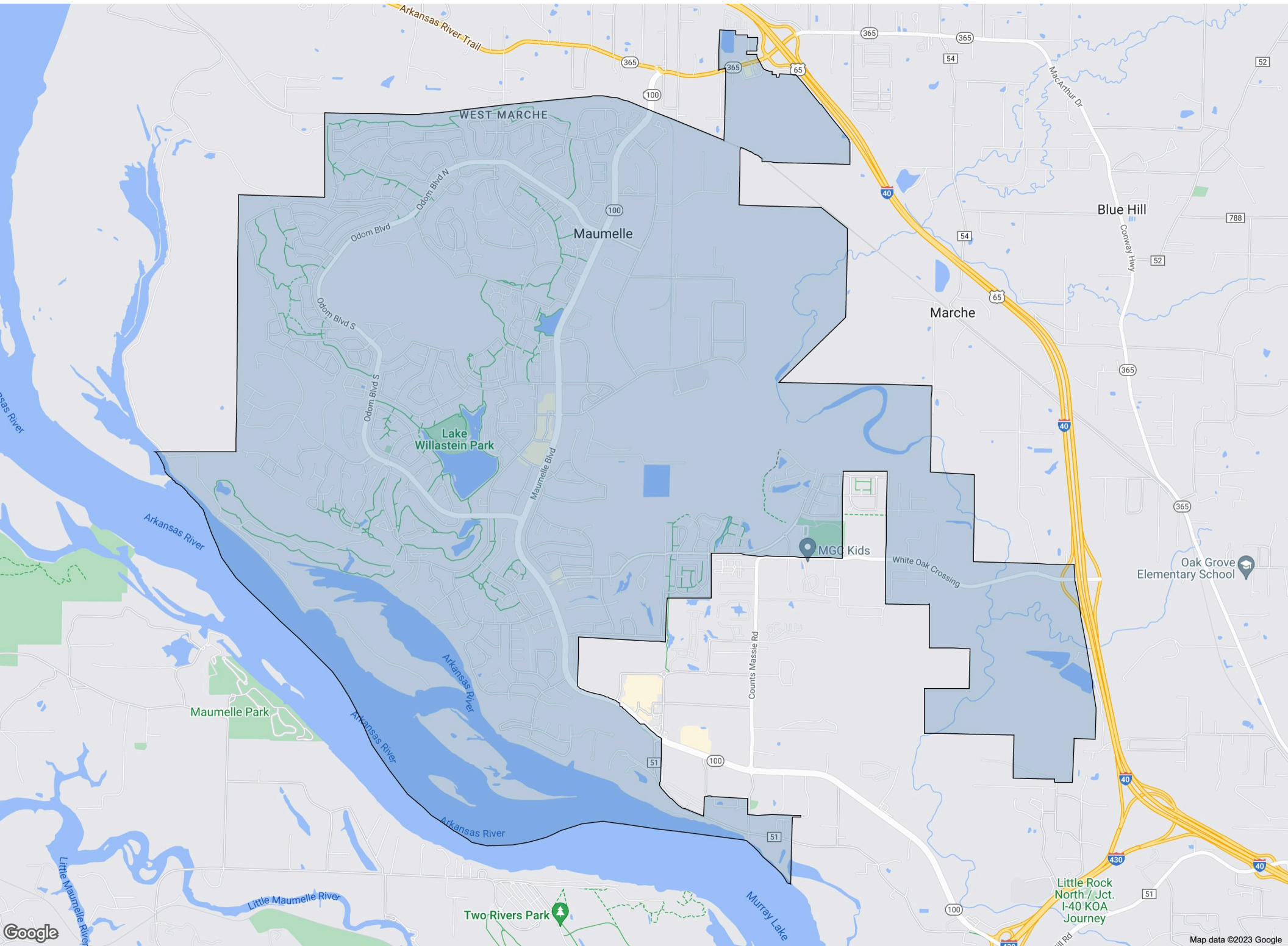


RETAIL ATTRACTIONS, LLC

Economic Development Consulting

**Maumelle, Arkansas
Spring 2023
City Limits**



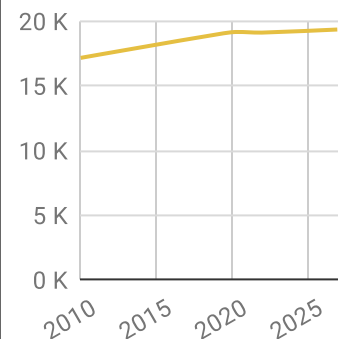
Demographics

Maumelle, Arkansas

City Limits

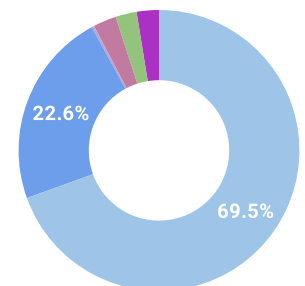
Population

Estimated Population (2022)	19,110	
Projected Population (2027)	19,349	
Census Population (2020)	19,140	
Census Population (2010)	17,156	
Projected Annual Growth (2022-2027)	239	0.3%
Historical Annual Growth (2020-2022)	-30	-
Historical Annual Growth (2010-2020)	1,984	1.2%
Estimated Population Density (2022)	1,436	psm
Trade Area Size	13.3	sq mi



Race and Ethnicity (2022)

Not Hispanic or Latino Population	18,423	96.4%
White	12,853	69.8%
Black or African American	4,243	23.0%
American Indian or Alaska Native	47	0.3%
Asian	505	2.7%
Hawaiian or Pacific Islander	3	-
Other Race	359	1.9%
Two or More Races	413	2.2%
Hispanic or Latino Population	687	3.6%
White	426	62.0%
Black or African American	69	10.0%
American Indian or Alaska Native	8	1.2%
Asian	4	0.6%
Hispanic Hawaiian or Pacific Islander	-	-
Other Race	103	15.0%
Two or More Races	77	11.2%



White

Black or African American

American Indian or Alaskan Native

Asian

Hawaiian or Pacific Islander

Other Race

2+ Races

Maumelle, Arkansas

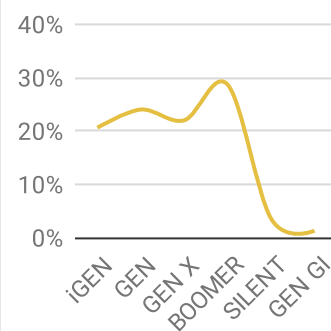
City Limits

Age Distribution (2022)

