

To: Targeted Victory

From: Michael Beach

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

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

Carly Fiorina has the most Twitter followers (followers) for Republican (GOP) candidates with **276,147 (5,210/CD)** while Barbara Boxer leads the way for Democrat (DEM) candidates with **21,122 (399/CD)**. GOP candidates account for **7** of the top **10** rankings for total followers including **5** of the top **6**.

Rank	Campaign	State	Party	CDs	Followers	Followers/CD
1	Carly Fiorina	CA	Rep	53	276,147	5,210
2	Jim DeMint	SC	Rep	6	39,828	6,638
3	Barbara Boxer	CA	Dem	53	21,122	399
4	Chuck Grassley	IA	Rep	5	18,958	3,792
5	Tom Coburn	OK	Rep	5	14,530	2,906
6	Marco Rubio	FL	Rep	25	12,909	516
7	Russ Fiengold	WI	Dem	8	9,969	1,246
8	Harry Reid	NV	Dem	3	8,578	2,859
9	John Thune	SD	Rep	1	6,966	6,966
10	Roy Blunt	MO	Rep	9	6,721	747

John Thune has the most Twitter followers per congressional district (followers/CD) for GOP candidates with **6,966 (6,966 total)** while Harry Reid leads the way for DEM candidates with **8,578 (2,859 total)**. GOP candidates account for **8** of the top **10** rankings for followers/CD including the entire top **6**.

Rank	Campaign	State	Party	CDs	Followers	Followers/CD
1	John Thune	SD	Rep	1	6,966	6,966
2	Jim DeMint	SC	Rep	6	39,828	6,638
3	Carly Fiorina	CA	Rep	53	276,147	5,210
4	Chuck Grassley	IA	Rep	5	18,958	3,792
5	Lisa Murkowski	AK	Rep	1	3,743	3,743
6	Tom Coburn	OK	Rep	5	14,530	2,906
7	Harry Reid	NV	Dem	3	8,578	2,859
8	Linda McMahon	CT	Rep	5	6,554	1,311
9	Russ Fiengold	WI	Dem	8	9,969	1,246
10	Rand Paul	KY	Rep	6	5,778	963

**COMPLETE DATA**

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

Rank	Campaign	State	Party	CDs	Primary Date	Followers	Followers/CD
1	John Thune	SD	Rep	1	6/8/2010	6,966	6,966
2	Jim DeMint	SC	Rep	6	6/8/2010	39,828	6,638
3	Carly Fiorina	CA	Rep	53	6/8/2010	276,147	5,210
4	Chuck Grassley	IA	Rep	5	6/8/2010	18,958	3,792
5	Lisa Murkowski	AK	Rep	1	8/24/2010	3,743	3,743
6	Tom Coburn	OK	Rep	5	7/27/2010	14,530	2,906
7	Harry Reid	NV	Dem	3	6/8/2010	8,578	2,859
8	Linda McMahon	CT	Rep	5	8/10/2010	6,554	1,311
9	Russ Fiengold	WI	Dem	8	9/14/2010	9,969	1,246
10	Rand Paul	KY	Rep	6	5/18/2010	5,778	963
11	David Vitter	LA	Rep	7	8/28/2010	6,680	954
12	Sharron Angle	NV	Rep	3	6/8/2010	2,625	875
13	Christine O'Donnell	DE	Rep	1	9/14/2010	753	753
14	Roy Blunt	MO	Rep	9	8/3/2010	6,721	747
15	Mike Castle	DE	Rep	1	9/14/2010	733	733
16	Paul Hodes	NH	Dem	2	9/14/2010	1,215	608
17	Marco Rubio	FL	Rep	25	8/24/2010	12,909	516
18	Kelly Ayotte	NH	Rep	2	9/14/2010	933	467
19	Jim Bender	NH	Rep	2	9/14/2010	814	407
20	Ovide Lamontagne	NH	Rep	2	9/14/2010	810	405
21	Barbara Boxer	CA	Dem	53	6/8/2010	21,122	399
22	Tim Bridgewater	UT	Rep	3	6/22/2010	1,190	397
23	Mike Lee	UT	Rep	3	6/22/2010	1,079	360
24	Richard Burr	NC	Rep	13	5/4/2010	4,480	345
25	Richard Shelby	AL	Rep	7	6/1/2010	2,411	344
26	Blanche Lincoln	AR	Dem	4	5/18/2010	1,339	335
27	Patrick Leahy	VT	Dem	1	8/24/2010	279	279
28	Chris Coons	DE	Dem	1	9/14/2010	274	274
29	Pat Toomey	PA	Rep	19	5/18/2010	5,058	266
30	Jerry Moran	KS	Rep	4	8/3/2010	1,056	264
31	Jack Conway	KY	Dem	6	5/18/2010	1,490	248
32	Bill Binnie	NH	Rep	2	9/14/2010	482	241
33	Paul Akers	WA	Rep	9	8/17/2010	2,022	225
34	Michael Bennet	CO	Dem	7	8/10/2010	1,542	220
35	Joe Sestak	PA	Dem	19	5/18/2010	4,042	213
36	John Hoeven	ND	Rep	1	6/8/2010	210	210
37	Todd Tiaht	KS	Rep	4	8/3/2010	819	205
38	Roxanne Conlin	IA	Dem	5	6/8/2010	978	196
39	Andy Woerner	HI	Dem	2	9/18/2010	391	196
40	Robin Carnahan	MO	Dem	9	8/3/2010	1,691	188
41	Len Britton	VT	Rep	1	8/24/2010	186	186
42	Charles Melancon	LA	Dem	7	8/28/2010	1,298	185
43	Richard Blumenthal	CT	Dem	5	8/10/2010	919	184

