ERDOS & MORGAN (Opinion Leaders)

A national study of contemporary issue involvement and media influence conducted by Erdos & Morgan

SURVEY FACTS

Research type: Syndicated survey

Fielded: 5/2010 – 7/2010

Released: October 2010

Sample description: Opinion Leaders in Federal, State & Local Government and Private Sectors including Business, Finance, Industry, Communications, Media, Education, Law, Healthcare, Science and Associations.

Sample size: 1,906 respondents

Projects to: 528,368

Questions include: Professional and Personal Involvement with Issue categories including Business, Environmental, Energy, Health, Education, Human Services, Law, Agriculture, Science, Tech, Economic, Financial, The Arts, Media, Legislative, Government Policy, Trade and Global Economic Issues. Qualitative measurement of Media. Television is measured at the program level.

Source: 2010 Erdos & Morgan Opinion Leaders Study

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ADDITIONAL HIGHLIGHTS

- **CNBC is the #1 network for business leaders** by audience composition:
  - Viewers of daily programming on CNBC are more likely to be "important in the formation of public opinion" and
  - Viewers have "outstanding records of achievement" in Business, Finance and Industry than viewers of daily programming on any other network.*

- **CNBC Viewers are among the most influential in shaping business and economic policy in America; Opinion Leaders who watch CNBC programs are more likely than viewers of all 58 other measured programs to be professionally involved/have involvement in:**
  - Any business issue (**#1 - Squawk on the Street**; 5 of 5 top programs on CNBC)
  - Government /self-regulation of industry (**#1 - The Call**; 5 of 5 top programs on CNBC)
  - Economic or fiscal policy (**#1 - Squawk Box**; 3 of 5 of top programs on CNBC)
  - Capital markets regulatory reform (**#1 - The Call**; 5 of 5 top programs on CNBC)
  - Corporate governance & business ethics (**#1 - Power Lunch**; 4 of 5 top programs on CNBC)

* Source: #1 composition index for Leadership Group: Business, Finance and Industry. Daily programming netted for network viewing. Any viewing. Nets measured: CNBC, FBN, FNC, BB, BBCA, CNN, ABC, NBC, CBS, PBS, COM, MSNBC.

** Source: By audience composition, among all programs measured, any viewing.