

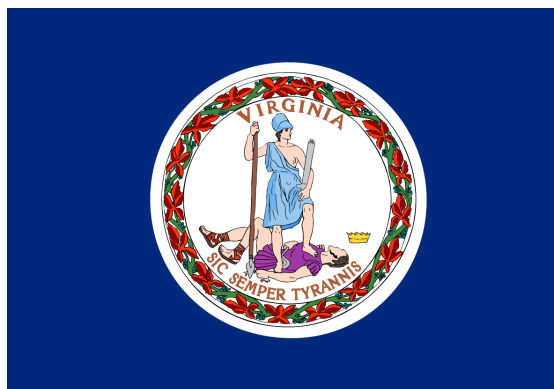


Virginia Governor Race

Online & Social Media Analysis

WEEK 1: October 26 – November 02, 2021

VA





NET SENTIMENT SCORE +6

KEY TAKEOUTS:

A steady finish from team McAuliffe who’s net sentiment score ends at a respectable +6. The period also saw a surge in online posts which jumped from 19,500 to 32,000, reflecting an appetite among many VA Dems to keep their state Blue.

Alongside the general conversation to get the vote out was a new push by McAuliffe to remind Virginians of his commitment towards education. This was achieved by pointing towards his record when previously in post (and later continued by Gov. Northam) and suggesting that Youngkin will simply undermine all the progress made. This effort has been well received by many on the Left which has also served to deflect accusations from the Right regarding the prevention of parental involvement in education.

In addition many Democratic voters lapped up the final tour of McAuliffe’s greatest hits which included, Covid-19, women’s rights, jobs/economy and healthcare. However, this success has been undermined by the Lincoln Project where members stood in front of Youngkin’s campaign bus wearing white shirts, khaki pants and sunglasses in an attempt to evoke an infamous far-right torchlit march at the University of Virginia in August 2017.

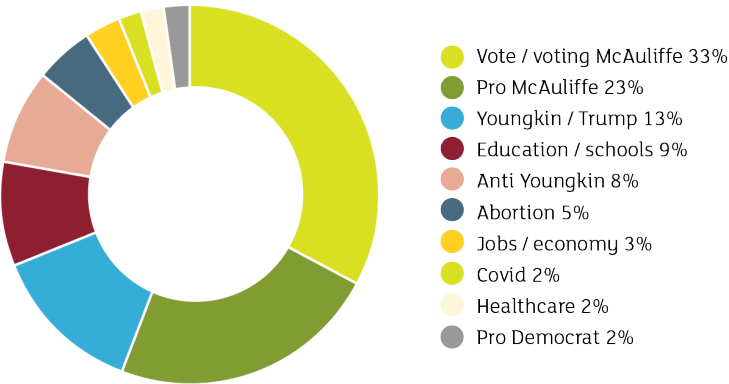
With echoes of an infamous LVF ad in the 2017 race - the online discussions showed that this intervention served only to incentivize the Right who found the stunt distasteful. Playing into the MAGA narrative many also suggested that it reflected the Left’s ‘fake news’ agenda and ruthlessness pursuit of power.

Tellingly, few on the Left chose to defend or even comment on the event.

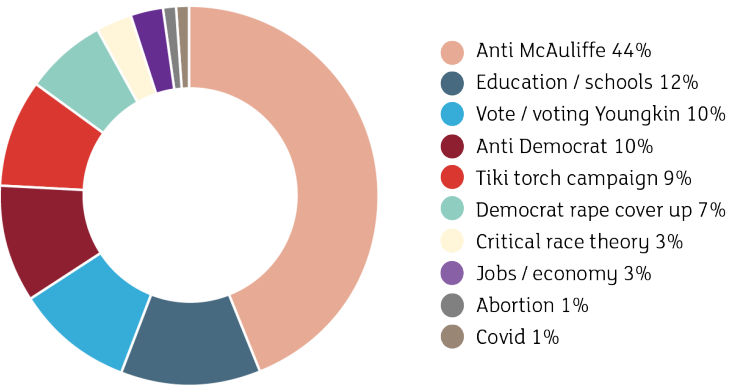
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION



Notes on the data: The numbers above right show the dataset used for analysis. Impact Social collected publicly available data geo-located to VA, we then exported these conversations taking out randomized, representative samples for our analysts to physically read. The donut chart shows how the discussion is segmented and the topics driving it.





NET SENTIMENT SCORE + 10

KEY TAKEOUTS:

Youngkin’s final week ended with him riding on the wave of his own making with his net sentiment nudging up by 1pt to +10. This was achieved by driving home the issues which he has made his own in recent weeks; in particular parental involvement in education. This, coupled with critical race theory and child protection has his people fired up. Finally, the Tiki Torch stunt is a gift from the campaign gods (see McAuliffe analysis for detail)

As a consequence support for Youngkin is at an all-time high with the volume of posts in his name nearly doubling from 18,100 to 34,000 - overtaking McAuliffe in this respect for the first time. Many Republicans are clearly excited, they sense blood and call on one another to get out and vote.

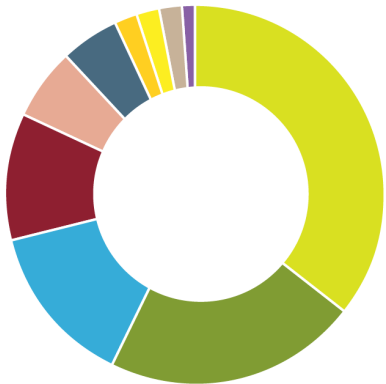
Yet Youngkin is not without injury, sustained in what has been a relentless and bloody fight. He continues to suffer due to the constant association with Trump – which was once again reinforced over the period by the man himself to the delight of McAuliffe and continues to be deliberately linked to the events of Jan 6. This has enabled the Left to label Youngkin as a populist seller of Trumpian hate. Someone happy to pitch neighbour versus neighbour in the interest of power. In addition, his interventions on education have left him open to being branded as an authoritarian book banner.

And yet, given his chances of victory at the outset, Youngkin is no doubt pleased to be in such a close race as he heads into polling day.

SENTIMENT

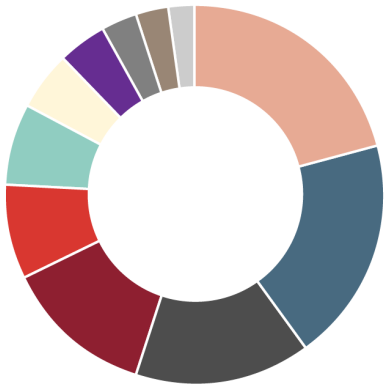


POSITIVE DISCUSSION



- Pro Youngkin 36%
- Vote / voting Youngkin 22%
- Anti McAuliffe 14%
- Tiki torch campaign 11%
- Anti Democrat 6%
- Education / schools 5%
- Policy misc. 2%
- Vote / voting Youngkin 2%
- Critical race theory 2%
- Democrat rape cover up 1%

