

NBC Washington Federal Audience Profile



NBC WASHINGTON

MARKET CONNECTIONS, INC.

Research You Can Act On

Overview

- This report highlights findings from an independent research study examining federal government media usage for local news and information.
- Study participants comprised 225 decision makers from federal civilian and independent government agencies, the Department of Defense, and the Legislative branch.
- The survey was conducted “blind” so that participants were unaware of the study sponsor.



Research Highlights



is the most trusted network for news and information

60%
watch local news
on TV

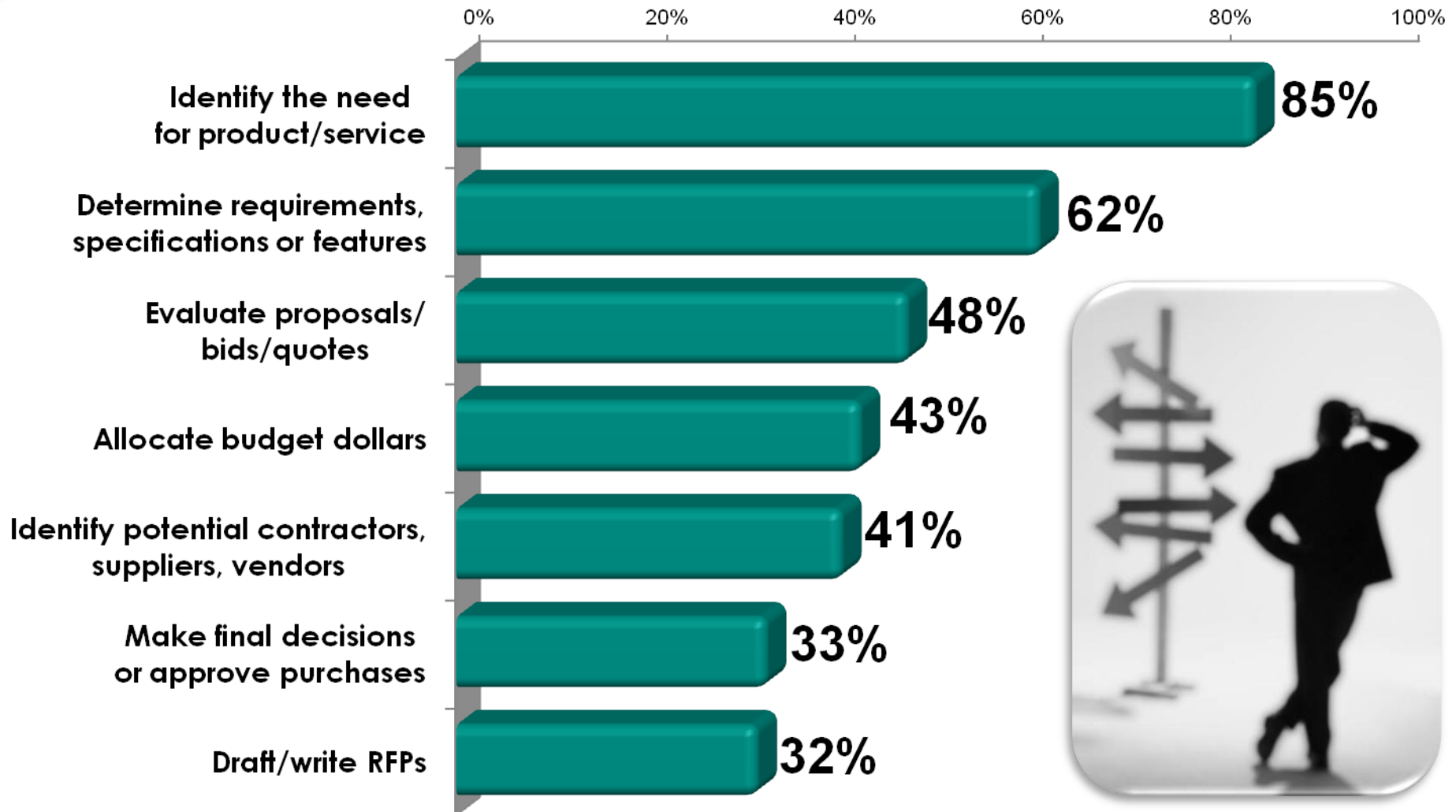
100%
of respondents
are decision
makers

NBCWashington
is in the top five
most visited
news websites

61%
watch TV during
Prime Time

NBC is the most
watched and most
trusted network for
local news and
information

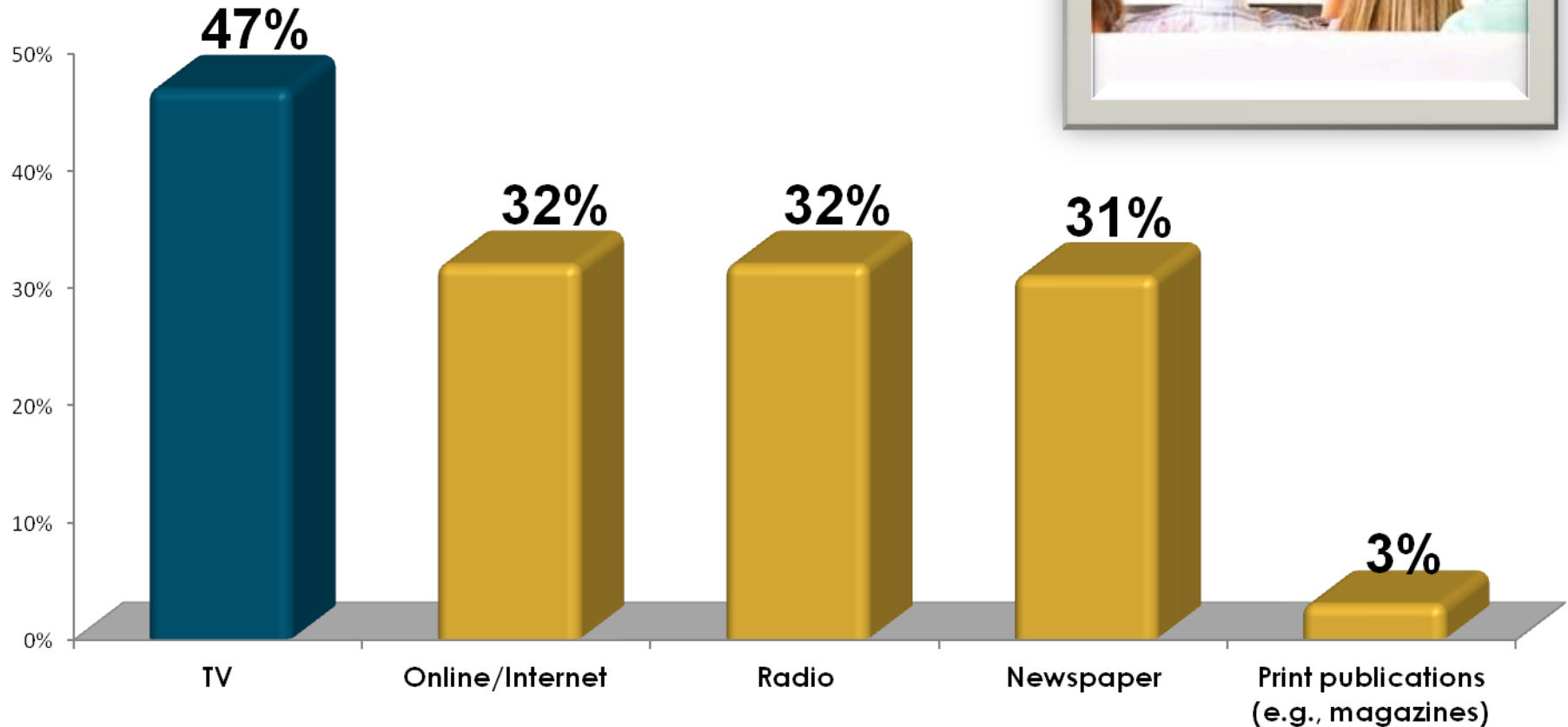
Wide Range of Decision Making Roles Represented



