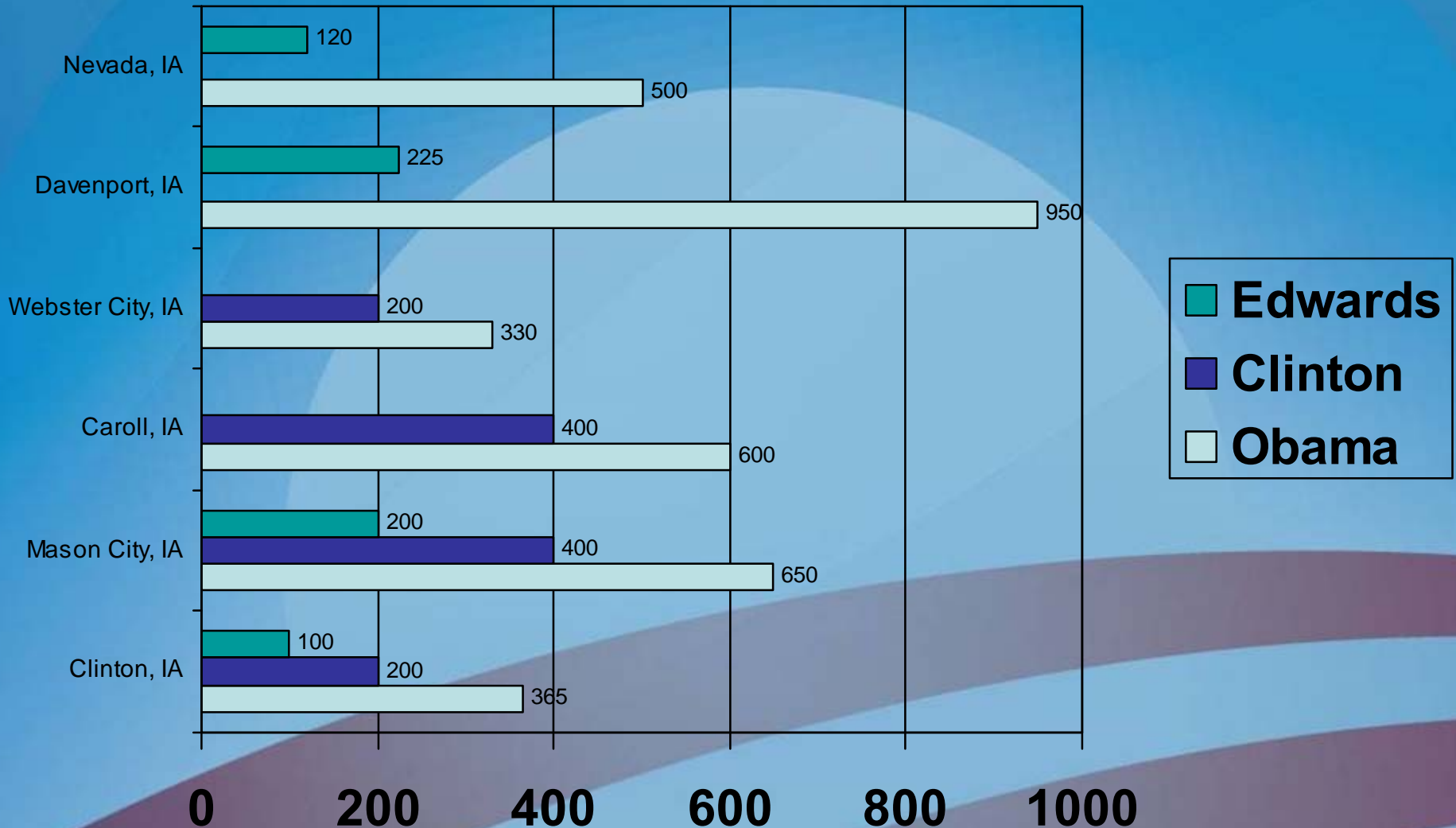


***Obama for America***  
***December 31, 2007***

David Plouffe  
Campaign Manager

# Iowa – Crowd Size Comparisons

## All are post-Christmas, 2007



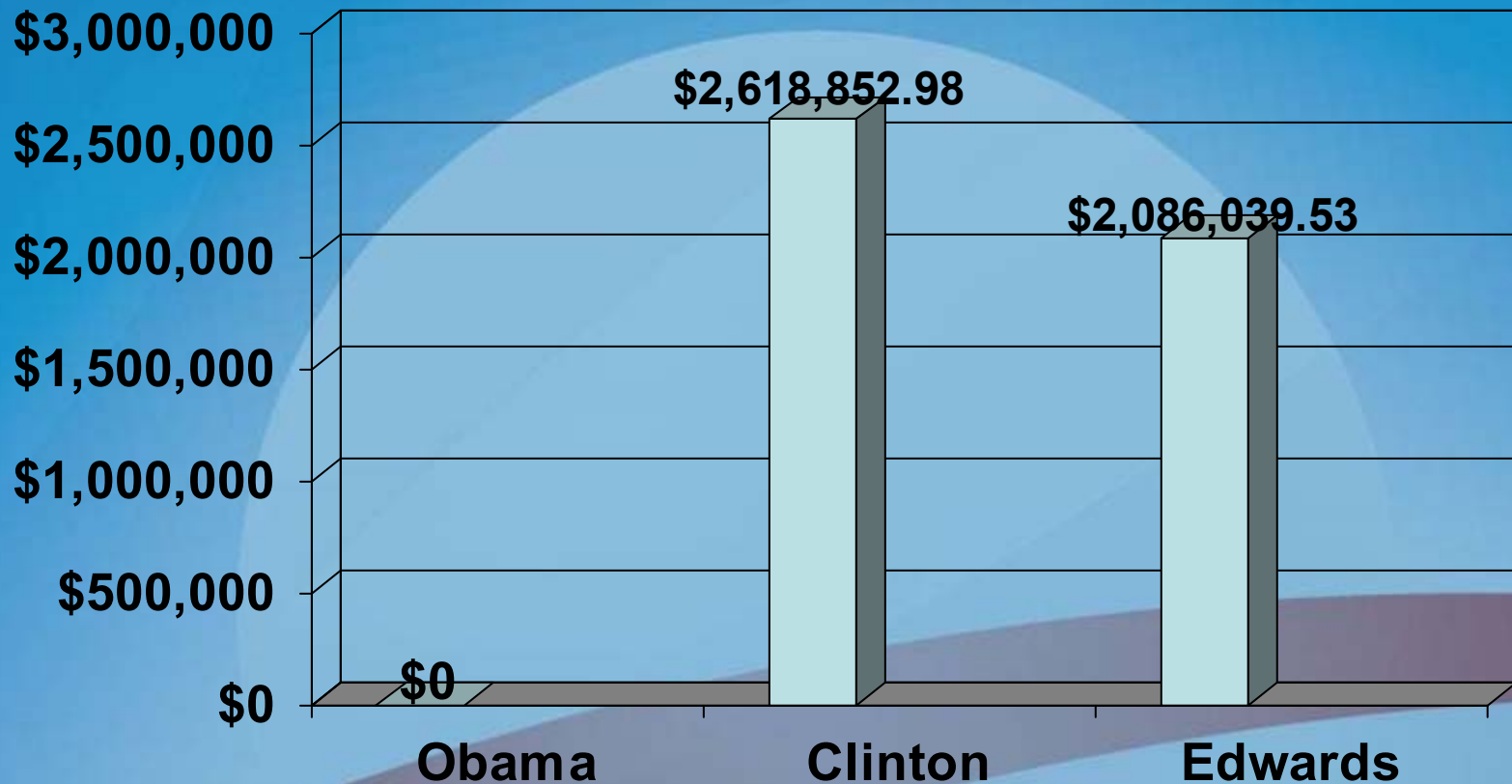
# IOWA

- Strongest Organization in the state.
  - 37 field offices state-wide; over 200 field staffers; thousands of active volunteers

# Iowa

- Obama is positioned to be a strong second choice candidate.
