



The Beltway Barometer

STRATEGYONE'S BELTWAY BAROMETER

Launched in July 2008, the Beltway Barometer is quickly becoming a critical component of data-driven communications in the public affairs space.

This unique, first of its kind, research product allows clients to gain insights from Washington, DC policymakers and shapers quickly and inexpensively.

Utilizing StrategyOne's proprietary data collection methods, the Beltway Barometer samples 400 DC-insiders (200 Democrats and 200 Republicans) with proven results.

THROUGH STRATEGYONE'S BELTWAY BAROMETER CLIENTS GAIN:

- 1) A better understanding of the elite opinion landscape on their issue.
- 2) Quantitative benchmark data that can be repeated periodically to track an issue or a campaign's progress over time.
- 3) The opportunity to test messaging and issue framing.
- 4) Data that can be compared with national general consumer research to identify areas of agreement and disconnect between elite and popular opinion.
- 5) The ability to concretely demonstrate return on investment for clients in the public affairs space.

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6%41%36%25%13%21%32%



Respondents from our panel are screened for the following criteria:

- Live in the Washington area zip codes with the highest concentration of large dollar political contributors and congressional staff.
- Currently work or have worked in Congress, an Administration, the Judicial branch, a federal agency, the Pentagon, a trade association, a PAC, political consulting, a lobbying firm, the media, or a multi-lateral NGO.
- Hold at least a 4-year college degree.

This methodology, built from a number of data files, creates a sample where the file members work or have worked in elite DC positions.

For example, in our latest Beltway Barometer, participants currently work/had worked for the federal government (63%), non-profit associations (41%), the White House or Executive branch (24%), Congress (23%), trade associations (22%), lobbying firms (22%), a political campaign as a paid member

(13%), the media (11%), think tanks (11%), political action committees (11%), political consulting firms (10%), a political party as a paid member (6%), the Supreme Court or federal judiciary (5%) and multinational NGOs (4%).

In addition, 85% of respondents had annual incomes over \$100,000, 56% had annual incomes over \$150,000, and 58% had advanced degrees.

Beltway Barometer data has been featured in The Washington Post Magazine, in which futurists' predictions about Washington in 2025 were tested among Washington elites and reported in the August 31, 2008 edition. The Washington Post Magazine described the Beltway Barometer as "a new poll of Washington's heavy hitters" and as a periodic survey of "Washington's movers and shakers."

Data from the Beltway Barometer has also been featured in elite DC publications including:

- The Washington Post
- The Hotline
- Roll Call
- Fishbowl DC
- National Review Online
- Washington Business Journal

For questions about the Beltway Barometer, please email us at Beltway.Barometer@StrategyOne.net

