ZIP 72712, Bentonville, Arkansas.

Current market data.

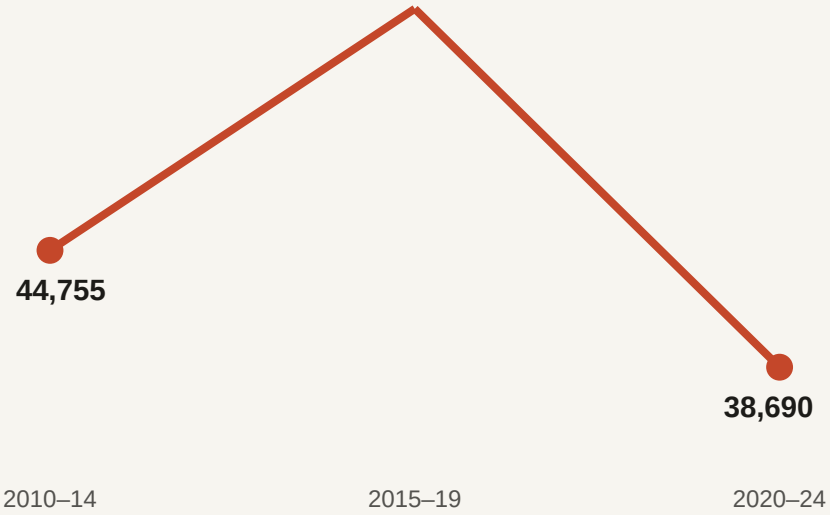
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

38,690 people call ZIP 72712 home.

38,690

people.



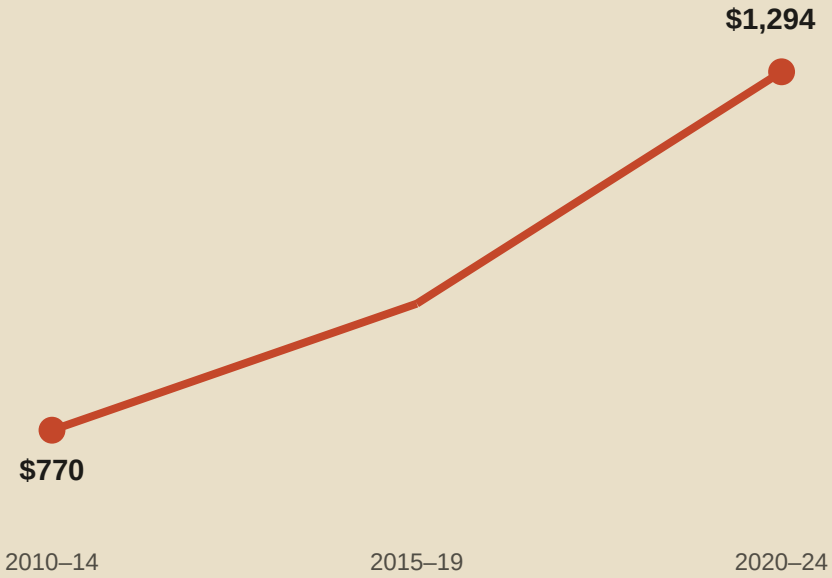
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 68% since the 2010–2014 survey, before inflation.

$1,294

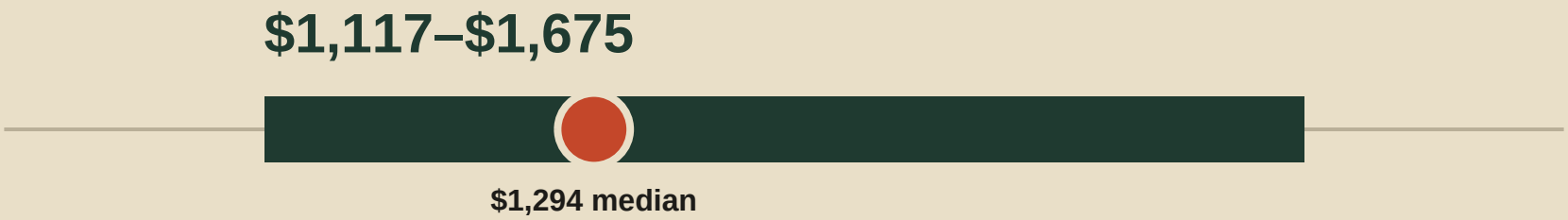
a month. Arkansas's median is $947.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

The median rent sits inside what local wages can carry.



is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

46% of the housing here was built before 2000.

46%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.4–3.3% to the 16,636 homes here.

67–549

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

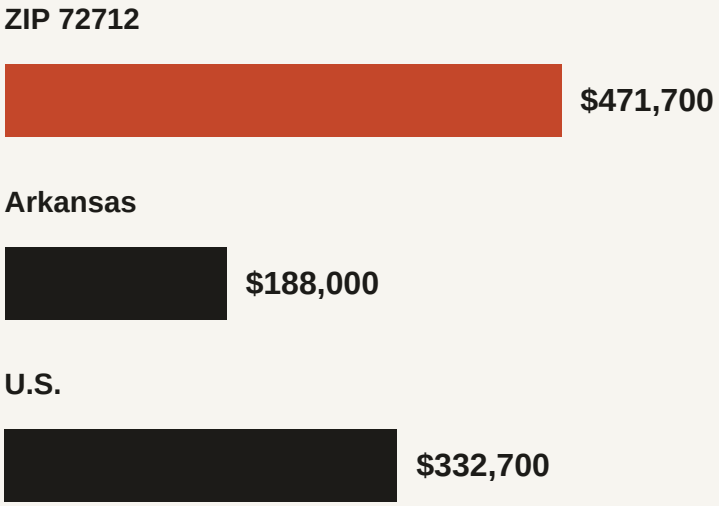
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 151% more than Arkansas's.

$471,700

median home value in ZIP 72712.



Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 72712'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/72712/**