

2014 DC & Baltimore Communications Industry Survey & Optimism Index



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WBA Research

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May 6, 2014

Supporting Organizations





- ☐ Who participated?
- ☐ How are things in general?
- ☐ How is the communications industry doing?
- ☐ How is the current job market?
- ☐ What is the role of technology and social media?

http://survey.wbnda.com/cfmc/marketrak/j14633/testing/index.php

2014 Communications Indu...

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2014 Communications Industry Survey

Enter a password, or one will be assigned.

Start

CMC webSurvent :: © 2010 :: [Contact Support](#)

2014 Comm... 2:39 PM 5/1/2014

Who participated?

Company Profile

61% Industry

39 % Client

Average of
18 years in
business

Median = **21**

116
employees
on average

Median = **37**



Respondent Profile

51% Director/Senior Executive

24% Owner/President/CEO

Have hiring
responsibility

64%

20 years
average
experience

43 years old
on average

How are things in general?

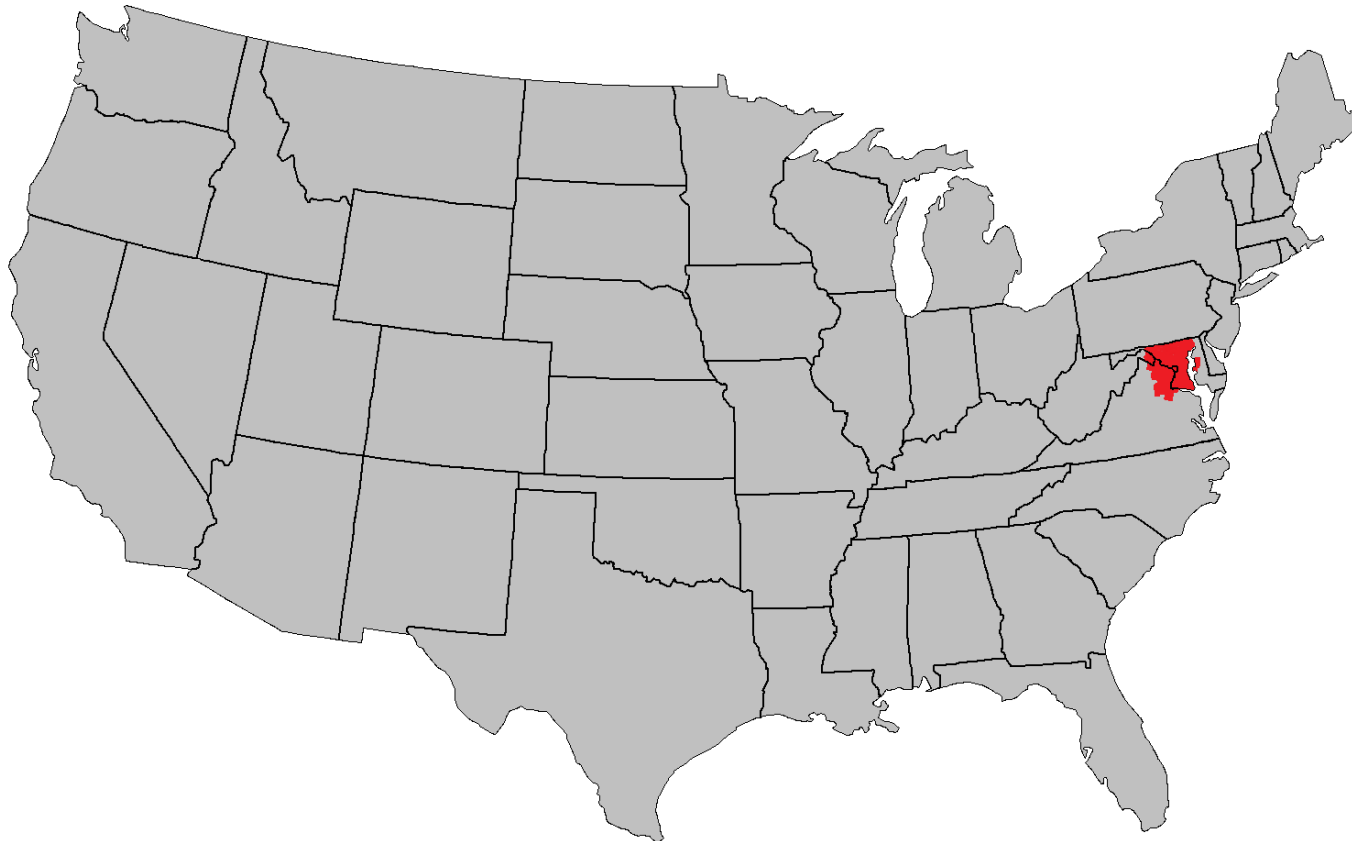
Satisfaction with the Way Things are Currently Going in the Region