Note: Multiple responses were allowed, thus percentages add to more than 100%

TV is the #1 Source for Local News and Information

Information Source Ranking

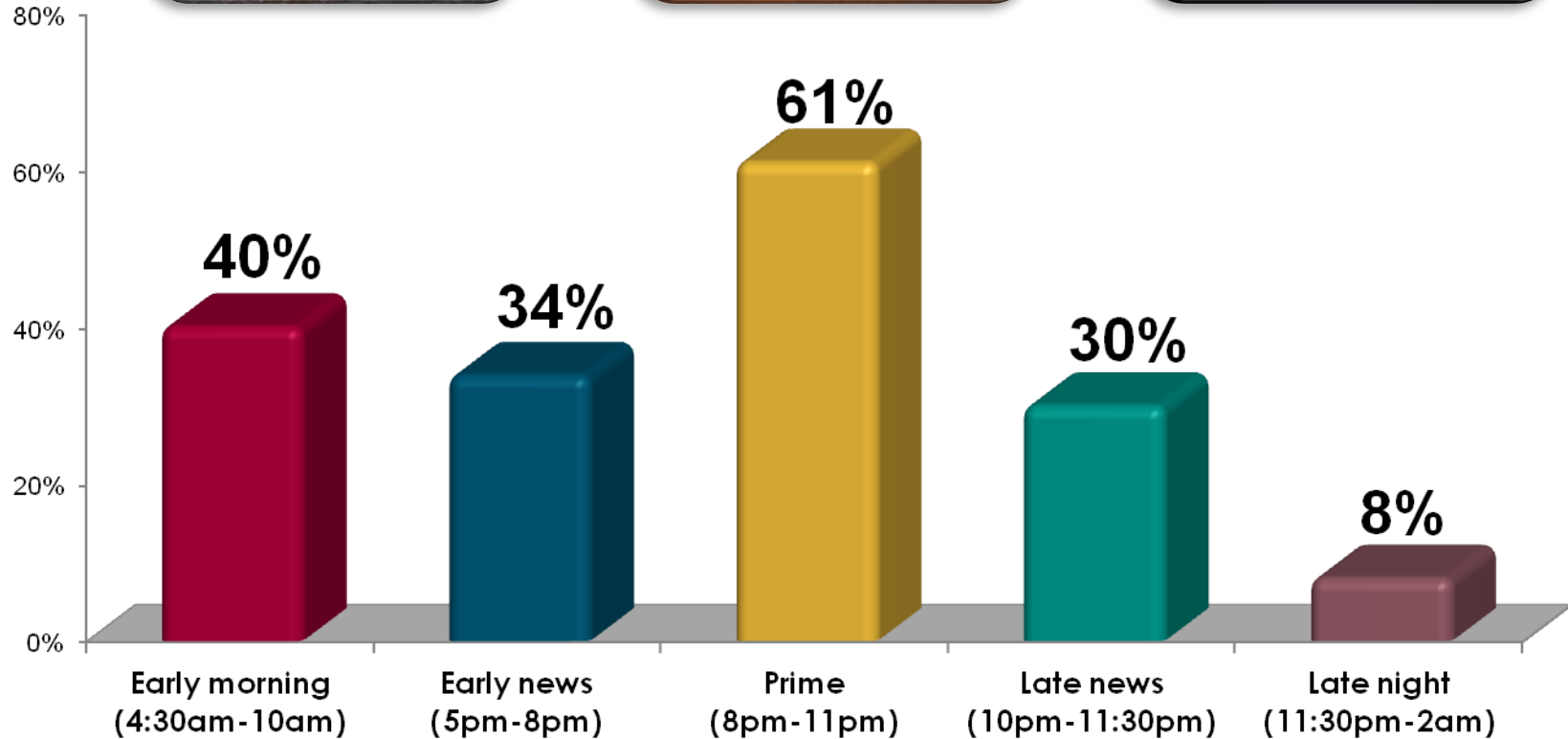


Note: Multiple responses were allowed, thus percentages add to more than 100%

NBC is the Most Watched and Trusted Network for Local News and Information

Local News and Information Channels	%	Most Trusted Network	%
NBC 4	35%	NBC	29%
ABC 7	16%	CNN	21%
FOX 5	14%	ABC	10%
CBS 9	11%	FOX	16%
None of these	15%	CBS	8%
Other	10%	None of these	16%

Prime Time is the Most Watched TV Daypart



Note: Multiple responses were allowed, thus percentages add to more than 100%

Nightly News is NBC's Most Watched Newscast

Newscasts	%
Nightly News	31%
M-F/6:00pm-7:00pm	23%
M-Sun/11:00 pm Late News	17%
M-F/4:30am-6:00am	13%
M-F/6:00-7:00am	13%
Today Show (weekday or weekend)	13%
Other weekend morning newscasts (Sat-Sun)	7%
M-F/5:00pm-6:00pm	6%
None of these	31%

