



Little Rock, AR (in Pulaski county) (ZIP 72227)

Arkansas Department of Workforce Services



POB 2981
Little Rock, Arkansas 72203

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Economy Overview

11,521

Population (2018)

Population **decreased by 987** over the last 5 years and is projected to **decrease by 80** over the next 5 years.

4,856

Total Regional Employment

Jobs **grew by 153** over the last 5 years and are projected to **grow by 186** over the next 5 years.

\$47.3K

Avg. Earnings Per Job (2018)

Regional average earnings per job are **\$18.4K below** the national average earnings of \$65.7K per job.

Takeaways

- As of 2018 the region's population **declined by 7.9%** since 2013, falling by 987. Population is expected to **decrease by 0.7%** between 2018 and 2023, losing 80.
- From 2013 to 2018, jobs **increased by 3.3%** in Little Rock, AR (in Pulaski county) (ZIP 72227) from 4,703 to **4,856**. This change **fell short of the national growth rate of 8.2% by 4.9%**. Labor force data is not available for Little Rock, AR (in Pulaski county) (ZIP 72227).
- There is no education attainment data for Little Rock, AR (in Pulaski county) (ZIP 72227).
- The top three industries in 2018 are Individual and Family Services, Restaurants and Other Eating Places, and State Government, Excluding Education and Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	11,521	N/A	4,856	95.8	\$446.84M	\$973.90M	\$1.06B
Little Rock, AR (in Pulaski county)	14,131	N/A	6,302	95.8	\$654.55M	\$1.43B	\$1.78B

Economy Overview - Cont.

2018 Labor Force Breakdown

Population breakdown data is not available at the ZIP level. Please choose a different region to see this data.

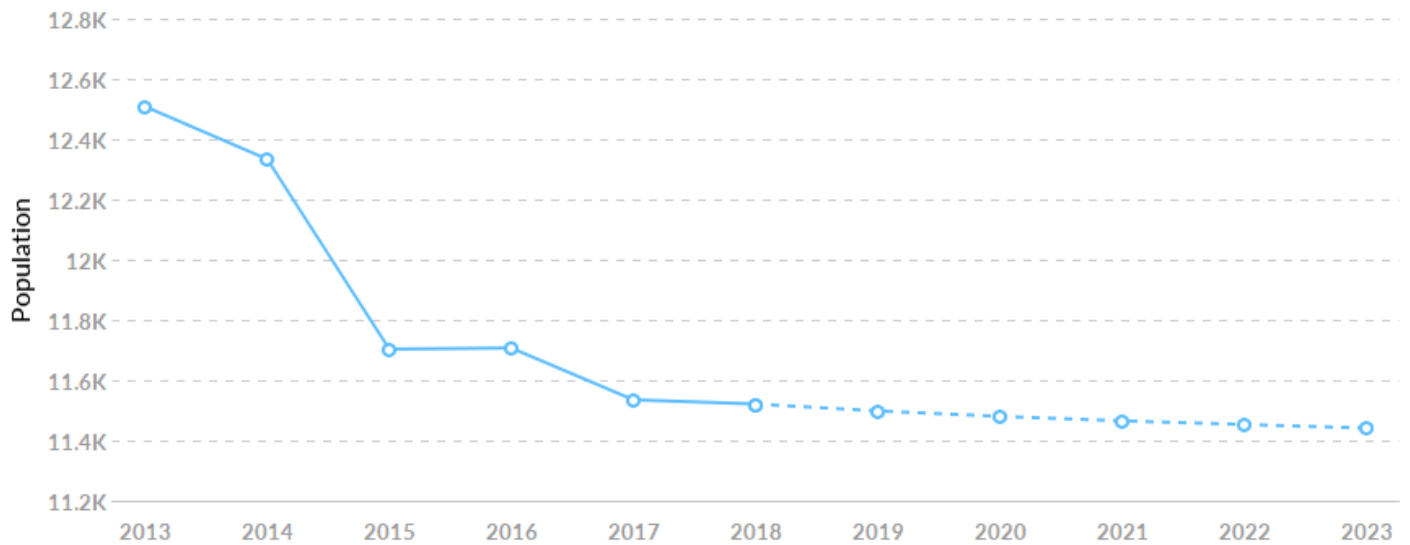
Educational Attainment

Educational attainment data is not available at the ZIP level. Please choose a different region to see this data.

Historic & Projected Trends

Population Trends

As of 2018 the region's population **declined by 7.9%** since 2013, falling by 987. Population is expected to **decrease by 0.7%** between 2018 and 2023, losing 80.