- Obama is strongest amongst those planning to attend the caucuses.
- Obama is expanding into new universes throughout Iowa.

# Special Interest Spending on behalf of Edwards and Clinton



**On behalf of Clinton:** AFSCME: \$1,333,456.96; AFT: \$799,618.59; Emily's List: \$485,777.43

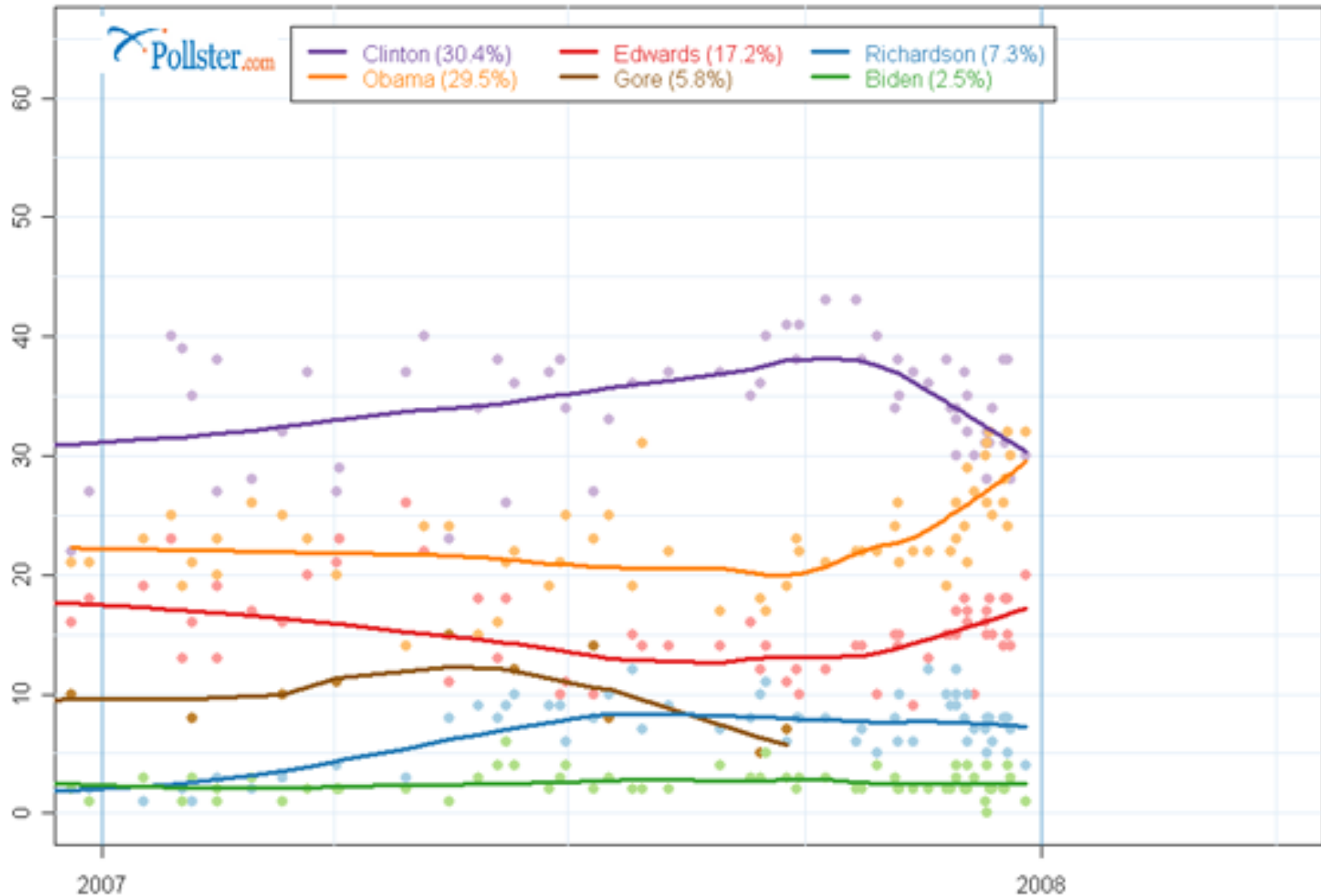
**On behalf of Edwards:** Working for Working Americans/Carpenters: \$526,440.76; Alliance for a New America (SEIU): \$1,559,598.77;

