

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Twitter)(09/01/2010)

**OVERVIEW**

This snapshot reflects growth in Twitter followers over the past four weeks. Republican (GOP) U.S. Senate candidates hold **9** of the top **10** rankings for followers/CD. GOP Senate candidates account for **79.06%** of all followers for Senate candidates during this period: consequently outgrowing the DEM candidates **25,117** to **6,328**.

**HEAD TO HEAD**

GOP candidates hold a head to head advantage in **22** of the **31** states that have completed the primary process.

<b>GOP</b>	<b>DEM</b>	<b>IND</b>
AR	AL	
AZ	HI	
CA	MD	
CO	OH	
CT	OR	
FL	PA	
GA	VT	
IA	WA	
ID	WI	
IL		
IN		
KS		
KY		
LA		
MO		
NC		
ND		
NV		
OK		
SC		
SD		
UT		

**TOP PERFORMERS**

Carly Fiorina had the most followers for GOP candidates with **8,689 (164/CD)** while Harry Reid led the way for DEM candidates with **1,112 (371/CD)**.

Rank	Campaign	State	Party	CDs	Followers	Followers/CD
1	Carly Fiorina	CA	GOP	53	8,689	164
2	Jim DeMint	SC	GOP	6	5,217	870
3	Linda McMahon	CT	GOP	5	1,577	315
4	Tom Coburn	OK	GOP	5	1,508	302
5	Marco Rubio	FL	GOP	25	1,362	54
6	Sharron Angle	NV	GOP	3	1,181	394
7	John Thune	SD	GOP	1	1,122	1,122
8	Harry Reid	NV	DEM	3	1,112	371
9	Chuck Grassley	IA	GOP	5	841	168
10	Rand Paul	KY	GOP	6	696	116

John Thune had the most followers/CD for GOP candidates with **1,122 (1,122 total)** while Harry Reid led the way for DEM candidates with **371 (1,122 total)**.

Rank	Campaign	State	Party	CDs	Followers	Followers/CD
1	John Thune	SD	GOP	1	1,122	1,122
2	Jim DeMint	SC	GOP	6	5,217	870
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5	Linda McMahon	CT	GOP	5	1,577	315
6	Tom Coburn	OK	GOP	5	1,508	302
7	Christine O'Donnell	DE	GOP	1	196	196
8	Chuck Grassley	IA	GOP	5	841	168
9	Carly Fiorina	CA	GOP	53	8,689	164
10	Lisa Murkowski	AK	GOP	1	157	157

**COMPLETE DATA**

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

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	John Thune	SD	GOP	1	1,122	1,122
2	Jim DeMint	SC	GOP	6	5,217	870
3	Sharron Angle	NV	GOP	3	1,181	394
4	Harry Reid	NV	DEM	3	1,112	371
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8	Chuck Grassley	IA	GOP	5	841	168
9	Carly Fiorina	CA	GOP	53	8,689	164
10	Lisa Murkowski	AK	GOP	1	157	157
11	Rand Paul	KY	GOP	6	696	116
12	Chris Coons	DE	DEM	1	75	75
13	Daniel Inouye	HI	DEM	2	149	75

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14	Mike Castle	DE	GOP	1	72	72
15	Russ Fiengold	WI	DEM	8	562	70
16	Patty Murray	WA	DEM	9	586	65
17	Marco Rubio	FL	GOP	25	1,362	54
18	John Hoeven	ND	GOP	1	40	40
19	Richard Blumenthal	CT	DEM	5	198	40
20	Jack Conway	KY	DEM	6	216	36
21	David Vitter	LA	GOP	7	240	34
22	Paul Hodes	NH	DEM	2	63	32
23	Dino Rossi	WA	GOP	9	281	31
24	Kelly Ayotte	NH	GOP	2	59	30
25	Ken Buck	CO	GOP	7	197	28
26	Roy Blunt	MO	GOP	9	244	27
27	Jim Bender	NH	GOP	2	50	25
29	Michael Bennet	CO	DEM	7	156	22
31	John Boozman	AR	GOP	4	83	21
32	Benjamin Cardin	MD	DEM	8	160	20
33	Jerry Moran	KS	GOP	4	79	20
34	Kendrick Meek	FL	DEM	25	465	19
35	Joe Sestak	PA	DEM	19	339	18
36	Robin Carnahan	MO	DEM	9	160	18
37	Ovide Lamontagne	NH	GOP	2	34	17
38	Bill Binnie	NH	GOP	2	33	17
39	Kirsten Gillibrand	NY	DEM	29	463	16
41	Blanche Lincoln	AR	DEM	4	62	16
40	Richard Burr	NC	GOP	13	194	15
42	Barbara Mikulski	MD	DEM	8	116	15
43	Patrick Leahy	VT	DEM	1	14	14
46	Charlie Crist	FL	Ind	25	325	13
45	Mike Lee	UT	GOP	3	39	13
44	Mike Crapo	ID	GOP	2	26	13
47	Dan Coats	IN	GOP	9	111	12
48	Mark Kirk	IL	GOP	19	230	12
49	Lee Fisher	OH	DEM	18	217	12
50	Roxanne Conlin	IA	DEM	5	58	12
51	Rob Portman	OH	GOP	18	204	11
52	Elaine Marshall	NC	DEM	13	146	11
53	Charles Melancon	LA	DEM	7	75	11
54	Pat Toomey	PA	GOP	19	183	10
55	Barbara Boxer	CA	DEM	53	497	9
56	Alexi Giannoulis	IL	DEM	19	168	9
57	Brad Ellsworth	IN	DEM	9	77	9
58	Johnny Isakson	GA	GOP	13	72	6
59	Chuck Schumer	NY	DEM	29	114	4
60	Joe Dioguardi	NY	GOP	29	69	2
61	Dave Westlake	WI	GOP	8	16	2
62	John McCain	AZ	GOP	5	7	1

64	Ron Wyden	OR	DEM	5	4	1
78	Jim Huffman	OR	GOP	5	0	0
70	Tom Sullivan	ID	DEM	2	0	0
75	William Barnes	AL	DEM	7	0	0
67	Tracy Potter	ND	DEM	1	0	0
68	Alvin Greene	SC	DEM	6	0	0
66	Sam Granato	UT	DEM	3	0	0
65	Michael Thurmond	GA	DEM	13	0	0
79	Jim Rogers	OK	DEM	5	0	0
73	Lisa Johnston	KS	DEM	4	0	0
69	Joe Miller	AK	GOP	1	0	0
74	Scott McAdams	AK	DEM	1	0	0
80	Rodney Glassman	AZ	DEM	5	0	0
77	Len Britton	VT	GOP	1	0	0
76	Martin Chicon	NY	GOP	29	0	0
71	Andy Woerner	HI	GOP	2	0	0
72	Jeff Jarrett	HI	Ind	2	0	0
73	Richard Shelby	AL	GOP	7	-26	-4