Stores	\$7.24 M	\$47.11 M	\$78.35 M
Gasoline Stations	\$45.3 M	\$292.57 M	\$496.52 M
Building Material, Garden Equipment, Supplies Dealers	\$23.34 M	\$152.02 M	\$252.41 M
Home Centers	\$10.99 M	\$71.56 M	\$118.81 M
Paint, Wallpaper Stores	\$800.22 K	\$5.23 M	\$8.66 M
Hardware Stores	\$1.01 M	\$6.59 M	\$10.95 M
Other Building Materials Stores	\$7.75 M	\$50.48 M	\$83.89 M
Outdoor Power Equipment Stores	\$372.44 K	\$2.43 M	\$4.01 M
Nursery, Garden Stores	\$2.42 M	\$15.73 M	\$26.09 M
Food, Beverage Stores	\$62.44 M	\$405.08 M	\$683.88 M
Grocery Stores	\$55.71 M	\$361.36 M	\$610.53 M
Convenience Stores	\$2.16 M	\$14.02 M	\$23.72 M
Meat Markets	\$636 K	\$4.12 M	\$6.98 M
Fish, Seafood Markets	\$231.69 K	\$1.5 M	\$2.54 M
Fruit, Vegetable Markets	\$387.14 K	\$2.51 M	\$4.25 M
Other Specialty Food Markets	\$668.18 K	\$4.32 M	\$7.32 M
Liquor Stores	\$2.64 M	\$17.25 M	\$28.54 M

Radius	5 mi radius	10 mi radius	15 mi radius
Health, Personal Care Stores	\$15.45 M	\$100.48 M	\$168.6 M
Pharmacy, Drug Stores	\$12.94 M	\$84.13 M	\$141.19 M
Cosmetics, Beauty Stores	\$759.41 K	\$4.94 M	\$8.28 M
Optical Goods Stores	\$864.36 K	\$5.63 M	\$9.44 M
Other Health, Personal Care Stores	\$887.59 K	\$5.77 M	\$9.68 M
Sporting Goods, Hobby, Book, Music Stores	\$7.41 M	\$48.39 M	\$79.63 M
Sporting Goods Stores	\$4.06 M	\$26.52 M	\$43.46 M
Hobby, Toy, Game Stores	\$1.17 M	\$7.59 M	\$12.62 M
Sewing, Needlecraft Stores	\$373.84 K	\$2.46 M	\$4.03 M
Musical Instrument Stores	\$327.24 K	\$2.13 M	\$3.59 M
Book Stores	\$1.48 M	\$9.69 M	\$15.93 M
General Merchandise Stores	\$61.65 M	\$400.5 M	\$671.46 M
Department Stores	\$16.05 M	\$104.43 M	\$173.97 M
Warehouse Superstores	\$39.56 M	\$256.83 M	\$431.81 M
Other General Merchandise Stores	\$6.04 M	\$39.23 M	\$65.68 M
Miscellaneous Store Retailers	\$8.44 M	\$54.84 M	\$91.49 M
Florists	\$299.63 K	\$1.96 M	\$3.24 M
Office, Stationary Stores	\$843.43 K	\$5.5 M	\$9.11 M
Gift, Souvenir Stores	\$1.02 M	\$6.62 M	\$11.02 M
Used Merchandise Stores	\$589.82 K	\$3.83 M	\$6.35 M
Pet, Pet Supply Stores	\$3.42 M	\$22.19 M	\$36.98 M
Art Dealers	\$277.14 K	\$1.81 M	\$3 M
Mobile Home Dealers	\$499.66 K	\$3.26 M	\$5.42 M
Other Miscellaneous Retail Stores	\$1.49 M	\$9.66 M	\$16.37 M
Non-Store Retailers	\$28.52 M	\$185.67 M	\$309.21 M
Mail Order, Catalog Stores	\$23.75 M	\$154.72 M	\$257.28 M
Vending Machines	\$645.36 K	\$4.18 M	\$7.05 M
Fuel Dealers	\$2.31 M	\$15 M	\$25.19 M
Other Direct Selling Establishments	\$1.81 M	\$11.77 M	\$19.69 M
Accommodation, Food Services	\$56.36 M	\$366.94 M	\$610.21 M
Hotels, Other Travel Accommodations	\$3.03 M	\$19.72 M	\$32.78 M
RV Parks	\$27.71 K	\$187.52 K	\$310.14 K
Rooming, Boarding Houses	\$21.31 K	\$139.35 K	\$235.02 K
Full Service Restaurants	\$32.18 M	\$209.46 M	\$348.38 M
Limited Service Restaurants	\$14.95 M	\$97.31 M	\$161.85 M
Special Food Services, Catering	\$4.77 M	\$31.06 M	\$51.68 M
Drinking Places	\$1.39 M	\$9.07 M	\$14.97 M
Motor Vehicle, Parts Dealers	\$84.8 M	\$549.93 M	\$916.3 M
New Car Dealers	\$65 M	\$421.29 M	\$702.27 M
Used Car Dealers	\$6.71 M	\$43.48 M	\$72.46 M
Recreational Vehicle Dealers	\$1.4 M	\$9.12 M	\$14.85 M
Motorcycle, Boat Dealers	\$2.99 M	\$19.46 M	\$32.01 M
Auto Parts, Accessories	\$5.22 M	\$33.9 M	\$56.76 M
Tire Dealers	\$3.49 M	\$22.69 M	\$37.97 M