Age Under 5 Years	1,247	6.5%
Age 5 to 9 Years	1,339	7.0%
Age 10 to 14 Years	1,346	7.0%
Age 15 to 19 Years	966	5.1%
Age 20 to 24 Years	826	4.3%
Age 25 to 29 Years	1,333	7.0%
Age 30 to 34 Years	1,460	7.6%
Age 35 to 39 Years	1,585	8.3%
Age 40 to 44 Years	1,427	7.5%
Age 45 to 49 Years	1,188	6.2%
Age 50 to 54 Years	1,141	6.0%
Age 55 to 59 Years	1,259	6.6%
Age 60 to 64 Years	1,260	6.6%
Age 65 to 69 Years	1,010	5.3%
Age 70 to 74 Years	803	4.2%
Age 75 to 79 Years	410	2.1%
Age 80 to 84 Years	263	1.4%
Age 85 Years or Over	245	1.3%
Median Age	37.3	

Generation (2022)

iGeneration (Age Under 15 Years)	3,932	20.6%
Generation 9/11 Millennials (Age 15 to 34 Years)	4,585	24.0%
Gen Xers (Age 35 to 49 Years)	4,200	22.0%
Baby Boomers (Age 50 to 74 Years)	5,473	28.6%
Silent Generation (Age 75 to 84 Years)	673	3.5%
G.I. Generation (Age 85 Years or Over)	245	1.3%



Maumelle, Arkansas

City Limits

Household Type (2022)

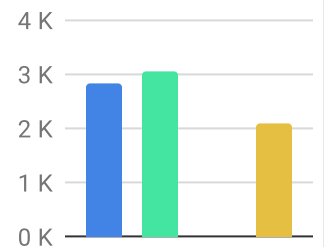
Total Households	7,965	
Family Households	5,882	73.8%
Family Households with Children	2,820	47.9%
Family Households No Children	3,062	52.1%
Non-Family Households	2,083	26.2%
Non-Family Households with Children	2	-
Non-Family Households No Children	2,081	99.9%

Family Households
w/ Children

Family Households
No Children

Non-Family Households
w/ Children

Non-Family Households
No Children



Education Attainment (2022)

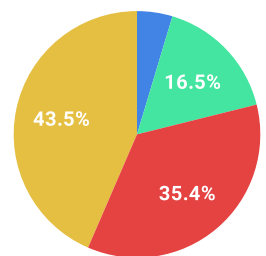
Elementary or Some High School	621	4.6%
High School Graduate	2,205	16.5%
Some College or Associate Degree	4,735	35.4%
Bachelor or Graduate Degree	5,823	43.5%

Elementary or
Some High School

High School
Graduate

Some College or
Associate Degree

Bachelor or
Graduate Degree



Household Income (2022)

Estimated Average Household Income	\$107,426	
Estimated Median Household Income	\$85,935	
HH Income Under \$10,000	189	2.4%
HH Income \$10,000 to \$34,999	1,393	17.5%
HH Income \$35,000 to \$49,999	714	9.0%
HH Income \$50,000 to \$74,999	1,204	15.1%
HH Income \$75,000 to \$99,999	1,103	13.8%
HH Income \$100,000 to \$149,999	1,541	19.3%
HH Income \$150,000 or More	1,821	22.9%

Maumelle, Arkansas

City Limits

Population

Estimated Population (2022)	19,110	
Projected Population (2027)	19,349	
Census Population (2020)	19,140	
Census Population (2010)	17,156	
Projected Annual Growth (2022-2027)	239	0.3%
Historical Annual Growth (2020-2022)	-30	-
Historical Annual Growth (2010-2020)	1,984	1.2%
Estimated Population Density (2022)	1,436	psm
Trade Area Size	13.3	sq mi

Households

Estimated Households (2022)	7,965	
Projected Households (2027)	7,808	
Census Households (2020)	7,897	
Census Households (2010)	7,113	
Projected Annual Growth (2022-2027)	-157	-0.4%
Historical Annual Change (2010-2022)	852	1.0%

Average Household Income

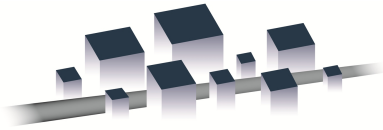
Estimated Average Household Income (2022)	\$107,426	
Projected Average Household Income (2027)	\$129,493	
Census Average Household Income (2010)	\$86,404	
Census Average Household Income (2000)	\$73,319	
Projected Annual Change (2022-2027)	\$22,067	4.1%
Historical Annual Change (2000-2022)	\$34,107	2.1%

Median Household Income

Estimated Median Household Income (2022)	\$85,935	
Projected Median Household Income (2027)	\$100,641	
Census Median Household Income (2010)	\$74,660	
Census Median Household Income (2000)	\$62,596	
Projected Annual Change (2022-2027)	\$14,706	3.4%
Historical Annual Change (2000-2022)	\$23,339	1.7%

Per Capita Income

Estimated Per Capita Income (2022)	\$44,790	
Projected Per Capita Income (2027)	\$52,270	
Census Per Capita Income (2010)	\$35,813	
Census Per Capita Income (2000)	\$29,046	
Projected Annual Change (2022-2027)	\$7,480	3.3%
Historical Annual Change (2000-2022)	\$15,744	2.5%
Estimated Average Household Net Worth (2022)	\$729,168	



RETAIL ATTRACTIONS, LLC
Economic Development Consulting

Maumelle, Arkansas		
City Limits		
Race and Ethnicity		
Total Population (2022)	19,110	
White (2022)	13,279	69.5%
Black or African American (2022)	4,312	22.6%
American Indian or Alaska Native (2022)	55	0.3%
Asian (2022)	509	2.7%
Hawaiian or Pacific Islander (2022)	3	-
Other Race (2022)	462	2.4%
Two or More Races (2022)	490	2.6%
Population < 18 (2022)	4,611	24.1%
White Not Hispanic	2,698	58.5%
Black or African American	1,290	28.0%
Asian	119	2.6%
Other Race Not Hispanic	272	5.9%
Hispanic	232	5.0%
Not Hispanic or Latino Population (2022)	18,423	96.4%
Not Hispanic White	12,853	69.8%
Not Hispanic Black or African American	4,243	23.0%
Not Hispanic American Indian or Alaska Native	47	0.3%
Not Hispanic Asian	505	2.7%
Not Hispanic Hawaiian or Pacific Islander	3	-
Not Hispanic Other Race	359	1.9%
Not Hispanic Two or More Races	413	2.2%
Hispanic or Latino Population (2022)	687	3.6%
Hispanic White	426	62.0%
Hispanic Black or African American	69	10.0%
Hispanic American Indian or Alaska Native	8	1.2%
Hispanic Asian	4	0.6%
Hispanic Hawaiian or Pacific Islander	-	-
Hispanic Other Race	103	15.0%
Hispanic Two or More Races	77	11.2%
Not Hispanic or Latino Population (2020)	18,373	96.0%
Hispanic or Latino Population (2020)	767	4.0%
Not Hispanic or Latino Population (2010)	16,698	97.3%
Hispanic or Latino Population (2010)	458	2.7%
Not Hispanic or Latino Population (2027)	18,643	96.4%
Hispanic or Latino Population (2027)	706	3.6%
Projected Annual Growth (2022-2027)	19	0.6%
Historical Annual Growth (2010-2020)	309	6.7%

