



# Country Roads: Geography

## Where are they?

Tracts in this segment can be found in rural areas predominantly in the eastern United States, surrounding small towns and outside the suburbs of major cities.

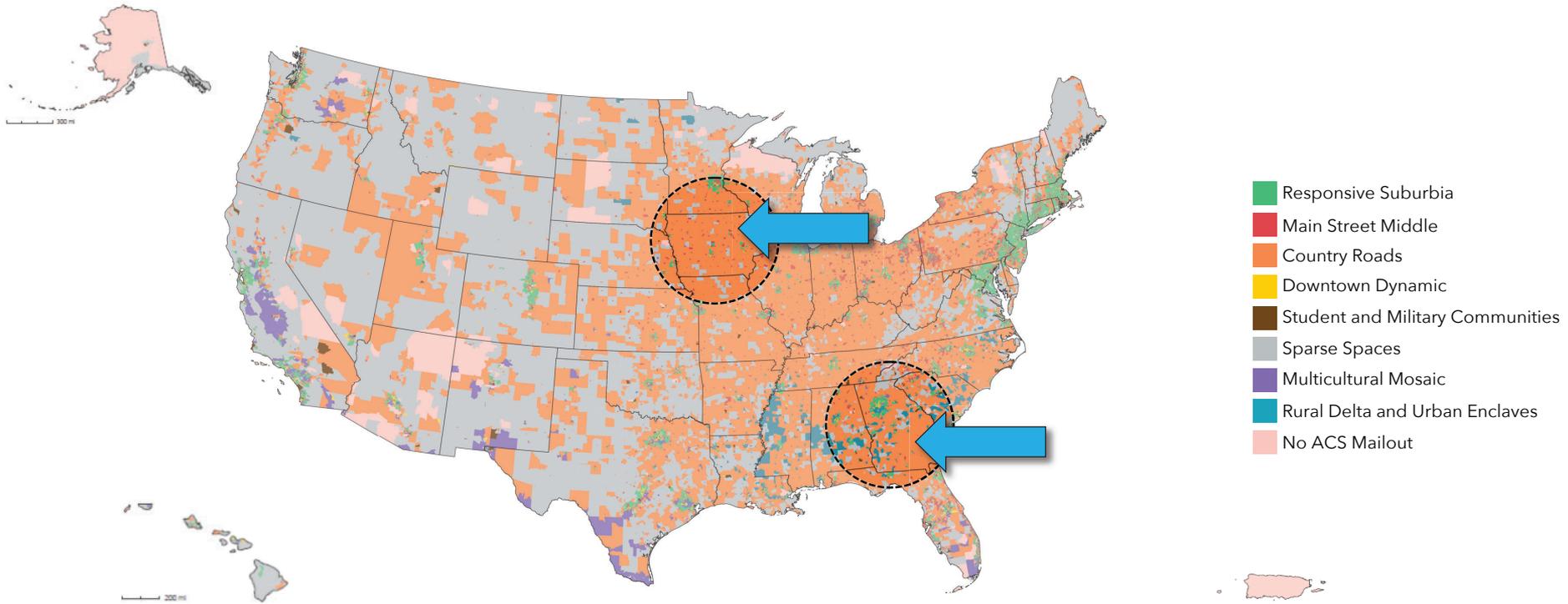
## Who are they?

The tracts in this segment have a large proportion of owner-occupied housing units, a below-average median household income, and a below-average proportion of college-educated residents.

## How will they respond?

This segment is predicted to respond at a slightly below-average rate, with a below-average percentage of that response coming online.

**16%** of U.S. Population



Source: 2016 5-year ACS estimates



# Country Roads: Demographics

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### Number of Tracts



National: 74,001

### Predicted Self-Response ‡ \*



National: 61%

### Internet Access † &



**70%**

National: 77%

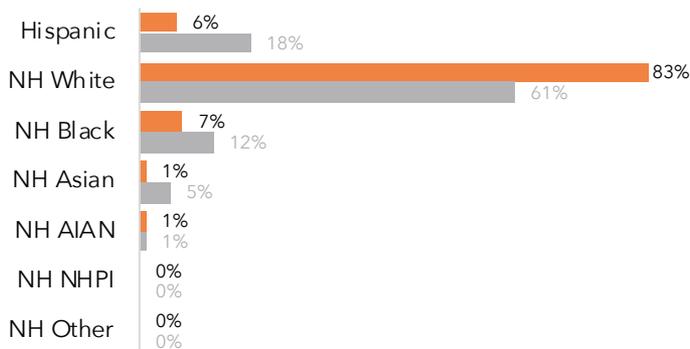
### Share of Self-Response Online † \*\*



**53%**

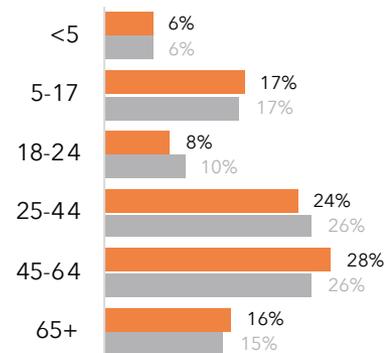
National: 66%

### Race and Hispanic Origin†

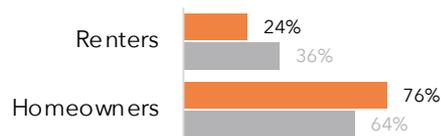


NH: Non-Hispanic.  
AIAN: American Indian and Alaska Native  
NHPI: Native Hawaiian and Pacific Islander

