

Harris Interactive

Beltway Influencer Omnibus

Overview

Harris Interactive has been tracking the opinions of our nation's thought leaders for nearly two decades through both custom and omnibus research. Our Public Affairs & Policy team has deep experience, understanding, and insight into the complex relationships between Capitol Hill, Academics, Think Tanks, NGO's and the Media. Because these Beltway audiences have become increasingly important to many of our clients, we have created a cost effective omnibus offering to monitor the changing opinions of these important groups in and around our nation's capital.



Interviews among DC-area Opinion Elite will be completed online using our high-quality Harris Poll OnlineSM panel, while interviews among the other three audiences (Government, Media and Thought Leaders) will be completed by telephone using our executive interviewing staff.

Sample and Methodology

Harris Interactive's Beltway Influencer Omnibus is a twice-yearly survey that includes completed surveys across 4 primary stakeholder groups: Government, Media, Thought Leaders and DC-area Opinion Elites. We will complete research among 300 hard-to-reach influencers per wave, as follows:

Audience	Completes
Government includes decision-makers in the DC and regional offices of federal departments and agencies, as well as senior Congressional staff.	50-60 Total
<ul style="list-style-type: none"> • Congressional Staffers • Executive Branch 	20-30 completes 20-30 completes
Media includes DC based decision-makers at newspapers, periodicals, television stations, networks, radio stations, news service agencies and major publishers.	40-50 Total
Thought Leaders	50-60 Total
<ul style="list-style-type: none"> • NGOs — includes DC based decision-makers at associations, foundations, colleges and universities, arts organizations, national charitable service organizations, labor unions, and hospitals. • Interest Groups — includes DC based decision-makers at public interest groups, consumer advocacy groups, and leadership PACs. • Foundations and Associations — includes DC based decision-makers at major private and community foundations as well as executives, staff, and board members at major trade and professional associations. 	10-15 completes 10-15 completes 20-30 completes
DC-area Opinion Elite includes DC-area residents who are informed, actively follow current issues, and engage in a number opinion leader behaviors.	150

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Deliverables and Timing

Participating in the Beltway Influencer Omnibus is a cost effective means to:

- Obtain and track measureable attitudes about issues and decisions facing government and those that influence and write about those decisions.
- Assess favorability or opposition to legislative activities of importance to your organization.
- Measure attitudes and perceptions about your organization compared to competing alternatives and ideas.
- Assess awareness and reactions to your communications or advocacy activities from those helping to form and influence policy.

Deliverables include detailed results to your questions in a standard set of crosstabs with two banners (40 subgroups) as well as results to core questions: the state of the nation, most important problems facing the U.S., and levels of cooperation on the Hill and between parties. Core demographics are also included as part of your participation. Data by each of the 4 primary stakeholder groups will be included as part of the cross tabulations and other data points can be made available for an additional fee. In addition to the crosstabs we will also provide you with an executive summary and viewpoint on what is driving decisions among these influencers. Harris Interactive can also provide a detailed summary in PowerPoint or an in-person presentation of results for an additional fee.

The study will be conducted in the spring and fall, key points in time for budgeting, appropriations, lobbying efforts and communications campaigns. Each survey will take approximately 8 weeks from start to finish, with data available in early summer and again before the end of the calendar year. Information on study objectives and methodology will also be provided to all participants.

How to Participate

You have the option of purchasing closed or open-end questions on the Beltway Influencer Omnibus. In addition you will receive responses to the core questions and demographic questions at no additional cost. Space is limited to the first 15 minutes of paid questions per wave. All of your survey question results are cross-tabulated against relevant demographics and other subgroups in order to help you understand the important dimensions driving influencer's opinions. Confidentiality is strictly maintained. You, and no one else, will have exclusive access to your questions, data and analysis.

Contact Us

For more information about the Beltway Influencer Omnibus or Public Affairs and Policy research at Harris Interactive; contact us at **877.919.4765** or info@harrisinteractive.com.

AHEAD OF WHAT'S NEXT.

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