MENDELSOHN CUSTOM SURVEY ("Business Day Viewer Study")

A custom survey of business media consumers conducted by Ipsos Mendelsohn on behalf of CNBC

SURVEY FACTS

Research type: Custom survey

Fielded: 9/24/2009 – 11/16/2009

Released: December 2009

Sample description: Subscribers to upscale business and news publications

Sample size: 1,259 respondents

Projects to: N/A

Questions include: CNBC attitudes/behaviors, out-of-home viewing, media consumption, affluence/influence measures

KEY CNBC AUDIENCE METRICS

Reach: N/A

Age: 43% A25-54; 54% A35-64

College (U-grad+/Post-grad): 83% / 42%

HHI (Mean/Median): $242,000 / $128,000

Net worth (Mean/Median): $1,603,000 / $832,000

Investable assets (Mean/Median): $1,186,000 / $440,000

C-level: 29%

Manage/influence securities purchases: 16%

Manage/influence purchase decisions: 36%

Share of office viewing: 44%

Source: 2010 Mendelsohn Custom Business Day Viewer Study