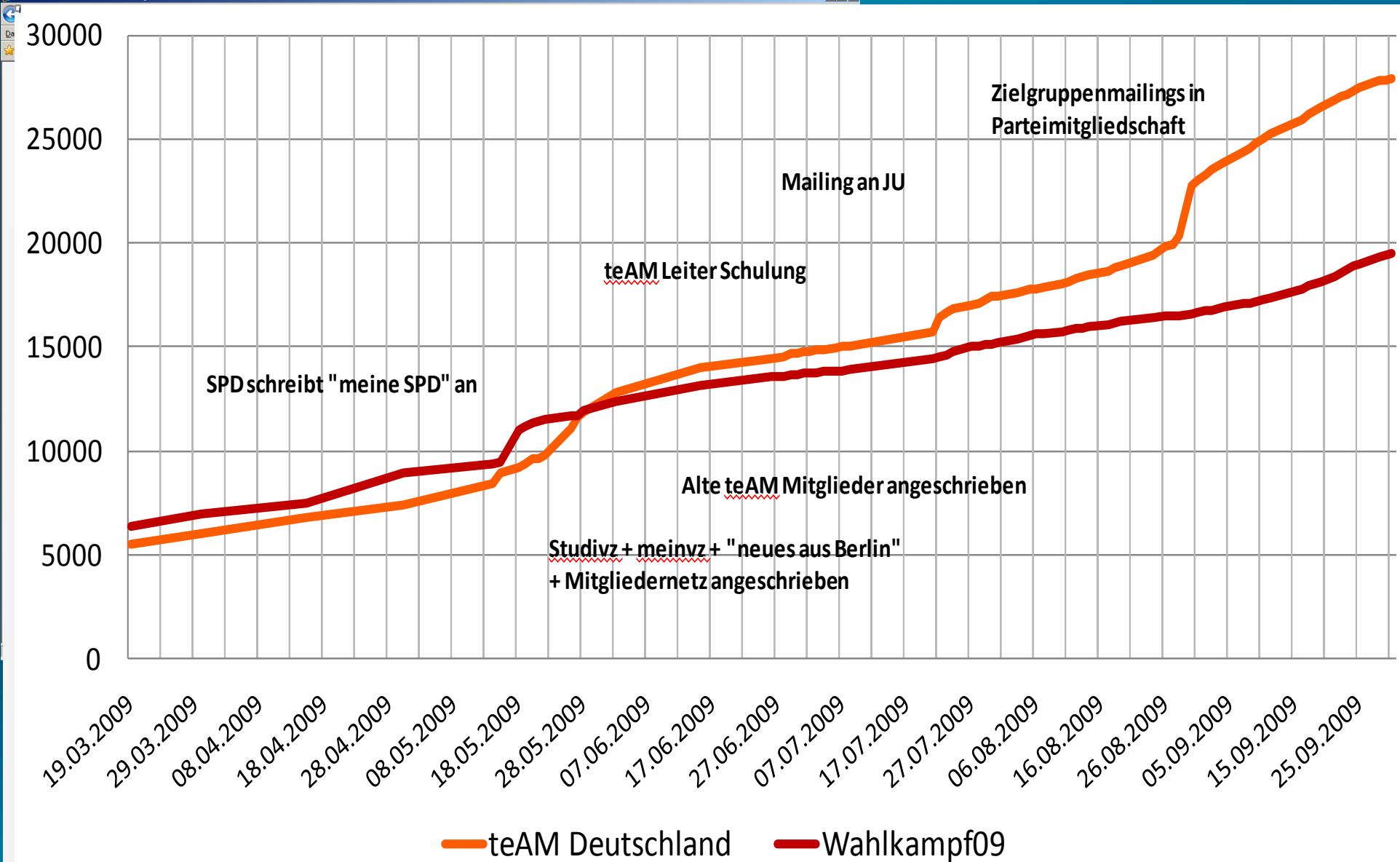


# teAM Deutschland

What we learned  
and how we organize  
the new campaign

DIE MITTE

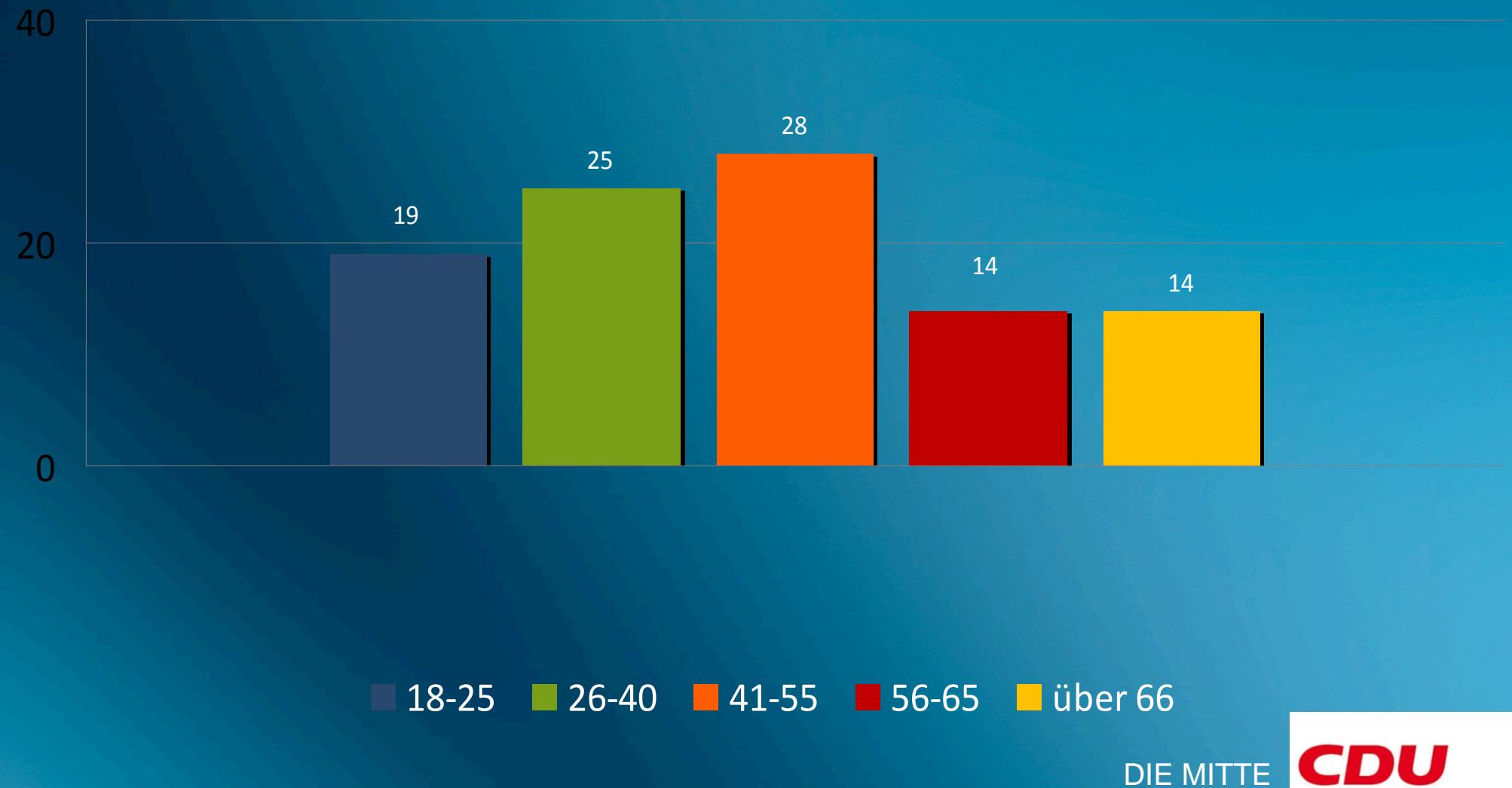




# Learnings from 2009

- Age structure of teAM members is surprisingly heterogeneous

# Age structure 2009



# Learnings from 2009

- Age structure of teAM members is surprisingly heterogeneous
- Information is as important as active participation

