

O B A M A  **B I D E N**

2012 Election Analysis

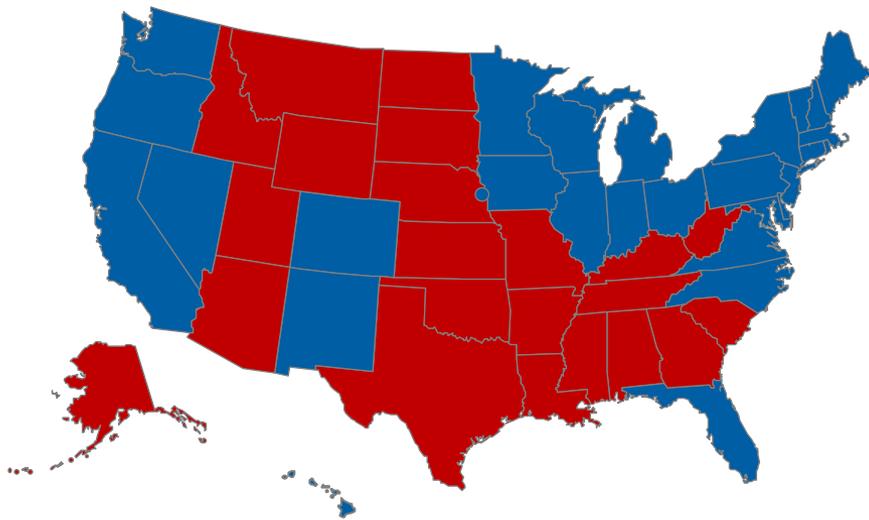
Post-Campaign

President Obama dominated the electoral college 332-206

Won every Battleground State except for NC

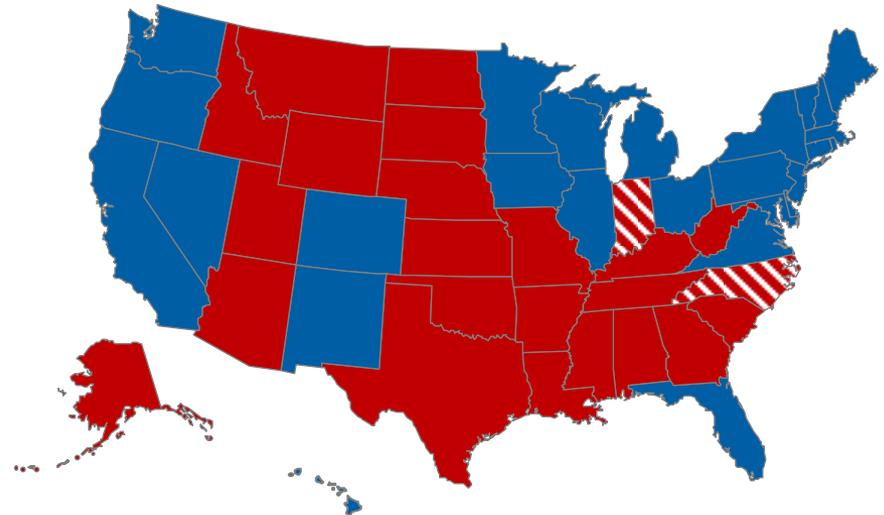
2008 Election Results

■ Obama – 365 ■ McCain – 173



2012 Election Results

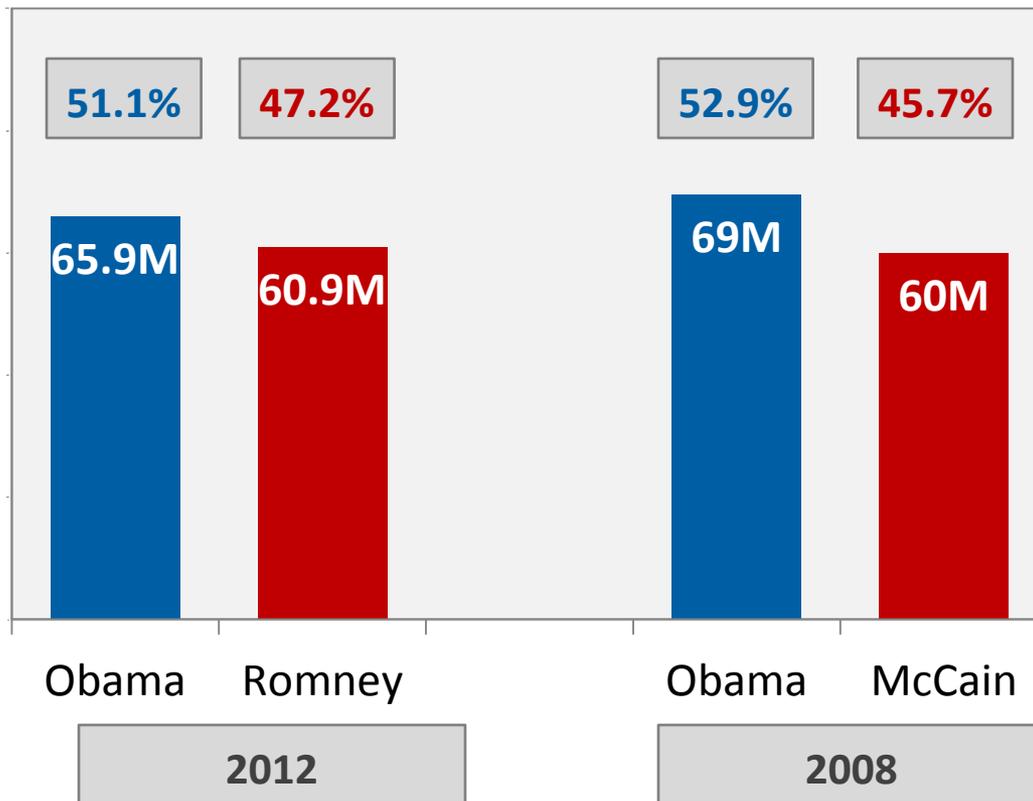
■ Obama – 332 ■ Romney – 206



President Obama won the popular vote by a clear margin

First Democrat since FDR to receive 50%+ of vote in two elections

President Obama leads popular vote by 5M votes, or 4%

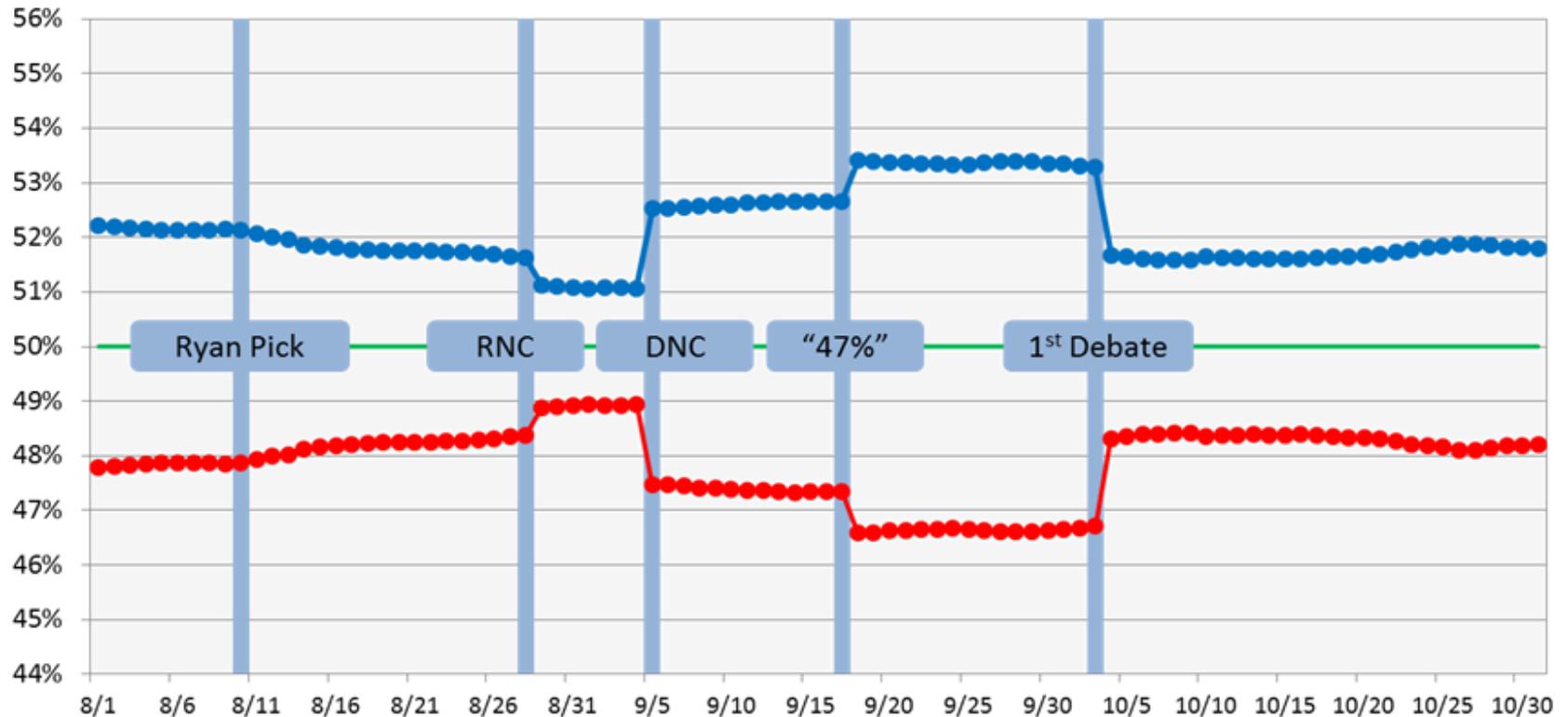


- For the second time, Obama won more votes than any other candidate for president ever
- For the second time, Obama won a larger percentage of the vote and more electoral votes than any Republican in the last two decades
- 129M ballots were cast in this election – more than in any other election except 2008

The race was relatively stable over time

DNC produced 2-point bump, 1st Debate produced 2-point drop

OFA Internal Polling 2-Way Support in Battleground States over Time



Campaign executed on five key priorities

1

**Build relationships
with key constituencies**

- Won decisive margins among Moderates, Women, Latinos, and AAPI, and Youth. Turnout matched record 2008 levels among African Americans, Latinos, and Youth

2

**Grow and maintain
grassroots organization**

- Built the most impactful grassroots organization in history of American politics, with 10K teams + 2.2M volunteers

3

**Build cutting-edge
technology infrastructure**

- Created the most innovative digital and technology program in politics, and ran a sophisticated data-driven campaign

4

Hold GOP accountable

- Successfully defined Romney early in the race through our communications, paid media, digital, and research efforts

