Responsive Suburbia: Geography

Where are they?

Tracts in this segment can be found in suburban neighborhoods with single family homes.

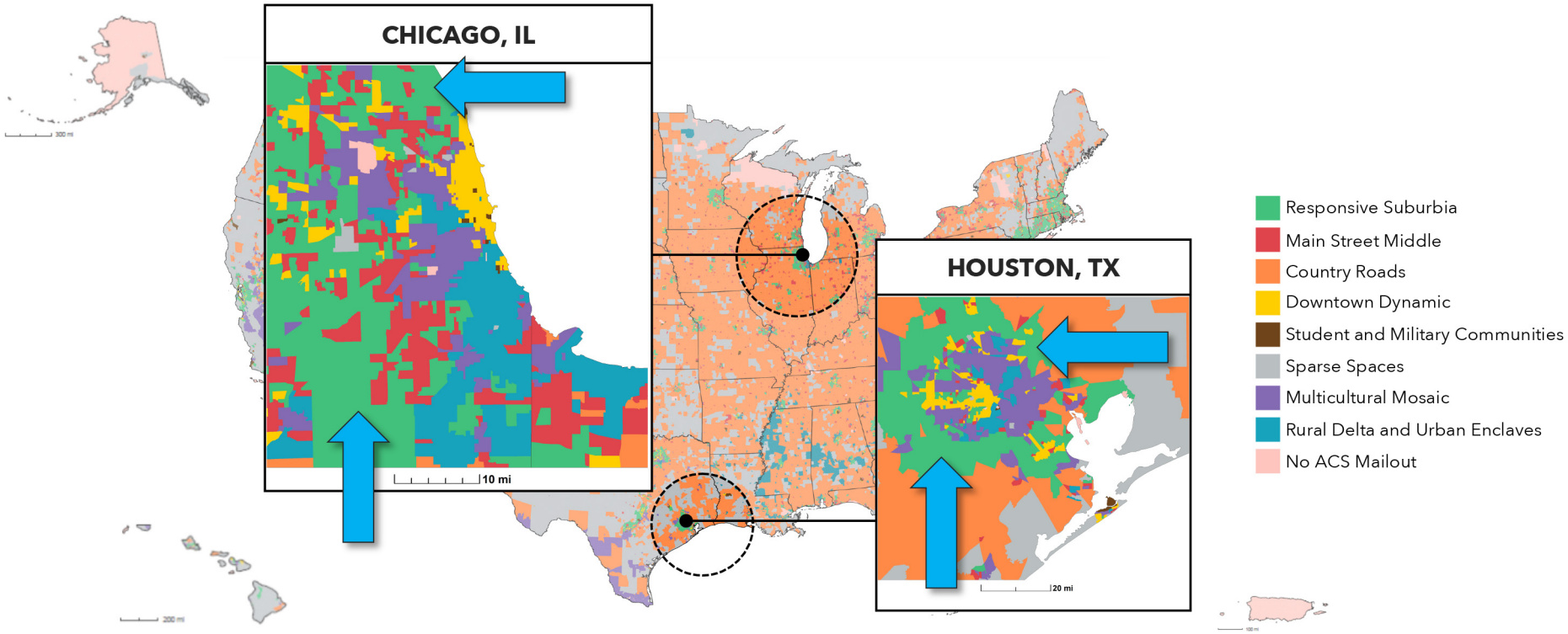
Who are they?

The tracts in this segment have high median household incomes, high percentages of married households, and a large proportion of college-educated residents.

How will they respond?

On average, this segment is predicted to respond at high rates, with a high percentage of that response coming online.

24% of U.S. Population



Source: 2016 5-year ACS estimates

United States Census 2020

Team Y&R

Responsive Suburbia: Demographics

Where are they?

Tracts in this segment can be found in suburban neighborhoods with single family homes.

Who are they?

The tracts in this segment have high median household incomes, high percentages of married households, and a large proportion of college-educated residents.

How will they respond?

On average, this segment is predicted to respond at high rates, with a high percentage of that response coming online.

24% of U.S. Population

Responsive Suburbia
National Average

Number of Tracts

14,669

National: 74,001

Predicted Self-Response ‡ *

71%

National: 61%

Internet Access ‡ &

90%

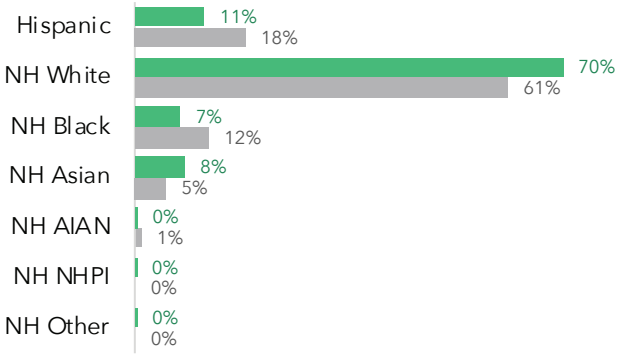
National: 77%

Share of Self-Response Online ‡ *

84%

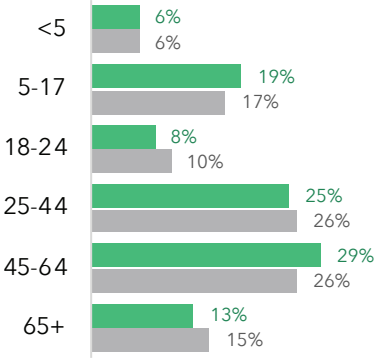
National: 66%

Race and Hispanic Origin†

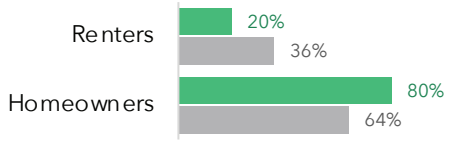


NH: Non-Hispanic.
AIAN: American Indian and Alaska Native
NHPI: Native Hawaiian and Pacific Islander