# What did you like particularly well as teAM member?



# The information I got from the teAM were...



# Learnings from 2009

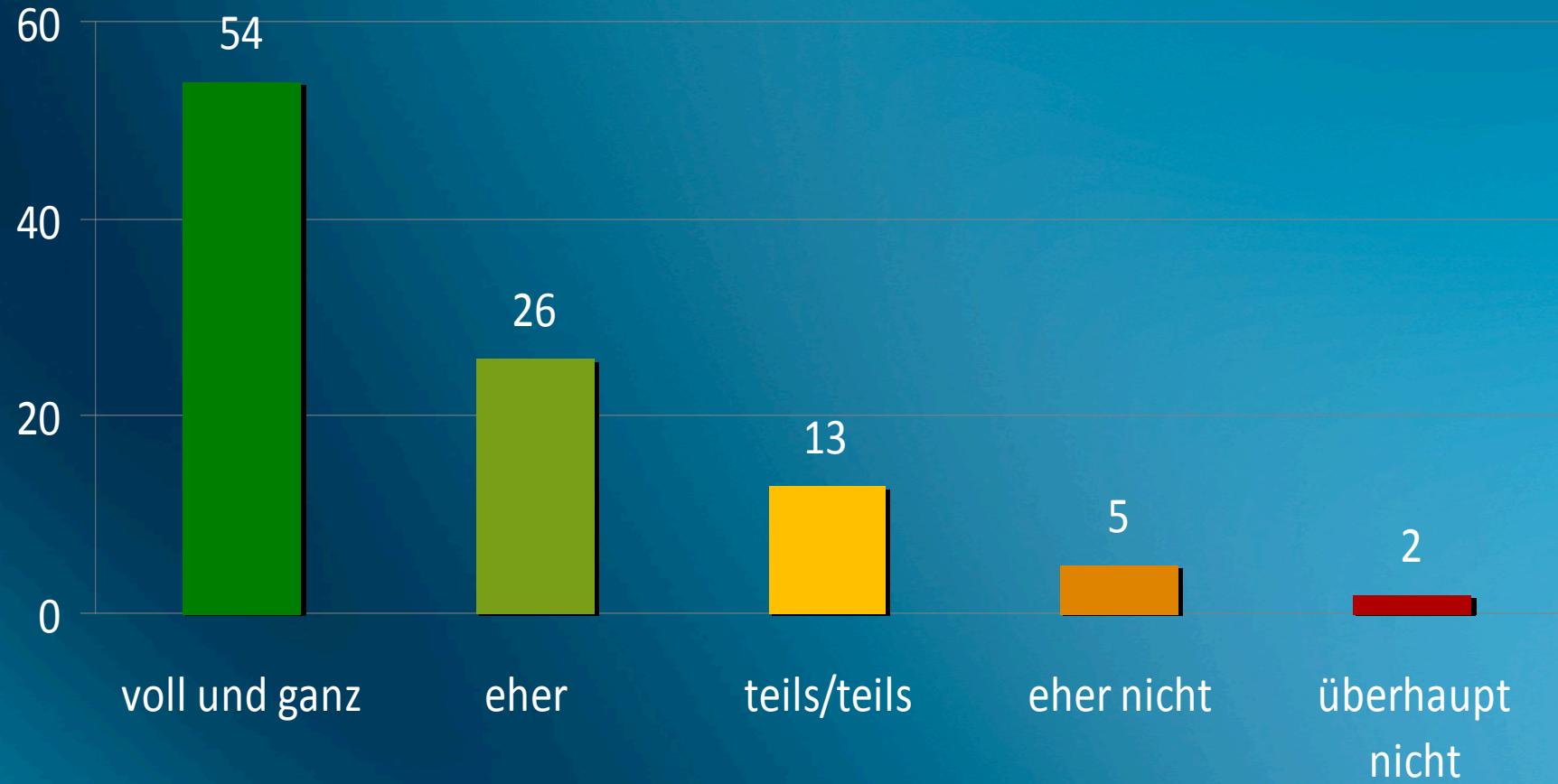
- Age structure of teAM members is surprisingly heterogeneous
- Information is as important as active participation
- Proportion of party members is extremely high