NEGATIVE DISCUSSION

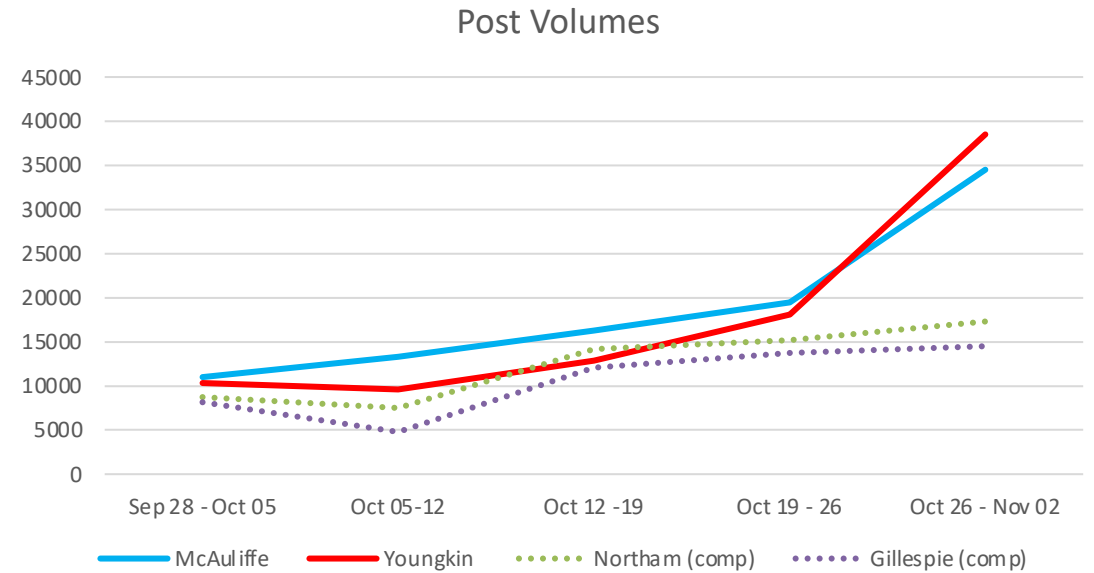
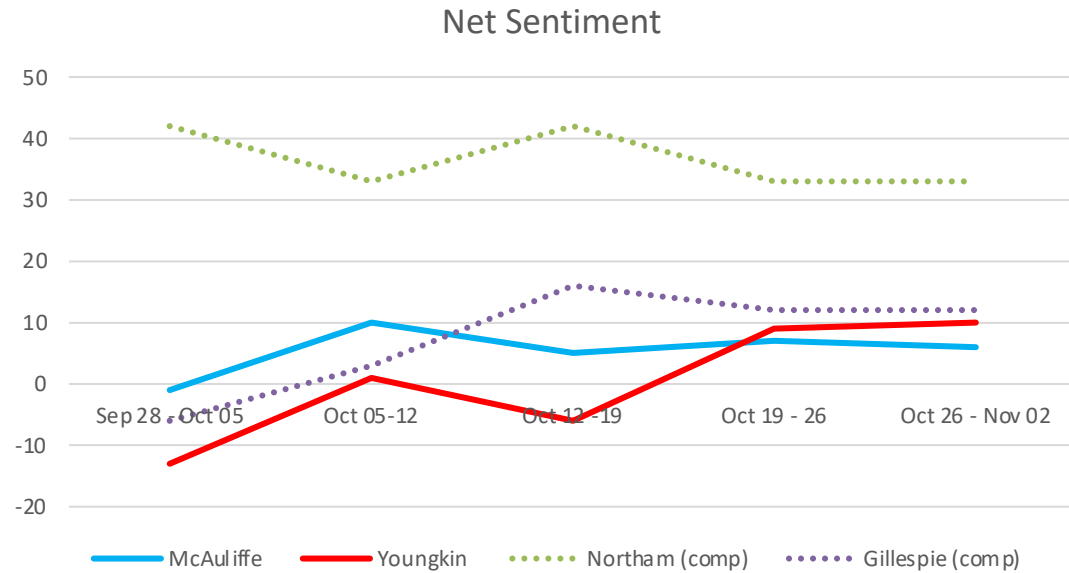


- Anti Youngkin 21%
- Youngkin / Trump 19%
- Bans books 15%
- Vote / voting McAuliffe 13%
- Education / schools 8%
- Abortion 7%
- Anti GOP 5%
- Policy misc. 4%
- Insurrection 3%
- Pro McAuliffe 3%
- Critical race theory 2%

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NET SENTIMENT AND VOLUME TRACKING 2017 - 2021 COMPARISON



Summary Analysis:

At the beginning of October Terry McAuliffe seemed to be cantering to victory. The race was tight, but he seemed in control and with Trump later reinforcing the thrust of McAuliffe's campaign – that Youngkin was one of the former president's men – the Democrats appeared to have all they needed.

Yet, as our insight series reflected, this seemed to spur on Youngkin who doubled down on his attacks on the need for parental control over education and with it the associated links to wokeism within the education system. In relation to the bigger policy issues like abortion and the economy this may seem like small beer. But it served to excite and energize his base who happily went online to express their allegiance to the Youngkin cause and asked others to do the same.

Overall, judging by the net sentiment and the number of posts recorded in the final few days there is no doubt that Youngkin has finished on top in the head to head.

However, given that mail voting began on September 17 – well before this race got hot – when McAuliffe was seemingly in control it could be assumed that – despite Biden weighing down enthusiasm for his candidacy, McAuliffe could and should have been ahead with 2 weeks left to go. Whether Youngkin has done enough to enthuse more of his people to come out and overcome this initial deficit and also cancel out the walk up Democratic vote in a blue/purple state only time will tell. As shown, he has certainly given it a good shot.

One thing we do know, the parameters the 2022 midterms are set- it's Trumpism v Wokeism.

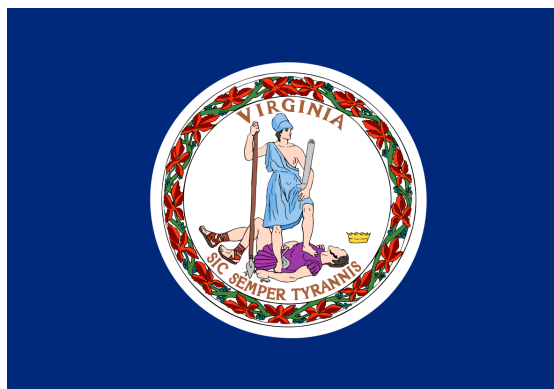
Notes on the data: Northam and Gillespie tracking data is overlaid from IS analysis conducted at the same time in the 2017 VA Gubernatorial election. The above shows the three weeks running into election day with two weeks remaining to go.

Virginia Governor Race

Online & Social Media Analysis

WEEK 2: October 19-26, 2021

VA





NET SENTIMENT SCORE +7

KEY TAKEOUTS:

Last week’s report suggested that for Youngkin to win he couldn’t necessarily rely on his education/parents attack and he needed to find something new to bolster or accompany it. He has done just that. In addition to the ‘Beloved’ ad (see Youngkin analysis for detail), Youngkin has added four more discussion points. Individually, none are knock-out blows but combined together serve to increase the level of negative discussion against McAuliffe (-23% to -28%).

In particular the Right are calling out McAuliffe for an increase in gas tax and the cost of living, gleefully goading him for walking out of a TV interview and implying that McAuliffe supports Gov Northam over blackface. In addition, they accuse Democrats of covering up an alleged rape in a school conducted by a ‘gender fluid’ student against girl in a female bathroom. The insinuation being that under McAuliffe, Democrats put their support of trans ideology above kids’ safety.

These dark discussions have enthused some Republicans who rage online to anyone who will listen, yet whether the conversations will inspire people outside of this echo chamber to vote remains to be seen.

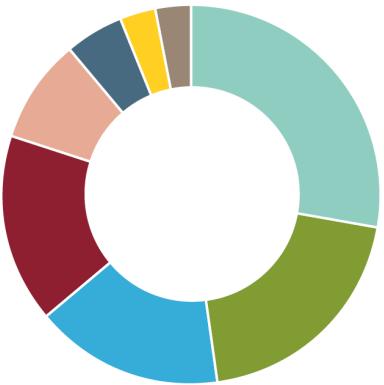
In response McAuliffe has had his most positive period over the last four weeks, boosting his positive sentiment (28% to 35%). Overall he has increased his net sentiment by a further 2pts (+5 to +7). This has been achieved by piggy backing on Obama and Harris’ timely visit to the state to draw attention to the campaign and paint a vision of what life would be like in VA under Youngkin/Trump.

SENTIMENT



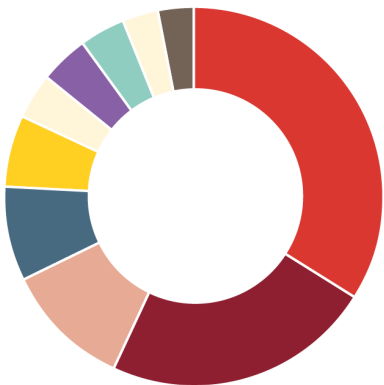
- Positive 35%
- Negative 28%
- Neutral 37%

POSITIVE DISCUSSION



- Pro McAuliffe 28%
- Obama / McAuliffe 20%
- Vote / voting McAuliffe 16%
- Youngkin / Trump 16%
- Policy misc. 9%
- Jobs / economy / tax 5%
- Anti Youngkin 3%
- Education / parents 3%

NEGATIVE DISCUSSION



- Anti McAuliffe 34%
- Education / parents 23%
- Jobs / economy / tax 11%
- Interview walkout 8%
- Anti Democrat / Obama 6%
- Blackface 4%
- Policy misc. 4%
- Rape cover up 4%
- Critical race theory 3%
- Vote / voting Youngkin 3%

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NET SENTIMENT SCORE +9

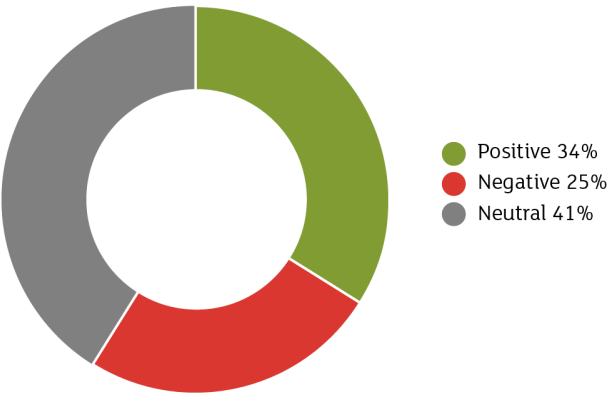
KEY TAKEOUTS:

Youngkin’s effort to remind voters that he is the candidate who will give parents a say in their child’s education continues to dominate his campaign. A Youngkin ad accusing McAuliffe of refusing to give parents the right to prevent the teaching of books like ‘Beloved’ – and by association critical race theory – garnered significant reaction in the first 12 hours of its release. As a consequence Youngkin’s positive sentiment leapt from 21% to 34%. This was also boosted by supporters from his base suggesting that only Republicans put the mental and physical safety of children before culture.

