

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Facebook)(09/15/2010)

OVERVIEW

This snapshot reflects growth in Facebook likes over the past **4** weeks.

Republican (GOP) U.S. Senate candidates hold **8** of the top **10** rankings for likes/CD. GOP Senate candidates account for **81.51%** of all likes for Senate candidates during this period: consequently outgrowing the DEM candidates **99,369** to **22,355**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **24** of the **36** states that have completed the primary process.

GOP	DEM	IND
AK	AR	
AL	CT	
AZ	IA	
CA	IL	
CO	IN	
DE	MD	
FL	NC	
GA	NY-A	
HI	OR	
ID	PA	
KS	VT	
KY	WI	
LA		
MO		
ND		
NH		
NV		
NY-B		
OH		
OK		
SC		
SD		
UT		
WA		

TOP PERFORMERS

John McCain had the most likes for GOP candidates with **23,726 (4,745/CD)** while Ron Wyden led the way for DEM candidates with **2,518 (504/CD)**.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	John McCain	AZ	GOP	5	23,726	4,745
2	Jim DeMint	SC	GOP	6	22,634	3,772
3	Sharron Angle	NV	GOP	3	20,384	6,795
4	Dino Rossi	WA	GOP	9	7,455	828
5	Rand Paul	KY	GOP	6	5,981	997
6	Marco Rubio	FL	GOP	25	5,416	217
7	Ron Wyden	OR	DEM	5	2,518	504
8	Alexi Giannoulas	IL	DEM	19	2,407	127
9	Christine O'Donnell	DE	GOP	1	2,252	2,252
10	Joe Dioguardi	NY	GOP	29	1,913	66

Sharron Angle had the most likes/CD for GOP candidates with **6,795 (20,384 total)** while Ron Wyden led the way for DEM candidates with **504 (2,518 total)**.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	Sharron Angle	NV	GOP	3	20,384	6,795
2	John McCain	AZ	GOP	5	23,726	4,745
3	Jim DeMint	SC	GOP	6	22,634	3,772
4	Christine O'Donnell	DE	GOP	1	2,252	2,252
5	Rand Paul	KY	GOP	6	5,981	997
6	Dino Rossi	WA	GOP	9	7,455	828
7	Ron Wyden	OR	DEM	5	2,518	504
8	Chris Coons	DE	DEM	1	414	414
9	Marco Rubio	FL	GOP	25	5,416	217
10	Richard Blumenthal	CT	DEM	5	1,067	213

COMPLETE DATA

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

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	Sharron Angle	NV	GOP	3	20,384	6,795
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7	Ron Wyden	OR	DEM	5	2,518	504
8	Chris Coons	DE	DEM	1	414	414
9	Marco Rubio	FL	GOP	25	5,416	217
10	Richard Blumenthal	CT	DEM	5	1,067	213
11	David Vitter	LA	GOP	7	1,445	206
12	Linda McMahon	CT	GOP	5	990	198
13	Charles Melancon	LA	DEM	7	1,263	180

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14	Ovide Lamontagne	NH	GOP	2	349	175
15	Roy Blunt	MO	GOP	9	1,322	147
16	Patty Murray	WA	DEM	9	1,292	144
17	Alexi Giannoulas	IL	DEM	19	2,407	127
18	Kelly Ayotte	NH	GOP	2	234	117
19	Elaine Marshall	NC	DEM	13	1,488	114
20	Russ Feingold	WI	DEM	8	910	114
21	Brad Ellsworth	IN	DEM	9	963	107
22	Rob Portman	OH	GOP	18	1,811	101
23	Blanche Lincoln	AR	DEM	4	373	93
24	Harry Reid	NV	DEM	3	264	88
25	Ken Buck	CO	GOP	7	593	85
26	Patrick Leahy	VT	DEM	1	80	80
27	Jack Conway	KY	DEM	6	459	77
29	Kendrick Meek	FL	DEM	25	1,911	76
31	Paul Hodes	NH	DEM	2	132	66
32	Joe Dioguardi	NY	GOP	29	1,913	66
33	John Hoeven	ND	GOP	1	55	55
34	Michael Bennet	CO	DEM	7	268	38
35	Mike Lee	UT	GOP	3	111	37
36	Jerry Moran	KS	GOP	4	144	36
37	Tracy Potter	ND	DEM	1	34	34
38	Lee Fisher	OH	DEM	18	609	34
39	Robin Carnahan	MO	DEM	9	287	32
41	Carly Fiorina	CA	GOP	53	1,593	30
40	Richard Burr	NC	GOP	13	385	30
42	Barbara Boxer	CA	DEM	53	1,496	28
43	Joe Sestak	PA	DEM	19	532	28
46	Tom Coburn	OK	GOP	5	120	24
45	Roxanne Conlin	IA	DEM	5	119	24
44	Pat Toomey	PA	GOP	19	433	23
47	Dan Coats	IN	GOP	9	203	23
48	Mark Kirk	IL	GOP	19	381	20
49	Barbara Mikulski	MD	DEM	8	141	18
50	Johnny Isakson	GA	GOP	13	195	15
51	Charlie Crist	FL	Ind	25	240	10
52	Richard Shelby	AL	GOP	7	62	9
53	Mike Crapo	ID	GOP	2	14	7
54	Kirsten Gillibrand	NY	DEM	29	190	7
55	Chuck Schumer	NY	DEM	29	100	3
75	Rodney Glassman	AZ	DEM	5	1,723	0
67	Len Britton	VT	GOP	1	1,336	0
64	Lisa Johnston	KS	DEM	4	809	0
61	Michael Thurmond	GA	DEM	13	660	0
57	Tom Sullivan	ID	DEM	2	54	0
62	Jim Rogers	OK	DEM	5	20	0
73	Andy Woerner	HI	GOP	2	10	0
59	Alvin Greene	SC	DEM	6	0	0

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60	Sam Granato	UT	DEM	3	0	0
78	Joe Miller	AK	GOP	1	0	0
70	Scott McAdams	AK	DEM	1	0	0
68	Eric Wargatz	MD	GOP	8	0	0
66	Jay Townsend	NY	GOP	29	0	0
65	Ron Johnson	WI	GOP	8	0	0
79	Daniel Inouye	HI	DEM	2	0	0
69	Jeff Jarrett	HI	Ind	2	0	0
58	William Barnes	AL	DEM	7	-228	0
56	Jim Huffman	OR	GOP	5	-1,199	0
74	Chuck Grassley	IA	GOP	5	-5	-1
80	John Boozman	AR	GOP	4	-51	-13
77	John Thune	SD	GOP	1	-304	-304