

# Northwest Arkansas – Fayetteville Submarket



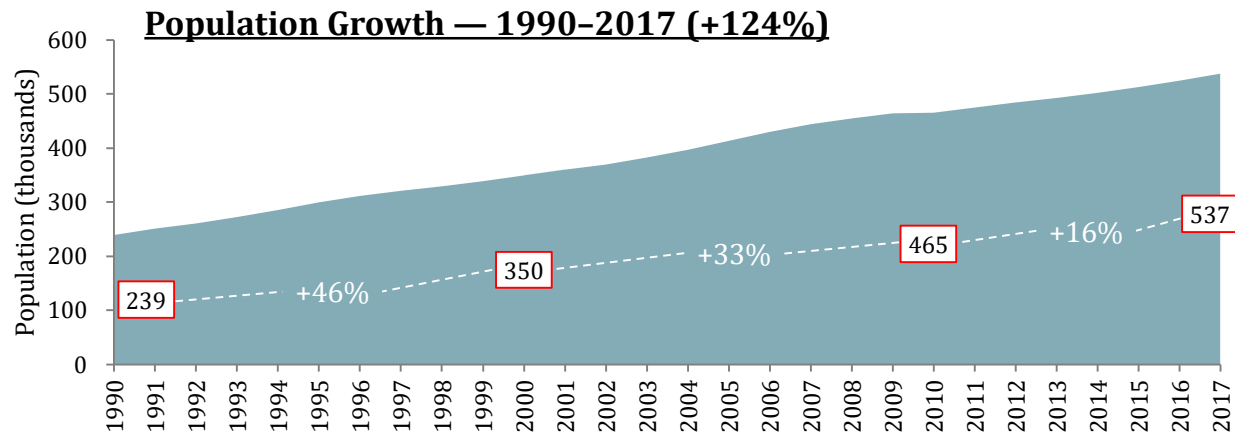
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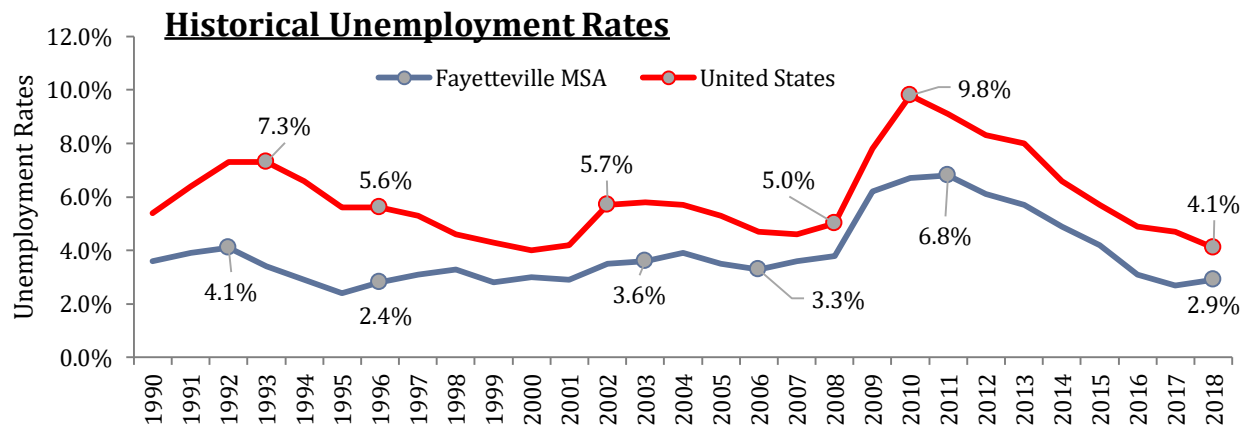
212-552-1495

# Northwest Arkansas

The northwest Arkansas region, represented by the Fayetteville–Springdale–Rogers MSA, is a unique area with robust underlying social, economic, population and housing characteristics.



- NWA is home to three Fortune 100 companies Walmart (\$514B rev.), Tysons (\$40B rev.), and JB Hunt (\$8.6B rev.).
- Serving as a gateway to outdoor adventures of the Ozarks, and home to the state's flagship educational institution, Fayetteville was recently voted number 7 in USA TODAY's 10 Best College Towns.

