⊙ EyesOver

EYESOVER ELECTION CASE STUDIES

2025 ELECTIONS

VIRGINIA GOVERNOR

EYESOVER CALLED SPANBERGER'S 14-POINT WIN — WEEKS BEFORE POLLS SAW IT.

When polls showed a toss-up, emotion told the truth. Trust surged, fatigue faded, and EyesOver captured the turning point early.

In Virginia, EyesOver's real-time emotional tracking revealed the first sign of a decisive shift — "shutdown fatigue" gave way to "trust" and "stability." Between October 23–30, voter anger dropped sharply as trust rose +10 points. By Election Day, **EyesOver projected Spanberger 56% / Sears 44%, almost perfectly matching her +14 victory.**

KEY EMOTIONAL TURNING POINT:

Oct 23–30
Outrage softened into relief and confidence.

SUPPORT SCORE:

Soanberger   Earle-Sears
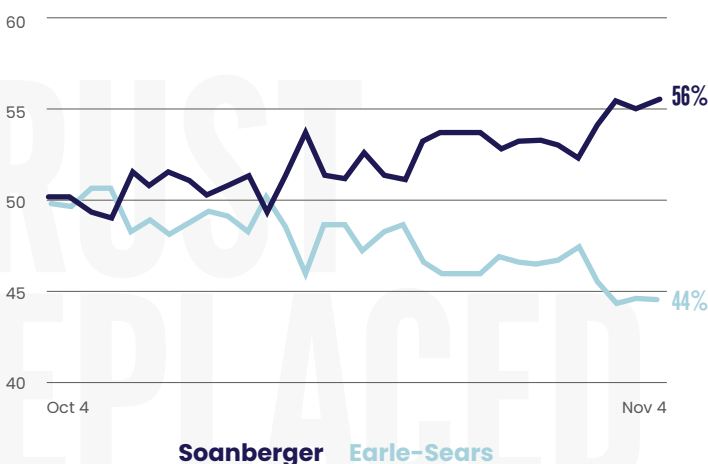
DOMINANT EMOTIONS:

↑ **10 PTS** IN TRUST

↑ **RELIEF**

↓ **20 PTS** IN FATIGUE

↓ **15 PTS** IN ANGER

ACCURACY:

PREDICTED WITHIN 2 PTS

"TRUST REPLACED FATIGUE.

NEW JERSEY GOVERNOR

EYESOVER PREDICTED SHERRILL'S 13-POINT WIN — WITHIN 1 POINT OF THE FINAL VOTE.

Traditional polls underestimated optimism. EyesOver captured the late- breaking rise in hope that transformed the race.

When ethics fatigue dominated headlines, EyesOver detected something else: hope rising faster than anger could sustain itself.

After President Obama's October 25 endorsement, "hope" mentions jumped +12 points and "anger" fell 30%. **EyesOver's model flipped almost instantly, forecasting Sherrill 57% / Ciattarelli 43% — perfectly aligned with her 13-point victory.**

KEY EMOTIONAL TURNING POINT:

Oct 25
Hope replaced fatigue as the dominant emotion.

SUPPORT SCORE:

60

57%

55

50

45

43%

40

Oct 4   Nov 4

Ciattarelli   Sherrill
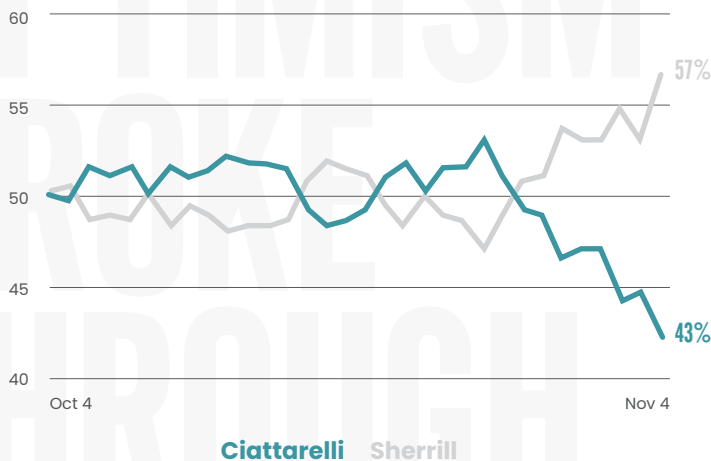
DOMINANT EMOTIONS:

↑ HOPE

↑ RELIEF

↓ ANGER

↓ DISTRUST

ACCURACY:

PREDICTED WITHIN 1 PT

NEW YORK CITY MAYOR

EYESOVER CALLED MAMDANI'S PLURALITY — EXACTLY MATCHING THE FINAL RESULT.