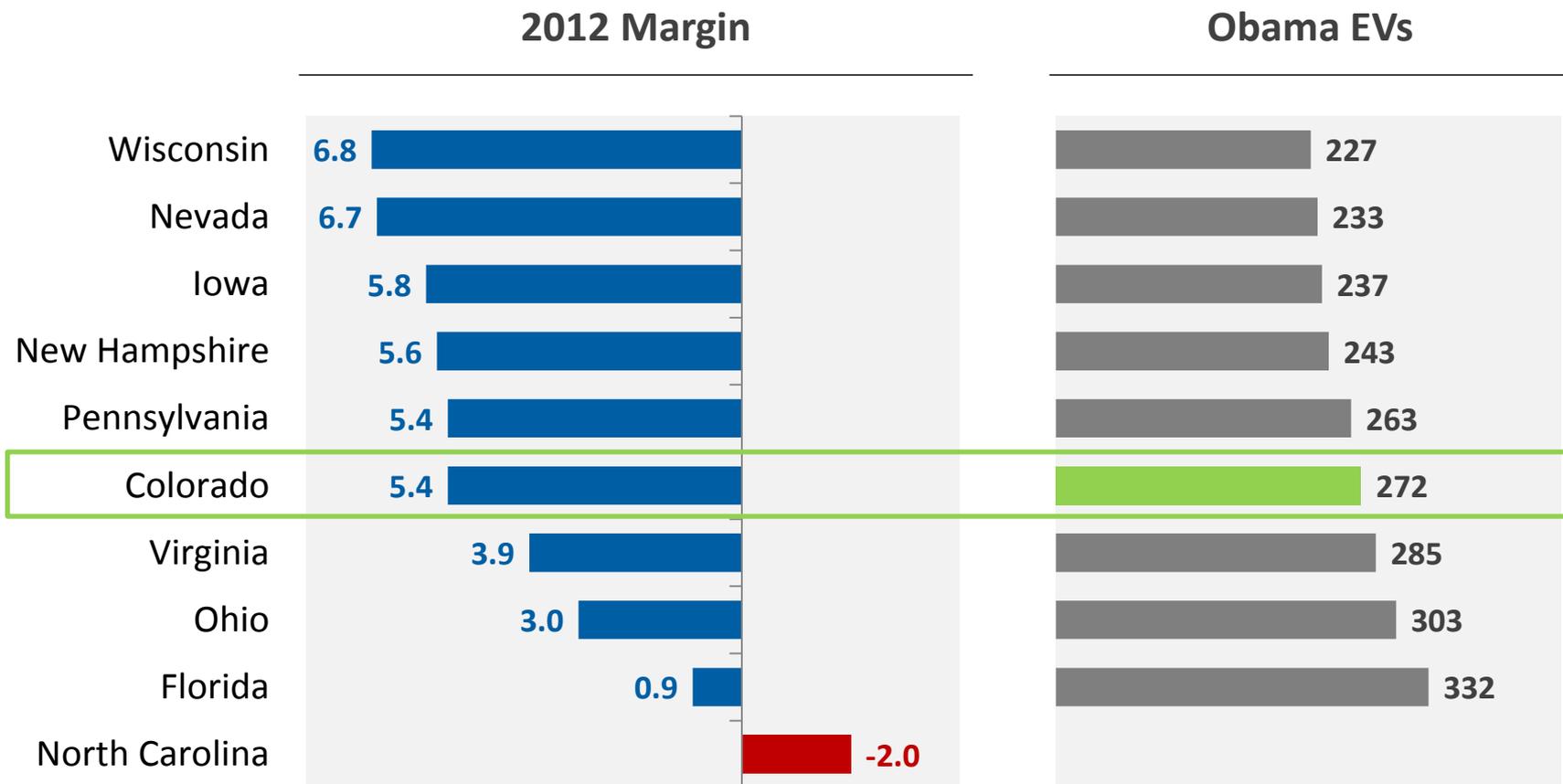
5

**Build financial
foundation**

- Fought back against Republican outside spending - raising \$1B with the support of 4.5M donors + 15M contributions

Campaign invested primarily in 10 Battleground States

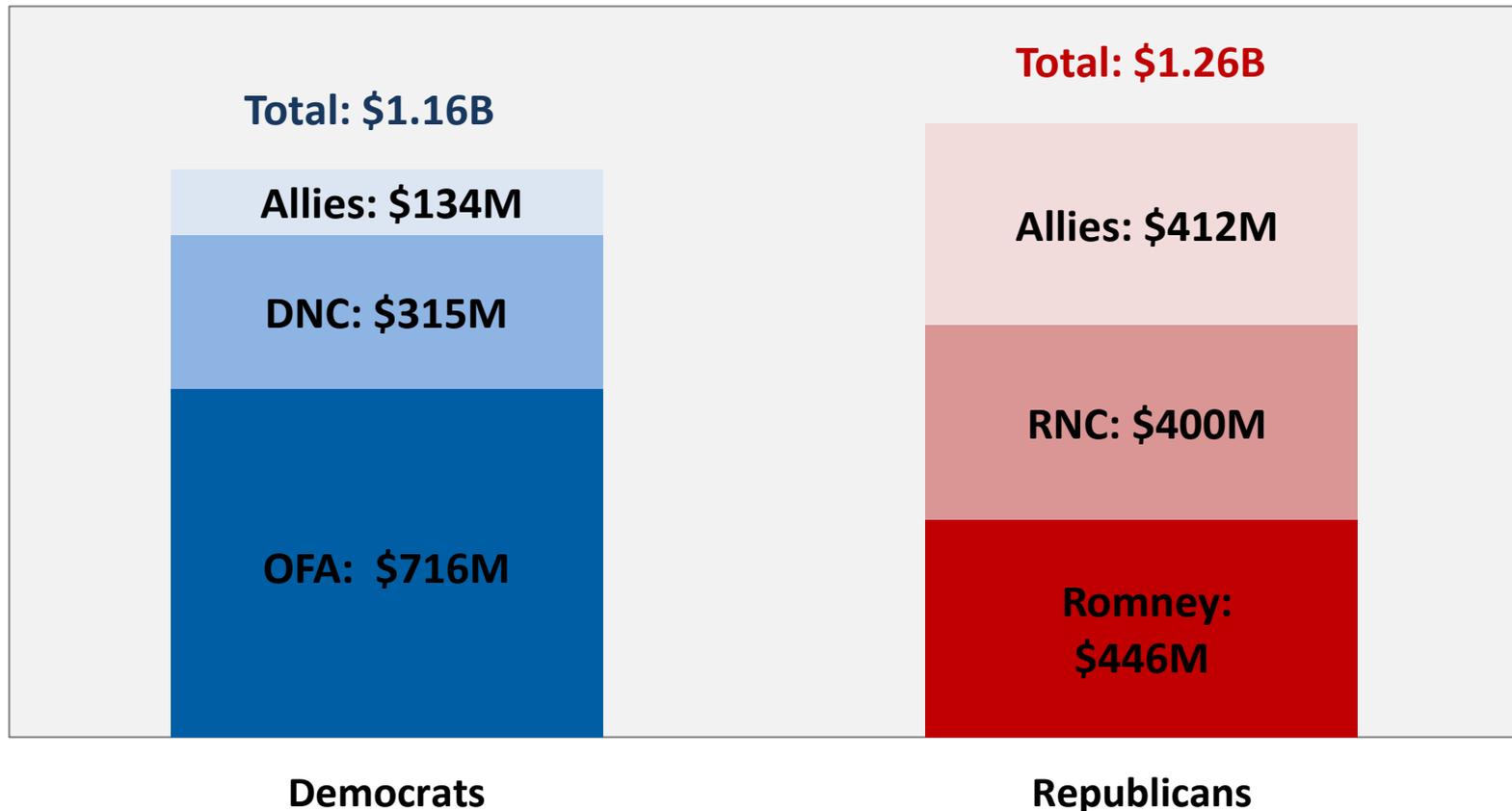
Concentrated resources in states closest to 270 EV tipping point



Border States helped campaign win Battleground States

Democrats were outspent by Republicans in the 2012 presidential race because of GOP outside groups

Total Presidential Campaign Fundraising



OFA built an unprecedented grassroots organization that generated votes via registration, persuasion, and turnout

1 Registration

Register and re-register unregistered supporters

- Collected 1.8M+ voter reg. forms since launch, with 1.7M+ in 2012 alone
- Forms collected exceeded margin of victory in 5 states

2 Persuasion

Persuade likely voters open to campaign message

- Made 150M+ phone calls + door knocks, with a high % focused on persuasion
- Data and analysis ensured we talked to the right voters

3 Turnout

Educate and motivate sporadic voting supporters

- Won early vote, turning out more Dems + non-midterm voters than GOP
- Opened 5,177 hyper-local GOTV staging locations

