

8th Annual Federal Media & Marketing Study



ORDER FORM

**PLEASE FILL OUT THE FORM BELOW AND EMAIL TO ROBIN OWENS AT
RobinO@MarketConnectionsInc.com**

This popular syndicated study combines actual media usage of mid- to senior-level federal decision-makers with their demographics, job function and purchasing habits. Survey responses from more than 3,000 decision-makers highlight their media usage spanning print, broadcast, social, mobile and online.

2016 HIGHLIGHTS

- **Job Function and Purchase Responsibility** – More than 30 different job functions and areas of purchase, by product and service
- **Media Usage** - 50+ publications, 100+ websites and mobile sites; 15+ social sites; differences inside the Beltway vs. outside
- **Barriers to Media** - What are the barriers employees are facing when accessing content on government equipment?
- **Mobile** – What are the types of mobile apps used by government employees?
- **Social Media** - To what extent are social media sites being used and what are the types of content being shared?
- **Trusted Content** - To what extent do decision makers trust news and information from different media sources?
- **Time Spent Accessing Content** – How much time do government employees spend accessing content online, watching TV, listening to the radio and reading e-newsletters?

PLEASE SEND:	<input type="checkbox"/> \$3,660 <i>through March 31, 2016</i>	8th Annual Federal Media & Marketing Study Online Data Reporting Tool
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BILLING INFORMATION

Contact Name	
Company	
Address	
City/State/Zip	
Phone/Fax	
E-mail Address	

PAYMENT INFORMATION (due at order)

	Check #	Purchase Order #	
	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover		
Card Number			Expiration Date
Name on Card			
Signature			