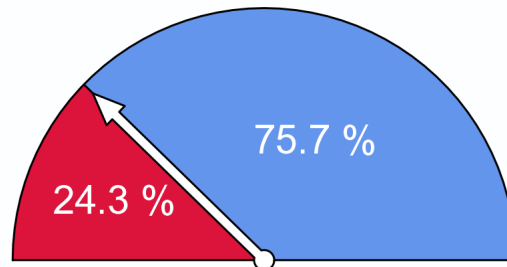


Republican
vs
Democrat



- D - Above 95
- D - 90 to 95
- D - 85 to 90
- D - 80 to 85
- D - 75 to 80
- D - 70 to 75
- D - 65 to 70
- D - 60 to 65
- D - 55 to 60
- D - 50 to 55
- D - Below 50

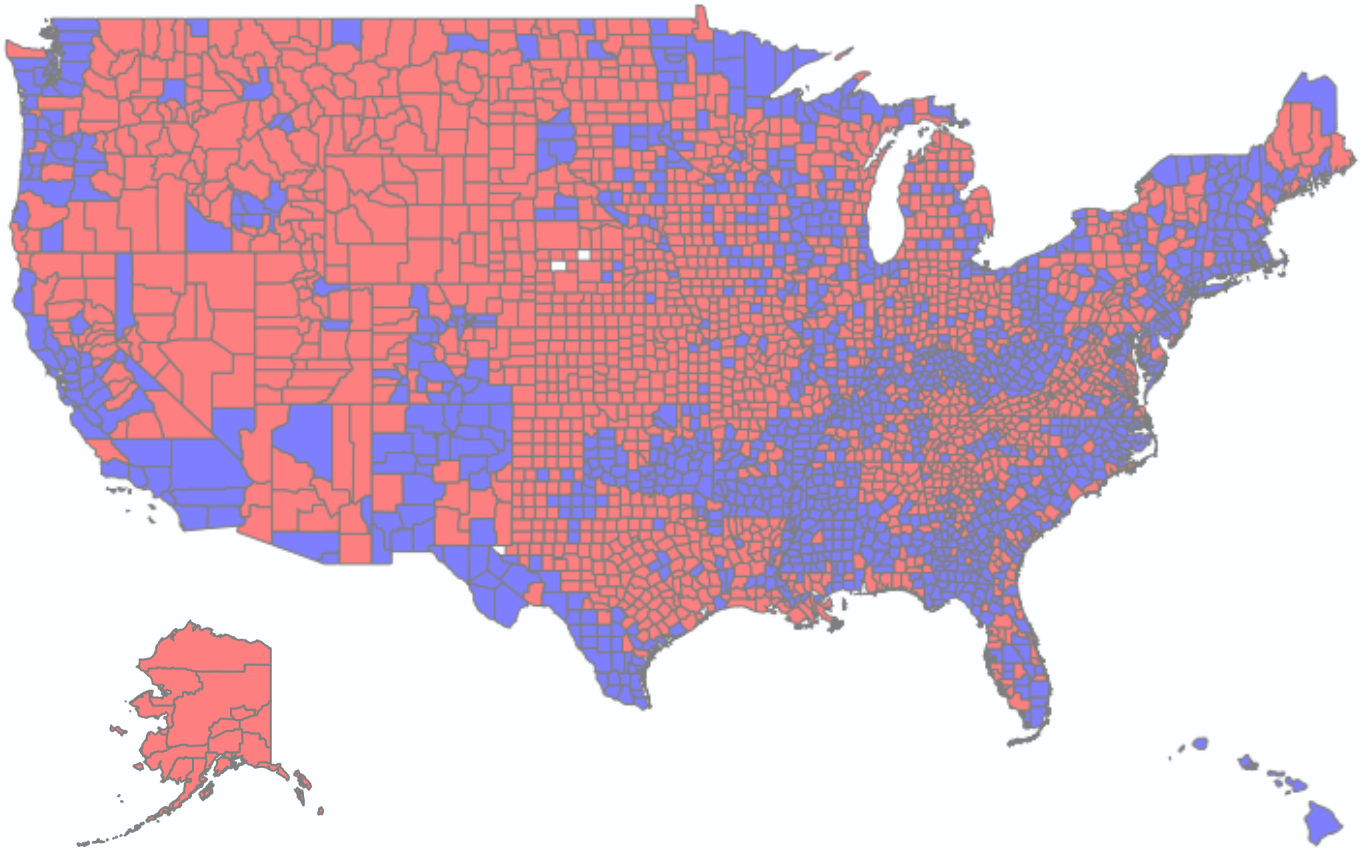
Presidential
Preference
(in %)

Location	Obama	Romney	Other	Undecided
This Area	70.93	22.75	2.21	4.11
Nationally	49.74	38.71	3.85	7.70

Demo
Info

Location	Mean Housing Value	Mean Age 18+	Mean HH Income
This Area	\$610,743	43.0	\$116,247
Nationally	\$230,781	46.7	\$74,695

National Map of County Level Data



Data used for the candidate preference model:

USA Today / Gallup Poll carried out between September 24 and 27, 2012 and made available through the Roper Center at the University of Connecticut.

State level 2004 and 2008 Presidential election returns.

Data used to create local area estimates:

Experian CAPE 2012 estimates of demographic and socioeconomic variables at the Census Block Group, ZIP code, and county levels.

U.S. Census Bureau American Community Survey, 2006-10 Five Year Summary data for educational attainment at the Census Tract and county level for adults 18 to 24 years of age.

U.S. Census Bureau American Community Survey, 2006-10 Five Year Summary Public Usage Microdata Sample to develop demographic and socioeconomic estimates.

Registered voter party affiliation estimates at the Census Block Group and Block level, provided by a third-party supplier that wishes to remain anonymous.

USA Today / Gallup Presidential polling data from their March 25-26, 2012; May 1-2, 2012; June 25-26, 2012; July 19-22, 2012; August 20-22, 2012; and September 24-27, 2012 surveys used to assess the inter-relationships between party affiliation and demographic/ socioeconomic variables.

Advanced analytical techniques used:

Random forests

LOESS non-parametric regression

Neural gas clustering

Quadratic programming

Iterative proportional fitting