



City Thread

Bentonville, AR

Mobility Audience Research

October 13, 2025



METHODOLOGY

- **Survey of registered Benton County voters**
 - Survey conducted July 29 – Aug 3, 2025
 - 301 countywide interviews; overall margin of error ± 5.64 percentage points
 - An oversample of 200 interviews were conducted in Bentonville; margin of error is ± 6.91 percentage points
 - Multi-modal telephone and email and text to web methodology
 - Telephone interviews were conducted in English by trained, professional interviewers; landlines and mobile phones included
 - Text and email invitations were sent with link to web survey
 - **Where applicable, results were compared to previous survey conducted June 2023 and June 2024 using the same methodology**

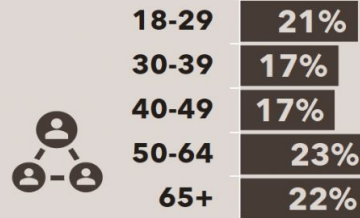


RESPONDENT PROFILE

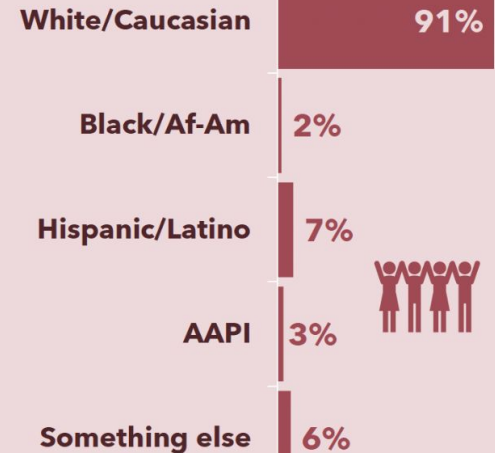
Gender



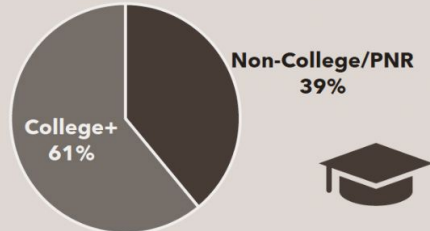
Age



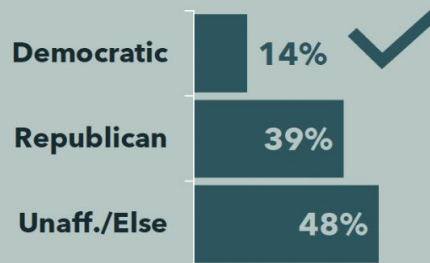
Ethnicity (Multi-Resp.)