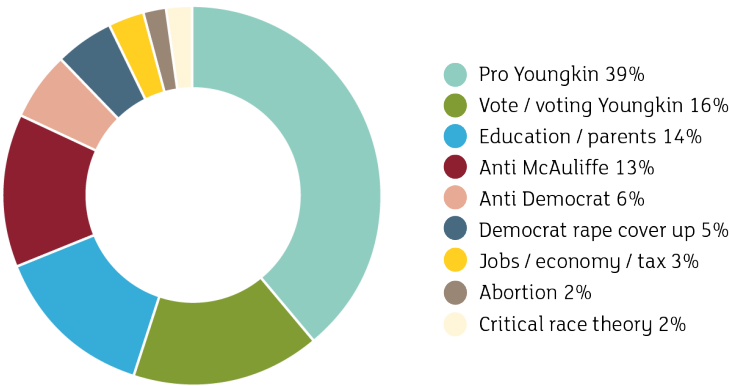
However, Youngkin hasn’t had it all his own way. The advert also enthused the Left who accuse him of wanting to ban books. They suggest that the Right want to erase America’s history by denying the right of students to learn about their past.

The last four weeks have seen this race stuck in a culture vortex. It has dominated the campaign as Younkin has used the issue to promote his candidacy and excite his base. Simultaneously McAuliffe has tried to use the culture battle to equate Yongkin with Trump and remind his people of what the commonwealth would be like under a Republican. But who is coming out best?

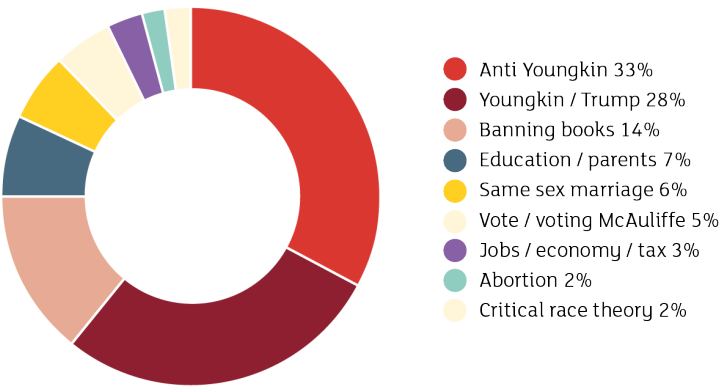
SENTIMENT



POSITIVE DISCUSSION



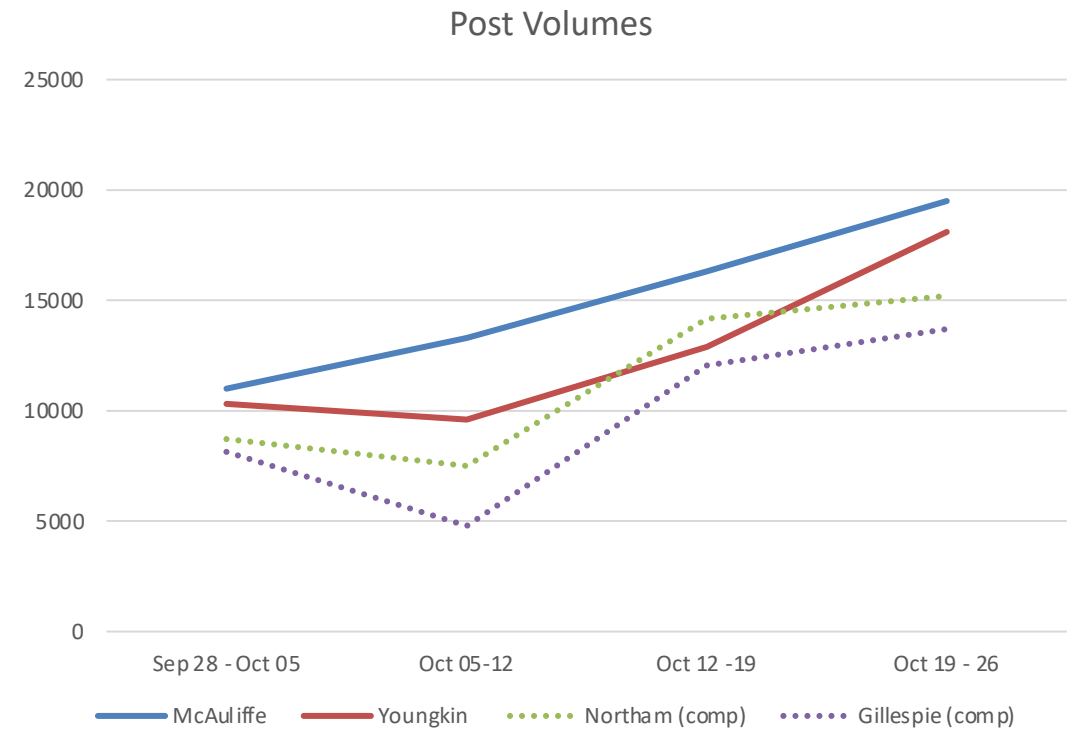
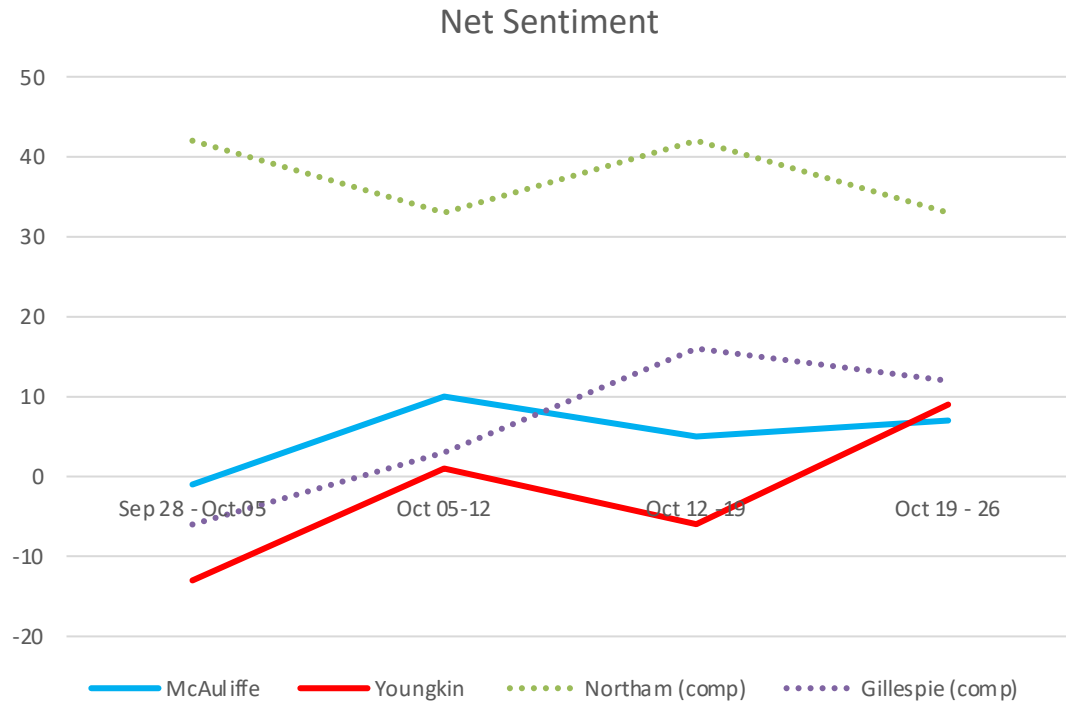
NEGATIVE DISCUSSION



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NET SENTIMENT AND VOLUME TRACKING 2017 - 2021 COMPARISON



Summary Analysis:

Youngkin's surge in positive sentiment now has him marginally ahead (for the first time) in the crucial online fight by 2pts (net sentiment Youngkin +9, McAuliffe +7). Furthermore this report was written only hours after the 'Beloved' ad was released and all the indicators show that its impact will only increase Youngkin's chances yet further. Crucially this - in addition to the other attacks on McAuliffe outlined in this report - shows team Youngkin making all the weather. He is providing the Right with discussions points, creating contempt/anger and giving his people a reason to vote.

