



Downtown Dynamic: Geography

Where are they?

Tracts in this segment can be found in densely populated metro centers.

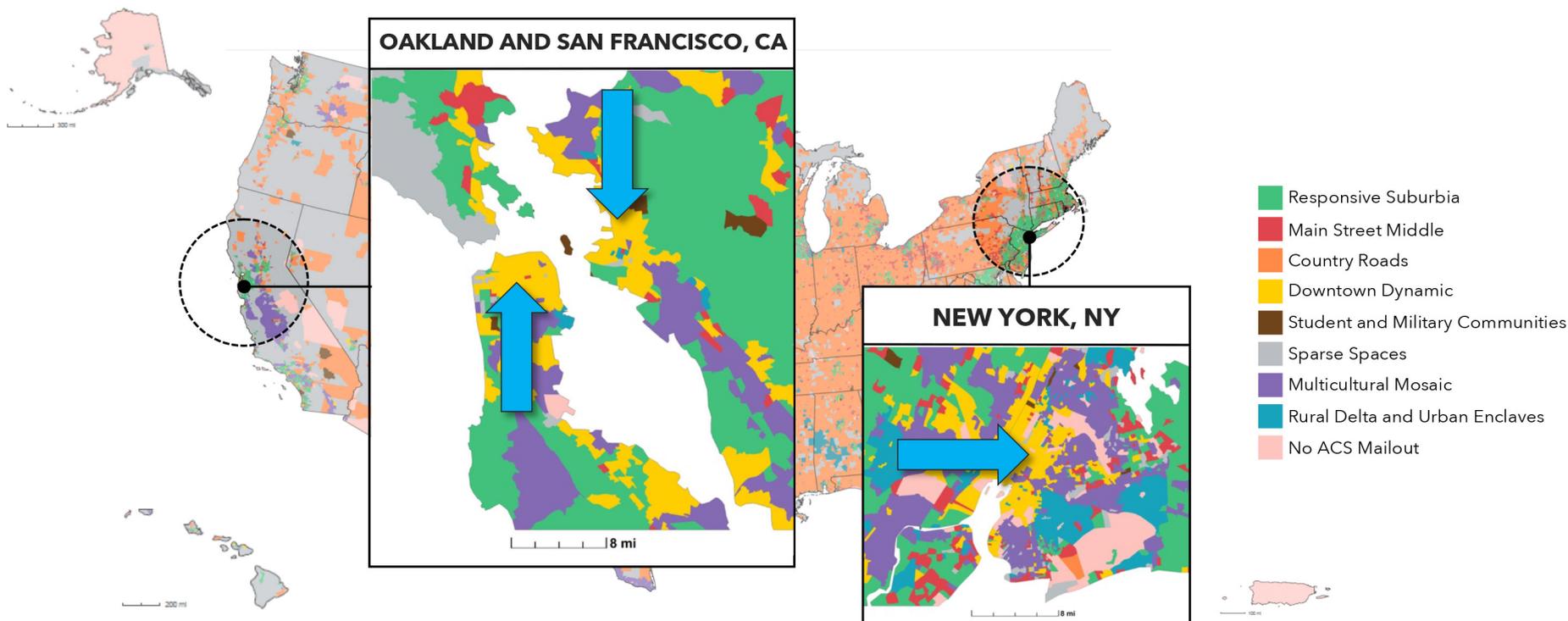
Who are they?

The tracts in this segment have high median household incomes, high percentages of college-educated residents, above-average percentages of foreign-born residents, and a larger proportion of residents 25 to 44 than the national average.

How will they respond?