Education



Party Registration

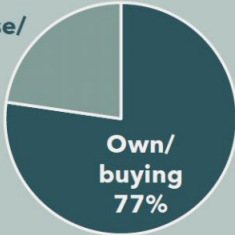




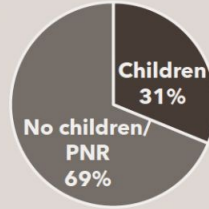
RESPONDENT PROFILE

Homeownership

Rent/lease/
PNR
23%



Children in Home



Household Income

Less than \$25,000 4%

\$25,000 to less than \$50,000 8%

\$50,000 to less than \$75,000 9%

\$75,000 to less than \$100,000 13%

\$100,000 to less than \$150,000 18%

\$150,000 to less than \$200,000 13%

\$200,000 and over 22%



PNR 15%

Length of Residency

Less than 2 years 5%

2-5 years 19%

6-10 years 15%

11-19 years 20%

20 years or more 41%



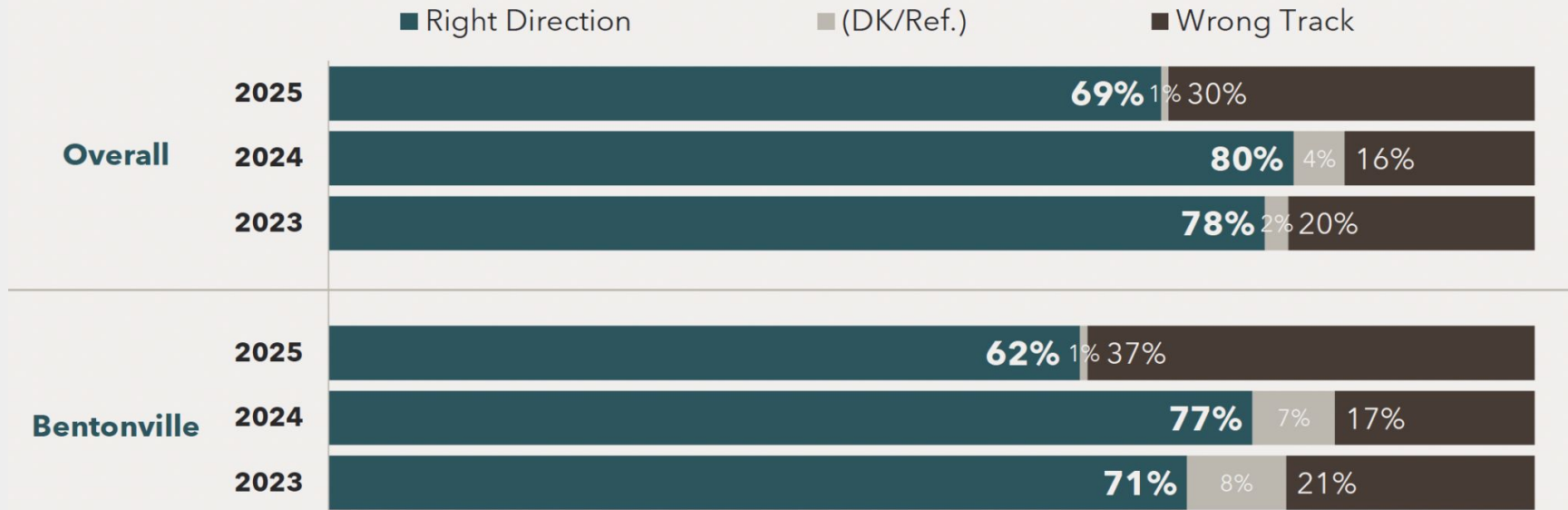


Support for building active transportation infrastructure remains high.

- Ninety-five percent (95%) of Bentonville voters believe that **every neighborhood needs access to safe streets and sidewalks.**
- **A majority support the *Connecting Bentonville Plan*.** Eighty-three percent (83%) of Bentonville voters support the plan's implementation.
- Seventy-four percent (74%) of Bentonville voters **support traffic calming measures changes to their street.**



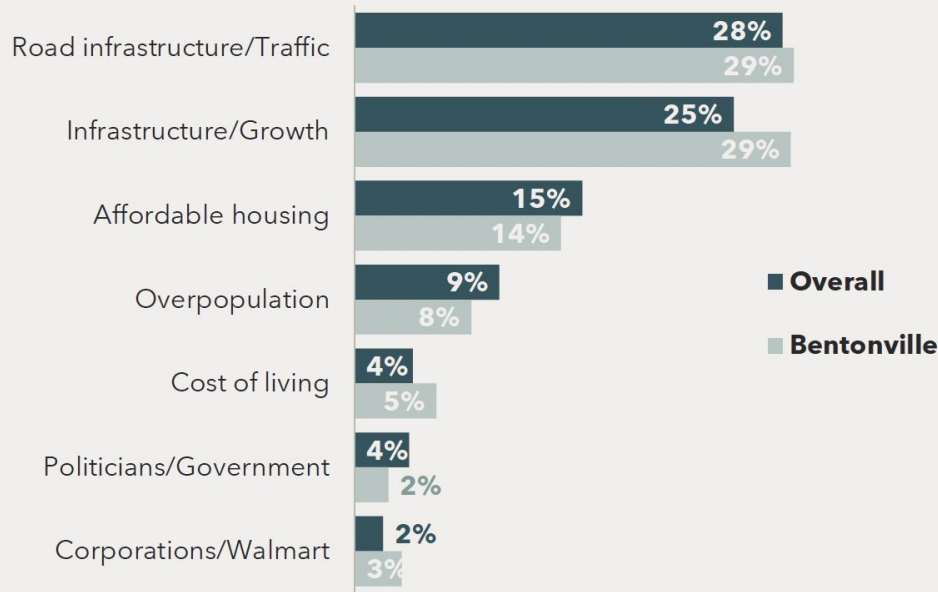
Although attitudes are slightly more pessimistic than previous years, a majority believe Bentonville is heading in the right direction.



