

# Complete Profile

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



Lat/Lon: 34.7532/-92.3399

201 North University Avenue Little Rock, AR 72205		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Population</b>									
Estimated Population (2025)		9,392		71,179		152,476		233,960	
Projected Population (2030)		8,942		68,551		148,467		229,432	
Census Population (2020)		9,408		71,543		152,819		231,523	
Census Population (2010)		9,219		71,781		152,038		226,291	
Projected Annual Growth (2025-2030)		-450	-1.0%	-2,628	-0.7%	-4,009	-0.5%	-4,528	-0.4%
Historical Annual Growth (2020-2025)		-16	-	-364	-	-343	-	2,437	0.2%
Historical Annual Growth (2010-2020)		189	0.2%	-238	-	781	-	5,232	0.2%
Estimated Population Density (2025)		2,991 <i>psm</i>		2,519 <i>psm</i>		1,942 <i>psm</i>		1,520 <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)		4,646		31,965		68,964		104,033	
Projected Households (2030)		4,470		30,970		67,662		102,957	
Census Households (2020)		4,891		32,555		69,597		103,062	
Census Households (2010)		4,647		31,868		67,216		97,182	
Projected Annual Growth (2025-2030)		-176	-0.8%	-995	-0.6%	-1,302	-0.4%	-1,076	-0.2%
Historical Annual Change (2010-2025)		-	-	97	-	1,748	0.2%	6,850	0.5%
<b>Average Household Income</b>									
Estimated Average Household Income (2025)		\$115,422		\$102,998		\$92,658		\$94,418	
Projected Average Household Income (2030)		\$113,875		\$101,092		\$90,791		\$92,615	
Census Average Household Income (2010)		\$64,979		\$65,084		\$58,989		\$62,027	
Census Average Household Income (2000)		\$55,937		\$53,211		\$49,599		\$51,514	
Projected Annual Change (2025-2030)		-\$1,547	-0.3%	-\$1,907	-0.4%	-\$1,867	-0.4%	-\$1,803	-0.4%
Historical Annual Change (2000-2025)		\$59,485	4.3%	\$49,787	3.7%	\$43,060	3.5%	\$42,904	3.3%
<b>Median Household Income</b>									
Estimated Median Household Income (2025)		\$88,883		\$72,340		\$68,530		\$69,969	
Projected Median Household Income (2030)		\$87,385		\$70,955		\$67,112		\$68,692	
Census Median Household Income (2010)		\$47,690		\$46,715		\$44,484		\$47,359	
Census Median Household Income (2000)		\$41,482		\$38,951		\$37,450		\$40,028	
Projected Annual Change (2025-2030)		-\$1,499	-0.3%	-\$1,384	-0.4%	-\$1,417	-0.4%	-\$1,278	-0.4%
Historical Annual Change (2000-2025)		\$47,402	4.6%	\$33,389	3.4%	\$31,079	3.3%	\$29,941	3.0%
<b>Per Capita Income</b>									
Estimated Per Capita Income (2025)		\$57,402		\$46,508		\$42,093		\$42,116	
Projected Per Capita Income (2030)		\$57,248		\$45,935		\$41,566		\$41,695	
Census Per Capita Income (2010)		\$32,757		\$28,898		\$26,082		\$26,641	
Census Per Capita Income (2000)		\$27,744		\$23,492		\$21,535		\$21,906	
Projected Annual Change (2025-2030)		-\$154	-	-\$574	-0.2%	-\$527	-0.3%	-\$421	-0.2%
Historical Annual Change (2000-2025)		\$29,658	4.3%	\$23,016	3.9%	\$20,557	3.8%	\$20,210	3.7%
Estimated Average Household Net Worth (2025)		\$1.01 M		\$937,960		\$831,951		\$853,004	

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2010-2020 Census, 2025 Estimates with 2030 Projections  
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Lat/Lon: 34.7532/-92.3399

