



**Market Connections**  
Research you can act on.

# 2011 Federal Media and Marketing Study Overview

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*In collaboration with Sara Leiman*



THE DIGITAL BRAND AUTHORITY

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# Objectives

- Provide an independent single source of survey data that will:
  - Assist companies targeting the federal government in developing marketing plans and guiding media placement
  - Help media outlets assess their position alongside both traditional and new media options
- Expanded topics included in the survey: social media, mobile usage, DC metro radio station websites and local TV news stations.
- Provide instant access to all data with an easy to use online analytic tool.

# Background

## What are the tools we currently have to measure and compare media options?

### Print:

- BPA/ABC statements qualify “receivership”
- Subscriber studies

### Web sites:

- Third party ad servers and measuring companies

Traditionally, the media community has to evaluate *all* of these information sources *separately* for the federal market.

# Methodology

- Comprehensive respondent base
  - 14 publications
  - Third party databases
  - Associations and other websites
- Over 120,000 unique names and email addresses
- Online survey fielded in November 2010 – January 2011
- Sample size: Over 3,000
- Data weighted to ensure publications were not over or under represented in sample

# Respondent Base

Air Force Times

Armed Forces Journal

Army Times

Aviation Week & Space Tech

Defense News

Defense Systems

FCW

Federal Times

GCN

Government Executive

Government Executive

Government Security News

HSToday

Marine Corps Times

Military.com

Navy Times

NCMA

Carrolls' Directories

Market Connections' Federal  
Panel



# Topics Covered

## Demographics:

- Agency
- Location
- Age
- Gender
- Education
- Grade/rank

## Job function

## Purchase responsibility

## Trade show/webinar attendance

## Media usage including:

- Print
- Web sites
- Blogs
- Social media
- Mobile
- DC Metro newspapers
- DC Metro radio
- DC Metro radio websites
- DC Metro TV news stations

# Job Function

Accounting, budget and finance

Administration and office services

Aviation services/operations

Field combat

Emergency response/safety

Energy and environmental

Engineering and architecture

Executive and command

Facilities, real estate

Forestry, wildlife and environment

Human resources

Information technology,  
computers, systems

Intel/ security

Law enforcement/ public safety

Legal, law, patent, copyright

Logistics

Maintenance and repair

Medical, health

Project/program management

Purchasing, contracting

Scientific, mathematics, R&D

Social sciences, welfare

Training, education

Telecomm/ communications

# Product and Service Purchase Categories

- Aircraft & services
- Aviation/aerospace products & services
- Building/facilities/real estate/office space
- Command and control systems/C4ISR
- Communications/telecommunications
- Computer systems/hardware
- Consulting services
- Defense communication systems
- Education/training classes
- Energy conservation products/services
- Engineering products/services
- Environmental engineering services
- Financial services
- Fleet or individual auto purchases/lease
- Furniture/furnishings
- Ground maintenance
- Human resource services
- Intel/ security
- IT security
- IT services
- Laboratory, scientific and medical products
- Law enforcement/fire/emergency
- Legal services
- Marketing/media services
- Office equipment, supplies
- Simulation/training equipment/services
- Software
- Subs/ships
- Travel services
- Weapons/combat systems

# Media Usage Details

37 Publications

44 Web sites

16 Social media sites

Access and participation in blogs

Media preferences (online, print, mobile)

Mobile use

16 DC Metro radio stations and websites

10 TV news stations

# Federal Publications

Air Force Magazine

Air Force Times

Armed Forces Journal

Army Magazine

Army Times

Aviation Week

Contract Management

C4ISR Journal

Defense News

Defense Systems

FCW

Federal Times

GCN

Government Executive

Government Product News

Government Security News

HS Today

Jane's Defense Weekly

Marine Corps Times

Military Engineer

Military Information

Technology

Military Logistics Forum

National Guard

Naval Institute Proceedings

Navy Times

Seapower

Security

Security Management

Signal

Special Operations

Technology

The Officer

# Business & News Media Publications

Bloomberg Business Week

Newsweek

Time

US News and World Report

USA Today

Washington Post

Wall Street Journal

## Federal Websites

AFCEA.org

AirForceTimes.com

Armed ForcesJournal.com

ArmyTimes.com

AUSA.org

AviationWeek.com

C4ISRJournal.com

DefenseNews.com

DefenseSystems.com

FCW.com

FederalTimes.com

GCN.com

GovExec.com

GovPro.com

GSNMagazine.com

HSToday.us

Janes.com

KMImediagroup.com

MarineCorpsTimes.com

MILITARY.com

NavyLeague.org

NavyTimes.com

NCMAHQ.org

Nextgov.com

NGAUS.org

ROA.org

SAME.org

SecurityMagazine.com

SecurityManagement.com

USNI.org

## Business & News Media Websites

Accuweather.com

BusinessWeek.com

CNBC.com

CNN.com

CSPAN.org

FoxNews.com

MSNBC.com

NewsWeek.com

Time.com

USAToday.com

USNews.com

WashingtonPost.com

Weather.com

WSJ.com



# Social Media

Bebo	MySpace
BlipTV	Paper.li
Facebook	Reddit
Flickr	Scribd
foursquare	StumbleUpon
GovLoop	Twitter
GovTwit	Vimeo
LinkedIn	YouTube
MeriTalk	

# DC Metro Area

## Newspapers/Publications:

- Washington Post
- Washington Times
- Washington Examiner
- Washington Post Express
- Washingtonian Magazine
- Washington Business Journal

## TV News Stations:

- 4 NBC WRC
- 5 FOX WTTG
- 7 ABC WJLA
- 9 CBS WUSA
- Channel 8 TBD
- CNN
- CNBC
- HLN Headline News
- Fox News
- MSNBC

## DC Metro Area Radio Stations & Websites

WAMU 88.5 FM

WETA 90.9 FM

WPGC 95.5 FM

WHUR 96.3 FM

WASH 97.1 FM

WMZQ 98.7 FM

WIHT 99.5 FM

WBIG 100.3 FM

WWDC 101.1 FM

WTOP 103.5 FM

WJZW 105.9 FM

WJFK 106.7 FM

WRQX 107.3 FM

WMAL 630 AM

WTEM 980 AM

WFED 1500 AM

[wtopnews.com](http://wtopnews.com)

[federalnewsradio.com](http://federalnewsradio.com)

[weta.org](http://weta.org)

[wmal.com](http://wmal.com)

[espn980.com](http://espn980.com)

[wamu.org](http://wamu.org)

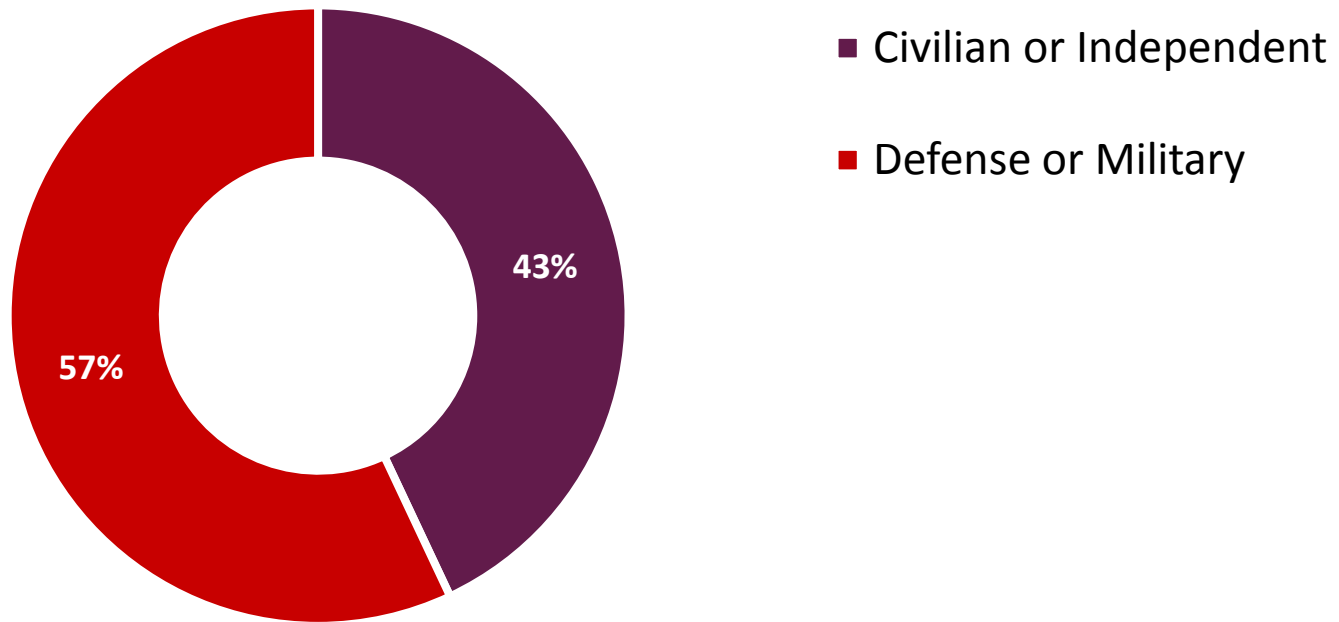
[wpgc.radio.com](http://wpgc.radio.com)

[washfm.com](http://washfm.com)

