



Student and Military Communities: Geography

Where are they?

Tracts in this segment can typically be found near college campuses or military bases.

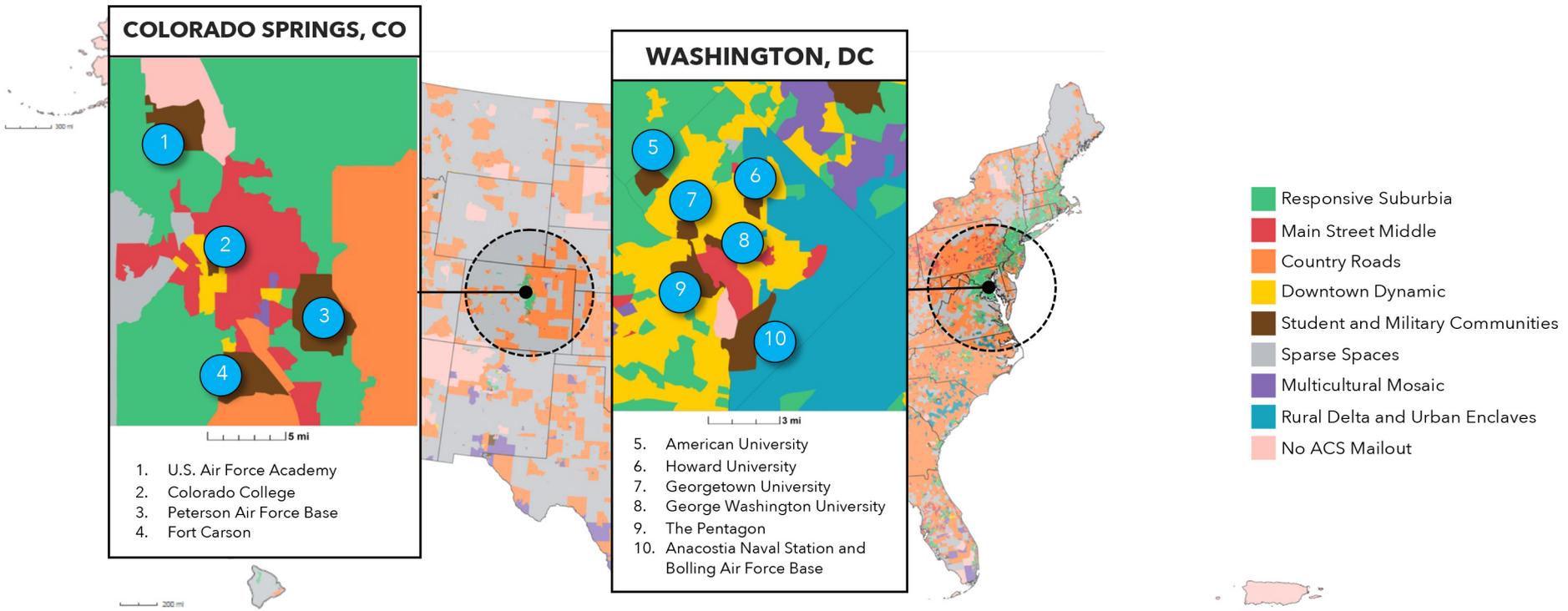
Who are they?

The tracts in this segment have a majority of residents 18 to 24, high percentages of college-educated residents, high percentages of renter-occupied housing units, and above-average percentages of residents living in group quarters.

How will they respond?

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

2% of U.S. Population



Source: 2016 5-year ACS estimates



Student and Military Communities: Demographics

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Number of Tracts



National: 74,001

Predicted Self-Response^{†*}



National: 61%

Internet Access[‡] &

Share of Self-Response Online^{‡*}

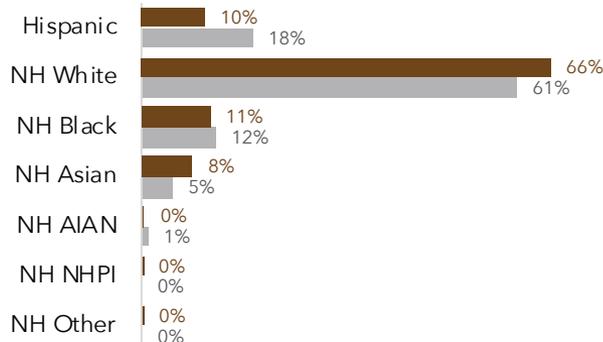


National: 77%



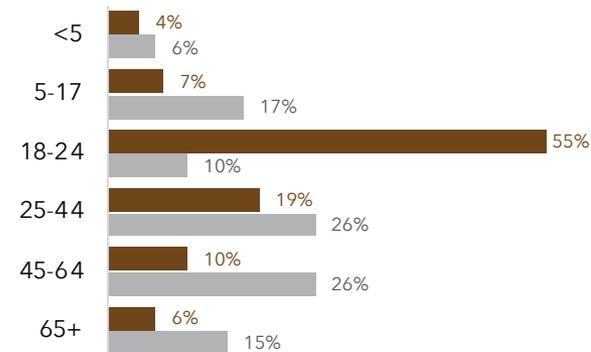
National: 66%

Race and Hispanic Origin[†]