By contrast McAuliffe's campaign appears to be running out of steam and seemingly reliant on Democratic big hitters to get him over the line. One of those heavyweights is the President of the United States*. However as previous analysis has shown Biden's appearance may do more harm than good.

*Appearance too late for the datapoint cut off. Reactions therefore not included in this report

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NET SENTIMENT SCORE - 17

Biden Net Sentiment



Summary Analysis:

Biden’s dire net sentiment has improved only slightly over the period, moving up 2pts (-19 to -17). The majority of the negativity is driven by Right leaning conversations from within the state who initially criticized the president over his decisions on immigration and Afghanistan. This discussion has since morphed into his handing of the economy – specifically inflation – and the increase in Covid deaths. Furthermore they mock Biden for his lack of presence and leadership suggesting even the Democrats didn’t think he would be this bad.

Biden can be forgiven for being frustrated by the impasse over his two great infrastructure and social bills. Should they have passed net sentiment would surely be more positive, benefitting McAuliffe. Yet their absence has created a void in national political conversation and the White House’s inability to fill the vacuum is a welcome gift to VA Republicans enabling them to link Biden’s ineffectiveness to McAuliffe..

Yet the real danger for McAuliffe is from within Democratic circles. It is striking how few come out to defend Biden. Some speak of bill content, or that life is more civilized now than under his predecessor, yet such comments are thin gruel. The big question is ‘to what extent will this palpable level of disappointment impact on Democratic turnout?’

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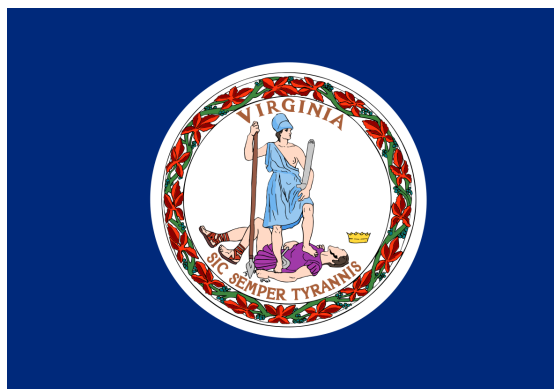


Virginia Governor Race

Online & Social Media Analysis

WEEK 3: October 12-19, 2021

VA





NET SENTIMENT SCORE +5

KEY TAKEOUTS:

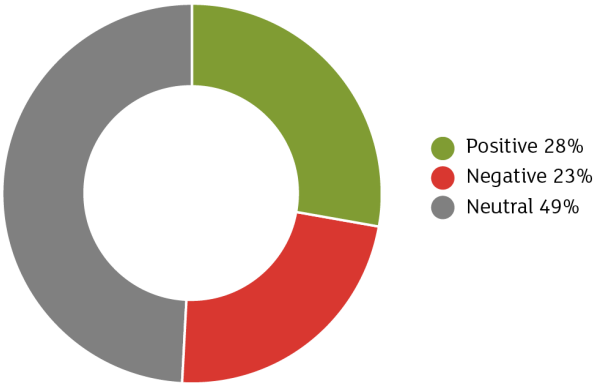
Over the last few weeks our insight has shown McAuliffe enjoying reasonable success in labelling his opponent as a disciple of Trump. The moniker ‘Trumpkin’ was starting to stick and along with it fear among Democratic voters that a Republican win would turn their state into Texas or Florida. Last week saw Donald Trump qualify their concerns by predicting just that. Yet when awarded a free shot on goal you have to convert the point and analysis shows that McAuliffe is delivering, with Youngkin/Trump dominating much of the online conversation.

Not content with one free hit the Right promptly offered up another in the form of rally in support of Youngkin where allegiance was pledged to a flag used in the attack on Capitol Hill. Again the online discussion shows McAuliffe taking advantage by linking Youngkin to the violence of Jan 6. That said, there wasn’t the level of outrage one might expect suggesting further amplification is required.

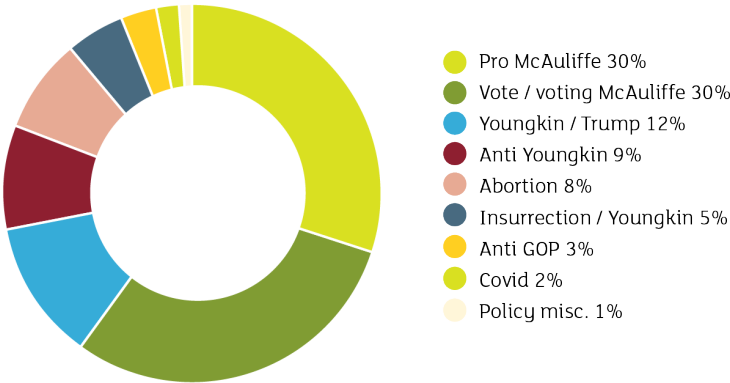
McAuliffe hasn’t had it all his own way though as Youngkin continues to assert that his opponent does not support the right of parents to have a say in education. This is providing red meat to his base, which in turn, fuels their objection to the teaching of critical race theory. Furthermore attacks over economy/jobs, abortion, Covid and crime continue to wound.

Given the events over the period one might expect McAuliffe to be further ahead. In fact his net sentiment score dropped 5 pts over the period (+10 to +5). Furthermore, a quick comparison with the Gillespie/Northam race of four years ago (see below) provides evidence of tight race. Virginians are in obdurate mood. Their message is simple, ‘If McAuliffe wants the key to the mansion, he is gonna have to earn it.’

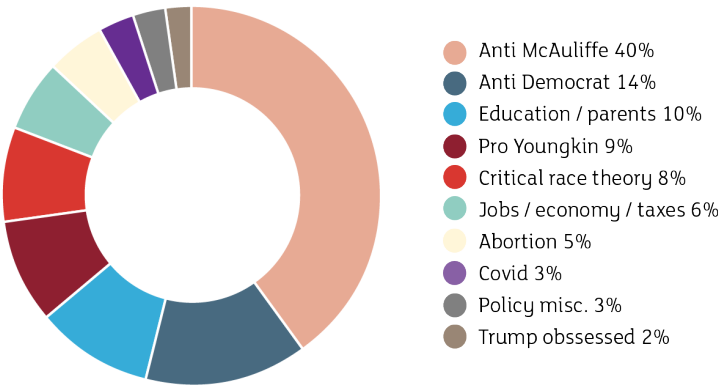
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION



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NET SENTIMENT SCORE -6

KEY TAKEOUTS:

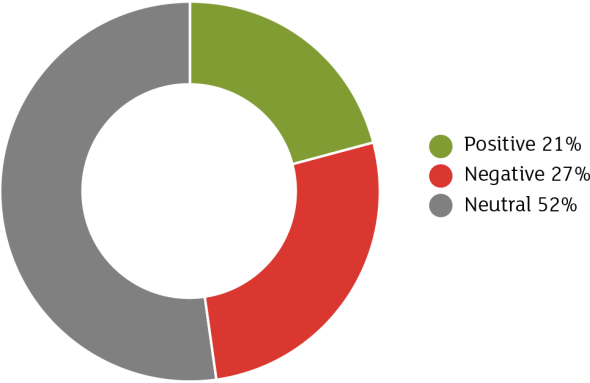
Unsurprisingly – given the events of the period - Youngkin’s net sentiment for the last 7 days dropped 7pts (+1 to -6). It is to his credit that the situation is not a lot worse. In fact, his team will be pleased that the drop in support is relative to that of his opponent.

Youngkin’s hard push on a parents’ right to hold influence over a child’s education is paying dividends. He is also keeping his views on crime, abortion and economy front of mind among Republicans.

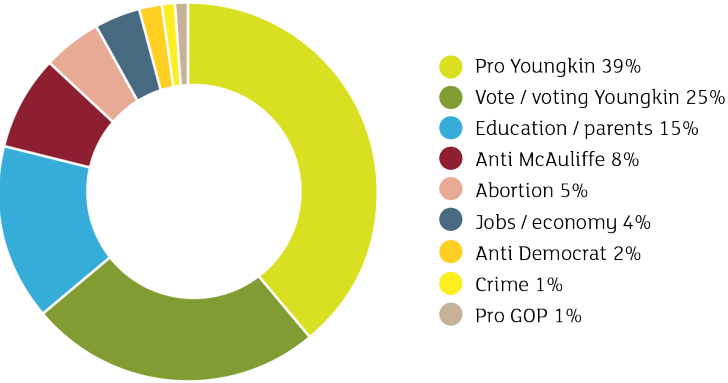
Yet of concern to team Youngkin is that online conversation has only nudged above net zero once over the last three weeks. One wonders where he might be without his teacher/parents attack and whether this issue has enough to sustain the interest of the electorate for the remaining 12 days? It is of course possible that this issue, combined with the support of the MAGA base, indifference towards Biden and an historical bias against any incumbent president will put him over the line. However in reality, with Trump recently leaving the VA electorate in little doubt Youngkin is one of his gang, he is likely to need something more if he is to win on November 2.