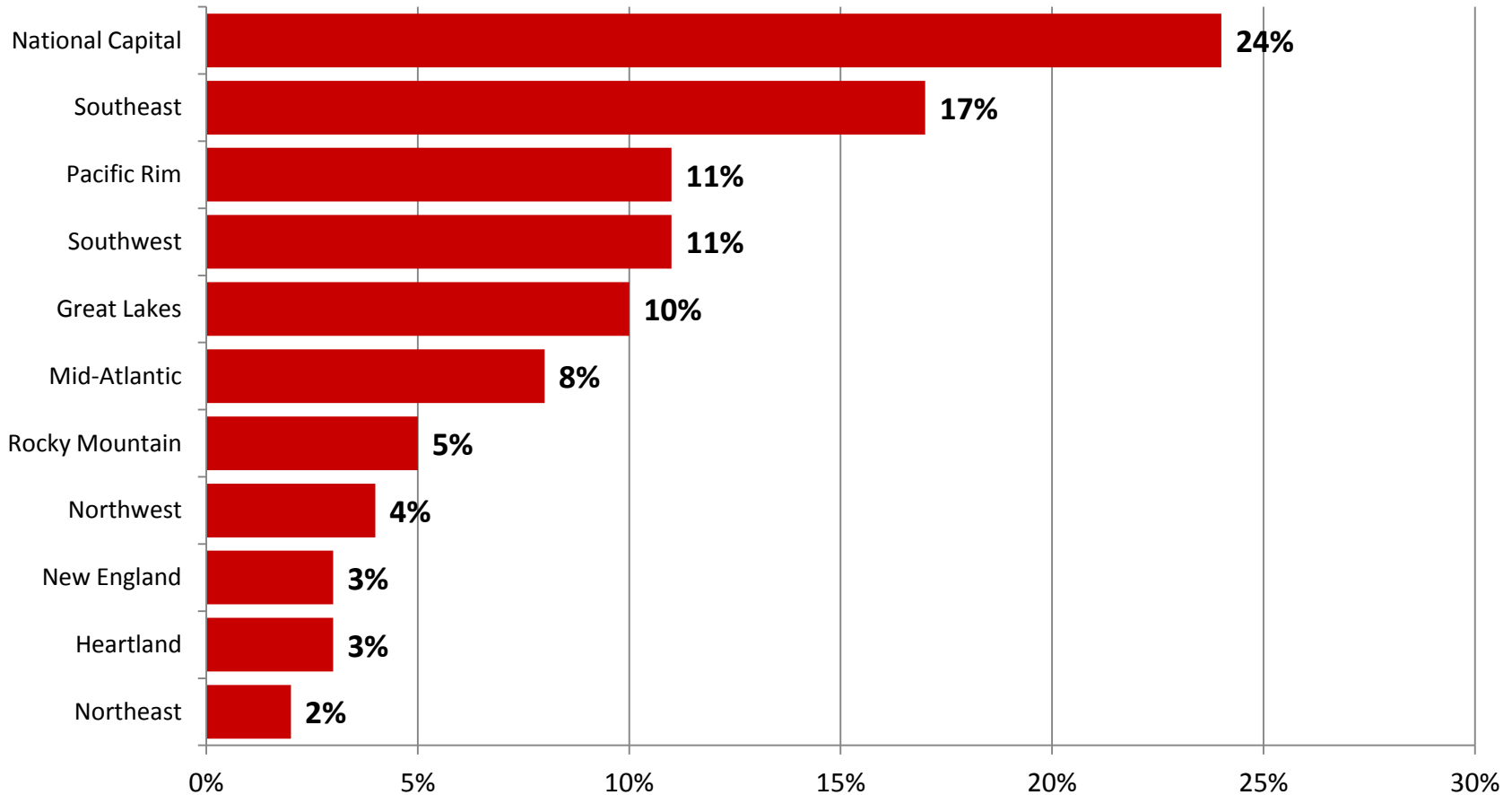
[dc101.com](http://dc101.com)

[whur.com](http://whur.com)

