

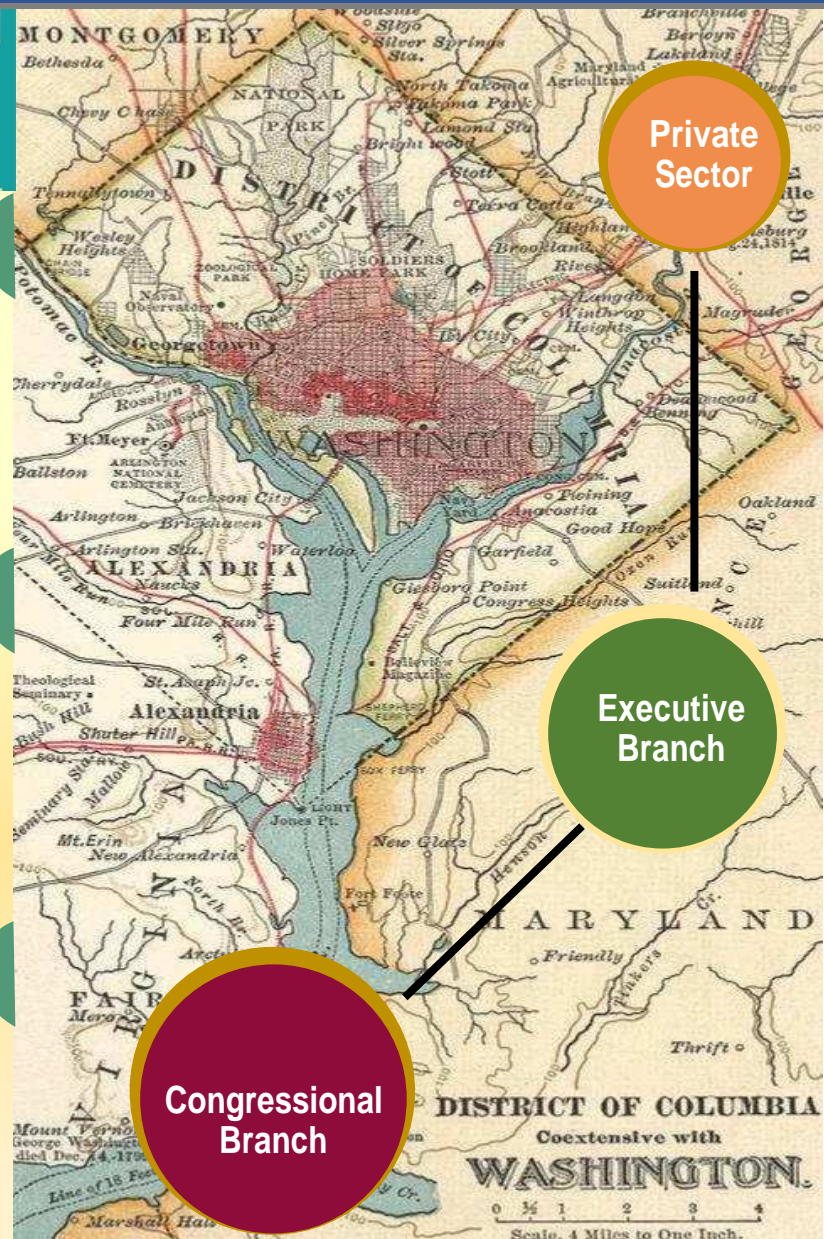
# OPINION LEADERS 2021

A National Study of Contemporary Issue Involvement & Media Influence

## COMPREHENSIVE SURVEY HOW INFLUENCERS USE AND REGARD YOUR MEDIA BRAND



- The **Opinion Leaders Syndicated Study** provides deep insight into media usage by a wide range of leadership groups in both **Public** – Federal Executive Branch, Congressional, Municipal, County and State – and **Private Sectors** – Associations, Business & Industry, Communication & Media, Education & Law and Healthcare & Science.
- Measures a wide range of emerging and enduring issues that impact contemporary business and society.
- Provides a snapshot of media usage – Print: 80+ publications - dailies, weeklies, biweeklies, monthlies, quarterlies and others. Television: 60 programs across 15 networks - weekday and weekly. Web: 130+ sites: online only channels, websites for print and TV media. Apps: 130+ mobile media brands.
- Shows complete media footprint – channel preferences (traditional media vs. digital), device usage (computer, tablet, smartphone) and regularity (frequency of access, time of day).



Random sample of 6,500 leaders, drawn from a qualified universe of approximately 600,000. More than 35% response rate utilizing both mail and web-based surveys. Statistically stable within overall sample and specific leadership groups. Double database (current and previous study) ensures statistical significance and allows deeper data dives.