

Obama Data Team

**107 Dedicated Staff
In 19 States**



Obama Campaign by the Numbers

4,529 Total Staff

2,704 Organizers

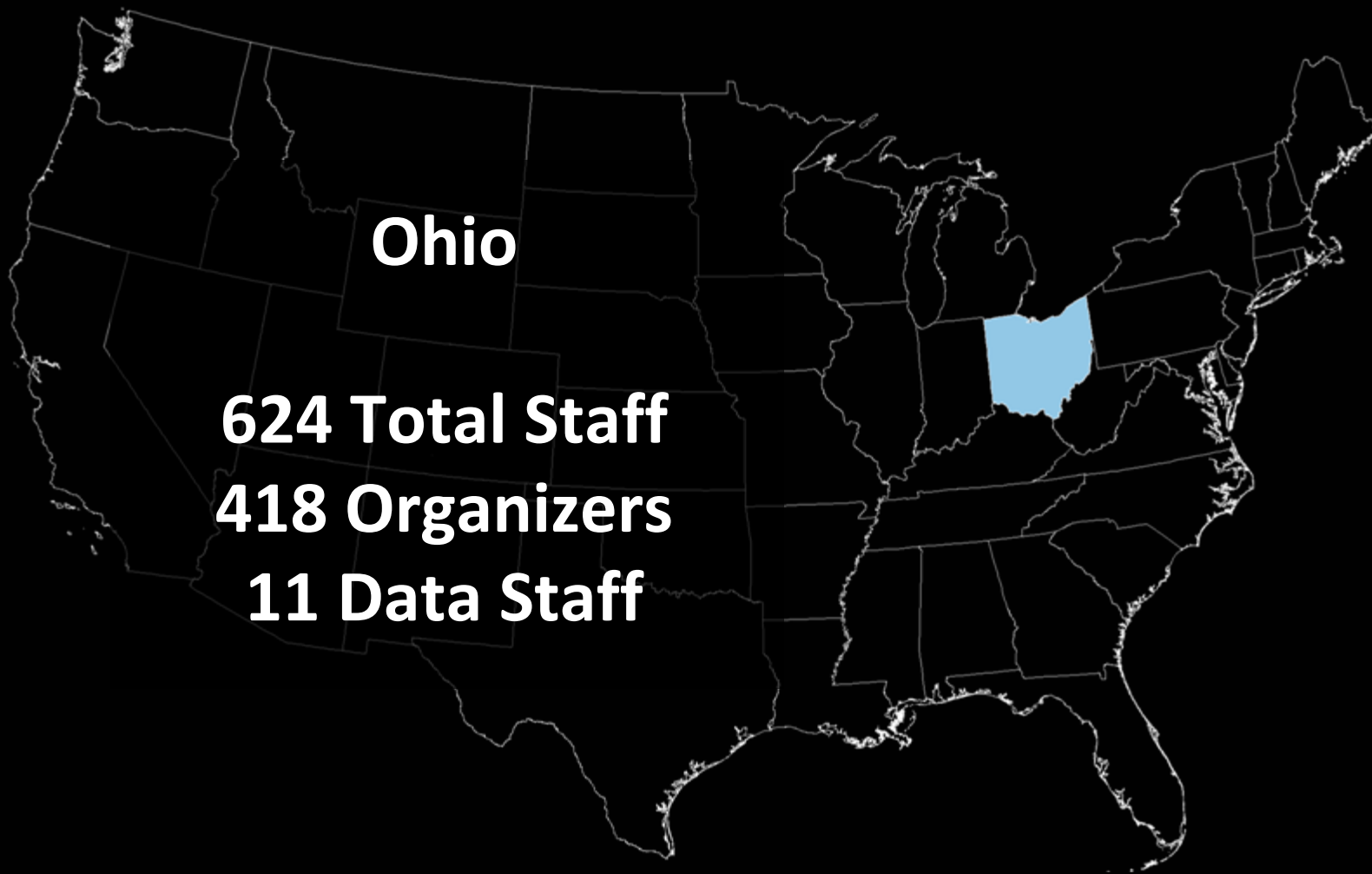
