

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7675/-92.3881

10300 N Rodney Parham Rd		3 mi radius		5 mi radius		7 mi radius	
Little Rock, AR 72227							
Population							
Estimated Population (2023)	70,594		136,561		212,499		
Projected Population (2028)	69,347		137,140		213,365		
Census Population (2020)	71,677		135,768		212,044		
Census Population (2010)	70,812		127,424		199,117		
Projected Annual Growth (2023-2028)	-1,247	-0.4%	578		-	866	-
Historical Annual Growth (2020-2023)	-1,083	-	793		0.2%	455	-
Historical Annual Growth (2010-2020)	865	0.1%	8,343		0.7%	12,927	0.6%
Estimated Population Density (2023)	2,498	psm	1,739		psm	1,381	psm
Trade Area Size	28.3	sq mi	78.5		sq mi	153.9	sq mi
Households							
Estimated Households (2023)	33,914		62,961		94,936		
Projected Households (2028)	32,112		60,824		91,813		
Census Households (2020)	34,120		62,126		93,840		
Census Households (2010)	32,540		56,440		85,687		
Projected Annual Growth (2023-2028)	-1,802	-1.1%	-2,138		-0.7%	-3,123	-0.7%
Historical Annual Change (2010-2023)	1,373	0.3%	6,521		0.9%	9,249	0.8%
Average Household Income							
Estimated Average Household Income (2023)	\$112,102		\$112,308		\$104,505		
Projected Average Household Income (2028)	\$126,235		\$123,398		\$114,669		
Census Average Household Income (2010)	\$78,349		\$77,593		\$69,460		
Census Average Household Income (2000)	\$64,837		\$62,036		\$55,754		
Projected Annual Change (2023-2028)	\$14,133	2.5%	\$11,090		2.0%	\$10,164	1.9%
Historical Annual Change (2000-2023)	\$47,265	3.2%	\$50,272		3.5%	\$48,751	3.8%
Median Household Income							
Estimated Median Household Income (2023)	\$79,293		\$80,546		\$76,099		
Projected Median Household Income (2028)	\$75,703		\$76,761		\$72,332		
Census Median Household Income (2010)	\$59,061		\$58,261		\$52,424		
Census Median Household Income (2000)	\$51,114		\$47,923		\$43,092		
Projected Annual Change (2023-2028)	-\$3,590	-0.9%	-\$3,786		-0.9%	-\$3,768	-1.0%
Historical Annual Change (2000-2023)	\$28,179	2.4%	\$32,624		3.0%	\$33,007	3.3%
Per Capita Income							
Estimated Per Capita Income (2023)	\$53,941		\$51,925		\$46,893		
Projected Per Capita Income (2028)	\$58,542		\$54,874		\$49,547		
Census Per Capita Income (2010)	\$36,017		\$34,377		\$29,897		
Census Per Capita Income (2000)	\$29,709		\$27,392		\$23,787		
Projected Annual Change (2023-2028)	\$4,602	1.7%	\$2,949		1.1%	\$2,654	1.1%
Historical Annual Change (2000-2023)	\$24,232	3.5%	\$24,533		3.9%	\$23,106	4.2%
Estimated Average Household Net Worth (2023)	\$535,612		\$558,500		\$522,189		

