

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Facebook) (06/23/2010)

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

Marco Rubio has the most Facebook “likes” for Republican (GOP) candidates with **84,409 (3,376/CD)** while Barbara Boxer leads the way for Democrat (DEM) candidates with **29,451 (556/CD)**. GOP candidates account for **7** of the top **10** rankings for total “likes” including the entire top **5**.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	Marco Rubio	FL	Rep	25	84,409	3,376
2	John Thune	SD	Rep	1	69,246	69,246
3	Rand Paul	KY	Rep	6	46,539	7,757
4	Jim DeMint	SC	Rep	6	33,991	5,665
5	David Vitter	LA	Rep	7	33,550	4,793
6	Barbara Boxer	CA	Dem	53	29,451	556
7	Dino Rossi	WA	Rep	9	26,641	2,960
8	Charlie Crist	FL	Ind	25	21,816	873
9	Russ Fiengold	WI	Dem	8	19,997	2,500
10	Kendrick Meek	FL	Dem	25	16,678	667

John Thune has the most Facebook “likes” per congressional district for GOP candidates with **69,246 (69,246 total)** while Patrick Leahy leads the way for DEM candidates with **3,907 (3,907 total)**. GOP candidates account for **7** of the top **10** rankings for “likes” per congressional district including the entire top **5**.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	John Thune	SD	Rep	1	69,246	69,246
2	Rand Paul	KY	Rep	6	46,539	7,757
3	John Hoeven	ND	Rep	1	7,719	7,719
4	Jim DeMint	SC	Rep	6	33,991	5,665
5	David Vitter	LA	Rep	7	33,550	4,793
6	Patrick Leahy	VT	Dem	1	3,907	3,907
7	Harry Reid	NV	Dem	3	10,340	3,447
8	Marco Rubio	FL	Rep	25	84,409	3,376
9	Richard Blumenthal	CT	Dem	5	15,589	3,118
10	Sharron Angle	NV	Rep	3	9,088	3,029

CONCLUSION

GOP candidates hold significant leads in several high profile races and dominate the rankings overall. The FL senate race sticks out (3 of the top 10 races for total “likes”) along with the NV senate race (2 of the top 10 for “likes”/CD) for having multiple candidates ranked in the top 10.

COMPLETE DATA

The table below provides a breakdown of candidates running for the United States Senate this fall, ranked by the number of “followers” per congressional district.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	John Thune	SD	Rep	1	69,246	69,246
2	Rand Paul	KY	Rep	6	46,539	7,757
3	John Hoeven	ND	Rep	1	7,719	7,719
4	Jim DeMint	SC	Rep	6	33,991	5,665
5	David Vitter	LA	Rep	7	33,550	4,793
6	Patrick Leahy	VT	Dem	1	3,907	3,907
7	Harry Reid	NV	Dem	3	10,340	3,447
8	Marco Rubio	FL	Rep	25	84,409	3,376
9	Richard Blumenthal	CT	Dem	5	15,589	3,118
10	Sharron Angle	NV	Rep	3	9,088	3,029
11	Dino Rossi	WA	Rep	9	26,641	2,960
12	Christine O'Donnell	DE	Rep	1	2,829	2,829
13	Russ Fiengold	WI	Dem	8	19,997	2,500
14	Linda McMahon	CT	Rep	5	11,730	2,346
15	Blanche Lincoln	AR	Dem	4	8,883	2,221
16	John Boozman	AR	Rep	4	8,164	2,041
17	Lisa Murkowski	AK	Rep	1	2,008	2,008
18	Mike Castle	DE	Rep	1	1,947	1,947
19	Ron Wyden	OR	Dem	5	8,364	1,673
20	Tom Coburn	OK	Rep	5	8,185	1,637
21	Mike Lee	UT	Rep	3	4,135	1,378
22	Patty Murray	WA	Dem	9	12,080	1,342
23	Daniel Inouye	HI	Dem	2	2,665	1,333
24	Paul Hodes	NH	Dem	2	2,541	1,271
25	Jerry Moran	KS	Rep	4	4,808	1,202
26	Charles Melancon	LA	Dem	7	7,980	1,140
27	Don Benton	WA	Rep	9	10,107	1,123
28	Robin Carnahan	MO	Dem	9	9,807	1,090
29	Jack Conway	KY	Dem	6	6,218	1,036
30	Roy Blunt	MO	Rep	9	8,646	961
31	Chris Coons	DE	Dem	1	914	914
32	Richard Burr	NC	Rep	13	11,772	906
33	Len Britton	VT	Rep	1	900	900
34	Charlie Crist	FL	Ind	25	21,816	873
35	Todd Tiahrt	KS	Rep	4	3,397	849
36	Rob Portman	OH	Rep	18	13,096	728
37	Roxanne Conlin	IA	Dem	5	3,476	695
38	Tim Bridgewater	UT	Rep	3	2,046	682

