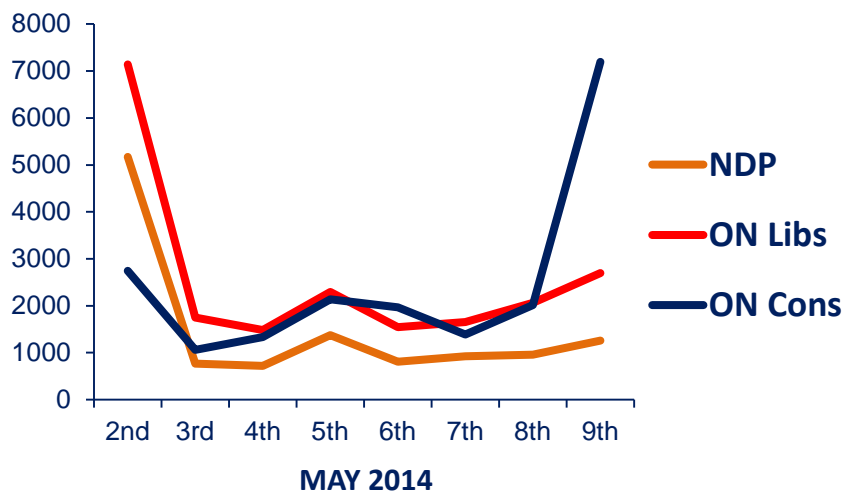


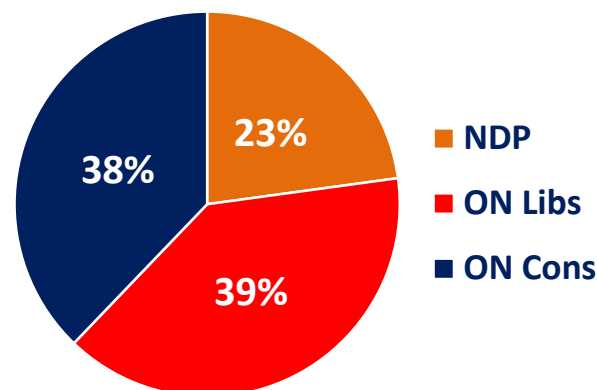
Ontario Election on Twitter –The Week That Was (May 2 to 9)

37% of those engaged online identify themselves as Liberal vs 31% vote, 31% NDP vs 28% vote, 27% Conservative vs 37% vote

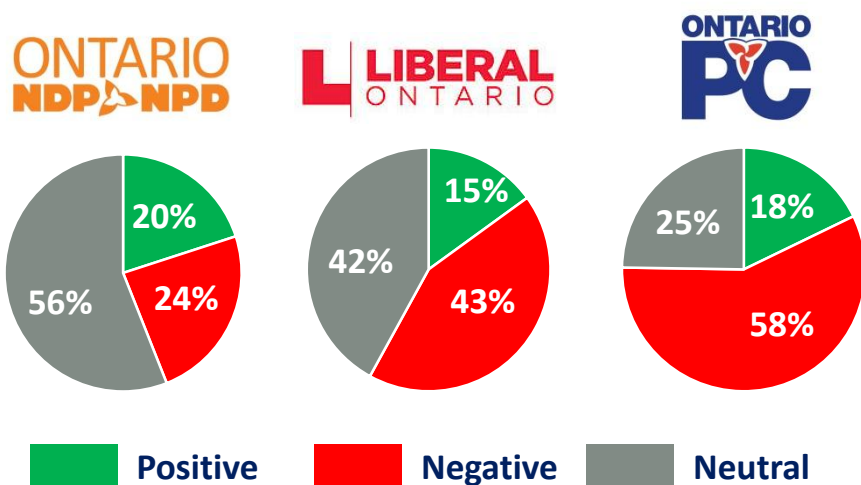
Daily Tweet Mentions by Party



Share of Weekly Buzz

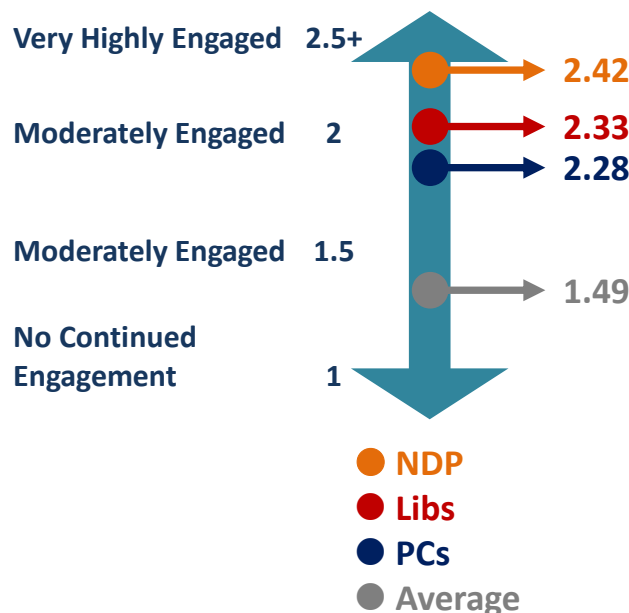


Sentiment of Buzz by Party



Engagement

Average Tweets per Person



TOP ISSUES

THE NEED FOR JOB CREATION DOMINATED THE ISSUE AGENDA.

By calling the election rather than waiting for their Budget to be rejected the Liberals dominated Twitter early in the campaign but most of the early commentary focussed on past scandals. By Day 3 the discussion leveled off and by Day 8 Conservative announcements of 100K public sector cuts and a 1M job creation plan dominated with mostly negative commentary.

THE LEVEL OF ENGAGEMENT FOR ALL PARTIES is higher than the average

discussion of policy/government issues showing some early interest in the Campaign.

Twitter users are younger and higher educated.