Student and Military

2% of U.S. Population | 3% of Nebraska Population

Where are they?
Tracts in this segment can typically be found near college campuses or military bases.

Who are they?
The tracts in this segment have a majority of residents 18 to 24, high percentages of college-educated residents, high percentages of renter-occupied housing units, and above-average percentages of residents

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

How can you encourage response?

Predicted Self-Response | Share of Self-Response Online
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56% | 81%

Compared to the national average, the average person in this segment...

- Reads 16% fewer newspapers in a 28-day period.
- Reads 28% fewer magazines in a month.
- Drives 32% fewer miles in a car or truck in a 7-day period.
- Listens to 22% fewer half-hours of radio in a week.
- Views 23% fewer half-hours of TV in a week.
- Uses 31% more hours of internet in a week.

Source: https://www2.census.gov/programs-surveys/decennial/2020/programmanagement/censusrresearch/censustracts/segment-profile5-studentmilitarycommunities.pdf