Income Summary

Income Summary Report



Radius	5 mi radius	10 mi radius	15 mi radius
Maumelle, Arkansas			
Population			
Estimated Population (2022)	32,699	200,230	390,234
Projected Population (2027)	32,828	199,212	391,132
Census Population (2020)	32,899	201,366	389,829
Census Population (2010)	27,903	188,747	369,176
Projected Annual Growth (2022 to 2027)	129	-1,018	-0.1%
Historical Annual Growth (2020 to 2022)	-200	-0.3%	-1,136
Historical Annual Growth (2010 to 2020)	4,996	1.8%	12,618
		0.7%	20,652
		0.6%	
Households			
Estimated Households (2022)	14,466	90,118	166,828
Projected Households (2027)	14,061	86,933	162,507
Census Households (2020)	14,461	90,471	166,232
Census Households (2010)	11,704	82,349	153,097
Projected Annual Growth (2022 to 2027)	-405	-0.6%	-3,185
Historical Annual Growth (2020 to 2022)	5	-	-353
Historical Annual Growth (2010 to 2020)	2,756	2.4%	8,121
		1.0%	13,135
		0.9%	
Average Household Income			
Estimated Average Household Income (2022)	\$87,150	\$93,208	\$80,584
Projected Average Household Income (2027)	\$107,870	\$118,397	\$103,554
Census Average Household Income (2020)	\$78,053	\$76,814	\$64,708
Census Average Household Income (2010)	\$65,941	\$61,094	\$52,302
Projected Annual Growth (2022 to 2027)	\$20,720	4.8%	\$25,189
Historical Annual Growth (2020 to 2022)	\$9,097	1.0%	\$16,393
Historical Annual Growth (2010 to 2020)	\$12,112	1.8%	\$15,720
		2.6%	\$12,406
		2.4%	
Median Household Income			
Estimated Median Household Income (2022)	\$72,753	\$72,529	\$63,652
Projected Median Household Income (2027)	\$87,592	\$85,886	\$75,604
Census Median Household Income (2020)	\$65,024	\$58,016	\$50,237
Census Median Household Income (2010)	\$55,860	\$47,961	\$41,359
Projected Annual Growth (2022 to 2027)	\$14,839	4.1%	\$13,357
Historical Annual Growth (2020 to 2022)	\$7,728	1.0%	\$14,512
Historical Annual Growth (2010 to 2020)	\$9,164	1.6%	\$10,055
		2.1%	\$13,415
		2.1%	\$8,877
		2.1%	2.1%
Per Capita Income			
Estimated Per Capita Income (2022)	\$38,577	\$42,032	\$34,651
Projected Per Capita Income (2027)	\$46,226	\$51,748	\$43,225
Census Per Capita Income (2020)	\$32,734	\$33,519	\$26,838
Census Per Capita Income (2010)	\$25,960	\$26,580	\$21,399
Projected Annual Growth (2022 to 2027)	\$7,649	4.0%	\$9,717
Historical Annual Growth (2020 to 2022)	\$5,843	1.5%	\$8,513
Historical Annual Growth (2010 to 2020)	\$6,774	2.6%	\$6,939
		2.6%	\$5,439
		2.5%	
Other Income			
Estimated Families (2022)	9,583	53,536	100,916
Estimated Average Family Income (2022)	\$102,022	\$117,883	\$99,232
Estimated Median Family Income (2022)	\$89,587	\$94,908	\$82,331
Estimated Average Household Net Worth (2022)	\$530,604	\$539,016	\$439,367