Satisfied

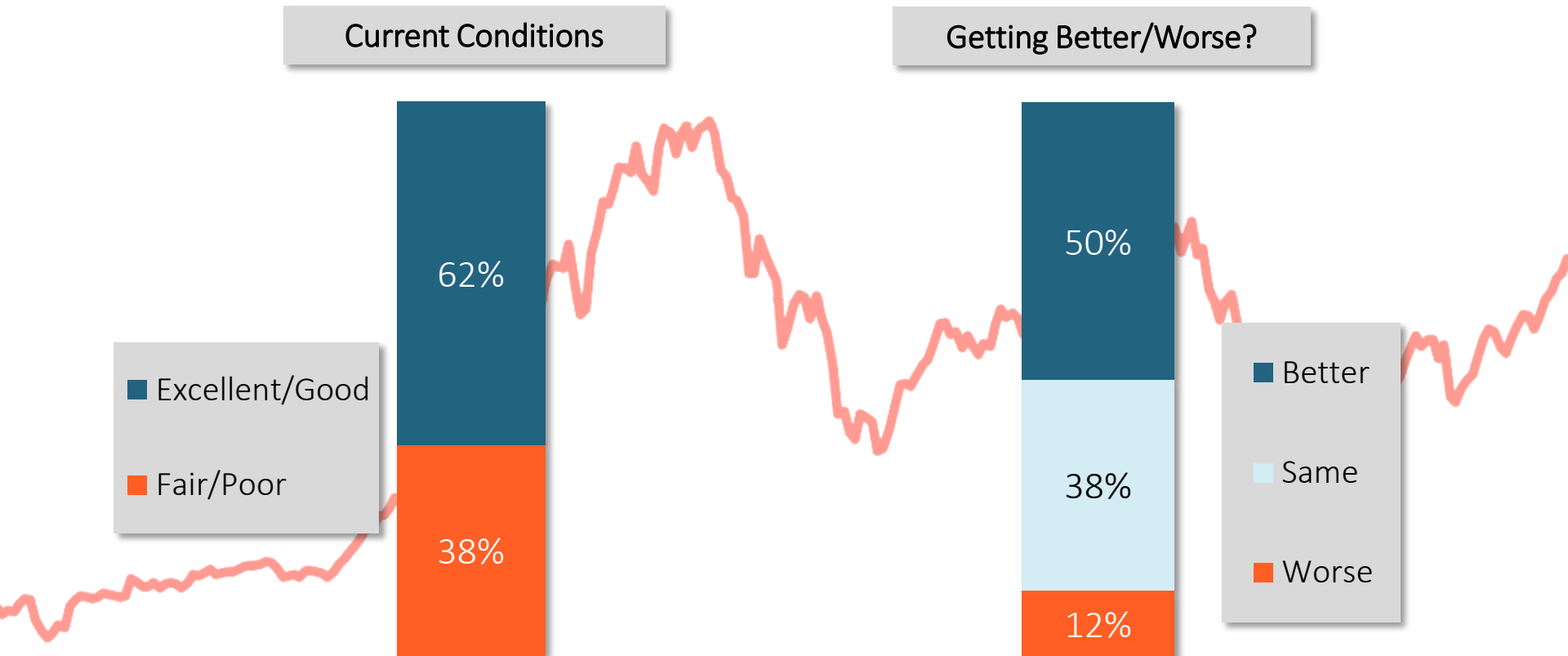
Dissatisfied

74%

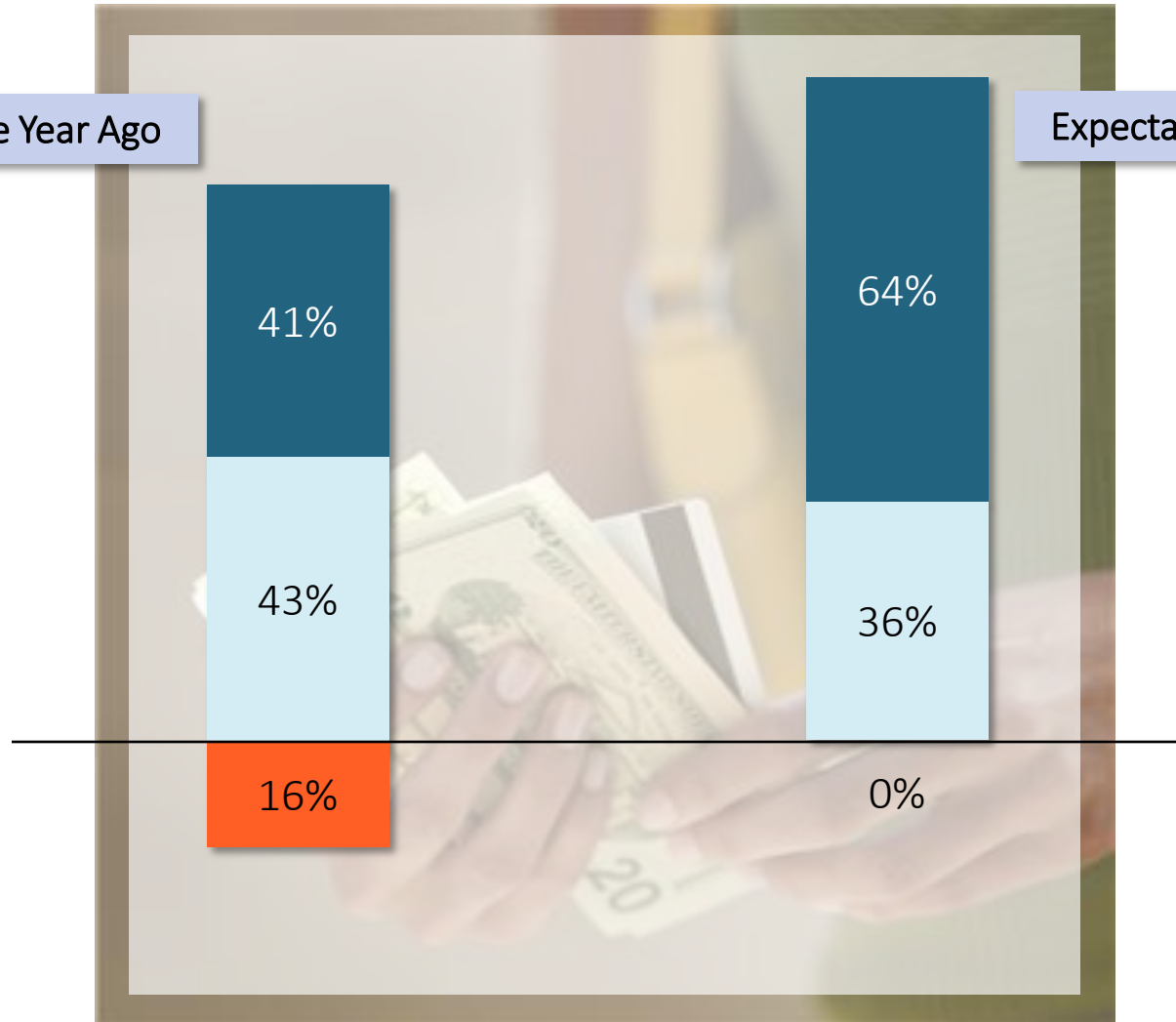
26%



Economic Conditions in the Region



Personal Financial Situation



17%

LESS DEBT/PAYING DOWN LOANS

41%

