



The State of Public Affairs 2007

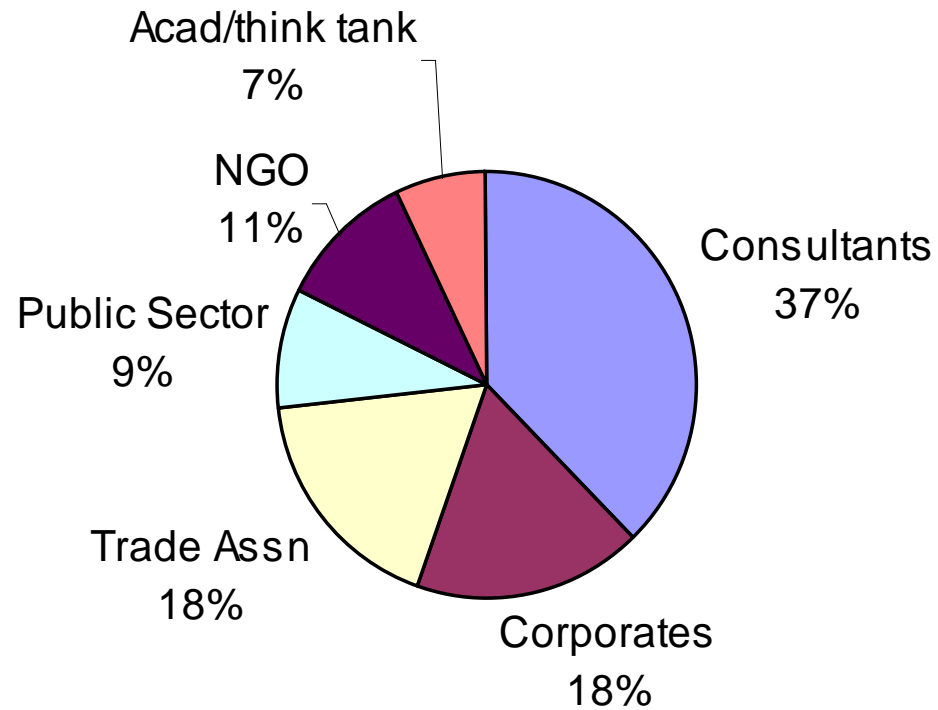
ECPA Conference 8th March 2007

www.communicateresearch.com

About the survey

- Fieldwork Feb – March 2007
- Less experienced respondent base this year
- Two out of three don't belong to any PA associations/bodies
- More than two-thirds have relevant qualifications
- Presentation will be available in the Poll Digest section of our website
www.communicateresearch.com
- Huge thanks to EU Observer and EUpolitix.com for publicising this survey

Sample profile



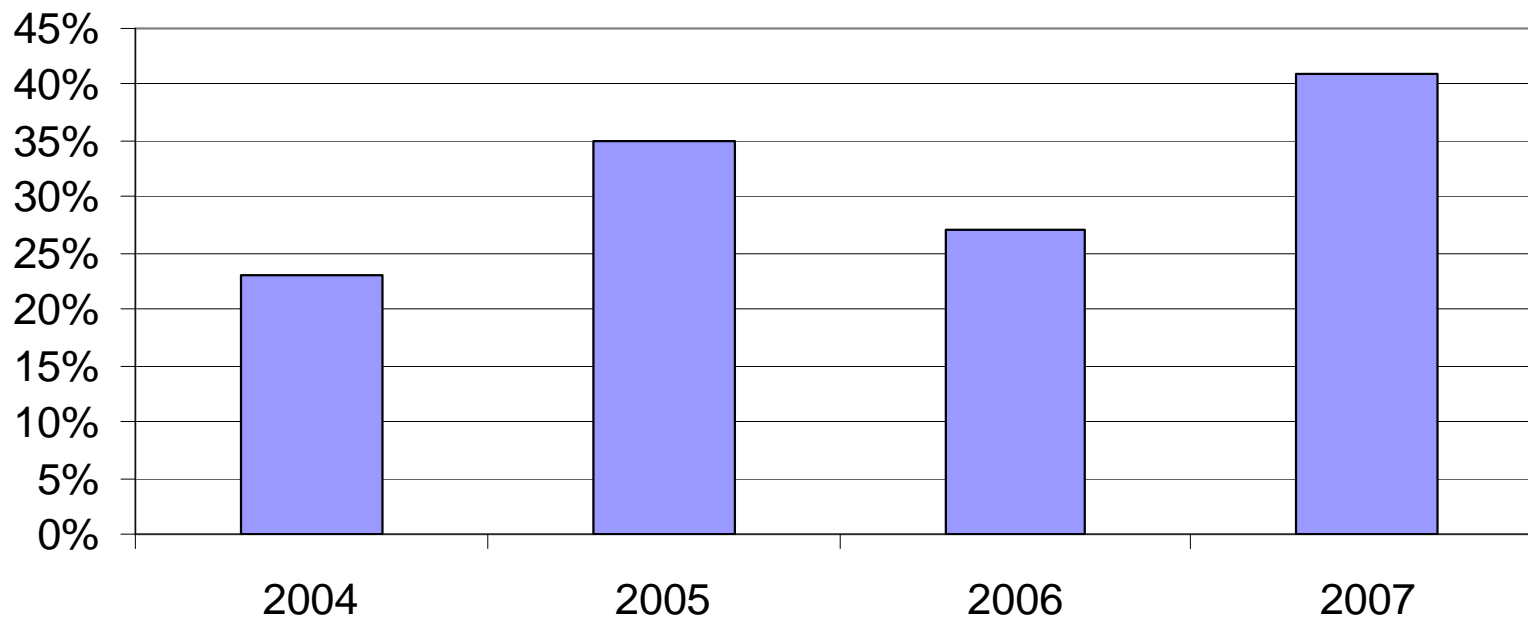
Overview of results

- Overall, the sector feels more mature, confident and robust
- Budgets are looking very good indeed
- ...despite the continuing failure of many to measure progress
- Greater sense of ease in using the media
- Many still regard regulation of the industry as being too weak and support mandatory registration
- The future is sustainable, charitable and online

