M4PS

Marketing for the Public Sector

DATA

INSIGHTS

ACTION

PART 1 | MEDIA ENGAGEMENT

NOVEMBER 2022

"Ready! Fire! Aim!" is the mantra of far too many marketing and sales efforts.

Those of us in the public sector know better than anyone that different messages and different modes of delivery resonate with varying levels of success across federal agencies, military branches, and state and local governments. Every audience segment has different needs in the information they want from contractors, and different preferences for receiving that information. We all know how important it is for marketing professionals with limited budgets and time to choose the right messages delivered through the right channels. Yet, the right information at the right time isn't easily accessible to make informed decisions.

This is why we created the Marketing for the Public Sector (M4PS) study. Our aim is to provide some guidance, a "map" if you will, that will help point you in the right direction. We know, however, that there are many considerations for your marketing decisions. M4PS will arm you with the insights to help drive your marketing decisions. Allowing you to AIM before you FIRE.

The inaugural study — the first of two parts — focuses on media engagement and includes both federal and state/local markets. As you read through the survey results, you'll get a feel for who the respondents are and what their concerns over the next year are. You'll find out not only which digital publications they turn to, but their overall engagement levels with that content. As part of this exploration, you'll learn about social media engagement and podcast listening habits. Finally, you'll take a deep dive into the DC, Maryland, Virginia area to learn what local media your audience engages with. We hope this information is useful in guiding your marketing journey.

READY, AIM, FIRE!

Aaron Heffron

President, Research and Forecasting
GovExec

The last two years have been quite a ride for marketers. With the pandemic and people staying home, strategies around events radically changed from live meetings to webinars. Digital engagement habits also changed—without a commute, what people listened to and when shifted.

Now we're seeing a pivot back to the way things were—to a degree. Hybrid work environments are here to stay, and that means more changes for people's digital engagement habits.

The 1,200 respondents to the inaugural Marketing for the Public Sector (M4PS) study spanned federal Civilian and Defense and state and local government organizations. These respondents:

→ Are, in general, in their early 50s and work across a range of functional areas.
→ Overall, are concerned about employee morale, employees retiring, and recruiting new staff.
→ Actively engage with a variety of digital media, including digital publications, podcasts, and social media.
→ Want to attend in person events as much for networking value as information.

In short, while things are generally getting back to "normal," they aren't there yet. Chances are, they never will go back to the way they were before.

On the following pages, we share the data and insights the respondents provided.

Table of Contents

SETTING THE STAGE

? **What type of organization do you work for?**

40%

60%

28%

40%

32%

- Defense, Military or Intelligence
- Federal Civilian or Independent Agency
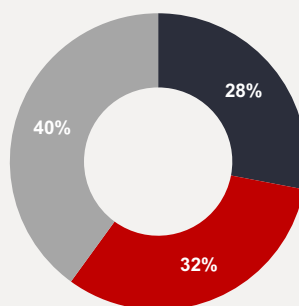
- State Government
- County Government
- City or Municipality Government

? **Are you located in the Washington DC Metro Area?**

27%

73%
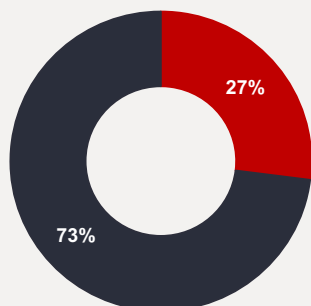
- Outside the Beltway
- Inside the Beltway

*Base=Federal Respondents

? **What is your age?**

- Federal
- State & Local

Average Age

Federal - 52
S&L - 53

Age	Federal	State & Local
21 to 34	9%	9%
35 to 44	16%	18%
45 to 54	23%	18%
55+	47%	47%
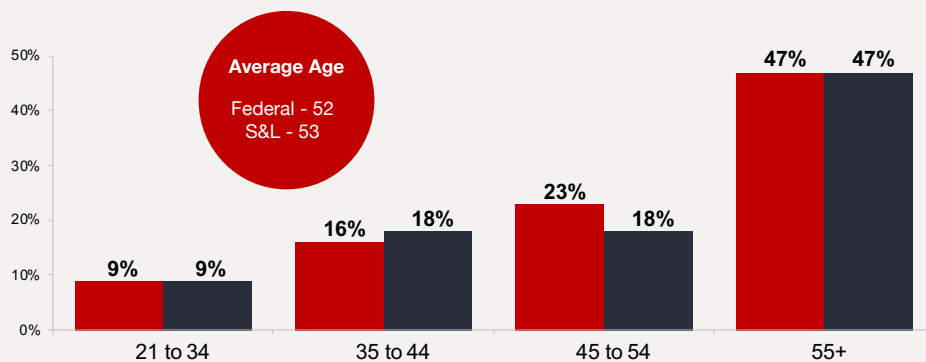
Federal

JOB FUNCTIONS

? Which of these categories best represents your area of responsibility at work?
(select all that apply)

Project/program management or administration	21%
Informational technology, computers, systems	20%
Accounting, budget and finance	17%
Administration and office services	16%
Purchasing, contracting, procurement	11%

0% 10% 20% 30% 40% 50%

PRODUCT/SERVICE PURCHASE CATEGORIES

? In the past year, for which of the following products or services have you been involved in the acquisition/procurement process (specify, evaluate, recommend, approve or buy)?
(select all that apply)

Information technology	31%
Professional services	29%
Office equipment and supplies	16%
Engineering products/services	11%
Building/facilities/real estate/office space	11%

0% 10% 20% 30% 40% 50%
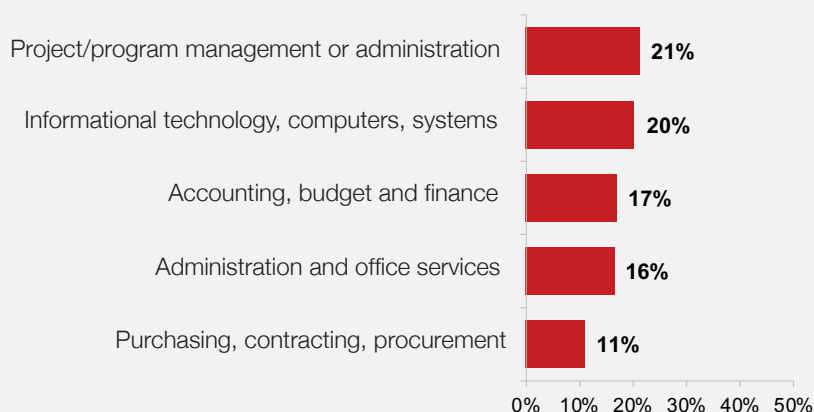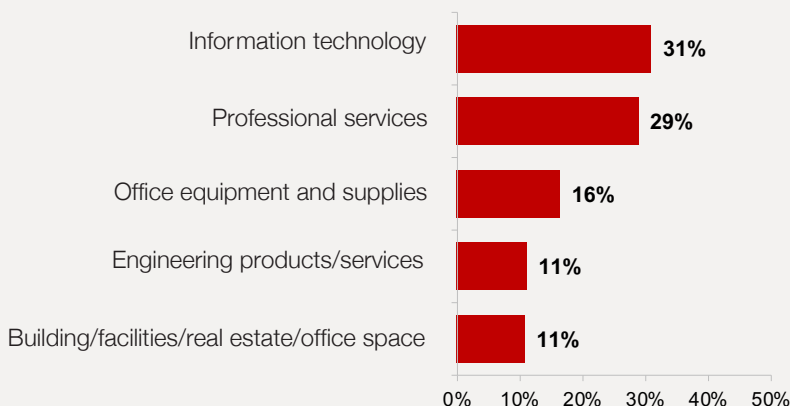
State & Local

JOB FUNCTIONS

? **Which of these categories best represents your area of responsibility at work?** (select all that apply)

Category	Percentage
Accounting, budget and finance	30%
Administration and office services	29%
Public/government affairs	27%
Executive and command	21%
Informational technology, computers, systems	20%

0% 10% 20% 30% 40% 50%

PRODUCT/SERVICE PURCHASE CATEGORIES

? **In the past year, for which of the following products or services have you been involved in the acquisition/procurement process (specify, evaluate, recommend, approve or buy)?** (select all that apply)

Category	Percentage
Professional services	46%
Information technology	44%
Office equipment and supplies	30%
Building/facilities/real estate/office space	26%
Fleet or individual auto purchase/lease	22%

0% 10% 20% 30% 40% 50%

Federal
YEARS OF SERVICE

? **How many years in total have you served as a government employee?** (Include military service, if applicable.)

■ Defense ■ Civilian

	10 years or less	11-19 years	20-29 years	30+ years
Civilian	14%	29%	22%	34%
Defense	45%	23%	15%	17%
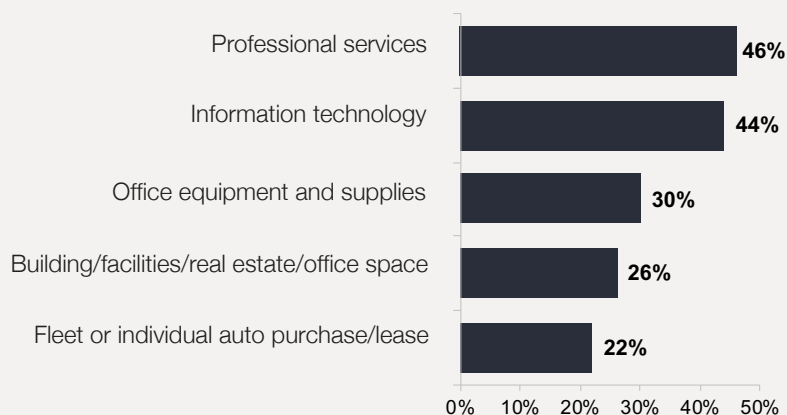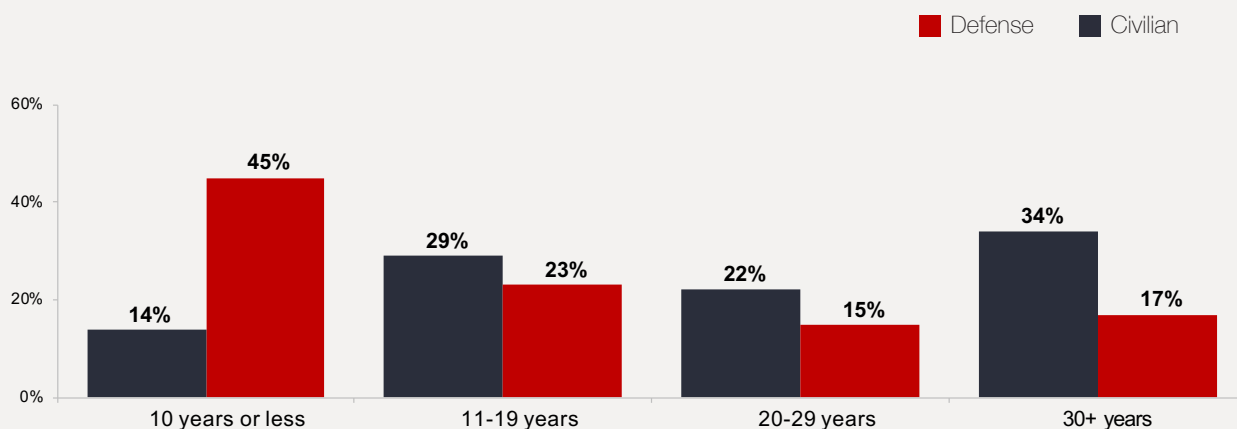
State & Local
YEARS OF SERVICE

? **How many years in total have you served as a government employee?** (Include military service, if applicable.)

10 years or less	11-19 years	20-29 years	30+ years
35%	25%	19%	17%
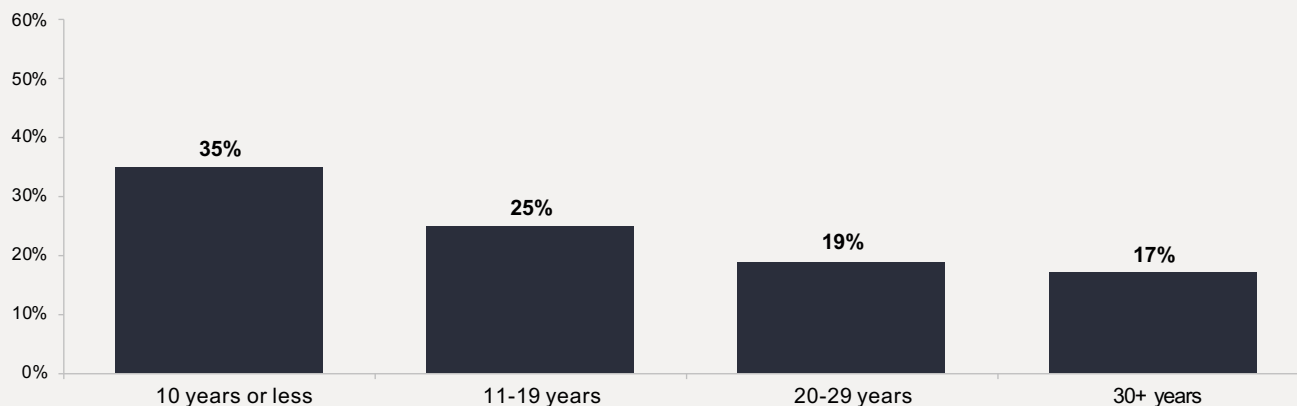
CURRENT WORKFORCE

Federal
TOP CONCERNS FOR NEXT YEAR

1 Employee morale

2 Retirement of current employees

3 Staff recruitment

? **What do you see as the biggest work-related challenges coming over the next year in your agency?** (select all that apply)

Challenge	Percentage
Employee morale	51%
Retirement of current employees	41%
Staff recruitment	40%
Funding/budget	40%
Changes in government policies	36%
Leadership turnover	35%
Returning to office after remote work during pandemic	33%
Roles/responsibilities changing among staff	31%
Cybersecurity	29%
Timing of when budget is approved	28%

Civilian vs. Defense

TOP CONCERNS FOR NEXT YEAR

1 Employee morale

(CIVILIAN)

1 Funding/budget

(DEFENSE)

? **What do you see as the biggest work-related challenges coming over the next year in your agency?** (select all that apply)

Challenge	Civilian	Defense
Employee morale	54% +	46%
Staff recruitment	46% +	32%
Retirement of current employees	45% +	34%
Funding/budget	36%	47% +
Changes in government policies	36%	36%
Leadership turnover	34%	35%
Returning to office after remote work during pandemic	34%	31%
Remote work/in-office collaboration	33% +	21%
Roles/responsibilities changing among staff	31%	31%
Timing of when budget is approved	28%	30%

■ Defense ■ Civilian + Significant difference between segments

Federal IT Buyer vs. Non-IT Buyer

TOP CONCERNS FOR NEXT YEAR

1

Employee morale

(FEDERAL IT BUYERS & NON-IT BUYERS)

? **What do you see as the biggest work-related challenges coming over the next year in your agency?** (select all that apply)

Challenge	IT Buyer	Non-IT
Employee morale	51%	51%
Retirement of current employees	47% +	38%
Funding/budget	45%	38%
Staff recruitment	41%	40%
Leadership turnover	40% +	32%
Changes in government policies	36%	36%
Cybersecurity	35% +	26%
Roles/responsibilities changing among staff	32%	31%
Returning to office after remote work during pandemic	32%	33%
Timing of when budget is approved	29%	28%
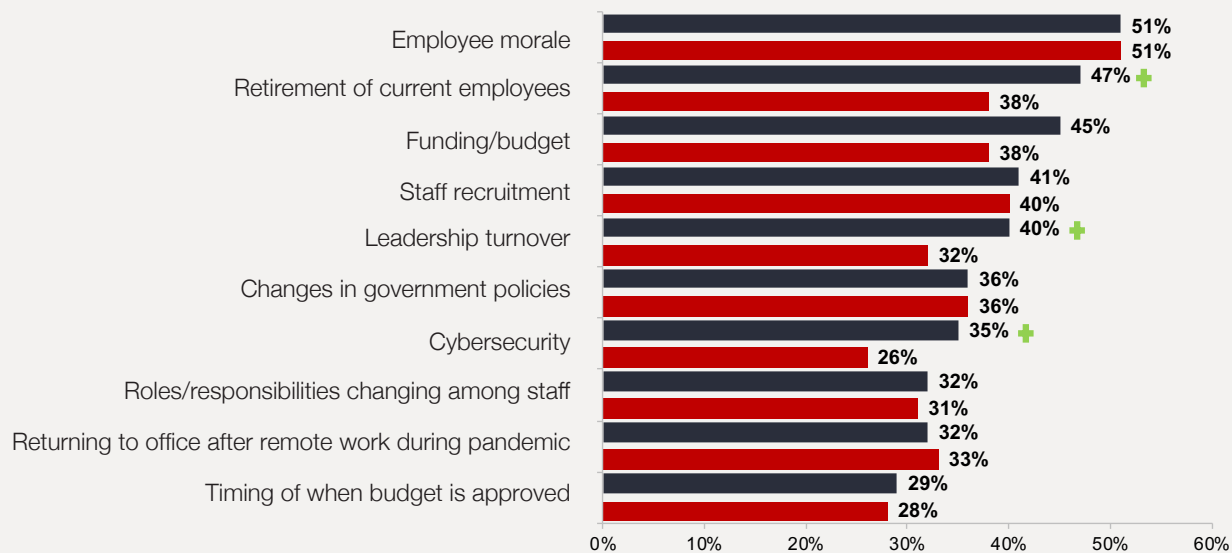
■ Non-IT ■ IT Buyer + Significant difference between segments

State & Local

TOP CONCERNS FOR NEXT YEAR

1
Staff recruitment

2
Employee morale
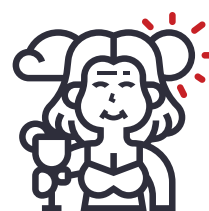
3
Retirement of current employees

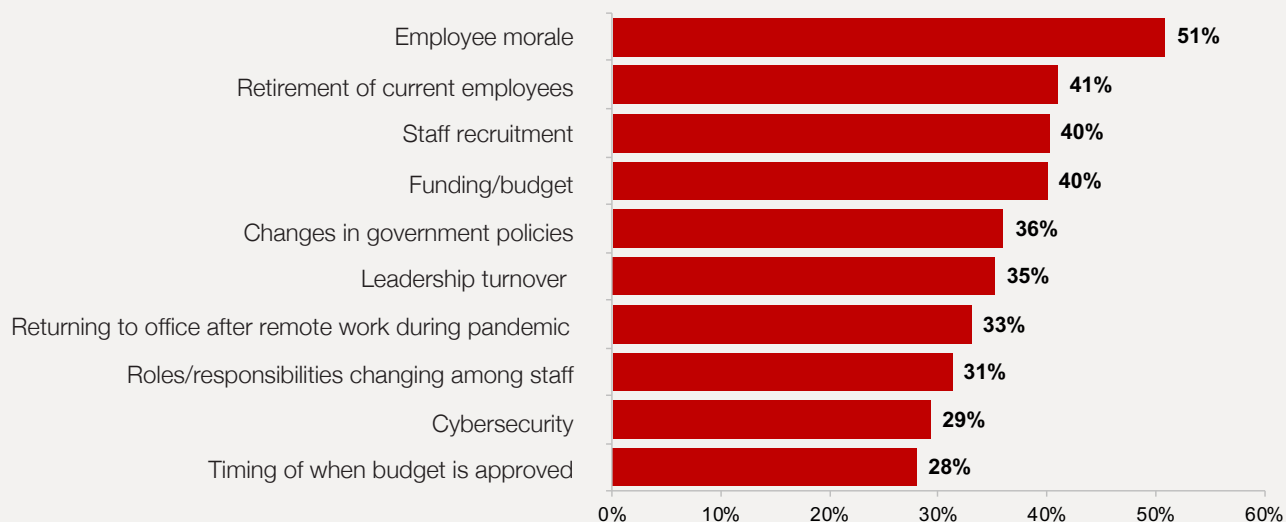**?** **What do you see as the biggest work-related challenges coming over the next year in your agency?** (select all that apply)

Category	Percent
Staff recruitment	53%
Employee morale	50%
Retirement of current employees	45%
Funding/budget	41%
Changes in government policy	37%
Leadership turnover	37%
Roles/responsibilities changing among staff	31%
Cybersecurity	30%
Remote and in-office worker collaboration	27%
Use of new technologies	25%
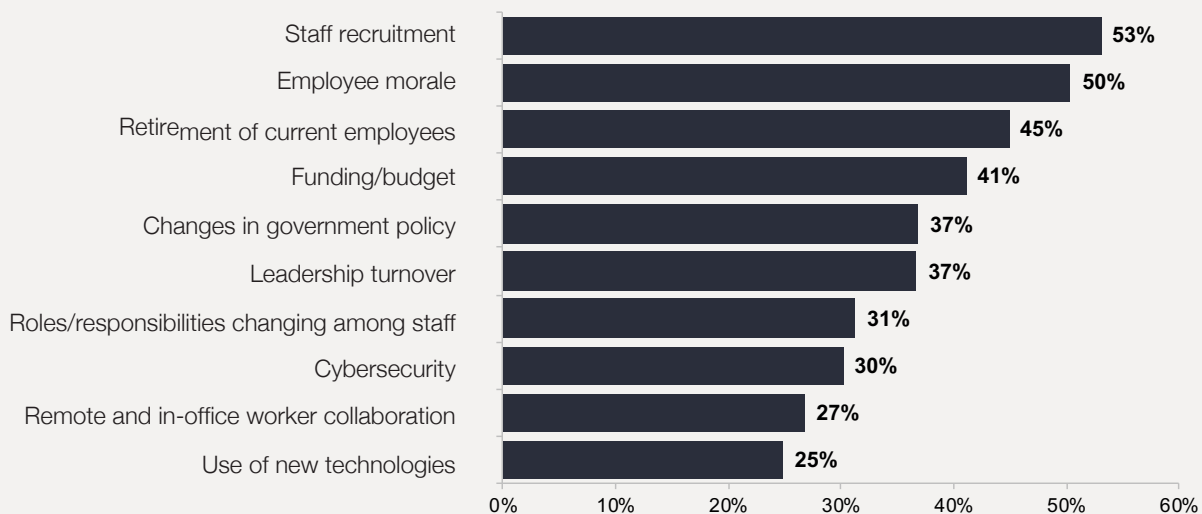
S&L IT Buyer vs. Non-IT Buyer

