

A map of the United States with 19 states highlighted in light blue. The highlighted states are: Washington, Oregon, California, Nevada, Idaho, Utah, Arizona, New Mexico, Colorado, Minnesota, Iowa, Missouri, Arkansas, Louisiana, Mississippi, Alabama, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Maryland, Delaware, Pennsylvania, New Jersey, New York, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, and Maine. The remaining 31 states are in black. The text "Obama Data Team" is centered over the map.

**Obama Data Team**

**107 Dedicated Staff  
In 19 States**

A decorative horizontal bar at the bottom of the slide, consisting of three horizontal stripes: a top red stripe, a middle white stripe, and a bottom blue stripe.



# **Obama Campaign by the Numbers**

**4,529 Total Staff**

**2,704 Organizers**

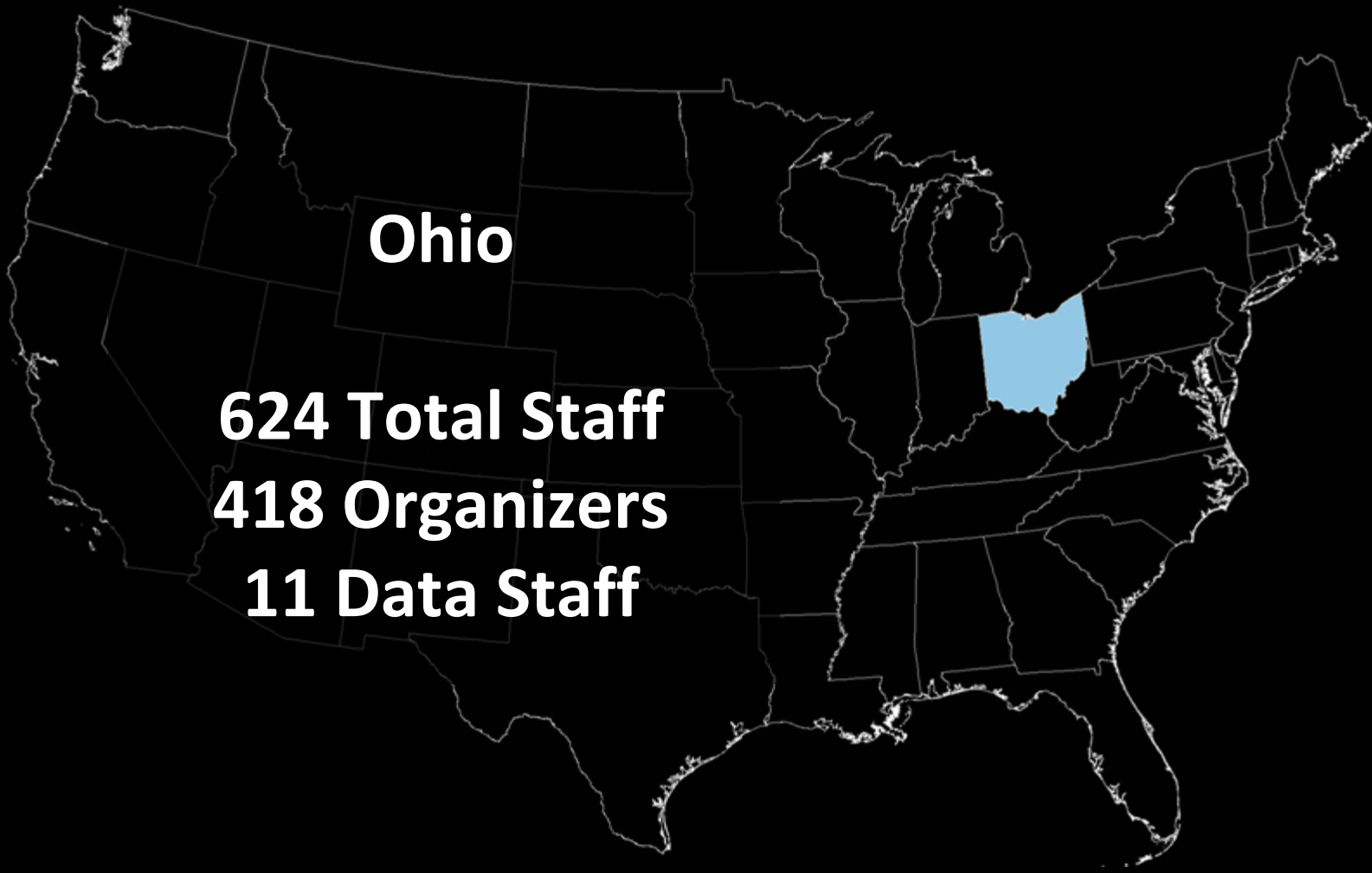
**813 Field Offices**

**1.8 Million Voter Registrations**

**24.1 Million Conversations with Voters**

**2.2 