

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Twitter)(09/29/2010)

OVERVIEW

This snapshot reflects growth in Twitter followers over the past **4** weeks.

Republican (GOP) U.S. Senate candidates hold **8** of the top **10** rankings for followers/CD. GOP Senate candidates account for **72.14%** of all followers for Senate candidates during this period: consequently outgrowing the DEM candidates **29,639** to **11,132**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **24** of the **36** states that have completed the primary process.

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

TOP PERFORMERS

Carly Fiorina had the most followers for GOP candidates with **8,388 (158/CD)** while Harry Reid led the way for DEM candidates with **1,247 (416/CD)**.

Rank	Campaign	State	Party	CDs	Followers	Followers/CD
1	Carly Fiorina	CA	GOP	53	8,388	158
2	Christine O'Donnell	DE	GOP	1	5,859	5,859
3	Jim DeMint	SC	GOP	6	4,468	745
4	Sharron Angle	NV	GOP	3	1,462	487
5	Linda McMahon	CT	GOP	5	1,297	259
6	Marco Rubio	FL	GOP	25	1,297	52
7	Harry Reid	NV	DEM	3	1,247	416
8	Tom Coburn	OK	GOP	5	1,193	239
9	Chuck Grassley	IA	GOP	5	1,160	232
10	Russ Feingold	WI	DEM	8	1,129	141

Christine O'Donnell had the most followers/CD for GOP candidates with **5,859 (5,859 total)** while Chris Coons led the way for DEM candidates with **1,057 (1,057 total)**.

Rank	Campaign	State	Party	CDs	Followers	Followers/CD
1	Christine O'Donnell	DE	GOP	1	5,859	5,859
2	Chris Coons	DE	DEM	1	1,057	1,057
3	John Thune	SD	GOP	1	871	871
4	Jim DeMint	SC	GOP	6	4,468	745
5	Sharron Angle	NV	GOP	3	1,462	487
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8	Tom Coburn	OK	GOP	5	1,193	239
9	Chuck Grassley	IA	GOP	5	1,160	232
10	Ron Wyden	OR	DEM	5	934	187

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	Followers	Followers/CD
1	Christine O'Donnell	DE	GOP	1	5,859	5,859
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11	Carly Fiorina	CA	GOP	53	8,388	158
12	Russ Feingold	WI	DEM	8	1,129	141
13	Kelly Ayotte	NH	GOP	2	226	113

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14	Rand Paul	KY	GOP	6	643	107
15	Patty Murray	WA	DEM	9	840	93
16	Scott McAdams	AK	DEM	1	91	91
17	Daniel Inouye	HI	DEM	2	136	68
18	Marco Rubio	FL	GOP	25	1,297	52
19	Mike Lee	UT	GOP	3	141	47
20	David Vitter	LA	GOP	7	320	46
22	Richard Blumenthal	CT	DEM	5	225	45
21	Paul Hodes	NH	DEM	2	90	45
23	William Barnes	AL	DEM	7	282	40
24	Dino Rossi	WA	GOP	9	342	38
25	Charles Melancon	LA	DEM	7	265	38
26	Jack Conway	KY	DEM	6	225	38
27	Roy Blunt	MO	GOP	9	277	31
28	Ron Johnson	WI	GOP	8	238	30
29	Kirsten Gillibrand	NY	DEM	29	820	28
30	John Hoeven	ND	GOP	1	28	28
31	Rodney Glassman	AZ	DEM	5	139	28
32	John Boozman	AR	GOP	4	104	26
33	Robin Carnahan	MO	DEM	9	215	24
34	Chuck Schumer	NY	DEM	29	688	24
35	Kendrick Meek	FL	DEM	25	592	24
36	Ken Buck	CO	GOP	7	163	23
37	Roxanne Conlin	IA	DEM	5	109	22
38	Richard Burr	NC	GOP	13	274	21
39	Barbara Mikulski	MD	DEM	8	159	20
40	Joe Sestak	PA	DEM	19	375	20
41	Blanche Lincoln	AR	DEM	4	77	19
42	Len Britton	VT	GOP	1	19	19
43	Andy Woerner	HI	GOP	2	37	19
44	Michael Bennet	CO	DEM	7	117	17
45	Barbara Boxer	CA	DEM	53	840	16
46	Jerry Moran	KS	GOP	4	57	14
47	Charlie Crist	FL	Ind	25	317	13
48	Rob Portman	OH	GOP	18	222	12
49	Mike Crapo	ID	GOP	2	21	11
50	Pat Toomey	PA	GOP	19	198	10
51	Elaine Marshall	NC	DEM	13	134	10
52	Brad Ellsworth	IN	DEM	9	87	10
53	Mark Kirk	IL	GOP	19	174	9
54	Dan Coats	IN	GOP	9	81	9
55	Patrick Leahy	VT	DEM	1	8	8
56	Joe Dioguardi	NY	GOP	29	215	7
57	Johnny Isakson	GA	GOP	13	95	7
58	Alexi Giannoulis	IL	DEM	19	133	7
59	Lee Fisher	OH	DEM	18	118	7
60	Eric Wargotz	MD	GOP	8	15	2

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61	Jay Townsend	NY	GOP	29	22	1
62	John McCain	AZ	GOP	5	1	0
63	Jeff Jarrett	HI	IND	2	0	0
64	Tracy Potter	ND	DEM	1	0	0
65	Jim Huffman	OR	GOP	5	0	0
66	Sam Granato	UT	DEM	3	0	0
67	Lisa Johnston	KS	DEM	4	0	0
68	Jim Rogers	OK	DEM	5	0	0
69	Michael Thurmond	GA	DEM	13	0	0
70	Tom Sullivan	ID	DEM	2	0	0
71	Alvin Greene	SC	DEM	6	0	0
72	Richard Shelby	AL	GOP	7	-22	-3
73	Joe Miller	AK	GOP	1	-247	-247