TOP CONCERNS FOR NEXT YEAR

1 Staff recruitment

2 Employee morale

3 Retirement of current employees
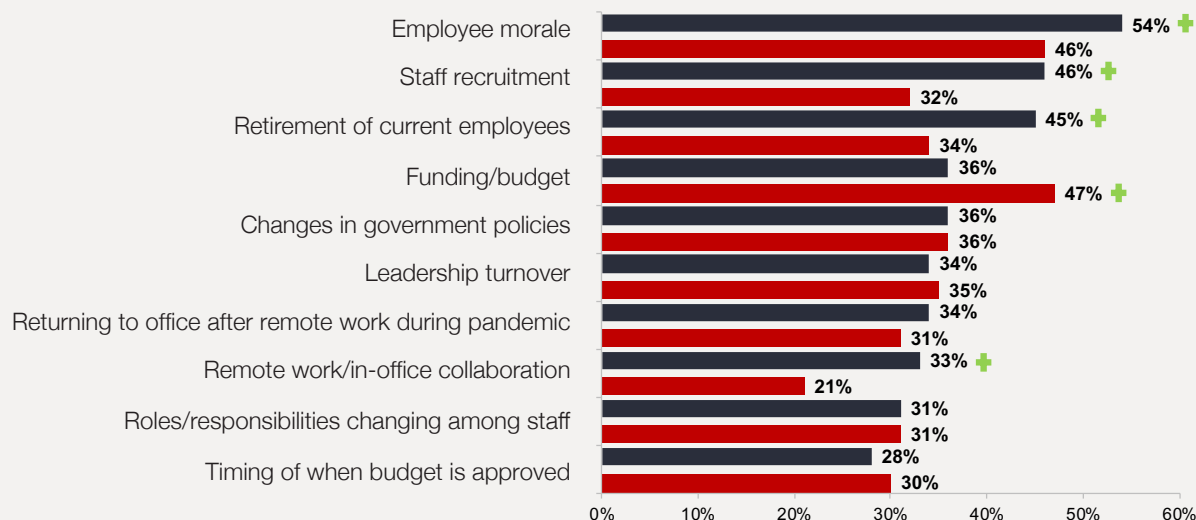
(SAME RANKINGS FOR BOTH IT BUYERS AND NON-IT BUYERS)

? **What do you see as the biggest work-related challenges coming over the next year in your agency?** (select all that apply)

Challenge	Non-IT	IT Buyer
Staff recruitment	49%	59%
Employee morale	49%	52%
Retirement of current employees	45%	44%
Funding/budget	40%	43%
Changes in government policies	34%	40%
Leadership turnover	38%	35%
Roles/responsibilities changing among staff	17%	33% ✚
Cybersecurity	31%	29%
Remote and in-office worker collaboration	35%	27%
Use of new technologies	24%	26%
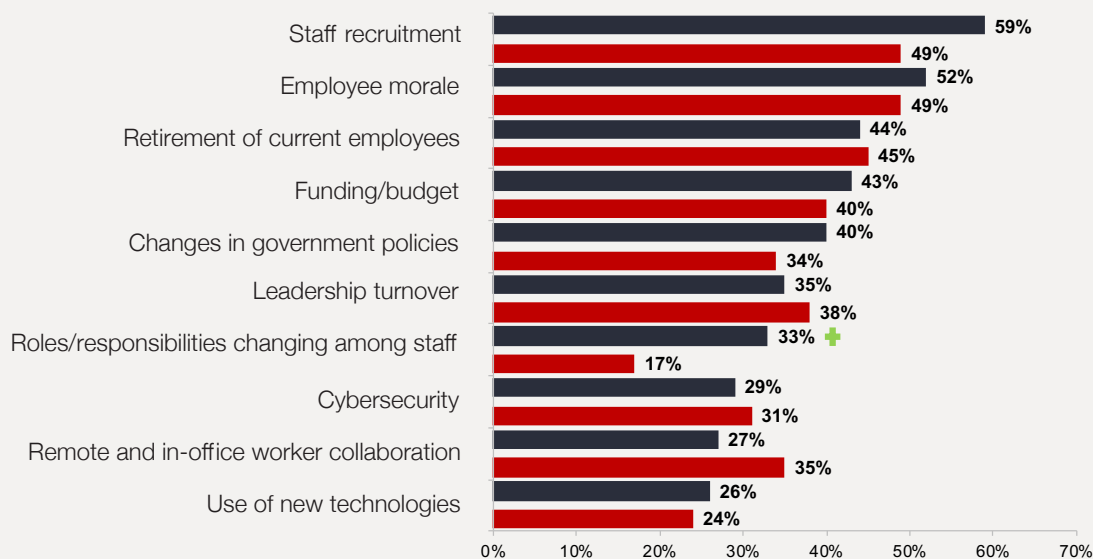
■ Non-IT ■ IT Buyer ✚ Significant difference between segments

Federal

LACK OF TRUST CONTINUES, ESPECIALLY TOWARD CONTRACTORS

N Y
TRUST-O-METER

Generally, to what extent do you trust news and information you seek for your job from each of the following?

	1's/2's - Don't trust at all	4's/5's - Completely Trust
Professional associations	6%	63%
Peers and colleagues	6%	56%
Trade or industry publications	10%	51%
Research firms	15%	41%
Customer testimonials	20%	33%
Government contractors	23%	26%
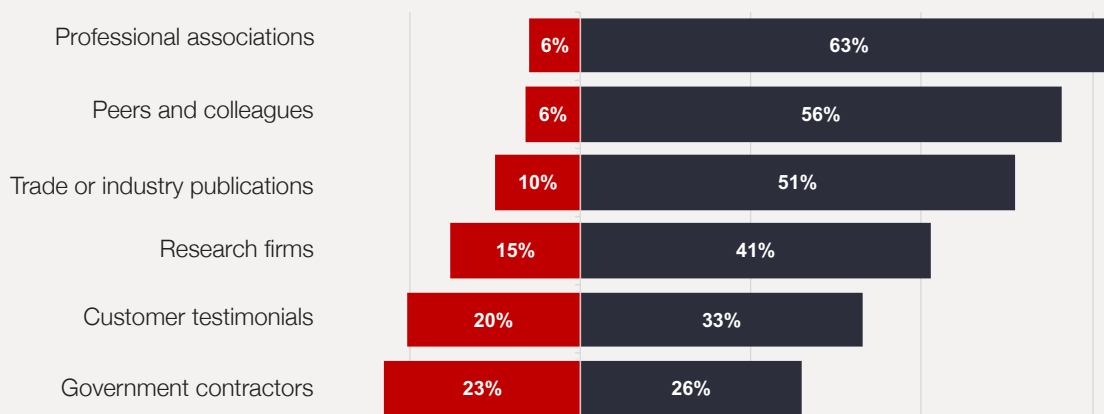
■ 1's/2's - Don't trust at all   ■ 4's/5's - Completely Trust

Civilian vs. Defense

LACK OF TRUST CONTINUES, ESPECIALLY TOWARD CONTRACTORS

N Y
TRUST-O-METER

? Generally, to what extent do you trust news and information you seek for your job from each of the following?

	Civilian	Defense
Professional associations	59%	68% ✚
Peers and colleagues	45%	59% ✚
Trade or industry publications	56%	57%
Research firms	34%	52% ✚
Customer testimonials	26%	43% ✚
Government contractors	19%	35% ✚

■ Defense   ■ Civilian   ✚ Significant difference between segments

Federal IT Buyer vs. Non-IT Buyer

LACK OF TRUST CONTINUES, ESPECIALLY TOWARD CONTRACTORS

N   Y
TRUST-O-METER

? **Generally, to what extent do you trust news and information you seek for your job from each of the following?**

	IT Buyer	Non-IT
Professional associations	67%	60%
Peers and colleagues	60%	55%
Trade or industry publications	✚ 57%	48%
Research firms	✚ 51%	37%
Customer testimonials	✚ 39%	30%
Government contractors	✚ 31%	23%

■ Non-IT   ■ IT Buyer   ✚ Significant difference between segments

State & Local

LACK OF TRUST TOWARD CONTRACTORS CONTINUES

TRUST-O-METER

? **Generally, to what extent do you trust news and information you seek for your job from each of the following?**

	1's/2's - Don't trust at all	4's/5's - Completely Trust
Professional associations	3%	74%
Peers and colleagues	6%	64%
Trade or industry publications	4%	60%
Research firms	12%	48%
Customer testimonials	18%	37%
Government contractors	17%	28%
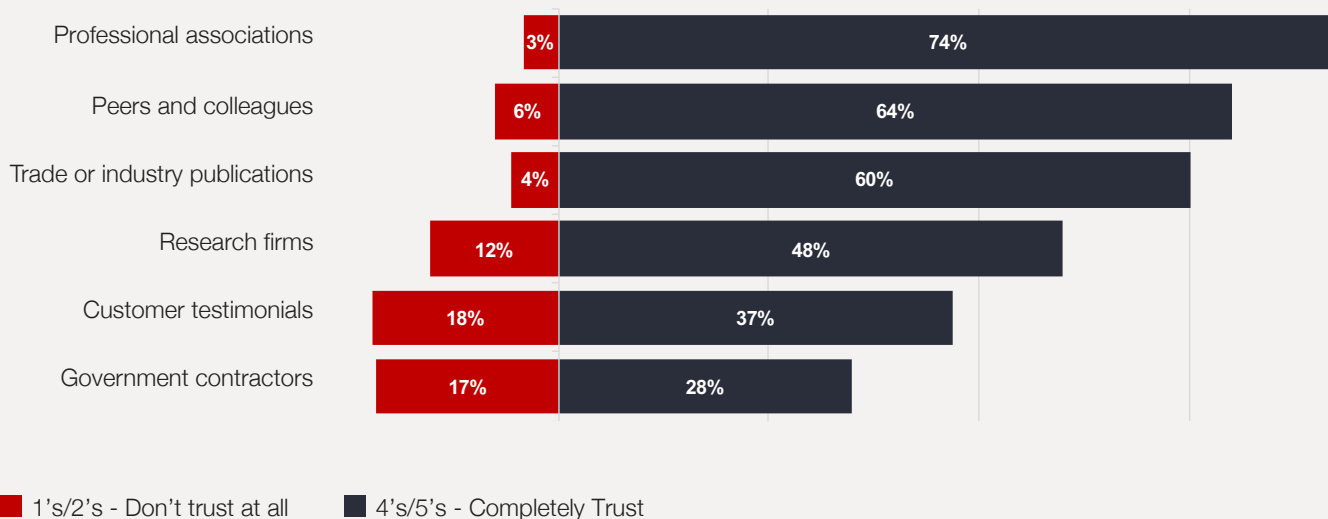
■ 1's/2's - Don't trust at all   ■ 4's/5's - Completely Trust

S&L IT Buyer vs. Non-IT Buyer

LACK OF TRUST TOWARD CONTRACTORS CONTINUES

TRUST-O-METER

? **Generally, to what extent do you trust news and information you seek for your job from each of the following?**

	IT Buyer	Non-IT
Professional associations	73%	76%
Peers and colleagues	58%	63%
Trade or industry publications	66%	62%
Research firms	47%	49%
Customer testimonials	34%	40%
Government contractors	31%	23%
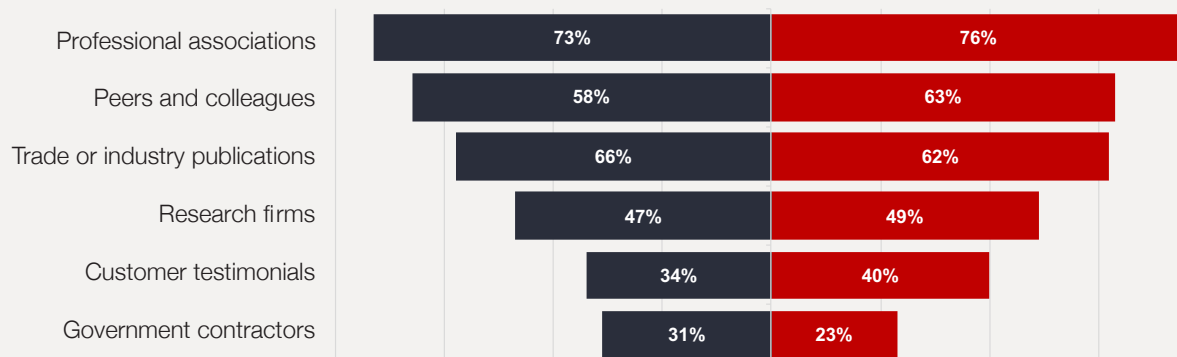
■ Non-IT   ■ IT Buyer

MEDIA NOW
AND IN THE FUTURE

Federal and State & Local

TIME SPENT ON AN AVERAGE WORKDAY:

15+ minutes per day

? On an average workday, how much time do you spend…

	Federal	State & Local
Accessing news content online	62%	67%
Watching news/news programs on TV	40%	46%
Accessing social media sites	35%	44% +
Listening to radio (AM/FM)	32%	37% +
Reading e-newsletters	31%	44% +
Reading industry magazines online	27%	33%
Listening to online radio	21%	21%
Listening to satellite radio	21%	20%
Listening to podcasts	19%	20%
Accessing news content in print	15%	21% +
Reading industry magazines in print	12%	15%

■ Federal　■ State & Local　✚ Significant difference between segments

Civilian vs. Defense

TIME SPENT ON AN AVERAGE WORKDAY:

15+ minutes per day

? **On an average workday, how much time do you spend…**

Category	Civilian	Defense
Accessing news content online	54%	74% +
Watching news/news programs on TV	37%	45% +
Accessing social media sites	30%	43% +
Listening to radio (AM/FM)	27%	38% +
Reading industry magazines online	23%	34% +
Reading e-newsletters	32%	31%
Listening to online radio	16%	29% +
Listening to satellite radio	16%	28% +
Listening to podcasts	17%	22%
Accessing news content in print	12%	21% +
Reading industry magazines in print	9%	17% +

■ Defense　■ Civilian　✚ Significant difference between segments

Federal IT Buyer vs. Non-IT Buyer

TIME SPENT ON AN AVERAGE WORKDAY:

15+ minutes per day

? **On an average workday, how much time do you spend…**

Category	IT Buyer	Non-IT
Accessing news content online	65%	60%
Watching news/news programs on TV	43%	39%
Accessing social media sites	40% +	33%
Listening to radio (AM/FM)	37% +	23%
Reading industry magazines online	33%	31%
Reading e-newsletters	32%	31%
Listening to online radio	26% +	19%
Listening to satellite radio	23% +	17%
Listening to podcasts	22%	20%
Accessing news content in print	22% +	13%
Reading industry magazines in print	17% +	10%

■ Non-IT   ■ IT Buyer   + Significant difference between segments

S&L IT Buyer vs. Non-IT Buyer

TIME SPENT ON AN AVERAGE WORKDAY:

15+ minutes per day

On an average workday, how much time do you spend…

	IT Buyer	Non-IT
Accessing news content online	71%	63%
Watching news/news programs on TV	43%	47%
Accessing social media sites	43%	45%
Listening to radio (AM/FM)	42%	45%
Reading industry magazines online	36%	38%
Reading e-newsletters	34%	32%
Listening to online radio	25% ✚	16%
Listening to satellite radio	21%	21%
Listening to podcasts	21%	21%
Accessing news content in print	20%	19%
Reading industry magazines in print	18%	13%

■ Non-IT ■ IT Buyer ✚ Significant difference between segments

Federal and State & Local

TYPICAL RADIO LISTENING HOURS

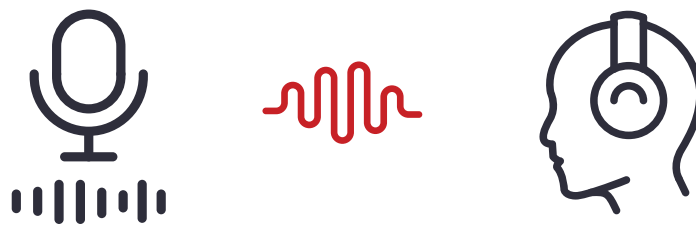> **?** **During which parts of a typical workday do you listen to AM/FM radio?** (select all that apply)

	When you wake up until your commute	Your morning commute	During the workday	Lunch break	Your evening commute	After evening commute/work	I don't listen to AM/FM radio
Federal	15%	52%	14%	9%	42%	21%	25%
State & Local	17%	53%	15%	12%	43%	18%	22%

■ Federal   ■ State & Local

Civilian vs. Defense

TYPICAL RADIO LISTENING HOURS

? **During which parts of a typical workday do you listen to AM/FM radio?** (select all that apply)

	Civilian	Defense
When you wake up until your commute	16%	14%
Your morning commute ✚	60%	48%
During the workday	12%	16%
Lunch break	11%	8%
Your evening commute ✚	47%	39%
After evening commute/work	19%	22%
I don't listen to AM/FM radio ✚	18%	29%

■ Defense ■ Civilian ✚ Significant difference between segments

Federal IT Buyer vs. Non-IT Buyer

TYPICAL RADIO LISTENING HOURS

? **During which parts of a typical workday do you listen to AM/FM radio?** (select all that apply)

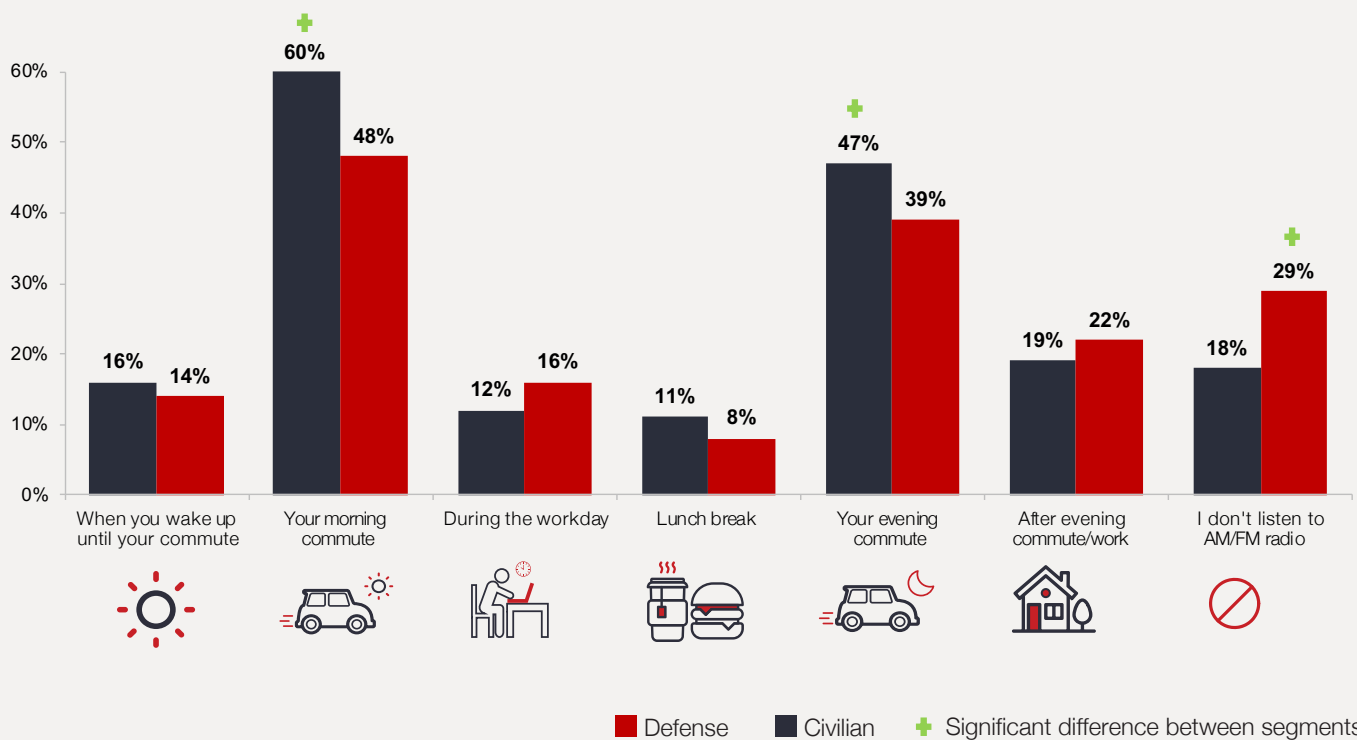|	When you wake up until your commute	Your morning commute	During the workday	Lunch break	Your evening commute	After evening commute/work	I don't listen to AM/FM radio
IT Buyer	16%	53%	15%	10%	42%	18%	25%
Non-IT	15%	52%	14%	9%	42%	22%	25%

Non-IT ■ **IT Buyer** ■

S&L IT Buyer vs. Non-IT Buyer
TYPICAL RADIO LISTENING HOURS

? **During which parts of a typical workday do you listen to AM/FM radio?** (select all that apply)

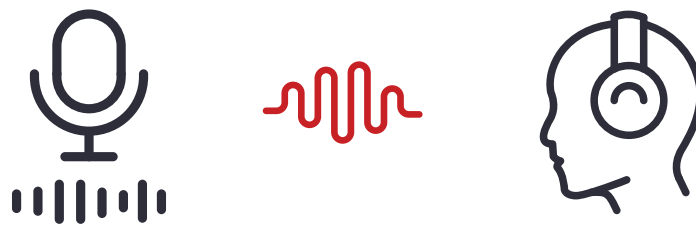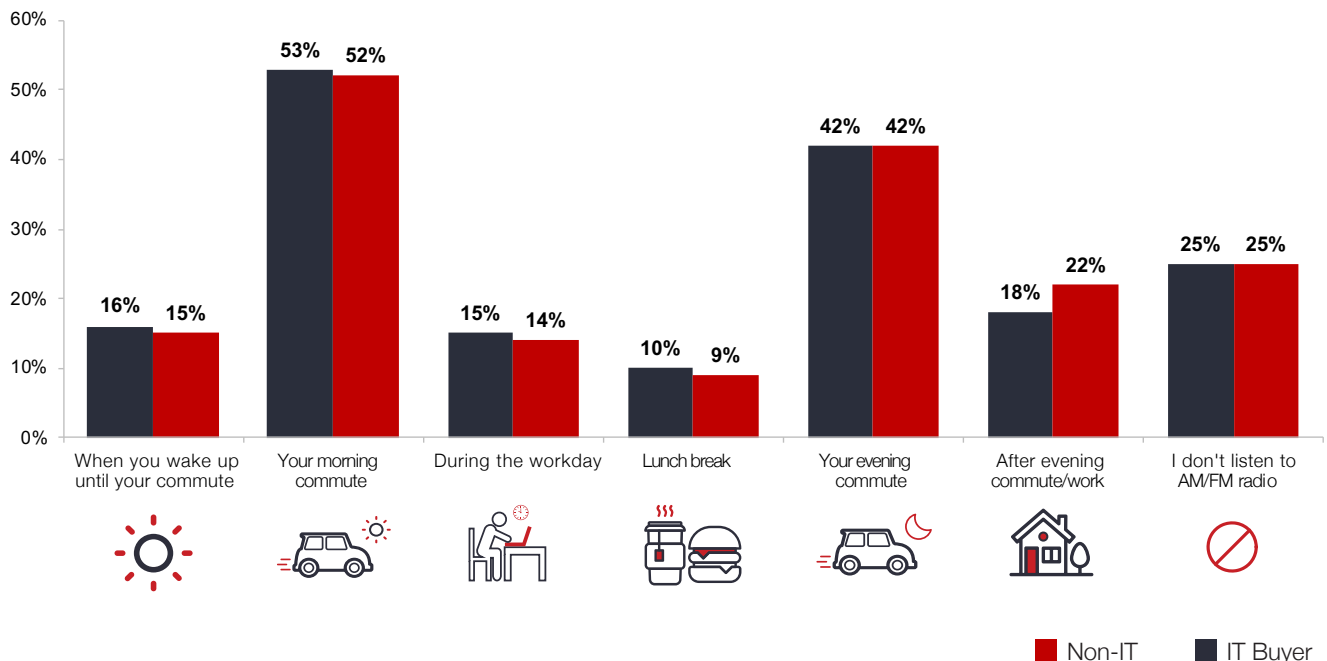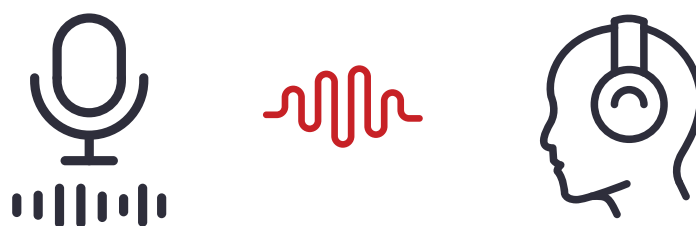|	When you wake up until your commute	Your morning commute	During the workday	Lunch break	Your evening commute	After evening commute/work	I don't listen to AM/FM radio
IT Buyer	17%	51%	16%	11%	39%	19%	23%
Non-IT	16%	55%	14%	13%	47%	17%	20%

