

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Facebook)(Final 2010)

OVERVIEW

This is the final report for the 2009-10 cycle and reflects the total number of Facebook likes for each U.S. Senate candidate.

Republican (GOP) U.S. Senate candidates hold **9** of the top **10** rankings for likes/CD. GOP Senate candidates accounted for **72.47%** of all likes for Senate candidates during this cycle: consequently outgrowing the DEM candidates **1,084,512** to **382,903**.

NOTE: We only counted growth for John McCain that came after the Presidential campaign.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **27** of the **37** states that have completed the primary process.

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

WA		
WI		

TOP PERFORMERS

Marco Rubio had the most likes for GOP candidates with **146,414 (5,857/CD)** while Barbara Boxer led the way for DEM candidates with **42,758 (807/CD)**.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	Marco Rubio	FL	GOP	25	146,414	5,857
2	Jim DeMint	SC	GOP	6	127,273	21,212
3	Sharron Angle	NV	GOP	3	106,051	35,350
4	Rand Paul	KY	GOP	6	91,484	15,247
5	John McCain	AZ	GOP	5	90,912	18,182
6	John Thune	SD	GOP	1	74,932	74,932
7	Dino Rossi	WA	GOP	9	57,200	6,356
8	David Vitter	LA	GOP	7	43,460	6,209
9	Barbara Boxer	CA	DEM	53	42,758	807
10	Ron Johnson	WI	GOP	8	41,006	5,126

John Thune had the most likes/CD for GOP candidates with **74,932 (74,932 total)** while Chris Coons led the way for DEM candidates with **10,216 (10,216 total)**.

Rank	Campaign	State	Party	CDs	Likes	Likes/CD
1	John Thune	SD	GOP	1	74,932	74,932
2	Sharron Angle	NV	GOP	3	106,051	35,350
3	Christine O'Donnell	DE	GOP	1	26,760	26,760
4	Jim DeMint	SC	GOP	6	127,273	21,212
5	John McCain	AZ	GOP	5	90,912	18,182
6	Rand Paul	KY	GOP	6	91,484	15,247
7	Chris Coons	DE	DEM	1	10,216	10,216
8	Joe Miller	AK	GOP	1	8,612	8,612
9	John Hoeven	ND	GOP	1	8,399	8,399
10	Dino Rossi	WA	GOP	9	57,200	6,356

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	John Thune	SD	GOP	1	74,932	74,932
2	Sharron Angle	NV	GOP	3	106,051	35,350
3	Christine O'Donnell	DE	GOP	1	26,760	26,760
4	Jim DeMint	SC	GOP	6	127,273	21,212
5	John McCain	AZ	GOP	5	90,912	18,182
6	Rand Paul	KY	GOP	6	91,484	15,247
7	Chris Coons	DE	DEM	1	10,216	10,216
8	Joe Miller	AK	GOP	1	8,612	8,612
9	John Hoeven	ND	GOP	1	8,399	8,399
10	Dino Rossi	WA	GOP	9	57,200	6,356

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11	David Vitter	LA	GOP	7	43,460	6,209
12	Marco Rubio	FL	GOP	25	146,414	5,857
13	Len Britton	VT	GOP	1	5,850	5,850
14	Harry Reid	NV	DEM	3	16,730	5,577
15	Ron Johnson	WI	GOP	8	41,006	5,126
16	Patrick Leahy	VT	DEM	1	4,842	4,842
17	Linda McMahon	CT	GOP	5	22,905	4,581
18	Russ Feingold	WI	DEM	8	35,950	4,494
19	Richard Blumenthal	CT	DEM	5	22,273	4,455
20	Scott McAdams	AK	DEM	1	4,354	4,354
21	Ron Wyden	OR	DEM	5	17,671	3,534
22	John Boozman	AR	GOP	4	12,617	3,154
23	Tom Coburn	OK	GOP	5	14,800	2,960
24	Blanche Lincoln	AR	DEM	4	10,949	2,737
25	Patty Murray	WA	DEM	9	24,158	2,684
26	Roy Blunt	MO	GOP	9	22,737	2,526
27	Joe Manchin	WV	DEM	3	7,527	2,509
28	Kelly Ayotte	NH	GOP	2	4,781	2,391
29	Robin Carnahan	MO	DEM	9	19,659	2,184
30	Charles Melancon	LA	DEM	7	13,545	1,935
31	Mike Lee	UT	GOP	3	5,763	1,921
32	Paul Hodes	NH	DEM	2	3,622	1,811
33	Jerry Moran	KS	GOP	4	6,416	1,604
34	Jack Conway	KY	DEM	6	9,098	1,516
35	Johnny Isakson	GA	GOP	13	19,185	1,476
36	Richard Burr	NC	GOP	13	18,626	1,433
37	Rob Portman	OH	GOP	18	25,748	1,430
38	Rodney Glassman	AZ	DEM	5	6,527	1,305
39	Ken Buck	CO	GOP	7	8,909	1,273
40	Charlie Crist	FL	IND	25	29,140	1,166
41	Michael Bennet	CO	DEM	7	7,189	1,027
42	Pat Toomey	PA	GOP	19	18,914	995
43	Mark Kirk	IL	GOP	19	18,601	979
44	Roxanne Conlin	IA	DEM	5	4,871	974
45	Kendrick Meek	FL	DEM	25	23,979	959
46	Brad Ellsworth	IN	DEM	9	8,629	959
47	Alexi Giannoulias	IL	DEM	19	16,952	892
48	Kirsten Gillibrand	NY	DEM	29	24,112	831
49	Barbara Boxer	CA	DEM	53	42,758	807
50	John Raese	WV	GOP	3	2,400	800
51	Daniel Inouye	HI	DEM	2	1,574	787
52	Elaine Marshall	NC	DEM	13	9,602	739
53	Richard Shelby	AL	GOP	7	4,872	696
54	Joe Sestak	PA	DEM	19	11,493	605
55	Barbara Mikulski	MD	DEM	8	4,692	587
56	Tracy Potter	ND	DEM	1	568	568
57	Sam Granato	UT	DEM	3	1,693	564

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58	Jim Huffman	OR	GOP	5	2,799	560
59	Joe Dioguardi	NY	GOP	29	15,085	520
60	Dan Coats	IN	GOP	9	4,628	514
61	Chuck Grassley	IA	GOP	5	2,287	457
62	Carly Fiorina	CA	GOP	53	21,801	411
63	Lee Fisher	OH	DEM	18	7,339	408
64	Tom Sullivan	ID	DEM	2	565	283
65	Chuck Schumer	NY	DEM	29	7,530	260
66	Lisa Johnston	KS	DEM	4	874	219
67	Mike Crapo	ID	GOP	2	407	204
68	Andy Woerner	HI	GOP	2	284	142
69	Michael Thurmond	GA	DEM	13	954	73
70	William Barnes	AL	DEM	7	408	58
71	Jay Townsend	NY	GOP	29	1,594	55
74	Jim Rogers	OK	DEM	5	0	0
75	Alvin Greene	SC	DEM	6	0	0
72	Eric Wargotz	MD	GOP	8	0	0
73	Jeff Jarrett	HI	IND	2	0	0