My business is
going well

Annual pay increases

13%

Job advancement

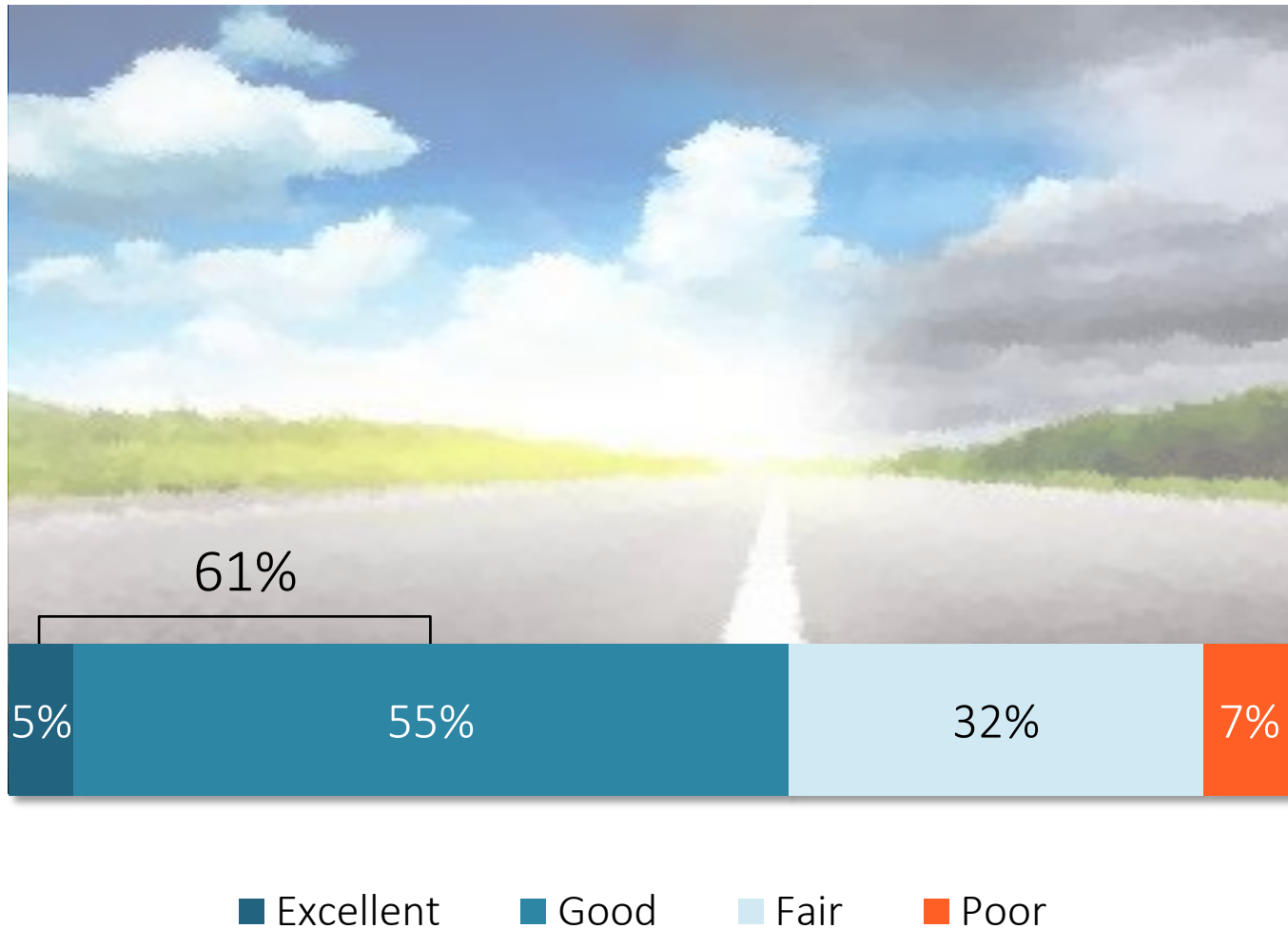
17%

More jobs available

13%

**How is the communications
industry doing?**

Current Business Climate in Industry

