

OPINION LEADERS STUDY

A National Study of Contemporary Issue Involvement & Media Influence

COMPREHENSIVE SURVEY OF HOW OPINION LEADERS USE AND REGARD YOUR MEDIA BRAND

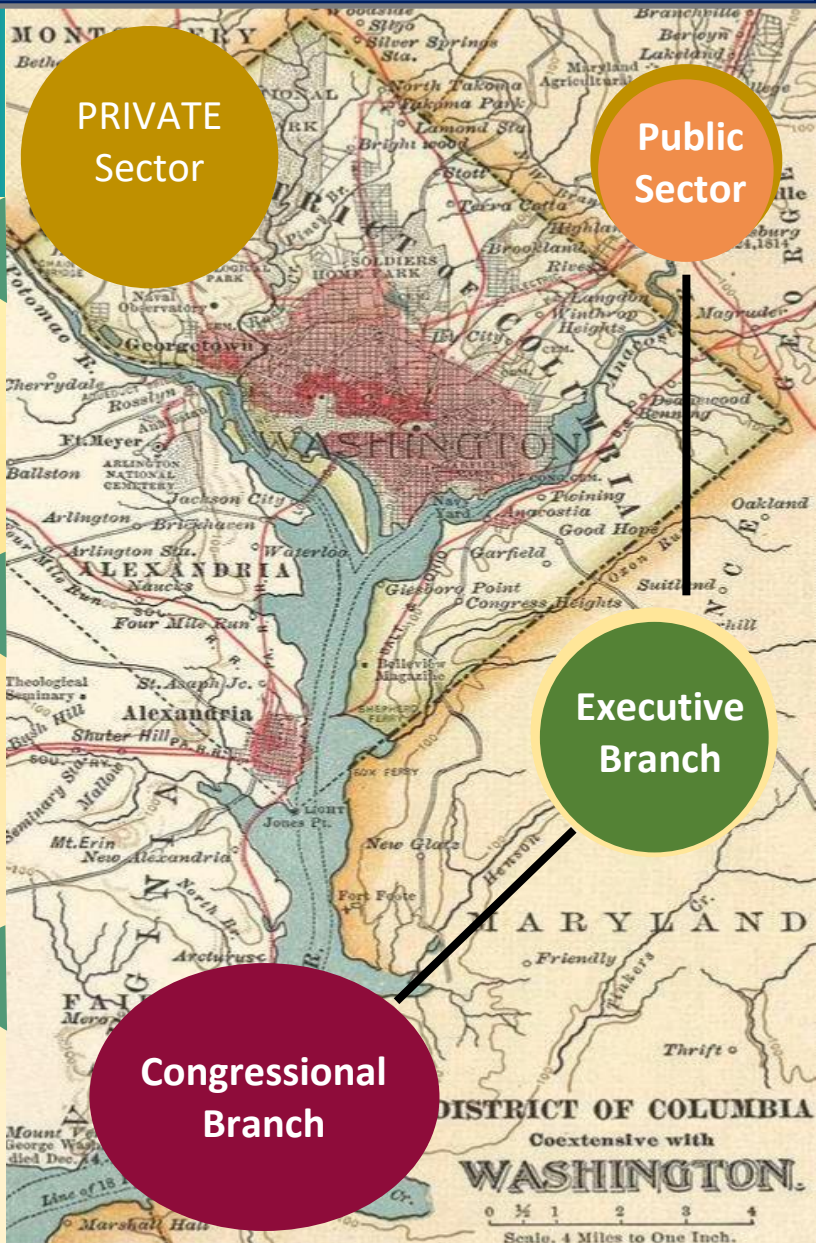


The **Opinion Leaders Syndicated Study** provides deep insight into media usage by a wide range of leadership groups in both **Public** – Federal Executive Branch, Congressional, Municipal, County and State – and **Private Sectors** – Associations, Business & Industry, Communication & Media, Education & 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).



PRIVATE
Sector

Public
Sector

Executive
Branch

Congressional
Branch

Random sample of 12,500 leaders, drawn from a qualified universe of approximately 795,000. More than 15% response rate utilizing a web-based survey. Statistically stable within overall sample and specific leadership groups. Double database (current and previous studies) ensures statistical significance and allows for deeper data dives.