



October 11, 2012

MEMORANDUM TO INTERESTED PARTIES

RE: Update on OFA Grassroots Organizing: Voter Registration and Early Voting

TO: Interested Parties

FROM: Jeremy Bird, Obama for America National Field Director

Obama for America revolutionized political campaigning in 2007 and 2008 by building an unprecedented national grassroots movement based on neighbor-to-neighbor, team-based organizing – and we’ve never stopped growing it, continuing over the past five years to build relationships and plant deep roots. This has allowed us to keep the conversations we began last cycle with our supporters and undecided voters in their own communities going strong. These early investments are paying off today in measurable ways like voter registration and early voting.

We measure the strength of our ground game on verifiable numbers that clearly impact the election: voter registration and early voting. In nearly every battleground state, our margins on both counts are bigger now than they were in 2008. It’s significant that in states where Republicans lead in vote-by-mail – where they have historically outpaced Democrats – their lead is considerably smaller than it was in 2008. Democrats typically outpace Republicans with in-person early vote, which has started in only Ohio and Iowa, and will start in other states in mid-to-late October.

Here are some of the most telling examples of our registration efforts’ effectiveness:

- Democrats’ **party registration** leads Republicans’ in nearly every battleground state.
- Democrats have out-registered Republicans in every battleground state for the **past three months**.
- **Latino registration** has greatly exceeded registration among non-Latino whites, and Latinos’ registration preferences have increasingly favored Democrats since 2008.
- Most new registrants are **younger than 30**. In fact, more than four in five new registrants are **women, young people and minorities**.

And this is where we stand today in early voting in some of the most important states:

- **Iowa:** We lead in vote-by-mail ballots cast, in-person early voting, total voting and total ballots requested. We also lead by a wider margin than we did at this point in 2008 in both ballots requested and ballots cast.
- **Ohio:** We lead in ballots requested and ballots cast and are ahead of where we were at this time against John McCain.

- **Florida:** At this point in 2008, Republicans outnumbered Democrats among absentee mail voters by more than 245,000. This year, Democrats have cut that margin to just 70,000 – an improvement of 175,000.
- **Nevada:** At this point in 2008, Republicans outnumbered Democrats in absentee ballot requests by more than 8,000. This year, Democrats are in the lead.
- **North Carolina:** At this point in 2008, Republicans outnumbered Democrats in absentee ballot requests by more than 39,000. Today, that margin is down to less than 34,000.
- At this point in 2008, Republicans had an absentee ballot request advantage of 259,000 ballot requests in Colorado, Florida, Iowa, North Carolina and Nevada. In 2012, Democrats have cut that margin by 75 percent to just 64,000.

Details on each of the above figures are below.

We don't just make phone calls to voters from call centers; we know them because we have been organizing in their communities for years. And we know you can't fake a real ground organization. We've made early investments in battleground states and held ongoing conversations with supporters and undecided voters for months. That takes time, and our years-long investment will make the difference on Nov. 6.

I. Voter Registration

- Millions of voter registration forms are still being processed nationwide, but Democrats already lead Republicans in nearly every battleground state with party registration.

Number of Registered Voters Oct 2012
Source: State Boards of Elections

State	D	R	Margin
Total	14,283,106	11,868,743	D +2,414,363
CO	1,128,103	1,142,859	R +14,756
FL	4,627,929	4,173,177	D +454,752
IA	682,475	669,647	D +12,828
NC	2,808,926	2,022,366	D +786,560
NH	224,814	260,138	R +35,324
NV	625,482	501,185	D +124,297
PA	4,185,377	3,099,371	D +1,086,006

Note: Voters in OH, VA and WI do not register with a party when they register to vote.

In Nevada, our advantage is already bigger than it was in November 2008. In Colorado, Florida, North Carolina and Pennsylvania, our margin is close to our 2008 lead, and may yet overtake where we were in some of these states four years ago after all registration forms are counted.

In 2008, more than 1.15 million registration forms were processed in these battleground states during the last four weeks before Election Day, including more than 190,000 in North Carolina and more than 190,000 in Pennsylvania.

This includes same-day registrants in Iowa, New Hampshire and Wisconsin, and early-vote registrants in North Carolina.

- b. Democrats have out-registered Republicans in every battleground state for the past three months.

Change in Registration – Last Three Months
Source: State Boards of Elections

State	D	R	Margin
Total	D +285,907	R +171,367	D +114,540
CO	D +42,344	R +24,624	D +17,720
FL	D +62,417	R +47,444	D +14,973
IA	D +8,488	R +52	D +8,436
NC	D +79,499	R +49,938	D +29,561
NV	D +47,048	R +23,159	D +23,889
PA	D +46,111	R +26,150	D +19,961

Note: New Hampshire does not publish monthly registration figures.

c. In 2012, Latino registration has greatly exceeded registration among non-Latino whites.