Maumelle, Arkansas

City Limits

Total Age Distribution (2022)

Total Population	19,110	
Age Under 5 Years	1,247	6.5%
Age 5 to 9 Years	1,339	7.0%
Age 10 to 14 Years	1,346	7.0%
Age 15 to 19 Years	966	5.1%
Age 20 to 24 Years	826	4.3%
Age 25 to 29 Years	1,333	7.0%
Age 30 to 34 Years	1,460	7.6%
Age 35 to 39 Years	1,585	8.3%
Age 40 to 44 Years	1,427	7.5%
Age 45 to 49 Years	1,188	6.2%
Age 50 to 54 Years	1,141	6.0%
Age 55 to 59 Years	1,259	6.6%
Age 60 to 64 Years	1,260	6.6%
Age 65 to 69 Years	1,010	5.3%
Age 70 to 74 Years	803	4.2%
Age 75 to 79 Years	410	2.1%
Age 80 to 84 Years	263	1.4%
Age 85 Years or Over	245	1.3%
Median Age	37.3	
Age 19 Years or Less	4,898	25.6%
Age 20 to 64 Years	11,479	60.1%
Age 65 Years or Over	2,731	14.3%

Female Age Distribution (2022)

Female Population	10,065	52.7%
Age Under 5 Years	575	5.7%
Age 5 to 9 Years	653	6.5%
Age 10 to 14 Years	667	6.6%
Age 15 to 19 Years	460	4.6%
Age 20 to 24 Years	463	4.6%
Age 25 to 29 Years	736	7.3%
Age 30 to 34 Years	817	8.1%
Age 35 to 39 Years	828	8.2%
Age 40 to 44 Years	778	7.7%
Age 45 to 49 Years	642	6.4%
Age 50 to 54 Years	618	6.1%
Age 55 to 59 Years	656	6.5%
Age 60 to 64 Years	646	6.4%
Age 65 to 69 Years	555	5.5%
Age 70 to 74 Years	423	4.2%
Age 75 to 79 Years	232	2.3%
Age 80 to 84 Years	152	1.5%
Age 85 Years or Over	162	1.6%
Female Median Age	38.0	
Age 19 Years or Less	2,355	23.4%
Age 20 to 64 Years	6,184	61.4%
Age 65 Years or Over	1,524	15.1%

Maumelle, Arkansas

City Limits

Male Age Distribution (2022)

Male Population	9,045	47.3%
Age Under 5 Years	672	7.4%
Age 5 to 9 Years	686	7.6%
Age 10 to 14 Years	679	7.5%
Age 15 to 19 Years	506	5.6%
Age 20 to 24 Years	363	4.0%
Age 25 to 29 Years	597	6.6%
Age 30 to 34 Years	643	7.1%
Age 35 to 39 Years	757	8.4%
Age 40 to 44 Years	649	7.2%
Age 45 to 49 Years	546	6.0%
Age 50 to 54 Years	523	5.8%
Age 55 to 59 Years	603	6.7%
Age 60 to 64 Years	614	6.8%
Age 65 to 69 Years	455	5.0%
Age 70 to 74 Years	380	4.2%
Age 75 to 79 Years	178	2.0%
Age 80 to 84 Years	111	1.2%
Age 85 Years or Over	83	0.9%
Male Median Age	36.5	
Age 19 Years or Less	2,543	28.1%
Age 20 to 64 Years	5,295	58.5%
Age 65 Years or Over	1,207	13.3%

Males per 100 Females (2022)

Overall Comparison	90	
Age Under 5 Years	117	53.9%
Age 5 to 9 Years	105	51.2%
Age 10 to 14 Years	102	50.4%
Age 15 to 19 Years	110	52.4%
Age 20 to 24 Years	78	43.9%
Age 25 to 29 Years	81	44.8%
Age 30 to 34 Years	79	44.0%
Age 35 to 39 Years	91	47.8%
Age 40 to 44 Years	83	45.5%
Age 45 to 49 Years	85	46.0%
Age 50 to 54 Years	85	45.8%
Age 55 to 59 Years	92	47.9%
Age 60 to 64 Years	95	48.7%
Age 65 to 69 Years	82	45.0%
Age 70 to 74 Years	90	47.3%
Age 75 to 79 Years	77	43.4%
Age 80 to 84 Years	73	42.2%
Age 85 Years or Over	51	33.9%
Age 19 Years or Less	108	51.9%
Age 20 to 39 Years	83	45.3%
Age 40 to 64 Years	88	46.8%
Age 65 Years or Over	79	44.2%

Maumelle, Arkansas

City Limits

Household Type (2022)

Total Households	7,965	
Households with Children	2,822	35.4%
Average Household Size	2.4	
Household Density per Square Mile	598	
Population Family	16,623	87.0%
Population Non-Family	2,424	12.7%
Population Group Quarters	63	0.3%
Family Households	5,882	73.8%
Married Couple Households	4,795	81.5%
Other Family Households with Children	1,087	18.5%
Family Households with Children	2,820	47.9%
Married Couple with Children	2,085	73.9%
Other Family Households with Children	735	26.1%
Family Households No Children	3,062	52.1%
Married Couple No Children	2,710	88.5%
Other Family Households No Children	352	11.5%
Non-Family Households	2,083	26.2%
Non-Family Households with Children	2	-
Non-Family Households No Children	2,081	99.9%
Average Family Household Size	2.8	
Average Family Income	\$126,506	
Median Family Income	\$102,891	
Average Non-Family Household Size	1.2	

Marital Status (2022)

Population Age 15 Years or Over	15,177	
Never Married	3,236	21.3%
Currently Married	9,536	62.8%
Previously Married	2,405	15.8%
Separated	360	15.0%
Widowed	677	28.1%
Divorced	1,368	56.9%

Educational Attainment (2022)

Adult Population Age 25 Years or Over	13,384	
Elementary (Grade Level 0 to 8)	206	1.5%
Some High School (Grade Level 9 to 11)	415	3.1%
High School Graduate	2,205	16.5%
Some College	3,146	23.5%
Associate Degree Only	1,589	11.9%
Bachelor Degree Only	3,325	24.8%
Graduate Degree	2,498	18.7%
Any College (Some College or Higher)	10,558	78.9%
College Degree + (Bachelor Degree or Higher)	5,823	43.5%