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

9% of U.S. Population



Source: 2016 5-year ACS estimates



Downtown Dynamic: Demographics

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Number of Tracts



National: 74,001

Predicted Self-Response † †



National: 61%

Internet Access † &



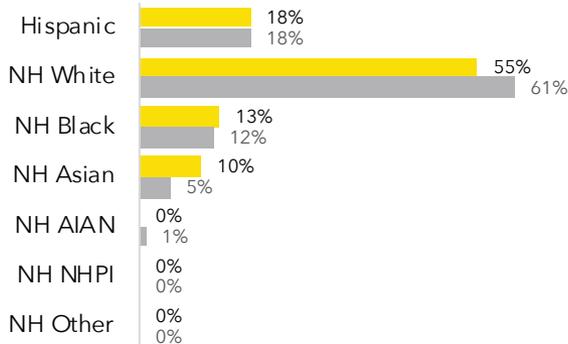
National: 77%

Share of Self-Response Online † †



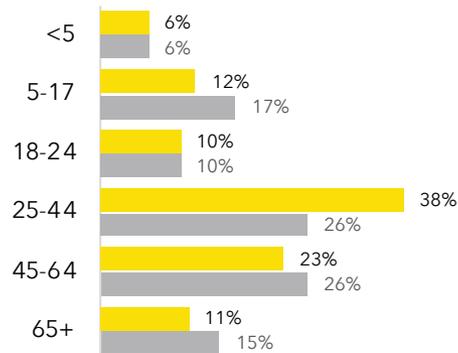
National: 66%

Race and Hispanic Origin†

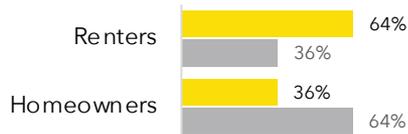


NH: Non-Hispanic.
AIAN: American Indian and Alaska Native
NHPI: Native Hawaiian and Pacific Islander

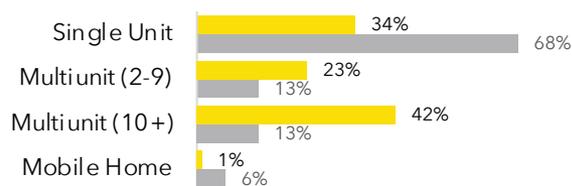
Age†



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).



Downtown Dynamic: Demographics and Mindsets

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9% of U.S. Population

Downtown Dynamic **National Average**

Foreign-Born†

21%
National: 13%

Married Couple HH‡

33%
National: 48%

Non-English-Speaking ‡

6%
National: 5%

HH With Children ‡

23%
National: 32%

College-Educated †

47%
National: 30%

Family HH With Related Children Under 6‡

24%
National: 21%

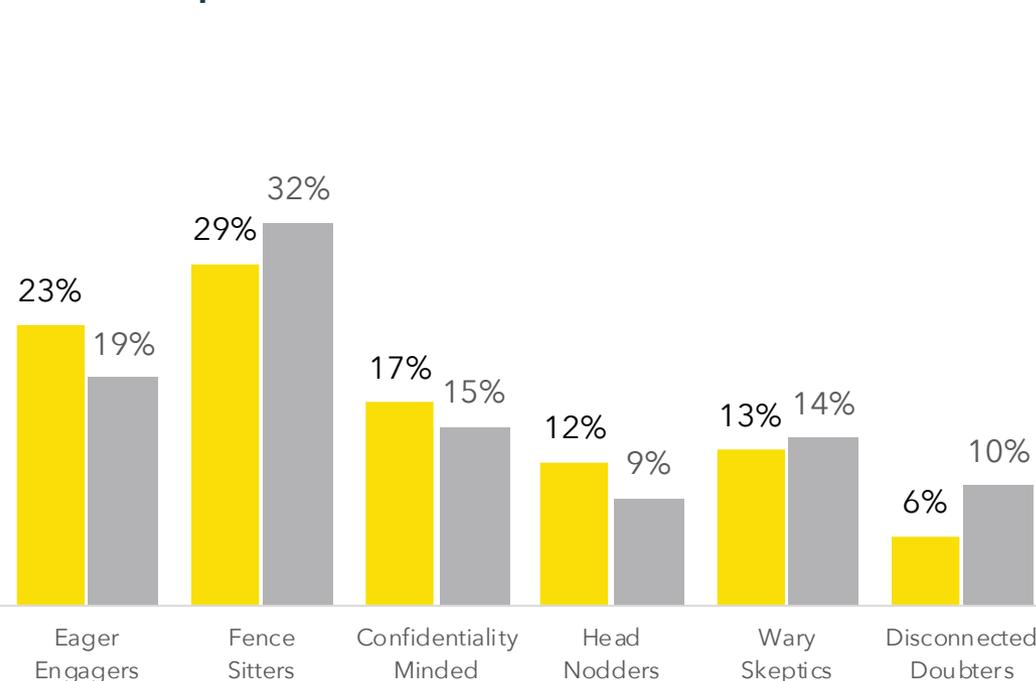
Median HH Income †

\$63,962
National: \$60,835

Moved in the Last Year ‡

23%
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).





Downtown Dynamic: Media Usage

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9% 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 15% **fewer** miles in a car or truck in a 7-day period.



Uses 17% **more** hours of **internet** in a week.