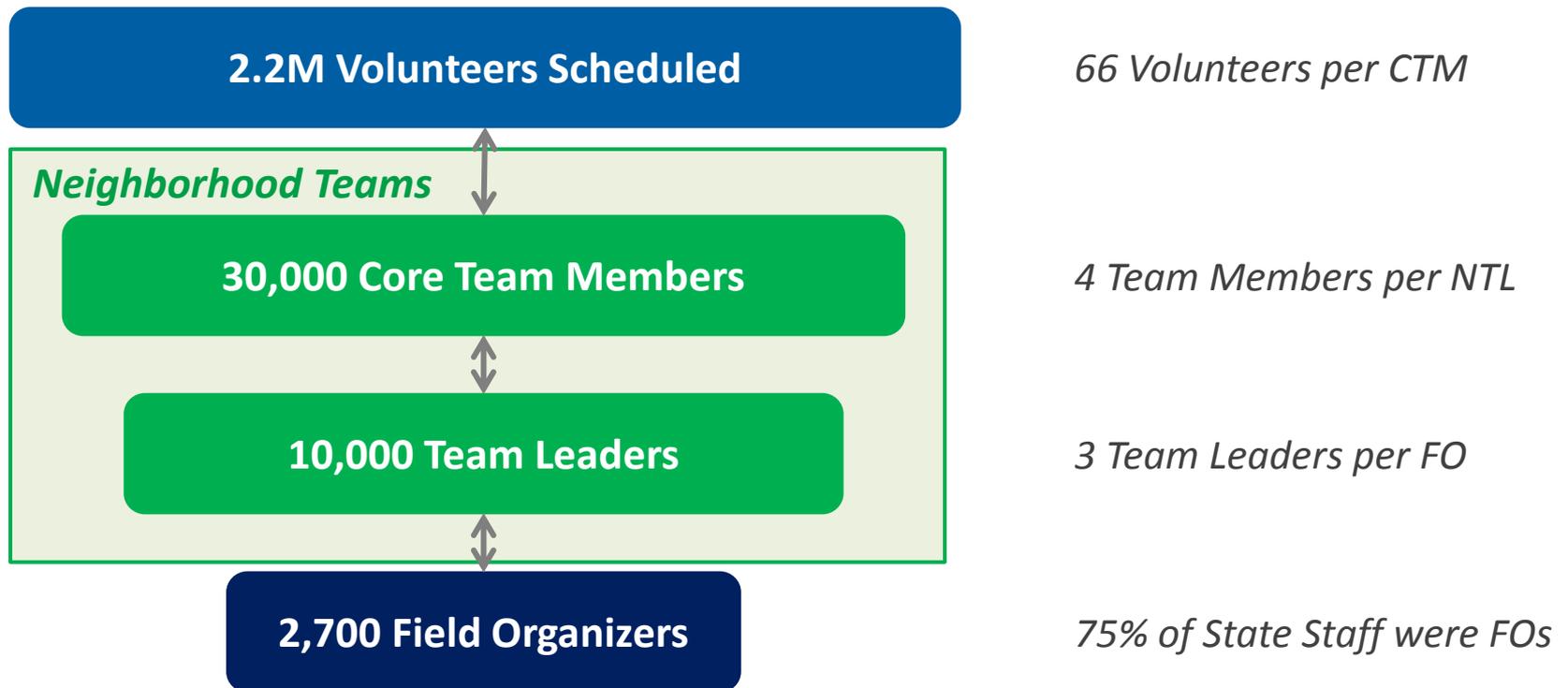
Organization Building

Creates foundation to execute the 3 core programs

- Invested in 800+ offices and 2,700+ field organizers
- Tested and trained 10K NTLs and 30K CTMs, scheduled 2.2M unique volunteers
- Created most sophisticated training program in political history

By starting early, OFA built the strongest grassroots organization in the history of American politics

OFA 2012 recruited 80% more volunteers than OFA 2008



Campaign started in April 2011, but grassroots organization building started in 2007 and never stopped