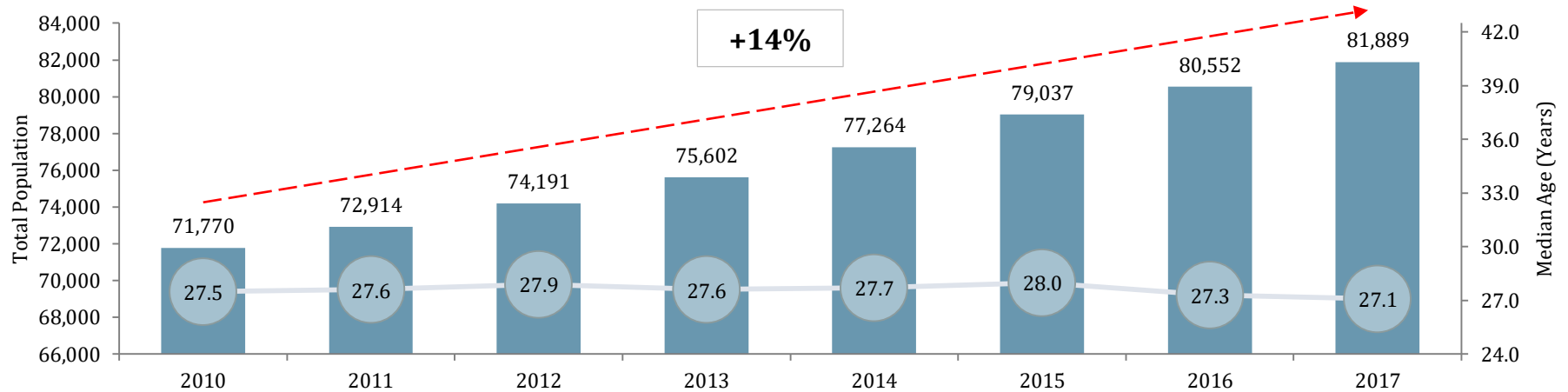


- Through economic downturns, the NWA region has proven itself to be well insulated from the broader turmoil across the United States.
- The vacancy rate for all multifamily properties in Northwest Arkansas decreased to 3.5% in the second half of 2018 from 3.9% in the first half of 2018. The decrease vacancy rates was due to decreased rates in Bentonville and Fayetteville as a result of absorption new construction.<sup>1</sup>

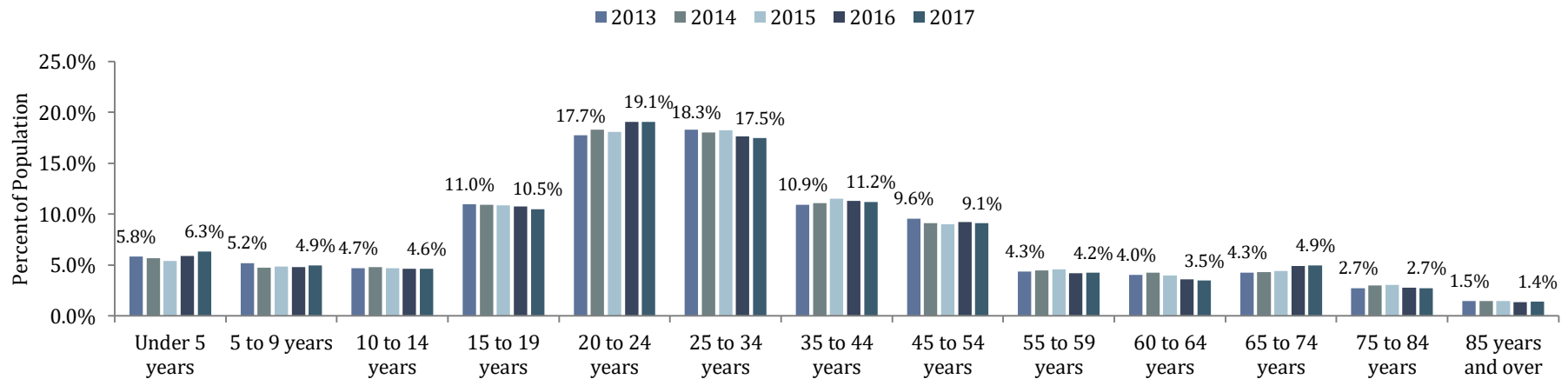
Source: Federal Reserve Bank of St. Louis, Economic Research Division.  
 1. The Skyline Report, University of Arkansas