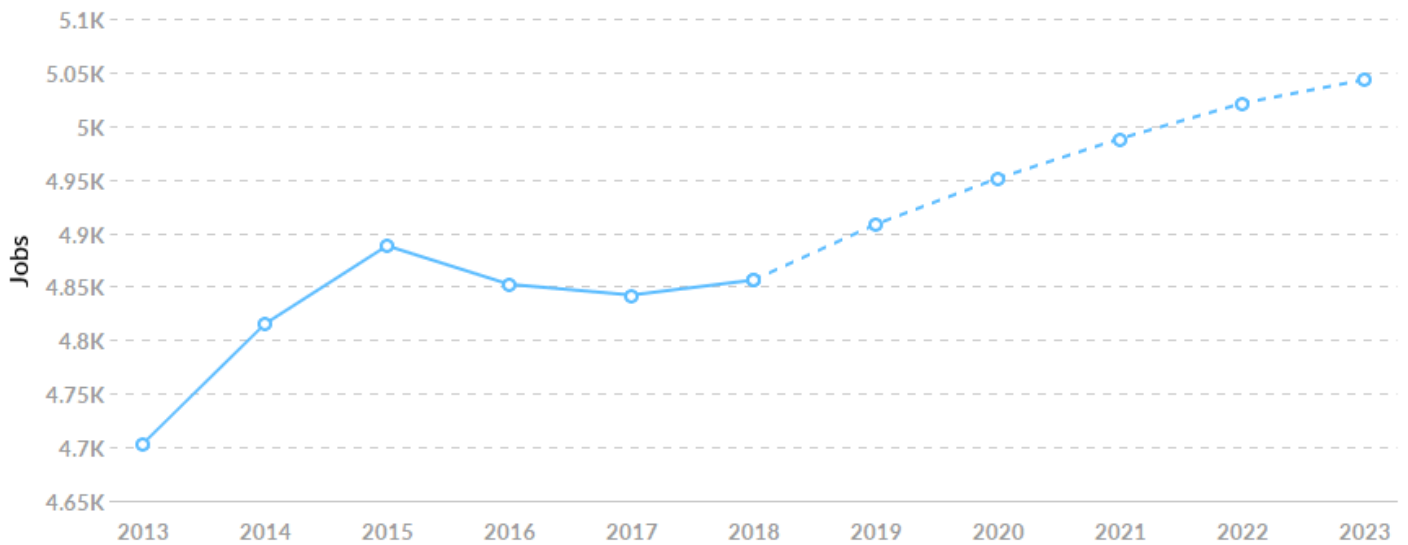


Timeframe	Population
2013	12,509
2014	12,334
2015	11,703
2016	11,707
2017	11,535
2018	11,521
2019	11,498
2020	11,480
2021	11,465
2022	11,453
2023	11,441

Historic & Projected Trends - Cont.

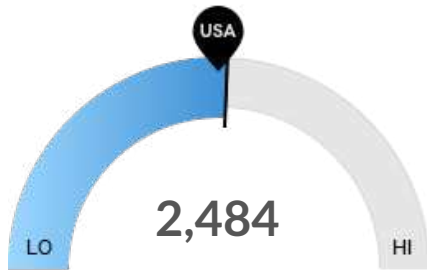
Job Trends

From 2013 to 2018, jobs increased by 3.3% in Little Rock, AR (in Pulaski county) (ZIP 72227) from 4,703 to 4,856. This change fell short of the national growth rate of 8.2% by 4.9%.



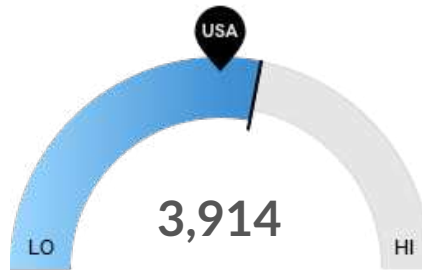
Timeframe	Jobs
2013	4,703
2014	4,815
2015	4,888
2016	4,852
2017	4,842
2018	4,856
2019	4,908
2020	4,951
2021	4,988
2022	5,021
2023	5,043

Population Characteristics



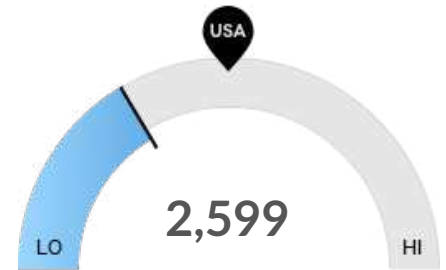
Millennials

Little Rock, AR (in Pulaski county) (ZIP 72227) has 2,484 millennials (ages 20-34). The national average for an area this size is 2,389.



Retiring Soon

Retirement risk is high in Little Rock, AR (in Pulaski county) (ZIP 72227). The national average for an area this size is 3,288 people 55 or older, while there are 3,914 here.



Racial Diversity

Racial diversity is low in Little Rock, AR (in Pulaski county) (ZIP 72227). The national average for an area this size is 4,530 racially diverse people, while there are 2,599 here.



Veterans

Veterans data is not available at the ZIP level. Please choose a different region level to see this data.



Violent Crime

Crime data is not available at the ZIP level. Please choose a different region level to see this data.