39	Michael Bennet	CO	Dem	7	4,728	675
40	Kendrick Meek	FL	Dem	25	16,678	667
41	Kelly Ayotte	NH	Rep	2	1,319	660
42	Andrew Romanoff	CO	Dem	7	4,203	600
43	Mark Kirk	IL	Rep	19	11,401	600
44	Terrence Wall	WI	Rep	8	4,695	587
45	Brad Ellsworth	IN	Dem	9	5,273	586
46	Richard Shelby	AL	Rep	7	3,949	564
47	Barbara Boxer	CA	Dem	53	29,451	556
48	Pat Toomey	PA	Rep	19	10,420	548
49	Ovide Lamontagne	NH	Rep	2	1,073	537
50	Alexi Giannoulias	IL	Dem	19	9,255	487
51	Johnny Isakson	GA	Rep	13	6,224	479
52	Ken Buck	CO	Rep	7	3,290	470
53	Joe Sestak	PA	Dem	19	7,789	410
54	Bill Binnie	NH	Rep	2	787	394
55	Chuck Grassley	IA	Rep	5	1,949	390
56	Tracy Potter	ND	Dem	1	383	383
57	Jane Norton	CO	Rep	7	2,619	374
58	Barbara Mikulski	MD	Dem	8	2,973	372
59	Kirsten Gillibrand	NY	Dem	29	10,685	368
60	Clint Didier	WA	Rep	9	3,202	356
61	Elaine Marshall	NC	Dem	13	3,384	260
62	Dan Coats	IN	Rep	9	2,292	255
63	Lee Fisher	OH	Dem	18	4,435	246
64	Cal Cunningham	NC	Dem	13	3,052	235
65	Dave Westlake	WI	Rep	8	1,831	229
66	Benjamin Cardin	MD	Dem	8	1,706	213
67	Jim Holt	AZ	Rep	8	1,647	206
68	Chuck Schumer	NY	Dem	29	5,819	201
69	James Lloyd Huffman II	OR	Rep	5	933	187
70	Carly Fiorina	CA	Rep	53	9,808	185
71	Jim Bender	NH	Rep	2	355	178
72	Mike Crapo	ID	Rep	2	310	155
73	Tom Sullivan	ID	Dem	2	297	149
74	Joe Dioguardi	NY	Rep	29	4,290	148
75	Drew Pritt	AZ	Dem	8	1,103	138
76	Andy Woerner	HI	Dem	2	264	132
77	Chuck Purgason	MO	Rep	9	1,010	112
78	Sean Salazar	WA	Rep	9	920	102
79	Conrad Reynolds	AZ	Rep	8	805	101
80	Paul Akers	WA	Rep	9	813	90
81	Fred Ramey	AZ	Dem	8	573	72
82	Tom Wiens	CO	Rep	7	424	61
83	Steve Barton	CO	Rep	7	195	28
84	Randy Alexander	AZ	Rep	8	222	28

85	Jeff Greene	FL	Dem	25	361	14
86	William Barnes	AL	Dem	7	52	7
87	Alvin Greene	SC	Dem	6	0	0
88	Frank Vondersaar	AK	Dem	1	0	0
89	Jeff Jarrett	HI	Ind	2	0	0
90	Cleve Tidwell	CO	Rep	7	0	0
91	James Schmidt	MO	Rep	9	0	0