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## Opinion leaders are big fans of PBS: new research from Erdos & Morgan

We love a good chart —especially when the numbers look like this. We're excited to share the results of this study of opinion leaders from research firm Erdos & Morgan.

The study reports that PBS's NOVA and FRONTLINE are top-ranked on key influence metrics, including "objective" and "credible." This puts PBS's weekly primetime programs, NOVA and FRONTLINE, higher in the minds of opinion leaders than all the other programs on the commercial and broadcast networks.

Erdos & Morgan surveyed opinion leaders about their perceptions of programs they watch regularly.

|  | objective    | current | influential | credible     |
|--|--------------|---------|-------------|--------------|
| <b>NOVA</b>       | <b>57.5%</b> | 57.0%   | 41.0%       | <b>61.7%</b> |
| <b>FRONTLINE</b>  | <b>55.0%</b> | 62.2%   | 48.7%       | <b>63.2%</b> |
| Fareed Zakaria GPS (CNN)   | 54.0%        | 69.9    | 52.2        | 54.5         |
| Washington Week (PBS)  | 56.2%        | 69.5    | 44.6        | 54.2         |
| 60 Minutes (CBS)   | 44.1%        | 55.7    | 50.1        | 53.9         |
| Meet the Press (NBC)   | 47.0%        | 64.6    | 50.3        | 50.3         |
| This Week (ABC)  | 40.3%        | 64.8    | 41.3        | 49.5         |
| Face the Nation (CBS)  | 44.5%        | 65.5    | 46.5        | 49.3         |
| Sunday Morning (CBS)   | 42.9%        | 55.4    | 35.6        | 48.8         |
| Fox News Sunday (Fox)  | 44.2%        | 61.6    | 38.1        | 46.6         |

Source: 2019 Erdos & Morgan Opinion Leaders Study

Bottom line... opinion leaders continue to turn to PBS for objective and credible content. [Let's talk about how a PBS corporate sponsorship can help you reach this important audience.](#)

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