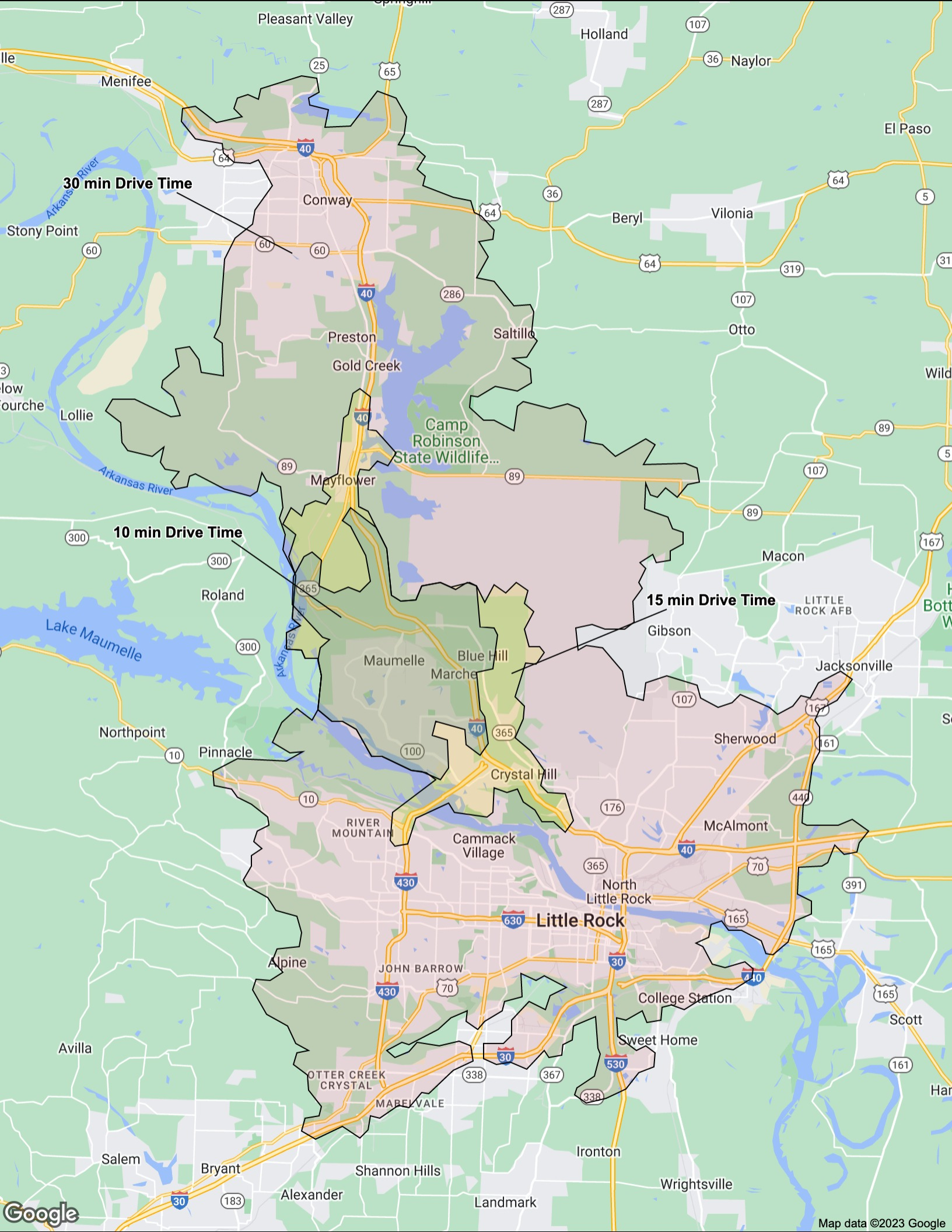


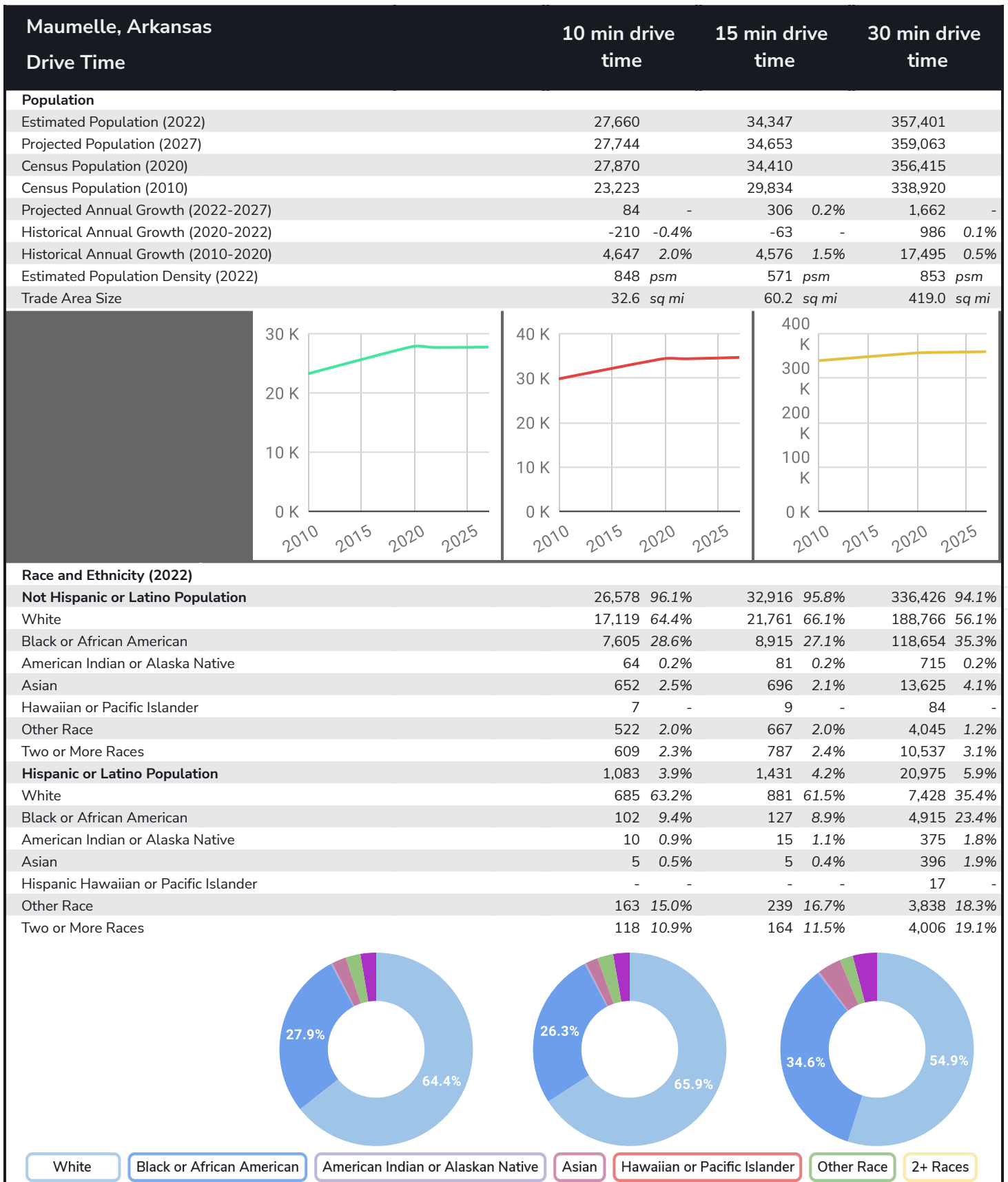
RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Maumelle, Arkansas
Spring 2023
Drive Time**



Demographics





Maumelle, Arkansas

Drive Time

**10 min drive
time**

15 min drive
time

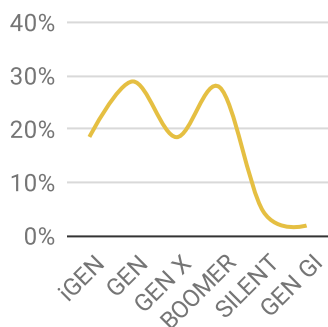
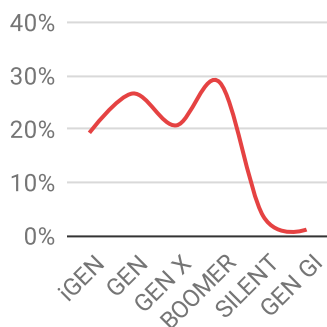
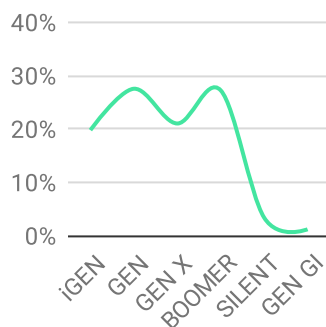
30 min drive
time

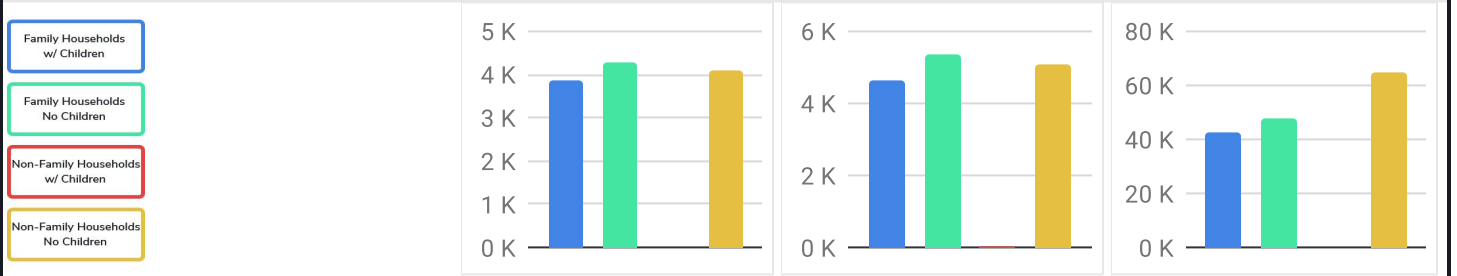
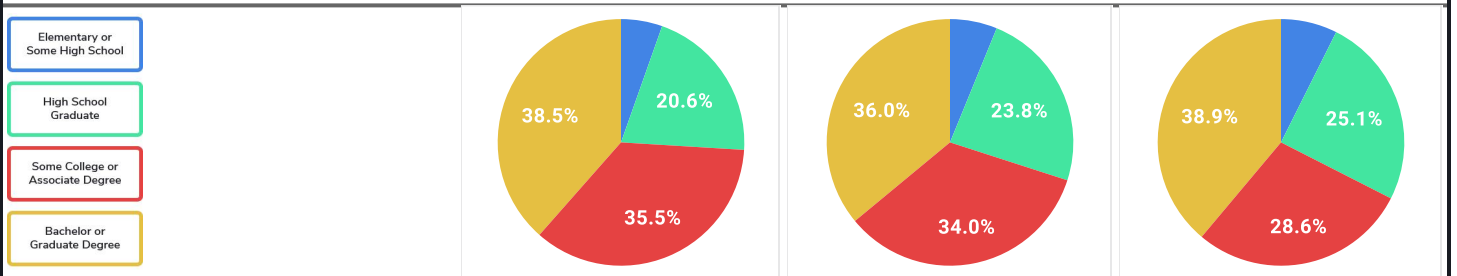
Age Distribution (2022)

Age Under 5 Years	1,797	6.5%	2,148	6.3%	21,480	6.0%
Age 5 to 9 Years	1,858	6.7%	2,251	6.6%	21,964	6.1%
Age 10 to 14 Years	1,808	6.5%	2,213	6.4%	22,602	6.3%
Age 15 to 19 Years	1,360	4.9%	1,706	5.0%	21,935	6.1%
Age 20 to 24 Years	1,708	6.2%	2,076	6.0%	28,638	8.0%
Age 25 to 29 Years	2,386	8.6%	2,790	8.1%	26,918	7.5%
Age 30 to 34 Years	2,155	7.8%	2,572	7.5%	25,727	7.2%
Age 35 to 39 Years	2,187	7.9%	2,617	7.6%	23,601	6.6%
Age 40 to 44 Years	1,959	7.1%	2,379	6.9%	22,173	6.2%
Age 45 to 49 Years	1,662	6.0%	2,095	6.1%	20,118	5.6%
Age 50 to 54 Years	1,636	5.9%	2,135	6.2%	20,557	5.8%
Age 55 to 59 Years	1,704	6.2%	2,182	6.4%	21,596	6.0%
Age 60 to 64 Years	1,694	6.1%	2,215	6.4%	22,285	6.2%
Age 65 to 69 Years	1,405	5.1%	1,855	5.4%	19,328	5.4%
Age 70 to 74 Years	1,088	3.9%	1,469	4.3%	15,500	4.3%
Age 75 to 79 Years	554	2.0%	761	2.2%	9,691	2.7%
Age 80 to 84 Years	374	1.4%	495	1.4%	6,558	1.8%
Age 85 Years or Over	326	1.2%	388	1.1%	6,731	1.9%
Median Age	36.5		37.5		36.8	