Maumelle, Arkansas

City Limits

Housing

Total Housing Units (2022)	8,418	
Total Housing Units (2020)	8,230	
Historical Annual Growth (2020-2022)	188	-
Housing Units Occupied (2022)	7,964	94.6%
Housing Units Owner-Occupied	6,068	76.2%
Housing Units Renter-Occupied	1,896	23.8%
Housing Units Vacant (2022)	454	5.4%

Household Size (2022)

Total Households	7,965	
1 Person Households	1,728	21.7%
2 Person Households	3,406	42.8%
3 Person Households	1,295	16.3%
4 Person Households	1,023	12.8%
5 Person Households	374	4.7%
6 Person Households	109	1.4%
7 or More Person Households	30	0.4%

Household Income Distribution (2022)

HH Income \$200,000 or More	1,037	13.0%
HH Income \$150,000 to \$199,999	784	9.8%
HH Income \$125,000 to \$149,999	646	8.1%
HH Income \$100,000 to \$124,999	895	11.2%
HH Income \$75,000 to \$99,999	1,103	13.8%
HH Income \$50,000 to \$74,999	1,204	15.1%
HH Income \$35,000 to \$49,999	714	9.0%
HH Income \$25,000 to \$34,999	622	7.8%
HH Income \$15,000 to \$24,999	504	6.3%
HH Income \$10,000 to \$14,999	267	3.4%
HH Income Under \$10,000	189	2.4%

Household Vehicles (2022)

Households 0 Vehicles Available	318	4.0%
Households 1 Vehicle Available	2,643	33.2%
Households 2 Vehicles Available	3,425	43.0%
Households 3 or More Vehicles Available	1,579	19.8%
Total Vehicles Available	14,709	
Average Vehicles per Household	1.8	
Owner-Occupied Household Vehicles	12,270	83.4%
Average Vehicles per Owner-Occupied Household	2.0	
Renter-Occupied Household Vehicles	2,439	16.6%
Average Vehicles per Renter-Occupied Household	1.3	

Travel Time (2022)

Worker Base Age 16 years or Over	9,489	
Travel to Work in 14 Minutes or Less	1,453	15.3%
Travel to Work in 15 to 29 Minutes	3,558	37.5%
Travel to Work in 30 to 59 Minutes	1,589	16.7%
Travel to Work in 60 Minutes or More	307	3.2%
Work at Home	2,583	27.2%
Average Minutes Travel to Work	22.3	

Maumelle, Arkansas

City Limits

Transportation To Work (2022)

Worker Base Age 16 years or Over	9,489	
Drive to Work Alone	6,200	65.3%
Drive to Work in Carpool	607	6.4%
Travel to Work by Public Transportation	8	-
Drive to Work on Motorcycle	4	-
Bicycle to Work	-	-
Walk to Work	42	0.4%
Other Means	45	0.5%
Work at Home	2,583	27.2%

Daytime Demographics (2022)

Total Businesses	532	
Total Employees	4,981	
Company Headquarter Businesses	20	3.8%
Company Headquarter Employees	467	9.4%
Employee Population per Business	9.4	to 1
Residential Population per Business	35.9	to 1
Adj. Daytime Demographics Age 16 Years or Over	10,398	

Labor Force

Labor Population Age 16 Years or Over (2022)	14,931	
Labor Force Total Males (2022)	6,887	46.1%
Male Civilian Employed	4,541	65.9%
Male Civilian Unemployed	200	2.9%
Males in Armed Forces	-	-
Males Not in Labor Force	2,146	31.2%
Labor Force Total Females (2022)	8,044	53.9%
Female Civilian Employed	4,949	61.5%
Female Civilian Unemployed	148	1.8%
Females in Armed Forces	24	0.3%
Females Not in Labor Force	2,923	36.3%
Unemployment Rate	348	2.3%

Occupation (2022)

Occupation Population Age 16 Years or Over	9,488	
Occupation Total Males	4,539	47.8%
Occupation Total Females	4,949	52.2%
Management, Business, Financial Operations	2,121	22.4%
Professional, Related	3,196	33.7%
Service	736	7.8%
Sales, Office	2,235	23.6%
Farming, Fishing, Forestry	34	0.4%
Construction, Extraction, Maintenance	552	5.8%
Production, Transport, Material Moving	614	6.5%
White Collar Workers	7,552	79.6%
Blue Collar Workers	1,936	20.4%



Maumelle, Arkansas

City Limits

Units In Structure (2022)

Total Units	7,965	
1 Detached Unit	6,209	78.0%
1 Attached Unit	265	3.3%
2 Units	90	1.1%
3 to 4 Units	199	2.5%
5 to 9 Units	214	2.7%
10 to 19 Units	284	3.6%
20 to 49 Units	171	2.1%
50 or More Units	314	3.9%
Mobile Home or Trailer	216	2.7%
Other Structure	5	-

Homes Built By Year (2022)

Homes Built 2020 or later	33	0.4%
Homes Built 2010 to 2019	1,257	14.9%
Homes Built 2000 to 2009	1,778	21.1%
Homes Built 1990 to 1999	999	11.9%
Homes Built 1980 to 1989	1,164	13.8%
Homes Built 1970 to 1979	1,077	12.8%
Homes Built 1960 to 1969	723	8.6%
Homes Built 1950 to 1959	464	5.5%
Homes Built 1940 to 1949	191	2.3%
Homes Built Before 1939	278	3.3%
Median Age of Homes	37.0	yrs

Home Values (2022)

Owner Specified Housing Units	6,068	
Home Values \$1,000,000 or More	24	0.4%
Home Values \$750,000 to \$999,999	14	0.2%
Home Values \$500,000 to \$749,999	213	3.5%
Home Values \$400,000 to \$499,999	256	4.2%
Home Values \$300,000 to \$399,999	1,044	17.2%
Home Values \$250,000 to \$299,999	1,047	17.3%
Home Values \$200,000 to \$249,999	1,174	19.3%
Home Values \$175,000 to \$199,999	788	13.0%
Home Values \$150,000 to \$174,999	489	8.1%
Home Values \$125,000 to \$149,999	594	9.8%
Home Values \$100,000 to \$124,999	198	3.3%
Home Values \$90,000 to \$99,999	27	0.4%
Home Values \$80,000 to \$89,999	57	0.9%
Home Values \$70,000 to \$79,999	12	0.2%
Home Values \$60,000 to \$69,999	16	0.3%
Home Values \$50,000 to \$59,999	25	0.4%
Home Values \$35,000 to \$49,999	40	0.7%
Home Values \$25,000 to \$34,999	11	0.2%
Home Values \$10,000 to \$24,999	29	0.5%
Home Values Under \$10,000	11	0.2%
Owner-Occupied Median Home Value	\$231,409	
Renter-Occupied Median Rent	\$790	

Maumelle, Arkansas

City Limits

Total Annual Consumer Expenditure (2022)