# NWA – Fayetteville Submarket

## Population Growth 2010-2017



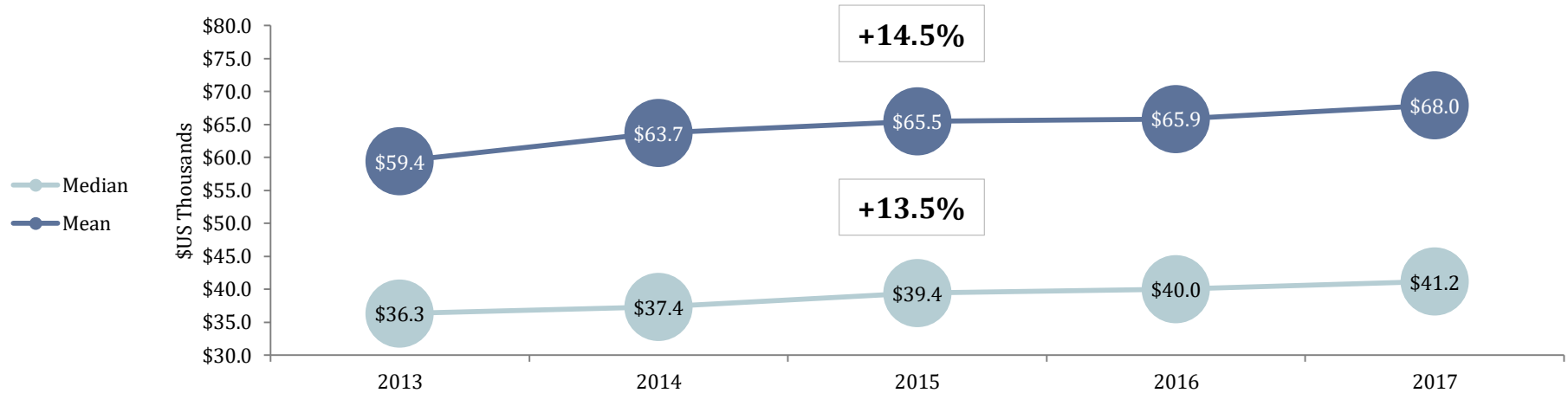
## Population Age Cohort by Year



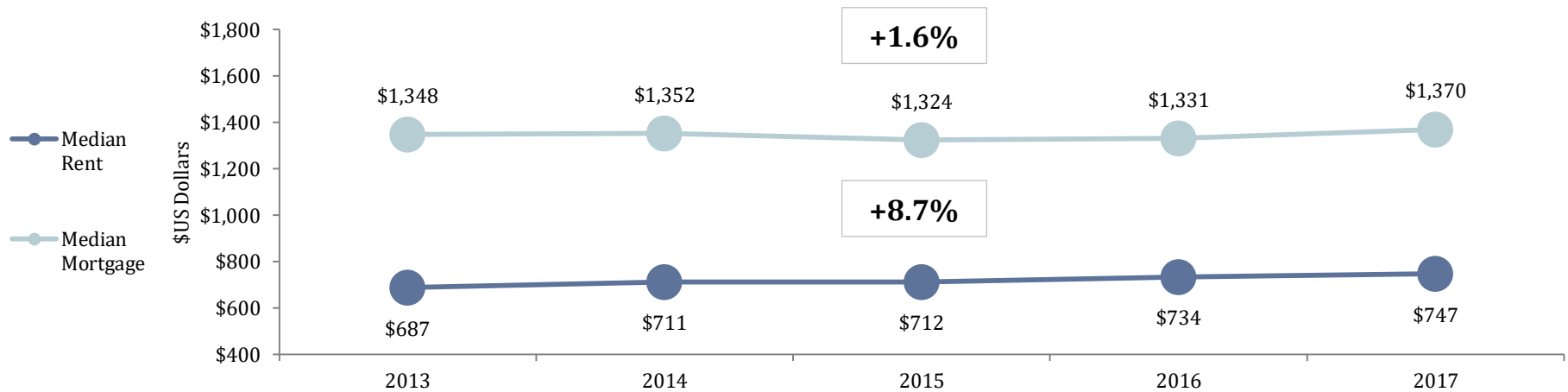
Source: US Census Bureau, 2006-2010 American Community Survey