■ Non-IT   ■ IT Buyer

Federal

TOP GOVERNMENT-FOCUSED DIGITAL SITES (ACCESSED 2X/WEEK OR MORE)

? **From the list below, please indicate which of the following you access digitally (i.e., websites, mobile sites, apps) for news or information.**

Site	%
GovExec.com	**39%**
FederalNewsNetwork.com	**27%**
FederalTimes.com	**21%**
Politico.com	**19%**
DefenseNews.com	**18%**
FedSmith.com	**16%**
WTOP.com	**14%**
TheHill.com	**14%**
FedInsider.com	**14%**
DefenseDaily.com	**13%**
Nextgov.com	**13%**
Military.com	**12%**
BreakingDefense.com	**12%**
Defenseone.com	**11%**
FederalSoup.com	**11%**
Fedscoop.com	**11%**
ArmyTimes.com	**10%**
MilitaryTimes.com	**10%**
FCW.com	**9%**
GovTech.com	**9%**

Top General Digital Sites

50% - Weather.com
36% - AccuWeather.com
30% - CNN.com
27% - FoxNews.com
26% - WashingtonPost.com
22% - ESPN.com
21% - MSNBC.com
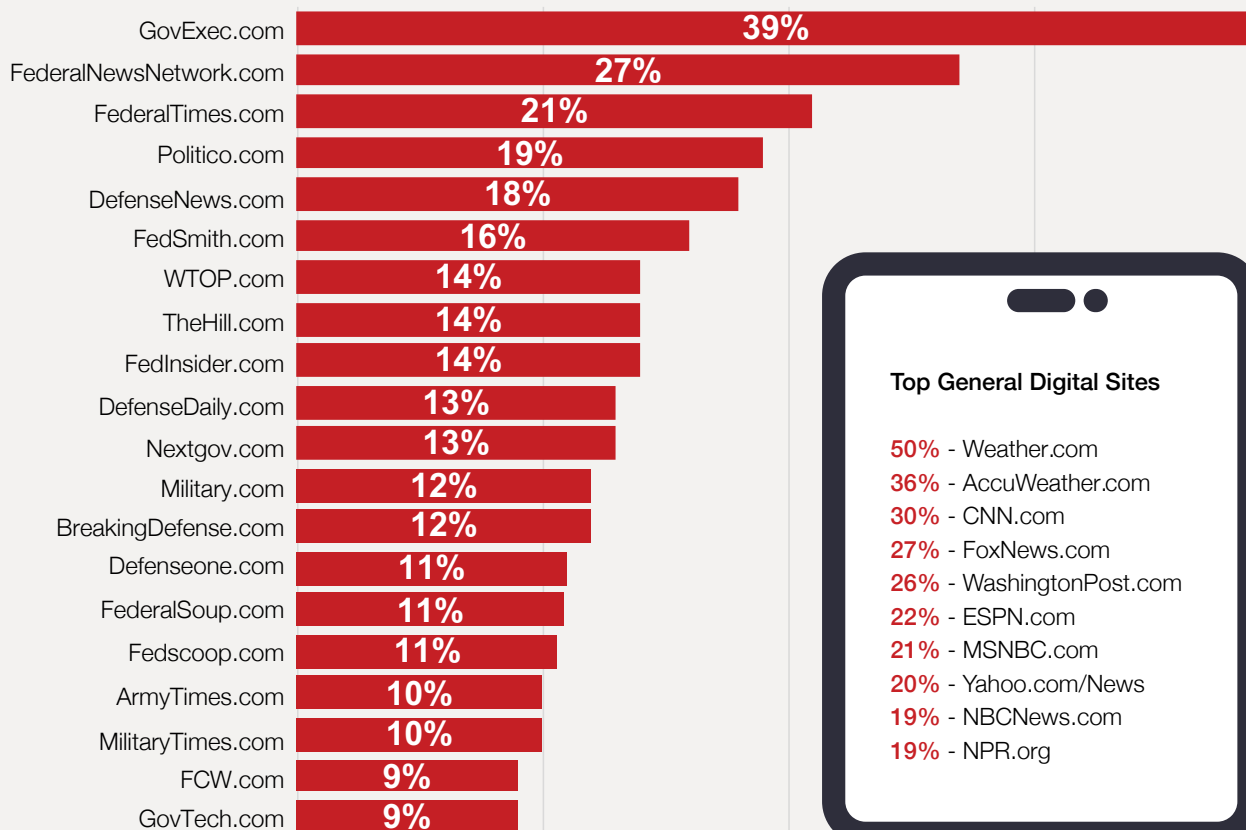**20%** - Yahoo.com/News
19% - NBCNews.com
19% - NPR.org

State & Local

TOP GOVERNMENT-FOCUSED DIGITAL SITES (ACCESSED 2X/WEEK OR MORE)

? From the list below, please indicate which of the following you access digitally (i.e., websites, mobile sites, apps) for news or information.
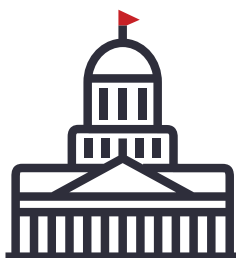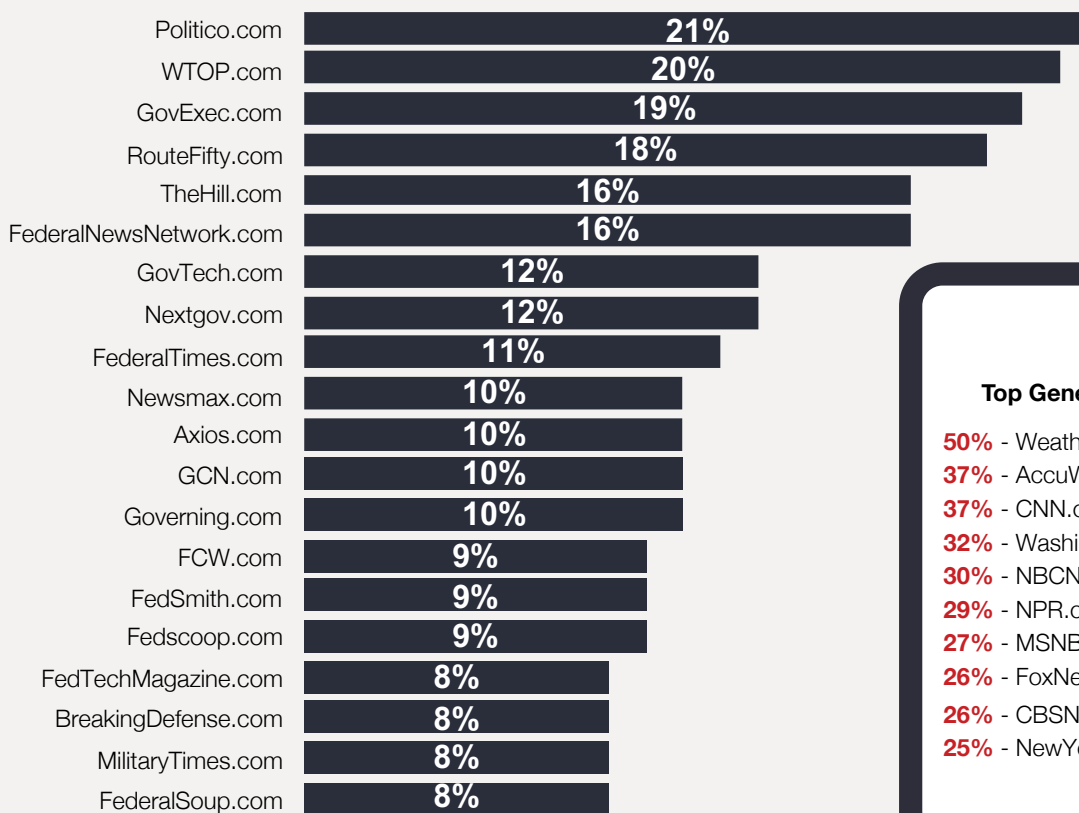
Site	Percentage
Politico.com	21%
WTOP.com	20%
GovExec.com	19%
RouteFifty.com	18%
TheHill.com	16%
FederalNewsNetwork.com	16%
GovTech.com	12%
Nextgov.com	12%
FederalTimes.com	11%
Newsmax.com	10%
Axios.com	10%
GCN.com	10%
Governing.com	10%
FCW.com	9%
FedSmith.com	9%
Fedscoop.com	9%
FedTechMagazine.com	8%
BreakingDefense.com	8%
MilitaryTimes.com	8%
FederalSoup.com	8%

Top General Digital Sites

- **50%** - Weather.com
- **37%** - AccuWeather.com
- **37%** - CNN.com
- **32%** - WashingtonPost.com
- **30%** - NBCNews.com
- **29%** - NPR.org
- **27%** - MSNBC.com
- **26%** - FoxNews.com
- **26%** - CBSNews.com
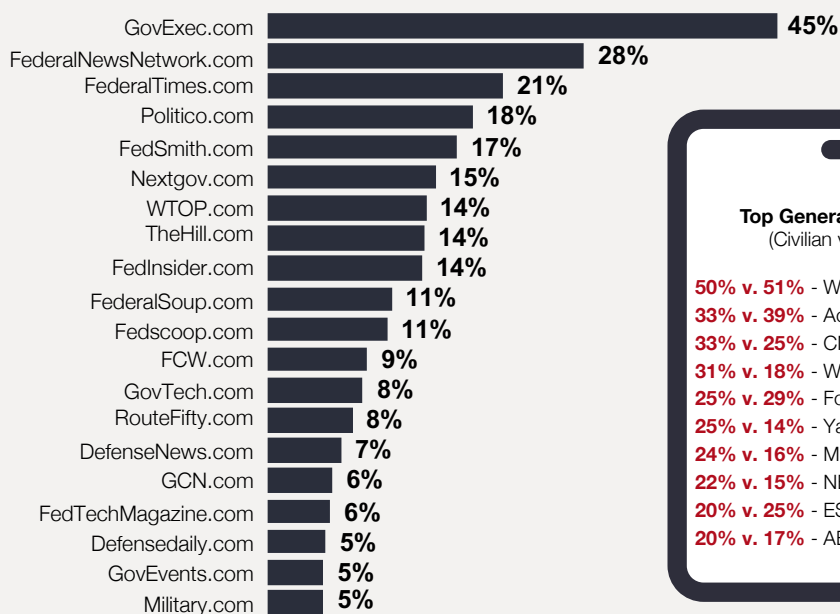- **25%** - NewYorkTimes.com

Civilian vs. Defense

TOP GOVERNMENT-FOCUSED DIGITAL SITES (ACCESSED 2X/WEEK OR MORE)

? From the list below, please indicate which of the following you access digitally (i.e., websites, mobile sites, apps) for news or information.
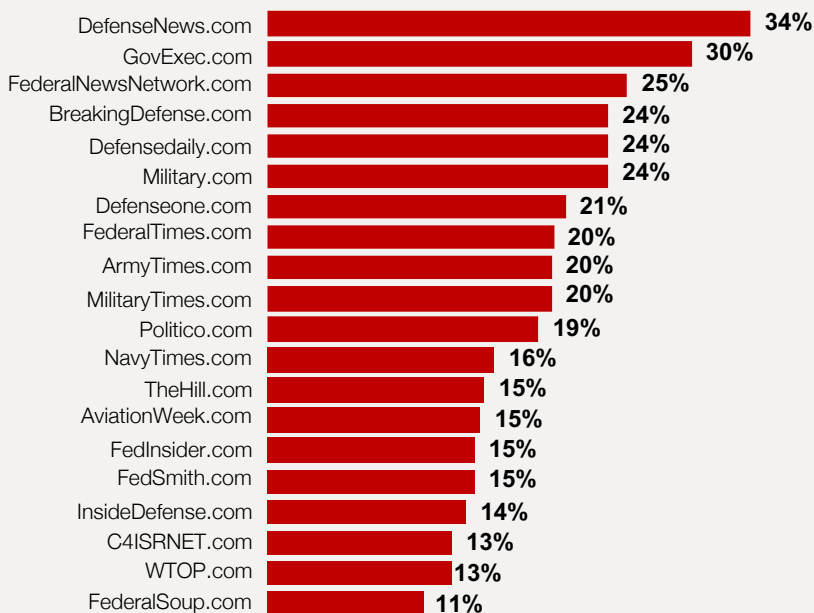
Civilian

Site	%
GovExec.com	45%
FederalNewsNetwork.com	28%
FederalTimes.com	21%
Politico.com	18%
FedSmith.com	17%
Nextgov.com	15%
WTOP.com	14%
TheHill.com	14%
FedInsider.com	14%
FederalSoup.com	11%
Fedscoop.com	11%
FCW.com	9%
GovTech.com	8%
RouteFifty.com	8%
DefenseNews.com	7%
GCN.com	6%
FedTechMagazine.com	6%
Defensedaily.com	5%
GovEvents.com	5%
Military.com	5%

Top General Digital Sites
(Civilian vs. Defense)

50% v. 51% - Weather.com
33% v. 39% - AccuWeather.com
33% v. 25% - CNN.com
31% v. 18% - WashingtonPost.com
25% v. 29% - FoxNews.com
25% v. 14% - Yahoo.com/News
24% v. 16% - MSNBC.com
22% v. 15% - NBCNews.com
20% v. 25% - ESPN.com
20% v. 17% - ABCNews.com

Defense

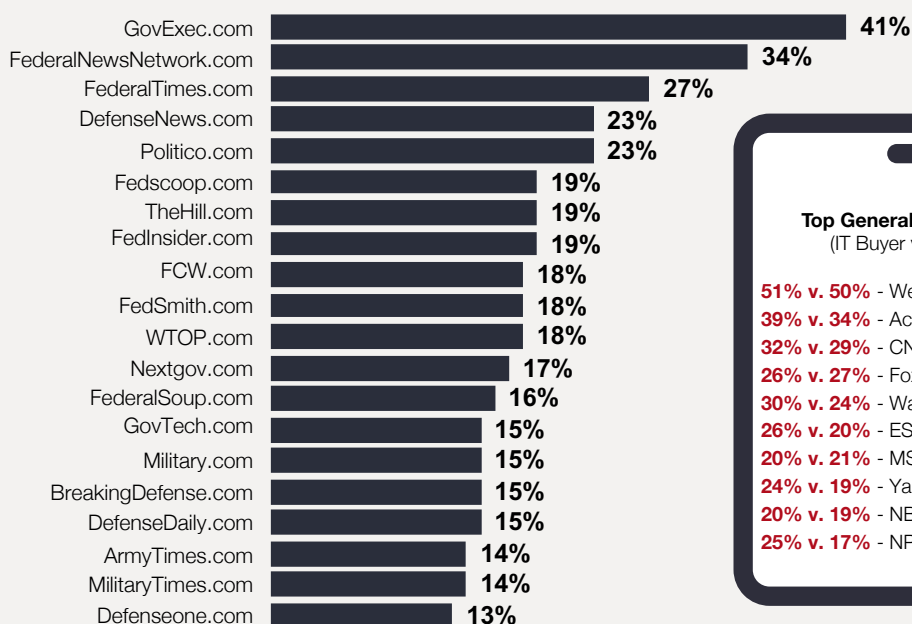| Site	%
DefenseNews.com	34%
GovExec.com	30%
FederalNewsNetwork.com	25%
BreakingDefense.com	24%
Defensedaily.com	24%
Military.com	24%
Defenseone.com	21%
FederalTimes.com	20%
ArmyTimes.com	20%
MilitaryTimes.com	20%
Politico.com	19%
NavyTimes.com	16%
TheHill.com	15%
AviationWeek.com	15%
FedInsider.com	15%
FedSmith.com	15%
InsideDefense.com	14%
C4ISRNET.com	13%
WTOP.com	13%
FederalSoup.com	11%

Federal IT Buyer vs. Non-IT Buyer
TOP GOVERNMENT-FOCUSED DIGITAL SITES (ACCESSED 2X/WEEK OR MORE)

? **From the list below, please indicate which of the following you access digitally (i.e., websites, mobile sites, apps) for news or information.**

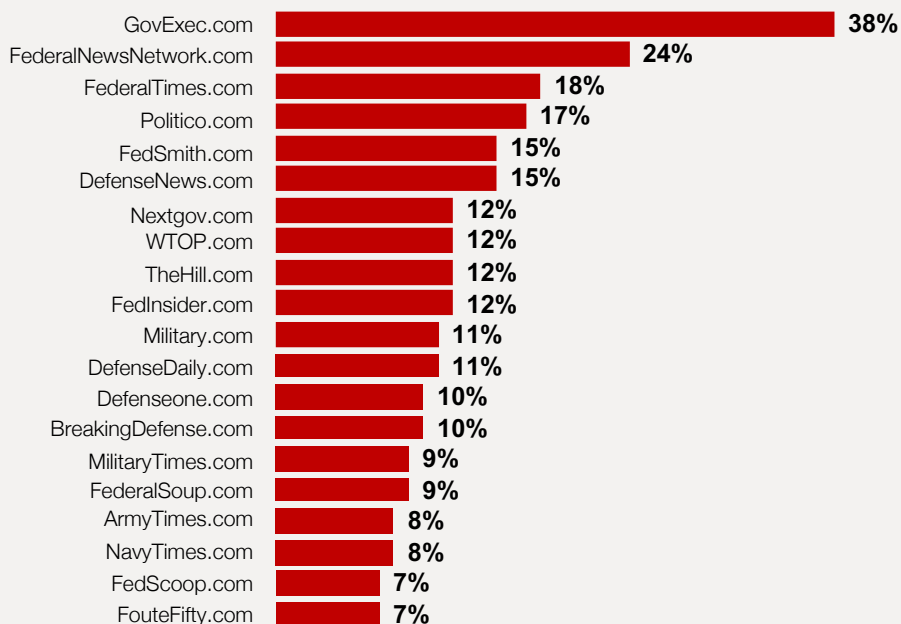### IT Buyer

Site	%
GovExec.com	41%
FederalNewsNetwork.com	34%
FederalTimes.com	27%
DefenseNews.com	23%
Politico.com	23%
Fedscoop.com	19%
TheHill.com	19%
FedInsider.com	19%
FCW.com	18%
FedSmith.com	18%
WTOP.com	18%
Nextgov.com	17%
FederalSoup.com	16%
GovTech.com	15%
Military.com	15%
BreakingDefense.com	15%
DefenseDaily.com	15%
ArmyTimes.com	14%
MilitaryTimes.com	14%
Defenseone.com	13%

Top General Digital Sites
(IT Buyer vs. Non-IT)

51% v. 50% - Weather.com
39% v. 34% - AccuWeather.com
32% v. 29% - CNN.com
26% v. 27% - FoxNews.com
30% v. 24% - WashingtonPost.com
26% v. 20% - ESPN.com
20% v. 21% - MSNBC.com
24% v. 19% - Yahoo.com/News
20% v. 19% - NBCNews.com
25% v. 17% - NPR.org

Non-IT

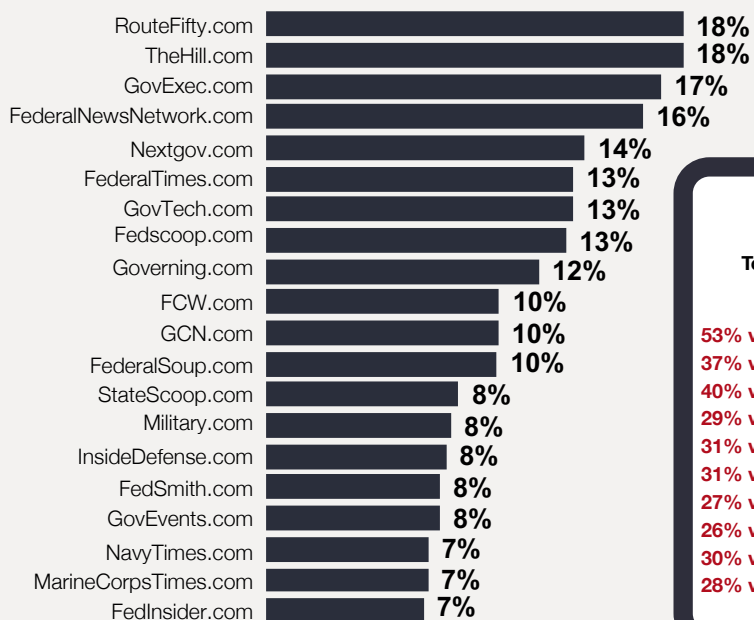| Site	%
GovExec.com	38%
FederalNewsNetwork.com	24%
FederalTimes.com	18%
Politico.com	17%
FedSmith.com	15%
DefenseNews.com	15%
Nextgov.com	12%
WTOP.com	12%
TheHill.com	12%
FedInsider.com	12%
Military.com	11%
DefenseDaily.com	11%
Defenseone.com	10%
BreakingDefense.com	10%
MilitaryTimes.com	9%
FederalSoup.com	9%
ArmyTimes.com	8%
NavyTimes.com	8%
FedScoop.com	7%
FouteFifty.com	7%

S&L IT Buyer vs. Non-IT Buyer

TOP GOVERNMENT-FOCUSED DIGITAL SITES (ACCESSED 2X/WEEK OR MORE)

? From the list below, please indicate which of the following you access digitally (i.e., websites, mobile sites, apps) for news or information.
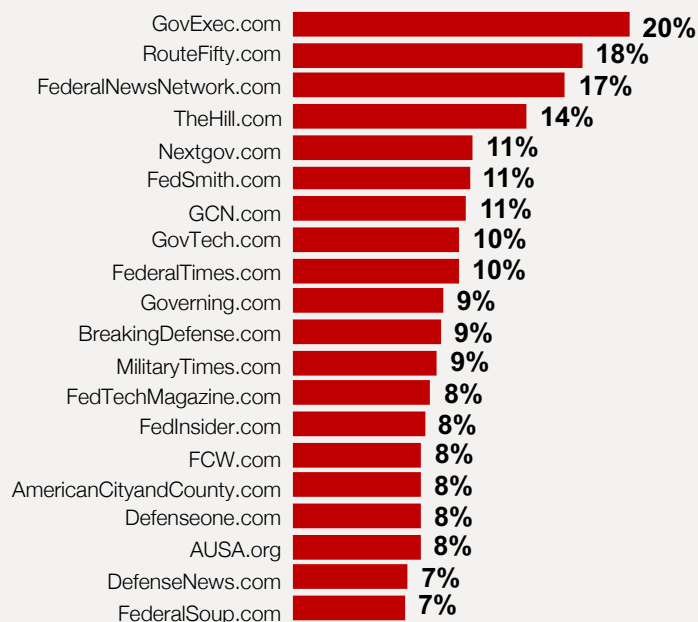
IT Buyer