Youngkin has proved this last week that he is a fighter. In fact his determination and willingness to land blows despite being pinned to the ropes shows that this race is not over. McAuliffe’s mission will be to define Youngkin in the eyes of the electorate as Trumpite to his core. Youngkin has to give them reason to think otherwise.

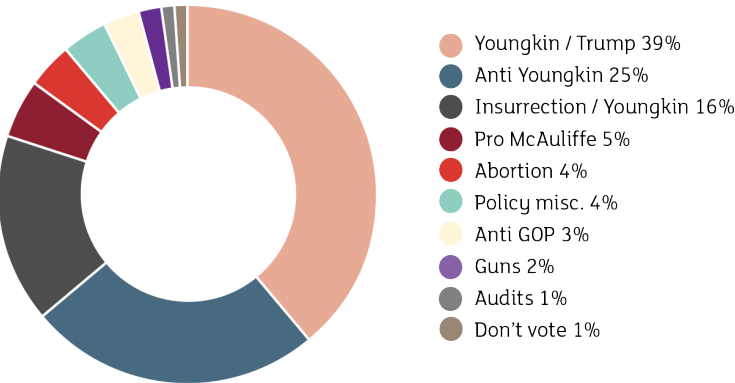
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION



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NET SENTIMENT SCORE -31

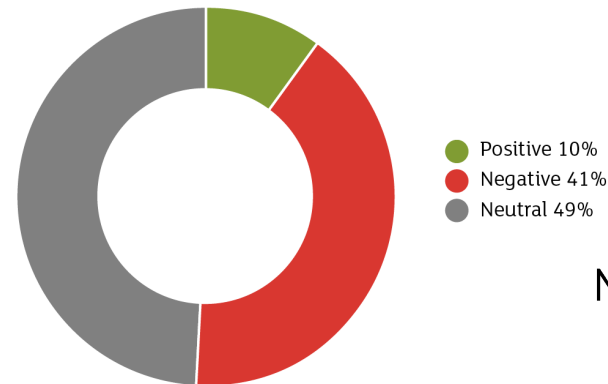
KEY TAKEOUTS:

Regardless of the intervention, Trump creates huge online noise. In blue/purple states the sentiment of those conversations always weighs heavily negative. It therefore comes as no surprise that net sentiment over the period is -31 (10% pos, 41% neg). This picture is further exaggerated as Steve Bannon is also included within the dataset which – due to his failure to cooperate with a house subpoena over the same period – made the combined discussion especially down beat from their perspective.

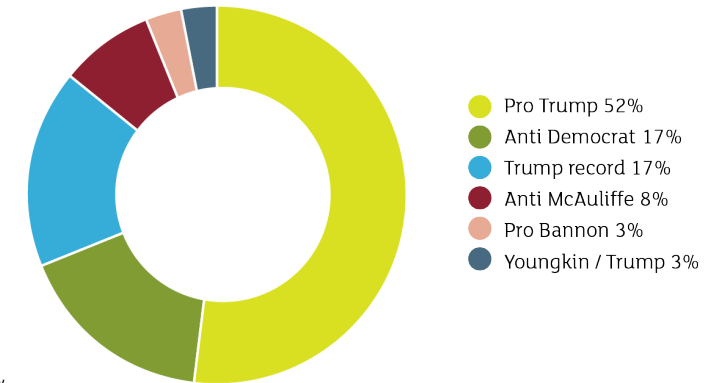
When assessing the impact on the VA race it is important to separate the anti Trump/MAGA/Bannon discussion from the rest. In this respect Youngkin performs poorly with 21% of the conversation linking him either to Trump or the Jan 6 insurrection. Compare this to the attack on McAuliffe which was only a small fraction (8%) of the pro Trump discussion. In other words while McAuliffe is left relatively unscathed, Trump's 'protégé' took a knock.

Of course this might be irrelevant if Trump and Bannon did enough to enthuse their people to vote Youngkin in a race where turnout is essential. At first sight the numbers look reasonable for Trump with many expressing their love and defending his record. However when analyzing the conversations closely it is clear that much of this support is being projected into VA from outside the state. Such gaming of the conversation is commonplace with the aim of key messages being taken up and amplified by the VA electorate. On this they have had limited success which suggests that the MAGA base needs a bit more boom.

