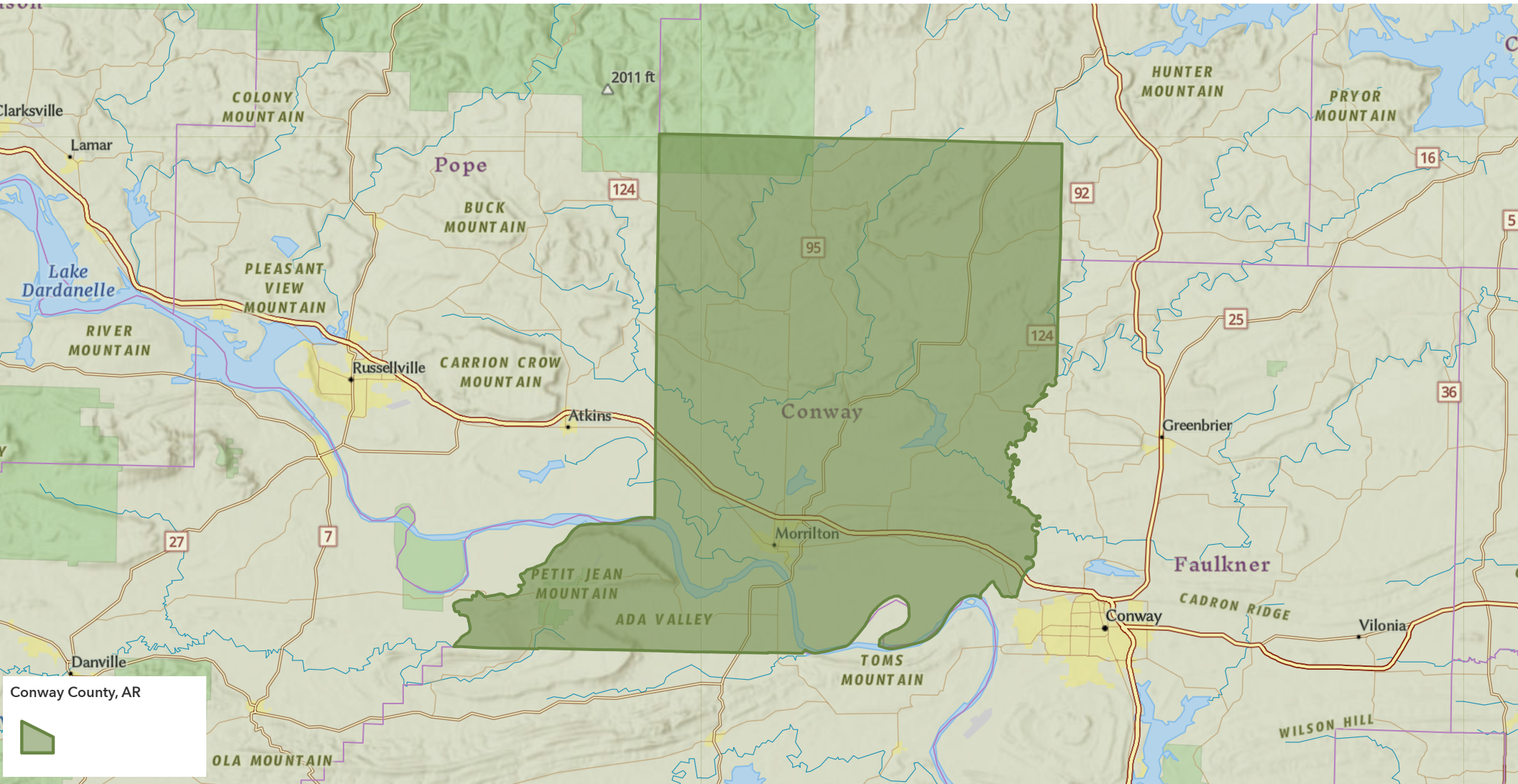











DEMOGRAPHICS REPORT

Conway County, AR

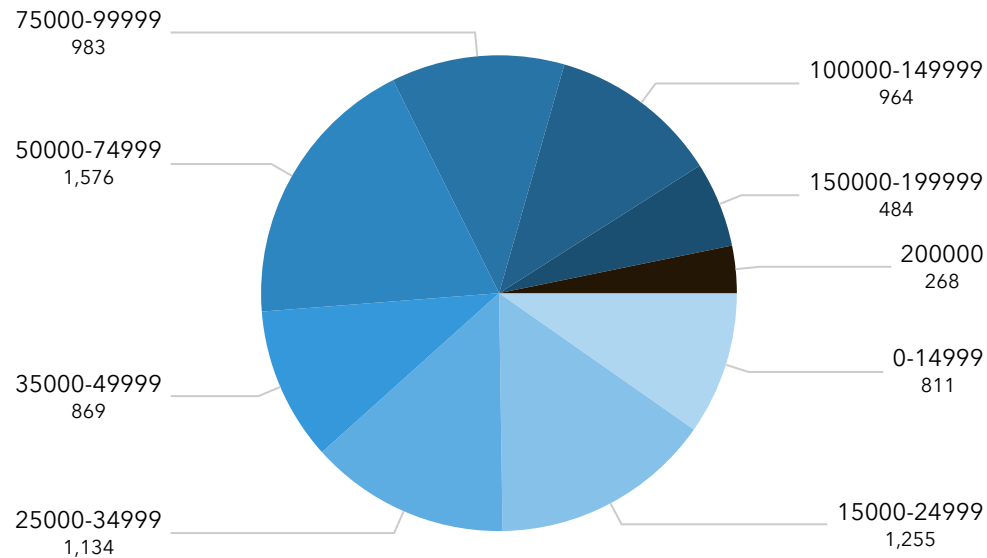
Prepared Especially for NCBA
9/30/2022

DEMOGRAPHICS REPORT



KEY FACTS		THE POPULATION		
<div>20,561</div> <div>Population</div>	<div>42.1</div> <div>Median Age</div>	<div></div> <div>10,266</div> <div>MALE</div>	<div></div> <div>10,295</div> <div>FEMALE</div>	<div></div> <div>4,478</div> <div>CHILDREN</div>
<div>2.4</div> <div>Average Household Size</div>	<div>\$51,087</div> <div>Median Household Income</div>			
HOUSEHOLDS		INCOME		
<div></div> <div>8,344</div> <div>TOTAL HOUSEHOLDS</div>	<div></div> <div>5,626</div> <div>OWNER OCCUPIED HOUSING</div>	<div></div> <div>2,718</div> <div>RENTER OCCUPIED HOUSING</div>	<div></div> <div>\$51,087</div> <div>Median Household Income</div>	<div></div> <div>\$29,415</div> <div>Per Capita Income</div>
			<div></div> <div>\$100,745</div> <div>Median Net Worth</div>	

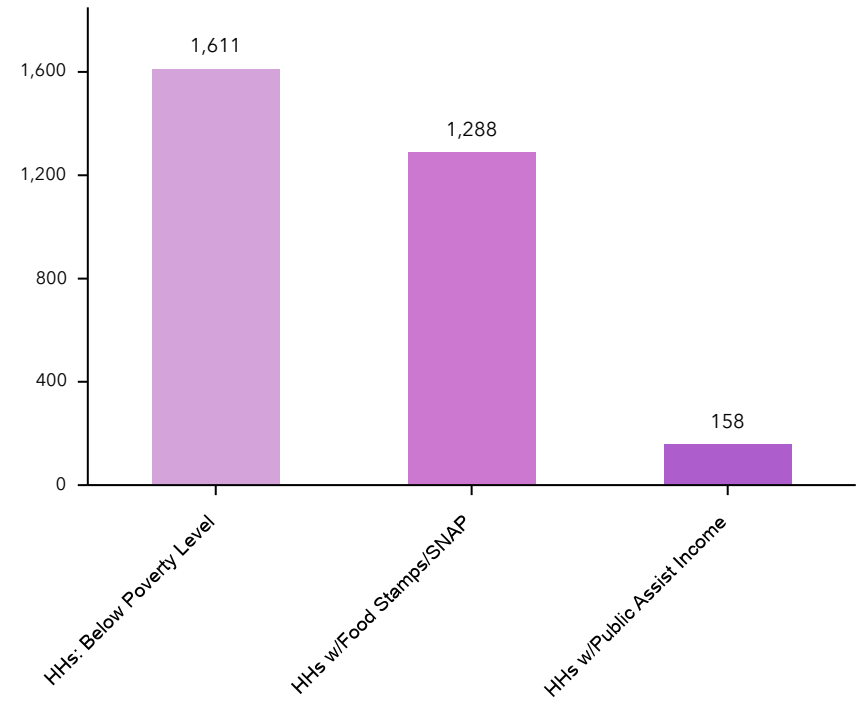
HOUSEHOLD INCOME



Top figure = Household income in dollars

Bottom figure = # of Households

HOUSEHOLDS AND POVERTY



Households By Income

The largest group: \$50,000 - \$74,999 (18.9%)