# **New Hampshire:**

- **First TV ads began September 25th**
- **Largest field operation in state with 16 field offices, most aggressive door-to-door operation and over 100 staff**
  - **Nearly 1.6 million calls made**
  - **Over 330,000 doors knocked**
- **Strong volunteer base actively signing up thousands of supporters throughout New England**
- **Strong help from Governor Patrick in neighboring MA**
- **Big Independent voter block (at least 44%) that can vote in Primary and are more favorable to Obama.**

# Obama has Closed the Gap with Clinton in New Hampshire, latest polls show Obama leading

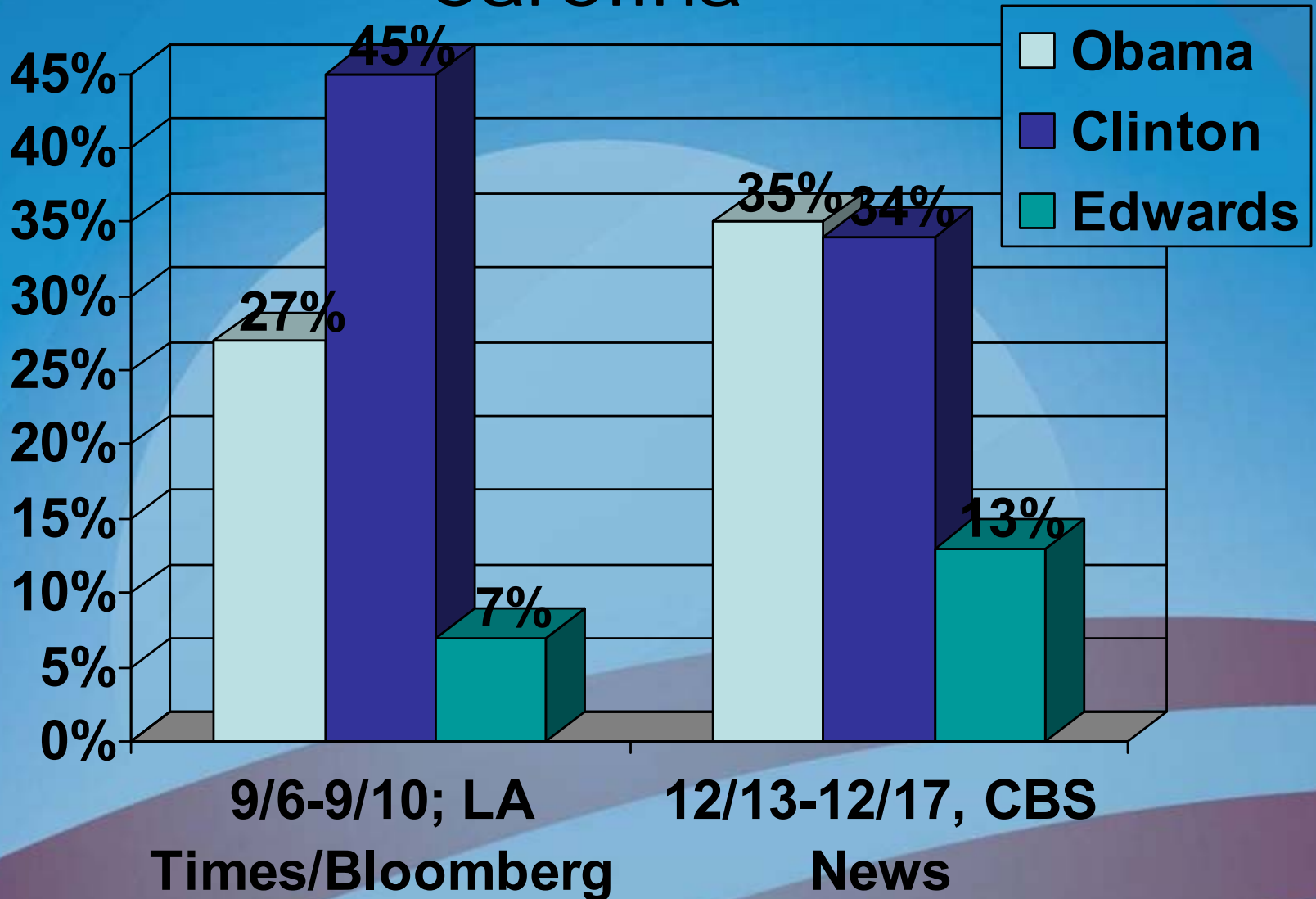
New Hampshire: Top Democratic Contenders  
Latest Poll: 12/26/2007



# SOUTH CAROLINA:

- African American voters could make up as much as 55% of the primary electorate.
- First candidate to run ads on all 36 African American radio stations
- Went on the air with state-wide television ads on December 18<sup>th</sup>.
- Obama leads overall and with African American voters in South Carolina and wins more than 20% of white voters
- Obama's field operation is considered the best in the history of South Carolina with 11 field offices across the state and over 50 field staff
- Even political veterans are impressed with what they are seeing of Obama's operation on the ground. In South Carolina, an early-primary state where 30% of the population is black, his young volunteers are out knocking on doors every weekend. "It is a new crowd," says former South Carolina Democratic chairman Donald Fowler, "and it is the most methodical voter-canvassing project I have ever seen in South Carolina." (Time Magazine, 9/27/2007)