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7675/-92.3881

10300 N Rodney Parham Rd Little Rock, AR 72227						
	3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity						
Total Population (2023)	70,594		136,561		212,499	
White (2023)	42,044	59.6%	74,719	54.7%	108,215	50.9%
Black or African American (2023)	22,039	31.2%	47,232	34.6%	80,659	38.0%
American Indian or Alaska Native (2023)	149	0.2%	358	0.3%	672	0.3%
Asian (2023)	2,930	4.2%	6,525	4.8%	8,833	4.2%
Hawaiian or Pacific Islander (2023)	15	-	36	-	57	-
Other Race (2023)	966	1.4%	2,635	1.9%	5,919	2.8%
Two or More Races (2023)	2,450	3.5%	5,057	3.7%	8,144	3.8%
Population < 18 (2023)	14,946	21.2%	29,953	21.9%	48,013	22.6%
White Not Hispanic	7,004	46.9%	12,844	42.9%	18,402	38.3%
Black or African American	5,764	38.6%	12,323	41.1%	21,501	44.8%
Asian	680	4.6%	1,405	4.7%	1,735	3.6%
Other Race Not Hispanic	654	4.4%	1,246	4.2%	2,007	4.2%
Hispanic	845	5.7%	2,136	7.1%	4,368	9.1%
Not Hispanic or Latino Population (2023)	67,778	96.0%	129,698	95.0%	198,628	93.5%
Not Hispanic White	41,399	61.1%	73,309	56.5%	105,689	53.2%
Not Hispanic Black or African American	21,905	32.3%	46,899	36.2%	79,368	40.0%
Not Hispanic American Indian or Alaska Native	77	0.1%	144	0.1%	270	0.1%
Not Hispanic Asian	2,918	4.3%	6,462	5.0%	8,756	4.4%
Not Hispanic Hawaiian or Pacific Islander	13	-	31	-	48	-
Not Hispanic Other Race	90	0.1%	172	0.1%	251	0.1%
Not Hispanic Two or More Races	1,374	2.0%	2,682	2.1%	4,245	2.1%
Hispanic or Latino Population (2023)	2,816	4.0%	6,863	5.0%	13,871	6.5%
Hispanic White	644	22.9%	1,409	20.5%	2,526	18.2%
Hispanic Black or African American	134	4.8%	333	4.8%	1,291	9.3%
Hispanic American Indian or Alaska Native	72	2.5%	214	3.1%	402	2.9%
Hispanic Asian	12	0.4%	63	0.9%	77	0.6%
Hispanic Hawaiian or Pacific Islander	2	-	5	-	9	-
Hispanic Other Race	876	31.1%	2,463	35.9%	5,668	40.9%
Hispanic Two or More Races	1,076	38.2%	2,376	34.6%	3,899	28.1%
Not Hispanic or Latino Population (2020)	68,387	95.4%	127,824	94.1%	195,562	92.2%
Hispanic or Latino Population (2020)	3,290	4.6%	7,944	5.9%	16,482	7.8%
Not Hispanic or Latino Population (2010)	68,200	96.3%	122,019	95.8%	188,263	94.5%
Hispanic or Latino Population (2010)	2,612	3.7%	5,406	4.2%	10,854	5.5%
Not Hispanic or Latino Population (2028)	66,556	96.0%	130,035	94.8%	199,267	93.4%
Hispanic or Latino Population (2028)	2,791	4.0%	7,104	5.2%	14,097	6.6%
Projected Annual Growth (2023-2028)	-25	-0.2%	241	0.7%	226	0.3%
Historical Annual Growth (2010-2020)	679	2.6%	2,538	4.7%	5,628	5.2%

