



Sparse Spaces: Geography

Where are they?

Tracts in this segment can be found in rural areas predominantly in the western United States, Appalachia, northern Maine, and Michigan's Upper Peninsula.

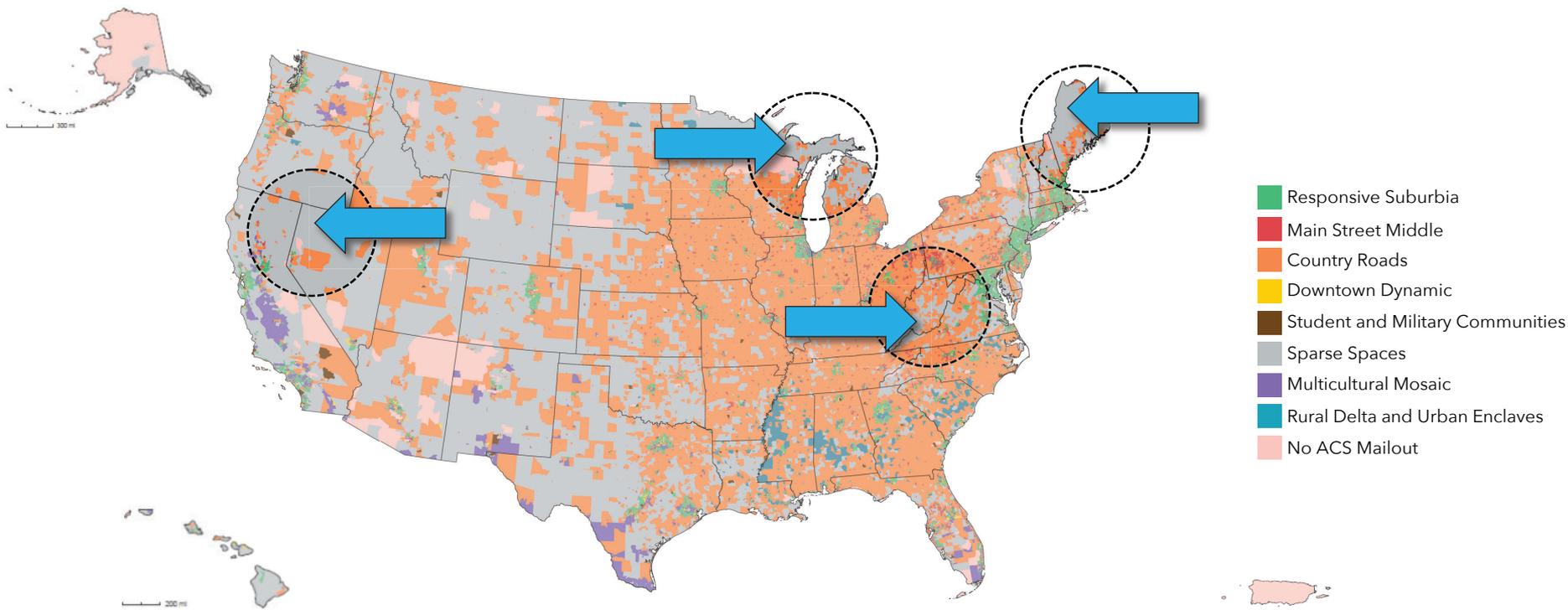
Who are they?

The tracts in this segment have a large proportion of owner-occupied housing units, below-average levels of internet access, and a higher percentage of residents 45 or older than the national average.

How will they respond?

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

5% of U.S. Population



Source: 2016 5-year ACS estimates



Sparse Spaces: Demographics

Where are they?

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Number of Tracts



National: 74,001

Predicted Self-Response †*



National: 61%

Internet Access †&



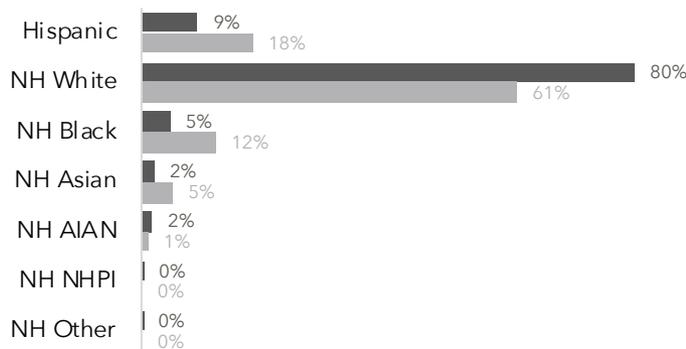
National: 77%

Share of Self-Response Online †*



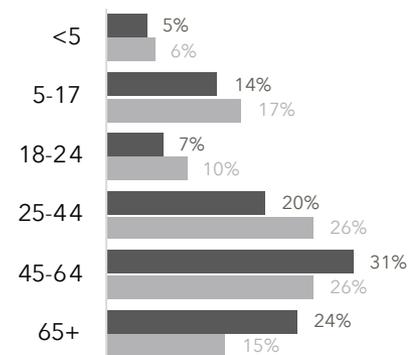
National: 66%

Race and Hispanic Origin†

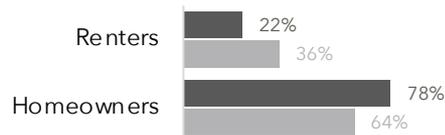


NH: Non-Hispanic.
AIAN: American Indian and Alaska Native
NHPI: Native Hawaiian and Pacific Islander

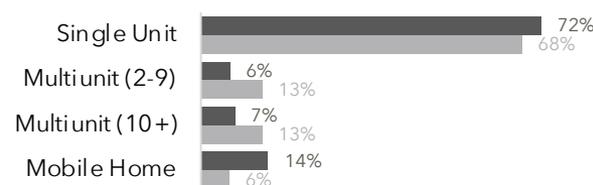
Age †



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).