201 North University Avenue Little Rock, AR 72205		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Race and Ethnicity</b>									
Total Population (2025)		9,392		71,179		152,476		233,960	
White (2025)		6,347	67.6%	35,265	49.5%	68,660	45.0%	107,040	45.8%
Black or African American (2025)		2,285	24.3%	29,504	41.5%	67,176	44.1%	98,136	41.9%
American Indian or Alaska Native (2025)		17	0.2%	229	0.3%	608	0.4%	1,017	0.4%
Asian (2025)		324	3.4%	1,512	2.1%	3,819	2.5%	6,641	2.8%
Hawaiian or Pacific Islander (2025)		2	-	24	-	49	-	76	-
Other Race (2025)		117	1.2%	1,769	2.5%	5,473	3.6%	10,334	4.4%
Two or More Races (2025)		301	3.2%	2,877	4.0%	6,691	4.4%	10,715	4.6%
Population < 18 (2025)		1,524	16.2%	13,976	19.6%	32,234	21.1%	52,652	22.5%
White Not Hispanic		879	57.7%	5,171	37.0%	10,121	31.4%	16,854	32.0%
Black or African American		458	30.0%	6,738	48.2%	16,255	50.4%	25,019	47.5%
Asian		23	1.5%	178	1.3%	730	2.3%	1,466	2.8%
Other Race Not Hispanic		67	4.4%	625	4.5%	1,332	4.1%	2,079	3.9%
Hispanic		98	6.4%	1,263	9.0%	3,796	11.8%	7,235	13.7%
Not Hispanic or Latino Population (2025)		9,001	95.8%	66,059	92.8%	139,647	91.6%	211,638	90.5%
Not Hispanic White		6,208	69.0%	34,253	51.9%	66,262	47.4%	103,051	48.7%
Not Hispanic Black or African American		2,268	25.2%	28,686	43.4%	66,038	47.3%	96,624	45.7%
Not Hispanic American Indian or Alaska Native		10	0.1%	93	0.1%	228	0.2%	329	0.2%
Not Hispanic Asian		320	3.6%	1,477	2.2%	3,763	2.7%	6,561	3.1%
Not Hispanic Hawaiian or Pacific Islander		-	-	17	-	36	-	54	-
Not Hispanic Other Race		4	-	56	-	133	-	196	-
Not Hispanic Two or More Races		190	2.1%	1,478	2.2%	3,187	2.3%	4,823	2.3%
Hispanic or Latino Population (2025)		391	4.2%	5,120	7.2%	12,828	8.4%	22,322	9.5%
Hispanic White		138	35.4%	1,012	19.8%	2,398	18.7%	3,989	17.9%
Hispanic Black or African American		16	4.2%	818	16.0%	1,138	8.9%	1,512	6.8%
Hispanic American Indian or Alaska Native		7	1.9%	136	2.7%	380	3.0%	689	3.1%
Hispanic Asian		4	1.0%	35	0.7%	56	0.4%	80	0.4%
Hispanic Hawaiian or Pacific Islander		2	0.4%	7	0.1%	13	-	22	0.1%
Hispanic Other Race		113	28.8%	1,714	33.5%	5,339	41.6%	10,138	45.4%
Hispanic Two or More Races		111	28.3%	1,398	27.3%	3,504	27.3%	5,892	26.4%
Not Hispanic or Latino Population (2020)		9,090	96.6%	66,688	93.2%	139,980	91.6%	209,296	90.4%
Hispanic or Latino Population (2020)		318	3.4%	4,855	6.8%	12,839	8.4%	22,227	9.6%
Not Hispanic or Latino Population (2010)		9,010	97.7%	68,879	96.0%	143,506	94.4%	211,303	93.4%
Hispanic or Latino Population (2010)		209	2.3%	2,902	4.0%	8,532	5.6%	14,988	6.6%
Not Hispanic or Latino Population (2030)		8,526	95.3%	63,242	92.3%	135,283	91.1%	206,543	90.0%
Hispanic or Latino Population (2030)		416	4.7%	5,308	7.7%	13,184	8.9%	22,889	10.0%
Projected Annual Growth (2025-2030)		25	1.3%	188	0.7%	356	0.6%	567	0.5%
Historical Annual Growth (2010-2020)		109	5.2%	1,953	6.7%	4,307	5.0%	7,239	4.8%

