

# Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7496/-92.3425

410 South University Ave Little Rock, AR 72204	1 mi radius	3 mi radius	5 mi radius	7 mi radius
<b>Population</b>				
Estimated Population (2025)	8,911	73,196	150,373	233,074
Projected Population (2030)	8,462	70,666	146,454	228,558
Census Population (2020)	9,073	73,600	150,721	230,507
Census Population (2010)	8,746	74,075	149,508	225,493
Projected Annual Growth (2025-2030)	-449 -1.0%	-2,530 -0.7%	-3,919 -0.5%	-4,517 -0.4%
Historical Annual Growth (2020-2025)	-162 -0.4%	-404 -0.1%	-349 -	2,568 0.2%
Historical Annual Growth (2010-2020)	327 0.4%	-475 -	1,214 -	5,014 0.2%
Estimated Population Density (2025)	2,838 <i>psm</i>	2,589 <i>psm</i>	1,915 <i>psm</i>	1,515 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>	153.9 <i>sq mi</i>
<b>Households</b>				
Estimated Households (2025)	4,329	32,828	68,028	103,656
Projected Households (2030)	4,151	31,880	66,753	102,585
Census Households (2020)	4,576	33,531	68,601	102,639
Census Households (2010)	4,257	32,862	66,092	96,801
Projected Annual Growth (2025-2030)	-178 -0.8%	-949 -0.6%	-1,275 -0.4%	-1,071 -0.2%
Historical Annual Change (2010-2025)	72 0.1%	-33 -	1,936 0.2%	6,855 0.5%
<b>Average Household Income</b>				
Estimated Average Household Income (2025)	\$97,629	\$101,269	\$93,542	\$93,953
Projected Average Household Income (2030)	\$96,321	\$99,282	\$91,685	\$92,162
Census Average Household Income (2010)	\$55,901	\$64,194	\$59,597	\$61,499
Census Average Household Income (2000)	\$48,213	\$52,905	\$49,854	\$51,239
Projected Annual Change (2025-2030)	-\$1,309 -0.3%	-\$1,987 -0.4%	-\$1,857 -0.4%	-\$1,792 -0.4%
Historical Annual Change (2000-2025)	\$49,416 4.1%	\$48,364 3.7%	\$43,687 3.5%	\$42,714 3.3%
<b>Median Household Income</b>				
Estimated Median Household Income (2025)	\$75,642	\$71,183	\$69,187	\$69,684
Projected Median Household Income (2030)	\$74,587	\$69,761	\$67,769	\$68,409
Census Median Household Income (2010)	\$44,287	\$46,161	\$44,949	\$47,138
Census Median Household Income (2000)	\$39,267	\$38,786	\$37,724	\$39,816
Projected Annual Change (2025-2030)	-\$1,055 -0.3%	-\$1,422 -0.4%	-\$1,419 -0.4%	-\$1,275 -0.4%
Historical Annual Change (2000-2025)	\$36,374 3.7%	\$32,396 3.3%	\$31,463 3.3%	\$29,867 3.0%
<b>Per Capita Income</b>				
Estimated Per Capita Income (2025)	\$47,647	\$45,670	\$42,504	\$41,916
Projected Per Capita Income (2030)	\$47,483	\$45,048	\$41,981	\$41,500
Census Per Capita Income (2010)	\$27,205	\$28,482	\$26,350	\$26,404
Census Per Capita Income (2000)	\$23,419	\$23,303	\$21,665	\$21,797
Projected Annual Change (2025-2030)	-\$165 -	-\$621 -0.3%	-\$523 -0.2%	-\$416 -0.2%
Historical Annual Change (2000-2025)	\$24,228 4.1%	\$22,367 3.8%	\$20,839 3.8%	\$20,119 3.7%
Estimated Average Household Net Worth (2025)	\$797,556	\$925,498	\$841,352	\$843,558

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410 South University Ave Little Rock, AR 72204		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Race and Ethnicity</b>									
Total Population (2025)		8,911		73,196		150,373		233,074	
White (2025)		5,161	57.9%	35,595	48.6%	67,756	45.1%	105,592	45.3%
Black or African American (2025)		2,967	33.3%	30,839	42.1%	66,187	44.0%	98,621	42.3%
American Indian or Alaska Native (2025)		17	0.2%	250	0.3%	591	0.4%	1,025	0.4%
Asian (2025)		348	3.9%	1,520	2.1%	3,924	2.6%	6,563	2.8%