Sparse Spaces: Demographics and Mindsets

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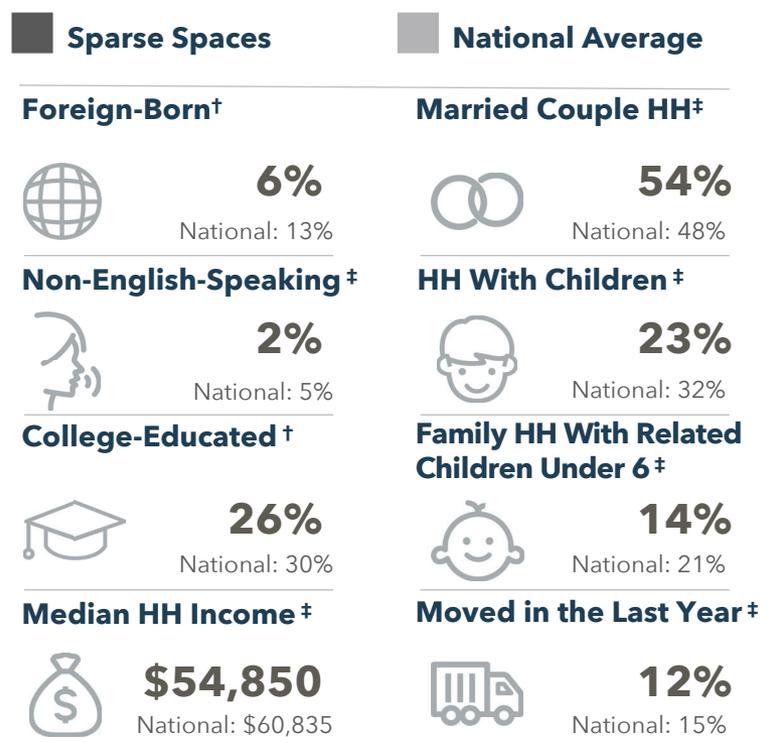
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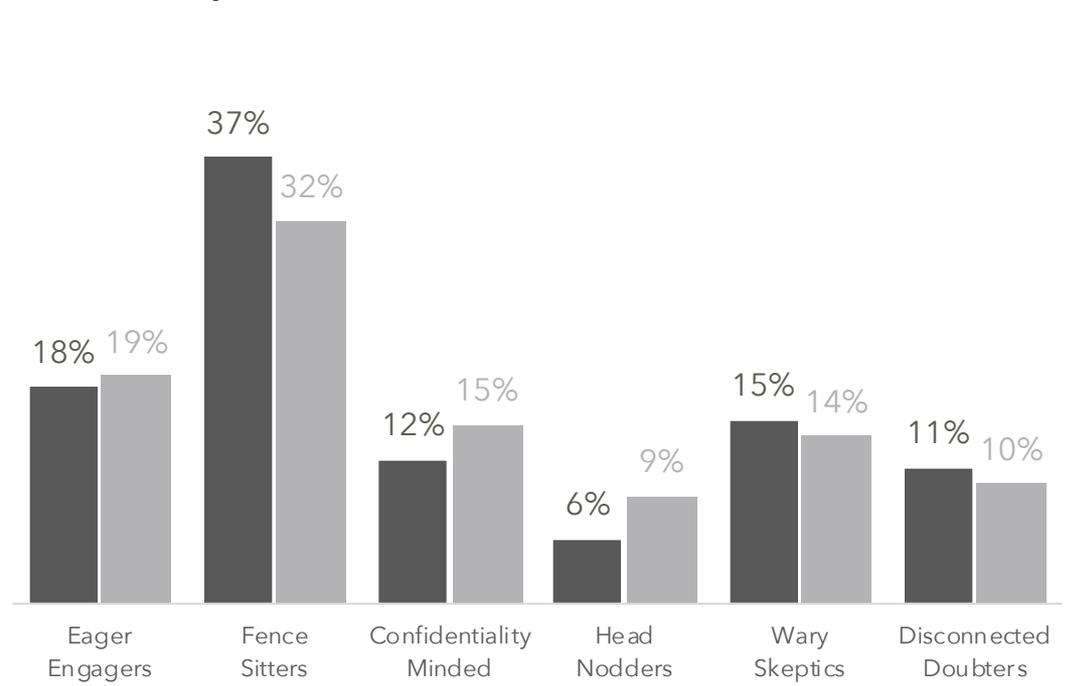
How will they respond?

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

5% 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).



Sparse Spaces: Media Usage

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How will they respond?

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5% 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 18% **more** miles in a car or truck in a 7-day period.



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