# NWA – Fayetteville Submarket

## Median and Mean Household Income 2013-2017



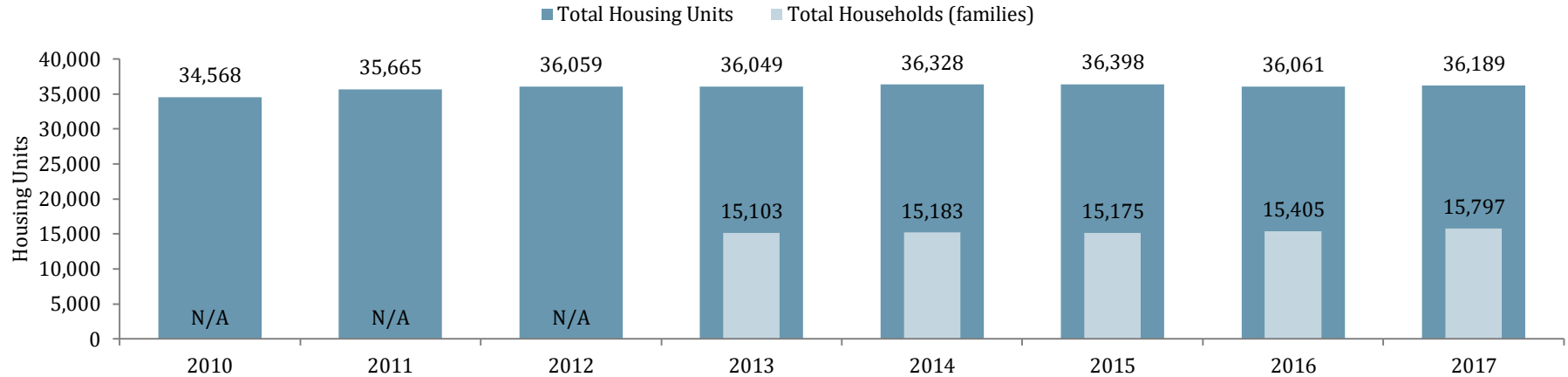
## Median Mortgage and Median Rent 2013-2017



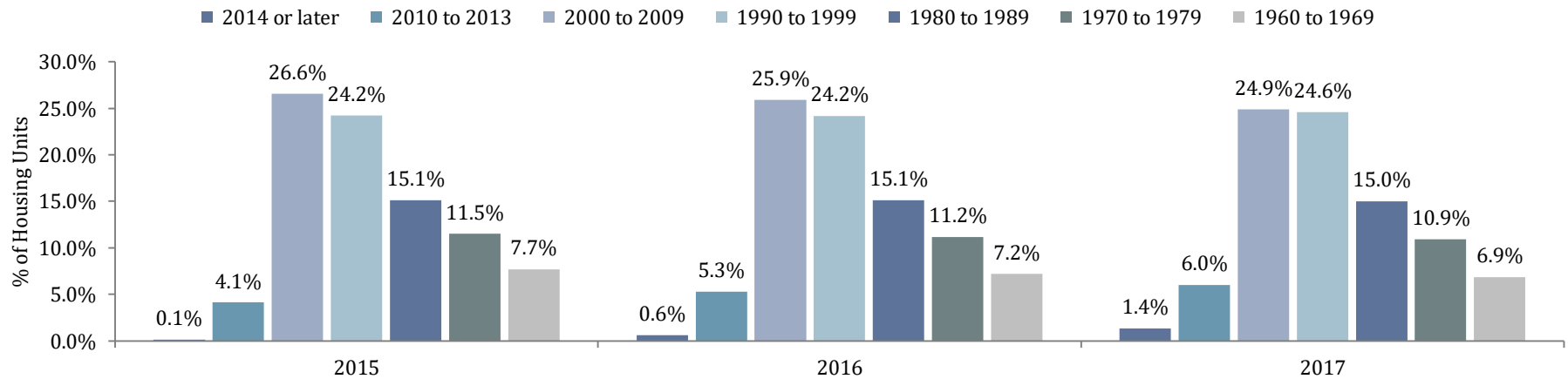
Source: US Census Bureau, 2006-2010 American Community Survey