Million Volunteers**





**Ohio**

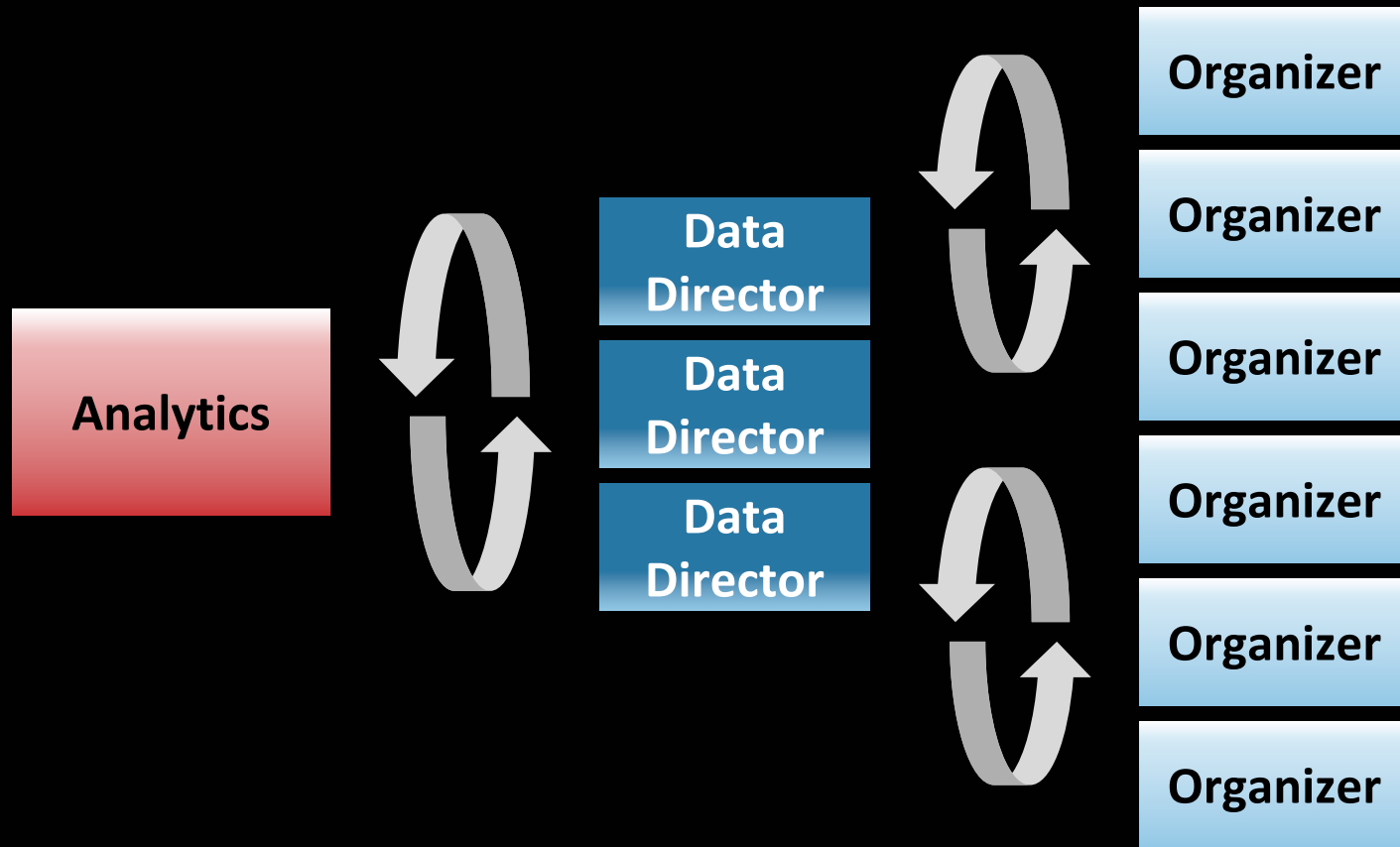
**624 Total Staff**

**418 Organizers**

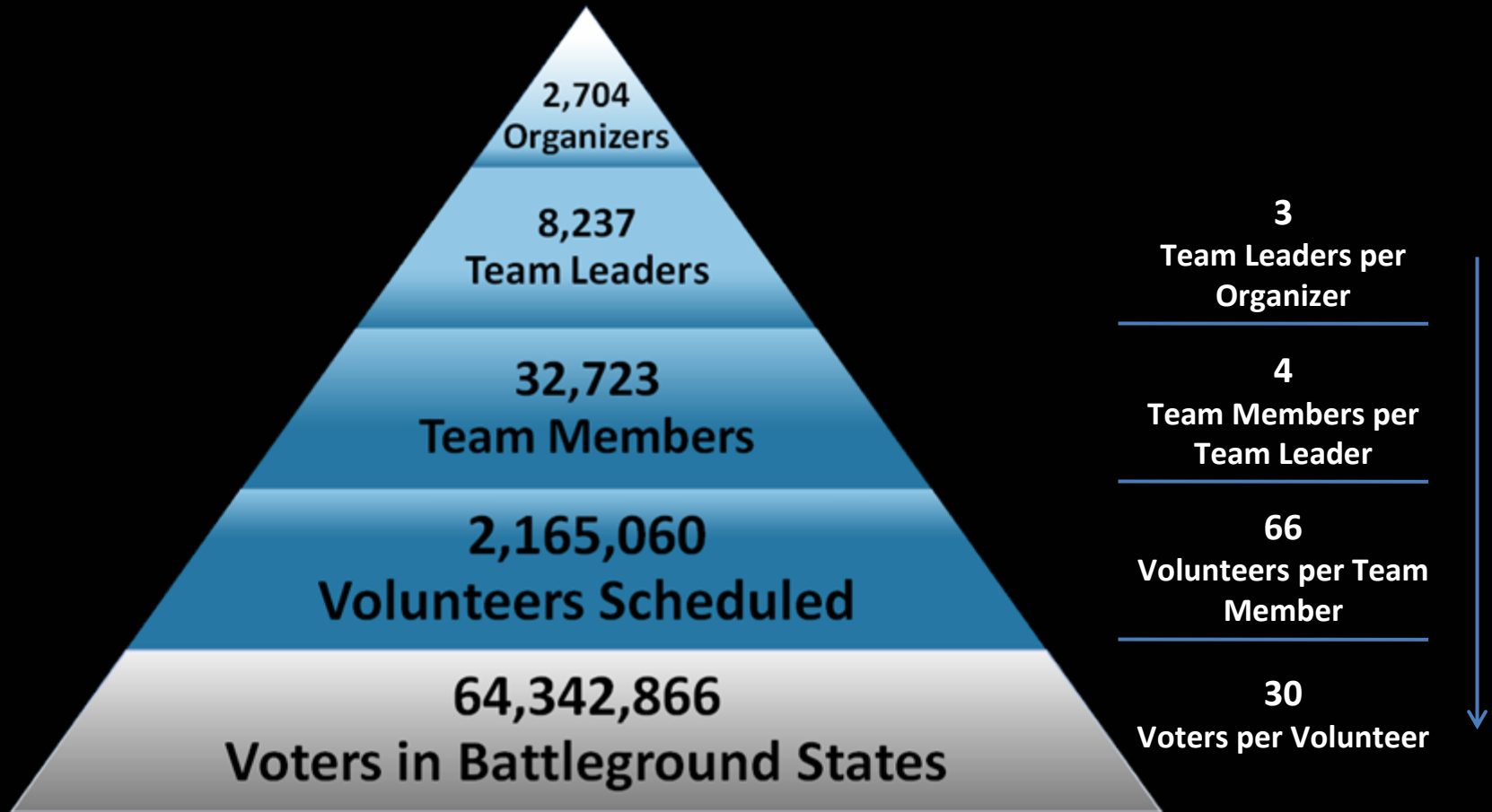
**11 Data Staff**



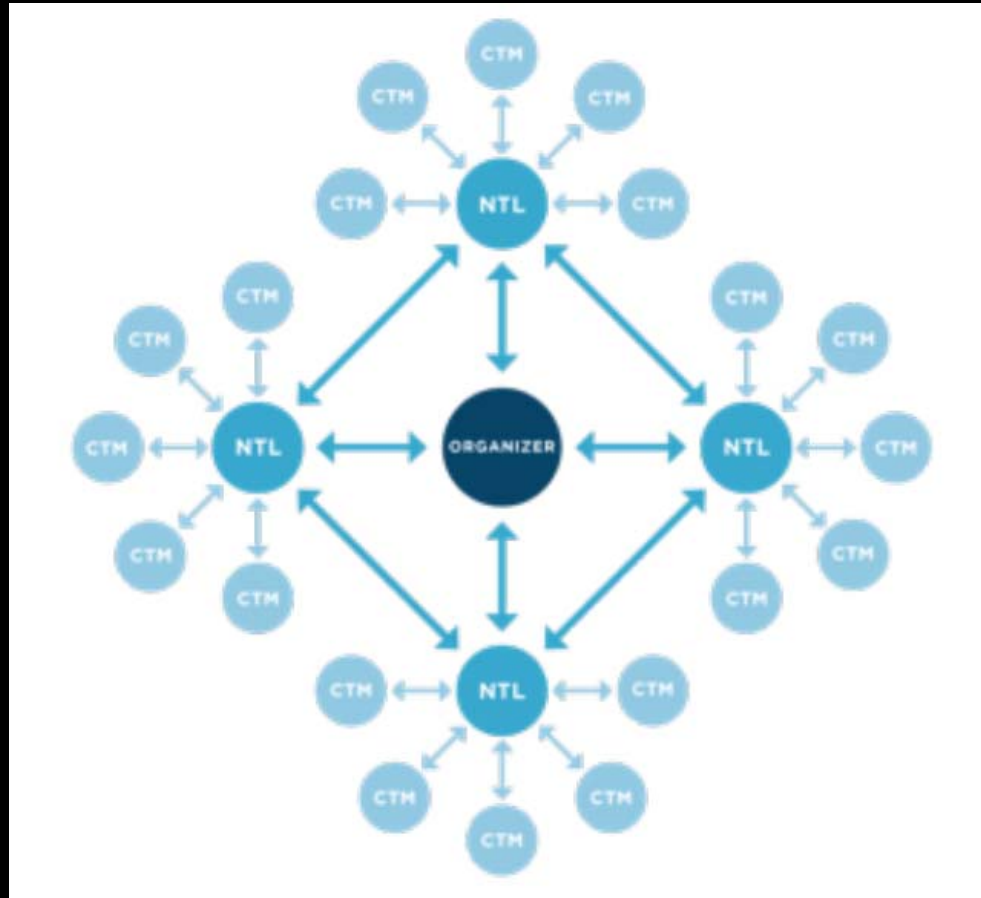
# The Role of Data in the States



# Volunteers are the Foundation of Engagement

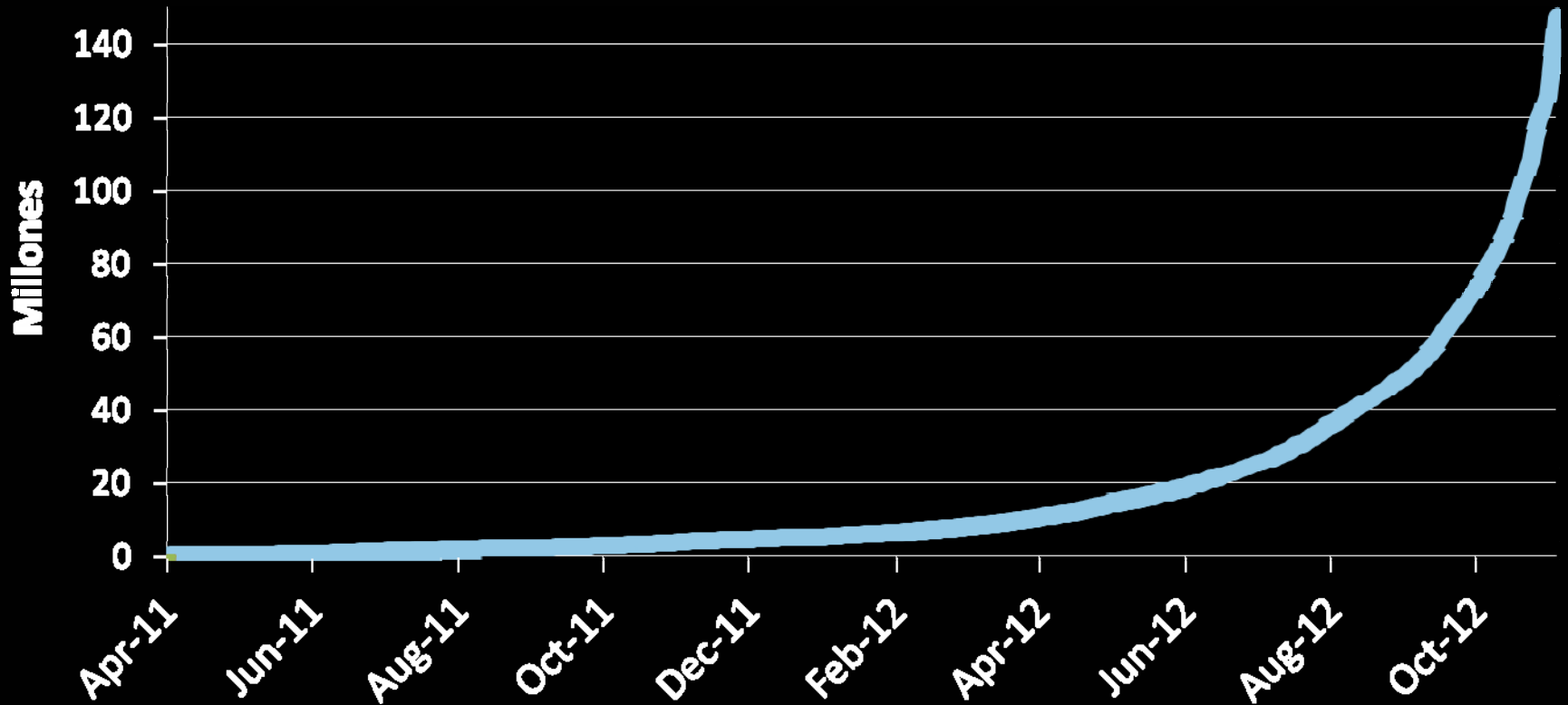