813 Field Offices

1.8 Million Voter Registrations

24.1 Million Conversations with Voters

2.2 Million Volunteers

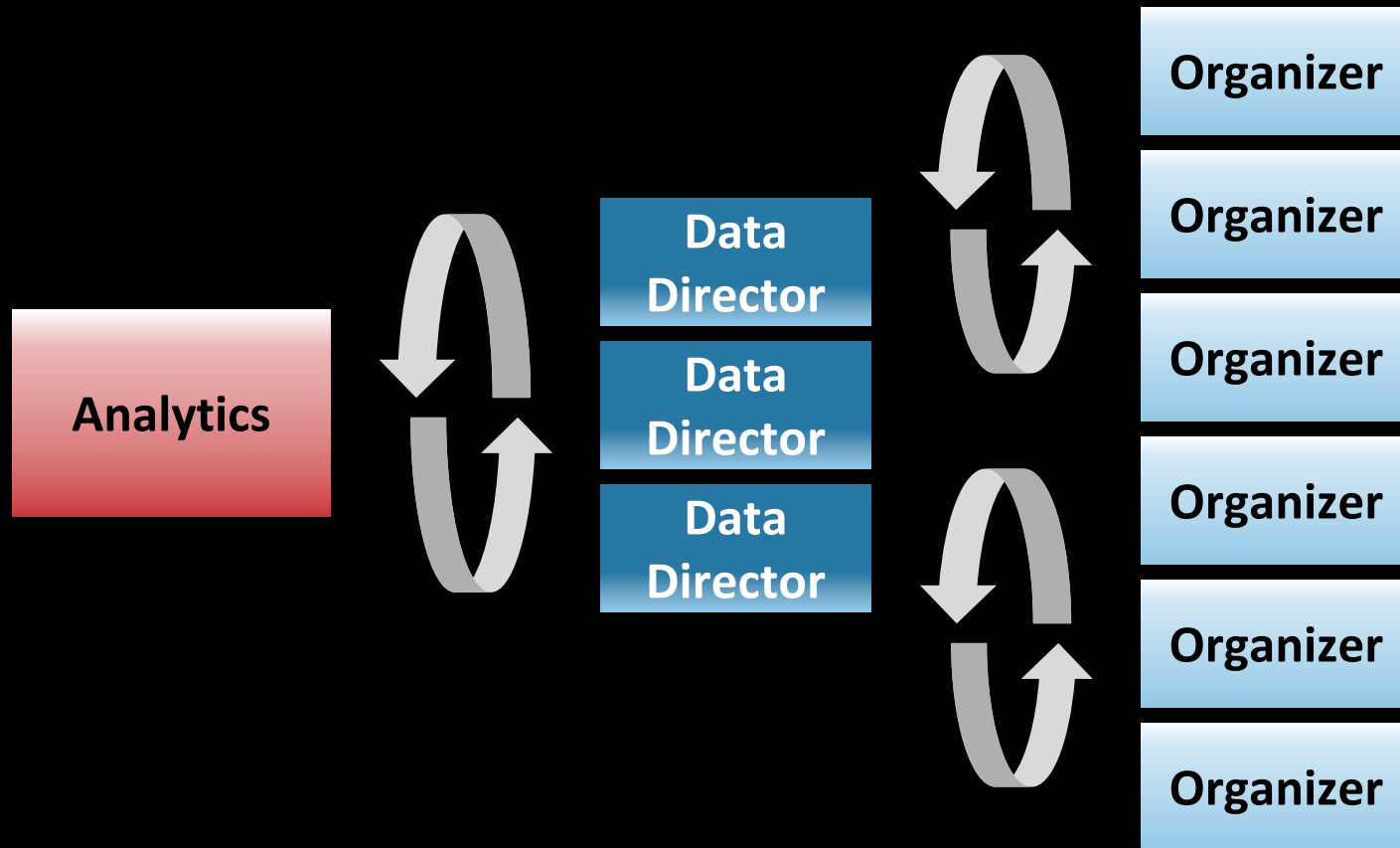