# NWA – Fayetteville Submarket

## Total Housing Units and Households



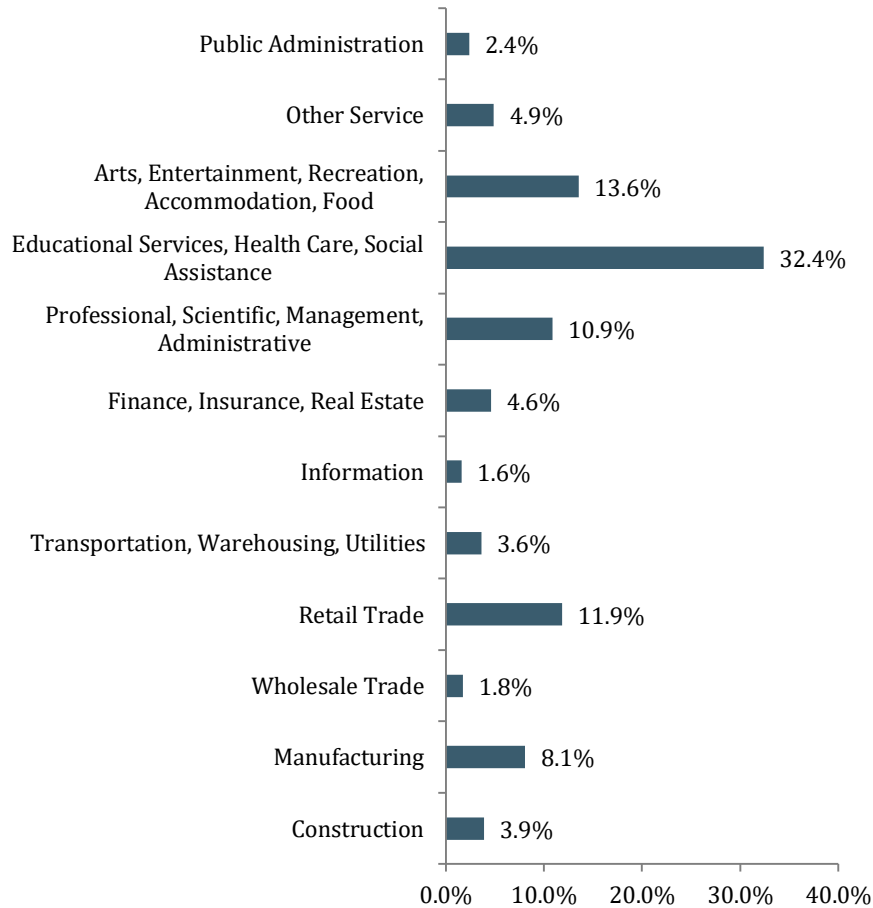
## Housing Units by Decade



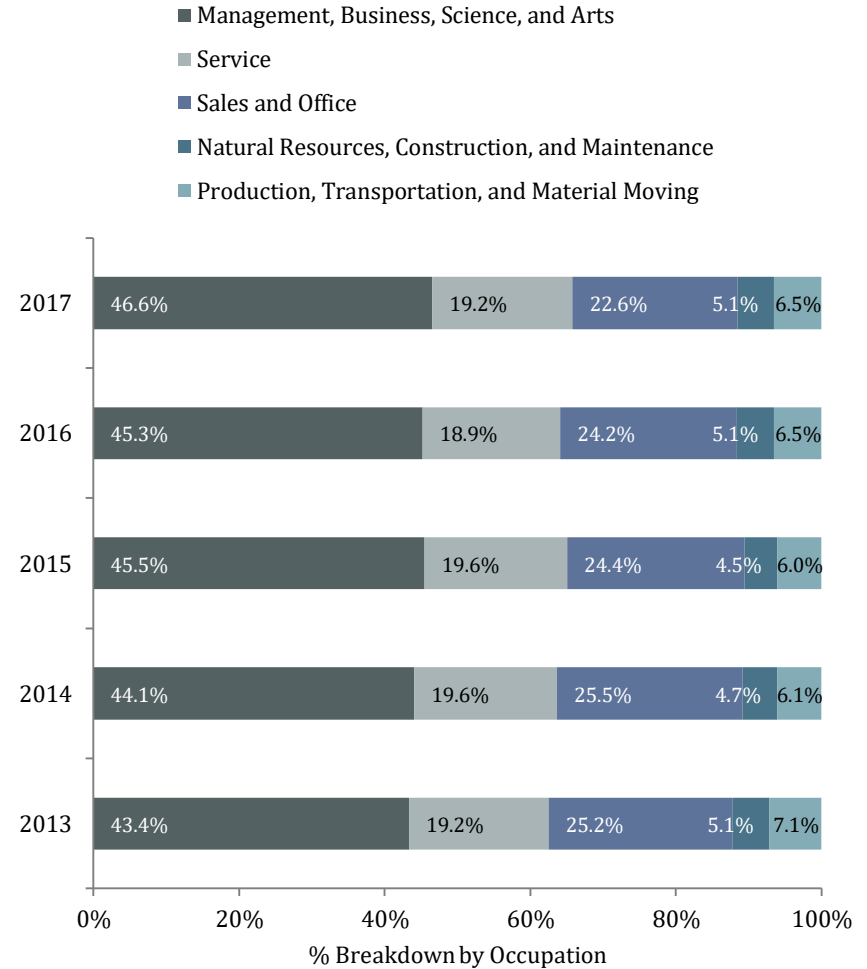
Source: US Census Bureau, 2006-2010 American Community Survey