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



MIDLAND ATLANTIC
PROPERTIES

Lat/Lon: 34.7675/-92.3881

10300 N Rodney Parham Rd		3 mi radius		5 mi radius		7 mi radius	
Little Rock, AR 72227							
Total Age Distribution (2023)							
Total Population	70,594			136,561		212,499	
Age Under 5 Years	4,162	5.9%		8,161	6.0%	12,941	6.1%
Age 5 to 9 Years	4,182	5.9%		8,384	6.1%	13,458	6.3%
Age 10 to 14 Years	4,124	5.8%		8,339	6.1%	13,507	6.4%
Age 15 to 19 Years	3,591	5.1%		7,761	5.7%	12,482	5.9%
Age 20 to 24 Years	4,303	6.1%		9,185	6.7%	14,272	6.7%
Age 25 to 29 Years	5,870	8.3%		11,210	8.2%	16,399	7.7%
Age 30 to 34 Years	5,392	7.6%		10,336	7.6%	15,566	7.3%
Age 35 to 39 Years	4,613	6.5%		9,207	6.7%	14,303	6.7%
Age 40 to 44 Years	4,268	6.0%		8,560	6.3%	13,684	6.4%
Age 45 to 49 Years	3,840	5.4%		7,647	5.6%	12,305	5.8%
Age 50 to 54 Years	4,062	5.8%		7,978	5.8%	12,578	5.9%
Age 55 to 59 Years	4,466	6.3%		8,498	6.2%	13,176	6.2%
Age 60 to 64 Years	4,766	6.8%		8,794	6.4%	13,622	6.4%
Age 65 to 69 Years	4,054	5.7%		7,599	5.6%	11,588	5.5%
Age 70 to 74 Years	3,205	4.5%		5,735	4.2%	9,057	4.3%
Age 75 to 79 Years	2,109	3.0%		3,632	2.7%	5,583	2.6%
Age 80 to 84 Years	1,564	2.2%		2,549	1.9%	3,819	1.8%
Age 85 Years or Over	2,024	2.9%		2,986	2.2%	4,161	2.0%
Median Age	38.8			37.4		37.2	
Age 19 Years or Less	16,058	22.7%		32,645	23.9%	52,388	24.7%
Age 20 to 64 Years	41,580	58.9%		81,415	59.6%	125,904	59.2%
Age 65 Years or Over	12,955	18.4%		22,501	16.5%	34,207	16.1%
Female Age Distribution (2023)							
Female Population	38,110	54.0%		72,592	53.2%	111,805	52.6%
Age Under 5 Years	2,060	5.4%		3,983	5.5%	6,339	5.7%
Age 5 to 9 Years	2,079	5.5%		4,101	5.6%	6,620	5.9%
Age 10 to 14 Years	2,059	5.4%		4,097	5.6%	6,646	5.9%
Age 15 to 19 Years	1,776	4.7%		3,911	5.4%	6,196	5.5%
Age 20 to 24 Years	2,380	6.2%		4,733	6.5%	7,232	6.5%
Age 25 to 29 Years	3,158	8.3%		5,976	8.2%	8,668	7.8%
Age 30 to 34 Years	2,815	7.4%		5,396	7.4%	8,121	7.3%
Age 35 to 39 Years	2,413	6.3%		4,835	6.7%	7,470	6.7%
Age 40 to 44 Years	2,284	6.0%		4,520	6.2%	7,200	6.4%
Age 45 to 49 Years	2,140	5.6%		4,236	5.8%	6,655	6.0%
Age 50 to 54 Years	2,228	5.8%		4,254	5.9%	6,546	5.9%
Age 55 to 59 Years	2,460	6.5%		4,650	6.4%	7,001	6.3%
Age 60 to 64 Years	2,607	6.8%		4,750	6.5%	7,220	6.5%
Age 65 to 69 Years	2,314	6.1%		4,247	5.9%	6,441	5.8%
Age 70 to 74 Years	1,768	4.6%		3,164	4.4%	5,001	4.5%
Age 75 to 79 Years	1,219	3.2%		2,125	2.9%	3,253	2.9%
Age 80 to 84 Years	976	2.6%		1,593	2.2%	2,358	2.1%
Age 85 Years or Over	1,375	3.6%		2,022	2.8%	2,836	2.5%
Female Median Age	40.5			39.0		38.6	
Age 19 Years or Less	7,974	20.9%		16,092	22.2%	25,801	23.1%
Age 20 to 64 Years	22,484	59.0%		43,348	59.7%	66,115	59.1%
Age 65 Years or Over	7,652	20.1%		13,152	18.1%	19,890	17.8%