Site	%
RouteFifty.com	18%
TheHill.com	18%
GovExec.com	17%
FederalNewsNetwork.com	16%
Nextgov.com	14%
FederalTimes.com	13%
GovTech.com	13%
Fedscoop.com	13%
Governing.com	12%
FCW.com	10%
GCN.com	10%
FederalSoup.com	10%
StateScoop.com	8%
Military.com	8%
InsideDefense.com	8%
FedSmith.com	8%
GovEvents.com	8%
NavyTimes.com	7%
MarineCorpsTimes.com	7%
FedInsider.com	7%

Top General Digital Sites
(IT Buyer vs. Non-IT)

53% v. 47% - Weather.com
37% v. 37% - AccuWeather.com
40% v. 35% - CNN.com
29% v. 34% - WashingtonPost.com
31% v. 30% - NBCNews.com
31% v. 27% - NPR.org
27% v. 27% - MSNBC.com
26% v. 26% - FoxNews.com
30% v. 21% - ABCNews.com
28% v. 25% - CBSNews.com

Non-IT

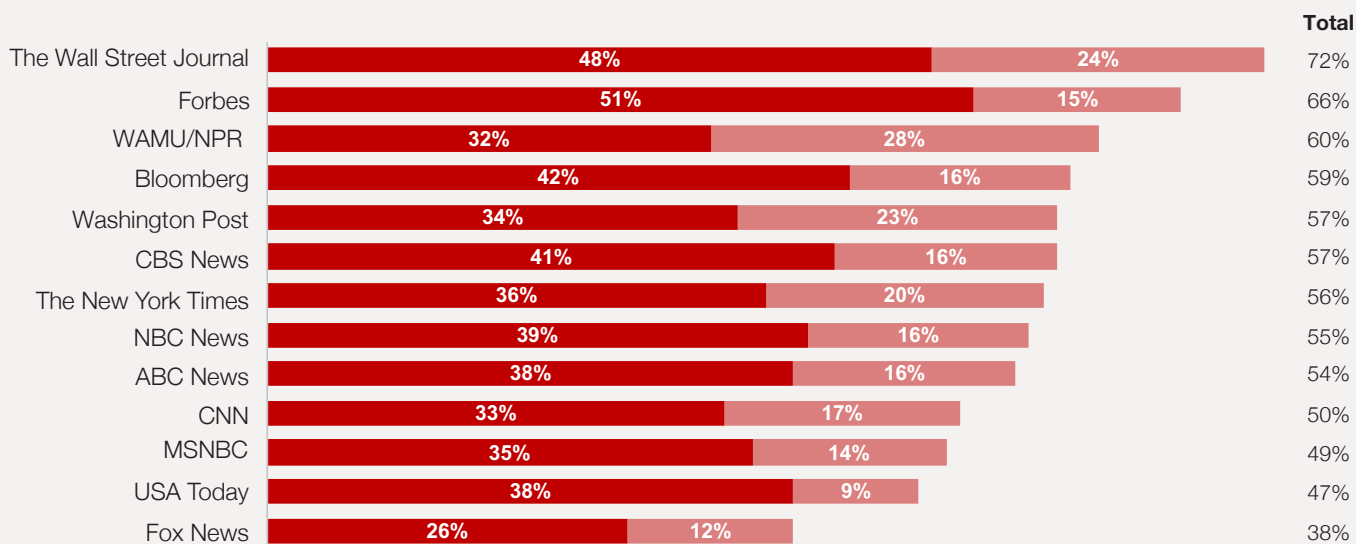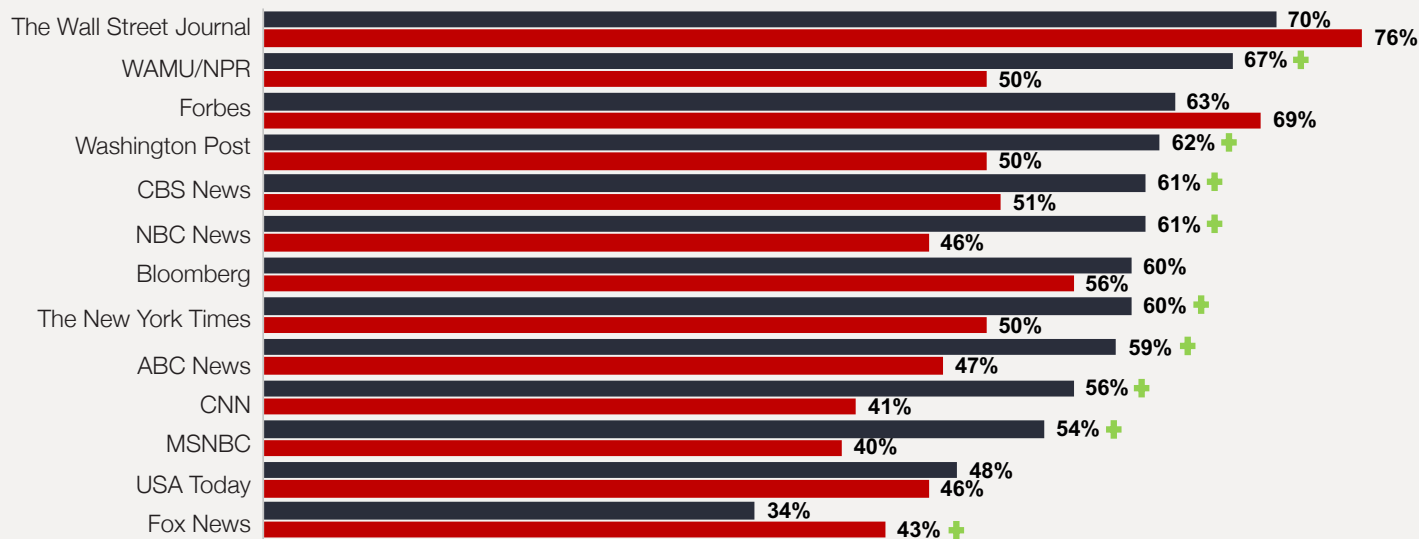| Site	%
GovExec.com	20%
RouteFifty.com	18%
FederalNewsNetwork.com	17%
TheHill.com	14%
Nextgov.com	11%
FedSmith.com	11%
GCN.com	11%
GovTech.com	10%
FederalTimes.com	10%
Governing.com	9%
BreakingDefense.com	9%
MilitaryTimes.com	9%
FedTechMagazine.com	8%
FedInsider.com	8%
FCW.com	8%
AmericanCityandCounty.com	8%
Defenseone.com	8%
AUSA.org	8%
DefenseNews.com	7%
FederalSoup.com	7%

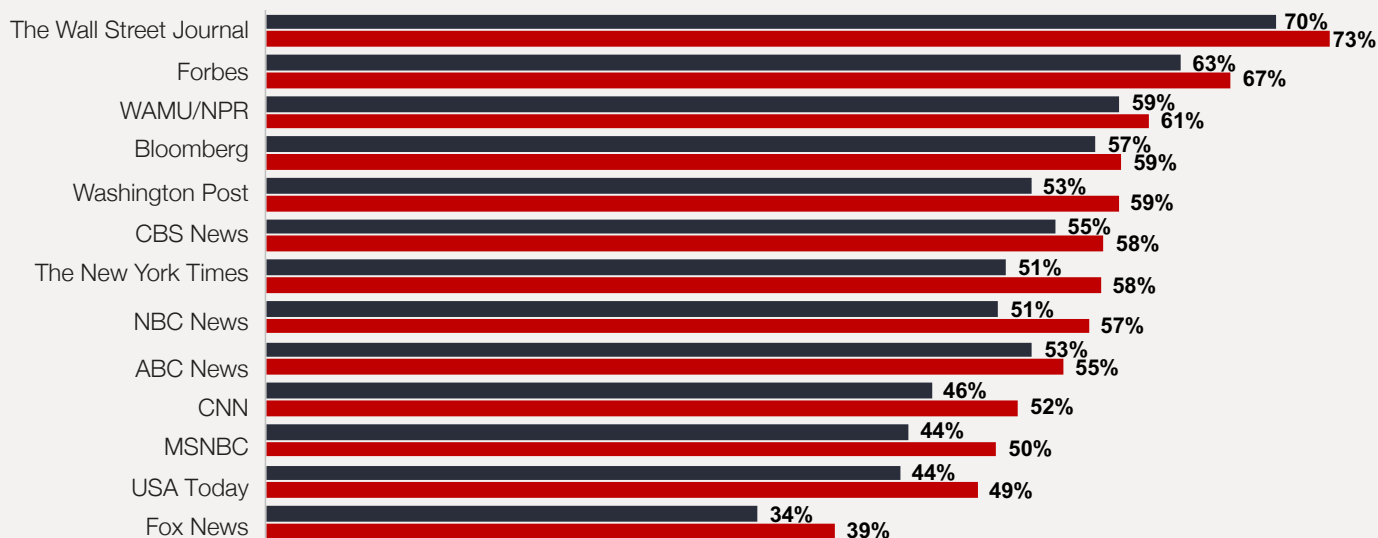# Federal

CONFIDENCE IN NEWS SOURCES

? How much confidence do you have in the following sources in the news that they report?

Source	A fair amount	A great deal	Total
The Wall Street Journal	48%	24%	72%
Forbes	51%	15%	66%
WAMU/NPR	32%	28%	60%
Bloomberg	42%	16%	59%
Washington Post	34%	23%	57%
CBS News	41%	16%	57%
The New York Times	36%	20%	56%
NBC News	39%	16%	55%
ABC News	38%	16%	54%
CNN	33%	17%	50%
MSNBC	35%	14%	49%
USA Today	38%	9%	47%
Fox News	26%	12%	38%

■ A fair amount ■ A great deal

Civilian vs. Defense

CONFIDENCE IN NEWS SOURCES

? How much confidence do you have in the following sources in the news that they report?

A Fair Amount/Great Deal

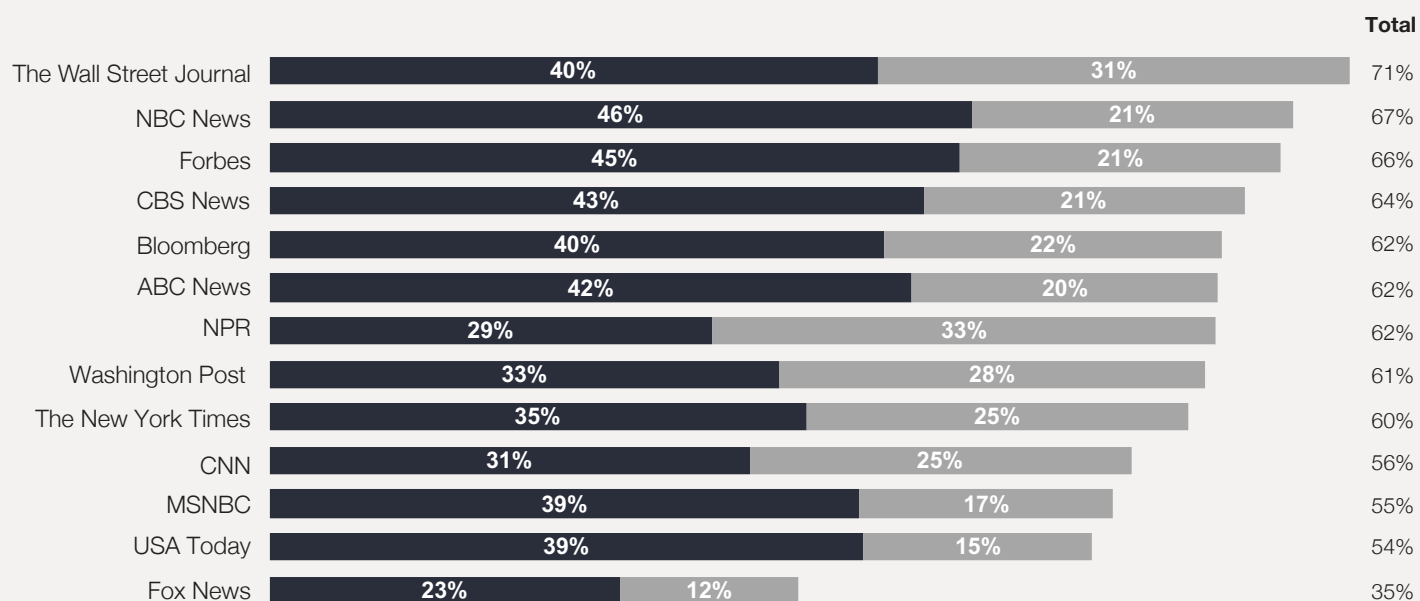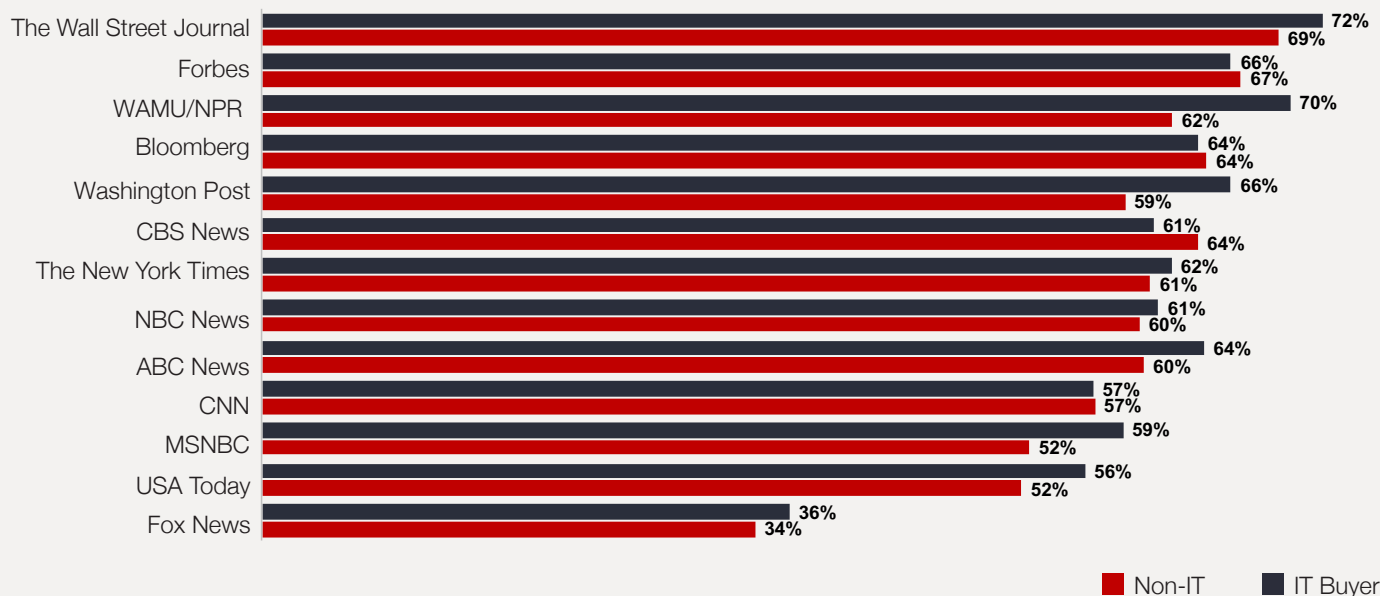| Source	Civilian	Defense
The Wall Street Journal	70%	76%
WAMU/NPR	67% ✚	50%
Forbes	63%	69%
Washington Post	62% ✚	50%
CBS News	61% ✚	51%
NBC News	61% ✚	46%
Bloomberg	60%	56%
The New York Times	60% ✚	50%
ABC News	59% ✚	47%
CNN	56% ✚	41%
MSNBC	54% ✚	40%
USA Today	48%	46%
Fox News	34%	43% ✚

■ Defense   ■ Civilian   ✚ Significant difference between segments

Federal IT Buyer vs. Non-IT Buyer

CONFIDENCE IN NEWS SOURCES

How much confidence do you have in the following sources in the news that they report?
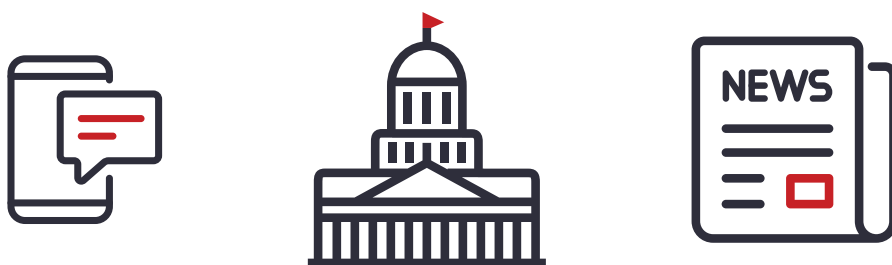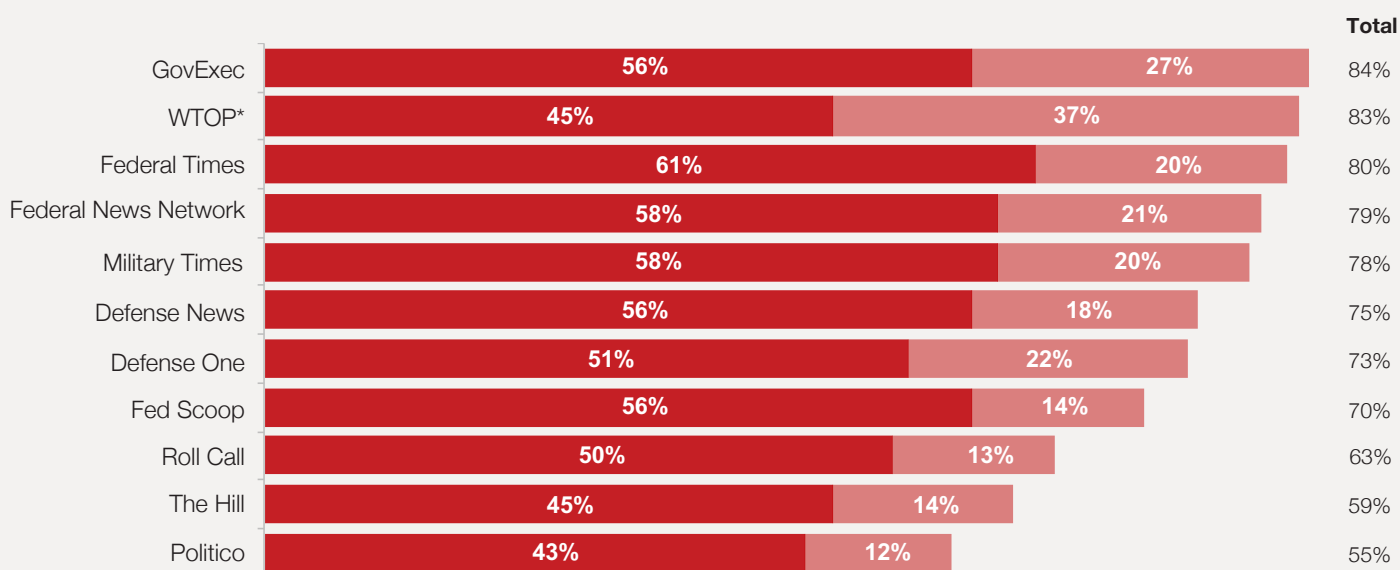
A Fair Amount/Great Deal

Source	IT Buyer	Non-IT
The Wall Street Journal	70%	73%
Forbes	63%	67%
WAMU/NPR	59%	61%
Bloomberg	57%	59%
Washington Post	53%	59%
CBS News	55%	58%
The New York Times	51%	58%
NBC News	51%	57%
ABC News	53%	55%
CNN	46%	52%
MSNBC	44%	50%
USA Today	44%	49%
Fox News	34%	39%

■ Non-IT ■ IT Buyer

State & Local

CONFIDENCE IN NEWS SOURCES

? How much confidence do you have in the following sources in the news that they report?

	A fair amount	A great deal	Total
The Wall Street Journal	40%	31%	71%
NBC News	46%	21%	67%
Forbes	45%	21%	66%
CBS News	43%	21%	64%
Bloomberg	40%	22%	62%
ABC News	42%	20%	62%
NPR	29%	33%	62%
Washington Post	33%	28%	61%
The New York Times	35%	25%	60%
CNN	31%	25%	56%
MSNBC	39%	17%	55%
USA Today	39%	15%	54%
Fox News	23%	12%	35%

■ A fair amount   ■ A great deal

S&L IT Buyer vs. Non-IT Buyer

CONFIDENCE IN NEWS SOURCES

? How much confidence do you have in the following sources in the news that they report?
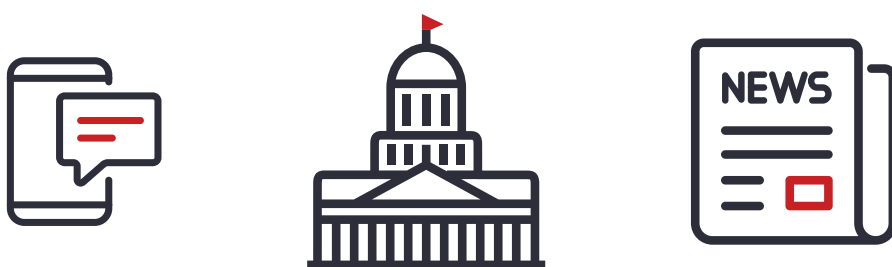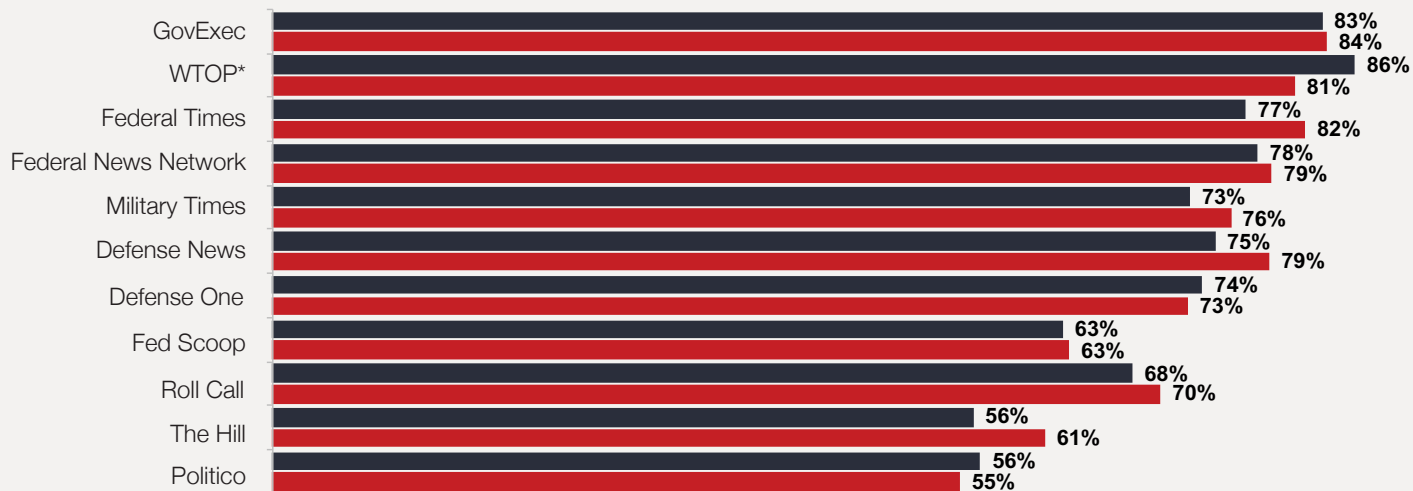
A Fair Amount/Great Deal

Source	Non-IT	IT Buyer
The Wall Street Journal	69%	72%
Forbes	67%	66%
WAMU/NPR	62%	70%
Bloomberg	64%	64%
Washington Post	59%	66%
CBS News	61%	64%
The New York Times	61%	62%
NBC News	60%	61%
ABC News	60%	64%
CNN	57%	57%
MSNBC	52%	59%
USA Today	52%	56%
Fox News	34%	36%

■ Non-IT ■ IT Buyer

Federal

CONFIDENCE IN NEWS SOURCES: GOVERNMENT MEDIA

How much confidence do you have in the following sources in the news that they report?

