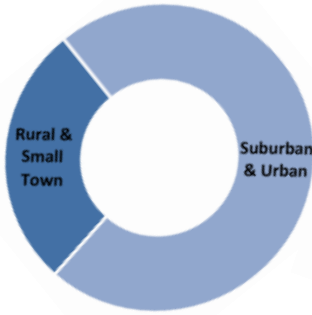


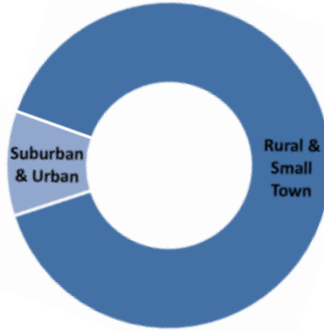
DEMOGRAPHICS IN RURAL AMERICA

Rural communities cover a large geographic land mass

POPULATION



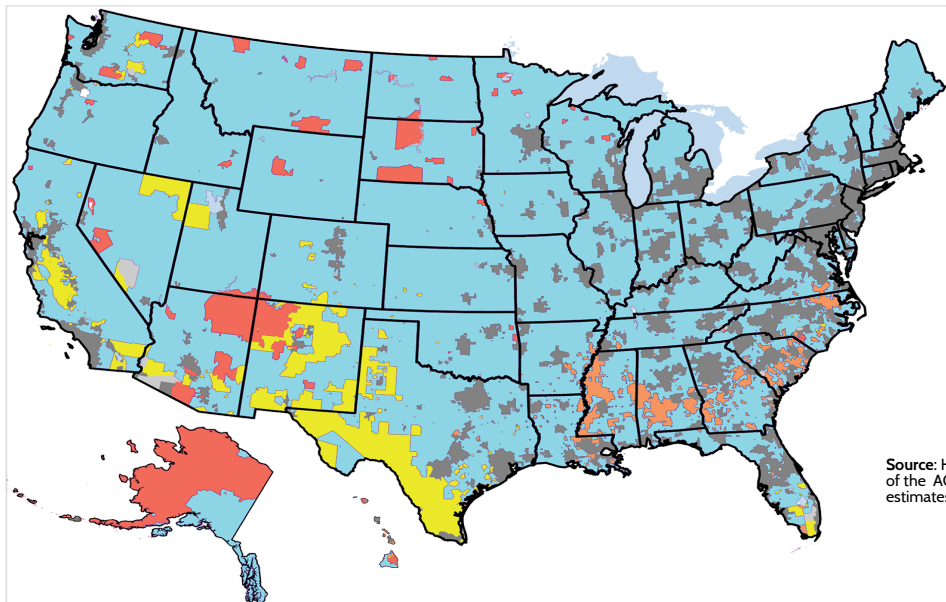
LAND MASS



60,333,520 People live in rural and small town communities, that's **18.8%** of the population and spanning **89.2%** of the landmass.

Source: HAC Tabulations ACS 2017 Five Year Estimate

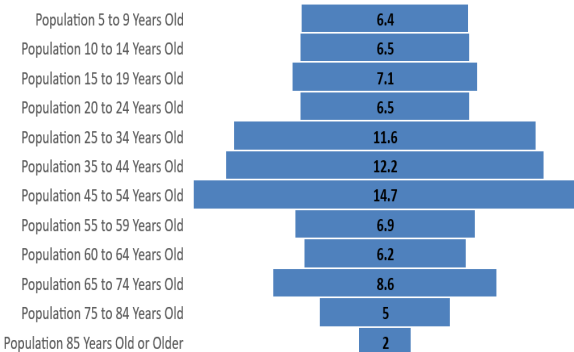
Rural America is more diverse than you may think



Source: HAC Tabulations of the ACS 2017, five-year estimates

White Native American African American Hispanic Metro Area No Plurality

Rural America is older than the rest of the country



HAC Tabulations of the Census 2010 SF1 Population Counts.

Educational Attainment is lower in rural America



Population 25 and older with a BA Degree

19%

Rural and Small Town

30.3%

United States

Source: HAC Tabulations of the ACS 2012-16 Five Year Estimates Education Data.