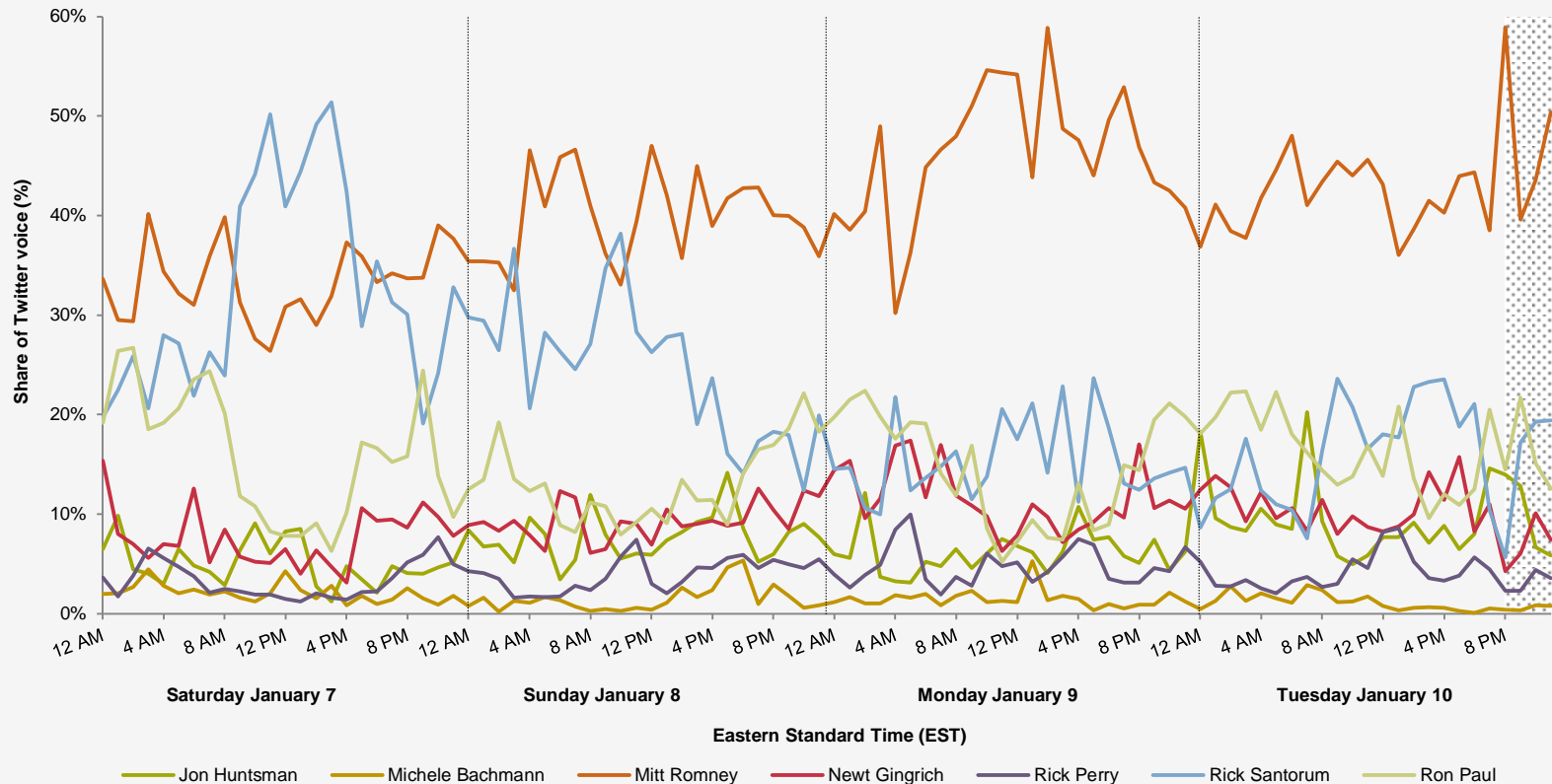


# Romney takes and holds the lead



- 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.