Consultant Questionnaire: Primary Elections

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Survey Distributed via Qualtrics to email list of 6,330 owned by the American Association of Political Consultants

Start Date: Sept 25, 2017
End Date: Oct 9, 2017

Thank you for your participation in this study. As a professional in political campaigns, you are uniquely qualified to assess candidates and primary elections. Your response is very important to our study. **Please be assured that all responses will remain anonymous.**
 The survey should take less than ten minutes to complete. Participation in this survey is entirely voluntary; no risks or rewards are associated with it and you may skip any question you would rather not answer or end the survey at any time.   You may click here to view the University of Massachusetts research information sheet. If you have any questions about this survey, please do not hesitate to contact us by email: laraja@umass.edu, or by phone: (413) 545-6182

Variable: role

Question: What is your current role in political campaigns?

○ Full-time/professional political consulting (1)

○ Part-time or nonprofessional consulting (2)

○ Vendor or service provider to the campaign industry (3)

○ Volunteer/student (4)

○ Other (please specify) (5) _____

Variable: years

Question: Roughly how many years have you been active in political consulting?

_____(insert number)_____

Variable: party

Question: What political party do your candidates or clients represent? (check all that apply)

☐ Democrats (1)

☐ Republicans (2)

☐ Other (specify) (4) _____

☐ Not Applicable (5)

Variable: views

Question: In general, would you describe your political views as very conservative, conservative, moderate, liberal, or very liberal?

○ Very conservative (1)

○ Conservative (2)

○ Moderate (3)

○ Liberal (4)

○ Very liberal (5)

Variable: expprimary
Question: How much experience do you have in primary campaigns?

○ A lot (1)

○ Some (2)

○ A little (3)

○ None (4)

Variable: expraces

Question: Please select the races in which you have experience in *primaries* (choose all that apply).

☐ President (1)

☐ US Senate (2)

☐ US House (3)

☐ Governor (4)

☐ State legislature (5)

☐ Local (6)

☐ Other (specify) (7) _____

☐ None (8)

X→

Variables: racerank1, racerank2, racerank3, racerank4, racerank5, racerank6, racerank7, racerank8

Question: Among the races you just selected, please rank the order in which you have the most experience by dragging choices up or down. (If only one choice or no choice appears below, please skip to the next question.)

_____ President (1)
_____ US Senate (2)
_____ US House (3)
_____ Governor (4)
_____ State legislature (5)
_____ Local (6)
_____ Other (specify) (7)
_____ None (8)

Variables: fundraising, media, voterdata, grassroots, polling, recruit, manage, vendor, otherwork

Question: Which areas are you primarily engaged in (choose all that apply)?

☐ Fundraising (1)

☐ Communications and media (2)

☐ Voter data and analytics (3)

☐ Voter mobilization and/or grassroots organizing (4)

☐ Polling and research (5)

☐ Candidate recruitment and/or training (6)

☐ Campaign management (7)

☐ Vendor or service provider to the campaign industry (8)

☐ Other (specify) (9) _____

Variable: ratecand

Question: From your perspective, how would you rate the quality of candidates running for the US House and Senate?

○ Excellent (1)

○ Good (2)

○ Fair (3)

○ Poor (4)

○ Don't know (5)

Variable: qualchange

Question: In the time that you have worked in politics, has the quality of candidates running for the US House and Senate...

○ Gotten better (1)

○ Gotten worse (2)

○ Stayed the same (3)

○ Don't know (4)

Variables: experience, wealth, business, activist, ideologue, platform, leaders

Question: Over the past five to ten years, how have primary candidates changed in the kinds of races for which you have the most experience?

	A lot more (1)	Somewhat more (2)	The same (3)	Somewhat less (4)	A lot less (5)	Don't know (6)
Experience in public office (1)	○	○	○	○	○	○
Personal wealth (2)	○	○	○	○	○	○
Business background (3)	○	○	○	○	○	○
Issue activist background (4)	○	○	○	○	○	○
Strong ideological viewpoint (5)	○	○	○	○	○	○
Strong allegiance to party platform (6)	○	○	○	○	○	○
Personal connections to party leaders in state (7)	○	○	○	○	○	○

Variables: busgroups, issuegroups, inddonors, unions, consultants, natparty, localparty, other

Question: In the kinds of races for which you have the most experience, which actors are important in recruiting and training candidates *today*?

	Very important (1)	Somewhat important (2)	Not very important (3)	Not important at all (4)	Don't know (5)
Business groups or leaders (1)	○	○	○	○	○
Issue/ideological groups or activists (including super PACs) (2)	○	○	○	○	○
Individual donors (3)	○	○	○	○	○
Unions (4)	○	○	○	○	○
Consultants (5)	○	○	○	○	○
National party organizations or elected officials (or their surrogates) (6)	○	○	○	○	○
State party organizations or elected officials (or their surrogates) (7)	○	○	○	○	○
Local party organizations or elected officials (or their surrogates) (8)	○	○	○	○	○
Other/comment (9)	○	○	○	○	○

Variables: busgroups2, issuegroups2, inddonors2, unions2, consultants2, natparty2, localparty2, other2

Question: Over the *past five to ten years*, has the following actors' activity in recruiting and training candidates become more or less important?

	A lot more important (1)	Somewhat more important (2)	The same (3)	Somewhat less important (4)	Much less important (5)	Don't know (6)
Business groups or leaders (1)	○	○	○	○	○	○
Issue/ideological groups or activists (including super PACs) (2)	○	○	○	○	○	○
Individual donors (3)	○	○	○	○	○	○
Unions (4)	○	○	○	○	○	○
Consultants (5)	○	○	○	○	○	○
National party organizations or elected officials (or their surrogates) (6)	○	○	○	○	○	○
State party organizations or elected officials (or their surrogates) (7)	○	○	○	○	○	○
Local party organizations or elected officials (or their surrogates) (8)	○	○	○	○	○	○
Other/comment (9)	○	○	○	○	○	○

Variables: senprimary, houseprimary,stlegprimary

Question: In your experience or observation, are primary challenges to incumbents more common than five or so years ago, less common, or about the same?

	More common (1)	Less common (2)	About the same (3)	Don't know (4)
In US Senate races (1)	○	○	○	○
In US House races (2)	○	○	○	○
In state legislative races (3)	○	○	○	○

Variable: text_changes

Question: How would you describe any changes you have observed in how primaries operate in the past 8-10 years (please specify type of race)?

_____

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