IBI Test Survey\_6-17-2013

Index Questions:

1. Do you largely have respect for the organization’s role in the public debate?
2. Do you have respect for the integrity of the organization?
3. Do you genuinely consider the organization’s positions on issues?
4. Do you largely agree with the organization’s public policy positions?
5. Would this organization’s views influence your views favorably?
6. Would you prioritize meeting with a representative if they contacted you about an issue?
7. Would you recommend that others seek out their opinion?

Driver Questions:

Accessibility

1. Has lobbyist (or other staff resource) whom I know and can call upon if I have questions
2. Is accessible and responsive to requests for information

Governance and Leadership

1. Adapts its business and advocacy positions to changing conditions within its industry
2. Has effectively involved senior-most business executives (e.g., the CEO) in Washington discussions

Knowledge and Information

1. Contributes accurate and reliable new research and data that help to inform policy
2. Advances relevant policy discourse by providing powerful, constructive arguments
3. Hires, retains, and deploys knowledgeable, well-respected advocacy staff
4. Demonstrates strong understanding of legislative/regulatory procedures and protocols; works within the system

Corporate Citizenship

1. Maintains prudent positions on tax policy and regulatory oversight
2. Promotes consumer protection through setting (and adhering to) high standards
3. Maintains culture of corporate social responsibility
4. Stands for sound ethics, conduct, and accountability; takes responsibility

Transparency

1. Elevates understanding of the company’s business and what it does
2. Is transparent about the causes it supports and effectively builds awareness for its priorities in Washington

Lobbying

1. Has effective lobbying representation; builds and maintains direct relationships with policymakers, regulators, other key individuals
2. Maintains a cohesive message across stakeholder groups (e.g., employees, investors, policymakers, the general public)
3. Has visible policy advocacy efforts and strong engagement at state and local levels

Politics and Policy

1. Balances and aligns corporate, consumer, and national interests in policy positions
2. Contextualizes its policy positions in relevant terms (e.g., economy, environment, etc); quantifies economic effects of its positions
3. Appreciates and acknowledges risks, downsides to its positions
4. Negotiates for consensus; makes reasonable tradeoffs on tough issues
5. Works collaboratively with, and is viewed favorably by, policymakers across the political spectrum
6. Works collaboratively with regulatory agencies

Visibility and Presence

1. Is regularly and actively engaged in policy discussions
2. Has made long-term investments in Washington
3. Attracts positive media coverage and visibility for the company and its issues

External Party Engagement

1. Mobilizes grassroots groups to actively support the company’s positions and to directly contact policymakers
2. Mobilizes credible thought leaders, subject matter experts to influence policy and legislation
3. Builds effective coalitions; is visibly supported by credible partner organizations
4. Engages influentials inside and outside the beltway through multiple channels—traditional PR, events, social media—to drive substantive dialogue