

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (Facebook)(10/25/2010)

OVERVIEW

This is the final report for the 2009-10 cycle and reflects the total number of Facebook likes for each gubernatorial candidate.

Republican (GOP) gubernatorial candidates hold **6** of the top **10** rankings for Facebook likes/CD. The GOP's accounted for **62.57%** of all likes for gubernatorial candidates: consequently outgrowing the Democrat (DEM) candidates **1,147,013** to **682,545**.

HEAD TO HEAD

GOP gubernatorial candidates hold a head to head advantage in **27** of the **37** states that have completed the primary process.

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

WY		
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TOP PERFORMERS

Jan Brewer had the most Facebook likes for Republican candidates with **356,649 (44,581/CD)** while Bill White led the way for Democrat candidates with **150,879 (4,715/CD)**.

Rank	Candidate	State	Party	CDs	Likes	Likes/CD
1	Jan Brewer	AZ	GOP	8	356,649	44,581
2	Meg Whitman	CA	GOP	53	202,181	3,815
3	Bill White	TX	DEM	32	150,879	4,715
4	Jerry Brown	CA	DEM	53	105,895	1,998
5	Andrew Cuomo	NY	DEM	29	84,963	2,930
6	Bob Ehrlich	MD	GOP	8	64,868	8,109
7	Rick Scott	FL	GOP	25	57,703	2,308
8	Rick Perry	TX	GOP	32	51,349	1,605
9	Bill Haslam	TN	GOP	9	38,047	4,227
10	Scott Walker	WI	GOP	8	37,302	4,663

Jan Brewer had the most likes/CD for GOP candidates with **44,581 (356,649 total)** while Brian Dubie led the way for DEM candidates with **11,315 (11,315 total)**.

Rank	Candidate	State	Party	CDs	Likes	Likes/CD
1	Jan Brewer	AZ	GOP	8	356,649	44,581
2	Brian Dubie	VT	GOP	1	11,315	11,315
3	Bob Ehrlich	MD	GOP	8	64,868	8,109
4	Rory Reid	NV	DEM	3	15,710	5,237
5	Bill White	TX	DEM	32	150,879	4,715
6	Paul LePage	ME	GOP	2	9,343	4,672
7	Scott Walker	WI	GOP	8	37,302	4,663
8	Mary Fallin	OK	GOP	5	23,079	4,616
9	Martin O'Malley	MD	DEM	8	35,322	4,415
10	John Kitzhaber	OR	DEM	5	21,463	4,293

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	356,649	44,581
2	Brian Dubie	VT	GOP	1	11,315	11,315
3	Bob Ehrlich	MD	GOP	8	64,868	8,109
4	Rory Reid	NV	DEM	3	15,710	5,237
5	Bill White	TX	DEM	32	150,879	4,715
6	Paul LePage	ME	GOP	2	9,343	4,672
7	Scott Walker	WI	GOP	8	37,302	4,663
8	Mary Fallin	OK	GOP	5	23,079	4,616
9	Martin O'Malley	MD	DEM	8	35,322	4,415
10	John Kitzhaber	OR	DEM	5	21,463	4,293
11	Bill Haslam	TN	GOP	9	38,047	4,227
12	Dennis Daugaard	SD	GOP	1	3,949	3,949

13	Peter Shumlin	VT	DEM	1	3,929	3,929
14	Meg Whitman	CA	GOP	53	202,181	3,815
15	Nikki Haley	SC	GOP	6	21,498	3,583
16	Chris Dudley	OR	GOP	5	17,659	3,532
17	Duke Aiona	HI	GOP	2	6,906	3,453
18	Charlie Baker	MA	GOP	10	34,275	3,428
19	Susana Martinez	NM	GOP	3	9,331	3,110
20	Matt Mead	WY	GOP	1	3,096	3,096
21	Brian Sandoval	NV	GOP	3	9,132	3,044
22	Andrew Cuomo	NY	DEM	29	84,963	2,930
23	Terry Goddard	AZ	DEM	8	23,012	2,877
24	Deval Patrick	MA	DEM	10	26,951	2,695
25	Rick Snyder	MI	GOP	15	37,234	2,482
26	Frank Caprio	RI	DEM	2	4,814	2,407
27	Rick Scott	FL	GOP	25	57,703	2,308
28	John Hickenlooper	CO	DEM	7	16,147	2,307
29	Elizabeth "Libby" Mitchell	ME	DEM	2	4,521	2,261
30	Tom Barrett	WI	DEM	8	18,042	2,255
31	Vincent Sheheen	SC	DEM	6	13,473	2,246
32	Neil Abercrombie	HI	DEM	2	4,139	2,070
33	Jerry Brown	CA	DEM	53	105,895	1,998
34	John Kasich	OH	GOP	18	34,108	1,895
35	Jari Askins	OK	DEM	5	8,674	1,735
36	Diane Denish	NM	DEM	3	4,829	1,610
37	Rick Perry	TX	GOP	32	51,349	1,605
38	John Lynch	NH	DEM	2	3,191	1,596
39	Keith Allred	ID	DEM	2	3,159	1,580
40	Dan Malloy	CT	DEM	5	7,314	1,463
41	Ted Strickland	OH	DEM	18	26,140	1,452
42	Dr. Robert Bentley	AL	GOP	7	9,388	1,341
43	Tom Emmer	MN	GOP	8	10,094	1,262
44	Jim Keet	AR	GOP	4	4,879	1,220
45	John Robitaille	RI	GOP	2	2,387	1,194
46	Scott Heidepriem	SD	DEM	1	1,186	1,186
47	Alex Sink	FL	DEM	25	29,450	1,178
48	Sam Brownback	KS	GOP	4	4,669	1,167
49	Tom Holland	KS	DEM	4	4,510	1,128
50	Gary Herbert	UT	GOP	3	3,313	1,104
51	Ethan Berkowitz	AK	DEM	1	1,025	1,025
52	Ron Sparks	AL	DEM	7	6,869	981
53	Carl Paladino	NY	GOP	29	28,272	975
54	Bill Brady	IL	GOP	19	17,938	944
55	Terry Branstad	IA	GOP	5	4,465	893
56	Mike Beebe	AR	DEM	4	3,450	863
57	Sean Parnell	AK	GOP	1	853	853
59	Virgo Bernero	MI	DEM	15	12,640	843
58	Nathan Deal	GA	GOP	13	10,276	790
60	John Stephen	NH	GOP	2	1,576	788

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61	Chet Culver	IA	DEM	5	3,615	723
62	Tom Corbett	PA	GOP	19	13,219	696
63	Thomas Foley	CT	GOP	5	3,234	647
64	Mark Dayton	MN	DEM	8	4,963	620
65	Peter Corroon	UT	DEM	3	1,831	610
66	Leslie Peterson	WY	DEM	1	562	562
67	Pat Quinn	IL	DEM	19	10,525	554
68	Tom Tancredo	CO	IND	7	3,549	507
69	Mike McWherter	TN	DEM	9	4,559	507
70	Roy Barnes	GA	DEM	13	6,048	465
71	Dan Onorato	PA	DEM	19	7,677	404
72	Dave Heineman	NE	GOP	3	1,174	391
73	Mark Laker	NE	DEM	3	1,068	356
75	Butch Otter	ID	GOP	2	596	298
74	Dan Maes	CO	GOP	7	1,656	237