

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (Facebook)(09/13/2010)

**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 **5** of the top **10** rankings for Facebook likes. The GOP's account for **72.92%** of all likes for gubernatorial candidates: consequently surpassing the Democrat (DEM) candidates **160,251** to **59,514**.

**HEAD TO HEAD**

GOP gubernatorial candidates hold a head to head advantage in **25** of the **37** states.

<b>GOP</b>	<b>DEM</b>	<b>IND</b>
AK	AL	
AR	CO	
AZ	CT	
CA	HI	
FL	ID	
GA	KS	
IA	MN	
IL	NH	
MA	NV	
MD	OH	
ME	SC	
MI	TX	
NE		
NM		
NY		
OK		
OR		
PA		
RI		
SD		
TN		
UT		
VT		
WI		
WY		

**TOP PERFORMERS**

Jan Brewer had the most Facebook likes for Republican candidates with **70,323 (8,790/CD)** while Jerry Brown led the way for Democrat candidates with **15,079 (285/CD)**.

Rank	Candidate	State	Party	CDs	Likes	Likes/CD
1	Jan Brewer	AZ	GOP	8	70,323	8,790
2	Meg Whitman	CA	GOP	53	35,545	671
3	Jerry Brown	CA	DEM	53	15,079	285
4	Rick Scott	FL	GOP	25	14,881	595
5	Bill White	TX	DEM	32	11,829	370
6	Bob Ehrlich	MD	GOP	8	6,426	803
7	Alex Sink	FL	DEM	25	5,560	222
8	Martin O'Malley	MD	DEM	8	5,324	666
9	Chris Dudley	OR	GOP	5	4,500	900
10	Terry Goddard	AZ	DEM	8	4,229	529

Jan Brewer had the most likes/CD for GOP candidates with **8,790 (70,323 total)** while Martin O'Malley led the way for DEM candidates with **666 (5,324 total)**.

Rank	Candidate	State	Party	CDs	Likes	Likes/CD
1	Jan Brewer	AZ	GOP	8	70,323	8,790
2	Chris Dudley	OR	GOP	5	4,500	900
3	Bob Ehrlich	MD	GOP	8	6,426	803
4	Brian Dubie	VT	GOP	1	684	684
5	Meg Whitman	CA	GOP	53	35,545	671
6	Martin O'Malley	MD	DEM	8	5,324	666
7	Paul LePage	ME	GOP	2	1,263	632
8	Rick Scott	FL	GOP	25	14,881	595
9	Terry Goddard	AZ	DEM	8	4,229	529
10	Matt Mead	WY	GOP	1	485	485

**COMPLETE DATA**

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

Rank	Candidate	State	Party	CDs	Likes	Likes/CD
1	Jan Brewer	AZ	GOP	8	70,323	8,790
2	Chris Dudley	OR	GOP	5	4,500	900
3	Bob Ehrlich	MD	GOP	8	6,426	803
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7	Paul LePage	ME	GOP	2	1,263	632
8	Rick Scott	FL	GOP	25	14,881	595
9	Terry Goddard	AZ	DEM	8	4,229	529
10	Matt Mead	WY	GOP	1	485	485
11	Rory Reid	NV	DEM	3	1,402	467
12	Peter Shumlin	VT	DEM	1	456	456
13	Bill White	TX	DEM	32	11,829	370
14	Scott Walker	WI	GOP	8	2,804	351

15	Bill Haslam	TN	GOP	9	2,657	295
16	Jerry Brown	CA	DEM	53	15,079	285
17	Susana Martinez	NM	GOP	3	810	270
18	Brian Sandoval	NV	GOP	3	785	262
19	Tom Barrett	WI	DEM	8	1,874	234
20	Alex Sink	FL	DEM	25	5,560	222
21	Rick Snyder	MI	GOP	15	3,284	219
22	John Kitzhaber	OR	DEM	5	982	196
23	Charlie Baker	MA	GOP	10	1,816	182
24	Elizabeth "Libby" Mitchell	ME	DEM	2	362	181
25	Deval Patrick	MA	DEM	10	1,607	161
26	Gary Herbert	UT	GOP	3	481	160
27	Neil Abercrombie	HI	DEM	2	303	152
28	Sean Parnell	AK	GOP	1	144	144
29	Vincent Sheheen	SC	DEM	6	856	143
30	John Robitaille	RI	GOP	2	276	138
31	Mary Fallin	OK	GOP	5	677	135
32	Ted Strickland	OH	DEM	18	2,369	132
33	Nathan Deal	GA	GOP	13	1,552	119
34	John Kasich	OH	GOP	18	2,124	118
35	Nikki Haley	SC	GOP	6	704	117
36	Virg Bernero	MI	DEM	15	1,638	109
37	Jari Askins	OK	DEM	5	543	109
38	Ethan Berkowitz	AK	DEM	1	104	104
39	Dan Malloy	CT	DEM	5	471	94
40	Dennis Daugaard	SD	GOP	1	92	92
41	Keith Allred	ID	DEM	2	182	91
42	Mark Dayton	MN	DEM	8	719	90
43	Carl Paladino	NY	GOP	29	2,602	90
44	Tom Emmer	MN	GOP	8	714	89
45	John Hickenlooper	CO	DEM	7	599	86
46	Scott Heidepriem	SD	DEM	1	80	80
47	Ron Sparks	AL	DEM	7	557	80
48	Dr. Robert Bentley	AL	GOP	7	466	67
49	Leslie Peterson	WY	DEM	1	64	64
50	John Lynch	NH	DEM	2	111	56
51	Jim Keet	AR	GOP	4	213	53
52	Rick Perry	TX	GOP	32	1,666	52
53	Tom Holland	KS	DEM	4	203	51
54	Terry Branstad	IA	GOP	5	250	50
55	Mike McWherter	TN	DEM	9	426	47
56	Tom Corbett	PA	GOP	19	816	43
57	Roy Barnes	GA	DEM	13	539	41
58	Sam Brownback	KS	GOP	4	161	40
59	Frank Caprio	RI	DEM	2	72	36
60	Bill Brady	IL	GOP	19	665	35
61	Butch Otter	ID	GOP	2	69	35
62	Diane Denish	NM	DEM	3	98	33

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63	Thomas Foley	CT	GOP	5	135	27
64	John Stephen	NH	GOP	2	42	21
65	Peter Corroon	UT	DEM	3	53	18
66	Chet Culver	IA	DEM	5	86	17
67	Dan Maes	CO	GOP	7	106	15
68	Dan Onorato	PA	DEM	19	274	14
69	Andrew Cuomo	NY	DEM	29	407	14
70	Dave Heineman	NE	GOP	3	33	11
71	Pat Quinn	IL	DEM	19	71	4
72	Tom Tancredo	CO	IND	7	9	1
73	Duke Aiona	HI	GOP	2	0	0
74	Mark Lakers	NE	DEM	3	0	0
75	Mike Beebe	AR	DEM	4	-15	-4