# Is it worth it?

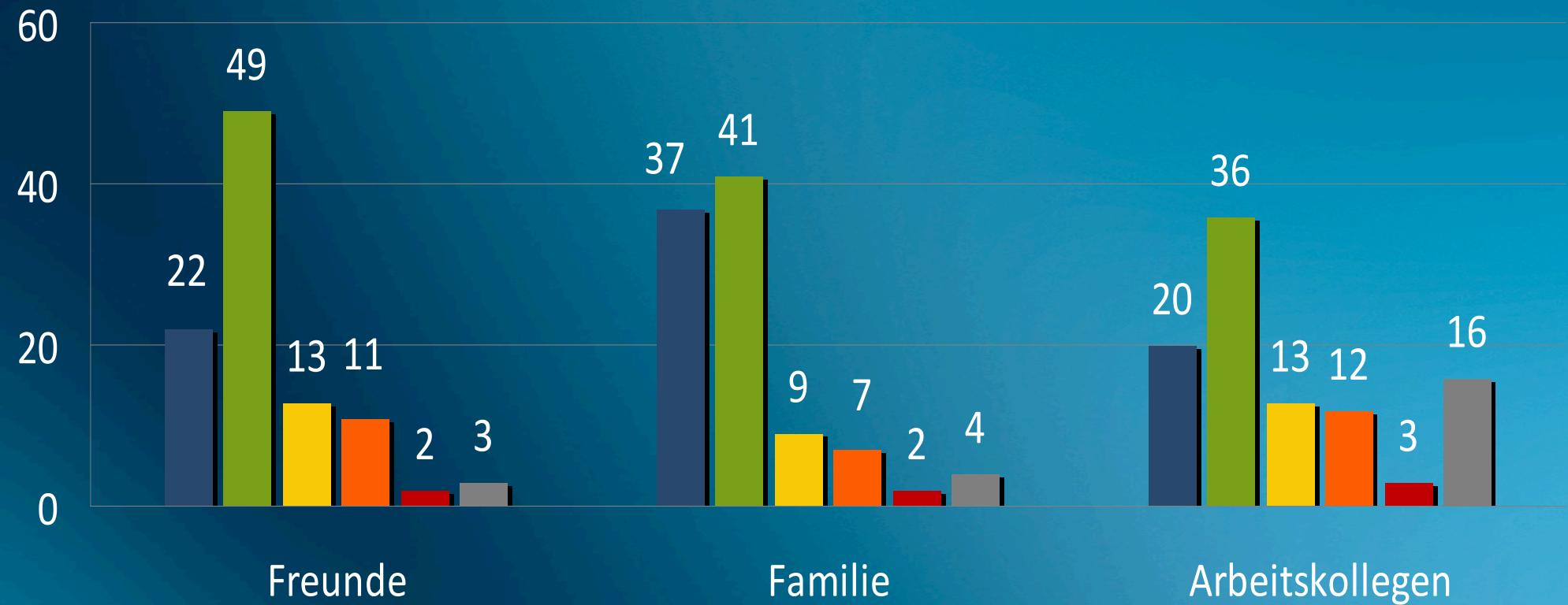
DIE MITTE



I know that I can take an active role in a group that is discussing political topics.