# NWA – Fayetteville Submarket

## Job Market by Industry - 2017



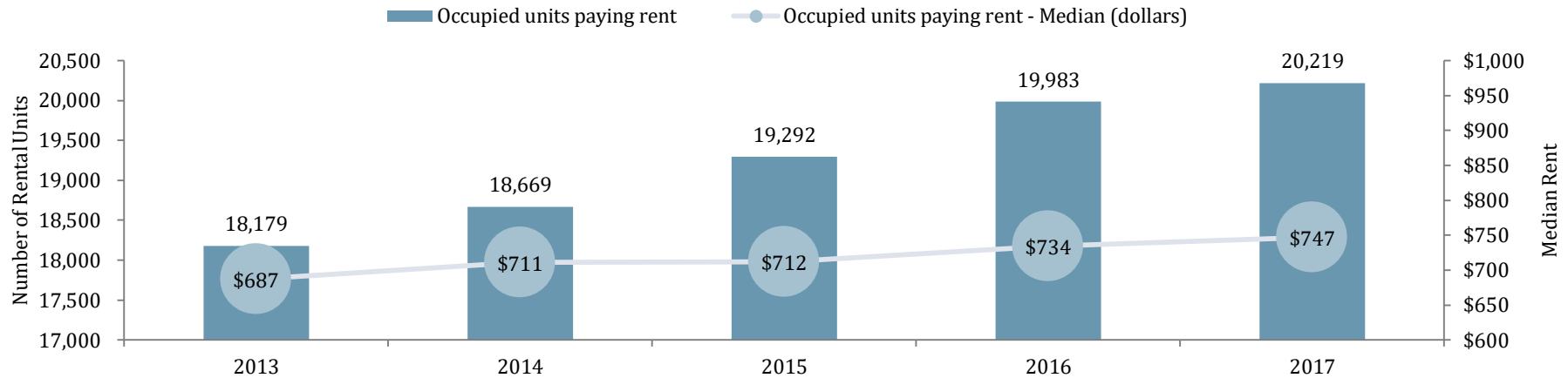
## Job Market by Occupation



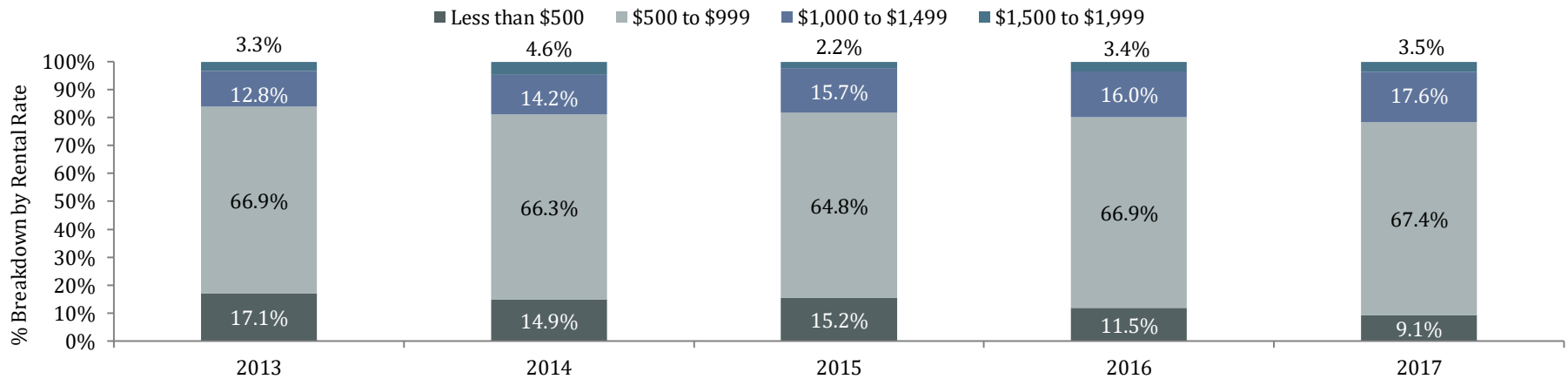
Source: US Census Bureau, 2006-2010 American Community Survey

