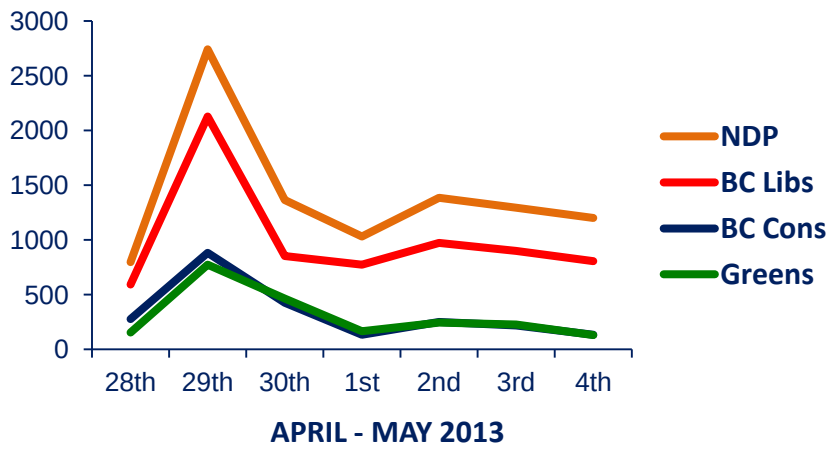
BC Election on Twitter
The Week That Was (April 28 - May 4)

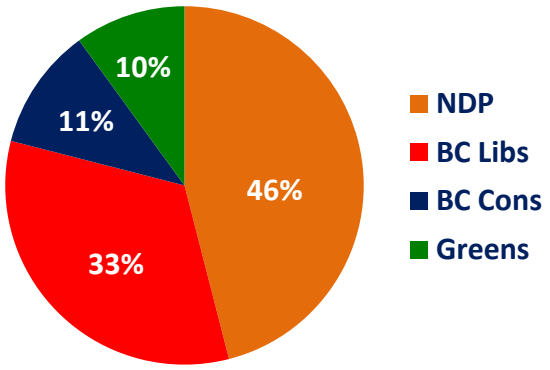
Ipsos Reid

Daily Tweet Mentions by Party



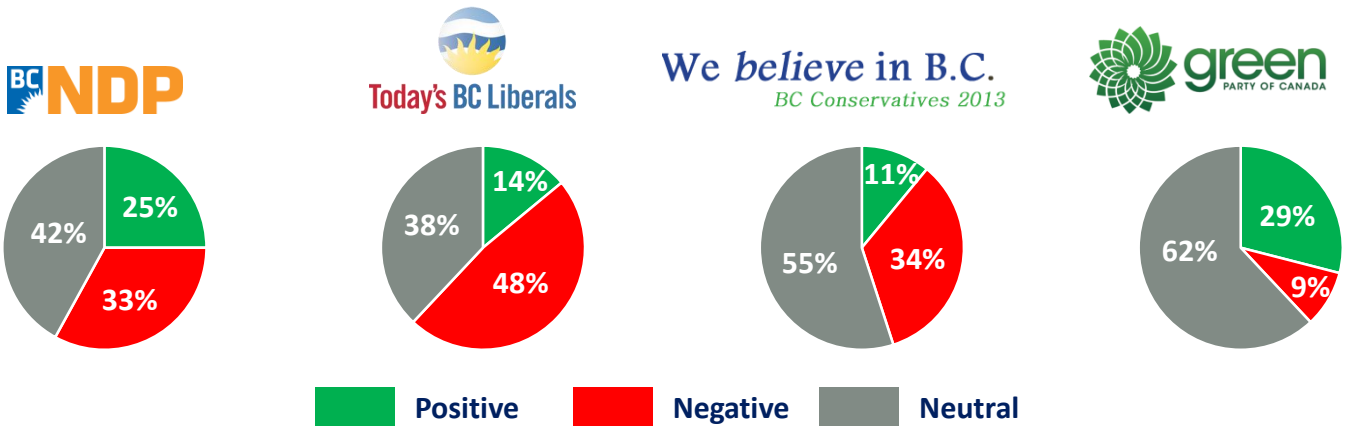
APRIL - MAY 2013

Share of Weekly Buzz



Previous Week: NDP 53%, Lib 31%, Con 9%, Grn 7%

Sentiment of Buzz by Party



Top Issues

Buzz Facts

Tweet volume up 22% this week, as televised leaders' debate dominates discussion.

NDP continues to have biggest share of Tweets, but mirroring polls, gap over Liberals shrinks this week.

BC Liberals continue to have most negative buzz. Green buzz by far the least negative.

Methodology: *A Boolean search query was manually created to identify all English language Twitter discussions from people in BC that contained mentions of the BC NDP, Liberals, Conservatives, and Green Party and all mentions of the party leaders. Each party and leader were put in a separate search query so they could be compared. Official party Twitter accounts and some terms often associated with the federal parties were excluded. All Tweets were pulled from Sysomos between April 28 and May 4. The scan pulled in 18,064 (14,835 last week) Tweets between those dates. Of those, we pulled a random sample of 300 Tweets per party and coded them for sentiment (positive, negative or neutral). We also coded for topic trends to see what issues were on top.*

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