Our core program: Neighborhood Team Organizing

Votes – 1,000

4-7% increase per Conversation*

Conversations – 15,000

20% Contact Rate

Knocks + Calls – 75,000

Register, Persuade, Turnout

Volunteers – 500

20 per Team Member

Team Members – 25

5 per Team Leader

Team Leaders – 5

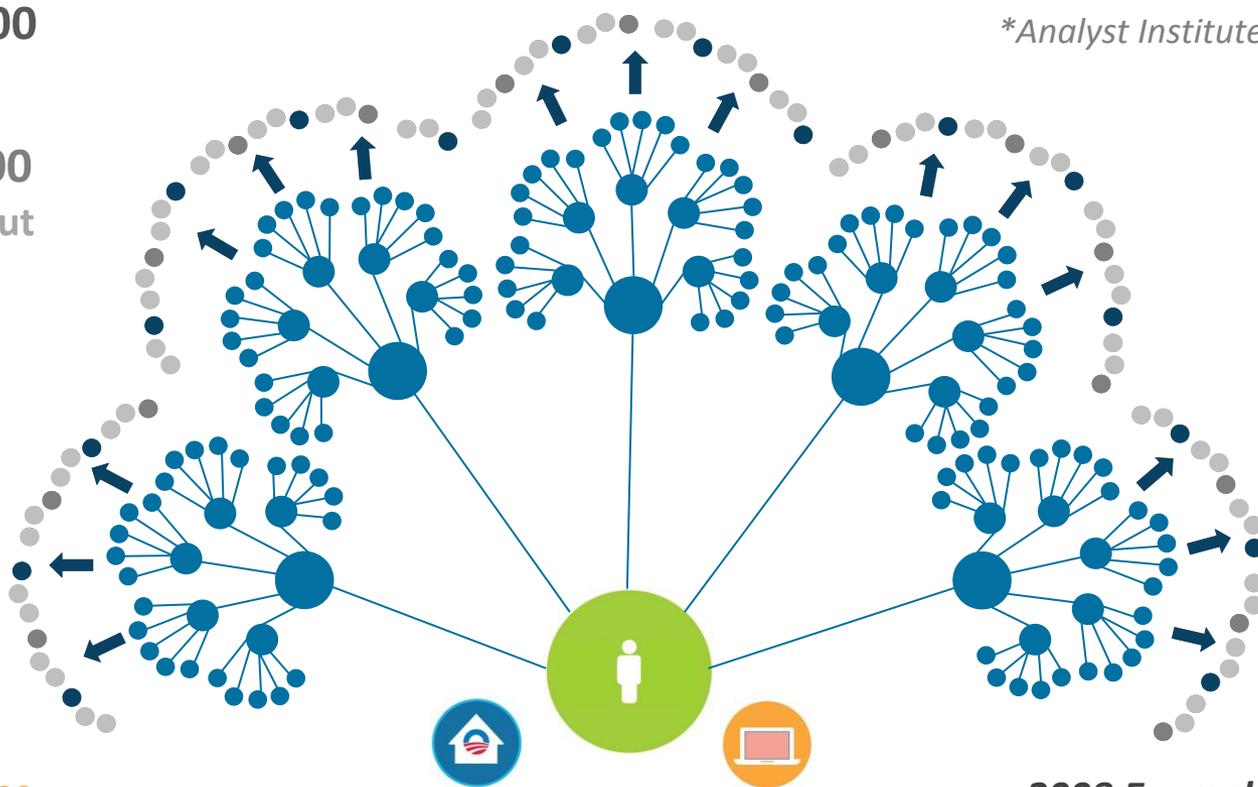
5 per Organizer

Organizer - 1

In an Office with Resources

Thousands of organizers generate millions of votes

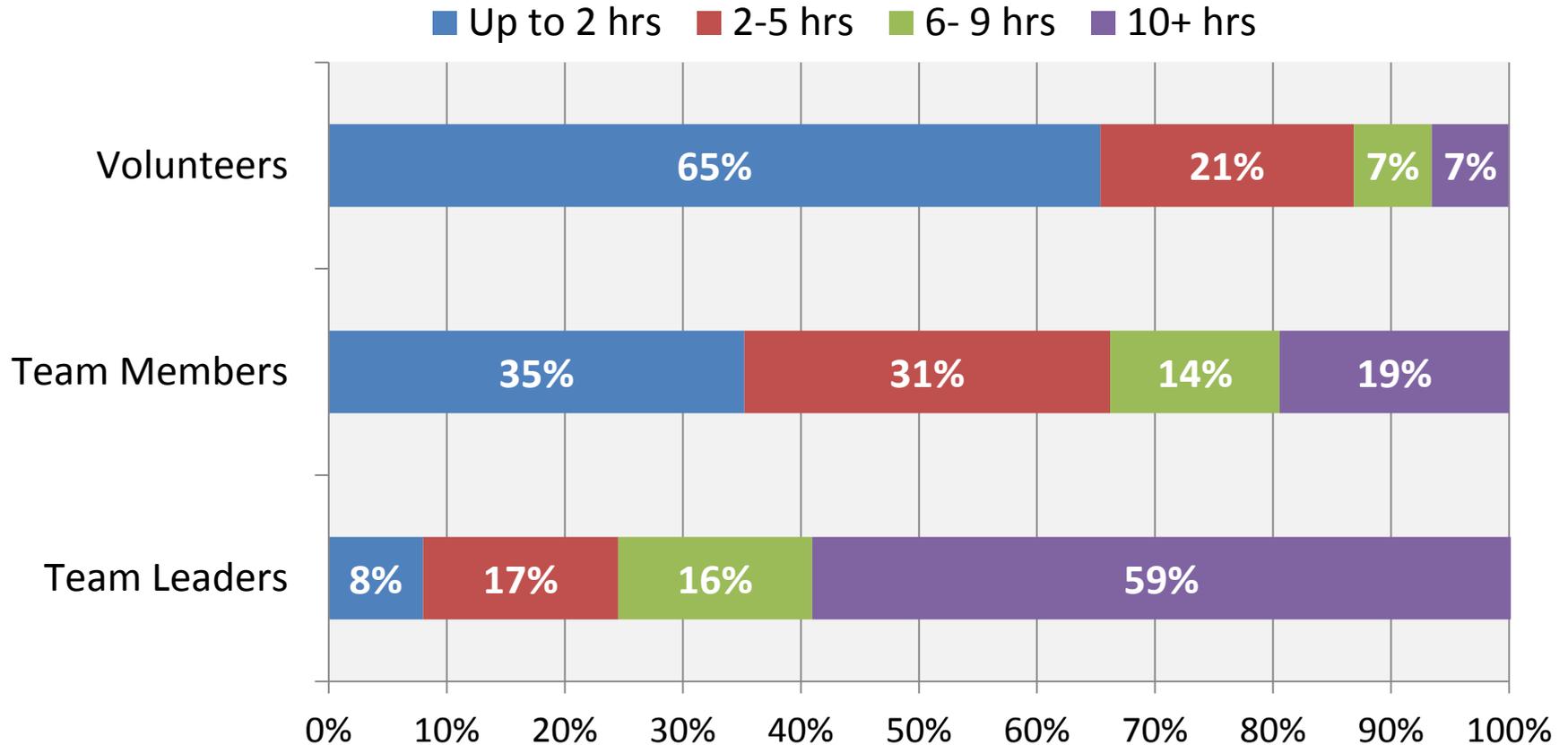
**Analyst Institute*



2008 Example

Volunteers organized in Neighborhood Teams were more empowered and productive

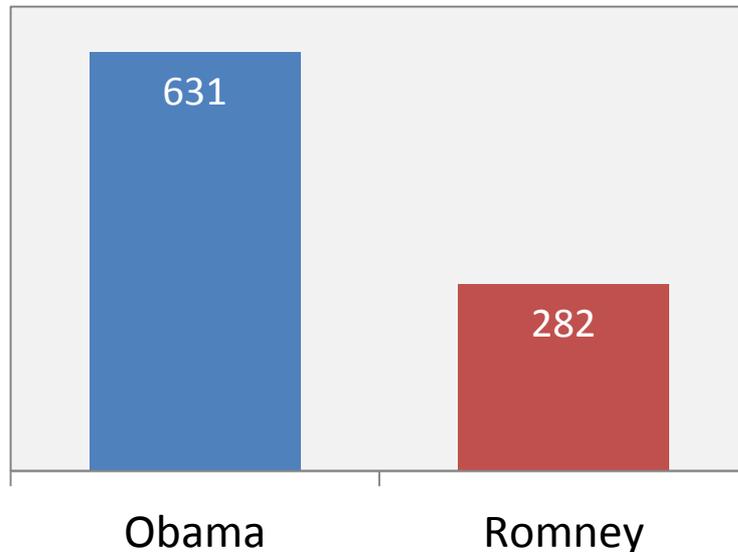
Supporter Survey: Hours Volunteered per Week by Role



OFA had more local offices than the Romney campaign

OFA 2012 had more than 2x as many local offices as Romney in Targeted States

Offices in Targeted States



- OFA had 813 offices nationwide, including 631 in targeted states
- Local offices create a presence in the community for volunteer organization
- OFA transitioned to 5K+ hyper-local staging locations for GOTV
- 80% of volunteers lived within 10 miles of a local campaign office

Volunteers listed a local office as the most important resource for organizing in their local community, along with guidance from their organizer

Grassroots volunteers were supported by the entire campaign infrastructure



Example: Training

- Invested in national training team, with Training Directors in 11 states
- Completed thousands of trainings to develop staff, volunteers, and recruits
- *Example:* Persuasion Training created easy structure to help volunteers talk effectively about POTUS + Romney

Example: Data and Analytics

- Used data to make maximum use of volunteers' time
- *Example:* Persuasion Model identified lists of voters most likely to respond to campaign messaging

OFA voter registrations exceed the Obama margin of victory in 3 Battleground States

OFA collected 1.8M voter registrations forms nationally, and exceeded the margin of victory in 3 Battleground States

State	Registration Forms Collected by OFA	Obama Margin of Victory
Florida	361,176	74,309
Colorado	156,860	137,948
Nevada	95,973	67,806