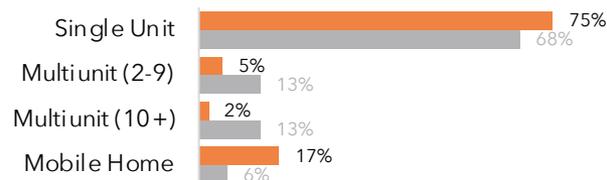
### Age†



### 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).

# Country Roads: Demographics and Mindsets

## Where are they?

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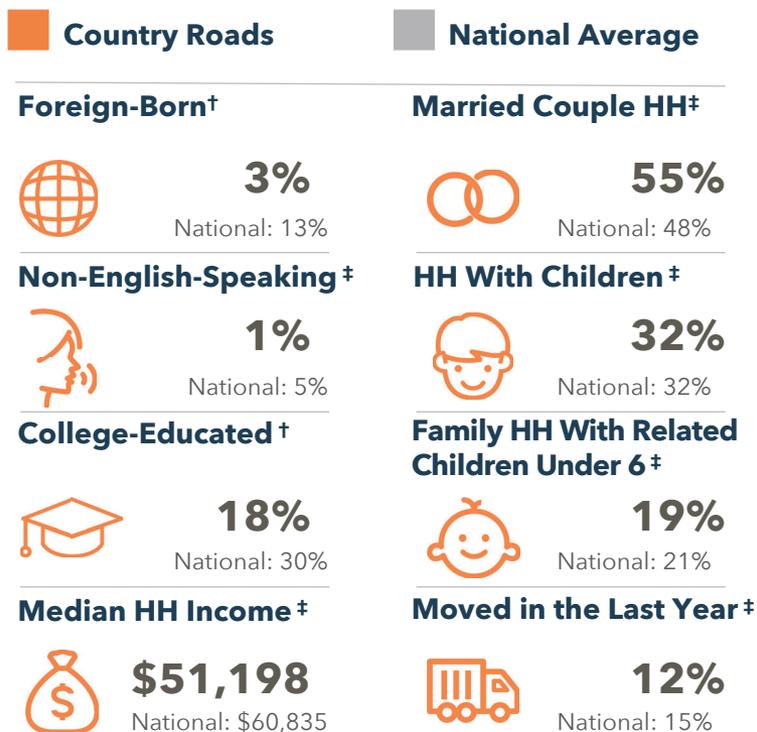
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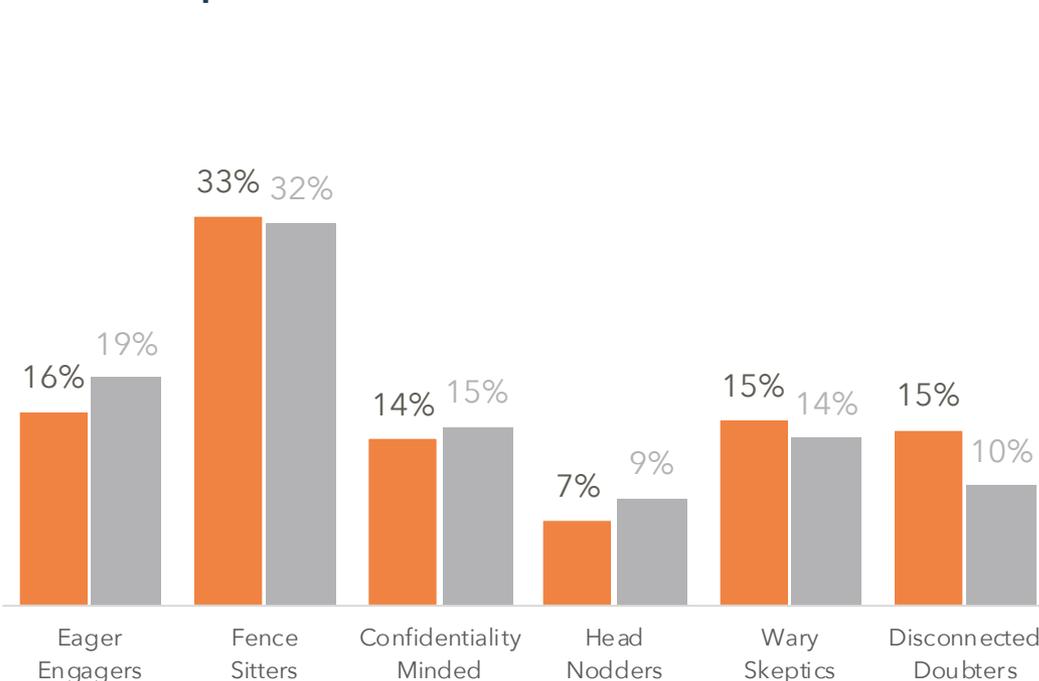
## How will they respond?

This segment is predicted to respond at a slightly below-average rate, with a below-average percentage of that response coming online.

**16%** of U.S. Population



### 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).



# Country Roads: Media Usage

## Where are they?

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## How will they respond?

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**16%** 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.



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



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



Views a **similar** number of half-hours of **TV** in a week.



**Drives** 17% **more** miles in a car or truck in a 7-day period.



Uses 10% **fewer** hours of **internet** in a week.