

Segmenting Clinton and Obama Voters

Thecasesolutions.com



President Barack Obama



NOBEL PEACE PRIZE
RECIPIENT 2009

Basic Background:

Thecasesolutions.com

- Born on August 4, 1961 in Honolulu, Hawaii.
- Got a bachelor's degree in political science in 1983 from Columbia University
- Went back to college in 1988 at Harvard Law School for three years.
- After Harvard, Obama moved to Chicago to be a civil rights lawyer, and to teach constitutional law part-time at the University of Chicago Law School.
- On October 3, 1992, He married Michelle Robinson; and they later had two daughters named Malia (1998) and Sasha (2001).



His Political Career Begins

Thecasesolutions.com

- Became active in the Illinois Democratic Party and organized *Project Vote*
- Ran for, and won, a seat in the Illinois State



2012 Presidential Election



- Obama ran for re-election in 2012 with Vice President Joe Biden.
- His republican opponent was named Mitt Romney and his running mate was Paul Ryan, a U.S Representative for Wisconsin.
- Obama won the election on November 6, 2012.



Basic Background:



Thecasesolutions.com

- Born on August 4, 1961 in Honolulu, Hawaii.
- Got a bachelor's degree in political science in 1983 from Columbia University
- Went back to college in 1988 at Harvard Law School for three years.
- After Harvard, Obama moved to Chicago to be a civil rights lawyer, and to teach constitutional law part-time at the University of Chicago Law School.
- On October 3, 1992, He married Michelle Robinson; and they later had two daughters named Malia (1998) and Sasha (2001).



His Political Career Begins



two daughters named Malia (1998) and Sasha (2001).



His Political Career Begins



Thecasesolutions.com

- Became active in the Illinois Democratic Party and organized *Project Vote*
- Ran for, and won, a seat in the Illinois State Senate representing in 1996; and was re-elected in 1998 and 2002.
- In 2004, Obama won a seat in the U.S Senate representing Illinois
- Then in February 2007, Obama announced his candidacy for the 2008 presidential election



Obama at the 2004
DNC Keynote Address



representing Illinois

- Then in February 2007, Obama announced his candidacy for the 2008 presidential election



Obama at the 2004
DNC Keynote Address

2008 Presidential Election



Thecasesolutions.com

- Obama ran with Delaware Senator, Joseph Robinette Biden Jr. as his running mate against republican candidate John McCain.
- Obama won the presidency and became the first African-American to hold the presidential office.