44	Mark Kirk	IL	Rep	19	2/2/2010	3,437	181
45	Kirsten Gillibrand	NY	Dem	29	9/14/2010	4,706	162
46	Terrence Wall	WI	Rep	8	9/14/2010	1,278	160
47	Kendrick Meek	FL	Dem	25	8/24/2010	3,812	152
48	John Boozman	AR	Rep	4	5/18/2010	599	150
49	Jane Norton	CO	Rep	7	8/10/2010	1,020	146
50	Charlie Crist	FL	Ind	25	8/24/2010	3,575	143
51	Don Benton	WA	Rep	9	8/17/2010	1,161	129
52	Benjamin Cardin	MD	Dem	8	9/14/2010	1,028	129
53	Dino Rossi	WA	Rep	9	8/17/2010	1,141	127
54	Rob Portman	OH	Rep	18	5/4/2010	2,114	117
55	Chuck Schumer	NY	Dem	29	9/14/2010	2,847	98
56	Ken Buck	CO	Rep	7	8/10/2010	686	98
57	Elaine Marshall	NC	Dem	13	5/4/2010	1,216	94
58	Brad Ellsworth	IN	Dem	9	5/4/2010	766	85
59	Cal Cunningham	NC	Dem	13	5/4/2010	1,084	83
60	Lee Fisher	OH	Dem	18	5/4/2010	1,330	74
61	Alexi Giannoulias	IL	Dem	19	2/2/2010	1,268	67
62	Tom Wiens	CO	Rep	7	8/10/2010	453	65
63	Dan Coats	IN	Rep	9	5/4/2010	568	63
64	Barbara Mikulski	MD	Dem	8	9/14/2010	491	61
65	James Lloyd Huffman II	OR	Rep	5	5/18/2010	299	60
66	Dave Westlake	WI	Rep	8	9/14/2010	464	58
67	Clint Didier	WA	Rep	9	8/17/2010	478	53
68	Johnny Isakson	GA	Rep	13	7/20/2010	613	47
69	Ron Wyden	OR	Dem	5	5/18/2010	214	43
70	Conrad Reynolds	AZ	Rep	8	8/24/2010	305	38
71	Chuck Purgason	MO	Rep	9	8/3/2010	303	34
72	Sean Salazar	WA	Rep	9	8/17/2010	295	33
73	Jim Holt	AZ	Rep	8	8/24/2010	236	30
74	Joe DiGuardi	NY	Rep	29	9/14/2010	386	13
75	Jeff Greene	FL	Dem	25	8/24/2010	225	9
76	Fred Ramey	AZ	Dem	8	8/24/2010	64	8
77	Drew Pritt	AZ	Dem	8	8/24/2010	36	5
78	William Barnes	AL	Dem	7	6/1/2010	26	4
79	Jeff Jarrett	HI	Ind	2	9/18/2010	3	2
80	Andrew Romanoff	CO	Dem	7	8/10/2010	0	0
81	Tracy Potter	ND	Dem	1	6/8/2010	0	0
82	Mike Crapo	ID	Rep	2	5/25/2010	0	0
83	Patty Murray	WA	Dem	9	8/17/2010	0	0
84	Randy Alexander	AZ	Rep	8	8/24/2010	0	0
85	Cleve Tidwell	CO	Rep	7	8/10/2010	0	0
86	Daniel Inouye	HI	Dem	2	9/18/2010	0	0
87	Tom Sullivan	ID	Dem	2	5/25/2010	0	0
88	Steve Barton	CO	Rep	7	8/10/2010	0	0
89	Alvin Greene	SC	Dem	6	6/8/2010	0	0

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90	Frank Vondersaar	AK	Dem	1	8/24/2010	0	0
91	James Schmidt	MO	Rep	9	8/3/2010	0	0

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