Budgets have bounced back

Q. Over the past 12 months has your organisation's public affairs budget increased, decreased or stayed about the same?

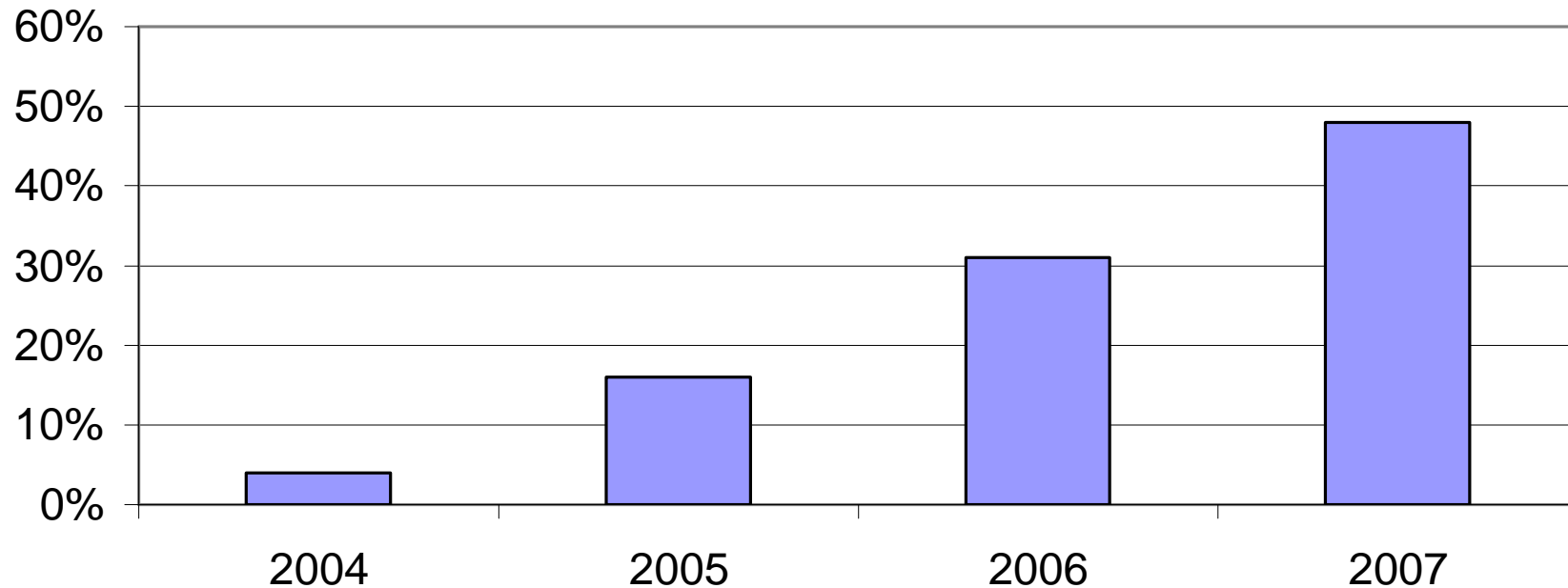
Net balance increase past 12 months



...and optimism continues to rise

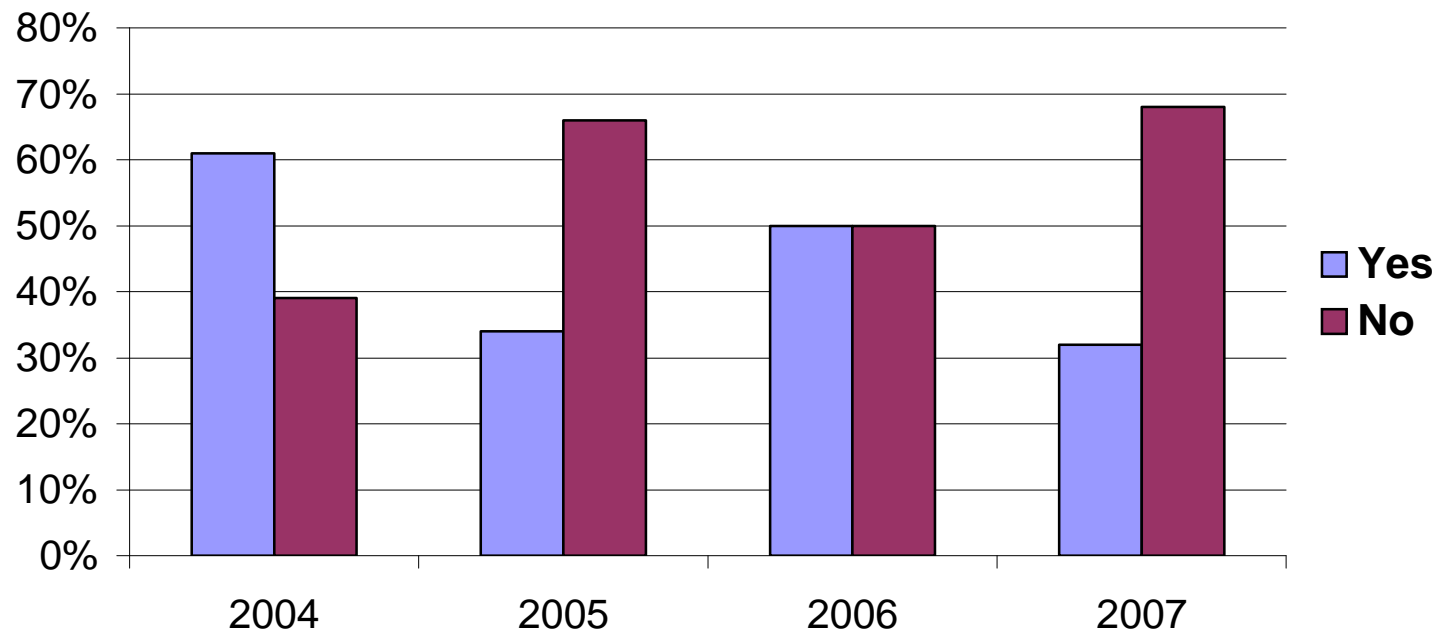
Q. And over the next 12 months do you expect your organisation's public affairs budget to increase, decrease or stay about the same?

