

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Twitter)(10/27/2010)

**OVERVIEW**

This snapshot reflects growth in Twitter followers over the past **4** weeks (09/26/2010 – 10/25/2010).

Republican (GOP) U.S. Senate candidates hold **7** of the top **10** rankings for followers/CD. GOP Senate candidates account for **75.41%** of all followers for Senate candidates during this period: consequently outgrowing the DEM candidates **26,956** to **8,468**.

**HEAD TO HEAD**

GOP candidates hold a head to head advantage in **25** of the **37** states that have completed the primary process.

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

**TOP PERFORMERS**

Carly Fiorina had the most followers for GOP candidates with **7,634 (144/CD)** while Russ Feingold led the way for DEM candidates with **1,054 (166/CD)**.

Rank	Campaign	State	Party	CDs	Followers	Followers/CD
1	Carly Fiorina	CA	GOP	53	7,634	144
2	Jim DeMint	SC	GOP	6	3,292	549
3	Christine O'Donnell	DE	GOP	1	2,961	2,961
4	Sharron Angle	NV	GOP	3	1,811	604
5	Linda McMahon	CT	GOP	5	1,682	336
6	Marco Rubio	FL	GOP	25	1,162	46
7	Tom Coburn	OK	GOP	5	1,143	229
8	Joe Miller	AK	GOP	1	1,075	1,075
9	Russ Feingold	WI	DEM	8	1,054	132
10	Rand Paul	KY	GOP	6	997	166

Christine O'Donnell had the most followers/CD for GOP candidates with **2,961 (2,961 total)** while Chris Coons led the way for DEM candidates with **666 (666 total)**.

Rank	Campaign	State	Party	CDs	Followers	Followers/CD
1	Christine O'Donnell	DE	GOP	1	2,961	2,961
2	Joe Miller	AK	GOP	1	1,075	1,075
3	John Thune	SD	GOP	1	826	826
4	Chris Coons	DE	DEM	1	666	666
5	Sharron Angle	NV	GOP	3	1,811	604
6	Jim DeMint	SC	GOP	6	3,292	549
7	Scott McAdams	AK	DEM	1	348	348
8	Linda McMahon	CT	GOP	5	1,682	336
9	Tom Coburn	OK	GOP	5	1,143	229
10	Harry Reid	NV	DEM	3	624	208

**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	2,961	2,961
2	Joe Miller	AK	GOP	1	1,075	1,075
3	John Thune	SD	GOP	1	826	826
4	Chris Coons	DE	DEM	1	666	666
5	Sharron Angle	NV	GOP	3	1,811	604
6	Jim DeMint	SC	GOP	6	3,292	549
7	Scott McAdams	AK	DEM	1	348	348
8	Linda McMahon	CT	GOP	5	1,682	336
9	Tom Coburn	OK	GOP	5	1,143	229
10	Harry Reid	NV	DEM	3	624	208
11	Chuck Grassley	IA	GOP	5	864	173
12	Rand Paul	KY	GOP	6	997	166
13	Carly Fiorina	CA	GOP	53	7,634	144

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14	Russ Feingold	WI	DEM	8	1,054	132
15	Daniel Inouye	HI	DEM	2	186	93
16	Kelly Ayotte	NH	GOP	2	149	75
17	Richard Blumenthal	CT	DEM	5	364	73
18	Ron Johnson	WI	GOP	8	439	55
19	Jack Conway	KY	DEM	6	316	53
20	Dino Rossi	WA	GOP	9	457	51
22	Marco Rubio	FL	GOP	25	1,162	46
21	Patty Murray	WA	DEM	9	393	44
23	Paul Hodes	NH	DEM	2	76	38
24	David Vitter	LA	GOP	7	234	33
25	Rodney Glassman	AZ	DEM	5	163	33
26	Roxanne Conlin	IA	DEM	5	162	32
27	Ken Buck	CO	GOP	7	226	32
28	Roy Blunt	MO	GOP	9	290	32
29	Kendrick Meek	FL	DEM	25	722	29
30	Robin Carnahan	MO	DEM	9	256	28
31	Joe Sestak	PA	DEM	19	500	26
32	Michael Bennet	CO	DEM	7	181	26
33	John Boozman	AR	GOP	4	102	26
34	Tom Sullivan	ID	DEM	2	49	25
35	Mike Lee	UT	GOP	3	70	23
36	Barbara Mikulski	MD	DEM	8	163	20
37	Blanche Lincoln	AR	DEM	4	79	20
38	Richard Burr	NC	GOP	13	234	18
39	Kirsten Gillibrand	NY	DEM	29	496	17
40	Len Britton	VT	GOP	1	17	17
41	John Hoeven	ND	GOP	1	17	17
42	Rob Portman	OH	GOP	18	265	15
43	Mark Kirk	IL	GOP	19	256	13
44	Jerry Moran	KS	GOP	4	53	13
45	Charles Melancon	LA	DEM	7	92	13
46	Barbara Boxer	CA	DEM	53	689	13
47	Charlie Crist	FL	IND	25	324	13
48	Pat Toomey	PA	GOP	19	236	12
49	Alexi Giannoulias	IL	DEM	19	234	12
50	Elaine Marshall	NC	DEM	13	157	12
51	Ron Wyden	OR	DEM	5	55	11
52	Joe Dioguardi	NY	GOP	29	309	11
53	Mike Crapo	ID	GOP	2	21	11
54	Brad Ellsworth	IN	DEM	9	84	9
55	Dan Coats	IN	GOP	9	81	9
56	William Barnes	AL	DEM	7	58	8
57	Michael Thurmond	GA	DEM	13	83	6
58	Johnny Isakson	GA	GOP	13	77	6
59	Patrick Leahy	VT	DEM	1	5	5
60	Chuck Schumer	NY	DEM	29	135	5

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61	Lee Fisher	OH	DEM	18	78	4
62	Eric Wargotz	MD	GOP	8	21	3
63	Jay Townsend	NY	GOP	29	58	2
73	Sam Granato	UT	DEM	3	0	0
64	Jim Huffman	OR	GOP	5	0	0
65	Lisa Johnston	KS	DEM	4	0	0
69	Joe Manchin	WV	DEM	3	0	0
72	John Raese	WV	GOP	3	0	0
66	Tracy Potter	ND	DEM	1	0	0
67	Jeff Jarrett	HI	IND	2	0	0
68	Alvin Greene	SC	DEM	6	0	0
70	Jim Rogers	OK	DEM	5	0	0
71	Andy Woerner	HI	GOP	2	0	0
74	Richard Shelby	AL	GOP	7	-28	-4
75	John McCain	AZ	GOP	5	-75	-15