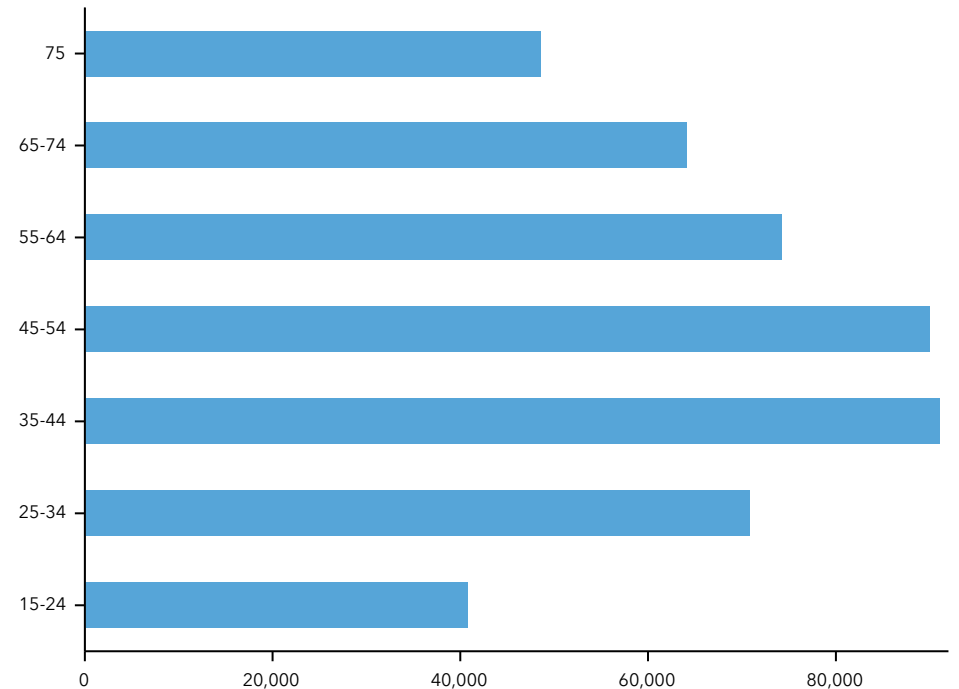
The smallest group: \$200,000+ (3.2%)

Indicator ▲	Value	Diff	
<\$15,000	9.7%	-2.0%	
\$15,000 - \$24,999	15.0%	+3.9%	
\$25,000 - \$34,999	13.6%	+2.8%	
\$35,000 - \$49,999	10.4%	-3.1%	
\$50,000 - \$74,999	18.9%	+0.6%	
\$75,000 - \$99,999	11.8%	-0.3%	
\$100,000 - \$149,999	11.6%	-1.6%	
\$150,000 - \$199,999	5.8%	+1.0%	
\$200,000+	3.2%	-1.3%	