Do you feel that things in Benton County are generally going in the right direction or do you feel things have gotten off on the wrong track?



Voters are concerned about traffic and the impacts of a quickly increasing population.



2024 Overall Top Concerns*

1. *Affordable housing (36%)*
2. *Traffic congestion (31%)*
3. *Urban development (6%)*

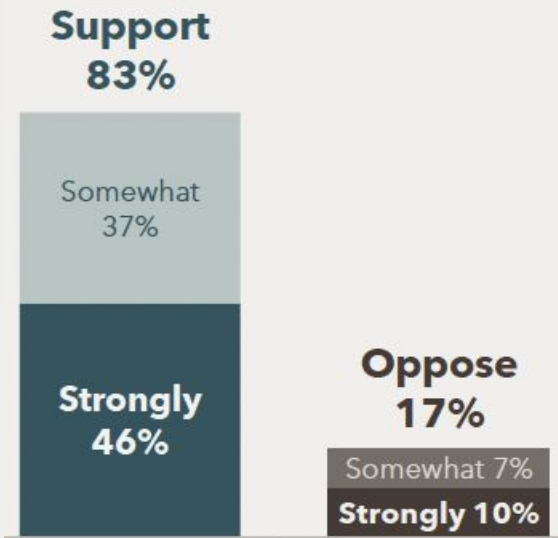
2023 Overall Top Concerns*

1. *Affordable housing (34%)*
2. *Traffic congestion (27%)*
3. *Urban development (9%)*

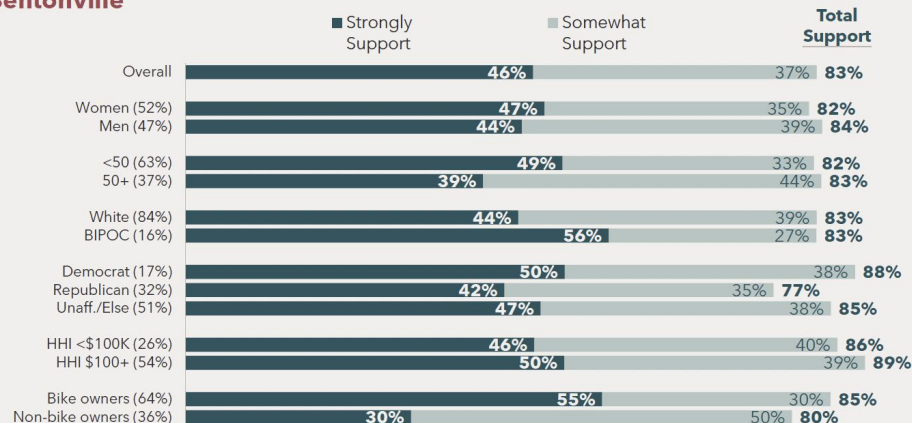
A majority support the *Connecting Bentonville* plan. Support is ubiquitous among ALL demographics.

In 2022, the City of Bentonville started building 30 miles of trails to connect neighborhoods with parks, schools, workplaces, and restaurants. So far, 12 miles of these trails are finished, and 9 more miles will be done this year.

These new trails make it safer and easier for everyone to get around. Whether you're biking, driving, or walking, the city's careful planning means you won't have to deal with unsafe or confusing routes.