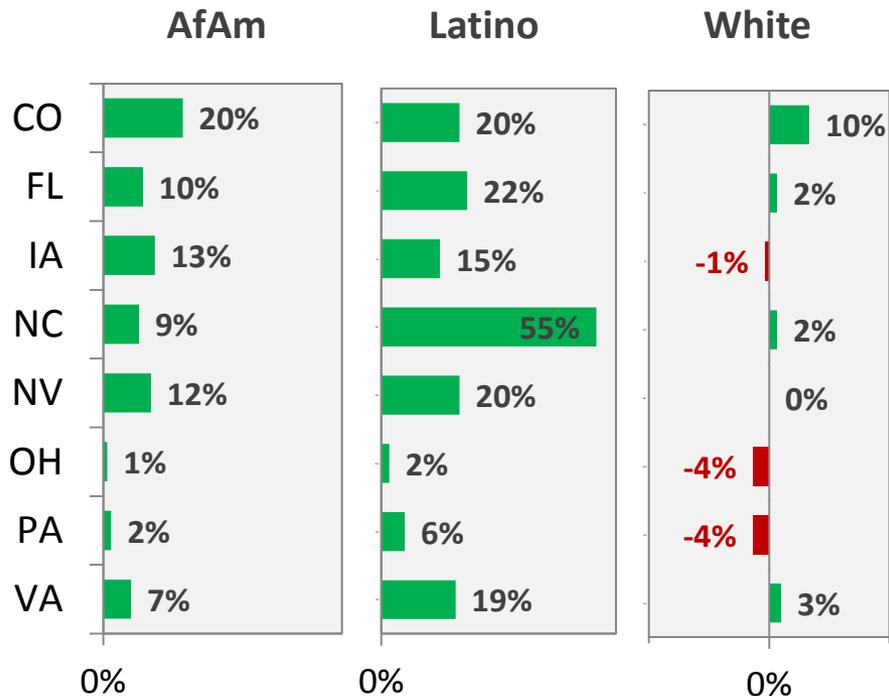
- NC collected 341K forms, keeping the state in play the entire campaign
- Including online reg., we exceeded the margin of victory in OH and VA

OFA voter registration program changed the electorate

Strong numbers among Youth, Latinos, and African Americans

Voter Registration up among Latinos and African Americans since 2008

Growth in Registered Voters since 2008



Most new registrants were youth, women, African Americans, or Latinos

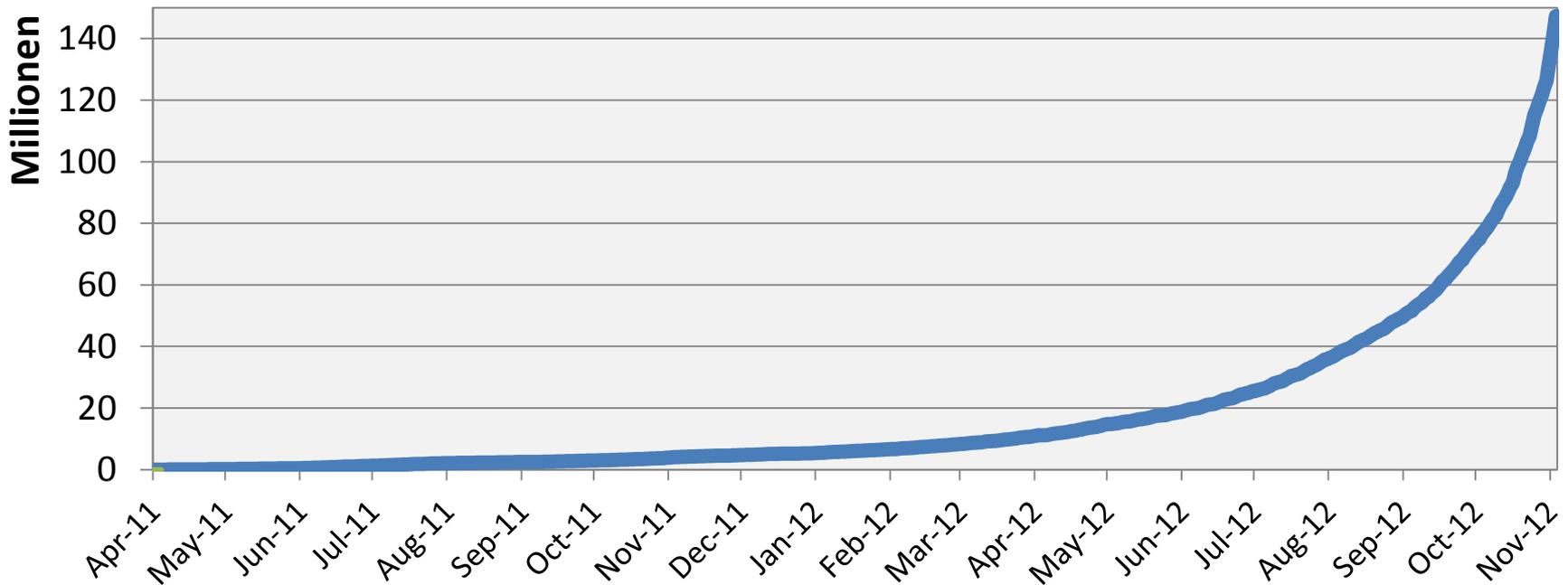
% of New Registrants (Aug 1 to Nov) who are Youth, Women, AfAm, or Latino

State	Youth (Under 35)	Women, Youth, AfAm, + Latino
CO	62%	85%
FL	53%	86%
IA	65%	85%
MI	63%	86%
NC	60%	88%
NV	48%	81%
OH	59%	86%
PA	73%	91%
VA	65%	87%
WI	NA	87%