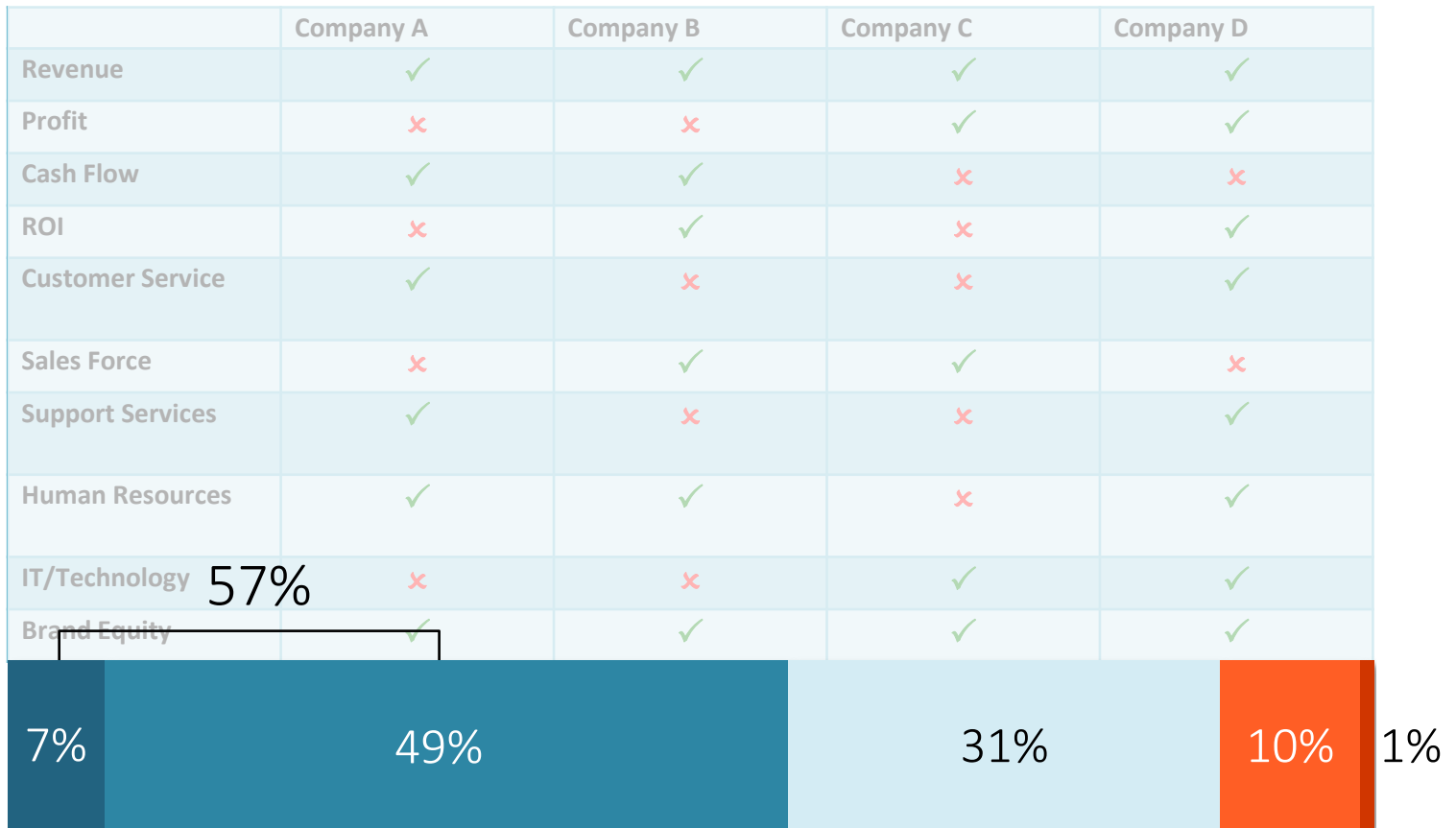


Company Performance – Compared to One Year Ago



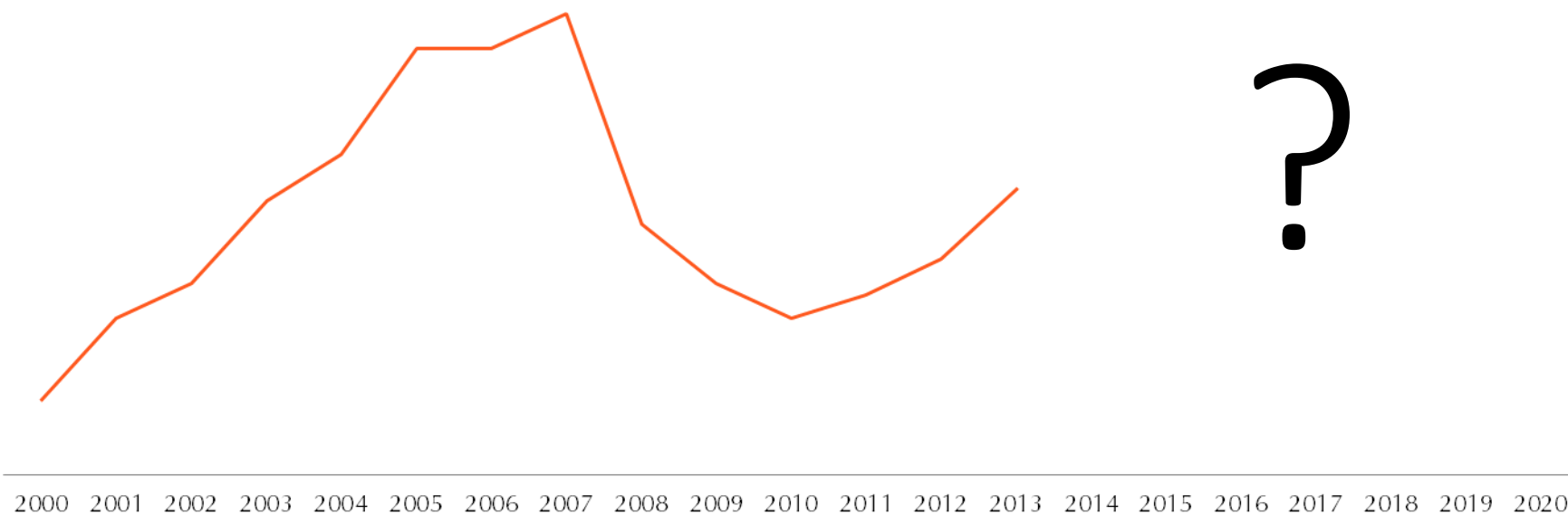
■ Significantly better ■ Somewhat better ■ About the same ■ Somewhat worse ■ Significantly worse