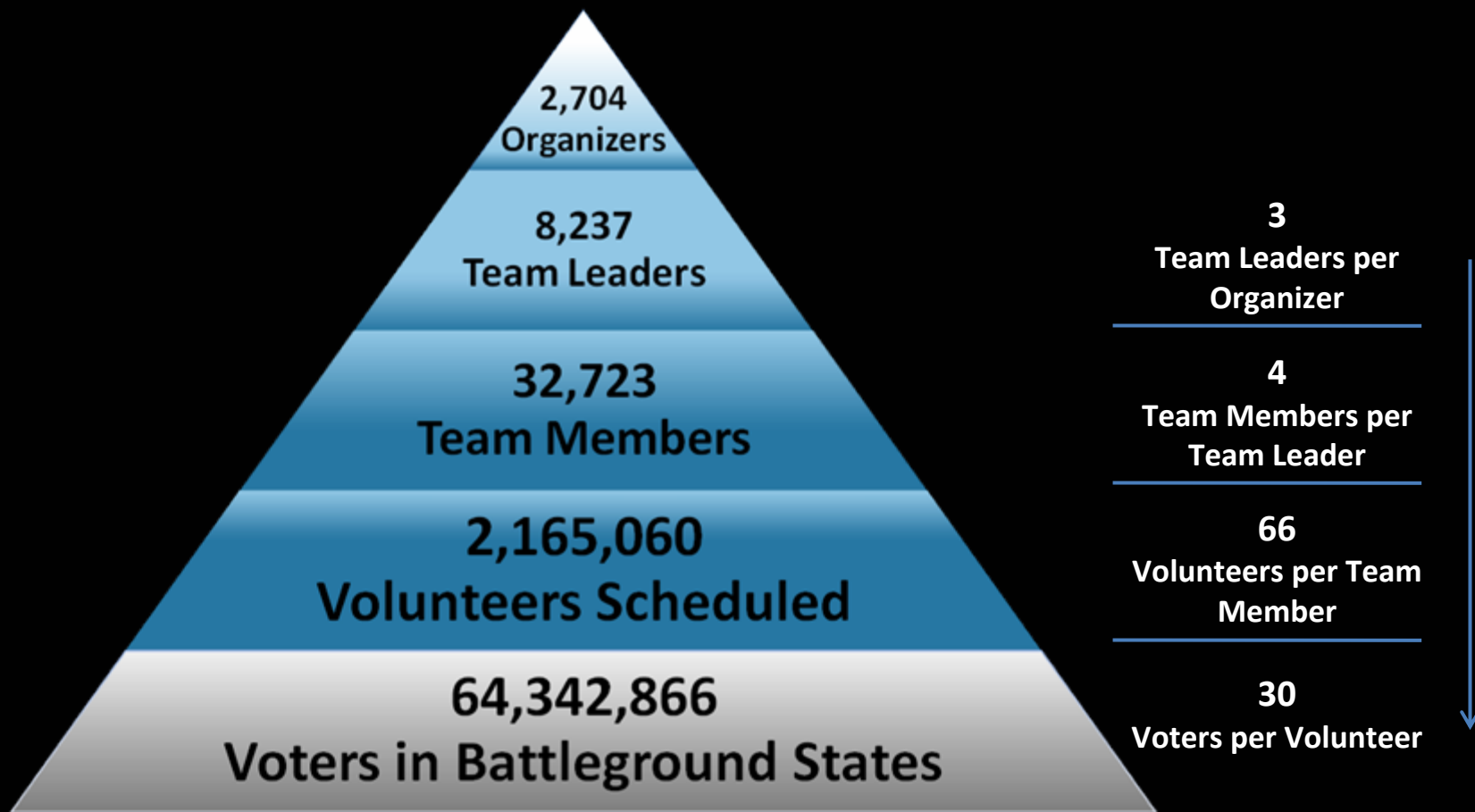
Ohio

624 Total Staff
418 Organizers
11 Data Staff

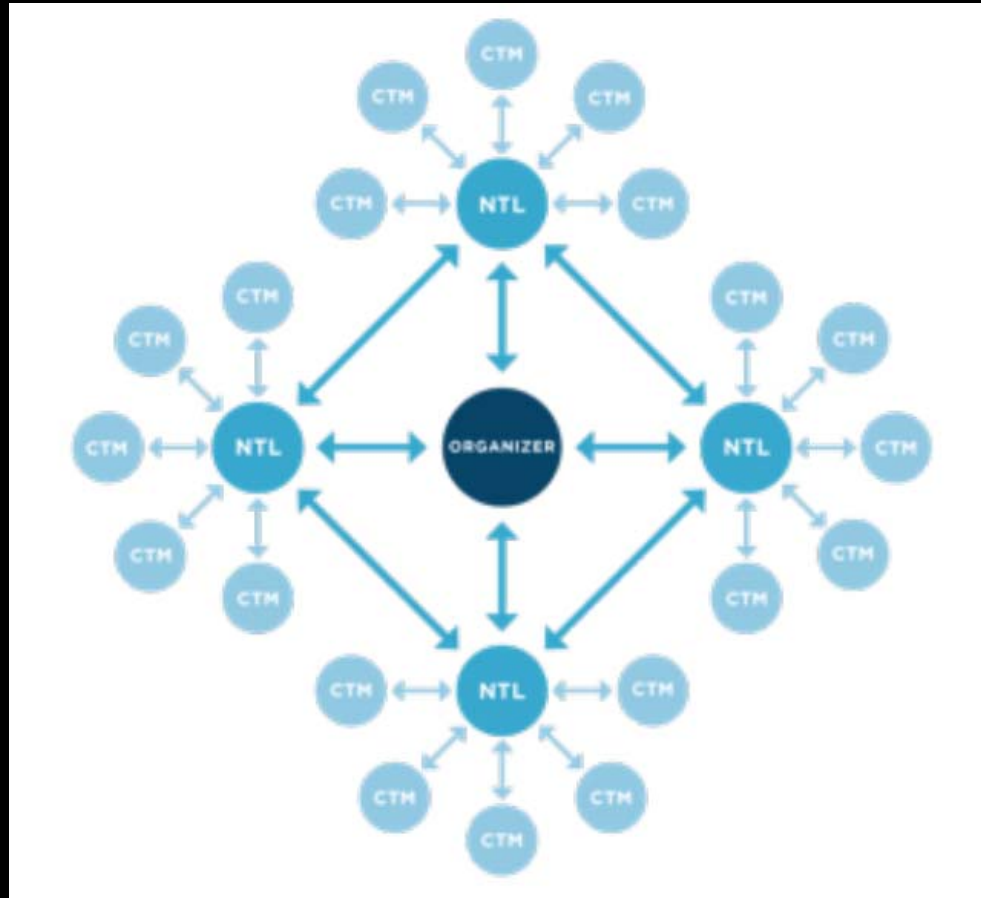
The Role of Data in the States