Hawaiian or Pacific Islander (2025)		2	-	24	-	49	-	76	-
Other Race (2025)		126	1.4%	1,942	2.7%	5,315	3.5%	10,474	4.5%
Two or More Races (2025)		288	3.2%	3,024	4.1%	6,551	4.4%	10,723	4.6%
Population < 18 (2025)		1,562	17.5%	14,433	19.7%	31,747	21.1%	52,540	22.5%
White Not Hispanic		708	45.3%	5,183	35.9%	10,045	31.6%	16,564	31.5%
Black or African American		661	42.3%	7,032	48.7%	15,919	50.1%	25,158	47.9%
Asian		32	2.1%	184	1.3%	782	2.5%	1,443	2.7%
Other Race Not Hispanic		64	4.1%	641	4.4%	1,305	4.1%	2,065	3.9%
Hispanic		97	6.2%	1,392	9.6%	3,696	11.6%	7,310	13.9%
Not Hispanic or Latino Population (2025)		8,526	95.7%	67,724	92.5%	137,841	91.7%	210,577	90.3%
Not Hispanic White		5,035	59.1%	34,539	51.0%	65,406	47.5%	101,619	48.3%
Not Hispanic Black or African American		2,949	34.6%	30,015	44.3%	65,059	47.2%	97,111	46.1%
Not Hispanic American Indian or Alaska Native		10	0.1%	97	0.1%	222	0.2%	328	0.2%
Not Hispanic Asian		345	4.0%	1,484	2.2%	3,868	2.8%	6,483	3.1%
Not Hispanic Hawaiian or Pacific Islander		1	-	17	-	36	-	54	-
Not Hispanic Other Race		6	-	57	-	130	-	198	-
Not Hispanic Two or More Races		180	2.1%	1,515	2.2%	3,120	2.3%	4,784	2.3%
Hispanic or Latino Population (2025)		385	4.3%	5,472	7.5%	12,531	8.3%	22,498	9.7%
Hispanic White		126	32.8%	1,056	19.3%	2,350	18.8%	3,973	17.7%
Hispanic Black or African American		19	4.8%	825	15.1%	1,128	9.0%	1,510	6.7%
Hispanic American Indian or Alaska Native		8	2.0%	154	2.8%	369	2.9%	697	3.1%
Hispanic Asian		3	0.9%	37	0.7%	56	0.5%	79	0.4%
Hispanic Hawaiian or Pacific Islander		-	-	7	0.1%	12	-	23	0.1%
Hispanic Other Race		121	31.4%	1,885	34.4%	5,186	41.4%	10,276	45.7%
Hispanic Two or More Races		108	27.9%	1,509	27.6%	3,430	27.4%	5,939	26.4%
Not Hispanic or Latino Population (2020)		8,726	96.2%	68,339	92.9%	138,143	91.7%	208,068	90.3%
Hispanic or Latino Population (2020)		347	3.8%	5,261	7.1%	12,579	8.3%	22,438	9.7%
Not Hispanic or Latino Population (2010)		8,518	97.4%	70,934	95.8%	141,142	94.4%	210,363	93.3%
Hispanic or Latino Population (2010)		229	2.6%	3,141	4.2%	8,366	5.6%	15,129	6.7%
Not Hispanic or Latino Population (2030)		8,054	95.2%	64,982	92.0%	133,550	91.2%	205,513	89.9%
Hispanic or Latino Population (2030)		408	4.8%	5,684	8.0%	12,904	8.8%	23,045	10.1%
Projected Annual Growth (2025-2030)		23	1.2%	212	0.8%	373	0.6%	547	0.5%
Historical Annual Growth (2010-2020)		119	5.2%	2,120	6.8%	4,212	5.0%	7,309	4.8%

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<b>Total Age Distribution (2025)</b>									
Total Population		8,911		73,196		150,373		233,074	
Age Under 5 Years	443	5.0%	4,021	5.5%	8,812	5.9%	14,461	6.2%	
Age 5 to 9 Years	389	4.4%	3,868	5.3%	8,699	5.8%	14,772	6.3%	
Age 10 to 14 Years	466	5.2%	4,030	5.5%	8,908	5.9%	14,633	6.3%	
Age 15 to 19 Years	426	4.8%	4,525	6.2%	9,255	6.2%	14,487	6.2%	
Age 20 to 24 Years	621	7.0%	5,407	7.4%	11,015	7.3%	16,632	7.1%	
Age 25 to 29 Years	906	10.2%	5,948	8.1%	12,416	8.3%	18,602	8.0%	
Age 30 to 34 Years	888	10.0%	5,854	8.0%	11,906	7.9%	17,989	7.7%	
Age 35 to 39 Years	691	7.8%	5,200	7.1%	10,534	7.0%	16,178	6.9%	
Age 40 to 44 Years	609	6.8%	4,854	6.6%	9,887	6.6%	15,380	6.6%	
Age 45 to 49 Years	507	5.7%	4,186	5.7%	8,674	5.8%	13,400	5.7%	
Age 50 to 54 Years	530	6.0%	4,105	5.6%	8,420	5.6%	12,954	5.6%	
Age 55 to 59 Years	424	4.8%	3,744	5.1%	7,807	5.2%	11,906	5.1%	
Age 60 to 64 Years	499	5.6%	4,285	5.9%	8,796	5.8%	13,311	5.7%	
Age 65 to 69 Years	483	5.4%	4,187	5.7%	8,440	5.6%	12,740	5.5%	
