

# Media Habits of Federal Employees

A DAY IN THE LIFE

## Morning

**1 out of 5** watch broadcast/cable TV

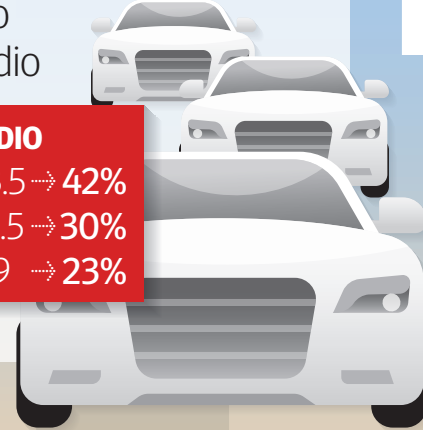


## Morning Commute

Nearly **1/2** are listening to AM/FM radio



**TOP DC RADIO**  
WTOP 103.5 → 42%  
WAMU 88.5 → 30%  
WETA 90.9 → 23%



## Workday

**1/4** are reading digital newspapers/magazines



### TOP ONLINE NEWS SITES

#### FEDERAL

**33%** GovExec.com  
**24%** FederalTimes.com  
**21%** Politico.com

#### GENERAL

**47%** FoxNews.com  
**44%** CNN.com  
**36%** WashingtonPost.com

## Evening

Over **1/2** are watching broadcast/cable TV and nearly **1/2** are streaming online video



Those **55+** prefer broadcast (59% vs. 50% of those <55)

Those **<55** prefer streaming (54% vs. 36% of those 55+)

### TOP STREAMING SITES

Amazon Prime → 58%  
Netflix → 55%

## Evening Commute

Over **1/3** are listening to AM/FM radio and **1 out of 5** are listening to satellite radio



### DEFENSE EMPLOYEES LISTEN MORE THAN CIVILIAN

**AM/FM**  
42% DEFENSE vs. 33% CIVILIAN

**SATELLITE**  
24% DEFENSE vs. 17% CIVILIAN



## Lunch

**1/4** are checking their social media

**1/2** of feds are daily social media users

### TOP SOCIAL MEDIA SITES

**f**  
76%

**in**  
56%

**ig** **tw**  
42%



## GET TO KNOW YOUR CUSTOMER



**1 in 3** are looking to purchase a car/SUV/truck/van in the next year



**1 in 10** are looking to purchase a home in the next year



**1 in 2** are hoping for a promotion in the next 5 years



**1 in 5** are looking to retire in the next 2 years

## HOPES & DREAMS



**1 in 3** are worried about turnover at work



**1 in 4** are worried about the threat of a government shutdown



**1 in 7** want to renovate or add to their home in the next year



**1 in 8** are looking to buy life insurance in the next year

## SLEEPLESS NIGHTS