Source	A fair amount	A great deal	Total
GovExec	56%	27%	84%
WTOP*	45%	37%	83%
Federal Times	61%	20%	80%
Federal News Network	58%	21%	79%
Military Times	58%	20%	78%
Defense News	56%	18%	75%
Defense One	51%	22%	73%
Fed Scoop	56%	14%	70%
Roll Call	50%	13%	63%
The Hill	45%	14%	59%
Politico	43%	12%	55%

*Only asked of those in DC area

■ A fair amount ■ A great deal

Civilian vs. Defense

CONFIDENCE IN NEWS SOURCES: GOVERNMENT MEDIA

? **How much confidence do you have in the following sources in the news that they report?**

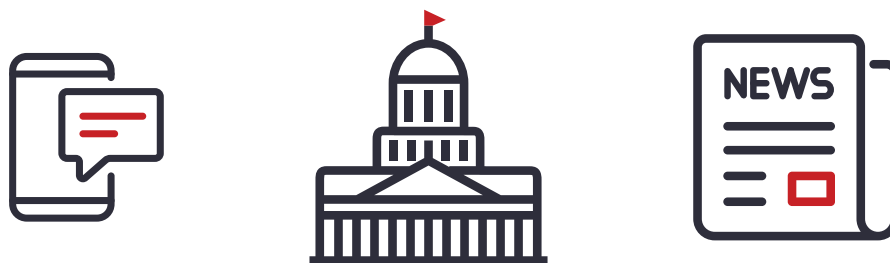### A Fair Amount/Great Deal

Source	Defense	Civilian
GovExec	82%	85%
WTOP*	74%	86%
Federal Times	80%	81%
Federal News Network	74%	83% ✚
Military Times	78%	77%
Defense News	82% ✚	65%
Defense One	82% ✚	63%
FedScoop	70%	70%
Roll Call	70% ✚	56%
The Hill	59%	59%
Politico	50%	59% ✚
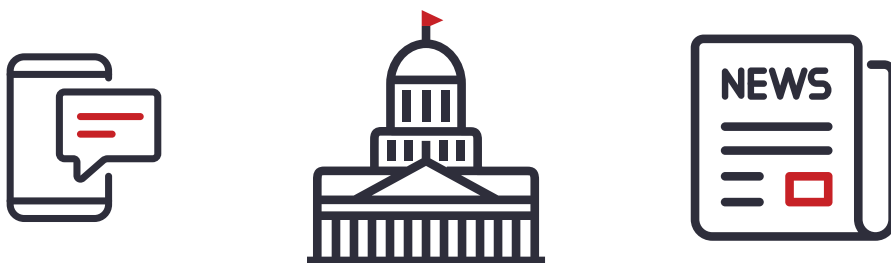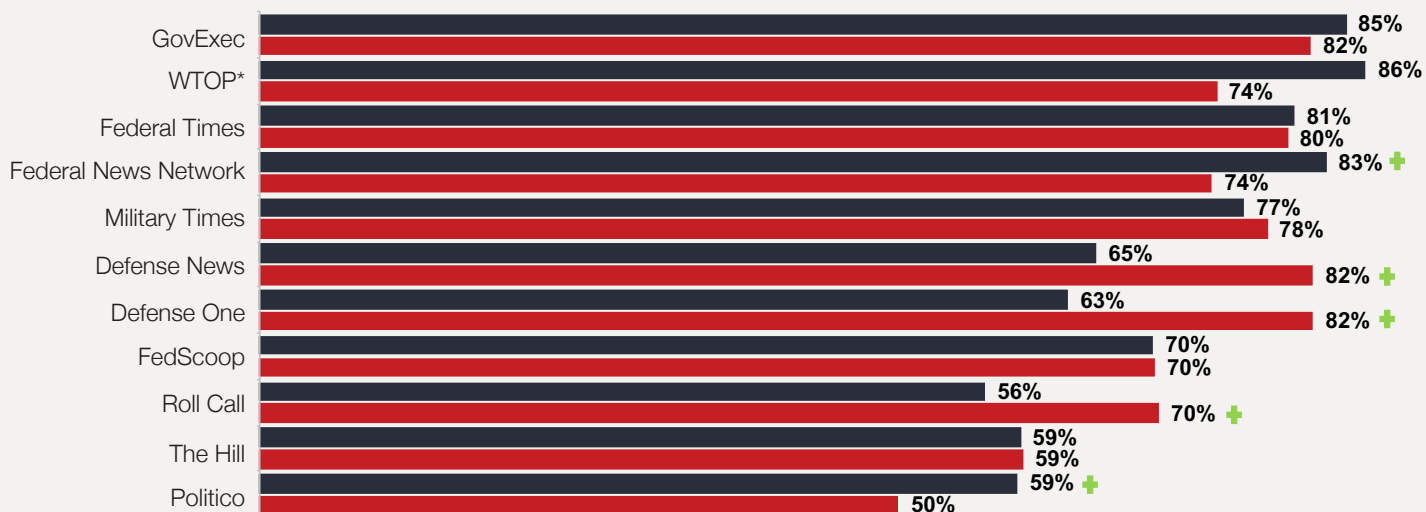
*Only asked of those in DC area

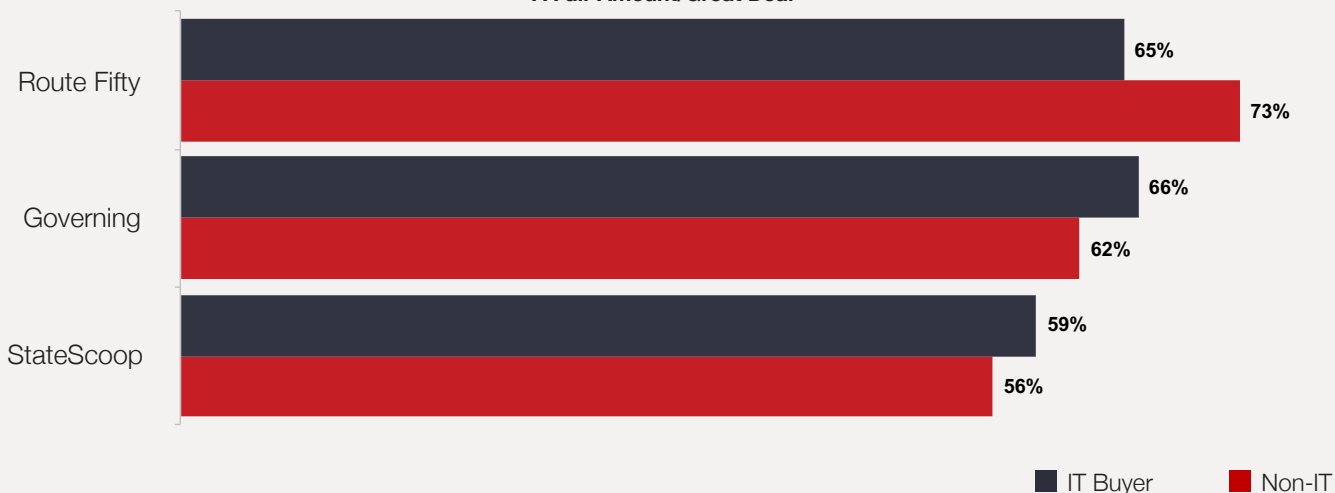■ Defense   ■ Civilian   ✚ Significant difference between segments

Federal IT Buyer vs. Non-IT Buyer

CONFIDENCE IN NEWS SOURCES: GOVERNMENT MEDIA

? How much confidence do you have in the following sources in the news that they report?
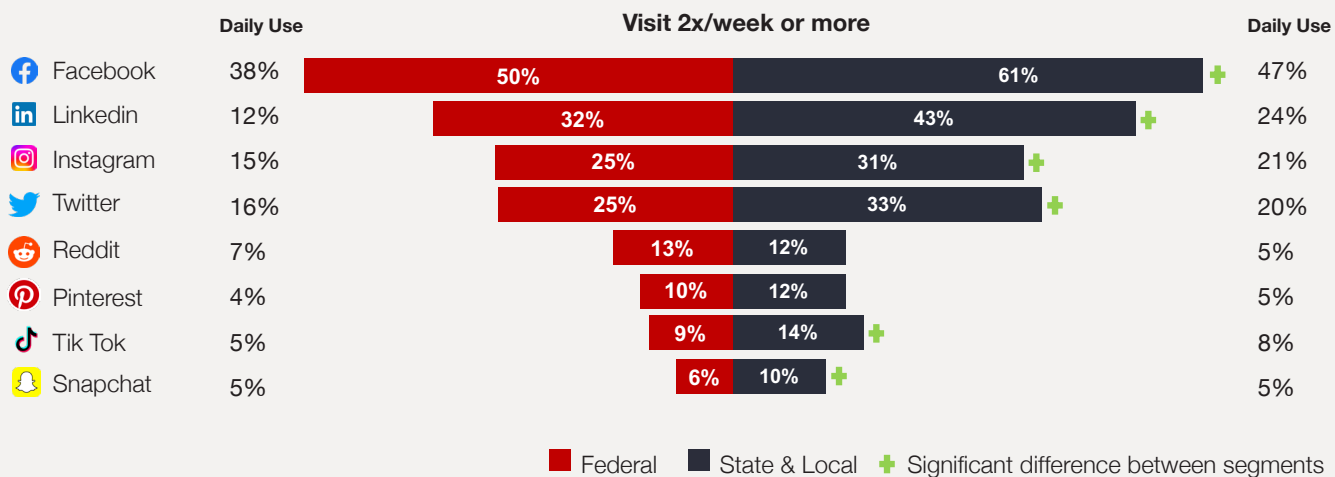
A Fair Amount/Great Deal

Source	Non-IT	IT Buyer
GovExec	84%	83%
WTOP*	81%	86%
Federal Times	82%	77%
Federal News Network	79%	78%
Military Times	76%	73%
Defense News	79%	75%
Defense One	73%	74%
Fed Scoop	63%	63%
Roll Call	70%	68%
The Hill	61%	56%
Politico	55%	56%

*Only asked of those in DC area

■ Non-IT   ■ IT Buyer

State & Local

CONFIDENCE IN NEWS SOURCES: GOVERNMENT MEDIA

? **How much confidence do you have in the following sources in the news that they report?**

Total

	A fair amount	A great deal	Total
Route Fifty	41%	28%	70%
Governing	37%	27%	64%
StateScoop	36%	21%	57%

■ A fair amount ■ A great deal

S&L IT Buyer vs. Non-IT Buyer
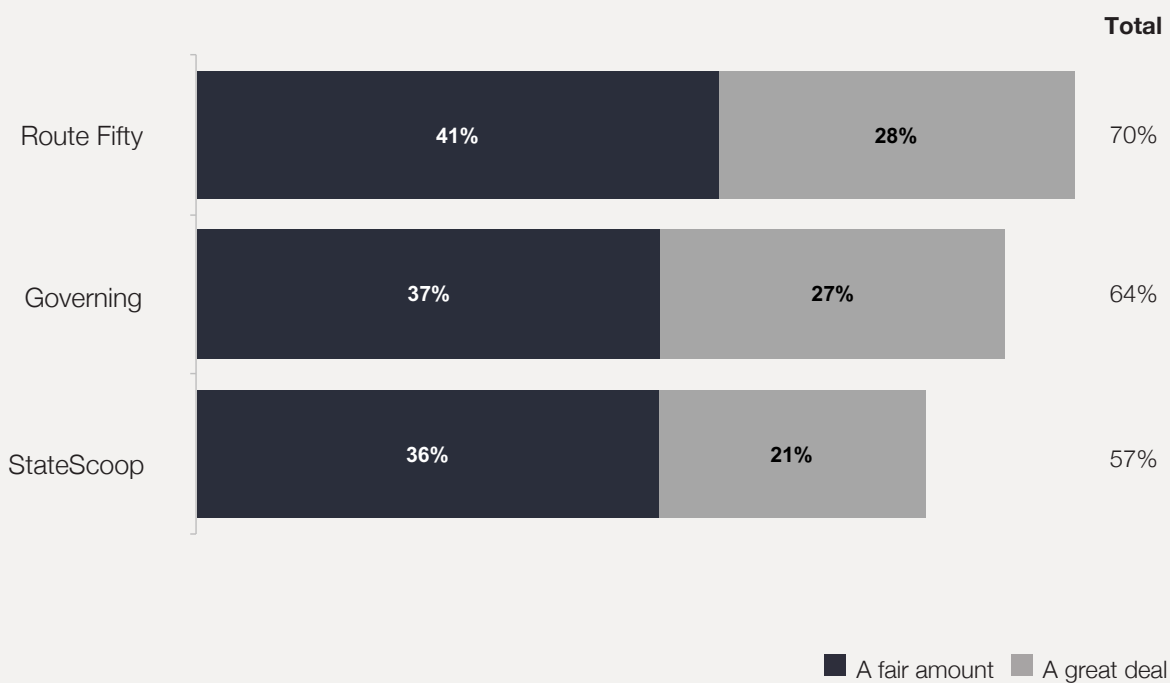
CONFIDENCE IN NEWS SOURCES: GOVERNMENT MEDIA

? How much confidence do you have in the following sources in the news that they report?

A Fair Amount/Great Deal

Source	IT Buyer	Non-IT
Route Fifty	65%	73%
Governing	66%	62%
StateScoop	59%	56%

■ IT Buyer   ■ Non-IT

Federal and State & Local

SOCIAL MEDIA USAGE — STEADY WITH A LOT OF DIVERSITY

? Please indicate how often you visit the following social networking sites:

	Daily Use	Visit 2x/week or more		Daily Use
		Federal / State & Local		
Facebook	38%	50%	61% ✚	47%
Linkedin	12%	32%	43% ✚	24%
Instagram	15%	25%	31% ✚	21%
Twitter	16%	25%	33% ✚	20%
Reddit	7%	13%	12%	5%
Pinterest	4%	10%	12%	5%
Tik Tok	5%	9%	14% ✚	8%
Snapchat	5%	6%	10% ✚	5%

■ Federal   ■ State & Local   ✚ Significant difference between segments

Civilian vs. Defense

SOCIAL MEDIA USAGE — STEADY WITH A LOT OF DIVERSITY

? **Please indicate how often you visit the following social networking sites:**

Visit 2x/week or more

	Daily Use	Civilian	Defense	Daily Use
Facebook	34%	50%	51%	44%
Linkedin	12%	30%	35%	12%
Instagram	17%	27%	22%	12%
Twitter	12%	21%	31% ✚	22%
Reddit	6%	11%	16% ✚	8%
Pinterest	4%	10%	9%	5%
Tik Tok	5%	10%	8%	3%
Snapchat	4%	6%	6%	6%

■ Civilian   ■ Defense   ✚ Significant difference between segments

Federal IT Buyer vs. Non-IT Buyer

SOCIAL MEDIA USAGE — STEADY WITH A LOT OF DIVERSITY

? Please indicate how often you visit the following social networking sites:

	Daily Use	Visit 2x/week or more (IT Buyer)	Visit 2x/week or more (Non-IT)	Daily Use
Facebook	40%	52%	50%	37%
Linkedin	15%	✚ 39%	29%	11%
Instagram	16%	✚ 30%	23%	14%
Twitter	20% ✚	✚ 30%	23%	14%
Reddit	8%	✚ 17%	11%	6%
Pinterest	5%	11%	9%	4%
Tik Tok	3%	9%	9%	5%
Snapchat	4%	7%	6%	5%
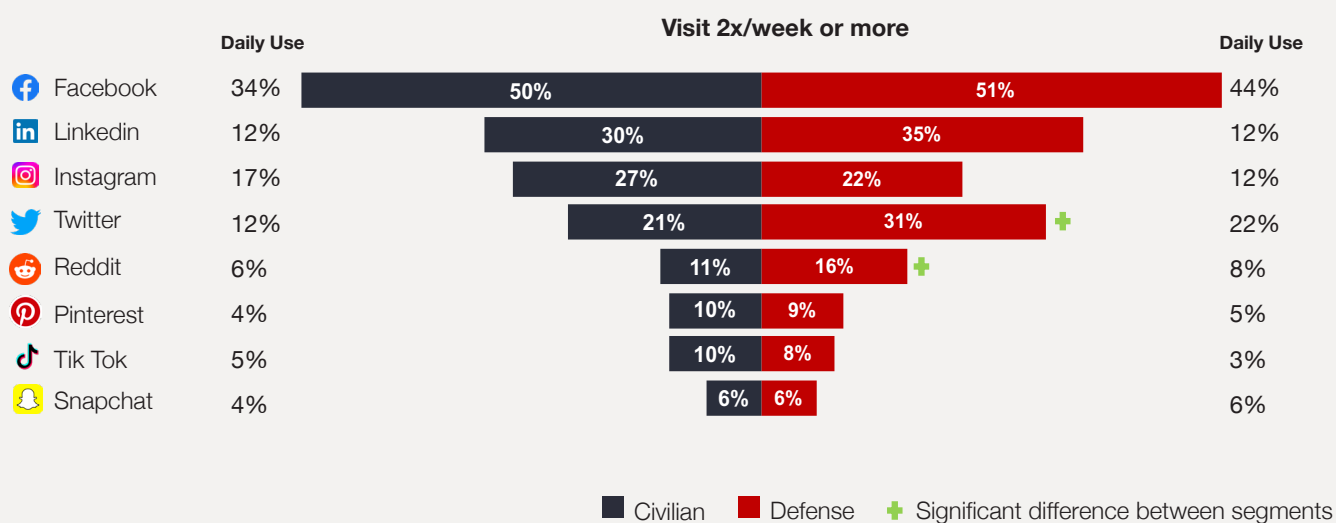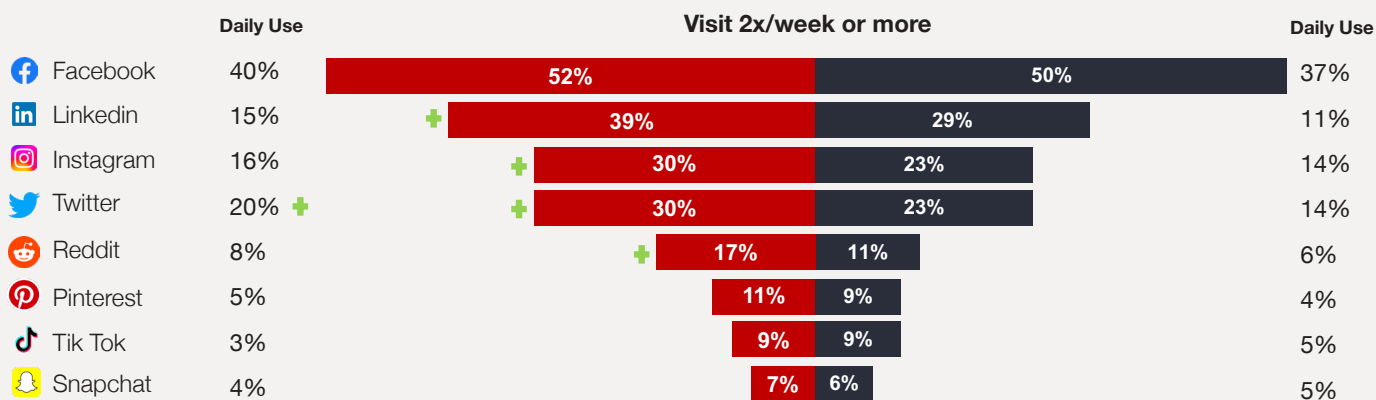
🟥 IT Buyer   ⬛ Non-IT   ✚ Significant difference between segments

S&L IT Buyer vs. Non-IT Buyer

SOCIAL MEDIA USAGE — STEADY WITH A LOT OF DIVERSITY

? **Please indicate how often you visit the following social networking sites:**

Visit 2x/week or more

		Daily Use	IT Buyer	Non-IT	Daily Use
f	Facebook	47%	62%	61%	47%
in	Linkedin	26%	41%	44%	22%
Instagram	Instagram	23%	34%	29%	19%
Twitter	Twitter	16%	33%	33%	24%
Reddit	Reddit	6%	14%	11%	4%
Pinterest	Pinterest	6%	13%	11%	3%
Tik Tok	Tik Tok	8%	14%	14%	7%
Snapchat	Snapchat	7%	11%	8%	5%

■ IT Buyer   ■ Non-IT
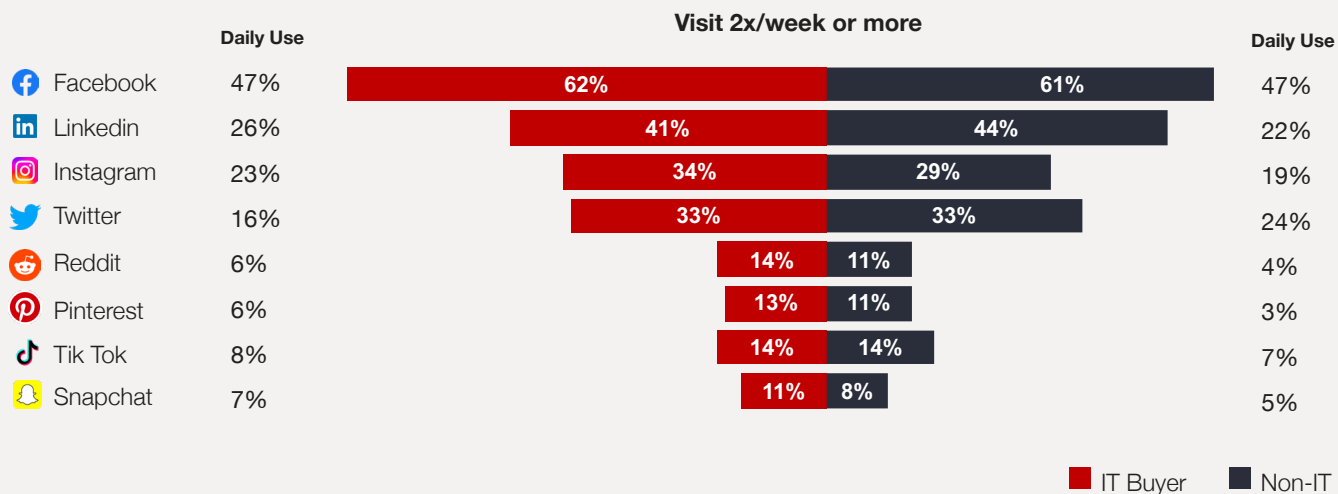
Federal

SOCIAL MEDIA: TO TRUST, OR NOT TO TRUST?