# How often do you speak about politics with ...



CDU

DU

DU

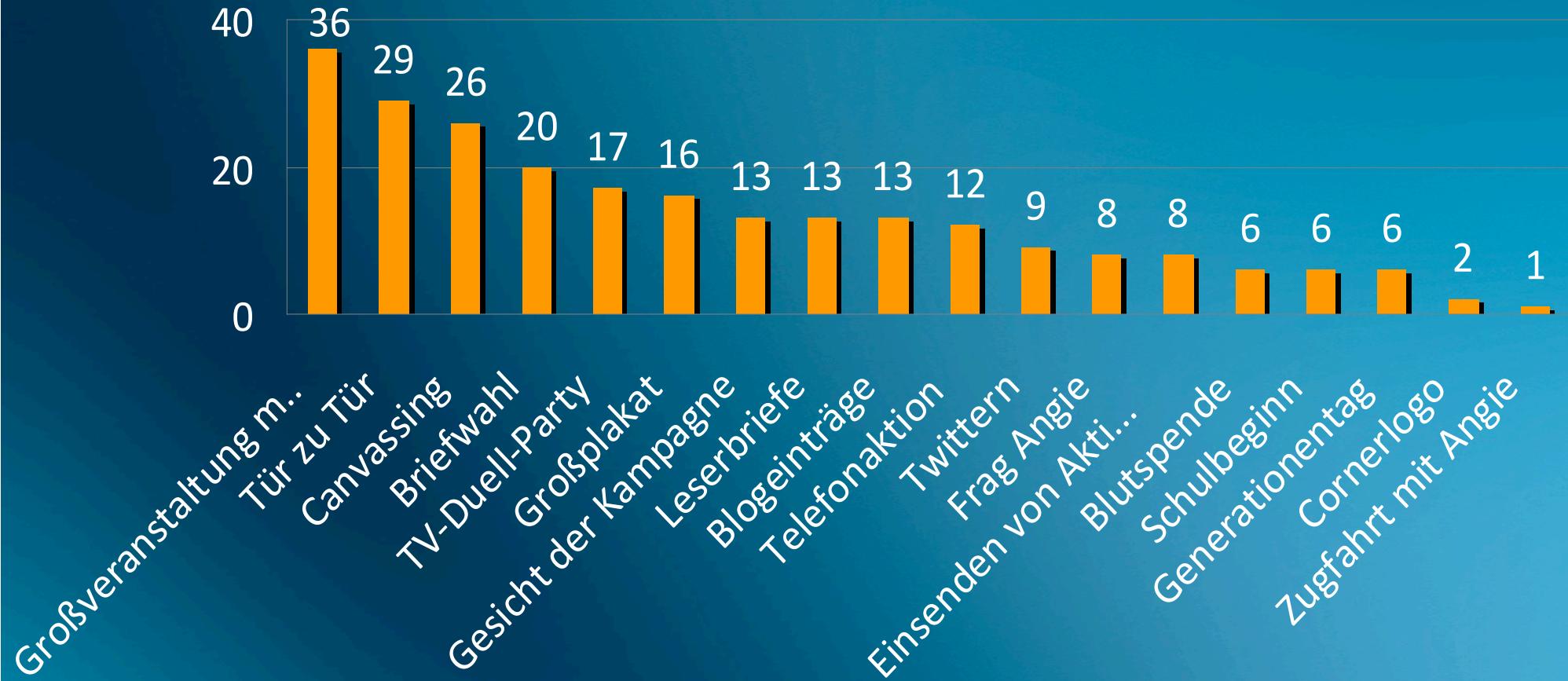
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DU