Volunteers are the Foundation of Engagement

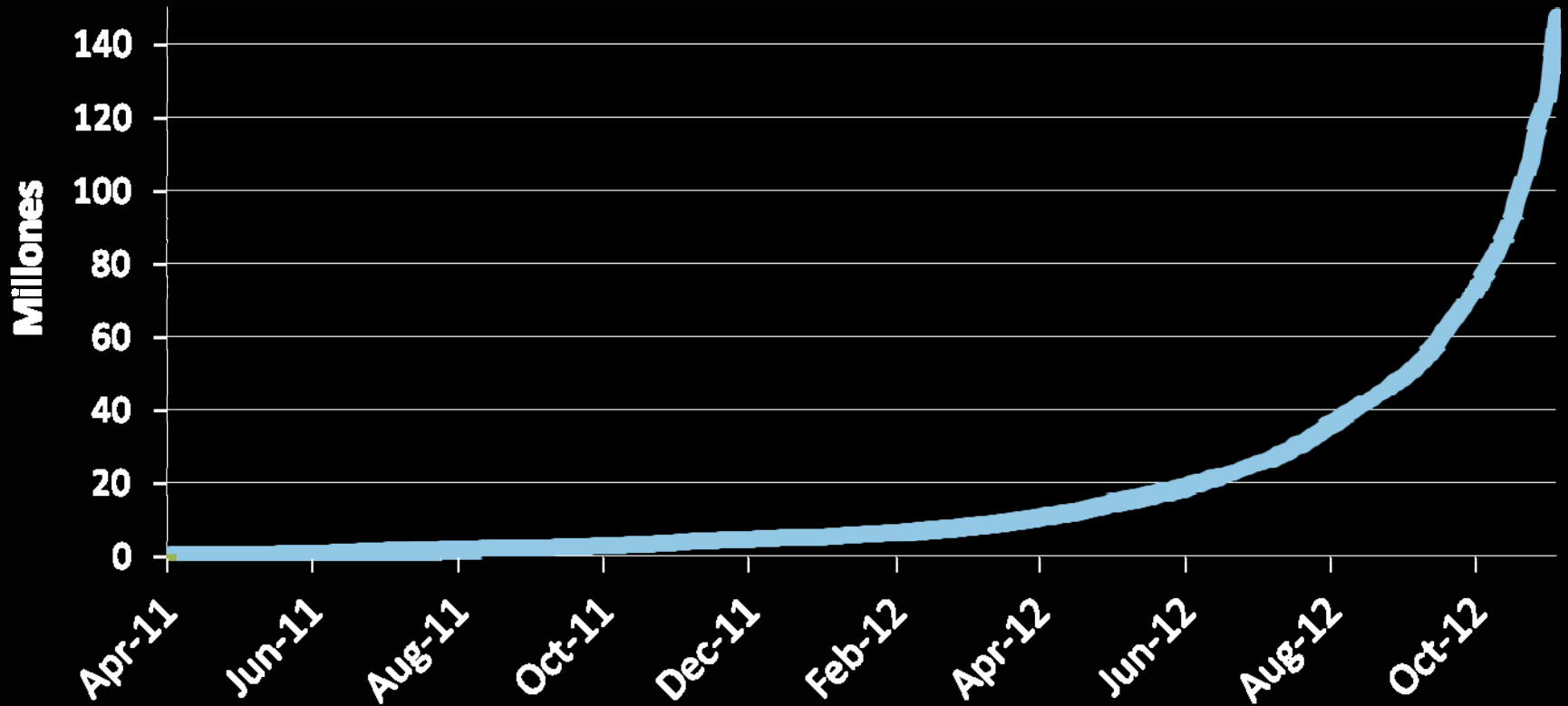


Relationship-Based Organizing: The Model



Source: 2012 Obama Campaign Legacy Report

