

Figure A-3 The 1992 Congressional Campaign Study Questionnaire

Form No. _____

THE 1992 CONGRESSIONAL CAMPAIGN STUDY

The University of Maryland regularly surveys voters, political candidates, and elected officials to learn about important issues and political processes. Congressional election campaigns are one of our major interests.

This is a CONFIDENTIAL SURVEY. Please DO NOT SIGN the questionnaire. Once your completed questionnaire is received, the responses will be entered into a computer. It will then be impossible to associate them with your name. The number at the top of the page is only a mechanical device that will be used to determine the response rate and to send follow-up letters to individuals who have not returned their questionnaires by NOVEMBER 21st.

PLEASE TAKE THE 20 MINUTES NEEDED TO COMPLETE THE SURVEY. Your cooperation will help those interested in elections learn more about campaigning for Congress. Thank you for your time and assistance.

PLEASE CIRCLE THE ANSWERS THAT BEST DESCRIBE YOUR OPINIONS. (Feel free to provide additional comments on extra sheets of paper.)

1. What was your position in the campaign?
1) Candidate 2) Campaign Manager 3) Treasurer 4) Press Aide
5) Other: _____
2. What was your candidate's party affiliation?
1) Democrat 2) Republican 3) Independent 4) Other: _____
3. How competitive was your candidate's primary?
1) Very competitive 2) Moderately competitive 3) Slightly competitive
4) There was no primary opposition
4. What was your candidate's position in the general election?
1) Incumbent 2) Challenger 3) Open seat 4) Incumbent vs. Incumbent
5. How did your candidate do in the general election?
1) Won 2) Lost
6. How many times has your candidate run for Congress?
1) 1st time 2) 2nd time 3) 3-5 times 4) More than 5 times
7. How much does the present district resemble the district that existed in 1990?
1) Exactly the same 2) Similar 3) Somewhat different 4) Very different
5) A completely new district
8. Compared to most registered voters in your district, would you say that your candidate's views are:
1) More liberal 2) More conservative 3) About the same
9. What do you think were your candidate's basic strengths in the campaign?
Greatest strength: _____ Others: _____
10. What do you think were your candidate's basic weaknesses in the campaign?

Greatest weakness: _____ Others: _____

11. What do you think were your opponent's basic strengths in the campaign?

Greatest strength: _____ Others: _____

12. What do you think were your opponent's basic weaknesses in the campaign?

Greatest weakness: _____ Others: _____

13. What do you think were the most important issues in your campaign? (You may list local and/or national issues)

Most important issue: _____ Others: _____

14. How important were each of the following in helping you LEARN ABOUT VOTERS' OPINIONS on major issues? Circle the appropriate choice for each.

	Not	Slightly	Moderately	Very	Extremel y
Mail from voters	1	2	3	4	5
Newspaper, radio, & TV stories	1	2	3	4	5
Public opinion surveys	1	2	3	4	5
Local party leaders & activists	1	2	3	4	5
National party leaders	1	2	3	4	5
National party publications & briefings	1	2	3	4	5
Personal contacts with voters	1	2	3	4	5
Other: _____	1	2	3	4	5

15. Approximately what percentage of the registered voters in your district would describe themselves as... (Fill in your answers, which should total 100%).

____ % Democratic ____ % Independent
____ % Republican ____ % Others: _____

16. Which of the following groups of voters did your campaign specifically target? Circle as many responses as you think are appropriate.

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

17. Did your campaign concentrate on any demographic, occupational, geographic, or issue groups? If yes, list those targeted most heavily.

Most targeted group: _____ Others: _____

18. How important do you believe each of the following groups were in INFLUENCING YOUR CANDIDATE'S DECISION TO RUN FOR CONGRESS? Circle the most appropriate choice for each.

	Not	Slightly	Moderately	Very	Extremely
Family & Friends	1	2	3	4	5
City &/or County Parties	1	2	3	4	5
State Party	1	2	3	4	5
National Party Committee (DNC or RNC)	1	2	3	4	5
Cong. Campaign Committee (DCCC or	1	2	3	4	5

NRCC)						
Labor Unions	1	2	3	4	5	
Other Interest Groups	1	2	3	4	5	
Political Action Committees	1	2	3	4	5	
Issues &/or Ideology	1	2	3	4	5	
A Desire to Improve Government	1	2	3	4	5	
A Desire to be a Political Leader	1	2	3	4	5	

19. For each of the following activities, did your campaign rely on salaried campaign staff, paid consultants, party staff, union members, unpaid volunteers, the assistance of some other group, or did the campaign not carry out the activity? Circle the appropriate choice(s) for each.