Age 70 to 74 Years	403	4.5%	3,427	4.7%	6,765	4.5%	10,342	4.4%	
Age 75 to 79 Years	288	3.2%	2,433	3.3%	4,655	3.1%	7,078	3.0%	
Age 80 to 84 Years	179	2.0%	1,478	2.0%	2,606	1.7%	4,065	1.7%	
Age 85 Years or Over	160	1.8%	1,645	2.2%	2,777	1.8%	4,145	1.8%	
Median Age	36.4		37.2		36.4		36.1		
Age 19 Years or Less	1,724	19.4%	16,443	22.5%	35,674	23.7%	58,353	25.0%	
Age 20 to 64 Years	5,674	63.7%	43,583	59.5%	89,455	59.5%	136,351	58.5%	
Age 65 Years or Over	1,513	17.0%	13,170	18.0%	25,243	16.8%	38,370	16.5%	
<b>Female Age Distribution (2025)</b>									
Female Population	4,409	49.5%	36,346	49.7%	75,824	50.4%	119,212	51.1%	
Age Under 5 Years	216	4.9%	2,028	5.6%	4,379	5.8%	7,100	6.0%	
Age 5 to 9 Years	171	3.9%	1,917	5.3%	4,244	5.6%	7,222	6.1%	
Age 10 to 14 Years	205	4.7%	1,885	5.2%	4,299	5.7%	7,067	5.9%	
Age 15 to 19 Years	186	4.2%	1,814	5.0%	3,970	5.2%	6,576	5.5%	
Age 20 to 24 Years	299	6.8%	2,249	6.2%	5,026	6.6%	7,873	6.6%	
Age 25 to 29 Years	439	10.0%	2,943	8.1%	6,285	8.3%	9,514	8.0%	
Age 30 to 34 Years	423	9.6%	2,844	7.8%	6,003	7.9%	9,248	7.8%	
Age 35 to 39 Years	322	7.3%	2,533	7.0%	5,323	7.0%	8,420	7.1%	
Age 40 to 44 Years	278	6.3%	2,394	6.6%	4,967	6.6%	7,924	6.6%	
Age 45 to 49 Years	264	6.0%	2,150	5.9%	4,512	6.0%	6,962	5.8%	
Age 50 to 54 Years	278	6.3%	2,109	5.8%	4,363	5.8%	6,828	5.7%	
Age 55 to 59 Years	220	5.0%	1,934	5.3%	4,018	5.3%	6,184	5.2%	
Age 60 to 64 Years	253	5.7%	2,207	6.1%	4,527	6.0%	7,040	5.9%	
Age 65 to 69 Years	256	5.8%	2,282	6.3%	4,486	5.9%	6,817	5.7%	
Age 70 to 74 Years	239	5.4%	1,923	5.3%	3,739	4.9%	5,738	4.8%	
Age 75 to 79 Years	161	3.7%	1,391	3.8%	2,653	3.5%	4,014	3.4%	
Age 80 to 84 Years	105	2.4%	820	2.3%	1,439	1.9%	2,284	1.9%	
Age 85 Years or Over	95	2.2%	921	2.5%	1,590	2.1%	2,400	2.0%	
Female Median Age	38.2		39.3		38.0		37.5		
Age 19 Years or Less	777	17.6%	7,643	21.0%	16,892	22.3%	27,965	23.5%	
Age 20 to 64 Years	2,776	63.0%	21,365	58.8%	45,024	59.4%	69,993	58.7%	
Age 65 Years or Over	856	19.4%	7,337	20.2%	13,908	18.3%	21,253	17.8%	

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<b>Male Age Distribution (2025)</b>									
Male Population	4,502	50.5%	36,850	50.3%	74,549	49.6%	113,863	48.9%	
Age Under 5 Years	228	5.1%	1,993	5.4%	4,433	5.9%	7,361	6.5%	
Age 5 to 9 Years	218	4.8%	1,951	5.3%	4,454	6.0%	7,550	6.6%	
Age 10 to 14 Years	261	5.8%	2,145	5.8%	4,609	6.2%	7,566	6.6%	
Age 15 to 19 Years	240	5.3%	2,711	7.4%	5,285	7.1%	7,911	6.9%	
Age 20 to 24 Years	322	7.2%	3,158	8.6%	5,989	8.0%	8,760	7.7%	
Age 25 to 29 Years	467	10.4%	3,004	8.2%	6,131	8.2%	9,087	8.0%	
Age 30 to 34 Years	465	10.3%	3,010	8.2%	5,903	7.9%	8,740	7.7%	
Age 35 to 39 Years	369	8.2%	2,667	7.2%	5,211	7.0%	7,757	6.8%	
Age 40 to 44 Years	331	7.4%	2,460	6.7%	4,920	6.6%	7,457	6.5%	
Age 45 to 49 Years	243	5.4%	2,036	5.5%	4,162	5.6%	6,438	5.7%	
Age 50 to 54 Years	252	5.6%	1,996	5.4%	4,057	5.4%	6,125	5.4%	
Age 55 to 59 Years	204	4.5%	1,810	4.9%	3,790	5.1%	5,722	5.0%	
Age 60 to 64 Years	246	5.5%	2,077	5.6%	4,270	5.7%	6,271	5.5%	
Age 65 to 69 Years	228	5.1%	1,905	5.2%	3,953	5.3%	5,923	5.2%	
Age 70 to 74 Years	164	3.6%	1,503	4.1%	3,026	4.1%	4,603	4.0%	
Age 75 to 79 Years	126	2.8%	1,042	2.8%	2,002	2.7%	3,064	2.7%	
Age 80 to 84 Years	74	1.6%	658	1.8%	1,167	1.6%	1,781	1.6%	
Age 85 Years or Over	65	1.5%	724	2.0%	1,187	1.6%	1,746	1.5%	
Male Median Age	34.9		35.6		35.1		34.7		
Age 19 Years or Less	947	21.0%	8,800	23.9%	18,782	25.2%	30,388	26.7%	