Early Organization Building Supports Late Action



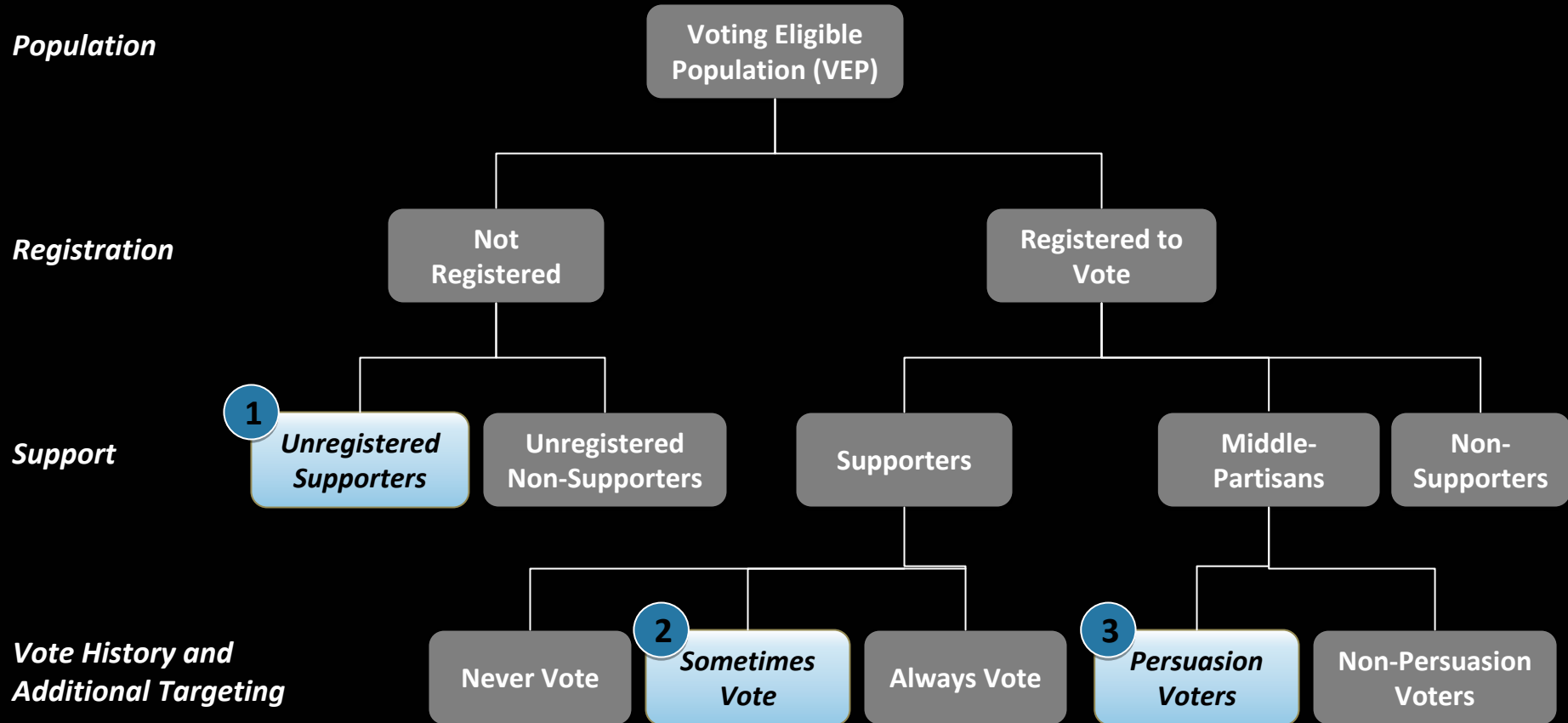
Shown: Cumulative contact attempts (Phone and Door) over time

