

Mspark Releases New Research Showing How Urbanicity Impacts Consumer Behavior, Media Preference, and Marketing Strategy

A unique data taxonomy reveals how geographic differences influence

audience demographics, purchasing behavior, and advertising opportunities by market.

AL, UNITED STATES, July 15, 2026 /EINPresswire.com/ -- [Mspark](#), a leading provider of data-driven

“

Our research shows consumers behave differently depending on where they live, and those differences should influence how brands allocate media investments, prioritize channels, and develop messaging.”

*Frank Selvaggi, Vice President
of Data Intelligence &
Activation, Mspark*

direct mail and digital media solutions, announced the release of its latest research report, [The Influence of Urbanicity: How Geographic Insight Can Ignite Growth](#), a comprehensive whitepaper examining how geography shapes consumer behavior and media preferences. The report provides marketers with data-backed insights into how urbanicity influences audience composition and industry opportunities—helping brands make more informed decisions about media planning and strategy.

Based on proprietary audience intelligence representing nearly 137 million U.S. households and more than 30,000 consumer data attributes, the whitepaper examines how geography extends beyond location targeting. Urbanicity varies significantly across income, education,

homeownership, lifestyle, media engagement, and purchase behavior, making it a critical variable for brands seeking to optimize marketing performance across markets and county types.

"Many marketers optimize campaigns around audience demographics and channel selection, but geography often remains an underutilized strategic advantage," said Frank Selvaggi, Vice President of Data Intelligence & Activation at Mspark. "Our research shows consumers behave differently depending on where they live, and those differences should influence how brands allocate media investments, prioritize channels, and develop messaging."

The report segments U.S. counties into four classifications—Urban, Suburban, Semi-Rural, and Rural—and examines how each market differs across demographic characteristics, consumer

spending, industry affinity, and media preference.

Among the report's findings:

- Media preference varies by geography, with direct mail showing one of the most streamlined preference differentials across urbanicity segments, underscoring the importance of geographic media planning.
- Urban consumers over-index against the national average for spend in categories including restaurants, travel, furniture, and beauty, while rural audiences demonstrate stronger-than-average spend with automotive and wireless categories.
- Suburban markets offer the most statistically predictable consumer behavior, making them ideal environments for testing before broader market expansion.
- Average household income decreases from approximately \$102,000 in urban markets to \$64,000 in rural markets.
- Homeownership increases steadily from 64% in urban communities to 79% in rural communities.



Mspark's latest research report, *The Influence of Urbanicity: How Geographic Insight Can Ignite Growth*, explores how geographic differences impact consumer behavior, media preferences, and marketing opportunities.

Beyond demographic analysis, the research explores how marketers can use urbanicity to improve campaign channel selection across industries including retail, restaurants, automotive, telecommunications, financial services, home services, and consumer packaged goods. The report recommends tailoring media mix, messaging, and channel investment based on geographic market nuances rather than national averages.

"Consumers' lifestyles, purchasing decisions, and media preferences are influenced by the environments in which they live," said Megan Edwards, Director of Marketing & Business Development at Mspark. "This research gives marketers a practical understanding of the importance of geographic analysis and segmentation to plan more impactful marketing strategies. Whether brands are planning local, regional or national initiatives, the need for each brand to analyze its own unique footprint or key revenue markets is imperative to improve consumer engagement and results."

The whitepaper provides strategic media recommendations for each geographic segment. Urban markets benefit from high-reach channels supported by response-driven media such as direct mail. Suburban markets provide testing environments for scalable campaigns. Semi-rural markets respond best to integrated, multi-channel strategies, while rural markets require more

localized market-level planning and careful media selection to maximize engagement.

As marketers face increasing pressure to improve return on advertising investment, the report highlights geographic intelligence as an opportunity to enhance campaign relevance and performance without increasing overall media spend.

The publication reflects Mspark's ongoing investment in consumer research, proprietary audience intelligence, and data-driven marketing strategy. For nearly 40 years, the company has helped national, regional, and local brands connect with consumers through integrated direct mail and digital media campaigns designed to drive measurable business outcomes.

The Influence of Urbanicity: How Geographic Insight Can Ignite Growth and other insights, including consumer survey results and eBooks, are available for download in the Insights section of Mspark's website.

About Mspark

Mspark is a results-driven marketing partner built for accountability. Our teams plan and activate full-funnel campaigns powered by proprietary audience insights from 137 million households and 30,000+ unique data points.

Our strategies are constantly optimized to deliver performance, supported by rigorous attribution and client-first service. With four decades of industry experience and a relentless focus on ad tech innovation within direct mail and digital media, Mspark helps brands amplify engagement, spark action, and convert marketing investment into measurable growth.

For more information, visit [Mspark.com](https://www.mspark.com).

Shasti Haythorn

Mspark

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/926939137>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.