Total Household Expenditure	\$584.86 M
Total Non-Retail Expenditure	\$309.31 M
Total Retail Expenditure	\$275.55 M
Apparel	\$20.86 M
Contributions	\$20.04 M
Education	\$18.92 M
Entertainment	\$33.8 M
Food and Beverages	\$85.14 M
Furnishings and Equipment	\$20.95 M
Gifts	\$15.18 M
Health Care	\$48.62 M
Household Operations	\$23.37 M
Miscellaneous Expenses	\$11.12 M
Personal Care	\$7.86 M
Personal Insurance	\$4.35 M
Reading	\$1.29 M
Shelter	\$122.36 M
Tobacco	\$3.19 M
Transportation	\$106.26 M
Utilities	\$41.54 M

Monthly Household Consumer Expenditure (2022)

Total Household Expenditure	\$6,119
Total Non-Retail Expenditure	\$3,236 52.9%
Total Retail Expenditures	\$2,883 47.1%
Apparel	\$218 3.6%
Contributions	\$210 3.4%
Education	\$198 3.2%
Entertainment	\$354 5.8%
Food and Beverages	\$891 14.6%
Furnishings and Equipment	\$219 3.6%
Gifts	\$159 2.6%
Health Care	\$509 8.3%
Household Operations	\$244 4.0%
Miscellaneous Expenses	\$116 1.9%
Personal Care	\$82 1.3%
Personal Insurance	\$45 0.7%
Reading	\$13 0.2%
Shelter	\$1,280 20.9%
Tobacco	\$33 0.5%
Transportation	\$1,112 18.2%
Utilities	\$435 7.1%

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

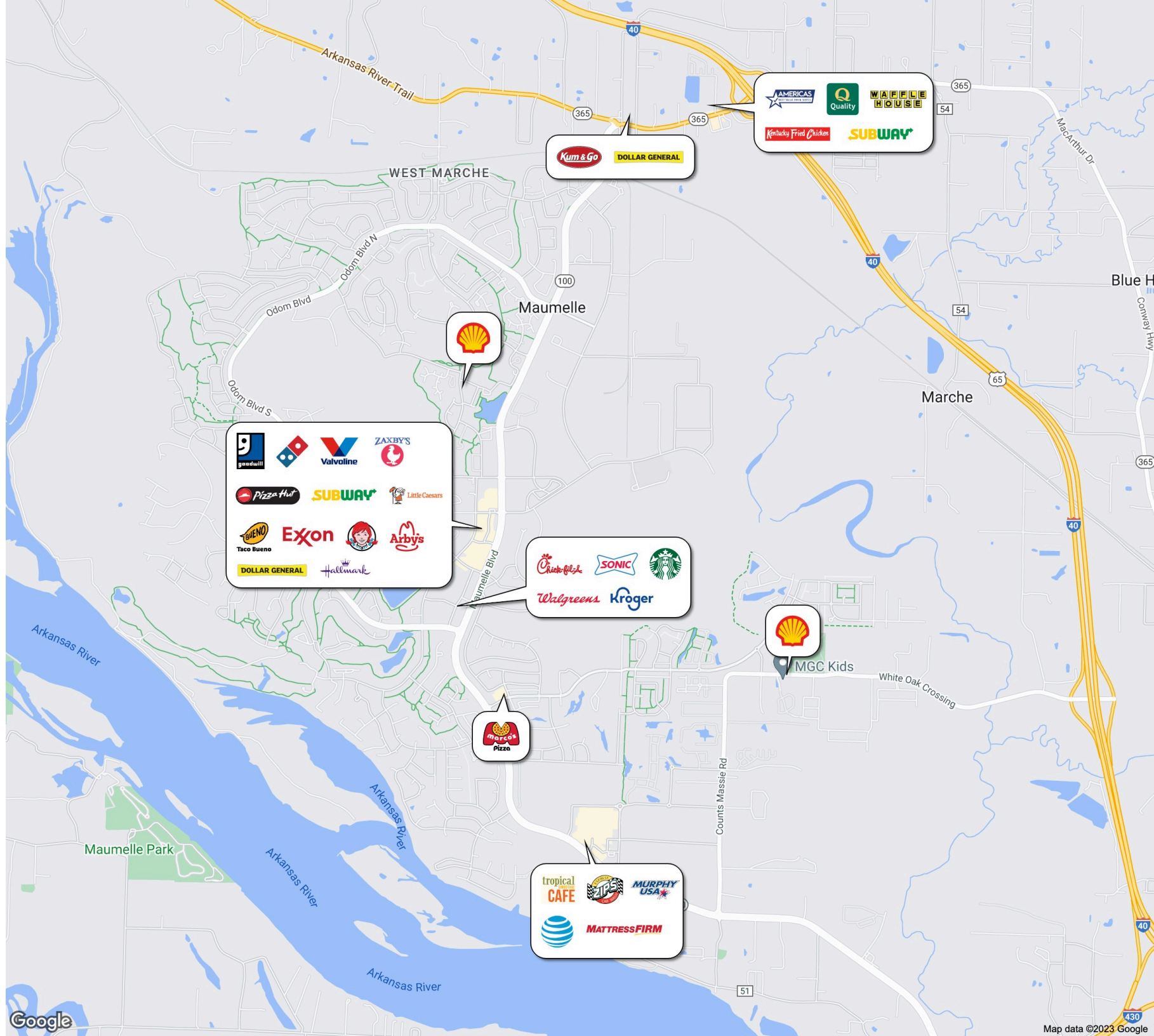
Department stores and other general merchandise stores

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



Maumelle, Arkansas

City Limits

	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$12.73 M / \$841.84 K	93
Men's Clothing Stores	\$452.57 K / \$-6	100
Women's Clothing Stores	\$1.95 M / \$202.11 K	90
Children's, Infants' Clothing Stores	\$828.76 K / \$2	100
Family Clothing Stores	\$5.19 M / \$6	100
Clothing Accessory Stores	\$423.58 K / \$-29	100
Other Apparel Stores	\$635.29 K / \$1.26 K	100
Shoe Stores	\$2.1 M / \$638.49 K	70
Jewelry Stores	\$1.06 M / \$-14	100
Luggage Stores	\$80.53 K / \$24	100
Furniture, Home Furnishings Stores	\$6.31 M / \$903.78 K	86
Furniture Stores	\$3.91 M / \$11.58 K	100
Floor Covering Stores	\$665.64 K / \$12.62 K	98
Other Home Furnishing Stores	\$1.73 M / \$879.58 K	49
Electronics, Appliance Stores	\$4.68 M / \$10.09 K	100
Building Material, Garden Equipment, Supplies Dealers	\$15.21 M / \$12.35 M	19
Home Centers	\$7.16 M / \$748.35 K	90
Paint, Wallpaper Stores	\$525.45 K / \$11	100
Hardware Stores	\$658.87 K / \$9.15 M	-93
Other Building Materials Stores	\$5.05 M / \$2.09 M	59
Outdoor Power Equipment Stores	\$243.81 K / \$-6	100
Nursery, Garden Stores	\$1.57 M / \$365.71 K	77
Food, Beverage Stores	\$39.33 M / \$4.67 M	88
Grocery Stores	\$35.06 M / \$3.87 M	89
Convenience Stores	\$1.35 M / \$619.65 K	54
Meat Markets	\$398.25 K / \$4	100
Fish, Seafood Markets	\$144.8 K / \$38	100
Fruit, Vegetable Markets	\$243.33 K / \$39	100
Other Specialty Food Markets	\$418.48 K / \$-37	100
Liquor Stores	\$1.72 M / \$176.16 K	90