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<b>Total Age Distribution (2025)</b>									
Total Population		9,392		71,179		152,476		233,960	
Age Under 5 Years		455	4.8%	3,892	5.5%	8,972	5.9%	14,461	6.2%
Age 5 to 9 Years		403	4.3%	3,756	5.3%	8,853	5.8%	14,808	6.3%
Age 10 to 14 Years		429	4.6%	3,887	5.5%	9,027	5.9%	14,677	6.3%
Age 15 to 19 Years		381	4.1%	4,405	6.2%	9,369	6.1%	14,515	6.2%
Age 20 to 24 Years		638	6.8%	5,303	7.4%	11,159	7.3%	16,576	7.1%
Age 25 to 29 Years		940	10.0%	5,845	8.2%	12,587	8.3%	18,551	7.9%
Age 30 to 34 Years		923	9.8%	5,743	8.1%	12,062	7.9%	17,986	7.7%
Age 35 to 39 Years		720	7.7%	5,074	7.1%	10,708	7.0%	16,210	6.9%
Age 40 to 44 Years		620	6.6%	4,704	6.6%	10,016	6.6%	15,425	6.6%
Age 45 to 49 Years		535	5.7%	4,067	5.7%	8,785	5.8%	13,455	5.8%
Age 50 to 54 Years		564	6.0%	4,022	5.7%	8,542	5.6%	13,009	5.6%
Age 55 to 59 Years		469	5.0%	3,642	5.1%	7,925	5.2%	11,978	5.1%
Age 60 to 64 Years		549	5.8%	4,160	5.8%	8,933	5.9%	13,411	5.7%
Age 65 to 69 Years		542	5.8%	4,019	5.6%	8,532	5.6%	12,869	5.5%
Age 70 to 74 Years		465	5.0%	3,299	4.6%	6,851	4.5%	10,483	4.5%
Age 75 to 79 Years		356	3.8%	2,374	3.3%	4,707	3.1%	7,200	3.1%
Age 80 to 84 Years		219	2.3%	1,433	2.0%	2,649	1.7%	4,131	1.8%
Age 85 Years or Over		184	2.0%	1,555	2.2%	2,800	1.8%	4,214	1.8%
Median Age		38.0		37.1		36.4		36.2	
Age 19 Years or Less		1,669	17.8%	15,939	22.4%	36,220	23.8%	58,461	25.0%
Age 20 to 64 Years		5,957	63.4%	42,560	59.8%	90,717	59.5%	136,601	58.4%
Age 65 Years or Over		1,766	18.8%	12,679	17.8%	25,540	16.7%	38,898	16.6%
<b>Female Age Distribution (2025)</b>									
Female Population		4,605	49.0%	35,182	49.4%	76,931	50.5%	119,613	51.1%
Age Under 5 Years		223	4.8%	1,956	5.6%	4,464	5.8%	7,098	5.9%
Age 5 to 9 Years		182	3.9%	1,858	5.3%	4,325	5.6%	7,237	6.0%
Age 10 to 14 Years		195	4.2%	1,819	5.2%	4,361	5.7%	7,084	5.9%
Age 15 to 19 Years		163	3.5%	1,749	5.0%	4,022	5.2%	6,585	5.5%
Age 20 to 24 Years		291	6.3%	2,191	6.2%	5,108	6.6%	7,837	6.6%
Age 25 to 29 Years		457	9.9%	2,886	8.2%	6,382	8.3%	9,484	7.9%
Age 30 to 34 Years		435	9.5%	2,776	7.9%	6,077	7.9%	9,235	7.7%
Age 35 to 39 Years		324	7.0%	2,474	7.0%	5,416	7.0%	8,437	7.1%
Age 40 to 44 Years		285	6.2%	2,305	6.6%	5,034	6.5%	7,937	6.6%
Age 45 to 49 Years		262	5.7%	2,077	5.9%	4,562	5.9%	6,985	5.8%
Age 50 to 54 Years		285	6.2%	2,062	5.9%	4,430	5.8%	6,850	5.7%
Age 55 to 59 Years		245	5.3%	1,879	5.3%	4,074	5.3%	6,218	5.2%
Age 60 to 64 Years		271	5.9%	2,127	6.0%	4,596	6.0%	7,088	5.9%
Age 65 to 69 Years		286	6.2%	2,176	6.2%	4,529	5.9%	6,894	5.8%
Age 70 to 74 Years		267	5.8%	1,844	5.2%	3,796	4.9%	5,814	4.9%
Age 75 to 79 Years		192	4.2%	1,348	3.8%	2,681	3.5%	4,080	3.4%
Age 80 to 84 Years		127	2.8%	791	2.2%	1,468	1.9%	2,317	1.9%
Age 85 Years or Over		112	2.4%	863	2.5%	1,606	2.1%	2,436	2.0%
Female Median Age		39.7		39.1		37.9		37.7	
Age 19 Years or Less		762	16.6%	7,383	21.0%	17,171	22.3%	28,003	23.4%
Age 20 to 64 Years		2,857	62.0%	20,777	59.1%	45,680	59.4%	70,070	58.6%
Age 65 Years or Over		985	21.4%	7,022	20.0%	14,080	18.3%	21,540	18.0%

