

Conclusion

In summary, I have designed a research plan in order to learn what makes interests voters about politics and what makes a candidate more favorable than another. The insights from this research plan will be tailored to Republican presidential candidate Ted Cruz. Through secondary research, participant observation, focus groups, interviews and survey research, the Cruz campaign can gain insight into the mindset of voters and create a campaign plan that will create more interest in politics as well as make Ted Cruz a more favorable candidate.