# NWA – Fayetteville Submarket

## Median Rent and Average Rental Units



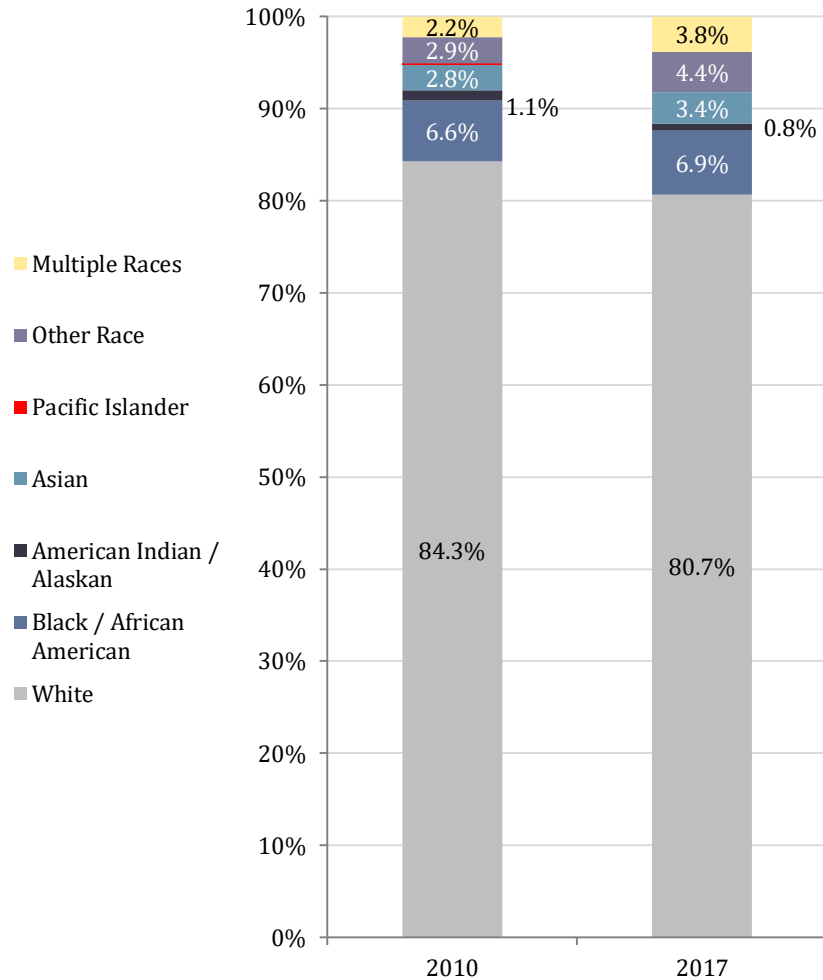
## Rental Units by Rent Dollar Concentration



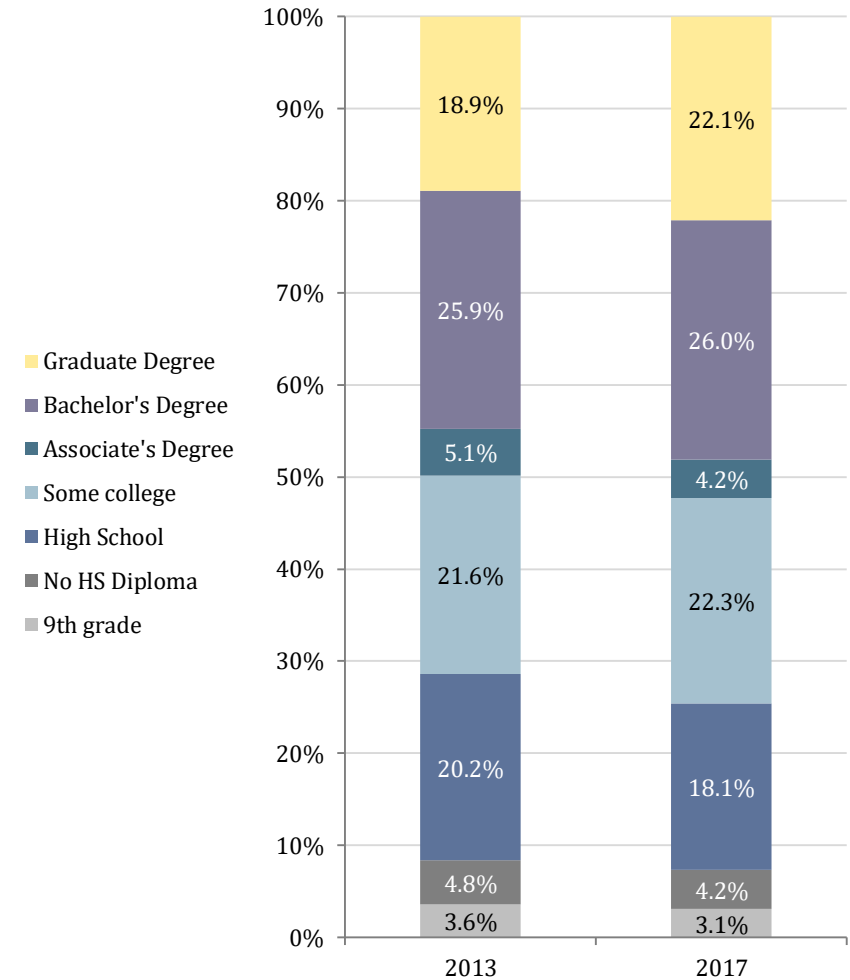
Source: US Census Bureau, 2006-2010 American Community Survey