Consumer Expenditure Summary

Consumer Expenditure Summary



Radius	5 mi radius	10 mi radius	15 mi radius
Estimated Population	32,699	200,230	390,234
Estimated Households	14,466	90,118	166,828
Household Expenditure	\$912.78 M	\$5.94 B	\$9.92 B
Per Household ~ Per Capita	\$63,098	\$27,915	\$65,917
Non-Retail Expenditures	\$482.59 M	52.9%	\$3.15 B
Per Household ~ Per Capita	\$33,360	\$14,758	\$34,911
Retail Expenditures	\$430.19 M	47.1%	\$2.79 B
Per Household ~ Per Capita	\$29,738	\$13,156	\$31,006
Apparel	\$32.22 M	3.5%	\$209.75 M
Per Household ~ Per Capita	\$2,228	\$985	\$2,328
Contributions	\$30.23 M	3.3%	\$198.85 M
Per Household ~ Per Capita	\$2,090	\$925	\$2,207
Education	\$27.8 M	3.0%	\$183.97 M
Per Household ~ Per Capita	\$1,922	\$850	\$2,041
Entertainment	\$51.78 M	5.7%	\$337.21 M
Per Household ~ Per Capita	\$3,579	\$1,583	\$3,742
Food, Beverages	\$133.96 M	14.7%	\$870.09 M
Per Household ~ Per Capita	\$9,261	\$4,097	\$9,655
Furnishings, Equipment	\$32.17 M	3.5%	\$209.33 M
Per Household ~ Per Capita	\$2,224	\$984	\$2,323
Gifts	\$22.94 M	2.5%	\$151.36 M
Per Household ~ Per Capita	\$1,585	\$701	\$1,680
Health Care	\$76.99 M	8.4%	\$499.22 M
Per Household ~ Per Capita	\$5,322	\$2,354	\$5,540
Household Operations	\$36.02 M	3.9%	\$234.98 M
Per Household ~ Per Capita	\$2,490	\$1,101	\$2,607
Miscellaneous Expenses	\$17.29 M	1.9%	\$112.79 M
Per Household ~ Per Capita	\$1,196	\$529	\$1,252
Personal Care	\$12.25 M	1.3%	\$79.71 M
Per Household ~ Per Capita	\$847	\$375	\$884
Personal Insurance	\$6.48 M	0.7%	\$42.31 M
Per Household ~ Per Capita	\$448	\$198	\$470
Reading	\$2 M	0.2%	\$13.06 M
Per Household ~ Per Capita	\$138	\$61	\$145
Shelter	\$192.35 M	21.1%	\$1.25 B
Per Household ~ Per Capita	\$13,297	\$5,883	\$13,916
Tobacco	\$5.46 M	0.6%	\$35.16 M
Per Household ~ Per Capita	\$377	\$167	\$390
Transportation	\$165.94 M	18.2%	\$1.08 B
Per Household ~ Per Capita	\$11,471	\$5,075	\$11,934
Utilities	\$66.9 M	7.3%	\$432.97 M
Per Household ~ Per Capita	\$4,625	\$2,046	\$4,804

Consumer Expenditure Trend

Radius	5 mi radius	10 mi radius	15 mi radius			
Maumelle, Arkansas						
Population / Households (2022)						
Estimated Population	32,699	200,230	390,234			
Estimated Households	14,466	90,118	166,828			
Total Annual Consumer Expenditure (2022)						
Total Household Expenditure	\$912.78 M	\$5.94 B	\$9.92 B			
Total Non-Retail Expenditure	\$482.59 M	\$3.15 B	\$5.25 B			
Total Retail Expenditure	\$430.19 M	\$2.79 B	\$4.67 B			
Apparel	\$32.22 M	\$209.75 M	\$348.81 M			
Contributions	\$30.23 M	\$198.85 M	\$324.87 M			
Education	\$27.8 M	\$183.97 M	\$297.3 M			
Entertainment	\$51.78 M	\$337.21 M	\$558.57 M			
Food and Beverages	\$133.96 M	\$870.09 M	\$1.46 B			
Furnishings and Equipment	\$32.17 M	\$209.33 M	\$346.96 M			
Gifts	\$22.94 M	\$151.36 M	\$245.84 M			
Health Care	\$76.99 M	\$499.22 M	\$840.88 M			
Household Operations	\$36.02 M	\$234.98 M	\$389.72 M			
Miscellaneous Expenses	\$17.29 M	\$112.79 M	\$187.75 M			
Personal Care	\$12.25 M	\$79.71 M	\$133.12 M			
Personal Insurance	\$6.48 M	\$42.31 M	\$69.14 M			
Reading	\$2 M	\$13.06 M	\$21.71 M			
Shelter	\$192.35 M	\$1.25 B	\$2.1 B			
Tobacco	\$5.46 M	\$35.16 M	\$61.36 M			
Transportation	\$165.94 M	\$1.08 B	\$1.8 B			
Utilities	\$66.9 M	\$432.97 M	\$735.87 M			
Monthly Household Consumer Expenditure (2022)						
Total Household Expenditure	\$5,258	\$5,493	\$4,957			
Total Non-Retail Expenditure	\$2,780	52.9%	\$2,909	53.0%	\$2,622	52.9%
Total Retail Expenditure	\$2,478	47.1%	\$2,584	47.0%	\$2,335	47.1%
Apparel	\$186	3.5%	\$194	3.5%	\$174	3.5%
Contributions	\$174	3.3%	\$184	3.3%	\$162	3.3%
Education	\$160	3.0%	\$170	3.1%	\$149	3.0%
Entertainment	\$298	5.7%	\$312	5.7%	\$279	5.6%
Food and Beverages	\$772	14.7%	\$805	14.6%	\$730	14.7%
Furnishings and Equipment	\$185	3.5%	\$194	3.5%	\$173	3.5%
Gifts	\$132	2.5%	\$140	2.5%	\$123	2.5%
Health Care	\$444	8.4%	\$462	8.4%	\$420	8.5%
Household Operations	\$207	3.9%	\$217	4.0%	\$195	3.9%
Miscellaneous Expenses	\$100	1.9%	\$104	1.9%	\$94	1.9%
Personal Care	\$71	1.3%	\$74	1.3%	\$66	1.3%
Personal Insurance	\$37	0.7%	\$39	0.7%	\$35	0.7%
Reading	\$12	0.2%	\$12	0.2%	\$11	0.2%
Shelter	\$1,108	21.1%	\$1,160	21.1%	\$1,049	21.2%
Tobacco	\$31	0.6%	\$33	0.6%	\$31	0.6%
Transportation	\$956	18.2%	\$995	18.1%	\$899	18.1%
Utilities	\$385	7.3%	\$400	7.3%	\$368	7.4%

