

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Twitter)(08/04/2010)

OVERFLOWER

This snapshot reflects growth in Twitter followers over the past four weeks. Republican (GOP) Senate candidates hold **6** of the top **10** rankings for followers/CD. GOP Senate candidates account for **85.46%** of all followers for Senate candidates during this period: consequently outgrowing the DEM candidates **31,324** to **5,104**.

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

Carly Fiorina had the most Twitter followers for Republican (GOP) candidates with **6,489 (122/CD)** while Andrew Romanoff led the way for Democrat (DEM) candidates with **976 (139/CD)**.

Rank	Campaign	State	Party	CDs	Followers	Followers/CD
1	Carly Fiorina	CA	Rep	53	6,489	122
2	Jim DeMint	SC	Rep	6	3,629	605
3	Jim Deakin	AZ	Rep	5	988	198
4	Andrew Romanoff	CO	Dem	7	976	139
5	Sharron Angle	NV	Rep	3	808	269
6	Christine O'Donnell	DE	Rep	1	770	770
7	Rodney Glassman	AZ	Dem	5	769	154
8	Daniel Inouye	HI	Dem	2	724	362
9	Linda McMahon	CT	Rep	5	657	131
10	Marco Rubio	FL	Rep	25	517	21

Christine O'Donnell had the most followers/CD for GOP candidates with **770 (770 total)** while Daniel Inouye led the way for DEM candidates with **362 (724 total)**.

Rank	Campaign	State	Party	CDs	Followers	Followers/CD
1	Christine O'Donnell	DE	Rep	1	770	770
2	Jim DeMint	SC	Rep	6	3,629	605
3	Daniel Inouye	HI	Dem	2	724	362
4	John Thune	SD	Rep	1	346	346
5	Sharron Angle	NV	Rep	3	808	269
6	Jim Deakin	AZ	Rep	5	988	198
7	Harry Reid	NV	Dem	3	509	170
8	Rodney Glassman	AZ	Dem	5	769	154
9	Andrew Romanoff	CO	Dem	7	976	139
10	Linda McMahon	CT	Rep	5	657	131

COMPLETE DATA

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

Rank	Campaign	State	Party	CDs	Followers (New)	Followers/CD (New)
1	Christine O'Donnell	DE	Rep	1	770	770
2	Jim DeMint	SC	Rep	6	3,629	605
3	Daniel Inouye	HI	Dem	2	724	362
4	John Thune	SD	Rep	1	346	346
5	Sharron Angle	NV	Rep	3	808	269
6	Jim Deakin	AZ	Rep	5	988	198
7	Harry Reid	NV	Dem	3	509	170
8	Rodney Glassman	AZ	Dem	5	769	154
9	Andrew Romanoff	CO	Dem	7	976	139
10	Linda McMahon	CT	Rep	5	657	131
11	Lisa Murkowski	AK	Rep	1	124	124
12	Carly Fiorina	CA	Rep	53	6,489	122
13	Tom Coburn	OK	Rep	5	445	89
14	Kelly Ayotte	NH	Rep	2	124	62
15	Rand Paul	KY	Rep	6	362	60
16	Mike Crapo	ID	Rep	2	118	59
17	David Vitter	LA	Rep	7	340	49
18	John Dougherty	AZ	Dem	5	237	47
19	Chris Coons	DE	Dem	1	47	47
20	John Boozman	AR	Rep	4	171	43
21	Ken Buck	CO	Rep	7	264	38
22	Mike Castle	DE	Rep	1	36	36
23	Todd Tiahrt	KS	Rep	4	136	34
24	Blanche Lincoln	AR	Dem	4	134	34
25	Andy Woerner	HI	Rep	2	64	32
26	Clint Didier	WA	Rep	9	282	31
27	Ovide Lamontagne	NH	Rep	2	62	31
28	Russ Fiengold	WI	Dem	8	225	28
29	Chuck Grassley	IA	Rep	5	133	27
30	Roxanne Conlin	IA	Dem	5	131	26
31	Paul Hodes	NH	Dem	2	47	24
32	Dino Rossi	WA	Rep	9	206	23
33	Jack Conway	KY	Dem	6	133	22
34	Marco Rubio	FL	Rep	25	517	21
35	Roy Blunt	MO	Rep	9	183	20
36	Mike Lee	UT	Rep	3	58	19
37	Benjamin Cardin	MD	Dem	8	154	19
38	Richard Blumenthal	CT	Dem	5	89	18
39	Chuck Purgason	MO	Rep	9	157	17
40	Jim Bender	NH	Rep	2	34	17
41	John Hoeven	ND	Rep	1	17	17
42	Dan Coats	IN	Rep	9	147	16

43	Jerry Moran	KS	Rep	4	64	16
44	Barbara Mikulski	MD	Dem	8	124	16
45	Patrick Leahy	VT	Dem	1	15	15
46	Len Britton	VT	Rep	1	15	15
47	Robin Carnahan	MO	Dem	9	123	14
48	Bill Binnie	NH	Rep	2	27	14
49	Cathy Eden	AZ	Dem	5	61	12
50	Elaine Marshall	NC	Dem	13	141	11
51	Richard Burr	NC	Rep	13	140	11
52	Brad Ellsworth	IN	Dem	9	89	10
53	Jane Norton	CO	Rep	7	68	10
54	Michael Bennet	CO	Dem	7	67	10
55	Rob Portman	OH	Rep	18	167	9
56	Kirsten Gillibrand	NY	Dem	29	265	9
57	Charlie Crist	FL	Ind	25	222	9
58	Mark Kirk	IL	Rep	19	153	8
59	Charles Melancon	LA	Dem	7	54	8
60	Barbara Boxer	CA	Dem	53	403	8
61	Joe Sestak	PA	Dem	19	140	7
62	Kendrick Meek	FL	Dem	25	166	7
63	James Lloyd Huffman II	OR	Rep	5	33	7
64	Alexi Giannoulias	IL	Dem	19	123	6
65	Pat Toomey	PA	Rep	19	120	6
66	Johnny Isakson	GA	Rep	13	58	4
67	Lee Fisher	OH	Dem	18	70	4
68	Tim Bridgewater	UT	Rep	3	9	3
69	Jeff Greene	FL	Dem	25	68	3
70	Paul Akers	WA	Rep	9	24	3
71	Chuck Schumer	NY	Dem	29	72	2
72	Joe Dioguardi	NY	Rep	29	57	2
73	Jeff Jarrett	HI	Ind	2	3	2
74	William Barnes	AL	Dem	7	10	1
75	Dave Westlake	WI	Rep	8	10	1
76	Ron Wyden	OR	Dem	5	5	1
77	Sean Salazar	WA	Rep	9	4	0
78	John McCain	AZ	Rep	5	0	0
79	Tracy Potter	ND	Dem	1	0	0
80	Patty Murray	WA	Dem	9	0	0
81	Alvin Greene	SC	Dem	6	0	0
82	Tom Sullivan	ID	Dem	2	0	0
83	Cleve Tidwell	CO	Rep	7	0	0
84	Steve Barton	CO	Rep	7	0	0
85	James Schmidt	MO	Rep	9	0	0
86	Martin Chicon	NY	Rep	29	0	0
87	J.D. Hayworth	AZ	Rep	5	0	0
88	Sam Granato	UT	Dem	3	0	0
89	Don Benton	WA	Rep	9	-1	0

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90	Tom Wiens	CO	Rep	7	-3	0
91	Richard Shelby	AL	Rep	7	-29	-4