

## Buzztrend and Gallup measurements

Wednesday, 21 May 2008

As we have seen in our coverage of other elections (reported on in other articles on this site), there is a strong correlation between our measurements of social media and the traditional opinion pollers and effective results of elections.

For the race for the US democratic presidency candidature we have analysed Buzztrend results against the benchmark of Gallup. We have used the data from Gallup extensive coverage of the race and recalculated both data sets to the relative measurements (between Clinton and Barack).

The graphs (click to enlarge) below show the result of that analysis:

{rokzoom album=|US 2008| title=|Buzztrend and Gallup measurement democrats|images/stories/btgallupMay2008.png{/rokzoom}}