Consumer Expenditure Trend

Radius	5 mi radius	10 mi radius	15 mi radius
Maumelle, Arkansas			
Population / Households (2027)			
Projected Population	32,828	199,212	391,132
Projected Households	14,061	86,933	162,507
Total Annual Consumer Expenditure (2027)			
Total Household Expenditure	\$1.03 B	\$6.85 B	\$11.58 B
Total Non-Retail Expenditure	\$547.22 M	\$3.64 B	\$6.13 B
Total Retail Expenditure	\$485.78 M	\$3.22 B	\$5.45 B
Apparel	\$36.76 M	\$244.12 M	\$410.26 M
Contributions	\$35.11 M	\$235.21 M	\$387.73 M
Education	\$33.01 M	\$222.82 M	\$362.47 M
Entertainment	\$59.19 M	\$393.56 M	\$658.96 M
Food and Beverages	\$150.67 M	\$997.08 M	\$1.7 B
Furnishings and Equipment	\$36.73 M	\$243.96 M	\$408.94 M
Gifts	\$26.86 M	\$179.48 M	\$294.39 M
Health Care	\$85.96 M	\$568.23 M	\$969.12 M
Household Operations	\$41.1 M	\$273.57 M	\$458.4 M
Miscellaneous Expenses	\$19.64 M	\$130.67 M	\$219.95 M
Personal Care	\$13.86 M	\$91.98 M	\$155.4 M
Personal Insurance	\$7.53 M	\$50.29 M	\$82.99 M
Reading	\$2.28 M	\$15.16 M	\$25.45 M
Shelter	\$217.34 M	\$1.44 B	\$2.44 B
Tobacco	\$5.83 M	\$38.06 M	\$67.46 M
Transportation	\$187.16 M	\$1.24 B	\$2.1 B
Utilities	\$73.98 M	\$487.51 M	\$839.18 M
Consumer Expenditure Growth (2022 to 2027)			
Total Household Expenditure	\$120.22 M	\$911.85 M	\$1.65 B
Total Non-Retail Expenditure	\$64.63 M	\$489 M	\$881.19 M
Total Retail Expenditure	\$55.59 M	\$422.85 M	\$771.25 M
Apparel	\$4.54 M	\$34.37 M	\$61.45 M
Contributions	\$4.88 M	\$36.35 M	\$62.86 M
Education	\$5.21 M	\$38.85 M	\$65.16 M
Entertainment	\$7.41 M	\$56.35 M	\$100.39 M
Food and Beverages	\$16.71 M	\$126.99 M	\$233.31 M
Furnishings and Equipment	\$4.56 M	\$34.64 M	\$61.97 M
Gifts	\$3.92 M	\$28.11 M	\$48.55 M
Health Care	\$8.97 M	\$69.01 M	\$128.24 M
Household Operations	\$5.09 M	\$38.59 M	\$68.67 M
Miscellaneous Expenses	\$2.34 M	\$17.88 M	\$32.19 M
Personal Care	\$1.61 M	\$12.27 M	\$22.28 M
Personal Insurance	\$1.05 M	\$7.98 M	\$13.85 M
Reading	\$274.9 K	\$2.09 M	\$3.74 M
Shelter	\$24.99 M	\$189.14 M	\$343.14 M
Tobacco	\$368.74 K	\$2.9 M	\$6.11 M
Transportation	\$21.23 M	\$161.8 M	\$297.2 M
Utilities	\$7.08 M	\$54.54 M	\$103.32 M

Crime Risk

Crime Risk Profile



Radius	5 mi radius	10 mi radius	15 mi radius
Demographics			
Population	32,699	200,230	390,234
Census Population	32,899	201,366	389,829
Households	14,466	90,118	166,828
Average Household Income	\$87,150	\$93,208	\$80,584
Median Household Income	\$72,753	\$72,529	\$63,652
Per Capita Income	\$38,577	\$42,032	\$34,651
Total Crime			
Crime Index	144	201	221
Crime Level	Above Average	Very High	Very High
Personal Crime			
Crime Index	107	206	274
Crime Level	Average	Very High	Very High
Murder			
Crime Index	188	212	304
Crime Level	Very High	Very High	Very High
Rape			
Crime Index	45	130	161
Crime Level	Low Risk	Above Average	High Risk
Robbery			
Crime Index	105	147	193
Crime Level	Average	Above Average	Very High
Assault			
Crime Index	116	240	321
Crime Level	Average	Very High	Very High
Property Crime			
Crime Index	151	201	212
Crime Level	High Risk	Very High	Very High
Burglary			
Crime Index	139	185	211
Crime Level	Above Average	Very High	Very High
Larceny			
Crime Index	150	207	214
Crime Level	Above Average	Very High	Very High
Motor Vehicle Theft			
Crime Index	181	180	198
Crime Level	Very High	Very High	Very High

