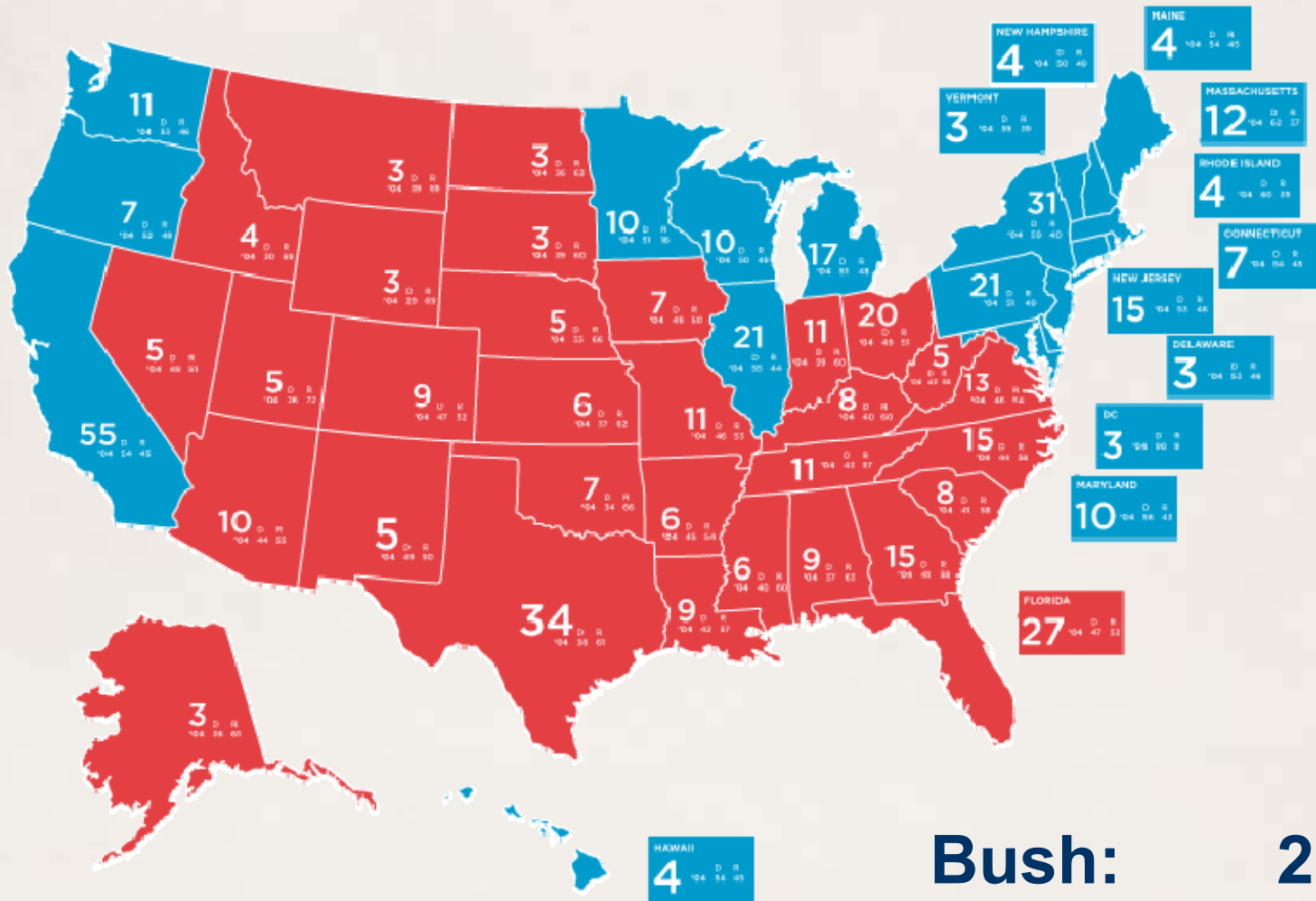




Obama for America

David Plouffe
Campaign Manager



ELECTORAL VOTES BY STATE
ELECTION RESULTS '04 (%)