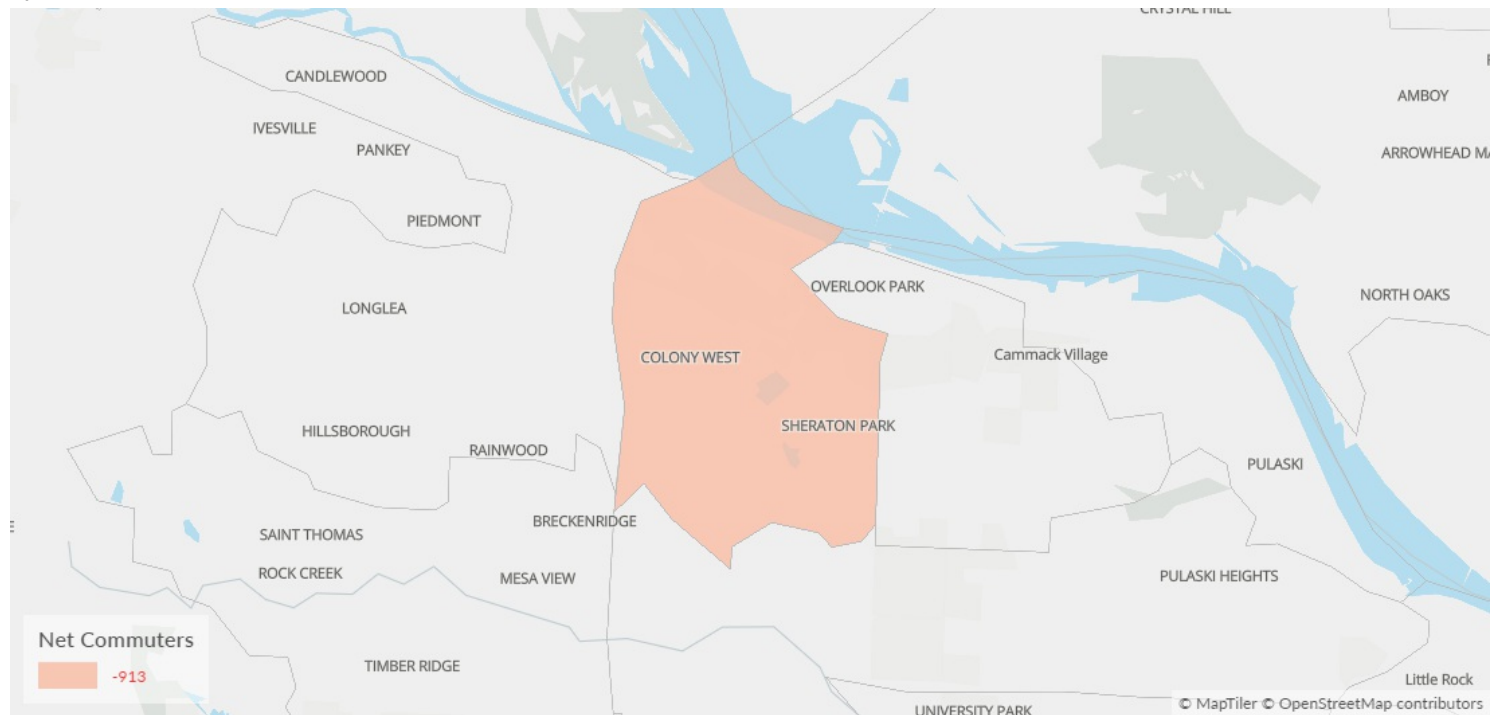
Property Crime

Crime data is not available at the ZIP level. Please choose a different region level to see this data.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Little Rock, AR (in Pulaski county) currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

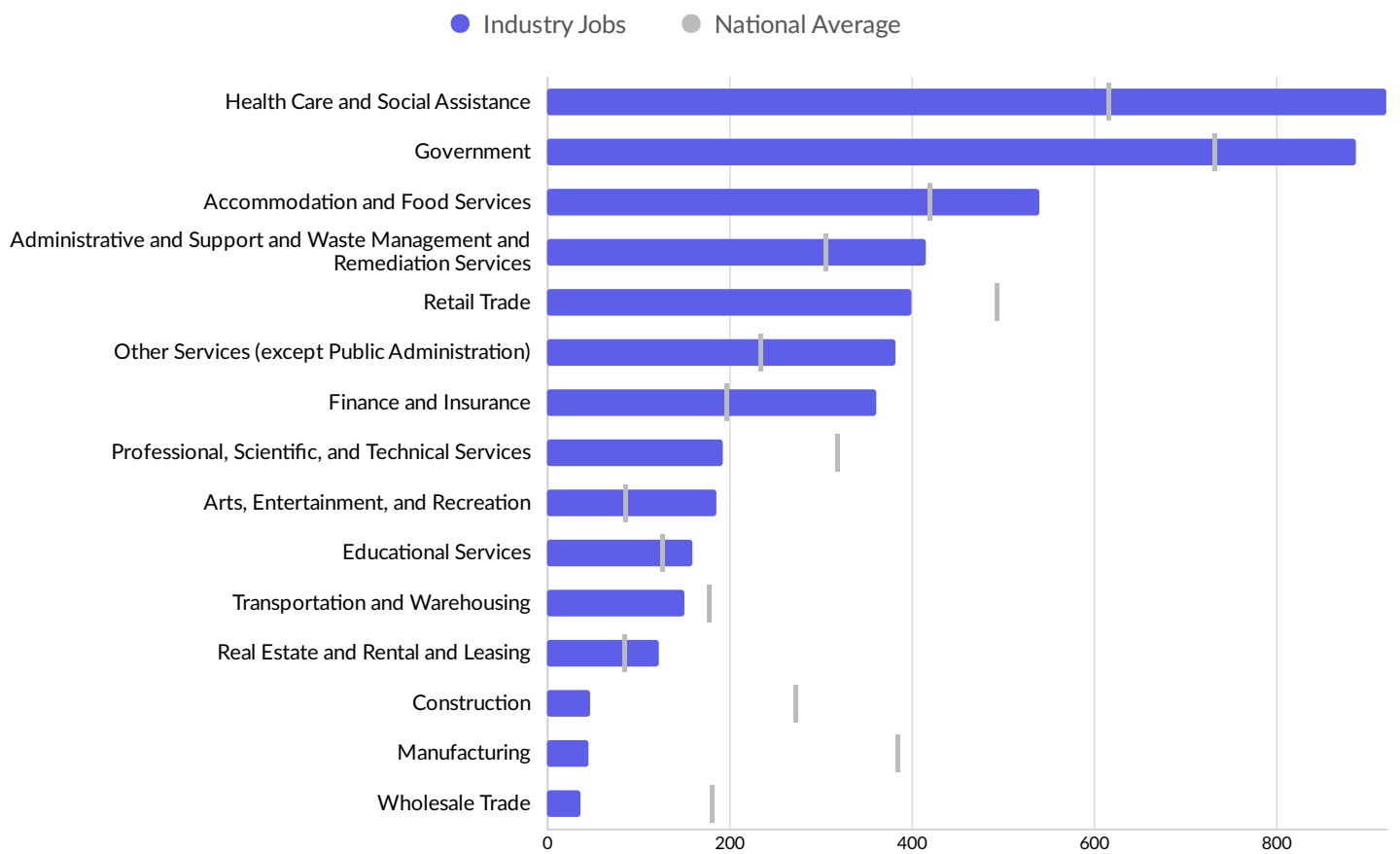
ZIP	Name	2018 Employment
72227	Little Rock, AR (in Pulas...	4,856

