CNBC VIEWER PANEL STUDY

A topical study conducted quarterly to gain actionable information CNBC viewers' insight on the economy and other business and industry topics

SURVEY FACTS

Research type: Custom survey

Fielded: Quarterly

Sample description: A selection of CNBC viewers

Sample size: ~1000 – 3000

Average participation rate: 35%

Questions include: Consumer spending, Investing, thoughts on government, media consumption, technology engagement

KEY CNBC AUDIENCE METRICS

Age: 35% A25-54; 65% A55-65+

Gender: 83% Male; 17% Female

Employment Status: 33% Full Time; 52% Retired

Job Function/Title: 24% Owner/partner;

C-Suite: 35%

Top 3 Industries: 18% Financial Services; 10% Technology; 6% Manufacturing

Source: 2010 CNBC Viewer Panel Study

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PAST TOPICS

- ***Annual Economic Outlook*** – a gauge on viewer sentiment on global markets
- ***Investing Action*** – uncover how viewers are investing or where they looking to invest
- ***Spending Behavior*** – a look at where viewers are spending discretionary income on travel, automotive, retail, etc.
- ***Technology in Life & Business*** – insight into how viewers engage with technology in and out of the office
- ***Small Business Involvement*** – a comprehensive look at small business owner and partner sentiments across topics

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