



ZIP 72015, Benton, Arkansas.

Current market data.

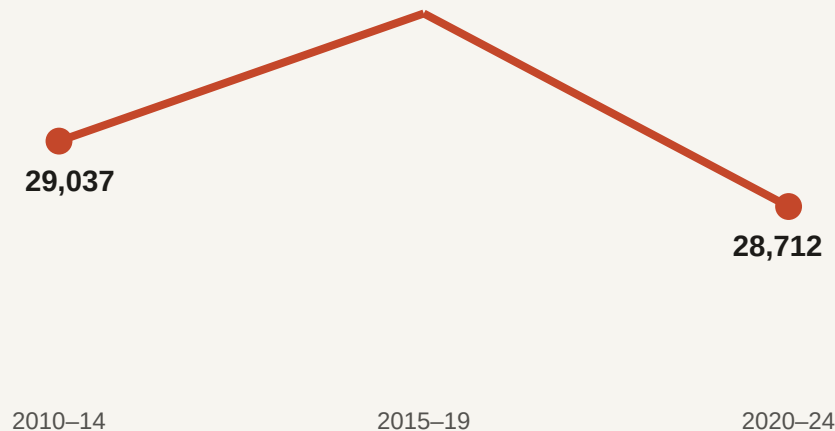
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**28,712 people call ZIP
72015 home.**

28,712

people.

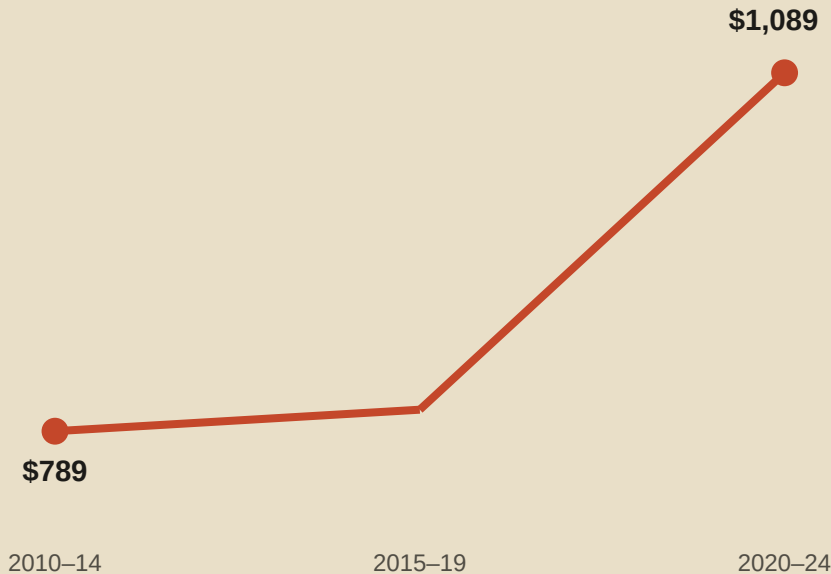


RENT

Median rent is up 38%
since the 2010–2014
survey, before inflation.

\$1,089

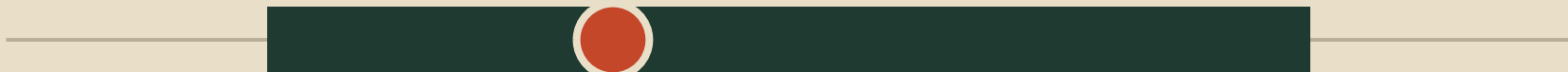
a month. Arkansas's median is \$947.



ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$934–\$1,401



\$1,089 median

is the monthly rent range local workforce wages support.



BUILDING

59% of the housing here was built before 2000.

59%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 0.3–0.8% to the 12,479 homes here.

33–104

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 4% less than Arkansas's.

\$180,300

median home value in ZIP 72015.

ZIP 72015



\$180,300

Arkansas



\$188,000

U.S.



\$332,700

THAT WAS ZIP 72015'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at almanacdata.ai/e/zip/72015/

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