

CONFIDENTIAL SURVEY

The 2006 State Supreme Court Campaign Study

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The University of Northern Iowa surveys political candidates and elected officials to learn about policy issues and political processes. The goal of this survey is get your perspective on how state supreme court campaigns are run. Please assist us in this important endeavor.

GUARANTEE OF CONFIDENTIALITY: This is a confidential survey. **Please do not sign the questionnaire.** Only statistical tabulations from the data will be published, so the answers you provide will *not* be attributed to you. There will be no disclosure or mention of those who participate. Thank you for your time and assistance.

* * *

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

I. THE ELECTION AND MEDIA COVERAGE

1. What was your position in the campaign?

- 1) *Candidate*
- 2) *Campaign manager*
- 3) *Communications aide*
- 4) *Other* _____

2. Which campaign received more news coverage?

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

3. 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*

4. 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*

5. In your opinion, how important were each of the following factors in determining the outcome of your election?

	Extremely	Very	Moderately	Slightly	Not	Not Used
Candidate Image & Personality	5	4	3	2	1	0
Local Issues	5	4	3	2	1	0
National Issues	5	4	3	2	1	0
Money spent by campaigns	5	4	3	2	1	0
Money spent by political parties	5	4	3	2	1	0
Money spent by advocacy groups	5	4	3	2	1	0
Scandal	5	4	3	2	1	0

II. CAMPAIGN ORGANIZATION

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

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

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*** 2a. (If you are not the candidate) Approximately what percentage of the candidate’s 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. CAMPAIGN STRATEGIES AND COMMUNICATIONS

1. Approximately what percentage of the registered voters in your state or 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 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 Coverage	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

5. For which of the following did your campaign use the Internet or Email? *Circle all appropriate answers.*

- | | |
|---|---|
| 1) <i>Sponsored its own Web site</i> | 5) <i>Fundraising (including credit card contributions)</i> |
| 2) <i>Reached out to undecided voters</i> | 6) <i>Showcased TV ads (streaming video)</i> |
| 3) <i>Communicated with supporters</i> | 7) <i>Issued press releases</i> |
| 4) <i>Recruited or organized volunteers</i> | |

7. Please rank the following in importance from **1 to 6**, where 1 is the most important focus of your campaign communications and 6 represents what you focused on the least.

- _____ *Your image and qualifications*
 _____ *Your issue positions*
 _____ *Your judicial philosophy*
 _____ *Your major opponent's image and qualifications*
 _____ *Your major opponent's issue positions*
 _____ *Your major opponent's judicial philosophy*

8. To the extent that you focused on issues, which ONE of the issues was the most important in your campaign?

- | | |
|---|----------------------------------|
| 1) <i>Tort reform/Medical Malpractice</i> | 4) <i>Church/State relations</i> |
| 2) <i>Crime and/or sentencing</i> | 5) <i>Abortion</i> |
| 3) <i>Same-sex marriage / gay rights</i> | 6) <i>Other _____</i> |

9. Did political parties, interest groups, or other outside groups try to influence the campaign agenda?

- 1) *Yes* 2) *No*

**** 9a. If you answered YES to Question 9, did these groups' efforts affect your campaign?

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

V. JUDGING 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 judicial campaigning?

- 1) *There is little or no connection between being a good candidate and being a good judge.*
 2) *There are only a few important connections between being a good candidate and being a good judge.*
 3) *The best candidates are usually the best judges.*

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3. Which one of the following statements comes closest to representing your view?

- 1) Issues raised in judicial campaigns are usually the most important issues facing the courts.
- 2) Issues raised in judicial campaigns are occasionally the most important issues facing the courts.
- 3) Issues raised in judicial campaigns are almost never the most important issues facing the courts.

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)?

	Extremely	Very	Moderately	Slightly	Not	Not Used
Local Party	5	4	3	2	1	0
State Party	5	4	3	2	1	0
Labor Unions / Labor PACs	5	4	3	2	1	0
Business Groups / Business PACs	5	4	3	2	1	0
Other Advocacy Groups and PACs	5	4	3	2	1	0

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	Not Used
Local Party	5	4	3	2	1	0
State Party	5	4	3	2	1	0
Labor Unions / Labor PACs	5	4	3	2	1	0
Business Groups / Business PACs	5	4	3	2	1	0
Other Advocacy Groups and PACs	5	4	3	2	1	0

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	Not Used
Local Party	5	4	3	2	1	0
State Party	5	4	3	2	1	0
Labor Unions / Labor PACs	5	4	3	2	1	0
Business Groups / Business PACs	5	4	3	2	1	0
Other Advocacy Groups and PACs	5	4	3	2	1	0