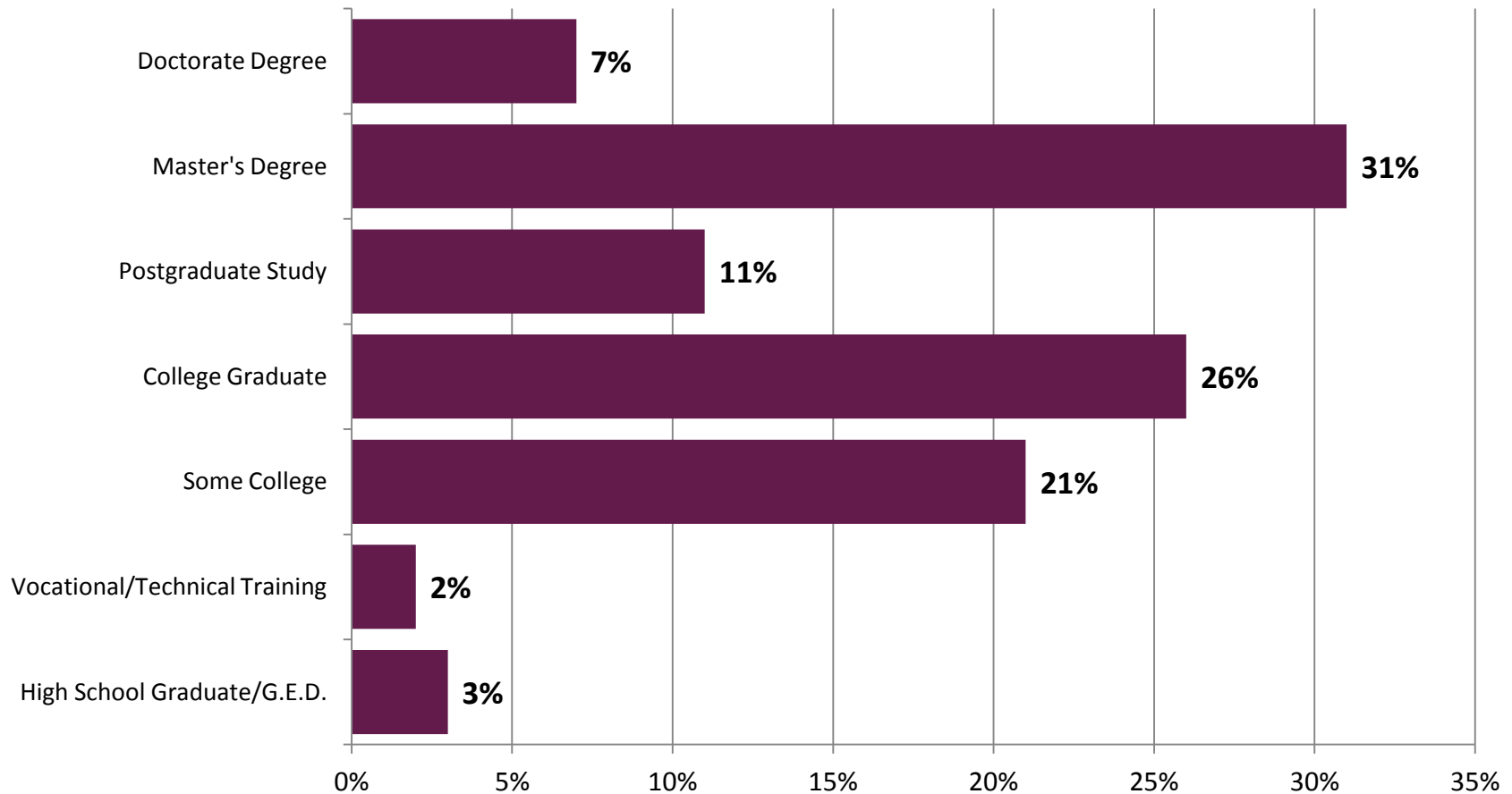
# Demographics: Agency Type



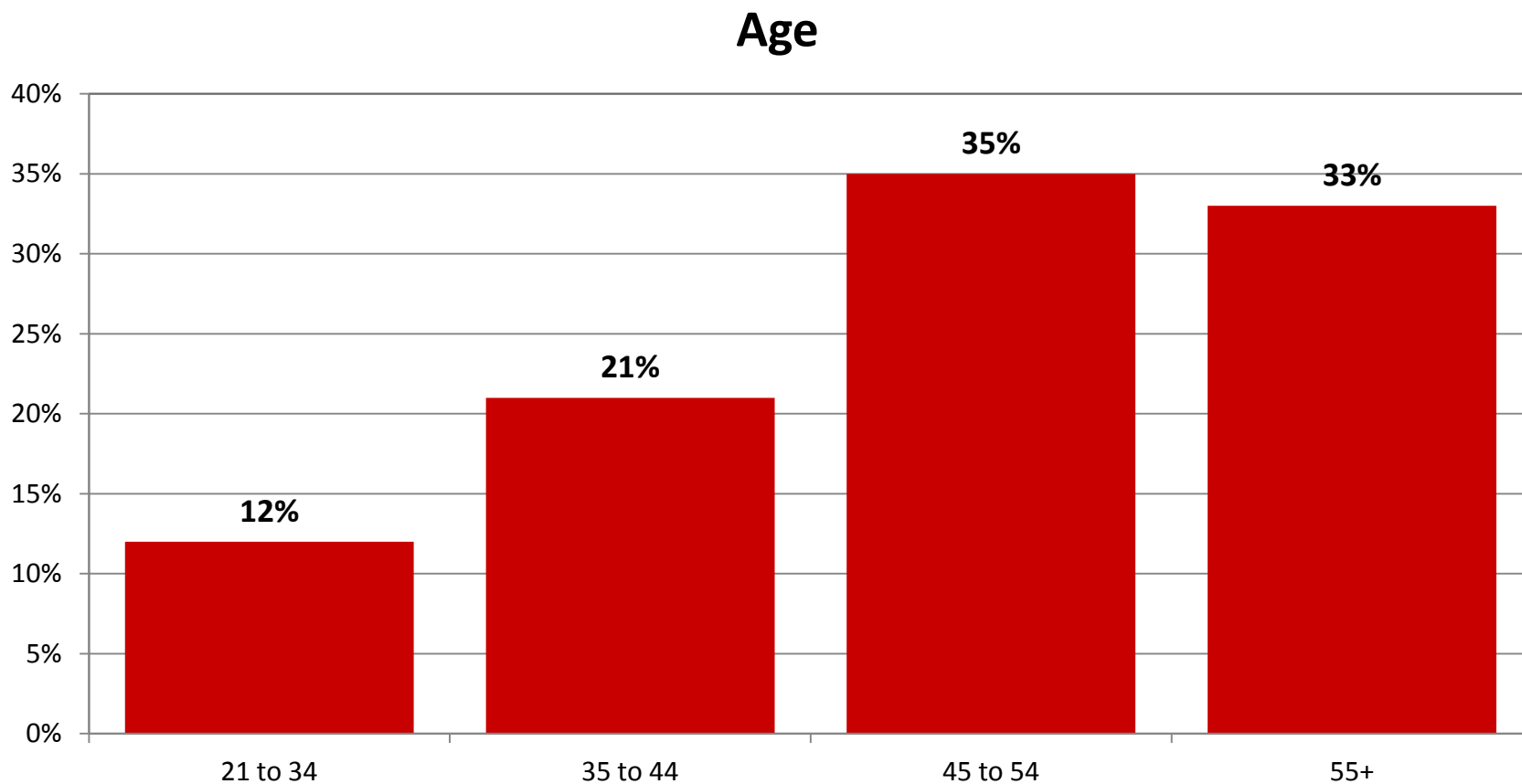
# Demographics: GSA Region



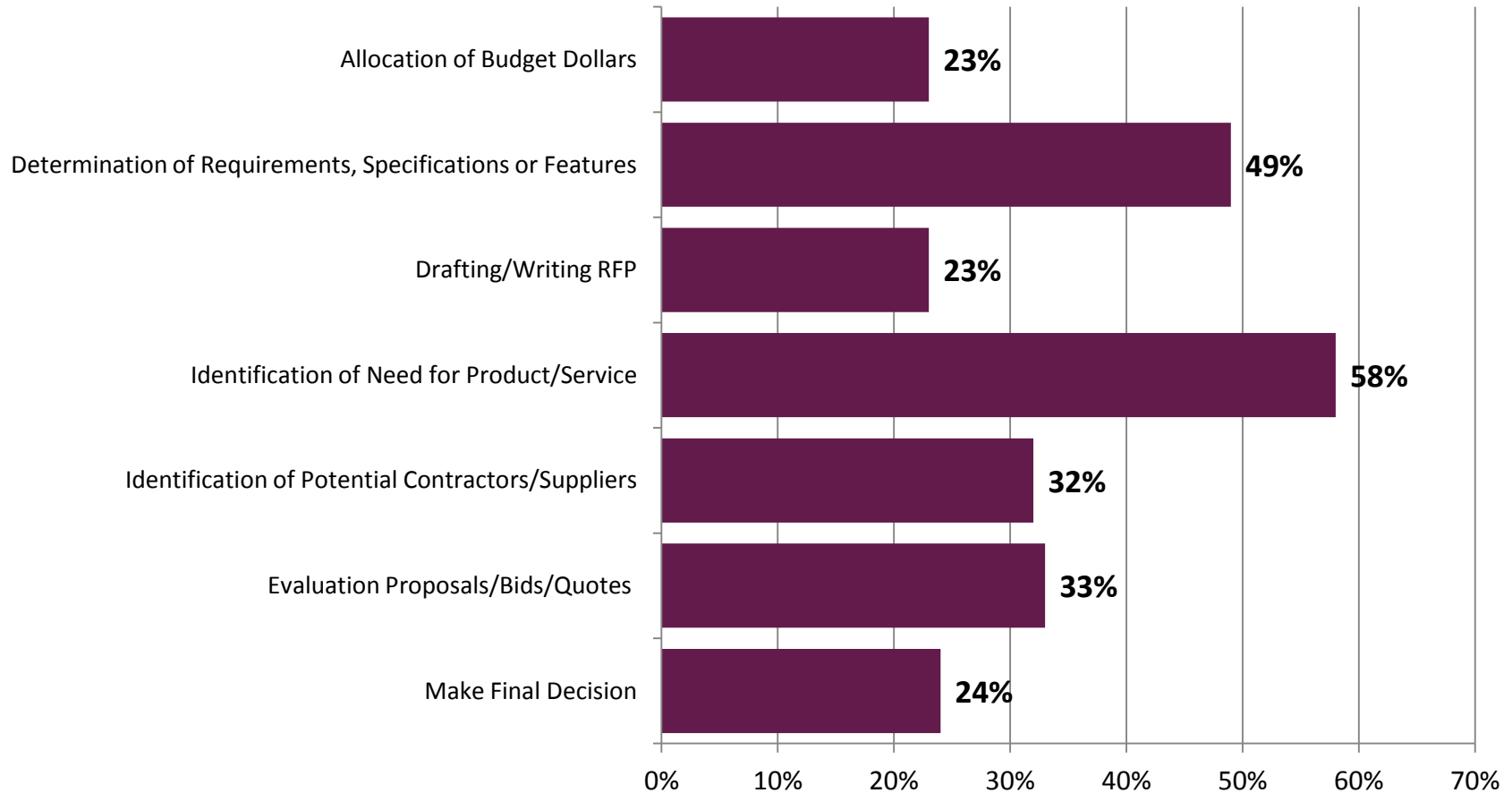
# Demographics: Education



# Demographics: Age

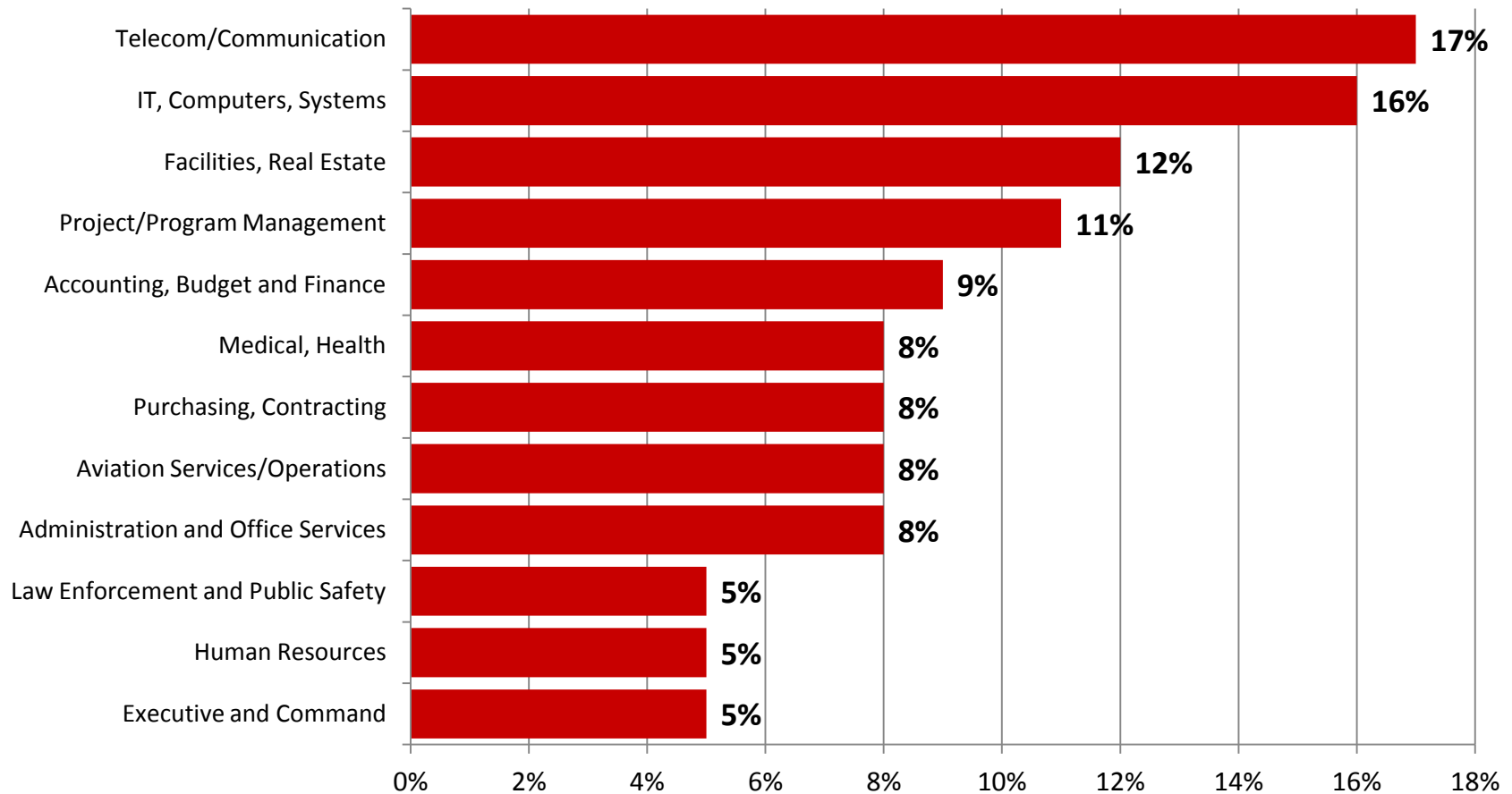


