Pandemic impact on a healthy lifestyle among adults ages 50+ by location: Rural and small town village areas

Nearly half (48%) of adults ages 50+ live in rural and small town/village areas. Snack consumption increased among these residents during the pandemic, with over half (56%) saying this was driven by watching TV.

Impact on diet
Snack consumption increased in rural areas with over a quarter (28%) saying they’ve consumed more sweets.

Top 3 reasons for diet changes
- Watching TV: 56%
- Home more: 53%
- Boredom: 42%

Location type

48% of adults ages 50+ live in a rural area, farm or small town/village.

Stress levels
Nearly half of rural residents reported a stress level increase. 43%

Exercise time
Although the pandemic limited exercise for many, exercise is back on the way up.

Day-to-day activities currently doing today
- Visit friends: 48%
- Dine out: 43%
- Entertainment: 34%
- Exercise: 33%
- Run errands: 30%
- Shop: 27%