Age 20 to 64 Years	2,898	64.4%	22,218	60.3%	44,432	59.6%	66,357	58.3%	
Age 65 Years or Over	657	14.6%	5,833	15.8%	11,336	15.2%	17,117	15.0%	
<b>Males per 100 Females (2025)</b>									
Overall Comparison	102		101		98		96		
Age Under 5 Years	106	51.3%	98	49.6%	101	50.3%	104	50.9%	
Age 5 to 9 Years	127	56.0%	102	50.4%	105	51.2%	105	51.1%	
Age 10 to 14 Years	127	56.0%	114	53.2%	107	51.7%	107	51.7%	
Age 15 to 19 Years	130	56.5%	149	59.9%	133	57.1%	120	54.6%	
Age 20 to 24 Years	108	51.9%	140	58.4%	119	54.4%	111	52.7%	
Age 25 to 29 Years	106	51.5%	102	50.5%	98	49.4%	96	48.9%	
Age 30 to 34 Years	110	52.3%	106	51.4%	98	49.6%	95	48.6%	
Age 35 to 39 Years	115	53.4%	105	51.3%	98	49.5%	92	48.0%	
Age 40 to 44 Years	119	54.4%	103	50.7%	99	49.8%	94	48.5%	
Age 45 to 49 Years	92	47.9%	95	48.6%	92	48.0%	92	48.0%	
Age 50 to 54 Years	91	47.5%	95	48.6%	93	48.2%	90	47.3%	
Age 55 to 59 Years	93	48.2%	94	48.3%	94	48.5%	93	48.1%	
Age 60 to 64 Years	97	49.2%	94	48.5%	94	48.5%	89	47.1%	
Age 65 to 69 Years	89	47.1%	84	45.5%	88	46.8%	87	46.5%	
Age 70 to 74 Years	68	40.6%	78	43.9%	81	44.7%	80	44.5%	
Age 75 to 79 Years	78	43.9%	75	42.8%	75	43.0%	76	43.3%	
Age 80 to 84 Years	70	41.3%	80	44.5%	81	44.8%	78	43.8%	
Age 85 Years or Over	69	40.7%	79	44.0%	75	42.7%	73	42.1%	
Age 19 Years or Less	122	54.9%	115	53.5%	111	52.6%	109	52.1%	
Age 20 to 39 Years	109	52.2%	112	52.8%	103	50.6%	98	49.5%	
Age 40 to 64 Years	99	49.7%	96	49.0%	95	48.6%	92	47.8%	
Age 65 Years or Over	77	43.4%	79	44.3%	82	44.9%	81	44.6%	

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<b>Household Type (2025)</b>									
Total Households		4,329		32,828		68,028		103,656	
Households with Children		885	20.4%	7,814	23.8%	17,091	25.1%	28,257	27.3%
Average Household Size		2.0		2.1		2.1		2.2	
Household Density per Square Mile		1,379		1,161		866		674	
Population Family		5,428	60.9%	47,761	65.3%	101,040	67.2%	164,384	70.5%
Population Non-Family		3,206	36.0%	21,219	29.0%	43,513	28.9%	62,441	26.8%
Population Group Quarters		277	3.1%	4,215	5.8%	5,819	3.9%	6,248	2.7%
Family Households		1,850	42.7%	16,019	48.8%	33,761	49.6%	54,856	52.9%
Married Couple Households		1,112	60.1%	9,107	56.9%	19,186	56.8%	31,958	58.3%
Other Family Households with Children		738	39.9%	6,912	43.1%	14,575	43.2%	22,898	41.7%
Family Households with Children		882	47.7%	7,802	48.7%	17,073	50.6%	28,224	51.5%
Married Couple with Children		486	55.1%	4,007	51.4%	8,526	49.9%	14,258	50.5%
Other Family Households with Children		397	44.9%	3,795	48.6%	8,547	50.1%	13,966	49.5%
Family Households No Children		968	52.3%	8,217	51.3%	16,688	49.4%	26,632	48.5%
Married Couple No Children		626	64.7%	5,100	62.1%	10,659	63.9%	17,700	66.5%
Other Family Households No Children		342	35.3%	3,117	37.9%	6,029	36.1%	8,932	33.5%
Non-Family Households		2,479	57.3%	16,810	51.2%	34,267	50.4%	48,800	47.1%
Non-Family Households with Children		2	-	12	-	18	-	33	-
Non-Family Households No Children		2,476	99.9%	16,798	99.9%	34,249	99.9%	48,767	99.9%
Average Family Household Size		2.9		3.0		3.0		3.0	
Average Family Income		\$116,058		\$134,355		\$120,419		\$118,859	
Median Family Income		\$98,969		\$97,557		\$93,151		\$91,343	
Average Non-Family Household Size		1.3		1.3		1.3		1.3	
<b>Marital Status (2025)</b>									
Population Age 15 Years or Over		7,613		61,277		123,954		189,208	
Never Married		3,508	46.1%	26,779	43.7%	53,068	42.8%	78,059	41.3%