# Involvement in Purchase Process

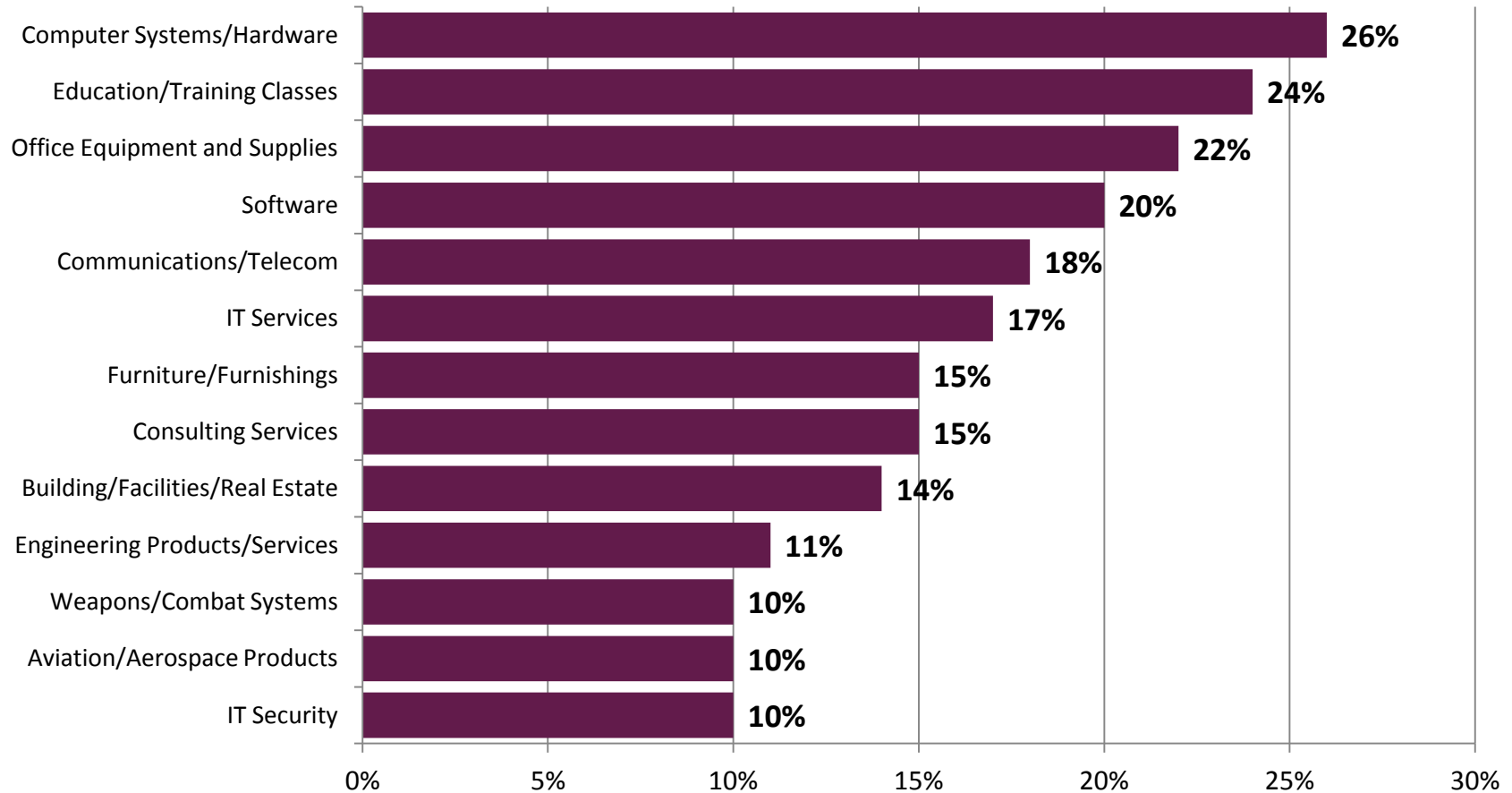




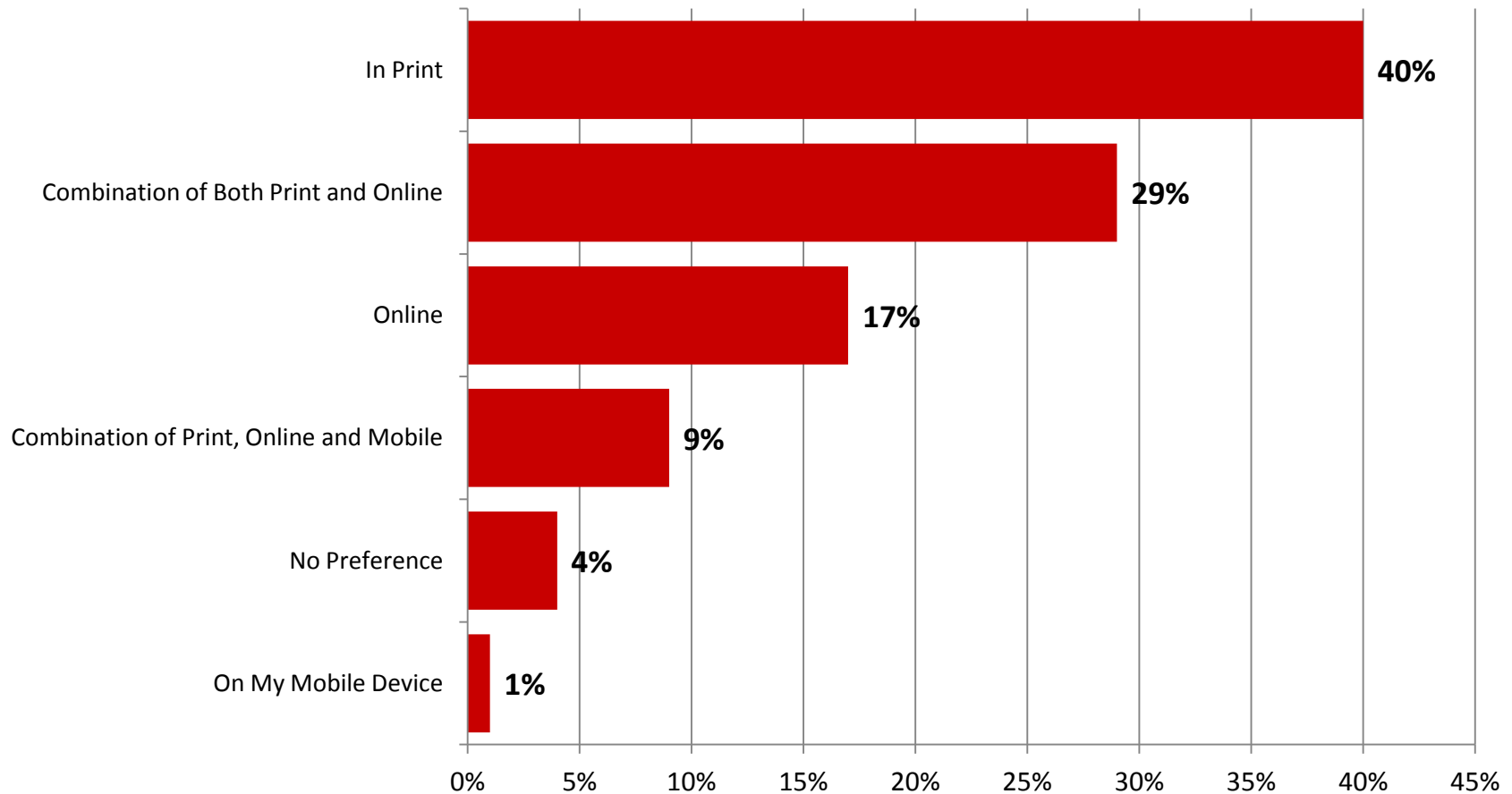
# Top Job Functions



# Top Product and Service Categories

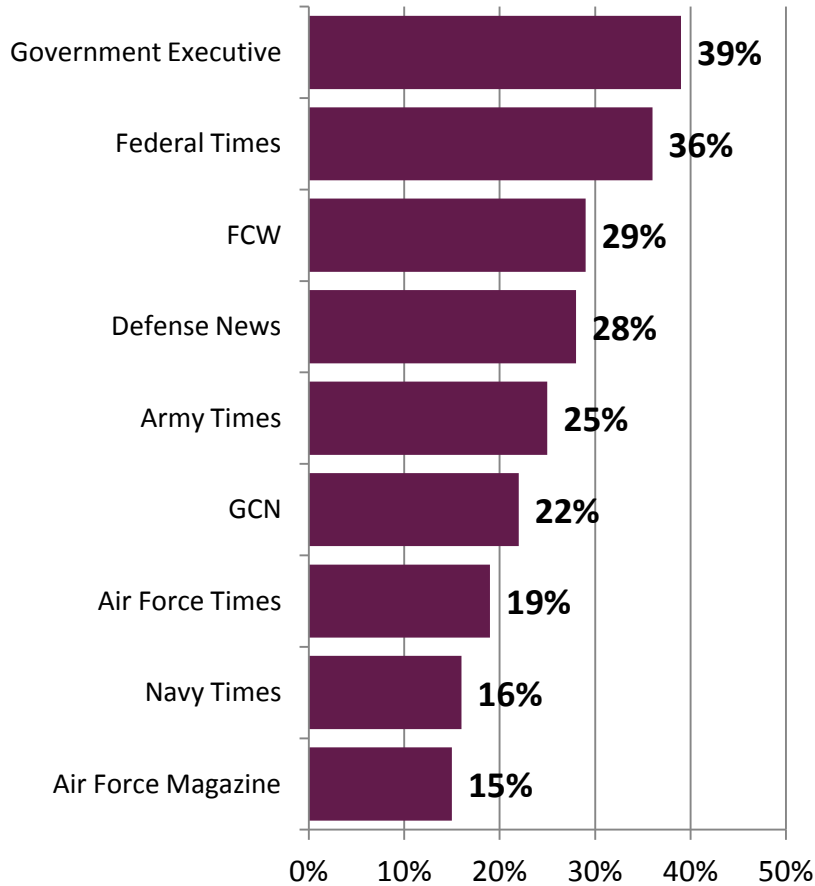


# Preferences to Read Trade Publications

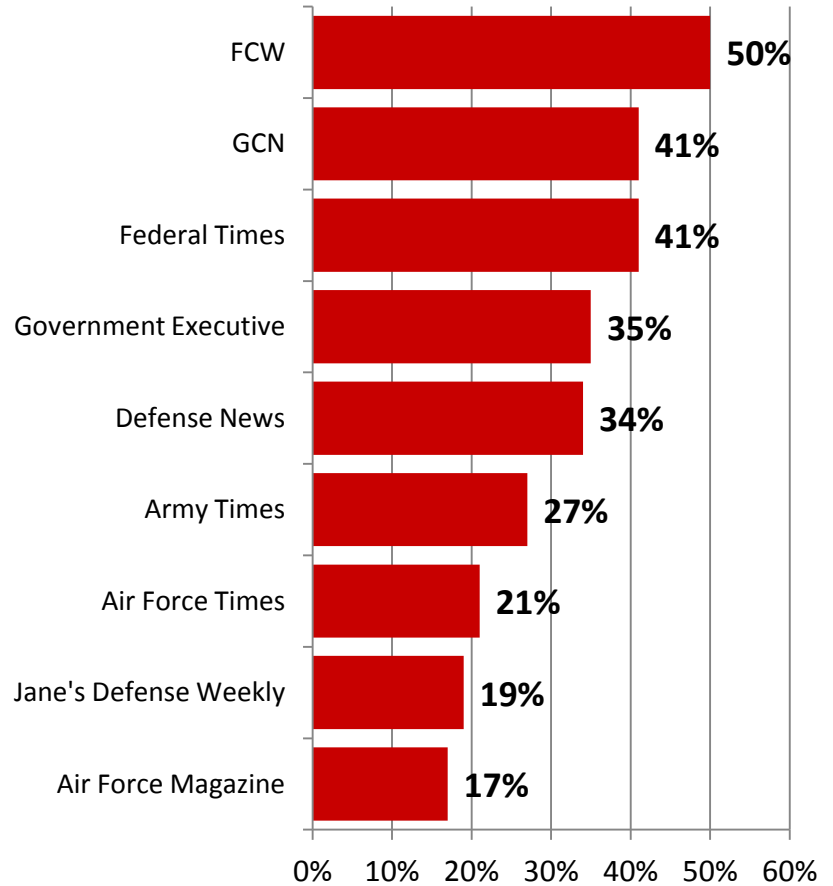