Net balance expecting increase

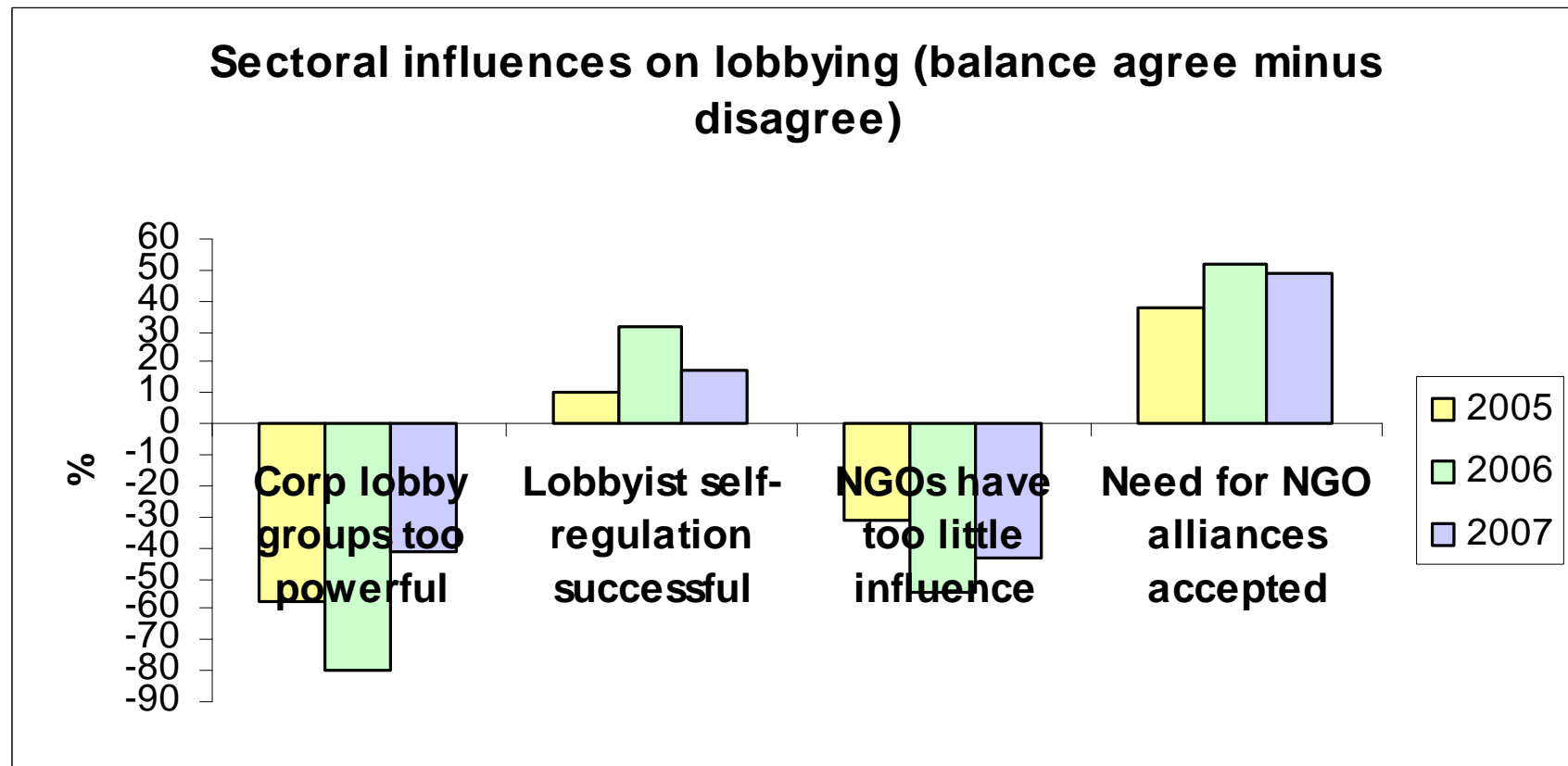


Fewer claim to measure PA

Q. Do you have a measurement system in place to evaluate progress in public affairs?

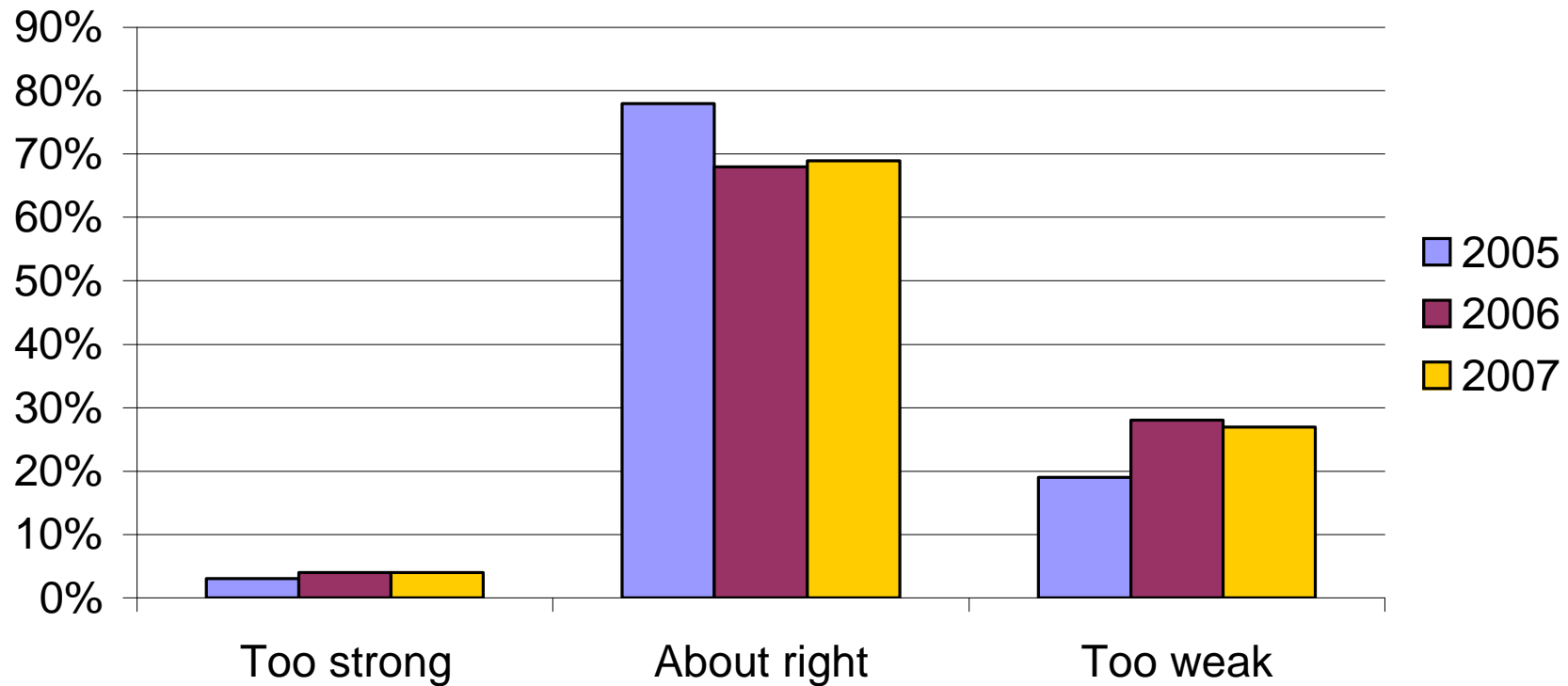


Self-regulation regarded less favourably than in 2006

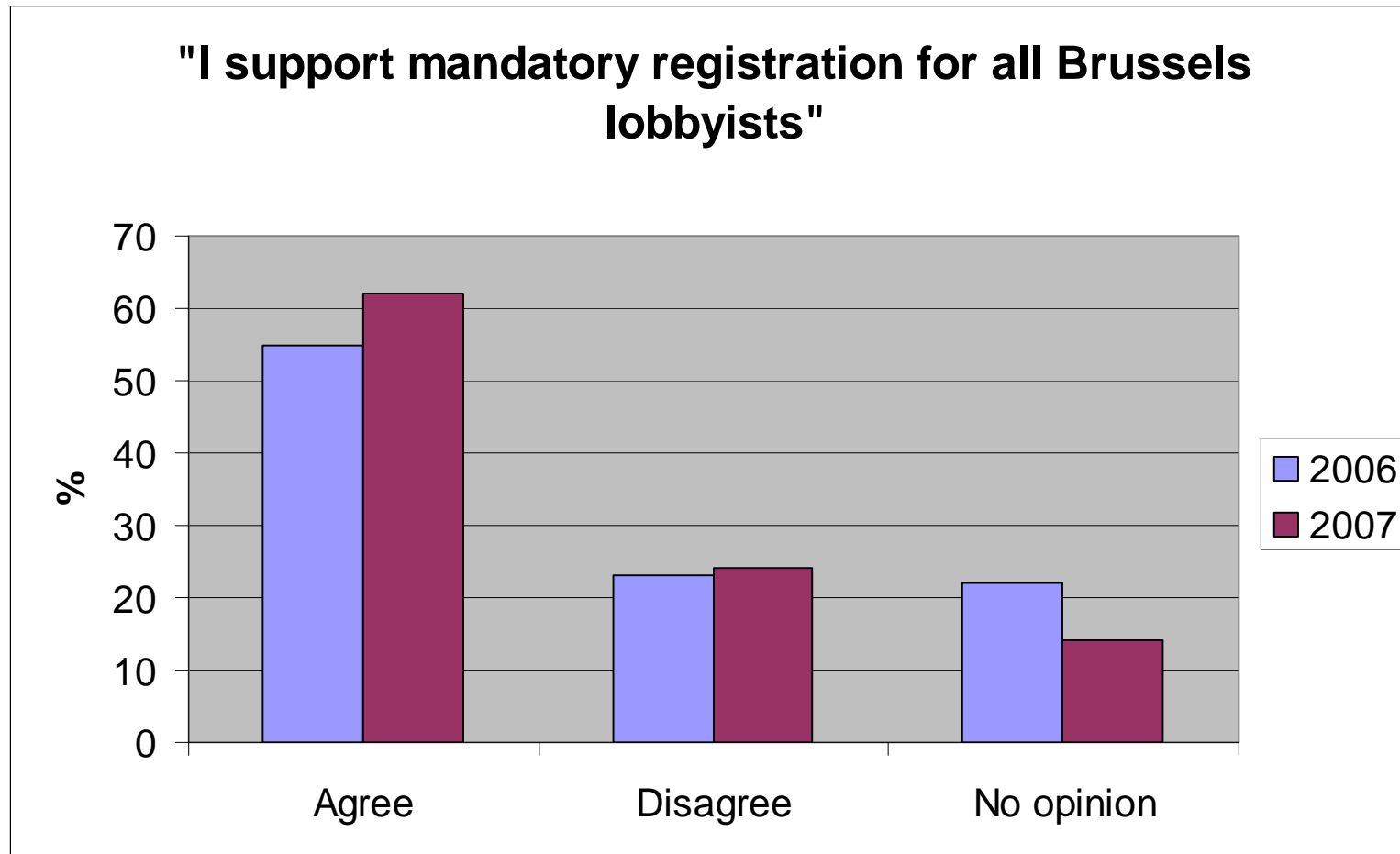


Perceptions of regulation remain almost static from 2006

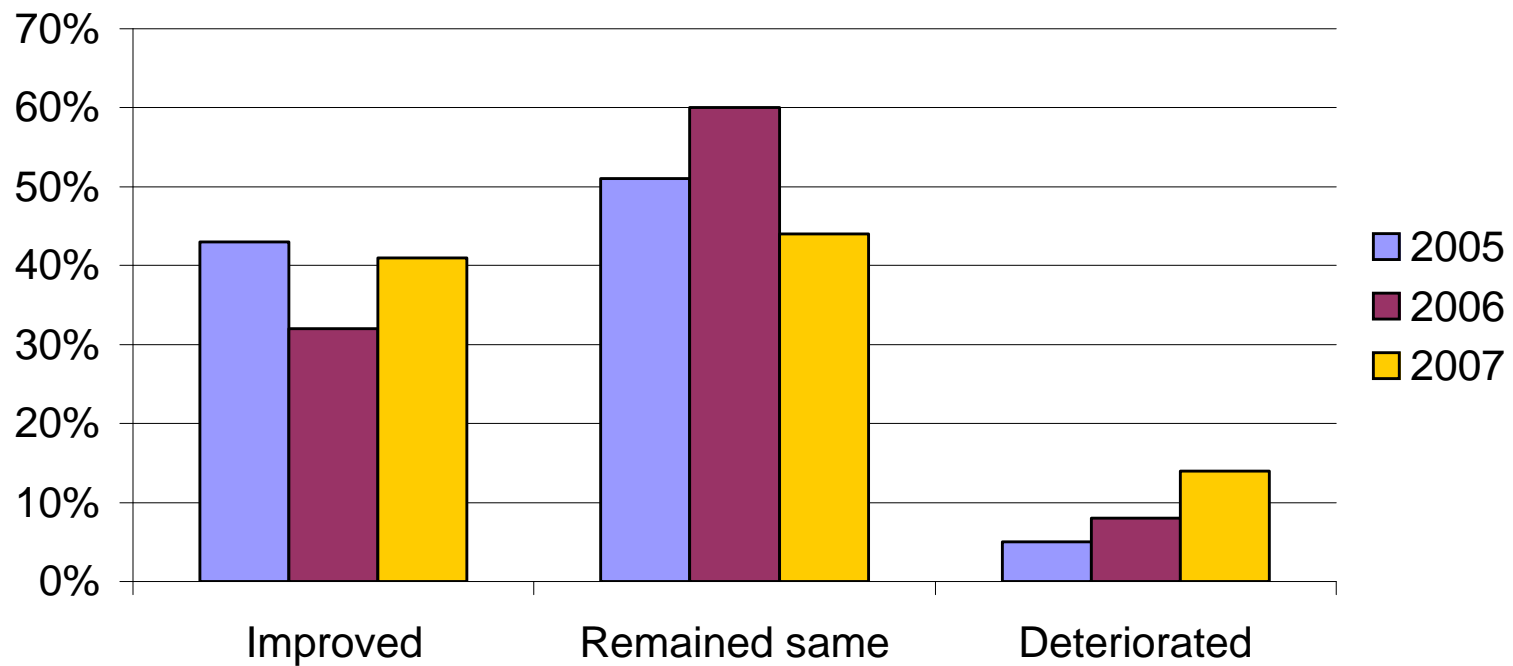
Q. Would you say that the regulation of EU lobbyists is currently:



Support for mandatory regulation has increased

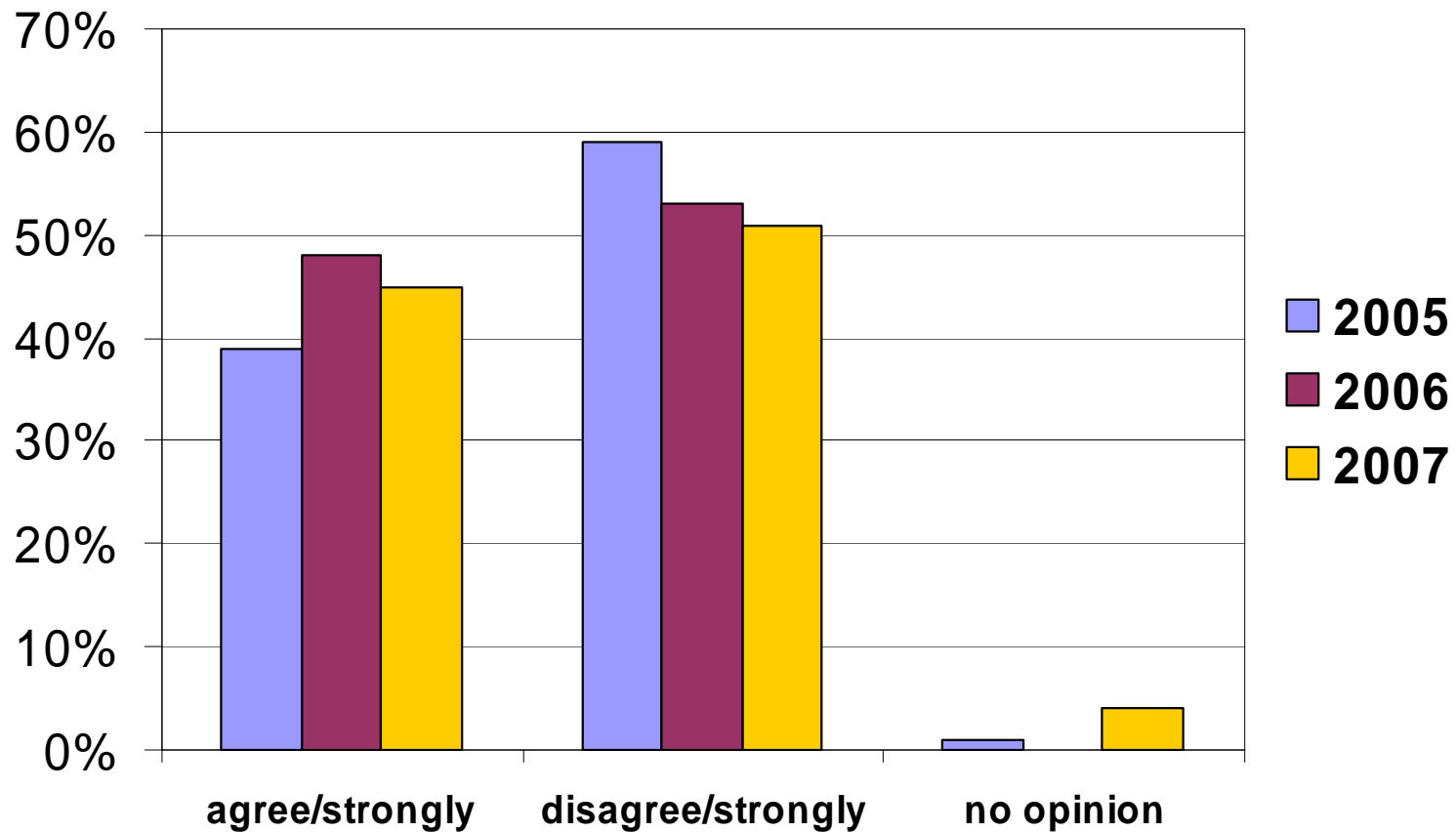


And standards of integrity 'over recent years' are perceived to be improving and declining simultaneously

