Rural Delta and Urban Enclaves: Geography

Where are they?
Tracts in this segment can be found in rural parts of the southeastern United States, including Mississippi, Alabama, Georgia, and South Carolina, with additional concentrations in urban areas.

Who are they?
The tracts in this segment include areas with low median household incomes and below-average levels of internet access. This segment has a majority of residents who are non-Hispanic African American.

How will they respond?
On average, this segment is predicted to respond at a low rate, with the lowest percentage of that response coming online.

7% of U.S. Population

Source: 2016 5-year ACS estimates
Rural Delta and Urban Enclaves: Demographics

Where are they?
Tracts in this segment can be found in rural parts of the southeastern United States, including Mississippi, Alabama, Georgia, and South Carolina, with additional concentrations in urban areas.

Who are they?
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7% of U.S. Population

Race and Hispanic Origin†
- Hispanic: 9% (61%)
- NH White: 18% (69%)
- NH Black: 12% (61%)
- NH Asian: 1% (5%)
- NH AIAN: 1% (1%)
- NH NHPI: 0% (0%)
- NH Other: 0% (0%)  
NH: Non-Hispanic.
AIAN: American Indian and Alaska Native
NHPI: Native Hawaiian and Pacific Islander

Age†
- <5: 7% (6%)
- 5-17: 19% (17%)
- 18-24: 11% (10%)
- 25-44: 26% (26%)
- 45-64: 25% (26%)
- 65+: 12% (15%)

Owner vs. Renter‡
- Renters: 53% (36%)
- Homeowners: 47% (64%)

Types of Housing‡
- Single Unit: 62% (68%)
- Multiunit (2-9): 13% (13%)
- Multiunit (10+): 13% (13%)
- Mobile Home: 3% (6%)

Number of Tracts
- Rural Delta and Urban Enclaves: 6,362
- National Average: 74,001

Predicted Self-Response ‡*
- 43%
- National: 61%

Internet Access ‡ &
- 60%
- National: 77%

Share of Self-Response Online ‡*
- 32%
- National: 66%

† - 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).
Rural Delta and Urban Enclaves: Demographics and Mindsets

Where are they?
Tracts in this segment can be found in rural parts of the southeastern United States, including Mississippi, Alabama, Georgia, and South Carolina, with additional concentrations in urban areas.

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How will they respond?
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7% of U.S. Population

Mindset Composition†^

<table>
<thead>
<tr>
<th>Eager Engagers</th>
<th>Fence Sitters</th>
<th>Confidentiality Minded</th>
<th>Head Nodders</th>
<th>Wary Skeptics</th>
<th>Disconnected Doubters</th>
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† - Population Average; ‡ - Household Average
Source: 2016 5-year ACS estimates unless otherwise marked by ^ (2020 CBAMS Public Use Microdata Sample, DRB# CBDRB-FY18-422).
Rural Delta and Urban Enclaves: Media Usage

Where are they?
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7% 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 21% more magazine issues in a month.
- Drives 26% fewer miles in a car or truck in a 7-day period.
- Listens to 14% more half-hours of radio in a week.
- Views 34% more half-hours of TV in a week.
- Uses 13% more hours of internet in a week.

Source: MRI’s Survey of the American Consumer® Doublebase 2018