* Crime Index: 100 = National Average Adjusted for Population

Void Analysis

Void Analysis



Maumelle, Arkansas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts/Tires			
Advance Auto Parts	4 / 0	9,400	
AutoZone	11 / 0	6,600	
Caliber Collision	1 / 0		
CARQUEST	1 / 0	12,300	
Discount Tire	2 / 0	7,900	
Express Oil Change	1 / 0		
Firestone	5 / 0	9,000	
Goodyear	2 / 0	7,900	
Jiffy Lube	5 / 0	2,500	
Meineke	2 / 0		
Midas	1 / 0	4,800	
NAPA	4 / 0	6,200	
O'Reilly	13 / 0	8,500	
Pep Boys	1 / 0	17,500	
Precision Tune Auto Care	1 / 0	3,800	
Purcell	1 / 0	14,000	
Quick Lane	2 / 0	7,400	
Take 5 Oil Change	2 / 0	2,100	
Valvoline Instant Oil Change	2 / 1	3,400	
Banks			
Arvest Bank	13 / 0		
Bank of America	8 / 0		
Centennial Bank	17 / 0		
Chase Bank	5 / 0		
First Community Bank	4 / 0		
First Horizon Bank	4 / 0		
JRMB	1 / 0		
Regions Bank	14 / 1		
Simmons First National Bank	16 / 1		
U.S. Bank	10 / 1		
Banks Minor			
Bank	75 / 2		
Book Stores			
Barnes & Noble	2 / 0	15,400	
Books-A-Million	1 / 0	10,100	
Mardel	2 / 0	30,300	

Maumelle, Arkansas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Car Washes			
Carwash USA Express	1 / 0		
Take 5 Car Wash	3 / 0		
Tommy's Express Car Wash	1 / 0		
Zips Car Wash	6 / 0		
Clothing Apparel			
Aerie	1 / 0	3,900	
Aeropostale	1 / 0	3,700	
American Eagle Outfitters	2 / 0	6,100	
Ann Taylor Loft	1 / 0	6,200	
Anthropologie	1 / 0	10,000	
Athleta	1 / 0	4,800	
Banana Republic	1 / 0	7,500	
Buckle	2 / 0	5,100	
Carters	2 / 0	5,200	
Cato	2 / 0	5,000	
Chico's	2 / 0	3,700	
Citi Trends	3 / 0	14,600	
dd's DISCOUNTS	1 / 0	24,300	
Eddie Bauer	1 / 0	4,000 to 6,500	
Express	1 / 0	7,900	
Forever 21	1 / 0	18,500	
Francesca's	1 / 0	1,900	
Gap	1 / 0	10,100	
H And M	2 / 0	16,200	
Hot Topic	2 / 0		
J. Jill	2 / 0	4,500	
Jos. A. Bank	1 / 0	4,700	
Lane Bryant	2 / 0	6,000	
Lucky Brand Jeans	1 / 0	2,900	
Lululemon	1 / 0	3,400	
maurices	2 / 0	6,000	
Men's Wearhouse	1 / 0	6,100	
Old Navy	3 / 0	18,000	
Rainbow	2 / 0	9,100	
Rue21	2 / 0	5,600	
SOMA	1 / 0		

Maumelle, Arkansas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Talbots	1 / 0	4,600	
The Childrens Place	1 / 0	4,700	
Torrid	3 / 0		
Urban Outfitters	1 / 0	9,500	
Victoria's Secret	2 / 0	6,000	
White House Black Market	1 / 0	1,800	
Computers Electronic			
Apple Store	1 / 0	8,400	
Best Buy	3 / 0	35,600	
Convenience Stores			
Alon	6 / 0		
Caseys General Store	6 / 0	3,600	
Circle K	14 / 0		
Citgo	1 / 0		
Conoco	1 / 0		
Corner Store	6 / 0		
Exxon	27 / 1		
Kum & Go	8 / 0		
Love's	1 / 0		
Mobil	5 / 0		
Murphy USA	9 / 0		
Phillips 66	8 / 0		
QuikTrip	2 / 0		
RaceWay	1 / 0		
Shell	42 / 3		
Sunoco	2 / 0		
Valero	19 / 0		
Craft Fabric Stores			
Hobby Lobby	2 / 0	68,500	
Jo-Ann	2 / 0	24,300	
Michaels	3 / 0	23,600	
Dental			
Affordable Dentures	1 / 0		
Aspen Dental	3 / 0		
Dental Care Alliance	2 / 0		
Dentures and Dental Services	1 / 0		
Smile Brands Group	2 / 0		

Maumelle, Arkansas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Department Stores			
Belk	1 / 0	70,400	
Dillard's	2 / 0	92,400	
JCPenney	2 / 0	75,000	
Discount Department Stores			
Burlington Coat Factory	2 / 0	70,500	
David's Bridal	1 / 0	10,000	
Kohl's	2 / 0	84,200	
Marshalls	1 / 0	28,500	
Ollies Bargain Outlet	2 / 0		
Ross	3 / 0	28,300	
Target	4 / 0	113,100	
TJ Maxx	2 / 0	33,400	
Tuesday Morning	2 / 0	14,200	
Wal-Mart Supercenter	7 / 0	189,700	
Dollar Stores			
Big Lots	1 / 0	31,200	
Dollar General	37 / 1	9,600	
Dollar Tree	12 / 0	11,800	
Family Dollar	17 / 0	9,400	
Five Below	3 / 0	10,000	
Drug Stores			
CVS	6 / 0	13,400	
GNC	3 / 0	1,700	
Vitamin Shoppe	1 / 0	3,600	
Walgreens	16 / 1	14,800	
Education			
College	9 / 0		
Cosmetology and Barber	8 / 0		
Day Care	281 / 5		
High School	20 / 1		
High School (Private)	2 / 0		
Junior College	3 / 0		
PK - 8	99 / 4		
PK - 8 (Private)	28 / 0		
Trade Schools	4 / 0		
Entertainment			

