

CORPORATIONS

In May of 2019 POLITICO Pro surveyed 1,400+ policy professionals, 16% of whom identified themselves as policy professionals at **corporations**. Here's what they had to say about the state of being a policy professional in 2019.

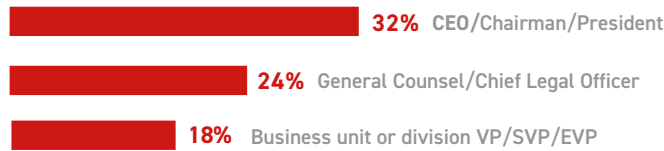
TEAM SIZE



- ▲ **49%** Say their team size is growing
- ▼ **10%** Say it is shrinking

TEAM REPORTING

To whom does your team report?



TEAM RESPONSIBILITIES

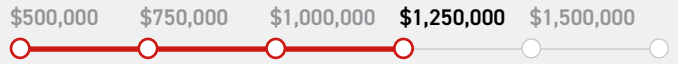
Primary responsibilities



- 69%** Government relations (federal/national)
- 60%** Government relations (state/provincial)
- 55%** Political action committees (PACs)/political contributions
- 49%** Regulatory affairs
- 49%** Corporate communication (external)
- 48%** Public/media relations
- 48%** Regulatory compliance
- 45%** Charitable contributions/philanthropic activities/foundations

BUDGET

Median Team Budget

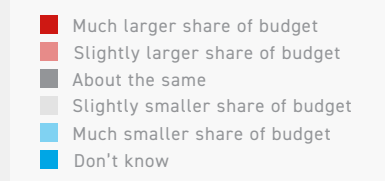
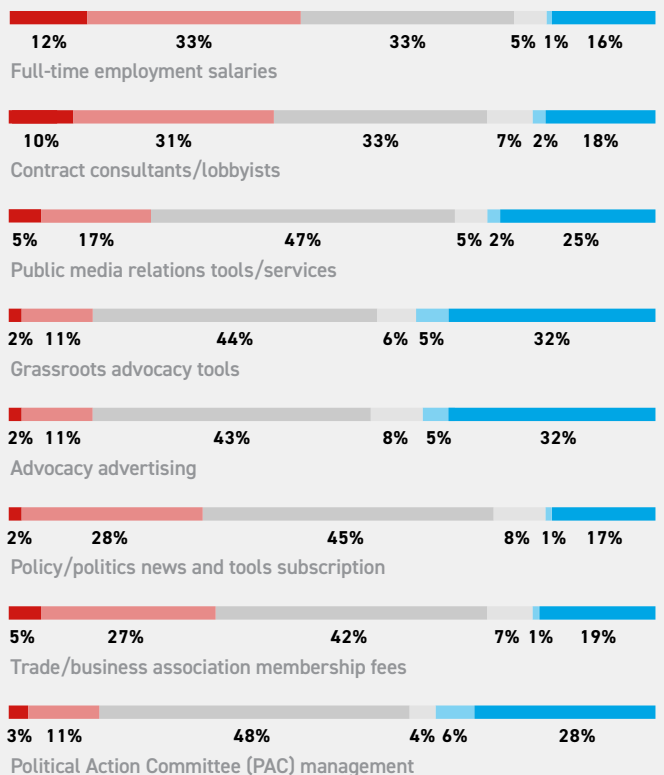


Top Ranked Budget Line Items Other than full-time employee salaries

- 50%** Contract consultants/lobbyists
- 38%** Trade/business association membership fees
- 25%** Policy/politics news and tools subscriptions

BUDGET SHIFTS

Shifts in organizational spend over the past two years

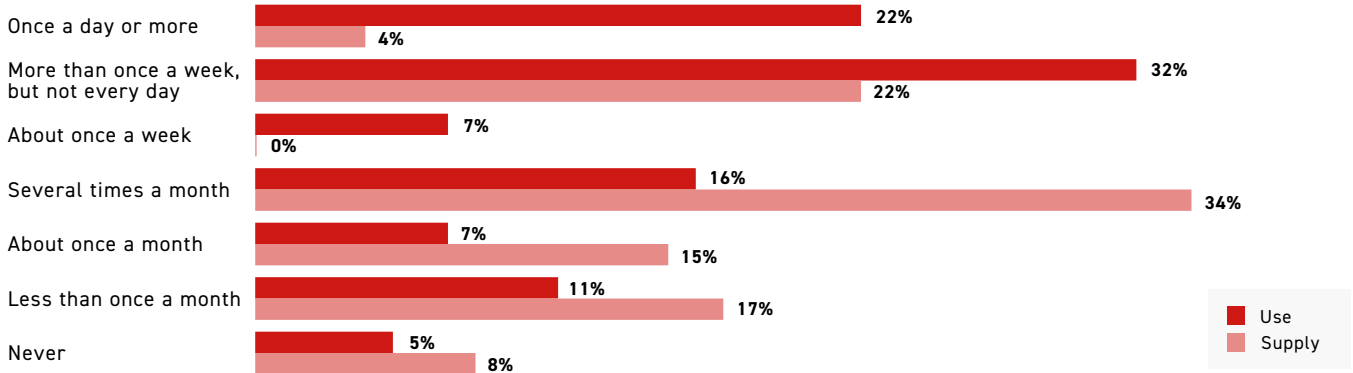


Base: Not working in government organizations or sole proprietorship (AA1=1-7)
n= 238

04 FUNCTIONAL BENCHMARKS

EXTERNAL ANALYSIS

How often do you use or supply external analysis



Base: Not working in government organizations or sole proprietorship (AA1=1-7)
n= 159

COMMUNICATION

Most common methods of communication



- 54% PowerPoint presentations
- 53% Memos

ADVOCACY ADVERTISING

Frequency and purpose of ads



- 72% Shaping policymaker opinions
- 61% Shaping public opinion

CONSULTANTS

Use cases for contract consultants

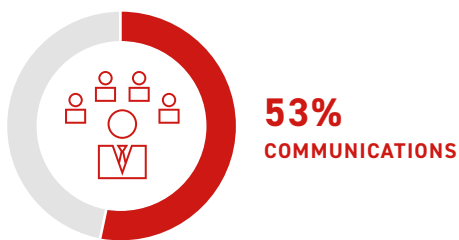


- 59% Direct lobbying (state/provincial)
- 51% Policy analysis

POLICY UPDATES

Teams

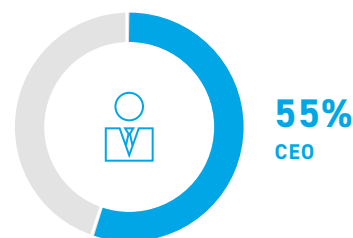
To which teams do you provide updates at least once a week?



- 47% Regulatory affairs and corporate strategy
- 44% Legal

Individuals

To whom do you provide updates at least once a week?



- 49% General counsel
- 46% Business unit leaders/heads