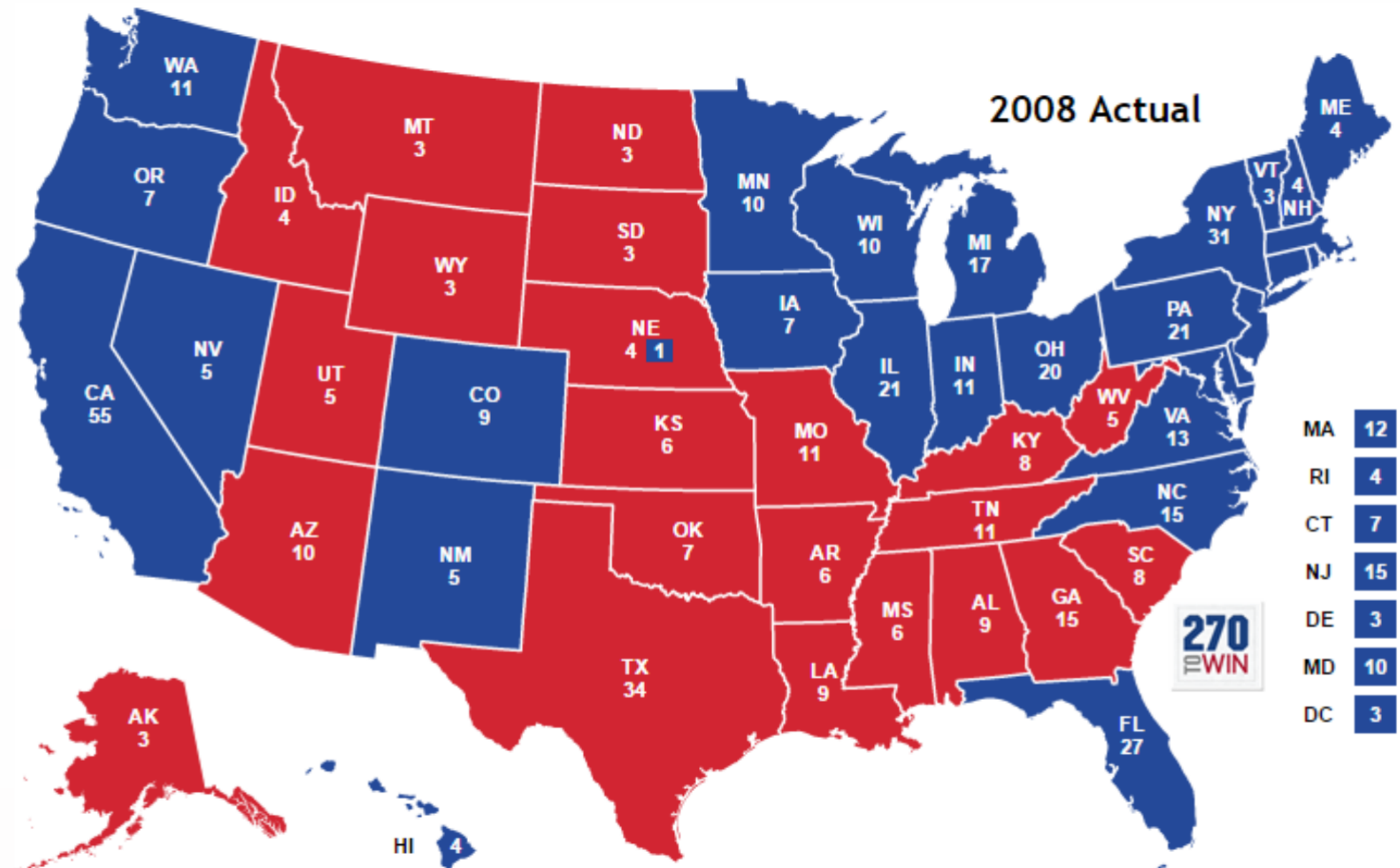


Arizona Senator, John S. McCain and
his running mate, Alaska Governor,
Sarah Palin.

Obama's Domestic Policy Stances:

Green = Obama Agrees With This

Red = Obama Disagrees With This



Barack H. Obama: 365 Electoral Votes 69,456,897 Popular Votes
 John S. McCain: 173 Electoral Votes 59,934,814 Popular Votes

Obama's Domestic Policy Stances:

Green = Obama Agrees With This

Red = Obama Disagrees With This

Thecasesolutions.com

- Women have the right to abortion
- Granting same-sex marriage
- Making voter registration easier
- Prioritizing Green/Alternative Energy
- Ensuring access to basic health care for everyone
- Higher taxes on the wealthy/upper-class
- Absolute right to gun ownership
- Privatizing Social Security
- Stricter punishment for crimes reduces crime



Obama's Foreign Policy Stances:

Green = Obama Agrees With This

Red = Obama Disagrees With This

Thecasesolutions.com

- Withdrawing American troops and ending the war in Iraq
- Avoiding foreign issues/entanglements
- Extending free trade
- Decreasing the amount of American troops in Afghanistan
- Reducing the amount of nuclear weaponry worldwide
- Reducing carbon emissions into the environment

- Expanding the military
- Complete American Isolationism
- Using American troops to fight ISIS



Iraq



ISIS's Flag



Works Cited



FOREIGN & DOMESTIC POLICY POP QUIZ:

Thecasesolutions.com

QUESTION #1:

Does Obama support
making new Gun Control
Regulations?

