**PBR: Planned Analyses (Draft—Not for Sharing)**

**ANALYSES**

* **Overall respondent profile**
  + Workplace (Capitol Hill, Federal Agencies/Executive Branch, Private Sector)
  + Title
  + Tenure
  + Political party affiliation
  + Political ideology
  + Congressional chamber (House/Senate)
  + Congressional representation by state/district
  + Congressional caucuses and committees
  + Gender
  + Age
* **Studied brand’s specific respondent profile**
  + Workplace (Capitol Hill, Federal Agencies/Executive Branch, Private Sector)
  + Title
  + Tenure
  + Political party affiliation
  + Political ideology
  + Congressional chamber (House/Senate)
  + Congressional representation by state/district
  + Congressional caucuses and committees
  + Gender
  + Age
* **Brand familiarity analysis**
  + Comparison of an individual organization’s familiarity score with:
    - Familiarity scores of all organizations studied
    - Familiarity scores of organizations within benchmark sector
    - Familiarity scores of chosen benchmark brand cohorts and characteristics (business-to-business focus, business-to-consumer focus, domestic vs. foreign owned, number of registered lobbyists, PAC spend, etc..)
    - Year over Year trends within all benchmark groups (In future reports)
  + Breakdown of an individual organization’s familiarity score by respondent profile:
    - Workplace (Capitol Hill, Federal Agencies/Executive Branch, Private Sector)
    - Title
    - Tenure
    - Political party affiliation
    - Political ideology
    - Congressional chamber (House/Senate)
    - Congressional representation by state/district
    - Congressional caucuses and committees
    - Gender
    - Age
  + Comparison of an individual organization’s familiarity score by respondent profile:
    - Familiarity scores of organizations within benchmark industry
    - Familiarity scores of chosen brand cohorts and characteristics (business-to-business focus, business-to-consumer focus, domestic vs. foreign owned, number of registered lobbyists, PAC spend, etc..)
    - Year over Year trends within all benchmark groups (In future reports)
* **Influence index score analysis**
  + Comparison of an individual organization’s overall influence index score with:
    - Index scores of all organizations studied
    - Index scores of organizations within benchmark industry
    - Index scores of organizations that share specific characteristics (business-to-business focus, business-to-consumer focus, domestic vs. foreign owned, number of registered lobbyists, PAC spend, etc...)
    - Year over Year trends of all benchmarked groups (in future reports)
  + Comparison of an individual organization’s scores on the four components that make up the overall index score with:
    - Individual scores on the four components of all organizations studied
    - Individual scores on the four components by organizations within benchmark industry
    - Individuals scores on the four components of brands that share specific characteristics (business-to-business focus, business-to-consumer focus, domestic vs. foreign owned, number of registered lobbyists, PAC spend, etc...)
    - Year over Year trends (In future reports)
  + Breakdown of an individual organization’s influence index score by respondent profile:
    - Workplace (Capitol Hill, Federal Agencies/Executive Branch, Private Sector)
    - Title
    - Tenure
    - Political party affiliation
    - Political ideology
    - Congressional chamber (House/Senate)
    - Congressional representation by state/district
    - Congressional caucuses and committees
    - Gender
    - Age
  + Comparison of an individual organization’s influence index score with the following, by respondent profile:
    - Index scores of all organizations studied
    - Index scores of organizations within benchmark industry
    - Index scores of organizations that share specific characteristics (business-to-business focus, business-to-consumer focus, domestic vs. foreign owned, number of registered lobbyists, PAC spend, etc...)
    - Year over Year trends of all benchmarked groups (in future reports)
  + Breakdown of an individual organization’s scores on the four components that make up the overall index score by respondent profile:
    - Workplace (Capitol Hill, Federal Agencies/Executive Branch, Private Sector)
    - Title
    - Tenure
    - Political party affiliation
    - Political ideology
    - Congressional chamber (House/Senate)
    - Congressional representation by state/district
    - Congressional caucuses and committees
    - Gender
    - Age
  + Comparison of an individual organization’s score on the four components that make up the overall index score with:
    - Individual scores on the four components of all organizations studied
    - Individual scores on the four components by organizations within benchmark industry
    - Individuals scores on the four components of brands that share specific characteristics (business-to-business focus, business-to-consumer focus, domestic vs. foreign owned, number of registered lobbyists, PAC spend, etc...)