TRUST-O-METER

? **Generally, to what extent do you trust news and information on each of the following social media sites?**

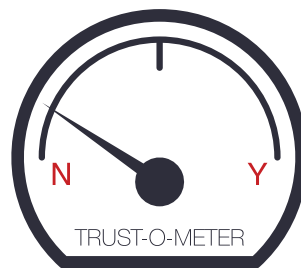|	1s/2s - Don't trust at all	4s/5s - Completely trust
Linkedin	35%	25%
Twitter	63%	11%
Facebook	68%	9%

Civilian vs. Defense

SOCIAL MEDIA: TO TRUST, OR NOT TO TRUST?
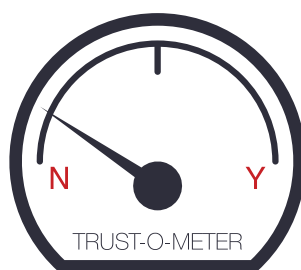
TRUST-O-METER

? **Generally, to what extent do you trust news and information on each of the following social media sites?**

Civilian		Defense	
Linkedin 34% / 24%		**Linkedin** 37% / 27%	
Twitter 67% / 6%		**Twitter** 57% / 20% ✚	
Facebook 71% / 4%		**Facebook** 64% / 16% ✚	

🟥 1s/2s - Don't trust at all   🟦 4s/5s - Completely trust   ✚ Significant difference between segments

Federal IT Buyer vs. Non-IT Buyer

SOCIAL MEDIA: TO TRUST, OR NOT TO TRUST?

? **Generally, to what extent do you trust news and information on each of the following social media sites?**

IT Buyer

	1s/2s - Don't trust at all	4s/5s - Completely trust
in Linkedin	34%	29%
Twitter	62%	11%
f Facebook	72%	7%

Non-IT

	1s/2s - Don't trust at all	4s/5s - Completely trust
in Linkedin	36%	23%
Twitter	63%	11%
f Facebook	66%	9%

■ 1s/2s - Don't trust at all   ■ 4s/5s - Completely trust

State & Local

SOCIAL MEDIA: TO TRUST, OR NOT TO TRUST?

N   Y
TRUST-O-METER

? **Generally, to what extent do you trust news and information on each of the following social media sites?**

	1s/2s - Don't trust at all	4s/5s - Completely trust
Linkedin	32%	33%
Twitter	55%	17%
Facebook	63%	12%

S&L IT Buyer vs. Non-IT Buyer

SOCIAL MEDIA: TO TRUST, OR NOT TO TRUST?

N Y
TRUST-O-METER

? Generally, to what extent do you trust news and information on each of the following social media sites?

IT Buyer

	1s/2s	4s/5s
Linkedin	36%	30%
Twitter	64%	10%
Facebook	68%	9%

Non-IT

	1s/2s	4s/5s	
Linkedin	29%	36%	
Twitter	48%	23%	+
Facebook	59%	14%	

■ 1s/2s - Don't trust at all   ■ 4s/5s - Completely trust   ✚ Significant difference between segments

Federal and State & Local

HALF USE TRADITIONALLY PERSONAL SOCIAL MEDIA FOR WORK
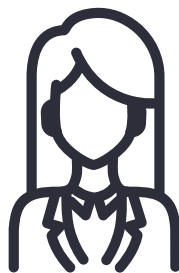
? **How frequently do you use each of the following social media sites for work-related purposes?**
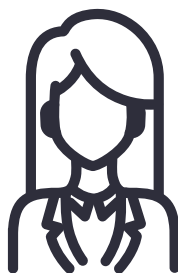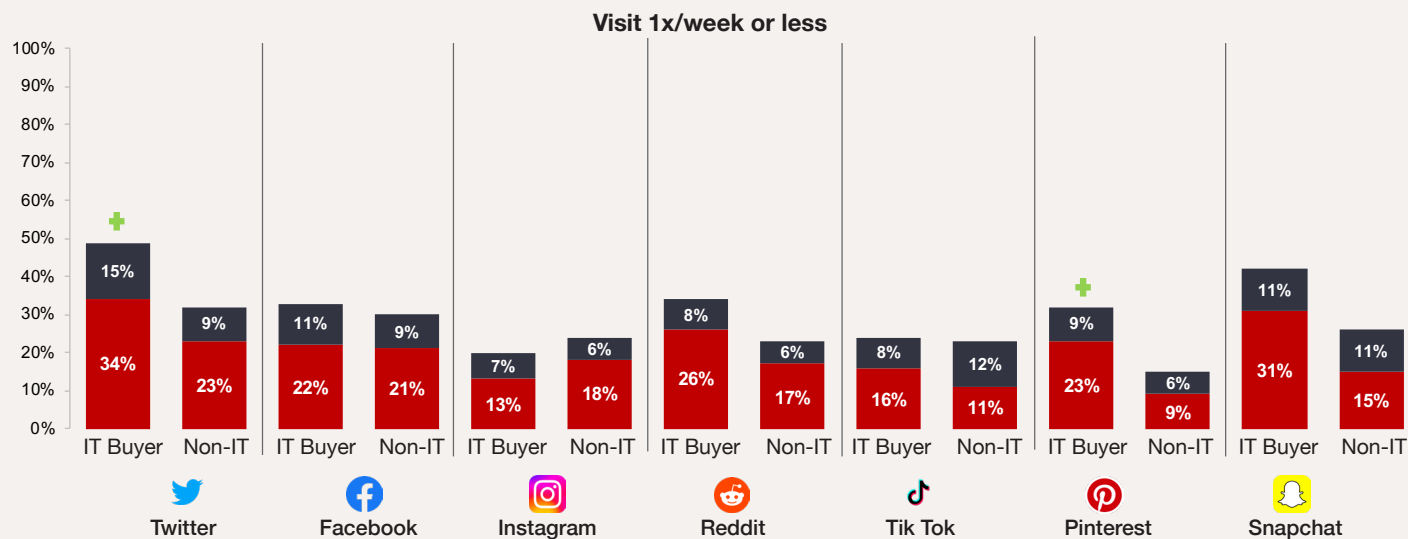
Visit 1x/week or less

	Twitter		Facebook		Instagram		Reddit		Tik Tok		Pinterest		Snapchat	
	Federal	S&L	Federal	S&L	Federal	S&L	Federal	S&L	Federal	S&L	Federal	S&L	Federal	S&L
Often	11%	20%	10%	21%	6%	13%	7%	10%	11%	5%	7%	9%	11%	9%
Sometimes	27%	30%	21%	25%	16%	19%	21%	22%	12%	23%	14%	18%	21%	13%
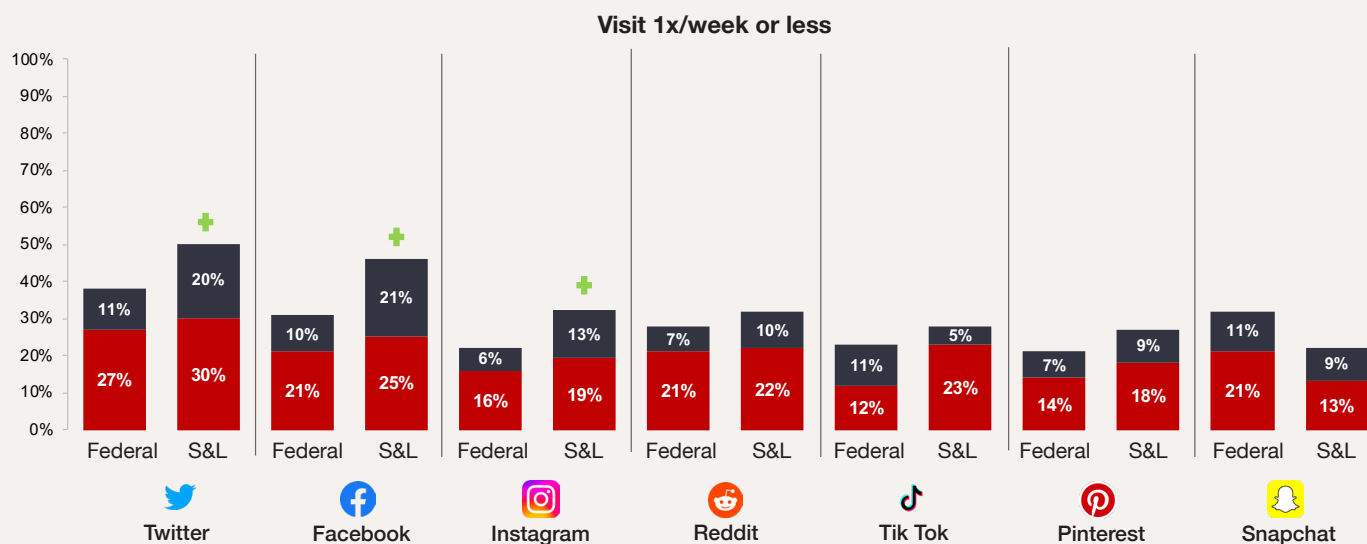
■ Sometimes   ■ Often   ✚ Significant difference between segments

*Base= Users of Social Media Platform

Civilian vs. Defense

HALF USE TRADITIONALLY PERSONAL SOCIAL MEDIA FOR WORK

? **How frequently do you use each of the following social media sites for work-related purposes?**

Visit 1x/week or less

	Twitter		Facebook		Instagram		Reddit		Tik Tok		Pinterest		Snapchat	
	Civilian	Defense	Civilian	Defense	Civilian	Defense	Civilian	Defense	Civilian	Defense	Civilian	Defense	Civilian	Defense
Often	10%	12%	7%	14%	5%	8%	6%	7%	8%	15%	3%	13%	15%	7%
Sometimes	23%	32%	18%	27%	13%	21%	15%	28%	7%	22%	9%	22%	7%	37%

■ Sometimes ■ Often ✚ Significant difference between segments
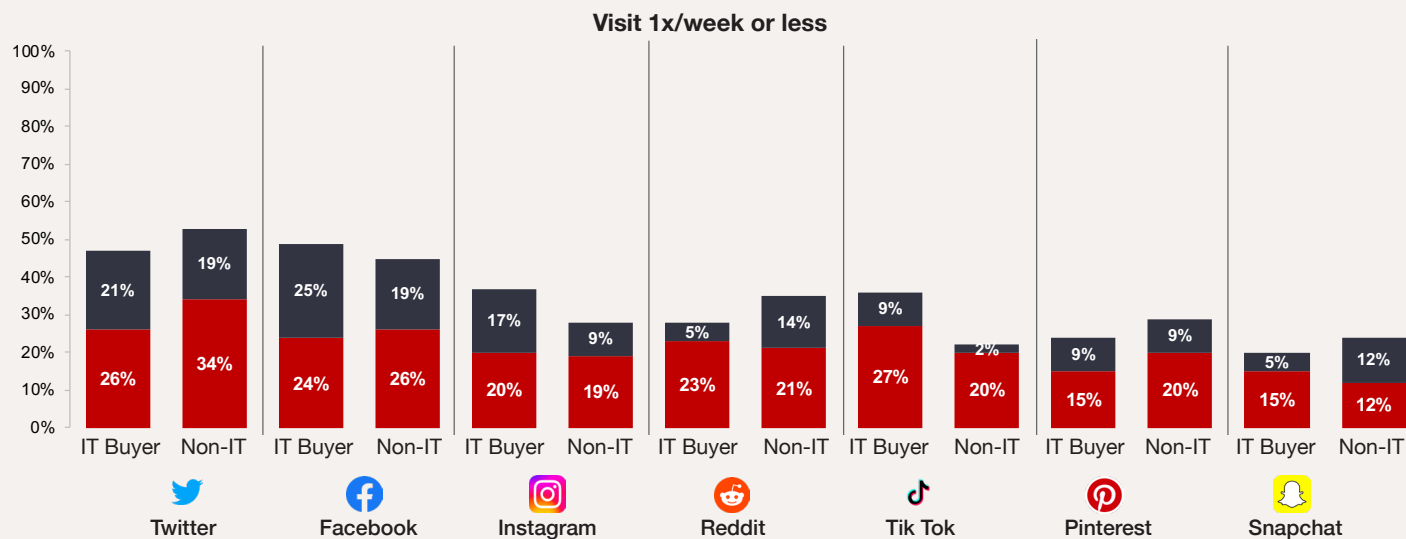
*Base= Users of Social Media Platform

Federal IT Buyer vs. Non-IT Buyer

HALF USE TRADITIONALLY PERSONAL SOCIAL MEDIA FOR WORK

? **How frequently do you use each of the following social media sites for work-related purposes?**

Visit 1x/week or less

	Twitter		Facebook		Instagram		Reddit		Tik Tok		Pinterest		Snapchat	
	IT Buyer	Non-IT	IT Buyer	Non-IT	IT Buyer	Non-IT	IT Buyer	Non-IT	IT Buyer	Non-IT	IT Buyer	Non-IT	IT Buyer	Non-IT
Often	15%	9%	11%	9%	7%	6%	8%	6%	8%	12%	9%	6%	11%	11%
Sometimes	34%	23%	22%	21%	13%	18%	26%	17%	16%	11%	23%	9%	31%	15%

■ Sometimes   ■ Often   ✚ Significant difference between segments

*Base= Users of Social Media Platform

S&L IT Buyer vs. Non-IT Buyer

HALF USE TRADITIONALLY PERSONAL SOCIAL MEDIA FOR WORK

? **How frequently do you use each of the following social media sites for work-related purposes?**

Visit 1x/week or less

Platform	Segment	Sometimes	Often
Twitter	IT Buyer	26%	21%
Twitter	Non-IT	34%	19%
Facebook	IT Buyer	24%	25%
Facebook	Non-IT	26%	19%
Instagram	IT Buyer	20%	17%
Instagram	Non-IT	19%	9%
Reddit	IT Buyer	23%	5%
Reddit	Non-IT	21%	14%
Tik Tok	IT Buyer	27%	9%
Tik Tok	Non-IT	20%	2%
Pinterest	IT Buyer	15%	9%
Pinterest	Non-IT	20%	9%
Snapchat	IT Buyer	15%	5%
Snapchat	Non-IT	12%	12%

■ Sometimes ■ Often ✚ Significant difference between segments

*Base= Users of Social Media Platform

Federal and State & Local

TOP STREAMING SITES

> **?** From the list below, please indicate which of the following you access at least once a week or less:

Amazon Prime Video	Federal 64% / State & Local 62%
YouTube	Federal 63% / State & Local 64%
Netflix	Federal 60% / State & Local 60%
Hulu	Federal 33% / State & Local 40% +
Disney+	Federal 28% / State & Local 26%
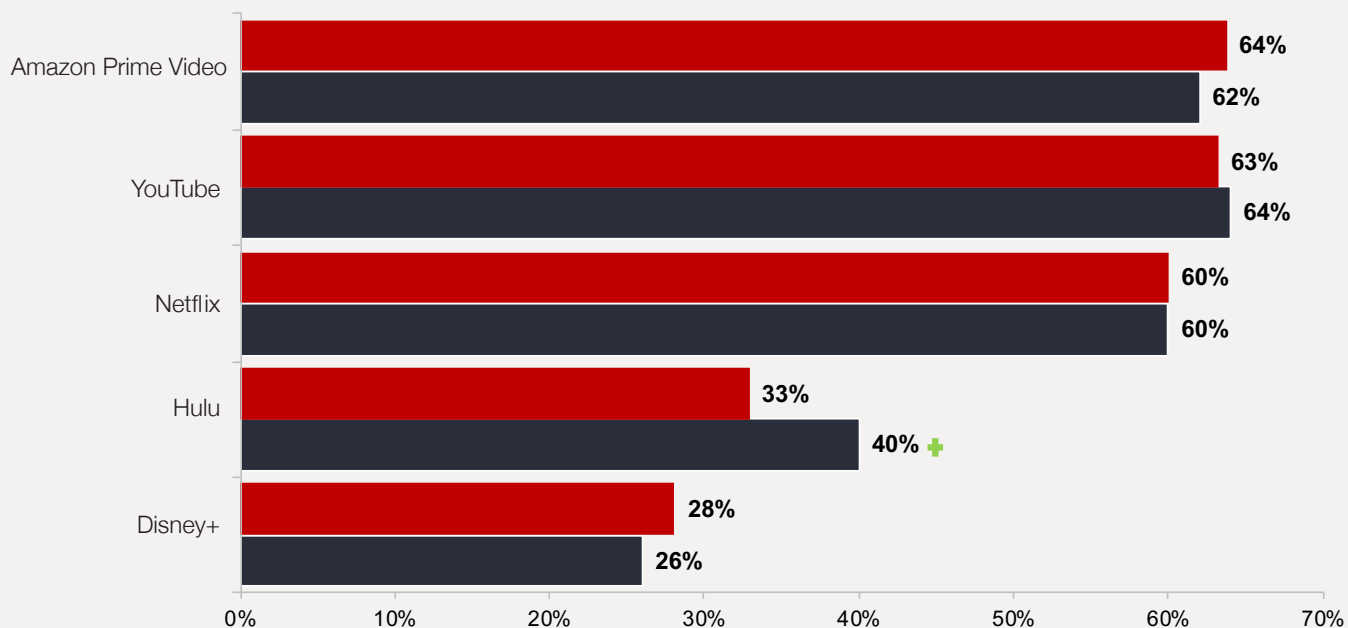
■ Federal　■ State & Local　✚ Significant difference between segments

Civilian vs. Defense

TOP STREAMING SITES

> ? **From the list below, please indicate which of the following you access at least once a week or less:**

	Civilian	Defense
Amazon Prime Video	65%	63%
YouTube	63%	63%
Netflix	61%	59%
Hulu	36% ✚	29%
Disney+	30%	25%
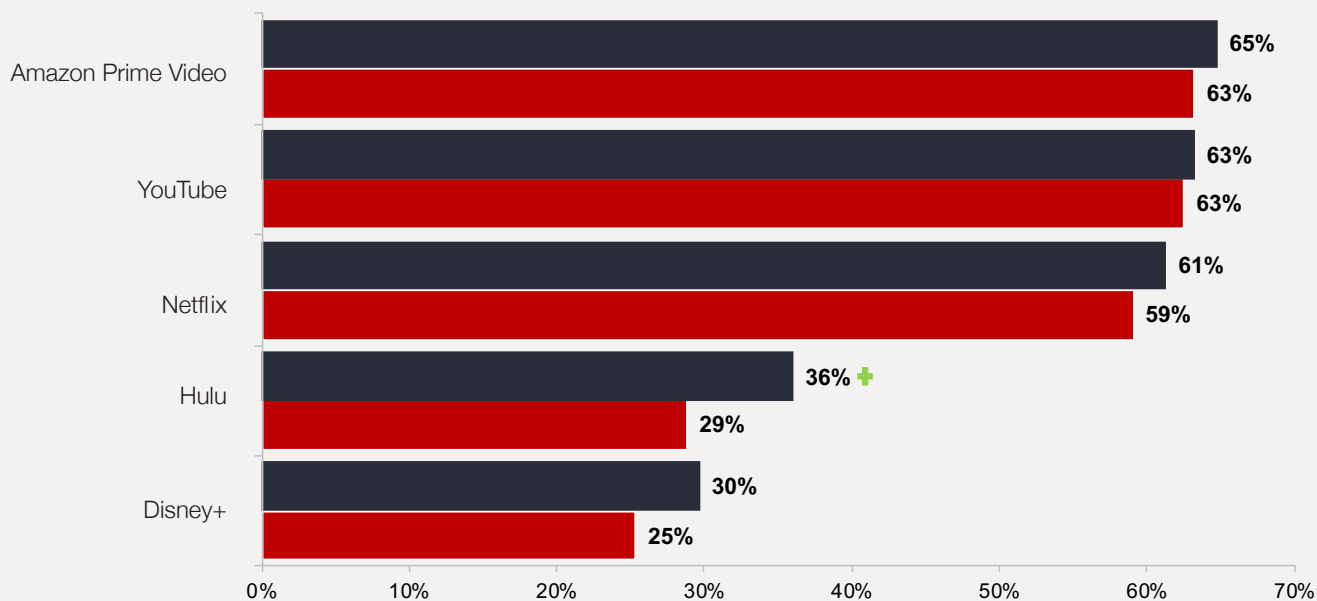
■ Defense ■ Civilian ✚ Significant difference between segments

Federal IT Buyer vs. Non-IT Buyer

TOP STREAMING SITES

> **?** **From the list below, please indicate which of the following you access at least once a week or less:**

	Non-IT	IT Buyer
Amazon Prime Video	60%	74%
YouTube	61%	67%
Netflix	59%	63%
Hulu	31%	38%
On Demand Cable/Satellite	23%	25%

■ Non-IT   ■ IT Buyer   ✚ Significant difference between segments

S&L IT Buyer vs. Non-IT Buyer

TOP STREAMING SITES

? **From the list below, please indicate which of the following you access at least once a week or less:**