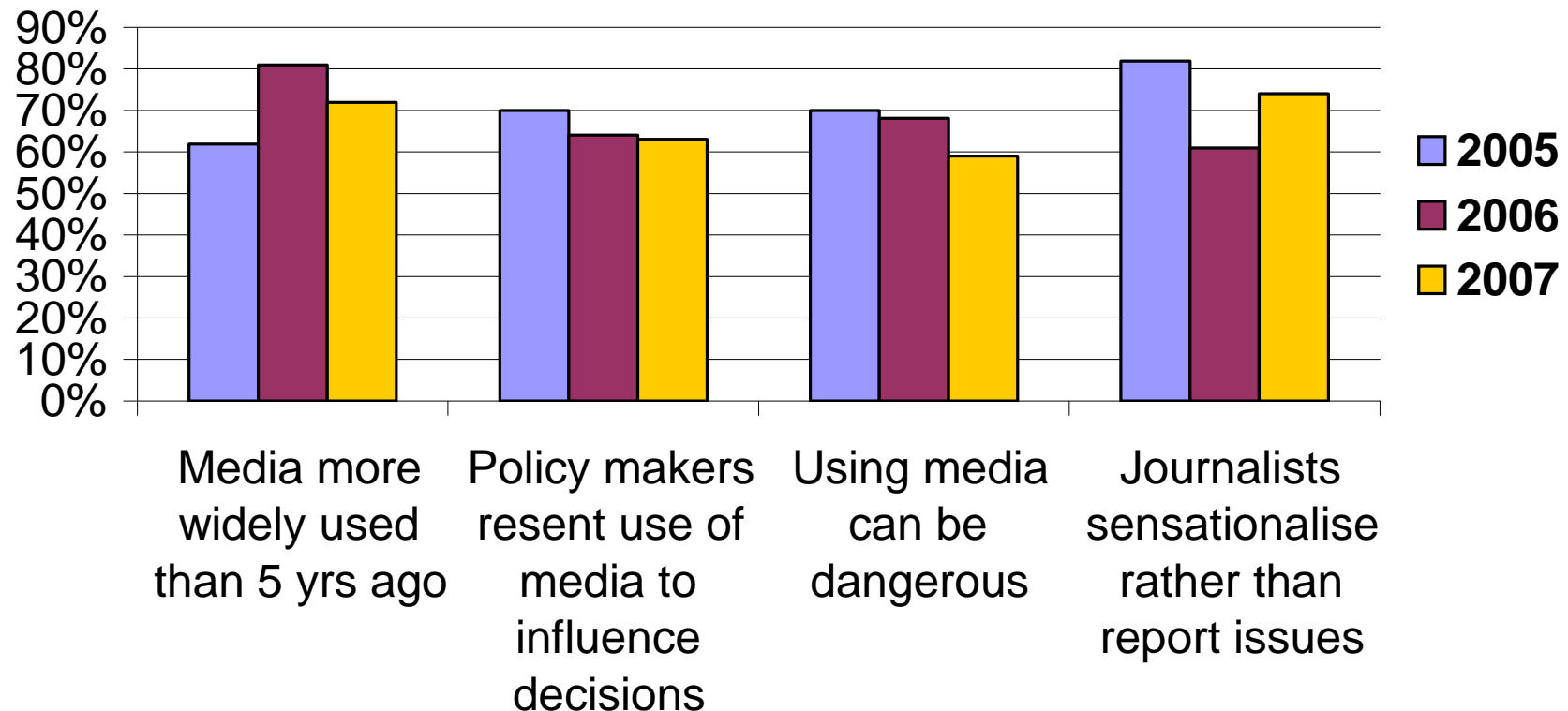


Policy development still regarded by some as not transparent

Q. "On the whole, the process of policy development within EU institutions is sufficiently transparent."

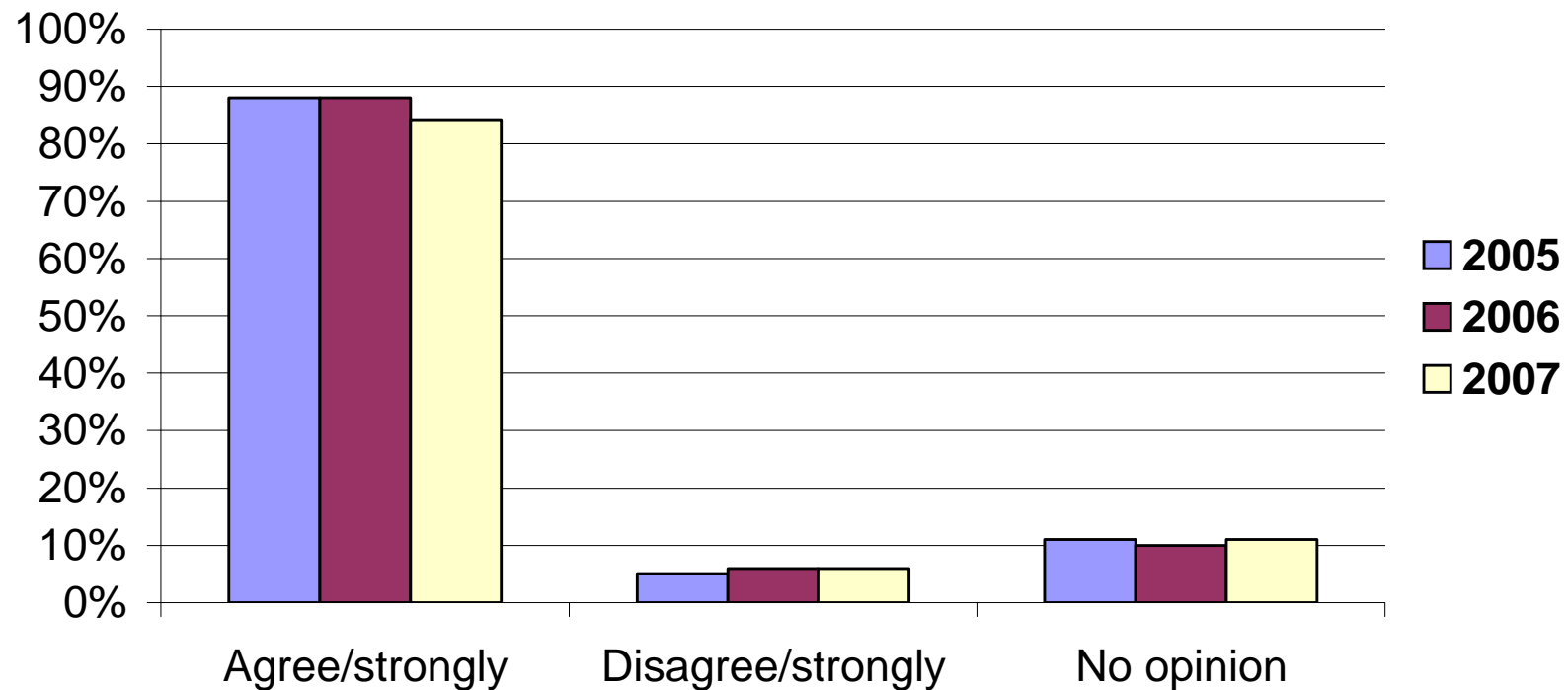


A greater sense of ease in using the media despite perceptions of “sensationalism”



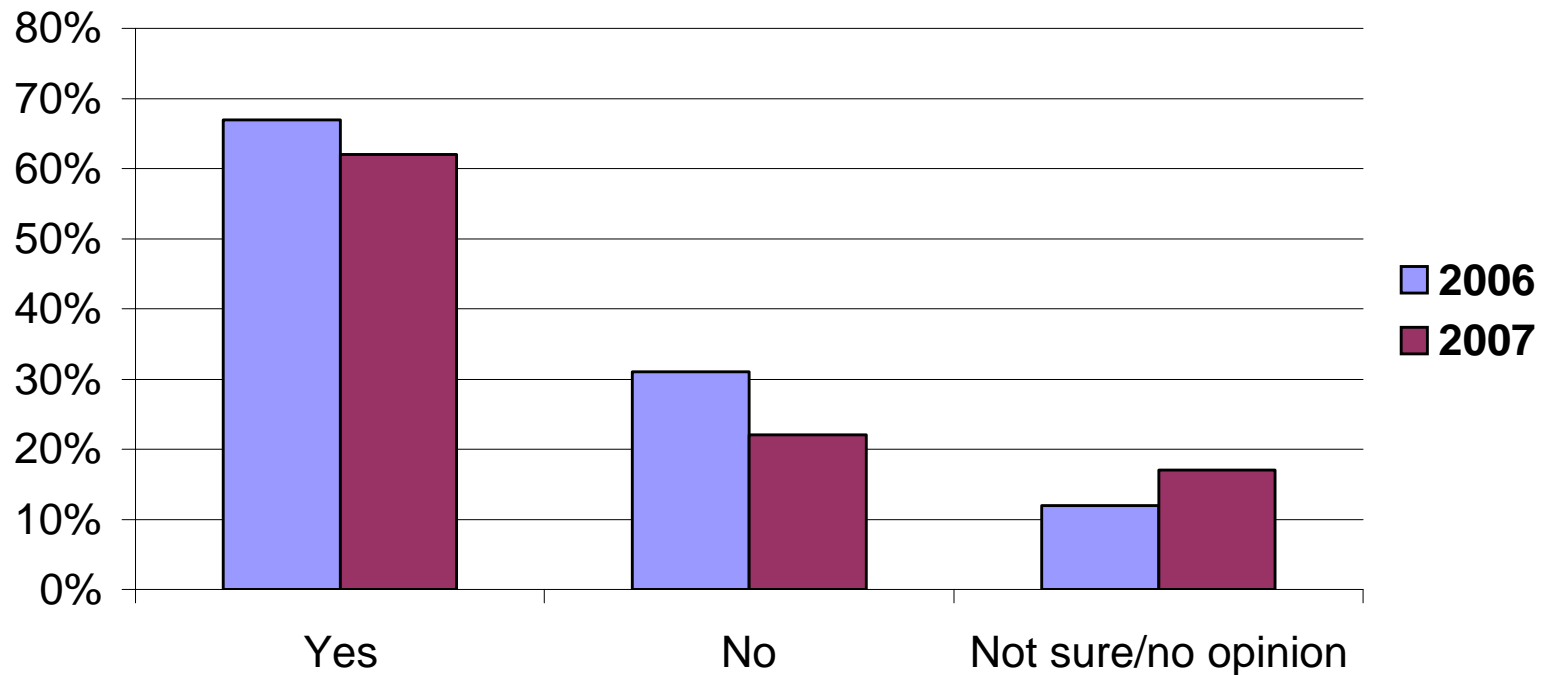
Trend: EU policy making could be improved

Q. "EU institutions often fail to pay sufficient attention to the likely impact of policy decisions, and should make more use of systematic measures such as Impact Assessments".



