



ElectionPulse Share of Web™

ElectionPulse Share of Web is a metric that compares Internet activity over a defined period of time. DataPulse analyzes the activity on the principal campaign Internet domains of those U.S. Presidential candidates who have not publically withdrawn from the race and are polling in their respective primary at 5.0% or higher according to national poll averages published by RealClearPolitics.com at the time of report generation.

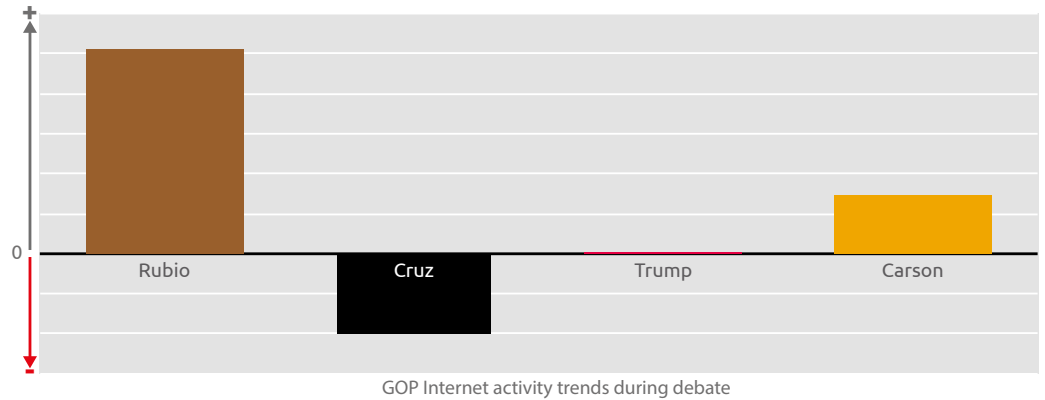
As an insight into the online presence of the 2016 Presidential candidates, ElectionPulse Share of Web is influenced by web browsing, email campaigns, advertising, direct mailing, and other activities. By observing the traffic over time, we may see how Share of Web evolves.

ElectionPulse™

DataPulse designed ElectionPulse™ as an innovative method to measure voter interest in particular candidates and platforms for the Presidential Election of 2016.

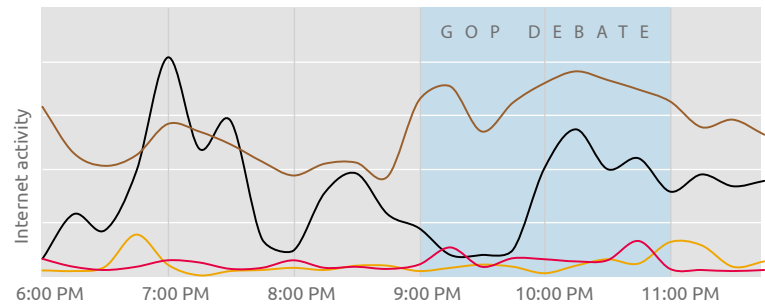
This methodology differs from existing measurements of web traffic. **Rather than statistically extrapolating based on an instrumented sample, ElectionPulse analyzes trends by directly observing the infrastructure of the Internet.**

“Splitscreen” has no substantive effect on Trump’s Internet activity

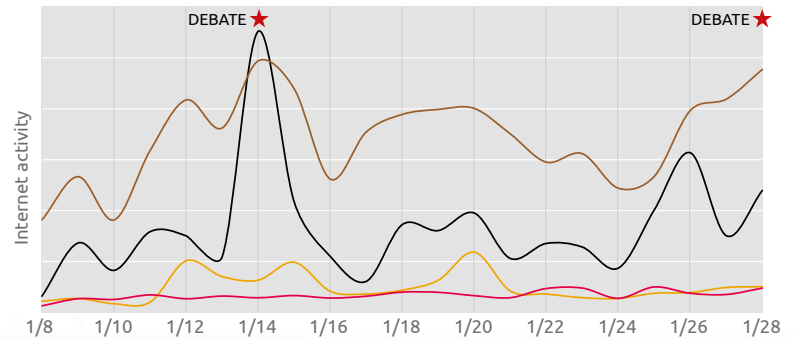


Data analytics on principal campaign Internet domains between January 5th & January 28th. All dates and times US/Eastern.

Despite trends, Rubio and Cruz dominate Internet activity during GOP debate



... and drive GOP Internet activity leading into Iowa caucuses



- Ben Carson**
www.bencarson.com
- Ted Cruz**
www.tedcruz.org
- Marco Rubio**
www.marcorubio.com
- Donald Trump**
www.donaldjtrump.com

About DataPulse

DataPulse is a joint venture of leading technology risk consultancy [JAS Global Advisors](#) and advanced analytics experts [simMachines](#). The partnership derives actionable data insights based on an unprecedented volume and quality of Internet infrastructure data.

DataPulse harvests and analyzes data from the world-wide Internet infrastructure. The Internet data we analyze is

constantly generated by virtually any online activity: from actively browsing the internet, to clicking a hyperlink, sending or checking email. DataPulse does not access personally identifying information about specific people or computers.

DataPulse analytical products are based on our analysis of anonymized Internet infrastructure data and are not scientific polls. Use at your own risk.