Bentonville



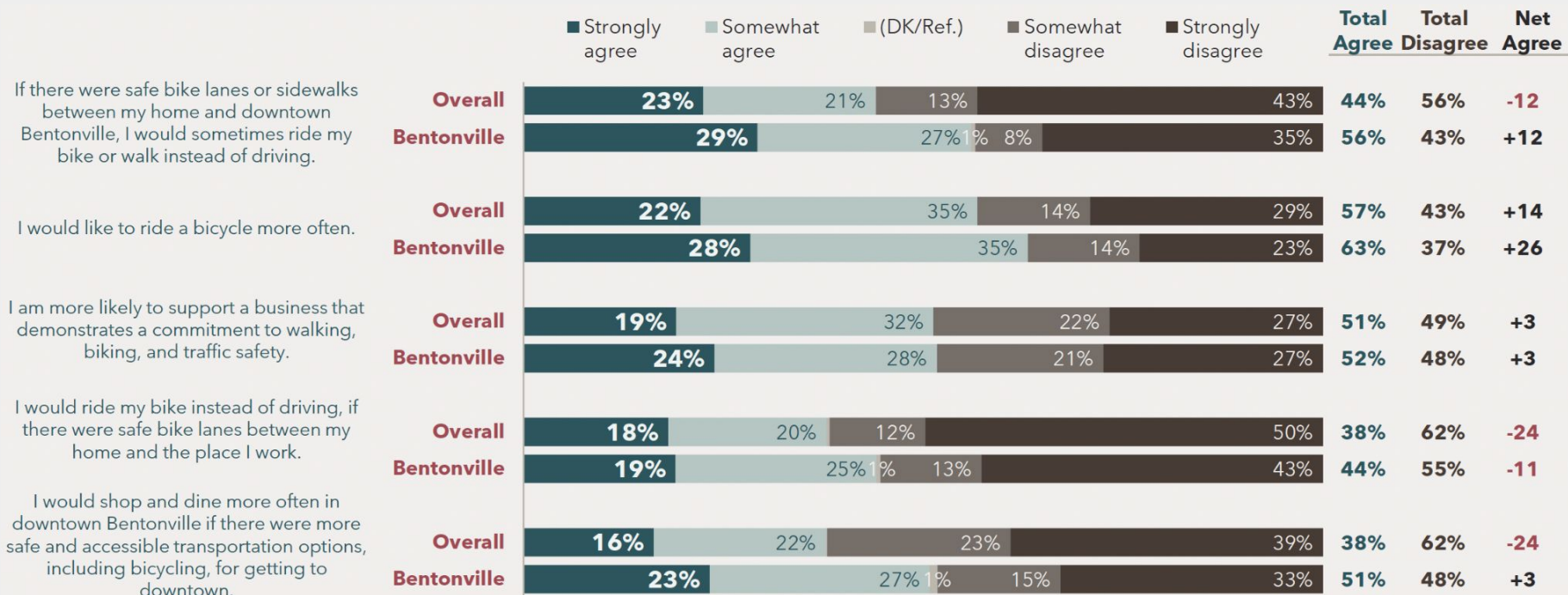


Bentonville voters want more transportation options.

- Sixty-three percent (63%) of Bentonville voters would like to ride a bicycle more often.
- Fifty-six percent (56%) of Bentonville voters say if there were safe bike lanes or sidewalks between their home and downtown, **they would sometimes ride a bike or walk instead of driving.**
- Twenty-four percent (24%) of drivers would like to bike, walk, and take transit more than they currently do.



