ERDOS & MORGAN CUSTOM ("C-suite & lobbyist viewer study")

A custom survey of business & financial media consumers conducted by Erdos & Morgan on behalf of CNBC

SURVEY FACTS

Research type: Custom survey

Fielded: 10/16/2009 – 12/02/2009

Released: December 2009

Sample description: (Power Brokers)

C-Suite and Lobbyists in Fortune 1,000 Companies who have financial responsibilities in their corporations or area of government.

Sample size: 772 respondents

Questions include: CNBC attitudes/behaviors, out-of-home viewing, media consumption, affluence/influence measures, purchasing responsibility & budgets, industries.

KEY CNBC AUDIENCE METRICS

Reach: N/A

Age: N/A

College: N/A

HHI (Mean): $503,000

Net worth: NA

Investable assets: NA

C-level: 65%

Lobbyists: 46%

Manage/influence purchase decisions within organization: 76%

Average overall organization purchasing budget: $ 43.9 Million

Source: 2009 Erdos & Morgan Custom C-Suite and Lobbyist Study

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ADDITIONAL HIGHLIGHTS

- **# 1 cable news channel ranked by C-Levels for all measured attributes.**
  - (Measured Networks: Bloomberg, CNBC, CNN, C-Span, Fox Business News, Fox News Channel, HLN and MSNBC)
- **Primary Source of business and financial news (44%).**
  - (Measured Networks: Bloomberg, CNBC, CNN, C-Span, Fox Business News, Fox News Channel, HLN and MSNBC)
- **Provides the most useful information for day-to-day job responsibilities (42%)*.**
  - (Measured Networks: Bloomberg, CNBC, CNN, C-Span, Fox Business News, Fox News Channel, HLN and MSNBC)
- **Has the most diverse coverage of business and financial news (39%)*.**
  - (Measured Networks: Bloomberg, CNBC, CNN, C-Span, Fox Business News, Fox News Channel, HLN and MSNBC)
- **Is the most dedicated to understanding your business (39%).**
  - (Measured Networks: Bloomberg, CNBC, CNN, C-Span, Fox Business News, Fox News Channel, HLN and MSNBC)
- **The one you turn to most often for in-depth analysis (33%).**
  - (Measured Networks: Bloomberg, CNBC, CNN, C-Span, Fox Business News, Fox News Channel, HLN and MSNBC)

*More than twice all other cable news networks

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ADDITIONAL HIGHLIGHTS

- **# 1 cable news channel ranked by Lobbyists for the following attributes:**
  - Primary Source of business and financial news (28%)
  - Has the most diverse coverage of business and financial news (28%)
  - You use to influence business spending (21%) (More than twice all other cable news nets except CNN at 12%)

- **CNBC is ranked as the #1 channel by C-Levels and Lobbyists in all 5 Business and Financial news topic coverage categories:**
  - Interviews with Business Leaders
  - Stories about Business Trends and Innovations
  - Business & Financial Topics
  - Analysis of Individual Stocks and Sectors
  - Breaking Business Stories