Where Talent Lives

ZIP	Name	2018 Workers
72227	Little Rock, AR (in Pulas...	5,769

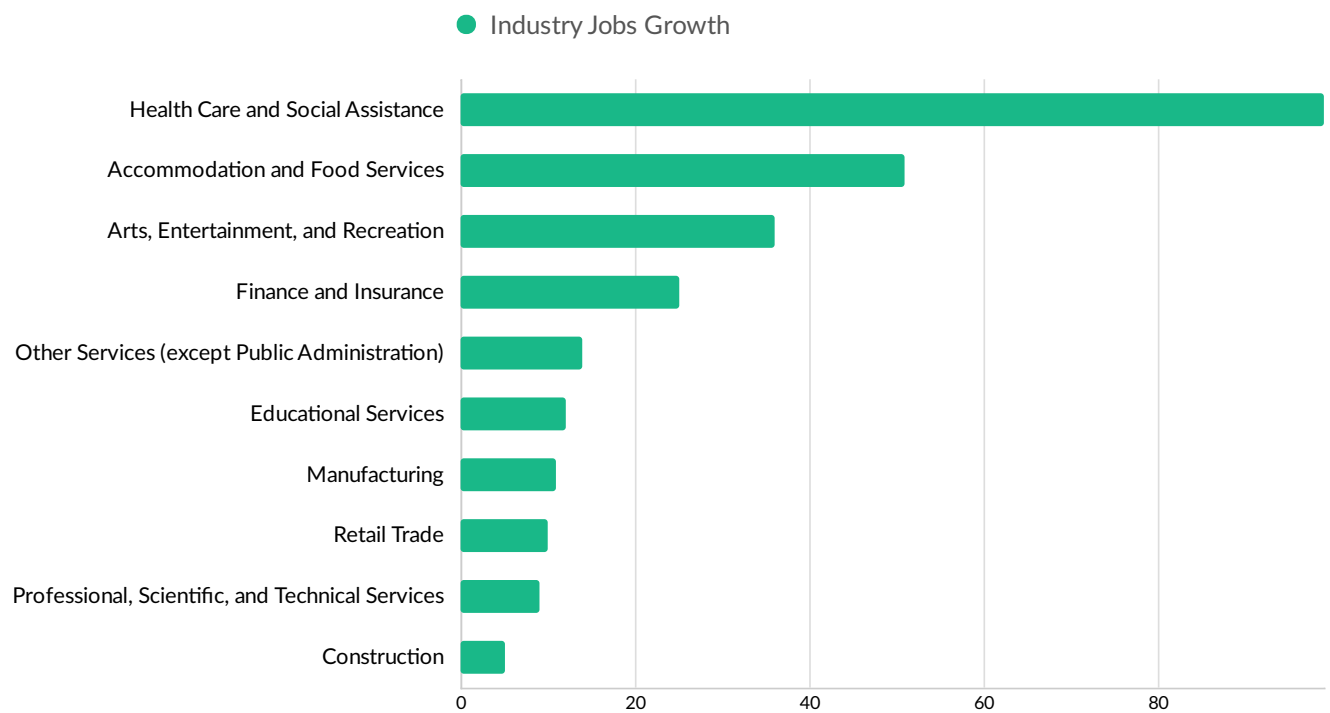
Industry Characteristics

Largest Industries



