

The Marketing Importance of Influentials

The Influentials segment in the MRI study derives from the highly praised book, *The Influentials*, by NOPWorld executives Ed Keller and Jon Berry. Keller and Berry termed "Influentials" the small but persuasive segment of the population that leads social and marketplace trends, shapes public opinion and generates "buzz" that increasingly drives consumer behavior.

"Decades of NOPWorld research show that involvement in [the following] public activities is a powerful predictor of which Americans have broad influence in the complete sense of the word; they are trendsetters, market multipliers, and consumer activists – both advocating on behalf of brands they love and speaking out on civic problems --Kathi Love, MRI President and CEO

- Written or called any politician at the state, local, or national level
 - Attended a political rally, speech, or organized protest of any kind
 - Attended a public meeting on town or school affairs
 - Held or run for political office
 - Served on a committee for some local organization
 - Served as an officer for some club or organization
 - Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion
 - Worked for a political party
 - Made a speech
 - Written an article for a magazine or newspaper
 - Been an active member of any group that tries to influence public policy or government
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The New York Times: A High Concentration of "Influentials"[†]

Influentials are the "critical 10% of the population who drive what the other 90% think, do, and buy."
 - Ed Keller, CEO of NOP World

Top 25 Publications Within Competitive Set Ranked by Index

Influentials[†]

Population: 17,278,000

% of Universe: 7.9

	Aud. (000)	% Cov.	% Comp.	Index to U.S. Pop. (U.S. Avg. =100)	Rank ^{††}
Wall Street Journal	795	28.4	4.6	361	1
The Economist	484	26.7	2.8	339	2
Veranda	294 *	24.6	1.7	313	3
Wired	454	23.7	2.6	301	4
Inc.	234 *	22.7	1.4	288	5
Fortune	894	22.5	5.2	286	6
The New Yorker	785	21.8	4.5	277	7
New York Times Weekday	757	21.6	4.4	274	8
New York Times Sunday	960	20.9	5.6	266	9
Business Week	999	20.7	5.8	263	10
Conde Nast Traveler	604	20.6	3.5	262	11
Smithsonian	1,341	18.7	7.8	237	12
USA Today	810	18.6	4.7	237	13
Architectural Digest	841	17.9	4.9	228	14
U.S. News & World Report	1,627	17.6	9.4	224	15
Martha Stewart Living	1,935	17.2	11.2	219	16
Washington Post Sunday	400	17.1	2.3	217	17
Travel & Leisure	772	16.9	4.5	214	18
Money	1,192	16.7	6.9	212	19
Newsweek	3,010	16.3	17.4	207	20
Gourmet	879	16.0	5.1	203	21
Forbes	680	15.9	3.9	202	22
Time	3,410	15.8	19.7	200	23
National Geographic Traveler	1,169	14.9	6.8	190	24
Bon Appetit	856	14.6	5.0	186	25

[†] Influentials - Participated in 3 or more of the following in the past year: written/called any politician at state/local/national level; written editor of newspaper/magazine or called live radio/TV show to express opinion; written article for magazine/newspaper; attended political rally/speech/organized protest; attended public meeting on town/school affairs; held/ran for political office; served on committee for local organization; served as officer for club/organization; worked for political party; made a speech; or been active member of any group that tries to influence public policy/government. Source: MRI Fall 2004, derived from NOPWorld definition of Influential Americans.

Source: MRI Spring 2007

* Sample size is less than 50.

†† Rank out of 41 publications