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<b>Male Age Distribution (2025)</b>									
Male Population	4,787	51.0%	35,997	50.6%	75,545	49.5%	114,346	48.9%	
Age Under 5 Years	232	4.9%	1,936	5.4%	4,507	6.0%	7,363	6.4%	
Age 5 to 9 Years	221	4.6%	1,897	5.3%	4,528	6.0%	7,572	6.6%	
Age 10 to 14 Years	234	4.9%	2,068	5.7%	4,666	6.2%	7,593	6.6%	
Age 15 to 19 Years	218	4.6%	2,656	7.4%	5,347	7.1%	7,930	6.9%	
Age 20 to 24 Years	346	7.2%	3,111	8.6%	6,051	8.0%	8,739	7.6%	
Age 25 to 29 Years	483	10.1%	2,960	8.2%	6,205	8.2%	9,067	7.9%	
Age 30 to 34 Years	487	10.2%	2,966	8.2%	5,985	7.9%	8,751	7.7%	
Age 35 to 39 Years	395	8.3%	2,601	7.2%	5,292	7.0%	7,773	6.8%	
Age 40 to 44 Years	334	7.0%	2,399	6.7%	4,982	6.6%	7,488	6.5%	
Age 45 to 49 Years	273	5.7%	1,990	5.5%	4,223	5.6%	6,470	5.7%	
Age 50 to 54 Years	278	5.8%	1,960	5.4%	4,112	5.4%	6,159	5.4%	
Age 55 to 59 Years	224	4.7%	1,763	4.9%	3,851	5.1%	5,760	5.0%	
Age 60 to 64 Years	278	5.8%	2,033	5.6%	4,337	5.7%	6,323	5.5%	
Age 65 to 69 Years	256	5.3%	1,843	5.1%	4,003	5.3%	5,975	5.2%	
Age 70 to 74 Years	198	4.1%	1,455	4.0%	3,054	4.0%	4,670	4.1%	
Age 75 to 79 Years	164	3.4%	1,026	2.8%	2,027	2.7%	3,120	2.7%	
Age 80 to 84 Years	91	1.9%	642	1.8%	1,182	1.6%	1,814	1.6%	
Age 85 Years or Over	72	1.5%	692	1.9%	1,195	1.6%	1,778	1.6%	
Male Median Age	36.6		35.6		35.1		34.8		
Age 19 Years or Less	906	18.9%	8,557	23.8%	19,048	25.2%	30,458	26.6%	
Age 20 to 64 Years	3,100	64.8%	21,783	60.5%	45,036	59.6%	66,531	58.2%	
Age 65 Years or Over	781	16.3%	5,657	15.7%	11,460	15.2%	17,357	15.2%	
<b>Males per 100 Females (2025)</b>									
Overall Comparison	104		102		98		96		
Age Under 5 Years	104	51.0%	99	49.7%	101	50.2%	104	50.9%	
Age 5 to 9 Years	122	54.9%	102	50.5%	105	51.2%	105	51.1%	
Age 10 to 14 Years	120	54.6%	114	53.2%	107	51.7%	107	51.7%	
Age 15 to 19 Years	134	57.3%	152	60.3%	133	57.1%	120	54.6%	
Age 20 to 24 Years	119	54.3%	142	58.7%	118	54.2%	112	52.7%	
Age 25 to 29 Years	106	51.3%	103	50.6%	97	49.3%	96	48.9%	
Age 30 to 34 Years	112	52.8%	107	51.7%	98	49.6%	95	48.7%	
Age 35 to 39 Years	122	54.9%	105	51.3%	98	49.4%	92	48.0%	
Age 40 to 44 Years	117	54.0%	104	51.0%	99	49.7%	94	48.5%	
Age 45 to 49 Years	104	51.0%	96	48.9%	93	48.1%	93	48.1%	
Age 50 to 54 Years	98	49.4%	95	48.7%	93	48.1%	90	47.3%	
Age 55 to 59 Years	91	47.8%	94	48.4%	95	48.6%	93	48.1%	
Age 60 to 64 Years	103	50.7%	96	48.9%	94	48.6%	89	47.1%	
Age 65 to 69 Years	89	47.2%	85	45.8%	88	46.9%	87	46.4%	
Age 70 to 74 Years	74	42.5%	79	44.1%	80	44.6%	80	44.5%	
Age 75 to 79 Years	85	46.1%	76	43.2%	76	43.1%	76	43.3%	
Age 80 to 84 Years	72	41.7%	81	44.8%	81	44.6%	78	43.9%	
Age 85 Years or Over	64	39.0%	80	44.5%	74	42.7%	73	42.2%	
Age 19 Years or Less	119	54.3%	116	53.7%	111	52.6%	109	52.1%	
Age 20 to 39 Years	114	53.2%	113	53.0%	102	50.6%	98	49.5%	
Age 40 to 64 Years	103	50.7%	97	49.3%	95	48.7%	92	47.9%	
Age 65 Years or Over	79	44.2%	81	44.6%	81	44.9%	81	44.6%	

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<b>Household Type (2025)</b>									
Total Households		4,646		31,965		68,964		104,033	
Households with Children		857	18.4%	7,531	23.6%	17,372	25.2%	28,284	27.2%
Average Household Size		1.9		2.1		2.1		2.2	
Household Density per Square Mile		1,480		1,131		878		676	
Population Family		5,456	58.1%	46,079	64.7%	102,665	67.3%	165,158	70.6%
Population Non-Family		3,552	37.8%	20,879	29.3%	43,992	28.9%	62,547	26.7%
Population Group Quarters		385	4.1%	4,221	5.9%	5,819	3.8%	6,254	2.7%
Family Households		1,851	39.8%	15,467	48.4%	34,301	49.7%	55,108	53.0%
Married Couple Households		1,238	66.9%	8,828	57.1%	19,384	56.5%	32,335	58.7%
Other Family Households with Children		613	33.1%	6,639	42.9%	14,917	43.5%	22,772	41.3%
Family Households with Children		854	46.1%	7,519	48.6%	17,354	50.6%	28,251	51.3%
Married Couple with Children		536	62.7%	3,875	51.5%	8,608	49.6%	14,396	51.0%
Other Family Households with Children		318	37.3%	3,644	48.5%	8,746	50.4%	13,855	49.0%
Family Households No Children		997	53.9%	7,948	51.4%	16,947	49.4%	26,857	48.7%
Married Couple No Children		703	70.5%	4,953	62.3%	10,776	63.6%	17,939	66.8%
Other Family Households No Children		294	29.5%	2,996	37.7%	6,170	36.4%	8,918	33.2%
Non-Family Households		2,795	60.2%	16,498	51.6%	34,663	50.3%	48,925	47.0%
Non-Family Households with Children		3	0.1%	12	-	18	-	33	-
Non-Family Households No Children		2,792	99.9%	16,486	99.9%	34,645	99.9%	48,892	99.9%
Average Family Household Size		2.9		3.0		3.0		3.0	
Average Family Income		\$159,377		\$137,495		\$118,977		\$119,554	
Median Family Income		\$131,285		\$99,643		\$91,991		\$91,948	
Average Non-Family Household Size		1.3		1.3		1.3		1.3	
<b>Marital Status (2025)</b>									
Population Age 15 Years or Over		8,104		59,644		125,625		190,014	
Never Married		3,355	41.4%	26,103	43.8%	53,684	42.7%	77,810	40.9%
Currently Married		2,721	33.6%	19,838	33.3%	43,116	34.3%	69,504	36.6%
Previously Married		2,029	25.0%	13,703	23.0%	28,825	22.9%	42,700	22.5%
Separated		310	15.3%	2,370	17.3%	5,610	19.5%	8,520	20.0%
Widowed		552	27.2%	3,506	25.6%	6,909	24.0%	10,846	25.4%
Divorced		1,166	57.5%	7,828	57.1%	16,306	56.6%	23,335	54.6%
<b>Educational Attainment (2025)</b>									
Adult Population Age 25 Years or Over		7,086		49,937		105,098		158,923	
Elementary (Grade Level 0 to 8)		86	1.2%	803	1.6%	2,414	2.3%	4,511	2.8%
Some High School (Grade Level 9 to 11)		160	2.3%	2,217	4.4%	5,256	5.0%	7,506	4.7%
High School Graduate		1,216	17.2%	11,199	22.4%	25,386	24.2%	37,944	23.9%
Some College		1,026	14.5%	9,354	18.7%	20,581	19.6%	31,857	20.0%
Associate Degree Only		365	5.2%	3,625	7.3%	7,824	7.4%	12,393	7.8%
Bachelor Degree Only		2,313	32.6%	13,950	27.9%	26,050	24.8%	37,562	23.6%
Graduate Degree		1,919	27.1%	8,787	17.6%	17,587	16.7%	27,150	17.1%
Any College (Some College or Higher)		5,623	79.4%	35,717	71.5%	72,042	68.5%	108,962	68.6%
College Degree + (Bachelor Degree or Higher)		4,233	59.7%	22,738	45.5%	43,637	41.5%	64,712	40.7%

