

Geo-WIN correctly predicted the top two winners of San Diego Mayoral Special Election on November



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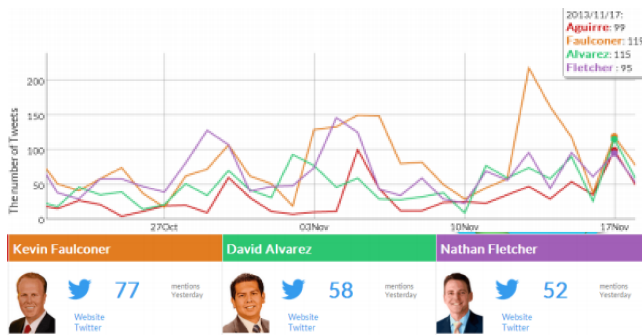


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GEO-WIN



The results of San Diego Mayoral Special Election might be a big surprise for many polling firms and politic analysts. But it is not a surprise at all for Geo-WIN. When people visited the GEO-WIN Web App in the early morning of November 19, they saw the following numbers: Faulconer: 77, Alvarez: 58, Fletcher: 52 (mentioned yesterday).

However, the latest polling results in San Diego show that Fletcher is still winning to Alvarez over 2% (24% vs. 22%). When every traditional polling firm went wrong, GEO-WIN got the right number and shows the right path this time. The actual election results of the San Diego Mayoral Election on November 19 are: Faulconer: #1 (43%), Alvarez: #2 (26%), and Fletcher: #3 (24%).

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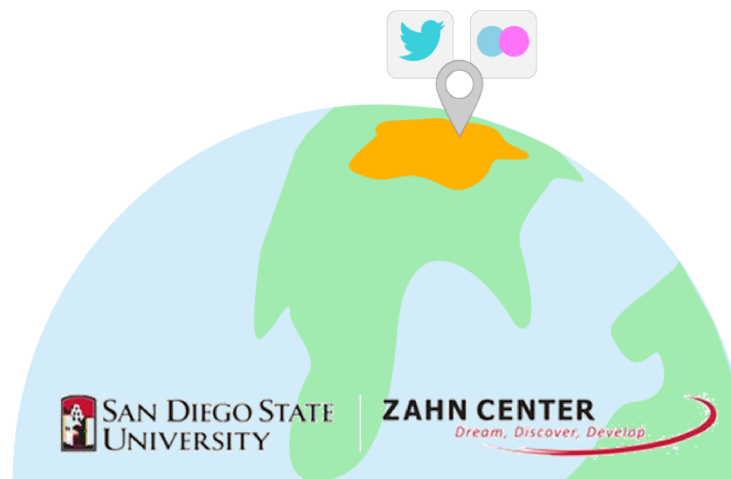
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We Won the Election!



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Dream, Discover, Develop

Want to know...

- Which areas with the most significant change of voting?
- What people's voice in those areas?

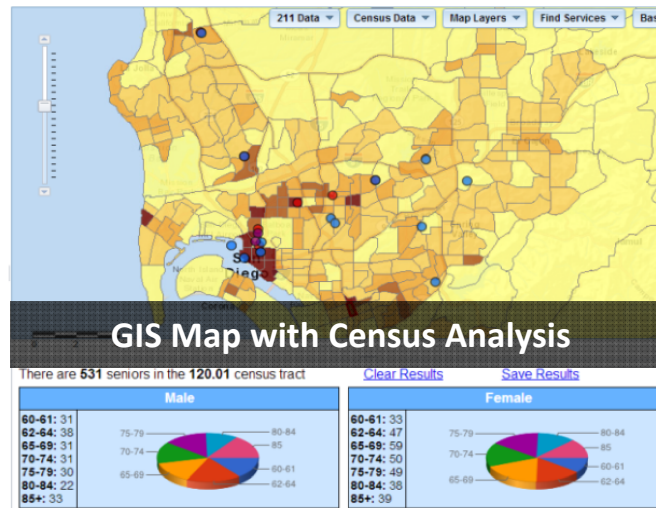
GEO-WIN is your BEST choice!

A Web location-based and social media analytics tool for election campaign and voting behavior analysis

GEO-WIN's features:

1. Analyze historical changes of voting behaviors at multiple scales (precincts, zip codes, and sub-regions)

The GEO-WIN Web GIS tool can compare and visualize different voting results in each precinct between historical election results. The user-friendly tool can help users to identify the areas with the most significant change of voting results between elections. Important Census Data (incomes, family size, ethnic groups, household size, and crime rates) will be overlaid under the voting behavior patterns to help users analyze the trend of voting patterns.



2. Track real-time public opinions from social media about election activities and candidate reputations

The GEO-WIN social media analytics tool can monitor and analyze real-time public opinions from social media feedbacks (Twitter, Youtube, and Facebook) and Web pages (Blogs and News). The geo-targeted social media analytics can provide actionable intelligence for election campaign activities, including speech preparation, hot topic discussions, and TV advertisement assessment.

