

## **Lobbyists' ranking of tactics on a scale of 1 to 7**

| <b>TACTIC</b>   | <b>MEAN</b> | <b>SD</b>  |
|---|-------------|------------|
| Contacting Congressional staffers directly to present your point of view            | 6.4         | 1.2        |
| Identifying allies in Congress who might serve as "champions" for your cause        | 6.3         | 1.4        |
| Monitoring developments closely   | 6.3         | 1.1        |
| Contacting members of Congress directly to present your point of view               | 6.1         | 1.6        |
| Consulting with members of Congress and/or their staff to plan legislative strategy | 5.5         | 1.8        |
| Entering into coalitions with other organizations                                   | 5.5         | 1.8        |
| Consulting with other organizations to plan legislative strategy                    | 5.3         | 1.8        |
| Helping to draft legislation  | 5.3         | 1.8        |
| Contacting members of the executive branch directly to present your point of view   | 5.1         | 1.6        |
| Identifying allies in the executive branch who might serve as "champions"           | 5.1         | 1.6        |
| Presenting research results or technical information                                | 5.1         | 1.9        |
| Contacting undecided members  | 5.0         | 1.9        |
| Writing position papers   | 4.7         | 2.0        |
| Mobilizing constituents to contact their representatives                            | 4.4         | 2.4        |
| Talking to people from the press and the media                                      | 4.4         | 1.9        |
| Contacting members who are opposed to your position.                                | 4.1         | 1.8        |
| Testifying at hearings  | 4.1         | 2.3        |
| <b>Attending political fundraisers</b>  | <b>4.1</b>  | <b>2.1</b> |
| Consulting with members of the executive branch to plan legislative strategy        | 3.9         | 1.6        |
| <b>Organizing political fundraisers</b>   | <b>3.2</b>  | <b>1.9</b> |
| Using issue advertising   | 2.7         | 1.6        |

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