

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (Twitter)(10/04/2010)

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 **7** of the top **10** rankings for Twitter followers/CD. The GOP's account for **76.24%** of all followers for gubernatorial candidates: consequently surpassing the Democrat (DEM) candidates **11,599** to **3,464**.

HEAD TO HEAD

GOP gubernatorial candidates hold a head to head advantage in **21** of the **37** states that have completed the primary process.

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

TOP PERFORMERS

Meg Whitman had the most Twitter followers for Republican candidates with **2,291 (43/CD)** while John Kitzhaber led the way for Democrat candidates with **1,572 (314/CD)**.

| Rank | Candidate | State | Party | CDs | Followers | Followers/CD |
|------|----------------|-------|-------|-----|-----------|--------------|
| 1 | Meg Whitman | CA | GOP | 53 | 2,291 | 43 |
| 2 | John Kitzhaber | OR | DEM | 5 | 1,572 | 314 |
| 3 | Rick Perry | TX | GOP | 32 | 1,346 | 42 |
| 4 | Carl Paladino | NY | GOP | 29 | 1,292 | 45 |
| 5 | Jan Brewer | AZ | GOP | 8 | 1,018 | 127 |
| 6 | Alex Sink | FL | DEM | 25 | 765 | 31 |
| 7 | Nikki Haley | SC | GOP | 6 | 716 | 119 |
| 8 | Rick Scott | FL | GOP | 25 | 657 | 26 |
| 9 | John Kasich | OH | GOP | 18 | 495 | 28 |
| 10 | Deval Patrick | MA | DEM | 10 | 406 | 41 |

Jan Brewer had the most followers/CD for GOP candidates with **127 (1,018 total)** while John Kitzhaber led the way for DEM candidates with **314 (1,572 total)**.

| Rank | Candidate | State | Party | CDs | Followers | Followers/CD |
|------|------------------|-------|-------|-----|-----------|--------------|
| 1 | John Kitzhaber | OR | DEM | 5 | 1,572 | 314 |
| 2 | Peter Shumlin | VT | DEM | 1 | 267 | 267 |
| 3 | Jan Brewer | AZ | GOP | 8 | 1,018 | 127 |
| 4 | Neil Abercrombie | HI | DEM | 2 | 250 | 125 |
| 5 | Nikki Haley | SC | GOP | 6 | 716 | 119 |
| 6 | Brian Dubie | VT | GOP | 1 | 117 | 117 |
| 7 | Gary Herbert | UT | GOP | 3 | 228 | 76 |
| 8 | Susana Martinez | NM | GOP | 3 | 135 | 45 |
| 9 | Brian Sandoval | NV | GOP | 3 | 134 | 45 |
| 10 | Carl Paladino | NY | GOP | 29 | 1,292 | 45 |

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 | John Kitzhaber | OR | DEM | 5 | 1,572 | 314 |
| 2 | Peter Shumlin | VT | DEM | 1 | 267 | 267 |
| 3 | Jan Brewer | AZ | GOP | 8 | 1,018 | 127 |
| 4 | Neil Abercrombie | HI | DEM | 2 | 250 | 125 |
| 5 | Nikki Haley | SC | GOP | 6 | 716 | 119 |
| 6 | Brian Dubie | VT | GOP | 1 | 117 | 117 |
| 7 | Gary Herbert | UT | GOP | 3 | 228 | 76 |
| 8 | Susana Martinez | NM | GOP | 3 | 135 | 45 |
| 9 | Brian Sandoval | NV | GOP | 3 | 134 | 45 |
| 10 | Carl Paladino | NY | GOP | 29 | 1,292 | 45 |
| 11 | Elizabeth "Libby" Mitchell | ME | DEM | 2 | 88 | 44 |
| 12 | Meg Whitman | CA | GOP | 53 | 2,291 | 43 |
| 13 | Paul LePage | ME | GOP | 2 | 86 | 43 |
| 14 | Scott Walker | WI | GOP | 8 | 339 | 42 |