# Relationship-Based Organizing: The Model



*Source: 2012 Obama Campaign Legacy Report*

# Early Organization Building Supports Late Action



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

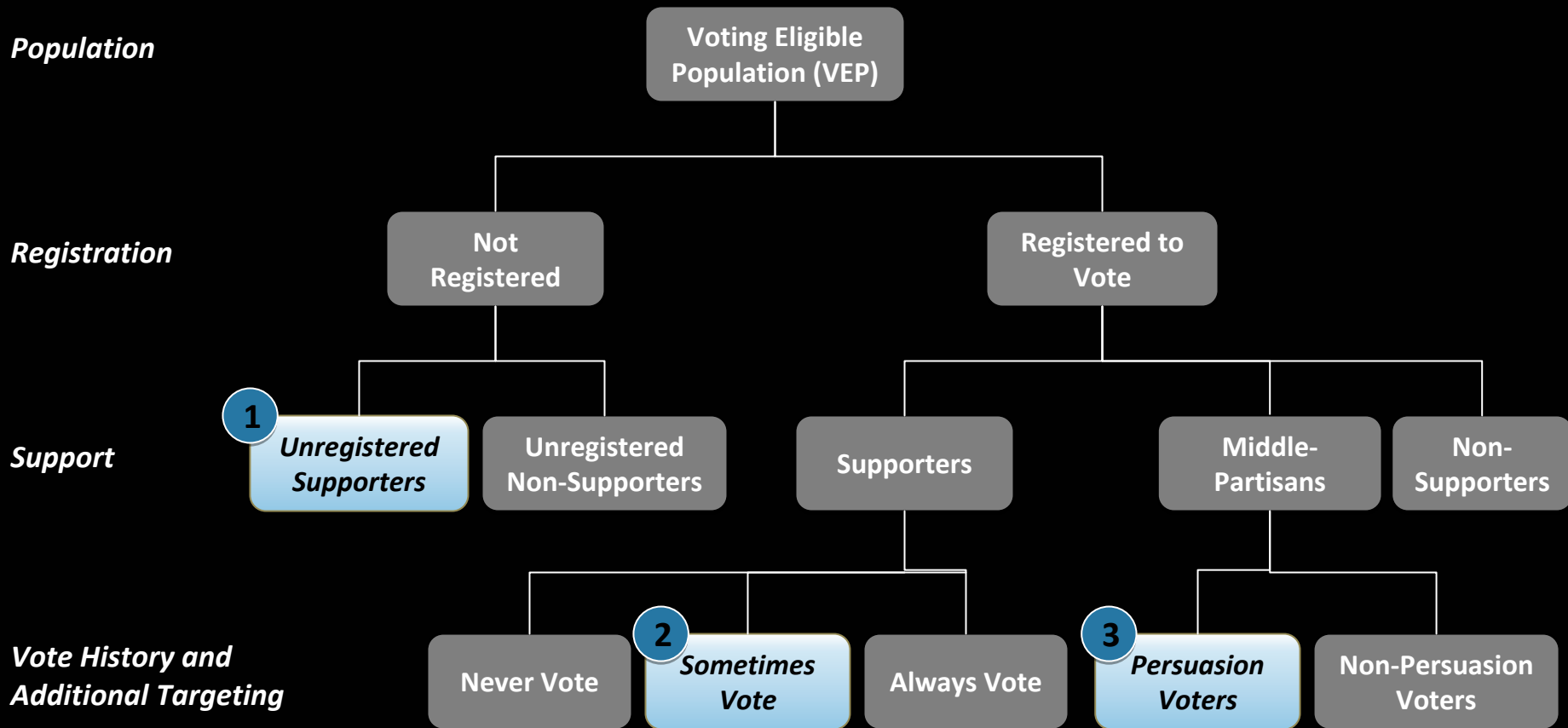
# A Conversation with a Voter



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



