

# 8<sup>th</sup> Annual Federal Media & Marketing Study



ORDER FORM

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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?

<b>PLEASE SEND:</b>	<input type="checkbox"/> \$3,995 <i>through Nov. 18, 2016</i>	<b>8<sup>th</sup> Annual Federal Media &amp; Marketing Study Online Data Reporting Tool</b>
	<input type="checkbox"/> \$4,295 <i>after Nov. 18, 2016</i>	

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