Generally positive attitude towards EU Constitution continues

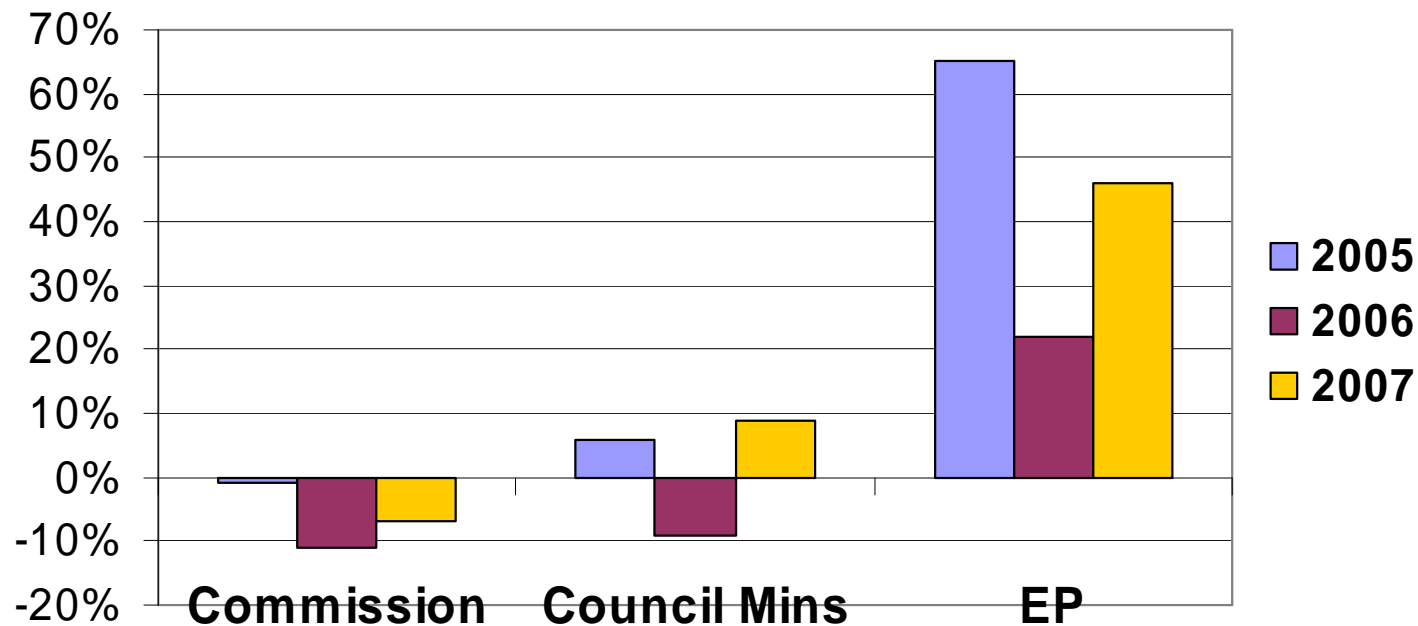
Q. Would you personally welcome the formal resumption of efforts to establish a constitution for the EU?



Power perceived to continue shifting to EP

Q. How do you see power between institutions shifting over the next few years?

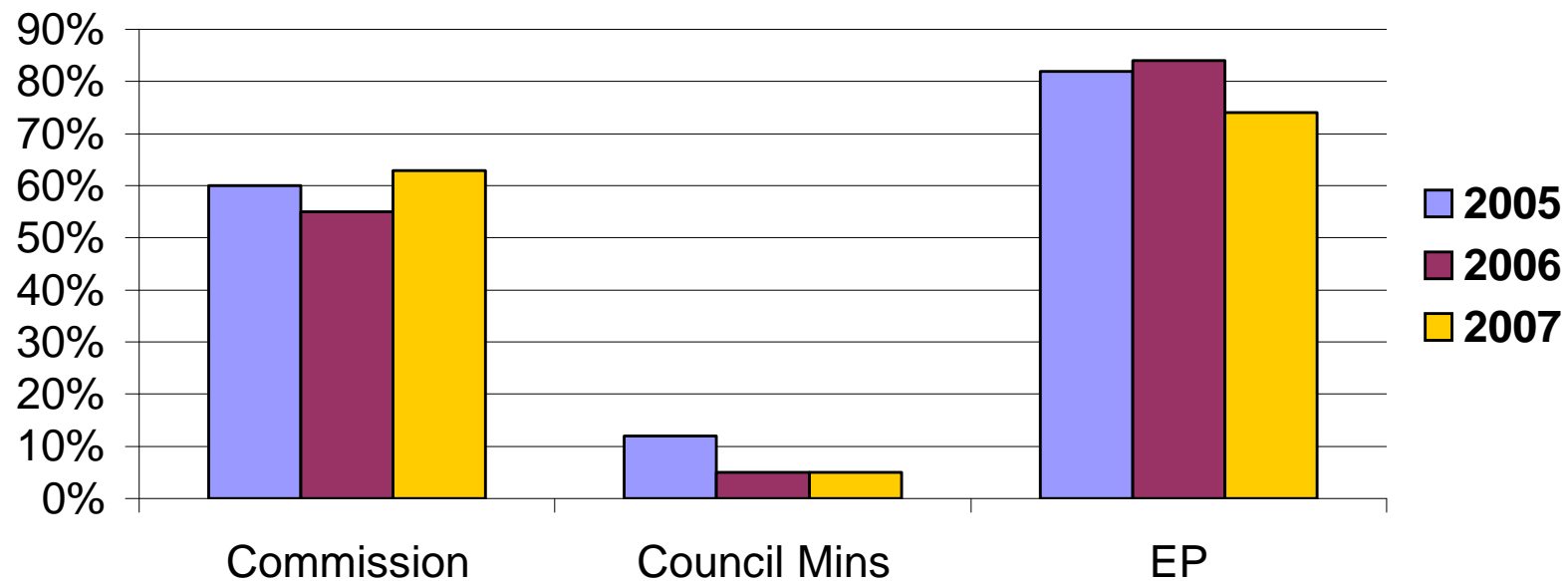
Shifts in power between institutions: net more powerful



Perceived transparency remains good

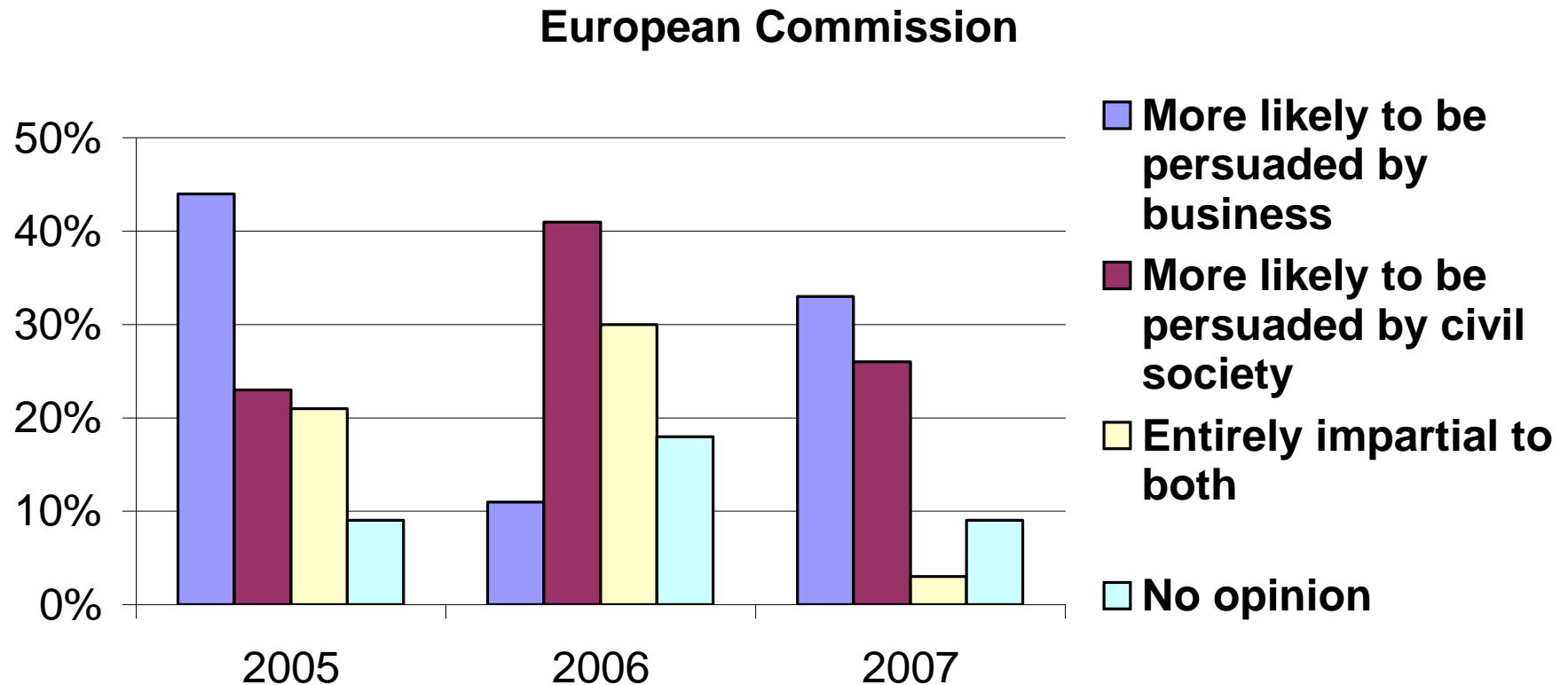
Q. How do you rate each of the following in terms of its general levels of transparency in decision making?