Bush: 286
Kerry: 252



50 State Strategy

Top Priorities in Battleground States

★ Voter Registration

★ Helping elect democrats down the ballot

★ Build grassroots organization in every state



Going up on Television Early

- ★ **Alaska**
- ★ **Colorado**
- ★ **Georgia**
- ★ **Indiana**
- ★ **Michigan**
- ★ **Iowa**
- ★ **Missouri**
- ★ **Montana**
- ★ **Florida**
- ★ **Nevada**
- ★ **New Hampshire**
- ★ **New Mexico**
- ★ **North Carolina**
- ★ **North Dakota**
- ★ **Ohio**
- ★ **Pennsylvania**
- ★ **Wisconsin**
- ★ **Virginia**

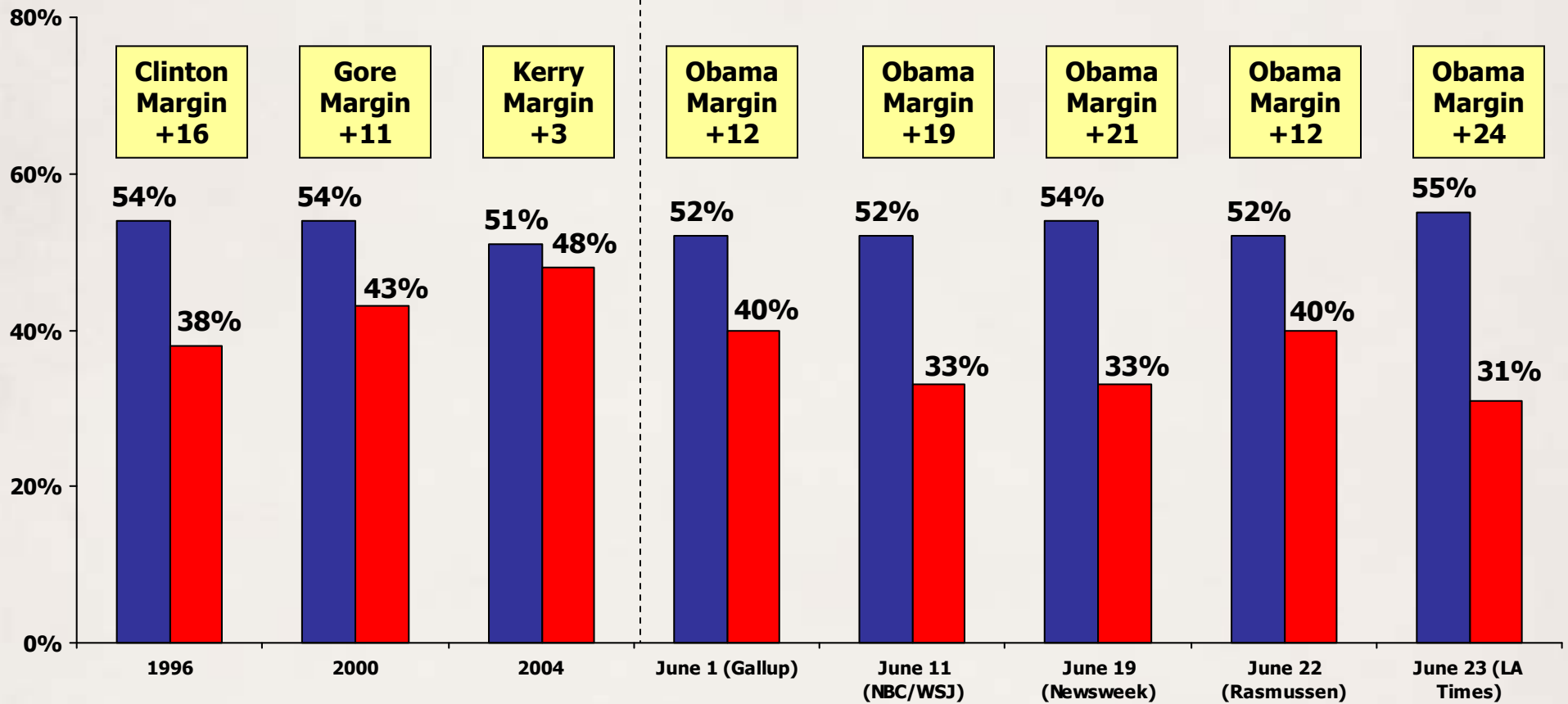


Obama Poised to Win Historic Level of Support from Women

Horserace Among Women

Exit Polls

Obama vs. McCain



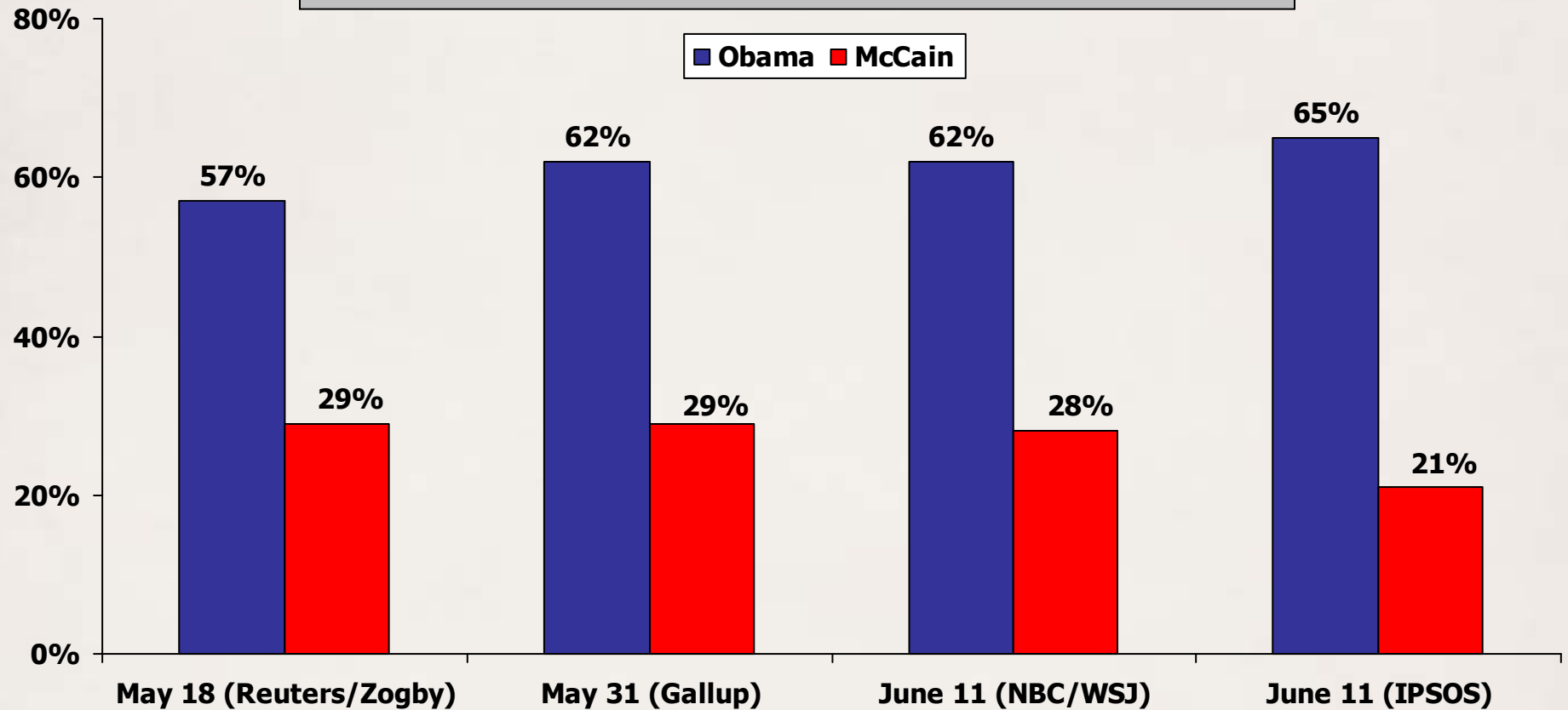


Obama Holds Dominant Lead Over McCain Among Hispanics, A Key Swing Group

2004: Kerry 53 – Bush 44

2000: Gore 62 – Bush 35

