

Defining the Marketplace for Business/Financial News/Information

- A Market Segmentation Study -

Survey Objective

- Educate advertisers about the size and composition of the market for business and financial news and information, the changing media choices available, and how the different market segments interact with and use those media

Methodology

Phase 1 - Market Sizing

- 2,600 telephone interviews among random sample of U.S. adults age 25+ completed November 2007

Phase II - Market Segmentation

- 2,500 35-minute phone interviews completed March 2008
 - Senior executives, middle management, professionals, HHI \$60K+, age 25+, listen to, watch or read bus/financial news/info at least 7 hours/week **OR**
 - Have investable assets of \$100,000+, listen to, watch or read bus/financial news/info at least 7 hours/week

Survey Content Areas

- Media Profile: Consumption by platform & specific media, day part, preferences & attitudes
 - Newspapers, websites, magazines, radio, TV, mobile
- Respondent Profile: Personality traits, investments, household expenditures, demographics

Market Sizing Preliminary Topline Findings

- Total U.S. Pop, Age 25+ 196.2 million
- Time spent per week with business/financial news/info
 - 1 hour or less per week 121.6 million (62.0%)
 - 2-6 hours per week (light users) 24.1 million (12.3%)

7+ hours per week w/ bus/fin news/info (moderate-heavy users)	50.4 million (25.7%)
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