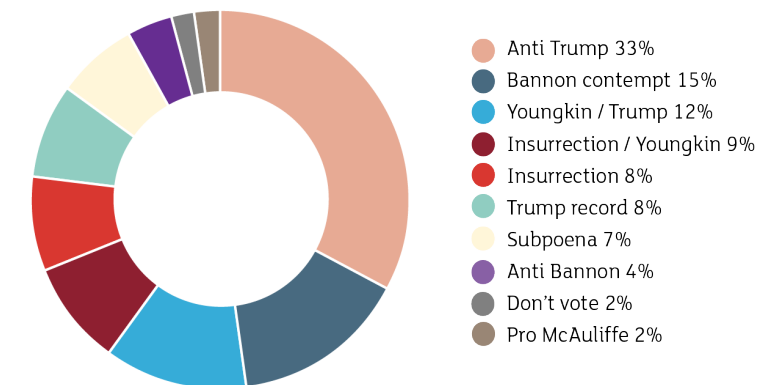
SENTIMENT



POSITIVE DISCUSSION

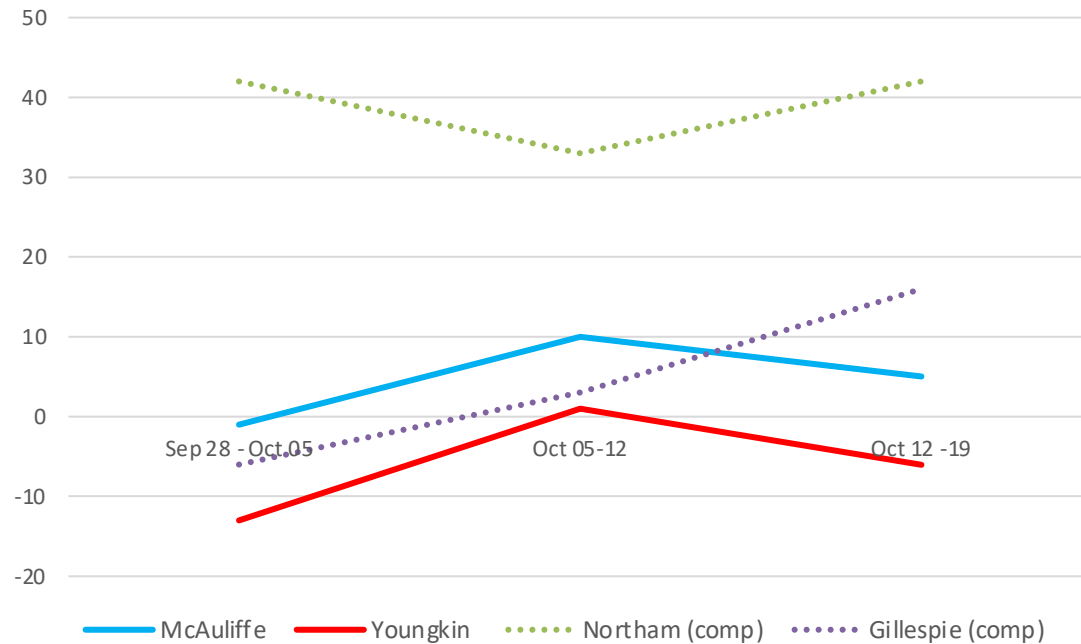


NEGATIVE DISCUSSION

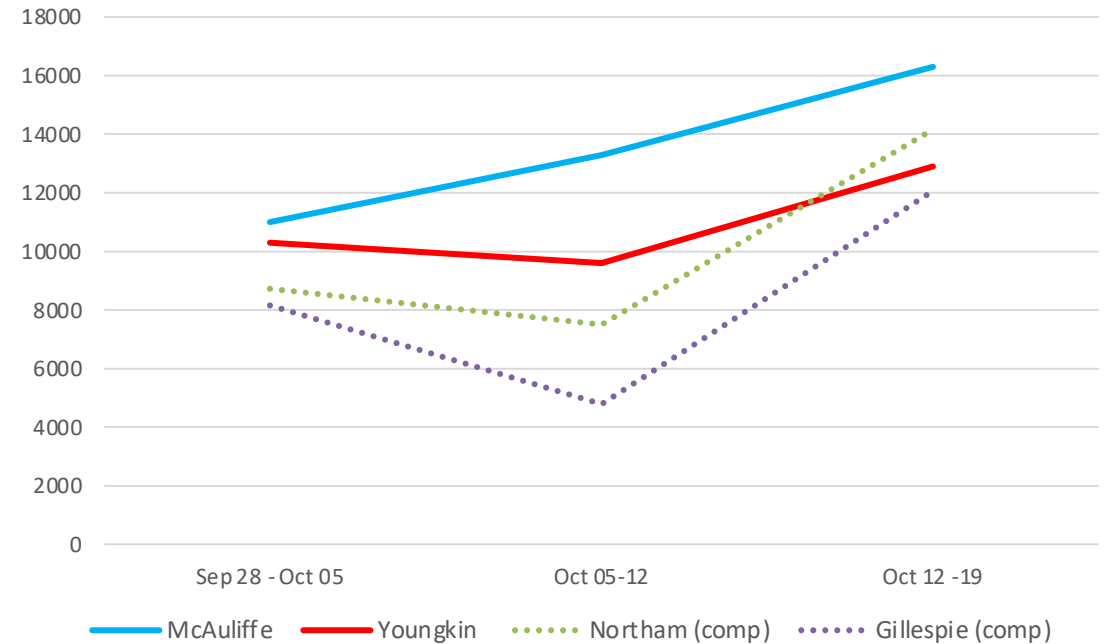


NET SENTIMENT AND VOLUME TRACKING 2017 - 2021 COMPARISON

Net Sentiment



Post Volume



Summary Analysis:

Comparative net sentiment analysis shows a much tighter race than four years ago. In 2017 the gap between Northam (D) and Gillespie (R) was much greater at this stage of the race. In fact were it not for a controversial advert by the Latino Victory Fund, Northam's road to victory would have been even smoother. While the Democrats also leads this time around the race appears closer. The two candidates are fighting toe to toe, gaining and then losing support simultaneously.

McAuliffe's team are also ahead in terms of discussion volume, but not by much. In fact both sides are outscoring the level of conversation seen in 2017 which reflects an increase in the overall use of social media and the digital sophistication of each side.

In summary, both teams have enough in their locker to win this race. But something has to give. McAuliffe remains ahead but cannot afford to slip up and requires a fresh surge of momentum to bring his advantage home. Should he fail, Youngkin - having seemingly survived the Trump/Bannon intervention for now – is ready to pounce.

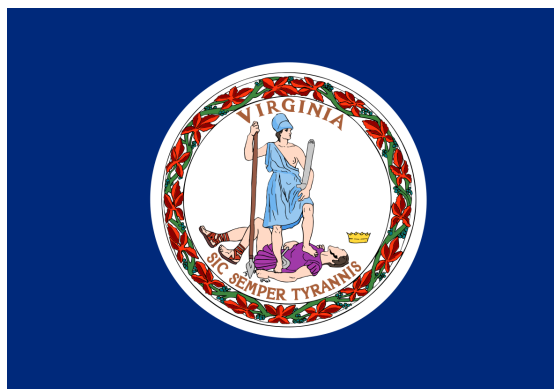
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Virginia Governor Race

Online & Social Media Analysis

WEEK 4: October 05 - 12, 2021

VA





NET SENTIMNET SCORE +10

KEY TAKEOUTS:

Overall net sentiment has jumped + 11 pts during the period (-1 to +10), as McAuliffe ratchets up his campaign. Driving this increase is a public led conversation on McAuliffe and the need to keep VA blue. These people see McAuliffe as strong and dependable. The sense is, that with McAuliffe, you know what you are going to get. This is also supported by a general feeling of contentment regarding the state of the Commonwealth (particularly the economy) at the present time. There is little sense that a ‘time for change’ discussion is taking place and many are comfortable to see McAuliffe as a continuity candidate. With this in mind voters are happy to go online and express their support.

Criticism against McAuliffe is becoming increasingly personal as Republican voters react to the attacks on their candidate. Consequently Republicans leap to Youngkin’s defence calling out McAuliffe’s ‘lies’ and ‘dirty tricks’ while labelling him a hypocrite for failing to accept the outcome of a previous presidential race (Gore/Bush 2000). They also label him a fraud and suggest he lacks humility and shame.

This is all well and good but unfortunately from Youngkin’s perspective this discussion fails to bleed out of a Republican echo chamber, thereby limiting its influence on everyday Right leaning voters. Furthermore, damaging accusations against McAuliffe suggesting that he doesn’t think parents should have an influence in their child’s education have abated. This is a let off for McAuliffe.

McAuliffe can do little about Biden’s falling popularity. Yet the president’s true bearing on this election is unknown. McAuliffe therefore needs to focus on the one thing he is in control of - winning the head to head. And while Youngkin has increased his momentum, it is still McAuliffe’s to lose.

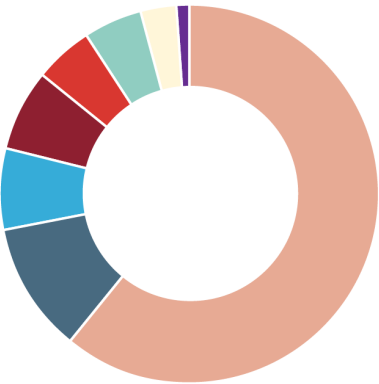
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION



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NET SENTIMNET SCORE +1

KEY TAKEOUTS:

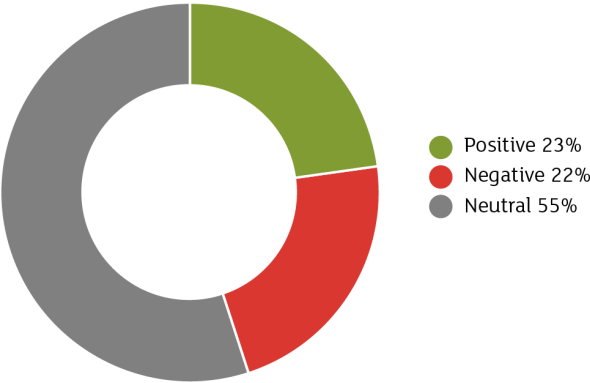
The last seven days have been encouraging for Youngkin as his net sentiment jumped +14pts, (-13 to +1), reflecting an energetic campaign. His team will doubtless be delighted to see such an increase in support and excitement towards their candidate.

Driving this discussion are everyday VA/GOP voters impressed by the portrayal of Youngkin as an honest and decent guy who protects freedom. They are excited to see the number of yard signs springing up and feel (correctly) that Youngkin is gaining momentum. They are also keen to voice their support on issues such as critical race theory, jobs/economy, education and crime on which they feel Youngkin has the better judgement and policies.

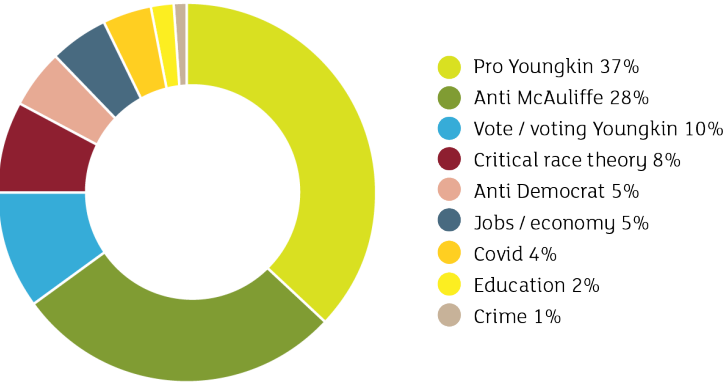
However despite projecting well to his own side he is in danger of being defined by the Left as an extreme Right-winger who operates within the control of Donald Trump. The moniker ‘Trumpkin’ is frequently used as a warning to all Virginians that their state will quickly become like Florida or Texas should the GOP take the Executive Mansion. Youngkin’s inquiry into election audits has also played into the Left’s Trumpian narrative as they accuse him of crying foul in an attempt to undermine democracy.

Overall, if Youngkin is to win this race – and overcome the fierce attacks from the Left - he requires more than admiration and polite applause among his base. He needs to give more of his voters a reason to get out of their seats and take action. The last seven days have seen an encouraging jump in momentum and support, but there is still ground to be made up between now and polling day.