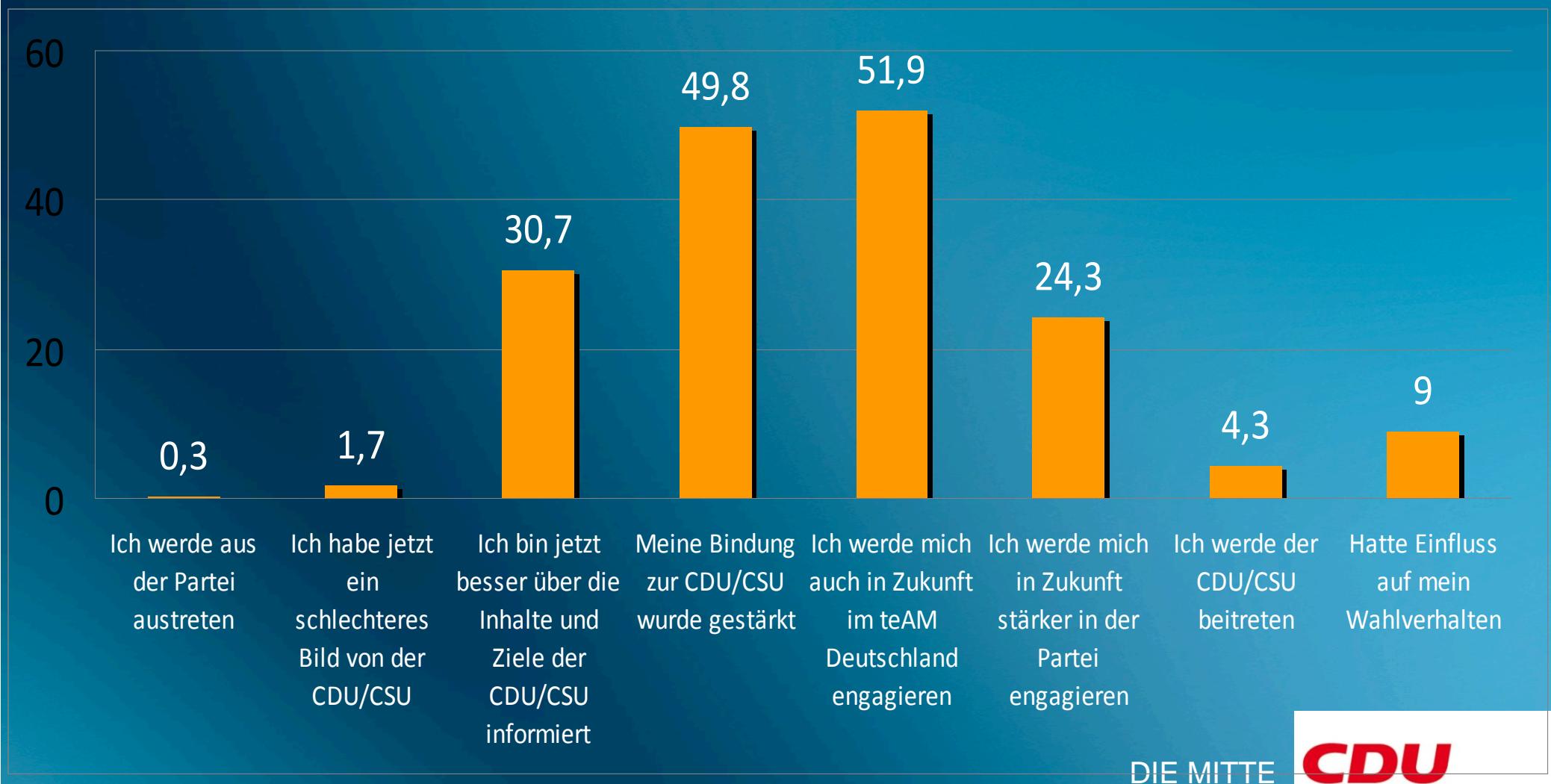
DU

CDU

# At which teAM Deutschland events you've attended?



# What influence had the experience with teAM Deutschland on your attitude to the CDU?



# Yes, it is worth it!

DIE MITTE

