

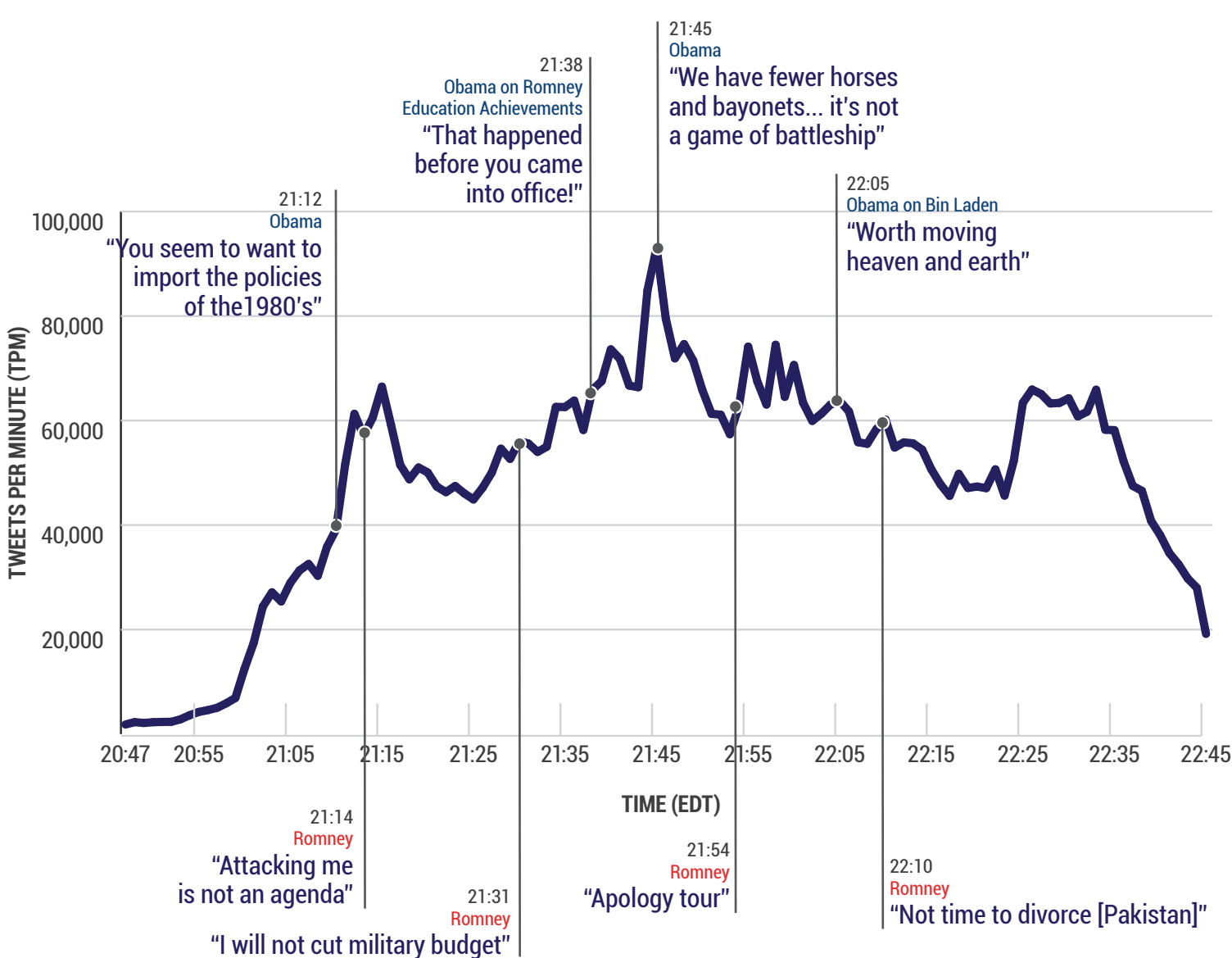
# The Final Debate

OCTOBER 22

# OBAMA vs ROMNEY

## BUZZ VOLUME

6.41 MILLIONS TWEETS



## MOST USED HASHTAGS

#DEBATE #LYNNDEBATE  
#DEBATES #ROMNEY  
#OBAMA #DEBATE2012

## SHARE OF VOICE

OBAMA

ROMNEY

43%

50%



2.78 MILLIONS TWEETS

3.21 MILLIONS TWEETS

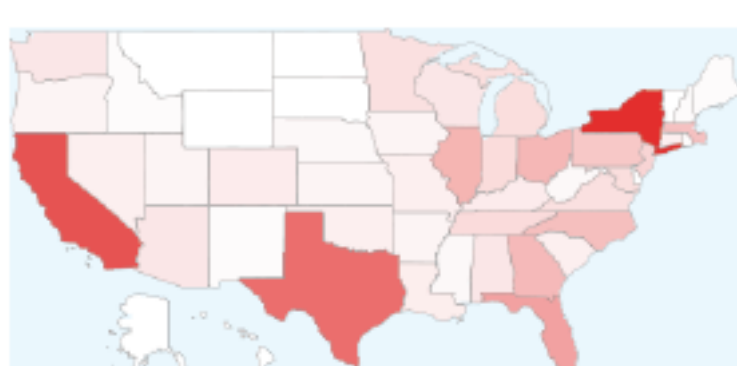
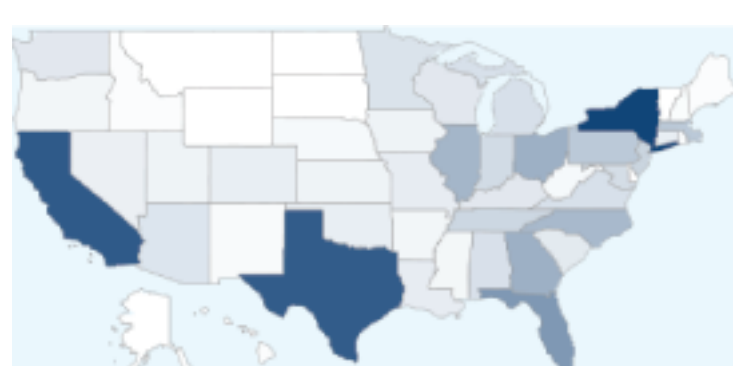