Decision making is 'very/fairly transparent'



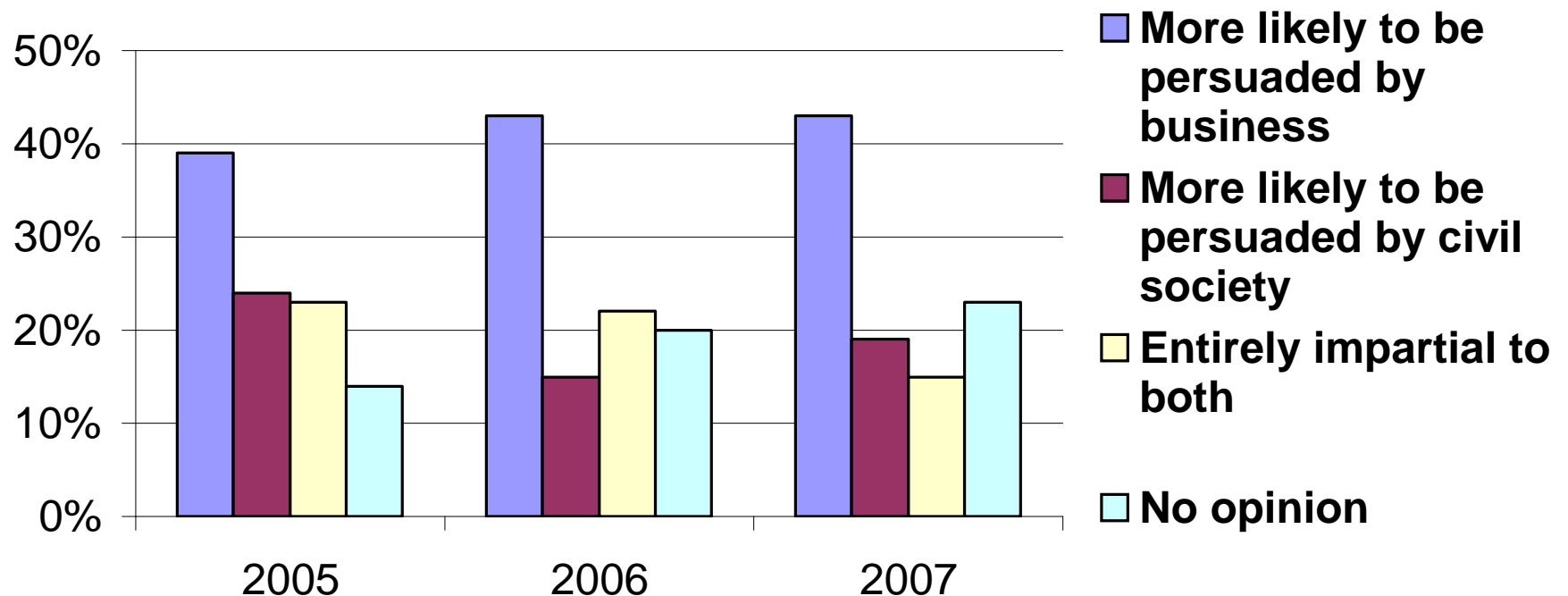
Business bounces back against civil society

Q. would you say that each of these institutions is more likely to be persuaded by the arguments put forward by the business community or by civil society, or are they entirely impartial to both?



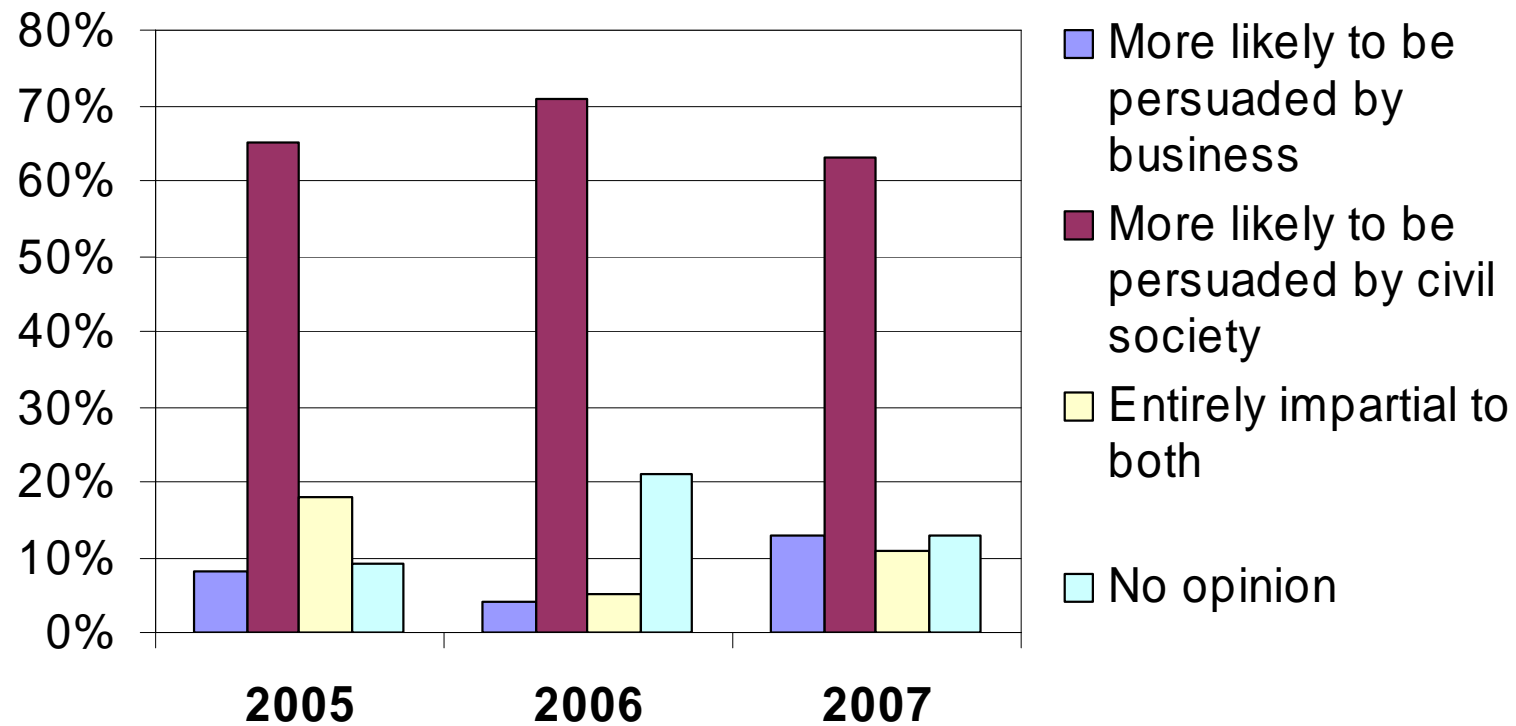
The Council remains viewed as being under the influence of business

Council of Ministers



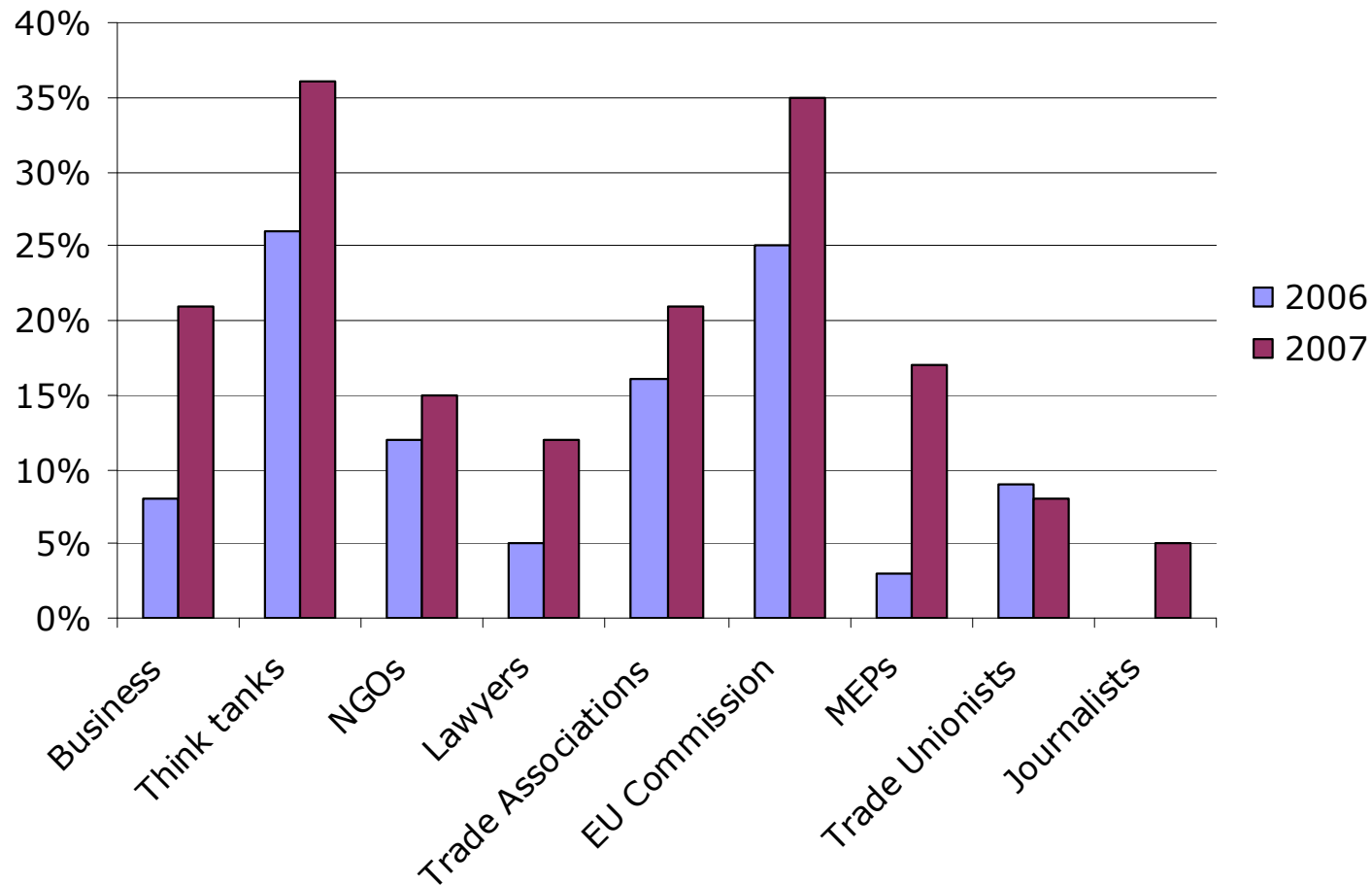
Civil society remains much the strongest influence on the European Parliament