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# Complete Profile

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



Lat/Lon: 34.7532/-92.3399

201 North University Avenue Little Rock, AR 72205		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Housing</b>									
Total Housing Units (2025)		5,300		36,844		79,764		119,489	
Total Housing Units (2020)		5,374		36,891		79,055		116,447	
Historical Annual Growth (2020-2025)		-75	-0.3%	-47	-	709	0.2%	3,041	0.5%
Housing Units Occupied (2025)		4,646 87.7%		31,965 86.8%		68,964 86.5%		104,033 87.1%	
Housing Units Owner-Occupied		2,346 50.5%		15,899 49.7%		32,668 47.4%		50,244 48.3%	
Housing Units Renter-Occupied		2,300 49.5%		16,066 50.3%		36,295 52.6%		53,789 51.7%	
Housing Units Vacant (2025)		654 12.3%		4,879 13.2%		10,800 13.5%		15,456 12.9%	
<b>Household Size (2025)</b>									
Total Households		4,646		31,965		68,964		104,033	
1 Person Households		2,295 49.4%		13,850 43.3%		29,220 42.4%		40,981 39.4%	
2 Person Households		1,254 27.0%		9,069 28.4%		19,671 28.5%		31,107 29.9%	
3 Person Households		504 10.8%		4,116 12.9%		9,115 13.2%		14,537 14.0%	
4 Person Households		364 7.8%		2,982 9.3%		6,555 9.5%		10,257 9.9%	
5 Person Households		148 3.2%		1,238 3.9%		2,763 4.0%		4,441 4.3%	
6 Person Households		51 1.1%		460 1.4%		1,041 1.5%		1,736 1.7%	
7 or More Person Households		30 0.6%		251 0.8%		599 0.9%		974 0.9%	
<b>Household Income Distribution (2025)</b>									
HH Income \$200,000 or More		657 14.1%		3,656 11.4%		6,356 9.2%		9,673 9.3%	
HH Income \$150,000 to \$199,999		393 8.5%		1,904 6.0%		4,309 6.2%		6,580 6.3%	
HH Income \$125,000 to \$149,999		329 7.1%		1,509 4.7%		3,443 5.0%		5,253 5.0%	
HH Income \$100,000 to \$124,999		645 13.9%		2,964 9.3%		5,802 8.4%		8,770 8.4%	
HH Income \$75,000 to \$99,999		470 10.1%		3,162 9.9%		7,213 10.5%		11,705 11.3%	
HH Income \$50,000 to \$74,999		663 14.3%		4,955 15.5%		10,753 15.6%		17,267 16.6%	
HH Income \$35,000 to \$49,999		537 11.6%		4,327 13.5%		8,868 12.9%		13,723 13.2%	
HH Income \$25,000 to \$34,999		294 6.3%		3,075 9.6%		6,794 9.9%		10,184 9.8%	
HH Income \$15,000 to \$24,999		309 6.7%		2,837 8.9%		6,017 8.7%		8,176 7.9%	
HH Income \$10,000 to \$14,999		68 1.5%		1,178 3.7%		3,258 4.7%		4,240 4.1%	
HH Income Under \$10,000		279 6.0%		2,400 7.5%		6,151 8.9%		8,462 8.1%	
<b>Household Vehicles (2025)</b>									
Households 0 Vehicles Available		236 5.1%		3,072 9.6%		7,533 10.9%		10,414 10.0%	
Households 1 Vehicle Available		2,175 46.8%		14,693 46.0%		30,737 44.6%		45,705 43.9%	
Households 2 Vehicles Available		1,793 38.6%		10,943 34.2%		22,508 32.6%		34,229 32.9%	
Households 3 or More Vehicles Available		442 9.5%		3,258 10.2%		8,185 11.9%		13,684 13.2%	
Total Vehicles Available		7,177		47,329		102,765		159,545	
Average Vehicles per Household		1.5		1.5		1.5		1.5	
Owner-Occupied Household Vehicles		4,098 57.1%		27,895 58.9%		60,002 58.4%		95,029 59.6%	
Average Vehicles per Owner-Occupied Household		1.7		1.8		1.8		1.9	
Renter-Occupied Household Vehicles		3,079 42.9%		19,434 41.1%		42,763 41.6%		64,515 40.4%	
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		5,505		36,553		77,337		118,310	
Travel to Work in 14 Minutes or Less		2,229 40.5%		13,355 36.5%		26,183 33.9%		35,509 30.0%	
Travel to Work in 15 to 29 Minutes		2,072 37.6%		13,811 37.8%		29,944 38.7%		48,117 40.7%	
Travel to Work in 30 to 59 Minutes		403 7.3%		3,975 10.9%		10,069 13.0%		16,998 14.4%	
Travel to Work in 60 Minutes or More		84 1.5%		513 1.4%		1,449 1.9%		2,599 2.2%	
Work at Home		718 13.0%		4,898 13.4%		9,692 12.5%		15,088 12.8%	
Average Minutes Travel to Work		14.6		15.7		16.4		17.5	

