EMMA Every Market Matters In America

Housing Profile Report

DMA: Little Rock-Pine Bluff

Source: U.S. Census Bureau, American Community Survey
National Ranking: 59/210 | States: AR: 100% 1.4M

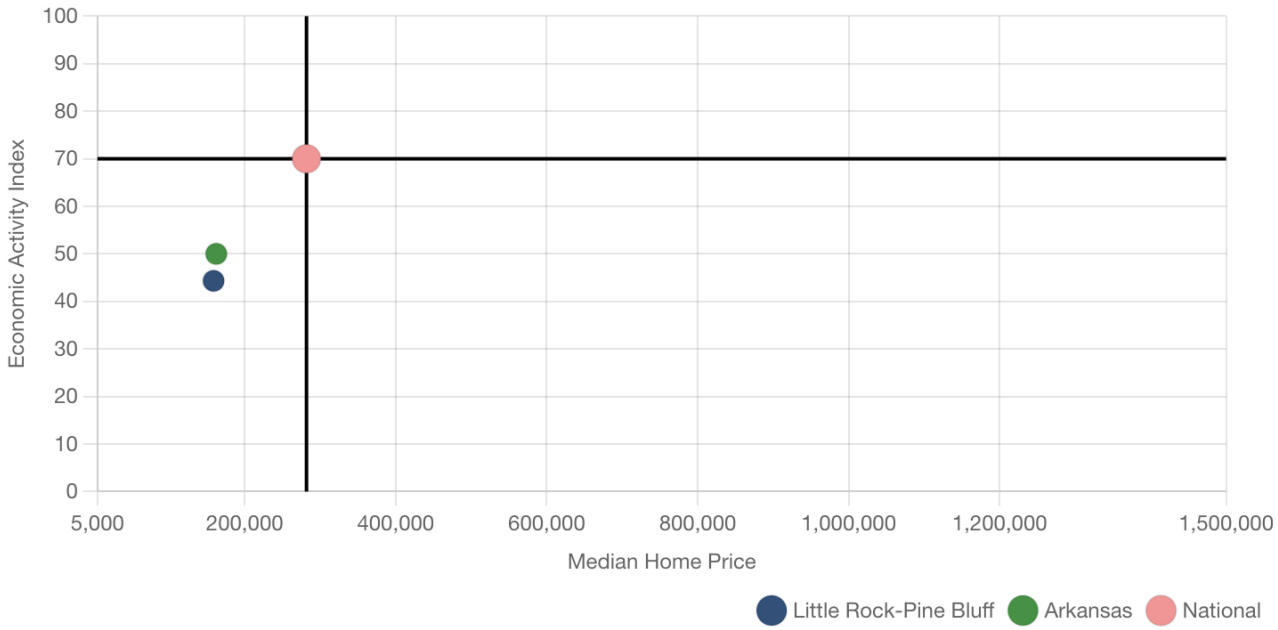
Total Housing Units	Owned Unit Households	Housing Opportunity Index	Home ownership rate
567,672	409,111	3.58	67.2%

National Household Rank	Rented Unit Households	Median Year of Home Builds	Avg Housing Value
60/210	199,950	1985	$158,838

Above National Average
Below National Average

EMMA's housing profile goes beyond the basics of most other reports. The source of our information is the most comprehensive and largest survey in the country, the U.S. Census Bureau's American Community Survey (ACS) which samples 3.5 million households every year. While the ACS asks about the size and age of the housing stock, it also asks many other questions that help describe the nature of families and how they live. These are as diverse as how many cars in the average household, to their type of heat, and the source of their internet. Many retailers, such as Target, use this rich data to help decide on the right products to stock for the neighborhood closest to a given store. We think the Housing Profile will give you new insights into the counties or DMA's that are part of your project.

Housing Opportunity Index



Household

	Little Rock-Pine Bluff	Arkansas	National
Married-couple family	46.3	47.5	47.5
Other families	17.7	17.6	17.2
Non-family Household	36.0	34.8	35.2

Workers Per Household

	Little Rock-Pine Bluff	Arkansas	National
No Workers	32.1	31.4	26.7
1 Workers	37.2	37.1	37.2
2 Workers	26.4	26.8	28.9
3+ Workers	04.2	04.7	07.3

Units in Household

	Little Rock-Pine Bluff	Arkansas	National
1 unit, detached	68.6	70.0	61.4
1-4 units, attached	06.9	08.3	13.8
5-49 units, attached	08.9	08.5	12.6
50+ units, attached	02.3	01.7	06.2
Mobile, Boat, RV, etc	13.4	11.5	05.9

Heating Type

	Little Rock-Pine Bluff	Arkansas	National
Utility gas	36.0	37.3	47.1
Electricity	55.4	52.5	40.2
Bottled, tank, or LP gas	05.5	06.5	04.9
Solar energy	00.0	00.1	00.2
Other fuel	02.7	03.3	06.3
No fuel	00.4	00.4	01.2