Currently Married		2,223	29.2%	20,281	33.1%	42,714	34.5%	68,662	36.3%
Previously Married		1,882	24.7%	14,217	23.2%	28,172	22.7%	42,488	22.5%
Separated		289	15.4%	2,435	17.1%	5,447	19.3%	8,487	20.0%
Widowed		515	27.4%	3,708	26.1%	6,787	24.1%	10,740	25.3%
Divorced		1,077	57.2%	8,074	56.8%	15,938	56.6%	23,261	54.7%
<b>Educational Attainment (2025)</b>									
Adult Population Age 25 Years or Over		6,566		51,345		103,684		158,089	
Elementary (Grade Level 0 to 8)		93	1.4%	818	1.6%	2,296	2.2%	4,509	2.9%
Some High School (Grade Level 9 to 11)		214	3.3%	2,318	4.5%	5,117	4.9%	7,507	4.7%
High School Graduate		1,473	22.4%	11,820	23.0%	24,653	23.8%	37,934	24.0%
Some College		1,005	15.3%	9,766	19.0%	20,354	19.6%	31,723	20.1%
Associate Degree Only		307	4.7%	3,737	7.3%	7,688	7.4%	12,355	7.8%
Bachelor Degree Only		1,964	29.9%	14,099	27.5%	25,929	25.0%	37,231	23.6%
Graduate Degree		1,509	23.0%	8,786	17.1%	17,646	17.0%	26,829	17.0%
Any College (Some College or Higher)		4,786	72.9%	36,389	70.9%	71,618	69.1%	108,138	68.4%
College Degree + (Bachelor Degree or Higher)		3,474	52.9%	22,885	44.6%	43,576	42.0%	64,060	40.5%

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# Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7496/-92.3425

410 South University Ave Little Rock, AR 72204		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Housing</b>									
Total Housing Units (2025)		4,956		37,814		78,626		119,083	
Total Housing Units (2020)		5,057		37,918		77,869		116,042	
Historical Annual Growth (2020-2025)		-101	-0.4%	-103	-	757	0.2%	3,041	0.5%
Housing Units Occupied (2025)		4,329	87.4%	32,828	86.8%	68,028	86.5%	103,656	87.0%
Housing Units Owner-Occupied		2,083	48.1%	16,422	50.0%	32,296	47.5%	49,662	47.9%
Housing Units Renter-Occupied		2,246	51.9%	16,407	50.0%	35,732	52.5%	53,994	52.1%
Housing Units Vacant (2025)		627	12.6%	4,986	13.2%	10,598	13.5%	15,428	13.0%
<b>Household Size (2025)</b>									
Total Households		4,329		32,828		68,028		103,656	
1 Person Households		2,014	46.5%	14,153	43.1%	28,879	42.5%	40,839	39.4%
2 Person Households		1,243	28.7%	9,333	28.4%	19,397	28.5%	31,004	29.9%
3 Person Households		490	11.3%	4,250	12.9%	8,977	13.2%	14,482	14.0%
4 Person Households		355	8.2%	3,076	9.4%	6,441	9.5%	10,217	9.9%
5 Person Households		146	3.4%	1,276	3.9%	2,722	4.0%	4,424	4.3%
6 Person Households		50	1.2%	477	1.5%	1,024	1.5%	1,725	1.7%
7 or More Person Households		31	0.7%	263	0.8%	588	0.9%	966	0.9%
<b>Household Income Distribution (2025)</b>									
HH Income \$200,000 or More		429	9.9%	3,656	11.1%	6,412	9.4%	9,542	9.2%
HH Income \$150,000 to \$199,999		326	7.5%	1,887	5.7%	4,310	6.3%	6,458	6.2%
HH Income \$125,000 to \$149,999		290	6.7%	1,510	4.6%	3,385	5.0%	5,189	5.0%
HH Income \$100,000 to \$124,999		640	14.8%	3,055	9.3%	5,744	8.4%	8,696	8.4%
HH Income \$75,000 to \$99,999		359	8.3%	3,261	9.9%	7,154	10.5%	11,688	11.3%
HH Income \$50,000 to \$74,999		587	13.6%	5,075	15.5%	10,519	15.5%	17,210	16.6%
HH Income \$35,000 to \$49,999		537	12.4%	4,389	13.4%	8,717	12.8%	13,798	13.3%
HH Income \$25,000 to \$34,999		387	8.9%	3,157	9.6%	6,692	9.8%	10,241	9.9%
HH Income \$15,000 to \$24,999		426	9.9%	2,945	9.0%	5,920	8.7%	8,171	7.9%
HH Income \$10,000 to \$14,999		69	1.6%	1,346	4.1%	3,170	4.7%	4,229	4.1%
HH Income Under \$10,000		279	6.5%	2,547	7.8%	6,005	8.8%	8,434	8.1%
<b>Household Vehicles (2025)</b>									