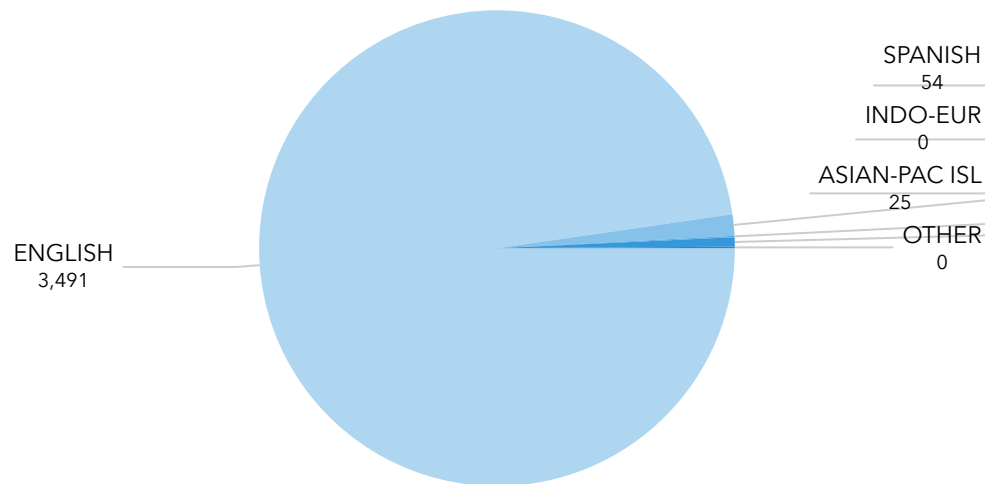
Bars show deviation from

Arkansas

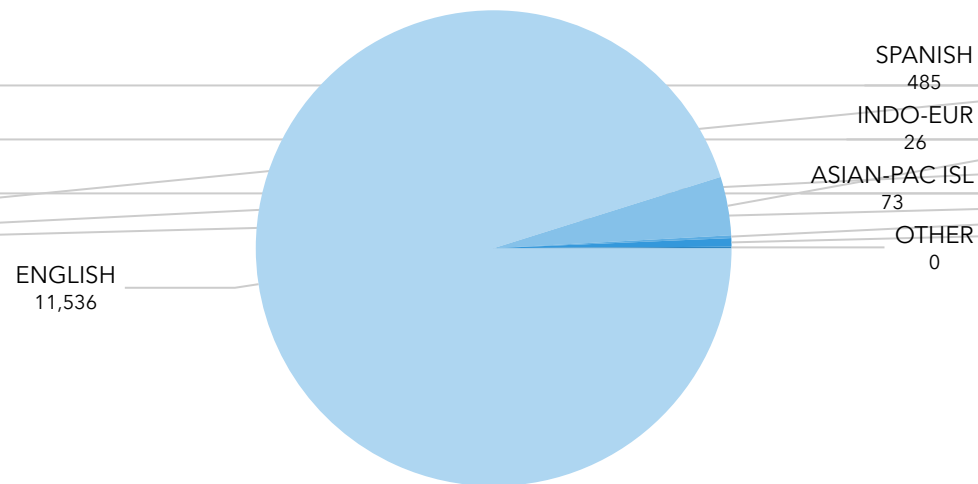
Income by Age



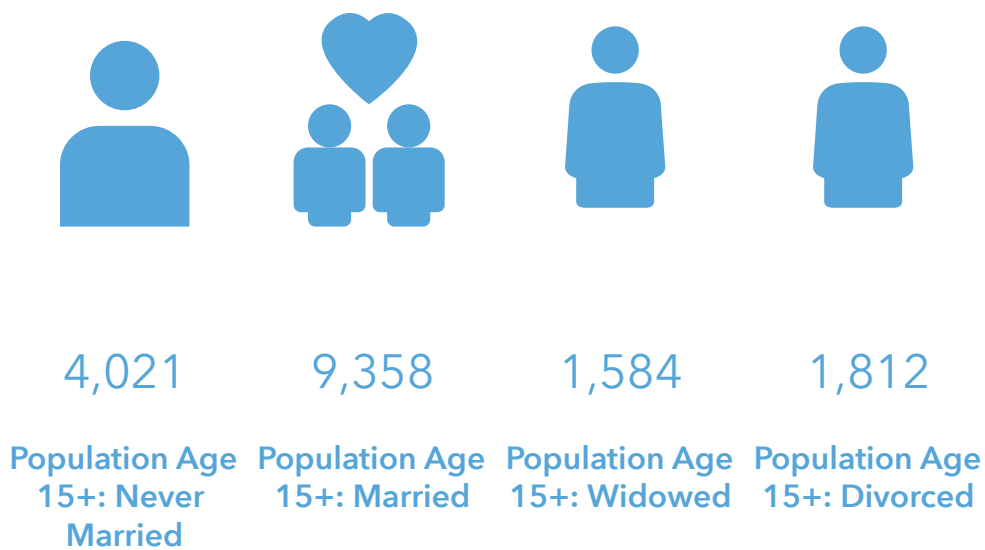
LANGUAGE CHILDREN SPEAK AT HOME



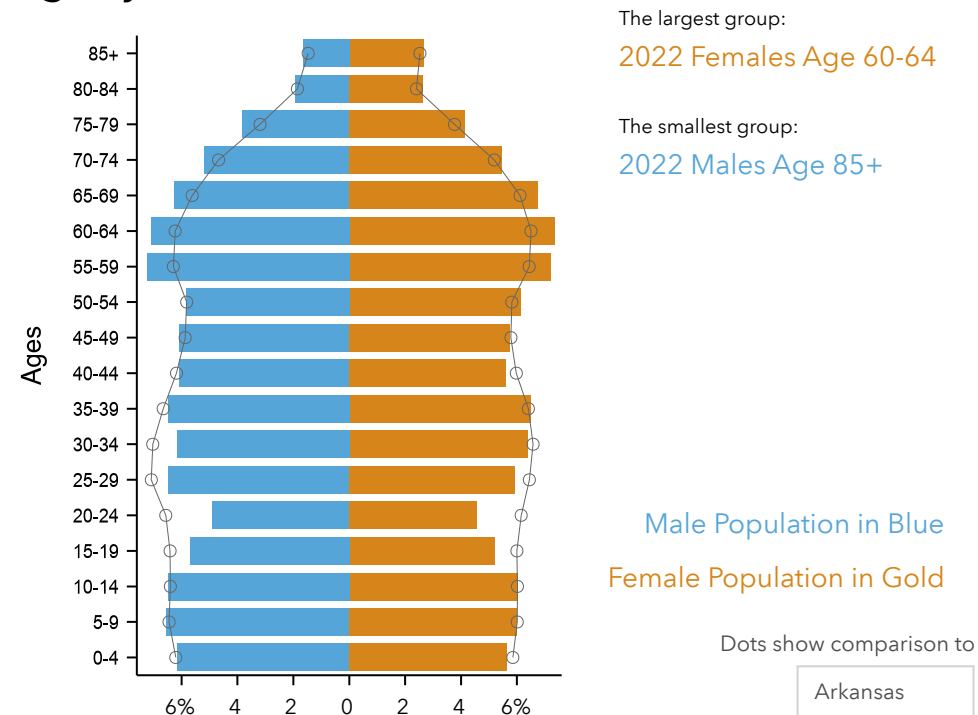
LANGUAGE ADULTS SPEAK AT HOME



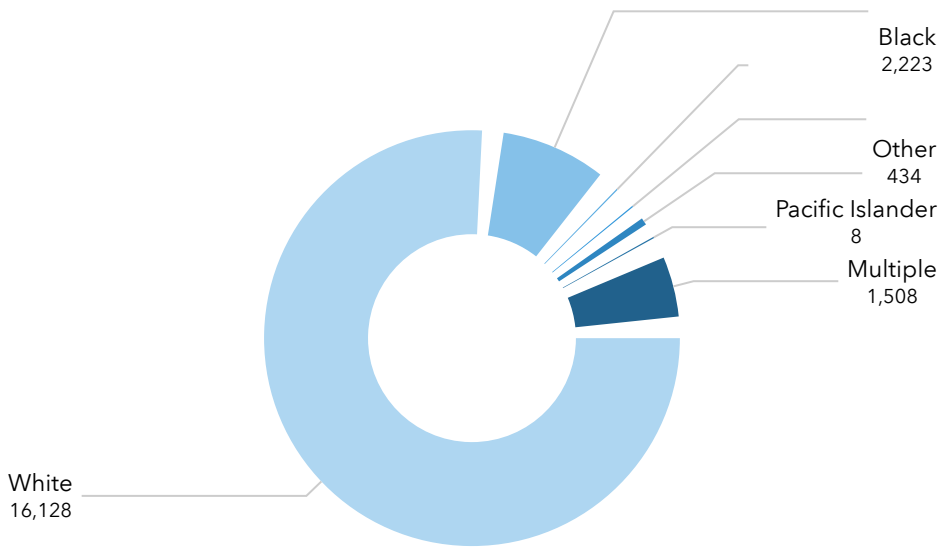
MARITAL STATUS



Age Pyramid



Racial Diversity



Race and Ethnicity

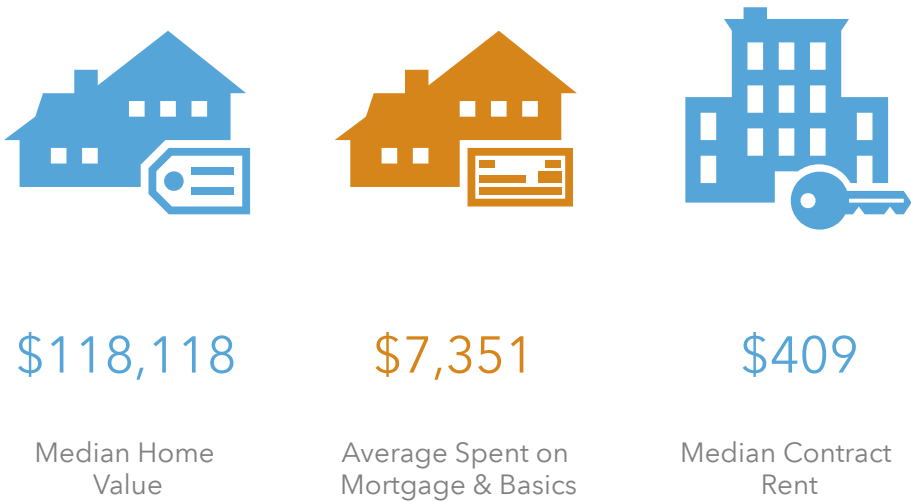
The largest group: White Alone (78.44)
The smallest group: Pacific Islander Alone (0.04)

Indicator ▲	Value	Diff		
White Alone	78.44	+8.72		
Black Alone	10.81	-4.25		
American Indian/Alaska Native Alone	0.82	-0.09		
Asian Alone	0.45	-1.31		
Pacific Islander Alone	0.04	-0.46		
Other Race	2.11	-2.48		
Two or More Races	7.33	-0.12		
Hispanic Origin (Any Race)	4.28	-4.37		