Generation (2022)

iGeneration (Age Under 15 Years)	5,464	19.8%	6,611	19.2%	66,046	18.5%
Generation 9/11 Millennials (Age 15 to 34 Years)	7,609	27.5%	9,145	26.6%	103,218	28.9%
Gen Xers (Age 35 to 49 Years)	5,808	21.0%	7,091	20.6%	65,891	18.4%
Baby Boomers (Age 50 to 74 Years)	7,526	27.2%	9,856	28.7%	99,266	27.8%
Silent Generation (Age 75 to 84 Years)	928	3.4%	1,256	3.7%	16,249	4.5%
G.I. Generation (Age 85 Years or Over)	326	1.2%	388	1.1%	6,731	1.9%



Maumelle, Arkansas		10 min drive time	15 min drive time	30 min drive time
Drive Time				
Household Type (2022)				
Total Households		12,243	15,114	155,338
Family Households		8,132 66.4%	10,033 66.4%	90,621 58.3%
Family Households with Children		3,875 47.6%	4,652 46.4%	42,714 47.1%
Family Households No Children		4,258 52.4%	5,381 53.6%	47,908 52.9%
Non-Family Households		4,111 33.6%	5,082 33.6%	64,717 41.7%
Non-Family Households with Children		7 0.2%	9 0.2%	76 0.1%
Non-Family Households No Children		4,104 99.8%	5,072 99.8%	64,641 99.9%
				
Education Attainment (2022)				
Elementary or Some High School		1,036 5.4%	1,481 6.2%	17,784 7.4%
High School Graduate		3,932 20.6%	5,699 23.8%	60,469 25.1%
Some College or Associate Degree		6,796 35.5%	8,150 34.0%	68,903 28.6%
Bachelor or Graduate Degree		7,365 38.5%	8,624 36.0%	93,627 38.9%
				
Household Income (2022)				
Estimated Average Household Income		\$89,973	\$83,824	\$77,174
Estimated Median Household Income		\$76,141	\$72,492	\$61,300
HH Income Under \$10,000		389 3.2%	532 3.5%	12,114 7.8%
HH Income \$10,000 to \$34,999		2,508 20.5%	3,275 21.7%	38,746 24.9%
HH Income \$35,000 to \$49,999		1,762 14.4%	2,120 14.0%	20,657 13.3%
HH Income \$50,000 to \$74,999		2,305 18.8%	2,924 19.3%	27,947 18.0%
HH Income \$75,000 to \$99,999		1,501 12.3%	1,879 12.4%	18,895 12.2%
HH Income \$100,000 to \$149,999		1,794 14.6%	2,147 14.2%	19,983 12.9%
HH Income \$150,000 or More		1,984 16.2%	2,237 14.8%	16,997 10.9%

Maumelle, Arkansas			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Population								
Estimated Population (2022)			27,660		34,347		357,401	
Projected Population (2027)			27,744		34,653		359,063	
Census Population (2020)			27,870		34,410		356,415	
Census Population (2010)			23,223		29,834		338,920	
Projected Annual Growth (2022-2027)			84	-	306	0.2%	1,662	-
Historical Annual Growth (2020-2022)			-210	-	-63	-	986	0.1%
Historical Annual Growth (2010-2020)			4,647	2.0%	4,576	1.5%	17,495	0.5%
Estimated Population Density (2022)			848	psm	571	psm	853	psm
Trade Area Size			32.6	sq mi	60.2	sq mi	419.0	sq mi
Households								
Estimated Households (2022)			12,243		15,114		155,338	
Projected Households (2027)			11,880		14,798		151,981	
Census Households (2020)			12,253		15,045		154,574	
Census Households (2010)			9,734		12,488		142,573	
Projected Annual Growth (2022-2027)			-363	-0.6%	-317	-0.4%	-3,358	-0.4%
Historical Annual Change (2010-2022)			2,509	2.1%	2,626	1.8%	12,765	0.7%
Average Household Income								
Estimated Average Household Income (2022)			\$89,973		\$83,824		\$77,174	
Projected Average Household Income (2027)			\$111,968		\$105,103		\$96,190	
Census Average Household Income (2010)			\$80,186		\$75,115		\$64,124	
Census Average Household Income (2000)			\$67,918		\$62,238		\$52,602	
Projected Annual Change (2022-2027)			\$21,994	4.9%	\$21,279	5.1%	\$19,017	4.9%
Historical Annual Change (2000-2022)			\$22,056	1.5%	\$21,586	1.6%	\$24,571	2.1%
Median Household Income								
Estimated Median Household Income (2022)			\$76,141		\$72,492		\$61,300	
Projected Median Household Income (2027)			\$91,839		\$87,388		\$72,933	
Census Median Household Income (2010)			\$67,730		\$62,979		\$49,543	
Census Median Household Income (2000)			\$57,237		\$52,362		\$41,410	
Projected Annual Change (2022-2027)			\$15,698	4.1%	\$14,895	4.1%	\$11,633	3.8%
Historical Annual Change (2000-2022)			\$18,904	1.5%	\$20,131	1.7%	\$19,890	2.2%
Per Capita Income								
Estimated Per Capita Income (2022)			\$39,841		\$36,905		\$33,733	
Projected Per Capita Income (2027)			\$47,961		\$44,899		\$40,904	
Census Per Capita Income (2010)			\$33,602		\$31,432		\$26,978	
Census Per Capita Income (2000)			\$26,778		\$24,530		\$21,854	
Projected Annual Change (2022-2027)			\$8,120	4.1%	\$7,994	4.3%	\$7,171	4.3%
Historical Annual Change (2000-2022)			\$13,063	2.2%	\$12,375	2.3%	\$11,879	2.5%
Estimated Average Household Net Worth (2022)			\$555,052		\$508,472		\$421,051	

Maumelle, Arkansas	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Race and Ethnicity						
Total Population (2022)	27,660		34,347		357,401	
White (2022)	17,803	64.4%	22,642	65.9%	196,193	54.9%
Black or African American (2022)	7,707	27.9%	9,041	26.3%	123,569	34.6%
American Indian or Alaska Native (2022)	74	0.3%	96	0.3%	1,090	0.3%
Asian (2022)	657	2.4%	701	2.0%	14,022	3.9%
Hawaiian or Pacific Islander (2022)	7	-	9	-	102	-
Other Race (2022)	684	2.5%	906	2.6%	7,883	2.2%
Two or More Races (2022)	727	2.6%	951	2.8%	14,542	4.1%
Population < 18 (2022)	6,376	23.1%	7,746	22.6%	79,399	22.2%
White Not Hispanic	3,395	53.2%	4,246	54.8%	33,743	42.5%
Black or African American	2,129	33.4%	2,451	31.6%	33,541	42.2%
Asian	142	2.2%	150	1.9%	1,997	2.5%
Other Race Not Hispanic	357	5.6%	449	5.8%	3,548	4.5%
Hispanic	354	5.6%	449	5.8%	6,569	8.3%
Not Hispanic or Latino Population (2022)	26,578	96.1%	32,916	95.8%	336,426	94.1%
Not Hispanic White	17,119	64.4%	21,761	66.1%	188,766	56.1%
Not Hispanic Black or African American	7,605	28.6%	8,915	27.1%	118,654	35.3%
Not Hispanic American Indian or Alaska Native	64	0.2%	81	0.2%	715	0.2%
Not Hispanic Asian	652	2.5%	696	2.1%	13,625	4.1%
Not Hispanic Hawaiian or Pacific Islander	7	-	9	-	84	-
Not Hispanic Other Race	522	2.0%	667	2.0%	4,045	1.2%
Not Hispanic Two or More Races	609	2.3%	787	2.4%	10,537	3.1%
Hispanic or Latino Population (2022)	1,083	3.9%	1,431	4.2%	20,975	5.9%
Hispanic White	685	63.2%	881	61.5%	7,428	35.4%
Hispanic Black or African American	102	9.4%	127	8.9%	4,915	23.4%
Hispanic American Indian or Alaska Native	10	0.9%	15	1.1%	375	1.8%
Hispanic Asian	5	0.5%	5	0.4%	396	1.9%
Hispanic Hawaiian or Pacific Islander	-	-	-	-	17	-
Hispanic Other Race	163	15.0%	239	16.7%	3,838	18.3%
Hispanic Two or More Races	118	10.9%	164	11.5%	4,006	19.1%
Not Hispanic or Latino Population (2020)	26,651	95.6%	32,798	95.3%	331,356	93.0%
Hispanic or Latino Population (2020)	1,219	4.4%	1,612	4.7%	25,059	7.0%
Not Hispanic or Latino Population (2010)	22,461	96.7%	28,833	96.6%	322,137	95.0%
Hispanic or Latino Population (2010)	762	3.3%	1,002	3.4%	16,783	5.0%
Not Hispanic or Latino Population (2027)	26,646	96.0%	33,088	95.5%	337,792	94.1%
Hispanic or Latino Population (2027)	1,097	4.0%	1,565	4.5%	21,271	5.9%
Projected Annual Growth (2022-2027)	15	0.3%	134	1.9%	296	0.3%
Historical Annual Growth (2010-2020)	457	6.0%	610	6.1%	8,276	4.9%

Maumelle, Arkansas		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Total Age Distribution (2022)							
Total Population		27,660		34,347		357,401	
Age Under 5 Years		1,797	6.5%	2,148	6.3%	21,480	6.0%
Age 5 to 9 Years		1,858	6.7%	2,251	6.6%	21,964	6.1%
Age 10 to 14 Years		1,808	6.5%	2,213	6.4%	22,602	6.3%
Age 15 to 19 Years		1,360	4.9%	1,706	5.0%	21,935	6.1%
Age 20 to 24 Years		1,708	6.2%	2,076	6.0%	28,638	8.0%
Age 25 to 29 Years		2,386	8.6%	2,790	8.1%	26,918	7.5%
Age 30 to 34 Years		2,155	7.8%	2,572	7.5%	25,727	7.2%
Age 35 to 39 Years		2,187	7.9%	2,617	7.6%	23,601	6.6%
Age 40 to 44 Years		1,959	7.1%	2,379	6.9%	22,173	6.2%
Age 45 to 49 Years		1,662	6.0%	2,095	6.1%	20,118	5.6%
Age 50 to 54 Years		1,636	5.9%	2,135	6.2%	20,557	5.8%
Age 55 to 59 Years		1,704	6.2%	2,182	6.4%	21,596	6.0%
Age 60 to 64 Years		1,694	6.1%	2,215	6.4%	22,285	6.2%
Age 65 to 69 Years		1,405	5.1%	1,855	5.4%	19,328	5.4%
Age 70 to 74 Years		1,088	3.9%	1,469	4.3%	15,500	4.3%
Age 75 to 79 Years		554	2.0%	761	2.2%	9,691	2.7%
Age 80 to 84 Years		374	1.4%	495	1.4%	6,558	1.8%
Age 85 Years or Over		326	1.2%	388	1.1%	6,731	1.9%
Median Age		36.5		37.5		36.8	
Age 19 Years or Less		6,823	24.7%	8,318	24.2%	87,981	24.6%
Age 20 to 64 Years		17,090	61.8%	21,061	61.3%	211,613	59.2%
Age 65 Years or Over		3,746	13.5%	4,968	14.5%	57,808	16.2%
Female Age Distribution (2022)							
Female Population		14,566	52.7%	17,955	52.3%	187,893	52.6%
Age Under 5 Years		850	5.8%	1,027	5.7%	10,567	5.6%
Age 5 to 9 Years		899	6.2%	1,085	6.0%	10,692	5.7%
Age 10 to 14 Years		895	6.1%	1,094	6.1%	11,066	5.9%
Age 15 to 19 Years		655	4.5%	813	4.5%	11,008	5.9%
Age 20 to 24 Years		950	6.5%	1,138	6.3%	14,831	7.9%
Age 25 to 29 Years		1,326	9.1%	1,545	8.6%	14,061	7.5%
Age 30 to 34 Years		1,182	8.1%	1,398	7.8%	13,504	7.2%
Age 35 to 39 Years		1,149	7.9%	1,365	7.6%	12,311	6.6%
Age 40 to 44 Years		1,050	7.2%	1,266	7.0%	11,586	6.2%
Age 45 to 49 Years		904	6.2%	1,133	6.3%	10,797	5.7%
Age 50 to 54 Years		875	6.0%	1,121	6.2%	10,712	5.7%
Age 55 to 59 Years		883	6.1%	1,124	6.3%	11,440	6.1%
Age 60 to 64 Years		876	6.0%	1,145	6.4%	11,854	6.3%
Age 65 to 69 Years		755	5.2%	985	5.5%	10,655	5.7%
Age 70 to 74 Years		585	4.0%	796	4.4%	8,606	4.6%
Age 75 to 79 Years		301	2.1%	396	2.2%	5,651	3.0%
Age 80 to 84 Years		214	1.5%	276	1.5%	4,005	2.1%
Age 85 Years or Over		216	1.5%	250	1.4%	4,546	2.4%
Female Median Age		36.9		37.9		38.1	
Age 19 Years or Less		3,299	22.7%	4,019	22.4%	43,334	23.1%
Age 20 to 64 Years		9,195	63.1%	11,233	62.6%	111,096	59.1%
Age 65 Years or Over		2,071	14.2%	2,703	15.1%	33,463	17.8%

