**Items in bold are items to pay attention to in the survey.**

PBR Survey

The first few questions will help us determine which questions to ask you as you go through the survey.

Q1 Please indicate which of the following entities best describes your workplace: (Please Select all that apply.)

* Media **<- Make sure asks “Have you worked for member of Congress”**
* Law Firm **<- Make sure asks “Have you worked for member of Congress”**
* Think Tank **<- Make sure asks “Have you worked for member of Congress”**
* Corporation **<- Make sure asks “Have you worked for member of Congress”**
* Non-Profit **<- Make sure asks “Have you worked for member of Congress”**
* Trade Association or professional membership society **<- Make sure asks “Have you worked for member of Congress”**
* Market or opinion research firm **<-** **Make sure this kills you**
* Advertising or public relations firm **<-** **Make sure this kills you**
* Federal Government **<- Make sure asks “Indicate branch of government”**
* State or Local Government **<- Make sure asks “Have you worked for member of Congress”**
* Other **<- Make sure asks “Have you worked for member of Congress”**

Q2 Please indicate which of the following functions, if any; best describe your role within your organization . (Please select all that apply) [Randomize Options][Accept Multiple Responses]

* The development or writing of legislation or public policy regulations
* The analysis of legislation or public policy regulations
* Working for the federal government or federal elected or appointed official in a management, policy, legislative or communications role
* Meeting with public officials to influence or discuss legislation or public policy (Lobbying/education)
* Implementing legislation or public policy enacted by the government
* Counseling or advising co-workers, clients or public officials on policy and legislative issues
* Writing papers, articles or other documents-either for public or private review-related to legislation or public policy
* Speaking publicly on legislative or public policy issues
* Enforcing regulatory policy
* Serving as a spokesperson for a government regulatory agency
* Working in a policy or legislative role for a for-profit company
* Working in a management or communications role for a for-profit company
* Working in a policy or legislative role for a think tank or nonprofit
* Working in a management or communications role for think tank or nonprofit
* Working in policy or legislative role for an association
* Working in a management or communications role for an association
* None of these **<-** **Make sure this kills you**

Q3: Please indicate which branch of the Government that you work for. [Radio Button-Vertical]

* 1 Congress **<-** **Make sure DOES NOT ASK Q4**
* 2 Executive Branch **<-** **Make sure asks Gov Exec Questions (Q5 to Q7)**
* 3 Judicial Branch **<-** **Make sure DOES NOT ASK Q4**
* Prefer not to answer

Q4 Have you worked for a Member of Congress, The U.S. Senate or House of Representatives in the past two years?

* 1 Yes
* 2 No
* 3 Prefer Not to Answer

**GOV EXEC Questions:**

Q5 [ASK IF Q3=2]: Please indicate your job grade/rank. [Vertical Radio Buttons]

* 1 Senior Executive Service
* 2 GS/GM-15
* 3 GS/GM-14
* 4 GS/GM-13
* 5 GS/GM-12
* 6 GS/GM-11
* 7 General/Admiral
* 8 Colonel/Captain
* 9 Lt. Colonel/Commander
* 10 Major/Lt. Commander
* 11 Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q6 [Ask if Q3=2] Which of the following best describes your domain of responsibility? Please select only one choice.

*  Acquisitions and procurement
*  Communications and telecommunications
*  Engineering (e.g., technical, scientific, research & development)
*  Facilities, fleet and real estate management
*  Finance (e.g., budgeting, payroll)
*  Human capital (e.g., personnel, training, manpower, education)
*  Information technology (e.g., systems, network management)
*  Legislative (e.g., policy, public affairs)
*  Operations (e.g., program/project management, logistics)
*  Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q7 [ASK IF Q3=2] How many people do you oversee, either directly, or through your direct reports?

*  None
*  1-5
*  6-20
*  21-50
*  51-200
*  Over 200

You will be able to indicate which charity you would prefer to receive a $1,000 contribution at the end of the survey. Also you will receive an executive summary of the findings once they are made available. **<- make sure this does not pop up if answer for Q1 was Federal or state or local government.**

Please indicate how familiar you are with the following corporations' work in Washington.

Rules:

* 10 of the following 40 familiarity questions will be asked randomly.
* If at least 3 of the 10 questions received an answer of Familiar or Very Familiar, then all of the company names for which the score was Familiar or Very Familiar will display (after all 10 familiarity questions have been asked).
  + If fewer than 3 of the 10 questions received an answer of Familiar or Very Familiar, then fewer than 3 will display.
  + If 0 of the 10 questions received an answer of Familiar or Very Familiar, then survey will end.
* Then the system will randomly pick 3 of the companies names displayed and ask the Main Question Set on.
  + If fewer than 3 of the 10 questions received an answer of Familiar or Very Familiar, then system will pick ALL of the companies names displayed and ask the Main Question Set on.