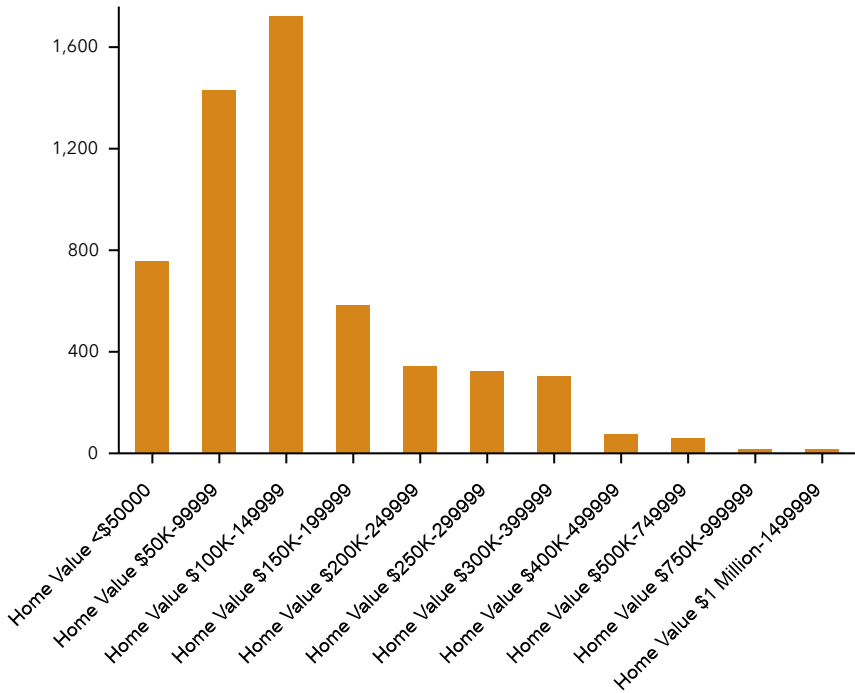
Bars show deviation from

Arkansas

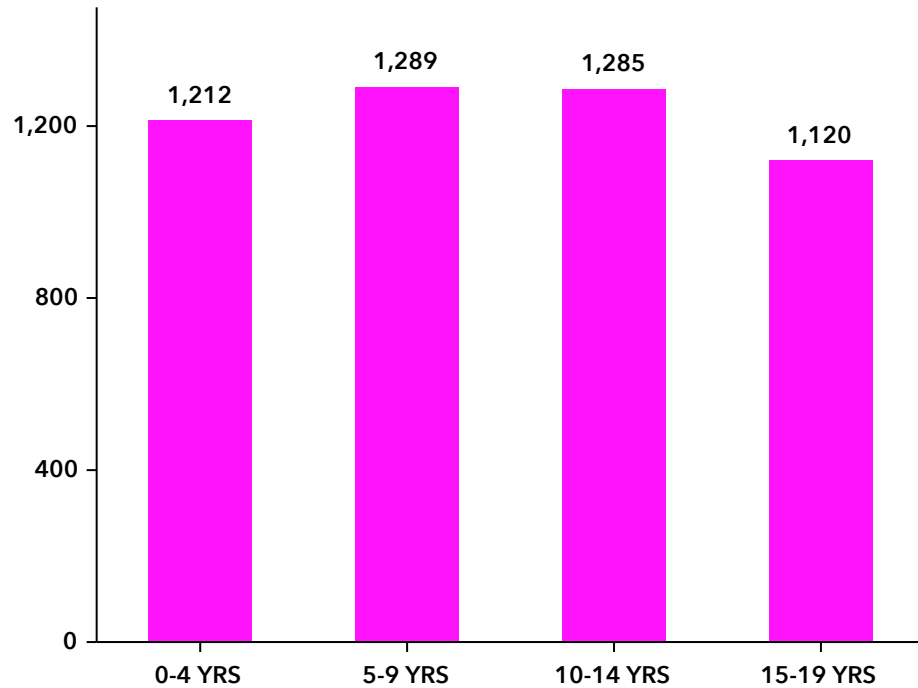
HOUSING STATS



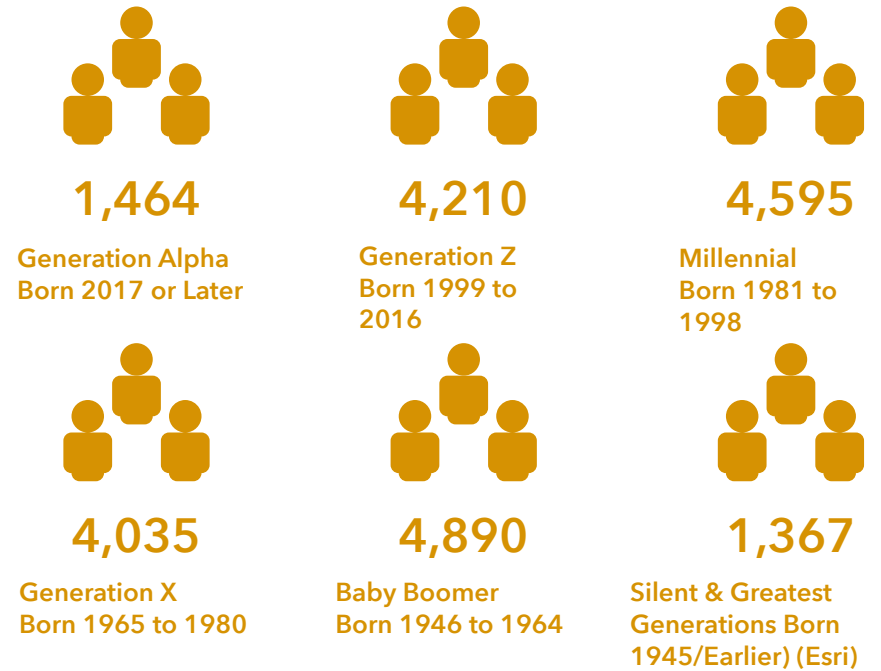
Home Value



Population Ages 0-19



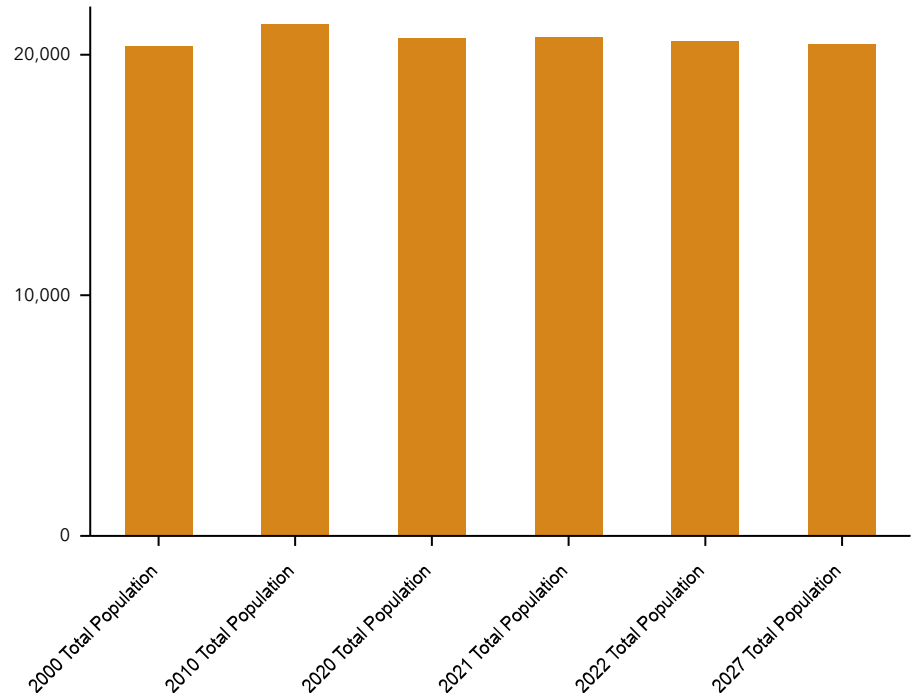
POPULATION BY GENERATION



POPULATION PROJECTIONS

Variables		Conway County, AR
2021 Total Population		20,561
2021 Household Population		20,391
2021 Family Population		16,716
2026 Total Population		20,418
2026 Household Population		20,248
2026 Family Population		16,509

POPULATION CHANGE OVER TIME



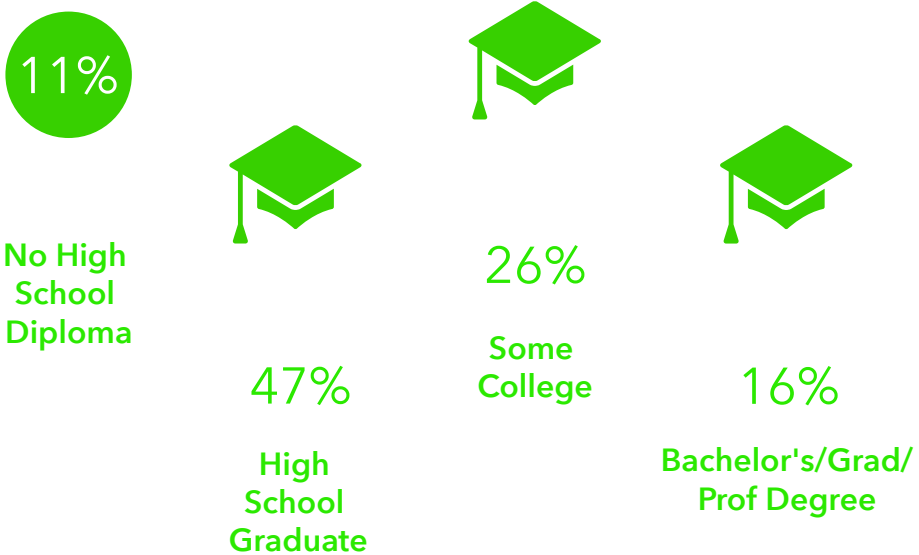
Average Household Size

for this area

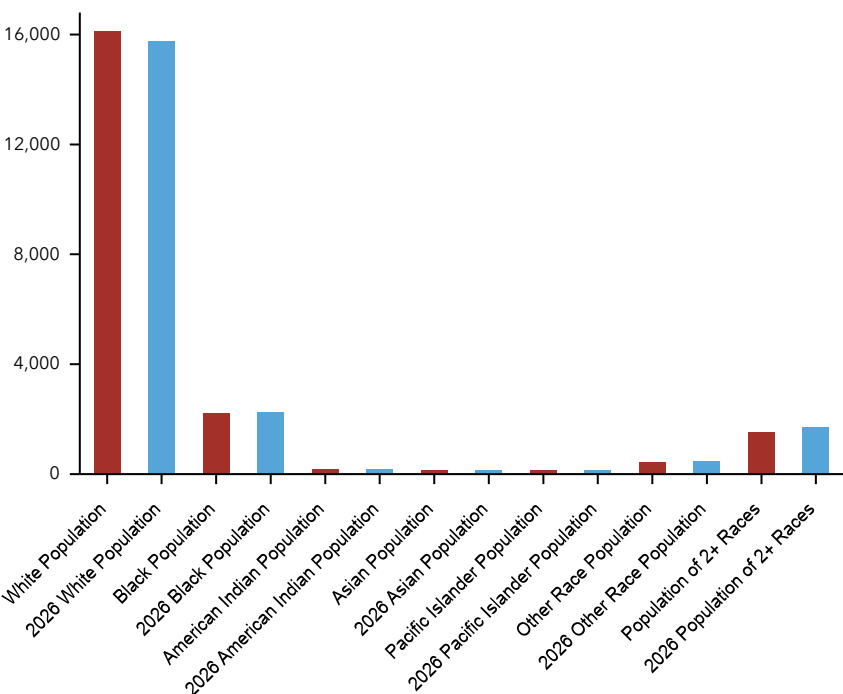
2.44 which is less than the average for United States

Area	Value ▼	0.00	4.00
United States	2.55		
This area	2.44		
Arkansas	2.44		

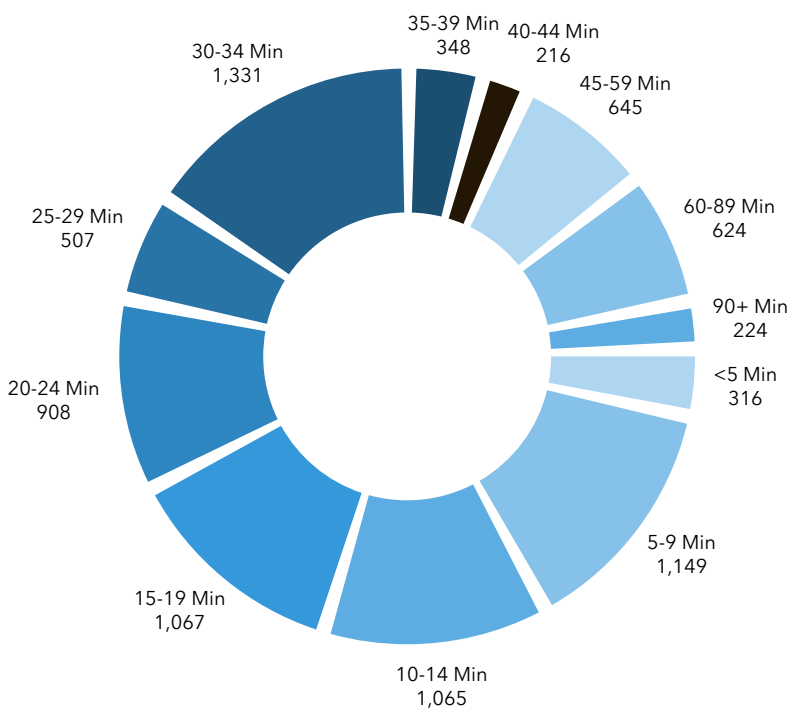
EDUCATION



CURRENT AND PROJECTED POPULATION BY RACE



Travel Time to Work



ANNUAL LIFESTYLE SPENDING



\$1,750

Travel



\$44

Theatre/Operas/
Concerts



\$59

Movies/Museums/
Parks



\$41

Sports Events



\$5

Online
Games

ANNUAL HOUSEHOLD SPENDING



\$1,640

Apparel &
Services



\$117

Computers
& Hardware



\$3,067

Eating Out



\$4,936

Groceries



\$6,021

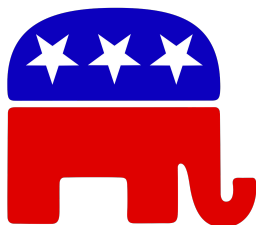
Health
Care

POLITICAL AFFILIATION



3,363

Affiliated With
Democratic Party



6,573

Affiliated With
Republican Party



5,750

Affiliated With
Independent or
No Party

INTERNET ACCESS



61%

Use Computer



78%

Use Cell Phone

"DO YOU ATTEND CHURCH REGULARLY?"



5,459 2,989 2,986 4,651

Disagree Completely Disagree Somewhat Agree Somewhat Agree Completely

NEAREST CHURCHES	Direction	Distance
LONOKE MISSIONARY BAPTIST CHR	NE	0.8
HICKORY HILL BAPTIST CHURCH	NW	2.6
HARDING STREET CHR OF CHRIST	SW	3.8
BETHEL MISSIONARY BAPTIST	SW	3.8
SOUTHERN CHRISTIAN HOME	SW	4.0
HATTIEVILLE FAMILY WORSHIP CTR	NW	4.2
CALVARY BAPTIST CHURCH	SW	4.4
Closest 7 locations		

The typical amount of money each household gives to a church or religious organization per year.



