About the Survey

• This was a survey of government relations professionals to determine – what “factors of influence” are most indicative of lobbying excellence? Additionally, a number of demographics questions and questions related to the perceived future of the lobbying industry were asked.

• 22,960 invitations; 1,162 respondents

• Margin of error of 2.80% with confidence interval of 95%

• Conducted by Dr. David Rehr, Program Director, Advocacy in the Global Environment
Top 10 Indicators of lobbying excellence, as ranked by survey responses

1. Having a specific person with the right contacts and experience for YOUR organization's policy needs
2. Reputation of trust and integrity
3. Insider Capitol Hill experience of lobbyists
4. A deep bench of lobbying talent, clients, and financial resources
5. A focus on a smaller number of legislative issues
6. Lobbying results from past clients
7. Many long-standing client relationships
8. Breadth of work across many legislative issues
9. How much a firm's clients rely on the firm for the majority of their lobbying needs
10. Visibility in the media
Lobbyists by Age

- 18-25 years: 1%
- 26-35 years: 12%
- 36-45 years: 22%
- 46-55 years: 26%
- 56-65 years: 27%
- Over 65 years: 12%
Lobbyist Gender by Organization Category

- Think Tank: % Male 90%, % Female 10%
- Law Firm: % Male 83%, % Female 17%
- Lobbying Firm: % Male 77%, % Female 23%
- Corporation: % Male 72%, % Female 28%
- Trade/Professional Association: % Male 65%, % Female 35%
- University: % Male 65%, % Female 35%
- Other: % Male 65%, % Female 35%
- Public Relations Firm: % Male 63%, % Female 38%
- Interest Group/Non-Profit: % Male 51%, % Female 49%
Lobbyists by Political Party Affiliation

- Democratic party, 36%
- Republican party, 32%
- Independent, 15%
- Non-Affiliated, 16%
- Other, 1%
Lobbyist Expectation of Legislative Activity in 114th Congress by Lobbyist Partisanship

- **Republican party**: 77% More legislative activity than the 113th Congress, 19% About the same amount of legislative activity as the 113th Congress, 3% Less legislative activity than over the 113th Congress
- **Democratic party**: 50% More legislative activity than the 113th Congress, 40% About the same amount of legislative activity as the 113th Congress, 10% Less legislative activity than over the 113th Congress
- **Independent**: 64% More legislative activity than the 113th Congress, 31% About the same amount of legislative activity as the 113th Congress, 5% Less legislative activity than over the 113th Congress
- **Non-Affiliated**: 58% More legislative activity than the 113th Congress, 36% About the same amount of legislative activity as the 113th Congress, 5% Less legislative activity than over the 113th Congress
- **Other**: 83% More legislative activity than the 113th Congress, 17% About the same amount of legislative activity as the 113th Congress, 0% Less legislative activity than over the 113th Congress
Lobbyist Expectation of Legislative Activity in 114th Congress by Organization Category

- More legislative activity than the 113th Congress
- About the same amount of legislative activity as the 113th Congress
- Less legislative activity than over the 113th Congress