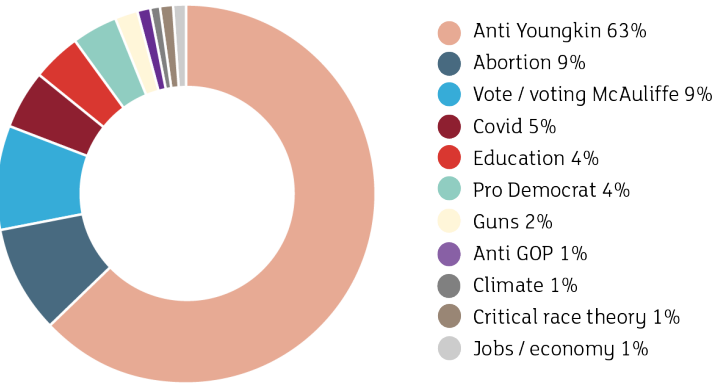
SENTIMENT



POSITIVE DISCUSSION



NEGATIVE DISCUSSION



Notes on the data: The numbers above right show the dataset used for analysis. Impact Social collected publicly available data geo-located to VA, we then exported these conversations taking out randomized, representative samples for our analysts to physically read. The donut chart shows how the discussion is segmented and the topics driving it.





NET SENTIMNET SCORE -18

KEY TAKEOUTS:

Biden’s net sentiment continues to remain underwater with only a minor improvement over the last 7 days (+1, -19 to -18). The reason for such stagnation is that Biden is giving the electorate nothing to shout about.

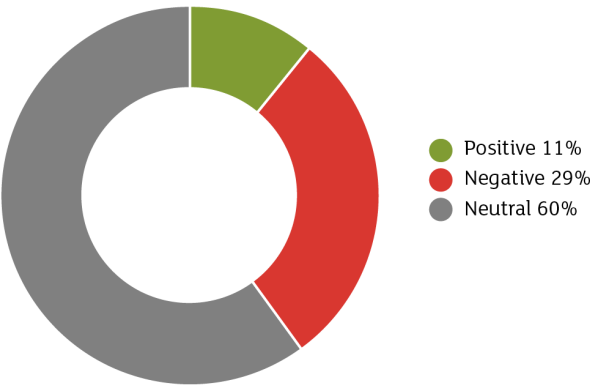
Infighting over his infrastructure and social care bills is continuing to cause exasperation among his own side. Meanwhile the Right gleefully celebrate this inertia while continuing to attack the president over his handling of Afghanistan and immigration.

And yet the conversations show Virginians seem very receptive to the stymied bills speaking warmly of their content and encouraging both sides (particularly Manchin and Sinema) to stop playing games and come to the table. With this in mind McAuliffe will doubtless be hoping an agreement is reached before election day.

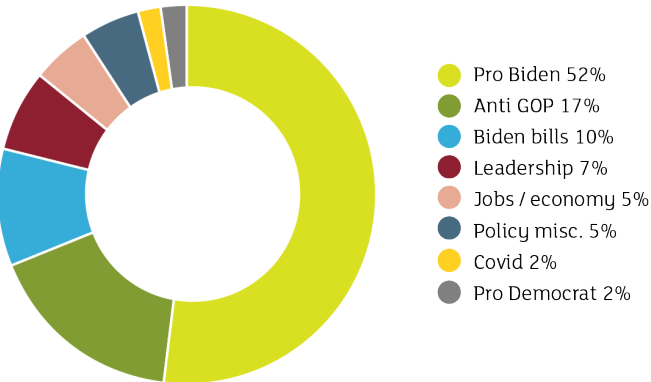
So the question is, ‘without agreement on the bills how much of Biden’s downer impacts on the Virginia race?’ At surface level, only 5% of the negative discussion links McAuliffe to Biden. In fact, with the other side having greater success in linking Youngkin to Trump, this bodes well for the Democrats.

However, the most intriguing part of the Biden data is not the actual discussion, it’s the level of silence. For the second week running the President has less conversation about him than either of the gubernatorial candidates. This begs a further question, ‘if you can’t be bothered to talk about your president, why would you vote for his candidate?’

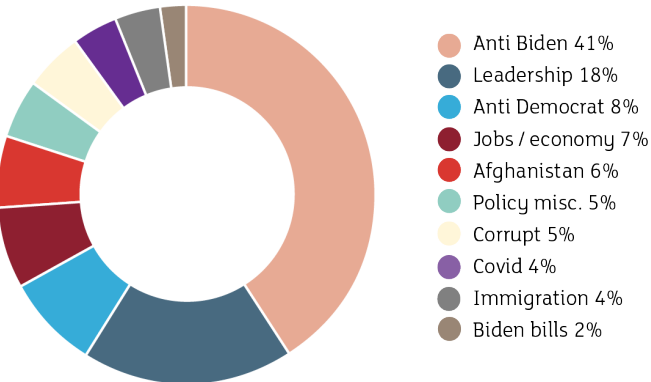
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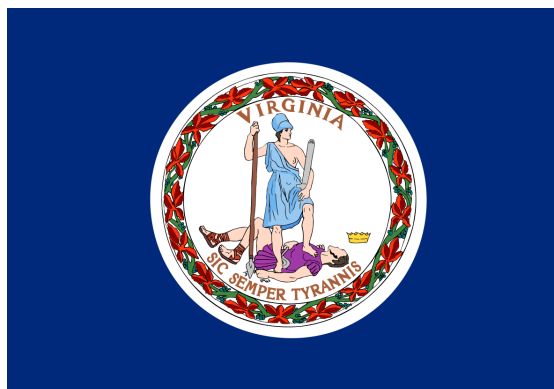


Virginia Governor Race

Online & Social Media Analysis

WEEK 5: September 28 – October 05, 2021

VA





NET SENTIMNET SCORE -1

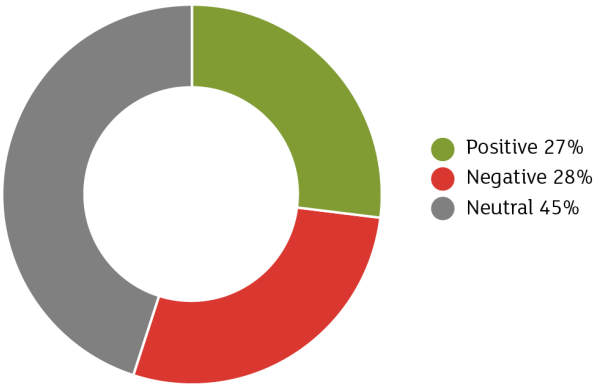
KEY TAKEOUTS:

In terms of a straight head to head, the McAuliffe campaign is comfortably ahead with sentiment score of -1 compared to his rival's -13. While it is not all plain sailing for his team they are doing enough to capitalize on McAuliffe's name recognition and keep him out of trouble.

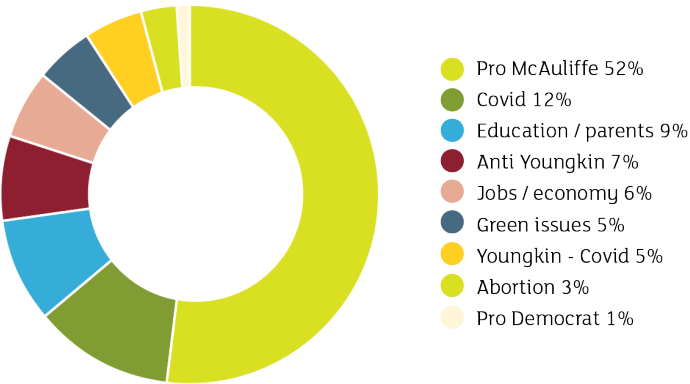
Although McAuliffe appears to enjoy warm support from his previous stint as governor, this may not be enough to get him over the line. His campaign would do well to note the policy vacuum within the discussion. In addition nasty attack ads are getting little traction and may do more harm than good with this passive electorate.

With regards the negative discussion, McAuliffe might be wise to clarify his attitude to parental involvement in education because as too few in his base feel moved to defend him. The remainder of the conversation is being pushed by Republican activists the content of which holds no surprises. What is a surprise however is how little McAuliffe is being attacked for his previous time as governor. As a re-tread one would assume that there would be a litany of mistakes - perceived or otherwise - which the Right might be keen to expose. Yet aside from challenging his record on job creation McAuliffe's record appears relatively unscathed.