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



MIDLAND ATLANTIC
PROPERTIES

Lat/Lon: 34.7675/-92.3881

10300 N Rodney Parham Rd							
Little Rock, AR 72227							
		3 mi radius		5 mi radius		7 mi radius	
Male Age Distribution (2023)							
Male Population	32,484	46.0%	63,969	46.8%	100,694	47.4%	
Age Under 5 Years	2,102	6.5%	4,178	6.5%	6,603	6.6%	
Age 5 to 9 Years	2,103	6.5%	4,282	6.7%	6,837	6.8%	
Age 10 to 14 Years	2,065	6.4%	4,242	6.6%	6,861	6.8%	
Age 15 to 19 Years	1,815	5.6%	3,850	6.0%	6,286	6.2%	
Age 20 to 24 Years	1,923	5.9%	4,452	7.0%	7,040	7.0%	
Age 25 to 29 Years	2,712	8.3%	5,234	8.2%	7,731	7.7%	
Age 30 to 34 Years	2,577	7.9%	4,940	7.7%	7,444	7.4%	
Age 35 to 39 Years	2,200	6.8%	4,372	6.8%	6,832	6.8%	
Age 40 to 44 Years	1,984	6.1%	4,040	6.3%	6,484	6.4%	
Age 45 to 49 Years	1,700	5.2%	3,412	5.3%	5,649	5.6%	
Age 50 to 54 Years	1,834	5.6%	3,724	5.8%	6,031	6.0%	
Age 55 to 59 Years	2,006	6.2%	3,849	6.0%	6,175	6.1%	
Age 60 to 64 Years	2,159	6.6%	4,044	6.3%	6,402	6.4%	
Age 65 to 69 Years	1,740	5.4%	3,351	5.2%	5,147	5.1%	
Age 70 to 74 Years	1,436	4.4%	2,571	4.0%	4,055	4.0%	
Age 75 to 79 Years	890	2.7%	1,507	2.4%	2,330	2.3%	
Age 80 to 84 Years	588	1.8%	956	1.5%	1,460	1.5%	
Age 85 Years or Over	649	2.0%	964	1.5%	1,325	1.3%	
Male Median Age	37.0		35.8		35.8		
Age 19 Years or Less	8,084	24.9%	16,552	25.9%	26,587	26.4%	
Age 20 to 64 Years	19,096	58.8%	38,068	59.5%	59,789	59.4%	
Age 65 Years or Over	5,303	16.3%	9,349	14.6%	14,318	14.2%	
Males per 100 Females (2023)							
Overall Comparison	85		88		90		
Age Under 5 Years	102	50.5%	105	51.2%	104	51.0%	
Age 5 to 9 Years	101	50.3%	104	51.1%	103	50.8%	
Age 10 to 14 Years	100	50.1%	104	50.9%	103	50.8%	
Age 15 to 19 Years	102	50.5%	98	49.6%	101	50.4%	
Age 20 to 24 Years	81	44.7%	94	48.5%	97	49.3%	
Age 25 to 29 Years	86	46.2%	88	46.7%	89	47.1%	
Age 30 to 34 Years	92	47.8%	92	47.8%	92	47.8%	
Age 35 to 39 Years	91	47.7%	90	47.5%	91	47.8%	
Age 40 to 44 Years	87	46.5%	89	47.2%	90	47.4%	
Age 45 to 49 Years	79	44.3%	81	44.6%	85	45.9%	
Age 50 to 54 Years	82	45.2%	88	46.7%	92	48.0%	
Age 55 to 59 Years	82	44.9%	83	45.3%	88	46.9%	
Age 60 to 64 Years	83	45.3%	85	46.0%	89	47.0%	
Age 65 to 69 Years	75	42.9%	79	44.1%	80	44.4%	
Age 70 to 74 Years	81	44.8%	81	44.8%	81	44.8%	
Age 75 to 79 Years	73	42.2%	71	41.5%	72	41.7%	
Age 80 to 84 Years	60	37.6%	60	37.5%	62	38.2%	
Age 85 Years or Over	47	32.1%	48	32.3%	47	31.8%	
Age 19 Years or Less	101	50.3%	103	50.7%	103	50.8%	
Age 20 to 39 Years	87	46.6%	91	47.6%	92	48.0%	
Age 40 to 64 Years	83	45.2%	85	46.0%	89	47.0%	
Age 65 Years or Over	69	40.9%	71	41.6%	72	41.9%	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7675/-92.3881

10300 N Rodney Parham Rd							
Little Rock, AR 72227							
	3 mi radius		5 mi radius		7 mi radius		
Household Type (2023)							
Total Households	33,914		62,961		94,936		
Households with Children	8,404	24.8%	16,231	25.8%	25,903	27.3%	
Average Household Size	2.1		2.1		2.2		
Household Density per Square Mile	1,200		802		617		
Population Family	51,270	72.6%	99,305	72.7%	156,580	73.7%	
Population Non-Family	18,378	26.0%	34,381	25.2%	50,210	23.6%	
Population Group Quarters	946	1.3%	2,875	2.1%	5,709	2.7%	
Family Households	18,229	53.7%	34,339	54.5%	53,122	56.0%	
Married Couple Households	12,623	69.2%	22,990	67.0%	34,142	64.3%	
Other Family Households with Children	5,606	30.8%	11,349	33.0%	18,980	35.7%	
Family Households with Children	8,396	46.1%	16,207	47.2%	25,864	48.7%	
Married Couple with Children	5,030	59.9%	9,490	58.6%	14,261	55.1%	
Other Family Households with Children	3,366	40.1%	6,717	41.4%	11,603	44.9%	
Family Households No Children	9,832	53.9%	18,132	52.8%	27,258	51.3%	
Married Couple No Children	7,593	77.2%	13,501	74.5%	19,881	72.9%	
Other Family Households No Children	2,239	22.8%	4,631	25.5%	7,377	27.1%	
Non-Family Households	15,685	46.3%	28,622	45.5%	41,814	44.0%	
Non-Family Households with Children	8	-	24	-	39	-	
Non-Family Households No Children	15,677	99.9%	28,598	99.9%	41,775	99.9%	
Average Family Household Size	2.8		2.9		2.9		
Average Family Income	\$149,888		\$151,346		\$139,221		
Median Family Income	\$112,434		\$114,449		\$107,014		
Average Non-Family Household Size	1.2		1.2		1.2		
Marital Status (2023)							
Population Age 15 Years or Over	58,126		111,677		172,593		
Never Married	19,933	34.3%	39,849	35.7%	62,322	36.1%	
Currently Married	25,864	44.5%	48,196	43.2%	73,228	42.4%	
Previously Married	12,329	21.2%	23,632	21.2%	37,043	21.5%	
Separated	1,520	12.3%	3,894	16.5%	6,941	18.7%	
Widowed	3,692	29.9%	5,937	25.1%	8,813	23.8%	
Divorced	7,117	57.7%	13,801	58.4%	21,289	57.5%	
Educational Attainment (2023)							
Adult Population Age 25 Years or Over	50,233		94,732		145,839		
Elementary (Grade Level 0 to 8)	896	1.8%	1,745	1.8%	3,619	2.5%	
Some High School (Grade Level 9 to 11)	1,384	2.8%	3,166	3.3%	6,324	4.3%	
High School Graduate	8,755	17.4%	17,913	18.9%	31,458	21.6%	
Some College	9,597	19.1%	17,794	18.8%	28,971	19.9%	
Associate Degree Only	3,227	6.4%	6,282	6.6%	10,399	7.1%	
Bachelor Degree Only	15,029	29.9%	26,749	28.2%	36,467	25.0%	
Graduate Degree	11,344	22.6%	21,082	22.3%	28,602	19.6%	
Any College (Some College or Higher)	39,197	78.0%	71,908	75.9%	104,438	71.6%	
College Degree + (Bachelor Degree or Higher)	26,373	52.5%	47,831	50.5%	65,068	44.6%	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7675/-92.3881