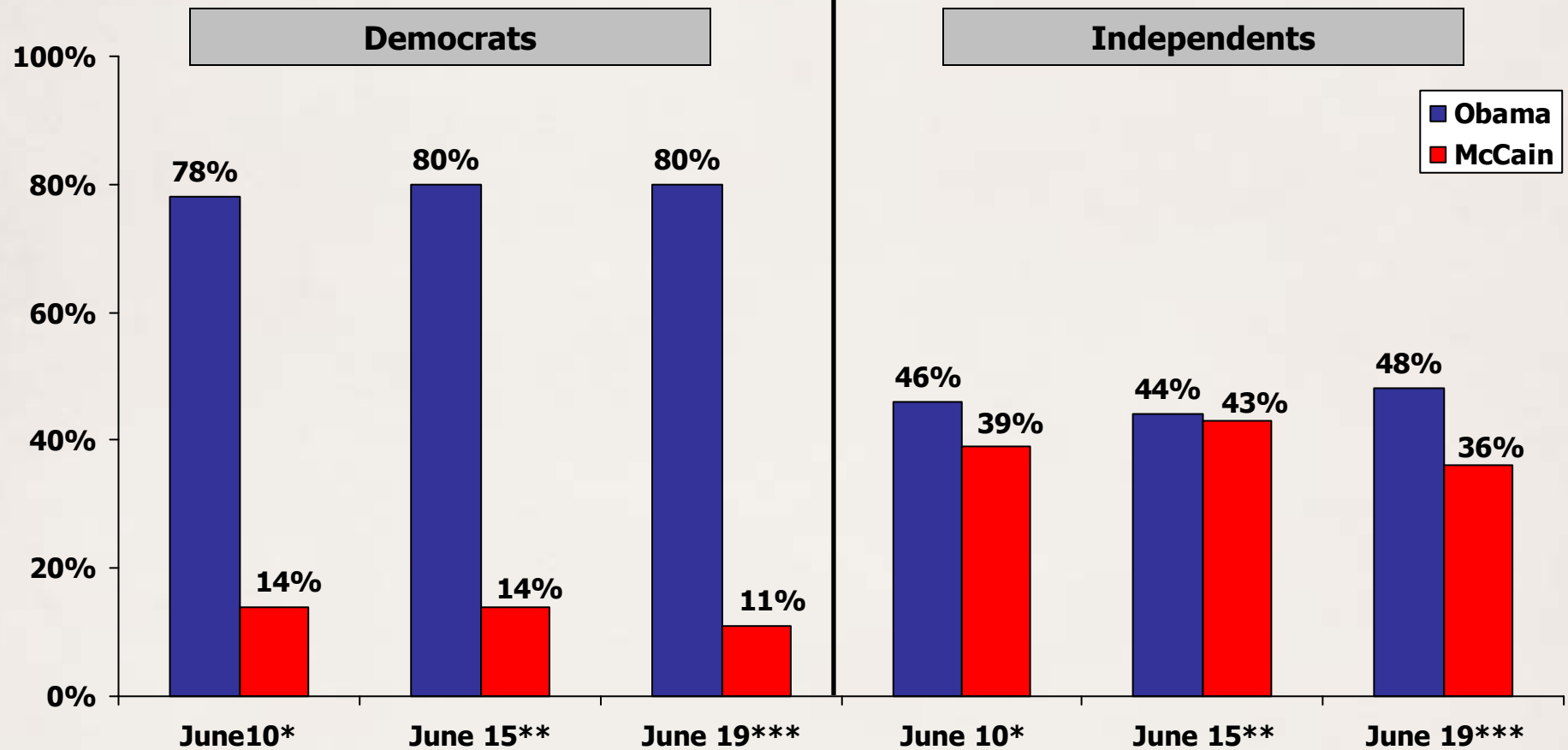
Horserace Among Hispanic Voters





Obama Consolidating Democrats as He Builds Strength Among Independents

Horserace by Party



*Source: Gallup

**Source: Rasmussen Reports Weekly Tracking WWW.BARACKOBAMA.COM

***Source: Newsweek

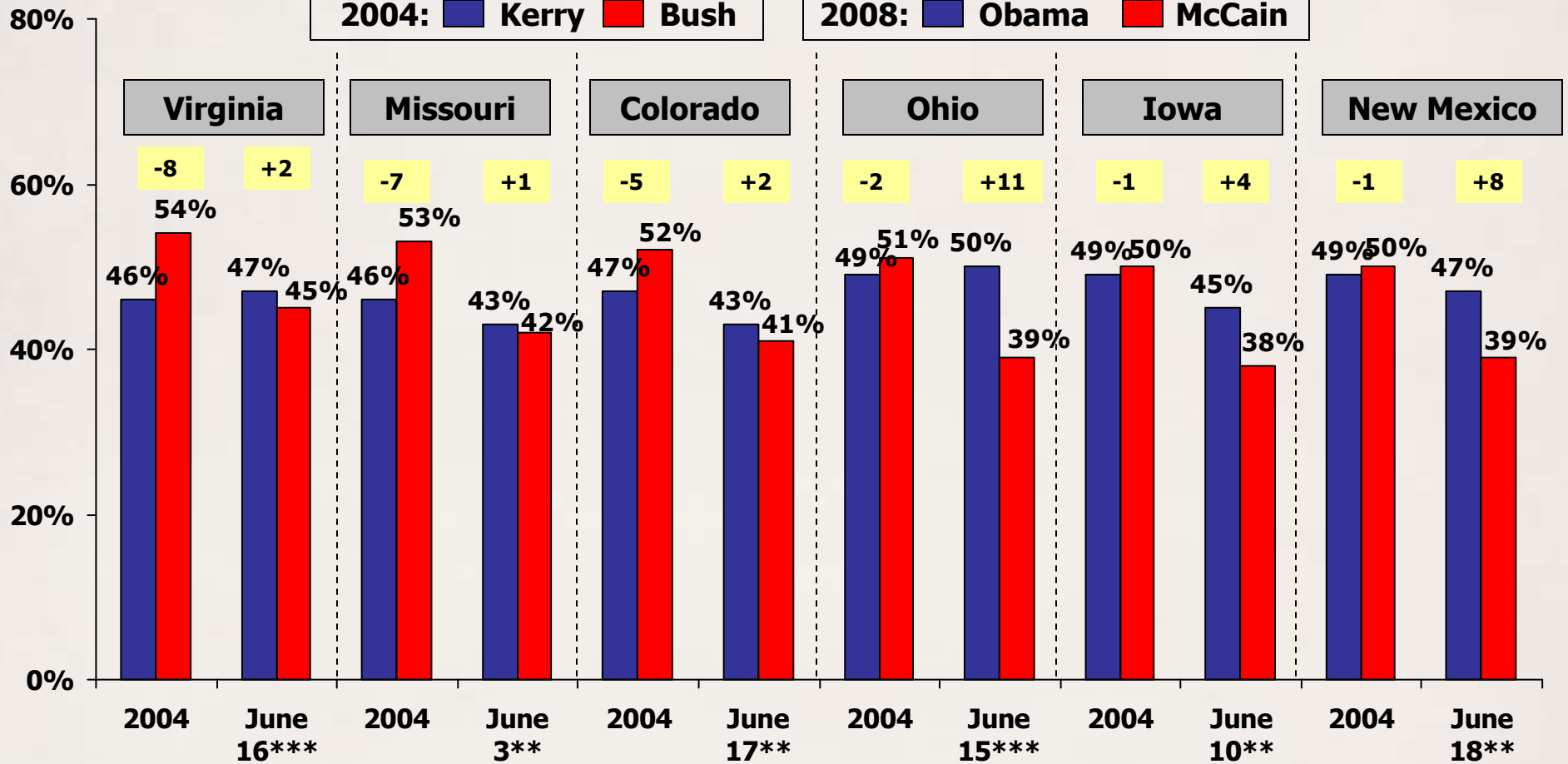


Expanding the Map: Turning Red States Blue

Horserace

2004: ■ Kerry ■ Bush

2008: ■ Obama ■ McCain



*SurveyUSA