Maumelle, Arkansas		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Male Age Distribution (2022)							
Male Population		13,094	47.3%	16,392	47.7%	169,508	47.4%
Age Under 5 Years		947	7.2%	1,121	6.8%	10,913	6.4%
Age 5 to 9 Years		960	7.3%	1,166	7.1%	11,272	6.6%
Age 10 to 14 Years		913	7.0%	1,119	6.8%	11,535	6.8%
Age 15 to 19 Years		704	5.4%	893	5.4%	10,927	6.4%
Age 20 to 24 Years		759	5.8%	939	5.7%	13,807	8.1%
Age 25 to 29 Years		1,060	8.1%	1,245	7.6%	12,857	7.6%
Age 30 to 34 Years		974	7.4%	1,175	7.2%	12,224	7.2%
Age 35 to 39 Years		1,037	7.9%	1,252	7.6%	11,290	6.7%
Age 40 to 44 Years		908	6.9%	1,113	6.8%	10,586	6.2%
Age 45 to 49 Years		758	5.8%	962	5.9%	9,321	5.5%
Age 50 to 54 Years		761	5.8%	1,014	6.2%	9,845	5.8%
Age 55 to 59 Years		821	6.3%	1,058	6.5%	10,155	6.0%
Age 60 to 64 Years		817	6.2%	1,070	6.5%	10,430	6.2%
Age 65 to 69 Years		649	5.0%	870	5.3%	8,673	5.1%
Age 70 to 74 Years		503	3.8%	673	4.1%	6,894	4.1%
Age 75 to 79 Years		252	1.9%	365	2.2%	4,040	2.4%
Age 80 to 84 Years		160	1.2%	219	1.3%	2,552	1.5%
Age 85 Years or Over		109	0.8%	138	0.8%	2,185	1.3%
Male Median Age		36.1		37.1		35.5	
Age 19 Years or Less		3,524	26.9%	4,299	26.2%	44,647	26.3%
Age 20 to 64 Years		7,895	60.3%	9,829	60.0%	100,517	59.3%
Age 65 Years or Over		1,675	12.8%	2,265	13.8%	24,344	14.4%
Males per 100 Females (2022)							
Overall Comparison		90		91		90	
Age Under 5 Years		111	52.7%	109	52.2%	103	50.8%
Age 5 to 9 Years		107	51.6%	108	51.8%	105	51.3%
Age 10 to 14 Years		102	50.5%	102	50.6%	104	51.0%
Age 15 to 19 Years		107	51.8%	110	52.3%	99	49.8%
Age 20 to 24 Years		80	44.4%	83	45.2%	93	48.2%
Age 25 to 29 Years		80	44.4%	81	44.6%	91	47.8%
Age 30 to 34 Years		82	45.2%	84	45.7%	91	47.5%
Age 35 to 39 Years		90	47.4%	92	47.8%	92	47.8%
Age 40 to 44 Years		86	46.4%	88	46.8%	91	47.7%
Age 45 to 49 Years		84	45.6%	85	45.9%	86	46.3%
Age 50 to 54 Years		87	46.5%	90	47.5%	92	47.9%
Age 55 to 59 Years		93	48.2%	94	48.5%	89	47.0%
Age 60 to 64 Years		93	48.3%	94	48.3%	88	46.8%
Age 65 to 69 Years		86	46.2%	88	46.9%	81	44.9%
Age 70 to 74 Years		86	46.3%	84	45.8%	80	44.5%
Age 75 to 79 Years		84	45.6%	92	48.0%	71	41.7%
Age 80 to 84 Years		75	42.8%	79	44.2%	64	38.9%
Age 85 Years or Over		51	33.6%	55	35.5%	48	32.5%
Age 19 Years or Less		107	51.6%	107	51.7%	103	50.7%
Age 20 to 39 Years		83	45.4%	85	45.9%	92	47.8%
Age 40 to 64 Years		89	47.0%	90	47.4%	89	47.2%
Age 65 Years or Over		81	44.7%	84	45.6%	73	42.1%

Maumelle, Arkansas			10 min drive time		15 min drive time		30 min drive time	
Drive Time								
Household Type (2022)								
Total Households			12,243		15,114		155,338	
Households with Children			3,881	31.7%	4,661	30.8%	42,790	27.5%
Average Household Size			2.3		2.3		2.2	
Household Density per Square Mile			376		251		371	
Population Family			22,664	81.9%	28,093	81.8%	266,559	74.6%
Population Non-Family			4,904	17.7%	6,148	17.9%	79,897	22.4%
Population Group Quarters			92	0.3%	106	0.3%	10,945	3.1%
Family Households			8,132	66.4%	10,033	66.4%	90,621	58.3%
Married Couple Households			6,259	77.0%	7,627	76.0%	57,456	63.4%
Other Family Households with Children			1,874	23.0%	2,406	24.0%	33,165	36.6%
Family Households with Children			3,875	47.6%	4,652	46.4%	42,714	47.1%
Married Couple with Children			2,638	68.1%	3,114	66.9%	24,001	56.2%
Other Family Households with Children			1,237	31.9%	1,538	33.1%	18,713	43.8%
Family Households No Children			4,258	52.4%	5,381	53.6%	47,908	52.9%
Married Couple No Children			3,621	85.0%	4,512	83.9%	33,456	69.8%
Other Family Households No Children			637	15.0%	868	16.1%	14,452	30.2%
Non-Family Households			4,111	33.6%	5,082	33.6%	64,717	41.7%
Non-Family Households with Children			7	0.2%	9	0.2%	76	0.1%
Non-Family Households No Children			4,104	99.8%	5,072	99.8%	64,641	99.9%
Average Family Household Size			2.8		2.8		2.9	
Average Family Income			\$107,473		\$99,472		\$95,794	
Median Family Income			\$93,464		\$89,815		\$80,616	
Average Non-Family Household Size			1.2		1.2		1.2	
Marital Status (2022)								
Population Age 15 Years or Over			22,197		27,736		291,355	
Never Married			5,495	24.8%	6,692	24.1%	103,874	35.7%
Currently Married			12,474	56.2%	15,365	55.4%	124,890	42.9%
Previously Married			4,228	19.0%	5,678	20.5%	62,592	21.5%
Separated			1,015	24.0%	1,335	23.5%	10,499	16.8%
Widowed			1,088	25.7%	1,403	24.7%	15,472	24.7%
Divorced			2,125	50.3%	2,940	51.8%	36,621	58.5%
Educational Attainment (2022)								
Adult Population Age 25 Years or Over			19,129		23,953		240,782	
Elementary (Grade Level 0 to 8)			288	1.5%	463	1.9%	7,068	2.9%
Some High School (Grade Level 9 to 11)			748	3.9%	1,018	4.2%	10,715	4.5%
High School Graduate			3,932	20.6%	5,699	23.8%	60,469	25.1%
Some College			4,719	24.7%	5,700	23.8%	51,176	21.3%
Associate Degree Only			2,078	10.9%	2,450	10.2%	17,727	7.4%
Bachelor Degree Only			4,225	22.1%	5,052	21.1%	56,193	23.3%
Graduate Degree			3,139	16.4%	3,571	14.9%	37,434	15.5%
Any College (Some College or Higher)			14,161	74.0%	16,773	70.0%	162,530	67.5%
College Degree + (Bachelor Degree or Higher)			7,365	38.5%	8,624	36.0%	93,627	38.9%

Maumelle, Arkansas	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Housing						
Total Housing Units (2022)	13,136		16,399		173,967	
Total Housing Units (2020)	12,990		16,118		171,835	
Historical Annual Growth (2020-2022)	146	-	281	-	2,132	-
Housing Units Occupied (2022)	12,243	93.2%	15,114	92.2%	155,338	89.3%
Housing Units Owner-Occupied	7,682	62.7%	9,818	65.0%	88,417	56.9%
Housing Units Renter-Occupied	4,561	37.3%	5,297	35.0%	66,922	43.1%
Housing Units Vacant (2022)	893	6.8%	1,284	7.8%	18,629	10.7%
Household Size (2022)						
Total Households	12,243		15,114		155,338	
1 Person Households	3,306	27.0%	4,100	27.1%	53,961	34.7%
2 Person Households	5,052	41.3%	6,241	41.3%	54,507	35.1%
3 Person Households	1,874	15.3%	2,305	15.3%	22,383	14.4%
4 Person Households	1,342	11.0%	1,625	10.7%	15,152	9.8%
5 Person Households	483	3.9%	584	3.9%	6,294	4.1%
6 Person Households	146	1.2%	194	1.3%	2,116	1.4%
7 or More Person Households	40	0.3%	65	0.4%	925	0.6%
Household Income Distribution (2022)						
HH Income \$200,000 or More	1,125	9.2%	1,199	7.9%	9,481	6.1%
HH Income \$150,000 to \$199,999	859	7.0%	1,038	6.9%	7,515	4.8%
HH Income \$125,000 to \$149,999	739	6.0%	875	5.8%	7,771	5.0%
HH Income \$100,000 to \$124,999	1,055	8.6%	1,272	8.4%	12,213	7.9%
HH Income \$75,000 to \$99,999	1,501	12.3%	1,879	12.4%	18,895	12.2%
HH Income \$50,000 to \$74,999	2,305	18.8%	2,924	19.3%	27,947	18.0%
HH Income \$35,000 to \$49,999	1,762	14.4%	2,120	14.0%	20,657	13.3%
HH Income \$25,000 to \$34,999	1,193	9.7%	1,631	10.8%	16,937	10.9%
HH Income \$15,000 to \$24,999	813	6.6%	1,058	7.0%	14,512	9.3%
HH Income \$10,000 to \$14,999	502	4.1%	586	3.9%	7,296	4.7%
HH Income Under \$10,000	389	3.2%	532	3.5%	12,114	7.8%
Household Vehicles (2022)						
Households 0 Vehicles Available	613	5.0%	768	5.1%	11,336	7.3%
Households 1 Vehicle Available	4,676	38.2%	5,590	37.0%	62,645	40.3%
Households 2 Vehicles Available	4,842	39.6%	6,084	40.3%	56,692	36.5%
Households 3 or More Vehicles Available	2,112	17.2%	2,673	17.7%	24,666	15.9%
Total Vehicles Available	21,362		26,592		257,184	
Average Vehicles per Household	1.7		1.8		1.7	
Owner-Occupied Household Vehicles	15,479	72.5%	19,679	74.0%	170,009	66.1%
Average Vehicles per Owner-Occupied Household	2.0		2.0		1.9	
Renter-Occupied Household Vehicles	5,884	27.5%	6,913	26.0%	87,175	33.9%
Average Vehicles per Renter-Occupied Household	1.3		1.3		1.3	
Travel Time (2022)						
Worker Base Age 16 years or Over	14,210		17,476		172,420	
Travel to Work in 14 Minutes or Less	2,060	14.5%	2,774	15.9%	48,403	28.1%
Travel to Work in 15 to 29 Minutes	5,648	39.7%	6,853	39.2%	57,762	33.5%
Travel to Work in 30 to 59 Minutes	2,194	15.4%	2,884	16.5%	25,443	14.8%
Travel to Work in 60 Minutes or More	634	4.5%	840	4.8%	4,572	2.7%
Work at Home	3,673	25.8%	4,124	23.6%	36,240	21.0%
Average Minutes Travel to Work	21.6		21.6		17.9	