OFA volunteers made 150M door knocks and phone calls

Millions of conversations for persuasion, turnout, + recruitment

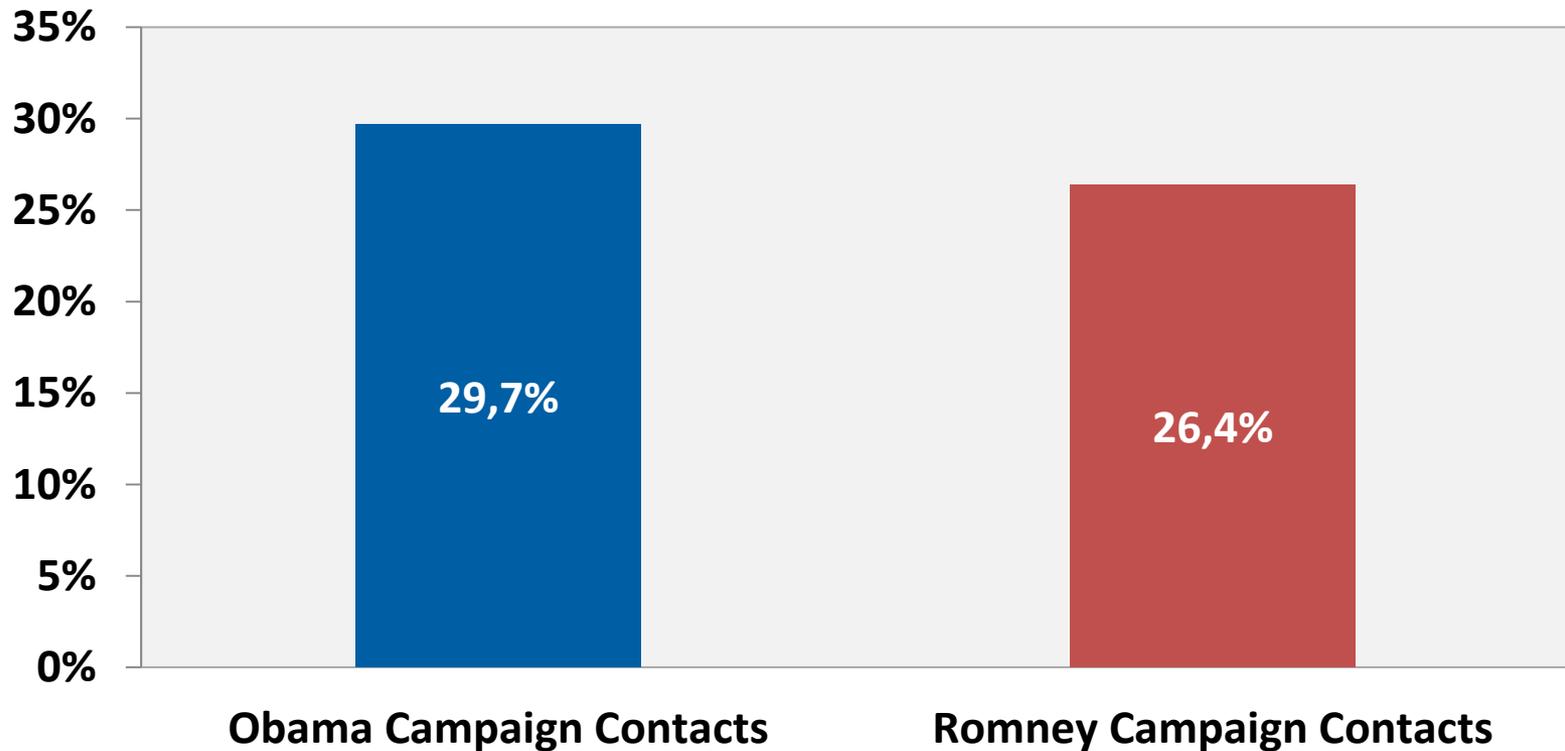
2012 Door Knocks and Phone Calls by Day (Cumulative)



Part of an all-of-the-above organizing program that included targeted phone calls, door knocks, direct mail, digital ads, targeted TV, and digital follow up

Our contacts were more effective

**Post-Election Survey:
“The campaign contact was important in helping me make up my mind”**



Obama won by decisive margins with key groups

2012 Exit Poll Results

Group	Obama	Romney	Margin
Moderates	56	41	+15
Women	55	44	+11
Latinos	71	27	+44
Youth	60	37	+23
Asian Americans	73	26	+47

Maintained double digit lead with women and expanded 2008 margin by 8 points with Latinos

Operation Vote coordinated across departments to drive campaign strategy for key constituencies

Program

Messaging

Paid Media

Digital

Field / Political

Metrics

Details

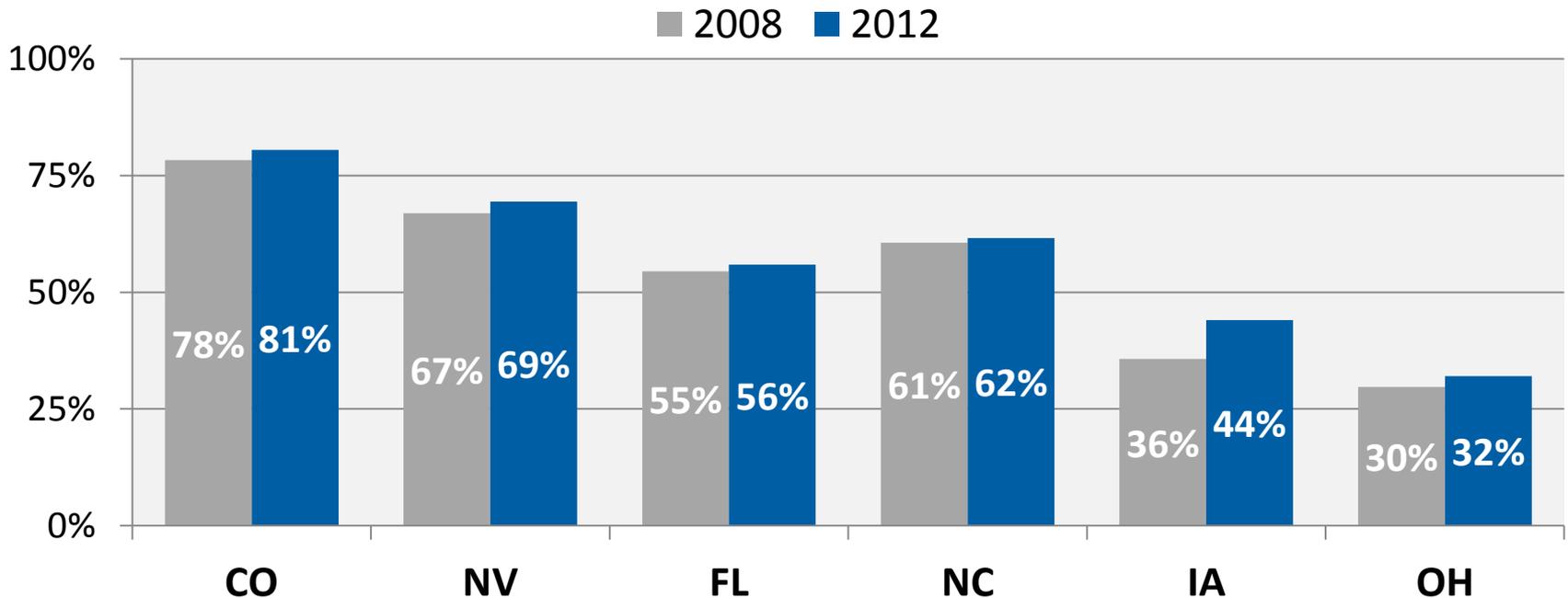
- Developed targeted messaging for key demographics
- Test messages with research – polling, focus groups, surveys
- Targeted TV, radio, print, mail, and online ads
- Coordinated communication across media types
- Online toolbox with resources to engage volunteers/supporters
- Information for persuasion targets
- Worked closely with field program to build neighborhood teams
- Conducted outreach to grasstops and community leaders
- Measured performance using metrics
- Program’s complete focus will be on generating votes

