Main Street Middle
21% of U.S. Population | 36% of Nebraska Population

Where are they?
The tracts in this segment can be found in small towns and less densely populated neighborhoods surrounding urban centers.

Who are they?
The tracts in this segment are less diverse than the national as a whole and have a higher percentage of residents 65 or older than the national average.

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?

Predicted Self-Response

Share of Self-Response Online

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 a similar number of 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 a similar number of hours of internet in a week.

Source: https://www2.census.gov/programs-surveys/decennial/2020/program-management/censusresearch/census-tracts/segmentprofile-2-main-street-middle.pdf