

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Facebook)(10/13/2010)

OVERVIEW

This snapshot reflects growth in Facebook likes over the past **4** weeks (09/12/2010 – 10/11/2010).

Republican (GOP) U.S. Senate candidates hold **9** of the top **10** rankings for likes/CD. GOP Senate candidates account for **81.31%** of all likes for Senate candidates during this period: consequently outgrowing the DEM candidates **174,518** to **39,495**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **29** of the **37** states that have completed the primary process.

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

WV		
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TOP PERFORMERS

Jim DeMint had the most likes for GOP candidates with **35,533 (5,922/CD)** while Chris Coons led the way for DEM candidates with **7,321 (7,321/CD)**.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	Jim DeMint	SC	GOP	6	35,533	5,922
2	John McCain	AZ	GOP	5	30,880	6,176
3	Sharron Angle	NV	GOP	3	25,177	8,392
4	Christine O'Donnell	DE	GOP	1	16,508	16,508
5	Ron Johnson	WI	GOP	8	8,604	1,076
6	Chris Coons	DE	DEM	1	7,321	7,321
7	Dino Rossi	WA	GOP	9	6,531	726
8	Roy Blunt	MO	GOP	9	6,355	706
9	Johnny Isakson	GA	GOP	13	6,056	466
10	Joe Dioguardi	NY	GOP	29	5,835	201

Christine O'Donnell had the most likes/CD for GOP candidates with **16,508 (16,508 total)** while Chris Coons led the way for DEM candidates with **7,321 (7,321 total)**.

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1	Christine O'Donnell	DE	GOP	1	16,508	16,508
2	Sharron Angle	NV	GOP	3	25,177	8,392
3	Chris Coons	DE	DEM	1	7,321	7,321
4	John McCain	AZ	GOP	5	30,880	6,176
5	Jim DeMint	SC	GOP	6	35,533	5,922
6	Len Britton	VT	GOP	1	2,187	2,187
7	Ron Johnson	WI	GOP	8	8,604	1,076
8	Rand Paul	KY	GOP	6	4,686	781
9	Dino Rossi	WA	GOP	9	6,531	726
10	Roy Blunt	MO	GOP	9	6,355	706

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	Christine O'Donnell	DE	GOP	1	16,508	16,508
2	Sharron Angle	NV	GOP	3	25,177	8,392
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9	Dino Rossi	WA	GOP	9	6,531	726
10	Roy Blunt	MO	GOP	9	6,355	706
11	Linda McMahon	CT	GOP	5	2,622	524
12	Robin Carnahan	MO	DEM	9	4,519	502

13	Johnny Isakson	GA	GOP	13	6,056	466
14	Russ Feingold	WI	DEM	8	3,647	456
15	Harry Reid	NV	DEM	3	1,081	360
16	Kelly Ayotte	NH	GOP	2	689	345
17	Ron Wyden	OR	DEM	5	1,642	328
18	Charles Melancon	LA	DEM	7	1,778	254
19	Rodney Glassman	AZ	DEM	5	1,164	233
20	Pat Toomey	PA	GOP	19	4,403	232
22	Patty Murray	WA	DEM	9	1,875	208
21	Marco Rubio	FL	GOP	25	5,186	207
23	Joe Dioguardi	NY	GOP	29	5,835	201
24	Rob Portman	OH	GOP	18	3,436	191
25	Richard Blumenthal	CT	DEM	5	896	179
26	John Hoeven	ND	GOP	1	164	164
27	Mark Kirk	IL	GOP	19	2,931	154
28	Paul Hodes	NH	DEM	2	299	150
29	Patrick Leahy	VT	DEM	1	139	139
30	Tom Coburn	OK	GOP	5	664	133
31	Ken Buck	CO	GOP	7	798	114
32	Alexi Giannoulias	IL	DEM	19	2,155	113
33	Blanche Lincoln	AR	DEM	4	424	106
34	Kirsten Gillibrand	NY	DEM	29	2,961	102
35	Jack Conway	KY	DEM	6	569	95
36	Brad Ellsworth	IN	DEM	9	691	77
37	Roxanne Conlin	IA	DEM	5	350	70
38	Kendrick Meek	FL	DEM	25	1,668	67
39	Richard Burr	NC	GOP	13	818	63
40	Michael Bennet	CO	DEM	7	436	62
41	Carly Fiorina	CA	GOP	53	3,112	59
42	Elaine Marshall	NC	DEM	13	751	58
43	Barbara Boxer	CA	DEM	53	2,890	55
44	Mike Lee	UT	GOP	3	159	53
45	Tracy Potter	ND	DEM	1	48	48
46	Daniel Inouye	HI	DEM	2	95	48
47	Joe Sestak	PA	DEM	19	810	43
48	John Boozman	AR	GOP	4	170	43
49	Barbara Mikulski	MD	DEM	8	304	38
50	David Vitter	LA	GOP	7	264	38
51	Jerry Moran	KS	GOP	4	121	30
52	Tom Sullivan	ID	DEM	2	56	28
53	Charlie Crist	FL	Ind	25	620	25
54	Lee Fisher	OH	DEM	18	423	24
55	Dan Coats	IN	GOP	9	179	20
56	Lisa Johnston	KS	DEM	4	73	18
57	Chuck Grassley	IA	GOP	5	78	16
58	Michael Thurmond	GA	DEM	13	173	13
59	Jay Townsend	NY	GOP	29	358	12
60	Mike Crapo	ID	GOP	2	22	11

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61	Richard Shelby	AL	GOP	7	71	10
62	Chuck Schumer	NY	DEM	29	277	10
63	Andy Woerner	HI	GOP	2	1	1
73	Jeff Jarrett	HI	IND	2	0	0
64	Joe Miller	AK	GOP	1	0	0
65	John Raese	WV	GOP	3	0	0
69	Jim Huffman	OR	GOP	5	0	0
72	Eric Wargotz	MD	GOP	8	0	0
66	Alvin Greene	SC	DEM	6	0	0
67	Joe Manchin	WV	DEM	3	0	0
68	Scott McAdams	AK	DEM	1	0	0
70	Sam Granato	UT	DEM	3	0	0
71	William Barnes	AL	DEM	7	0	0
74	Jim Rogers	OK	DEM	5	-20	-4
75	John Thune	SD	GOP	1	-80	-80