

FIGURE A-2

The 1998 Congressional Campaign Study: Telephone Questionnaire

1. What was your position in the campaign?

- 1) Candidate
- 2) Campaign manager
- 3) Press aide
- 4) Other senior advisor
- 5) Other _____

2. Approximately what percentage of the registered voters in your district would describe themselves as Democrats, Republicans, independents, or other? (Please fill in a percentage for each category.)

- 1) Democrats _____percent
- 2) Republicans _____percent
- 3) Independents _____percent
- 4) Other _____percent

3. Which of the following groups of voters did your campaign specifically target? Answer yes or no for each category. Did your campaign target

- | | | |
|----------------------------------|-----|----|
| 1) Members of your own party | Yes | No |
| 2) Independents | Yes | No |
| 3) Members of opponent's party | Yes | No |
| 4) Focused on all voters equally | Yes | No |

4. Were there any other groups of voters that your campaign specifically targeted? (If no, skip to question 5.)

- 1) Yes
- 2) No

4a. If you answered yes to question 4, please name those groups targeted most heavily.

- 1) Most targeted group _____
- 2) Other _____

5. I am going to read you a list of campaign activities. For each of the following campaign activities, please tell me what type of staff your campaign relied on the most: salaried campaign staff, paid consultants, party staff, union members, unpaid volunteers, or other groups. If your campaign did not perform the activity, just say so.

| | Cam- paign staff | Paid consul- tants | Party staff | Union mem- bers | Unpaid volun- teers | Other groups | Not used |
|---|------------------------|--------------------------|----------------|-----------------------|---------------------------|-----------------|-------------|
| a) Campaign management | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| b) Media advertising | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| c) Press relations | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| d) Issue and opposition research | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| e) Polling | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| f) Fund-raising | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| g) Get-out-the-vote activities | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| h) Legal advice | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| i) Accounting and filing FEC reports | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

6. Which of the following did your campaign advertising primarily focus on?

- 1) Your candidate's image
- 2) Your candidate's issue positions
- 3) Opponent's image
- 4) Opponent's issue positions
- 5) Other _____

7. Did your campaign receive a great deal, some, very little, or no media coverage at all?

- 1) none at all
- 2) very little
- 3) some
- 4) a great deal

8. Did your opponent's campaign receive a great deal, some, very little, or no media coverage at all?

- 1) none at all
- 2) very little
- 3) some
- 4) a great deal

9. Do you believe the news media covered the campaign fairly?
(If answer is yes, skip to question 10.)

- 1) Yes
- 2) No

9a. If the media coverage was not fair, did it favor your campaign or your opponent's campaign?

- 1) The media coverage favored your campaign
- 2) The media coverage favored your opponent's campaign

10. Did the local media endorse any candidates in the general election?
(If the answer is no, skip to question 11.)

- 1) Yes
- 2) No

10a. If yes, then which of the following kinds of endorsements occurred?

- 1) You were endorsed/your candidate was endorsed
- 2) Your opponent was endorsed
- 3) Both candidates received endorsements from different media outlets

11. Did your campaign or your opponent's campaign use negative advertising?

- 1) Your campaign did
- 2) Opponent's campaign did
- 3) Both campaigns did
- 4) No negative advertising was used by either campaign

12. I am going to mention several factors that may have affected your election. Please indicate whether these factors were extremely important, very important, moderately important, slightly important, or not important at all in determining the outcome of your election.

| | Not impor- tant | Slightly impor- tant | Mod- erately impor- tant | Very impor- tant | Ex- tremely impor- tant |
|--|-----------------------|----------------------------|-----------------------------------|------------------------|----------------------------------|
| a) Candidate image and personality | 1 | 2 | 3 | 4 | 5 |
| b) Traditional party loyalties | 1 | 2 | 3 | 4 | 5 |
| c) Local issues | 1 | 2 | 3 | 4 | 5 |
| d) National issues | 1 | 2 | 3 | 4 | 5 |
| e) Debates | 1 | 2 | 3 | 4 | 5 |
| f) Newspaper endorsements | 1 | 2 | 3 | 4 | 5 |
| g) Incumbent's advantages of office | 1 | 2 | 3 | 4 | 5 |
| h) Incumbent's record in Congress | 1 | 2 | 3 | 4 | 5 |
| i) Negative campaigning | 1 | 2 | 3 | 4 | 5 |
| j) Anti-incumbency mood among voters | 1 | 2 | 3 | 4 | 5 |
| k) Influence of the presidential scandal | 1 | 2 | 3 | 4 | 5 |
| l) Political scandal in your own race | 1 | 2 | 3 | 4 | 5 |
| m) Influence of a state or local election | 1 | 2 | 3 | 4 | 5 |
| n) Influence of a U.S. Senate race (Only asked if a Senate race was held in the state.) | 1 | 2 | 3 | 4 | 5 |

13. Which one issue mattered most in deciding the outcome of your race for the U.S. House? Please circle only one from the following list.

- | | |
|----------------------------|--------------------------------|
| 1) Education | 5) Health care |
| 2) Taxes | 6) Moral and ethical standards |
| 3) Clinton/Lewinsky matter | 7) Crime and drugs |
| 4) Social Security | 8) Jobs and the economy |

14. Which one issue facing the country or your district was featured the most in your campaign advertising? Please circle only one from the following list.

- | | |
|----------------------------|--------------------------------|
| 1) Education | 5) Health care |
| 2) Taxes | 6) Moral and ethical standards |
| 3) Clinton/Lewinsky matter | 7) Crime and drugs |
| 4) Social Security | 8) Jobs and the economy |

15. Approximately what percentage of your campaign's total budget was spent on each of the following seven categories? Please let me read the categories first: communications and other voter contact, research, polling, fund-raising, travel, overhead and staff salaries, and, finally, other or miscellaneous. Please try to make your answers total 100 percent.

- 1) Approximately what percentage was spent on communications and other voter contact? _____percent
- 2) What percentage was spent on research? _____percent
- 3) What percentage was spent on polling? _____percent
- 4) What percentage was spent on fund-raising? _____percent
- 5) What percentage was spent on travel? _____percent
- 6) What percentage was spent on overhead and staff salaries? _____percent
- 7) What percentage was spent on other or miscellaneous expenses? _____percent

16. Finally, approximately what percentage of your campaign's communication budget was spent on the following seven items? I will read these activities first and then ask you what percentage your campaign spent on each of them: television, radio, newspapers, campaign literature, direct mail, get-out-the-vote activities, and other communication activities. Please try to make your answers total 100 percent.

- 1) Approximately what percentage was spent on television? _____percent
- 2) What percentage was spent on radio? _____percent
- 3) What percentage was spent on newspapers? _____percent
- 4) What percentage was spent on campaign literature (like bumper stickers, billboards, and yard signs)? _____percent
- 5) What percentage was spent on direct mail? _____percent
- 6) What percentage was spent on get-out-the-vote activities? _____percent
- 7) What percentage was spent on other communication activities? _____percent