Household Structure Age

	Little Rock-Pine Bluff	Arkansas	National
2020 or new	00.5	00.6	00.6
2010-2019	10.3	10.6	08.2
2000-2009	15.7	15.9	13.5
1990-1999	16.3	16.9	13.2
1980-1989	14.7	14.7	13.2
1970-1979	17.4	17.4	14.6
1960-1969	10.0	09.7	10.2
1950-1959	06.8	06.4	09.9
1940-1949	03.7	03.5	04.6
Older than 1939	04.4	04.4	12.0

Household Vehicles

	Little Rock-Pine Bluff	Arkansas	National
None	06.4	06.0	08.3
One	32.8	32.5	32.6
Two +	60.8	61.5	59.0

Aggregate Commute Time

Time(min)	Little Rock-Pine Bluff	Arkansas	National
Aggregate Travel Time	13490420.0	26944420.0	3689928130

Commute Time

Time (min)	Little Rock-Pine Bluff	Arkansas	National
<15	33.1	35.2	25.8
15-29	36.7	37.1	36.4
30-44	17.9	16.7	20.9
45-59	06.3	05.7	08.1
60+	06.0	05.4	08.9

Household Computing Types

	Little Rock-Pine Bluff	Arkansas	National
Desktop/Laptop	69.5	69.4	79.3
Smartphone	86.1	85.9	88.2
Smartphone Only	15.4	15.4	09.1
Tablet/Portable	55.0	55.3	63.4
Other	01.7	01.7	02.6
No Computer	08.7	08.7	06.0

Household Internet Types

	Little Rock-Pine Bluff	Arkansas	National
Broadband	82.2	82.4	88.3
Mobile Data	75.4	75.4	81.1
Broadband (cable, fiber, DSL)	59.4	60.3	73.3
Satellite	08.9	08.4	06.7
Dial-up Only	00.2	00.2	00.2
Other Internet Only	00.0	00.1	00.1
No Internet	02.8	03.1	02.5

Counties in DMA

Pulaski County, AR (27% 393,078)	Faulkner County, AR (9% 124,800)	Saline County, AR (8% 120,990)
Garland County, AR (7% 99,043)	White County, AR (5% 78,725)	Lonoke County, AR (5% 73,163)
Jefferson County, AR (5% 68,123)	Pope County, AR (4% 63,926)	Independence County, AR (3% 37,585)
Hot Spring County, AR (2% 33,667)	Cleburne County, AR (2% 25,063)	Ouachita County, AR (2% 23,597)
Clark County, AR (2% 22,341)	Yell County, AR (1% 21,425)	Conway County, AR (1% 20,895)
Polk County, AR (1% 19,999)	Drew County, AR (1% 18,263)	Grant County, AR (1% 18,229)
Arkansas County, AR (1% 17,761)	Jackson County, AR (1% 16,908)	Van Buren County, AR (1% 16,578)
Lincoln County, AR (1% 13,278)	Stone County, AR (1% 12,582)	Desha County, AR (1% 11,538)
Bradley County, AR (1% 10,805)	Pike County, AR (1% 10,714)	Perry County, AR (1% 10,342)
Montgomery County, AR (1% 8,964)	Prairie County, AR (1% 8,138)	Cleveland County, AR (1% 8,063)
Searcy County, AR (1% 7,898)	Dallas County, AR (0% 7,114)	Monroe County, AR (0% 6,879)
Woodruff County, AR (0% 6,477)	Calhoun County, AR (0% 5,160)	

Housing Opportunity Index

Our ‘Housing Opportunity Index” is proprietary to EMMA, and we believe a better measure of housing affordability. For example, high housing prices relative to other places do not necessarily suggest a barrier to entry in the market if they are in an area of high wages or booming economic development. We help you get the full context, bringing in measures of wealth and income and relating them to the housing market. To measure Housing Opportunity, we divide the average housing value by EMMA’s proprietary Economic Activity Index. It measures local economic environment's capacity to offer residents the ability to accumulate wealth through work and investment. The economic index has three components, Jobs Per Capita, Average Earnings Per Job, and ðØPer Capita Gross Domestic Product (GDP). The relative “opportunity” to afford suitable housing in a market is captured by our Housing Opportunity Index by relating the price of housing to the per capita number of jobs, earnings per job, and gross economic activity for the area.

Household

This variable helps to better understand changing households and living arrangements. This helps communities plan future programs and services for residents by considering whether older residents are staying in their homes as they age, whether young people are living with parents or moving in with roommates, and which kinds of households include young children. We allow you to compare your selected geography to the state and the nation. For instance, 47% of households nationally are led by married couples. This question has been asked since the census of 1880.