10300 N Rodney Parham Rd							
Little Rock, AR 72227							
		3 mi radius		5 mi radius		7 mi radius	
Housing							
Total Housing Units (2023)		36,843		69,352		106,084	
Total Housing Units (2020)		37,046		68,278		104,712	
Historical Annual Growth (2020-2023)		-204	-	1,074	-	1,371	-
Housing Units Occupied (2023)		33,914	92.1%	62,961	90.8%	94,936	89.5%
Housing Units Owner-Occupied		18,547	54.7%	34,352	54.6%	51,070	53.8%
Housing Units Renter-Occupied		15,367	45.3%	28,609	45.4%	43,866	46.2%
Housing Units Vacant (2023)		2,929	7.9%	6,391	9.2%	11,148	10.5%
Household Size (2023)							
Total Households		33,914		62,961		94,936	
1 Person Households		13,394	39.5%	24,230	38.5%	35,682	37.6%
2 Person Households		11,896	35.1%	21,730	34.5%	32,331	34.1%
3 Person Households		4,284	12.6%	8,269	13.1%	12,802	13.5%
4 Person Households		2,817	8.3%	5,507	8.7%	8,586	9.0%
5 Person Households		1,118	3.3%	2,281	3.6%	3,733	3.9%
6 Person Households		301	0.9%	667	1.1%	1,227	1.3%
7 or More Person Households		104	0.3%	278	0.4%	576	0.6%
Household Income Distribution (2023)							
HH Income \$200,000 or More		4,078	12.0%	8,213	13.0%	11,354	12.0%
HH Income \$150,000 to \$199,999		2,940	8.7%	4,891	7.8%	6,854	7.2%
HH Income \$125,000 to \$149,999		2,073	6.1%	3,598	5.7%	5,204	5.5%
HH Income \$100,000 to \$124,999		2,977	8.8%	5,118	8.1%	7,042	7.4%
HH Income \$75,000 to \$99,999		4,127	12.2%	7,240	11.5%	10,572	11.1%
HH Income \$50,000 to \$74,999		4,855	14.3%	9,642	15.3%	14,361	15.1%
HH Income \$35,000 to \$49,999		3,690	10.9%	7,315	11.6%	11,412	12.0%
HH Income \$25,000 to \$34,999		2,917	8.6%	5,331	8.5%	8,585	9.0%
HH Income \$15,000 to \$24,999		2,767	8.2%	5,044	8.0%	8,030	8.5%
HH Income \$10,000 to \$14,999		1,218	3.6%	2,268	3.6%	3,975	4.2%
HH Income Under \$10,000		2,272	6.7%	4,301	6.8%	7,546	7.9%
Household Vehicles (2023)							
Households 0 Vehicles Available		2,303	6.8%	4,171	6.6%	6,814	7.2%
Households 1 Vehicle Available		14,233	42.0%	25,937	41.2%	38,759	40.8%
Households 2 Vehicles Available		12,659	37.3%	23,389	37.1%	34,770	36.6%
Households 3 or More Vehicles Available		4,720	13.9%	9,464	15.0%	14,593	15.4%
Total Vehicles Available		54,962		103,869		156,327	
Average Vehicles per Household		1.6		1.6		1.6	
Owner-Occupied Household Vehicles		34,700	63.1%	65,672	63.2%	98,630	63.1%
Average Vehicles per Owner-Occupied Household		1.9		1.9		1.9	
Renter-Occupied Household Vehicles		20,262	36.9%	38,197	36.8%	57,697	36.9%
Average Vehicles per Renter-Occupied Household		1.3		1.3		1.3	
Travel Time (2023)							
Worker Base Age 16 years or Over		37,876		72,544		108,692	
Travel to Work in 14 Minutes or Less		12,118	32.0%	22,270	30.7%	31,773	29.2%
Travel to Work in 15 to 29 Minutes		13,690	36.1%	27,246	37.6%	40,960	37.7%
Travel to Work in 30 to 59 Minutes		3,371	8.9%	6,922	9.5%	12,020	11.1%
Travel to Work in 60 Minutes or More		518	1.4%	1,493	2.1%	2,423	2.2%
Work at Home		8,179	21.6%	14,613	20.1%	21,515	19.8%
Average Minutes Travel to Work		15.8		16.3		17.0	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7675/-92.3881

