



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.

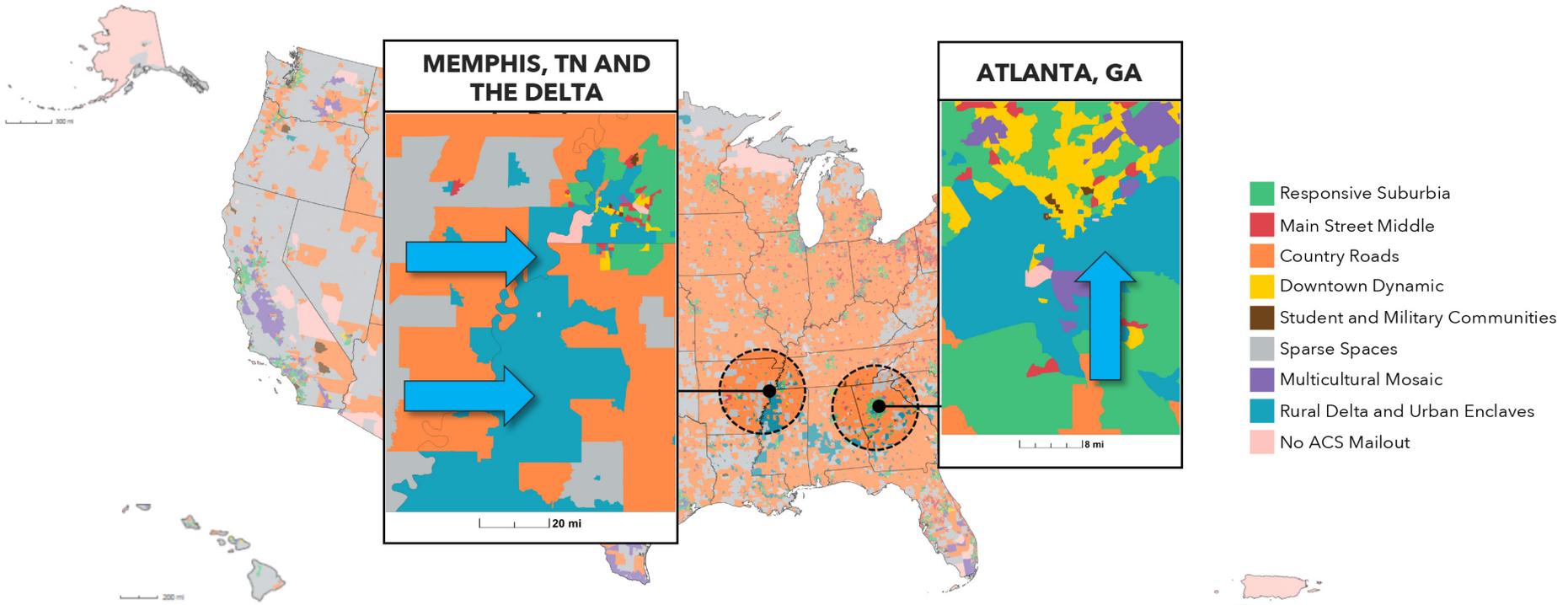
Who are they?

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.