Constituency outreach was a fundamental part of our efforts at every level

Early Vote reached an all-time high in 2012

Increased above 2008 record high in Battleground States

Early Vote as a % of Total Votes Cast
(Includes By Mail and In Person)

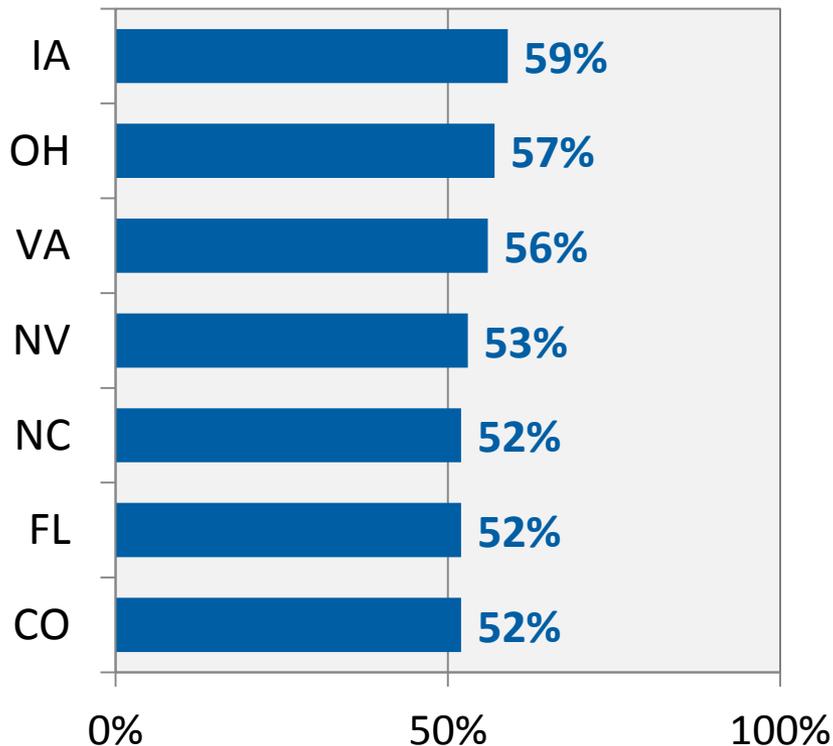


Raw Counts of Early Votes cast also increased compared to 2008

President Obama won early vote in Battleground States

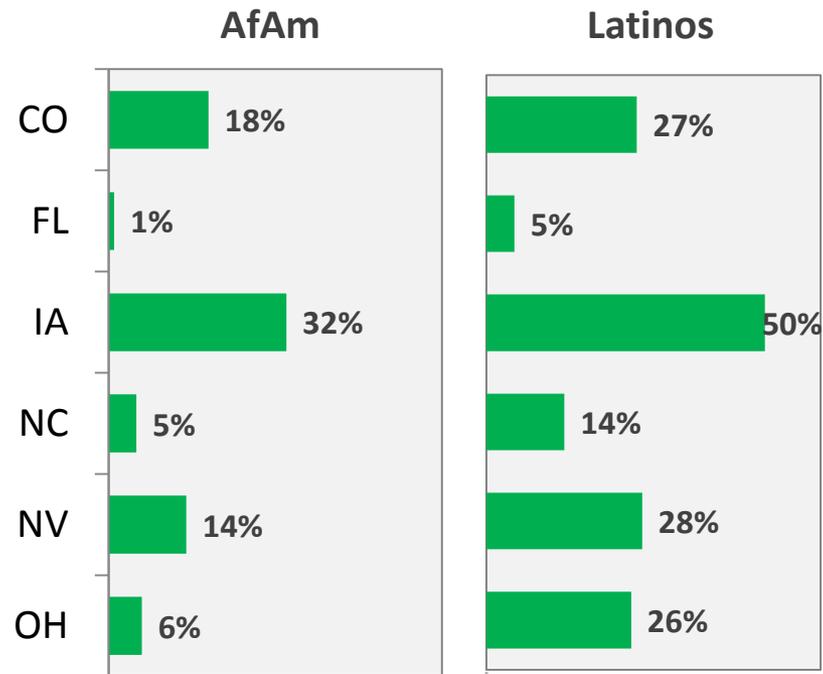
According to OFA projections, Obama won early vote in key states

Obama Support among Early Voters*



Early vote turnout increased dramatically among African Americans and Latinos

Growth in Early Vote Turnout vs. 2008

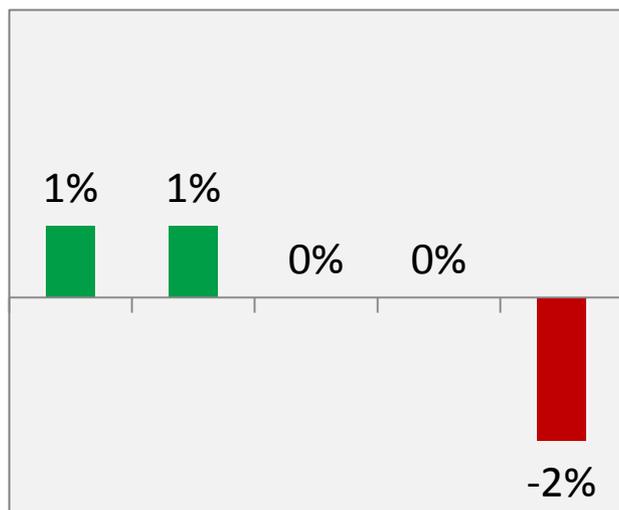


*OFA Predictive Model and DNC Voter File

Obama coalition turned out to vote again in 2012

Latinos and Youth comprised a larger share of votes cast in 2012, and African Americans maintained record share of the electorate from 2008

National Change in Share of Electorate, 2008 to 2012



Battleground State Change in Share of Electorate, 2008 to 2012

State	Latino	Youth	AfAm	Women	White
CO	1	6	-1	1	-3
FL	3	1	0	2	-4
IA	-1	-2	-1	1	2
NC	1	-2	0	2	-2
NH	1	1	1	0	-1
NV	4	1	-1	1	-5
OH	-1	0	4	0	-4
PA	2	1	0	-2	-3
VA	0	-2	0	0	0
WI	1	-1	2	0	-3

Turnout: raw turnout increased 1.0% in battleground states and decreased 2.8% in non-battleground states

Total Turnout by Battleground vs. Non-Battleground States

