

2008-2009 Opinion Leaders Study

The **2008-2009 Erdos & Morgan Opinion Leaders Syndicated Survey** was released on October 24th 2008. This industry leading survey is a national study of contemporary issue involvement and media influences. It is the best-known and most widely used survey of thought leaders in the U.S. Many of the most prestigious media, communications and advertising companies in the country purchase and make use of the report.

The objectives of the study are to gather information that would:

- Provide marketers with measures of the personal and professional involvement of prominent Americans in contemporary issues
- Furnish advertisers and advertising agencies with measurements of the reach and influence of media serving the opinion leader marketplace
- Provide media with data and opportunities to sell their products and services to marketers and advertising agencies

Opinion leaders, for the purpose of this study, are defined as those individuals whose influence on business, social, political, environmental and educational issues far exceeds their numbers in the population. They exercise far-reaching and powerful influences on the opinions of their fellow Americans by framing and defining the issues that will largely determine the future course of the nation.

The **total universe encompasses individuals from both the Public and Private occupational sector**. Those individuals from the private sector are included in the sample due to their job functions and because of some type of notable accomplishment within their field.

The public sector includes those from the Executive and Legislative branch. It also includes officials at the state and local level.

The **177 issues covered** in the 2008-2009 study range across such diverse topics as governmental self-regulation, the environment, consumer protection, healthcare, drug policy, international trade, crime and a host of other topics.

Media are chosen for inclusion in the study based on their potential coverage of opinion leaders. Approximately **100 daily, weekly, monthly or semi monthly publications are included** in the study. Additionally, approximately **50 broadcast and cable programs are measured**.

New Opinion Leader Website study to augment the Opinion Leader Print/Broadcast study:

For the first time ever Erdos & Morgan will be measuring websites utilizing the Opinion Leader format. We will be using the same methodology to conduct a similar Opinion Leader study that will **measure the websites of the media brands** we currently study in the print/broadcast survey. This new syndicated study will also include a handful of websites that do not have a print or broadcast component. Ideally you will be able to compare and contrast these two different Opinion Leader studies. We plan on releasing this new study in January of 2009.

For more information about The Opinion Leader Studies, our other syndicated research studies and/or custom studies to meet your needs, please contact David March. I can be reached at (201) 236-0469 or david@erdosmorgan.com.

Thanks again for your consideration.

Sincerely,

David March

David March
Executive Vice President
Erdos & Morgan