# Top Federal Publications Read

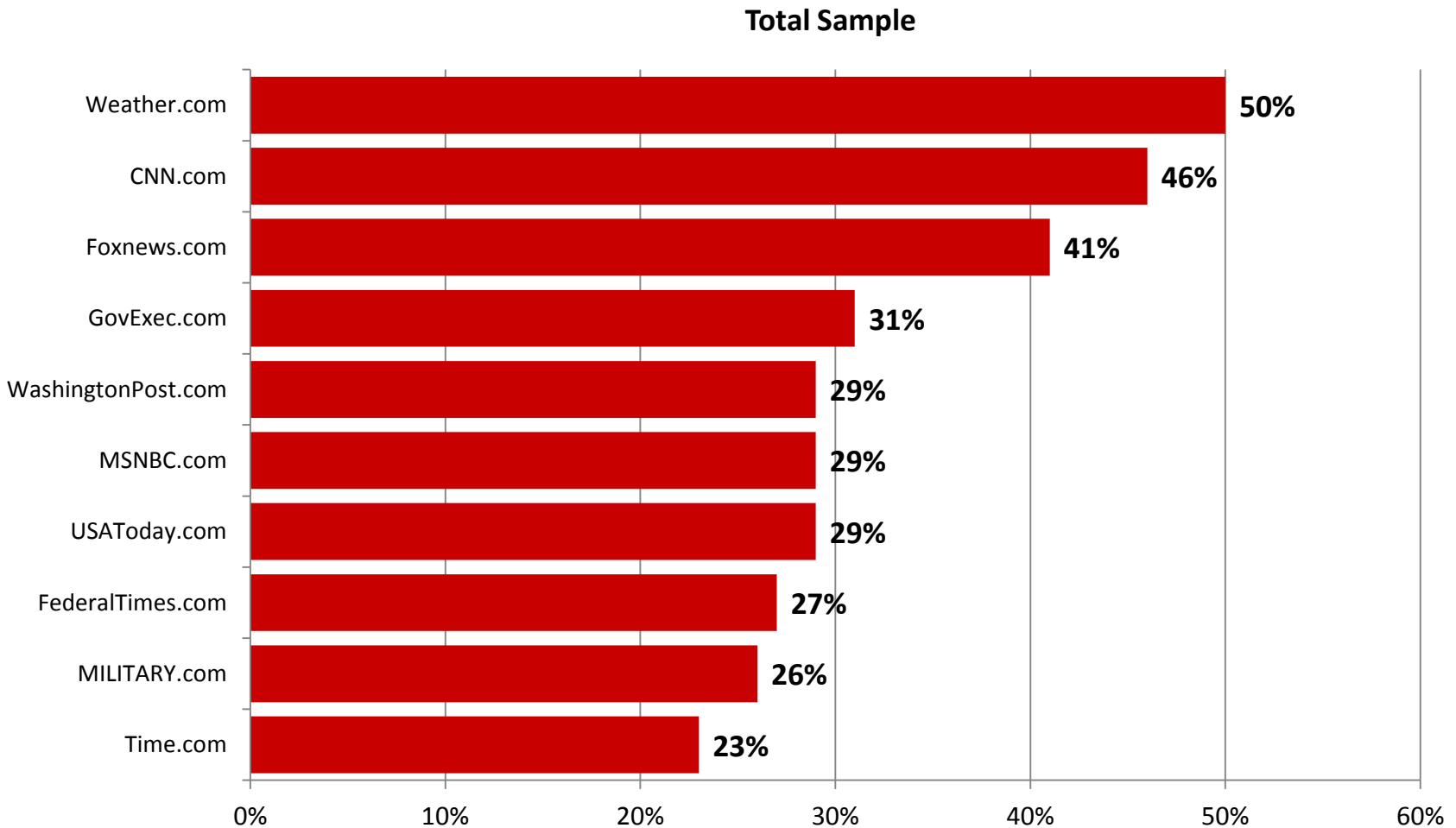
**Total Sample**



**IT Job Function**

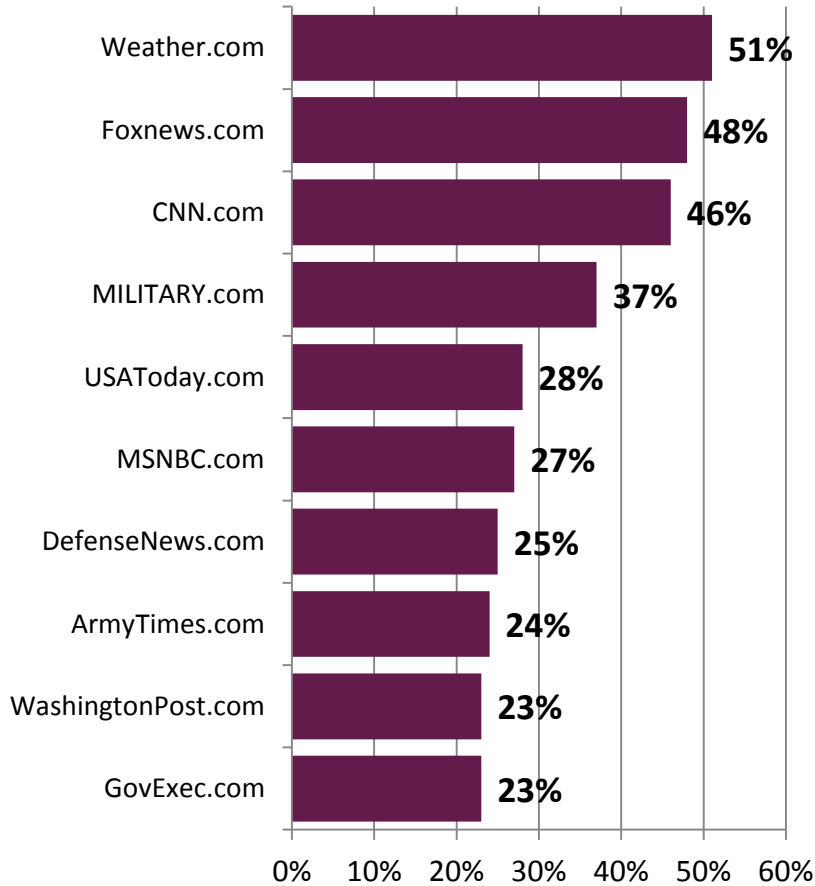


# Top Websites Visited

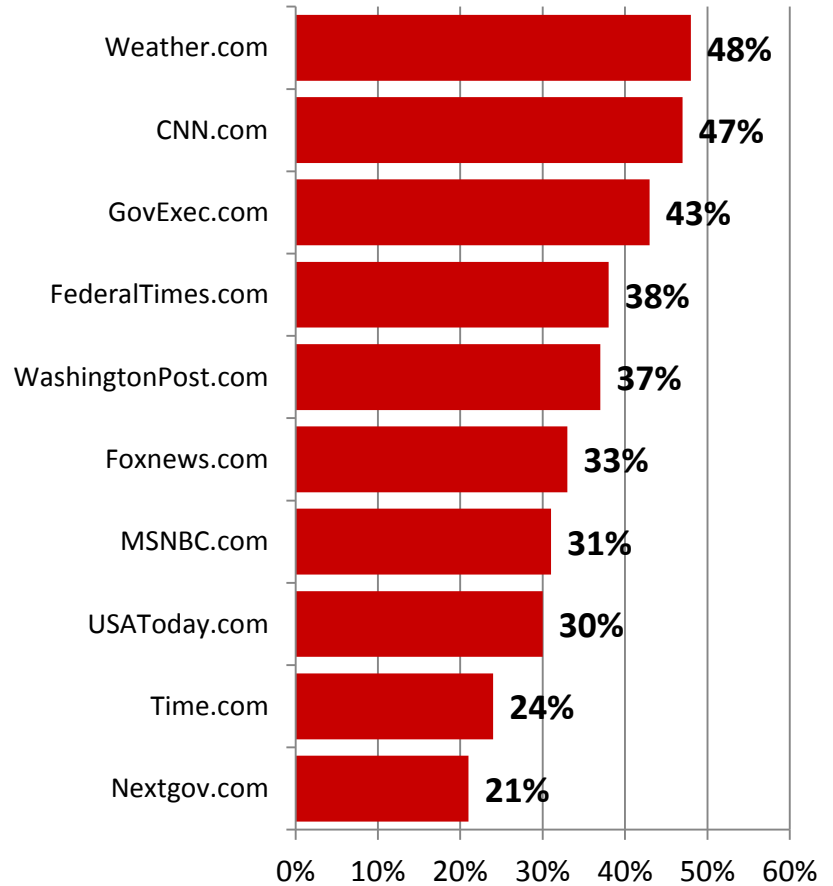