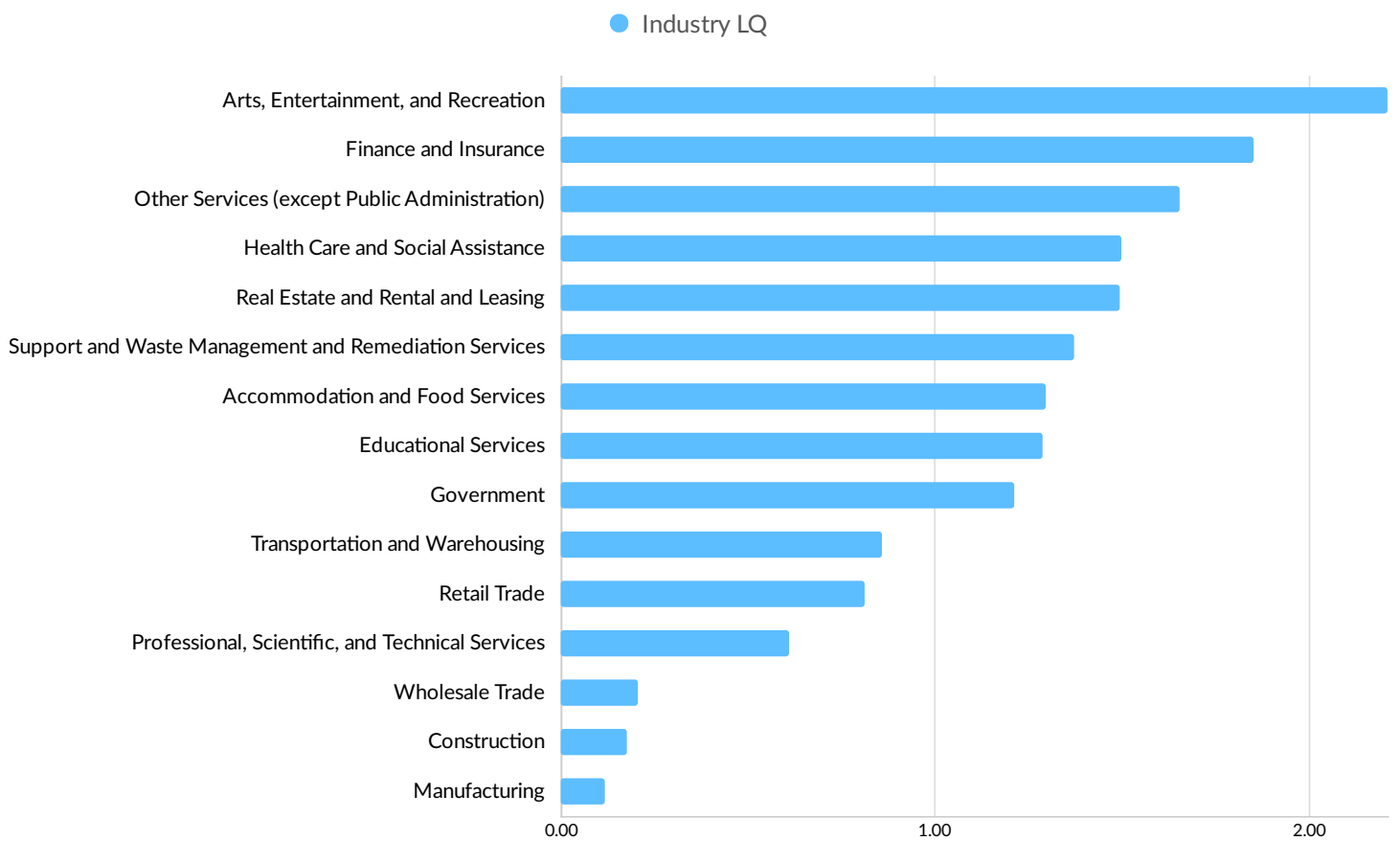
Industry Characteristics - Cont.

Top Growing Industries



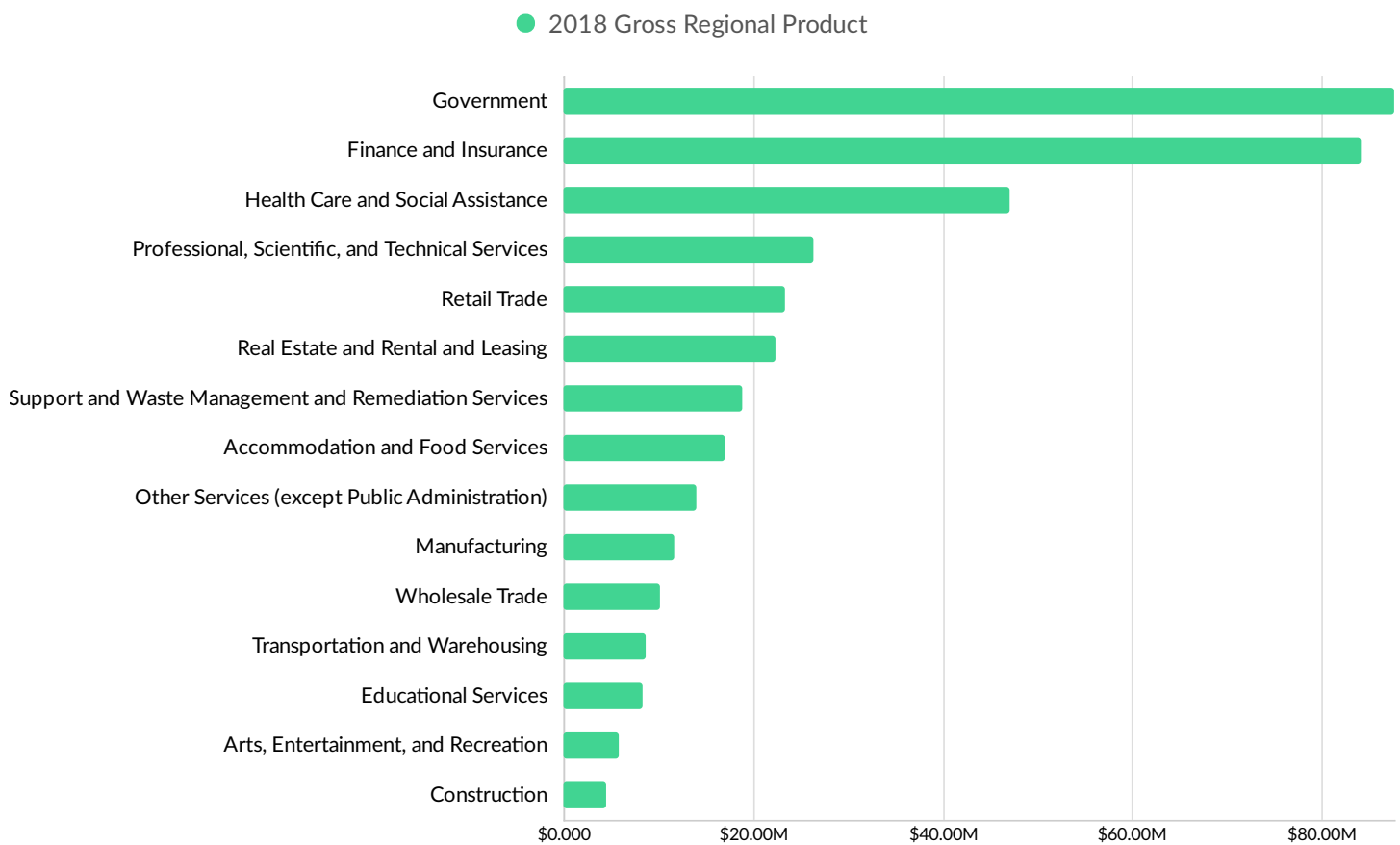
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings

