

To: Targeted Victory

From: Michael Beach

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

OVERVIEW

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

Republican (GOP) gubernatorial candidates hold **6** of the top **10** rankings for Twitter followers/CD. The GOP's accounted for **24.30%** of all followers for gubernatorial candidates: consequently being outgrown by the Democrat (DEM) candidates **1,172,920** to **377,135**.

HEAD TO HEAD

GOP gubernatorial candidates hold a head to head advantage in **18** of the **37** (**1** for IND) states that have completed the primary process.

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

TOP PERFORMERS

Meg Whitman had the most Twitter followers for Republican candidates with **241,600 (4,558/CD)** while Jerry Brown led the way for Democrat candidates with **1,095,539 (20,671/CD)**.

Rank	Candidate	State	Party	CDs	Followers	Followers/CD
1	Jerry Brown	CA	DEM	53	1,095,539	20,671
2	Meg Whitman	CA	GOP	53	241,600	4,558
3	Rick Perry	TX	GOP	32	34,061	1,064
4	Jan Brewer	AZ	GOP	8	15,681	1,960
5	John Kasich	OH	GOP	18	14,553	809
6	Deval Patrick	MA	DEM	10	14,430	1,443
7	Nikki Haley	SC	GOP	6	10,317	1,720
8	Neil Abercrombie	HI	DEM	2	7,225	3,613
9	Scott Walker	WI	GOP	8	6,749	844
10	Sam Brownback	KS	GOP	4	5,048	1,262

Meg Whitman had the most followers/CD for GOP candidates with **4,558 (241,600 total)** while Jerry Brown led the way for DEM candidates with **20,671 (1,095,539 total)**.

Rank	Candidate	State	Party	CDs	Followers	Followers/CD
1	Jerry Brown	CA	DEM	53	1,095,539	20,671
2	Meg Whitman	CA	GOP	53	241,600	4,558
3	Neil Abercrombie	HI	DEM	2	7,225	3,613
4	Duke Aiona	HI	GOP	2	4,001	2,001
5	Jan Brewer	AZ	GOP	8	15,681	1,960
6	Nikki Haley	SC	GOP	6	10,317	1,720
7	Deval Patrick	MA	DEM	10	14,430	1,443
8	Peter Shumlin	VT	DEM	1	1,370	1,370
9	Sam Brownback	KS	GOP	4	5,048	1,262
10	Rick Perry	TX	GOP	32	34,061	1,064

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	Jerry Brown	CA	DEM	53	1,095,539	20,671
2	Meg Whitman	CA	GOP	53	241,600	4,558
3	Neil Abercrombie	HI	DEM	2	7,225	3,613
4	Duke Aiona	HI	GOP	2	4,001	2,001
5	Jan Brewer	AZ	GOP	8	15,681	1,960
6	Nikki Haley	SC	GOP	6	10,317	1,720
7	Deval Patrick	MA	DEM	10	14,430	1,443
8	Peter Shumlin	VT	DEM	1	1,370	1,370
9	Sam Brownback	KS	GOP	4	5,048	1,262
10	Rick Perry	TX	GOP	32	34,061	1,064
11	Brian Dubie	VT	GOP	1	945	945
12	Scott Walker	WI	GOP	8	6,749	844
13	John Kasich	OH	GOP	18	14,553	809
14	Jari Askins	OK	DEM	5	3,489	698

15	Gary Herbert	UT	GOP	3	1,832	611
16	Brian Sandoval	NV	GOP	3	1,603	534
17	Martin O'Malley	MD	DEM	8	4,100	513
18	Bill Haslam	TN	GOP	9	4,343	483
19	Mary Fallin	OK	GOP	5	2,285	457
20	Susana Martinez	NM	GOP	3	1,283	428
21	Elizabeth "Libby" Mitchell	ME	DEM	2	834	417
22	Paul LePage	ME	GOP	2	818	409
23	Mark Dayton	MN	DEM	8	3,223	403
24	Dr. Robert Bentley	AL	GOP	7	2,620	374
25	John Kitzhaber	OR	DEM	5	1,863	373
26	Vincent Sheheen	SC	DEM	6	2,227	371
27	Rory Reid	NV	DEM	3	1,103	368
28	Terry Goddard	AZ	DEM	8	2,928	366
29	Dan Malloy	CT	DEM	5	1,649	330
30	Terry Branstad	IA	GOP	5	1,638	328
31	Dennis Daugaard	SD	GOP	1	301	301
32	Ethan Berkowitz	AK	DEM	1	300	300
33	Charlie Baker	MA	GOP	10	2,989	299
34	Tom Emmer	MN	GOP	8	2,374	297
35	Tom Tancredo	CO	IND	7	1,989	284
36	Frank Caprio	RI	DEM	2	564	282
37	Chris Dudley	OR	GOP	5	1,357	271
38	Ted Strickland	OH	DEM	18	4,661	259
39	Jim Keet	AR	GOP	4	942	236
40	Dan Maes	CO	GOP	7	1,616	231
41	John Hickenlooper	CO	DEM	7	1,590	227
42	Matt Mead	WY	GOP	1	212	212
43	Tom Barrett	WI	DEM	8	1,677	210
44	Bob Ehrlich	MD	GOP	8	1,620	203
45	Alex Sink	FL	DEM	25	4,923	197
46	John Stephen	NH	GOP	2	392	196
47	Peter Corroon	UT	DEM	3	585	195
48	Thomas Foley	CT	GOP	5	952	190
49	Rick Scott	FL	GOP	25	4,133	165
50	Diane Denish	NM	DEM	3	494	165
51	Virg Bernero	MI	DEM	15	2,454	164
52	Keith Allred	ID	DEM	2	326	163
53	Scott Heidepriem	SD	DEM	1	160	160
54	Dave Heineman	NE	GOP	3	478	159
55	Rick Snyder	MI	GOP	15	2,230	149
56	Sean Parnell	AK	GOP	1	148	148
57	Bill White	TX	DEM	32	4,611	144
59	Ron Sparks	AL	DEM	7	978	140
58	Roy Barnes	GA	DEM	13	1,732	133
60	Mike Beebe	AR	DEM	4	531	133
61	Nathan Deal	GA	GOP	13	1,664	128
62	Chet Culver	IA	DEM	5	595	119

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63	Butch Otter	ID	GOP	2	222	111
64	John Lynch	NH	DEM	2	216	108
65	Bill Brady	IL	GOP	19	1,937	102
66	Andrew Cuomo	NY	DEM	29	2,842	98
67	Tom Holland	KS	DEM	4	367	92
68	John Robitaille	RI	GOP	2	179	90
69	Carl Paladino	NY	GOP	29	2,575	89
70	Dan Onorato	PA	DEM	19	1,530	81
71	Tom Corbett	PA	GOP	19	1,437	76
72	Leslie Peterson	WY	DEM	1	64	64
73	Mike McWherter	TN	DEM	9	560	62
75	Pat Quinn	IL	DEM	19	1,180	62
74	Mark Lakers	NE	DEM	3	0	0