10300 N Rodney Parham Rd							
Little Rock, AR 72227							
Transportation To Work (2023)							
Worker Base Age 16 years or Over	37,876		72,544		108,692		
Drive to Work Alone	26,279	69.4%	50,780	70.0%	75,867	69.8%	
Drive to Work in Carpool	2,889	7.6%	5,797	8.0%	9,000	8.3%	
Travel to Work by Public Transportation	67	0.2%	172	0.2%	369	0.3%	
Drive to Work on Motorcycle	40	0.1%	86	0.1%	141	0.1%	
Bicycle to Work	21	-	47	-	92	-	
Walk to Work	260	0.7%	630	0.9%	992	0.9%	
Other Means	140	0.4%	419	0.6%	715	0.7%	
Work at Home	8,179	21.6%	14,613	20.1%	21,515	19.8%	
Daytime Demographics (2023)							
Total Businesses	4,721		7,793		12,803		
Total Employees	48,103		87,239		154,600		
Company Headquarter Businesses	208	4.4%	334	4.3%	592	4.6%	
Company Headquarter Employees	8,311	17.3%	15,078	17.3%	26,657	17.2%	
Employee Population per Business	10.2	to 1	11.2	to 1	12.1	to 1	
Residential Population per Business	15.0	to 1	17.5	to 1	16.6	to 1	
Adj. Daytime Demographics Age 16 Years or Over	67,288		124,401		215,332		
Labor Force							
Labor Population Age 16 Years or Over (2023)	57,311		110,065		169,950		
Labor Force Total Males (2023)	25,813	45.0%	50,448	45.8%	79,065	46.5%	
Male Civilian Employed	17,911	69.4%	34,593	68.6%	52,813	66.8%	
Male Civilian Unemployed	350	1.4%	822	1.6%	1,608	2.0%	
Males in Armed Forces	195	0.8%	228	0.5%	352	0.4%	
Males Not in Labor Force	7,358	28.5%	14,805	29.3%	24,291	30.7%	
Labor Force Total Females (2023)	31,497	55.0%	59,617	54.2%	90,886	53.5%	
Female Civilian Employed	19,978	63.4%	37,974	63.7%	55,913	61.5%	
Female Civilian Unemployed	505	1.6%	1,037	1.7%	1,753	1.9%	
Females in Armed Forces	42	0.1%	109	0.2%	141	0.2%	
Females Not in Labor Force	10,973	34.8%	20,498	34.4%	33,080	36.4%	
Unemployment Rate	854	1.5%	1,859	1.7%	3,360	2.0%	
Occupation (2023)							
Occupation Population Age 16 Years or Over	37,876		72,544		108,692		
Occupation Total Males	17,902	47.3%	34,577	47.7%	52,786	48.6%	
Occupation Total Females	19,974	52.7%	37,968	52.3%	55,906	51.4%	
Management, Business, Financial Operations	7,220	19.1%	13,044	18.0%	18,602	17.1%	
Professional, Related	13,549	35.8%	25,202	34.7%	35,798	32.9%	
Service	4,420	11.7%	9,566	13.2%	14,926	13.7%	
Sales, Office	8,323	22.0%	15,861	21.9%	23,275	21.4%	
Farming, Fishing, Forestry	61	0.2%	76	0.1%	154	0.1%	
Construction, Extraction, Maintenance	1,303	3.4%	2,866	4.0%	5,592	5.1%	
Production, Transport, Material Moving	2,999	7.9%	5,929	8.2%	10,344	9.5%	
White Collar Workers	29,092	76.8%	54,107	74.6%	77,675	71.5%	
Blue Collar Workers	8,784	23.2%	18,437	25.4%	31,016	28.5%	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7675/-92.3881