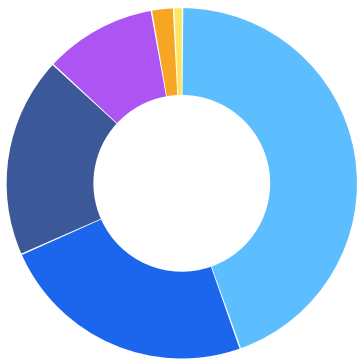


Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Health Care and Social Assistance	823	922	99	+12%	1.50	\$41,368	\$47.14M
Government	917	888	-29	-3%	1.21	\$73,732	\$87.64M
Accommodation and Food Services	490	541	51	+10%	1.30	\$20,305	\$17.08M
Administrative and Support and Waste Management and Remediation Services	469	416	-53	-11%	1.37	\$28,274	\$18.89M
Retail Trade	390	400	10	+3%	0.81	\$36,889	\$23.40M
Other Services (except Public Administration)	369	383	14	+4%	1.66	\$24,646	\$14.10M
Finance and Insurance	337	362	25	+7%	1.85	\$86,989	\$84.12M
Professional, Scientific, and Technical Services	184	193	9	+5%	0.61	\$80,344	\$26.44M
Arts, Entertainment, and Recreation	151	187	36	+24%	2.21	\$21,280	\$5.85M
Educational Services	148	160	12	+8%	1.29	\$42,657	\$8.30M
Transportation and Warehousing	164	150	-14	-9%	0.86	\$26,863	\$8.68M
Real Estate and Rental and Leasing	137	123	-14	-10%	1.50	\$45,608	\$22.30M
Construction	43	48	5	+12%	0.18	\$62,965	\$4.49M
Manufacturing	34	45	11	+32%	0.12	\$87,294	\$11.75M
Wholesale Trade	40	37	-3	-8%	0.20	\$125,669	\$10.21M