Maumelle, Arkansas	10 min drive		15 min drive		30 min drive	
Drive Time	time		time		time	
Transportation To Work (2022)						
Worker Base Age 16 years or Over	14,210		17,476		172,420	
Drive to Work Alone	9,342	65.7%	11,803	67.5%	119,225	69.1%
Drive to Work in Carpool	909	6.4%	1,186	6.8%	12,914	7.5%
Travel to Work by Public Transportation	13	-	14	-	750	0.4%
Drive to Work on Motorcycle	6	-	7	-	200	0.1%
Bicycle to Work	1	-	11	-	195	0.1%
Walk to Work	75	0.5%	100	0.6%	1,799	1.0%
Other Means	192	1.3%	231	1.3%	1,098	0.6%
Work at Home	3,673	25.8%	4,124	23.6%	36,240	21.0%
Daytime Demographics (2022)						
Total Businesses	955		1,429		19,943	
Total Employees	8,840		13,773		265,598	
Company Headquarter Businesses	38	4.0%	68	4.8%	989	5.0%
Company Headquarter Employees	1,287	14.6%	2,515	18.3%	42,248	15.9%
Employee Population per Business	9.3	to 1	9.6	to 1	13.3	to 1
Residential Population per Business	29.0	to 1	24.0	to 1	17.9	to 1
Adj. Daytime Demographics Age 16 Years or Over	16,472		23,607		378,725	
Labor Force						
Labor Population Age 16 Years or Over (2022)	21,867		27,334		286,823	
Labor Force Total Males (2022)	10,107	46.2%	12,784	46.8%	133,472	46.5%
Male Civilian Employed	6,856	67.8%	8,584	67.1%	84,420	63.2%
Male Civilian Unemployed	312	3.1%	365	2.9%	3,801	2.8%
Males in Armed Forces	-	-	-	-	984	0.7%
Males Not in Labor Force	2,939	29.1%	3,835	30.0%	44,266	33.2%
Labor Force Total Females (2022)	11,759	53.8%	14,550	53.2%	153,351	53.5%
Female Civilian Employed	7,354	62.5%	8,892	61.1%	88,000	57.4%
Female Civilian Unemployed	277	2.4%	344	2.4%	4,062	2.6%
Females in Armed Forces	24	0.2%	24	0.2%	292	0.2%
Females Not in Labor Force	4,104	34.9%	5,291	36.4%	60,998	39.8%
Unemployment Rate	589	2.7%	708	2.6%	7,863	2.7%
Occupation (2022)						
Occupation Population Age 16 Years or Over	14,210		17,476		172,420	
Occupation Total Males	6,856	48.2%	8,584	49.1%	84,420	49.0%
Occupation Total Females	7,354	51.8%	8,892	50.9%	88,000	51.0%
Management, Business, Financial Operations	2,695	19.0%	3,190	18.3%	29,295	17.0%
Professional, Related	4,478	31.5%	5,256	30.1%	52,163	30.3%
Service	1,443	10.2%	2,007	11.5%	26,827	15.6%
Sales, Office	3,395	23.9%	4,096	23.4%	36,918	21.4%
Farming, Fishing, Forestry	35	0.2%	47	0.3%	246	0.1%
Construction, Extraction, Maintenance	977	6.9%	1,260	7.2%	9,459	5.5%
Production, Transport, Material Moving	1,188	8.4%	1,621	9.3%	17,513	10.2%
White Collar Workers	10,568	74.4%	12,542	71.8%	118,375	68.7%
Blue Collar Workers	3,643	25.6%	4,934	28.2%	54,045	31.3%

Maumelle, Arkansas		10 min drive time		15 min drive time		30 min drive time	
Drive Time							
Units In Structure (2022)							
Total Units		12,243		15,114		155,338	
1 Detached Unit		8,100	66.2%	10,337	68.4%	102,234	65.8%
1 Attached Unit		377	3.1%	425	2.8%	3,983	2.6%
2 Units		195	1.6%	272	1.8%	4,623	3.0%
3 to 4 Units		514	4.2%	547	3.6%	6,032	3.9%
5 to 9 Units		637	5.2%	722	4.8%	8,977	5.8%
10 to 19 Units		875	7.1%	931	6.2%	9,950	6.4%
20 to 49 Units		385	3.1%	410	2.7%	3,623	2.3%
50 or More Units		674	5.5%	751	5.0%	9,614	6.2%
Mobile Home or Trailer		477	3.9%	697	4.6%	6,163	4.0%
Other Structure		9	-	24	0.2%	139	-
Homes Built By Year (2022)							
Homes Built 2020 or later		78	0.6%	117	0.7%	922	0.5%
Homes Built 2010 to 2019		2,159	16.4%	2,498	15.2%	22,198	12.8%
Homes Built 2000 to 2009		2,768	21.1%	3,318	20.2%	27,609	15.9%
Homes Built 1990 to 1999		1,423	10.8%	1,870	11.4%	16,584	9.5%
Homes Built 1980 to 1989		1,546	11.8%	1,949	11.9%	21,452	12.3%
Homes Built 1970 to 1979		1,709	13.0%	2,091	12.7%	23,469	13.5%
Homes Built 1960 to 1969		1,065	8.1%	1,399	8.5%	17,825	10.2%
Homes Built 1950 to 1959		757	5.8%	957	5.8%	12,437	7.1%
Homes Built 1940 to 1949		266	2.0%	340	2.1%	5,024	2.9%
Homes Built Before 1939		473	3.6%	575	3.5%	7,819	4.5%
Median Age of Homes		36.6	yrs	37.1	yrs	40.9	yrs
Home Values (2022)							
Owner Specified Housing Units		7,682		9,818		88,417	
Home Values \$1,000,000 or More		33	0.4%	50	0.5%	1,532	1.7%
Home Values \$750,000 to \$999,999		20	0.3%	29	0.3%	1,167	1.3%
Home Values \$500,000 to \$749,999		303	3.9%	455	4.6%	4,833	5.5%
Home Values \$400,000 to \$499,999		299	3.9%	409	4.2%	3,655	4.1%
Home Values \$300,000 to \$399,999		1,132	14.7%	1,283	13.1%	10,316	11.7%
Home Values \$250,000 to \$299,999		1,154	15.0%	1,345	13.7%	9,186	10.4%
Home Values \$200,000 to \$249,999		1,438	18.7%	1,654	16.9%	11,400	12.9%
Home Values \$175,000 to \$199,999		939	12.2%	1,181	12.0%	8,852	10.0%
Home Values \$150,000 to \$174,999		665	8.7%	878	8.9%	10,414	11.8%
Home Values \$125,000 to \$149,999		752	9.8%	946	9.6%	7,580	8.6%
Home Values \$100,000 to \$124,999		313	4.1%	510	5.2%	5,403	6.1%
Home Values \$90,000 to \$99,999		80	1.0%	151	1.5%	2,451	2.8%
Home Values \$80,000 to \$89,999		111	1.4%	204	2.1%	2,888	3.3%
Home Values \$70,000 to \$79,999		45	0.6%	80	0.8%	1,330	1.5%
Home Values \$60,000 to \$69,999		44	0.6%	77	0.8%	1,226	1.4%
Home Values \$50,000 to \$59,999		34	0.4%	66	0.7%	1,021	1.2%
Home Values \$35,000 to \$49,999		58	0.8%	90	0.9%	1,432	1.6%
Home Values \$25,000 to \$34,999		98	1.3%	110	1.1%	788	0.9%
Home Values \$10,000 to \$24,999		68	0.9%	126	1.3%	1,864	2.1%
Home Values Under \$10,000		94	1.2%	174	1.8%	1,079	1.2%
Owner-Occupied Median Home Value		\$209,286		\$201,658		\$212,882	
Renter-Occupied Median Rent		\$790		\$773		\$748	

Maumelle, Arkansas		10 min drive		15 min drive		30 min drive	
Drive Time		time		time		time	
Total Annual Consumer Expenditure (2022)							
Total Household Expenditure		\$790.06 M		\$926.62 M		\$8.97 B	
Total Non-Retail Expenditure		\$417.72 M		\$489.63 M		\$4.75 B	
Total Retail Expenditure		\$372.34 M		\$436.99 M		\$4.22 B	
Apparel		\$27.96 M		\$32.7 M		\$314.8 M	
Contributions		\$26.25 M		\$30.6 M		\$292.2 M	
Education		\$24.25 M		\$28.04 M		\$267.07 M	
Entertainment		\$44.91 M		\$52.56 M		\$503.5 M	
Food and Beverages		\$115.86 M		\$136.07 M		\$1.32 B	
Furnishings and Equipment		\$27.9 M		\$32.66 M		\$312.86 M	
Gifts		\$19.94 M		\$23.15 M		\$221 M	
Health Care		\$66.41 M		\$78.3 M		\$760.97 M	
Household Operations		\$31.2 M		\$36.53 M		\$351.65 M	
Miscellaneous Expenses		\$14.97 M		\$17.55 M		\$169.58 M	
Personal Care		\$10.6 M		\$12.44 M		\$120.33 M	
Personal Insurance		\$5.64 M		\$6.58 M		\$62.04 M	
Reading		\$1.73 M		\$2.03 M		\$19.61 M	
Shelter		\$166.48 M		\$195.2 M		\$1.9 B	
Tobacco		\$4.67 M		\$5.55 M		\$56.05 M	
Transportation		\$143.66 M		\$168.65 M		\$1.63 B	
Utilities		\$57.63 M		\$68.02 M		\$667.41 M	
Monthly Household Consumer Expenditure (2022)							
Total Household Expenditure		\$5,378		\$5,109		\$4,811	
Total Non-Retail Expenditure		\$2,843	52.9%	\$2,700	52.8%	\$2,546	52.9%
Total Retail Expenditures		\$2,534	47.1%	\$2,409	47.2%	\$2,266	47.1%
Apparel		\$190	3.5%	\$180	3.5%	\$169	3.5%
Contributions		\$179	3.3%	\$169	3.3%	\$157	3.3%
Education		\$165	3.1%	\$155	3.0%	\$143	3.0%
Entertainment		\$306	5.7%	\$290	5.7%	\$270	5.6%
Food and Beverages		\$789	14.7%	\$750	14.7%	\$710	14.7%
Furnishings and Equipment		\$190	3.5%	\$180	3.5%	\$168	3.5%
Gifts		\$136	2.5%	\$128	2.5%	\$119	2.5%
Health Care		\$452	8.4%	\$432	8.4%	\$408	8.5%
Household Operations		\$212	3.9%	\$201	3.9%	\$189	3.9%
Miscellaneous Expenses		\$102	1.9%	\$97	1.9%	\$91	1.9%
Personal Care		\$72	1.3%	\$69	1.3%	\$65	1.3%
Personal Insurance		\$38	0.7%	\$36	0.7%	\$33	0.7%
Reading		\$12	0.2%	\$11	0.2%	\$11	0.2%
Shelter		\$1,133	21.1%	\$1,076	21.1%	\$1,020	21.2%
Tobacco		\$32	0.6%	\$31	0.6%	\$30	0.6%
Transportation		\$978	18.2%	\$930	18.2%	\$872	18.1%
Utilities		\$392	7.3%	\$375	7.3%	\$358	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

