

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (Twitter)(08/09/2010)

OVERVIEW

Republican gubernatorial candidates hold **7** of the top **10** rankings for Twitter followers. The DEM’s account for **75.90%** of all followers for gubernatorial candidates: consequently surpassing the REP candidates **1,173,345** to **369,672**.

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

Meg Whitman has the most Twitter followers for Republican (GOP) candidates with **236,019 (4,453/CD)** while Jerry Brown leads the way for Democrat (DEM) candidates with **1,110,797 (20,958/CD)**.

Rank	Candidate	State	Party	CDs	Followers	Followers/CD
1	Jerry Brown	CA	Dem	53	1,110,797	20,958
2	Meg Whitman	CA	Rep	53	236,019	4,453
3	Rick Perry	TX	Rep	32	27,216	851
4	Deval Patrick	MA	Dem	10	12,508	1,251
5	John Kasich	OH	Rep	18	11,845	658
6	Jan Brewer	AZ	Rep	8	10,985	1,373
7	Neil Abercrombie	HI	Dem	2	6,267	3,134
8	Nikki Haley	SC	Rep	6	6,077	1,013
9	Scott Walker	WI	Rep	8	5,767	721
10	Zach Wamp	TN	Rep	9	4,604	512

Meg Whitman has the most followers per congressional district (followers/CD) for GOP candidates with **4,453 (236,019 total)** while Jerry Brown leads the way for DEM candidates with **20,958 (1,110,797 total)**.

Rank	Candidate	State	Party	CDs	Followers	Followers/CD
1	Jerry Brown	CA	Dem	53	1,110,797	20,958
2	Meg Whitman	CA	Rep	53	236,019	4,453
3	Neil Abercrombie	HI	Dem	2	6,267	3,134
4	Jan Brewer	AZ	Rep	8	10,985	1,373
5	Deval Patrick	MA	Dem	10	12,508	1,251
6	Sam Brownback	KS	Rep	4	4,180	1,045
7	Nikki Haley	SC	Rep	6	6,077	1,013
8	Rick Perry	TX	Rep	32	27,216	851
9	Scott Walker	WI	Rep	8	5,767	721
10	Brian Dubie	VT	Rep	1	698	698

COMPLETE DATA

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

Rank	Group/Name	State(Abbr)	Party	CDs	Followers	Followers/CD
1	Jerry Brown	CA	Dem	53	1,110,797	20,958
2	Meg Whitman	CA	Rep	53	236,019	4,453
3	Neil Abercrombie	HI	Dem	2	6,267	3,134
4	Jan Brewer	AZ	Rep	8	10,985	1,373
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6	Sam Brownback	KS	Rep	4	4,180	1,045
7	Nikki Haley	SC	Rep	6	6,077	1,013
8	Rick Perry	TX	Rep	32	27,216	851
9	Scott Walker	WI	Rep	8	5,767	721
10	Brian Dubie	VT	Rep	1	698	698
11	John Kasich	OH	Rep	18	11,845	658
12	Colin Simpson	WY	Rep	1	542	542
13	Zach Wamp	TN	Rep	9	4,604	512
14	Jari Askins	OK	Dem	5	2,519	504
15	Matt Dunne	VT	Dem	1	461	461
16	Mark Neumann	WI	Rep	8	3,540	443
17	Peter Shumlin	VT	Dem	1	395	395
18	Martin O'Malley	MD	Dem	8	2,968	371
19	Gary Herbert	UT	Rep	3	1,094	365
20	Mary Fallin	OK	Rep	5	1,720	344
21	Brian Sandoval	NV	Rep	3	995	332
22	Elizabeth "Libby" Mitchell	ME	Dem	2	652	326
23	Mark Dayton	MN	Dem	8	2,320	290
24	John Albert Kitzhaber	OR	Dem	5	1,372	274
25	Rory Reid	NV	Dem	3	811	270
26	Dr. Robert Bentley	AL	Rep	7	1,876	268
27	Vincent Sheheen	SC	Dem	6	1,544	257
28	Terry Goddard	AZ	Dem	8	2,035	254
29	Bill Walker	AK	Rep	1	254	254
30	Paul LePage	ME	Rep	2	506	253
31	Susana Martinez	NM	Rep	3	753	251
32	Charlie Baker	MA	Rep	10	2,383	238
33	Lincoln Chafee	RI	Ind	2	473	237
34	Dennis Daugaard	SD	Rep	1	215	215
35	Ted Strickland	OH	Dem	18	3,849	214
36	Frank Caprio	RI	Dem	2	426	213
37	Terry Branstad	IA	Rep	5	1,054	211
38	Dan Maes	CO	Rep	7	1,472	210
39	Tom Emmer	MN	Rep	8	1,654	207
40	Deb Markowitz	VT	Dem	1	206	206
41	Chris Dudley	OR	Rep	5	936	187
42	Doug Racine	VT	Dem	1	179	179
43	Hollis French	AK	Dem	1	174	174
44	Rita Meyer	WY	Rep	1	163	163