\$1,020

Projected amount of money given to churches or religious organizations by each household in 2027.



1,181

BUSINESS



680

Total Businesses



6,444

Total Employees

Business Summary

Utilities	4
Construction	32
Manufacturing	20
Wholesale Trade	26
Retail Trade	130
Motor Vehicle/Parts Dealers	25
Furniture/Home Furnishings	2
Electronics/Appliances	2
Bldg Material/Garden Equip&Supply	6
Food & Beverage Stores	38
Health/Personal Care	6
Gas Stations	10
Clothing/Accessories	3
Sports/Hobby/Book/Music	5
General Merchandise Stores	11
Transportation/Warehouse	27
Information	12
Finance & Insurance	34
Real Estate/Rental/Leasing	31
Prof/Scientific/Tech Srv	35
Educational Services	29
Health Care/Social Assistance	47
Arts/Entertainment/Recreation	14
Accommodation/Food Services	47
Food Srv & Drinking Places	36

INCOME PROJECTIONS

Variables

Conway County, AR

2021 Per Capita Income \$29,415

2021 Median Household Income \$51,087

2021 Average Household Income \$72,451

2026 Per Capita Income \$34,179

2026 Median Household Income \$57,930

2026 Average Household Income \$83,886

Tapestry Segments



10B

Rooted Rural

3,221 households

38.6%

of Households



12C

Small Town Sincerity

1,899 households

22.8%

of Households



10C

Economic BedRock

1,266 households

15.2%

of Households



WHAT IS TAPESTRY SEGMENTATION?

Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and lifestages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

IN OTHER WORDS...

Tapestry segmentation is a way to study our population and to identify things about people that help us to better understand them. Some things we learn about our neighborhoods through this kind of research include:

- Income
- Spending habits
- Ethnicity
- Occupations
- Interests
- Family Dynamics
- Housing
- Lifestyles



LifeMode Group: Rustic Outposts

Rooted Rural

10B

Households: 2,430,900

Average Household Size: 2.48

Median Age: 45.2

Median Household Income: \$42,300

WHO ARE WE?

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and *Rooted Rural* residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles, and family history.

OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (24%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.

SOCIOECONOMIC TRAITS

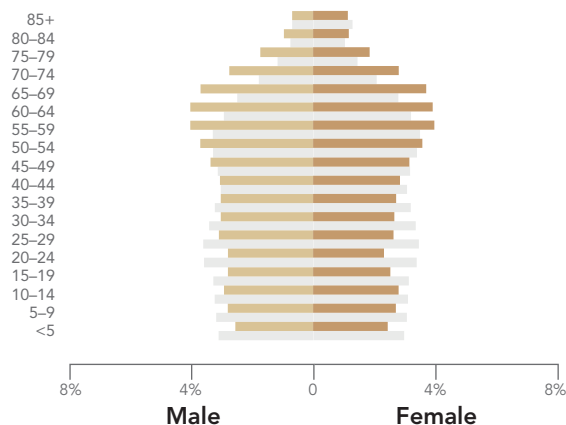
- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.



AGE BY SEX (Esri data)

Median Age: **45.2** US: 38.2

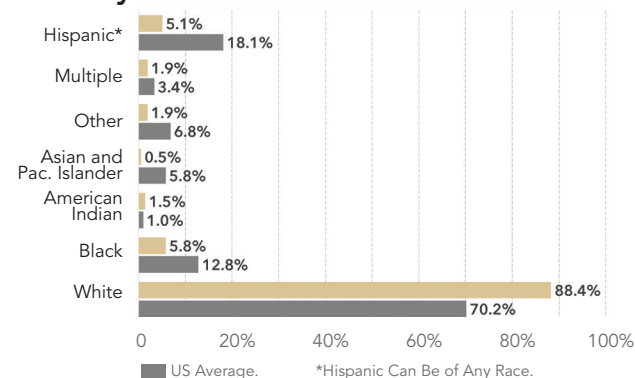
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **29.2** US: 64.0



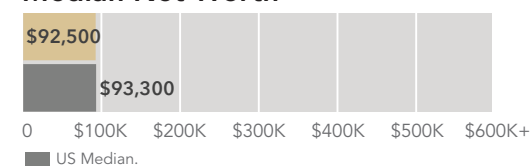
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

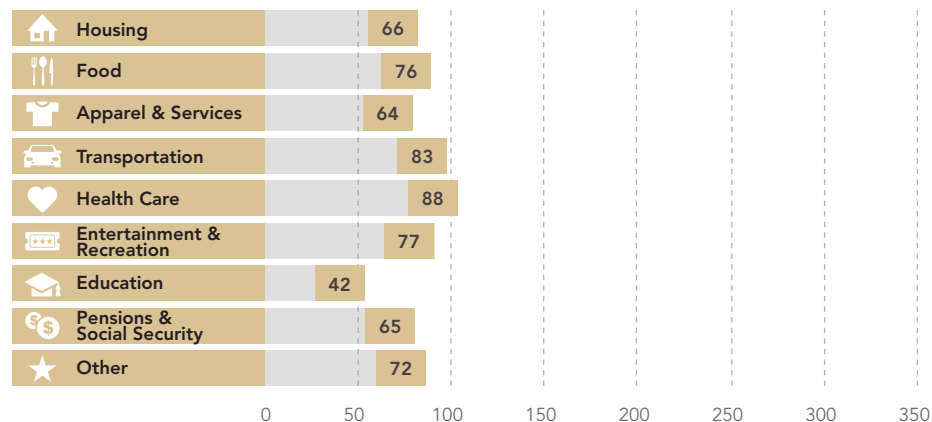


Median Net Worth



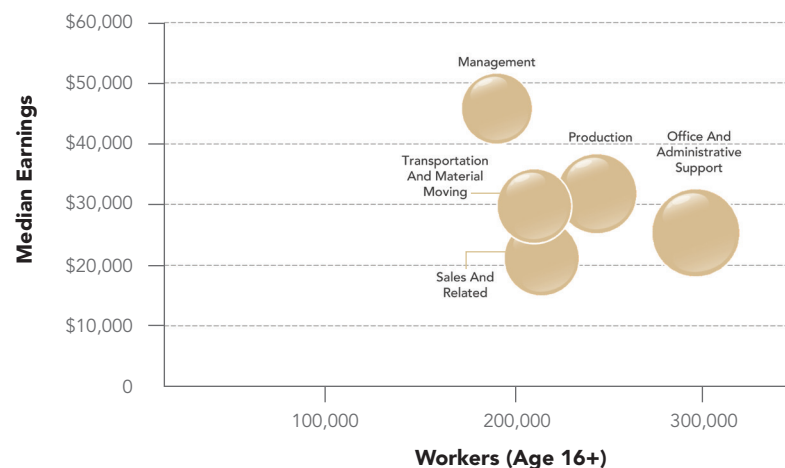
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- More than half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio, country, and gospel music.
- Many are on Medicare and frequent the Walgreens pharmacy.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



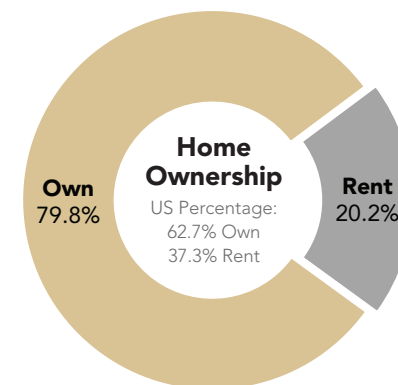
Typical Housing:

Single Family;
Mobile Homes

Median Value:

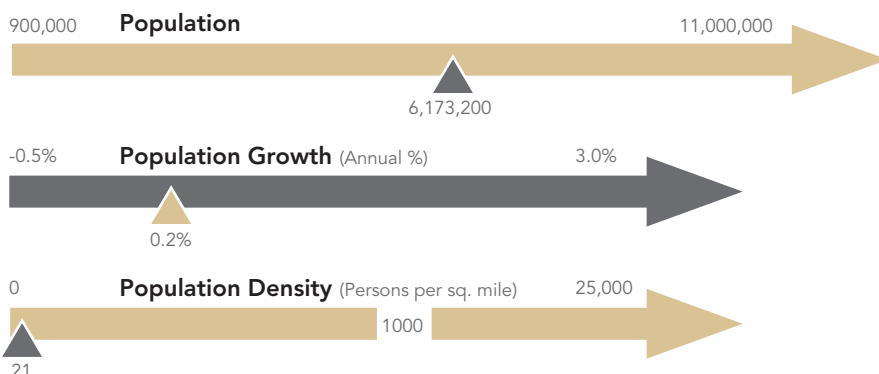
\$112,800

US Median: \$207,300



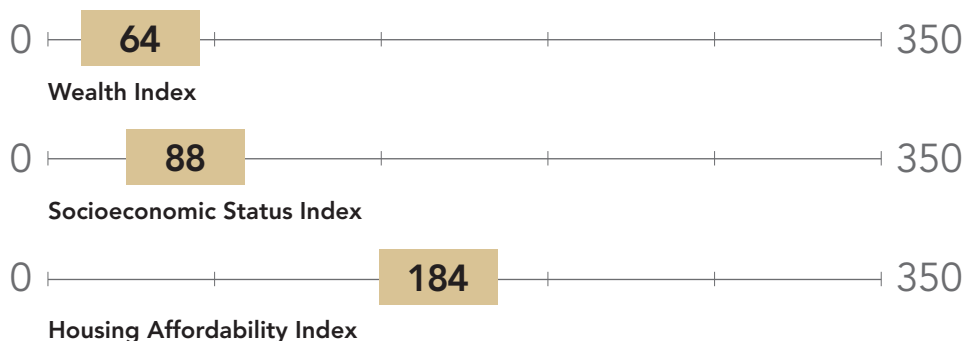
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

