



Rural America's Most Important Network

2006 Fall Rural Lifestyle Research

Conducted by AMR

Commissioned by the National Association of Farm Broadcasters

48 contiguous states surveyed

2000 Interviews

2.24% error factor

Only adults living in households not in a place were surveyed. There are an estimated 51,600,097 adults in Rural Lifestyle households according to 2000 U.S. Census.

Findings

The Rural Lifestyle Market consists of:

27,052,940 Households

25.86% of all Households in the U.S.

69,126,313 est. Rural Lifestyle Population

51,600,097 18+ Population

Therefore, with 13.4% of the total survey watching RFD-TV within the last week (as surveyed) the projected **weekly** RFD-TV viewing is **6,914,413** rural lifestyle adults.

Note:

This study excludes agricultural producers and cattlemen. Previous studies in these categories are:

Summer 2005 Successful Farming Research Panel indicating **41.5% of farmers** watch RFD-TV.

Summer 2006 Beef Board research indicating **57% of all cattlemen** (universe of 800,000 cattlemen) watch RFD-TV.