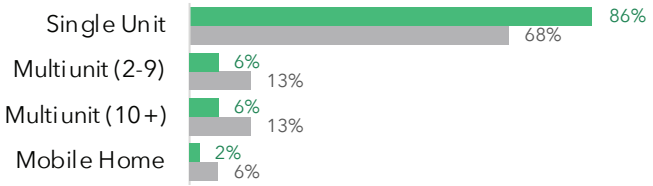
Age†



Owner vs. Renter‡



Types of Housing ‡



† - Population Average; ‡ - Household Average
Source: 2016 5-year ACS estimates unless otherwise marked by * (2020 ICC Modeled Scores, DRB# CBDRB-FY18-311) or & (ACS data from 2013-2017, DRB# CBDRB-FY18-311).

United States Census 2020 | Team Y&R

Responsive Suburbia: Demographics and Mindsets

Where are they?

Tracts in this segment can be found in suburban neighborhoods with single family homes.

Who are they?

The tracts in this segment have high median household incomes, high percentages of married households, and a large proportion of college-educated residents.

How will they respond?

On average, this segment is predicted to respond at high rates, with a high percentage of that response coming online.

24% of U.S. Population

Responsive Suburbia | **National Average**

Foreign-Born†
13%
National: 13%

Married Couple HH‡
63%
National: 48%

Non-English-Speaking‡
3%
National: 5%

HH With Children‡
38%
National: 32%

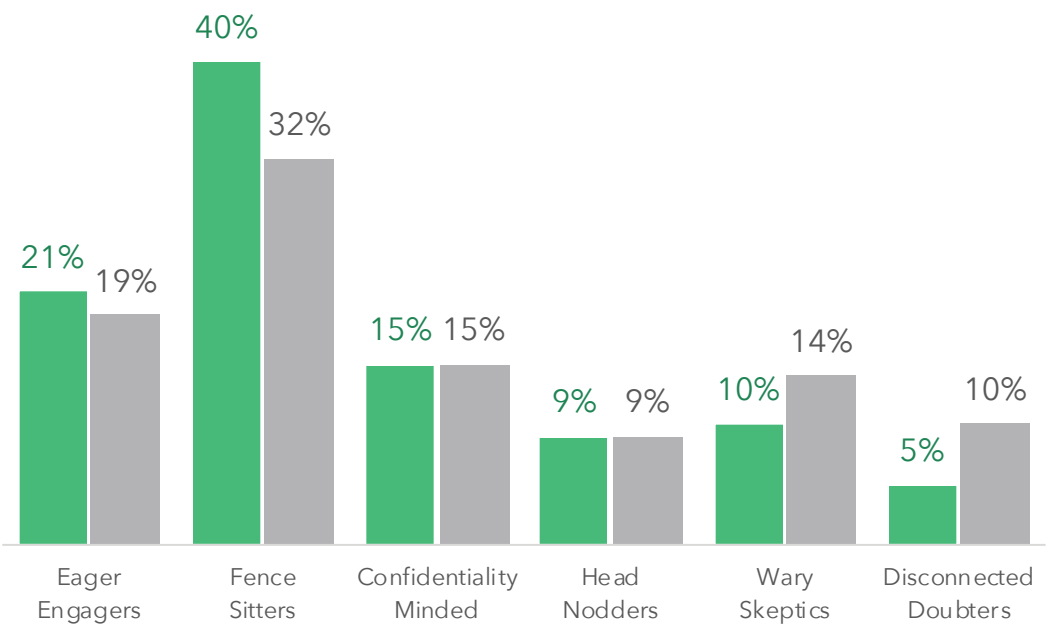
College-Educated†
46%
National: 30%

Family HH With Related Children Under 6‡
19%
National: 21%

Median HH Income‡
$95,919
National: $60,835

Moved in the Last Year‡
11%
National: 15%

Mindset Composition†^



† - Population Average; ‡ - Household Average
Source: 2016 5-year ACS estimates unless otherwise marked by ^ (2020 CBAMS Public Use Microdata Sample, DRB# CBDRB-FY18-422).

United States Census 2020

Team Y&R

Responsive Suburbia: Media Usage

Where are they?

Tracts in this segment can be found in suburban neighborhoods with single family homes.

Who are they?

The tracts in this segment have high median household incomes, high percentages of married households, and a large proportion of college-educated residents.

How will they respond?

On average, this segment is predicted to respond at high rates, with a high percentage of that response coming online.

24% of U.S. Population

Compared to the national average, the average person in this segment…

Reads a **similar** number of **newspapers** in a 28-day period.

Reads a **similar** number of **magazine** issues in a month.

Drives a **similar** number of miles in a car or truck in a 7-day period.

Listens to a **similar** number of half-hours of **radio** in a week.

Views 12% **fewer** half-hours of **TV** in a week.

Uses a **similar** number of hours of **internet** in a week.

Source: MRI's Survey of the American Consumer® Doublebase 2018