



ZIP 72704, Fayetteville, Arkansas.

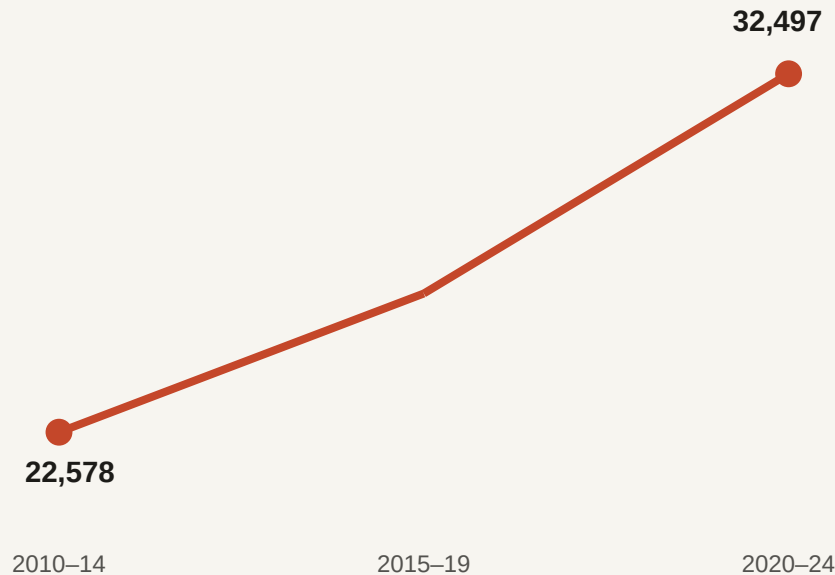
Current market data.

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

POPULATION

32,497 people call ZIP
72704 home.

32,497
people.

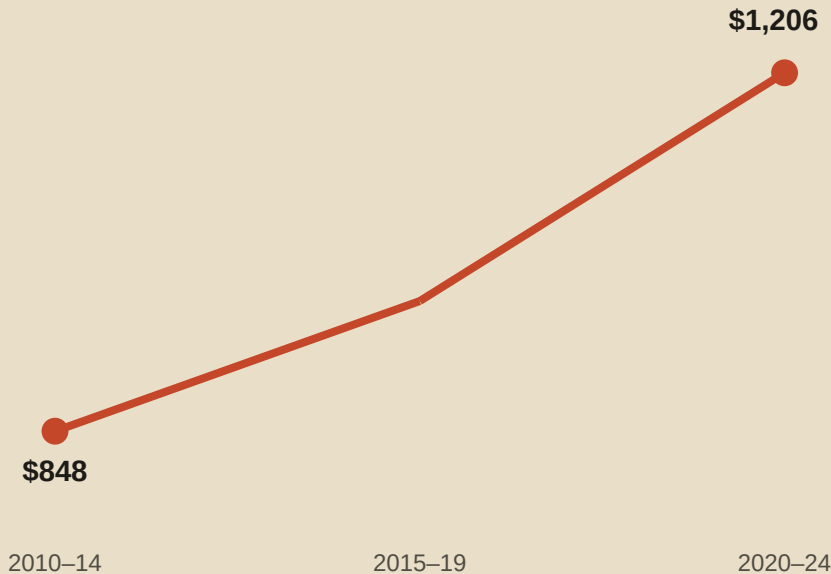


RENT

Median rent is up 42%
since the 2010–2014
survey, before inflation.

\$1,206

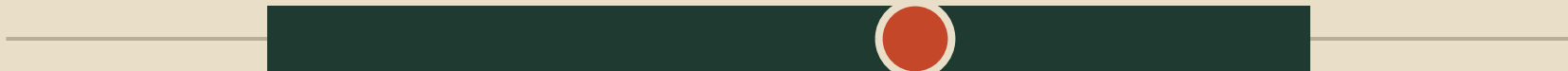
a month. Arkansas's median is \$947.



ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$920–\$1,380



\$1,206 median

is the monthly rent range local workforce wages support.



BUILDING

40% of the housing here was built before 2000.

40%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.3–0.6% to the 14,912 homes here.

47–93

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



HOME VALUE

A median home costs 76%
more than Arkansas's.

\$331,100

median home value in ZIP 72704.

ZIP 72704



\$331,100

Arkansas



\$188,000

U.S.



\$332,700

THAT WAS ZIP 72704'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/72704/

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