

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Facebook)(08/18/2010)

OVERVIEW

This snapshot reflects growth in web site likes over the past four weeks. Republican (GOP) Senate candidates hold **10** of the top **10** rankings for likes/CD. GOP Senate candidates account for **83.51%** of all likes for Senate candidates during this period: consequently outgrowing the DEM candidates **131,572** to **25,266**.

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

Sharron Angle had the most likes for Republican (GOP) candidates with **26,176 (8,725/CD)** while Elaine Marshall led the way for Democrat (DEM) candidates with **3,004 (231/CD)**.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	Sharron Angle	NV	Rep	3	26,176	8,725
2	John McCain	AZ	Rep	5	20,650	4,130
3	Jim DeMint	SC	Rep	6	20,431	3,405
4	Rand Paul	KY	Rep	6	14,144	2,357
5	Marco Rubio	FL	Rep	25	10,428	417
6	John Boozman	AR	Rep	4	3,334	834
7	Elaine Marshall	NC	Dem	13	3,004	231
8	Bill Binnie	NH	Rep	2	2,776	1,388
9	David Vitter	LA	Rep	7	2,284	326
10	Patty Murray	WA	Dem	9	2,025	225

Sharron Angle had the most likes/CD for GOP candidates with **8,725 (26,176 total)** while Daniel Inouye led the way for DEM candidates with **305 (610 total)**.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	Sharron Angle	NV	Rep	3	26,176	8,725
2	John McCain	AZ	Rep	5	20,650	4,130
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4	Rand Paul	KY	Rep	6	14,144	2,357
5	Bill Binnie	NH	Rep	2	2,776	1,388
6	John Thune	SD	Rep	1	1,306	1,306
7	Christine O'Donnell	DE	Rep	1	876	876
8	John Boozman	AR	Rep	4	3,334	834
9	Marco Rubio	FL	Rep	25	10,428	417
10	David Vitter	LA	Rep	7	2,284	326

COMPLETE DATA

The table 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	Sharron Angle	NV	Rep	3	26,176	8,725
2	John McCain	AZ	Rep	5	20,650	4,130
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7	Christine O'Donnell	DE	Rep	1	876	876
8	John Boozman	AR	Rep	4	3,334	834
9	Marco Rubio	FL	Rep	25	10,428	417
10	David Vitter	LA	Rep	7	2,284	326
11	Linda McMahon	CT	Rep	5	1,573	315
12	Daniel Inouye	HI	Dem	2	610	305
13	Elaine Marshall	NC	Dem	13	3,004	231
14	Patty Murray	WA	Dem	9	2,025	225
15	Harry Reid	NV	Dem	3	650	217
16	Kelly Ayotte	NH	Rep	2	432	216
17	Paul Hodes	NH	Dem	2	424	212
18	Tom Coburn	OK	Rep	5	1,031	206
19	Dino Rossi	WA	Rep	9	1,690	188
20	Roy Blunt	MO	Rep	9	1,661	185
21	Charles Melancon	LA	Dem	7	1,221	174
22	Lisa Murkowski	AK	Rep	1	174	174
23	Russ Fiengold	WI	Dem	8	1,373	172
24	John Hoeven	ND	Rep	1	126	126
25	Ken Buck	CO	Rep	7	836	119
26	Blanche Lincoln	AR	Dem	4	473	118
27	Jerry Moran	KS	Rep	4	473	118
28	Robin Carnahan	MO	Dem	9	1,057	117
29	Mike Castle	DE	Rep	1	112	112
30	Richard Blumenthal	CT	Dem	5	553	111
31	Patrick Leahy	VT	Dem	1	104	104
32	Rob Portman	OH	Rep	18	1,856	103
33	Jack Conway	KY	Dem	6	584	97
34	Chris Coons	DE	Dem	1	93	93
35	Mike Lee	UT	Rep	3	273	91
36	Richard Burr	NC	Rep	13	1,086	84
37	Dan Coats	IN	Rep	9	742	82
38	Lee Fisher	OH	Dem	18	1,461	81
39	Brad Ellsworth	IN	Dem	9	656	73
40	Jim Bender	NH	Rep	2	132	66
41	Barbara Mikulski	MD	Dem	8	526	66

42	JD Hayworth	AZ	Rep	5	255	51
43	Michael Bennet	CO	Dem	7	346	49
44	Ovide Lamontagne	NH	Rep	2	92	46
45	Paul Akers	WA	Rep	9	409	45
46	Tracy Potter	ND	Dem	1	44	44
47	Roxanne Conlin	IA	Dem	5	204	41
48	Kendrick Meek	FL	Dem	25	825	33
49	Clint Didier	WA	Rep	9	278	31
50	Barbara Boxer	CA	Dem	53	1,576	30
51	Charlie Crist	FL	Ind	25	718	29
52	Alexi Giannoulis	IL	Dem	19	524	28
53	Joe Sestak	PA	Dem	19	442	23
54	Carly Fiorina	CA	Rep	53	1,038	20
55	Ron Wyden	OR	Dem	5	97	19
56	Mark Kirk	IL	Rep	19	321	17
57	Pat Toomey	PA	Rep	19	305	16
58	Johnny Isakson	GA	Rep	13	204	16
59	Dave Westlake	WI	Rep	8	115	14
60	Richard Shelby	AL	Rep	7	96	14
61	Joe Dioguardi	NY	Rep	29	340	12
62	Chuck Grassley	IA	Rep	5	53	11
63	Jeff Greene	FL	Dem	25	176	7
64	Mike Crapo	ID	Rep	2	14	7
65	Chuck Schumer	NY	Dem	29	158	5
66	Kirsten Gillibrand	NY	Dem	29	158	5
67	Benjamin Cardin	MD	Dem	8	11	1
68	Len Britton	VT	Rep	1	0	0
69	Rodney Glassman	AZ	Dem	5	0	0
70	John Dougherty	AZ	Dem	5	0	0
71	Jim Deakin	AZ	Rep	5	0	0
72	Jim Huffman	OR	Rep	5	0	0
73	Tom Sullivan	ID	Dem	2	0	0
74	Andy Woerner	HI	Rep	2	0	0
75	Cathy Eden	AZ	Dem	5	0	0
76	William Barnes	AL	Dem	7	0	0
77	Don Benton	WA	Rep	9	0	0
78	Jeff Jarrett	HI	Ind	2	0	0
79	Alvin Greene	SC	Dem	6	0	0
80	Sam Granato	UT	Dem	3	0	0
81	Michael Thurmond	GA	Dem	13	0	0
82	Jim Rogers	OK	Dem	5	0	0
83	Lisa Johnston	KS	Dem	4	0	0
84	Martin Chicon	NY	Rep	29	0	0
85	Sean Salazar	WA	Rep	9	-9	-1