45	Dan Malloy	CT	Dem	5	804	161
46	Bill McCollum	FL	Rep	25	3,752	150
47	Tom Barrett	WI	Dem	8	1,169	146
48	Bob Ehrlich	MD	Rep	8	1,142	143
49	Jim Keet	AR	Rep	4	538	135
50	Ethan Berkowitz	AK	Dem	1	134	134
51	Alex Sink	FL	Dem	25	3,340	134
52	John Stephen	NH	Rep	2	263	132
53	Thomas Foley	CT	Rep	5	650	130
54	Patrick Lynch	RI	Dem	2	253	127
55	Bill White	TX	Dem	32	4,031	126
56	Peter Corroon	UT	Dem	3	371	124
57	Susan Bartlett	VT	Dem	1	122	122
58	Sean Parnell	AK	Rep	1	122	122
59	Dean Martin	AZ	Rep	8	964	121
60	Scott Heidepriem	SD	Dem	1	117	117
61	Virg Bernero	MI	Dem	15	1,751	117
62	Ralph Samuels	AK	Rep	1	115	115
63	Keith Allred	ID	Dem	2	220	110
64	Matt Mead	WY	Rep	1	109	109
65	John Hickenlooper	CO	Dem	7	760	109
66	Ron Sparks	AL	Dem	7	759	108
67	Dave Heineman	NE	Rep	3	323	108
68	Jack Kimball	NH	Rep	2	211	106
69	Roy Barnes	GA	Dem	13	1,328	102
70	Rick Snyder	MI	Rep	15	1,527	102
71	Diane Denish	NM	Dem	3	268	89
72	Rick Lazio	NY	Rep	29	2,331	80
73	Mike Beebe	AR	Dem	4	317	79
74	Karen Testerman	NH	Rep	2	156	78
75	Nathan Deal	GA	Rep	13	987	76
76	Bill Brady	IL	Rep	19	1,422	75
77	Owen Mills	AZ	Rep	8	535	67
78	Tom Holland	KS	Dem	4	257	64
79	Butch Otter	ID	Rep	2	109	55
80	Tom Corbett	PA	Rep	19	1,023	54
81	Dan Onorato	PA	Dem	19	1,000	53
82	Rick Scott	FL	Rep	25	1,282	51
83	Mike McWherter	TN	Dem	9	455	51
84	Chet Culver	IA	Dem	5	247	49
85	John Robitaille	RI	Rep	2	92	46
86	Pat Quinn	IL	Dem	19	865	46
87	Jared Christiansen	WI	Dem	8	310	39
88	Farid Khavari	FL	Ind	25	907	36
89	Leslie Peterson	WY	Dem	1	36	36
90	Michael E. Arth	FL	Ind	25	784	31
91	Pete Gosar	WY	Dem	1	30	30
92	Carl Paladino	NY	Ind	29	699	24

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93	Brian Murphy	MD	Rep	8	161	20
94	Matthew Jette	AZ	Rep	8	71	9
95	Tim John	WI	Dem	8	56	7
96	Mark Todd	WI	Rep	8	25	3
97	Victor Moffitt	RI	Rep	2	0	0
98	Van Tanabe	HI	Dem	2	0	0
99	Tom Tancredo	CO	Ind	7	0	0
100	Timothy Robertson	NH	Dem	2	0	0
101	Sam Little	AK	Rep	1	0	0
102	Ron Micheli	WY	Rep	1	0	0
103	Ralph Jaffe	MD	Dem	8	0	0
104	Ole Savior	MN	Rep	8	0	0
105	Mufi Hannemann	HI	Dem	2	0	0
106	Miles Shiratori	HI	Dem	2	0	0
107	Mike McCallister	FL	Rep	25	0	0
108	Merica Hlatcu	AK	Rep	1	0	0
109	John Lynch	NH	Dem	2	0	0
110	John Carroll	HI	Rep	2	0	0
111	Joe Kirkpatrick	TN	Rep	9	0	0
112	James MacNeil	WY	Rep	1	0	0
113	J.P. Cusick	MD	Dem	8	0	0
114	Gerald Heikes	AK	Rep	1	0	0
115	Frank Sullivan	NH	Dem	2	0	0
116	Frank Emiro	NH	Rep	2	0	0
117	Duke Aiona	HI	Rep	2	0	0
118	Dave Freudenthal	WY	Dem	1	0	0
119	Brian Moore	FL	Dem	25	0	0
120	Arturo Reyes	HI	Dem	2	0	0
121	Andrew Cuomo	NY	Dem	29	0	0