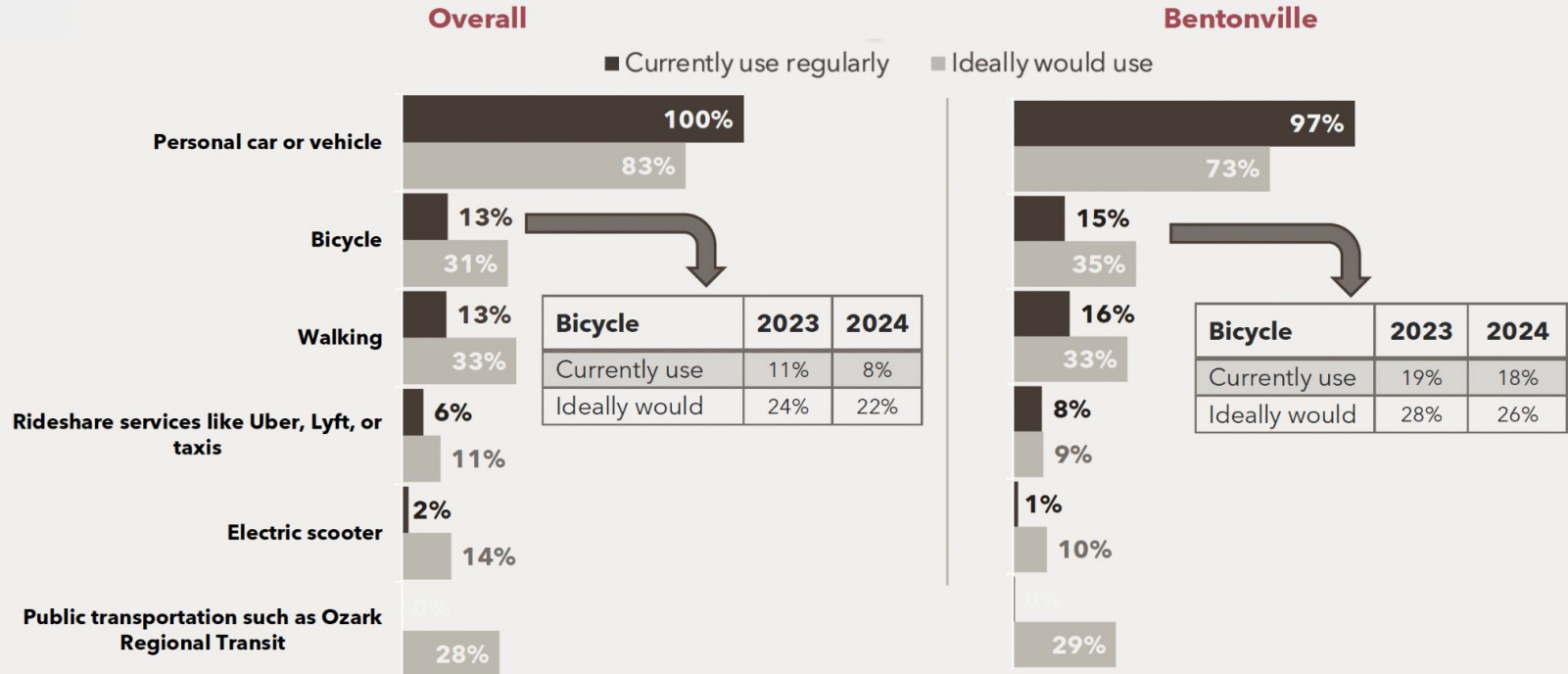
Attitudes towards bike infrastructure are largely positive, and most agree that they'd ride bikes more often if the infrastructure was improved.



Please indicate whether you agree or disagree with each of the following statements.



Voters would like to bike, walk, and take transit more than they currently do. Interest in biking in Bentonville has increased.



What do you think is the most important problem facing Benton County today?