Company Performance – Compared to Competition



■ Significantly better
 ■ Somewhat better
 ■ About the same
 ■ Somewhat worse
 ■ Significantly worse

Company Performance – Expectations for the Future



■ Significantly better ■ Somewhat better ■ About the same ■ Somewhat worse ■ Significantly worse

How is the current job market?

Staffing Needs

54% expect staffing needs to increase in the next year

BEST
OF STAFFING

19%

69% Entry level

56% say a gap in employment impacts hiring decision

JOHN SMITH

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Experience

Universal Widget Manufacturing Company

Baltimore, Maryland

2009-2013

- Proin velipsum cursus ferment. Pellentesque hendrerit lectus mauris sapien tincidunt facilisis lectus quam tincidunt.
- Sed sed lorem tincidunt. Proin in ultrices elit. Quisque varius elit.
- Sed eros nam, porta et ultricesper at amet, conunde at amet lorem.

Myersville Design and Construction

Myersville, Maryland

2010-2009

- Proin velipsum cursus ferment. Pellentesque hendrerit lectus mauris sapien tincidunt facilisis lectus quam tincidunt.
- Sed sed lorem tincidunt. Proin in ultrices elit. Quisque varius elit.
- Sed eros nam, porta et ultricesper at amet, conunde at amet lorem.

Skills

Accounts

- Proin velipsum cursus ferment. Pellentesque hendrerit lectus mauris sapien tincidunt facilisis lectus quam tincidunt.
- Sed sed lorem tincidunt. Proin in ultrices elit. Quisque varius elit.
- Sed eros nam, porta et ultricesper at amet, conunde at amet lorem.

Leadership

- Proin velipsum cursus ferment. Pellentesque hendrerit lectus mauris sapien tincidunt facilisis lectus quam tincidunt.
- Sed sed lorem tincidunt. Proin in ultrices elit. Quisque varius elit.
- Sed eros nam, porta et ultricesper at amet, conunde at amet lorem.