Retail Gap Report



Maumelle, Arkansas Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$17.04 M / \$1.23 M	93	\$19.92 M / \$1.54 M	92	\$191.65 M / \$268.8 M	-29
Men's Clothing Stores	\$603.38 K / \$122.58 K	80	\$704.89 K / \$167.82 K	76	\$6.79 M / \$7.37 M	-8
Women's Clothing Stores	\$2.61 M / \$206.9 K	92	\$3.05 M / \$387.37 K	87	\$29.42 M / \$49.69 M	-41
Children's, Infants' Clothing Stores	\$1.12 M / -	100	\$1.3 M / -	100	\$12.57 M / \$36.58 M	-66
Family Clothing Stores	\$6.96 M / -	100	\$8.14 M / -	100	\$78.35 M / \$80.36 M	-3
Clothing Accessory Stores	\$564.44 K / -	100	\$658.96 K / -	100	\$6.32 M / \$3.42 M	46
Other Apparel Stores	\$851.44 K / \$8.27 K	99	\$995.67 K / \$99.71 K	90	\$9.57 M / \$10.66 M	-10
Shoe Stores	\$2.83 M / \$889.61 K	69	\$3.32 M / \$889.61 K	73	\$32.06 M / \$62.26 M	-49
Jewelry Stores	\$1.39 M / -	100	\$1.62 M / -	100	\$15.37 M / \$18.22 M	-16
Luggage Stores	\$107.44 K / -	100	\$125.55 K / -	100	\$1.21 M / \$227.81 K	81
Furniture, Home Furnishings Stores	\$8.36 M / \$2.49 M	70	\$9.77 M / \$5.2 M	47	\$93.36 M / \$152.97 M	-39
Furniture Stores	\$5.17 M / \$845.07 K	84	\$6.04 M / \$1.49 M	75	\$57.59 M / \$105.67 M	-45
Floor Covering Stores	\$872.75 K / \$671.57 K	23	\$1.02 M / \$1.58 M	-35	\$9.72 M / \$14.75 M	-34
Other Home Furnishing Stores	\$2.31 M / \$968.74 K	58	\$2.71 M / \$2.14 M	21	\$26.05 M / \$32.55 M	-20
Electronics, Appliance Stores	\$6.27 M / \$320.21 K	95	\$7.35 M / \$1.34 M	82	\$70.71 M / \$50.55 M	29
Building Material, Garden Equipment, Supplies Dealers	\$20.21 M / \$21.83 M	-7	\$23.72 M / \$59.36 M	-60	\$227.51 M / \$378 M	-40
Home Centers	\$9.51 M / \$1.44 M	85	\$11.17 M / \$4.25 M	62	\$107.09 M / \$149.03 M	-28
Paint, Wallpaper Stores	\$692.31 K / \$574.13 K	17	\$813.89 K / \$589.51 K	28	\$7.8 M / \$12.24 M	-36
Hardware Stores	\$876.65 K / \$12.78 M	-93	\$1.03 M / \$13.22 M	-92	\$9.87 M / \$44.15 M	-78
Other Building Materials Stores	\$6.71 M / \$6.1 M	9	\$7.88 M / \$38.98 M	-80	\$75.62 M / \$138.08 M	-45
Outdoor Power Equipment Stores	\$322.67 K / -	100	\$377.98 K / -	100	\$3.62 M / \$4.82 M	-25
Nursery, Garden Stores	\$2.09 M / \$923.25 K	56	\$2.45 M / \$2.32 M	5	\$23.52 M / \$29.69 M	-21
Food, Beverage Stores	\$53.92 M / \$9.57 M	82	\$63.44 M / \$20.6 M	68	\$619.37 M / \$349.35 M	44
Grocery Stores	\$48.1 M / \$5.59 M	88	\$56.61 M / \$14.37 M	75	\$552.99 M / \$290.68 M	47
Convenience Stores	\$1.86 M / \$893.69 K	52	\$2.19 M / \$2.29 M	-4	\$21.5 M / \$15.79 M	27
Meat Markets	\$549.11 K / -	100	\$646.43 K / -	100	\$6.33 M / \$8.88 M	-29
Fish, Seafood Markets	\$200.11 K / -	100	\$235.64 K / -	100	\$2.3 M / \$2.77 M	-17
Fruit, Vegetable Markets	\$333.77 K / -	100	\$393.18 K / -	100	\$3.85 M / \$655.74 K	83
Other Specialty Food Markets	\$576.69 K / \$376.75 K	35	\$678.88 K / \$691.14 K	-2	\$6.63 M / \$4.37 M	34
Liquor Stores	\$2.29 M / \$2.71 M	-15	\$2.68 M / \$3.25 M	-17	\$25.76 M / \$26.19 M	-2

Retail Gap Expanded Report



Maumelle, Arkansas						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Health, Personal Care Stores	\$13.35 M / \$23.52 M	-43	\$15.69 M / \$26.01 M	-40	\$152.55 M / \$274.7 M	-44
Pharmacy, Drug Stores	\$11.18 M / \$20.85 M	-46	\$13.14 M / \$22.77 M	-42	\$127.77 M / \$235.1 M	-46
Cosmetics, Beauty Stores	\$656.15 K / \$2.14 M	-69	\$771.5 K / \$2.15 M	-64	\$7.49 M / \$15.74 M	-52
Optical Goods Stores	\$746.32 K / \$317.44 K	57	\$878.05 K / \$317.44 K	64	\$8.54 M / \$8.98 M	-5
Other Health, Personal Care Stores	\$767.28 K / \$211.19 K	72	\$901.71 K / \$761.78 K	16	\$8.75 M / \$14.89 M	-41
Sporting Goods, Hobby, Book, Music Stores	\$6.44 M / \$3.2 M	50	\$7.51 M / \$7.02 M	6	\$71.66 M / \$149.35 M	-52
Sporting Goods Stores	\$3.53 M / \$2.27 M	36	\$4.12 M / \$5.74 M	-28	\$39.05 M / \$57.73 M	-32
Hobby, Toy, Game Stores	\$1.01 M / \$79.12 K	92	\$1.18 M / \$79.12 K	93	\$11.38 M / \$25.33 M	-55
Sewing, Needlecraft Stores	\$324.54 K / -	100	\$377.88 K / -	100	\$3.63 M / \$4.28 M	-15
Musical Instrument Stores	\$282.79 K / \$382.9 K	-26	\$332.02 K / \$702.58 K	-53	\$3.24 M / \$4.74 M	-32
Book Stores	\$1.28 M / \$463.98 K	64	\$1.49 M / \$499.07 K	67	\$14.36 M / \$57.27 M	-75
General Merchandise Stores	\$53.32 M / \$18.99 M	64	\$62.61 M / \$19.65 M	69	\$607.13 M / \$1.03 B	-41
Department Stores	\$13.9 M / \$16.92 M	-18	\$16.29 M / \$17.37 M	-6	\$157.08 M / \$547.27 M	-71
Warehouse Superstores	\$34.19 M / -	100	\$40.19 M / -	100	\$390.68 M / \$441.04 M	-11
Other General Merchandise Stores	\$5.22 M / \$2.08 M	60	\$6.13 M / \$2.28 M	63	\$59.37 M / \$40.62 M	32
Miscellaneous Store Retailers	\$7.3 M / \$2.79 M	62	\$8.57 M / \$5.01 M	41	\$82.64 M / \$287.38 M	-71
Florists	\$260.31 K / \$74.18 K	72	\$304.29 K / \$159.36 K	48	\$2.92 M / \$6.81 M	-57
Office, Stationary Stores	\$730.81 K / -	100	\$855.01 K / -	100	\$8.22 M / \$11.35 M	-28
Gift, Souvenir Stores	\$882.79 K / \$215.87 K	76	\$1.03 M / \$548.33 K	47	\$9.94 M / \$27.84 M	-64
Used Merchandise Stores	\$510.61 K / \$126.46 K	75	\$597.91 K / \$807.09 K	-26	\$5.73 M / \$23.5 M	-76
Pet, Pet Supply Stores	\$2.96 M / \$2.01 M	32	\$3.48 M / \$2.04 M	41	\$33.39 M / \$199.17 M	-83
Art Dealers	\$240.11 K / -	100	\$281.3 K / -	100	\$2.71 M / \$1.58 M	42
Mobile Home Dealers	\$431.71 K / -	100	\$508.04 K / -	100	\$4.89 M / \$1.49 M	69
Other Miscellaneous Retail Stores	\$1.28 M / \$357.39 K	72	\$1.51 M / \$1.46 M	4	\$14.84 M / \$15.64 M	-5
Non-Store Retailers	\$24.69 M / \$285.92 K	99	\$28.95 M / \$2.95 M	90	\$279.19 M / \$84.61 M	70
Mail Order, Catalog Stores	\$20.58 M / \$112.8 K	99	\$24.11 M / \$2.77 M	88	\$232.24 M / \$51.56 M	78
Vending Machines	\$557.55 K / -	100	\$655.35 K / -	100	\$6.39 M / \$17.11 M	-63
Fuel Dealers	\$1.99 M / -	100	\$2.35 M / -	100	\$22.76 M / \$6.92 M	70
Other Direct Selling Establishments	\$1.57 M / \$173.11 K	89	\$1.84 M / \$173.11 K	91	\$17.8 M / \$9.02 M	49

Retail Gap Report



Maumelle, Arkansas						
Drive Time	10 min drive time		15 min drive time		30 min drive time	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Accommodation, Food Services	\$47.66 M / \$28.49 M	40	\$55.79 M / \$35.11 M	37	\$537.41 M / \$754.04 M	-29
Hotels, Other Travel Accommodations	\$2.62 M / \$462.06 K	82	\$3.07 M / \$469.03 K	85	\$29.59 M / \$37.5 M	-21
RV Parks	\$24.15 K / \$8.63 K	64	\$28.33 K / \$27.19 K	4	\$279.52 K / \$229.3 K	18
Rooming, Boarding Houses	\$18.18 K / -	100	\$21.22 K / -	100	\$213.19 K / \$759.26 K	-72
Full Service Restaurants	\$27.9 M / \$13.76 M	51	\$32.66 M / \$17.37 M	47	\$314.54 M / \$436.94 M	-28
Limited Service Restaurants	\$12.96 M / \$11.93 M	8	\$15.17 M / \$13.68 M	10	\$146.13 M / \$243.07 M	-40
Special Food Services, Catering	\$4.14 M / \$3.29 M	20	\$4.84 M / \$4.72 M	3	\$46.66 M / \$40.61 M	13
Drinking Places	\$1.21 M / \$233.7 K	81	\$1.41 M / \$254.4 K	82	\$13.51 M / \$8.45 M	37
Gasoline Stations	\$39.1 M / \$15.83 M	60	\$46.11 M / \$18.54 M	60	\$449.69 M / \$218.31 M	51
Motor Vehicle, Parts Dealers	\$73.49 M / \$51.56 M	30	\$86.16 M / \$67.6 M	22	\$826.73 M / \$1.82 B	-55
New Car Dealers	\$56.33 M / \$12.86 M	77	\$66.04 M / \$19.28 M	71	\$633.62 M / \$1.51 B	-58
Used Car Dealers	\$5.82 M / \$8.01 M	-27	\$6.82 M / \$13.27 M	-49	\$65.37 M / \$80.08 M	-18
Recreational Vehicle Dealers	\$1.22 M / \$24.27 M	-95	\$1.42 M / \$25.27 M	-94	\$13.31 M / \$73.63 M	-82
Motorcycle, Boat Dealers	\$2.6 M / \$864.77 K	67	\$3.03 M / \$1.03 M	66	\$28.78 M / \$28.3 M	2
Auto Parts, Accessories	\$4.51 M / \$4.44 M	2	\$5.3 M / \$7.39 M	-28	\$51.33 M / \$94.46 M	-46
Tire Dealers	\$3.02 M / \$1.12 M	63	\$3.55 M / \$1.35 M	62	\$34.33 M / \$40 M	-14
2022 Population	27,660		34,347		357,401	
2027 Population	27,744		34,653		359,063	
% Population Change 2022-2027	0.3%		0.9%		0.5%	
2022 Adult Population Age 18+	21,284		26,601		278,053	
2022 Population Male	13,094		16,392		169,508	
2022 Population Female	14,566		17,955		187,893	
2022 Households	12,243		15,114		155,338	
2022 Median Household Income	76,141		72,492		61,300	
2022 Average Household Income	89,973		83,824		77,174	