Households 0 Vehicles Available		291	6.7%	3,382	10.3%	7,426	10.9%	10,390	10.0%
Households 1 Vehicle Available		1,941	44.8%	14,744	44.9%	30,193	44.4%	45,766	44.2%
Households 2 Vehicles Available		1,723	39.8%	11,323	34.5%	22,364	32.9%	33,936	32.7%
Households 3 or More Vehicles Available		374	8.6%	3,379	10.3%	8,045	11.8%	13,563	13.1%
Total Vehicles Available		6,568		48,552		101,482		158,612	
Average Vehicles per Household		1.5		1.5		1.5		1.5	
Owner-Occupied Household Vehicles		3,545	54.0%	28,835	59.4%	59,383	58.5%	93,875	59.2%
Average Vehicles per Owner-Occupied Household		1.7		1.8		1.8		1.9	
Renter-Occupied Household Vehicles		3,023	46.0%	19,717	40.6%	42,099	41.5%	64,738	40.8%
Average Vehicles per Renter-Occupied Household		1.3		1.2		1.2		1.2	
<b>Travel Time (2025)</b>									
Worker Base Age 16 years or Over		5,189		37,341		76,275		117,948	
Travel to Work in 14 Minutes or Less		1,895	36.5%	13,562	36.3%	25,931	34.0%	35,472	30.1%
Travel to Work in 15 to 29 Minutes		1,966	37.9%	14,181	38.0%	29,414	38.6%	48,030	40.7%
Travel to Work in 30 to 59 Minutes		348	6.7%	4,054	10.9%	9,910	13.0%	16,942	14.4%
Travel to Work in 60 Minutes or More		69	1.3%	542	1.5%	1,418	1.9%	2,596	2.2%
Work at Home		911	17.6%	5,002	13.4%	9,602	12.6%	14,909	12.6%
Average Minutes Travel to Work		15.1		15.8		16.4		17.5	

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<b>Transportation To Work (2025)</b>								
Worker Base Age 16 years or Over	5,189		37,341		76,275		117,948	
Drive to Work Alone	3,659	70.5%	27,318	73.2%	55,812	73.2%	86,602	73.4%
Drive to Work in Carpool	450	8.7%	3,348	9.0%	7,433	9.7%	11,537	9.8%
Travel to Work by Public Transportation	37	0.7%	650	1.7%	1,450	1.9%	2,129	1.8%
Drive to Work on Motorcycle	3	-	37	-	69	-	95	-
Bicycle to Work	7	0.1%	112	0.3%	166	0.2%	199	0.2%
Walk to Work	120	2.3%	783	2.1%	1,556	2.0%	1,985	1.7%
Other Means	2	-	92	0.2%	187	0.2%	492	0.4%
Work at Home	911	17.6%	5,002	13.4%	9,602	12.6%	14,909	12.6%
<b>Daytime Demographics (2025)</b>								
Total Businesses	859		4,663		11,013		14,315	
Total Employees	10,926		59,114		135,881		172,640	
Company Headquarter Businesses	37	4.3%	190	4.1%	529	4.8%	661	4.6%
Company Headquarter Employees	601	5.5%	8,089	13.7%	22,534	16.6%	31,931	18.5%
Employee Population per Business	12.7	to 1	12.7	to 1	12.3	to 1	12.1	to 1
Residential Population per Business	10.4	to 1	15.7	to 1	13.7	to 1	16.3	to 1
Adj. Daytime Demographics Age 16 Years or Over	13,260		82,225		181,724		240,667	
<b>Labor Force</b>								
Labor Population Age 16 Years or Over (2025)	7,535		60,512		122,245		186,376	
Labor Force Total Males (2025)	3,760	49.9%	30,370	50.2%	60,157	49.2%	89,909	48.2%
Male Civilian Employed	2,474	65.8%	18,640	61.4%	38,392	63.8%	58,446	65.0%
Male Civilian Unemployed	101	2.7%	843	2.8%	1,696	2.8%	2,701	3.0%
Males in Armed Forces	4	-	23	-	72	0.1%	340	0.4%
Males Not in Labor Force	1,181	31.4%	10,865	35.8%	19,997	33.2%	28,422	31.6%
Labor Force Total Females (2025)	3,775	50.1%	30,142	49.8%	62,087	50.8%	96,467	51.8%
Female Civilian Employed	2,718	72.0%	18,721	62.1%	37,906	61.1%	59,526	61.7%
Female Civilian Unemployed	86	2.3%	769	2.6%	1,566	2.5%	2,356	2.4%
Females in Armed Forces	6	0.1%	17	-	31	-	37	-
Females Not in Labor Force	966	25.6%	10,635	35.3%	22,584	36.4%	34,548	35.8%
Unemployment Rate	187	2.5%	1,612	2.7%	3,262	2.7%	5,057	2.7%
<b>Occupation (2025)</b>								
Occupation Population Age 16 Years or Over	5,189		37,341		76,275		117,948	