	Campaign Staff	Paid Cons.	Party Staff	Union Mbrs.	Unpaid Vols.	Other Groups	Not Used
Campaign management	1	2	3	4	5	6	7
Media advertising	1	2	3	4	5	6	7
Press relations	1	2	3	4	5	6	7
Issue and opposition research	1	2	3	4	5	6	7
Polling	1	2	3	4	5	6	7
Fundraising	1	2	3	4	5	6	7
Get-out-the-vote activities	1	2	3	4	5	6	7
Legal advice	1	2	3	4	5	6	7
Accounting/Filing FEC Reports	1	2	3	4	5	6	7

20. Approximately what percentage of your campaign's TOTAL BUDGET was spent on each of the following? Fill in your answers, which should total 100%.

Staff salaries	___%
Research	___%
Polling	___%
Direct Mail	___%
Travel	___%
Get-out-the-vote activities	___%
Media and advertising	___%
Other: _____	___%

21. Approximately what percentage of your campaign's MEDIA BUDGET was spent on each of the following? Fill in your answers, which should total 100%.

Radio ads	___%
Television ads	___%
Newspaper ads	___%
Campaign literature	___%
Billboards and yard signs	___%
Other: _____	___%

22. How important were the following techniques in CONVEYING THE CANDIDATE'S MESSAGE TO VOTERS? Circle the appropriate choice for each technique.

	Not	Slightly	Moderately	Very	Extremely	Not Used
Radio (paid or free)	1	2	3	4	5	6
Television (paid or free)	1	2	3	4	5	6
Literature drops	1	2	3	4	5	6
Speeches and rallies	1	2	3	4	5	6

Newsletters and direct mail	1	2	3	4	5	6
Newspaper ads	1	2	3	4	5	6
Press releases and free media	1	2	3	4	5	6
Campaign debates	1	2	3	4	5	6
Billboards, buttons, etc.	1	2	3	4	5	6
Surrogate campaigning	1	2	3	4	5	6
Door-to-door canvassing	1	2	3	4	5	6
Candidate visits to shopping centers, factories, etc.	1	2	3	4	5	6
Other: _____	1	2	3	4	5	6

23. Which of the techniques listed in Question 22 do you think your campaign utilized... (Fill in your answers below)

a) Most effectively: _____ b) Least effectively: _____

24. Which one 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: _____

25. Which campaign received more news coverage?

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

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

- 1) Yes, the media coverage was fair to both candidates
- 2) No, the media coverage favored your candidate's campaign
- 3) No, the media coverage favored the opponent's campaign

27. Did the local media endorse any candidates in the general election?

- 1) Yes, your candidate was endorsed
- 2) Yes, the opponent was endorsed
- 3) Both candidates received endorsements from different media outlets
- 4) No candidates were endorsed

28. 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

The next eight questions are concerned with the kinds of assistance your campaign received from different groups. All of the questions use exactly the same format. Circle the number associated with the most appropriate choice for each group.

29. How important were the following groups in providing your campaign with INFORMATION ABOUT VOTERS (survey data, demographic data, targeting assessments)?

	Not	Slightly	Moderately	Very	Extremely
City &/or County Parties	1	2	3	4	5
State Party	1	2	3	4	5
National Party Committee (DNC or RNC)	1	2	3	4	5
Cong. Campaign Committee (DCCC or NRCC)	1	2	3	4	5
Labor Unions	1	2	3	4	5

Other Interest Groups	1	2	3	4	5
Political Action Committees	1	2	3	4	5

30. How important were the following groups in assisting your campaign with REGISTERING VOTERS and GETTING THEM TO THE POLLS ON ELECTION DAY?

	Not	Slightly	Moderately	Very	Extremely
City &/or County Parties	1	2	3	4	5
State Party	1	2	3	4	5
National Party Committee (DNC or RNC)	1	2	3	4	5
Cong. Campaign Committee (DCCC or NRCC)	1	2	3	4	5
Labor Unions	1	2	3	4	5
Other Interest Groups	1	2	3	4	5
Political Action Committees	1	2	3	4	5

31. How important were the following groups in providing your campaign with MASS MEDIA ADVERTISING and DEVELOPING THE CANDIDATE'S PUBLIC IMAGE?