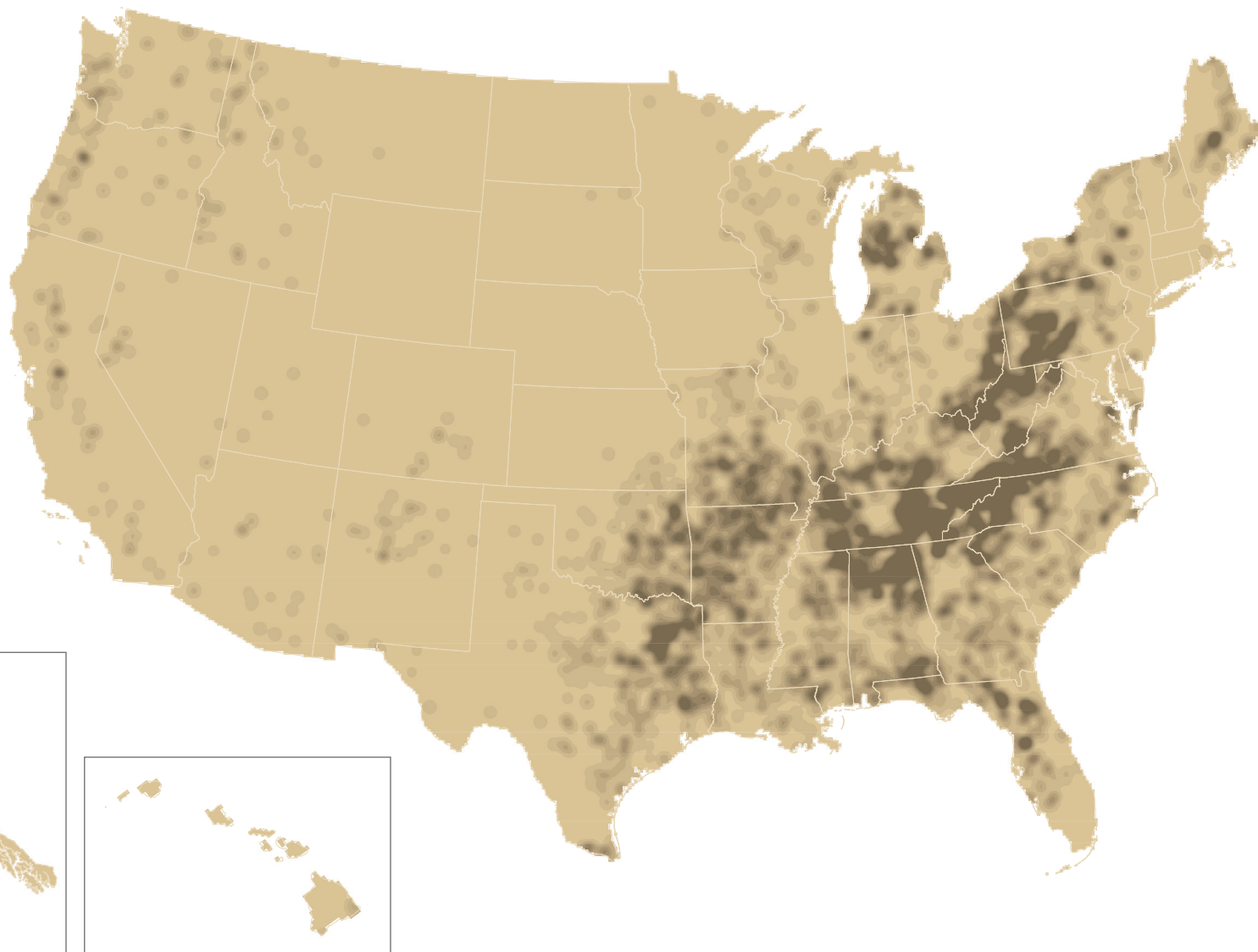
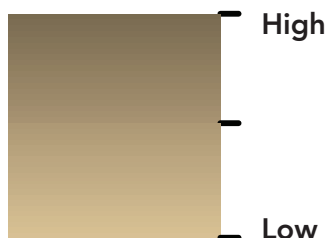
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Rooted Rural* Tapestry Segment by households.





LifeMode Group: Hometown

Small Town Simplicity

12C

Households: 2,305,700

Average Household Size: 2.26

Median Age: 40.8

Median Household Income: \$31,500

WHO ARE WE?

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied (Index 79).
- Median home value of \$92,300 is about half the US median.
- Average rent is \$639 (Index 62).
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Unemployment higher at 7.7% (Index 141).
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



LifeMode Group: Hometown

Small Town Simplicity

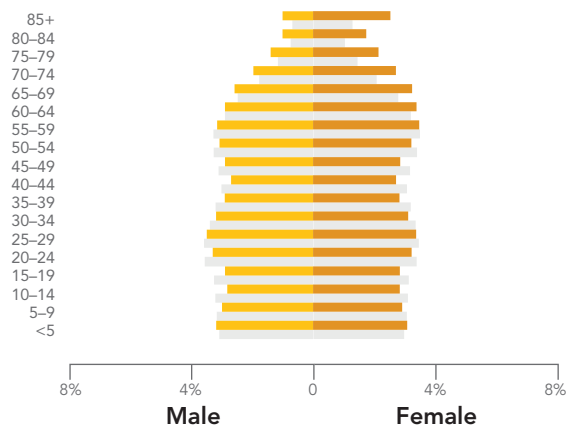


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: **40.8** US: 38.2

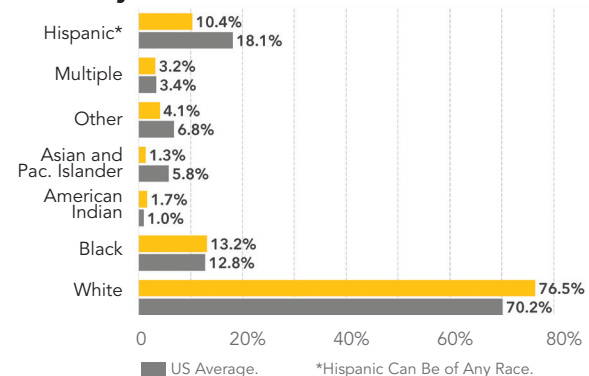
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **51.0** US: 64.0



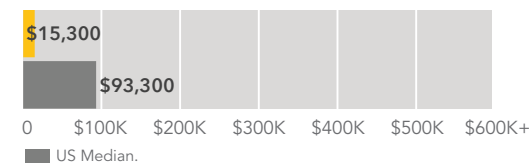
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

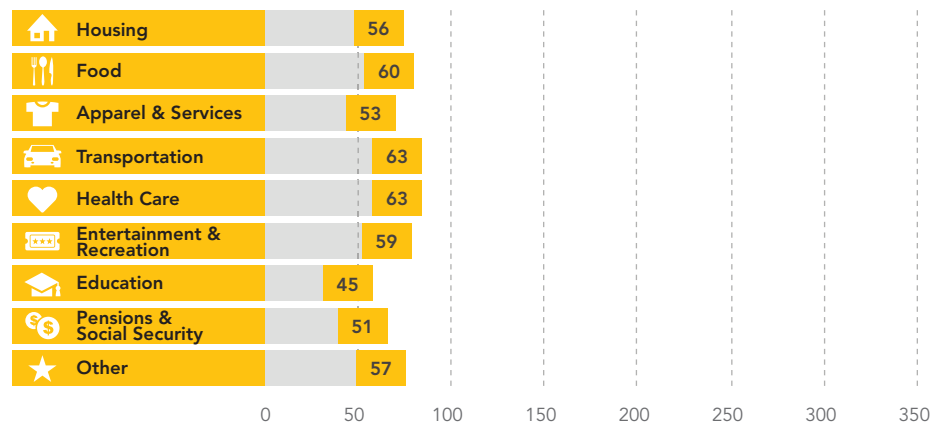


Median Net Worth



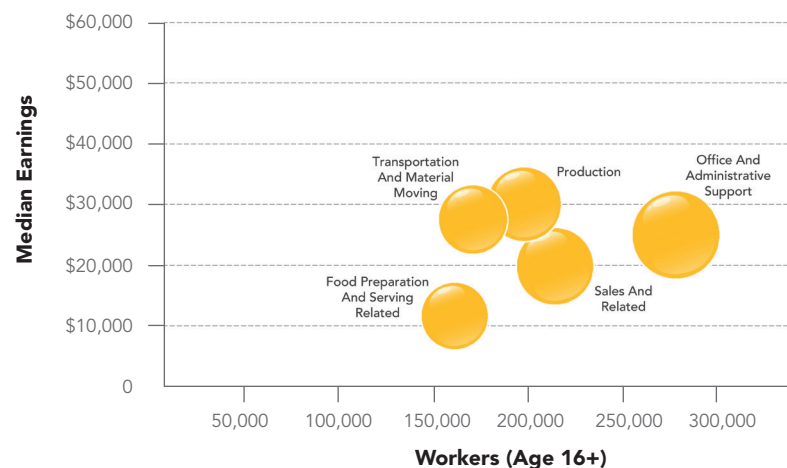
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Hometown

Small Town Simplicity



TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- *Small Town Simplicity* features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

