

# The New American President: How He Won—and What It Means

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## Three Key Points

- Voting patterns and Obama's broadly-based appeal.
- The revolutionary nature of Obama's campaign and its meaning for his presidency.
- What Obama's election will mean for American policies.

## Key Topic #1

Voting patterns and Obama's broadly-based appeal.

## Changes in Voting Patterns

<i>Group:</i>	<i>% for Obama</i>	<i>Percentage point gain/loss from 2004</i>
<b>All</b>	53%	+ 5
<b>Gender:</b>		
Men	49%	+ 5
Women	56%	+ 5
<b>Region:</b>		
Northeast	59%	+ 3
Midwest	54%	+ 6
South	45%	+ 3
West	57%	+ 7
<b>Race/Ethnicity:</b>		
White	43%	+ 2
Black	95%	+ 7
Hispanics	67%	+ 11
Asians	62%	+ 4

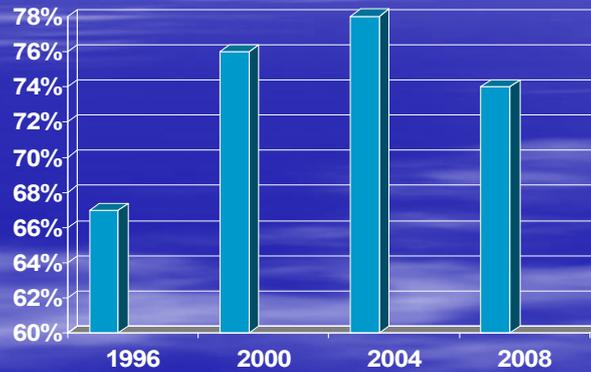
### Changes in Voting Patterns (continued)

<i>Group:</i>	<i>% for Obama</i>	<i>Percentage point gain or loss from 2004</i>
<i>Income:</i>		
Under \$15,000	73%	+ 10
\$15-30,000	60%	+ 3
\$30-50,000	55%	+ 5
\$50-75,000	48%	+ 5
\$75-100,000	51%	+ 6
\$100-150,000	48%	+ 6
\$150-200,000	48%	+ 6
\$200,000 +	52%	+17
<i>Education:</i>		
Less than high school	63%	+ 13
High school graduate	52%	+ 5
Some college	51%	+ 5
College graduate	50%	+ 4
Postgraduate	58%	+ 3

### Changes in Voting Patterns (continued)

<i>Group:</i>	<i>% for Obama</i>	<i>Percentage point gain or loss from 2004</i>
<i>Age:</i>		
18 – 29	66%	+ 12
30 – 44	52%	+ 6
45 – 64	50%	+ 2
65 +	45%	- 2
<i>Religion:</i>		
Jewish (2%)	78%	+ 4
Catholic (27%)	54%	+ 7
Catholic weekly attendees (12%)	49%	+ 6
Protestant (54%)	45%	+ 5
White evangelicals (23%)	26%	+ 5
None (12%)	75%	+ 8
Weekly church attendees (41%)	43%	+4

## Voting Trends, Evangelical Protestants (Percent voting Republican)



## Key Topic #2

The revolutionary nature of Obama's campaign and its meaning for his presidency.

## Four “New Media” Used by Obama

- The internet and email
- Facebook, YouTube, MySpace, Flickr, MySpace, Twitter, blogs, etc.
- Text messaging
- Internet ads

### A “Personal” Message from Michelle Obama

- Stephen --

Today is Election Day.

The opportunity to set our country on a new path has never felt more real than it does right now.

The polls are open in most places, and people are already making their voices heard for change.

There's just one thing left to do -- vote and make sure everyone you know votes, too.

Below is your polling location, according to the most recent registration address we have for you. (If you think you might be registered at a different address, you can verify your polling location at [www.VoteForChange.com](http://www.VoteForChange.com).)

