

Lifestyles of Rural Americans - US - August 2018

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"In some ways the internet has brought urban, suburban, and rural residents closer together, giving Americans across the country access to the same hub of information.

Even so, differences remain between these groups."

– **Dana Macke, Associate Director - Lifestyles & Leisure**

This report looks at the following areas:

Rural Americans have a different demographic make-up, less access to retail and entertainment, and different habits and routines, which differentiate them from the general population. As Rural Americans account for 20% of the US population, brands may benefit from understanding the nuances that make this segment unique so that they can connect with them in more relevant ways and nurture brand loyalty.

- **Snapshot of the Rural American Consumer**
- **Rural Americans today**
- **Rural Americans tomorrow**

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Abbreviations

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