

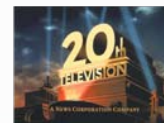


Syndicated Network Television Association

New  
For Fall 2008

# Syndication's Stars: Trustworthy And Influential

Target: A18-49



October 2008

# Syndication's Hosts Are Trustworthy



## Trustworthy

<u>Personality</u>	<u>Index</u>
Oprah Winfrey	297
Judge Lynn Toler	292
Judge Alex Ferrer	272
Judge Cristina Perez	259
Judge Marilyn Milian	255
Meredith Vieira	207
Judge Joe Brown	204
Rachael Ray	196
Alex Trebek	190
Judge Greg Mathis	174
Ellen DeGeneres	172
Steve Wilkos	168
Judge Judy Sheindlin	162
Chris Matthews	155
Regis Philbin	152
Deborah Norville	152
Dr. Phil McGraw	148
Bonnie Hunt	142
Mary Hart	125



Source: E-Poll Market Research E-Score Analysis, 2008.  
Index of Average Female/Male Host Trustworthy, A18-49

# They're Influential



## Influential

<u>Personality</u>	<u>Index</u>
Oprah Winfrey	555
Dr. Phil McGraw	312
Judge Lynn Toler	272
Judge Cristina Perez	244
Tyra Banks	219
Ellen DeGeneres	219
Judge Judy Sheindlin	219
Judge Joe Brown	211
Rachael Ray	202
Judge Alex Ferrer	202
Judge Marilyn Milian	200
Regis Philbin	197
Chris Matthews	195
Maury Povich	146
Judge Greg Mathis	141
Steve Wilkos	140
Alex Trebek	133
Meredith Vieira	126



Source: E-Poll Market Research E-Score Analysis, 2008.  
Index of Average Female/Male Host Influential, A18-49

# Syndication's Off-Network Personalities Are Trusted



## Trustworthy

<u>Personality</u>	<u>Index</u>
Thom Barry	232
Mariska Hargitay	230
Christopher Meloni	192
Khandi Alexander	189
Kathryn Erbe	180
Jon Cryer	171
Jennifer Aniston	171
Poppy Montgomery	169
Eric Close	158
Patricia Heaton	146
Kristin Davis	146
Doris Roberts	141
Kelsey Grammer	136
Kimberly Williams	136
David Schwimmer	133
Tony Shalhoub	130
Topher Grace	130
Gary Sinise	129
John Finn	123
James Denton	120



Source: E-Poll Market Research E-Score Analysis, 2008.  
Index of Average Female/Male Performer: Trustworthy, A18-49

# They're Influential



<u>Personality</u>	<u>Influential Index</u>
Sarah Jessica Parker	275
Candice Bergen	214
Jennifer Aniston	213
Jamie Foxx	199
William Shatner	179
George Lopez	168
Kim Cattrall	152
Doris Roberts	150
Khandi Alexander	144
John Finn	142
Cynthia Nixon	136
Mariska Hargitay	135
Kelsey Grammer	135
Julie Bowen	134
Eva Longoria Parker	130
Hugh Laurie	120



Source: E-Poll Market Research E-Score Analysis, 2008.  
 Index of Average Female/Male Performer: Influential, A18-49



**Syndication:**  
*Television That Engages*