**VOTE TODAY -- Tuesday, November 4th:**  
RIDGEMOOR CHILD DEV  
CENTER - 2555 INVERNESS RD SouthEast  
GRAND RAPIDS  
Hours: 7:00 a.m. to 8:00 p.m.

Go vote today, and make sure you take your friends and family with you.

This is the day when we have to commit to doing everything we can. We can't afford not to -- for our families, our communities, and our future.

Once you vote, you can do more than just wait as the returns come in.

You can help get every last vote for Barack by volunteering in your community or making calls from home. Help put us over the top today:

<http://my.barackobama.com/november>

Thank you for everything you're doing,

Michelle

P.S. -- If anyone you know hasn't yet made up their mind, please invite them to learn more about Barack's positions on important issues:

<http://www.barackobama.com/issues>

## A "Personal" Message from Michelle Obama, continued

Before you head to the polls, will you call or track down these Obama supporters who live near you and vote at the same location? The easiest way you can make sure Barack gets more votes in your crucial battleground state is to bring these voters with you, or tell them where to vote.

- Nicole Hassan  
2917 Mulford Dr Se  
Grand Rapids, MI 49546  
Phone: (616) 940-0507
- Leonard Jones  
2657 Woodmeadow Dr Se  
Grand Rapids, MI 49546  
Phone: (616) 975-0698
- Charles Thomas  
2931 Alger St Se  
Grand Rapids, MI 49546  
Phone: (616) 464-6064
- Lawrence Brophy  
2813 Mulford Dr Se  
Grand Rapids, MI 49546  
Phone: (616) 551-1841
- Dion Bryant  
2669 Swansea Pl Se  
Grand Rapids, MI 49546  
Phone: (616) 942-5996
- *You were assigned these voters based on the most recent voter registration we have on file for you.*

**VOLUNTEER:** Help get out the vote. [Sign up for a volunteer shift near you.](#)

## Text message

We just made history. All of this happened because you gave your time, talent and passion to this campaign. All of this happened because of you.

Thanks,

Barack

## Email I Received on Election Day

■ Stephen --

I'm about to head to Grant Park to talk to everyone gathered there, but I wanted to write to you first.

We just made history.

And I don't want you to forget how we did it.

You made history every single day during this campaign -- every day you knocked on doors, made a donation, or talked to your family, friends, and neighbors about why you believe it's time for change.

I want to thank all of you who gave your time, talent, and passion to this campaign.

**We have a lot of work to do to get our country back on track, and I'll be in touch soon about what comes next.**

But I want to be very clear about one thing...

All of this happened because of you.

Thank you,

Barack

## Topic #3

What Obama's election will mean for American international policies.

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#### What Obama's election will mean for American international policies

1. Less unilateral, more emphasis on diplomacy and consultation with allies
2. Tough negotiations that put American self-interest first
3. Domestic issues will be Obama's first priority

#### Obama's likely Actions on Iraq, Iran and Afghanistan

- Iraq: A timed, rapid withdrawal of American combat forces. A small, residual force of trainers.
- Iran: Full use of incentives and sanctions in conjunction with European allies.
- Afghanistan: Increased American combat forces. Pressure on NATO allies to increase their combat forces. Efforts to strengthen Afghanistan society.

## Obama's Climate Change and Energy Goals

- Reduce greenhouse gas emissions by 80 percent by 2050, by instituting a strong cap-and-trade program for carbon emissions.
- Negotiate agreements with other countries that place binding limits on carbon emissions.
- Increase energy efficiency standards, including requiring the automobile industry to increase the fuel efficiency of their cars and to develop plug-in hybrid cars.
- Develop alternative, renewal energy resources. Example: Ten percent of American electricity will come from renewable sources by 2012 and 25 percent by 2025.

## Three Factors Making Major Energy Policy Change Likely

- Obama's skills and his making change a high priority
- The current economic crisis. It will give Obama more leverage.
- This year's earlier spike in gasoline prices has aroused the American public's concern.