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Winthrop Rockefeller Foundation
Landscape Analysis Findings and Insights

Landscape Analysis Findings

Demographic Insights and Priorities for the Most Impacted

- Black Arkansans mainly live in the southern and eastern parts of the state. However, many of the BIPOC communities are huddled around Walmart or Tyson plants and thus **economic justice, labor rights, and immigration will be hyper-important in specific communities** i.e. Marshallese or undocumented communities.
- The Delta (Eastern) counties are the complete opposite of northwest Arkansas— geographically, economically, and politically. **While Philanthropy sees opportunity in Delta communities, most Arkansans consider it diminishing.**
- There are ALICE households in each of Arkansas' primary racial and ethnic groups. The largest group of ALICE households is White, mirroring the state's majority-White population. While there are fewer Black and Hispanic households in Arkansas overall, they are disproportionately likely to be ALICE.



Landscape Analysis Findings

Faith as *the* cultural and political shaper

- The church is a point of commonality that transcends most Arkansans. **79% of Arkansans adults identify as Christian**, with Evangelical Protestants accounting for almost half of the Christian population - the major denominations being Baptist and Methodist.
- Regardless of religion, Arkansans tend to hold more **conservative views on women's and LGBTQ rights and often view government support as a threat to hard-working and self-sufficient values.**



Landscape Analysis Findings

Towards a More Equitable Arkansas

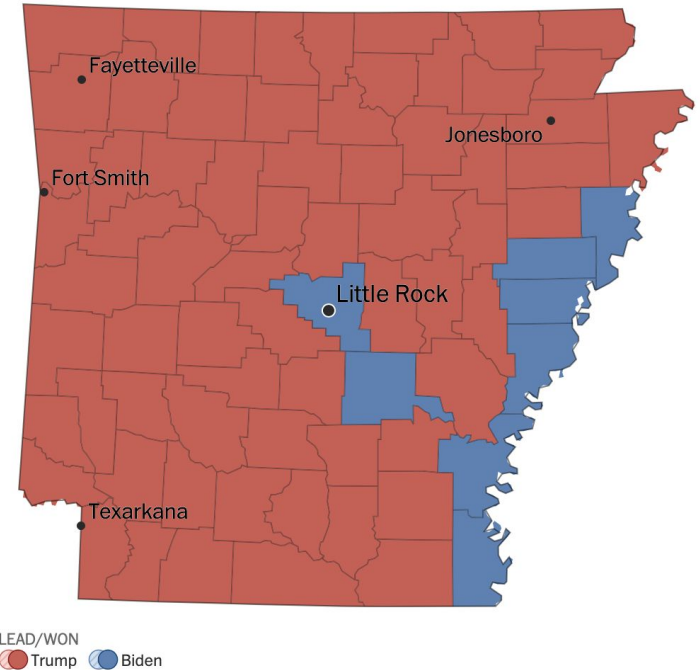
- Following the racial uprising in the wake of George Floyd's death, nearly three-quarters of Arkansas voters say racism is a significant problem for the state.
- Racial injustice and the legacy of slavery are urgently felt yet White supremacist groups have long had a foothold in Arkansas, particularly in in the Ozark Mountain region.
- The perception is that white Arkansans fear progress will encroach upon their way of life.



Landscape Analysis Findings

Political Fissures by Race and Region

- Despite being one of the most solidly Republican states over the last few election cycles, Arkansans differ on politics based on geographic regions.
 - Northwestern Arkansas has become reliably Republican in its voting patterns.
 - The Delta counties, together with the urban African-American precincts in Pulaski County (Little Rock) and Jefferson County (Pine Bluff) have become a significant source of Democratic strength.
 - The more affluent neighborhoods in Pulaski county increasingly favor the more conservative candidates, who are most often Republicans.
- The rapidly growing Latino population in Arkansas has created significant political, economic, and social modifications within the state. Most Latino immigrants are currently more concerned with basic needs, such as jobs, education, and healthcare, than with politics.
- Healthcare is the most important local or state-level policy for the Marshallese followed by programs for the elders in the community.



Landscape Analysis Findings

Issue and Competitor Landscape

- Key topic areas that are being covered across leading organizations in Arkansas include:
 - Educational Equity
 - Economic Equity
 - Social Equity
- Many organizations highlight that they're trying to uplift the messages and voices of those traditionally excluded, and empower Arkansans to band together - but what does that *really* mean?
- **“New groups are the spirit of 2021** - much more representative of what our world looks like now, but they're not getting financed” - Stakeholder
 - One organization that was mentioned as an example was [Arkansas Soul](#). They're challenging the “traditional” narratives of Arkansas.



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Thank You
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