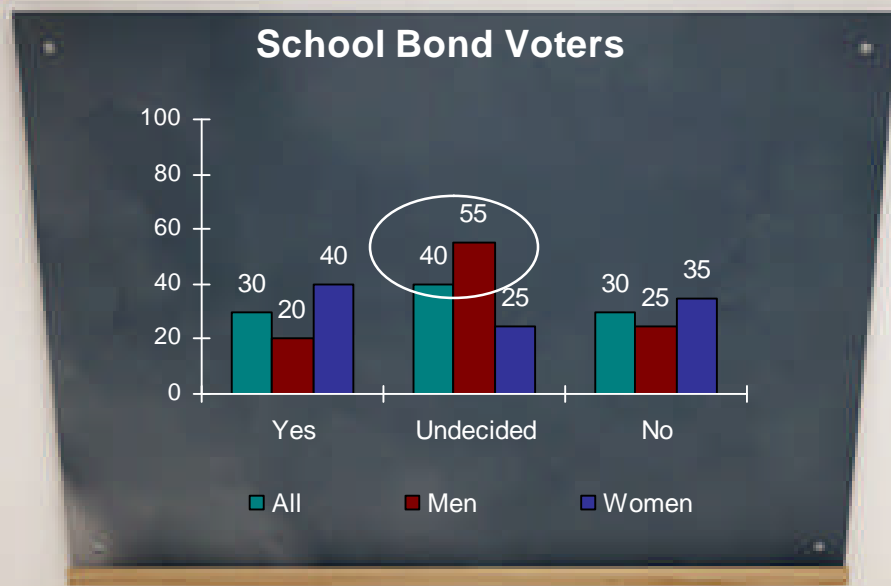


YOU KNOW WHERE SOME OF THE PEOPLE STAND...



...BUT WHERE DO ALL OF THE PEOPLE STAND?



**CUSTOMER  
RESEARCH  
INTERNATIONAL**

The science of market research. All the answers.

# CRI BOND VOTER PROGRAM

In the realm of public discourse, we know what *some* people think about the issues, but we don't necessarily know what *all* the people think—the *rest* of the voters who hold the fate of your measure in their ballot. Research plays an important role in developing a bond and in preparing communication *to* the public about your bond. It is essential that you know the mindsets among all segments of the voting public, not just the activists on either sides of the issues.

## From Conception to Election, You Need Answers!

First and foremost, what is the level of awareness of the issues the bond addresses and how do the issues affect them?

Do voters understand *why* a bond is being proposed and for what specific use?

Is there an understanding of the consequences if a bond is *not* passed?

What specific segments of the voter population are in favor or oppose the measure or are undecided?

What are the most effective channels for reaching each segment?

How compelling are the various arguments *for* bond approval?

**Focus Groups** Voters are recruited for a two-hour discussion group led by an experienced Moderator and observed by team members from behind a one-way mirror. Generally, two or more groups are conducted to assure that enough different voices are heard from specific voter segments. Focus Groups allow us the luxury of *discovering* and *exploring* the attitudes and perceptions that could drive voters' intentions at the polls well before the campaign begins. CRI partner Dr. Dave Roberts has designed and moderated over 3,000 focus groups nationally.



**Telephone Surveys** Most are familiar with Public Opinion Polls. However, in developing a campaign to garner public support for a bond, tax, or initiative, we need to know more about attitudes and perceptions as they relate to approval or non-approval, scientifically projected to the population with controls for demographic and other segments. In this way you can tailor and target your messages for maximum efficiency and effectiveness.



Typically, we conduct a 10-15 minute *Telephone Awareness and Attitude Study* of 400 randomly-sampled voters, balanced by age, gender, and geography. This methodology allows us to project our findings to the population within the industry-standard margin of error of  $\pm 5\%$  at the 95% confidence level.

CRI operates its own 100-station Computer-Assisted Telephone Interviewing (CATI) facility staffed with skilled interviewers in San Marcos, Texas. Telephone studies are *never* outsourced.

Contact Michelle Vrudhula for a Custom *Full Service* Proposal Today  
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