Retail Gap Report



Maumelle, Arkansas

City Limits

	Potential / Sales	Index
Health, Personal Care Stores	\$9.81 M / \$22.8 M	-57
Pharmacy, Drug Stores	\$8.21 M / \$20.82 M	-61
Cosmetics, Beauty Stores	\$484.11 K / \$1.57 M	-69
Optical Goods Stores	\$551.1 K / \$317.42 K	42
Other Health, Personal Care Stores	\$564.96 K / \$95.23 K	83
Sporting Goods, Hobby, Book, Music Stores	\$4.89 M / \$1.96 M	60
Sporting Goods Stores	\$2.71 M / \$1.16 M	57
Hobby, Toy, Game Stores	\$755.48 K / \$79.15 K	90
Sewing, Needlecraft Stores	\$245.48 K / \$14	100
Musical Instrument Stores	\$206.06 K / \$258.57 K	-20
Book Stores	\$973.64 K / \$464 K	52
General Merchandise Stores	\$39.31 M / \$10.56 M	73
Department Stores	\$10.34 M / \$9.45 M	9
Warehouse Superstores	\$25.1 M / \$-34	100
Other General Merchandise Stores	\$3.86 M / \$1.11 M	71
Miscellaneous Store Retailers	\$5.42 M / \$683.19 K	87
Florists	\$196.58 K / \$65.67 K	67
Office, Stationary Stores	\$547.83 K / \$-3	100
Gift, Souvenir Stores	\$657.35 K / \$3.21 K	100
Used Merchandise Stores	\$381.36 K / \$8.27 K	98
Pet, Pet Supply Stores	\$2.21 M / \$421.15 K	81
Art Dealers	\$178.58 K / \$24	100
Mobile Home Dealers	\$324.89 K / \$27	100
Other Miscellaneous Retail Stores	\$928.16 K / \$184.84 K	80
Non-Store Retailers	\$18.39 M / \$87.35 K	100
Mail Order, Catalog Stores	\$15.35 M / \$-2	100
Vending Machines	\$406.14 K / \$6	100
Fuel Dealers	\$1.47 M / \$-32	100
Other Direct Selling Establishments	\$1.16 M / \$87.37 K	92

Retail Gap Report



Maumelle, Arkansas

City Limits

	Potential / Sales	Index
Accommodation, Food Services	\$35.54 M / \$19.36 M	46
Hotels, Other Travel Accommodations	\$1.96 M / \$386.48 K	80
RV Parks	\$18.56 K / \$3.1 K	83
Rooming, Boarding Houses	\$13.78 K / \$7	100
Full Service Restaurants	\$20.8 M / \$10.66 M	49
Limited Service Restaurants	\$9.66 M / \$7.18 M	26
Special Food Services, Catering	\$3.08 M / \$1.92 M	38
Drinking Places	\$908.33 K / \$120.65 K	87
Gasoline Stations	\$28.3 M / \$11.07 M	61
Motor Vehicle, Parts Dealers	\$54.74 M / \$32.11 M	41
New Car Dealers	\$41.93 M / \$1.57 M	96
Used Car Dealers	\$4.33 M / \$5.59 M	-23
Recreational Vehicle Dealers	\$943.53 K / \$24.12 M	-96
Motorcycle, Boat Dealers	\$1.98 M / \$348.37 K	82
Auto Parts, Accessories	\$3.33 M / \$16.31 K	100
Tire Dealers	\$2.23 M / \$469.74 K	79
2022 Population	19,110	
2027 Population	19,349	
% Population Change 2022-2027	1.3%	
2022 Adult Population Age 18+	14,498	
2022 Population Male	9,045	
2022 Population Female	10,065	
2022 Households	7,965	
2022 Median Household Income	85,935	
2022 Average Household Income	107,426	

Retail Potential

Retail Potential Profile



Maumelle, Arkansas	
City Limits	
2022 Population	19,110
2027 Population	19,349
% Population Change 2020-2022	-0.2%
2022 Adult Population Age 18+	\$14,498
2022 Population Male	\$9,045
2022 Population Female	\$10,065
2022 Households	\$7,965
2022 Median Household Income	\$85,935
2022 Average Household Income	\$107,426
Clothing, Clothing Accessories Stores	\$12.73 M
Men's Clothing Stores	\$452.57 K
Women's Clothing Stores	\$1.95 M
Children's, Infants' Clothing Stores	\$828.76 K
Family Clothing Stores	\$5.19 M
Clothing Accessory Stores	\$423.58 K
Other Apparel Stores	\$635.29 K
Shoe Stores	\$2.1 M
Jewelry Stores	\$1.06 M
Luggage Stores	\$80.53 K
Furniture, Home Furnishings Stores	\$6.31 M
Furniture Stores	\$3.91 M
Floor Covering Stores	\$665.64 K
Other Home Furnishing Stores	\$1.73 M
Electronics, Appliance Stores	\$4.68 M
Gasoline Stations	\$28.3 M
Building Material, Garden Equipment, Supplies Dealers	\$15.21 M
Home Centers	\$7.16 M
Paint, Wallpaper Stores	\$525.45 K
Hardware Stores	\$658.87 K
Other Building Materials Stores	\$5.05 M
Outdoor Power Equipment Stores	\$243.81 K
Nursery, Garden Stores	\$1.57 M
Food, Beverage Stores	\$39.33 M
Grocery Stores	\$35.06 M
Convenience Stores	\$1.35 M
Meat Markets	\$398.25 K
Fish, Seafood Markets	\$144.8 K
Fruit, Vegetable Markets	\$243.33 K
Other Specialty Food Markets	\$418.48 K
Liquor Stores	\$1.72 M