| | | | | | | |
|----|--------------------|----|-----|----|-------|----|
| 15 | Rick Perry | TX | GOP | 32 | 1,346 | 42 |
| 17 | Deval Patrick | MA | DEM | 10 | 406 | 41 |
| 16 | Jari Askins | OK | DEM | 5 | 203 | 41 |
| 18 | Chet Culver | IA | DEM | 5 | 202 | 40 |
| 19 | Dr. Robert Bentley | AL | GOP | 7 | 281 | 40 |
| 20 | Sam Brownback | KS | GOP | 4 | 144 | 36 |
| 21 | Dennis Daugaard | SD | GOP | 1 | 35 | 35 |
| 22 | Jim Keet | AR | GOP | 4 | 138 | 35 |
| 23 | Tom Emmer | MN | GOP | 8 | 263 | 33 |
| 24 | John Stephen | NH | GOP | 2 | 65 | 33 |
| 25 | Rory Reid | NV | DEM | 3 | 96 | 32 |
| 26 | Terry Goddard | AZ | DEM | 8 | 252 | 32 |
| 27 | Alex Sink | FL | DEM | 25 | 765 | 31 |
| 28 | Bill Haslam | TN | GOP | 9 | 272 | 30 |
| 29 | Vincent Sheheen | SC | DEM | 6 | 176 | 29 |
| 30 | Ethan Berkowitz | AK | DEM | 1 | 28 | 28 |
| 31 | Chris Dudley | OR | GOP | 5 | 139 | 28 |
| 32 | Martin O'Malley | MD | DEM | 8 | 222 | 28 |
| 33 | John Kasich | OH | GOP | 18 | 495 | 28 |
| 34 | Mark Dayton | MN | DEM | 8 | 212 | 27 |
| 35 | Diane Denish | NM | DEM | 3 | 79 | 26 |
| 36 | Rick Scott | FL | GOP | 25 | 657 | 26 |
| 37 | Tom Barrett | WI | DEM | 8 | 208 | 26 |
| 38 | Dan Malloy | CT | DEM | 5 | 130 | 26 |
| 39 | Charlie Baker | MA | GOP | 10 | 258 | 26 |
| 40 | Mary Fallin | OK | GOP | 5 | 117 | 23 |
| 41 | Scott Heidepriem | SD | DEM | 1 | 23 | 23 |
| 42 | Keith Allred | ID | DEM | 2 | 45 | 23 |
| 43 | Tom Tancredo | CO | IND | 7 | 151 | 22 |
| 44 | John Hickenlooper | CO | DEM | 7 | 148 | 21 |
| 45 | Terry Branstad | IA | GOP | 5 | 103 | 21 |
| 46 | Butch Otter | ID | GOP | 2 | 41 | 21 |
| 47 | Bob Ehrlich | MD | GOP | 8 | 153 | 19 |
| 48 | Matt Mead | WY | GOP | 1 | 18 | 18 |
| 49 | Peter Corroon | UT | DEM | 3 | 53 | 18 |
| 50 | John Robitaille | RI | GOP | 2 | 34 | 17 |
| 51 | Virg Bernero | MI | DEM | 15 | 251 | 17 |
| 52 | Ted Strickland | OH | DEM | 18 | 295 | 16 |
| 53 | Frank Caprio | RI | DEM | 2 | 30 | 15 |
| 54 | Thomas Foley | CT | GOP | 5 | 74 | 15 |
| 55 | Andrew Cuomo | NY | DEM | 29 | 366 | 13 |
| 56 | Sean Parnell | AK | GOP | 1 | 12 | 12 |
| 57 | Dan Onorato | PA | DEM | 19 | 223 | 12 |
| 58 | Ron Sparks | AL | DEM | 7 | 80 | 11 |
| 59 | Roy Barnes | GA | DEM | 13 | 148 | 11 |
| 60 | Mike Beebe | AR | DEM | 4 | 43 | 11 |
| 61 | Bill White | TX | DEM | 32 | 323 | 10 |
| 62 | Nathan Deal | GA | GOP | 13 | 130 | 10 |

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|----|-----------------|----|-----|----|--------|-----|
| 63 | Leslie Peterson | WY | DEM | 1 | 10 | 10 |
| 64 | Tom Holland | KS | DEM | 4 | 39 | 10 |
| 65 | Dave Heineman | NE | GOP | 3 | 29 | 10 |
| 66 | Rick Snyder | MI | GOP | 15 | 132 | 9 |
| 67 | Bill Brady | IL | GOP | 19 | 161 | 8 |
| 68 | Dan Maes | CO | GOP | 7 | 41 | 6 |
| 69 | Tom Corbett | PA | GOP | 19 | 105 | 6 |
| 70 | Pat Quinn | IL | DEM | 19 | 86 | 5 |
| 71 | Mike McWherter | TN | DEM | 9 | 36 | 4 |
| 72 | John Lynch | NH | DEM | 2 | 0 | 0 |
| 73 | Duke Aiona | HI | GOP | 2 | 0 | 0 |
| 74 | Mark Lakers | NE | DEM | 3 | 0 | 0 |
| 75 | Jerry Brown | CA | DEM | 53 | -3,891 | -73 |