

# KDPaine & Partners

## PR CGM Web Metrics Analytic Snapshot

Report parameters:  
 Current period: 01/01/2007 - 07/01/2007  
 Previous period: 06/01/2006 - 12/31/2006

Metric	Posts/Comments	Change from previous period	Share of Discussion	Change from previous period
<b>Positive discussion</b>	78	↑ 15	22%	↓ -12
<b>Negative discussion</b>	164	↓ -62	61%	— 0
<b>Neutral discussion</b>	586	↑ 232	31%	↓ -10
<b>Focal point of discussion</b>	234	↓ -32	38%	↓ -20
<b>Favorable positioning on key issues</b>	61	↑ 36	33%	↓ -12
<b>Unfavorable positioning on key issues</b>	175	↑ 15	68%	↑ 3

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