Retail Potential Profile



Maumelle, Arkansas	
City Limits	
Health, Personal Care Stores	\$9.81 M
Pharmacy, Drug Stores	\$8.21 M
Cosmetics, Beauty Stores	\$484.11 K
Optical Goods Stores	\$551.1 K
Other Health, Personal Care Stores	\$564.96 K
Sporting Goods, Hobby, Book, Music Stores	\$4.89 M
Sporting Goods Stores	\$2.71 M
Hobby, Toy, Game Stores	\$755.48 K
Sewing, Needlecraft Stores	\$245.48 K
Musical Instrument Stores	\$206.06 K
Book Stores	\$973.64 K
General Merchandise Stores	\$39.31 M
Department Stores	\$10.34 M
Warehouse Superstores	\$25.1 M
Other General Merchandise Stores	\$3.86 M
Miscellaneous Store Retailers	\$5.42 M
Florists	\$196.58 K
Office, Stationary Stores	\$547.83 K
Gift, Souvenir Stores	\$657.35 K
Used Merchandise Stores	\$381.36 K
Pet, Pet Supply Stores	\$2.21 M
Art Dealers	\$178.58 K
Mobile Home Dealers	\$324.89 K
Other Miscellaneous Retail Stores	\$928.16 K
Non-Store Retailers	\$18.39 M
Mail Order, Catalog Stores	\$15.35 M
Vending Machines	\$406.14 K
Fuel Dealers	\$1.47 M
Other Direct Selling Establishments	\$1.16 M
Accommodation, Food Services	\$36.44 M
Hotels, Other Travel Accommodations	\$1.96 M
RV Parks	\$18.56 K
Rooming, Boarding Houses	\$13.78 K
Full Service Restaurants	\$20.8 M
Limited Service Restaurants	\$9.66 M
Special Food Services, Catering	\$3.08 M
Drinking Places	\$908.33 K
Motor Vehicle, Parts Dealers	\$54.74 M
New Car Dealers	\$41.93 M
Used Car Dealers	\$4.33 M
Recreational Vehicle Dealers	\$943.53 K
Motorcycle, Boat Dealers	\$1.98 M
Auto Parts, Accessories	\$3.33 M
Tire Dealers	\$2.23 M

Income Summary

Income Summary Report



Maumelle, Arkansas

City Limits

Population

Estimated Population (2022)	19,110	
Projected Population (2027)	19,349	
Census Population (2020)	19,140	
Census Population (2010)	17,156	
Projected Annual Growth (2022 to 2027)	239	0.3%
Historical Annual Growth (2020 to 2022)	-30	-
Historical Annual Growth (2010 to 2020)	1,984	1.2%

Households

Estimated Households (2022)	7,965	
Projected Households (2027)	7,808	
Census Households (2020)	7,897	
Census Households (2010)	7,113	
Projected Annual Growth (2022 to 2027)	-157	-0.4%
Historical Annual Growth (2020 to 2022)	68	0.4%
Historical Annual Growth (2010 to 2020)	784	1.1%

Average Household Income

Estimated Average Household Income (2022)	\$107,426	
Projected Average Household Income (2027)	\$129,493	
Census Average Household Income (2020)	\$86,404	
Census Average Household Income (2010)	\$73,319	
Projected Annual Growth (2022 to 2027)	\$22,067	4.1%
Historical Annual Growth (2020 to 2022)	\$21,022	2.0%
Historical Annual Growth (2010 to 2020)	\$13,085	1.8%

Median Household Income

Estimated Median Household Income (2022)	\$85,935	
Projected Median Household Income (2027)	\$100,641	
Census Median Household Income (2020)	\$74,660	
Census Median Household Income (2010)	\$62,596	
Projected Annual Growth (2022 to 2027)	\$14,706	3.4%
Historical Annual Growth (2020 to 2022)	\$11,275	1.3%
Historical Annual Growth (2010 to 2020)	\$12,064	1.9%

Per Capita Income

Estimated Per Capita Income (2022)	\$44,790	
Projected Per Capita Income (2027)	\$52,270	
Census Per Capita Income (2020)	\$35,813	
Census Per Capita Income (2010)	\$29,046	
Projected Annual Growth (2022 to 2027)	\$7,480	3.3%
Historical Annual Growth (2020 to 2022)	\$8,977	2.1%
Historical Annual Growth (2010 to 2020)	\$6,767	2.3%

Other Income

Estimated Families (2022)	5,882	
Estimated Average Family Income (2022)	\$126,506	
Estimated Median Family Income (2022)	\$102,891	
Estimated Average Household Net Worth (2022)	\$729,168	

Consumer Expenditure Summary

Consumer Expenditure Summary



Maumelle, Arkansas

City Limits

Estimated Population	19,110
Estimated Households	7,965
Household Expenditure	\$584.86 M
Per Household ~ Per Capita	\$73,429 \$30,605
Non-Retail Expenditures	\$309.31 M 52.9%
Per Household ~ Per Capita	\$38,834 \$16,186
Retail Expenditures	\$275.55 M 47.1%
Per Household ~ Per Capita	\$34,595 \$14,419
Apparel	\$20.86 M 3.6%
Per Household ~ Per Capita	\$2,619 \$1,092
Contributions	\$20.04 M 3.4%
Per Household ~ Per Capita	\$2,516 \$1,049
Education	\$18.92 M 3.2%
Per Household ~ Per Capita	\$2,376 \$990
Entertainment	\$33.8 M 5.8%
Per Household ~ Per Capita	\$4,244 \$1,769
Food, Beverages	\$85.14 M 14.6%
Per Household ~ Per Capita	\$10,690 \$4,455
Furnishings, Equipment	\$20.95 M 3.6%
Per Household ~ Per Capita	\$2,630 \$1,096
Gifts	\$15.18 M 2.6%
Per Household ~ Per Capita	\$1,906 \$794
Health Care	\$48.62 M 8.3%
Per Household ~ Per Capita	\$6,105 \$2,544
Household Operations	\$23.37 M 4.0%
Per Household ~ Per Capita	\$2,934 \$1,223
Miscellaneous Expenses	\$11.12 M 1.9%
Per Household ~ Per Capita	\$1,396 \$582
Personal Care	\$7.86 M 1.3%
Per Household ~ Per Capita	\$987 \$411
Personal Insurance	\$4.35 M 0.7%
Per Household ~ Per Capita	\$546 \$228
Reading	\$1.29 M 0.2%
Per Household ~ Per Capita	\$162 \$67
Shelter	\$122.36 M 20.9%
Per Household ~ Per Capita	\$15,362 \$6,403
Tobacco	\$3.19 M 0.5%
Per Household ~ Per Capita	\$401 \$167
Transportation	\$106.26 M 18.2%
Per Household ~ Per Capita	\$13,341 \$5,561
Utilities	\$41.54 M 7.1%
Per Household ~ Per Capita	\$5,215 \$2,174

Consumer Expenditure Trend



Maumelle, Arkansas

City Limits

Population / Households (2022)

