1. In the earliest phase of a campaign, should the candidate's time be devoted more to A) Contacting likely supporters with strong vote history, B) Contacting people who are likely to vote, but are undecided, or C) Contacting supporters who might not vote. What is your reasoning for the option you chose? (6 points)

In the earliest phase of a campaign, the candidate's time should be devoted more to A) Contacting likely supporters with strong vote history. These are people who are politically involved and supportive of candidate. These people will be the ones most likely to volunteer, donate, or help advertise candidate by word spreading through social networks.

2. Early in the campaign, your candidate has the opportunity to speak at your county party's annual dinner in one of two counties. In Adams County, your party's candidate got 80% of the vote, and the usual turnout at the annual dinner is 150 people. In Brooks County, your party's candidate got 50% of the vote, and the usual turnout at the annual dinner is 600. At which county dinner is your candidate likely to meet more prospective donors and volunteers? What information do you use to make that decision? What information is not relevant to the decision and why is it not relevant? (6 points)

150*80%=120, 600*50%=300. At Brooks County, more prospective donors and volunteers for the candidate. We use the turnout always vote rate and supportive of candidate rate to make the decision. Those information like people who never vote or sometimes vote, or who doesn't supporte candidate or swing voters is not relevant to the decision. It is because prospective donors and volunteers is from the early stage campaign.

3. Your campaign is planning a persuasion mail program. The mail piece costs $1.50 per piece. You have divided your persuasion universe into three tiers of 10,000 voters each, with the following characteristics:
Tier 1:
Average persuasion score: 45%
Average turnout score: 73%
Tier 2:
Average persuasion score: 39%
Average turnout score: 62%
Tier 3:
Average persuasion score: 35%
Average turnout score: 45%
3A: What is the cost per persuadable voter who ends up voting reached in tier 1? (3 points)
0.45*0.73 = 0.3285
3285 out of 10,000 are persuable voter.
15000/3285 = $4.57 per persuadable voter who ends up voting reached in tier 1.
3B: What is the cost per persuadable voter who ends up voting reached in tier 2? (3 points)
0.39*0.62 = 0.2418
2418 out of 10,000 are persuable voter.
15000/2418 = $6.20 per persuadable voter who ends up voting reached in tier 2.

3C: What is the cost per persuadable voter who ends up voting reached in tier 3? (3 points)
0.35*0.45 = 0.1575
1575 out of 10,000 are persuable voter.
15000/1575 = $9.52 per persuadable voter who ends up voting reached in tier 3.
3D: What is the cost per persuadable voter who ends up voting if all three tiers are targeted? (3 points)
3285 + 2418 + 1575 = 7278
30000*1.5/7278 = $6.18 per persuadable voter who ends up voting if all three tiers are targeted.