

# **Bellwether Research & Consulting**

## **Christine L. Matthews**

Christine Matthews is president and founder of Bellwether Research & Consulting, a Republican polling and strategic consulting firm in Alexandria, Virginia.

Chris has been involved in polling and strategy for hundreds of campaigns, interest groups, coalitions, and corporations. An Indiana native, Chris served as the pollster for Senator Richard Lugar's presidential campaign and is conducting polling in the state on the 2004 governor's race. She conducted research and focus groups for the 1996 Dole presidential campaign.

Some of her corporate and policy clients include: The League of Conservation Voters, Business Leaders for Sensible Priorities, The Kellogg Foundation, Anthem Insurance, Taxpayers for Common Sense, Cinergy, Indiana Manufacturers' Association, The Wilderness Society and the Republican Main Street Coalition.

Chris' work has taken her to the Philippines to direct survey research (which is largely done door to door) for a presidential candidate, to Guam for gubernatorial and legislative polling, and to Hawaii to poll for Linda Lingle's gubernatorial election.

An expert in gender gap politics, Chris was retained by the National Federation of Republican Women to conduct national research and focus groups among Republican women to review the party's image and messages and to refine the organization's membership strategies. In 2000, she partnered with Democrat Celinda Lake on behalf of Women Vote 2000 to conduct qualitative research with women voters.

Chris created an innovative national survey methodology for the Republican Network to Elect Women to measure the impact a Republican candidate's gender had on image and ballot support. This data has served as a resource for political campaigns and numerous academic papers, including several conducted at Harvard's Kennedy School of Government.

Chris has taught training seminars for the National Federation of Republican Women, Women's Campaign Fund, The WISH List, National Women's Political Caucus, and other organizations supporting women candidates.

She has been a political commentator for MSNBC, Fox News, NPR, and CNN and has been quoted in the *New York Times*, *Washington Post*, *Washington Times*, *Time*, *Businessweek* and Salon.

Chris received her bachelor's degree from Indiana University and her master's from Georgetown University. Chris' master's thesis was "The Politics of Suburban Sprawl."

Chris and her husband, Tom, and their daughter, Grace, live in Alexandria, Virginia where Chris chairs her daughter's preschool board, teaches Sunday School, and conceived and developed a "Pets of Alexandria" calendar that has raised nearly \$20,000 in two years for the Animal Welfare League of Alexandria.