# Obama has Taken Lead in South Carolina

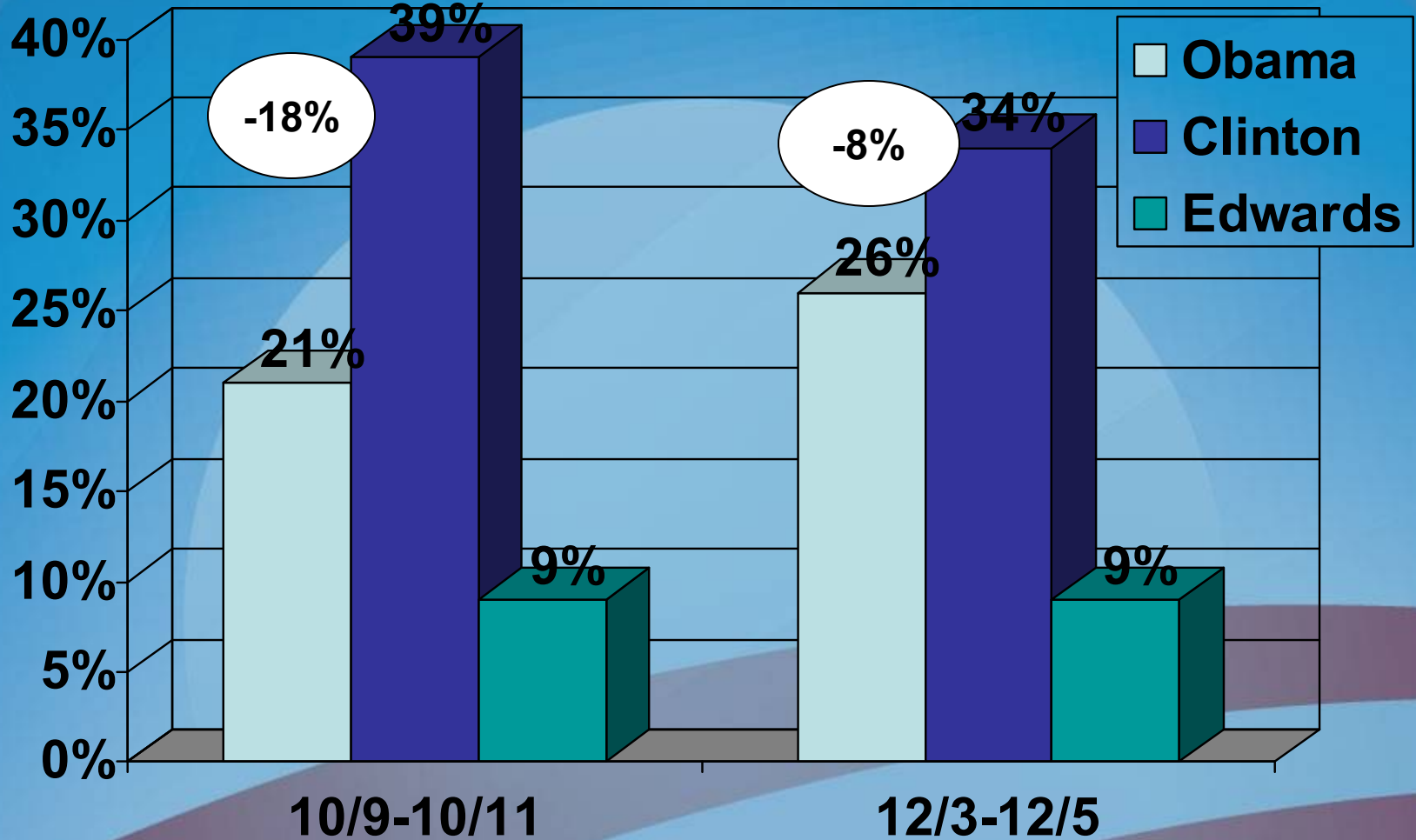


# NEVADA

- Most offices open of any candidate, with 11 offices across the state
- Largest field operation with over 50 field staffers
- First candidate on TV, airing first commercial December 11<sup>th</sup>
- First candidate to run state-wide Spanish language ads