Occupation Total Males	2,471	47.6%	18,620	49.9%	38,369	50.3%	58,421	49.5%
Occupation Total Females	2,718	52.4%	18,721	50.1%	37,906	49.7%	59,526	50.5%
Management, Business, Financial Operations	1,003	-	7,432	19.9%	14,192	18.6%	21,360	18.1%
Professional, Related	1,679	32.3%	10,174	27.2%	20,991	27.5%	31,997	27.1%
Service	681	13.1%	5,927	15.9%	12,246	16.1%	18,442	15.6%
Sales, Office	1,098	21.2%	8,603	23.0%	16,763	22.0%	25,999	22.0%
Farming, Fishing, Forestry	-	-	15	-	44	-	55	-
Construction, Extraction, Maintenance	192	3.7%	1,853	5.0%	4,483	5.9%	7,911	6.7%
Production, Transport, Material Moving	535	10.3%	3,336	8.9%	7,555	9.9%	12,184	10.3%
White Collar Workers	3,780	72.8%	26,210	70.2%	51,946	68.1%	79,356	67.3%
Blue Collar Workers	1,409	27.2%	11,131	29.8%	24,329	31.9%	38,592	32.7%

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<b>Units In Structure (2025)</b>									
Total Units		4,329		32,828		68,028		103,656	
1 Detached Unit		2,789	64.4%	20,658	62.9%	39,786	58.5%	60,438	58.3%
1 Attached Unit		74	1.7%	735	2.2%	1,580	2.3%	2,351	2.3%
2 Units		150	3.5%	1,201	3.7%	2,230	3.3%	3,116	3.0%
3 to 4 Units		293	6.8%	1,737	5.3%	3,785	5.6%	5,661	5.5%
5 to 9 Units		182	4.2%	1,776	5.4%	4,435	6.5%	6,754	6.5%
10 to 19 Units		153	3.5%	1,546	4.7%	3,927	5.8%	7,190	6.9%
20 to 49 Units		99	2.3%	1,051	3.2%	2,751	4.0%	4,200	4.1%
50 or More Units		493	11.4%	3,211	9.8%	7,446	10.9%	10,356	10.0%
Mobile Home or Trailer		96	2.2%	913	2.8%	2,084	3.1%	3,574	3.4%
Other Structure		-	-	1	-	6	-	15	-
<b>Homes Built By Year (2025)</b>									
Homes Built 2020 or later		82	1.7%	698	1.8%	1,655	2.1%	2,781	2.3%
Homes Built 2010 to 2019		563	11.4%	2,831	7.5%	7,243	9.2%	12,569	10.6%
Homes Built 2000 to 2009		178	3.6%	2,037	5.4%	5,153	6.6%	9,676	8.1%
Homes Built 1990 to 1999		32	0.7%	1,100	2.9%	3,910	5.0%	7,404	6.2%
Homes Built 1980 to 1989		216	4.4%	3,560	9.4%	8,593	10.9%	13,499	11.3%
Homes Built 1970 to 1979		458	9.2%	6,335	16.8%	13,392	17.0%	19,505	16.4%
Homes Built 1960 to 1969		1,390	28.1%	5,922	15.7%	10,371	13.2%	15,888	13.3%
Homes Built 1950 to 1959		663	13.4%	4,146	11.0%	6,922	8.8%	9,606	8.1%
Homes Built 1940 to 1949		295	5.9%	2,485	6.6%	3,951	5.0%	4,777	4.0%
Homes Built Before 1939		452	9.1%	3,715	9.8%	6,838	8.7%	7,951	6.7%
Median Age of Homes		54.5 yrs		53.0 yrs		49.2 yrs		46.2 yrs	
<b>Home Values (2025)</b>									
Owner Specified Housing Units		2,083		16,422		32,296		49,662	
Home Values \$1,000,000 or More		9	0.4%	594	3.6%	786	2.4%	927	1.9%
Home Values \$750,000 to \$999,999		31	1.5%	621	3.8%	989	3.1%	1,332	2.7%
Home Values \$500,000 to \$749,999		57	2.8%	1,011	6.2%	1,971	6.1%	2,886	5.8%
Home Values \$400,000 to \$499,999		81	3.9%	1,127	6.9%	1,981	6.1%	3,542	7.1%
Home Values \$300,000 to \$399,999		192	9.2%	1,964	12.0%	4,063	12.6%	6,747	13.6%
Home Values \$250,000 to \$299,999		412	19.8%	1,660	10.1%	3,458	10.7%	5,921	11.9%
Home Values \$200,000 to \$249,999		506	24.3%	2,116	12.9%	4,600	14.2%	6,510	13.1%
Home Values \$175,000 to \$199,999		178	8.6%	922	5.6%	1,997	6.2%	3,054	6.2%
Home Values \$150,000 to \$174,999		196	9.4%	1,604	9.8%	2,833	8.8%	4,316	8.7%
Home Values \$125,000 to \$149,999		80	3.8%	1,102	6.7%	1,870	5.8%	2,763	5.6%
Home Values \$100,000 to \$124,999		107	5.1%	1,247	7.6%	2,335	7.2%	3,394	6.8%
Home Values \$90,000 to \$99,999		30	1.4%	509	3.1%	938	2.9%	1,660	3.3%
