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
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?
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24% of U.S. Population

Race and Hispanic Origin†
- Hispanic: 11% (Responsive Suburbia), 18% (National Average)
- NH White: 61% (Responsive Suburbia), 70% (National Average)
- NH Black: 7% (Responsive Suburbia), 12% (National Average)
- NH Asian: 8% (Responsive Suburbia), 5% (National Average)
- NH AIAN: 0% (Responsive Suburbia), 1% (National Average)
- NH NHPI: 0% (Responsive Suburbia), 0% (National Average)
- NH Other: 0% (Responsive Suburbia), 0% (National Average)

Age†
- <5: 6% (Responsive Suburbia), 6% (National Average)
- 5-17: 19% (Responsive Suburbia), 17% (National Average)
- 18-24: 8% (Responsive Suburbia), 10% (National Average)
- 25-44: 25% (Responsive Suburbia), 26% (National Average)
- 45-64: 29% (Responsive Suburbia), 26% (National Average)
- 65+: 13% (Responsive Suburbia), 15% (National Average)

Owner vs. Renter‡
- Renters: 20% (Responsive Suburbia), 36% (National Average)
- Homeowners: 80% (Responsive Suburbia), 64% (National Average)

Types of Housing‡
- Single Unit: 86% (Responsive Suburbia), 68% (National Average)
- Multiunit (2-9): 13% (Responsive Suburbia), 6% (National Average)
- Multiunit (10+): 13% (Responsive Suburbia), 6% (National Average)
- Mobile Home: 0% (Responsive Suburbia), 2% (National Average)

Internet Access ‡ & Share of Self-Response Online ‡ *
- Responsive Suburbia: 90% Internet Access, 84% Share of Self-Response Online
- National Average: 77% Internet Access, 66% Share of Self-Response Online

Number of Tracts
- Responsive Suburbia: 14,669 Tracts
- National Average: 74,001 Tracts

Predicted Self-Response ‡ *
- Responsive Suburbia: 71%
- National Average: 61%

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

† - 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).
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

Mindset Composition†

- Eager Engagers: 21%
- Fence Sitters: 19%
- Confidentiality Minded: 15%
- Head Nodders: 9%
- Wary Skeptics: 14%
- Disconnected Doubters: 5%

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

24% of U.S. Population

- Foreign-Born†: 13%
- Non-English-Speaking ‡: 3%
- College-Educated †: 46%
- Median HH Income ‡: $95,919
- Married Couple HH‡: 63%
- HH With Children‡: 38%
- Family HH With Related Children Under 6 ‡: 19%
- Moved in the Last Year ‡: 11%

National: Foreign-Born: 13%, Non-English-Speaking: 5%, College-Educated: 30%, Median HH Income: $60,835, Married Couple HH: 48%, HH With Children: 32%, Family HH With Related Children Under 6: 21%, Moved in the Last Year: 15%
### 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...

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reads newspapers</td>
<td>Similar number of newspapers in a 28-day period.</td>
</tr>
<tr>
<td>Reads magazine</td>
<td>Similar number of magazine issues in a month.</td>
</tr>
<tr>
<td>Drives miles</td>
<td>Similar number of miles in a car or truck in 7-day period.</td>
</tr>
<tr>
<td>Listens to radio</td>
<td>Similar number of half-hours of radio in a week.</td>
</tr>
<tr>
<td>Views TV</td>
<td>12% fewer half-hours of TV in a week.</td>
</tr>
<tr>
<td>Uses internet</td>
<td>Similar number of hours of internet in a week.</td>
</tr>
</tbody>
</table>

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