7% OTHER

## TOP HASHTAGS

- #STRONGERWITHOBAMA
- #OBAMA
- #DEBATE
- #ROMNEY
- #DEBATES
- #TCOT

- #DEBATE
- #ROMNEY
- #DEBATES
- #OBAMA
- #TCOT
- #ROMNEYRYAN2012

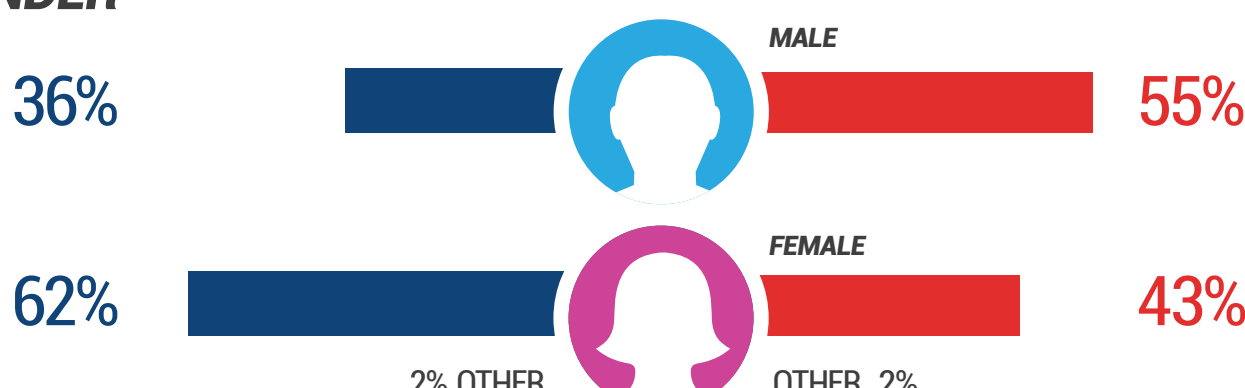
## TOP LOCATIONS



- NEW YORK
- CALIFORNIA
- TEXAS
- FLORIDA
- GEORGIA
- OHIO

- NEW YORK
- CALIFORNIA
- TEXAS
- FLORIDA
- D. OF COLUMBIA
- ILLINOIS

## GENDER



## AGE