A Conversation with a Voter



- Who do you support for President?
- How strongly?
- What issues are important to you?
- Are you planning on voting?
- Would you like to volunteer?

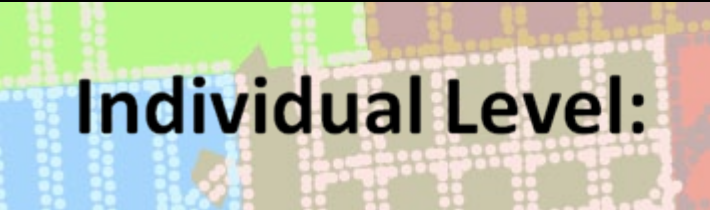
Targeting Voters: Three Outreach Programs



Voter Registration Exceeded Win Margin in Five States

State	Obama Margin of Victory (thousands)	Voter Registrations Collected (thousands)
Virginia	116	138
Colorado	113	157
Ohio	103	138
Florida	74	361
Nevada	66	96

What do we know about voters?



Individual Level:

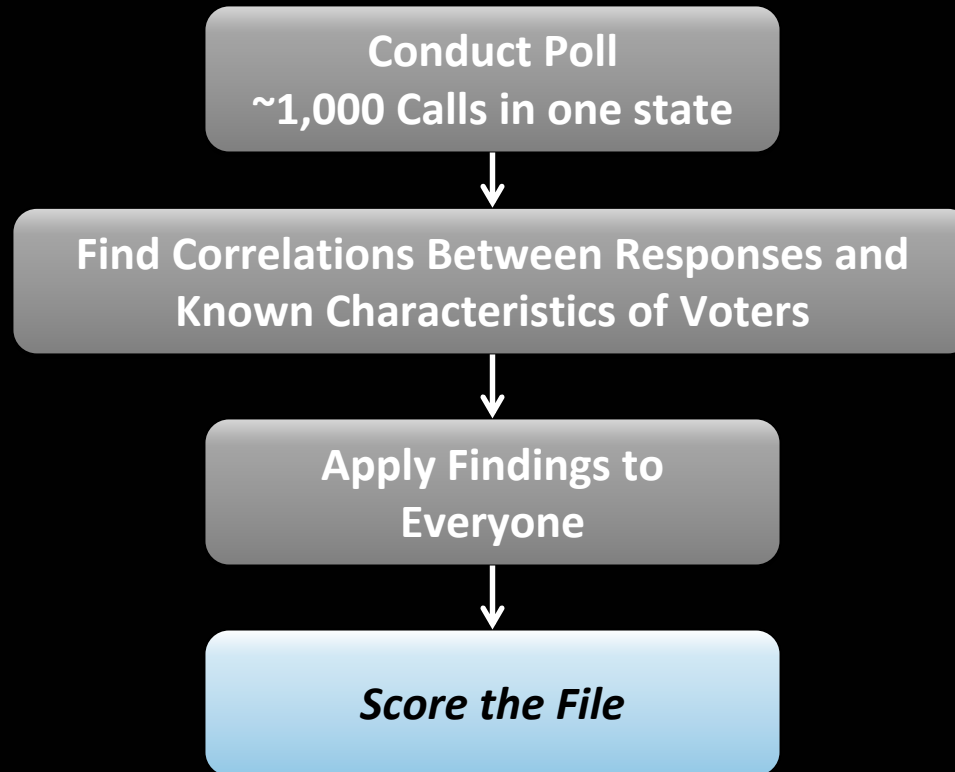
Name & Address
Phone Number
Age & Gender
Party Affiliation
Likely Race/Ethnicity
Voting History



Geographic Level:

Election Results
Likely Income
Educational Attainment
Partisan Performance
Home Ownership
Household Size

How Do We Build a Support Model?