Retail Potential

Retail Potential Profile



Maumelle, Arkansas	10 min	15 min	30 min
Drive Time	drive time	drive time	drive time
2022 Population	27,660	34,347	357,401
2027 Population	27,744	34,653	359,063
% Population Change 2020-2022	-0.8%	-0.2%	0.3%
2022 Adult Population Age 18+	\$21,284	\$26,601	\$278,053
2022 Population Male	\$13,094	\$16,392	\$169,508
2022 Population Female	\$14,566	\$17,955	\$187,893
2022 Households	\$12,243	\$15,114	\$155,338
2022 Median Household Income	\$76,141	\$72,492	\$61,300
2022 Average Household Income	\$89,973	\$83,824	\$77,174
Clothing, Clothing Accessories Stores	\$17.04 M	\$19.92 M	\$191.65 M
Men's Clothing Stores	\$603.38 K	\$704.89 K	\$6.79 M
Women's Clothing Stores	\$2.61 M	\$3.05 M	\$29.42 M
Children's, Infants' Clothing Stores	\$1.12 M	\$1.3 M	\$12.57 M
Family Clothing Stores	\$6.96 M	\$8.14 M	\$78.35 M
Clothing Accessory Stores	\$564.44 K	\$658.96 K	\$6.32 M
Other Apparel Stores	\$851.44 K	\$995.67 K	\$9.57 M
Shoe Stores	\$2.83 M	\$3.32 M	\$32.06 M
Jewelry Stores	\$1.39 M	\$1.62 M	\$15.37 M
Luggage Stores	\$107.44 K	\$125.55 K	\$1.21 M
Furniture, Home Furnishings Stores	\$8.36 M	\$9.77 M	\$93.36 M
Furniture Stores	\$5.17 M	\$6.04 M	\$57.59 M
Floor Covering Stores	\$872.75 K	\$1.02 M	\$9.72 M
Other Home Furnishing Stores	\$2.31 M	\$2.71 M	\$26.05 M
Electronics, Appliance Stores	\$6.27 M	\$7.35 M	\$70.71 M
Gasoline Stations	\$39.1 M	\$46.11 M	\$449.69 M
Building Material, Garden Equipment, Supplies Dealers	\$20.21 M	\$23.72 M	\$227.51 M
Home Centers	\$9.51 M	\$11.17 M	\$107.09 M
Paint, Wallpaper Stores	\$692.31 K	\$813.89 K	\$7.8 M
Hardware Stores	\$876.65 K	\$1.03 M	\$9.87 M
Other Building Materials Stores	\$6.71 M	\$7.88 M	\$75.62 M
Outdoor Power Equipment Stores	\$322.67 K	\$377.98 K	\$3.62 M
Nursery, Garden Stores	\$2.09 M	\$2.45 M	\$23.52 M
Food, Beverage Stores	\$53.92 M	\$63.44 M	\$619.37 M
Grocery Stores	\$48.1 M	\$56.61 M	\$552.99 M
Convenience Stores	\$1.86 M	\$2.19 M	\$21.5 M
Meat Markets	\$549.11 K	\$646.43 K	\$6.33 M
Fish, Seafood Markets	\$200.11 K	\$235.64 K	\$2.3 M
Fruit, Vegetable Markets	\$333.77 K	\$393.18 K	\$3.85 M
Other Specialty Food Markets	\$576.69 K	\$678.88 K	\$6.63 M
Liquor Stores	\$2.29 M	\$2.68 M	\$25.76 M

Retail Potential Profile



Maumelle, Arkansas			
Drive Time	10 min drive time	15 min drive time	30 min drive time
Health, Personal Care Stores	\$13.35 M	\$15.69 M	\$152.55 M
Pharmacy, Drug Stores	\$11.18 M	\$13.14 M	\$127.77 M
Cosmetics, Beauty Stores	\$656.15 K	\$771.5 K	\$7.49 M
Optical Goods Stores	\$746.32 K	\$878.05 K	\$8.54 M
Other Health, Personal Care Stores	\$767.28 K	\$901.71 K	\$8.75 M
Sporting Goods, Hobby, Book, Music Stores	\$6.44 M	\$7.51 M	\$71.66 M
Sporting Goods Stores	\$3.53 M	\$4.12 M	\$39.05 M
Hobby, Toy, Game Stores	\$1.01 M	\$1.18 M	\$11.38 M
Sewing, Needlecraft Stores	\$324.54 K	\$377.88 K	\$3.63 M
Musical Instrument Stores	\$282.79 K	\$332.02 K	\$3.24 M
Book Stores	\$1.28 M	\$1.49 M	\$14.36 M
General Merchandise Stores	\$53.32 M	\$62.61 M	\$607.13 M
Department Stores	\$13.9 M	\$16.29 M	\$157.08 M
Warehouse Superstores	\$34.19 M	\$40.19 M	\$390.68 M
Other General Merchandise Stores	\$5.22 M	\$6.13 M	\$59.37 M
Miscellaneous Store Retailers	\$7.3 M	\$8.57 M	\$82.64 M
Florists	\$260.31 K	\$304.29 K	\$2.92 M
Office, Stationary Stores	\$730.81 K	\$855.01 K	\$8.22 M
Gift, Souvenir Stores	\$882.79 K	\$1.03 M	\$9.94 M
Used Merchandise Stores	\$510.61 K	\$597.91 K	\$5.73 M
Pet, Pet Supply Stores	\$2.96 M	\$3.48 M	\$33.39 M
Art Dealers	\$240.11 K	\$281.3 K	\$2.71 M
Mobile Home Dealers	\$431.71 K	\$508.04 K	\$4.89 M
Other Miscellaneous Retail Stores	\$1.28 M	\$1.51 M	\$14.84 M
Non-Store Retailers	\$24.69 M	\$28.95 M	\$279.19 M
Mail Order, Catalog Stores	\$20.58 M	\$24.11 M	\$232.24 M
Vending Machines	\$557.55 K	\$655.35 K	\$6.39 M
Fuel Dealers	\$1.99 M	\$2.35 M	\$22.76 M
Other Direct Selling Establishments	\$1.57 M	\$1.84 M	\$17.8 M
Accommodation, Food Services	\$48.87 M	\$57.21 M	\$550.92 M
Hotels, Other Travel Accommodations	\$2.62 M	\$3.07 M	\$29.59 M
RV Parks	\$24.15 K	\$28.33 K	\$279.52 K
Rooming, Boarding Houses	\$18.18 K	\$21.22 K	\$213.19 K
Full Service Restaurants	\$27.9 M	\$32.66 M	\$314.54 M
Limited Service Restaurants	\$12.96 M	\$15.17 M	\$146.13 M
Special Food Services, Catering	\$4.14 M	\$4.84 M	\$46.66 M
Drinking Places	\$1.21 M	\$1.41 M	\$13.51 M
Motor Vehicle, Parts Dealers	\$73.49 M	\$86.16 M	\$826.73 M
New Car Dealers	\$56.33 M	\$66.04 M	\$633.62 M
Used Car Dealers	\$5.82 M	\$6.82 M	\$65.37 M
Recreational Vehicle Dealers	\$1.22 M	\$1.42 M	\$13.31 M
Motorcycle, Boat Dealers	\$2.6 M	\$3.03 M	\$28.78 M
Auto Parts, Accessories	\$4.51 M	\$5.3 M	\$51.33 M
Tire Dealers	\$3.02 M	\$3.55 M	\$34.33 M

Income Summary

Income Summary Report



Maumelle, Arkansas			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Population								
Estimated Population (2022)			27,660		34,347		357,401	
Projected Population (2027)			27,744		34,653		359,063	
Census Population (2020)			27,870		34,410		356,415	
Census Population (2010)			23,223		29,834		338,920	
Projected Annual Growth (2022 to 2027)			84		-	306	0.2%	1,662
Historical Annual Growth (2020 to 2022)			-210		-0.4%	-63	-	986
Historical Annual Growth (2010 to 2020)			4,647		2.0%	4,576	1.5%	17,495
Households								
Estimated Households (2022)			12,243		15,114		155,338	
Projected Households (2027)			11,880		14,798		151,981	
Census Households (2020)			12,253		15,045		154,574	
Census Households (2010)			9,734		12,488		142,573	
Projected Annual Growth (2022 to 2027)			-363		-0.6%	-317	-0.4%	-3,358
Historical Annual Growth (2020 to 2022)			-10		-	69	0.2%	764
Historical Annual Growth (2010 to 2020)			2,519		2.6%	2,557	2.0%	12,001
Average Household Income								
Estimated Average Household Income (2022)			\$89,973		\$83,824		\$77,174	
Projected Average Household Income (2027)			\$111,968		\$105,103		\$96,190	
Census Average Household Income (2020)			\$80,186		\$75,115		\$64,124	
Census Average Household Income (2010)			\$67,918		\$62,238		\$52,602	
Projected Annual Growth (2022 to 2027)			\$21,994		4.9%	\$21,279	5.1%	\$19,017
Historical Annual Growth (2020 to 2022)			\$9,787		1.0%	\$8,709	1.0%	\$13,050
Historical Annual Growth (2010 to 2020)			\$12,269		1.8%	\$12,876	2.1%	\$11,521
Median Household Income								
Estimated Median Household Income (2022)			\$76,141		\$72,492		\$61,300	
Projected Median Household Income (2027)			\$91,839		\$87,388		\$72,933	
Census Median Household Income (2020)			\$67,730		\$62,979		\$49,543	
Census Median Household Income (2010)			\$57,237		\$52,362		\$41,410	
Projected Annual Growth (2022 to 2027)			\$15,698		4.1%	\$14,895	4.1%	\$11,633
Historical Annual Growth (2020 to 2022)			\$8,412		1.0%	\$9,514	1.3%	\$11,757
Historical Annual Growth (2010 to 2020)			\$10,493		1.8%	\$10,617	2.0%	\$8,133
Per Capita Income								
Estimated Per Capita Income (2022)			\$39,841		\$36,905		\$33,733	
Projected Per Capita Income (2027)			\$47,961		\$44,899		\$40,904	
Census Per Capita Income (2020)			\$33,602		\$31,432		\$26,978	
Census Per Capita Income (2010)			\$26,778		\$24,530		\$21,854	
Projected Annual Growth (2022 to 2027)			\$8,120		4.1%	\$7,994	4.3%	\$7,171
Historical Annual Growth (2020 to 2022)			\$6,239		1.5%	\$5,473	1.5%	\$6,755
Historical Annual Growth (2010 to 2020)			\$6,825		2.5%	\$6,903	2.8%	\$5,124
Other Income								
Estimated Families (2022)			8,132		10,033		90,621	
Estimated Average Family Income (2022)			\$107,473		\$99,472		\$95,794	
Estimated Median Family Income (2022)			\$93,464		\$89,815		\$80,616	
Estimated Average Household Net Worth (2022)			\$555,052		\$508,472		\$421,051	

Consumer Expenditure Summary

Consumer Expenditure Summary



Maumelle, Arkansas						
Drive Time		10 min drive time	15 min drive time	30 min drive time		
Estimated Population		27,660		34,347		357,401
Estimated Households		12,243		15,114		155,338
Household Expenditure		\$790.06 M		\$926.62 M		\$8.97 B
Per Household ~ Per Capita	\$64,531	\$28,563	\$61,307	\$26,978	\$57,734	\$25,093
Non-Retail Expenditures	\$417.72 M	52.9%	\$489.63 M	52.8%	\$4.75 B	52.9%
Per Household ~ Per Capita	\$34,119	\$15,102	\$32,395	\$14,255	\$30,548	\$13,277
Retail Expenditures	\$372.34 M	47.1%	\$436.99 M	47.2%	\$4.22 B	47.1%
Per Household ~ Per Capita	\$30,412	\$13,461	\$28,912	\$12,723	\$27,186	\$11,816
Apparel	\$27.96 M	3.5%	\$32.7 M	3.5%	\$314.8 M	3.5%
Per Household ~ Per Capita	\$2,284	\$1,011	\$2,163	\$952	\$2,027	\$881
Contributions	\$26.25 M	3.3%	\$30.6 M	3.3%	\$292.2 M	3.3%
Per Household ~ Per Capita	\$2,144	\$949	\$2,025	\$891	\$1,881	\$818
Education	\$24.25 M	3.1%	\$28.04 M	3.0%	\$267.07 M	3.0%
Per Household ~ Per Capita	\$1,981	\$877	\$1,855	\$816	\$1,719	\$747
Entertainment	\$44.91 M	5.7%	\$52.56 M	5.7%	\$503.5 M	5.6%
Per Household ~ Per Capita	\$3,668	\$1,624	\$3,478	\$1,530	\$3,241	\$1,409
Food, Beverages	\$115.86 M	14.7%	\$136.07 M	14.7%	\$1.32 B	14.7%
Per Household ~ Per Capita	\$9,463	\$4,189	\$9,003	\$3,962	\$8,514	\$3,701
Furnishings, Equipment	\$27.9 M	3.5%	\$32.66 M	3.5%	\$312.86 M	3.5%
Per Household ~ Per Capita	\$2,279	\$1,009	\$2,161	\$951	\$2,014	\$875
Gifts	\$19.94 M	2.5%	\$23.15 M	2.5%	\$221 M	2.5%
Per Household ~ Per Capita	\$1,629	\$721	\$1,531	\$674	\$1,423	\$618
Health Care	\$66.41 M	8.4%	\$78.3 M	8.4%	\$760.97 M	8.5%
Per Household ~ Per Capita	\$5,424	\$2,401	\$5,180	\$2,280	\$4,899	\$2,129
Household Operations	\$31.2 M	3.9%	\$36.53 M	3.9%	\$351.65 M	3.9%
Per Household ~ Per Capita	\$2,548	\$1,128	\$2,417	\$1,064	\$2,264	\$984
Miscellaneous Expenses	\$14.97 M	1.9%	\$17.55 M	1.9%	\$169.58 M	1.9%
Per Household ~ Per Capita	\$1,223	\$541	\$1,161	\$511	\$1,092	\$474
Personal Care	\$10.6 M	1.3%	\$12.44 M	1.3%	\$120.33 M	1.3%
Per Household ~ Per Capita	\$866	\$383	\$823	\$362	\$775	\$337
Personal Insurance	\$5.64 M	0.7%	\$6.58 M	0.7%	\$62.04 M	0.7%
Per Household ~ Per Capita	\$460	\$204	\$435	\$191	\$399	\$174
Reading	\$1.73 M	0.2%	\$2.03 M	0.2%	\$19.61 M	0.2%
Per Household ~ Per Capita	\$141	\$63	\$134	\$59	\$126	\$55
Shelter	\$166.48 M	21.1%	\$195.2 M	21.1%	\$1.9 B	21.2%
Per Household ~ Per Capita	\$13,598	\$6,019	\$12,915	\$5,683	\$12,239	\$5,320
Tobacco	\$4.67 M	0.6%	\$5.55 M	0.6%	\$56.05 M	0.6%
Per Household ~ Per Capita	\$382	\$169	\$367	\$162	\$361	\$157
Transportation	\$143.66 M	18.2%	\$168.65 M	18.2%	\$1.63 B	18.1%
Per Household ~ Per Capita	\$11,734	\$5,194	\$11,158	\$4,910	\$10,464	\$4,548
Utilities	\$57.63 M	7.3%	\$68.02 M	7.3%	\$667.41 M	7.4%
Per Household ~ Per Capita	\$4,707	\$2,084	\$4,500	\$1,980	\$4,296	\$1,867

