

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Facebook)(07/21/2010)

OVERVIEW

This snapshot reflects growth in Facebook Likes (likes) over the past four weeks. Republican (GOP) Senate candidates dominate the list with **9** of the top **10** for likes and the entire top **10** for likes/CD. GOP Senate candidates account for **79.95%** of all likes for Senate candidates during this period: consequently outgrowing the DEM candidates **90,323** to **22,646**.

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

Marco Rubio had the most Facebook likes for Republican (GOP) candidates with **25,767 (1,031/CD)** while Barbara Boxer lead the way for Democrat (DEM) candidates with **2,858 (54/CD)**.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	Marco Rubio	FL	Rep	25	25,767	1,031
2	Sharron Angle	NV	Rep	3	9,667	3,222
3	Rand Paul	KY	Rep	6	8,801	1,467
4	David Vitter	LA	Rep	7	6,275	896
5	Charlie Crist	FL	Ind	25	6,258	250
6	Dino Rossi	WA	Rep	9	6,215	691
7	John Thune	SD	Rep	1	3,790	3,790
8	Tom Coburn	OK	Rep	5	3,505	701
9	Jim DeMint	SC	Rep	6	3,211	535
10	Rob Portman	OH	Rep	18	3,146	175

John Thune had the most likes per congressional district (likes/CD) for GOP candidates with **3,790 (3,790 total)** while Patrick Leahy leads the way for DEM candidates with **353 (353 total)**.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	John Thune	SD	Rep	1	3,790	3,790
2	Sharron Angle	NV	Rep	3	9,667	3,222
3	Rand Paul	KY	Rep	6	8,801	1,467
4	Christine O'Donnell	DE	Rep	1	1,258	1,258
5	Marco Rubio	FL	Rep	25	25,767	1,031
6	David Vitter	LA	Rep	7	6,275	896
7	Kelly Ayotte	NH	Rep	2	1,439	720
8	Tom Coburn	OK	Rep	5	3,505	701
9	Dino Rossi	WA	Rep	9	6,215	691
10	Jim DeMint	SC	Rep	6	3,211	535

COMPLETE DATA

The table below provides a breakdown of candidates running for the United States Senate this fall, ranked by the number of likes/CD.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	John Thune	SD	Rep	1	3,790	3,790
2	Sharron Angle	NV	Rep	3	9,667	3,222
3	Rand Paul	KY	Rep	6	8,801	1,467
4	Christine O'Donnell	DE	Rep	1	1,258	1,258
5	Marco Rubio	FL	Rep	25	25,767	1,031
6	David Vitter	LA	Rep	7	6,275	896
7	Kelly Ayotte	NH	Rep	2	1,439	720
8	Tom Coburn	OK	Rep	5	3,505	701
9	Dino Rossi	WA	Rep	9	6,215	691
10	Jim DeMint	SC	Rep	6	3,211	535
11	Mike Lee	UT	Rep	3	1,145	382
12	Patrick Leahy	VT	Dem	1	353	353
13	Harry Reid	NV	Dem	3	916	305
14	Patty Murray	WA	Dem	9	2,651	295
15	John Hoeven	ND	Rep	1	279	279
16	Richard Blumenthal	CT	Dem	5	1,371	274
17	Jane Norton	CO	Rep	7	1,762	252
18	Russ Fiengold	WI	Dem	8	2,007	251
19	Charlie Crist	FL	Ind	25	6,258	250
20	Daniel Inouye	HI	Dem	2	451	226
21	Roy Blunt	MO	Rep	9	1,966	218
22	Charles Melancon	LA	Dem	7	1,524	218
23	Linda McMahon	CT	Rep	5	978	196
24	John Boozman	AR	Rep	4	724	181
25	Jerry Moran	KS	Rep	4	721	180
26	Rob Portman	OH	Rep	18	3,146	175
27	Andrew Romanoff	CO	Dem	7	1,204	172
28	Bill Binnie	NH	Rep	2	327	164
29	Ken Buck	CO	Rep	7	1,069	153
30	Mike Castle	DE	Rep	1	152	152
31	Blanche Lincoln	AR	Dem	4	600	150
32	Lisa Murkowski	AK	Rep	1	146	146
33	Ron Wyden	OR	Dem	5	682	136
34	Roxanne Conlin	IA	Dem	5	673	135
35	Jack Conway	KY	Dem	6	726	121
36	Robin Carnahan	MO	Dem	9	1,027	114
37	Todd Tiahrt	KS	Rep	4	440	110
38	Paul Hodes	NH	Dem	2	200	100
39	Brad Ellsworth	IN	Dem	9	876	97
40	Richard Burr	NC	Rep	13	1,221	94
41	Dan Coats	IN	Rep	9	760	84

42	Jim Bender	NH	Rep	2	167	84
43	Richard Shelby	AL	Rep	7	548	78
44	Chris Coons	DE	Dem	1	73	73
45	Elaine Marshall	NC	Dem	13	903	69
46	Chuck Purgason	MO	Rep	9	595	66
47	Clint Didier	WA	Rep	9	488	54
48	Barbara Boxer	CA	Dem	53	2,858	54
49	Tim Bridgewater	UT	Rep	3	157	52
50	Mark Kirk	IL	Rep	19	808	43
51	Kendrick Meek	FL	Dem	25	1,061	42
52	Alexi Giannoulias	IL	Dem	19	776	41
53	Ovide Lamontagne	NH	Rep	2	63	32
54	Tracy Potter	ND	Dem	1	31	31
55	Carly Fiorina	CA	Rep	53	1,611	30
56	Joe Sestak	PA	Dem	19	526	28
57	Johnny Isakson	GA	Rep	13	286	22
58	Chuck Grassley	IA	Rep	5	101	20
59	Barbara Mikulski	MD	Dem	8	150	19
60	Michael Bennet	CO	Dem	7	126	18
61	Lee Fisher	OH	Dem	18	298	17
62	Chuck Schumer	NY	Dem	29	400	14
63	Pat Toomey	PA	Rep	19	262	14
64	Paul Akers	WA	Rep	9	115	13
65	Dave Westlake	WI	Rep	8	86	11
66	Martin Chicon	NY	Rep	29	247	9
67	Jeff Greene	FL	Dem	25	155	6
68	Benjamin Cardin	MD	Dem	8	39	5
69	Steve Barton	CO	Rep	7	30	4
70	Tom Wiens	CO	Rep	7	19	3
71	Randy Alexander	AZ	Rep	8	0	0
72	Cleve Tidwell	CO	Rep	7	0	0
73	James Schmidt	MO	Rep	9	0	0
74	Alvin Greene	SC	Dem	6	0	0
75	Drew Pritt	AZ	Dem	8	-2	0
76	Fred Ramey	AZ	Dem	8	-9	-1
77	Sean Salazar	WA	Rep	9	-11	-1
78	Conrad Reynolds	AZ	Rep	8	-13	-2