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<b>Transportation To Work (2025)</b>									
Worker Base Age 16 years or Over		5,505		36,553		77,337		118,310	
Drive to Work Alone		4,065	73.8%	26,683	73.0%	56,607	73.2%	86,807	73.4%
Drive to Work in Carpool		516	9.4%	3,314	9.1%	7,550	9.8%	11,534	9.7%
Travel to Work by Public Transportation		49	0.9%	642	1.8%	1,499	1.9%	2,115	1.8%
Drive to Work on Motorcycle		3	-	29	-	70	-	95	-
Bicycle to Work		12	0.2%	108	0.3%	167	0.2%	199	0.2%
Walk to Work		141	2.6%	787	2.2%	1,564	2.0%	1,980	1.7%
Other Means		3	-	92	0.3%	189	0.2%	492	0.4%
Work at Home		718	13.0%	4,898	13.4%	9,692	12.5%	15,088	12.8%
<b>Daytime Demographics (2025)</b>									
Total Businesses		952		4,570		11,001		14,458	
Total Employees		12,050		58,347		135,462		173,957	
Company Headquarter Businesses		34	3.5%	191	4.2%	526	4.8%	666	4.6%
Company Headquarter Employees		611	5.1%	8,275	14.2%	22,359	16.5%	32,022	18.4%
Employee Population per Business		12.7	to 1	12.8	to 1	12.3	to 1	12.0	to 1
Residential Population per Business		9.9	to 1	15.6	to 1	13.9	to 1	16.2	to 1
Adj. Daytime Demographics Age 16 Years or Over		14,580		80,636		181,894		242,391	
<b>Labor Force</b>									
Labor Population Age 16 Years or Over (2025)		8,042		58,902		123,896		187,173	
Labor Force Total Males (2025)		4,070	50.6%	29,713	50.4%	60,936	49.2%	90,339	48.3%
Male Civilian Employed		2,700	66.4%	18,330	61.7%	38,926	63.9%	58,733	65.0%
Male Civilian Unemployed		86	2.1%	807	2.7%	1,736	2.8%	2,695	3.0%
Males in Armed Forces		4	-	23	-	72	0.1%	363	0.4%
Males Not in Labor Force		1,280	31.4%	10,553	35.5%	20,202	33.2%	28,548	31.6%
Labor Force Total Females (2025)		3,972	49.4%	29,189	49.6%	62,960	50.8%	96,833	51.7%
Female Civilian Employed		2,806	70.6%	18,242	62.5%	38,435	61.0%	59,602	61.6%
Female Civilian Unemployed		82	2.1%	737	2.5%	1,607	2.6%	2,367	2.4%
Females in Armed Forces		2	-	17	-	31	-	40	-
Females Not in Labor Force		1,082	27.2%	10,193	34.9%	22,887	36.4%	34,823	36.0%
Unemployment Rate		168	2.1%	1,544	2.6%	3,343	2.7%	5,062	2.7%
<b>Occupation (2025)</b>									
Occupation Population Age 16 Years or Over		5,505		36,553		77,337		118,310	
Occupation Total Males		2,700	49.0%	18,310	50.1%	38,903	50.3%	58,708	49.6%
Occupation Total Females		2,806	51.0%	18,242	49.9%	38,435	49.7%	59,602	50.4%
Management, Business, Financial Operations		1,218	-	7,330	20.1%	14,251	18.4%	21,418	18.1%
Professional, Related		1,898	34.5%	10,061	27.5%	21,151	27.3%	32,286	27.3%
Service		662	12.0%	5,745	15.7%	12,512	16.2%	18,458	15.6%
Sales, Office		1,090	19.8%	8,378	22.9%	16,951	21.9%	26,005	22.0%
Farming, Fishing, Forestry		-	-	13	-	45	-	59	-
Construction, Extraction, Maintenance		211	3.8%	1,770	4.8%	4,650	6.0%	7,899	6.7%
Production, Transport, Material Moving		426	7.7%	3,255	8.9%	7,778	10.1%	12,186	10.3%
White Collar Workers		4,207	76.4%	25,769	70.5%	52,352	67.7%	79,709	67.4%
Blue Collar Workers		1,299	23.6%	10,784	29.5%	24,985	32.3%	38,602	32.6%