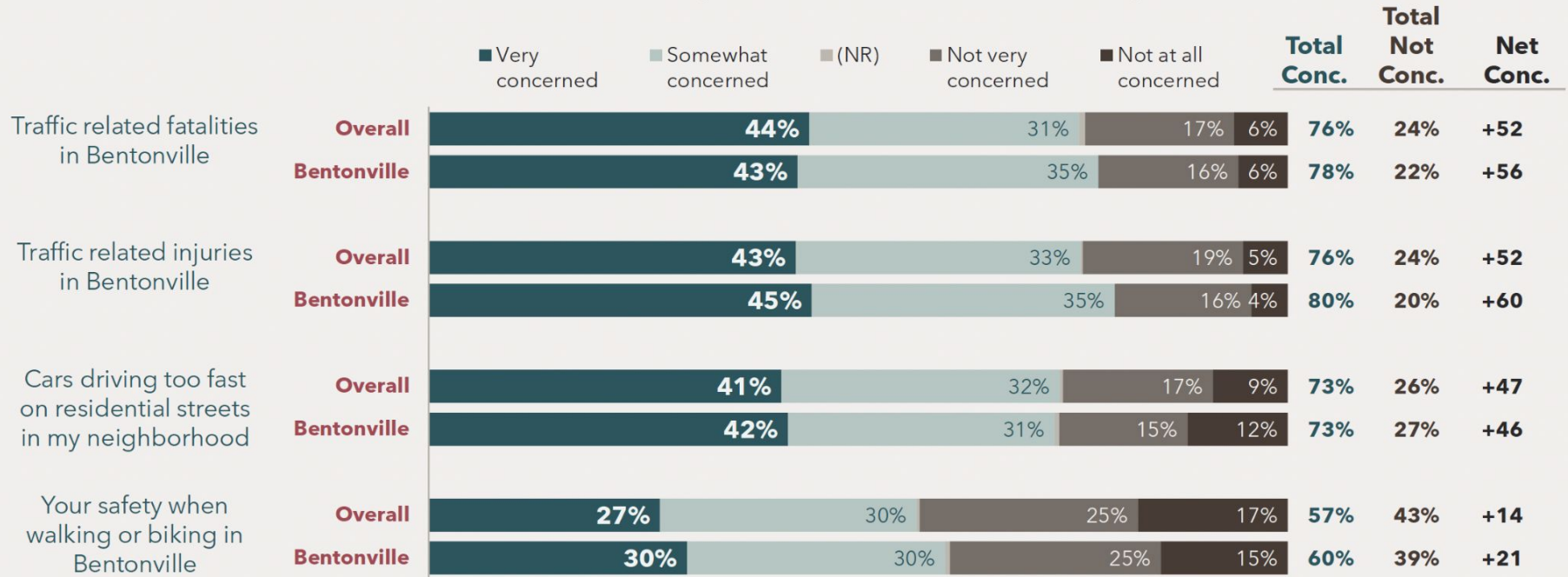


Bentonville voters are concerned about traffic safety.

- Eighty percent (80%) of **Bentonville voters are concerned about traffic related injuries.**
- Seventy-three percent (73%) of Bentonville voters say that **cars are driving too fast on residential streets in their neighborhood.**
- Twenty-seven percent (27%) of Benton County voters **have been or know someone injured in a traffic crash in Bentonville.**



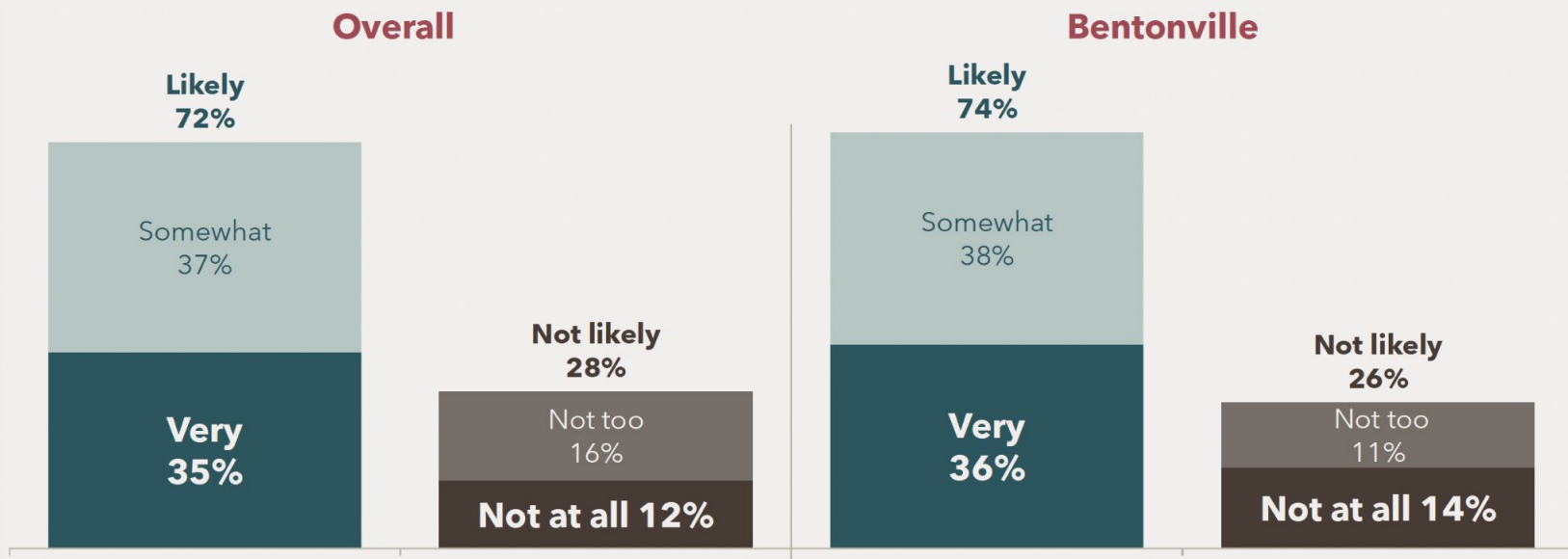
General concern for traffic-related injuries is high, and a majority of voters are concerned about their own safety when walking/biking in Bentonville.



