# Memorandum

**To:** Mr. Smith, Presidential Candidate

**From:** Mellisa Yin, Campaign Consultant

**Date:** November 23, 2014

**Re:** Recommendations for the 2016 Presidential Campaign

Hello, I am Mellisa Yin, your new Campaign Consultant. I have been brought on to make recommendations for your coming 2016 Presidential campaign. After thorough market analysis and research, I have created an informative background summary and a number of suggestions for you to consider.

I have reviewed the last election and the standing demographics of the American voting population. Gain visibility and support early; it will garner the financial support, general social presence, and volunteer base needed to win. People should know who you are, long before your official party nomination. The minority votes were pivotal to Obama’s win. The Hispanic demographic is a growing voter group that often has similar concerns as poorer, uneducated groups. For these groups, focus on social programs, environmental programs, unemployment, and the housing market. More and more women are voting and the majority of women voted for Obama. The youth vote was integral to Obama’s campaigns and can be a major resource for you as well, if you can get them active. Gain visibility through digital and social media focusing on women’s rights, student federal monies, and their ability to affect change. Many people, don’t vote and so there is a large untapped base to pull from. People need to believe that their vote matters and that you, personally, are concerned for them. Most voters’ political beliefs align closely with the parties of which they identify. In the end, stick to your parties’ platform.

2012 Presidential Election

The 2012 Presidential Election was between Democratic candidate, President Barack Obama, and his running mate, Vice President Joe Biden, and Republican candidate, Mitt Romney, and his running mate Paul Ryan. Obama was seeking re-election for a second term in office. Foreign policy, healthcare, the deficit, and social programs were all key issues. Obama gained 332 electoral votes and 51% of the popular vote, winning both the electoral and popular votes. He took 26 states, as well as Washington D.C. Romney gained 206 electoral votes and 47% of the popular vote.

2012 Exit Poll Results

More men voted for Romney, whilst more women voted for Obama. Overall, voters over 45 years of age were more likely to vote for Romney, whilst those under 45 were more likely to vote for Obama. Obama clearly won the urban voters, and Romney won the rural vote, but they split the suburban vote. Obama swept the minority votes. Romney had a comfortable majority in the White vote. A great majority of persons voted along the lines of the political group that they registered/identified as. Voters that made less than $50,000 were more likely to vote for Obama. Religious persons, particularly Protestants and Catholics, voted for Romney. Voters considered shared values, leadership, and vision as important presidential qualities. An overwhelming majority of Obama supporters noted his care for the citizens as the most important. Foreign policy, the budget deficit, the economy, and health care were all key campaign points. In particular, unemployment, the housing market, and taxes were public concerns. Obama supporters had a more optimistic outlook on the future of the U.S. in general. Although the majority of voters are White, Obama was able to win despite the majority of white voters supported Romney. Be positive and show people you care about the everyday man’s plight. The minority vote could be the push you need to gain the seat.

Why Obama Was Successful

Obama gained a strong, early foothold in social media, particularly on Facebook. Romney tried to boost his media presence once he became the official Republican candidate, predominately via Twitter. At this point, Obama had 14 times as many Facebook fans as Romney. Although Romney found success through his push for interactive media and participation from his supporters, he was unable catch up to Obama’s established media presence. Obama had no fight for his nomination for Democratic candidate. He had tons of funding from the beginning and the party was able to focus their efforts on a single person. Romney had competition for the nomination. Only after his official nomination did he gain substantial funding for his campaign. Support and visibility early on in your campaign are integral to your success.

Obama/Romney Media Campaigns

After reviewing some of the promotional videos from the 2012 Presidential campaign, I have noticed some trends in each candidate’s videos. Obama’s campaign focused on mobilizing the youth vote by focusing on first-time voters and college students. Gay rights, women’s rights, health insurance, and federal student monies were acknowledged. He employed celebrity status and fame, as well. Romney’s campaign focused on reaching out to the working, middle-class by appearing as the regular, every man. He also tried for the youth vote, encouraging them to get involved in his campaign, though he spread his attention amongst the demographics. His campaign seems to focus on him being, not the best candidate, but a better candidate than Obama. He openly put down Obama in his videos. I recommend you seek the support of public personalities, people of Hollywood or political fame whom you could align yourself with, gaining their fan base. Social media works particularly well with the youth vote, so focusing your digital and social campaign towards younger voters is a good choice. You should encourage them to get involved and get out and vote, as they often feel disengaged with the political system.

Swing States

Swing states are obviously an area of concern. I have reviewed two integral swing states, Colorado and Nevada, to determine key demographics and thus speaking points. Both states have a poverty level that is greater than 10% of their respective populations. Roughly 1/2 of each state’s population has a household income less than $50,000. The majority of the persons are high school educated, yet both states have only 1/3 of their 18-24 old demographic group having completed their secondary education. Less than 1/2 of Colorado residents and less than a quarter of Nevada residents have completed some post-secondary education. Educated persons are more likely to vote. Less educated persons make less money, on average, and poorer groups tend to associate with the Democratic Party. Both states have a racially White majority with a variety of minorities and significant Hispanic populations. The majority of each population is 35-54 and male. The 20-34 demographic, as well as the female demographic, falls closely behind. Roughly 1/5 of each population is over 55. The margin of victory in Colorado was close to 5%. I would advocate for issues that are popular with poorer demographics and Hispanics as well, as they are both growing, substantial voter groups. I would maintain focus on the issues that concern the educated, white, middle-class as they comprise the majority of voters.

I would be happy to elaborate or further research any of these concerns and recommendations, and/or any other inquiries.