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Number of Tracts



National: 74,001

Predicted Self-Response †*



National: 61%

Internet Access †&



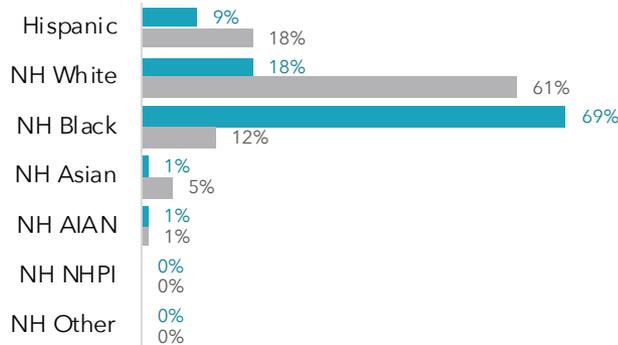
National: 77%

Share of Self-Response Online †*



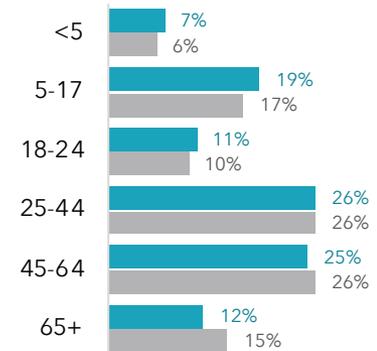
National: 66%

Race and Hispanic Origin†

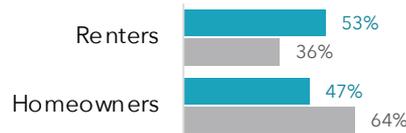


NH: Non-Hispanic.
AIAN: American Indian and Alaska Native
NHPI: Native Hawaiian and Pacific Islander

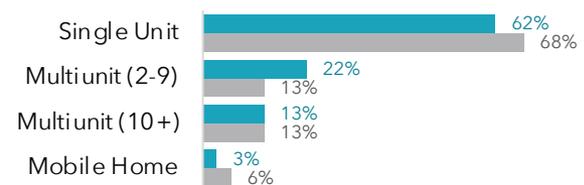
Age†



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).



Rural Delta and Urban Enclaves: Demographics and Mindsets

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Rural Delta and Urban Enclaves

National Average

Foreign-Born†



9%

National: 13%

Non-English-Speaking ‡



3%

National: 5%

College-Educated †



16%

National: 30%

Median HH Income ‡



\$34,832

National: \$60,835

Married Couple HH‡



27%

National: 48%

HH With Children ‡



34%

National: 32%

Family HH With Related Children Under 6‡



25%

National: 21%

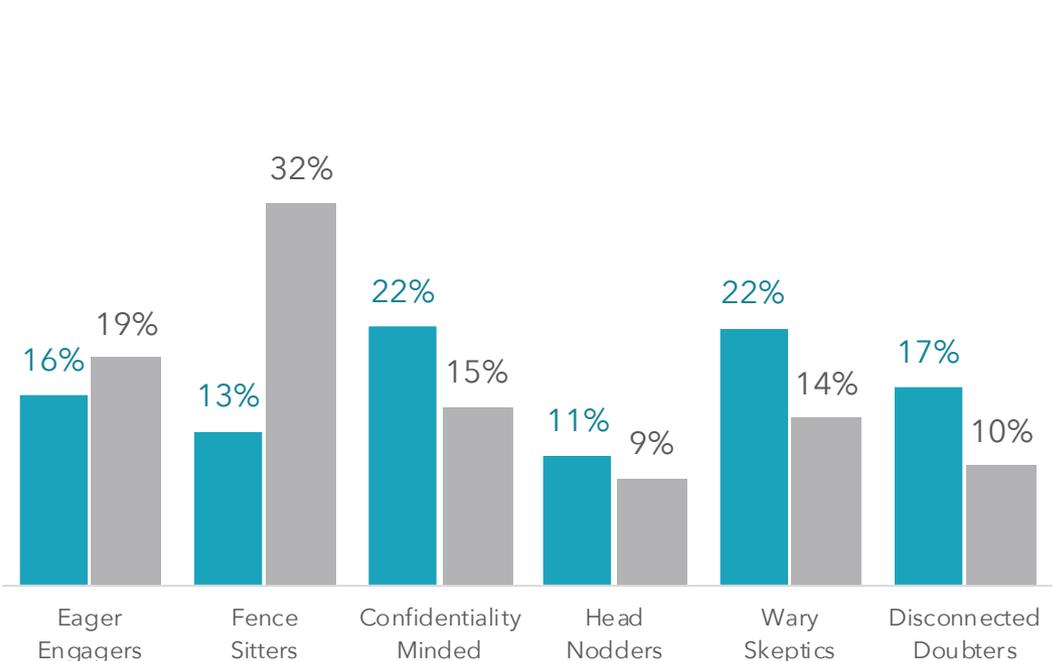
Moved in the Last Year‡



16%

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).

Rural Delta and Urban Enclaves: Media Usage

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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.



Listens to 14% **more** half-hours of **radio** in a week.



Reads 21% **more magazine** issues in a month.



Views 34% **more** half-hours of **TV** in a week.



Drives 26% **fewer** miles in a car or truck in a 7-day period.



Uses 13% **more** hours of **internet** in a week.