

# Profiles of the neo-ruralists

Neo-ruralists are generally educated individuals seeking to improve their quality of life in a rural environment and represent different social profiles:

People with a strong **ecological character** who make their relationship with nature the centre of their lives.

**Households** seeking a safer environment, especially after the impact of the COVID-19 pandemic.

People who, having the possibility of **teleworking** – increasingly – decide to opt for a quieter life.

Businessmen and **young entrepreneurs** who create businesses in the rural world because of their affinity with it.

**Pensioners and early retirees** moving to their second home or family residence in a rural environment.

