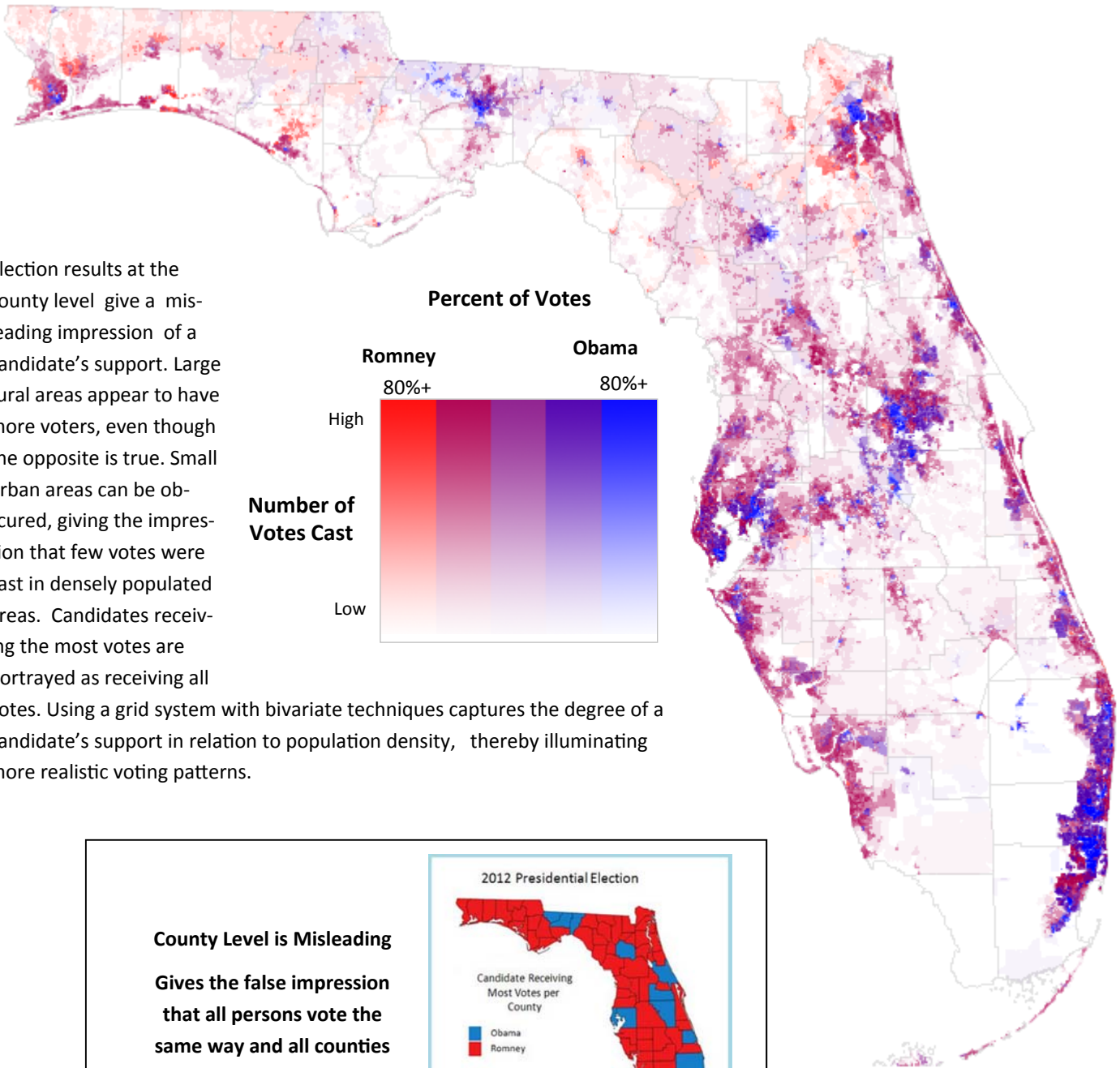


# 2012 Presidential Election

Visualization Shows Both Degree of Support and Votes Cast



Election results at the county level give a misleading impression of a candidate's support. Large rural areas appear to have more voters, even though the opposite is true. Small urban areas can be obscured, giving the impression that few votes were cast in densely populated areas. Candidates receiving the most votes are portrayed as receiving all votes. Using a grid system with bivariate techniques captures the degree of a candidate's support in relation to population density, thereby illuminating more realistic voting patterns.

**County Level is Misleading**

**Gives the false impression that all persons vote the same way and all counties have equal population**

2012 Presidential Election

Candidate Receiving Most Votes per County

- Obama
- Romney

Data: Precinct-level election results reported to the Florida Division of Elections, disaggregated to Census blocks (spatial interpolation weighted for population 18 years and older), converted to 1-km US National Grid (USNG)

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