Amazon Prime Video
- IT Buyer: 67%
- Non-IT: 58%

YouTube
- IT Buyer: 63%
- Non-IT: 65%

Netflix
- IT Buyer: 61%
- Non-IT: 59%

Hulu
- IT Buyer: 44%
- Non-IT: 36%

HBO Max
- IT Buyer: 29%
- Non-IT: 30%
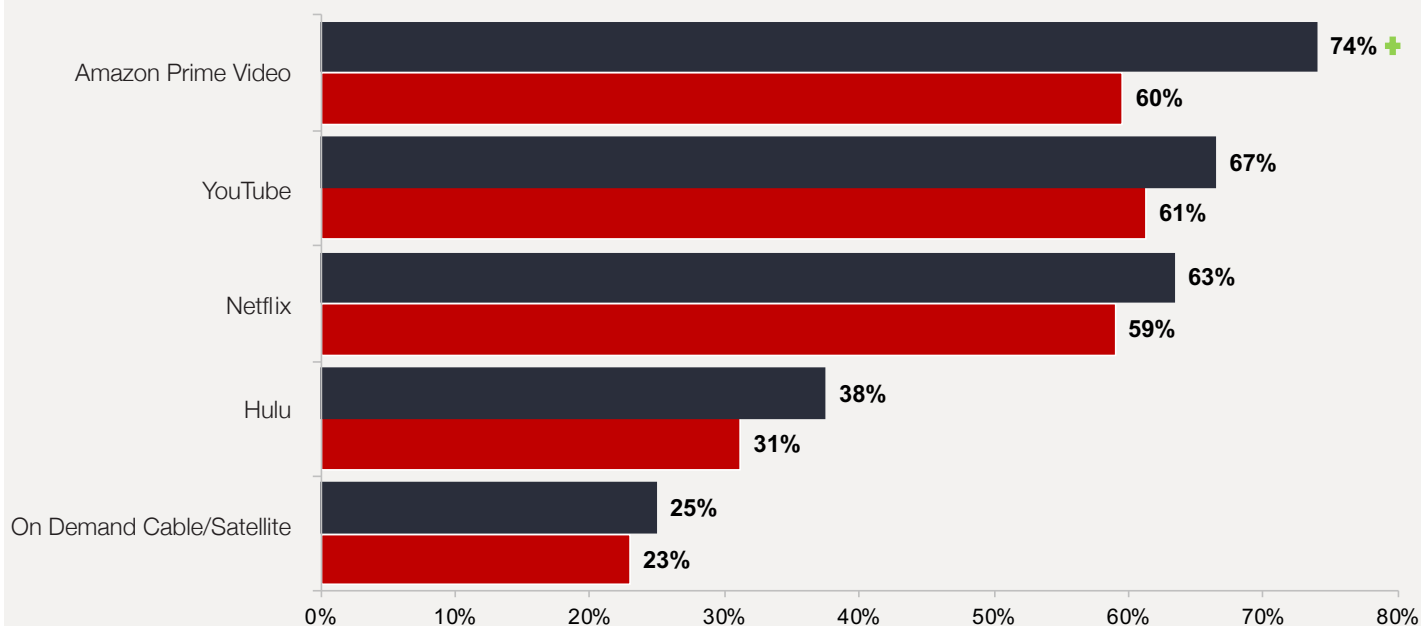
■ Non-IT   ■ IT Buyer
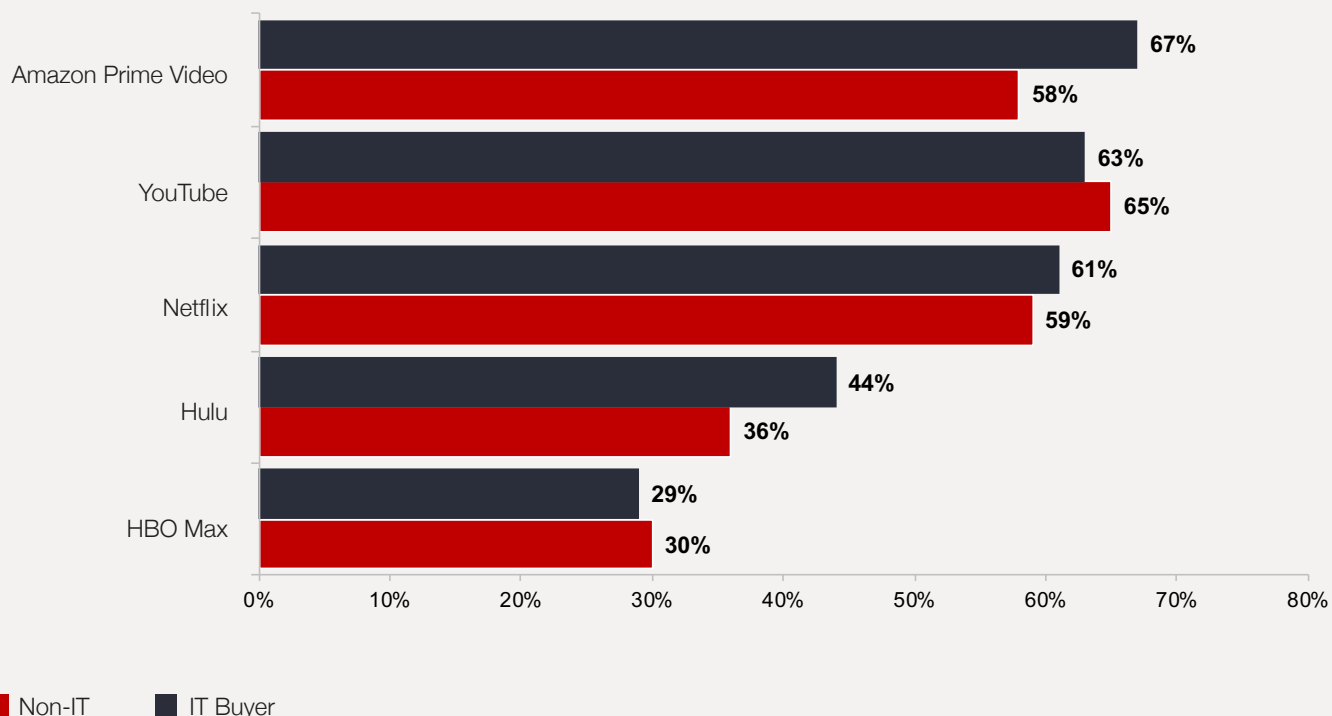
Federal

TOP 5 TYPES OF AUDIO PODCASTS LISTENED TO

19% report listening **15+** minutes on an average workday

56% listen to podcasts

? **Which of the following, if any, types of audio podcasts do you listen/subscribe to?**

News & politics	21%
History	17%
Science	14%
General business & industry	14%
Health & living	13%
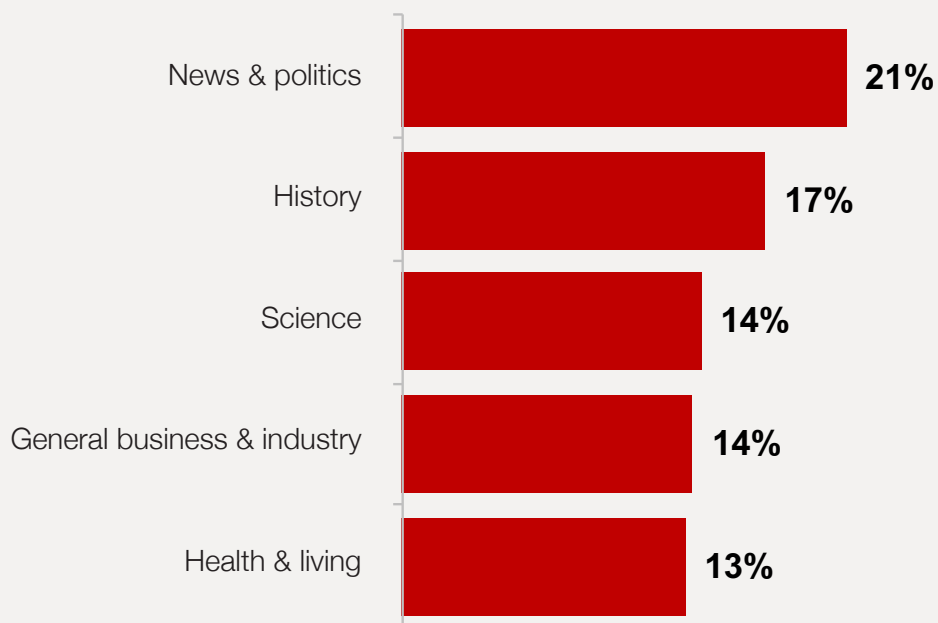
Civilian vs. Defense

TOP 5 TYPES OF AUDIO PODCASTS LISTENED TO

17% of Civilian and **22%** of Defense report listening **15+** minutes on an average workday

68% of Defense listen to podcasts

49% of Civilian listen to podcasts

? **Which of the following, if any, types of audio podcasts do you listen/subscribe to?**

	Civilian	Defense
News & politics	21%	20%
History	15%	20% +
Science	13%	16%
Music	12%	15%
General business & industry	11%	18% +
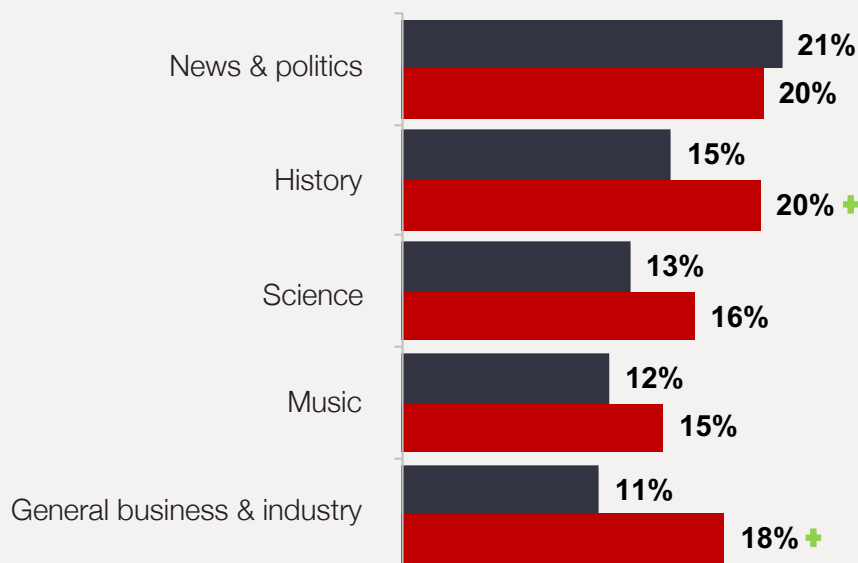
■ Defense   ■ Civilian   **+** Significant difference between segments

Federal IT Buyer vs. Non-IT Buyer

TOP 5 TYPES OF AUDIO PODCASTS LISTENED TO
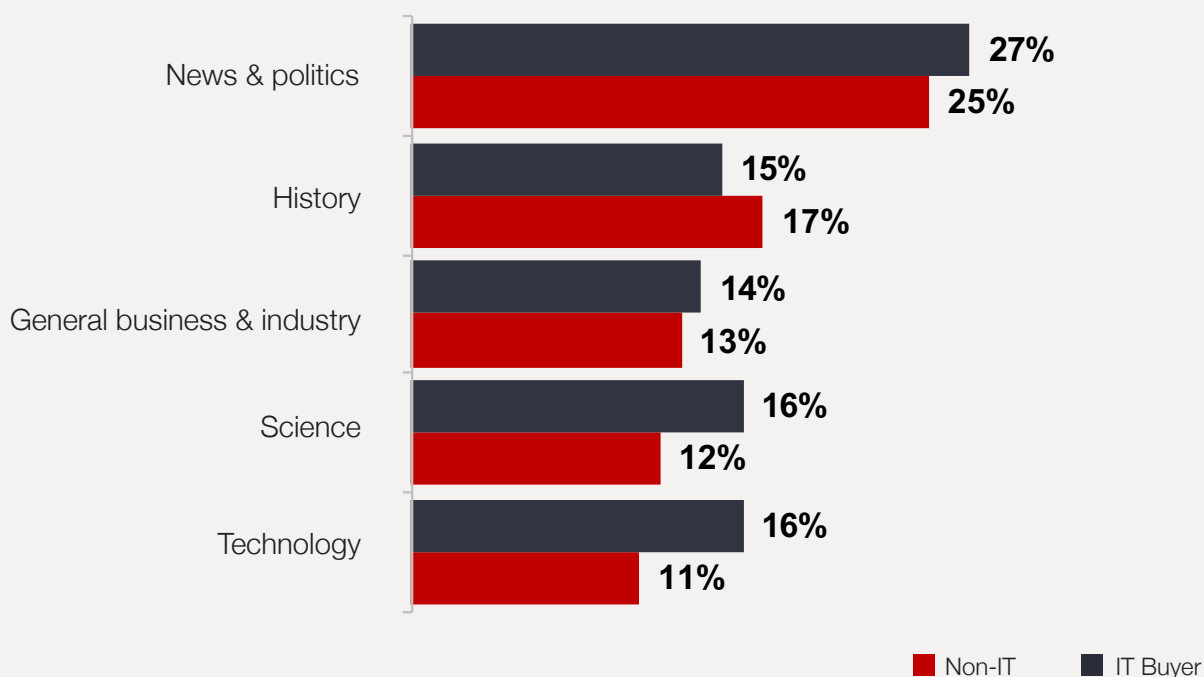
63% of IT Buyers listen to podcasts

53% of Non-IT listen to podcasts

23% of IT Buyers and **17%** of Non-IT report listening **15+** minutes on an average workday

? **Which of the following, if any, types of audio podcasts do you listen/subscribe to?**

Type	IT Buyer	Non-IT
News & politics	25% +	19%
History	25% +	14%
Science	17%	13%
General business & industry	17%	12%
Technology	18% +	8%
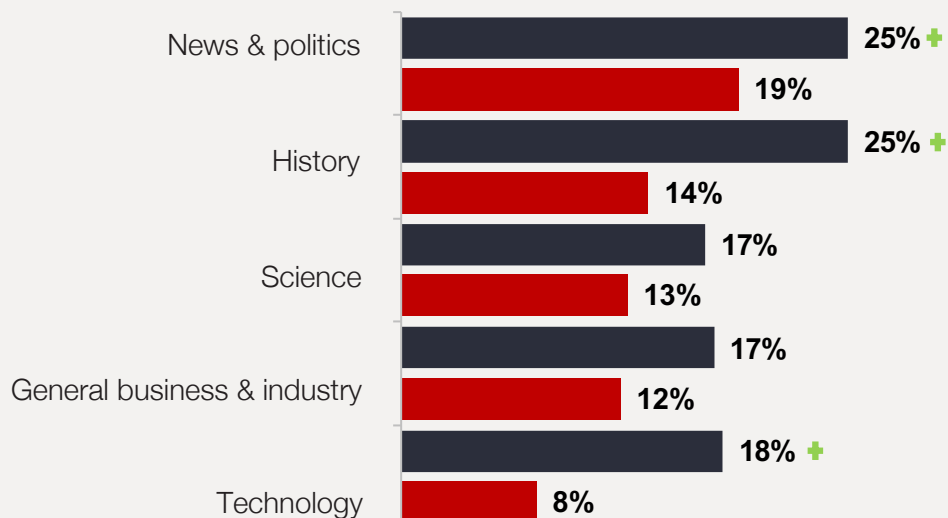
■ Non-IT ■ IT Buyer ✛ Significant difference between segments

State & Local

TOP 5 TYPES OF AUDIO PODCASTS LISTENED TO

61% listen to podcasts

20% report listening **15+** minutes on an average workday

? **Which of the following, if any, types of audio podcasts do you listen/subscribe to?**

News & politics	26%
History	16%
Education	14%
Science	14%
General business & industry	13%
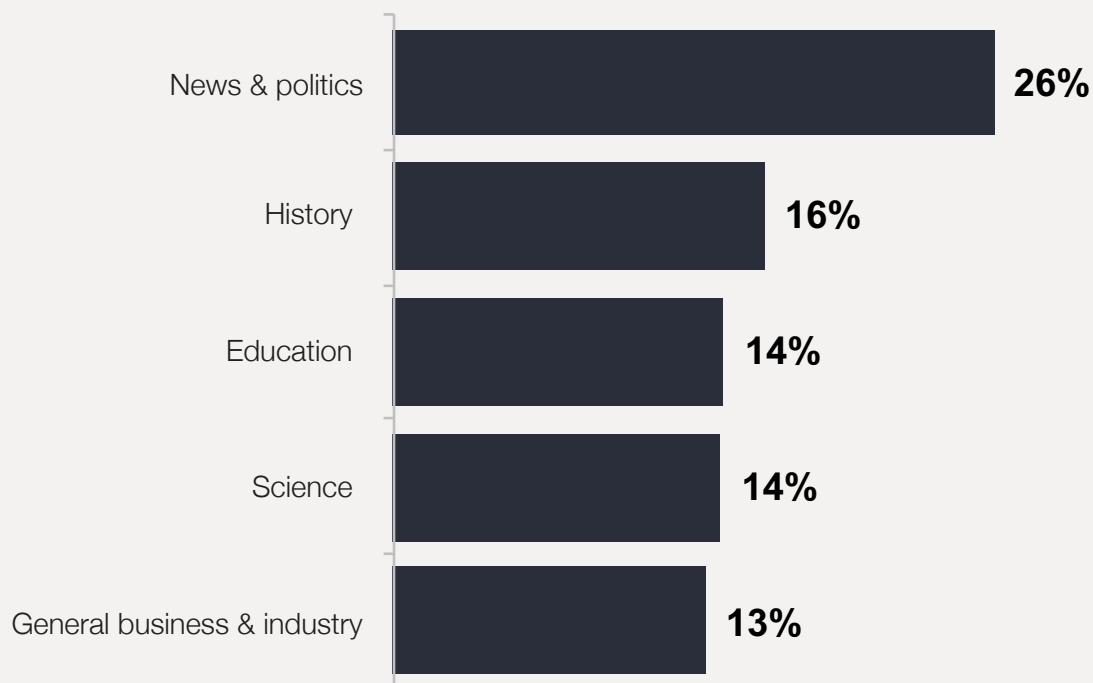
S&L IT Buyer vs. Non-IT Buyer

TOP 5 TYPES OF AUDIO PODCASTS LISTENED TO

60% of IT Buyers listen to podcasts

61% of Non-IT listen to podcasts

25% of IT Buyers and **16%** of Non-IT report listening **15+** minutes on an average workday

? **Which of the following, if any, types of audio podcasts do you listen/subscribe to?**

Category	IT Buyer	Non-IT
News & politics	27%	25%
History	15%	17%
General business & industry	14%	13%
Science	16%	12%
Technology	16%	11%

■ Non-IT ■ IT Buyer

DMV:
A UNIQUE MARKET

Federal

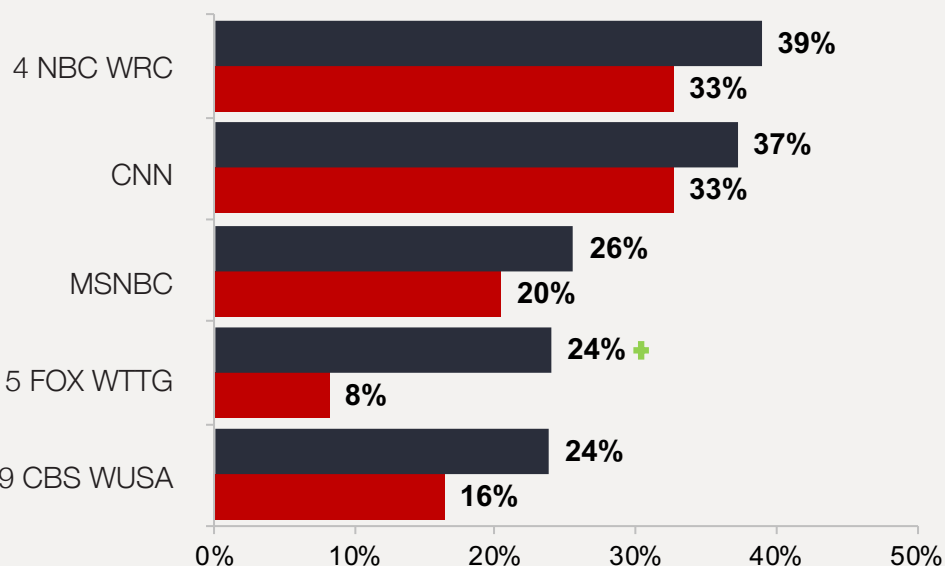**DC TOP 5: NBC AND CNN DOMINATE CHANNELS; MEET THE PRESS MOST POPULAR NEWS PROGRAM**

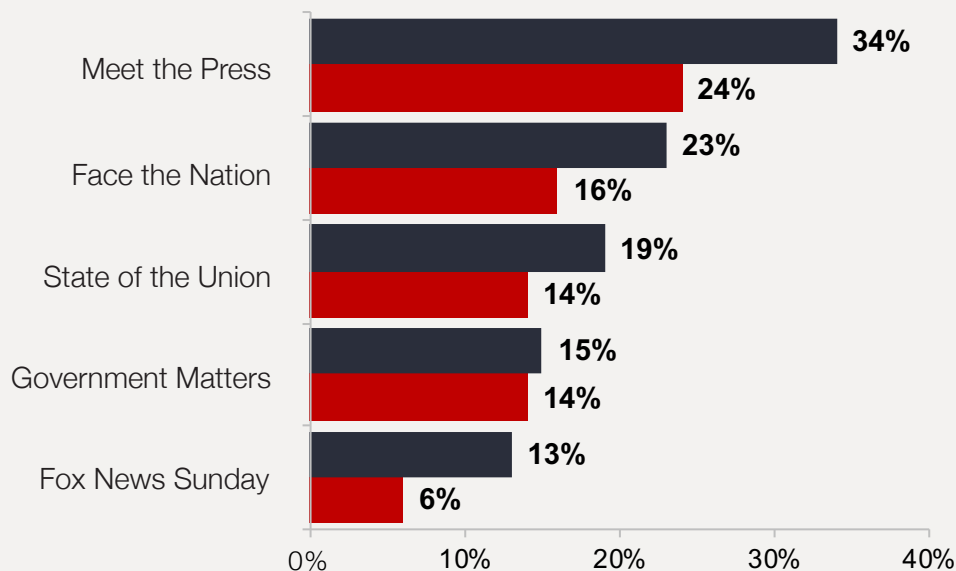**?** **Which of the following television channels do you turn to most often for news?**
Please indicate which of the following news programs you watch. (select all that apply)

TV News Channels

Channel	%
4 NBC WRC	37%
CNN	36%
MSNBC	24%
CBS WUSA	22%
7 ABC WJLA	20%

News Programs

Program	%
Meet the Press	31%
Face the Nation	21%
State of the Union	18%
Government Matters	14%
Washington Week	12%
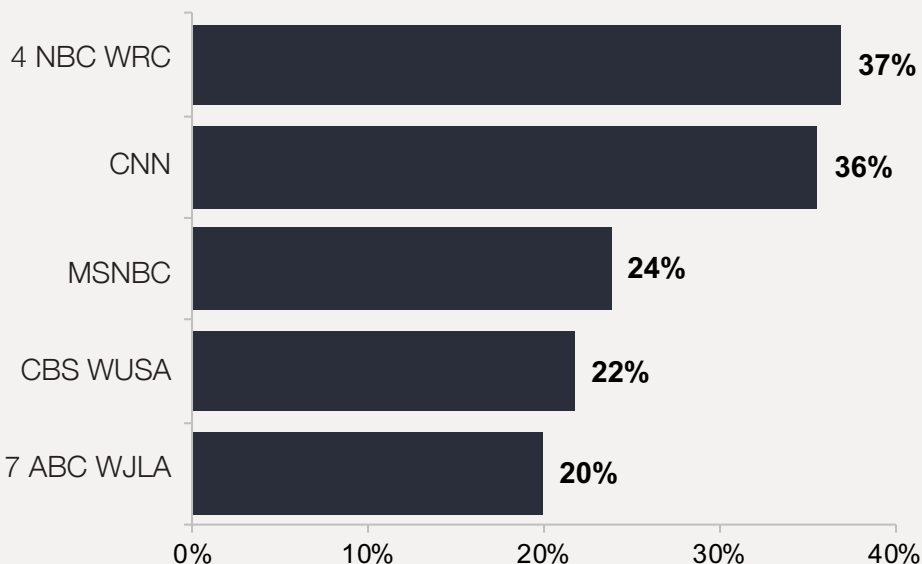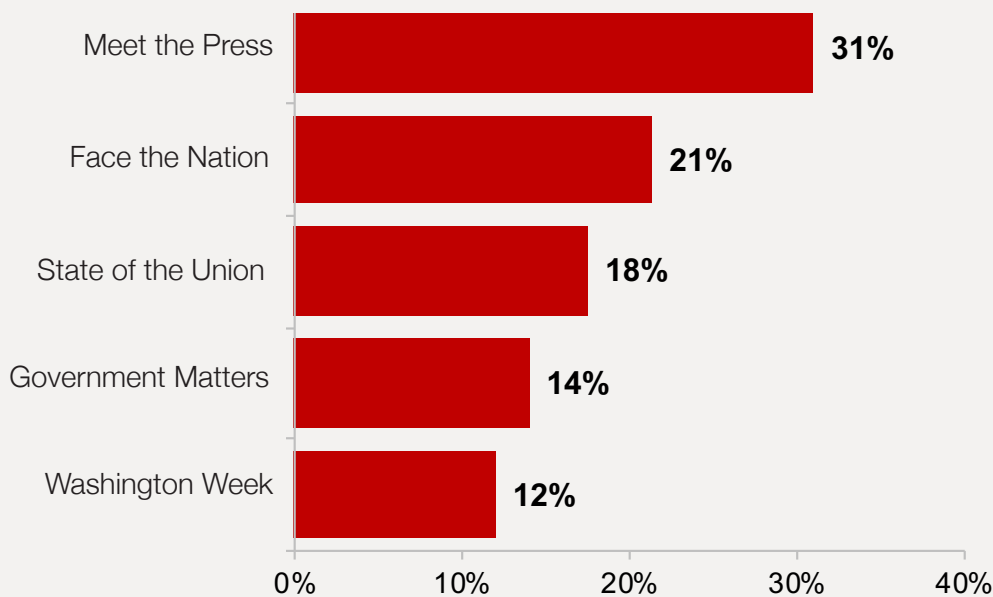
Civilian vs. Defense