# NEVADA:

## Obama Gaining Strength as Jan. 19<sup>th</sup> approaches



Barack Obama Has  
Developed an  
Unprecedented  
National Grassroots  
Campaign

# Record Breaking Number of New Donors

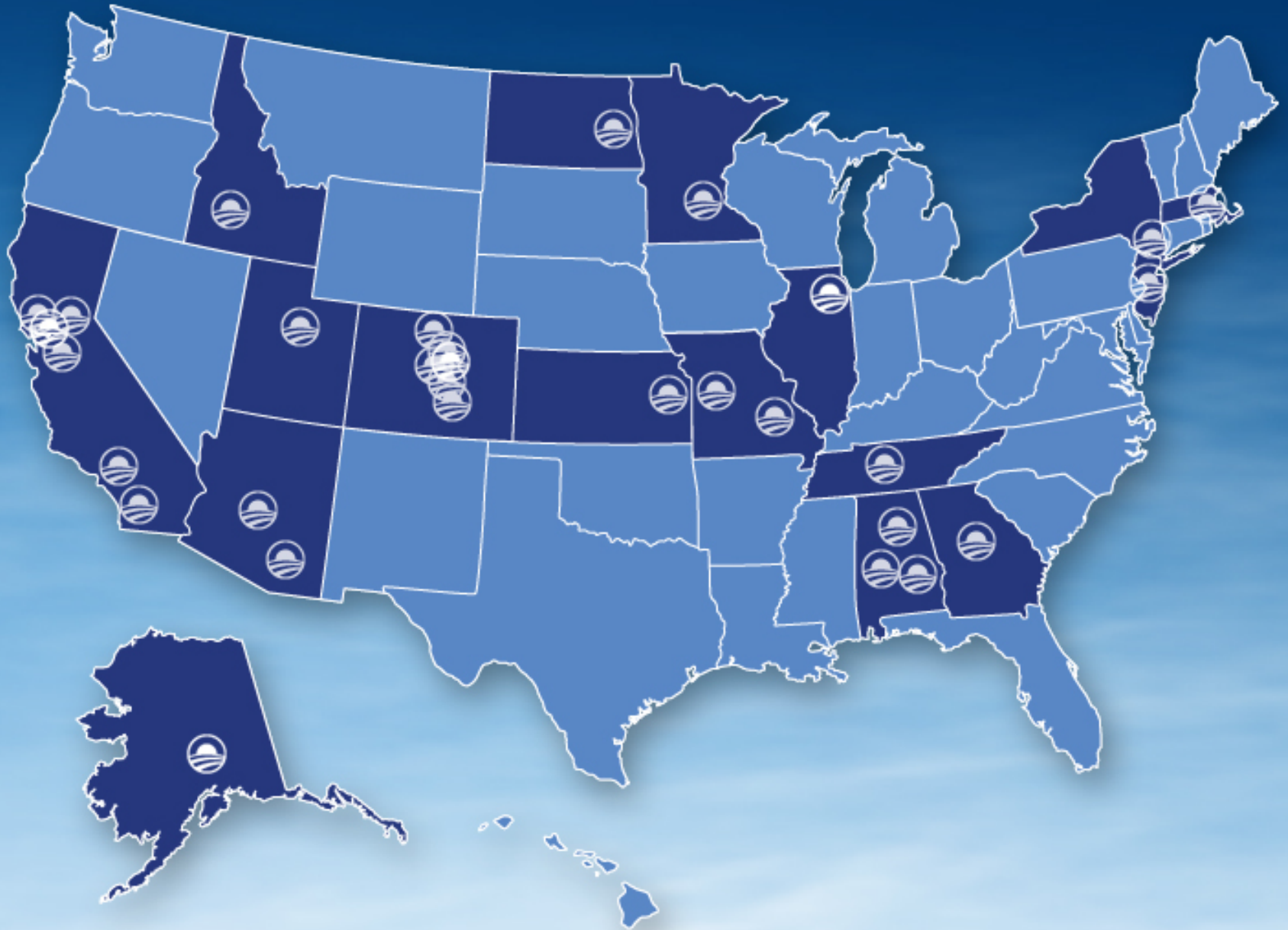
- **472,630 = total number of unique donors \*\* (as of 6:30 pm, 12/30/2007)**
- **757,565 = total number of contributions**
- **A total of 16,110 maxed our contributors, only 3.4% of all donors**
- **Average of 1.6 donations per contributor**
- **Senator Obama is the one candidate in this race who's not getting any help from Washington lobbyists, special interest PACs, or the shadowy Washington-based organizations called 527s. He's getting his support from ordinary Americans.**

# February 5<sup>th</sup>

## 22 States have primaries or caucuses

- At least \$100 million will be necessary to fully compete in first 26 states. Obama will have the financial resources.
- The Obama campaign currently has 32 offices open in 17 of the February 5 states.
- Candidates need to start now to build organizations in the caucus states – MN-CO-KS-ID-AK-ND. We have offices open in all of the caucus states and are actively engaging our grassroots support.
- Obama is first candidate to open offices and staff a majority of the Feb. 5 states.

ON FEBRUARY 5TH 22 STATES VOTE  
OBAMA HAS 32 OFFICES OPEN IN 17 OF THOSE STATES



# Accepting Public Funds Limits Capabilities

Total Amount John Edwards Can Spend  
between January 3<sup>rd</sup> and the Democratic  
National Convention, August 25, 2008:

\$50,000,000 = Estimated Total Limit\*  
- \$32,745,299.97 = estimated Expenditures  
through Jan 3<sup>rd</sup>\*\*

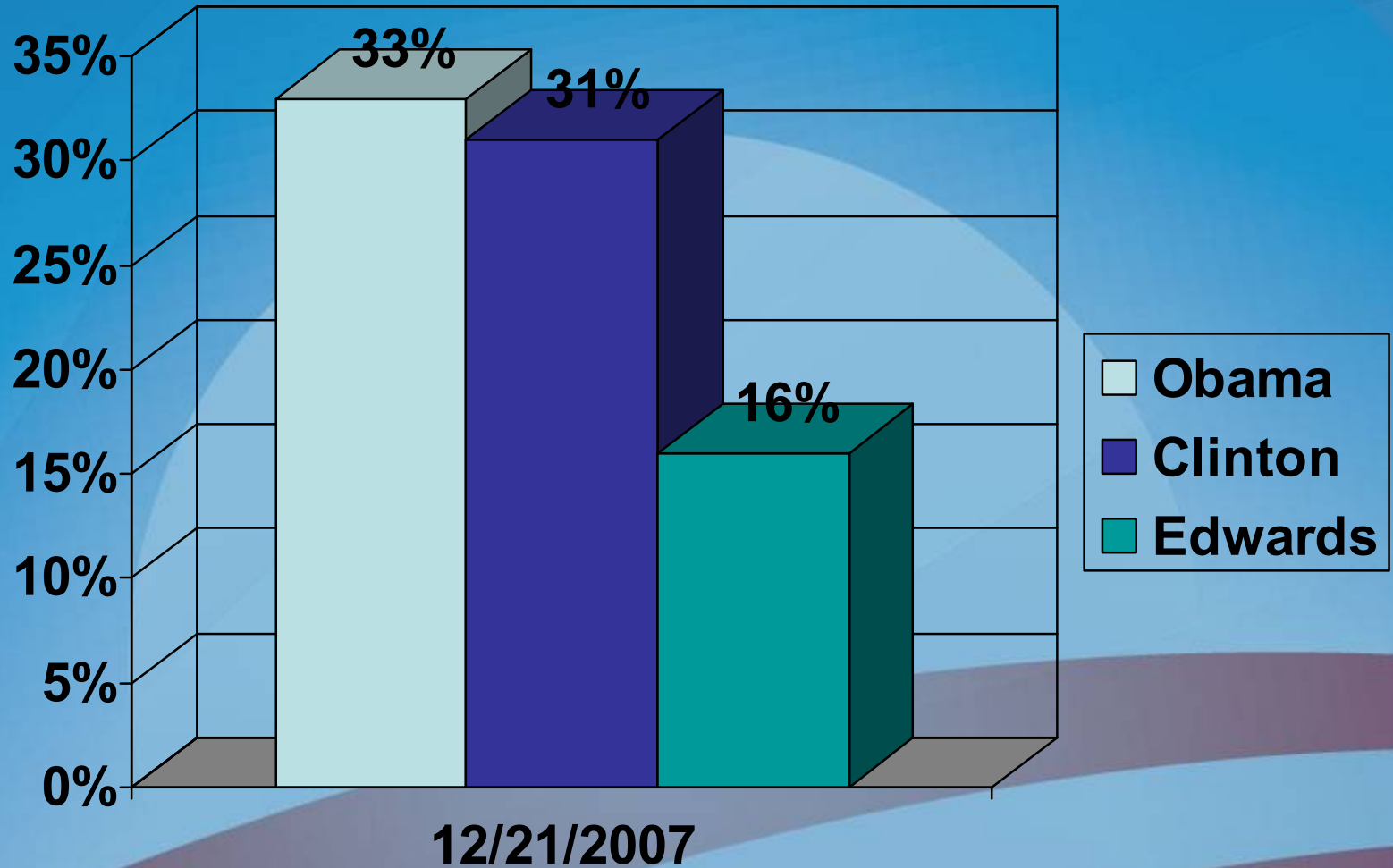
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= \$17,254,700.03