Consumer Expenditure Trend

Maumelle, Arkansas			10 min drive		15 min drive		30 min drive	
Drive Time			time		time		time	
Population / Households (2022)								
Estimated Population			27,660		34,347		357,401	
Estimated Households			12,243		15,114		155,338	
Total Annual Consumer Expenditure (2022)								
Total Household Expenditure			\$790.06 M		\$926.62 M		\$8.97 B	
Total Non-Retail Expenditure			\$417.72 M		\$489.63 M		\$4.75 B	
Total Retail Expenditure			\$372.34 M		\$436.99 M		\$4.22 B	
Apparel			\$27.96 M		\$32.7 M		\$314.8 M	
Contributions			\$26.25 M		\$30.6 M		\$292.2 M	
Education			\$24.25 M		\$28.04 M		\$267.07 M	
Entertainment			\$44.91 M		\$52.56 M		\$503.5 M	
Food and Beverages			\$115.86 M		\$136.07 M		\$1.32 B	
Furnishings and Equipment			\$27.9 M		\$32.66 M		\$312.86 M	
Gifts			\$19.94 M		\$23.15 M		\$221 M	
Health Care			\$66.41 M		\$78.3 M		\$760.97 M	
Household Operations			\$31.2 M		\$36.53 M		\$351.65 M	
Miscellaneous Expenses			\$14.97 M		\$17.55 M		\$169.58 M	
Personal Care			\$10.6 M		\$12.44 M		\$120.33 M	
Personal Insurance			\$5.64 M		\$6.58 M		\$62.04 M	
Reading			\$1.73 M		\$2.03 M		\$19.61 M	
Shelter			\$166.48 M		\$195.2 M		\$1.9 B	
Tobacco			\$4.67 M		\$5.55 M		\$56.05 M	
Transportation			\$143.66 M		\$168.65 M		\$1.63 B	
Utilities			\$57.63 M		\$68.02 M		\$667.41 M	
Monthly Household Consumer Expenditure (2022)								
Total Household Expenditure			\$5,378		\$5,109		\$4,811	
Total Non-Retail Expenditure			\$2,843 52.9%		\$2,700 52.8%		\$2,546 52.9%	
Total Retail Expenditure			\$2,534 47.1%		\$2,409 47.2%		\$2,266 47.1%	
Apparel			\$190 3.5%		\$180 3.5%		\$169 3.5%	
Contributions			\$179 3.3%		\$169 3.3%		\$157 3.3%	
Education			\$165 3.1%		\$155 3.0%		\$143 3.0%	
Entertainment			\$306 5.7%		\$290 5.7%		\$270 5.6%	
Food and Beverages			\$789 14.7%		\$750 14.7%		\$710 14.7%	
Furnishings and Equipment			\$190 3.5%		\$180 3.5%		\$168 3.5%	
Gifts			\$136 2.5%		\$128 2.5%		\$119 2.5%	
Health Care			\$452 8.4%		\$432 8.4%		\$408 8.5%	
Household Operations			\$212 3.9%		\$201 3.9%		\$189 3.9%	
Miscellaneous Expenses			\$102 1.9%		\$97 1.9%		\$91 1.9%	
Personal Care			\$72 1.3%		\$69 1.3%		\$65 1.3%	
Personal Insurance			\$38 0.7%		\$36 0.7%		\$33 0.7%	
Reading			\$12 0.2%		\$11 0.2%		\$11 0.2%	
Shelter			\$1,133 21.1%		\$1,076 21.1%		\$1,020 21.2%	
Tobacco			\$32 0.6%		\$31 0.6%		\$30 0.6%	
Transportation			\$978 18.2%		\$930 18.2%		\$872 18.1%	
Utilities			\$392 7.3%		\$375 7.3%		\$358 7.4%	

Consumer Expenditure Trend

Maumelle, Arkansas		10 min drive	15 min drive	30 min drive
Drive Time		time	time	time
Population / Households (2027)				
Projected Population		27,744	34,653	359,063
Projected Households		11,880	14,798	151,981
Total Annual Consumer Expenditure (2027)				
Total Household Expenditure		\$899.22 M	\$1.06 B	\$10.25 B
Total Non-Retail Expenditure		\$476.44 M	\$563.85 M	\$5.43 B
Total Retail Expenditure		\$422.78 M	\$500.85 M	\$4.82 B
Apparel		\$32.06 M	\$37.86 M	\$362.85 M
Contributions		\$30.66 M	\$36.16 M	\$342.4 M
Education		\$28.95 M	\$33.89 M	\$319.45 M
Entertainment		\$51.62 M	\$61.02 M	\$582.56 M
Food and Beverages		\$131.02 M	\$155.29 M	\$1.5 B
Furnishings and Equipment		\$32.02 M	\$37.86 M	\$361.63 M
Gifts		\$23.5 M	\$27.58 M	\$259.85 M
Health Care		\$74.58 M	\$88.7 M	\$859.61 M
Household Operations		\$35.81 M	\$42.35 M	\$405.58 M
Miscellaneous Expenses		\$17.1 M	\$20.25 M	\$194.79 M
Personal Care		\$12.07 M	\$14.29 M	\$137.68 M
Personal Insurance		\$6.58 M	\$7.77 M	\$73.16 M
Reading		\$1.98 M	\$2.35 M	\$22.55 M
Shelter		\$189.21 M	\$223.97 M	\$2.17 B
Tobacco		\$5.02 M	\$6.01 M	\$60.25 M
Transportation		\$162.93 M	\$193.04 M	\$1.86 B
Utilities		\$64.11 M	\$76.3 M	\$745.15 M
Consumer Expenditure Growth (2022 to 2027)				
Total Household Expenditure		\$109.16 M	\$138.08 M	\$1.28 B
Total Non-Retail Expenditure		\$58.72 M	\$74.22 M	\$685.04 M
Total Retail Expenditure		\$50.45 M	\$63.85 M	\$598.01 M
Apparel		\$4.1 M	\$5.17 M	\$48.05 M
Contributions		\$4.42 M	\$5.56 M	\$50.2 M
Education		\$4.69 M	\$5.85 M	\$52.39 M
Entertainment		\$6.7 M	\$8.45 M	\$79.06 M
Food and Beverages		\$15.16 M	\$19.22 M	\$179.63 M
Furnishings and Equipment		\$4.12 M	\$5.2 M	\$48.77 M
Gifts		\$3.56 M	\$4.44 M	\$38.85 M
Health Care		\$8.18 M	\$10.41 M	\$98.64 M
Household Operations		\$4.61 M	\$5.82 M	\$53.92 M
Miscellaneous Expenses		\$2.14 M	\$2.7 M	\$25.22 M
Personal Care		\$1.46 M	\$1.85 M	\$17.35 M
Personal Insurance		\$947.44 K	\$1.19 M	\$11.12 M
Reading		\$249.67 K	\$316.2 K	\$2.94 M
Shelter		\$22.72 M	\$28.77 M	\$264.91 M
Tobacco		\$344.36 K	\$451.63 K	\$4.2 M
Transportation		\$19.28 M	\$24.4 M	\$230.08 M
Utilities		\$6.48 M	\$8.28 M	\$77.74 M

Crime Risk

Crime Risk Profile



Maumelle, Arkansas		10 min drive time	15 min drive time	30 min drive time
Drive Time				
Demographics				
Population		27,660	34,347	357,401
Census Population		27,870	34,410	356,415
Households		12,243	15,114	155,338
Average Household Income		\$89,973	\$83,824	\$77,174
Median Household Income		\$76,141	\$72,492	\$61,300
Per Capita Income		\$39,841	\$36,905	\$33,733
Total Crime				
Crime Index		133	143	222
Crime Level		Above Average	Above Average	Very High
Personal Crime				
Crime Index		97	108	265
Crime Level		Average	Average	Very High
Murder				
Crime Index		185	187	297
Crime Level		Very High	Very High	Very High
Rape				
Crime Index		40	46	153
Crime Level		Low Risk	Low Risk	High Risk
Robbery				
Crime Index		99	107	201
Crime Level		Average	Average	Very High
Assault				
Crime Index		103	116	305
Crime Level		Average	Average	Very High
Property Crime				
Crime Index		139	150	215
Crime Level		Above Average	Above Average	Very High
Burglary				
Crime Index		130	142	205
Crime Level		Above Average	Above Average	Very High
Larceny				
Crime Index		138	147	220
Crime Level		Above Average	Above Average	Very High
Motor Vehicle Theft				
Crime Index		160	185	195
Crime Level		High Risk	Very High	Very High
* Crime Index: 100 = National Average Adjusted for Population				

Void Analysis

Maumelle, Arkansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Auto Parts Tires			
Advance Auto Parts	4 / 0	9,400	
AutoZone	11 / 0	6,600	
Big O Tires	1 / 0	6,000	
Caliber Collision	2 / 0		
CARQUEST	1 / 0	12,300	
Discount Tire	2 / 0	7,900	
Express Oil Change	1 / 0		
Firestone	6 / 0	9,000	
Goodyear	1 / 0	7,900	
Jiffy Lube	6 / 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	3 / 0	2,100	
Valvoline Instant Oil Change	2 / 1	3,400	
Banks			
Arvest Bank	16 / 0		
Bank of America	8 / 0		
Centennial Bank	24 / 0		
Chase Bank	5 / 0		
First Community Bank	6 / 0		
First Horizon Bank	4 / 0		
JRMB	1 / 0		
Regions Bank	15 / 1		
Simmons First National Bank	17 / 1		
U.S. Bank	10 / 1		
Banks Minor			
Bank	83 / 2		
Book Stores			
Barnes & Noble	2 / 0	15,400	
Books-A-Million	1 / 0	10,100	

Maumelle, Arkansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Mardel	2 / 0	30,300	
Car Washes			
Carwash USA Express	1 / 0		
Take 5 Car Wash	2 / 0		
Tommy's Express Car Wash	1 / 0		
Zips Car Wash	7 / 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	3 / 0	5,100	
Carters	2 / 0	5,200	
Cato	3 / 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	2 / 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	3 / 0	6,000	
Men's Wearhouse	1 / 0	6,100	
Old Navy	4 / 0	18,000	
Rainbow	2 / 0	9,100	
Rue21	3 / 0	5,600	

Maumelle, Arkansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
SOMA	1 / 0		
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	5 / 0		
Caseys General Store	6 / 0	3,600	
Circle K	16 / 0		
Conoco	1 / 0		
Corner Store	8 / 0		
Exxon	31 / 1		
Kum & Go	9 / 0		
Love's	3 / 0		
Mobil	6 / 0		
Murphy USA	9 / 0		
Phillips 66	9 / 0		
Pilot Travel Centers	1 / 0		
QuikTrip	2 / 0		
RaceWay	1 / 0		
Shell	45 / 3		
Sunoco	2 / 0		
TA	1 / 0		
Valero	23 / 0		
Craft Fabric Stores			
Hobby Lobby	3 / 0	68,500	
Jo-Ann	2 / 0	24,300	
Michaels	3 / 0	23,600	
Dental			
Affordable Dentures	2 / 0		
Aspen Dental	3 / 0		
Dental Care Alliance	2 / 0		