Making Sense of the Models

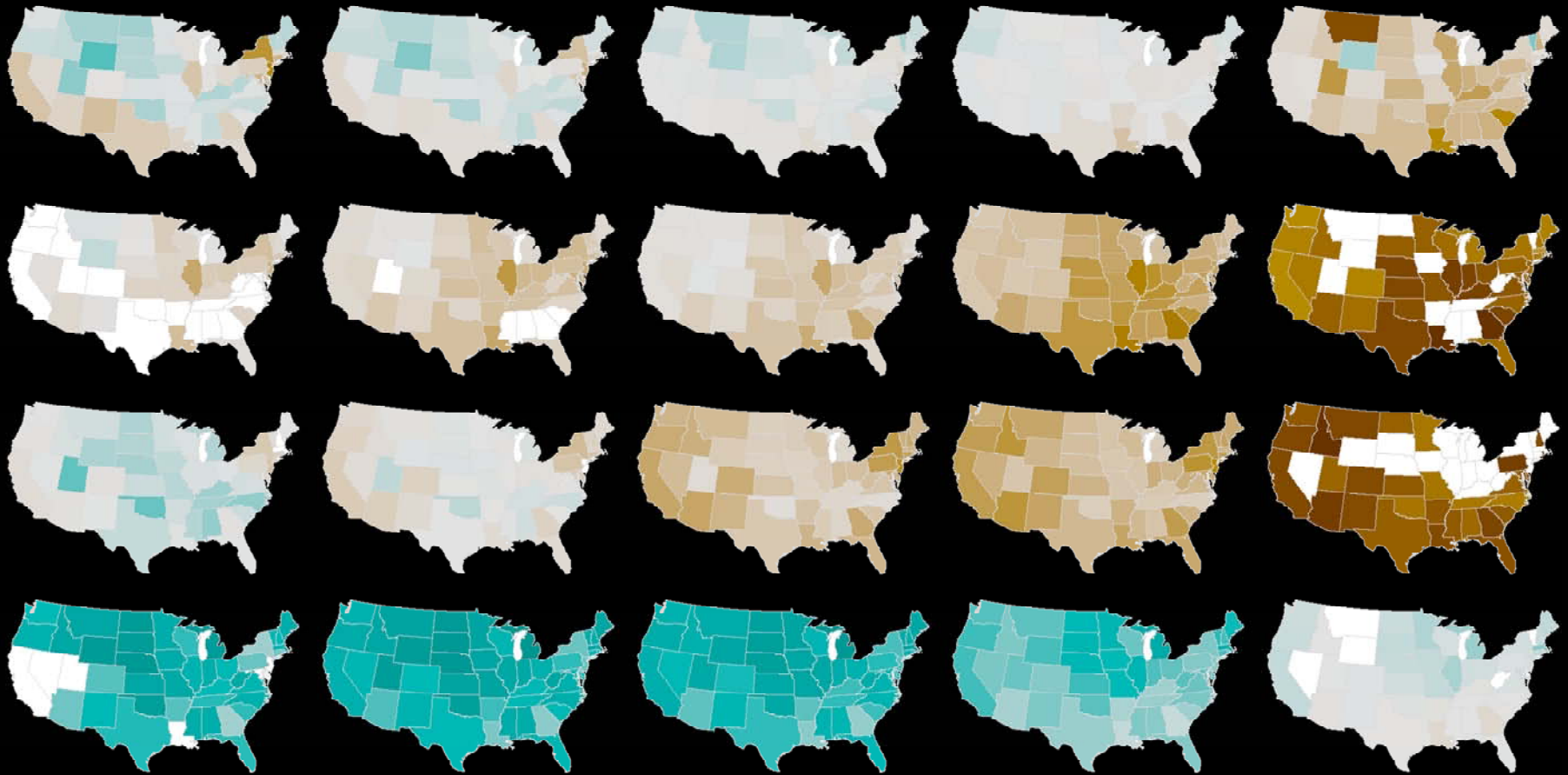


Image Credit: Andrew Gelman

What does the Affordable Care Act mean to you?

Email*

First Name*

Last Name*

ZIP

How has the Affordable Care Act helped you or someone you know?