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<b>Units In Structure (2025)</b>									
Total Units		4,646		31,965		68,964		104,033	
1 Detached Unit		2,920	62.8%	19,994	62.5%	40,401	58.6%	60,998	58.6%
1 Attached Unit		96	2.1%	724	2.3%	1,616	2.3%	2,352	2.3%
2 Units		193	4.1%	1,200	3.8%	2,278	3.3%	3,103	3.0%
3 to 4 Units		289	6.2%	1,666	5.2%	3,847	5.6%	5,657	5.4%
5 to 9 Units		220	4.7%	1,813	5.7%	4,428	6.4%	6,720	6.5%
10 to 19 Units		182	3.9%	1,580	4.9%	4,003	5.8%	7,106	6.8%
20 to 49 Units		128	2.7%	1,110	3.5%	2,770	4.0%	4,203	4.0%
50 or More Units		493	10.6%	3,024	9.5%	7,468	10.8%	10,356	10.0%
Mobile Home or Trailer		125	2.7%	852	2.7%	2,143	3.1%	3,523	3.4%
Other Structure		-	-	1	-	9	-	15	-
<b>Homes Built By Year (2025)</b>									
Homes Built 2020 or later		94	1.8%	753	2.0%	1,707	2.1%	2,788	2.3%
Homes Built 2010 to 2019		492	9.3%	2,811	7.6%	7,224	9.1%	12,620	10.6%
Homes Built 2000 to 2009		162	3.1%	1,933	5.2%	5,084	6.4%	9,857	8.2%
Homes Built 1990 to 1999		45	0.8%	1,065	2.9%	3,877	4.9%	7,405	6.2%
Homes Built 1980 to 1989		268	5.1%	3,485	9.5%	8,627	10.8%	13,533	11.3%
Homes Built 1970 to 1979		627	11.8%	5,995	16.3%	13,582	17.0%	19,555	16.4%
Homes Built 1960 to 1969		1,302	24.6%	5,719	15.5%	10,689	13.4%	15,953	13.4%
Homes Built 1950 to 1959		561	10.6%	3,988	10.8%	7,137	8.9%	9,622	8.1%
Homes Built 1940 to 1949		390	7.4%	2,478	6.7%	4,076	5.1%	4,774	4.0%
Homes Built Before 1939		704	13.3%	3,737	10.1%	6,961	8.7%	7,925	6.6%
Median Age of Homes		56.8	yrs	53.1	yrs	49.5	yrs	46.1	yrs
<b>Home Values (2025)</b>									
Owner Specified Housing Units		2,346		15,899		32,668		50,244	
Home Values \$1,000,000 or More		60	2.5%	588	3.7%	783	2.4%	931	1.9%
Home Values \$750,000 to \$999,999		81	3.4%	627	3.9%	981	3.0%	1,329	2.6%
Home Values \$500,000 to \$749,999		105	4.5%	1,002	6.3%	1,964	6.0%	2,893	5.8%
Home Values \$400,000 to \$499,999		152	6.5%	1,119	7.0%	1,949	6.0%	3,589	7.1%
Home Values \$300,000 to \$399,999		267	11.4%	1,951	12.3%	4,052	12.4%	6,960	13.9%
Home Values \$250,000 to \$299,999		452	19.3%	1,642	10.3%	3,482	10.7%	6,033	12.0%
Home Values \$200,000 to \$249,999		513	21.9%	2,054	12.9%	4,636	14.2%	6,757	13.4%
Home Values \$175,000 to \$199,999		195	8.3%	902	5.7%	2,021	6.2%	3,075	6.1%
Home Values \$150,000 to \$174,999		220	9.4%	1,532	9.6%	2,912	8.9%	4,307	8.6%
Home Values \$125,000 to \$149,999		119	5.1%	1,024	6.4%	1,893	5.8%	2,737	5.4%
Home Values \$100,000 to \$124,999		30	1.3%	1,126	7.1%	2,407	7.4%	3,392	6.8%
Home Values \$90,000 to \$99,999		17	0.7%	483	3.0%	991	3.0%	1,649	3.3%
Home Values \$80,000 to \$89,999		13	0.6%	261	1.6%	804	2.5%	1,107	2.2%
Home Values \$70,000 to \$79,999		48	2.1%	635	4.0%	1,098	3.4%	1,364	2.7%
Home Values \$60,000 to \$69,999		21	0.9%	227	1.4%	605	1.9%	996	2.0%
Home Values \$50,000 to \$59,999		2	-	68	0.4%	207	0.6%	322	0.6%
Home Values \$35,000 to \$49,999		10	0.4%	177	1.1%	472	1.4%	698	1.4%
Home Values \$25,000 to \$34,999		21	0.9%	125	0.8%	448	1.4%	656	1.3%
Home Values \$10,000 to \$24,999		14	0.6%	222	1.4%	584	1.8%	938	1.9%
Home Values Under \$10,000		4	0.2%	133	0.8%	381	1.2%	512	1.0%
Owner-Occupied Median Home Value		\$269,747		\$270,277		\$241,292		\$240,102	
Renter-Occupied Median Rent		\$926		\$860		\$834		\$847	