Estimated Population	19,110
Estimated Households	7,965

Total Annual Consumer Expenditure (2022)

Total Household Expenditure	\$584.86 M
Total Non-Retail Expenditure	\$309.31 M
Total Retail Expenditure	\$275.55 M
Apparel	\$20.86 M
Contributions	\$20.04 M
Education	\$18.92 M
Entertainment	\$33.8 M
Food and Beverages	\$85.14 M
Furnishings and Equipment	\$20.95 M
Gifts	\$15.18 M
Health Care	\$48.62 M
Household Operations	\$23.37 M
Miscellaneous Expenses	\$11.12 M
Personal Care	\$7.86 M
Personal Insurance	\$4.35 M
Reading	\$1.29 M
Shelter	\$122.36 M
Tobacco	\$3.19 M
Transportation	\$106.26 M
Utilities	\$41.54 M

Monthly Household Consumer Expenditure (2022)

Total Household Expenditure	\$6,119	
Total Non-Retail Expenditure	\$3,236	52.9%
Total Retail Expenditure	\$2,883	47.1%
Apparel	\$218	3.6%
Contributions	\$210	3.4%
Education	\$198	3.2%
Entertainment	\$354	5.8%
Food and Beverages	\$891	14.6%
Furnishings and Equipment	\$219	3.6%
Gifts	\$159	2.6%
Health Care	\$509	8.3%
Household Operations	\$244	4.0%
Miscellaneous Expenses	\$116	1.9%
Personal Care	\$82	1.3%
Personal Insurance	\$45	0.7%
Reading	\$13	0.2%
Shelter	\$1,280	20.9%
Tobacco	\$33	0.5%
Transportation	\$1,112	18.2%
Utilities	\$435	7.1%

Consumer Expenditure Trend



Maumelle, Arkansas

City Limits

Population / Households (2027)

Projected Population	19,349
Projected Households	7,808

Total Annual Consumer Expenditure (2027)

Total Household Expenditure	\$656.95 M
Total Non-Retail Expenditure	\$348.66 M
Total Retail Expenditure	\$308.29 M
Apparel	\$23.66 M
Contributions	\$23.26 M
Education	\$22.58 M
Entertainment	\$38.36 M
Food and Beverages	\$94.83 M
Furnishings and Equipment	\$23.72 M
Gifts	\$17.83 M
Health Care	\$53.67 M
Household Operations	\$26.55 M
Miscellaneous Expenses	\$12.55 M
Personal Care	\$8.82 M
Personal Insurance	\$5.03 M
Reading	\$1.46 M
Shelter	\$137.38 M
Tobacco	\$3.34 M
Transportation	\$118.52 M
Utilities	\$45.39 M

Consumer Expenditure Growth (2022 to 2027)

Total Household Expenditure	\$72.09 M
Total Non-Retail Expenditure	\$39.35 M
Total Retail Expenditure	\$32.74 M
Apparel	\$2.8 M
Contributions	\$3.22 M
Education	\$3.65 M
Entertainment	\$4.55 M
Food and Beverages	\$9.68 M
Furnishings and Equipment	\$2.77 M
Gifts	\$2.66 M
Health Care	\$5.05 M
Household Operations	\$3.18 M
Miscellaneous Expenses	\$1.43 M
Personal Care	\$961.16 K
Personal Insurance	\$679.72 K
Reading	\$168.31 K
Shelter	\$15.02 M
Tobacco	\$149.13 K
Transportation	\$12.26 M
Utilities	\$3.86 M

Crime Risk

Maumelle, Arkansas		
City Limits		
Demographics		
Population		19,110
Census Population		19,140
Households		7,965
Average Household Income		\$107,426
Median Household Income		\$85,935
Per Capita Income		\$44,790
Total Crime		
Crime Index		102
Crime Level		Average
Personal Crime		
Crime Index		71
Crime Level		Below Average
Murder		
Crime Index		143
Crime Level		Above Average
Rape		
Crime Index		40
Crime Level		Low Risk
Robbery		
Crime Index		54
Crime Level		Low Risk
Assault		
Crime Index		80
Crime Level		Below Average
Property Crime		
Crime Index		108
Crime Level		Average
Burglary		
Crime Index		116
Crime Level		Average
Larceny		
Crime Index		109
Crime Level		Average
Motor Vehicle Theft		
Crime Index		87
Crime Level		Below Average
* Crime Index: 100 = National Average Adjusted for Population		

Void Analysis

Maumelle, Arkansas City Limits	Site / Market Locations	Avg Square Footage	Closest Location
Auto Parts Tires			
Valvoline Instant Oil Change	1 / 1	3,400	
Banks			
Regions Bank	1 / 1		
Simmons First National Bank	1 / 1		
U.S. Bank	1 / 1		
Banks Minor			
Bank	2 / 2		
Convenience Stores			
Exxon	1 / 1		
Shell	3 / 3		
Dollar Stores			
Dollar General	1 / 1	9,600	
Drug Stores			
Walgreens	1 / 1	14,800	
Education			
Day Care	5 / 5		
High School	1 / 1		
PK - 8	4 / 4		
Grocery Stores			
Kroger	1 / 1	58,600	
Health Care			
Chiropractic	1 / 1		
Clinical Psychologist	1 / 1		
Clinical Social Worker	1 / 1		
Endocrinology	1 / 1		
Family Practice	2 / 2		
Infectious Disease	1 / 1		
Internal Medicine	1 / 1		
Nurse Practitioner	5 / 5		
Optometry	2 / 2		
Physical Therapy	1 / 1		
Physician Assistant	1 / 1		
Psychiatry	1 / 1		
Hotels			
Americas Best Value Inn	1 / 1		
Hampton Inn	1 / 1		

Maumelle, Arkansas City Limits		Site / Market Locations	Avg Square Footage	Closest Location
Holiday Inn Express		1 / 1		
Quality		1 / 1		
Restaurants Casual				
Waffle House		1 / 1	2,000	
Restaurants Coffee Donuts				
Starbucks		1 / 1	1,800	
Restaurants Fast Food Major				
Arby's		1 / 1	3,300	
Chick-fil-A		1 / 1	4,300	
KFC		1 / 1	3,100	
McDonald's		1 / 1	4,600	
Sonic		1 / 1	2,800	
Wendy's		1 / 1	3,300	
Restaurants Fast Food Minor				
Taco Bueno		1 / 1	2,600	
Zaxby's		1 / 1	3,600	
Restaurants Pizza				
Domino's Pizza		1 / 1	2,100	
Little Caesars		1 / 1	1,800	
Marco's Pizza		1 / 1	2,000	
Pizza Hut		1 / 1	2,800	
Restaurants Sandwich				
Subway		2 / 2	1,700	
Specialty				
Goodwill		1 / 1	24,100	
Hallmark		1 / 1	5,600	