Responsive Suburbia

24% of U.S. Population | 23% of Nebraska Population

Where are they?
The tracts in this segment can be found in suburban neighborhoods with single family homes.

Who are they?
The tracts in this segment have high median household incomes, high percentages of married households, and a large proportion of college-educated residents.

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

How can you encourage response?

**Predicted Self-Response**
- 71%

**Share of Self-Response Online**
- 84%

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 12% fewer of half-hours of TV in a week.
- Uses a similar number of hours of internet in a week.

Mindset Composition

Source: [https://www2.census.gov/programs-surveys/decennial/2020/program-management/censusresearch/census-tracts/segmentprofile-1-responsivesuburbia.pdf](https://www2.census.gov/programs-surveys/decennial/2020/program-management/censusresearch/census-tracts/segmentprofile-1-responsivesuburbia.pdf)