

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (Facebook)(07/26/2010)

OVERVIEW

Republican gubernatorial candidates dominate the list with **8** of the top **10** for likes. The GOP accounts for **65.91%** of all likes for gubernatorial candidates: consequently surpassing the DEM candidates **705,789** to **365,103**.

WHICH U.S. SENATE CANDIDATES ARE PERFORMING THE BEST ON FACEBOOK?

Jan Brewer has the most Facebook likes for Republican (GOP) candidates with **174,104 (21,763/CD)** while Bill White leads the way for Democrat (DEM) candidates with **107,254 (3,352/CD)**.

Rank	Candidate	State	Party	CDs	Likes	Likes/CD
1	Jan Brewer	AZ	Rep	8	174,104	21,763
2	Bill White	TX	Dem	32	107,254	3,352
3	Mark Neumann	WI	Rep	8	50,860	6,358
4	Rick Perry	TX	Rep	32	39,767	1,243
5	Jerry Brown	CA	Dem	53	35,961	679
6	Meg Whitman	CA	Rep	53	35,483	669
7	Bob Ehrlich	MD	Rep	8	34,861	4,358
8	Rick Scott	FL	Rep	25	32,288	1,292
9	Scott Walker	WI	Rep	8	26,714	3,339
10	Bill Haslam	TN	Rep	9	23,767	2,641

Jan Brewer has the most likes per congressional district (likes/CD) for GOP candidates with **21,763 (174,104 total)** while Bill White leads the way for DEM candidates with **3,762 (11,285 total)**.

Rank	Candidate	State	Party	CDs	Likes	Likes/CD
1	Jan Brewer	AZ	Rep	8	174,104	21,763
2	Brian Dubie	VT	Rep	1	8,600	8,600
3	Mark Neumann	WI	Rep	8	50,860	6,358
4	Bob Ehrlich	MD	Rep	8	34,861	4,358
5	Rory Reid	NV	Dem	3	11,285	3,762
6	Dennis Daugaard	SD	Rep	1	3,390	3,390
7	Bill White	TX	Dem	32	107,254	3,352
8	Scott Walker	WI	Rep	8	26,714	3,339
9	Bill Walker	AK	Rep	1	2,954	2,954
10	John Albert Kitzhaber	OR	Dem	5	2,954	2,954

COMPLETE DATA

The table below provides a breakdown of candidates running for the Governor this fall, ranked by the number of likes/CD.

Group/Name	State(Abbr)	Party	CDs	Likes (Current)	Likes/CD (Current)
Jan Brewer	AZ	Rep	8	174,104	21,763
Brian Dubie	VT	Rep	1	8,600	8,600
Mark Neumann	WI	Rep	8	50,860	6,358
Bob Ehrlich	MD	Rep	8	34,861	4,358
Rory Reid	NV	Dem	3	11,285	3,762
Dennis Daugaard	SD	Rep	1	3,390	3,390
Bill White	TX	Dem	32	107,254	3,352
Scott Walker	WI	Rep	8	26,714	3,339
Bill Walker	AK	Rep	1	2,954	2,954
John Albert Kitzhaber	OR	Dem	5	13,797	2,759
Bill Haslam	TN	Rep	9	23,767	2,641
Mary Fallin	OK	Rep	5	12,884	2,577
Zach Wamp	TN	Rep	9	23,065	2,563
Nikki Haley	SC	Rep	6	15,167	2,528
Colin Simpson	WY	Rep	1	2,147	2,147
Paul LePage	ME	Rep	2	4,232	2,116
Matt Dunne	VT	Dem	1	1,997	1,997
Chris Dudley	OR	Rep	5	9,984	1,997
Frank Caprio	RI	Dem	2	3,952	1,976
Brian Sandoval	NV	Rep	3	5,690	1,897
Ron Micheli	WY	Rep	1	1,860	1,860
Susana Martinez	NM	Rep	3	5,490	1,830
John Hickenlooper	CO	Dem	7	12,668	1,810
Doug Racine	VT	Dem	1	1,787	1,787
Matt Mead	WY	Rep	1	1,737	1,737
Martin O'Malley	MD	Dem	8	13,713	1,714
Deval Patrick	MA	Dem	10	16,316	1,632
Terry Goddard	AZ	Dem	8	12,829	1,604
Tom Barrett	WI	Dem	8	12,307	1,538
Rick Snyder	MI	Rep	15	22,913	1,528
Vincent Sheheen	SC	Dem	6	9,026	1,504
Diane Denish	NM	Dem	3	4,474	1,491
Ron Ramsey	TN	Rep	9	12,956	1,440
Rita Meyer	WY	Rep	1	1,397	1,397
Elizabeth "Libby" Mitchell	ME	Dem	2	2,668	1,334
Rick Scott	FL	Rep	25	32,288	1,292
Neil Abercrombie	HI	Dem	2	2,539	1,270
Rick Perry	TX	Rep	32	39,767	1,243
Hollis French	AK	Dem	1	1,228	1,228
John Kasich	OH	Rep	18	21,840	1,213
Keith Allred	ID	Dem	2	2,384	1,192
Peter Shumlin	VT	Dem	1	1,077	1,077
Charlie Baker	MA	Rep	10	10,681	1,068
Deb Markowitz	VT	Dem	1	1,031	1,031