10300 N Rodney Parham Rd						
Little Rock, AR 72227						
	3 mi radius		5 mi radius		7 mi radius	
Units In Structure (2023)						
Total Units	33,914		62,961		94,936	
1 Detached Unit	21,671	63.9%	40,675	64.6%	61,198	64.5%
1 Attached Unit	982	2.9%	1,800	2.9%	2,747	2.9%
2 Units	907	2.7%	1,579	2.5%	2,565	2.7%
3 to 4 Units	1,465	4.3%	2,641	4.2%	3,994	4.2%
5 to 9 Units	2,229	6.6%	3,973	6.3%	5,866	6.2%
10 to 19 Units	2,173	6.4%	4,173	6.6%	6,122	6.4%
20 to 49 Units	928	2.7%	1,721	2.7%	2,556	2.7%
50 or More Units	2,595	7.7%	4,603	7.3%	7,142	7.5%
Mobile Home or Trailer	947	2.8%	1,774	2.8%	2,707	2.9%
Other Structure	16	-	23	-	39	-
Homes Built By Year (2023)						
Homes Built 2020 or later	278	0.8%	508	0.7%	782	0.7%
Homes Built 2010 to 2019	2,889	7.8%	7,402	10.7%	12,047	11.4%
Homes Built 2000 to 2009	3,890	10.6%	9,399	13.6%	15,168	14.3%
Homes Built 1990 to 1999	3,548	9.6%	6,465	9.3%	9,275	8.7%
Homes Built 1980 to 1989	6,301	17.1%	9,127	13.2%	11,982	11.3%
Homes Built 1970 to 1979	7,579	20.6%	10,420	15.0%	14,363	13.5%
Homes Built 1960 to 1969	4,939	13.4%	7,351	10.6%	11,917	11.2%
Homes Built 1950 to 1959	2,640	7.2%	5,828	8.4%	8,868	8.4%
Homes Built 1940 to 1949	843	2.3%	2,602	3.8%	3,730	3.5%
Homes Built Before 1939	1,007	2.7%	3,859	5.6%	6,804	6.4%
Median Age of Homes	43.8	yrs	43.6	yrs	43.7	yrs
Home Values (2023)						
Owner Specified Housing Units	18,547		34,352		51,070	
Home Values \$1,000,000 or More	375	2.0%	1,084	3.2%	1,402	2.7%
Home Values \$750,000 to \$999,999	341	1.8%	702	2.0%	924	1.8%
Home Values \$500,000 to \$749,999	1,029	5.5%	2,827	8.2%	3,954	7.7%
Home Values \$400,000 to \$499,999	833	4.5%	1,984	5.8%	2,747	5.4%
Home Values \$300,000 to \$399,999	2,646	14.3%	4,923	14.3%	7,374	14.4%
Home Values \$250,000 to \$299,999	2,028	10.9%	3,048	8.9%	4,701	9.2%
Home Values \$200,000 to \$249,999	2,847	15.3%	4,412	12.8%	6,251	12.2%
Home Values \$175,000 to \$199,999	2,089	11.3%	3,120	9.1%	4,102	8.0%
Home Values \$150,000 to \$174,999	2,459	13.3%	3,767	11.0%	4,909	9.6%
Home Values \$125,000 to \$149,999	1,447	7.8%	2,359	6.9%	3,436	6.7%
Home Values \$100,000 to \$124,999	994	5.4%	1,857	5.4%	2,932	5.7%
Home Values \$90,000 to \$99,999	351	1.9%	885	2.6%	1,564	3.1%
Home Values \$80,000 to \$89,999	284	1.5%	945	2.8%	1,880	3.7%
Home Values \$70,000 to \$79,999	141	0.8%	349	1.0%	753	1.5%
Home Values \$60,000 to \$69,999	121	0.7%	353	1.0%	771	1.5%
Home Values \$50,000 to \$59,999	120	0.6%	399	1.2%	698	1.4%
Home Values \$35,000 to \$49,999	107	0.6%	442	1.3%	824	1.6%
Home Values \$25,000 to \$34,999	76	0.4%	208	0.6%	423	0.8%
Home Values \$10,000 to \$24,999	181	1.0%	413	1.2%	894	1.7%
Home Values Under \$10,000	77	0.4%	275	0.8%	530	1.0%
Owner-Occupied Median Home Value	\$243,818		\$263,728		\$247,010	
Renter-Occupied Median Rent	\$782		\$792		\$770	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.7675/-92.3881

