Sparse Spaces

5% of U.S. Population | 5% of Nebraska Population

Where are they?
Tracts in this segment can be found in rural areas predominantly in the western United States, Appalachia, northern Maine, and Michigan’s Upper Peninsula.

Who are they?
The tracts in this segment have a large proportion of owner-occupied housing units, below average levels of internet access, and a higher percentage of residents 45 or older than the national average.

How will they respond?
On average, this segment is predicted to respond at a below-average rate, with a below-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 18% 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-6sparse-spaces.pdf