Maumelle, Arkansas Radius	Site / Market Locations	Avg Square Footage	Closest Location
AMC	1 / 0	39,300	
Chuck E. Cheese's	2 / 0	12,400	
Cinemark	1 / 0	61,900	
Dave and Busters	1 / 0	45,000	
Main Event Entertainment	1 / 0	45,000 to 75,000	
Marcus	1 / 0	57,600	
Regal	1 / 0	49,000	
Theatres	4 / 0		
UA	1 / 0	42,100	
EV Charging Stations			
Blink Charging	2 / 0		
ChargePoint	19 / 0		
Electrify America	1 / 0		
Independent	11 / 0		
Tesla	14 / 0		
Eyewear			
LensCrafters	1 / 0		
MyEyeDr.	1 / 0		
Fitness			
Anytime Fitness	1 / 0	5,100	
Club Pilates	2 / 0		
CycleBar	1 / 0	2,300	
Esporta Fitness	3 / 0		
F45 Training	2 / 0	2,000	
Hotworx	2 / 0		
Orangetheory Fitness	3 / 0	3,700	
Planet Fitness	3 / 0	24,600	
Pure Barre	1 / 0	1,700	
Furniture Household			
Aarons	2 / 0	9,000	
American Freight	4 / 0	32,300	
At Home	1 / 0	121,000	
Bassett	1 / 0	17,300	
Bed Bath & Beyond	2 / 0	29,600	
Ethan Allen	1 / 0	17,700	
Havertys	1 / 0	53,500	
HomeGoods	1 / 0	30,400	

Maumelle, Arkansas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Kirklands	2 / 0	8,900	
La-Z-Boy	1 / 0	19,700	
Rent A Center	3 / 0	1,500 to 8,200	
The Container Store	1 / 0	22,900	
Grocery Stores			
Kroger	12 / 1	58,600	
Natural Grocers	1 / 0	17,400	
Neighborhood Market	1 / 0	55,400	
The Fresh Market	1 / 0	24,700	
Trader Joe's	1 / 0	15,700	
Whole Foods	1 / 0	38,700	
Health Beauty			
Bath & Body Works	4 / 0	3,800	
Claire's	3 / 0	1,300	
Great Clips	7 / 0	1,900	
Sally Beauty Supply	3 / 0	2,300	
Sephora	1 / 0	5,700	
Sport Clips	6 / 0	1,400	
Supercuts	3 / 0	1,800	
ULTA	4 / 0	11,300	
Health Care			
Advanced Heart Failure And Transplant Cardiology	2 / 0		
Allergy and Immunology	11 / 0		
Anesthesiology	26 / 0		
Audiologist	6 / 0		
Cardiac Electrophysiology	11 / 0		
Cardiac Surgery	9 / 0		
Cardiovascular Disease	17 / 0		
Certified Nurse Midwife	2 / 0		
Certified Registered Nurse Anesthetist	31 / 0		
Chiropractic	34 / 1		
Clinical Nurse Specialist	5 / 0		
Clinical Psychologist	30 / 1		
Clinical Social Worker	40 / 1		
Colorectal Surgery	3 / 0		
Critical Care	5 / 0		
Dermatology	14 / 0		

Maumelle, Arkansas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Diagnostic Radiology	20 / 0		
Dialysis Centers	13 / 0		
Emergency Medicine	21 / 0		
Endocrinology	13 / 1		
Family Practice	80 / 2		
Gastroenterology	18 / 0		
General Practice	6 / 0		
General Surgery	19 / 0		
Geriatric Medicine	12 / 0		
Gynecological Oncology	4 / 0		
Hand Surgery	7 / 0		
Hematology	2 / 0		
Hematology and Oncology	13 / 0		
Hospice and Palliative Care	4 / 0		
Hospitalist	5 / 0		
Infectious Disease	8 / 1		
Internal Medicine	46 / 1		
Interventional Cardiology	10 / 0		
Interventional Pain Management	2 / 0		
Interventional Radiology	8 / 0		
Medical Oncology	5 / 0		
Nephrology	10 / 0		
Neurology	17 / 0		
Neurosurgery	13 / 0		
Nuclear Medicine	6 / 0		
Nurse Practitioner	120 / 5		
Obstetrics and Gynecology	20 / 0		
Occupational Therapy	18 / 0		
Ophthalmology	14 / 0		
Optometry	38 / 2		
Oral Surgery	2 / 0		
Orthopedic Surgery	16 / 0		
Osteopathic Manipulative Medicine	1 / 0		
Otolaryngology	10 / 0		
Pain Management	7 / 0		
Pathology	12 / 0		
Pediatric Medicine	7 / 0		

