



Federal Media & Marketing Study

2008-2018 **10** YEAR ANNIVERSARY



Top Three Print Publications

FEDERAL & CONGRESSIONAL	BUSINESS & NEWS
41% Federal Times	48% Washington Post
36% Defense News	44% USA Today
26% Politico	39% Wall Street Journal



Top Three Digital Sites

FEDERALLY FOCUSED	GENERAL
37% GovExec.com	57% Weather.com
25% FederalTimes.com	48% CNN.com
24% Politico.com	44% FoxNews.com

Breaking News

Traditional TV & their websites are “go-to” source: **2x more than other sources**

NEW! 2018

Feds Confidence in News

Higher Confidence in News Reported by Federal Media vs. Mainstream Media



AT LEAST
4 out of 5
HAVE CONFIDENCE

VS.



MORE THAN
2 out of 5
HAVE LITTLE/NO CONFIDENCE

DefenseNews.com

GovExec.com

Federal Times

Army Times

Navy Times

WTOP*

Fox News

CNN

Politico

USA Today

Time

The New York Times

*Asked only in DC metro area

Social Media Sites Visited Continues to Trend Up

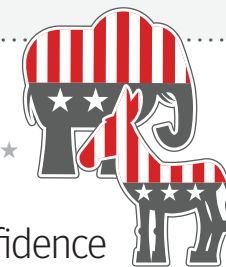
Feds accessing social media at least once a week

2017	SITES	2018
71%		74%
67%		73%
48%		56%
26%		40%
30%		39%



Republicans vs. Democrats

Parties Show Deep Gaps in Confidence



Fox News	R 79% vs 15% D
WAMU/NPR*	D 100% vs 25% R
The New York Times	D 92% vs 21% R
Washington Post	D 92% vs 24% R
CNN	D 86% vs 15% R

Majority of Feds Feel There Will Be More Bias in National News Media

OVERALL: NEARLY
2 out of 3

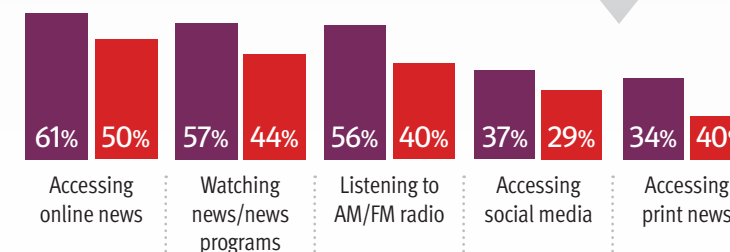
Republicans Significantly More So Than Democrats

R 81% vs 50% **D**

Time Spent with Media Declined Across All Sources in 2018

Is it more choices or something else?

FEDS SPENDING 15 MINUTES OR MORE PER DAY
● 2017 ● 2018



Retargeted Advertising A Solid Marketing Strategy

NEW! 2018

Feds Click on Work-Related Ads They See in Personal Media

PERSONAL WEBSITES VISITED



62% SEE ADS
57% CLICK ON THEM!

PERSONAL SOCIAL MEDIA (Not LinkedIn)



44% SEE ADS
46% CLICK ON THEM!

Mid-Roll Video Advertising Surprisingly NOT a Deterrent for Videos



1 out of 5 watch the entire ad, and
5% click on the ad to learn more!

Tech Breakout
1 out of 5 Feds use Smart Watches



Download the overview at:
marketconnectionsinc.com/fmms2018study



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