

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (Twitter)(09/06/2010)

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**OVERVIEW**

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

Republican (GOP) gubernatorial candidates hold **8** of the top **10** rankings for Twitter followers. The GOP's account for **86.08%** of all followers for gubernatorial candidates: consequently surpassing the Democrat (DEM) candidates **10,657** to **1,571**.

**HEAD TO HEAD**

GOP gubernatorial candidates hold a head to head advantage in **22** of the **30** states that have completed the primary process.

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

**TOP PERFORMERS**

Jan Brewer had the most Twitter followers for Republican candidates with **1,791 (224/CD)** while Deval Patrick led the way for Democrat candidates with **464 (46/CD)**.

Rank	Candidate	State	Party	CDs	Followers	Followers/CD
1	Jan Brewer	AZ	GOP	8	1,791	224
2	Meg Whitman	CA	GOP	53	1,782	34
3	Rick Perry	TX	GOP	32	1,273	40
4	Nikki Haley	SC	GOP	6	777	130
5	Rick Scott	FL	GOP	25	622	25
6	Deval Patrick	MA	DEM	10	464	46
7	Alex Sink	FL	DEM	25	449	18
8	John Kasich	OH	GOP	18	442	25
9	Bill Haslam	TN	GOP	9	371	41
10	Nathan Deal	GA	GOP	13	338	26

Jan Brewer had the most followers/CD for GOP candidates with **224 (1,791 total)** while Neil Abercrombie led the way for DEM candidates with **105 (209 total)**.

Rank	Candidate	State	Party	CDs	Followers	Followers/CD
1	Jan Brewer	AZ	GOP	8	1,791	224
2	Nikki Haley	SC	GOP	6	777	130
3	Neil Abercrombie	HI	DEM	2	209	105
4	Peter Shumlin	VT	DEM	1	89	89
5	Lincoln Chafee	RI	IND	2	152	76
6	Doug Racine	VT	DEM	1	71	71
7	Jari Askins	OK	DEM	5	303	61
8	Brian Dubie	VT	GOP	1	60	60
9	Gary Herbert	UT	GOP	3	166	55
10	Matt Mead	WY	GOP	1	55	55

**COMPLETE DATA**

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

Rank	Candidate	State	Party	CDs	Followers	Followers/CD
1	Jan Brewer	AZ	GOP	8	1,791	224
2	Nikki Haley	SC	GOP	6	777	130
3	Neil Abercrombie	HI	DEM	2	209	105
4	Peter Shumlin	VT	DEM	1	89	89
5	Lincoln Chafee	RI	IND	2	152	76
6	Doug Racine	VT	DEM	1	71	71
7	Jari Askins	OK	DEM	5	303	61
8	Brian Dubie	VT	GOP	1	60	60
9	Gary Herbert	UT	GOP	3	166	55
10	Matt Mead	WY	GOP	1	55	55
11	Sam Brownback	KS	GOP	4	203	51
12	Brian Sandoval	NV	GOP	3	152	51
13	Deb Markowitz	VT	DEM	1	48	48
14	Deval Patrick	MA	DEM	10	464	46