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201 North University Avenue Little Rock, AR 72205		1 mi radius	3 mi radius	5 mi radius	7 mi radius
<b>Total Annual Consumer Expenditure (2025)</b>					
Total Household Expenditure		\$473.29 M	\$2.93 B	\$6.07 B	\$9.33 B
Total Non-Retail Expenditure		\$244.68 M	\$1.48 B	\$3.03 B	\$4.66 B
Total Retail Expenditure		\$228.61 M	\$1.45 B	\$3.03 B	\$4.67 B
Alcoholic Beverages		\$2.9 M	\$17.85 M	\$36.9 M	\$56.83 M
Apparel		\$8.59 M	\$53.95 M	\$112.33 M	\$173.09 M
Contributions		\$15.73 M	\$92.89 M	\$189.14 M	\$291.06 M
Education		\$11.03 M	\$66.24 M	\$135.71 M	\$208.92 M
Entertainment		\$26.55 M	\$167.2 M	\$348.81 M	\$537.33 M
Food Away From Home		\$20.54 M	\$128.25 M	\$266.55 M	\$410.68 M
Grocery		\$27.74 M	\$191.45 M	\$411.53 M	\$635.29 M
Health Care		\$29.3 M	\$202.15 M	\$430.77 M	\$653.12 M
Household Furnishings and Equipment		\$12.51 M	\$77.53 M	\$160.73 M	\$247.6 M
Household Operations		\$8.56 M	\$54.62 M	\$114.21 M	\$175.95 M
Miscellaneous Expenses		\$8.05 M	\$49.92 M	\$103.71 M	\$159.73 M
Personal Care		\$5.58 M	\$37.53 M	\$80.04 M	\$123.51 M
Shelter		\$75.97 M	\$489.52 M	\$1.03 B	\$1.59 B
Tax and Retirement		\$126.33 M	\$706.03 M	\$1.39 B	\$2.13 B
Tobacco and Related		\$1.8 M	\$14.84 M	\$33.38 M	\$51.47 M
Transportation		\$72.5 M	\$442.71 M	\$923.22 M	\$1.43 B
Utilities		\$19.6 M	\$136.55 M	\$294.39 M	\$454.54 M
<b>Monthly Household Consumer Expenditure (2025)</b>					
Total Household Expenditure		\$8,489	\$7,637	\$7,330	\$7,471
Total Non-Retail Expenditure		\$4,389 51.7%	\$3,859 50.5%	\$3,667 50.0%	\$3,731 49.9%
Total Retail Expenditures		\$4,100 48.3%	\$3,778 49.5%	\$3,663 50.0%	\$3,740 50.1%
Alcoholic Beverages		\$52 0.6%	\$47 0.6%	\$45 0.6%	\$46 0.6%
Apparel		\$154 1.8%	\$141 1.8%	\$136 1.9%	\$139 1.9%
Contributions		\$282 3.3%	\$242 3.2%	\$229 3.1%	\$233 3.1%
Education		\$198 2.3%	\$173 2.3%	\$164 2.2%	\$167 2.2%
Entertainment		\$476 5.6%	\$436 5.7%	\$421 5.7%	\$430 5.8%
Food Away From Home		\$368 4.3%	\$334 4.4%	\$322 4.4%	\$329 4.4%
Grocery		\$498 5.9%	\$499 6.5%	\$497 6.8%	\$509 6.8%
Health Care		\$526 6.2%	\$527 6.9%	\$521 7.1%	\$523 7.0%
Household Furnishings and Equipment		\$224 2.6%	\$202 2.6%	\$194 2.6%	\$198 2.7%
Household Operations		\$154 1.8%	\$142 1.9%	\$138 1.9%	\$141 1.9%
Miscellaneous Expenses		\$144 1.7%	\$130 1.7%	\$125 1.7%	\$128 1.7%
Personal Care		\$100 1.2%	\$98 1.3%	\$97 1.3%	\$99 1.3%
Shelter		\$1,363 16.1%	\$1,276 16.7%	\$1,250 17.0%	\$1,272 17.0%
Tax and Retirement		\$2,266 26.7%	\$1,841 24.1%	\$1,681 22.9%	\$1,709 22.9%
Tobacco and Related		\$32 0.4%	\$39 0.5%	\$40 0.6%	\$41 0.6%
Transportation		\$1,300 15.3%	\$1,154 15.1%	\$1,116 15.2%	\$1,143 15.3%
Utilities		\$351 4.1%	\$356 4.7%	\$356 4.9%	\$364 4.9%