Workers Per Household

These data help local communities better understand and project commuting needs for their communities. At the national level, even Social Security actuaries use this data to help project how many Americans will be contributing to the Trust Fund for the next 75 years, balanced by those who are nearing retirement and will make demands on the Trust Fund. A similar analysis can be done at the community level for local public resource demands.

Units in Household

Nationally, it may surprise you to learn that about 6% of U.S. residents live in mobile homes, on board a boat, or in a recreational vehicle. The data we share here help you understand how many detached single-family homes there are contrasted with the number of small rental unit structures, or even bigger high-rise apartments. The question was first asked in the 1940 census, which is fortunate as it provided a baseline in advance of the suburban boom the country experienced after World War II fueled by returning veterans, pent-up demand, and government programs like the GI Bill and the Federal Housing Administration (FHA).

Heating Type

Electricity and Utility Gas are the top two sources of home heating nationally, but with great variability regionally depending on local generation and mining capabilities. The information is used in government programs that analyze community air quality and energy needs. Federal agencies use these statistics to forecast future energy demand, analyze the fuels available to community residents, and plan and fund programs that help low-income residents afford to heat their homes.

Household Structure Age

Information about the ages of homes in combination with whether they are occupied or vacant, helps communities identify opportunities to improve tax, zoning and assistance policies. It also helps find older structures in disaster-prone areas during emergency planning and preparation. Again, this question was first asked on the 1940 census long form.

Household Vehicles

Nationally, about 37% of U.S. households have two vehicles, while only 8% have none. This information is important to local planners looking at mass transit systems, highway improvements, changing bus routes, and even bicycle paths. It is another way to assess the characteristics of your selected community. A dense urban area like Chicago will have a larger share of households with no car, compared to a suburban or rural area. This question first appeared on the 1960 census long form.

Aggregate Commute Time

The Aggregate Commute Time Index is proprietary to EMMA and compiled from ACS data on commuting. Thos questions we first asked in the 1960 census long form and have frequently be used to assess average commute times. Our EMMA data science team came up with The Aggregate Index as a better measure and expression of the connection between where people live, and where they work. It quickly tells you whether jobs are nearby (such as in Manhattan); or involve long commutes to jobs (such as in the Los Angeles region) or are closer again such as in exurbs with nearby factories, malls and office parks.

Household Internet Type

When you look at these data, it will become obvious that nearly 90% of U.S. households have an internet connection, and that most of them have multiple sources of broadband, whether cable, mobile, or satellite. One of the newest questions on the ACS, it was first asked in 2013. Rural areas are found to have less access to broadband.

Total Housing Units

Home ownership data has been collected beginning with the 1890 Census, while home value and rent questions originated with the 1940 Census. Information about the different types of households and rates of home rental and ownership help communities understand whether available housing meets the needs of residents. Knowing the total number of units is part of understanding a community's makeup, such as is it a "bedroom town" or a retail center, or both. When combined with the average age of housing structure, you get an insight into whether the community is a new suburban area, or an area with a deep history in the formation of the country.

Number of Owned Units

Nationally there is great variability in home ownership rates. Parts of the upper Midwest have rates in excess of 72%, while California and New York are closer to 55%. Nationally, homeownership rates have been rather consistent since 1965, hovering between 63-68 percent each year, with today's rate at 65%. The actual number of owned units is a good barometer a clue into the density of a community, characteristics of the workforce, and the ability of a community to grow individual wealth.

Number of Rented Units

Knowing the shares of owned home compared to rental units is important. However, the actual number of units tells a researcher a great deal about housing affordability - particularly for young people or those on fixed income, unable or not yet ready to make the financial commitment of a mortgage. Prior to 1940, as a consequence of the great depression, more people rented than owned a home. The home ownership rate was a century low of just 44% but leaped to 55% by 1950 and 62% by 1960. This was primarily driven by the prosperity in the post war U.S. and by government such as the GI bill and the creation of the Federal Housing Authority. The decline in the popularity of rental units was a consequence of people prioritizing home ownership in the suburbs.

Average Housing Value

Ever since they were first reported after the 1940 census, average housing value has been a shorthand used by families to know more about a neighborhood. Higher values suggest good community amenities, like schools, larger lots and houses, convenient access to services, and stronger community wealth, but also issues associated with housing affordability, which can drive up the cost of rents. Trends in housing values can help local planners understand changes in local housing markets. It offers a window into opportunities to improve tax, assistance, and zoning policies and reduce tax revenue losses from vacant or abandoned properties.

Our data science presentation lead is a PhD data science lecturer who has taught data visualization best practices. Our EMMA project lead formerly worked at the U.S. Census Bureau overseeing decennial outreach, the website, and data dissemination. Both have worked with a variety of clients for more than a decade surfacing data insights and identifying trends in federal data sets and client data. Our database and IT architecture team of software engineers have decades of experience in building and maintaining E-commerce platforms and websites for both private and public sector clients. If you are interested in more of our products or services, reach out at newbiz@teamavoq.com.