Country Roads

16% of U.S. Population | 27% of Nebraska Population

Where are they?
Tracts in this segment can be found in rural areas predominantly in the eastern United States, surrounding small towns and outside the suburbs of major cities.

Who are they?
The tracts in this segment have a large proportion of owner-occupied housing units, a below-average median household income, and a below-average proportion of college-educated residents.

How will they respond?
On average, this segment is predicted to respond at high rates, with an average percentage of that response coming online.

How can you encourage response?

<table>
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<tr>
<th>Predicted Self-Response</th>
<th>Share of Self-Response Online</th>
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<tr>
<td>60%</td>
<td>53%</td>
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Compared to the national average, the average person in this segment...

- Reads a similar number of newspapers in a 28-day period.
- Reads a similar number of magazines in a month.
- Drives 17% more miles in a car or truck in a 7-day period.
- Listens to a similar number of half-hours of radio in a week.
- Views a similar number of half-hours of TV in a week.
- Uses 10% fewer hours of internet in a week.

Source: https://www2.census.gov/programs-surveys/decennial/2020/program-management/censusresearch/census-tracts/segmentprofile-3-country-roads.pdf