European Parliament



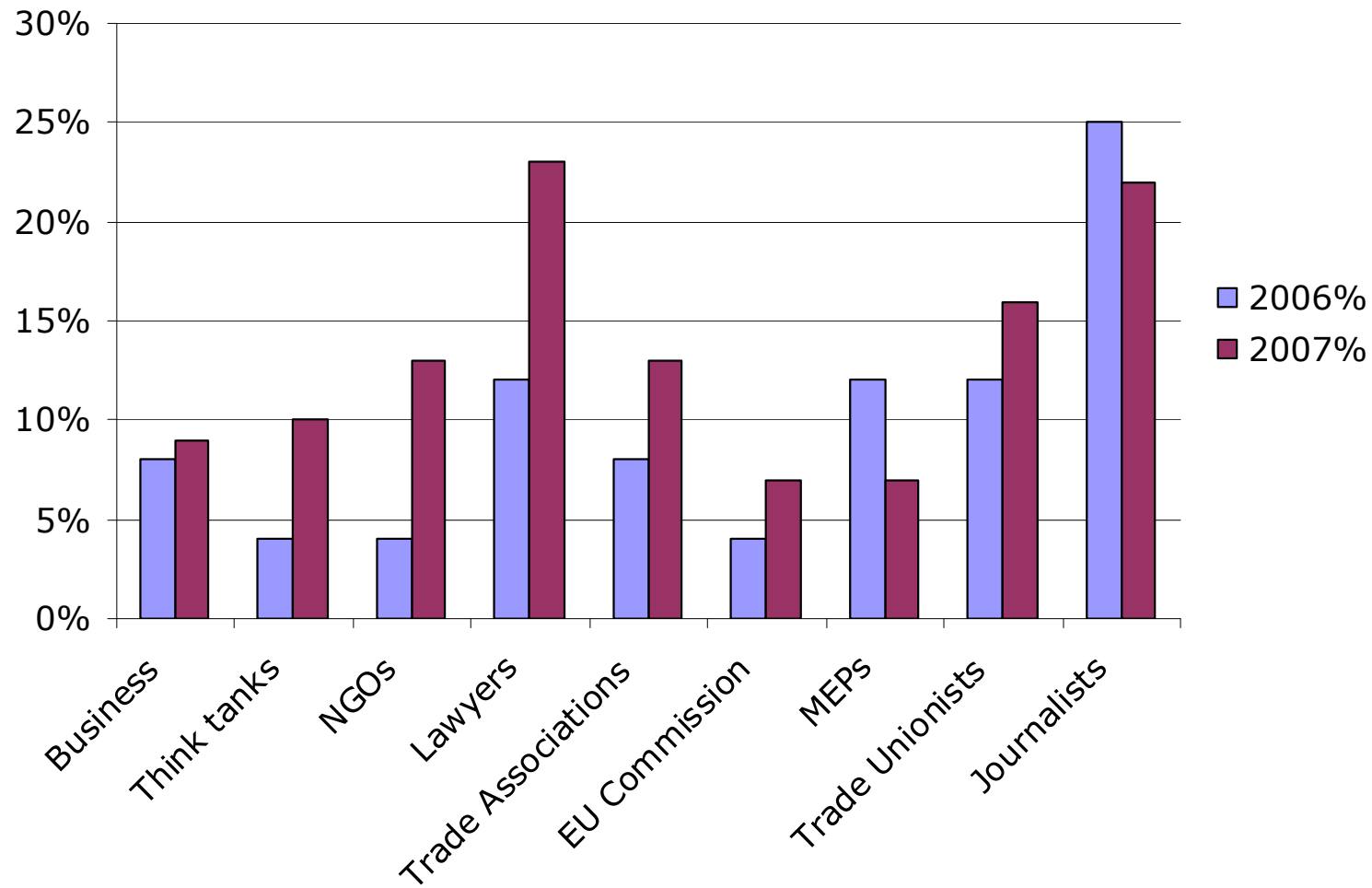
Trust levels greater (except if you're a trade unionist)

Trust 'a great deal'



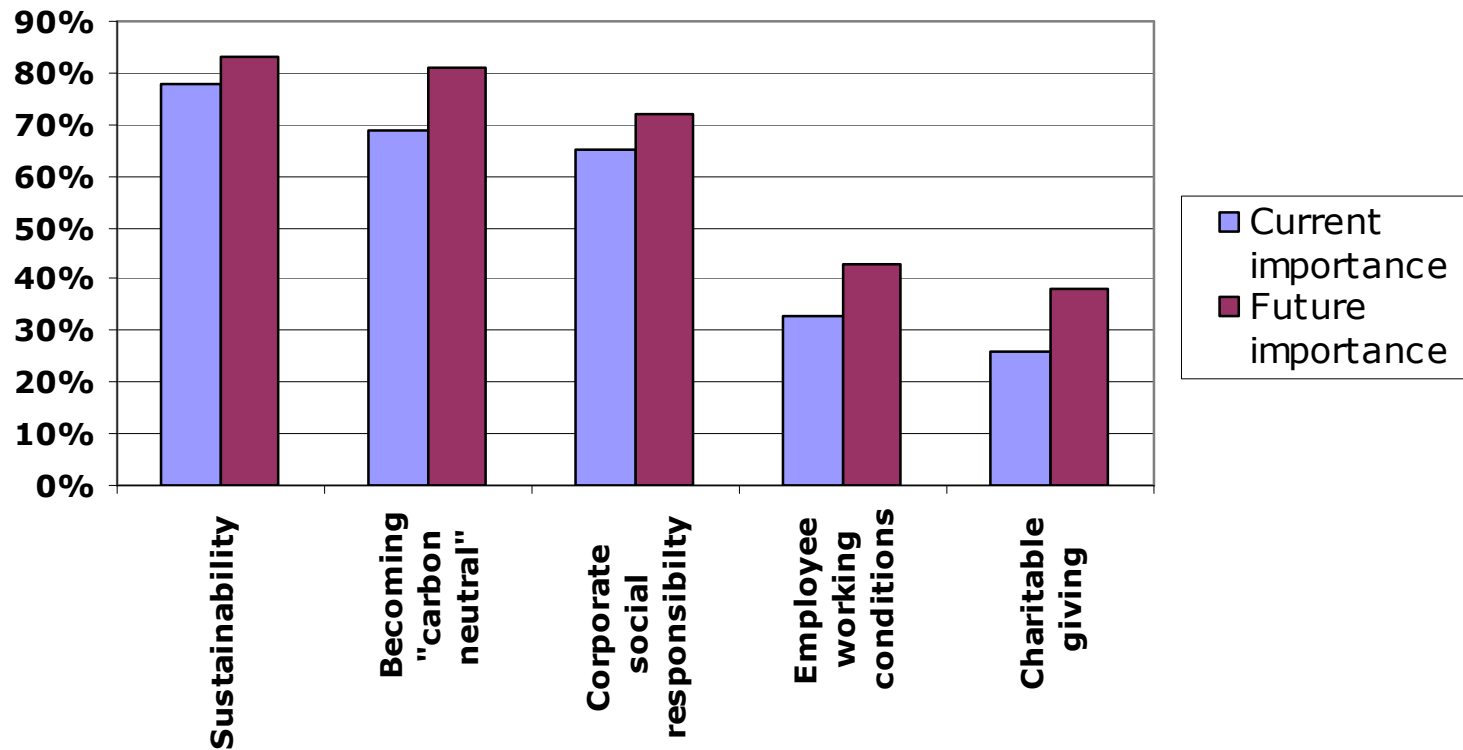
Lawyers trusted even less than journalists

'Don't trust at all'



