Main Street Middle: Geography

Where are they?

Tracts in this segment can be found in small towns and less densely populated neighborhoods surrounding urban centers.

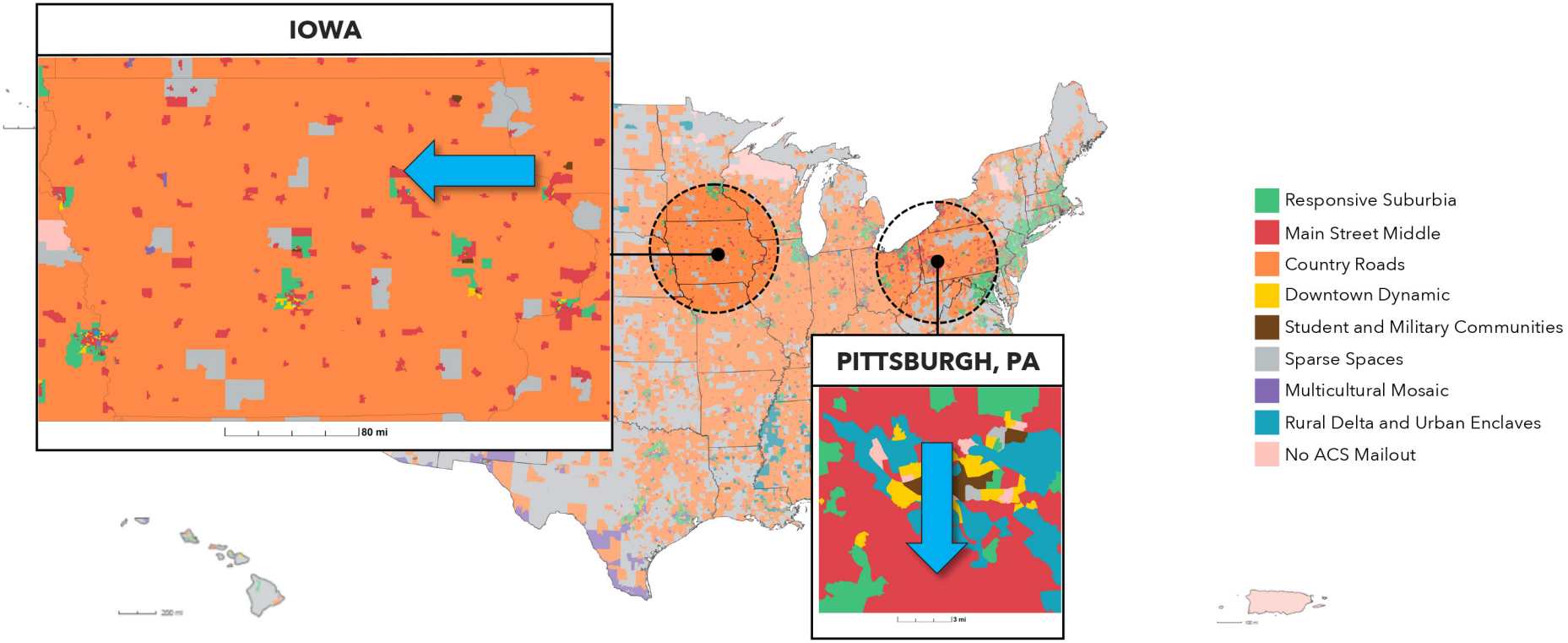
Who are they?

The tracts in this segment are less diverse than the nation as a whole and have a higher percentage of residents 65 or older than the national average.

How will they respond?

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

21% of U.S. Population



Source: 2016 5-year ACS estimates

United States Census 2020

Team Y&R

Main Street Middle: Demographics

Where are they?

Tracts in this segment can be found in small towns and less densely populated neighborhoods surrounding urban centers.

Who are they?

The tracts in this segment are less diverse than the nation as a whole and have a higher percentage of residents 65 or older than the national average.

How will they respond?

