

Survey Research

Finally, I would round out the research plan with survey research. Like with the ethnographies, focus groups, and IDI's, the survey would be distributed to Republicans and Independents because these are the voters that Cruz needs to appeal to. They would be distributed predominantly to Republican's in red states and swing states, where Cruz has an opportunity to win the primary. I would send a few to Republicans in blue states, to get a gauge of opinions if Cruz were to get the nomination, but that is not the main focus of this survey.

It is also important to remember that we need to send out more survey's than we want responses because not everyone is going to respond to our survey. Ideally, we should send about 2,000 surveys and hope for 1,000 responses. 1,000 surveys will have variation and will be more likely to accurately represent the U.S. population. I think it is also important to understand that different modes of distribution are necessary. Younger voters are more likely to respond to an online survey because they use technology more than older voters. So, first send the survey out via email. This will probably yield results from younger and some middle-aged voters. Next, I would send the survey using direct mail. This will probably yield results from more middle-aged and older voters. It would be important to include the caveat, "if you have already filled out this survey, do not submit another copy." Duplicate surveys could skew the final results. Finally, for the remaining respondents, set up a call center and conduct the survey over the phone. I think this will pull in older voters because it's the most convenient. It doesn't require working a computer or going to the post office in order to mail the survey back. A phone survey simply requires to the operator. This would be helpful for older voters with limited mobility. This tiered system will also encourage more responses because its constantly reminding those who haven't taken it to take it, and it also provides them with options of how they would like to take the survey.

The survey should start with general questions gauging general interest in politics. These questions will include "Are you registered to vote," "Did you vote in

the last election,” “Have you watched any of the presidential debates,” etc. After gauging interest, move on to where they stand on the issues. Using a Likert scale of 5, ranging from “very unimportant” to “very important,” the survey will have a sample of foreign policy, social and economic issues. It will be followed by another Likert scale that will allow respondents to measure their level of agreement with certain statements that correspond with the issues in the question above. This gives an accurate understanding of the importance of issues for respondents. Next, the survey should go into familiarity with candidates, who respondents think will win the nomination and who they would vote for right now. This will give insight into what qualities make a “winning” candidate. Finally, the survey will cover demographic information: political ideology (include factions of republican party), age, ethnicity, gender, education level, etc.

This provides the obvious information like the percentage of people voting for Ted Cruz, but it also provides further analysis. First, I would compare demographic data with who respondents are voting for. This creates a breakdown of where Cruz stands with key demographics. Next, I would compare “who will win the nomination” to “who would you vote for.” This will show a respondent’s opinion of other candidates and how well or poorly participants think the candidates are doing. This will allow us to see if participants think their candidate can win the nomination. For example, the survey will show if all respondents that plan to vote for Cruz think that he can win the Republican nomination. And if not, we will be able to see who they would vote for. This survey will provide the Cruz campaign with a spread of where people stand on the issues, how they plan to vote, their interest levels in politics. The campaign can use this information to form a campaign plan for the rest of the primary race, for example, if respondents put a lot of weight on foreign policy issues, foreign policy can be a point of emphasis for the Cruz campaign.

Basic Question Map:

Political Interest:

Please rate your interest level in politics:

Very interested, Somewhat interested, Neutral, Somewhat Uninterested,
Very Uninterested

Are you registered to vote?

Yes, No

If you live outside of the district where you're registered, do you plan to order an absentee ballot?

Yes, No, I live in my district, I will vote in my home district

Were you eligible to vote in the last election?

Yes, No

If eligible, did you vote?

Yes, No

Do you plan to vote in the 2016 election?

Yes, No

Did you watch either of the Democratic debates?

Neither, Yes (One), Yes (both), No

Have you watched any of the Republican debates?

Yes, No

Favorability/Familiarity:

Please state your level of familiarity with these presidential candidates:

List Republican candidates/Very Familiar, Familiar, Not Familiar

What Republican candidate do you think will win the nomination?

List Republican candidates

If the election were held today, what candidate would you cast your vote for?

List ALL candidates