How concerned are you about each of the following?



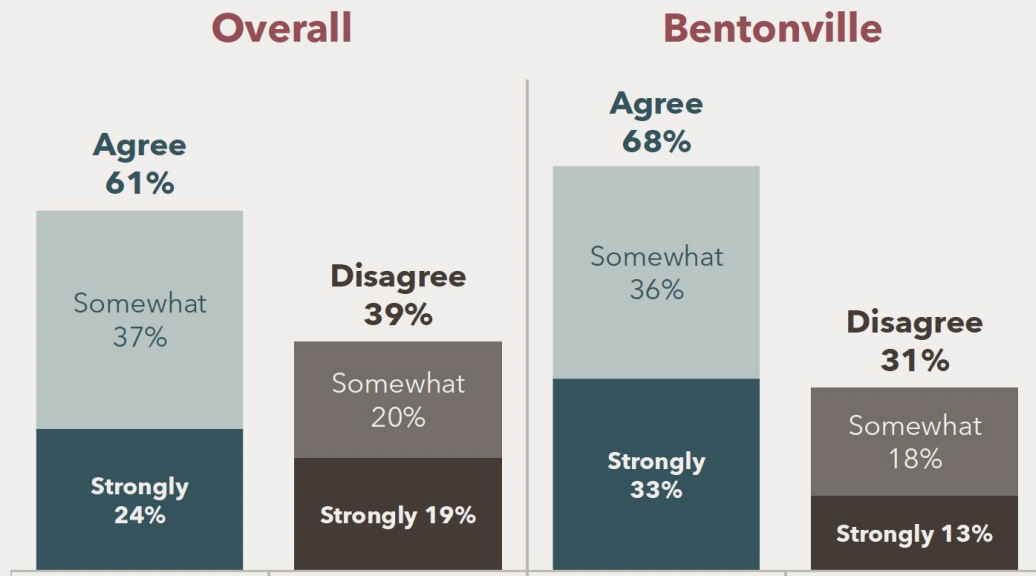
Three-quarters of voters would support traffic calming changes to their street.



If your local government proposed traffic calming changes to your street, how likely would you be to support the project?



Most voters agree that their neighborhoods would be safer with traffic calming measures.



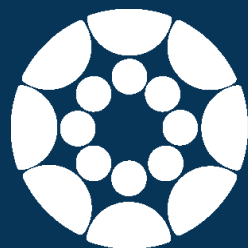
	Agree	Disagree	Net Agree
Overall	61%	39%	+22
Men: 18-49 (28%)	49%	51%	-1
Men: 50+ (19%)	64%	35%	+29
Women/Else: 18-49 (26%)	70%	29%	+41
Women/Else: 50+ (26%)	60%	40%	+21
White (84%)	60%	39%	+21
BIPOC (16%)	65%	35%	+30
Democrat (14%)	77%	21%	+56
Republican (39%)	53%	47%	+6
Unaff./Refused (48%)	63%	37%	+26
HHI <\$100k (33%)	60%	39%	+21
HHI \$100k+ (52%)	60%	40%	+19
Residency <10 years (39%)	64%	35%	+29
Residency 11-19 years (20%)	63%	37%	+25
Residency 20+ years (41%)	57%	43%	+14
Bike owner (58%)	63%	36%	+27
Non-bike owner (42%)	58%	42%	+16

Please indicate whether you agree or disagree with each of the following statements... Installing traffic calming measures would make my neighborhood safer.



KEY TAKEAWAYS

- **Support for the *Connecting Bentonville* plan remains high.**
Voters are increasingly aware of the *Connecting Bentonville* plan. This awareness is matched by enthusiastic support for infrastructure that makes biking and walking safe.
- **Bentonville voters want more transportation options.**
Many continue to drive only, but interest in other modes of transportation has increased. Voters indicate they want to be using their bikes more regularly.
- **Safety is a top concern.**
Voters are worried about safety and support safer streets; a majority support traffic calming measures.



City Thread