Maumelle, Arkansas	Site / Market Locations	Avg Square Footage	Closest Location
Radius			
Physical Medicine and Rehabilitation	19 / 0		
Physical Therapy	38 / 1		
Physician Assistant	39 / 1		
Plastic and Reconstructive Surgery	13 / 0		
Podiatry	11 / 0		
Preventative Medicine	3 / 0		
Psychiatry	34 / 1		
Pulmonary Disease	19 / 0		
Radiation Oncology	7 / 0		
Registered Dietitian or Nutrition Professional	9 / 0		
Rheumatology	11 / 0		
Sleep Laboratory and Medicine	3 / 0		
Speech Language Pathologist	6 / 0		
Surgical Oncology	6 / 0		
Thoracic Surgery	7 / 0		
Undersea And Hyperbaric Medicine	1 / 0		
Urgent Care	3 / 0		
Urology	10 / 0		
Vascular Surgery	5 / 0		
Home Improvement			
Ace Hardware	4 / 0	16,200	
Do It Best	1 / 0	16,200	
Harbor Freight Tools	1 / 0	17,100	
Home Depot	4 / 0	120,600	
Lowe's	2 / 0	141,200	
Northern Tool	1 / 0	20,000 to 30,000	
Sherwin-Williams	7 / 0	7,300	
Tractor Supply Company	2 / 0	26,300	
True Value	1 / 0	12,800	
Hotels			
AC Hotel	1 / 0		
Aloft	1 / 0		
Americas Best Value Inn	4 / 1		
Baymont Inn & Suites	1 / 0		
Best Western Hotels	4 / 0		
Best Western Plus	1 / 0		
Candlewood Suites	2 / 0		

Radius	Site / Market Locations	Avg Square Footage	Closest Location
Comfort	4 / 0		
Comfort Suites	1 / 0		
Country Inns & Suites	1 / 0		
Courtyard	4 / 0		
Days Inn	4 / 0		
DoubleTree	1 / 0		
Econo Lodge	3 / 0		
Embassy Suites	1 / 0		
Extended Stay America	3 / 0		
Fairfield Inn	1 / 0		
Fairfield Inn and Suites	1 / 0		
Four Points	1 / 0		
Hampton Inn	4 / 1		
Hilton	1 / 0		
Hilton Garden	3 / 0		
Holiday Inn	3 / 0		
Holiday Inn Express	5 / 1		
Home2	2 / 0		
Homewood	1 / 0		
La Quinta Inn & Suites	3 / 0		
Marriott	2 / 0		
Motel 6	4 / 0		
Quality	4 / 1		
Ramada	1 / 0		
Red Roof Inn	2 / 0		
Residence Inn	3 / 0		
Springhill Suites	1 / 0		
Staybridge Suites	1 / 0		
Super 8	3 / 0		
Towneplace Suites	1 / 0		
Tru by Hilton	2 / 0		
Wingate	2 / 0		
Wyndham	1 / 0		
Massage			
European Wax Center	3 / 0		
Massage Envy	3 / 0		
Mattress			

Maumelle, Arkansas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Denver Mattress	2 / 0		
Mattress Firm	6 / 0		
Sleep Number	2 / 0		
Office Supply			
Office Depot	2 / 0	25,100	
Staples	1 / 0	22,400	
Pet Stores			
Petco	3 / 0	15,900	
Petsense	1 / 0		
PetsMart	2 / 0	22,100	
Restaurants Bakery Bagels			
Crumbl Cookies	2 / 0		
Einstein Bros	1 / 0	2,200	
Panera Bread	3 / 0	5,100	
Restaurants Casual			
Applebee's	1 / 0	5,400	
Bar Louie	2 / 0	6,000 to 7,000	
BENIHANA	1 / 0		
BJ's Restaurant & Brewery	2 / 0	8,800	
Black Bear Diner	1 / 0	6,100	
Bonefish Grill	1 / 0	6,500	
Buffalo Wild Wings	2 / 0	6,600	
Cheddar's	1 / 0	8,600	
Chili's	3 / 0	5,800	
Chipotle	3 / 0	2,500	
Chuy's	2 / 0		
Cracker Barrel	2 / 0	9,900	
Denny's	2 / 0	5,800	
Dickey's	1 / 0	3,200	
Fatburger	1 / 0	2,000	
Five Guys	2 / 0	2,600	
Golden Corral	1 / 0	11,700	
Hooters	2 / 0	6,800	
IHOP	3 / 0	4,800	
Logan's Roadhouse	1 / 0	7,500	
Longhorn Steakhouse	2 / 0	5,900	
Moe's	2 / 0	2,500	