10300 N Rodney Parham Rd Little Rock, AR 72227		3 mi radius	5 mi radius	7 mi radius
Total Annual Consumer Expenditure (2023)				
Total Household Expenditure		\$2.57 B	\$4.78 B	\$6.82 B
Total Non-Retail Expenditure		\$1.36 B	\$2.54 B	\$3.63 B
Total Retail Expenditure		\$1.2 B	\$2.24 B	\$3.19 B
Apparel		\$91.27 M	\$170.15 M	\$242.64 M
Contributions		\$87.9 M	\$164.38 M	\$233.3 M
Education		\$83.57 M	\$157.26 M	\$223.13 M
Entertainment		\$146.79 M	\$273.18 M	\$388.87 M
Food and Beverages		\$373.76 M	\$694.68 M	\$993.29 M
Furnishings and Equipment		\$90.92 M	\$169.08 M	\$240.72 M
Gifts		\$66.87 M	\$126.09 M	\$178.93 M
Health Care		\$212.69 M	\$393.89 M	\$563.36 M
Household Operations		\$102.34 M	\$190.61 M	\$271.61 M
Miscellaneous Expenses		\$48.87 M	\$90.91 M	\$129.63 M
Personal Care		\$34.46 M	\$64 M	\$91.33 M
Personal Insurance		\$18.62 M	\$34.69 M	\$49.23 M
Reading		\$5.68 M	\$10.55 M	\$15.03 M
Shelter		\$543.69 M	\$1.01 B	\$1.45 B
Tobacco		\$14.54 M	\$26.95 M	\$39.06 M
Transportation		\$461.28 M	\$857.05 M	\$1.22 B
Utilities		\$183.31 M	\$340.1 M	\$488.15 M
Monthly Household Consumer Expenditure (2023)				
Total Household Expenditure		\$6,306	\$6,321	\$5,985
Total Non-Retail Expenditure		\$3,352 53.1%	\$3,363 53.2%	\$3,183 53.2%
Total Retail Expenditures		\$2,955 46.9%	\$2,959 46.8%	\$2,801 46.8%
Apparel		\$224 3.6%	\$225 3.6%	\$213 3.6%
Contributions		\$216 3.4%	\$218 3.4%	\$205 3.4%
Education		\$205 3.3%	\$208 3.3%	\$196 3.3%
Entertainment		\$361 5.7%	\$362 5.7%	\$341 5.7%
Food and Beverages		\$918 14.6%	\$919 14.5%	\$872 14.6%
Furnishings and Equipment		\$223 3.5%	\$224 3.5%	\$211 3.5%
Gifts		\$164 2.6%	\$167 2.6%	\$157 2.6%
Health Care		\$523 8.3%	\$521 8.2%	\$495 8.3%
Household Operations		\$251 4.0%	\$252 4.0%	\$238 4.0%
Miscellaneous Expenses		\$120 1.9%	\$120 1.9%	\$114 1.9%
Personal Care		\$85 1.3%	\$85 1.3%	\$80 1.3%
Personal Insurance		\$46 0.7%	\$46 0.7%	\$43 0.7%
Reading		\$14 0.2%	\$14 0.2%	\$13 0.2%
Shelter		\$1,336 21.2%	\$1,340 21.2%	\$1,270 21.2%
Tobacco		\$36 0.6%	\$36 0.6%	\$34 0.6%
Transportation		\$1,133 18.0%	\$1,134 17.9%	\$1,073 17.9%
Utilities		\$450 7.1%	\$450 7.1%	\$428 7.2%