15	Paul LePage	ME	GOP	2	88	44
16	Dan Malloy	CT	DEM	5	214	43
17	Terry Goddard	AZ	DEM	8	334	42
18	Mark Dayton	MN	DEM	8	334	42
19	Bill Haslam	TN	GOP	9	371	41
20	Rick Perry	TX	GOP	32	1,273	40
21	Elizabeth "Libby" Mitchell	ME	DEM	2	79	40
22	Meg Whitman	CA	GOP	53	1,782	34
23	Jim Keet	AR	GOP	4	133	33
24	Martin O'Malley	MD	DEM	8	261	33
25	John Hickenlooper	CO	DEM	7	228	33
26	Tom Emmer	MN	GOP	8	231	29
27	Rory Reid	NV	DEM	3	86	29
28	Vincent Sheheen	SC	DEM	6	166	28
29	Nathan Deal	GA	GOP	13	338	26
30	Mary Fallin	OK	GOP	5	129	26
31	Diane Denish	NM	DEM	3	75	25
32	Frank Caprio	RI	DEM	2	50	25
33	Rick Scott	FL	GOP	25	622	25
34	John Kasich	OH	GOP	18	442	25
35	Susana Martinez	NM	GOP	3	70	23
36	Chris Dudley	OR	GOP	5	108	22
37	Mike Beebe	AR	DEM	4	80	20
38	Peter Corroon	UT	DEM	3	59	20
39	Bob Ehrlich	MD	GOP	8	155	19
40	Charlie Baker	MA	GOP	10	191	19
41	John Stephen	NH	GOP	2	38	19
42	Tom Barrett	WI	DEM	8	150	19
43	Alex Sink	FL	DEM	25	449	18
44	Dan Maes	CO	GOP	7	123	18
45	Dr. Robert Bentley	AL	GOP	7	123	18
46	Leslie Peterson	WY	DEM	1	17	17
47	Scott Heidepriem	SD	DEM	1	17	17
48	Dennis Daugaard	SD	GOP	1	17	17
49	Thomas Foley	CT	GOP	5	83	17
50	Rick Snyder	MI	GOP	15	247	16
51	Ron Sparks	AL	DEM	7	113	16
52	Butch Otter	ID	GOP	2	32	16
53	Ethan Berkowitz	AK	DEM	1	15	15
54	Scott Walker	WI	GOP	8	117	15
55	Virg Bernero	MI	DEM	15	204	14
56	Sean Parnell	AK	GOP	1	13	13
57	Ted Strickland	OH	DEM	18	230	13
58	Keith Allred	ID	DEM	2	25	13
59	Terry Branstad	IA	GOP	5	62	12
60	Roy Barnes	GA	DEM	13	160	12
61	Tom Holland	KS	DEM	4	34	9
62	Jack Kimball	NH	GOP	2	17	9

63	Mike McWherter	TN	DEM	9	74	8
64	Dan Onorato	PA	DEM	19	151	8
65	Chet Culver	IA	DEM	5	37	7
66	Dave Heineman	NE	GOP	3	21	7
67	John Robitaille	RI	GOP	2	14	7
68	Bill White	TX	DEM	32	218	7
69	Brian Murphy	MD	GOP	8	52	7
70	Bill Brady	IL	GOP	19	117	6
71	Tom Corbett	PA	GOP	19	106	6
72	Rick Lazio	NY	GOP	29	158	5
73	Carl Paladino	NY	GOP	29	152	5
74	Karen Testerman	NH	GOP	2	10	5
75	Andrew Cuomo	NY	DEM	29	141	5
76	Pat Quinn	IL	DEM	19	89	5
77	Mark Neumann	WI	GOP	8	19	2
78	Tim John	WI	DEM	8	9	1
79	Jared Christiansen	WI	DEM	8	7	1
80	Tom Tancredo	CO	IND	7	0	0
81	Ralph Jaffe	MD	DEM	8	0	0
82	Patrick Lynch	RI	DEM	2	0	0
83	Mark Lakers	NE	DEM	3	0	0
84	John Kitzhaber	OR	DEM	5	0	0
85	J.P. Cusick	MD	DEM	8	0	0
86	John Lynch	NH	DEM	2	0	0
87	Timothy Robertson	NH	DEM	2	0	0
88	Frank Sullivan	NH	DEM	2	0	0
89	Frank Emiro	NH	GOP	2	0	0
90	Victor Moffitt	RI	GOP	2	0	0
91	Mufi Hannemann	HI	DEM	2	0	0
92	Arturo Reyes	HI	DEM	2	0	0
93	Miles Shiratori	HI	DEM	2	0	0
94	Van Tanabe	HI	DEM	2	0	0
95	Duke Aiona	HI	GOP	2	0	0
96	John Carroll	HI	GOP	2	0	0
97	Mark Todd	WI	GOP	8	-1	0
98	Jerry Brown	CA	DEM	53	-3,719	-70