    - Year over Year trends of all benchmarked groups (In future reports)
  + Analysis of polarity of individual organization’s brand (i.e. absolute difference between Democratic and Republican respondents’ scores):
    - Evaluation of effect of polarity score on influence index score
    - Comparison with all other brands’ polarity scores
    - Comparison with polarity scores by benchmark industry
    - Comparison with polarity scores of organizations that share brand characteristics (business-to-business focus, business-to-consumer focus, domestic vs. foreign owned, number of registered lobbyists, PAC spend, etc...)
    - Year over Year trends of all benchmarked groups (In future reports)
* **Driver score analysis** (i.e. actionable attributes that predict influence index score performance)
  + Analysis of individual drivers’ impact on overall influence index score
    - Analysis of highest-impact drivers for the overall index (i.e., most predictive of high performance on overall influence index score)
    - Analysis of highest-impact drivers for the overall index within the benchmark industry/sector
    - Analysis of highest-impact drivers for the overall index by discrete organizational characteristics (business-to-business focus, business-to-consumer focus, domestic vs. foreign owned, number of registered lobbyists, PAC spend, etc...)
    - Analysis of highest-impact drivers for the overall influence index within a specific respondent profile:
      * Workplace (Capitol Hill, Federal Agencies/Executive Branch, Private Sector)
      * Title
      * Tenure
      * Political party affiliation
      * Political ideology
      * Congressional chamber (House/Senate)
      * Congressional representation by state/district
      * Congressional caucuses and committees
      * Gender
      * Age
  + Analysis of individual drivers’ impact on each of the four components of the overall index
    - Analysis of highest-impact drivers for each index component
    - Analysis of highest-impact drivers for each component for the studied organization
    - Analysis of highest-impact drivers for each component by industry/sector
    - Analysis of highest-impact drivers for each component by discrete organizational characteristic (business-to-business focus, business-to-consumer focus, domestic vs. foreign owned, number of registered lobbyists, PAC spend, etc...)
    - Analysis of highest impact drivers for each component by respondent profile:
      * Workplace (Capitol Hill, Federal Agencies/Executive Branch, Private Sector)
      * Title
      * Tenure
      * Political party affiliation
      * Political ideology
      * Congressional chamber (House/Senate)
      * Congressional representation by state/district
      * Congressional caucuses and committees
      * Gender
      * Age
  + Comparison of an individual organization’s driver scores with:
    - The driver scores of all of the organizations studied
    - Driver scores of organizations within the relevant industry/sector
    - Driver scores of organizations that share characteristics (business-to-business focus, business-to-consumer focus, domestic vs. foreign owned, number of registered lobbyists, PAC spend, etc...)
    - Year over Year trends for each benchmark (In future reports)
  + Breakdown of an individual organization’s driver scores by respondent profile:
    - Workplace (Capitol Hill, Federal Agencies/Executive Branch, Private Sector)
    - Title
    - Tenure
    - Political party affiliation
    - Political ideology
    - Congressional chamber (House/Senate)
    - Congressional representation by state/district
    - Congressional caucuses and committees
    - Gender
    - Age
  + Comparison of an individual organization’s driver scores with the following, by respondent profile:
    - The driver scores of all of the organizations studied
    - Driver scores of organizations within relevant industries/sectors
    - Driver scores of organizations that share organizational characteristics (business-to-business focus, business-to-consumer focus, domestic vs. foreign owned, number of registered lobbyists, PAC spend, etc...)
    - Year over Year trends for each benchmark (In future reports)
* **Report summary**
  + Strength and weakness evaluation
  + Actionable recommendations based on individual performance and overall study trends

**CHARACTERISTICS FOR USE IN CREATING COHORTS, CUTTING DATA**

* **Organizational characteristics assessed**
  + Business-to-business vs. business-to-consumer focus
  + Domestic vs. foreign owned
  + Number of registered lobbyists
  + Lobbying spend
  + PAC spend
  + Service area (regional, US, or international)
  + Number of employees
  + Total revenue
  + Washington office size
  + Local Business Ownership
  + Public vs. Private
* **Potential industries represented**
  + Agriculture
  + Consumer packaged goods
  + Defense
  + Education
  + Energy
  + Financial services
  + Food
  + Healthcare
  + Industrial goods
  + Information services
  + Insurance
  + Manufacturing
  + Media
  + Technology
  + Telecommunications
  + Transportation