# Top Websites Visited

**Defense Respondents**

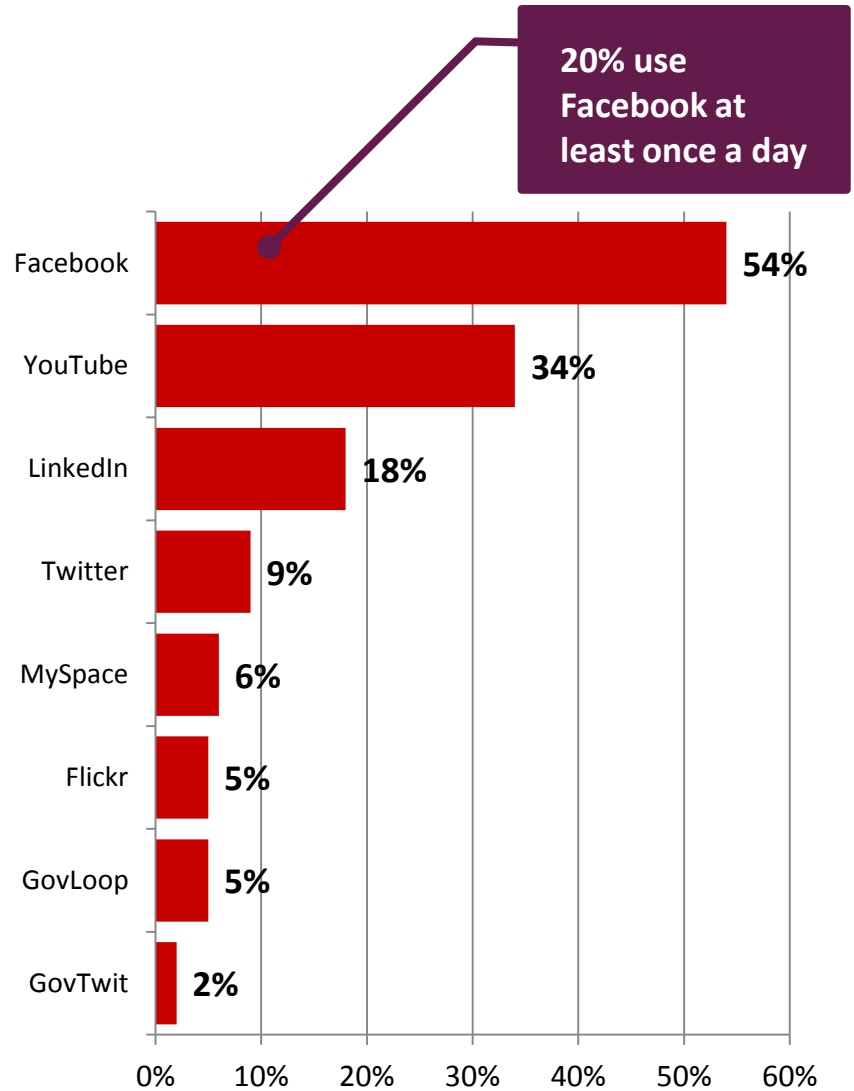
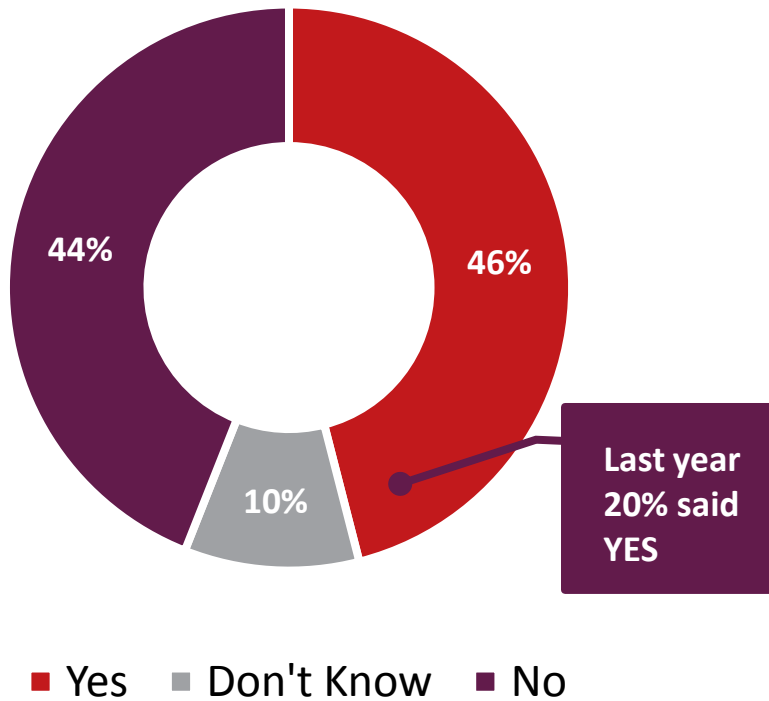


**Civilian Agency Respondents**

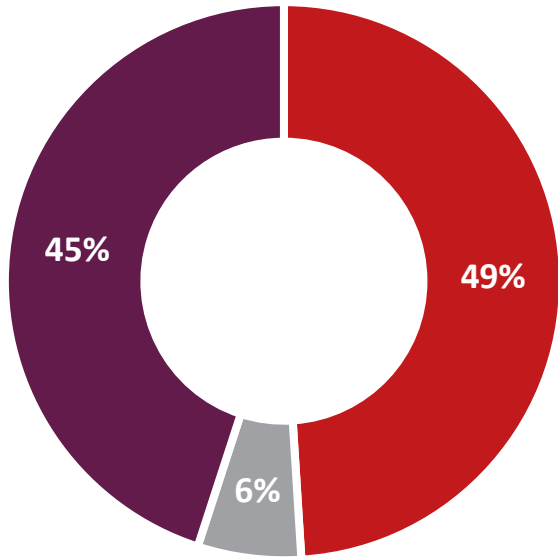


# Online Social Sites

Are you allowed to access social networking sites at work?

