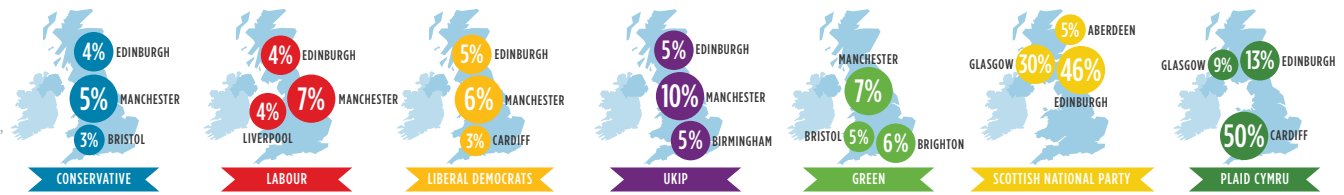


The General Election 2015

Social Insights by DigitasLBI

LOCATION BY PARTY

Outside of London, what are the top three locations for each of the parties' Twitter followers?



TWITTER PERFORMANCE

The Parties, The Leaders

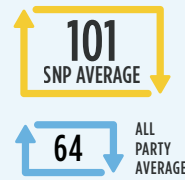
RESPONSE RATES @MENTIONS



HIGHEST PARTY AVERAGE FAVOURITES PER TWEET



RETWEETS PER TWEET



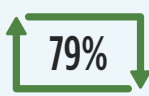
AFFINITY IN THE PALM OF YOUR HAND



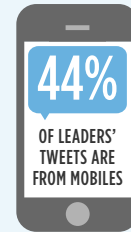
LEADERS HAVE HIGHER ENGAGEMENT RATE PER POST AT 0.28 COMPARED TO 0.16 FOR PARTIES



#SNP USES THE HIGHEST AMOUNT OF #HASHTAGS WITH #58% OF ALL #TWEETS FEATURING THEM

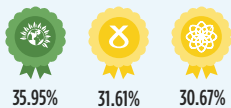


OF LEANNE WOOD TWEETS ARE RTS, HIGHER THAN ANYONE ELSE



TWITTER PERFORMANCE

By Gender



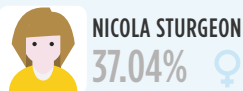
SMALLER PARTIES HAVE A HIGHER PROPORTION OF FEMALE FOLLOWERS WITH THE NOTABLE EXCEPTION OF UKIP

THE GREEN PARTY, WITH 35.95%, HAS THE GREATEST PROPORTION OF FEMALE FOLLOWERS

LABOUR IS THE ONLY LARGE PARTY WITH OVER 30% FEMALE TWITTER FOLLOWERS

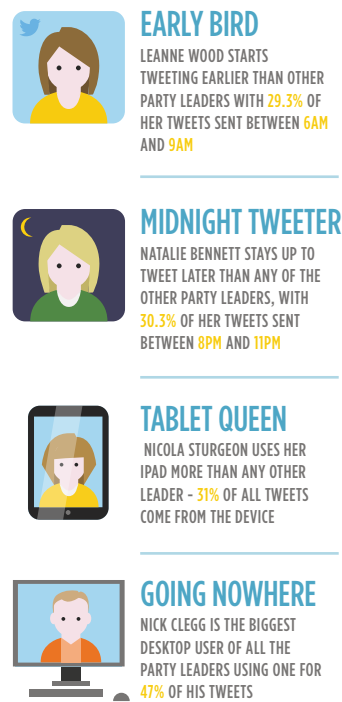
FEMALE FOLLOWERS

FEMALE LEADERS APPEAR TO GAIN MORE SUPPORT FROM FEMALE TWITTER USERS



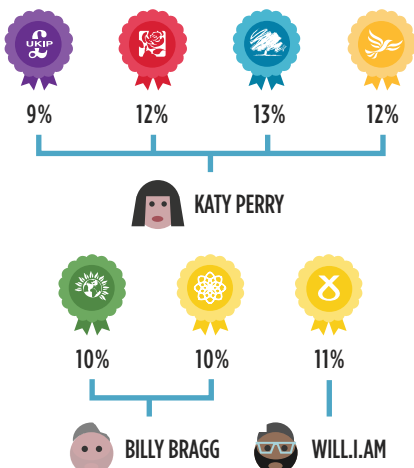
UKIP HAS THE LOWEST PROPORTION WITH ONLY 19.44% OF THEIR FOLLOWERS BEING FEMALE

THE LEADERS



FAVOURITE MUSICIANS

MOST POPULAR MUSICIANS BY PARTY: PERCENTAGE OF PARTY FOLLOWERS WHO FOLLOW THESE MUSICIANS



MEDIA OUTLETS

AS USED BY EACH PARTY'S TWITTER FOLLOWERS