Note: Multiple responses were allowed, thus percentages add to more than 100%

NBCWashington is Among the Top Five Most Visited Websites for Local News and Information



Washington Post
68%

Politico
32%

Wtopnews
32%

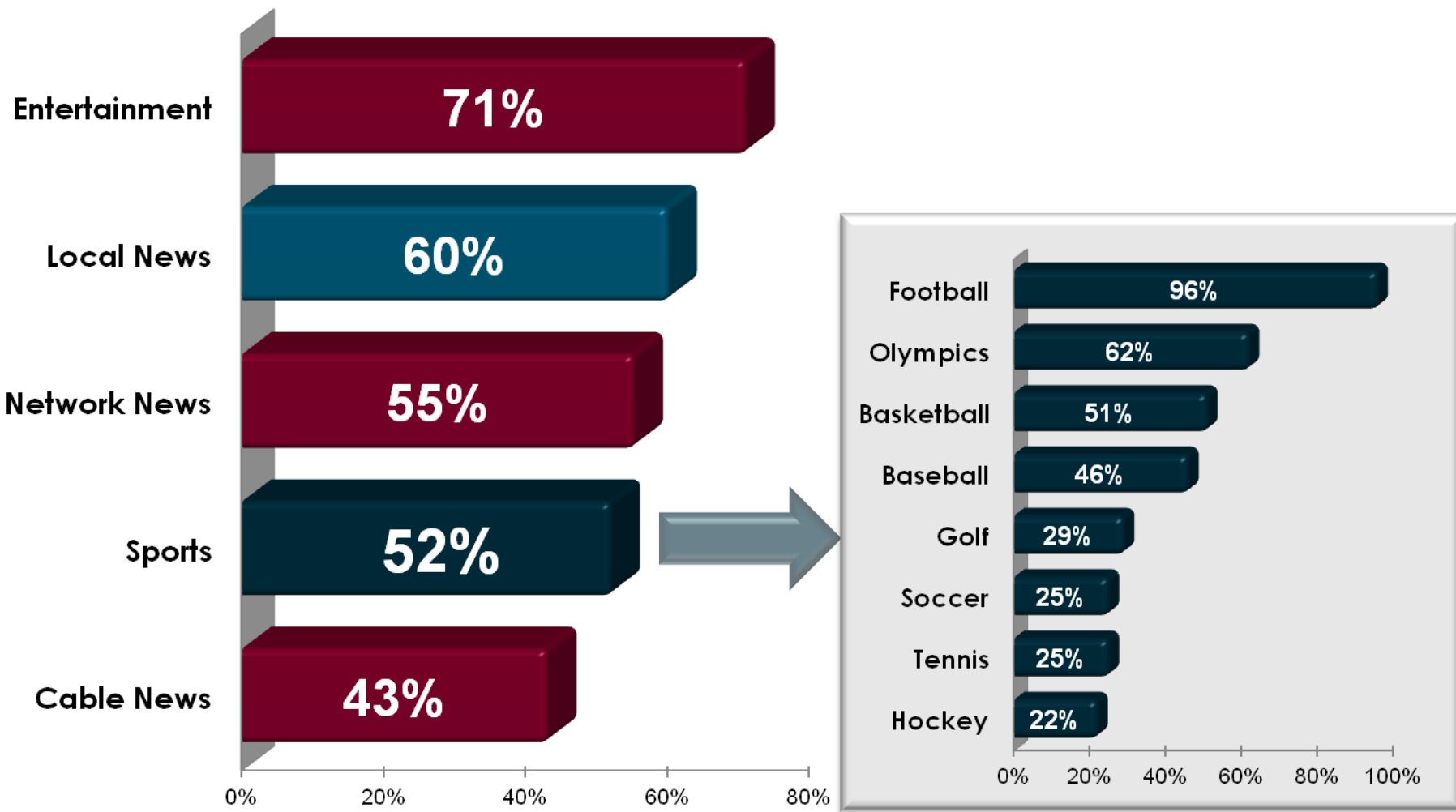
Federal newsradio
29%

NBC Washington
26%



Note: Multiple responses were allowed, thus percentages add to more than 100%

Types of Programming and Sports Watched



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