**Rasmussen Reports

***PPP

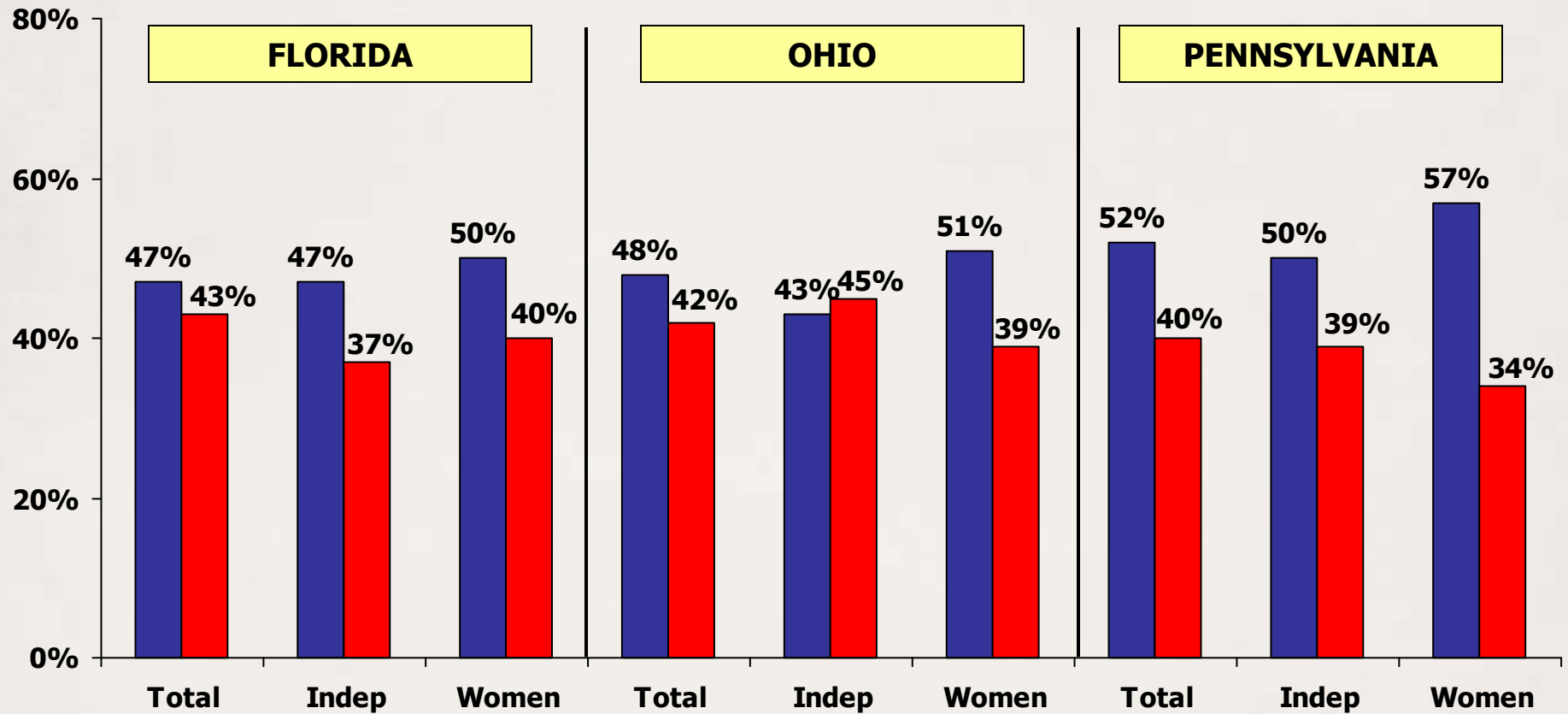


Winning in Traditional Battleground States

June 18th Quinnipiac Poll

Horserace in Key Battleground States

■ Obama ■ McCain



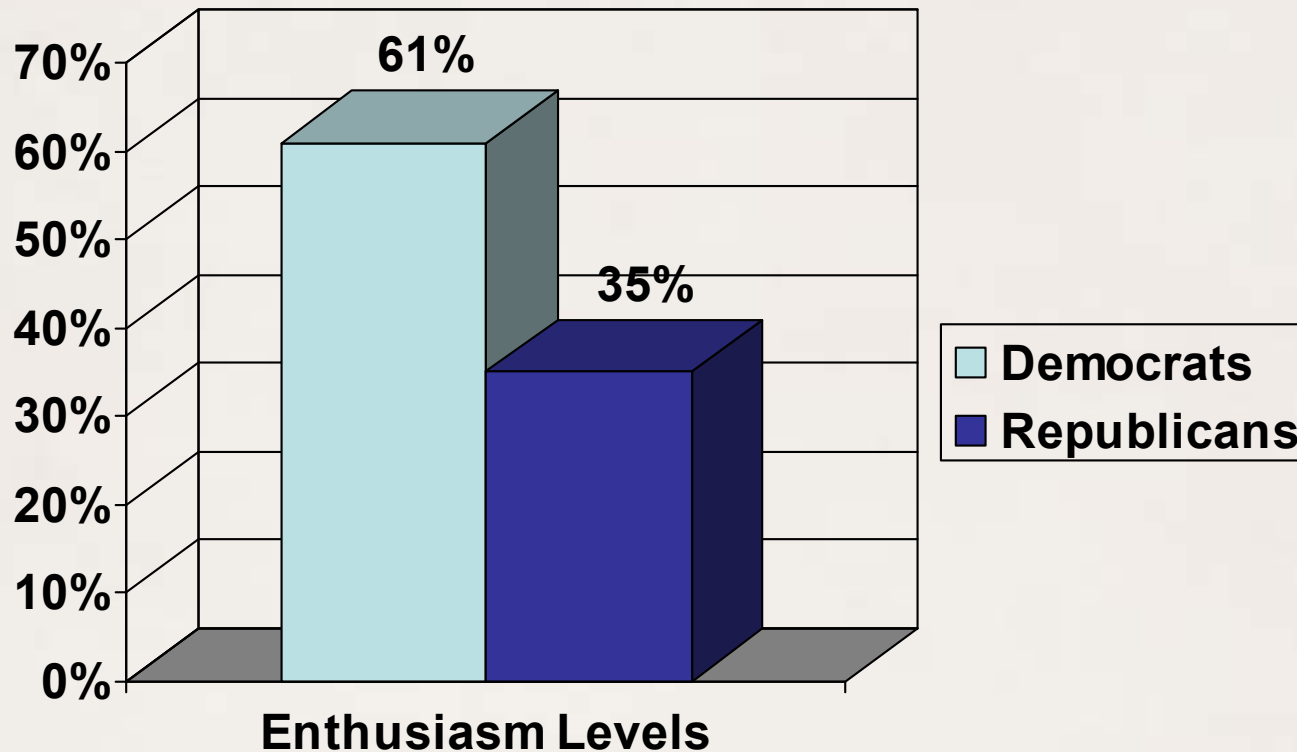
Source: Quinnipiac Polling, June 16

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Enthusiasm Gap

USA Today/Gallup Poll



“But the most revealing numbers in the survey were the ones measuring voter enthusiasm: 61% of Democrats said they were more enthusiastic than usual about voting in this year's election, while just 35% of Republicans said that. Also in the poll, Obama's fav/unfav is 64%-31%, while McCain's is 59%-35%.” NBC's Mark Murray, 6/23/2008.

Source: USA Today/Gallup, 6/23

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Enthusiasm Gap

LA Times Poll

“Even among voters who say they do plan to vote for McCain, more than half say they are "not enthusiastic" about their chosen candidate; only 45% say they are enthusiastic. By contrast, 81% of Obama voters say they are enthusiastic, and almost half call themselves "very enthusiastic," a level of zeal that only 13% of McCain's supporters display.”

Source: LA Times, 6/24/2008



Unprecedented Grassroots Support

- ★ **Over 1.7 million total donors**
- ★ **Over 1 million volunteers**
- ★ **Over 5 million email subscribers**