HOUSING

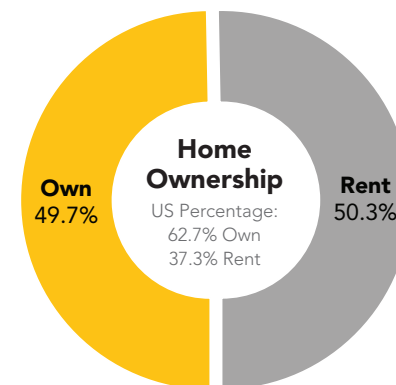
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

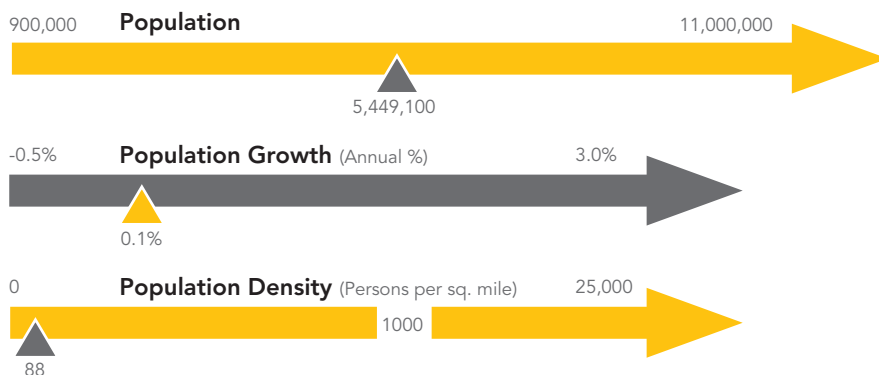
Median Value:
\$92,300

US Median: \$207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Hometown

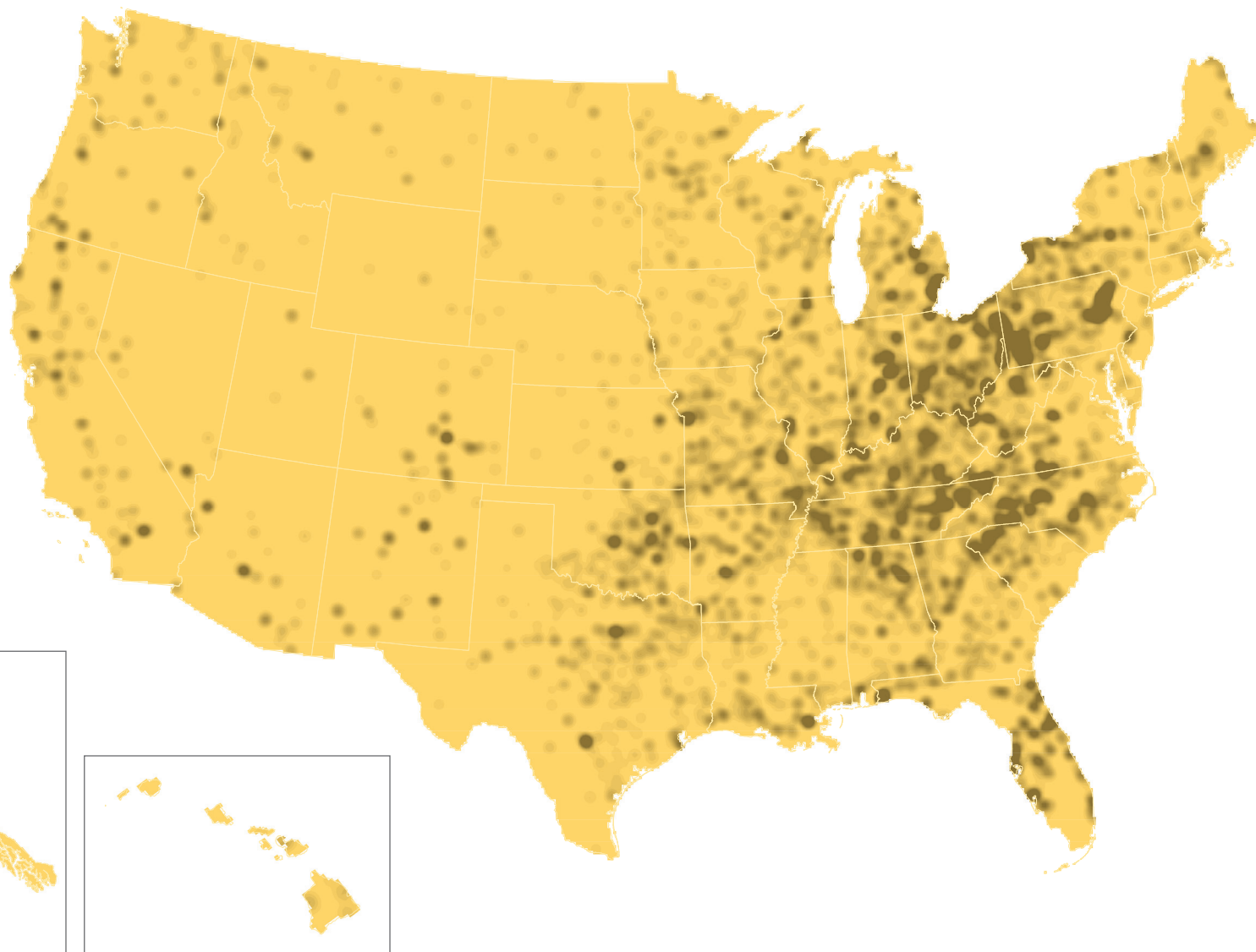
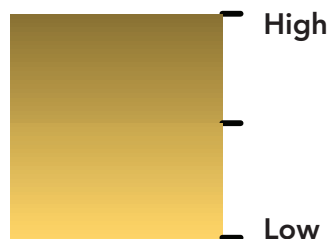
Small Town Simplicity



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Small Town Simplicity* Tapestry Segment by households.



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For more information
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info@esri.com
esri.com



esri

THE
SCIENCE
OF
WHERE™



LifeMode Group: Rustic Outposts

Diners & Miners

10C

Households: 810,000

Average Household Size: 2.54

Median Age: 41.3

Median Household Income: \$42,100

WHO ARE WE?

Close to one in five employed residents work in mining, oil and gas extraction, or quarrying industries. *Diners and Miners* is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

OUR NEIGHBORHOOD

- Rural living; homes are sparsely located throughout the countryside.
- These families have roots in their communities and do not move often; over three-quarters of all households are owner occupied.
- Over half of owned homes are worth less than \$100,000.
- Married-couple families make up over half the households.
- A quarter of all housing units are mobile homes; the rest are primarily single-family dwellings.
- High-vacancy rate—nearly one in six housing units is vacant.

SOCIOECONOMIC TRAITS

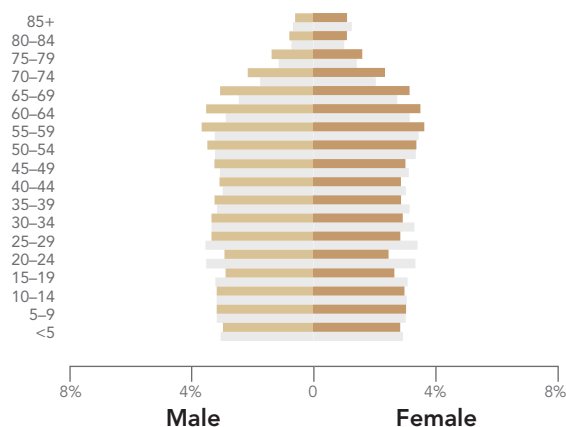
- They hold strong to religious beliefs.
- Most residents did not go to college.
- They are slow to adopt technology; “if it’s not broke, don’t fix it,” mentality.
- TV is the main source of information, news, and entertainment.
- They make purchases for today because tomorrow is uncertain.
- They are happy to go to work whenever the opportunity presents itself.
- Budgeted vacations are taken within the US, not abroad.



AGE BY SEX (Esri data)

Median Age: 41.3 US: 38.2

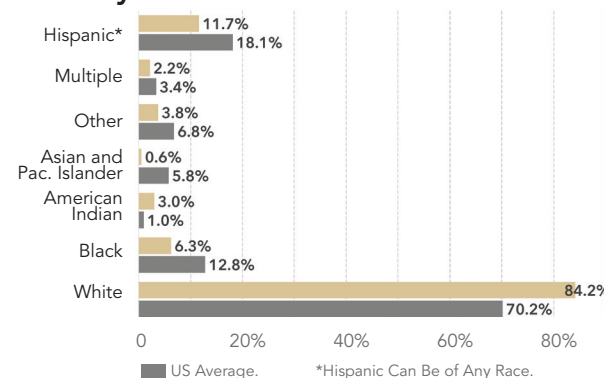
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 43.3 US: 64.0



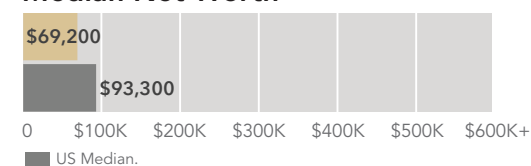
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

