

# Coastal and Heartland Consumers - US - January 2020

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## This report looks at the following areas:

While sometimes put in opposing camps in news coverage, data indicates there are more similarities than differences between Coastal and Heartland consumers. Both groups are generally happy with the life they've built and feel it meets or exceeds their expectations, but these groups also share similar challenges. True areas of differentiation appear in the perceptions and trust each consumer segment has in institutional entities.

From organizational trust to overall life satisfaction, Heartland and Coastal adults display more nuanced differences rather than fundamental distinctions."



"Where people live can shape their attitudes and behaviors. However, even though the media paints two very different pictures of Heartland and Coastal Americans, there are more similarities than differences between the two consumer groups."

- Lisa Dubina, Senior Analyst

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- **“Coastal liberal” is more accurate than “Coastal elite”**
- **Nuanced differences between Heartland and Coastal Lifestyles**

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- News coverage trumps pop culture for most Americans

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### KEY TRENDS – WHAT YOU NEED TO KNOW

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