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

	Extremely	Very	Moderately	Slightly	Not	Not Used
Local Party	5	4	3	2	1	0
State Party	5	4	3	2	1	0
Labor Unions / Labor PACs	5	4	3	2	1	0
Business Groups / Business PACs	5	4	3	2	1	0
Other Advocacy Groups and PACs	5	4	3	2	1	0

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	Not Used
Local Party	5	4	3	2	1	0
State Party	5	4	3	2	1	0
Labor Unions / Labor PACs	5	4	3	2	1	0
Business Groups / Business PACs	5	4	3	2	1	0
Other Advocacy Groups and PACs	5	4	3	2	1	0

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

	Extremely	Very	Moderately	Slightly	Not	Not Used
Local Party	5	4	3	2	1	0
State Party	5	4	3	2	1	0
Labor Unions / Labor PACs	5	4	3	2	1	0
Business Groups / Business PACs	5	4	3	2	1	0
Other Advocacy Groups and PACs	5	4	3	2	1	0

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

	Extremely	Very	Moderately	Slightly	Not	Not Used
Local Party	5	4	3	2	1	0
State Party	5	4	3	2	1	0
Labor Unions / Labor PACs	5	4	3	2	1	0
Business Groups / Business PACs	5	4	3	2	1	0
Other Advocacy Groups and PACs	5	4	3	2	1	0

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8. Roughly how many questionnaires distributed by advocacy or interest groups did your campaign receive? _____

8a. How many of these questionnaires did your campaign respond to? _____

9. On balance, who would you say benefited the most from the distribution of the results of such questionnaires?

- 1) *Your campaign*
- 2) *Your opponent's campaign*
- 3) *Both benefited about equally*

10. Please indicate whether you agree or disagree with the following statements:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Interest group questionnaires helped my campaign reach out to voters.	5	4	3	2	1	0
In general, interest group questionnaires are helpful to voters.	5	4	3	2	1	0

VII. CAMPAIGN REFORM & CODES OF CONDUCT

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

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

	Improve	No difference	Worsen
Higher limits on campaign contributions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outlawing advocacy groups issue ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public funding of campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Giving candidates free media time or postage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tax credits or deductions for small contributions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More ethical restrictions on conduct during judicial campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fewer ethical restrictions on conduct during judicial campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Please indicate whether you agree or disagree with the following statements:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Candidates should be able to speak openly and take clear stands about legal issues.	5	4	3	2	1	0
Candidates should be able to speak openly and take clear stands about political issues.	5	4	3	2	1	0
Some ethical restrictions on the speech of judicial candidates is necessary to maintain the integrity of the judicial system.	5	4	3	2	1	0

The next several questions ask about a recent U.S. Supreme Court decision, *Republican Party of Minnesota v. White* (2003). In this decision, the Supreme Court ruled unconstitutional a clause of Minnesota's canons of judicial conduct that specified that no candidates for judicial office could announce their opinions about legal or political issues. The Court struck down the "Announce Clause" as a violation of candidates' free speech rights.

4. How aware are you of this U.S. Supreme Court decision?

- 1) *Very aware*
- 2) *Somewhat aware*
- 3) *Moderately aware*
- 4) *Slightly aware*
- 5) *Unaware*

5. Please indicate whether you agree or disagree with the following statements about effect of the *White* decision **in your state**.

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
The <i>White</i> decision has made judicial elections more political or more issue-based.	5	4	3	2	1	0
Candidates for judicial office are more likely to take stands on political and legal issues since the <i>White</i> decision.	5	4	3	2	1	0
The <i>White</i> decision has had little effect on judicial campaigns.	5	4	3	2	1	0
The <i>White</i> decision has led to more spending in judicial elections.	5	4	3	2	1	0
As a result of the <i>White</i> decision, judicial elections will become more like elections for political offices.	5	4	3	2	1	0
As a result of the <i>White</i> decision, voters will have access to more information about judicial candidates.	5	4	3	2	1	0
As a result of the <i>White</i> decision, voters will have access to higher quality information about judicial candidates.	5	4	3	2	1	0

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6. What impact do you think the U.S. Supreme Court's decision in *Republican Party of Minnesota v. White* will have on judicial elections overall?

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

* * *

Please use the postage paid envelope to return your survey.

MAIL TO: State Supreme Court Campaign Survey, Department of Political Science, University of Northern Iowa, Cedar Falls, IA 50614-0404

QUESTIONS: Please contact Professor Scott Peters, 319-273-2727 or scott.peters@uni.edu

Thank you very much for your assistance with this important project. *I emphasize once again that your answers and your participation will remain completely confidential.*

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

Please feel free to enclose confidential written comments further explaining your views on any of the issues here.

If you would be willing to take part in a confidential phone interview about these issues, feel free to enclose contact information when you return your survey.

Thank you very much for your assistance.