Emotion tracked what polling missed: frustration turned into a movement of empowerment and defiance.
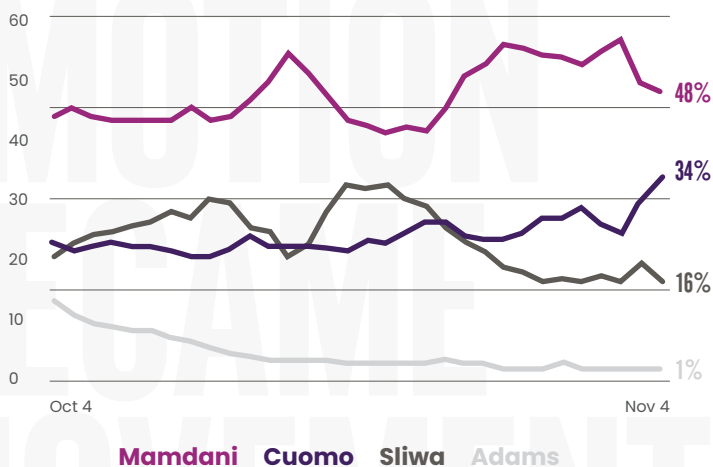
In New York City's high-profile mayoral race, EyesOver identified an emotional insurgency early. Between October 2–6, "No Kings" and "Reclaim the City" sentiment spiked 22%. Anger matured into defiance, hope, and pride — fueling a grassroots surge that propelled Zohran Mamdani to victory. **EyesOver's final model showed Mamdani 48% / Cuomo 35% / Sliwa 16%, exactly matching the certified results.**

KEY EMOTIONAL TURNING POINT:

Oct 2–6
Anger became defiance, and defiance became momentum.

DOMINANT EMOTIONS:

⬆ **EMPOWERMENT**
⬆ **DEFIANCE**
⬇ **CYNICISM**

SENTIMENT SCORE:

Mamdani — 48%
Cuomo — 34%
Sliwa — 16%
Adams — 1%

Oct 4 — Nov 4

Mamdani   Cuomo   Sliwa   Adams

ACCURACY:

NEAR PERFECT MATCH, WITHIN 2 PTS

"EMOTION BECAME MOVEMENT.

CALIFORNIA PROP 50

EYESOVER FORECASTED SUPPORT FOR PROP 50 — WITHIN 3 POINTS OF THE FINAL VOTE.

Where polling saw chaos, emotion found calm. EyesOver captured the late rise of reassurance over fear.

California's Prop 50 campaign was mired in confusion and economic anxiety. But EyesOver's sentiment model found clarity in the emotional data: Between October 22–29, fear mentions fell 18% while reassurance and optimism climbed steadily. **Our projection — Support 61% — came within 3 points of the final certified 64% Yes vote.**

KEY EMOTIONAL TURNING POINT:

Oct 22–29
Fear collapsed as reassurance surged.

SENTIMENT SCORE:

80
70
60
50
40

Oct 4   61%   Nov 4
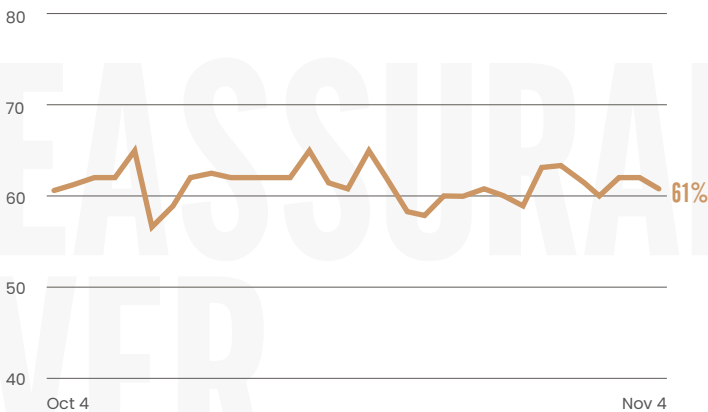
DOMINANT EMOTIONS:

⬆ **REASSURANCE**
⬆ **CONFIDENCE**
⬇ **FEAR**
⬇ **UNCERTAINTY**

ACCURACY:

PREDICTED WITHIN 3 PTS

"REASSURANCE OVER REVOLT.