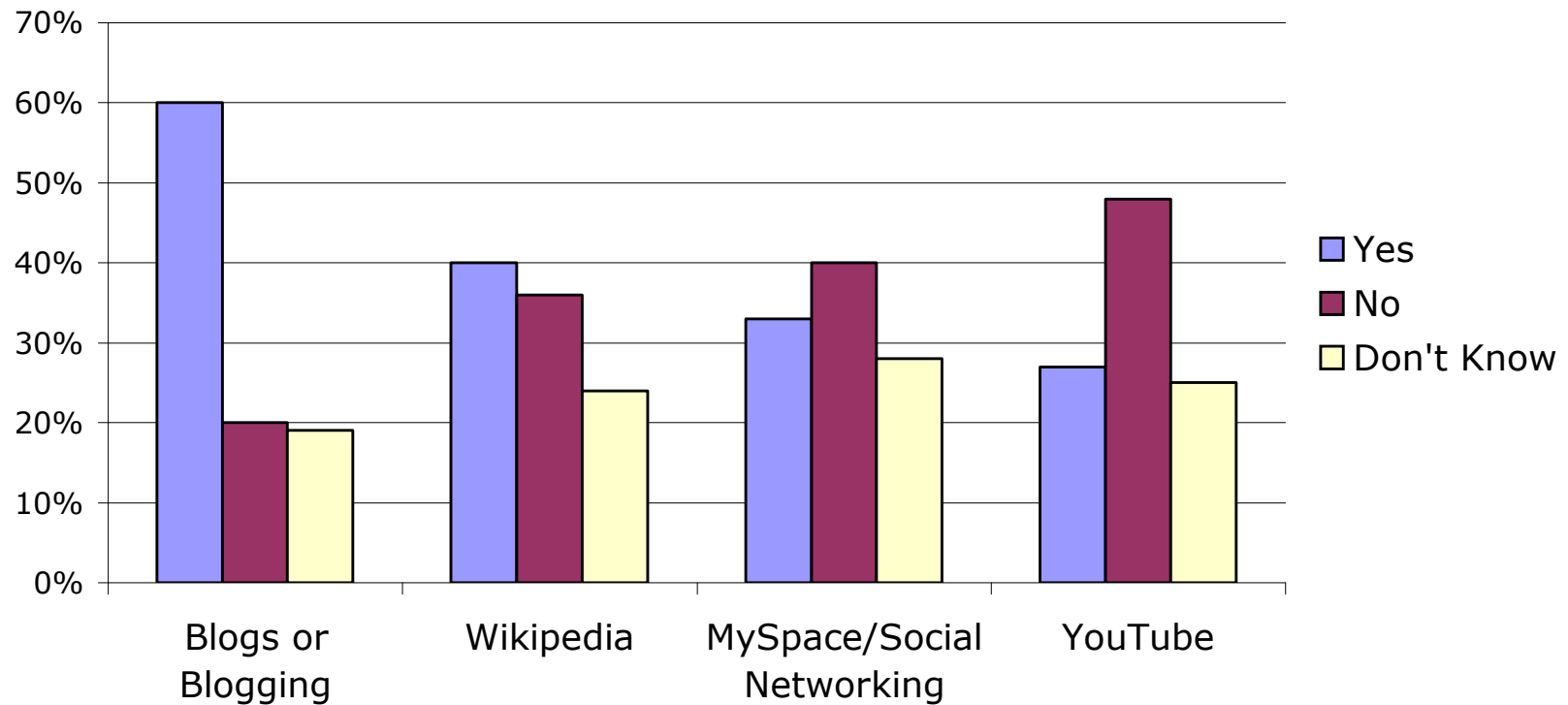
The future (and present) is green and generous

Net Importance



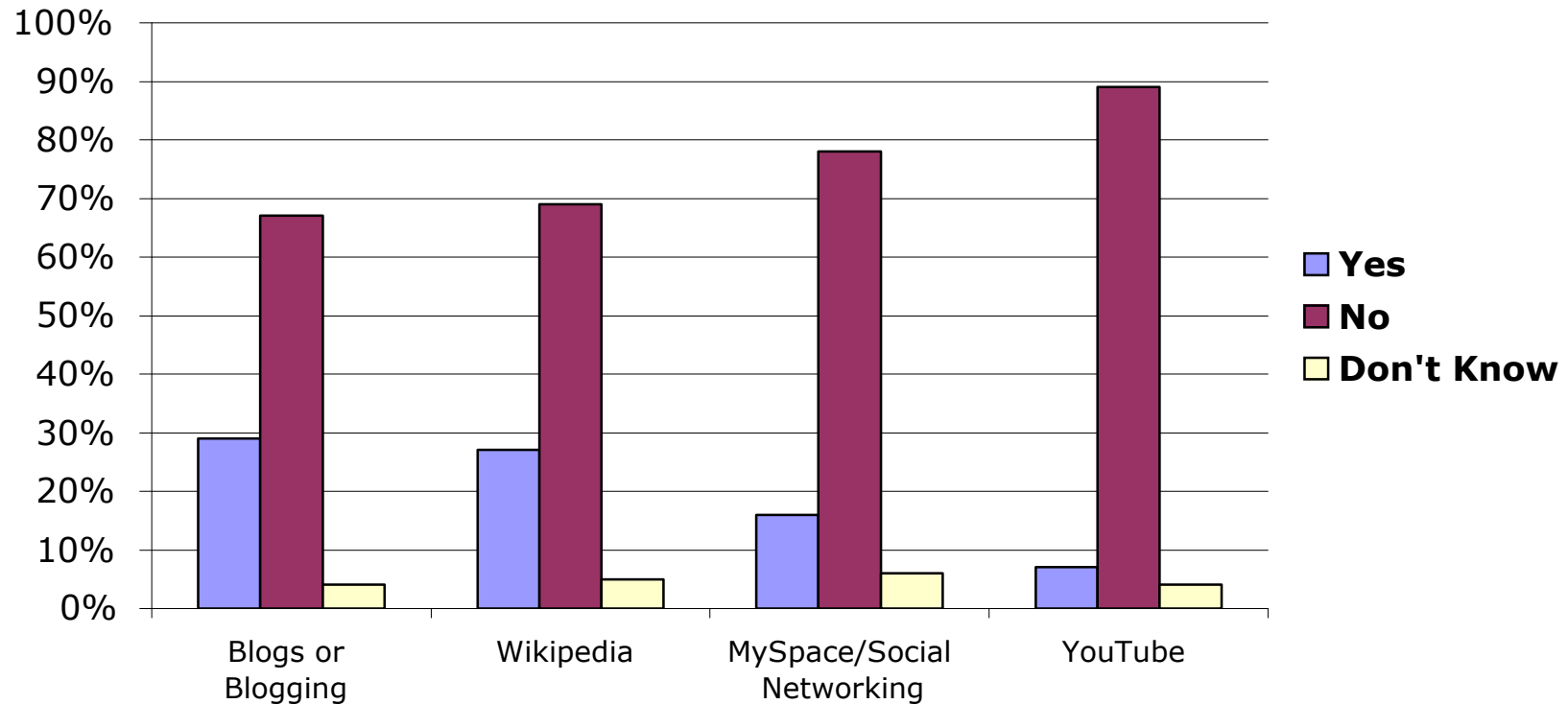
Online tools used widely by 'others'

Q. Do you personally know any practitioners who, in the past twelve months, have used any of the following as public affairs tools?



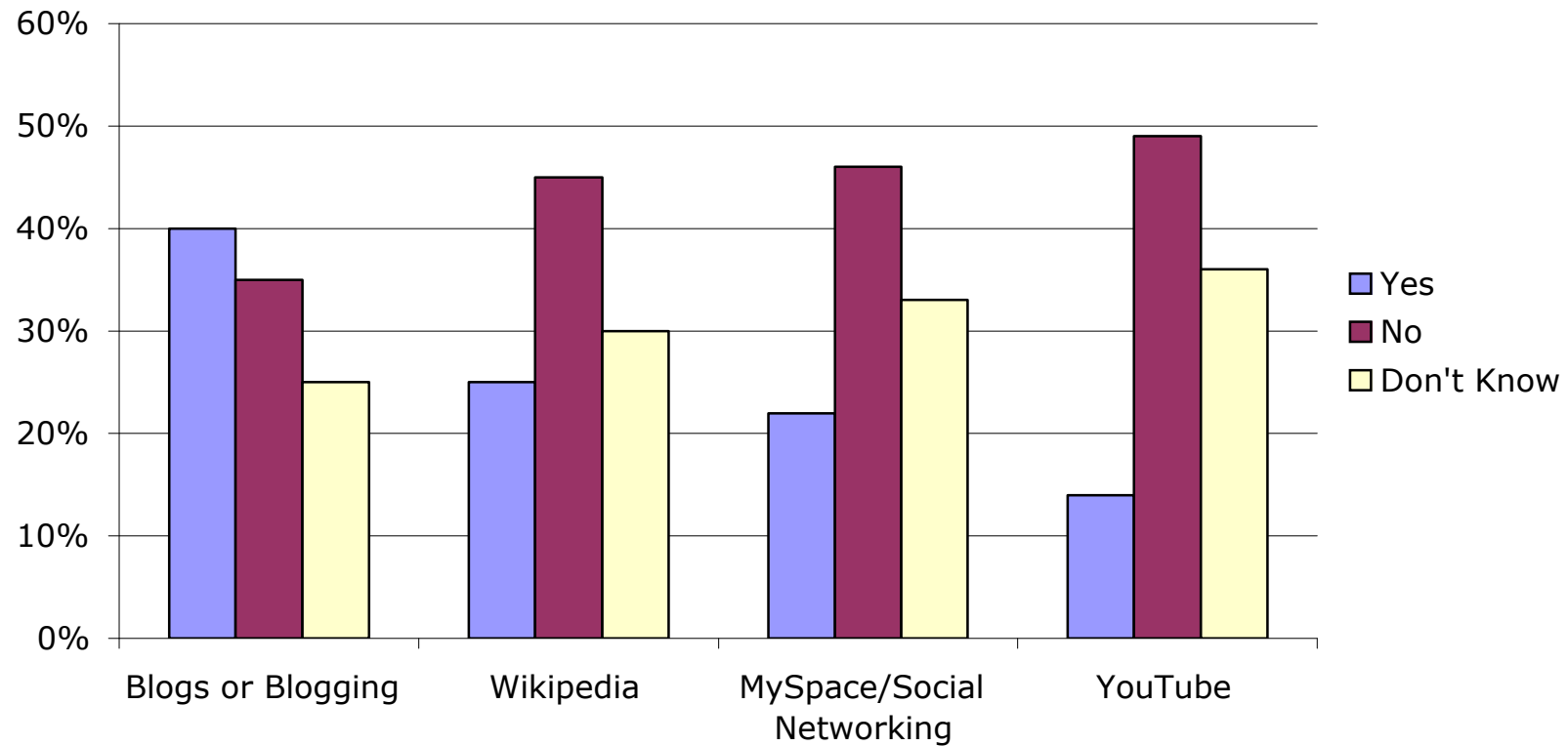
Personal use of online tools less – but still almost one in three has blogged

Q. In the past twelve months, have you used any of the following as public affairs tools?



...and usage is likely to increase

Q. In the past twelve months, do you plan to use any of the following as public affairs tools?



Some challenges

- What's the likely impact of greater participation in policy making from blogging/social networks?
- Does the enhanced transparency that comes with some of these online tools bring higher expectations of disclosure?
- How can organisations take advantage of the opportunity to embrace sustainability and be seen as good corporate citizens?



Thank you to all who took
part!

For full data visit:

www.communicateresearch.com