Downtown Dynamic

9% of U.S. Population | 3% of Nebraska Population

Where are they?
Tracts in this segment can be found in densely populated metro centers.

Who are they?
The tracts in this segment have high median household incomes, high percentages of college-educated residents, above-average percentages of foreign-born residents, and a larger proportion of residents 25 to 44 than the national average.

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

How can you encourage response?

**Predicted Self-Response**

- **59%**

**Share of Self-Response Online**

- **82%**

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 15% fewer 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 17% more hours of internet in a week.

Source: https://www2.census.gov/programs-surveys/decennial/2020/program-management/censusresearch/census-tracts/segmentprofile-4-downtown-dynamic.pdf