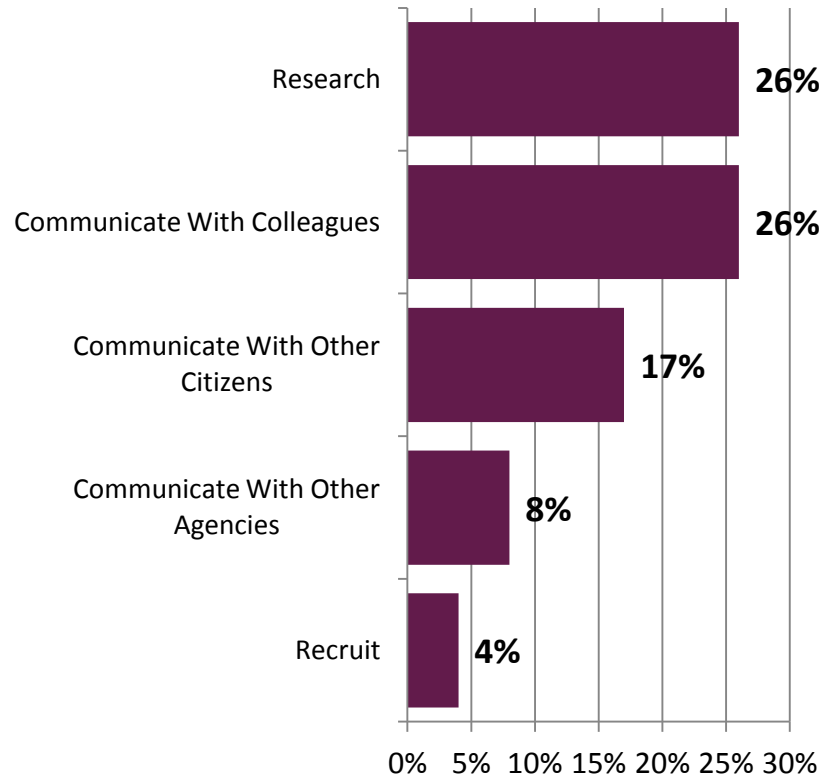


# Federal Facebook Users



- Only Personal
- Only Work
- Both Personal and Work

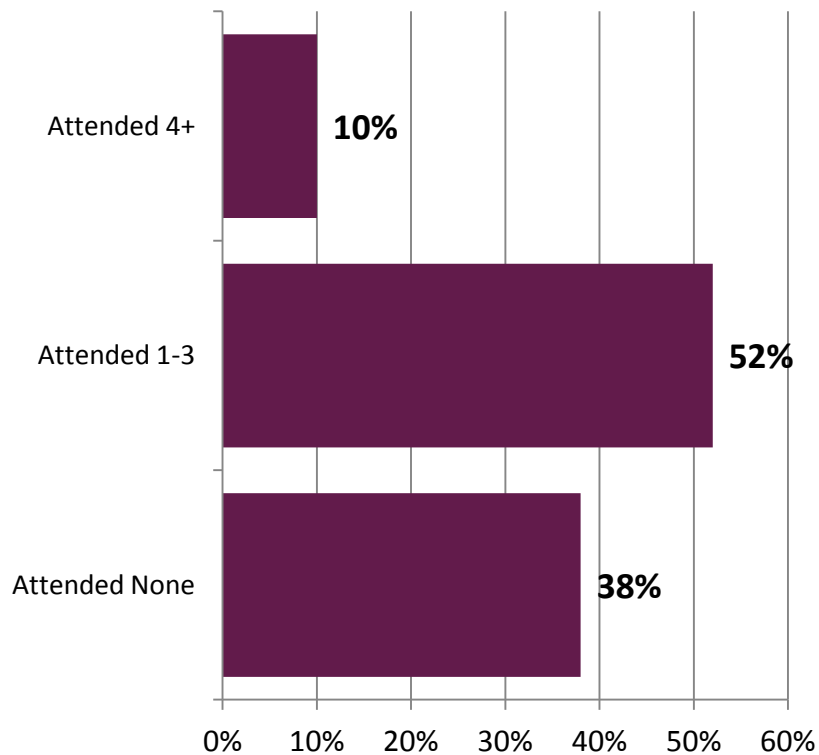
**Work Activities Using Facebook**



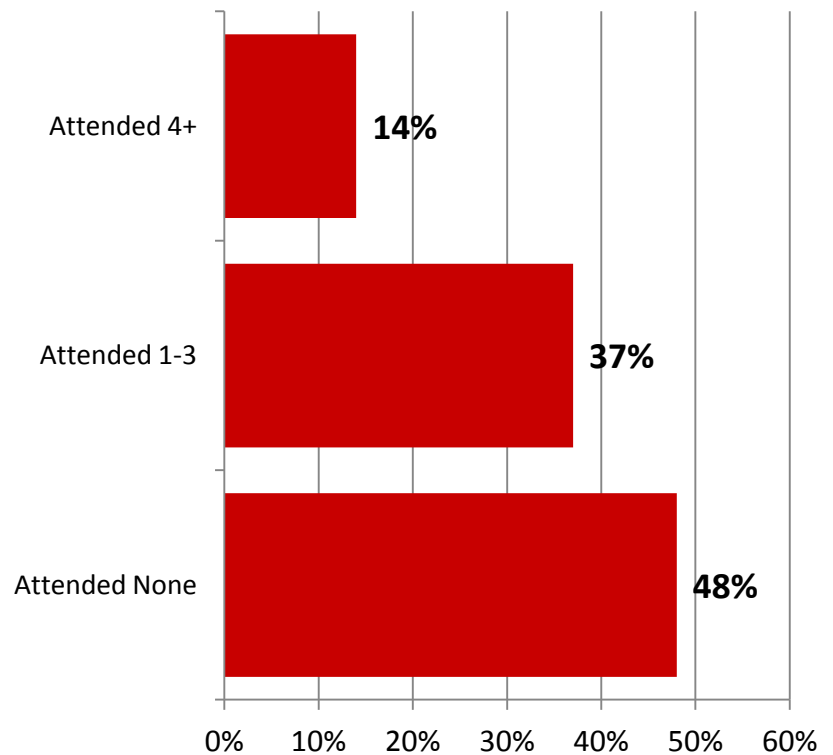


# Event Attendance in Past 12 Months

**Trade Shows, Conferences,  
Industry Events**

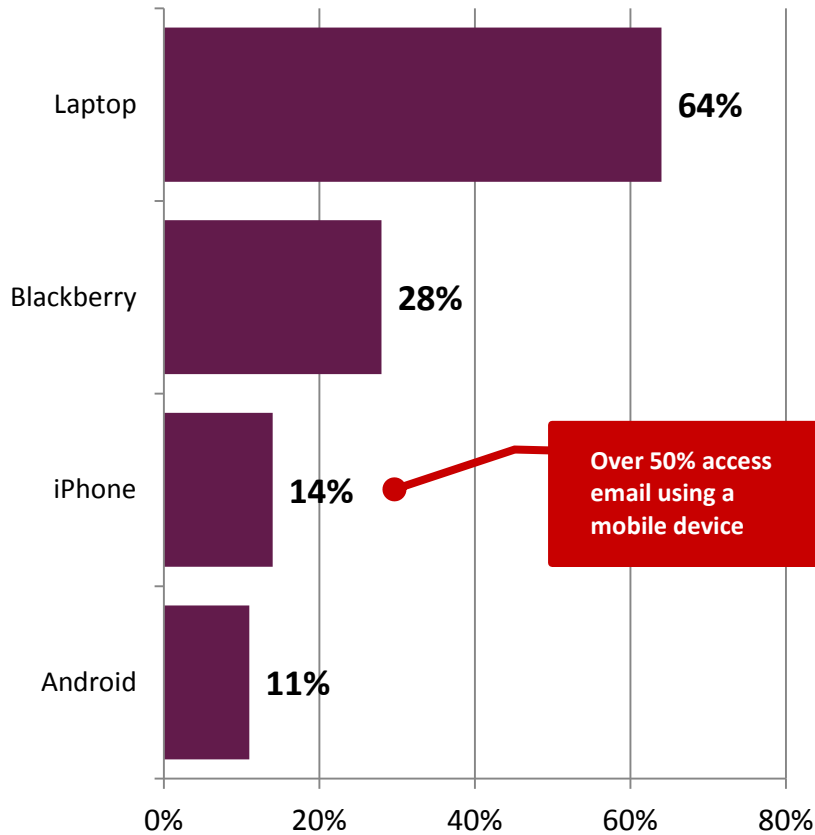


**Webinars**

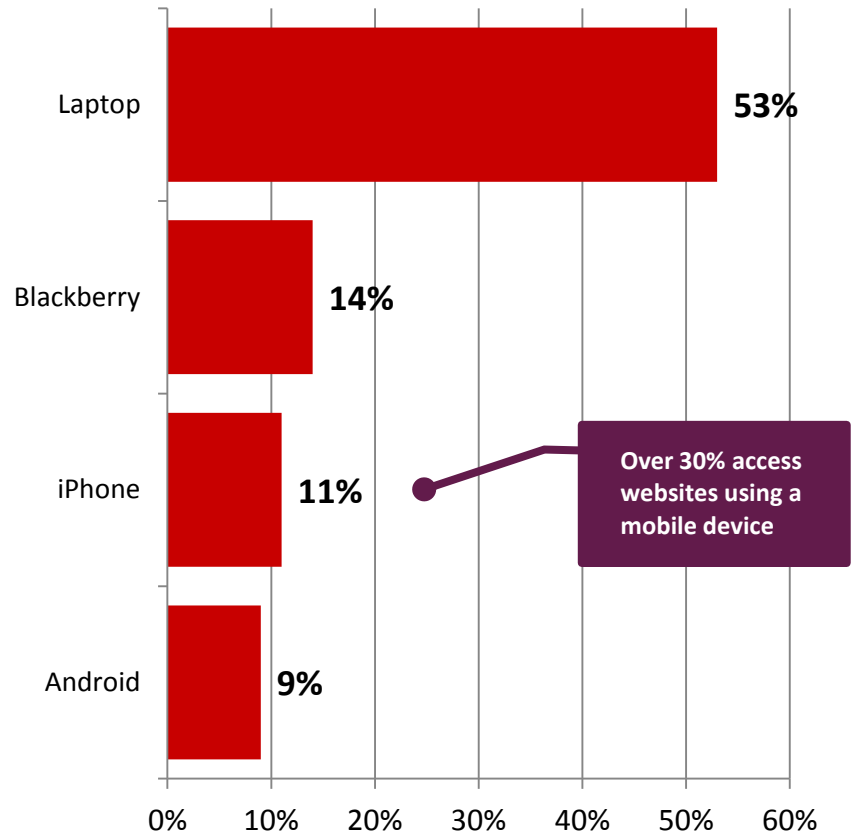


# Mobile Communication Devices

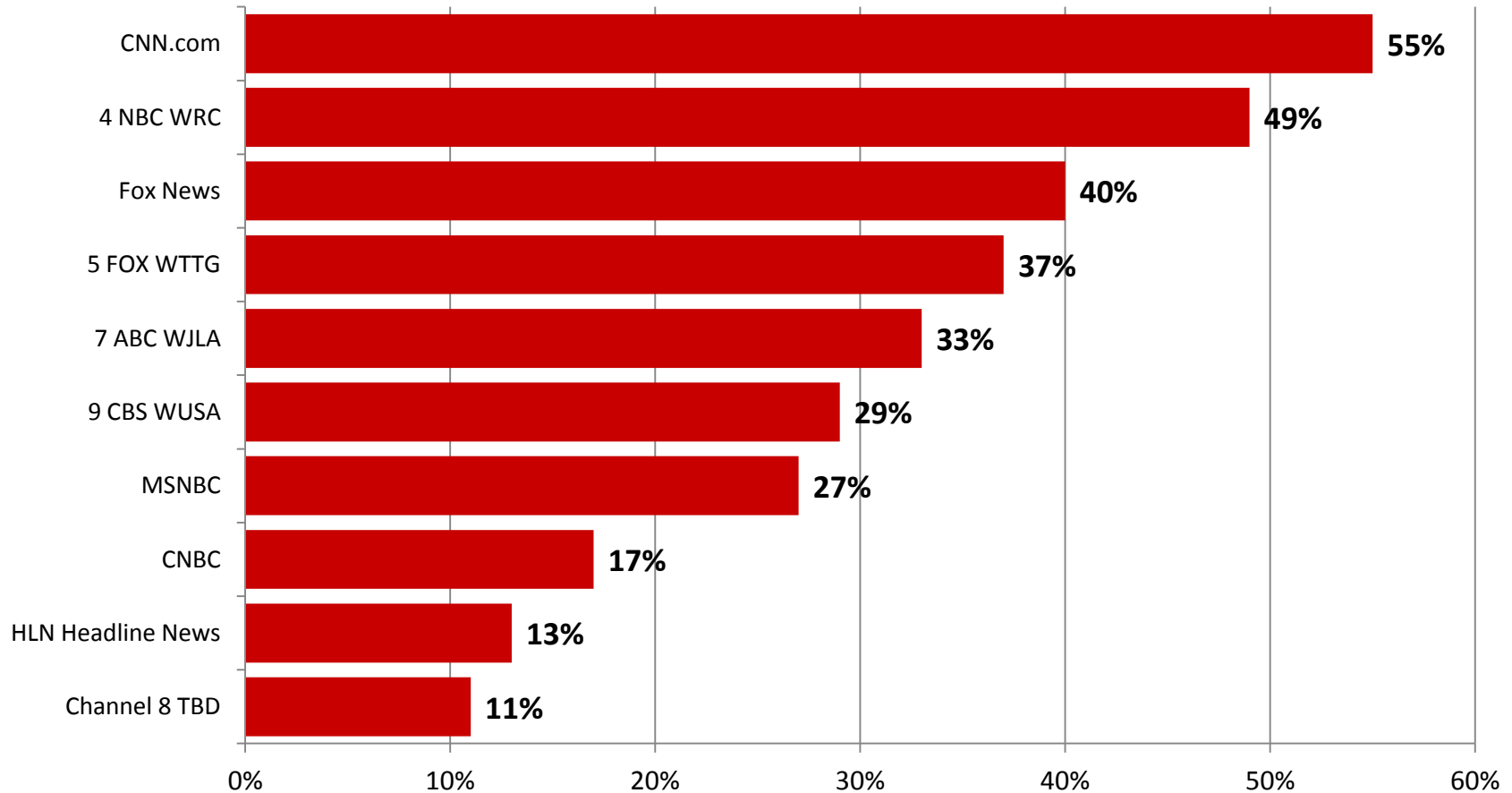
Access Email



Access News Websites

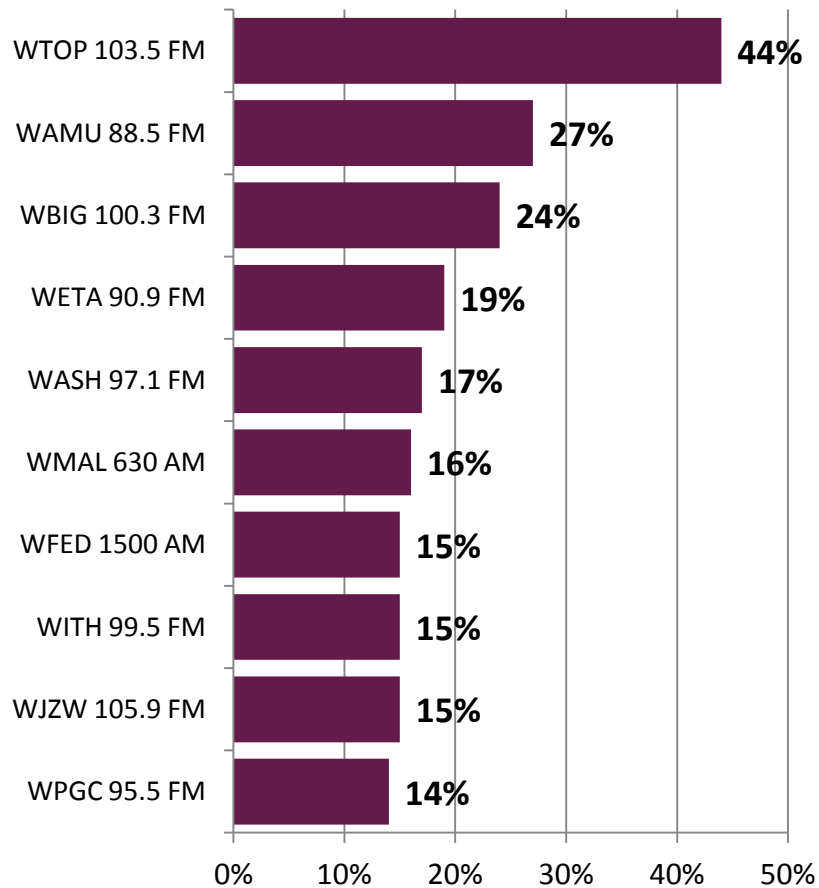


## DC Metro Area: TV for News

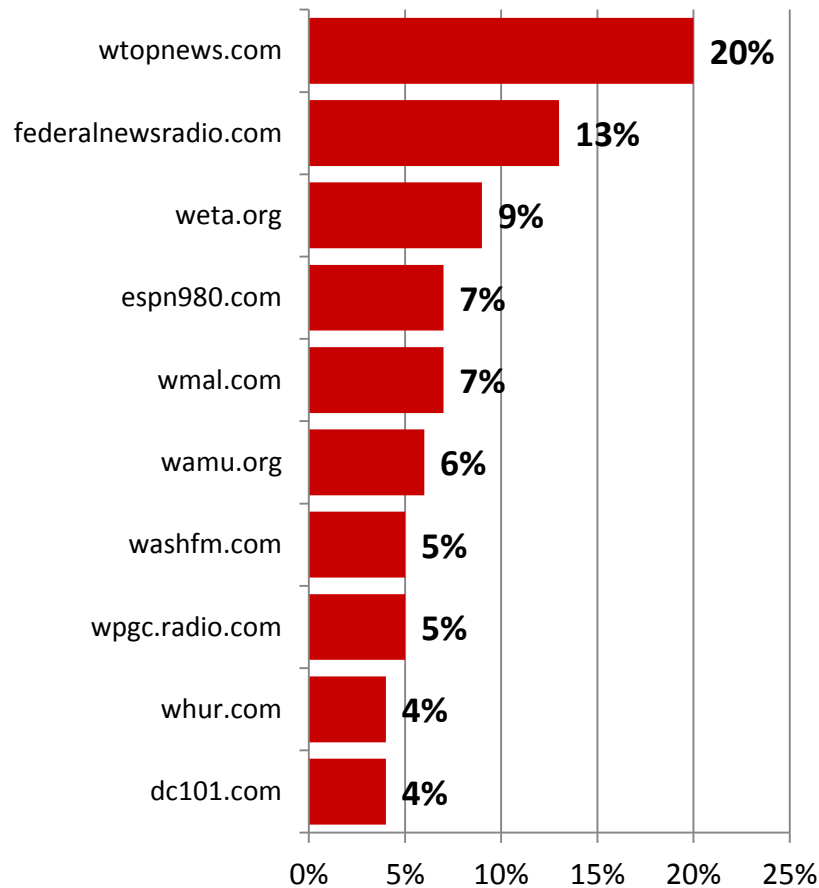


# DC Metro Area: Radio

Radio Stations



Radio Websites



# Online Data Tool

## HOW CAN THIS STUDY HELP WITH YOUR STRATEGIC MARKETING?

- Know exactly who to target and how to reach them
- Understand how federal government decision makers acquire products and services
- Improve marketing by aligning the survey findings with your specific information needs

## WHY IS THIS STUDY SO UNIQUE?

- A dynamic web-based reporting tool allows you to cross-tabulate survey results to create your own customized data views, such as job title and product purchases; or job title and web site visits or publication readership
- The study combines demographic, job function, and purchasing data with actual media usage
- The survey covers over 25 product and services areas, from weapons systems and IT to human resources and travel

## TO PURCHASE:

[www.marketconnectionsinc.com/mediastudy](http://www.marketconnectionsinc.com/mediastudy)



## Market Connections

Research you can act on.

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