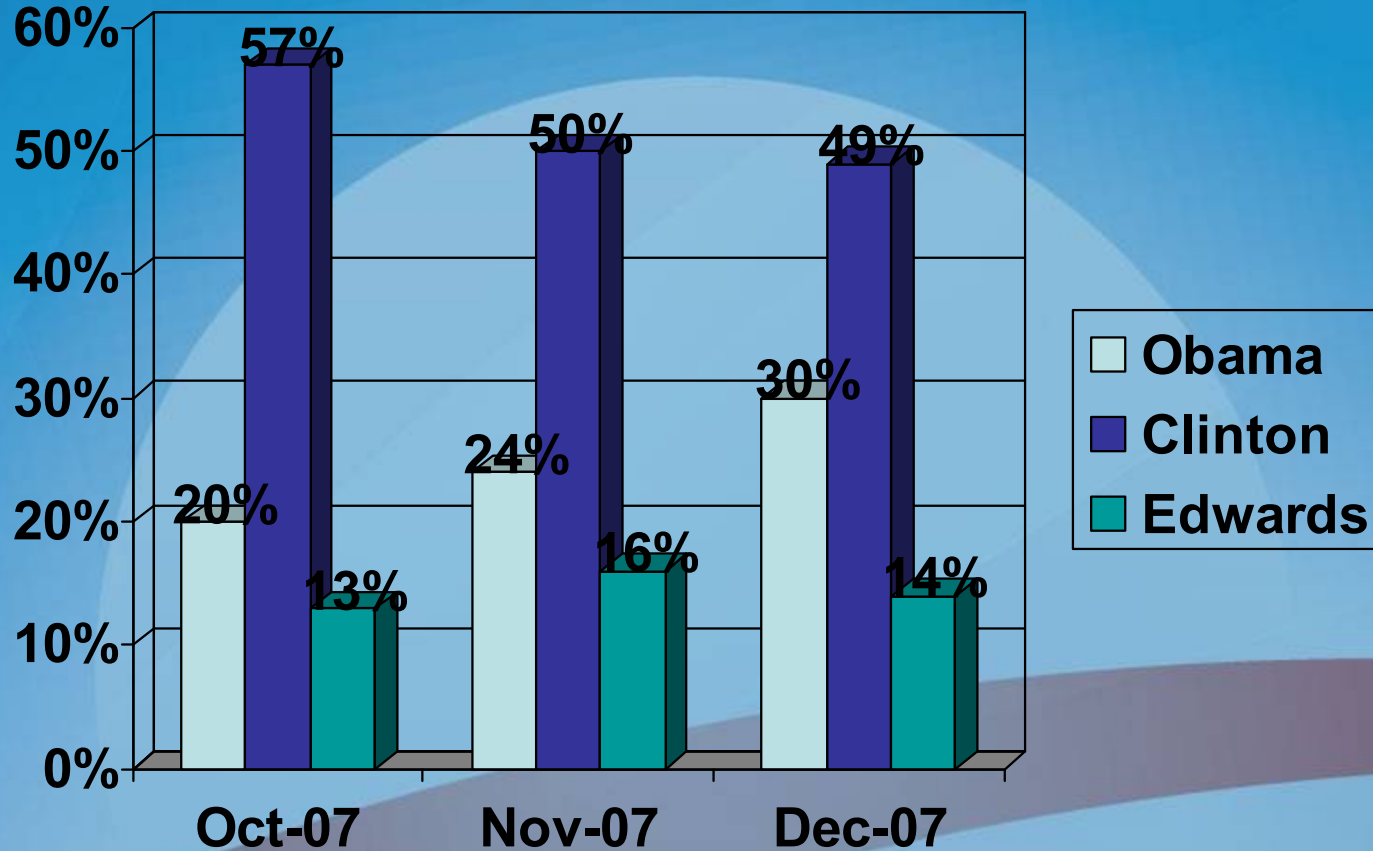
\*National spending cap through the convention: \$50 million [CNN, 9/27/07];  
Estimated Total Raised by Edwards = total raised through Q3, \$30,121,494.26 +  
\$10 million in matching funds + \$7 million in estimated 4th quarter funds raised =  
\$47,121,494.26