Familiarity questions

How familiar are you with \_\_\_\_\_\_\_\_\_\_\_\_‘s work in Washington? **<- Make sure all companies are able to pop up.**

* Altria !
* McDonald's !
* Nestle !
* Coca-Cola !
* Unilever !
* Pepsico !
* ~~Hershey~~
* ~~Kraft~~
* General Mills !
* Southern !
* PG&E !
* Duke Energy !
* Exelon !
* Dominion !
* ~~NextEra~~
* ~~Entergy~~
* API !
* Zurich !
* Citigroup !
* JPMorgan Chase !
* Bank of America !
* Capital One !
* Goldman Sachs !
* MasterCard !
* Prudential Financial !
* Allstate !
* ~~Medtronic~~
* ~~Abbott~~
* ~~Novartis~~
* ~~Pfizer~~
* ~~Johnson & Johnson~~
* IBM !
* Comcast/NBC/Universal !
* Verizon !
* Google !
* Apple !
* Microsoft !
* Oracle !
* T-Mobile (Deutsche Telekom) !
* AT&T !
* Sprint !
* Disney !
* Philips !
* Deloitte !
* Raytheon !
* BAE Systems !
* Lockheed Martin !
* General Electric!
* ~~Northrop Grumman???~~
* UTC !
* ~~Boeing~~

Main Question Set **<- Make sure that the Company Imbedded are companies that you selected Familiar or Very Familiar for.**

The following four questions will help us measure the effectiveness of [Randomly Selected Corp 1] in Washington. Please answer each question using a 1 to 10 scale.

Index 1: Do you largely have respect for [Randomly Selected Corp 1]’s role in the public debate? ("10" means you fully respect [Piped in Corporation] in the public debate; "1" means you do not respect [Piped in Corporation] role at all)

[Radio Buttons with a 1 to 10 scale. Please repeat same process for all questions below] [Randomize]

Index 2: Do you genuinely consider the [Randomly Selected Corp 1]’s positions on issues?

Index 3: Would this [Randomly Selected Corp 1]’s views influence your views favorably?

Index 4: Would you seek out or share the [Randomly Selected Corp 1]’s opinion on an issue?

Separate Page

The following questions assess specific attributes that can be used to describe corporations that work in Washington.  For each attribute please indicate how well they describe [Randomly selected corp 1] using a 1 to 10 scale ("10" means you think the organization performs very well; and "1" means you think the organization performs poorly).

[Randomly Selected Corp 1 should begin each attribute] [Randomize Questions]

Driver 1: Is accessible and responsive to requests for information

Driver 2: Adapts its business and advocacy positions to changing conditions within its industry

Driver 3: Has effectively involved senior-most business executives (e.g., the CEO) in Washington discussions

Driver 4: Contributes accurate and reliable new research and data that help to inform policy

Driver 5: Advances relevant policy discourse by providing powerful, constructive arguments

Driver 6: Promotes consumer protection through setting (and adhering to) high standards

Driver 7: Demonstrates commitment to corporate social responsibility

Driver 8: Stands for sound ethics, conduct, and accountability; takes responsibility

Driver 9: Has effective lobbying representation; builds and maintains direct relationships with policymakers, regulators, other key individuals

Driver 10: Contextualizes its policy positions in relevant terms (e.g., economy, environment, etc); quantifies economic effects of its positions

Driver 11: Appreciates and acknowledges risks, downsides to its positions

Driver 12: Negotiates for consensus; makes reasonable tradeoffs on tough issues

Driver 13: Works collaboratively with, and is viewed favorably by, policy leaders across the political spectrum

Driver 14: Cultivates a positive media profile and visibility for the company and its issues

Driver 15: Is actively supported by employees and/or the public; “grassroots” directly contact policy leaders to advance the company’s positions

Driver 16: Is visibly supported by credible partner organizations and thought leaders; builds effective coalitions

Demographics questions

Only one to worry about here is:

Thank you for sharing your opinion with us. Please indicate which one of the following charities that you would prefer to receive a $1,000 contribution.

[Randomize 1-5]

* 1 American Red Cross
* 2 Feeding America
* 3 Boys and Girls Clubs of America
* 4 American Cancer Society
* 5 Wounded Warrior Project
* 6 Other Please Specify \_\_\_\_\_\_\_ Fill in the blank
* 7 I would not like to participate in this drawing

**Make sure this question does not appear if “Federal Government” or “State or Local Government” are picked for the Q1.**