

CONFIDENTIAL SURVEY

The 2002 Congressional Campaign Study

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The University of Maryland frequently surveys voters, political candidates, and elected officials to learn about policy issues and political processes. The goal of this survey is get your perspective on how political campaigns are run. Please assist us in this important endeavor.

GUARANTEE OF CONFIDENTIALITY: This is a confidential survey. Please do **not** sign the questionnaire. The answers you provide will **not** be attributable to you. Only statistical tabulations from the data will be published. There will be no disclosure or mention of those who participate.

Thank you for your time and assistance.

* * *

I. Please circle the option that best fits your answer or fill in the blank where appropriate.

1. What was your position in the campaign?
1) *Candidate* 2) *Campaign manager* 3) *Communications aide* 4) *Other* _____
2. Please circle **the one** most important issue in your campaign.
1) *War on terrorism/Situation with Iraq* 6) *Education*
2) *Social Security* 7) *Health care/Prescription drugs*
3) *The economy and jobs* 8) *The environment*
4) *Taxes* 9) *Corporate fraud*
5) *The federal budget* 10) *Other* _____
3. Which of the following did your campaign advertising primarily focus on?
1) *Your candidate's image and qualifications*
2) *Your candidate's issue positions*
3) *Your major opponent's image and qualifications*
4) *Your major opponent's issue positions*
4. How would you describe your candidate's political views? Please **circle** the number that best locates your candidate's views.

1	2	3	4	5	6	7
Extremely Liberal	Liberal	Slightly Liberal	Moderate	Slightly Conservative	Conservative	Extremely Conservative
5. Did political parties, interest groups, or other outside groups try to influence the campaign agenda?
1) *Yes* 2) *No*

**** 5a. If you answered **YES** to Question 5, did these groups' efforts effect your campaign?

- 1) *Yes, helped my campaign*
- 2) *Yes, harmed my campaign*
- 3) *No, had no impact*

6. Which campaign received more news coverage?

- 1) *Your campaign*
- 2) *Opponent's campaign*
- 3) *Both covered equally*

7. Do you believe the news media covered the campaign fairly?

- 1) *Yes*
- 2) *No, the media favored your candidate's campaign*
- 3) *No, the media favored the opponent's campaign*

8. Which candidate received the most endorsements from the local media?

- 1) *Your candidate*
- 2) *Your opponent*
- 3) *Both candidates received roughly the same number of endorsements*
- 4) *No candidate was endorsed*

II. CAMPAIGN ORGANIZATION

1. Who did you rely on most for each of the following campaign activities? Please check the appropriate box below.

	Political Campaign Staff	Consultant	Party Staff	Labor Union	Other Groups	Unpaid Volunteers	Candidate	Did Not Use
<i>Campaign Management</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Media Advertising</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Press Relations</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Issue or Opposition Research</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Polling</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Fundraising</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Direct Mail</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Mass Telephone Calls</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Internet Web site</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Get-Out-The-Vote</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Legal Advice</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Accounting</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. What percentage of your personal campaign schedule was devoted to fundraising?

- 1) *10% or less*
- 2) *11% to 25%*
- 3) *26% to 50%*
- 4) *51% to 75%*
- 5) *More than 75%*

III. VOTERS AND STRATEGY

1. Approximately what percentage of the registered voters in your district would describe themselves as... (Answers should total 100%)

_____ % Democrats
 _____ % Republicans
 _____ % Independents
 _____ % Others

2. Which of the following partisan groups did your campaign specifically target? (**Circle as many** categories as you consider appropriate.)

