Demographics in Rural America

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.

Rural communities cover a large geographic land mass

Rural America is more diverse than you may think

Rural America is older than the rest of the country

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.