\*\*total spent through Q3, \$17,745,299.97 + estimated \$15 million spent in Q4

# GEORGIA: Latest Polling Shows Obama in the Lead



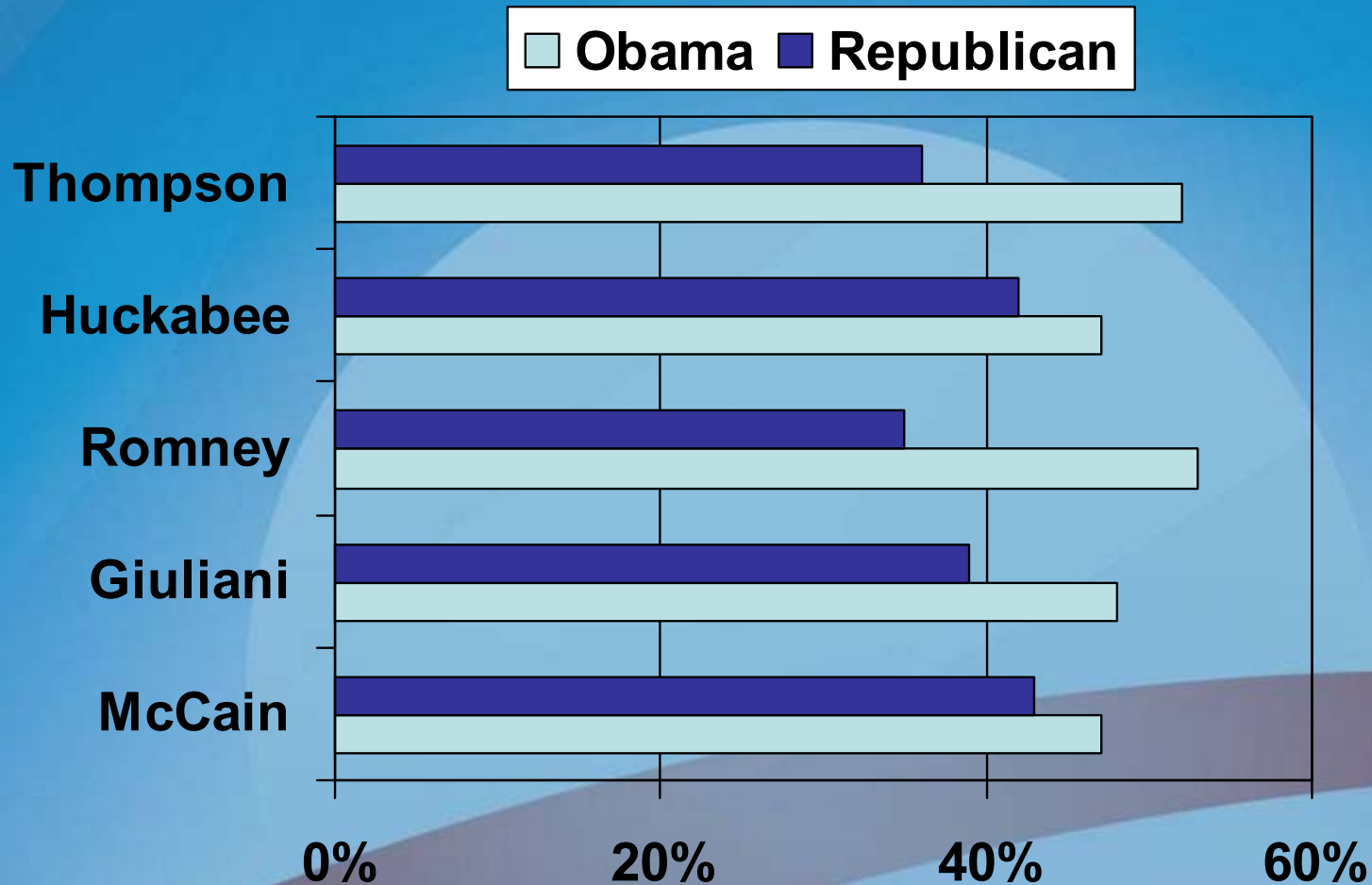
# CALIFORNIA: Obama Gaining Momentum



# Electability

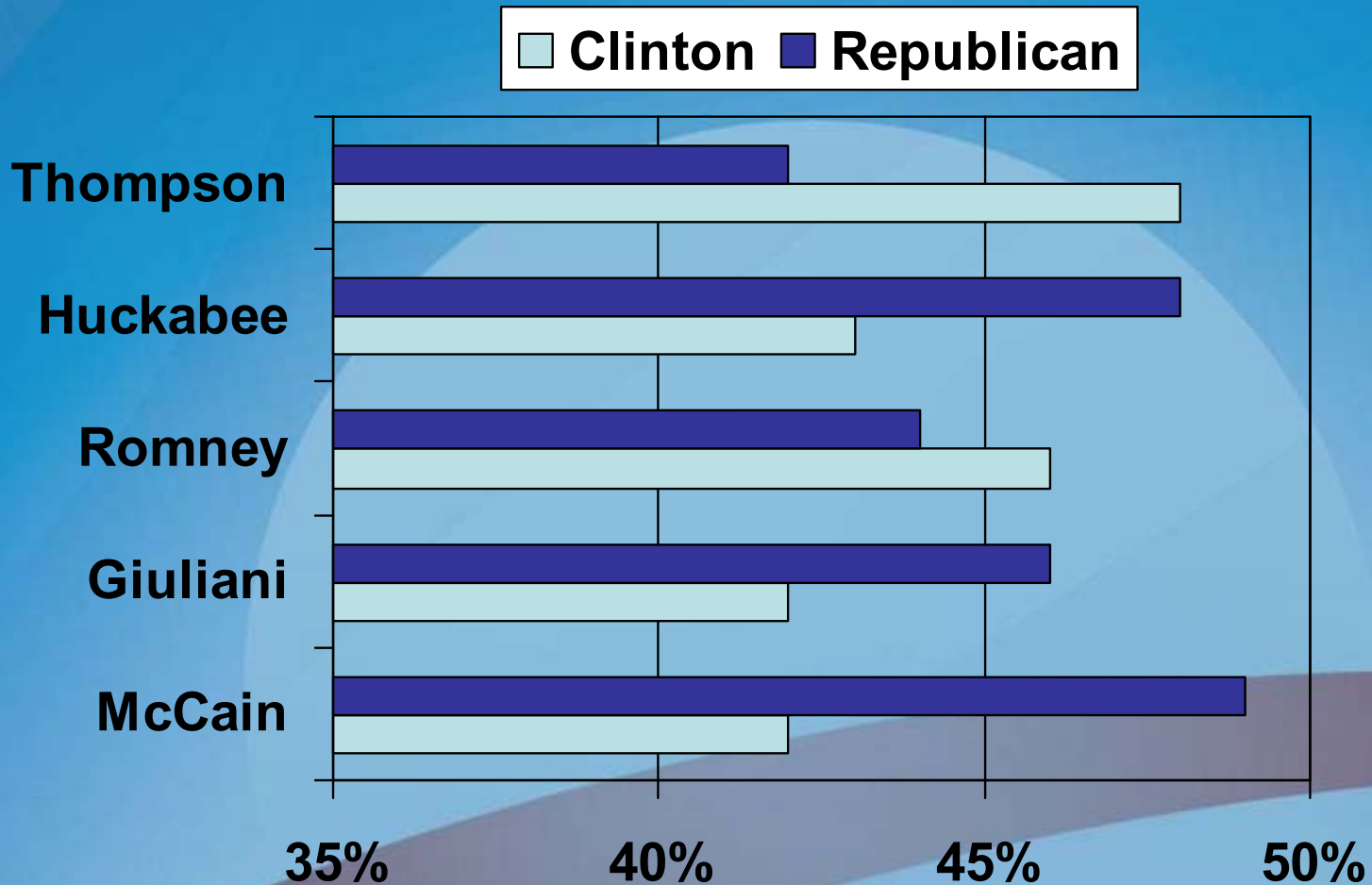
- Barack Obama is the Democratic candidate with the most support amongst Republicans and Independents
- A recent (12/12/2007) Zogby poll demonstrates that Barack Obama is the most likely to win next November:

# Obama is the only Democrat to Beat Every Republican in a Head to Head



Source: (12/12/2007) Zogby poll

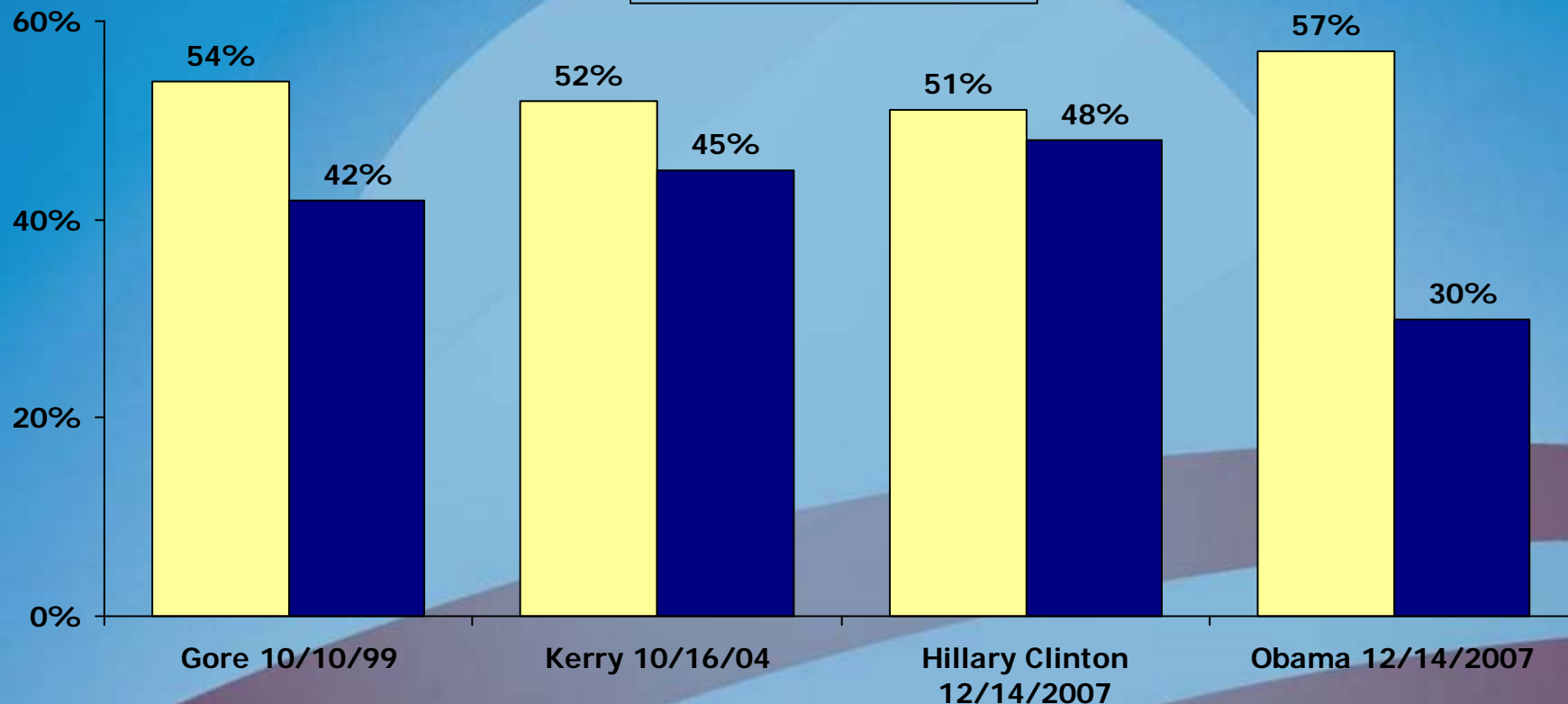
# Clinton Loses to 3 out of 5 Leading Republicans in a Head to Head



# Half Dislike Clinton; Obama Most Liked Among General Election Voters: *Clinton already has higher unfavorables than Gore or Kerry at any point in their losing campaigns*

## Candidate Favorability

Favorable Unfavorable



SOURCE: All numbers from Gallup polling

# Independents

## Amongst the Democratic candidates Obama appeals most to Independent voters

- Obama's advantages over other Democratic candidates among Independents nationally demonstrate that he has the strongest chance of winning in the general election.
- Recent elections show that without winning a majority of Independent votes Democrats do not win.
  - John Kerry only won 49% of Independents and lost the general election in 2004.

# Obama Has Highest Favorability Among Independent Voters