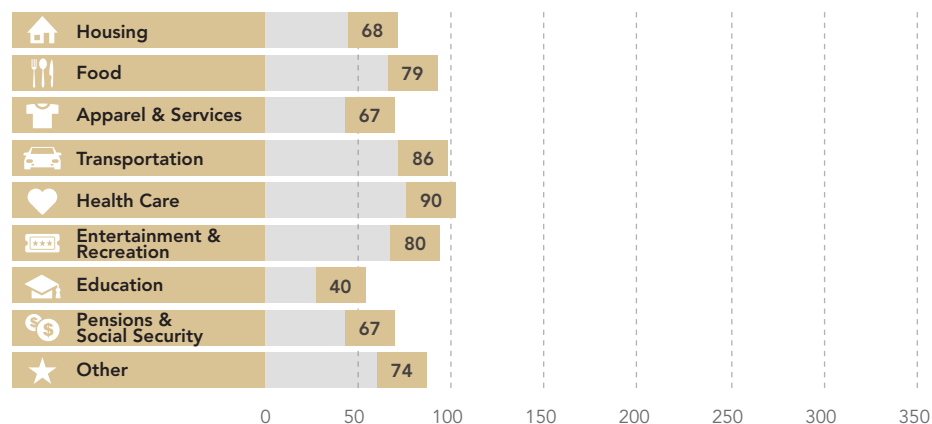


Median Net Worth



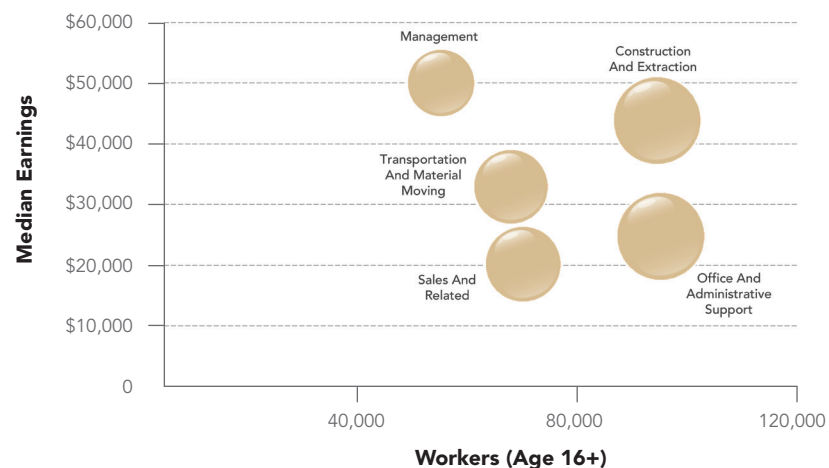
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group: Rustic Outposts

Diners & Miners



TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- Own a domestic truck, dog, and ATV.
- Watch a lot of TV, including programs on CMT and the Discovery Channel.
- A few still hanging onto their landlines (no cell phones).
- Dine at Dairy Queen, Pizza Hut, Sonic Drive-ins, and Golden Corral.
- Hunting, yard work, and gardening popular activities.
- Shop at department and discount stores—mostly dollar stores.
- Many are well-insured; from auto, vision, life, and prescription plans to Medicare. For convenience they pick up prescriptions at the closest Walgreens pharmacy.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



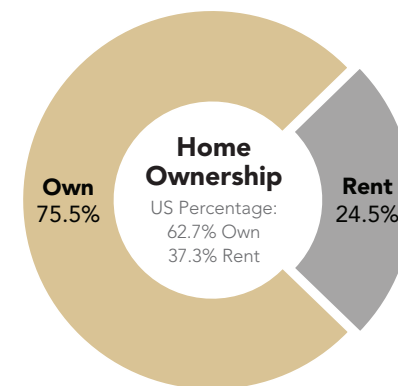
Typical Housing:

Single Family;
Mobile Homes

Median Value:

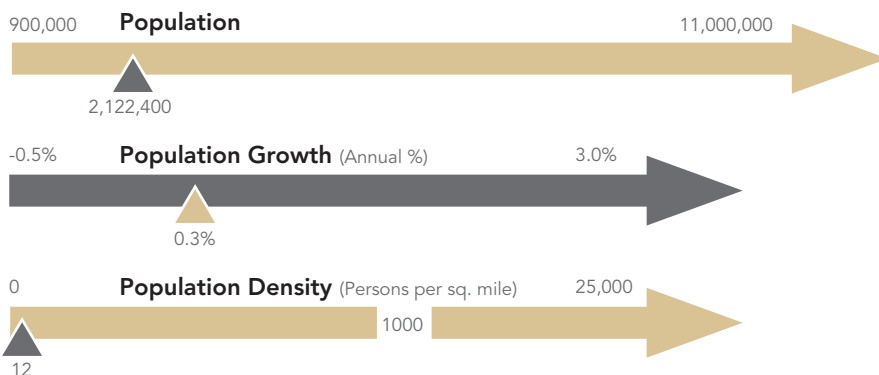
\$88,500

US Median: \$207,300



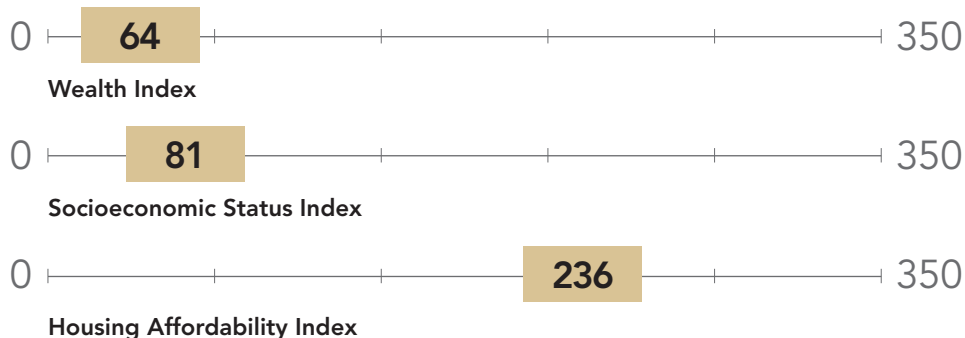
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Rustic Outposts

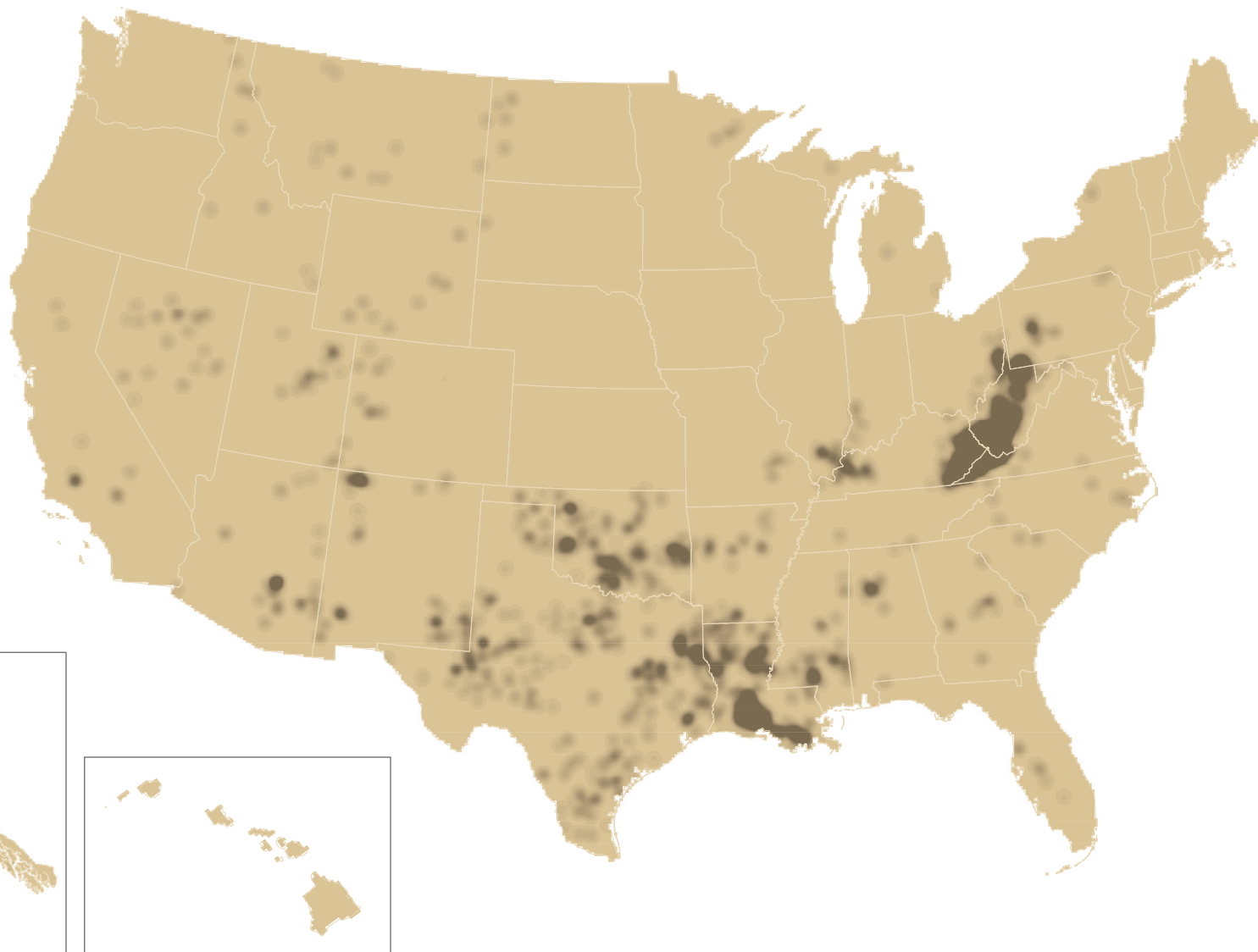
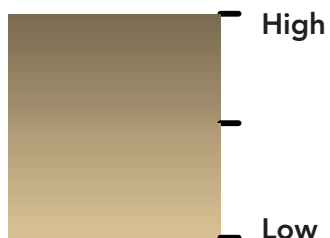
Diners & Miners



TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

This map illustrates the density and distribution of the *Diners & Miners* Tapestry Segment by households.



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