Dr. Robert Bentley	AL	Rep	7	6,774	968
Sam Brownback	KS	Rep	4	3,641	910
Tom Holland	KS	Dem	4	3,595	899
Ted Strickland	OH	Dem	18	16,135	896
Scott Heidepriem	SD	Dem	1	893	893
Tom Emmer	MN	Rep	8	6,913	864
Jim Keet	AR	Rep	4	3,374	844
Mike Beebe	AR	Dem	4	3,316	829
Mike Cox	MI	Rep	15	12,031	802
John Lynch	NH	Dem	2	1,594	797
Peter Hoekstra	MI	Rep	15	11,898	793
Jari Askins	OK	Dem	5	3,770	754
John Stephen	NH	Rep	2	1,458	729
Tom Tancredo	CO	Ind	7	4,983	712
Ron Sparks	AL	Dem	7	4,958	708
Ethan Berkowitz	AK	Dem	1	695	695
Terry Branstad	IA	Rep	5	3,402	680
Jerry Brown	CA	Dem	53	35,961	679
Lincoln Chafee	RI	Ind	2	1,348	674
Meg Whitman	CA	Rep	53	35,483	669
Patrick Lynch	RI	Dem	2	1,317	659
Dan Malloy	CT	Dem	5	3,180	636
Chet Culver	IA	Dem	5	3,124	625
Alex Sink	FL	Dem	25	15,081	603
Sean Parnell	AK	Rep	1	574	574
Karen Handel	GA	Rep	13	7,453	573
Peter Corroon	UT	Dem	3	1,602	534
Scott McInnis	CO	Rep	7	3,509	501
Gary Herbert	UT	Rep	3	1,494	498
Pat Quinn	IL	Dem	19	9,326	491
Carl Paladino	NY	Ind	29	13,733	474
Tom Corbett	PA	Rep	19	8,623	454
Rick Lazio	NY	Rep	29	13,067	451
John Robitaille	RI	Rep	2	821	411
Margaret Anderson Kelliher	MN	Dem	8	3,189	399
Virg Bernero	MI	Dem	15	5,701	380
Nathan Deal	GA	Rep	13	4,890	376
Jack Kimball	NH	Rep	2	718	359
Mike Bouchard	MI	Rep	15	5,335	356
Dave Heineman	NE	Rep	3	1,039	346
Mike McWherter	TN	Dem	9	2,810	312
Bill McCollum	FL	Rep	25	7,790	312
Ned Lamont	CT	Dem	5	1,545	309
Leslie Peterson	WY	Dem	1	303	303
Roy Barnes	GA	Dem	13	3,848	296
Pete Gosar	WY	Dem	1	290	290
Thomas Foley	CT	Rep	5	1,400	280

Bill Brady	IL	Rep	19	5,138	270
Michael Fedele	CT	Rep	5	1,283	257
Victor Moffitt	RI	Rep	2	430	215
Dan Maes	CO	Rep	7	1,467	210
Karen Testerman	NH	Rep	2	413	207
Dan Onorato	PA	Dem	19	3,847	202
Susan Bartlett	VT	Dem	1	201	201
Brian Murphy	MD	Rep	8	1,489	186
Matt Entenza	MN	Dem	8	1,471	184
Butch Otter	ID	Rep	2	364	182
Oz Griebel	CT	Rep	5	889	178
Dean Martin	AZ	Rep	8	1,336	167
Owen Mills	AZ	Rep	8	1,153	144
Andy Dillon	MI	Dem	15	1,896	126
Mark Dayton	MN	Dem	8	816	102
Andrew Cuomo Campaign	NY	Dem	29	2,110	73
Sam Little	AK	Rep	1	71	71
Tom George	MI	Rep	15	503	34
Michael E. Arth	FL	Ind	25	488	20
Jared Christiansen	WI	Dem	8	128	16
Matthew Jette	AZ	Rep	8	102	13
Farid Khavari	FL	Ind	25	241	10
Tim John	WI	Dem	8	69	9
Mark Todd	WI	Rep	8	66	8
Leslie Davis	MN	Rep	8	50	6