Education

United States University

B.A., Masters of Arts in Leadership

2009-2008

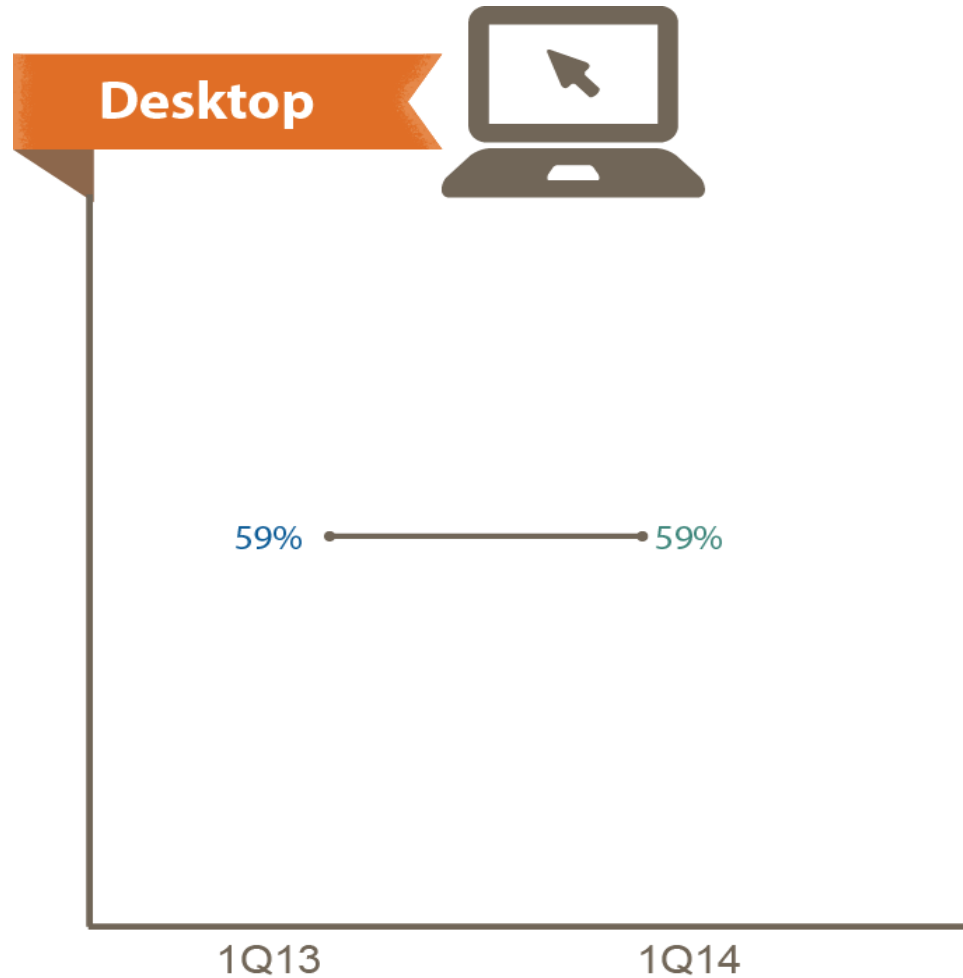
Ohio College of Specialized Science

B.S., Aerospace Degree

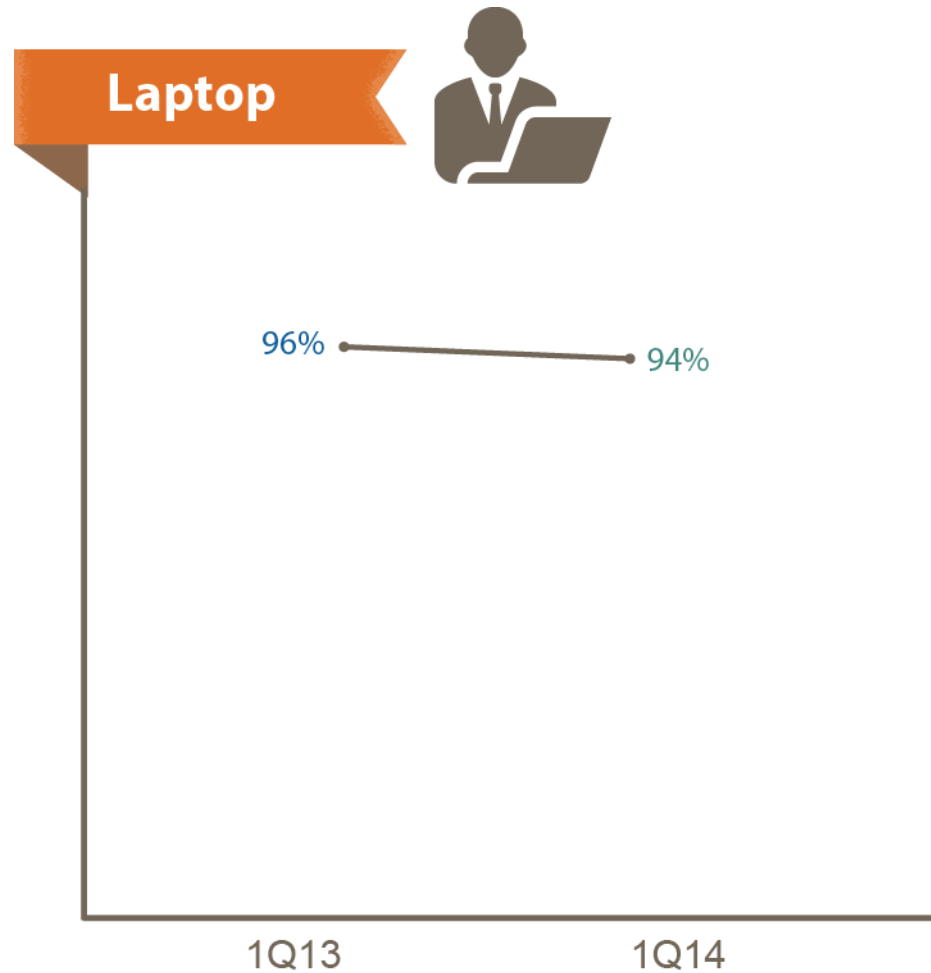
2000-2009

**What is the role of technology
and social media?**

