

## Case Study: Santorum's Surge: What Caused It?

### Leaders for Families (Iowa)

#### Scenario:

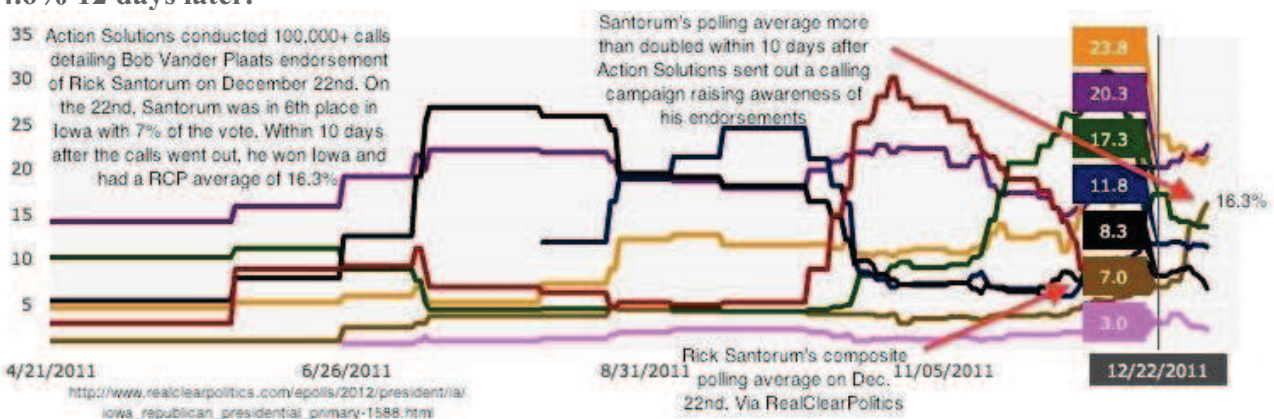
In late December, 2011, and the Iowa caucuses rapidly approaching, a group led by Bob Vander Plaats sought to influence the Republican presidential nomination process by throwing his support behind Senator Rick Santorum with a strong endorsement. Vander Plaats announced his endorsement on December 21, 2011, a mere thirteen days before the Iowa caucus with Santorum mired at 7% in the polls according to RealClearPolitics.

#### Action Solution:

Vander Plaats knew that his endorsement was only as good as the number of people who knew about it, and decided to publicize his endorsement with a round of automated calls with Action Solutions. On December 22, 2011, Vander Plaats recorded a message endorsing and encouraging Republican Iowans to support Rick Santorum in the coming Iowa caucuses. Action Solutions delivered the message to over 130,000 Republicans in Iowa.

#### Results:

At the time of the endorsement, December 22nd, 2011, Rick Santorum was running in 6th place in Iowa at 7% according to RealClearPolitics. Bob Vander Plaats recorded a message with Action Solutions concerning his endorsement of Santorum and delivered it via automated call to over 130,000 Iowa Republicans on the 22nd. **Santorum's polling doubled within a week** (to 13.9% according to Action Solutions own poll on December 28th), rose to 16.3% according to RealClearPolitics by January 2nd, and Santorum went on to win the Iowa caucuses with a final percentage of 24.6%. In the end, **Santorum went from 7% the day Action Solutions made calls publicizing the endorsement he received to 24.6% 12 days later.**



There are likely many factors that contributed to Santorum's surge, but you can't deny that the surge started right after the automated call campaign was conducted. These automated calls, even though they were made right before Christmas, had a significant impact. Especially considering the historically narrow margin of victory.