Radius	Site / Market Locations	Avg Square Footage	Closest Location
Mooyah Burgers	1 / 0		
Olive Garden	2 / 0	8,700	
On The Border	3 / 0	7,500	
Outback Steakhouse	2 / 0	6,800	
Pei Wei	1 / 0	3,700	
Red Lobster	2 / 0	8,400	
Red Robin	1 / 0	1,800 to 2,500	
Saltgrass	2 / 0	7,500	
T.G.I. Friday's	1 / 0	7,400	
Texas Roadhouse	3 / 0	7,400	
Twin Peaks	1 / 0		
Waffle House	12 / 1	2,000	
Restaurants Coffee Donuts			
Dunkin' Donuts	1 / 0	2,300	
Krispy Kreme	1 / 0	3,600	
Shipley Do-Nuts	8 / 0	2,100	
Starbucks	24 / 1	1,800	
Restaurants Fast Food Major			
Arby's	9 / 1	3,300	
Burger King	14 / 0	4,000	
Chick-fil-A	10 / 1	4,300	
Dairy Queen	4 / 0	1,700	
Hardee's	3 / 0	3,500	
KFC	4 / 1	3,100	
McDonald's	22 / 1	4,600	
Sonic	19 / 1	2,800	
Taco Bell	15 / 0	2,500	
Wendy's	13 / 1	3,300	
Restaurants Fast Food Minor			
Captain D's Seafood	2 / 0	3,200	
Chicken Express	1 / 0	3,000	
Chicken Salad Chick	3 / 0		
Church's Chicken	4 / 0	1,700	
Fazoli's	1 / 0	3,600	
Freddys	2 / 0	3,600	
Long John Silver's	1 / 0	2,600	
Popeyes	12 / 0	2,700	

Radius	Site / Market Locations	Avg Square Footage	Closest Location
Raising Canes	2 / 0	3,000	
Rally's	4 / 0	900	
Slim Chickens	4 / 0		
Taco Bueno	5 / 1	2,600	
Wing Stop	2 / 0	2,000	
Zaxby's	4 / 1	3,600	
Restaurants Ice Cream Smoothie			
Andys Frozen Custard	2 / 0	2,800	
Baskin-Robbins	3 / 0	2,200	
Cold Stone Creamery	1 / 0	1,600	
Marble Slab Creamery	2 / 0	1,500	
Smoothie King	1 / 0	1,600	
TCBY	3 / 0	1,700	
Tropical Smoothie Cafe	11 / 0	1,700	
Restaurants Pizza			
Blaze Pizza	2 / 0	2,900	
CiCi's Pizza	1 / 0	5,200	
Domino's Pizza	9 / 1	2,100	
Hungry Howie's	2 / 0	1,800	
Little Caesars	10 / 1	1,800	
Marco's Pizza	5 / 1	2,000	
Papa Johns	7 / 0	1,600	
Pie Five Pizza	1 / 0	2,600	
Pizza Hut	12 / 1	2,800	
Restaurants Sandwich			
Charley's Grilled Subs	2 / 0	500 to 1,600	
Cheba Hut	1 / 0		
Firehouse Subs	3 / 0	2,300	
Jason's Deli	2 / 0	5,200	
Jersey Mike's	2 / 0	14,600	
Jimmy John's	3 / 0	2,000	
Lenny's Sub Shop	1 / 0	2,200	
McAlister's Deli	2 / 0	5,000	
Potbelly Sandwich Works	2 / 0	2,500	
Quiznos	1 / 0	1,600	
Schlotzsky's Deli	2 / 0	3,300	
Subway	33 / 2	1,700	

Maumelle, Arkansas Radius	Site / Market Locations	Avg Square Footage	Closest Location
Self Storage			
Life Storage	1 / 0		
U Haul	7 / 0		
US Storage Centers	2 / 0		
Shoes Footwear			
Boot Barn	1 / 0		
DSW	1 / 0	20,400	
Famous Footwear	1 / 0	9,700	
FinishLine	2 / 0	5,000	
Foot Locker	2 / 0	4,000	
Nike	1 / 0	13,600	
Rack Room Shoes	1 / 0	7,000	
Shoe Carnival	2 / 0	12,600	
Shoe Dept Encore	2 / 0	16,000	
Shoe Show	1 / 0	4,800	
Skechers	1 / 0	7,600	
Vans	1 / 0		
Zumiez	2 / 0		
Specialty			
Build-a-Bear	1 / 0		
Goodwill	8 / 1	24,100	
Guitar Center	1 / 0	12,000 to 20,000	
Hallmark	4 / 1	5,600	
Harley Davidson	1 / 0		
Party City	2 / 0	13,300	
ReStore	1 / 0		
Sporting Goods			
Academy Sports	3 / 0	71,300	
Bass Pro Shops	1 / 0	110,300	
Champs Sports	2 / 0	3,500	
Dick's	2 / 0	48,700	
Edwin Watts Golf	1 / 0	9,500	
Hibbett Sports	5 / 0	7,600	
Wholesale			
Costco	1 / 0	149,900	
Sam's Club	3 / 0	134,000	
Wireless Stores			

Radius	Site / Market Locations	Avg Square Footage	Closest Location
AT&T	9 / 0	3,500	
Boost Mobile	5 / 0		
Cricket	10 / 0	1,600	
MetroPCS	7 / 0	1,900	
T-Mobile	17 / 0	1,800	
Verizon Wireless	2 / 0	3,800	
Worship			
Baptist	48 / 0		
Buddhist	3 / 0		
Christian	20 / 0		
Episcopal	5 / 0		
Hindu	1 / 0		
Judaic	3 / 0		
Methodist	4 / 0		
Methodist Episcopal	12 / 0		
Muslim	1 / 0		
Presbyterian	3 / 0		