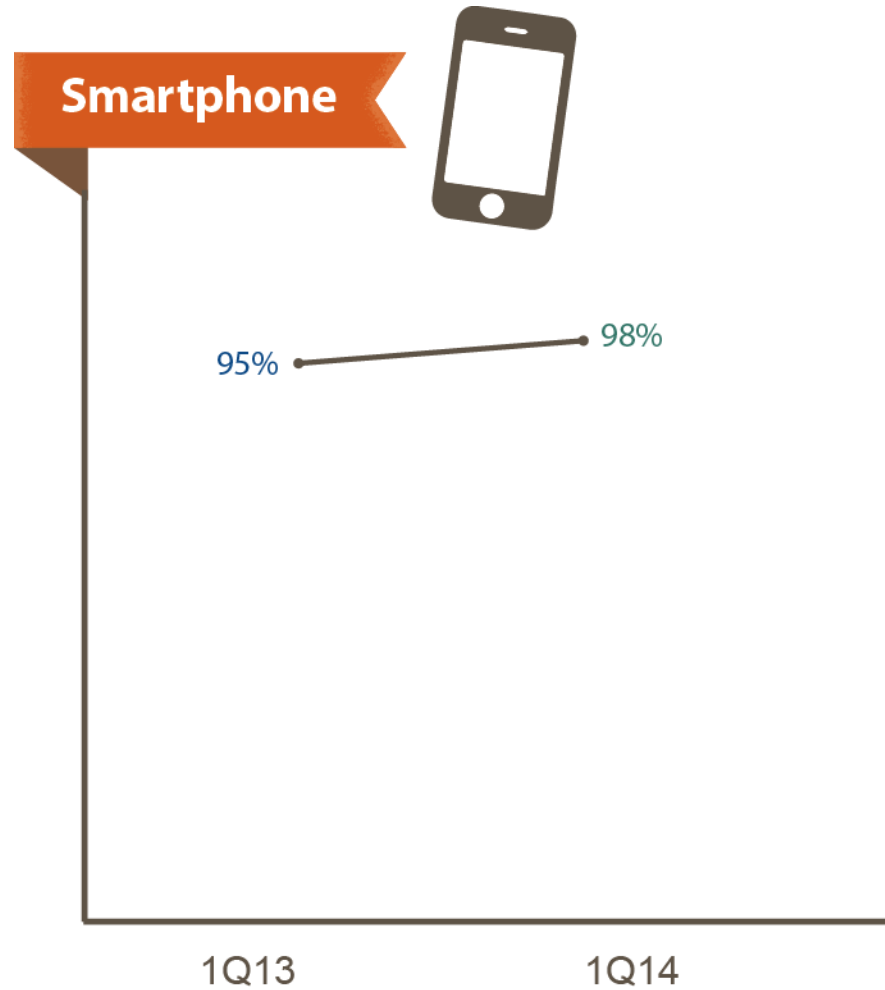
Types of Internet-Connected Devices Owned



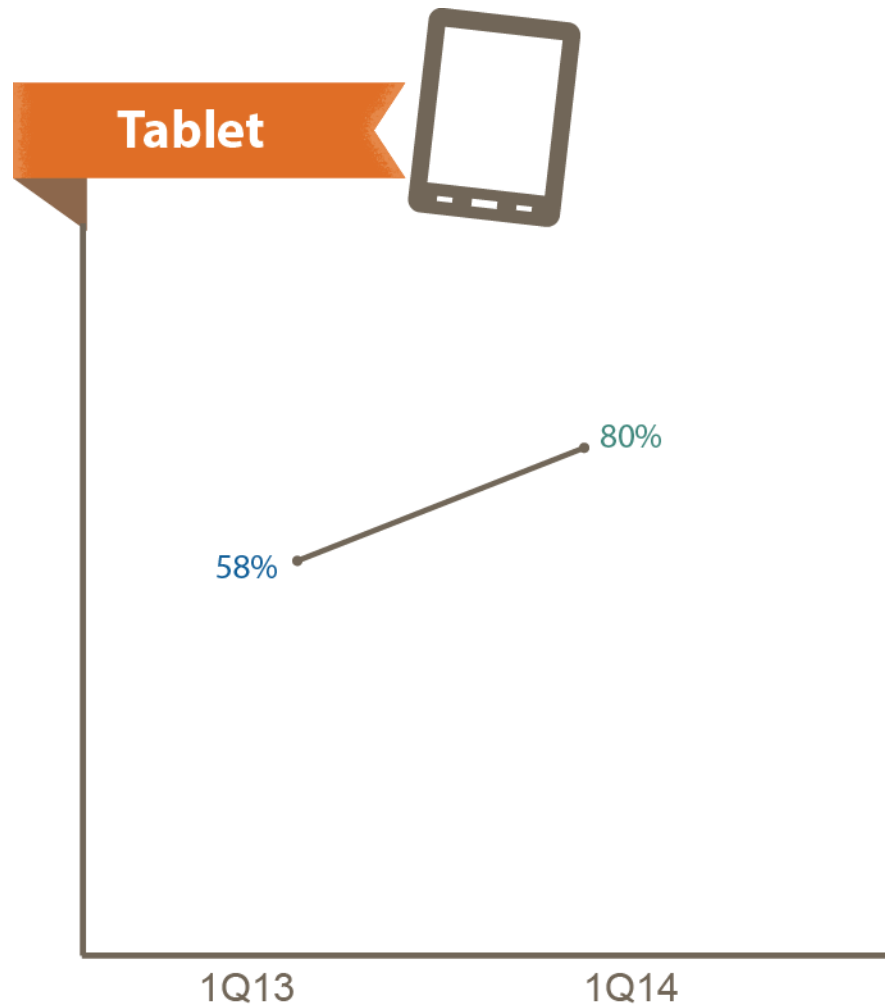
Types of Internet-Connected Devices Owned



Types of Internet-Connected Devices Owned



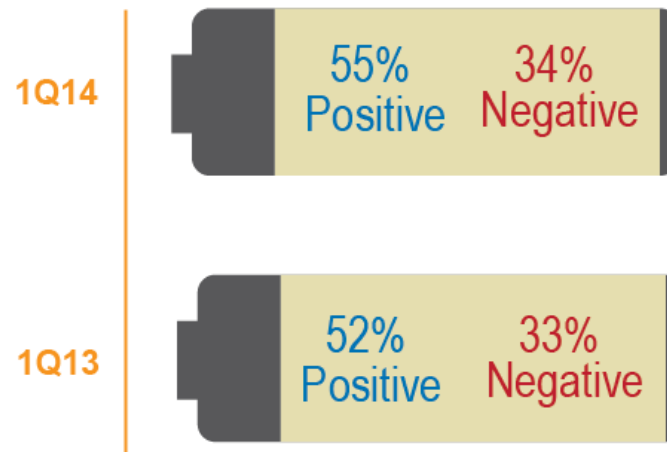
Types of Internet-Connected Devices Owned