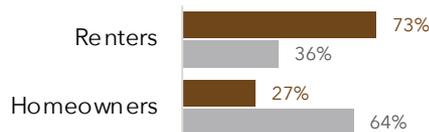


NH: Non-Hispanic.
AIAN: American Indian and Alaska Native
NHPI: Native Hawaiian and Pacific Islander

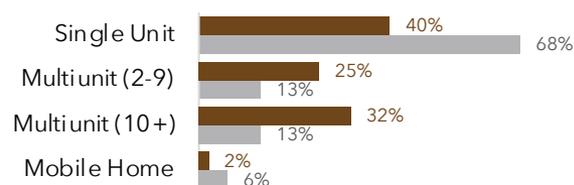
Age[†]



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).



Student and Military Communities: Demographics and Mindsets

Where are they?

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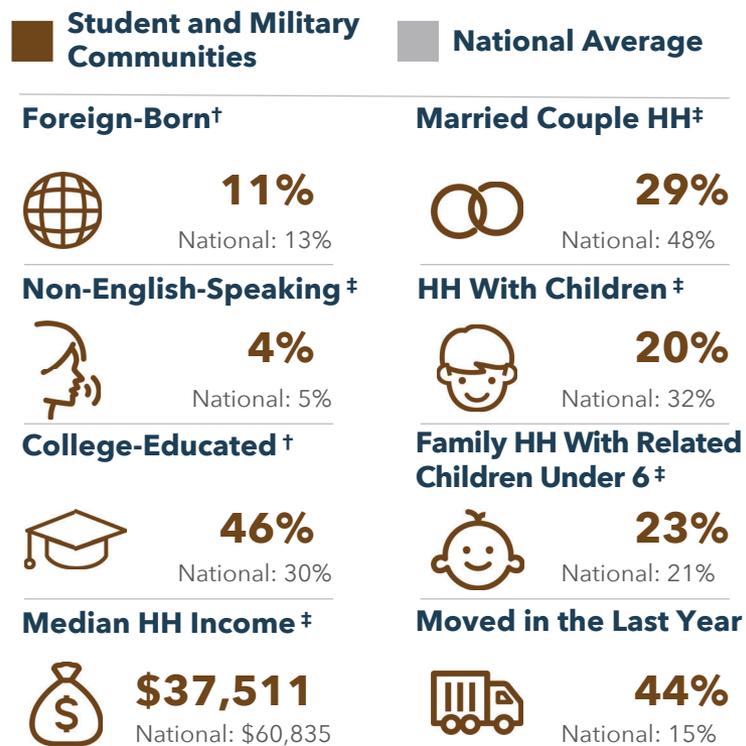
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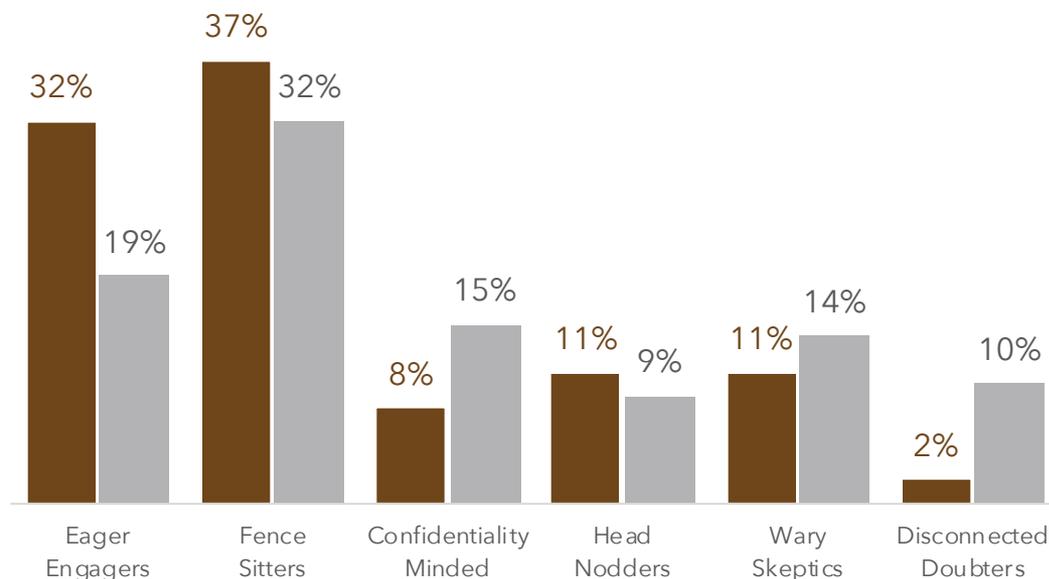
How will they respond?

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2% 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).



Student and Military Communities: Media Usage

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2% of U.S. Population

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



Reads 16% **fewer newspapers** in a 28-day period.



Listens to 22% **fewer** half-hours of **radio** in a week.



Reads 28% **fewer magazine** issues in a month.



Views 23% **fewer** half-hours of **TV** in a week.



Drives 32% **fewer** miles in a car or truck in a 7-day period.



Uses 31% **more** hours of **internet** in a week.