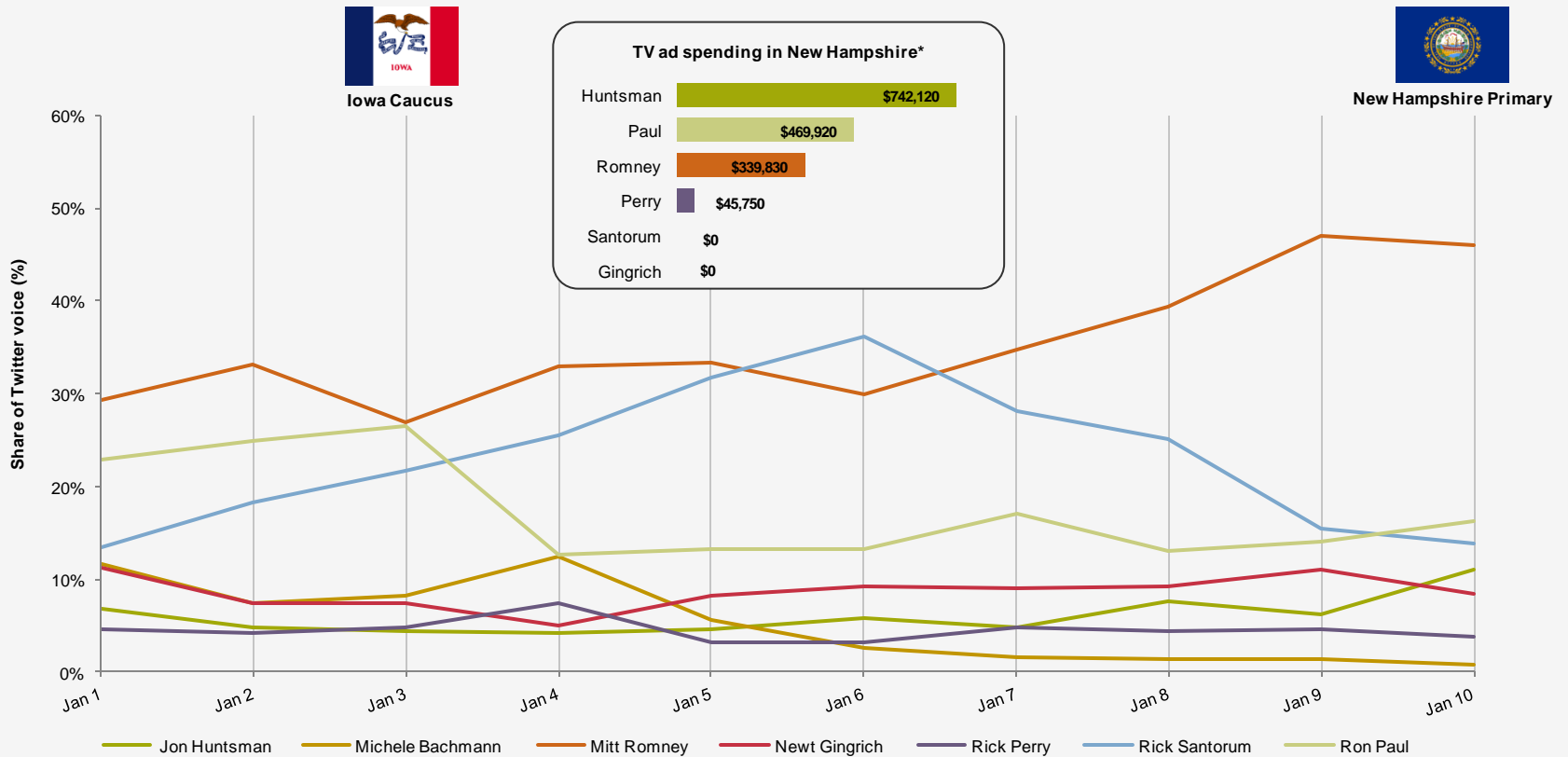
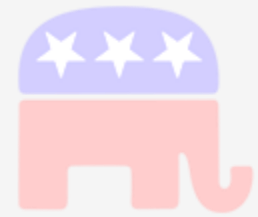