Home Values \$80,000 to \$89,999		27	1.3%	274	1.7%	784	2.4%	1,111	2.2%
Home Values \$70,000 to \$79,999		58	2.8%	642	3.9%	1,075	3.3%	1,371	2.8%
Home Values \$60,000 to \$69,999		32	1.6%	242	1.5%	604	1.9%	996	2.0%
Home Values \$50,000 to \$59,999		4	0.2%	72	0.4%	199	0.6%	326	0.7%
Home Values \$35,000 to \$49,999		21	1.0%	187	1.1%	463	1.4%	706	1.4%
Home Values \$25,000 to \$34,999		22	1.1%	144	0.9%	412	1.3%	649	1.3%
Home Values \$10,000 to \$24,999		35	1.7%	244	1.5%	581	1.8%	939	1.9%
Home Values Under \$10,000		5	0.2%	140	0.9%	356	1.1%	511	1.0%
Owner-Occupied Median Home Value		\$219,068		\$265,248		\$243,824		\$239,193	
Renter-Occupied Median Rent		\$925		\$852		\$838		\$847	

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410 South University Ave Little Rock, AR 72204		1 mi radius	3 mi radius	5 mi radius	7 mi radius
<b>Total Annual Consumer Expenditure (2025)</b>					
Total Household Expenditure		\$404.24 M	\$2.98 B	\$6.01 B	\$9.26 B
Total Non-Retail Expenditure		\$204.86 M	\$1.5 B	\$3.01 B	\$4.63 B
Total Retail Expenditure		\$199.38 M	\$1.48 B	\$3 B	\$4.64 B
Alcoholic Beverages		\$2.47 M	\$18.15 M	\$36.58 M	\$56.45 M
Apparel		\$7.42 M	\$54.94 M	\$111.29 M	\$172 M
Contributions		\$13.06 M	\$94.18 M	\$187.83 M	\$288.79 M
Education		\$9.26 M	\$67.24 M	\$134.68 M	\$207.38 M
Entertainment		\$22.98 M	\$170.34 M	\$345.5 M	\$533.99 M
Food Away From Home		\$17.68 M	\$130.56 M	\$264.12 M	\$408.05 M
Grocery		\$25.52 M	\$196.25 M	\$406.35 M	\$632.59 M
Health Care		\$26.77 M	\$207.72 M	\$424.96 M	\$649.74 M
Household Furnishings and Equipment		\$10.72 M	\$78.88 M	\$159.31 M	\$245.97 M
Household Operations		\$7.45 M	\$55.68 M	\$113.1 M	\$174.89 M
Miscellaneous Expenses		\$6.92 M	\$50.81 M	\$102.77 M	\$158.69 M
Personal Care		\$5.04 M	\$38.41 M	\$79.1 M	\$122.92 M
Shelter		\$67.13 M	\$498.9 M	\$1.02 B	\$1.58 B
Tax and Retirement		\$99.09 M	\$711.97 M	\$1.39 B	\$2.11 B
Tobacco and Related		\$1.85 M	\$15.37 M	\$32.8 M	\$51.42 M
Transportation		\$62.74 M	\$450.38 M	\$914.46 M	\$1.42 B
Utilities		\$18.14 M	\$140.06 M	\$290.6 M	\$452.69 M
<b>Monthly Household Consumer Expenditure (2025)</b>					
Total Household Expenditure		\$7,782	\$7,564	\$7,366	\$7,448
Total Non-Retail Expenditure		\$3,943 50.7%	\$3,811 50.4%	\$3,690 50.1%	\$3,719 49.9%
Total Retail Expenditures		\$3,838 49.3%	\$3,753 49.6%	\$3,676 49.9%	\$3,729 50.1%
Alcoholic Beverages		\$48 0.6%	\$46 0.6%	\$45 0.6%	\$45 0.6%
Apparel		\$143 1.8%	\$139 1.8%	\$136 1.9%	\$138 1.9%
Contributions		\$251 3.2%	\$239 3.2%	\$230 3.1%	\$232 3.1%
Education		\$178 2.3%	\$171 2.3%	\$165 2.2%	\$167 2.2%
Entertainment		\$442 5.7%	\$432 5.7%	\$423 5.7%	\$429 5.8%
Food Away From Home		\$340 4.4%	\$331 4.4%	\$324 4.4%	\$328 4.4%
Grocery		\$491 6.3%	\$498 6.6%	\$498 6.8%	\$509 6.8%
Health Care		\$515 6.6%	\$527 7.0%	\$521 7.1%	\$522 7.0%
Household Furnishings and Equipment		\$206 2.7%	\$200 2.6%	\$195 2.6%	\$198 2.7%
Household Operations		\$143 1.8%	\$141 1.9%	\$139 1.9%	\$141 1.9%
Miscellaneous Expenses		\$133 1.7%	\$129 1.7%	\$126 1.7%	\$128 1.7%
Personal Care		\$97 1.2%	\$98 1.3%	\$97 1.3%	\$99 1.3%
Shelter		\$1,292 16.6%	\$1,266 16.7%	\$1,253 17.0%	\$1,271 17.1%
Tax and Retirement		\$1,907 24.5%	\$1,807 23.9%	\$1,699 23.1%	\$1,698 23.1%
Tobacco and Related		\$36 0.5%	\$39 0.5%	\$40 0.5%	\$41 0.6%
Transportation		\$1,208 15.5%	\$1,143 15.1%	\$1,120 15.2%	\$1,139 15.3%
Utilities		\$349 4.5%	\$356 4.7%	\$356 4.8%	\$364 4.9%