- 1) *Members of your party*
- 2) *Independent voters*
- 3) *Members of your opponent's party*
- 4) *Others: _____*
- 5) *Focused on all voters equally*

3. Which demographic, occupational, geographic or issue groups did your campaign target most heavily?

Most targeted group: _____

Second most targeted: _____

4. How much does the present district resemble the one that existed in 2000?

- 1) *Exactly the same*
- 2) *Somewhat similar*
- 3) *Very different*
- 4) *Completely new*

IV. THE INTERNET AND CAMPAIGN COMMUNICATIONS

1. How important were the following for communicating with voters?

	Extremely	Very	Moderately	Slightly	Not	Not used
Broadcast TV ads	5	4	3	2	1	0
Cable TV ads	5	4	3	2	1	0
Radio ads	5	4	3	2	1	0
Newspaper ads	5	4	3	2	1	0
Newsletters or Direct Mail	5	4	3	2	1	0
Free Media	5	4	3	2	1	0
Door-to-Door Campaigning	5	4	3	2	1	0
Mass Telephone Calls	5	4	3	2	1	0
Billboards or Yard Signs	5	4	3	2	1	0
Debates & Forums	5	4	3	2	1	0
Internet Web Sites or E-mail	5	4	3	2	1	0
Direct Contact with Voters	5	4	3	2	1	0

2. For which of the following did your campaign use the Internet or E-mail? **Circle all** appropriate answers.
- 1) *Sponsored its own Web site*
 - 2) *Reached out to undecided voters*
 - 3) *Communicated with supporters*
 - 4) *Recruited or organized volunteers*
 - 5) *Fundraising (including credit card contributions)*
 - 6) *Showcased TV ads (streaming video)*
 - 7) *Issued press releases*

V. GOVERNING AND CAMPAIGNS

1. Generally, how well do you think the campaign process prepares a candidate to hold office?
 1) *Extremely well* 2) *Very well* 3) *Moderately well* 4) *Poorly* 5) *Not at all*

2. Which **one** of the following statements best represents your views about political campaigning?
 - 1) *There is little or no connection between being a good candidate and being a good public official.*
 - 2) *There are only a few important connections between being a good candidate and being a good public official.*
 - 3) *The best candidates are usually the best public officials.*

3. Which **one** of the following statements comes closest to representing your view?
 - 1) *Issues raised in political campaigns are usually the most important for future governing.*
 - 2) *Issues raised in political campaigns are occasionally the most important for future governing.*
 - 3) *Issues raised in political campaigns are almost never the most important for future governing.*

VI. POLITICAL PARTIES AND INTEREST GROUPS

1. How important were the following groups in providing your campaign with **information about voters** (polling data, demographic data, targeting assessments)?

	<i>Extremely</i>	<i>Very</i>	<i>Moderately</i>	<i>Slightly</i>	<i>Not</i>
<i>Local Party</i>	5	4	3	2	1
<i>State Party</i>	5	4	3	2	1
<i>National Party Cte. (DNC or RNC)</i>	5	4	3	2	1
<i>Cong. Campaign Cte. (DCCC or NRCC)</i>	5	4	3	2	1
<i>Labor Unions/Labor PACs</i>	5	4	3	2	1
<i>Business Groups/Business PACs</i>	5	4	3	2	1
<i>Other Advocacy Groups and PACs</i>	5	4	3	2	1

2. How important were the following groups in helping your campaign with **mass media advertising** and developing the candidate's **public image**?

	Extremely	Very	Moderately	Slightly	Not
Local Party	5	4	3	2	1
State Party	5	4	3	2	1
National Party Cte. (DNC or RNC)	5	4	3	2	1
Cong. Campaign Cte. (DCCC or NRCC)	5	4	3	2	1
Labor Unions/Labor PACs	5	4	3	2	1
Business Groups/Business PACs	5	4	3	2	1
Other Advocacy Groups and PACs	5	4	3	2	1

3. How important were the following groups in assisting your campaign with **fundraising**, including organizing events and sharing donor lists?