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

21% of U.S. Population

Main Street Middle

National Average

Number of Tracts

15,995

National: 74,001

Predicted Self-Response ‡ *

67%

National: 61%

Internet Access ‡ &

78%

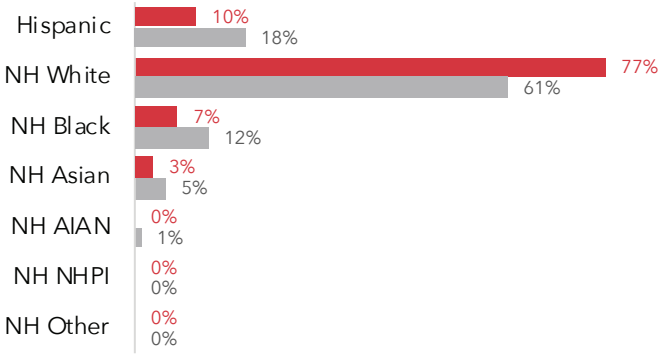
National: 77%

Share of Self-Response Online ‡ *

67%

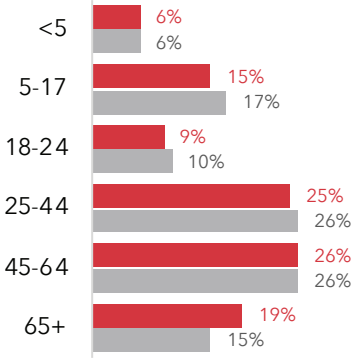
National: 66%

Race and Hispanic Origin†

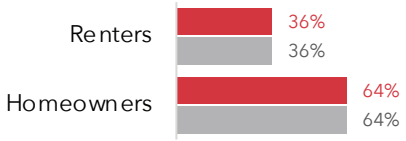


NH: Non-Hispanic.
AIAN: American Indian and Alaska Native
NHPI: Native Hawaiian and Pacific Islander

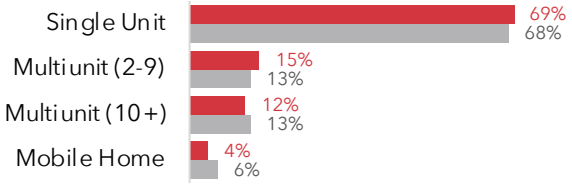
Age†



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

Main Street Middle: Demographics and Mindsets

Where are they?

Tracts in this segment can be found in small towns and less densely populated neighborhoods surrounding urban centers.

Who are they?

The tracts in this segment are less diverse than the nation as a whole and have a higher percentage of residents 65 or older than the national average.

How will they respond?

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

21% of U.S. Population

Main Street Middle | **National Average**

Foreign-Born†
8%
National: 13%

Non-English-Speaking ‡
3%
National: 5%

College-Educated †
27%
National: 30%

Median HH Income ‡
$52,036
National: $60,835

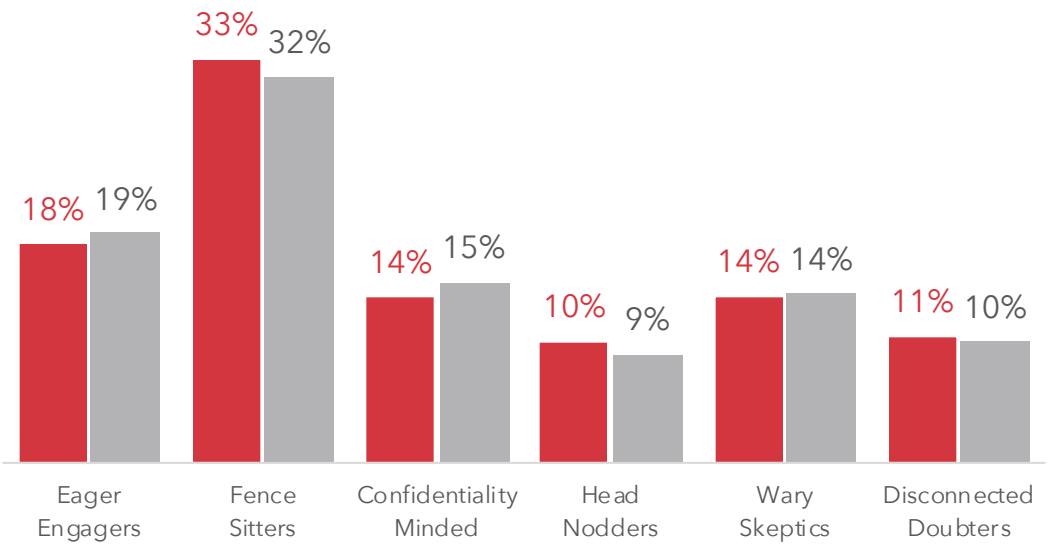
Married Couple HH‡
44%
National: 48%

HH With Children ‡
28%
National: 32%

Family HH With Related Children Under 6 ‡
20%
National: 21%

Moved in the Last Year ‡
15%
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

Main Street Middle: Media Usage

Where are they?

Tracts in this segment can be found in small towns and less densely populated neighborhoods surrounding urban centers.

Who are they?

The tracts in this segment are less diverse than the nation as a whole and have a higher percentage of residents 65 or older than the national average.

How will they respond?

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

21% 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 a **similar** number of 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