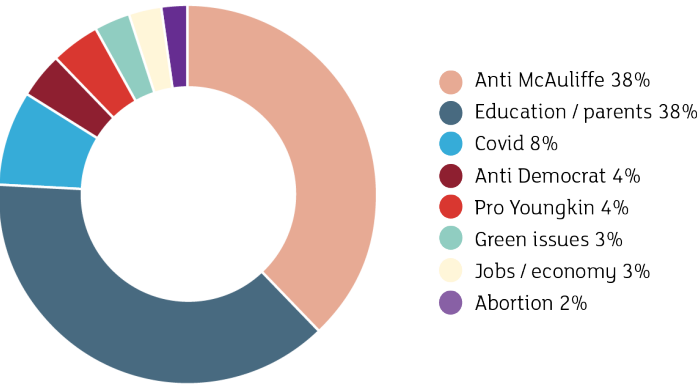
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NET SENTIMNET SCORE -13

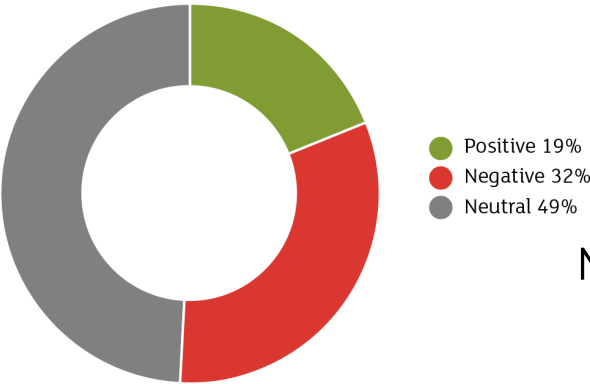
KEY TAKEOUTS:

At first blush Youngkin seems to be a confident and competent candidate. He has wisely chosen to run a relatively unaggressive campaign which (as seen in 2017) is welcomed by Virginians, many of whom - coming shortly after the general election - are battle weary.

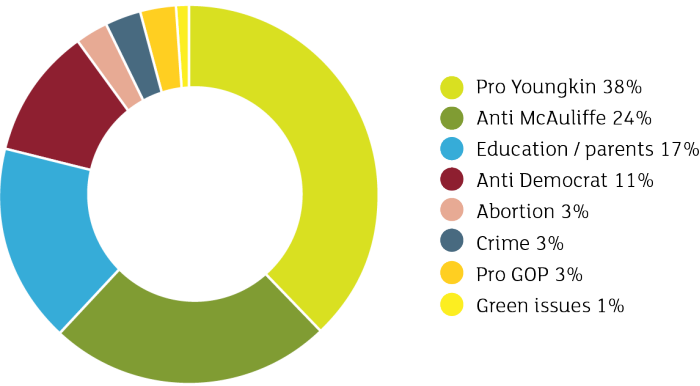
In this period Youngkin is enjoying much success by attacking McAuliffe for appearing to suggest parents should not be involved in their child's education. However, this appears to be Youngkin's only effective attack line and leaves potential Republican voters very little else to talk about or support.

It is negative discussion which best explains why Youngkin is trailing his rival. To some Virginians, he is too inexperienced and naive to run the state. For others, ambiguity over his ties to Trump have led to feelings of distrust and questions over his authenticity. In addition, some see his attitudes to the vaccine as frightening especially when compared Covid death rates in states with a similar approach to the virus.

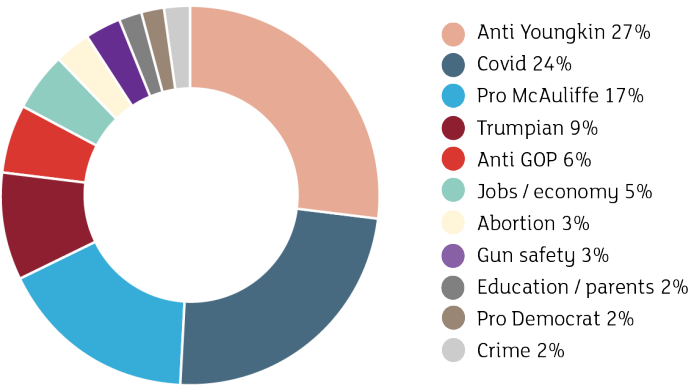
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NET SENTIMNET SCORE -19

KEY TAKEOUTS:

McAuliffe is winning in his head to head with Youngkin. However Biden's current poor performance will doubtless impact turnout putting McAuliffe's success in jeopardy

When assessing the status of any state level campaign it is essential to understand the influence of the president on the race. A successful and/or high profile president can have a big impact on voting intention and turnout. Unfortunately for McAuliffe this analysis shows President Biden is being poorly received in this increasingly blue leaning state.

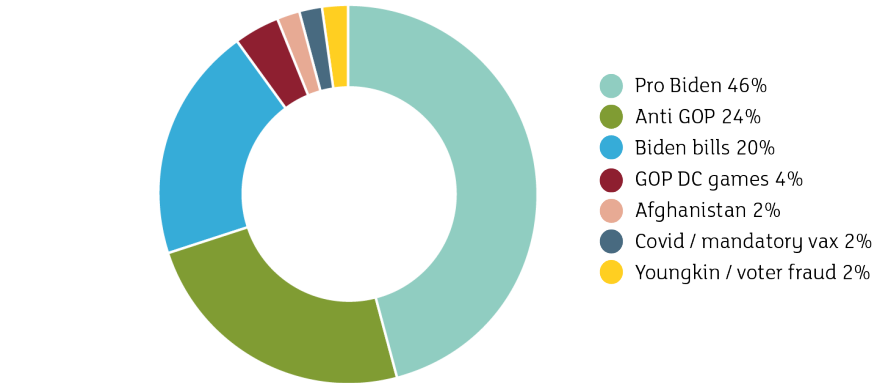
The strong start to his presidency due to the vaccine roll out and stimulus checks appears long forgotten. In its place is anger and distrust driven by the president's handling of the immigration crisis and the US evacuation from Afghanistan. In addition, while many on the Left still support Biden the delayed delivery of his infrastructure and social bills due to Democratic infighting has left much of the Democrat base exasperated.

Over the last four years, in every race Impact Social has analyzed, the Trump online discussion was around 20 to 30 times greater than either of the two candidates and totally dominated the in-state conversation. Yet Biden's share of voice is actually less than either candidate in Virginia. While his less aggressive approach might be a blessed relief for many Americans, it is currently doing their gubernatorial candidate few favors. McAuliffe needs Biden to give his people something to shout about, to lift the mood and drive them to the polls feeling proud to be blue.

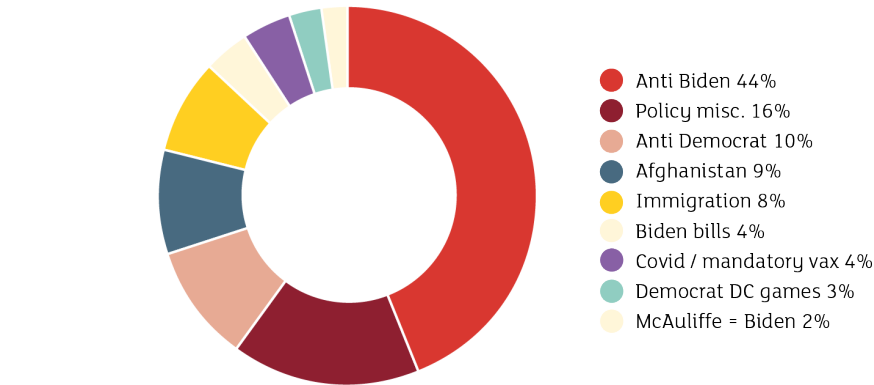
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ABOUT IMPACT SOCIAL

Impact Social is a specialist social media, online monitoring and analysis company. Using big data software Impact Social tracks over 60 million online sites including Twitter, Facebook, all blogs, forums and news websites. Whatever is said publicly, in the media or online we can follow live, 24/7 in 44 different languages.

This is where our reliance on algorithms ends. **Once the data has been received our in-house experts read and analyze the content - often amounting to 1,000's of individual posts. Our unique methodology ensures unrivalled accuracy to show what has been said, by whom and its impact. We are the only company in the world providing this level of analysis.**

What does the analysis show?

Our expertise is in accurately assessing all media, stakeholder and public conversations which have an impact - positively or negatively - on any given subject, organisation or individual. This can be provided as a general overview or in greater detail reflecting:

- The overall conversation
- The level of influence
- The topics under discussion and the share of voice
- The share of the discussion positive to negative and what is driving it
- Which stakeholder group is having the most impact

These questions and many more are what Impact Social was established to answer. **In essence we create live rolling focus groups of thousands, hundreds of thousands, sometimes millions of people.**

We work with international organizations, government departments, global brands, the world's largest trade associations, national governments and on Presidential, Prime Ministerial and local elections.

Areas of expertise: geo-politics, political campaigns, issues management, brand reputation, crisis communications, financial services and litigation. Impact Social is based in London and Washington D.C. www.impactsocial.com