# NWA – Fayetteville Submarket

## Demographic Breakdown



## Educational Attainment

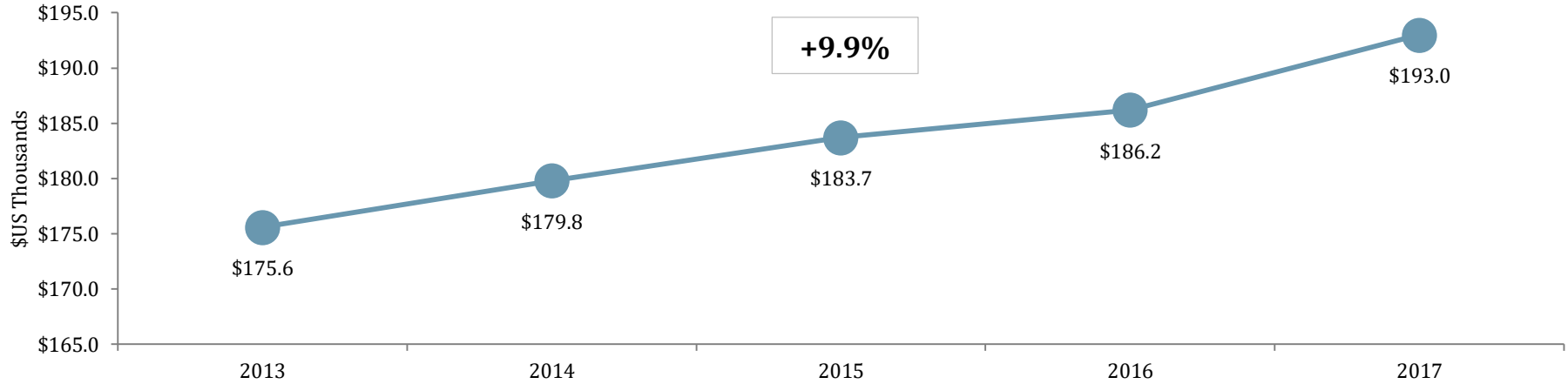


Source: US Census Bureau, 2006-2010 American Community Survey

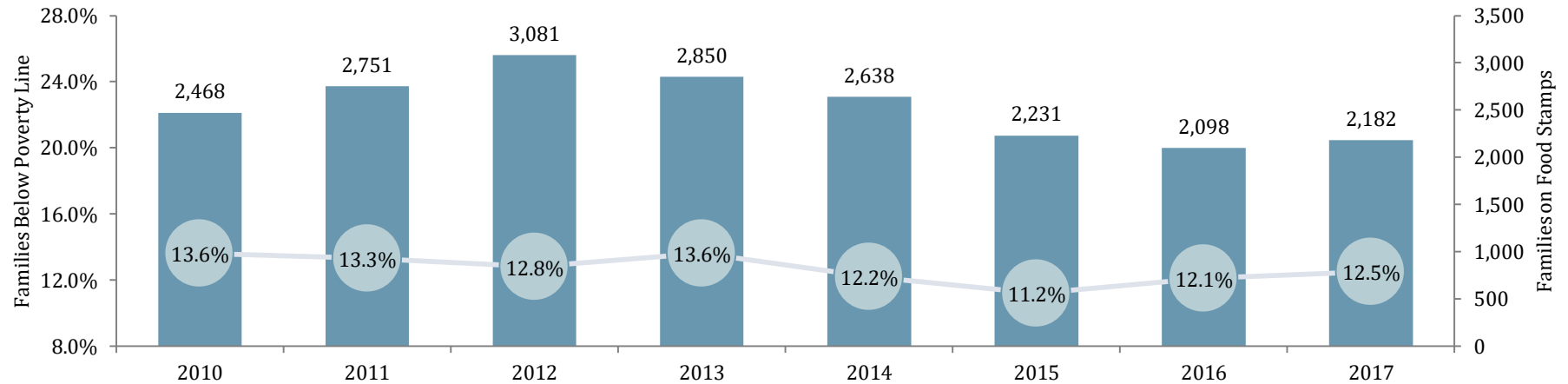


# NWA – Fayetteville Submarket

## Median Value of Owner-Occupied Units



## Families Below the Poverty Line



Source: US Census Bureau, 2006-2010 American Community Survey

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