

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (Facebook)(10/18/2010)

OVERVIEW

This snapshot was taken at two different points over the past **4** weeks (09/19/2010 – 10/18/2010) to show the growth in Facebook likes over that span.

Republican (GOP) gubernatorial candidates hold **8** of the top **10** rankings for Facebook likes/CD. The GOP’s account for **64.00%** of all likes for gubernatorial candidates: consequently surpassing the Democrat (DEM) candidates **145,835** to **82,041**.

HEAD TO HEAD

GOP gubernatorial candidates hold a head to head advantage in **18** of the **37** states that have completed the primary process.

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

TOP PERFORMERS

Meg Whitman had the most Facebook likes for Republican candidates with **44,324 (836/CD)** while Bill White led the way for Democrat candidates with **13,743 (429/CD)**.

Rank	Candidate	State	Party	CDs	Likes	Likes/CD
1	Meg Whitman	CA	GOP	53	44,324	836
2	Jan Brewer	AZ	GOP	8	18,076	2,260
3	Charlie Baker	MA	GOP	10	15,822	1,582
4	Bob Ehrlich	MD	GOP	8	14,045	1,756
5	Bill White	TX	DEM	32	13,743	429
6	Jerry Brown	CA	DEM	53	13,495	255
7	Andrew Cuomo	NY	DEM	29	12,151	419
8	Bill Brady	IL	GOP	19	11,203	590
9	Carl Paladino	NY	GOP	29	9,948	343
10	Martin O'Malley	MD	DEM	8	6,875	859

Jan Brewer had the most likes/CD for GOP candidates with **2,260 (18,076 total)** while Peter Shumlin led the way for DEM candidates with **1,030 (1,030 total)**.

Rank	Candidate	State	Party	CDs	Likes	Likes/CD
1	Jan Brewer	AZ	GOP	8	18,076	2,260
2	Bob Ehrlich	MD	GOP	8	14,045	1,756
3	Charlie Baker	MA	GOP	10	15,822	1,582
4	Peter Shumlin	VT	DEM	1	1,030	1,030
5	Brian Dubie	VT	GOP	1	885	885
6	Martin O'Malley	MD	DEM	8	6,875	859
7	Meg Whitman	CA	GOP	53	44,324	836
8	Mary Fallin	OK	GOP	5	3,925	785
9	Paul LePage	ME	GOP	2	1,454	727
10	Bill Brady	IL	GOP	19	11,203	590

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	18,076	2,260
2	Bob Ehrlich	MD	GOP	8	14,045	1,756
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7	Meg Whitman	CA	GOP	53	44,324	836
8	Mary Fallin	OK	GOP	5	3,925	785
9	Paul LePage	ME	GOP	2	1,454	727
10	Bill Brady	IL	GOP	19	11,203	590
11	Rory Reid	NV	DEM	3	1,620	540
12	John Kitzhaber	OR	DEM	5	2,510	502
13	Bill White	TX	DEM	32	13,743	429
14	Andrew Cuomo	NY	DEM	29	12,151	419

15	Scott Walker	WI	GOP	8	3,189	399
16	Elizabeth "Libby" Mitchell	ME	DEM	2	756	378
17	Mark Laker	NE	DEM	3	1,117	372
18	Carl Paladino	NY	GOP	29	9,948	343
19	Bill Haslam	TN	GOP	9	3,073	341
20	Susana Martinez	NM	GOP	3	857	286
21	Terry Goddard	AZ	DEM	8	2,154	269
22	Brian Sandoval	NV	GOP	3	767	256
23	Jerry Brown	CA	DEM	53	13,495	255
24	Tom Barrett	WI	DEM	8	2,008	251
25	Deval Patrick	MA	DEM	10	2,506	251
26	Neil Abercrombie	HI	DEM	2	494	247
27	Jari Askins	OK	DEM	5	1,202	240
28	Jim Keet	AR	GOP	4	914	229
29	Ted Strickland	OH	DEM	18	4,084	227
30	Chris Dudley	OR	GOP	5	1,115	223
31	Vincent Sheheen	SC	DEM	6	1,316	219
32	John Lynch	NH	DEM	2	415	208
33	Alex Sink	FL	DEM	25	5,185	207
34	Nikki Haley	SC	GOP	6	1,224	204
35	John Robitaille	RI	GOP	2	391	196
36	Matt Mead	WY	GOP	1	193	193
37	Frank Caprio	RI	DEM	2	357	179
38	Dennis Daugaard	SD	GOP	1	157	157
39	Rick Snyder	MI	GOP	15	2,347	156
40	Dan Onorato	PA	DEM	19	2,743	144
41	Keith Allred	ID	DEM	2	276	138
42	Dan Malloy	CT	DEM	5	658	132
43	Gary Herbert	UT	GOP	3	338	113
44	Rick Perry	TX	GOP	32	3,330	104
45	Virg Bernero	MI	DEM	15	1,553	104
46	Mark Dayton	MN	DEM	8	810	101
47	Ethan Berkowitz	AK	DEM	1	101	101
48	Rick Scott	FL	GOP	25	2,483	99
49	John Kasich	OH	GOP	18	1,695	94
50	Scott Heidepriem	SD	DEM	1	85	85
51	Tom Corbett	PA	GOP	19	1,413	74
52	John Hickenlooper	CO	DEM	7	518	74
53	Dr. Robert Bentley	AL	GOP	7	505	72
54	Tom Emmer	MN	GOP	8	538	67
55	Roy Barnes	GA	DEM	13	786	60
56	Nathan Deal	GA	GOP	13	770	59
57	Ron Sparks	AL	DEM	7	381	54
59	Tom Holland	KS	DEM	4	176	44
58	Leslie Peterson	WY	DEM	1	44	44
60	Terry Branstad	IA	GOP	5	215	43
61	Thomas Foley	CT	GOP	5	210	42
62	Sam Brownback	KS	GOP	4	150	38

63	Chet Culver	IA	DEM	5	182	36
64	Peter Corroon	UT	DEM	3	95	32
65	John Stephen	NH	GOP	2	58	29
66	Butch Otter	ID	GOP	2	55	28
67	Mike McWherter	TN	DEM	9	231	26
68	Dan Maes	CO	GOP	7	129	18
69	Pat Quinn	IL	DEM	19	349	18
70	Mike Beebe	AR	DEM	4	40	10
71	Dave Heineman	NE	GOP	3	29	10
72	Sean Parnell	AK	GOP	1	8	8
73	Duke Aiona	HI	GOP	2	0	0
74	Tom Tancredo	CO	IND	7	0	0
75	Diane Denish	NM	DEM	3	-5	-2