Romney gains ground before NH vote

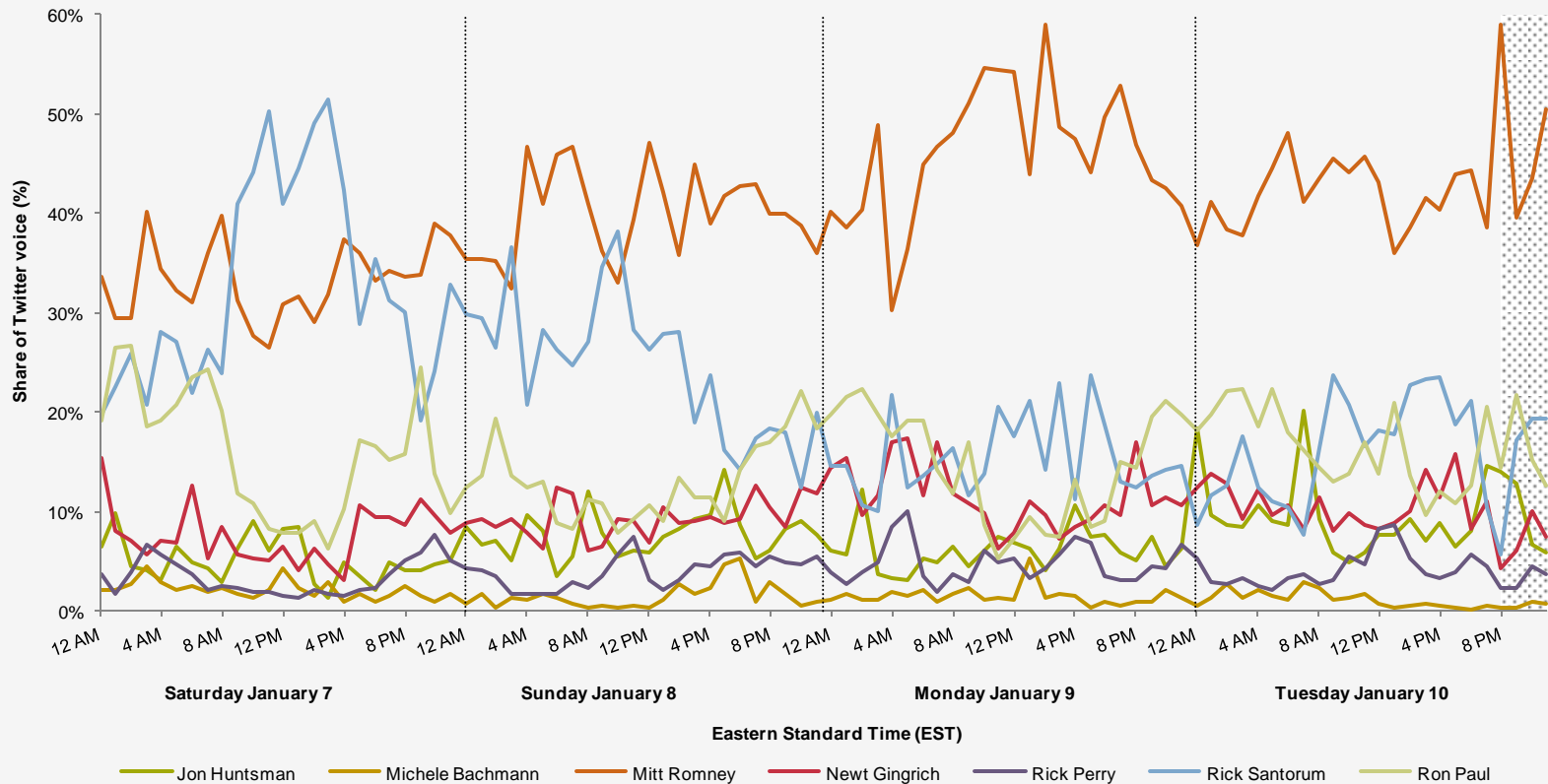


- The above chart shows the daily proportion of Twitter conversation garnered by each of the Republican presidential candidates in 2012.
- Despite being less visible than rival Rick Santorum on Friday January 6, on the back of Santorum's surprise performance in Iowa, Mitt Romney was the most tweeted candidate throughout the period, with his exposure also growing, proportionately, in the lead-up to the New Hampshire vote.