	Extremely	Very	Moderately	Slightly	Not
Local Party	5	4	3	2	1
State Party	5	4	3	2	1
National Party Cte. (DNC or RNC)	5	4	3	2	1
Cong. Campaign Cte. (DCCC or NRCC)	5	4	3	2	1
Labor Unions/Labor PACs	5	4	3	2	1
Business Groups/Business PACs	5	4	3	2	1
Other Advocacy Groups and PACs	5	4	3	2	1

4. How important were the following groups in assisting your campaign with **issue or opposition research**?

	Extremely	Very	Moderately	Slightly	Not
Local Party	5	4	3	2	1
State Party	5	4	3	2	1
National Party Cte. (DNC or RNC)	5	4	3	2	1
Cong. Campaign Cte. (DCCC or NRCC)	5	4	3	2	1
Labor Unions/Labor PACs	5	4	3	2	1
Business Groups/Business PACs	5	4	3	2	1
Other Advocacy Groups and PACs	5	4	3	2	1

5. How important were the following groups in assisting your campaign with **registering voters** and **getting them to the polls** on Election Day?

	Extremely	Very	Moderately	Slightly	Not
Local Party	5	4	3	2	1
State Party	5	4	3	2	1
National Party Cte. (DNC or RNC)	5	4	3	2	1
Cong. Campaign Cte. (DCCC or NRCC)	5	4	3	2	1
Labor Unions/Labor PACs	5	4	3	2	1
Business Groups/Business PACs	5	4	3	2	1
Other Advocacy Groups and PACs	5	4	3	2	1

6. How important were the following groups in providing your campaign with **volunteer workers**?

	Extremely	Very	Moderately	Slightly	Not
Local Party	5	4	3	2	1
State Party	5	4	3	2	1
National Party Cte. (DNC or RNC)	5	4	3	2	1
Cong. Campaign Cte. (DCCC or NRCC)	5	4	3	2	1
Labor Unions/Labor PACs	5	4	3	2	1
Business Groups/Business PACs	5	4	3	2	1
Other Advocacy Groups and PACs	5	4	3	2	1

7. How important were the following groups in assisting your campaign with **campaign management**?

	Extremely	Very	Moderately	Slightly	Not
Local Party	5	4	3	2	1
State Party	5	4	3	2	1
National Party Cte. (DNC or RNC)	5	4	3	2	1
Cong. Campaign Cte. (DCCC or NRCC)	5	4	3	2	1
Labor Unions/Labor PACs	5	4	3	2	1
Business Groups/Business PACs	5	4	3	2	1
Other Advocacy Groups and PACs	5	4	3	2	1

VII. THE ELECTION OUTCOME

1. How important were each of the following factors in determining the **outcome of your election**?

	Extremely	Very	Moderately	Slightly	Not
Candidate Image & Personality	5	4	3	2	1
Local Issues	5	4	3	2	1
National Domestic Issues	5	4	3	2	1
Foreign Affairs/Defense	5	4	3	2	1
Money Spent by Campaigns	5	4	3	2	1
Money Spent by Political Parties	5	4	3	2	1
Money Spent by Advocacy Groups	5	4	3	2	1
Political Scandal	5	4	3	2	1

VIII. CAMPAIGN REFORM

1. Which statement best reflects your views of the current campaign finance system?

- 1) *It is broken and needs to be replaced.*
- 2) *It has problems and needs to be changed.*
- 3) *It has problems but is basically sound.*
- 4) *It is OK the way it is and should not be changed.*

2. What impact do you think the Bipartisan Campaign Reform Act of 2002 will have on campaign finance?

- 1) *Greatly Improve*
- 2) *Improve*
- 3) *No Effect*
- 4) *Worsen*
- 5) *Greatly Worsen*

3. Do you think that the following changes would significantly improve or worsen campaigns?

	<i>Improve</i>	<i>No difference</i>	<i>Worsen</i>
<i>Higher limits on campaign contributions</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Outlawing "soft money"</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Outlawing party "issue advocacy ads"</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Outlawing advocacy groups issue ads</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Public funding of campaigns</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Giving candidates free media time or postage</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Tax credits or deductions for small contributions</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* * *

Please use the postage paid envelope to return your survey.

MAIL TO: Center for American Politics and Citizenship
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QUESTIONS: Please contact Professor Paul S. Herrnson, 301-405-4123 or pherrnson@capc.umd.edu

If you would like a copy of the survey findings, please write your e-mail or postal address on a separate sheet of paper with your questionnaire.

Thank you very much for your assistance.