Business Characteristics

Business Size

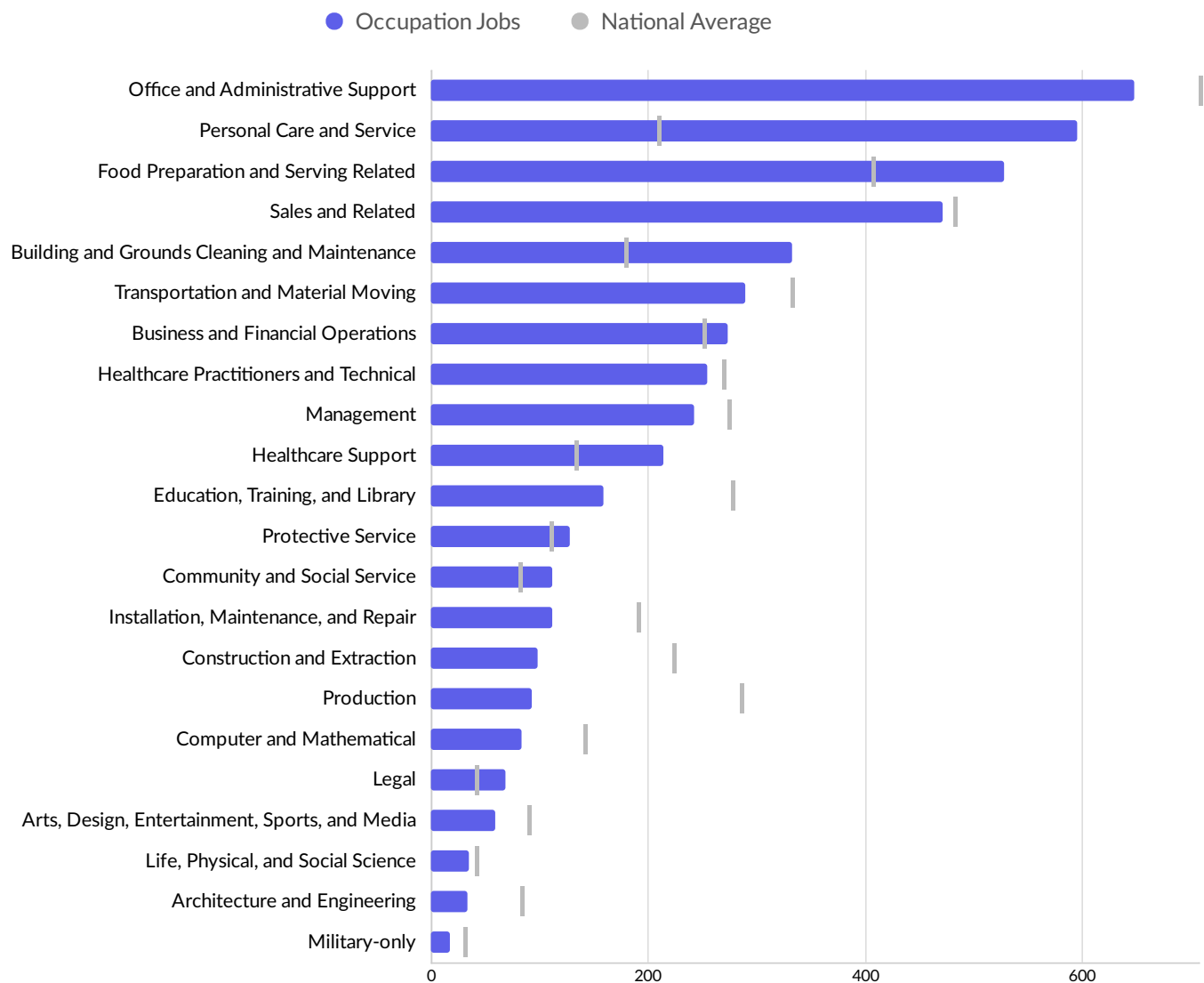


	Percentage	Business Count
1 to 4 employees	44.5%	219
5 to 9 employees	23.8%	117
10 to 19 employees	18.5%	91
20 to 49 employees	10.4%	51
50 to 99 employees	2.0%	10
100 to 249 employees	0.8%	4

