

Small towns, big spenders

How do rural shoppers in the US stack up to shoppers in other areas?



Adyen teamed up with 451 Research to find out. More than 1,000 US consumers were surveyed in 2018 to better understand the ideal shopping experience. With samples from all over, we found out some surprising truths – rural shoppers are almost as interested in the latest tech shopping experiences as their urban counterparts.

Rural consumers love shopping the most of any group.

Here are six interesting discoveries that'll make you rethink your digital offerings to rural shoppers.

Buying big

When it comes to shopping, the people living in small towns have a more positive outlook.

43% of rural consumers enjoy shopping

- 40% Suburban
- 38% Urban



48% of rural consumers believe they will be better off in a year's time

- 35% Suburban
- 40% Urban

Changing the game

It's not just urban consumers clamoring for a tech-forward shopping experience.

17% of rural consumers use social media to purchase items

- 8% Suburban
- 11% Urban

26% of rural consumers say that availability of a store-branded app to pay in-store would improve their experience

- 23% Suburban
- 20% Urban



18% of rural consumers say that acceptance of Apple Pay would improve their online payment experience

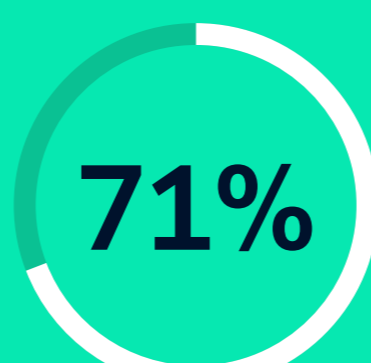
- 16% Suburban
- 19% Urban



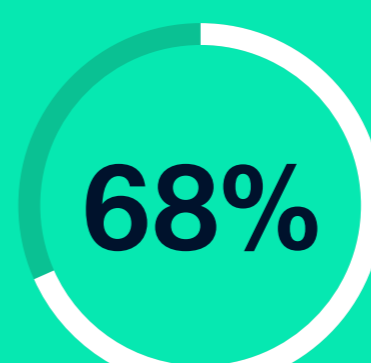
Over the line

Long lines are equally problematic for consumers all over the US.

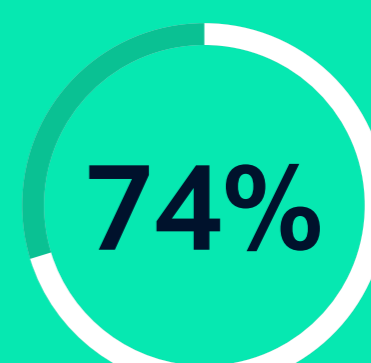
A significant percentage of shoppers left a store and decided against purchasing an item because the line was too long.



Rural



Suburban



Urban



Elevating the experience

Technology is taking shopping into the future, and it's a wide playing field that runs all across the US. Rural shoppers are demanding the same experiences and won't settle for less. It's time for businesses to offer the same conveniences to the rural audience.