Maumelle, Arkansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Dentures and Dental Services	1 / 0		
Smile Brands Group	3 / 0		
Department Stores			
Belk	2 / 0	70,400	
Dillard's	2 / 0	92,400	
JCPenney	3 / 0	75,000	
Discount Department Stores			
Burlington Coat Factory	2 / 0	70,500	
David's Bridal	1 / 0	10,000	
Kohl's	3 / 0	84,200	
Marshalls	1 / 0	28,500	
Ollies Bargain Outlet	1 / 0		
Ross	3 / 0	28,300	
Target	4 / 0	113,100	
TJ Maxx	3 / 0	33,400	
Tuesday Morning	2 / 0	14,200	
Wal-Mart Supercenter	8 / 0	189,700	
Dollar Stores			
Big Lots	2 / 0	31,200	
Dollar General	29 / 1	9,600	
Dollar Tree	12 / 0	11,800	
Family Dollar	14 / 0	9,400	
Five Below	3 / 0	10,000	
Drug Stores			
CVS	7 / 0	13,400	
GNC	3 / 0	1,700	
Vitamin Shoppe	1 / 0	3,600	
Walgreens	17 / 1	14,800	
Education			
College	10 / 0		
Cosmetology and Barber	7 / 0		
Day Care	266 / 5		
High School	22 / 1		
High School (Private)	2 / 0		
Junior College	3 / 0		
PK - 8	93 / 4		
PK - 8 (Private)	25 / 0		

Maumelle, Arkansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Trade Schools	4 / 0		
Entertainment			
AMC	1 / 0	39,300	
Chuck E. Cheese's	2 / 0	12,400	
Cinemark	2 / 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	21 / 0		
Electrify America	1 / 0		
Independent	12 / 0		
Tesla	17 / 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	3 / 0	9,000	
American Freight	5 / 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	

Maumelle, Arkansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
Havertys		1 / 0	53,500	
HomeGoods		2 / 0	30,400	
Kirklands		3 / 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		13 / 1	58,600	
Natural Grocers		1 / 0	17,400	
Neighborhood Market		2 / 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		6 / 0	3,800	
Claire's		3 / 0	1,300	
Great Clips		7 / 0	1,900	
Sally Beauty Supply		4 / 0	2,300	
Sephora		1 / 0	5,700	
Sport Clips		5 / 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		12 / 0		
Anesthesiology		29 / 0		
Audiologist		6 / 0		
Cardiac Electrophysiology		11 / 0		
Cardiac Surgery		9 / 0		
Cardiovascular Disease		19 / 0		
Certified Nurse Midwife		2 / 0		
Certified Registered Nurse Anesthetist		33 / 0		
Chiropractic		41 / 1		
Clinical Nurse Specialist		5 / 0		
Clinical Psychologist		34 / 1		
Clinical Social Worker		48 / 1		
Colorectal Surgery		3 / 0		

Void Analysis



Maumelle, Arkansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Critical Care	5 / 0		
	Dermatology	16 / 0		
	Diagnostic Radiology	21 / 0		
	Dialysis Centers	14 / 0		
	Emergency Medicine	27 / 0		
	Endocrinology	13 / 1		
	Family Practice	90 / 2		
	Gastroenterology	20 / 0		
	General Practice	7 / 0		
	General Surgery	20 / 0		
	Geriatric Medicine	12 / 0		
	Gynecological Oncology	4 / 0		
	Hand Surgery	7 / 0		
	Hematology	3 / 0		
	Hematology and Oncology	16 / 0		
	Hospice and Palliative Care	4 / 0		
	Hospitalist	6 / 0		
	Infectious Disease	9 / 1		
	Internal Medicine	50 / 1		
	Interventional Cardiology	12 / 0		
	Interventional Pain Management	2 / 0		
	Interventional Radiology	9 / 0		
	Medical Oncology	5 / 0		
	Nephrology	10 / 0		
	Neurology	21 / 0		
	Neurosurgery	14 / 0		
	Nuclear Medicine	6 / 0		
	Nurse Practitioner	137 / 5		
	Obstetrics and Gynecology	24 / 0		
	Occupational Therapy	18 / 0		
	Ophthalmology	17 / 0		
	Optometry	41 / 2		
	Oral Surgery	2 / 0		
	Orthopedic Surgery	18 / 0		
	Osteopathic Manipulative Medicine	1 / 0		
	Otolaryngology	12 / 0		
	Pain Management	9 / 0		

Maumelle, Arkansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Pathology	13 / 0		
	Pediatric Medicine	8 / 0		
	Physical Medicine and Rehabilitation	20 / 0		
	Physical Therapy	39 / 1		
	Physician Assistant	45 / 1		
	Plastic and Reconstructive Surgery	13 / 0		
	Podiatry	12 / 0		
	Preventative Medicine	3 / 0		
	Psychiatry	35 / 1		
	Pulmonary Disease	20 / 0		
	Radiation Oncology	8 / 0		
	Registered Dietitian or Nutrition Professional	9 / 0		
	Rheumatology	12 / 0		
	Sleep Laboratory and Medicine	4 / 0		
	Speech Language Pathologist	5 / 0		
	Surgical Oncology	7 / 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	5 / 0	16,200	
	Do It Best	1 / 0	16,200	
	Harbor Freight Tools	2 / 0	17,100	
	Home Depot	4 / 0	120,600	
	Lowe's	3 / 0	141,200	
	Northern Tool	1 / 0	20,000 to 30,000	
	Sherwin-Williams	8 / 0	7,300	
	Tractor Supply Company	3 / 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		

Maumelle, Arkansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Best Western Plus	1 / 0		
	Candlewood Suites	3 / 0		
	Comfort	5 / 0		
	Comfort Suites	2 / 0		
	Country Inns & Suites	2 / 0		
	Courtyard	4 / 0		
	Days Inn	5 / 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	2 / 0		
	Four Points	1 / 0		
	Hampton Inn	5 / 1		
	Hilton	1 / 0		
	Hilton Garden	4 / 0		
	Holiday Inn	3 / 0		
	Holiday Inn Express	6 / 1		
	Home2	3 / 0		
	Homewood	1 / 0		
	La Quinta Inn & Suites	4 / 0		
	Marriott	2 / 0		
	Microtel Inn & Suites	1 / 0		
	Motel 6	5 / 0		
	Quality	5 / 1		
	Ramada	1 / 0		
	Red Roof Inn	1 / 0		
	Residence Inn	3 / 0		
	Springhill Suites	1 / 0		
	Staybridge Suites	1 / 0		
	Super 8	4 / 0		
	Towneplace Suites	1 / 0		
	Tru by Hilton	2 / 0		
	Wingate	2 / 0		
	Wyndham	1 / 0		
Massage				

Void Analysis



Maumelle, Arkansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
European Wax Center	3 / 0		
Massage Envy	3 / 0		
Mattress			
Denver Mattress	2 / 0		
Mattress Firm	6 / 0		
Sleep Number	3 / 0		
Office Supply			
Office Depot	3 / 0	25,100	
Staples	1 / 0	22,400	
Pet Stores			
Petco	3 / 0	15,900	
Petsense	1 / 0		
PetsMart	3 / 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	3 / 0	6,600	
Cheddar's	1 / 0	8,600	
Chili's	4 / 0	5,800	
Chipotle	4 / 0	2,500	
Chuy's	2 / 0		
Cracker Barrel	3 / 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	2 / 0	11,700	
Hooters	2 / 0	6,800	
IHOP	4 / 0	4,800	

Maumelle, Arkansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Logan's Roadhouse	1 / 0	7,500	
	Longhorn Steakhouse	2 / 0	5,900	
	Moe's	3 / 0	2,500	
	Mooyah Burgers	1 / 0		
	Olive Garden	2 / 0	8,700	
	On The Border	3 / 0	7,500	
	Outback Steakhouse	3 / 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	2 / 0	7,400	
	Texas Roadhouse	3 / 0	7,400	
	Twin Peaks	1 / 0		
	Waffle House	13 / 1	2,000	
Restaurants Coffee Donuts				
	Dunkin' Donuts	1 / 0	2,300	
	Krispy Kreme	1 / 0	3,600	
	ShIPLEY Do-Nuts	7 / 0	2,100	
	Starbucks	25 / 1	1,800	
Restaurants Fast Food Major				
	Arby's	9 / 1	3,300	
	Burger King	15 / 0	4,000	
	Chick-fil-A	12 / 1	4,300	
	Dairy Queen	5 / 0	1,700	
	Hardee's	3 / 0	3,500	
	KFC	4 / 1	3,100	
	McDonald's	24 / 1	4,600	
	Sonic	20 / 1	2,800	
	Taco Bell	16 / 0	2,500	
	Wendy's	14 / 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	3 / 0	1,700	
	Fazoli's	1 / 0	3,600	

Maumelle, Arkansas	Site / Market	Avg Square	Closest Location
Drive Time	Locations	Footage	
Freddys	3 / 0	3,600	
Long John Silver's	2 / 0	2,600	
Panda Express	1 / 0	2,500	
Popeyes	14 / 0	2,700	
Raising Canes	3 / 0	3,000	
Rally's	4 / 0	900	
Slim Chickens	5 / 0		
Taco Bueno	5 / 1	2,600	
Wing Stop	3 / 0	2,000	
Zaxby's	3 / 1	3,600	
Restaurants Ice Cream Smoothie			
Andys Frozen Custard	3 / 0	2,800	
Baskin-Robbins	3 / 0	2,200	
Cold Stone Creamery	2 / 0	1,600	
Marble Slab Creamery	3 / 0	1,500	
Smoothie King	2 / 0	1,600	
TCBY	2 / 0	1,700	
Tropical Smoothie Cafe	13 / 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	
Godfather's Pizza	1 / 0	2,700	
Hungry Howie's	2 / 0	1,800	
Little Caesars	11 / 1	1,800	
Marco's Pizza	4 / 1	2,000	
Papa Johns	7 / 0	1,600	
Pie Five Pizza	1 / 0	2,600	
Pizza Hut	15 / 1	2,800	
Restaurants Sandwich			
Charley's Grilled Subs	1 / 0	500 to 1,600	
Cheba Hut	1 / 0		
Firehouse Subs	4 / 0	2,300	
Jason's Deli	2 / 0	5,200	
Jersey Mike's	3 / 0	14,600	
Jimmy John's	4 / 0	2,000	
Lenny's Sub Shop	1 / 0	2,200	

Maumelle, Arkansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	McAlister's Deli	3 / 0	5,000	
	Potbelly Sandwich Works	2 / 0	2,500	
	Quiznos	2 / 0	1,600	
	Schlotzsky's Deli	2 / 0	3,300	
	Subway	34 / 2	1,700	
Self Storage				
	Life Storage	1 / 0		
	U Haul	5 / 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	
	Shoe Carnival	3 / 0	12,600	
	Shoe Dept Encore	2 / 0	16,000	
	Skechers	1 / 0	7,600	
	Vans	1 / 0		
	Zumiez	2 / 0		
Specialty				
	Build-a-Bear	1 / 0		
	Goodwill	10 / 1	24,100	
	Guitar Center	1 / 0	12,000 to 20,000	
	Hallmark	4 / 1	5,600	
	Harley Davidson	2 / 0		
	Party City	2 / 0	13,300	
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	6 / 0	7,600	
Wholesale				
	Costco	1 / 0	149,900	

Maumelle, Arkansas		Site / Market	Avg Square	Closest Location
Drive Time		Locations	Footage	
	Sam's Club	3 / 0	134,000	
	Wireless Stores			
	AT&T	11 / 0	3,500	
	Boost Mobile	5 / 0		
	Cricket	9 / 0	1,600	
	MetroPCS	7 / 0	1,900	
	T-Mobile	18 / 0	1,800	
	Verizon Wireless	3 / 0	3,800	
	Worship			
	Baptist	50 / 0		
	Buddhist	3 / 0		
	Christian	20 / 0		
	Episcopal	5 / 0		
	Hindu	1 / 0		
	Judaic	3 / 0		
	Methodist	5 / 0		
	Methodist Episcopal	14 / 0		
	Muslim	1 / 0		
	Presbyterian	3 / 0		