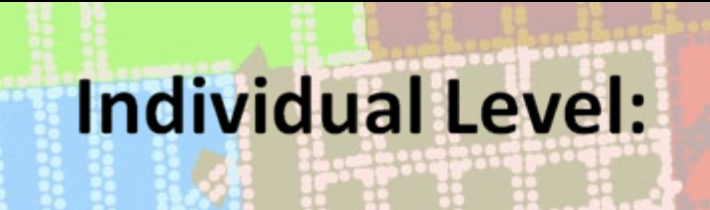
# Targeting Voters: Three Outreach Programs



# 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:

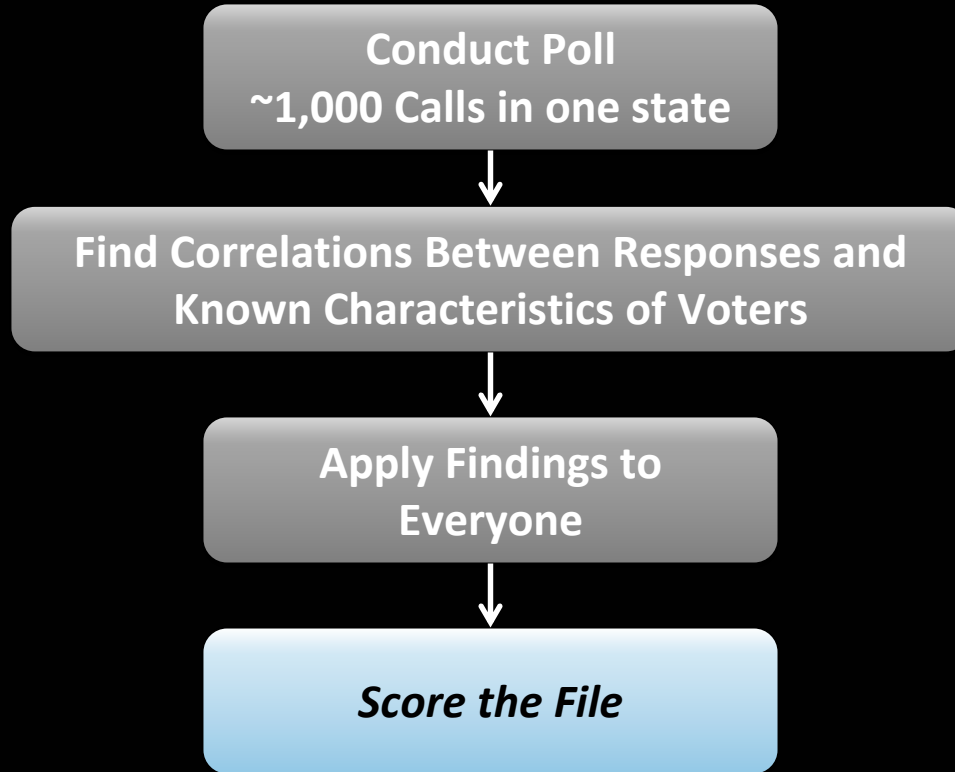
Name & Address  
Phone Number  
Age & Gender  
Party Affiliation  
Likely Race/Ethnicity  
Voting History



