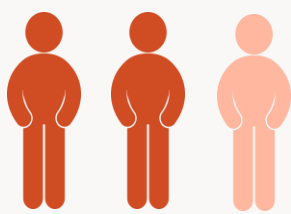


Repicturing Rural

A playbook for visual authenticity in rural American storytelling

Vibrant lives, untold stories



2 in 3 rural Americans believe advertisers do not understand them*
*Source: [YouGov](#)

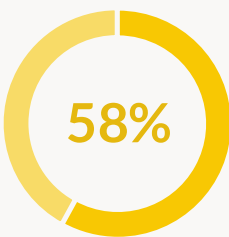


of Getty Images' most popular US visuals are set in rural locations. Urban settings are **4x more likely** to be shown than rural locations.



THREE DIMENSIONS OF RURAL EXPERIENCE

Persons of substance *Representing the many faces of rural America*



58% of rural Americans say they feel the most joy when spending time with friends and loved ones



Only 15% of rural visuals that include women show them working

Beyond the bucolic *Demonstrating an authentic sense of place*



54% of American farmland is dedicated to animals*, yet less than 9% of visuals feature them
*Source: [USDA](#)



50% of visuals depicting rural America feature a built structure

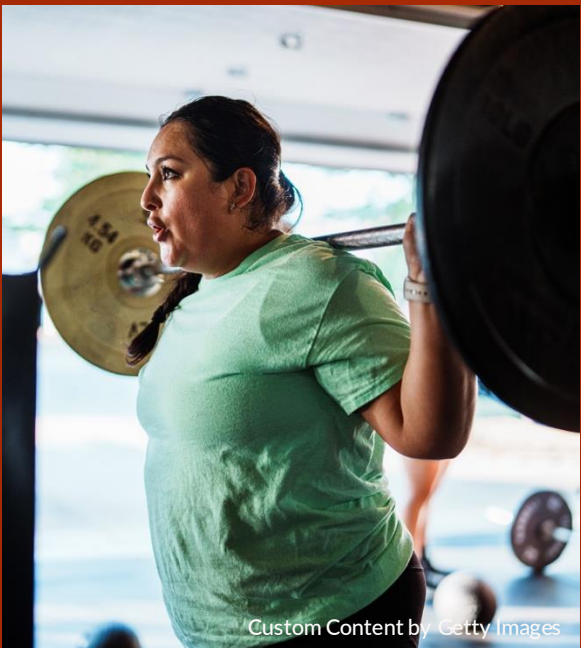
Life well lived *Reflecting how rural Americans spend their time*

Rural Americans are 2x more likely to be seen enjoying outdoor recreation activities than their urban counterparts



Less than 1% of rural visuals show formal healthcare scenarios in medical building

Explore the [Rural US Collection](#)



Methodology: The playbook is part of a wider partnership between Land O'Lakes, Inc. and Getty Images with the goal of using our complementary expertise to help you repicture rural America. Land O'Lakes brings decades of knowledge and research on rural communities. Getty Images brings over 30 years of visual insights experience and its proprietary research methodology—[VisualGPS](#). All data in this infographic/playbook is based on the following VisualGPS analysis unless a different source is cited: 150,000+ US-based stills and videos downloaded by US brands, advertisers, and media in 2024, 60,000 US-based searches on gettyimages.com over six years (2018-2024), and 500+ self-identified rural US consumers surveyed across four waves of quantitative research.