

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (Facebook)(08/23/2010)

**OVERVIEW**

This snapshot was taken at two different points over the past **4** weeks to show the growth in Facebook likes over that span.

Republican (GOP) gubernatorial candidates hold **8** of the top **10** rankings for Facebook likes. The GOP's account for **68.15%** of all likes for gubernatorial candidates: consequently surpassing the Democrat (DEM) candidates **160,976** to **369,672**.

**HEAD TO HEAD**

GOP gubernatorial candidates hold a head to head advantage in **18** of the **27** states that have completed the primary process.

GOP	DEM	IND
AR	AL	
CA	CT	
CO	ID	
GA	KS	
IA	MA	
IL	MN	
ME	NE	
MI	NM	
NV	TX	
OH		
OK		
OR		
PA		
SC		
SD		
TN		
UT		
WY		

**TOP PERFORMERS**

Jan Brewer had the most Facebook likes for Republican candidates with **74,048 (9,256/CD)** while Jerry Brown led the way for Democrat candidates with **23,920 (451/CD)**.

Rank	Candidate	State	Party	CDs	Likes	Likes/CD
1	Jan Brewer	AZ	GOP	8	74,048	9,256
2	Meg Whitman	CA	GOP	53	41,345	780
3	Jerry Brown	CA	DEM	53	23,920	451
4	Deb Markowitz	VT	DEM	1	10,106	10,106
5	Bill White	TX	DEM	32	10,004	313
6	Bob Ehrlich	MD	GOP	8	5,991	749
7	Mark Neumann	WI	GOP	8	4,997	625
8	Rick Snyder	MI	GOP	15	4,637	309
9	Bill Haslam	TN	GOP	9	4,259	473
10	Rick Scott	FL	GOP	25	2,798	112

Jan Brewer had the most likes/CD for GOP candidates with **9,256 (74,048 total)** while Deb Markowitz led the way for DEM candidates with **10,106 (10,106 total)**.

Rank	Candidate	State	Party	CDs	Likes	Likes/CD
1	Deb Markowitz	VT	DEM	1	10,106	10,106
2	Jan Brewer	AZ	GOP	8	74,048	9,256
3	Meg Whitman	CA	GOP	53	41,345	780
4	Bob Ehrlich	MD	GOP	8	5,991	749
5	Mark Neumann	WI	GOP	8	4,997	625
6	Brian Dubie	VT	GOP	1	550	550
7	Bill Haslam	TN	GOP	9	4,259	473
8	Jerry Brown	CA	DEM	53	23,920	451
9	Bill Walker	AK	GOP	1	389	389
10	Brian Sandoval	NV	GOP	3	1,066	355

**COMPLETE DATA**

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

Rank	Group/Name	State	Party	CDs	Likes	Likes/CD
1	Deb Markowitz	VT	DEM	1	10,106	10,106
2	Jan Brewer	AZ	GOP	8	74,048	9,256
3	Meg Whitman	CA	GOP	53	41,345	780
4	Bob Ehrlich	MD	GOP	8	5,991	749
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7	Bill Haslam	TN	GOP	9	4,259	473
8	Jerry Brown	CA	DEM	53	23,920	451
9	Bill Walker	AK	GOP	1	389	389
10	Brian Sandoval	NV	GOP	3	1,066	355
11	Matt Mead	WY	GOP	1	339	339
12	Rory Reid	NV	DEM	3	1,002	334
13	Mary Fallin	OK	GOP	5	1,650	330
14	Jari Askins	OK	DEM	5	1,645	329