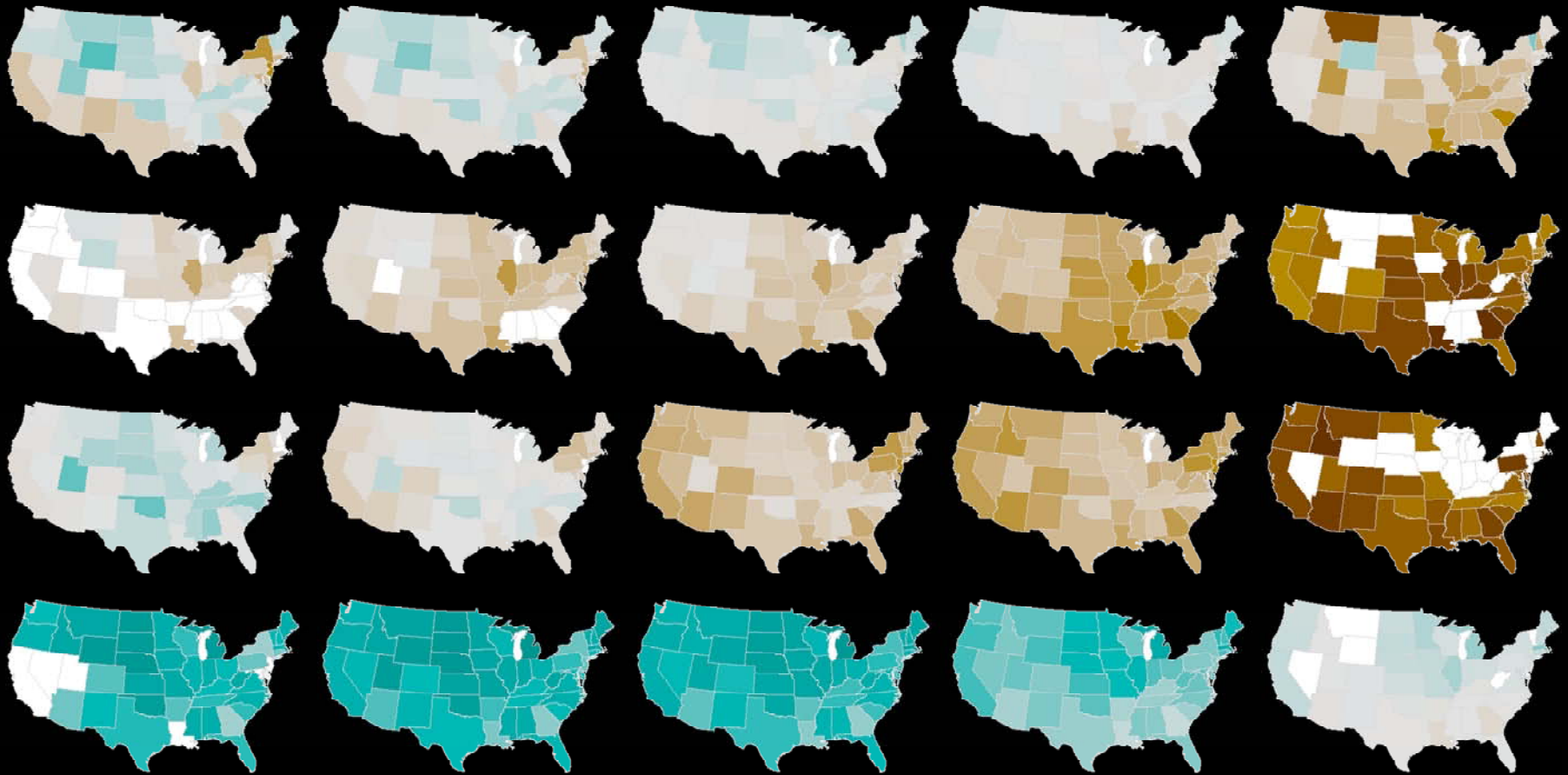
## Geographic Level:

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

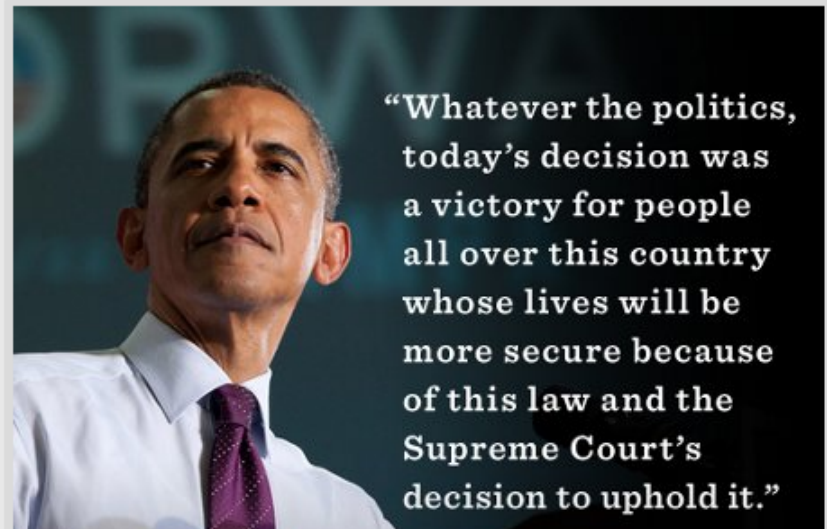
How has the Affordable Care Act helped you or someone you know?

