


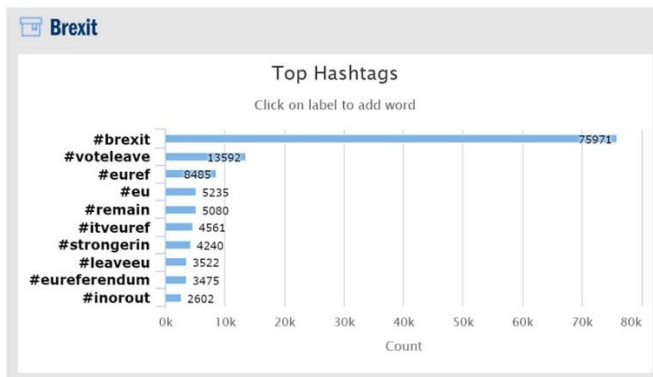
SMA Predicted the #BrexitVote 2 Weeks Before Everyone

People seem surprised that Britain voted to exit the EU. We at SMA with our partners the CBOE are not nearly as surprised. Russell Rhoades from the CBOE has been blogging and Tweeting with SMA data for two weeks that it looks like the Brexit is going to happen. Let's look at the timeline. Again, this is not a post analysis, these Tweets were out there 2 weeks ago!


Brexit Post on June 8, 2016:

Russell Rhoads, from CBOE wrote a [blog about Brexit using the using SSE](#), the results indicated that an Exit is going to be the result of the vote.

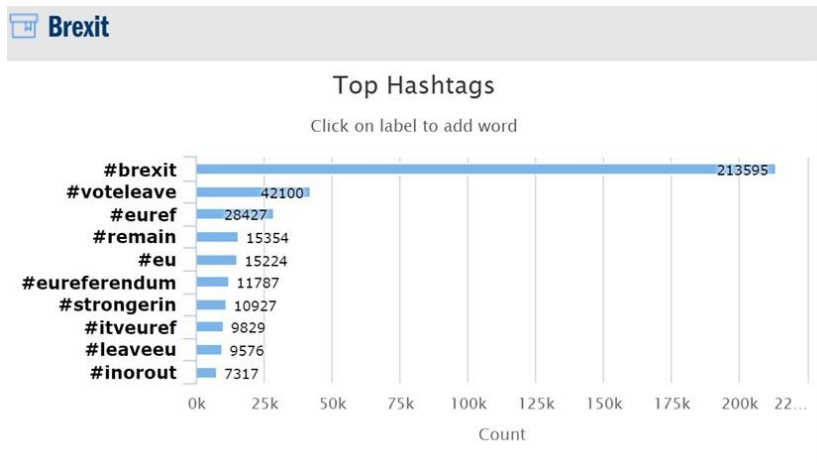
 CBOE @CBOE · Jun 8
Social Market Analytics Breaks Down #Brexit
[cboeoptionshub.com/2016/06/08/soc ...](#)
[#WednesdayWisdom @smainfo](#)




Brexit Update on June 13, 2016:

 CBOE @CBOE · Jun 13
#Brexit Update from Social Market Analytics
[cboeoptionshub.com/2016/06/13/bre ...](#)
[@smainfo](#) huge increase in brexit twitter traffic

The update from our partners at CBOE talked about the [huge increase in Twitter volume about #brexit](#). One of the key observations was the #VoteLeave campaign had gained far more popularity than the remain campaign. To everyone who was looking, Twitter had shown the signs of a British Exit.



Final View on **June 13, 2016:**



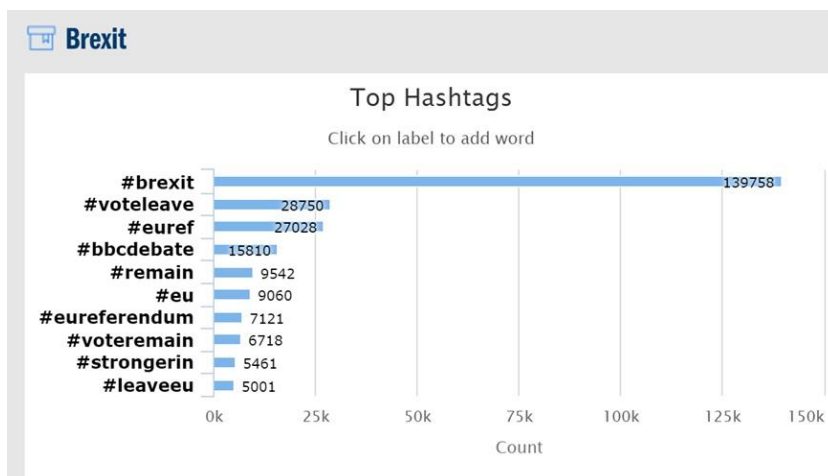
CBOE @CBOE · Jun 22

A Final Look at #Brexit from Social Market Analytics

[cboeoptionshub.com/2016/06/22/fin ...](http://cboeoptionshub.com/2016/06/22/fin...)

Twitter voices are pointing toward exiting the #EU @SMAInfo

The [final post on June 22](#) talked about strong social media indicators towards the exit. The #VoteLeave campaign has dwarfed the conversations of every other opinion, including the BBC debate. The prediction turned out to be true.



Twitter is the premier leading source of information and SMA can help you make sense of it. Please contact SMA for more information at contactus@socialmarketanalytics.com