Number of Registered Voters
Sources: FL and NC: State Boards of Elections
CO, IA, NV, OH, PA, VA, WI: DNC Voter File

	2008		2012		Change		
	Latinos	Non-Hispanic Whites	Latinos	Non-Hispanic Whites	Latinos	Non-Hispanic Whites	Difference
CO	316,598	2,681,357	379,242	2,939,258	+20%	+10%	Latinos +10
FL	1,355,270	7,773,419	1,550,635	7,729,110	+14%	-1%	Latinos +15
IA	41,086	2,024,504	47,392	2,002,872	+15%	-1%	Latinos +16
NC	68,053	4,596,479	105,798	4,665,482	+55%	+2%	Latinos +53
NV	185,663	1,068,129	213,981	1,035,052	+15%	-3%	Latinos +18
OH	150,316	7,089,673	150,692	6,800,016	+0%	-4%	Latinos +4
PA	335,927	7,323,818	347,283	6,928,753	+3%	-5%	Latinos +8
VA	173,119	3,720,334	206,619	3,834,978	+19%	+3%	Latinos +16
WI	73,026	3,186,795	116,092	3,996,615	+59%	+25%	Latinos +24

Latinos have increasingly registered as Democrats rather than Republicans since 2008.

Number of Registered Latino Voters
Sources: FL and NC: State Boards of Elections
CO, IA, NV, OH, PA, VA, WI: DNC Voter File

	2008		2012		Change		Difference
	D	R	D	R	D	R	
CO	162,453	49,283	189,448	56,280	D +17%	R +14%	D +3
FL	513,252	445,526	592,434	463,298	D +15%	R +4%	D +11
IA	16,845	6,223	19,730	7,117	D +17%	R +14%	D +3
NC	27,731	17,148	42,836	23,172	D +54%	R +35%	D +19
NV	105,724	41,107	123,352	41,313	D +17%	R +1%	D +16
PA	216,251	64,338	228,633	60,100	D +6%	R -1%	D +7

- d. Most new registrants (since Aug 1) are under age 30. More than 80 percent are women, youth and minorities.

New Registrant Demographics
Source: DNC Voter File and State Boards of Elections

	Percent of new registrants who are under age 30	Percent of new registrants who are women, under age 30, African-American or Latino
CO	54%	82%
FL	44%	83%
IA	59%	83%
NC	54%	87%
NV	40%	79%
OH	51%	84%
PA	67%	89%
VA	59%	88%
WI	NA	82%

II. Early Vote

Early voting is easy, convenient and allows more Americans the opportunity to participate in the political process. By encouraging unlikely voters to vote early, we can focus our resources more efficiently on Election Day and make sure those less likely to vote get out to the polls.

Voters cast 50 percent more early ballots in 2008 than they did in 2004 – and despite Republican efforts to systematically limit voters’ access to the polls, we’re working to beat that record in 2012. Through our voter protection efforts we have also worked to protect early voting for all voters.

- a. **Iowa:** We lead in vote-by-mail, in-person voting, total voting and total ballots requested.

IA Early Voting 2012
Source: IA Boards of Elections

	Voted by Mail	Voted in Person	Total Voted	Total Ballots Requested
D	70,902	16,146	87,048	154,302
R	24,639	12,207	36,846	88,888
Difference	D +46,263	D +3,939	D +50,202	D +65,414

We also lead by a wider margin than we did at this point in 2008 in both ballots requested and ballots cast.

IA Ballots Requested to Date - 2008 and 2012
Source: IA Boards of Elections

Ballots Requested	2008	2012	Change
D	119,842	154,302	+34,460
R	76,304	88,888	+12,584
Difference	D +43,538	D +65,414	D +21,876

IA Ballots Cast to Date - 2008 and 2012
Source: IA Boards of Elections

Ballots Cast	2008	2012	Change
D	45,801	87,048	D +41,247
R	26,167	36,846	R +10,679
Difference	D +19,634	D +50,202	D +30,568

b. **Ohio:** We lead in ballots requested and ballots cast.

OH Early Voting 2012
Source: OH Boards of Elections

	Ballots Requested	Ballots Cast
Obama 08 Precincts	503,220	42,540
McCain 08 Precincts	481,584	39,376
Difference	D +21,636	D +3,164

c. At this point in 2008, Republicans had an absentee ballot request advantage of 259,000 ballot requests in Colorado, Florida, Iowa, North Carolina and Nevada. In 2012, Democrats have cut that margin by 75 percent to just 64,000.

Vote by Mail Requests to Date – 2008 and 2012
Source: State and County Boards of Elections

	2008			2012			Change in Margin 2008 to 2012
	D	R	Margin	D	R	Margin	
CO	474,237	484,071	R +9,834	636,008	662,771	R +26,763	R +16,929

FL	502,772	748,049	R +245,277	782,177	852,414	R +70,237	D +175,040
IA	119,842	76,304	D +43,538	154,302	88,888	D +65,414	D +21,876
NC	40,251	79,978	R +39,727	36,038	69,657	R +33,619	D +6,108
NV	25,922	33,942	R +8,020	21,674	20,891	D +783	D +8,803
Total	1,163,024	1,422,344	R +259,320	1,630,199	1,694,621	R +64,422	D +194,898