	Not	Slightly	Moderately	Very	Extremely
City &/or County Parties	1	2	3	4	5
State Party	1	2	3	4	5
National Party Committee (DNC or RNC)	1	2	3	4	5
Cong. Campaign Committee (DCCC or NRCC)	1	2	3	4	5
Labor Unions	1	2	3	4	5
Other Interest Groups	1	2	3	4	5
Political Action Committees	1	2	3	4	5

32. How important were the following groups in assisting your campaign with FUNDRAISING, including introductions to potential campaign contributors and direct-mail fundraising?

	Not	Slightly	Moderately	Very	Extremely
City &/or County Parties	1	2	3	4	5
State Party	1	2	3	4	5
National Party Committee (DNC or RNC)	1	2	3	4	5
Cong. Campaign Committee (DCCC or NRCC)	1	2	3	4	5
Labor Unions	1	2	3	4	5
Other Interest Groups	1	2	3	4	5
Political Action Committees	1	2	3	4	5

33. How important were the following groups in assisting your campaign with ISSUE RESEARCH AND DEVELOPMENT?

	Not	Slightly	Moderately	Very	Extremely
City &/or County Parties	1	2	3	4	5
State Party	1	2	3	4	5
National Party Committee (DNC or RNC)	1	2	3	4	5
Cong. Campaign Committee (DCCC or NRCC)	1	2	3	4	5
Labor Unions	1	2	3	4	5
Other Interest Groups	1	2	3	4	5
Political Action Committees	1	2	3	4	5

34. How important were the following groups in providing your campaign with OPPOSITION RESEARCH?

	Not	Slightly	Moderately	Very	Extremely
City &/or County Parties	1	2	3	4	5
State Party	1	2	3	4	5
National Party Committee (DNC or RNC)	1	2	3	4	5
Cong. Campaign Committee (DCCC or NRCC)	1	2	3	4	5
Labor Unions	1	2	3	4	5
Other Interest Groups	1	2	3	4	5
Political Action Committees	1	2	3	4	5

35. How important were the following groups in providing your campaign with VOLUNTEER WORKERS?

	Not	Slightly	Moderately	Very	Extremely
City &/or County Parties	1	2	3	4	5
State Party	1	2	3	4	5
National Party Committee (DNC or RNC)	1	2	3	4	5
Cong. Campaign Committee (DCCC or NRCC)	1	2	3	4	5
Labor Unions	1	2	3	4	5
Other Interest Groups	1	2	3	4	5
Political Action Committees	1	2	3	4	5

36. How important were the following groups in assisting with CAMPAIGN MANAGEMENT, including the formulation of campaign strategy?

	Not	Slightly	Moderately	Very	Extremely
City &/or County Parties	1	2	3	4	5
State Party	1	2	3	4	5
National Party Committee (DNC or RNC)	1	2	3	4	5
Cong. Campaign Committee (DCCC or NRCC)	1	2	3	4	5
Labor Unions	1	2	3	4	5
Other Interest Groups	1	2	3	4	5
Political Action Committees	1	2	3	4	5

37. How important do you believe the following factors were in determining the OUTCOME OF THE ELECTION?

	Not	Slightly	Moderately	Very	Extremely
Candidate image & personality	1	2	3	4	5
Traditional party loyalties	1	2	3	4	5
Local issues	1	2	3	4	5
National issues	1	2	3	4	5
Debates	1	2	3	4	5
Newspaper endorsements	1	2	3	4	5
Incumbent's advantages of office	1	2	3	4	5
Incumbent's record in Congress	1	2	3	4	5
Negative Campaigning	1	2	3	4	5
Anti-incumbency mood among voters	1	2	3	4	5
Influence of the presidential election	1	2	3	4	5
Influence of Ross Perot's campaign	1	2	3	4	5
Influence of a U.S. Senate election	1	2	3	4	5
Influence of state or local elections	1	2	3	4	5

Political scandal

1

2

3

4

5

38. In your own words, did any unusual circumstances or major events influence the election? (Please feel free to use additional sheets of paper.)