DC TOP 5: NBC AND CNN DOMINATE CHANNELS; MEET THE PRESS MOST POPULAR NEWS PROGRAM

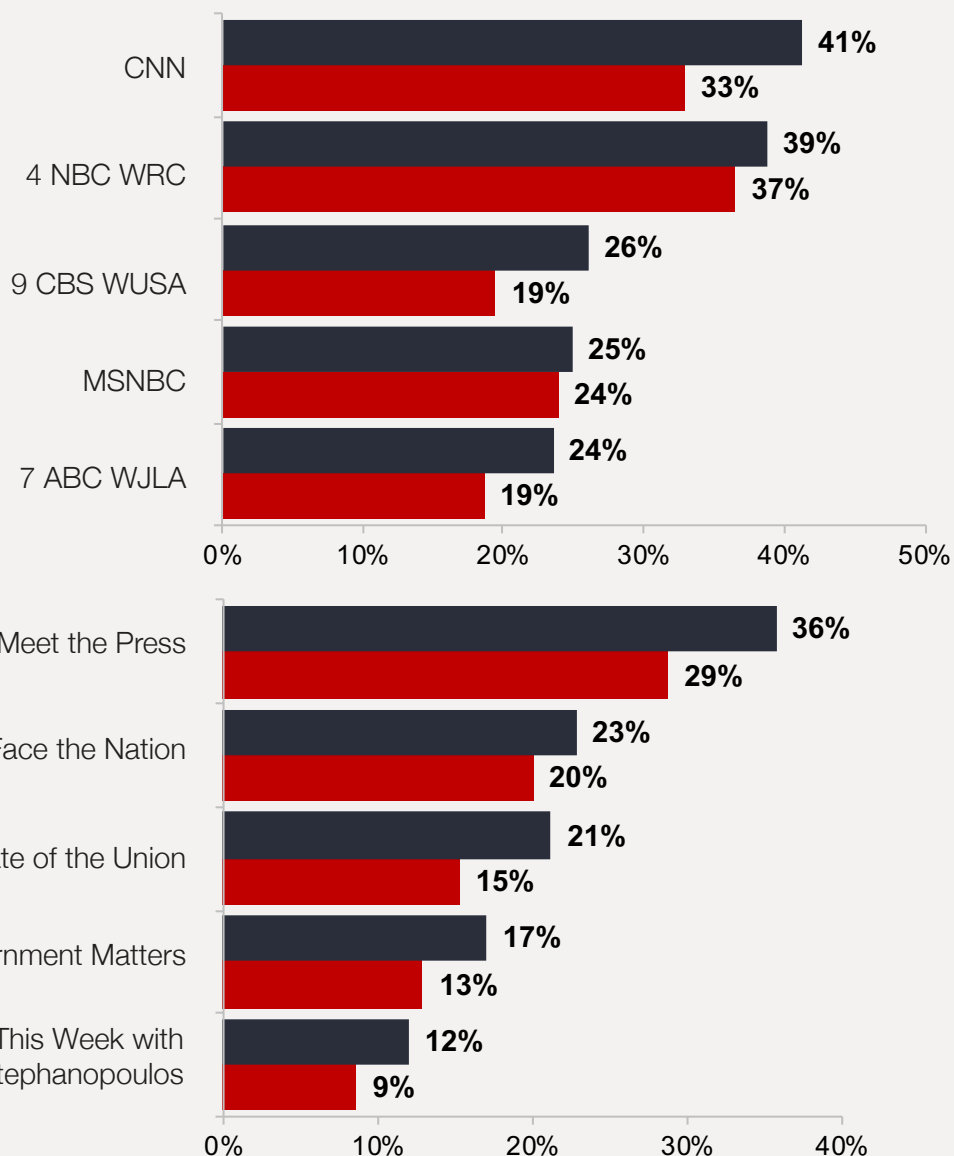**?** **Which of the following television channels do you turn to most often for news?**
Please indicate which of the following news programs you watch. (select all that apply)

TV News Channels

Channel	Civilian	Defense
4 NBC WRC	39%	33%
CNN	37%	33%
MSNBC	26%	20%
5 FOX WTTG	24% +	8%
9 CBS WUSA	24%	16%

Scale: 0% 10% 20% 30% 40% 50%

News Programs

Program	Civilian	Defense
Meet the Press	34%	24%
Face the Nation	23%	16%
State of the Union	19%	14%
Government Matters	15%	14%
Fox News Sunday	13%	6%

Scale: 0% 10% 20% 30% 40%

■ Defense ■ Civilian + Significant difference between segments

Federal IT Buyer vs. Non-IT Buyer

DC TOP 5: NBC AND CNN DOMINATE CHANNELS; MEET THE PRESS MOST POPULAR NEWS PROGRAM

? **Which of the following television channels do you turn to most often for news?**
Please indicate which of the following news programs you watch. (select all that apply)
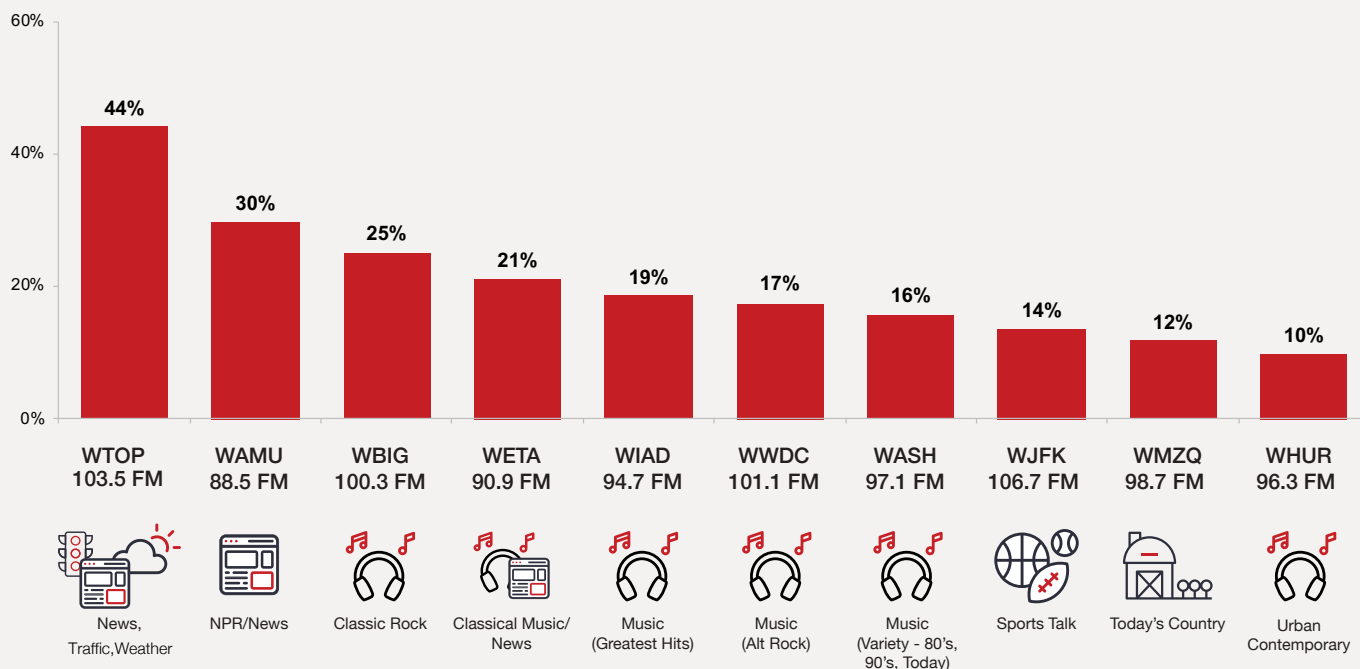
TV News Channels

Channel	IT Buyer	Non-IT
CNN	41%	33%
4 NBC WRC	39%	37%
9 CBS WUSA	26%	19%
MSNBC	25%	24%
7 ABC WJLA	24%	19%

News Programs

Program	IT Buyer	Non-IT
Meet the Press	36%	29%
Face the Nation	23%	20%
State of the Union	21%	15%
Government Matters	17%	13%
This Week with George Stephanopoulos	12%	9%

■ Non-IT ■ IT Buyer

Federal

DC RADIO

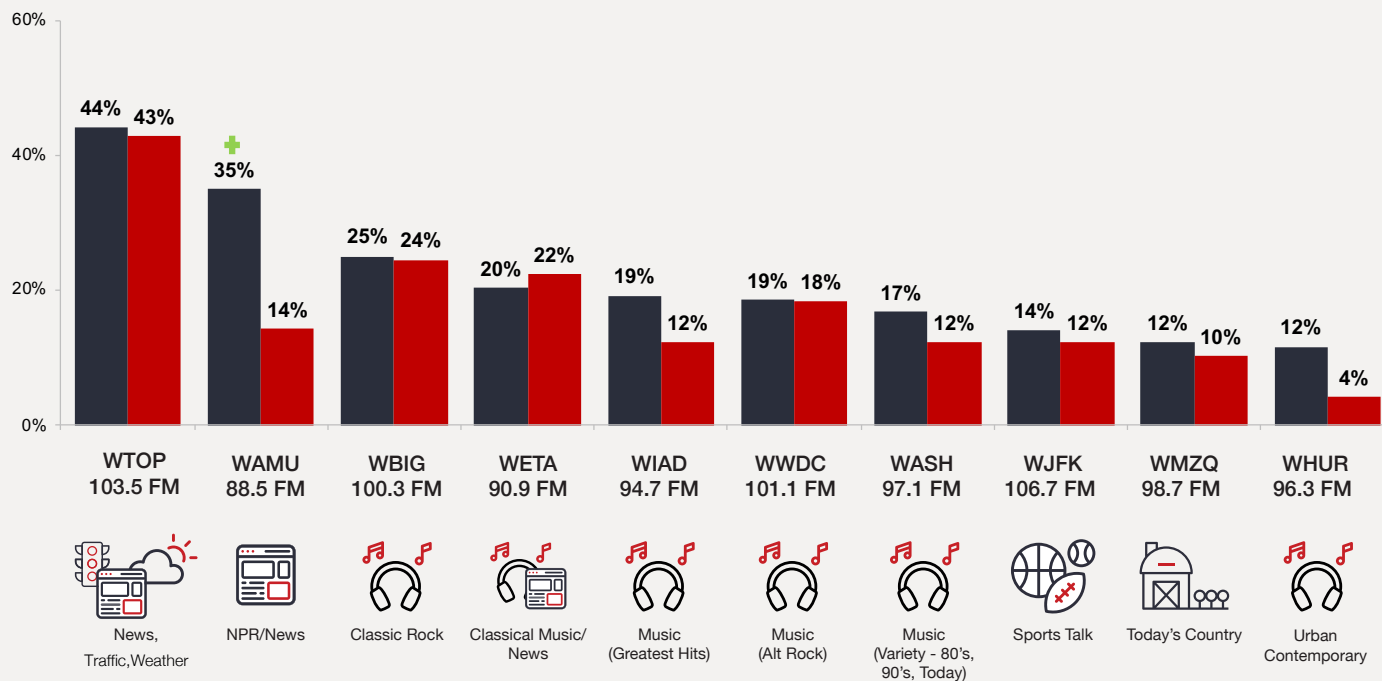> ❓ **Please indicate which of the following radio stations you listen to:** (select all that apply)

Station	%
WTOP 103.5 FM	44%
WAMU 88.5 FM	30%
WBIG 100.3 FM	25%
WETA 90.9 FM	21%
WIAD 94.7 FM	19%
WWDC 101.1 FM	17%
WASH 97.1 FM	16%
WJFK 106.7 FM	14%
WMZQ 98.7 FM	12%
WHUR 96.3 FM	10%

- WTOP — News, Traffic, Weather
- WAMU — NPR/News
- WBIG — Classic Rock
- WETA — Classical Music/News
- WIAD — Music (Greatest Hits)
- WWDC — Music (Alt Rock)
- WASH — Music (Variety - 80's, 90's, Today)
- WJFK — Sports Talk
- WMZQ — Today's Country
- WHUR — Urban Contemporary

Civilian vs. Defense

DC RADIO

? Please indicate which of the following radio stations you listen to: (select all that apply)

Station	Defense	Civilian
WTOP 103.5 FM (News, Traffic, Weather)	43%	44%
WAMU 88.5 FM (NPR/News)	14%	35% +
WBIG 100.3 FM (Classic Rock)	24%	25%
WETA 90.9 FM (Classical Music/News)	22%	20%
WIAD 94.7 FM (Music Greatest Hits)	12%	19%
WWDC 101.1 FM (Music Alt Rock)	18%	19%
WASH 97.1 FM (Music Variety - 80's, 90's, Today)	12%	17%
WJFK 106.7 FM (Sports Talk)	12%	14%
WMZQ 98.7 FM (Today's Country)	10%	12%
WHUR 96.3 FM (Urban Contemporary)	4%	12%

■ Defense ■ Civilian **+** Significant difference between segments

Federal IT Buyer vs. Non-IT Buyer

DC RADIO

? **Please indicate which of the following radio stations you listen to:** (select all that apply)

Station	IT Buyer	Non-IT
WTOP 103.5 FM	52%	39%
WAMU 88.5 FM	38%	25%
WBIG 100.3 FM	30%	22%
WETA 90.9 FM	25%	13%
WIAD 94.7 FM	24%	15%
WWDC 101.1 FM	22%	8%
WASH 97.1 FM	21%	12%
WJFK 106.7 FM	19%	22%
WMZQ 98.7 FM	15%	10%
WHUR 96.3 FM	13%	8%

WTOP 103.5 FM — News, Traffic, Weather
WAMU 88.5 FM — NPR/News
WBIG 100.3 FM — Classic Rock
WETA 90.9 FM — Classical Music/News
WIAD 94.7 FM — Music (Greatest Hits)
WWDC 101.1 FM — Music (Alt Rock)
WASH 97.1 FM — Music (Variety - 80's, 90's, Today)
WJFK 106.7 FM — Sports Talk
WMZQ 98.7 FM — Today's Country
WHUR 96.3 FM — Urban Contemporary
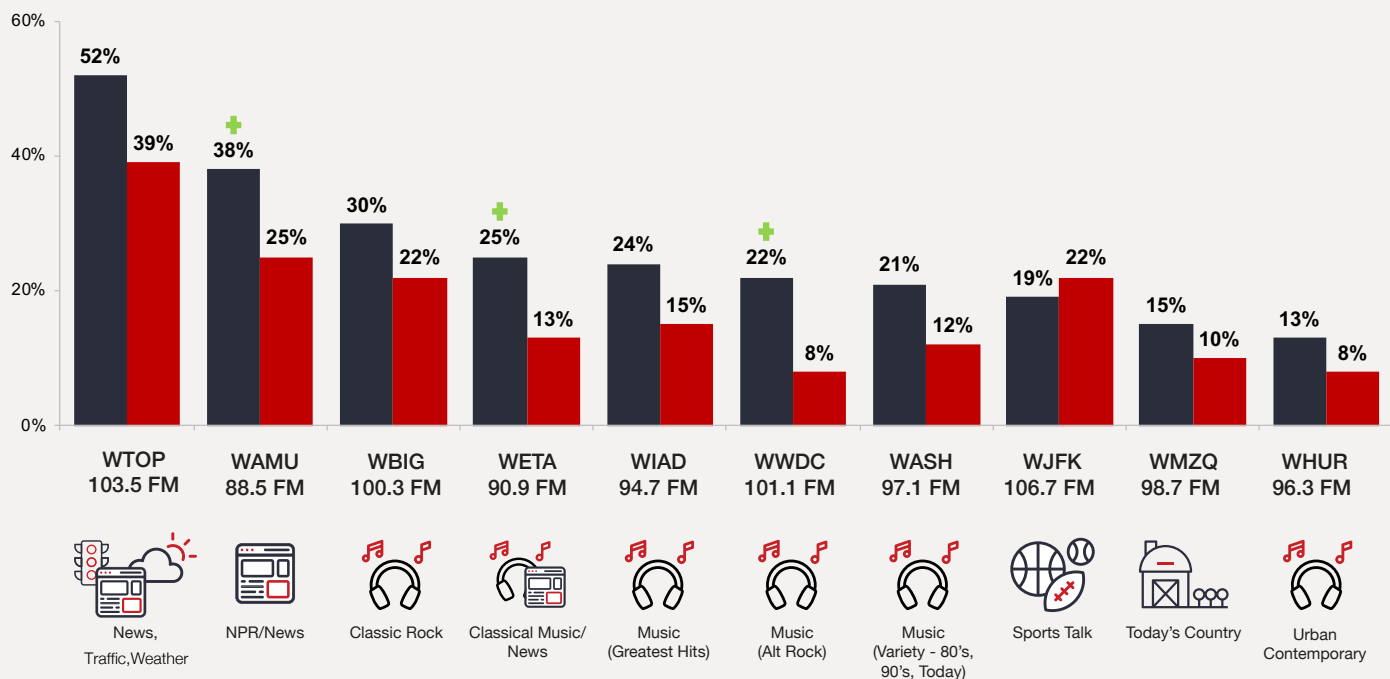
■ Non-IT ■ IT Buyer ✚ Significant difference between segments

OBSERVATIONS
AND TAKEAWAYS

PUTTING A RING ON IT: WHERE ARE YOU ON PATH TO ENGAGEMENT?

Review your Marketing Goals.

Marketing goals may differ dramatically ranging from Introductions and Awareness to Familiarity and Consideration.
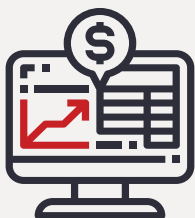
Build Your Media Plan According to Your Goals.

Customization of media and the ability to target is greater than ever. But building a brand name versus introducing a new product/service require different levels of eyeball engagement.

Think About Your Reach and Your Frequency.

Fill the top of your funnel with broad campaigns to increase reach; engage your prospects with frequency and informative content.

BE A SOCIAL MEDIA LIFEBOAT IN ROCKY SEAS
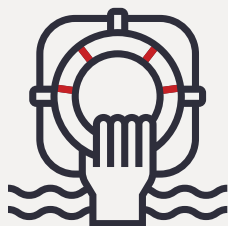
Buoy Trust Through Information.

High levels of skepticism can undermine a social media strategy. Linking to, sharing, or being a credible, respected source of information can improve connection.
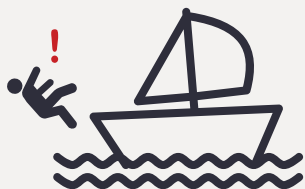
Throw Clickbait Overboard.

Nothing can sink a campaign like a hook that looks fishy. Cautious readers will avoid titles they don't trust.

Set Sail Across the 50+ Seas. Make Sure Your State and Local Social Media Strategy is Seaworthy.

Social media usage is higher among the state and local audience, giving you a way to visit many ports in only one ship.

PODCASTS ARE PERMANENTLY OUT OF WAYNE'S BASEMENT

Podcasts are Continuing to Connect, but like Streaming Services are Built on Reaching Specific People.

The dream of mass consumption was dashed early on. Podcasts must be launched with a specific audience in mind.

Cater to the Distracted Listener.

Commuters are back on the road, and podcasts are going with them. Let the audience know what you're going to tell them, tell them, and then remind them what you told them (all in 15 minutes).

Be Specific in the Content.

Podcasts are a source for news and information. Build your content around current events and recent stories with an eye toward the future.

ON THE ROAD AGAIN: IN PERSON EVENTS ARE PART OF 2023

In Person Events are Gaining Steam.

The desire to attend in person events continues to climb, but it's driven as much by networking as it is information. Events early in 2023 can have a heavy networking component, but continue to ensure quality content throughout the year.

Eyes and Ears of Travelers are Open.

Airports are prime real estate as we will continue to see growth in travel of Federal workers. However, economic worries may keep the leisure travelers at bay and limit the State and Local officials.

Keep Hybrid Going.

Almost one-quarter of individuals are still not getting out and about, even for pleasure. They won't for work either. Online events and access will still be needed.

APPENDIX,
DEMOGRAPHICS & METHODOLOGY,
CONTACT INFORMATION

FULL LIST OF DIGITAL SITES

ABCNews.com
AccuWeather.com
AFA.org
AirForceMag.com
AirForceTimes.com
AmericanCityandCounty.com
AOL.com/News
ArmyTimes.com
ArsTechnica.com
AUSA.org
AviationWeek.com
Axios.com
Bizjournals.com/Washington
Bloomberg.com
BreakingDefense.com
BusinessInsider.com
C4ISRNET.com
CBSNews.com
CityandStateFL.com
CityandStateNY.com
CityandStatePA.com
CNBC.com
CNET.com
CNN.com
ComputerWorld.com
Cspan.org
Defensedaily.com
DefenseNews.com
Defenseone.com
DefenseSystems.com
Economist.com
Engadget.com
ESPN.com

FCW.com
FederalNewsNetwork.com
FederalSoup.com
FederalTimes.com
FedInsider.com
Fedscoop.com
FedSmith.com
FedTechMagazine.com
Forbes.com
ForeignAffairs.co
ForeignPolicy.com
Fortune.com
Foxnews.com
GCN.com
GeekWire.com
Gizmodo.com
Governing.com
GovEvents.com
GovExec.com
GovTech.com
Huffingtonpost.com
Informationweek.com
Infoworld.com
InsideDefense.com
Janes.com
MarineCorpsTimes.com
MarketWatch.com
Military.com
MilitaryAerospace.com
MilitaryTimes.com
MSNBC.com
NationalDefenseMagazine.org
NavyTimes.com

NBCNews.com
Newsmax.com
Newsweek.com
Newyorker.com
Newyorktimes.com
Nextgov.com
NPR.org
OANN.com
Politico.com
RouteFifty.com
ScientificAmerican.co
Spacenews.com
StateScoop.com
TechRadar.com
Techwire.net
TheAtlantic.com
The-Atlas.com
TheHill.com
TheVerge.com
Time.com
USAToday.com
USNews.com
Washingtonian.com
WashingtonPost.com
WashingtonTimes.com
Weather.com
Wired.com
WSJ.com
WTOP.com
Yahoo.com/News
ZDNet.com

Topics Covered

Demographics

Agency, Location, Age

Job Functions

25+ Job Functions,
Decision Making Status

Purchase Responsibility

Over 40 Product/Service
Purchase Categories

Washington, DC

Digital & Broadcast

Media Usage

Digital & Social Sites

Publications & Digital Sites

Government Media

Over 65 Media Properties,
Federal, State And Local

Business & News Media

Over 30 Media Properties

Technology & Industry

Over 20 Media Properties

Social Media & Lifestyle

Over 20 Sites

Washington DC Metro Area: Local Media - Broadcast & Digital

Over 20 AM/FM Radio
Stations

10 Television News
Networks

7 Early Morning Political
Commentary Programs

Companion Sites

Methodology

Online survey fielded in Summer 2022

Over 200 media outlets

Comprehensive respondent base

Total sample size: 1,222

Market Connections' proprietary
Government Insight Panel, Third-party
databases, Digital sites

Data weighted to ensure agency
types were not over- or under-
represented in sample

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