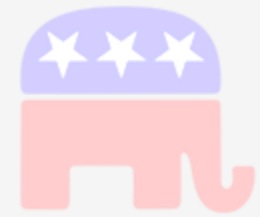
* Data from *The Washington Post*



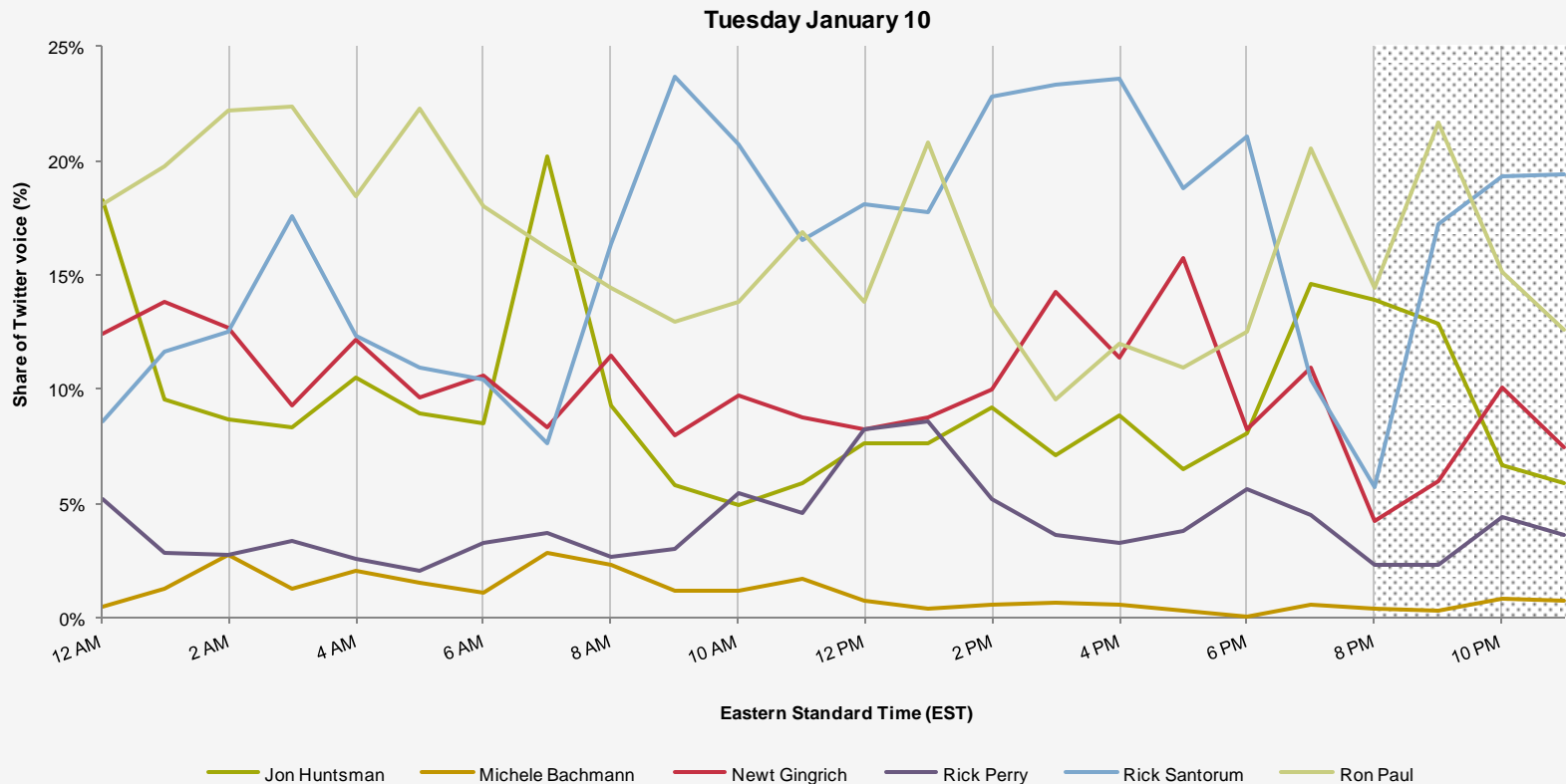
Romney takes and holds the lead



- The chart shows the hourly share of Twitter conversation in the four days leading-up to, and including, the New Hampshire poll.
- Despite Mitt Romney, Ron Paul and Rick Santorum each generating similar shares of Twitter discussion on Saturday, Romney dominated the tweet landscape thereafter; a reflection of the final vote in the state.
- The share of tweets noting Rick Santorum fell-away significantly in the build-up to the New Hampshire primary, mirroring media expectations of the NH vote.
- The shaded area covers the four hours after the closing of the polls in New Hampshire and further highlights the significance of the Romney win.



Paul wins the battle for second



- With Mitt Romney accounting for the largest share of Twitter updates, as well as, eventually, the New Hampshire electorate, this chart focuses on the race for second place in the state and a chance to gain momentum (and funding) in the run-up to South Carolina.
- The share of Twitter updates an hour before the closing of the polls in New Hampshire was remarkably similar to the result of the actual vote. The candidates were not only represented in the same order but accounted for similar shares of tweets to that of the Primary poll (Paul 21% of tweets [23% of the vote*], Huntsman 15% [17%], Gingrich 11% [9%], Santorum (10%) [9%]).

* Results from Associated Press