[Submission Terms](#)

SUBMIT

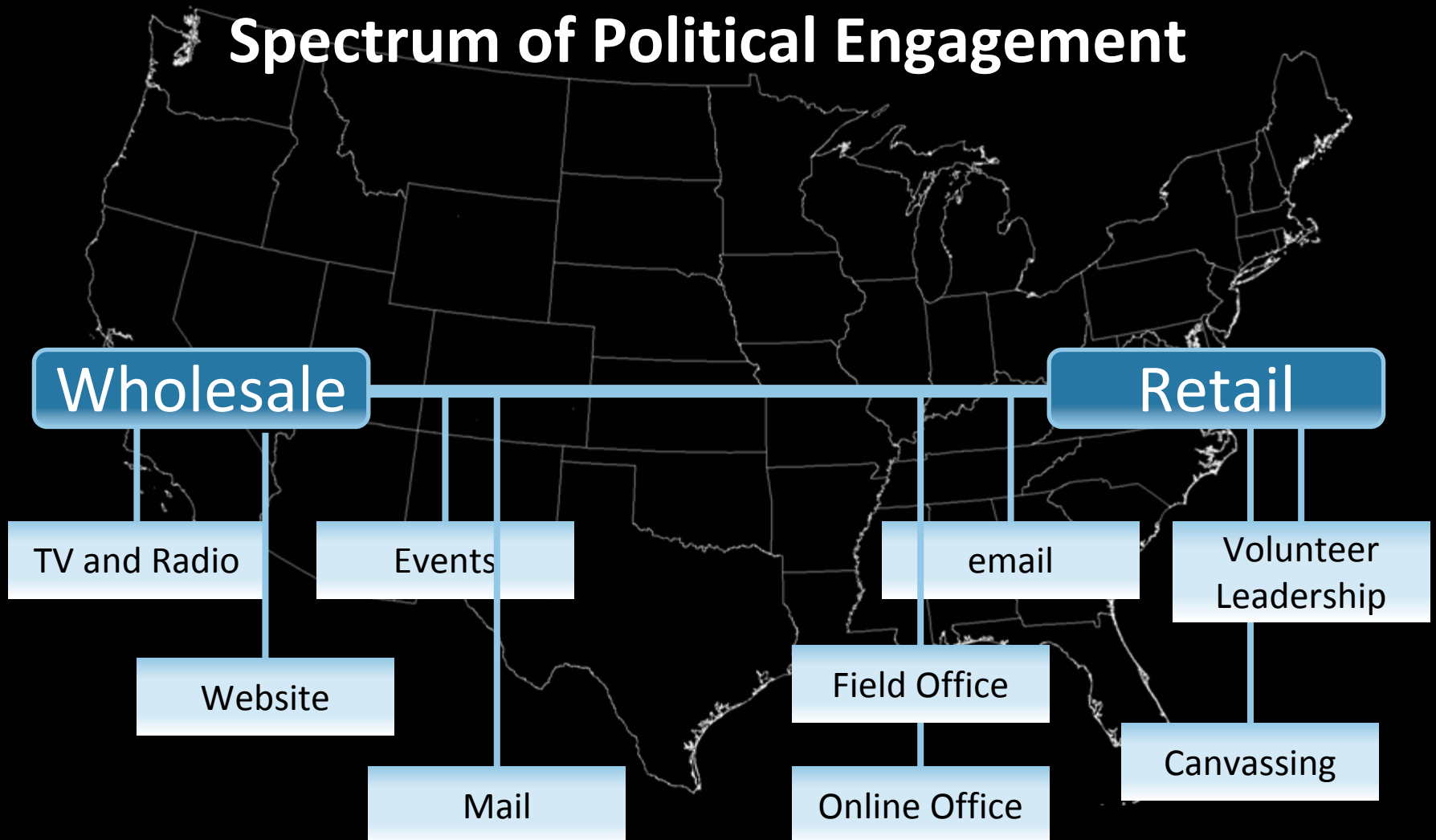
President Obama's Affordable Care Act has already helped millions of Americans save money and live healthier lives, and by 2014, all Americans will have access to quality, affordable health care.

Share how the Affordable Care Act has helped you or someone you know.



“Whatever the politics, today’s decision was a victory for people all over this country whose lives will be more secure because of this law and the Supreme Court’s decision to uphold it.”

Spectrum of Political Engagement



Building a Program Around Individuals