[Submission Terms](#)

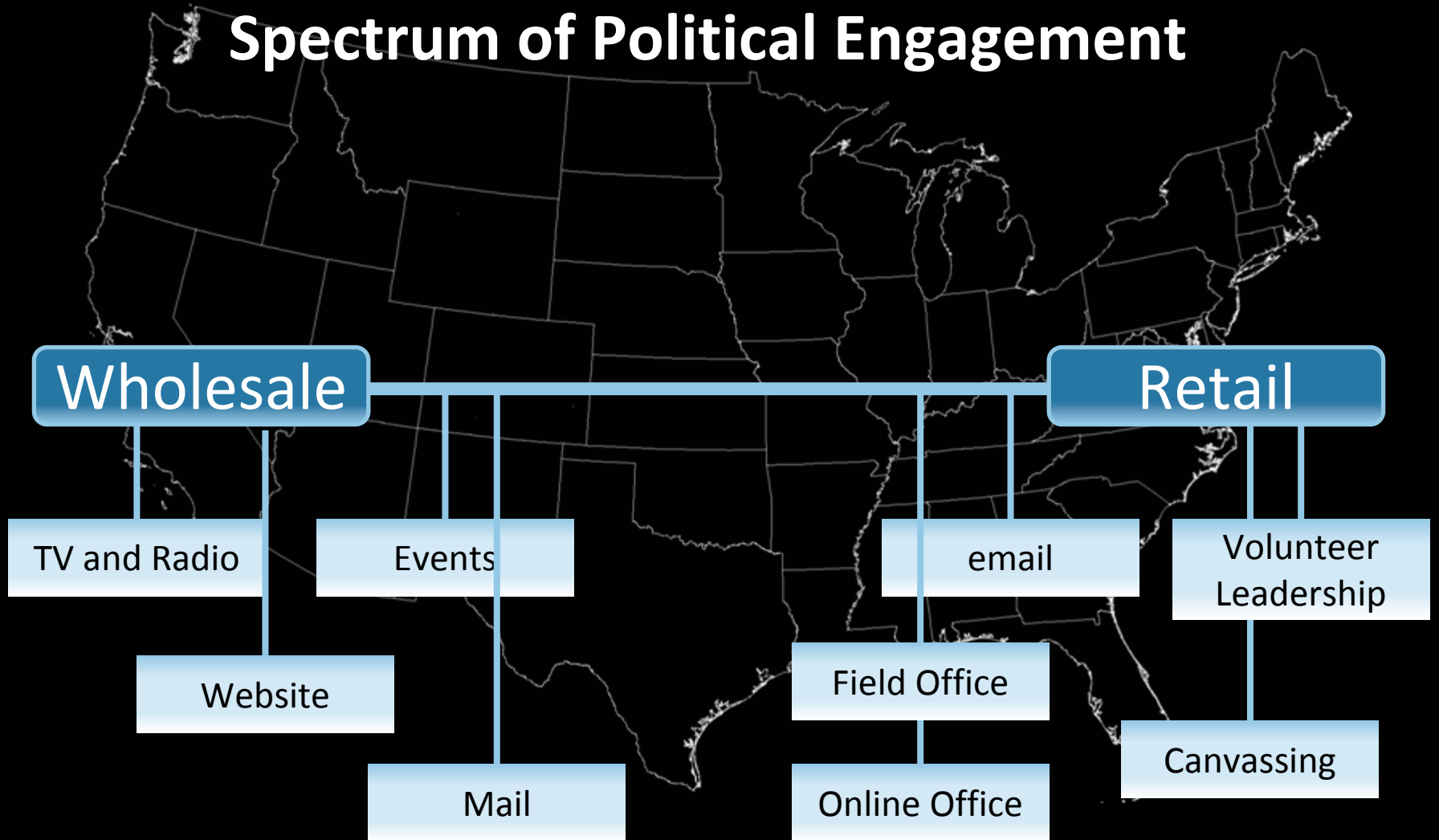
**SUBMIT**

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.**



# Spectrum of Political Engagement



# Building a Program Around Individuals

Wholesale

Retail