15	Martin O'Malley	MD	DEM	8	2,589	324
16	Paul LePage	ME	GOP	2	637	319
17	Scott Walker	WI	GOP	8	2,509	314
18	Bill White	TX	DEM	32	10,004	313
19	Rick Snyder	MI	GOP	15	4,637	309
20	Elizabeth "Libby" Mitchell	ME	DEM	2	527	264
21	Dan Malloy	CT	DEM	5	1,296	259
22	Matt Dunne	VT	DEM	1	257	257
23	John Lynch	NH	DEM	2	512	256
24	Deval Patrick	MA	DEM	10	2,420	242
25	Chris Dudley	OR	GOP	5	1,158	232
26	Mark Dayton	MN	DEM	8	1,779	222
27	John Robitaille	RI	GOP	2	420	210
28	Terry Goddard	AZ	DEM	8	1,661	208
29	John Kitzhaber	OR	DEM	5	921	184
30	Nikki Haley	SC	GOP	6	1,007	168
31	Vincent Sheheen	SC	DEM	6	989	165
32	Virg Bernero	MI	DEM	15	2,429	162
33	Hollis French	AK	DEM	1	154	154
34	John Kasich	OH	GOP	18	2,696	150
35	Gary Herbert	UT	GOP	3	447	149
36	Leslie Peterson	WY	DEM	1	149	149
37	Dennis Daugaard	SD	GOP	1	143	143
38	Diane Denish	NM	DEM	3	411	137
39	Nathan Deal	GA	GOP	13	1,695	130
40	Neil Abercrombie	HI	DEM	2	242	121
41	Susana Martinez	NM	GOP	3	362	121
42	Mike McWherter	TN	DEM	9	1,046	116
43	Thomas Foley	CT	GOP	5	581	116
44	Sean Parnell	AK	GOP	1	116	116
45	Doug Racine	VT	DEM	1	112	112
46	Rick Scott	FL	GOP	25	2,798	112
47	John Hickenlooper	CO	DEM	7	774	111
48	Scott Heidepriem	SD	DEM	1	110	110
49	Tom Barrett	WI	DEM	8	844	106
50	Brian Murphy	MD	GOP	8	783	98
51	Ron Sparks	AL	DEM	7	671	96
52	Andrew Cuomo Campaign	NY	DEM	29	2,750	95
53	Frank Caprio	RI	DEM	2	189	95
54	Jim Keet	AR	GOP	4	365	91
55	Jack Kimball	NH	GOP	2	174	87
56	Peter Shumlin	VT	DEM	1	87	87
57	Tom Emmer	MN	GOP	8	680	85
58	Ted Strickland	OH	DEM	18	1,449	81
59	Charlie Baker	MA	GOP	10	798	80
60	Karen Testerman	NH	GOP	2	144	72
61	Tom Holland	KS	DEM	4	249	62
62	Lincoln Chafee	RI	Ind	2	105	53

63	Alex Sink	FL	DEM	25	1,303	52
64	Keith Allred	ID	DEM	2	104	52
65	Dan Maes	CO	GOP	7	291	42
66	Sam Brownback	KS	GOP	4	166	42
67	Dr. Robert Bentley	AL	GOP	7	283	40
68	Tom Corbett	PA	GOP	19	753	40
69	Carl Paladino	NY	Ind	29	1,037	36
70	Ethan Berkowitz	AK	DEM	1	34	34
71	Roy Barnes	GA	DEM	13	423	33
72	Rick Perry	TX	GOP	32	945	30
73	Dan Onorato	PA	DEM	19	547	29
74	Butch Otter	ID	GOP	2	51	26
75	Bill Brady	IL	GOP	19	471	25
76	Bill McCollum	FL	GOP	25	616	25
77	John Stephen	NH	GOP	2	42	21
78	Rick Lazio	NY	GOP	29	418	14
79	Terry Branstad	IA	GOP	5	72	14
80	Peter Corroon	UT	DEM	3	37	12
81	Chet Culver	IA	DEM	5	59	12
82	Victor Moffitt	RI	GOP	2	22	11
83	Sam Little	AK	GOP	1	11	11
84	Matthew Jette	AZ	GOP	8	68	9
85	Mike Beebe	AR	DEM	4	31	8
86	Dave Heineman	NE	GOP	3	21	7
87	Farid Khavari	FL	Ind	25	122	5
88	Pat Quinn	IL	DEM	19	84	4
89	Susan Bartlett	VT	DEM	1	3	3
90	Tim John	WI	DEM	8	14	2
91	Michael E. Arth	FL	Ind	25	25	1
92	Mark Todd	WI	GOP	8	1	0
93	Mufi Hannemann	HI	DEM	2	0	0
94	Arturo Reyes	HI	DEM	2	0	0
95	Miles Shiratori	HI	DEM	2	0	0
96	Van Tanabe	HI	DEM	2	0	0
97	Duke Aiona	HI	GOP	2	0	0
98	John Carroll	HI	GOP	2	0	0
99	J.P. Cusick	MD	DEM	8	0	0
100	Ralph Jaffe	MD	DEM	8	0	0
101	Timothy Robertson	NH	DEM	2	0	0
102	Frank Sullivan	NH	DEM	2	0	0
103	Frank Emiro	NH	GOP	2	0	0
104	Ralph Samuels	AK	GOP	1	0	0
105	Gerald Heikes	AK	GOP	1	0	0
106	Merica Hlatcu	AK	GOP	1	0	0
107	Brian Moore	FL	DEM	25	0	0
108	Mike McCallister	FL	GOP	25	0	0
109	Mark Lakers	NE	DEM	3	0	0
110	Jared Christiansen	WI	DEM	8	-1	0

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111	Tom Tancredo	CO	Ind	7	-2	0
112	Dean Martin	AZ	GOP	8	-6	-1
113	Patrick Lynch	RI	DEM	2	-2	-1
114	Owen Mills	AZ	GOP	8	-33	-4