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

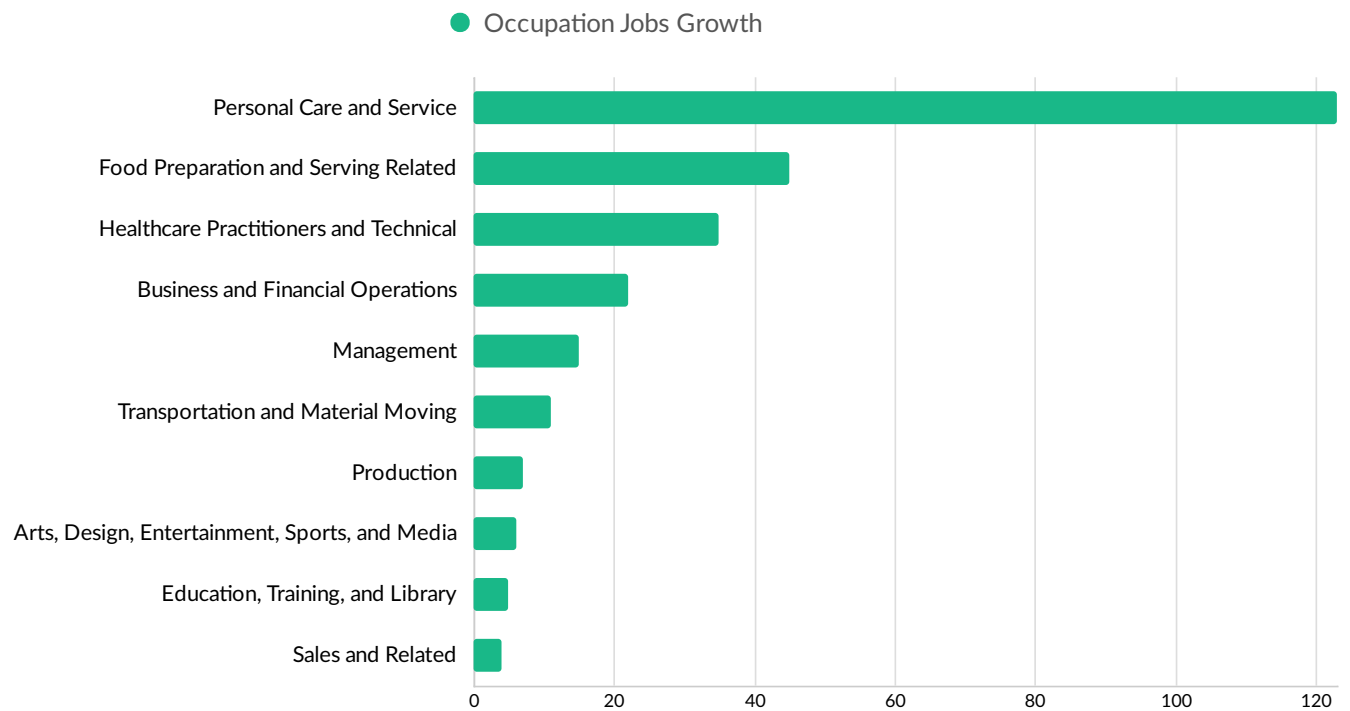
Workforce Characteristics

Largest Occupations



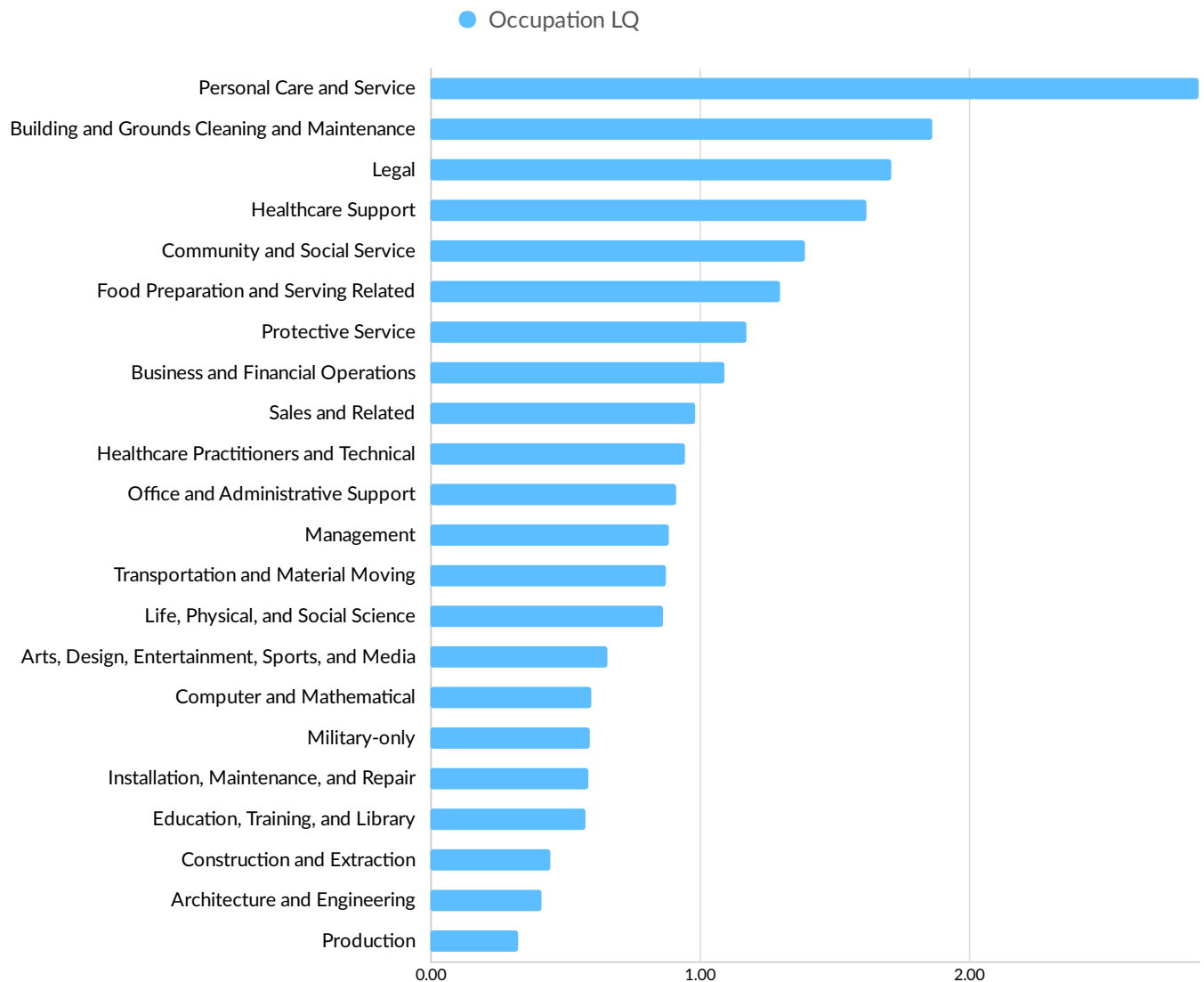
Workforce Characteristics - Cont.

Top Growing Occupations



Workforce Characteristics - Cont.

Top Occupation LQ



Workforce Characteristics - Cont.

Top Occupation Earnings



Postings data is not available for the currently selected region.

Underemployment data is not available for the currently selected region.

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	May 2018 - Apr 2019 Unique Average Monthly Postings
Office and Administrative Support	661	648	-13	-2%	0.92	\$16.09	0
Personal Care and Service	472	595	123	+26%	2.86	\$10.14	0
Food Preparation and Serving Related	483	528	45	+9%	1.30	\$9.76	0
Sales and Related	468	472	4	+1%	0.98	\$13.33	0
Building and Grounds Cleaning and Maintenance	398	332	-66	-17%	1.86	\$10.53	0
Transportation and Material Moving	279	290	11	+4%	0.88	\$12.74	0
Business and Financial Operations	252	274	22	+9%	1.09	\$26.33	0
Healthcare Practitioners and Technical	220	255	35	+16%	0.95	\$28.29	0
Management	227	242	15	+7%	0.88	\$33.27	0
Healthcare Support	234	214	-20	-9%	1.62	\$11.53	0
Education, Training, and Library	155	160	5	+3%	0.58	\$20.13	0
Protective Service	128	128	0	0%	1.17	\$19.38	0
Community and Social Service	117	112	-5	-4%	1.39	\$18.09	0
Installation, Maintenance, and Repair	111	111	0	0%	0.59	\$17.70	0
Construction and Extraction	101	99	-2	-2%	0.44	\$16.40	0
Production	86	93	7	+8%	0.33	\$15.25	0
Computer and Mathematical	86	84	-2	-2%	0.60	\$32.10	0
Legal	69	69	0	0%	1.71	\$32.07	0

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	May 2018 - Apr 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	53	59	6	+11%	0.66	\$18.18	0
Life, Physical, and Social Science	35	34	-1	-3%	0.86	\$25.73	0
Architecture and Engineering	35	34	-1	-3%	0.42	\$32.37	0
Military-only	27	18	-9	-33%	0.59	\$16.74	0

Educational Pipeline

In 2017, there were 0 graduates in Little Rock, AR (in Pulaski county) (ZIP 72227). This pipeline has shrunk by 100% over the last 5 years. The highest share of these graduates come from "Allied Health and Medical Assisting Services, Other", Medical/Clinical Assistant, and Massage Therapy/Therapeutic Massage.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Heritage College-Little Rock	0	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher