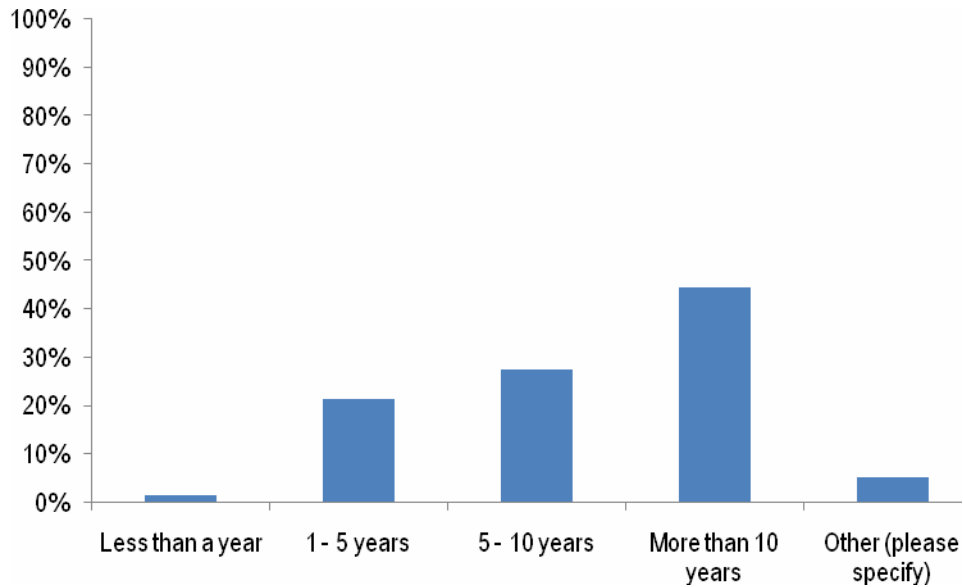
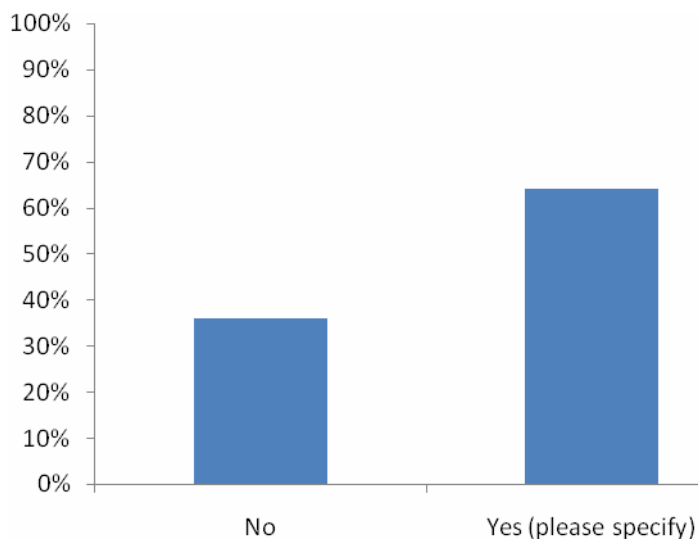


The State of Public Affairs Questionnaire 2008

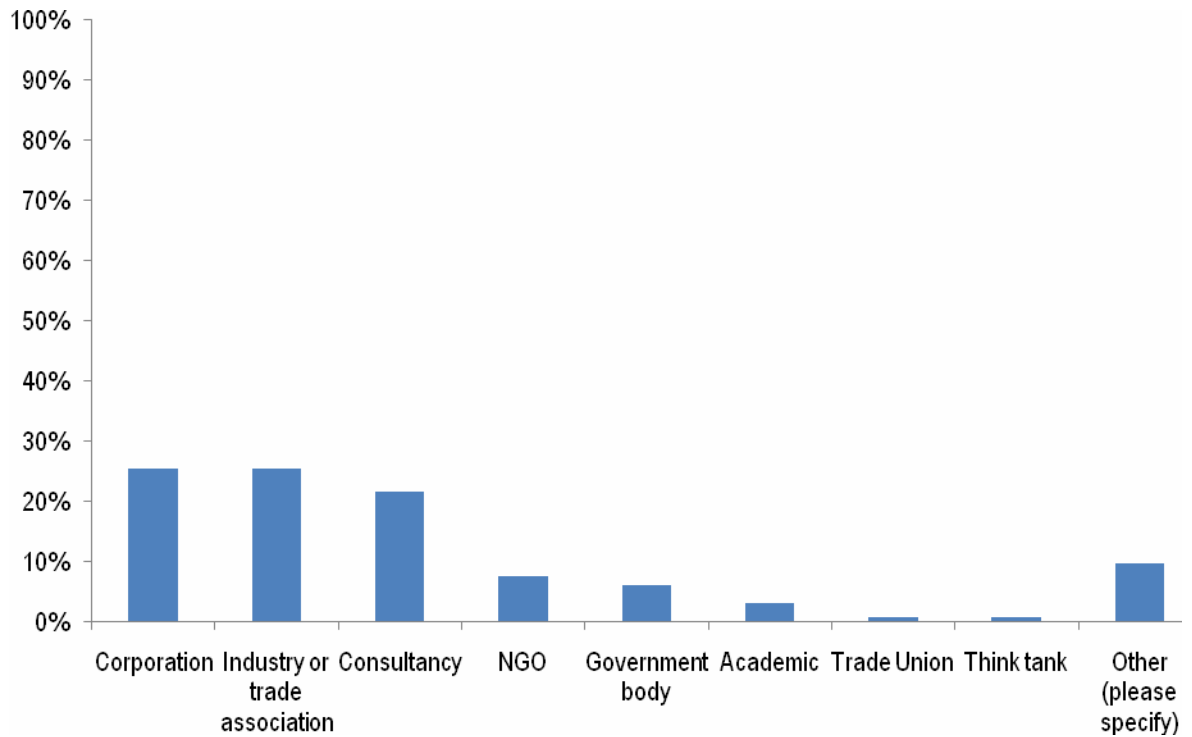
1) How long have you been in public affairs?



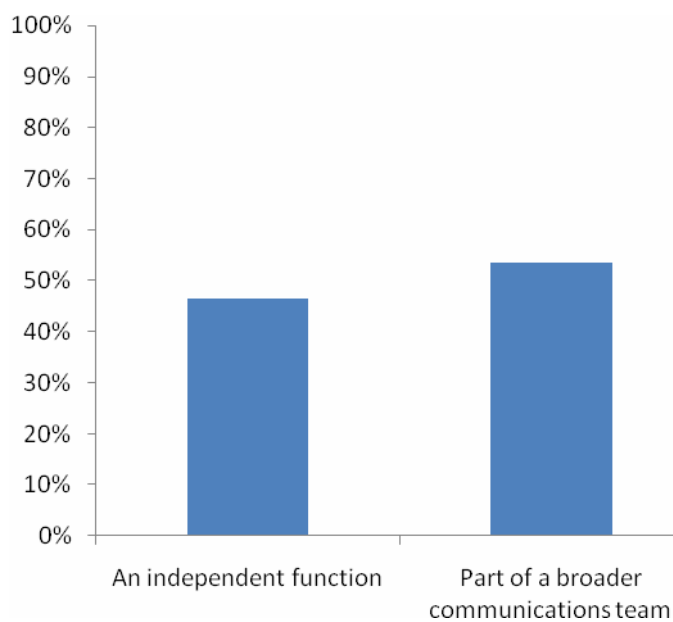
2) Are you a member of any local, national or European public affairs associations or bodies?



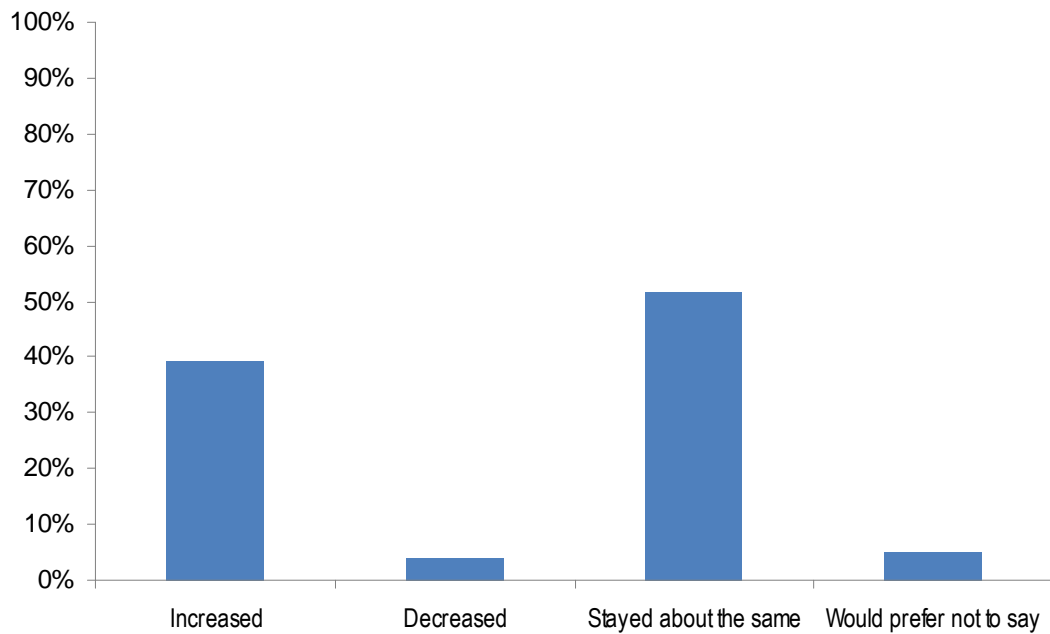
3) Please indicate the type of organisation you work for:



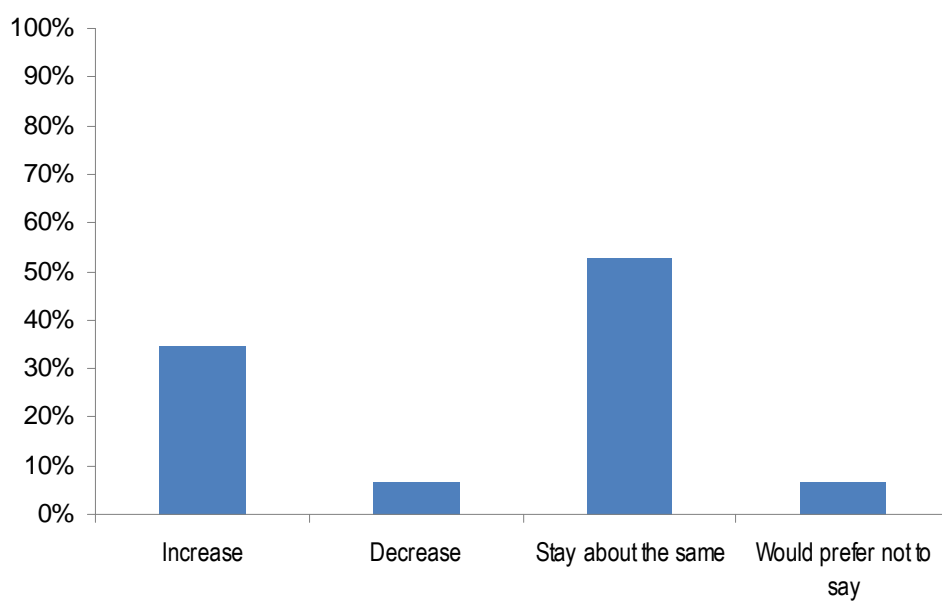
4) Is public affairs in your organisation an independent function or part of a broader communications team?



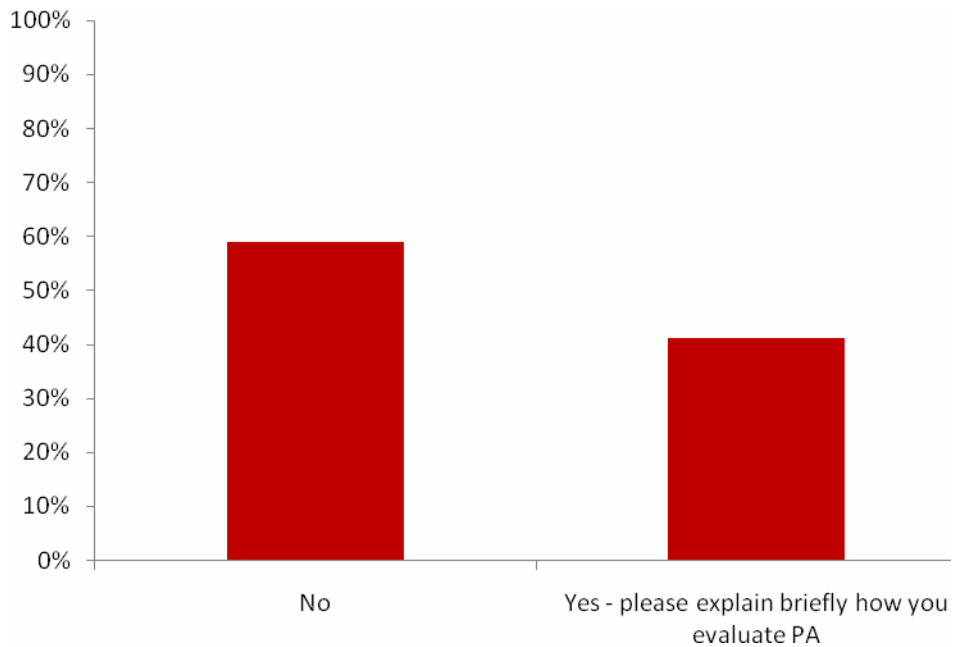
5) Over the past 12 months has your organisation's public affairs budget to increase, decrease or stay about the same?



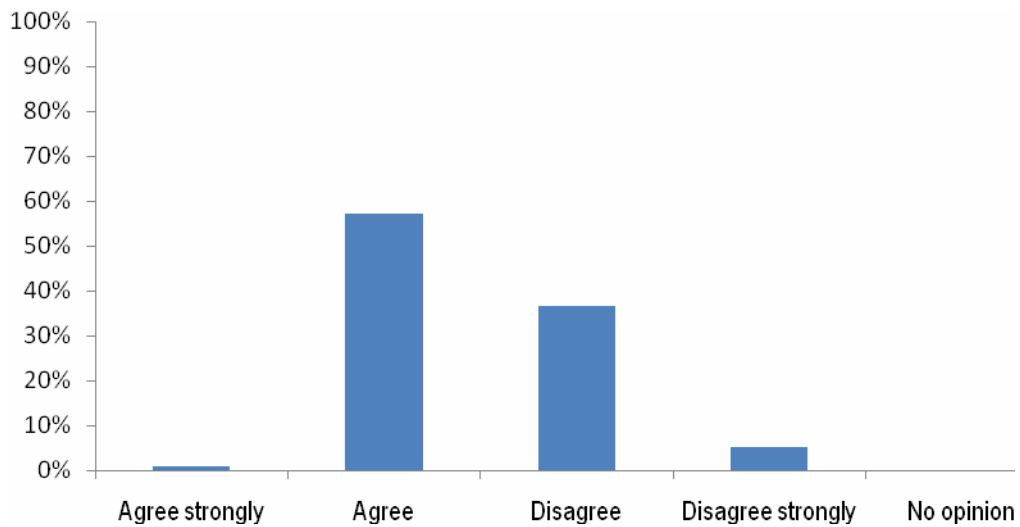
6) Over the next 12 months do you expect your organisation's public affairs budget to increase, decrease or stay about the same?



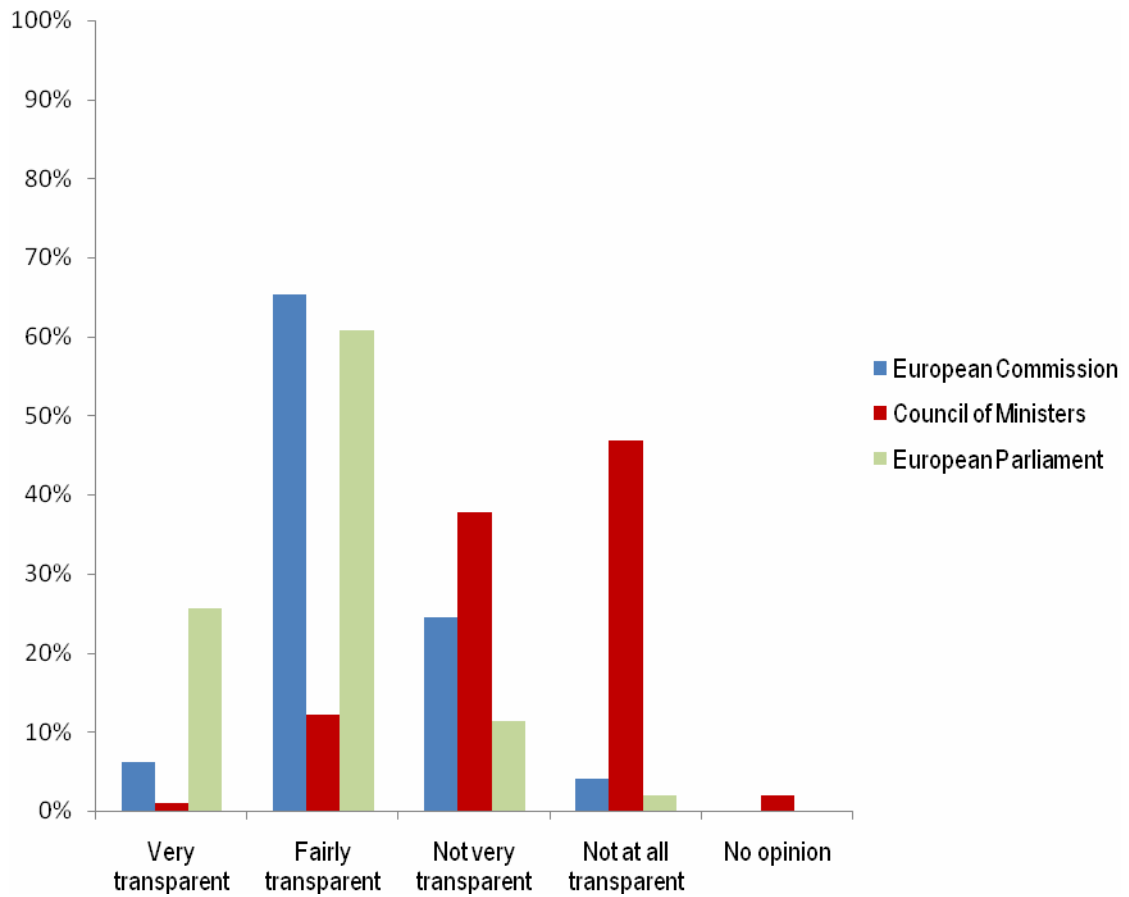
7) Do you have a measurement system in place to evaluate progress in public affairs?



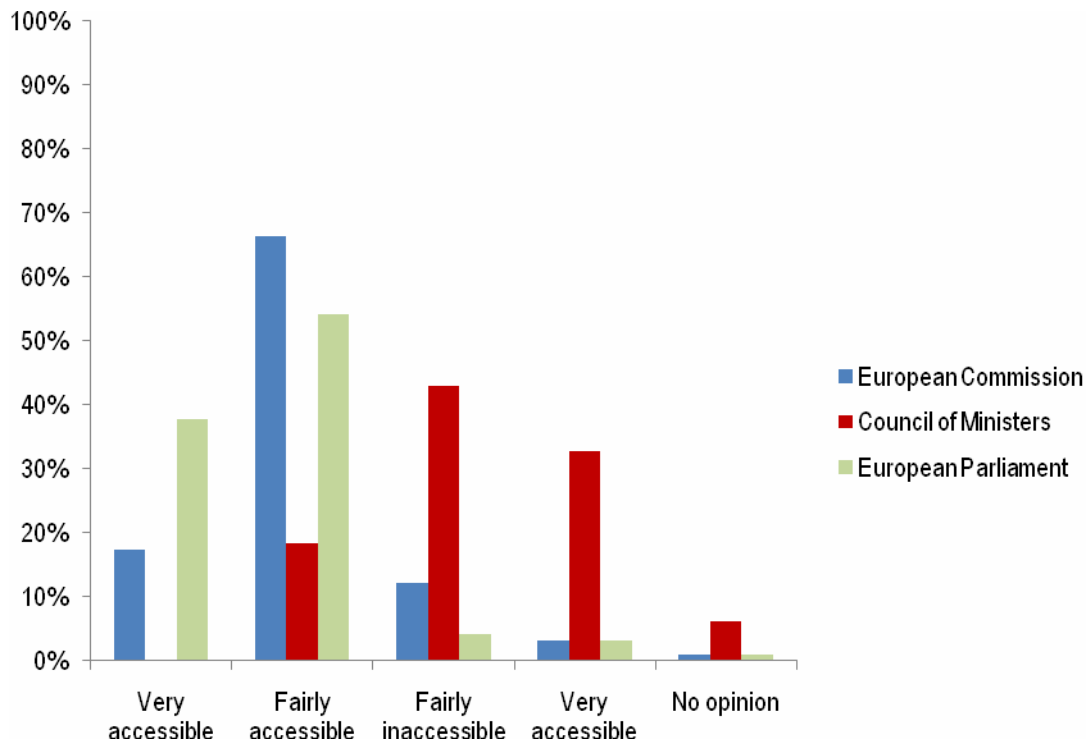
8) "On the whole, the process of policy development within EU institutions is sufficiently transparent." Do you agree or disagree?



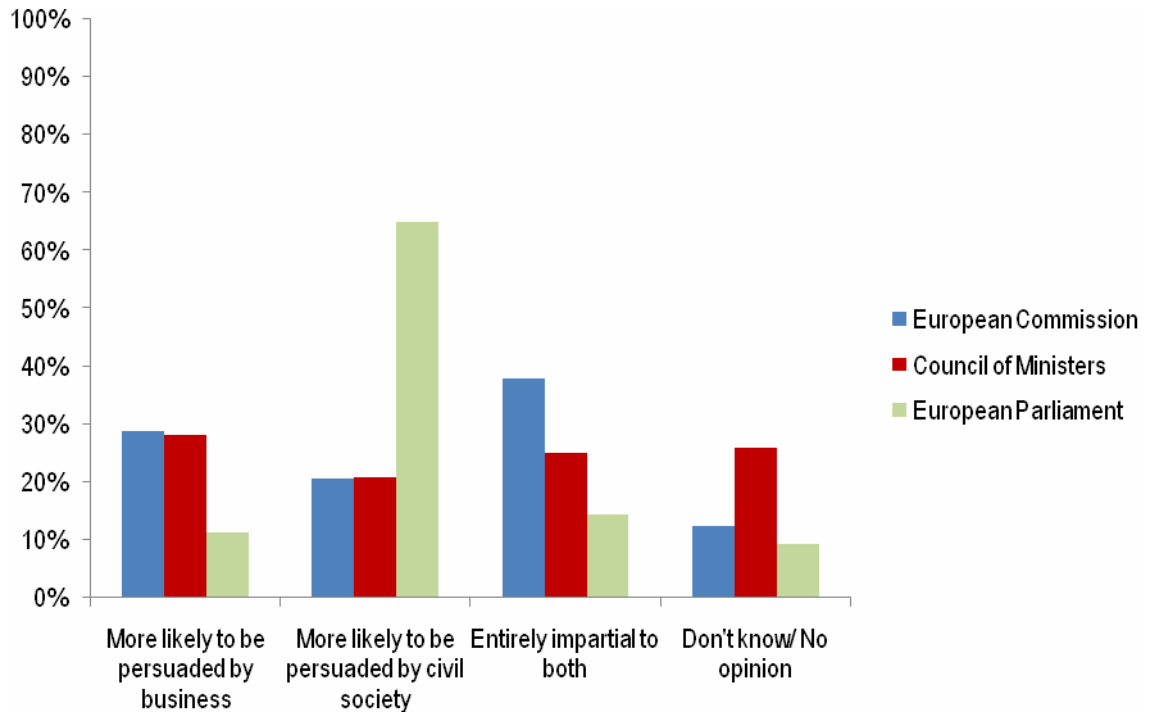
9) How do you rate each of the following in terms of its general levels of transparency in decision making?



10) How do you rate each of the following in terms of the accessibility of key decision makers to lobbyists?



11) In general, would you say that each of these institutions is more likely to be persuaded by the arguments put toward by the business community or by civil society, or are they entirely impartial to both?

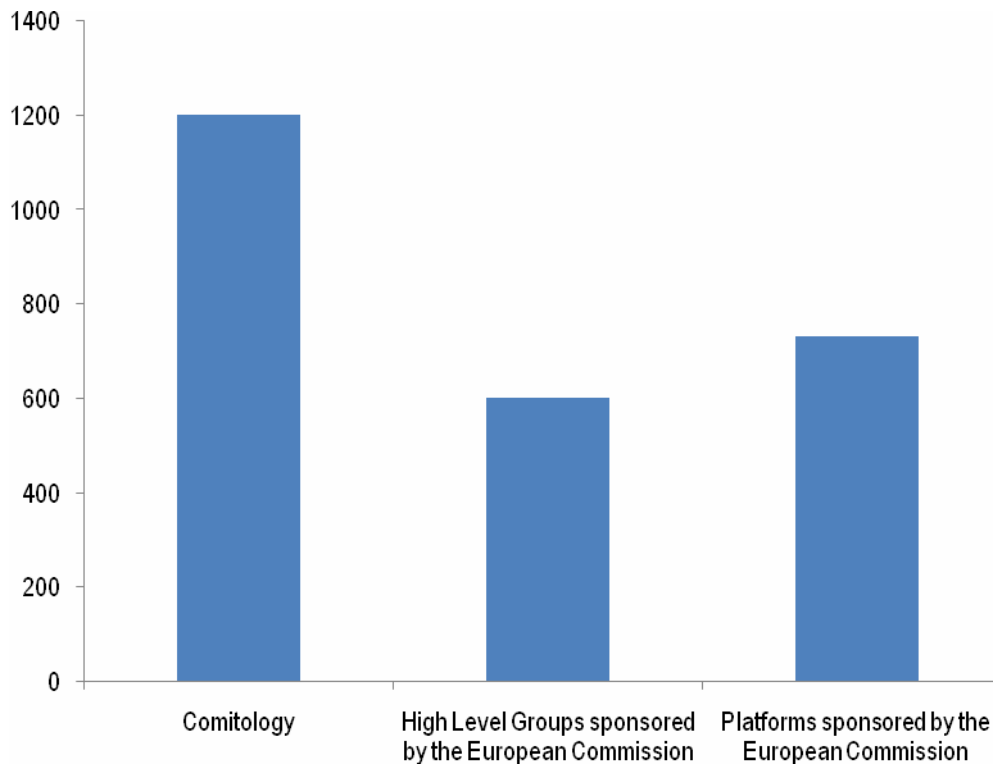




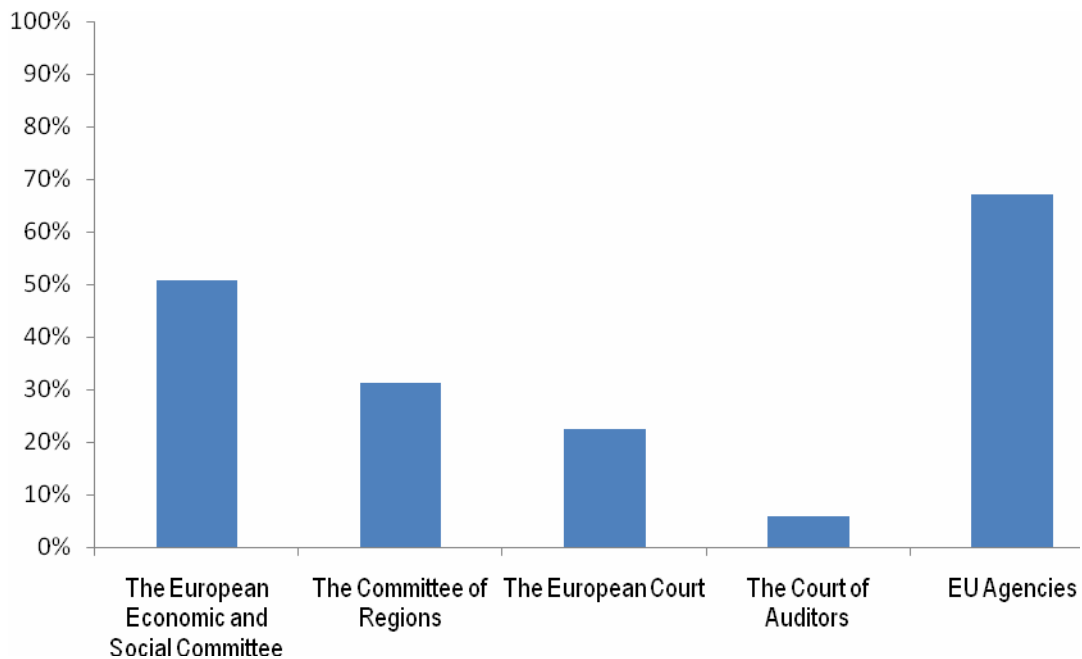
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12) In the last year, estimate the man hours which your organisation has devoted to: Comitology/High level groups sponsored by the European Commission/Platforms sponsored by the European Commission.

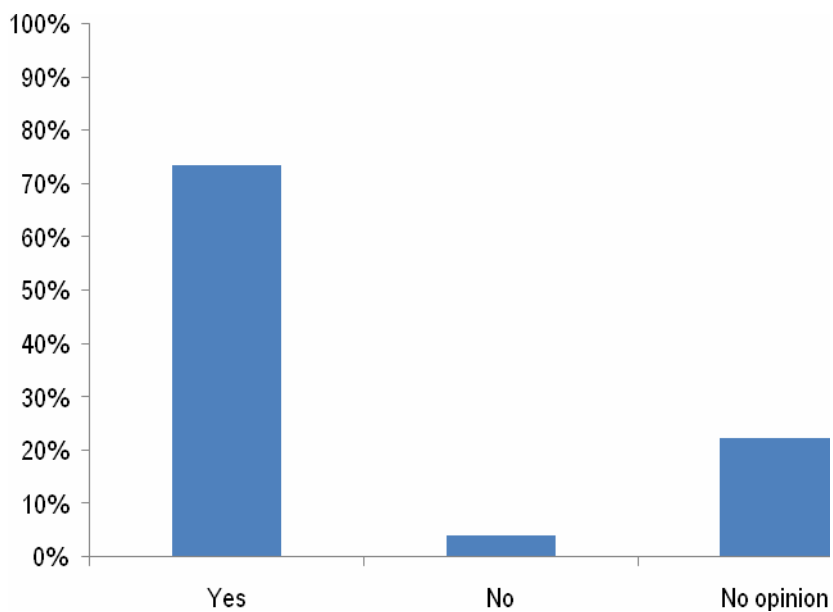
Averages shown in chart



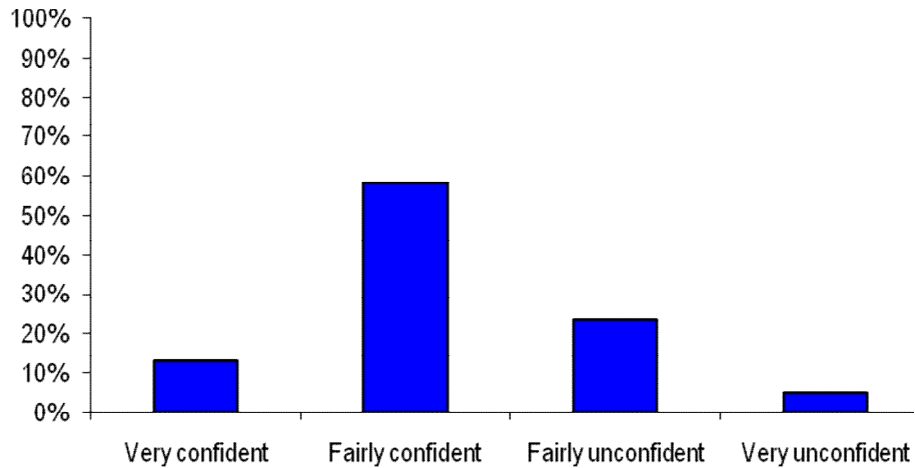
13) Have you devoted public affairs attention to any of the following EU institutions:



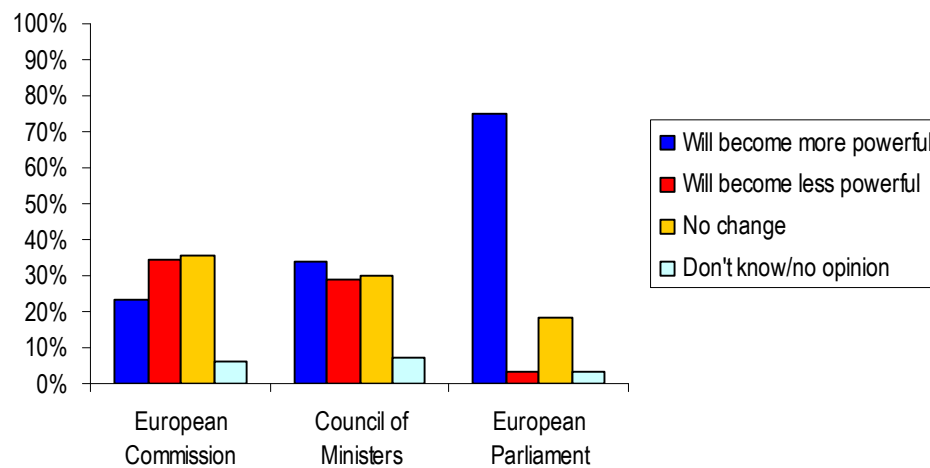
14) Would you personally welcome the ratification of the Treaty of Lisbon?



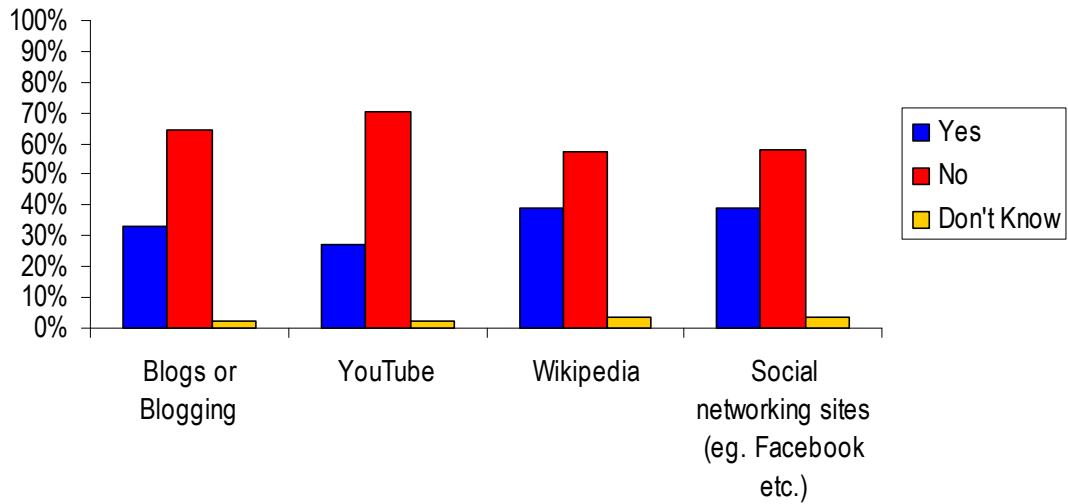
15) How confident are you that you understand the impact of the Treaty of Lisbon on the process of the EU institutions?



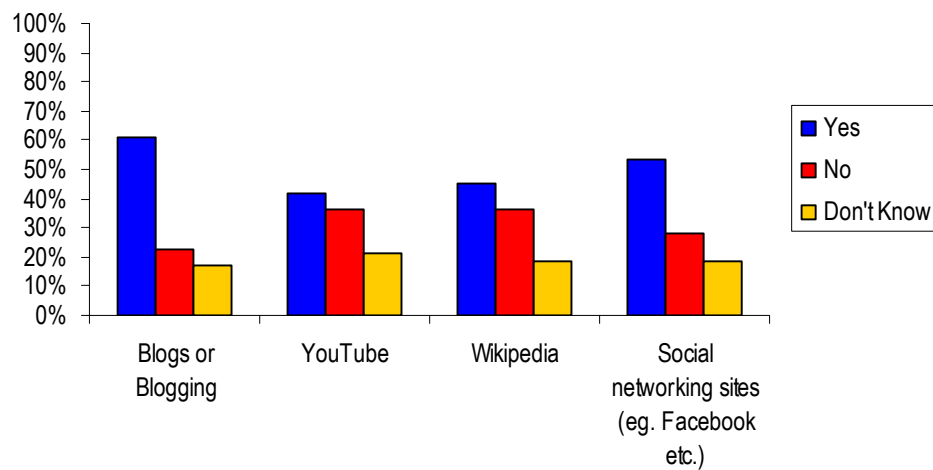
16) How do you see power between the institutions shifting over the next few years?



17) In the past 12 months have you used any of the following as public affairs tools?

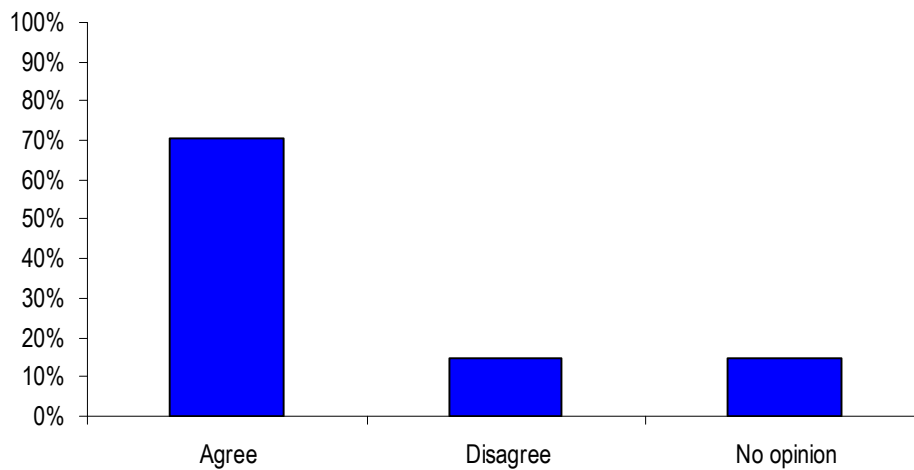


18) Do you personally know any practitioners who, in the past 12 months, have used any of the following as public affairs tools?

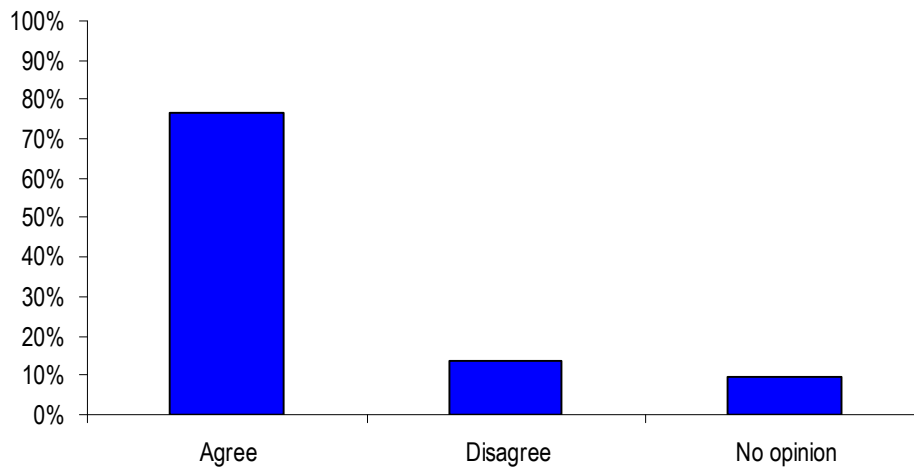


19) Do you agree or disagree with each of following statements about the role of the media in public affairs?

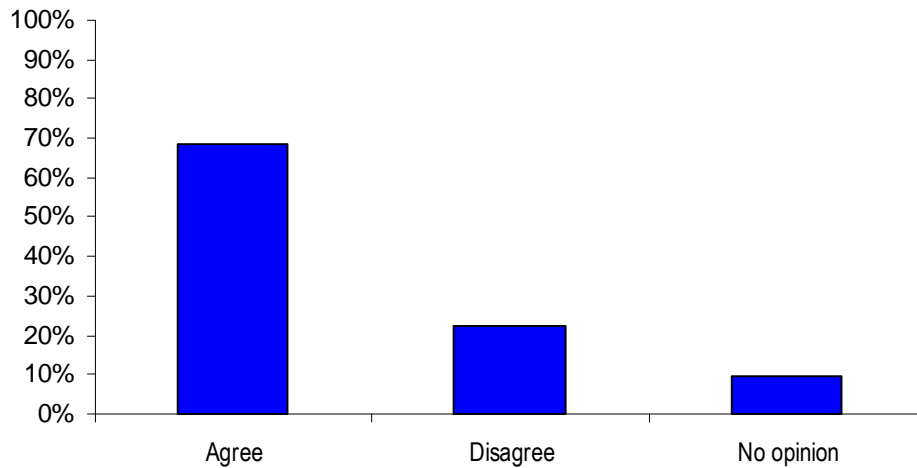
The media is used more widely as a legitimate lobbying channel than it was five years ago



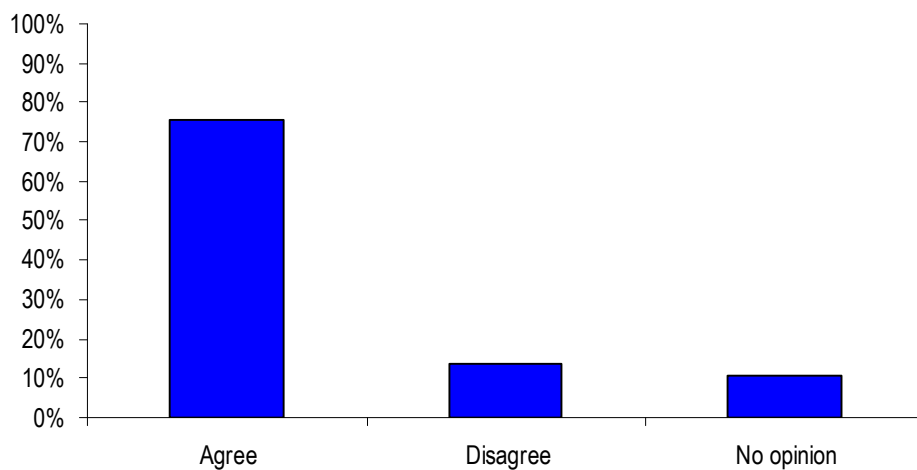
Policy makers sometime resent use of the media to influence decisions



Trying to conduct a public affairs programme using the media can be dangerous because you may lose control over the story

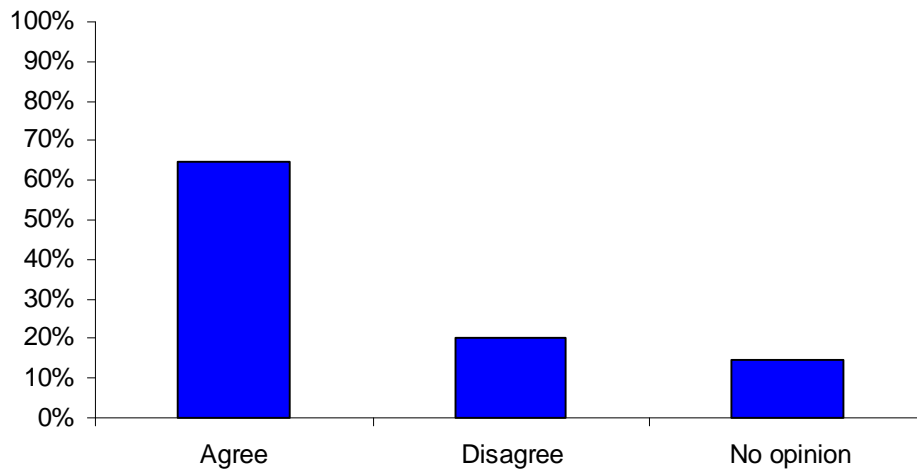


In my experience, journalists often try to sensationalise an issue rather than simply reporting what's happening

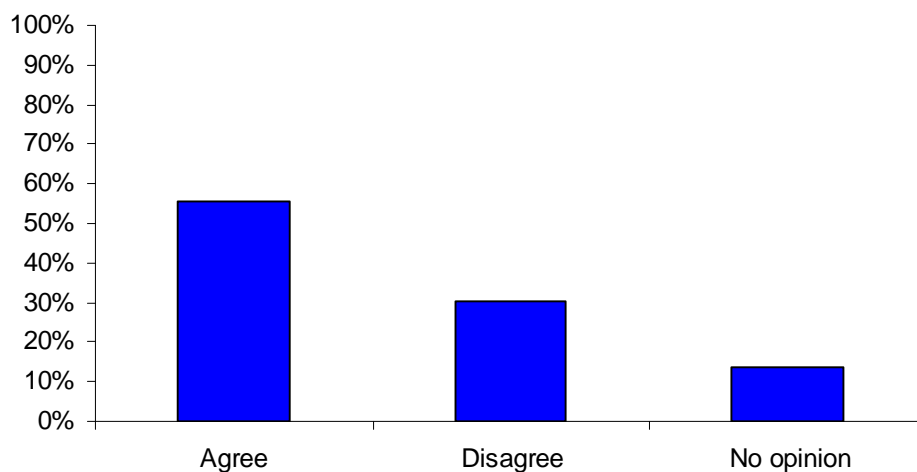


20) Do you agree or disagree with each of the following statements about the role of trade associations in public affairs?

Trade associations are much needed to ensure consistency in positions adopted by corporate lobbyists.



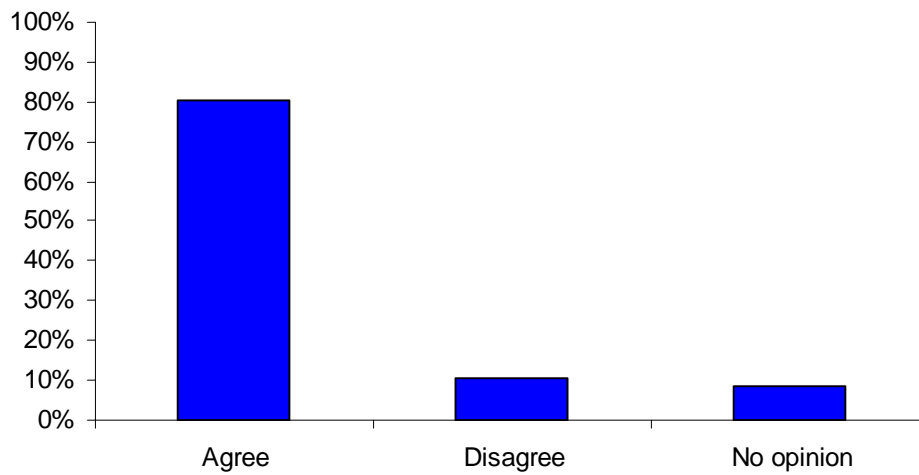
Trade associations are too often driving lobbying down to the lowest common denominator.



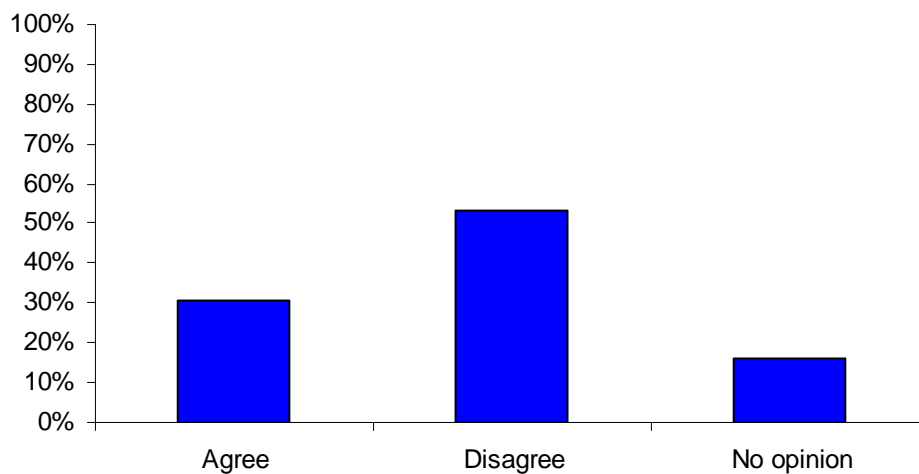


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Trade associations are a great source for information gathering and information sharing on new policy and legislation.



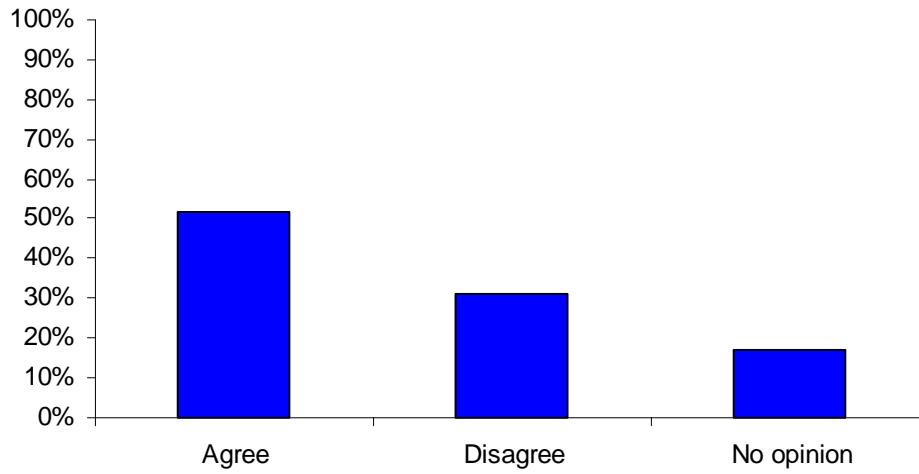
Trade associations tend to be less effective than corporates in delivering good lobbying results



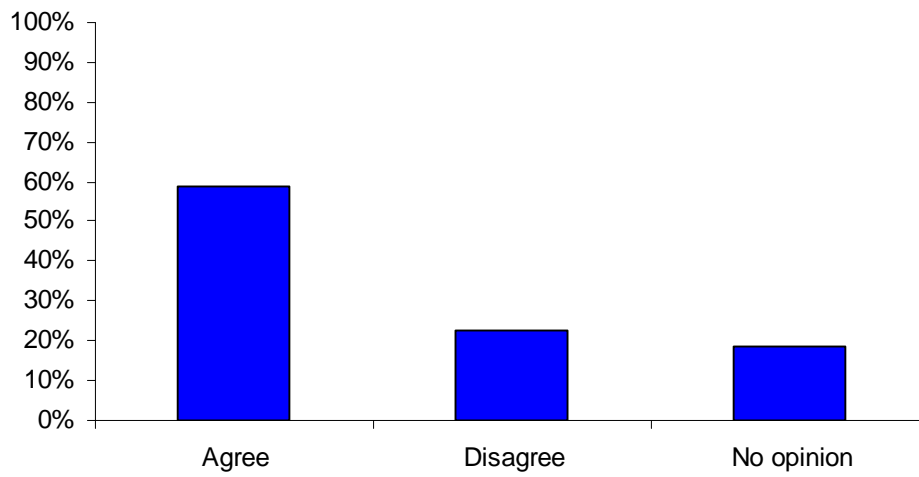


ComRes is the new name for CommunicateResearch

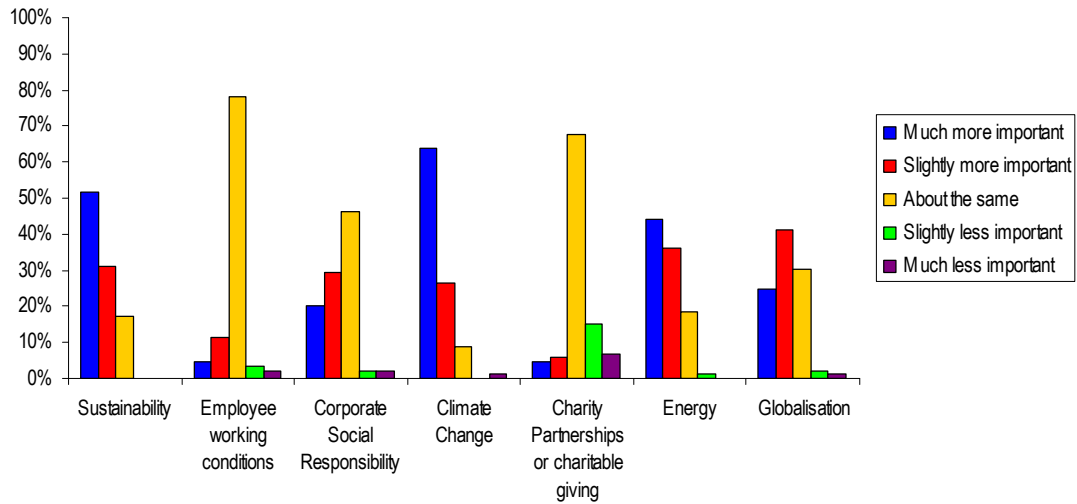
Trade associations often overlap and are too bureaucratic.



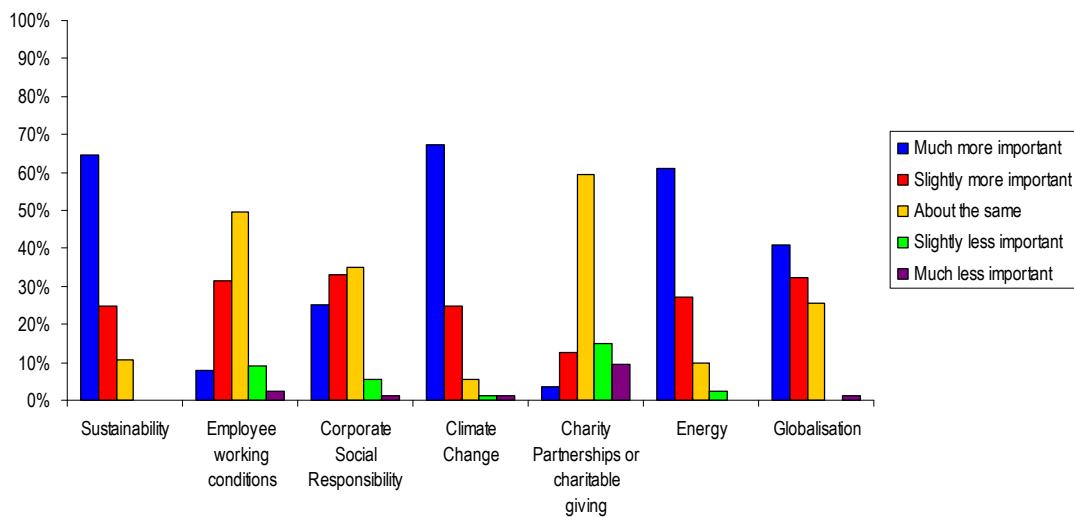
Companies do not invest enough time and money in their trade associations.



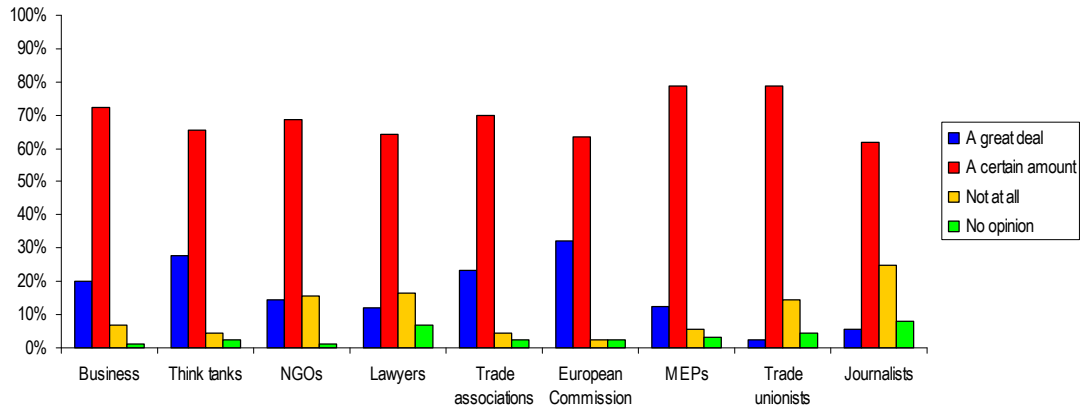
21) In the past twelve months have any of the following issues become more or less important to your practice, business, or clients?



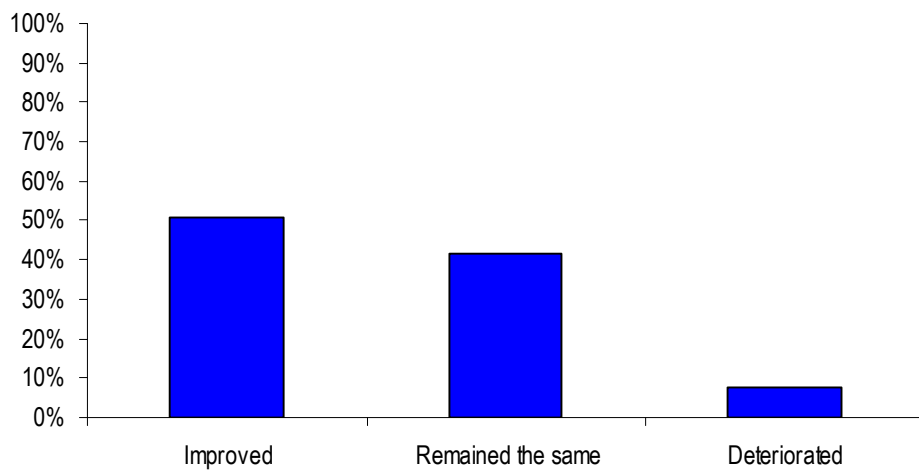
22) Over the next few years, how important do you think the following issues will be to your public affairs remit, business, or clients?



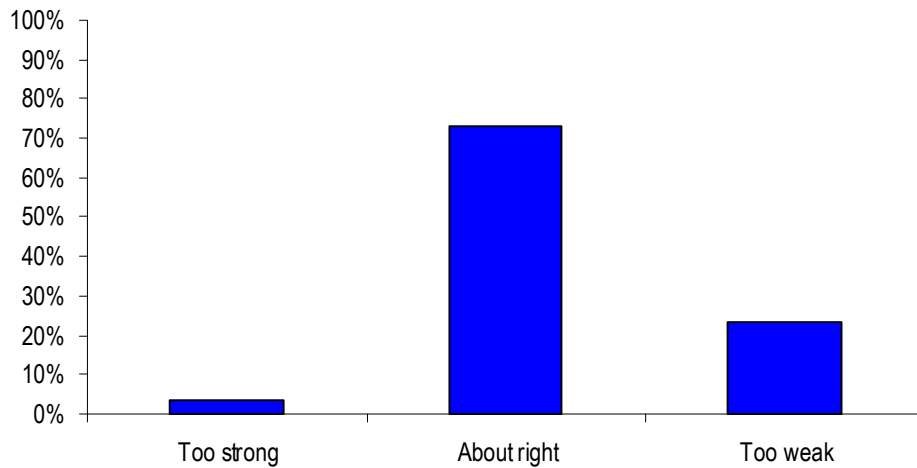
23) How much would you say that you personally trust each of the following sectors generally to act with integrity and honesty?



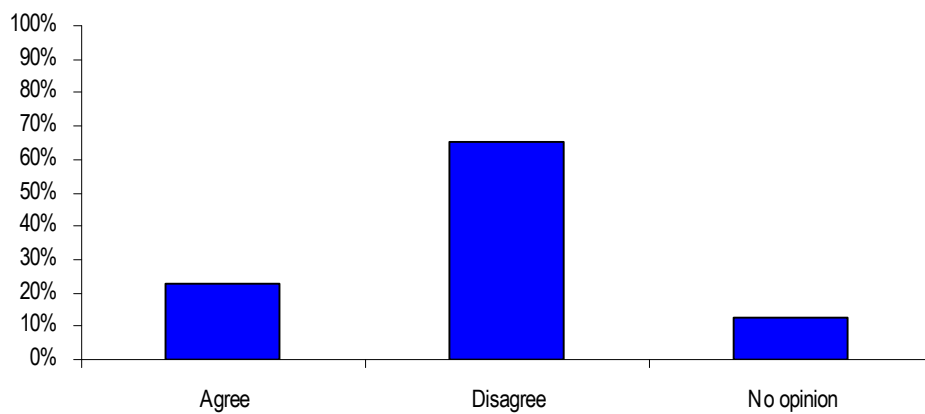
24) Over the recent years would you say that overall standards of integrity in EU lobbying have improved, remained the same or deteriorated?



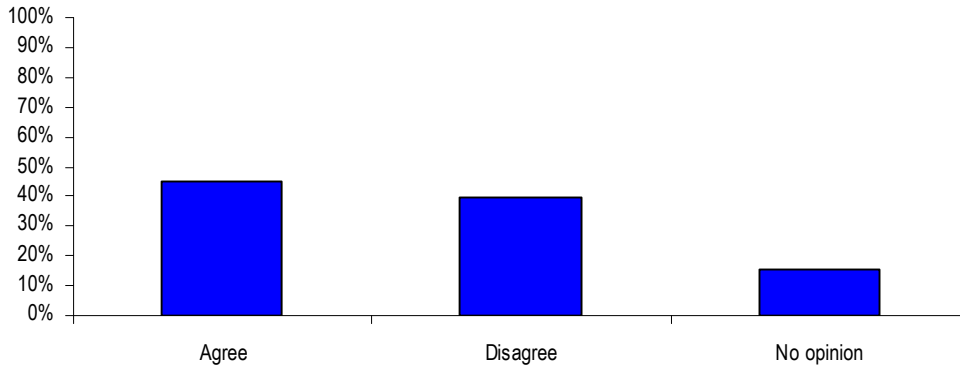
25) Would you say that the regulation of EU lobbyists is currently too strong, about right or too weak?



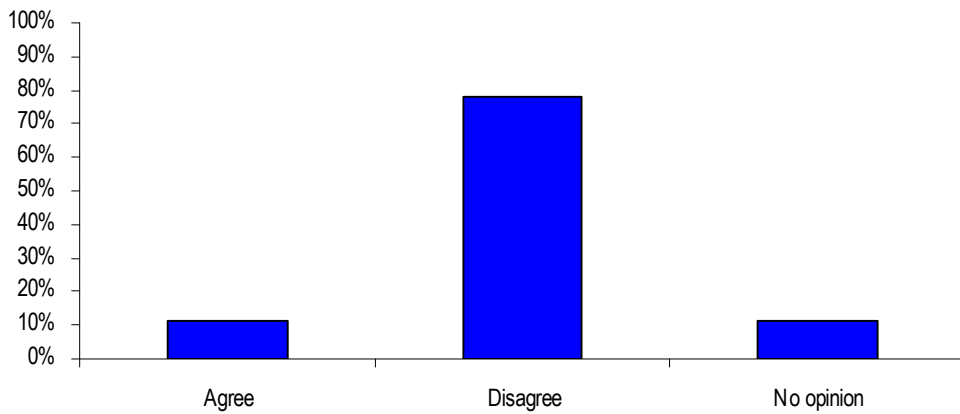
26) Please indicate whether you agree or disagree with each of the following statements about EU lobbying:
Corporate lobby groups are too powerful and their power should be reduced or made more transparent



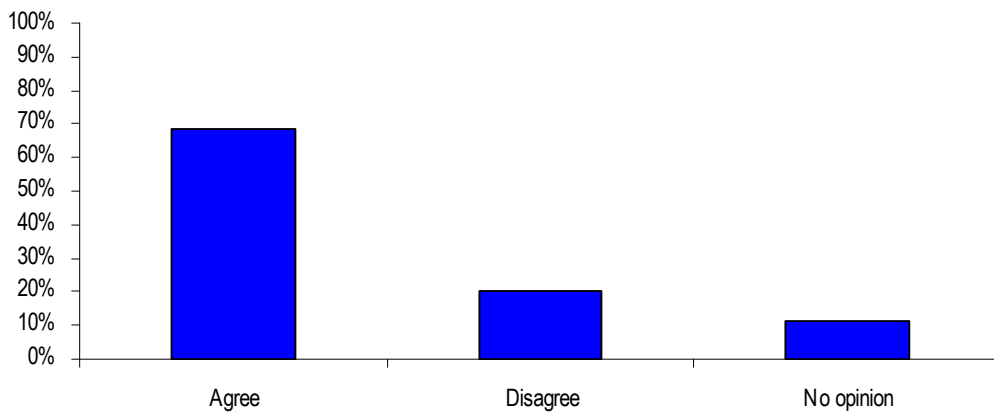
NGO lobby groups are too powerful and their power should be reduced or made more transparent



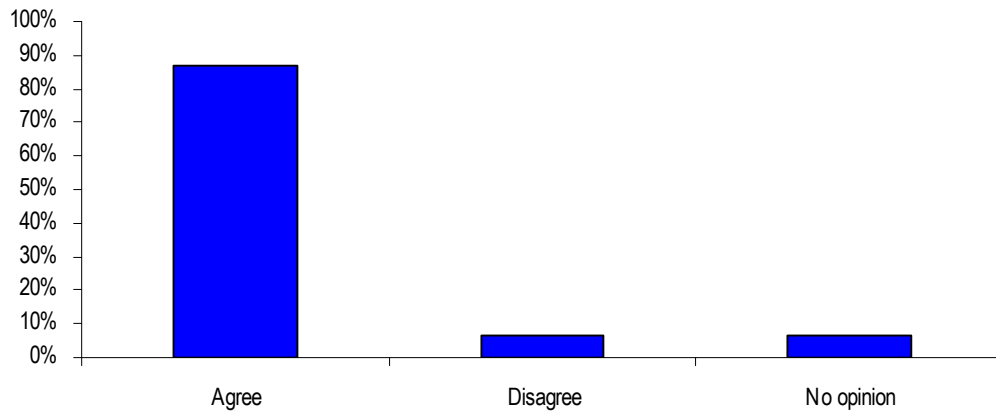
NGOs have too little influence over EU policy making



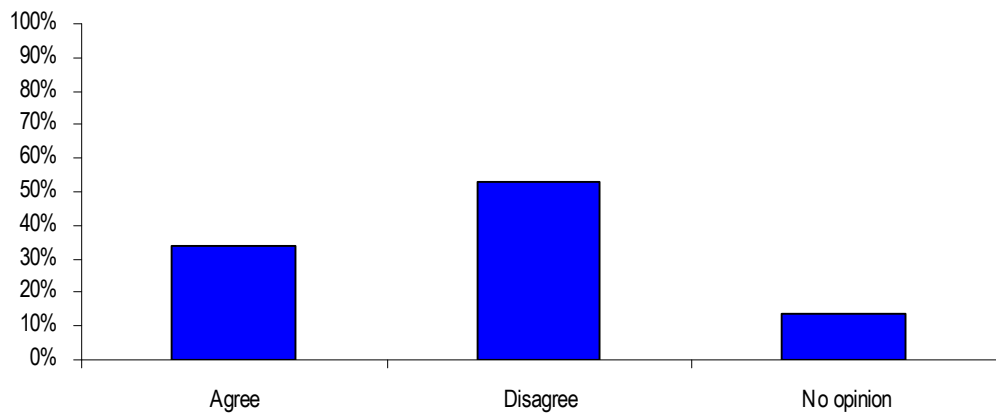
Most companies and trade associations accept the need to build alliances and work in partnership with NGOs and other voluntary groups



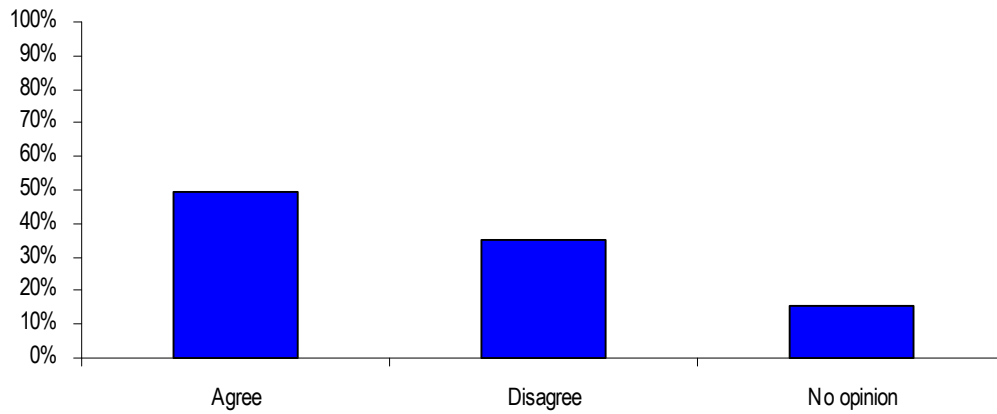
Effective lobbying requires a more integrated approach involving several stakeholders including media



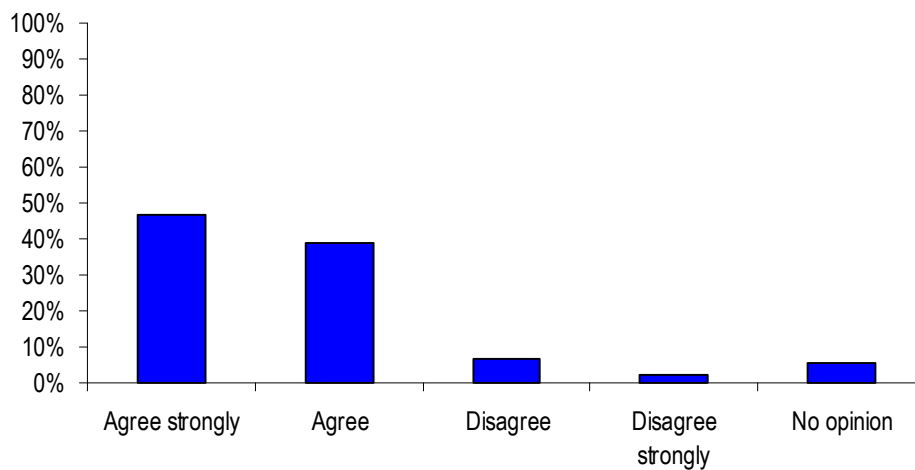
External consultancy support is a must for effective lobbying Trade associations are a must for corporate lobbying



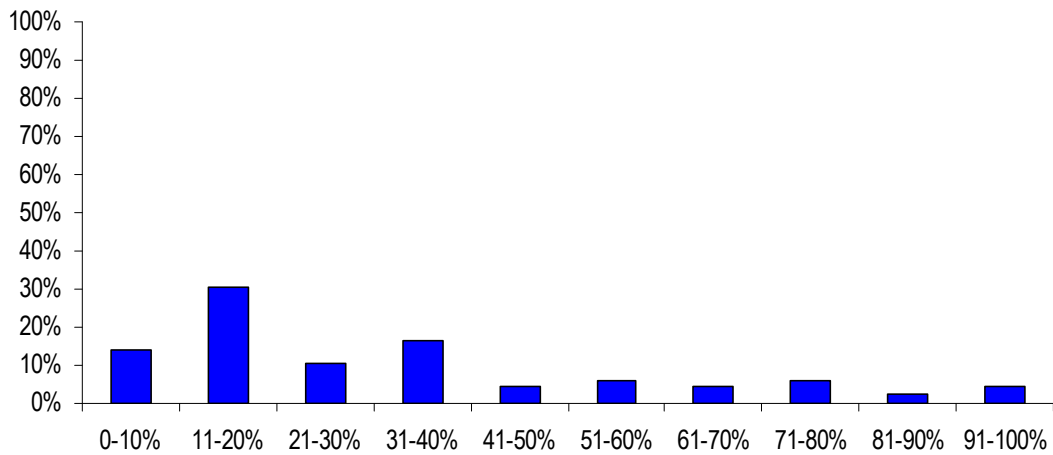
Self-regulation of EU lobbyists has been largely successful



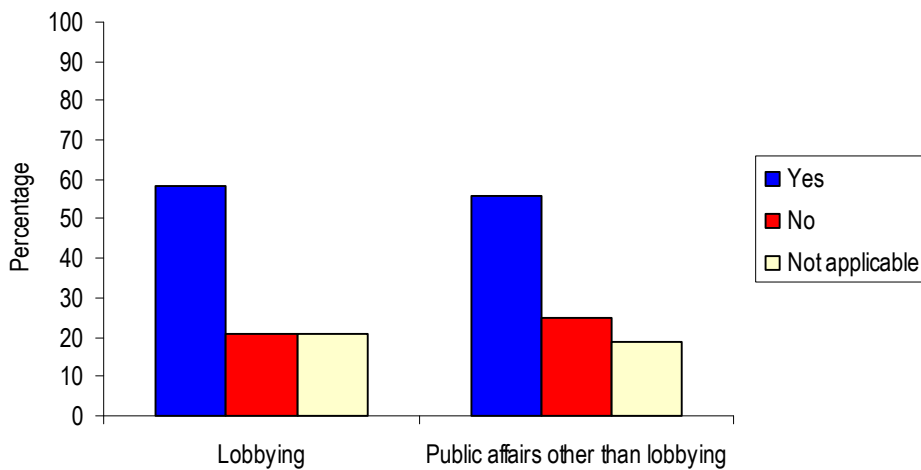
27) It has been suggested that lobbyists should only have to register once for a system that would cover all of the EU institutions. Do you agree or disagree?



28) The proposed ETI Register addresses itself solely to lobbying at the point of contact with decision makers. What percentage of your public affairs work is engaged in lobbying directly with political decision makers?

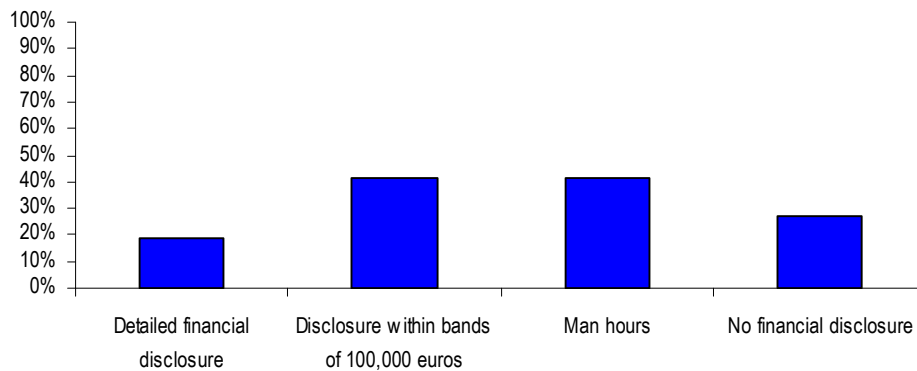


29) Would your organisation be prepared to declare its expenditure on a) lobbying; b) public affairs other than lobbying?



30) Which of the following would you regard as acceptable metrics for measuring your public affairs and lobbying engagement:

- a) Detailed financial disclosure
- b) Disclosure within bands of 100,000 euros
- c) Man hours
- d) No financial disclosure



31) Should registration be mandatory or voluntary?