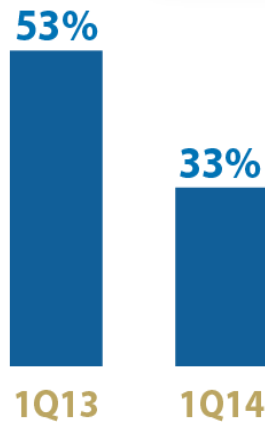




POSTED POSITIVE/NEGATIVE REVIEWS

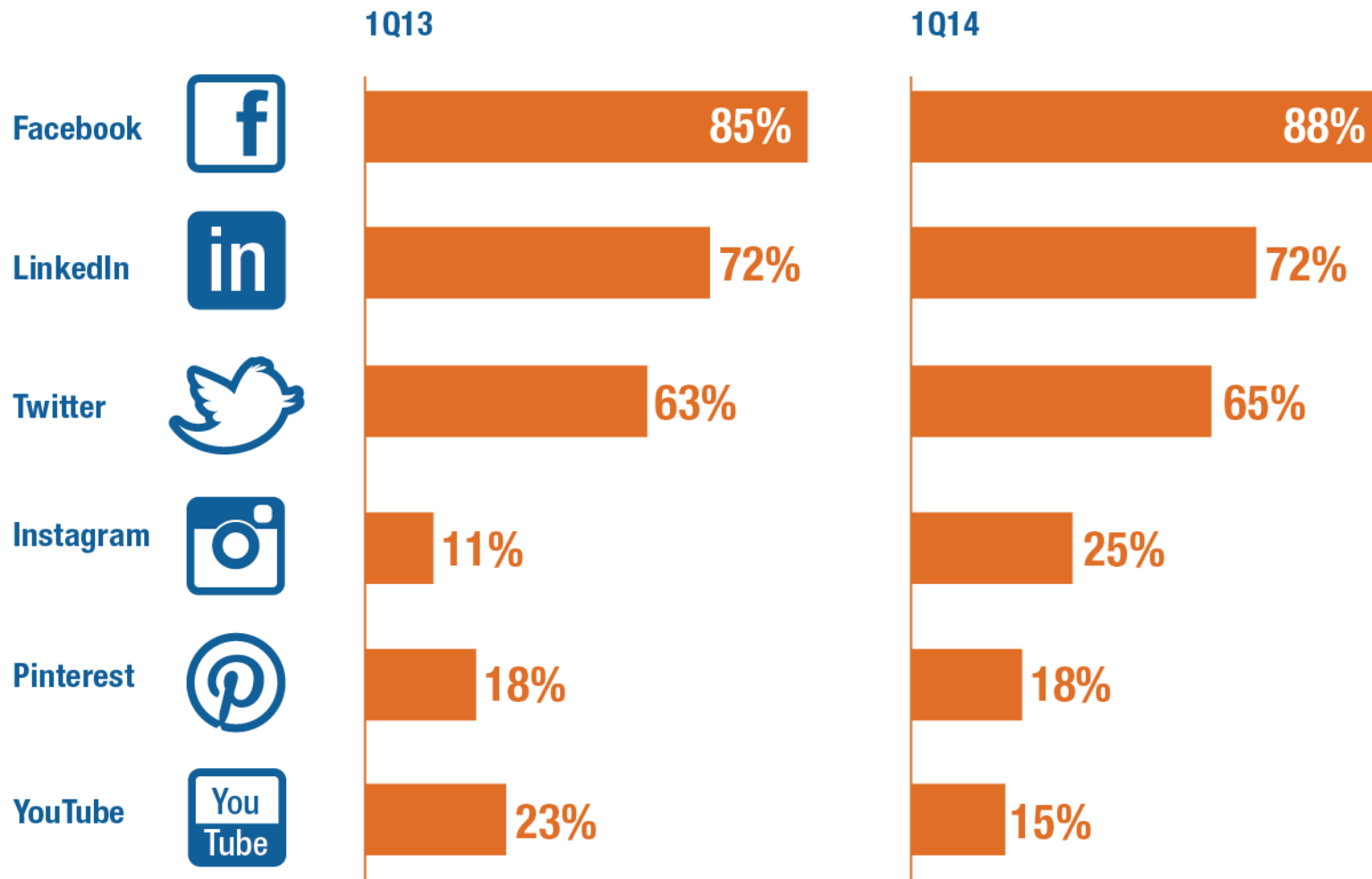


Purchased coupons from
a daily deal website in
the past 2 months.



Types of Social Media Used

**Used at least once per week*



Perceptions of Social Media

Is a way for media outlets to reach a broader audience than traditional news sources.

Is replacing traditional news sources.

Is a good source for objective information regarding the news of the world.

Is a useful forum for people to discuss their opinions and feelings about newsworthy events.

Provides useful discussion and reactions to newsworthy events.

It makes me feel nervous about my privacy or the security of my information.

Perceptions of Social Media

It keeps me more connected to people I might not otherwise communicate with.

It keeps me updated about events that are happening.

I have a closer relationship with my friends because of social media.

I find most posts from my friends or those I follow to be interesting.

I have fewer live interactions with people by phone or in-person as a result of social media.

It makes me uncomfortable to be disconnected from social media for too long.

What's next?

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