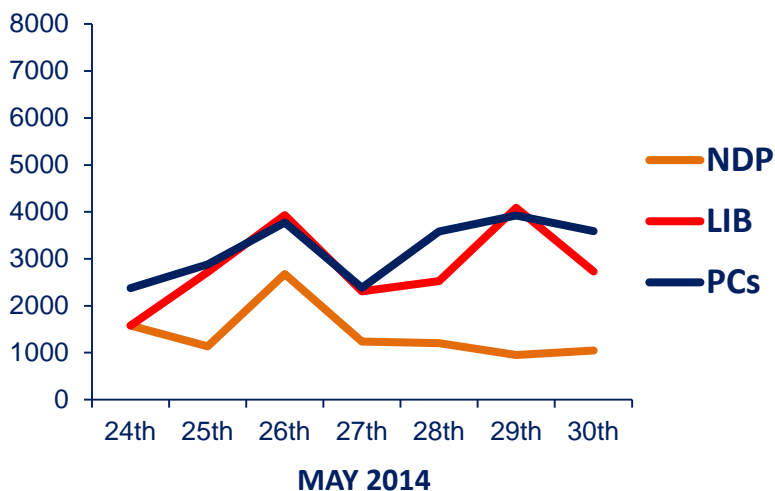
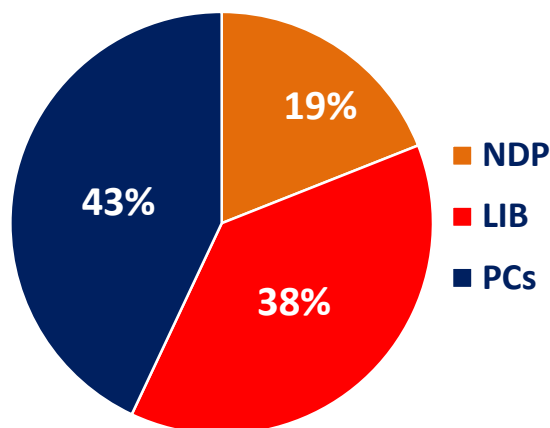


In the battle for attention, the Liberals (38% of mentions) are gaining on the Tories (43%) while the NDP (19%) trails.

Daily Tweet Mentions by Party

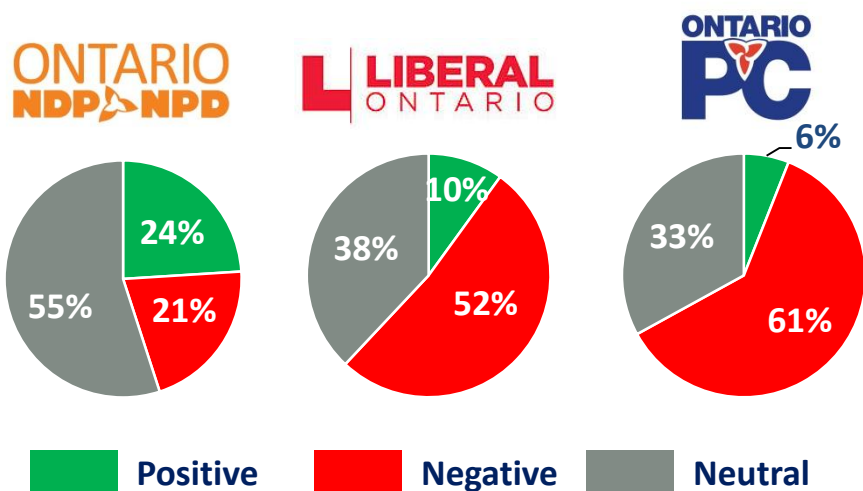


Share of Weekly Buzz



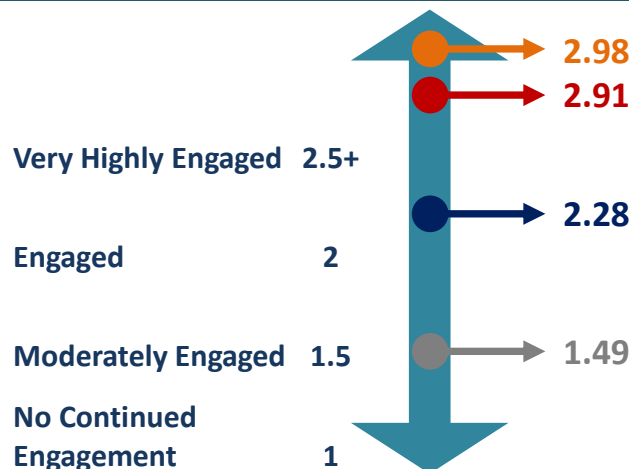
Last week: NDP: 22%, LIB: 34%, PCs: 44%

Sentiment of Buzz by Party



Engagement

Average Tweets per Person



Last week:

NDP: 3.19

LIB: 2.68

PCs: 2.38

LIB
NDP
PCs
Average

TOP ISSUES

Hudak's math skills, Wynne's ability to balance the budget and Horvath's shift to the right of the political spectrum drew criticism last week in the Twittersphere.

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.