

To: Targeted Victory

From: Michael Beach

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

OVERVIEW

This is the final report for the 2009-10 cycle and reflects the total number of Twitter followers for each U.S. Senate candidate.

Republican (GOP) U.S. Senate candidates hold **9** of the top **10** rankings for followers/CD. GOP Senate candidates accounted for **82.30%** of all followers for Senate candidates during this cycle: consequently outgrowing the DEM candidates **575,584** to **115,881**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **26** of the **37** states that have completed the primary process.

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

TOP PERFORMERS

Carly Fiorina had the most followers for GOP candidates with **318,571 (6,011/CD)** while Barbara Boxer led the way for DEM candidates with **24,846 (469/CD)**.

Rank	Campaign	State	Party	CDs	Followers	Followers/CD
1	Carly Fiorina	CA	GOP	53	318,571	6,011
2	Jim DeMint	SC	GOP	6	64,334	10,722
3	Barbara Boxer	CA	DEM	53	24,846	469
4	Chuck Grassley	IA	GOP	5	23,821	4,764
5	Tom Coburn	OK	GOP	5	21,292	4,258
6	Marco Rubio	FL	GOP	25	21,094	844
7	Harry Reid	NV	DEM	3	17,296	5,765
8	Russ Feingold	WI	DEM	8	13,938	1,742
9	John McCain	AZ	GOP	5	13,576	2,715
10	Linda McMahon	CT	GOP	5	13,075	2,615

Christine O'Donnell had the most followers/CD for GOP candidates with **12,526 (12,526 total)** while Harry Reid led the way for DEM candidates with **5,765 (17,296 total)**.

Rank	Campaign	State	Party	CDs	Followers	Followers/CD
1	Christine O'Donnell	DE	GOP	1	12,526	12,526
2	John Thune	SD	GOP	1	11,859	11,859
3	Jim DeMint	SC	GOP	6	64,334	10,722
4	Joe Miller	AK	GOP	1	6,232	6,232
5	Carly Fiorina	CA	GOP	53	318,571	6,011
6	Harry Reid	NV	DEM	3	17,296	5,765
7	Chuck Grassley	IA	GOP	5	23,821	4,764
8	Tom Coburn	OK	GOP	5	21,292	4,258
9	Sharron Angle	NV	GOP	3	8,317	2,772
10	John McCain	AZ	GOP	5	13,576	2,715

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	12,526	12,526
2	John Thune	SD	GOP	1	11,859	11,859
3	Jim DeMint	SC	GOP	6	64,334	10,722
4	Joe Miller	AK	GOP	1	6,232	6,232
5	Carly Fiorina	CA	GOP	53	318,571	6,011
6	Harry Reid	NV	DEM	3	17,296	5,765
7	Chuck Grassley	IA	GOP	5	23,821	4,764
8	Tom Coburn	OK	GOP	5	21,292	4,258
9	Sharron Angle	NV	GOP	3	8,317	2,772
10	John McCain	AZ	GOP	5	13,576	2,715
11	Linda McMahon	CT	GOP	5	13,075	2,615
12	Chris Coons	DE	DEM	1	2,442	2,442
13	Russ Feingold	WI	DEM	8	13,938	1,742
14	Rand Paul	KY	GOP	6	10,341	1,724

15	Scott McAdams	AK	DEM	1	1,301	1,301
16	David Vitter	LA	GOP	7	8,532	1,219
17	Roy Blunt	MO	GOP	9	8,018	891
18	Marco Rubio	FL	GOP	25	21,094	844
19	Kelly Ayotte	NH	GOP	2	1,648	824
20	Paul Hodes	NH	DEM	2	1,473	737
21	Daniel Inouye	HI	DEM	2	1,457	729
22	Mike Lee	UT	GOP	3	1,951	650
23	Barbara Boxer	CA	DEM	53	24,846	469
24	Richard Blumenthal	CT	DEM	5	2,063	413
25	Blanche Lincoln	AR	DEM	4	1,629	407
26	Jack Conway	KY	DEM	6	2,305	384
27	Michael Bennet	CO	DEM	7	2,485	355
28	John Hoeven	ND	GOP	1	344	344
29	Jerry Moran	KS	GOP	4	1,370	343
30	Patrick Leahy	VT	DEM	1	339	339
31	Richard Shelby	AL	GOP	7	2,268	324
32	Pat Toomey	PA	GOP	19	6,091	321
33	Jeff Jarrett	HI	IND	2	624	312
34	Charlie Crist	FL	IND	25	7,319	293
35	Kirsten Gillibrand	NY	DEM	29	8,468	292
36	Joe Sestak	PA	DEM	19	5,481	288
37	John Boozman	AR	GOP	4	1,147	287
38	Ron Wyden	OR	DEM	5	1,432	286
39	Dino Rossi	WA	GOP	9	2,527	281
40	Ron Johnson	WI	GOP	8	2,238	280
41	Roxanne Conlin	IA	DEM	5	1,388	278
42	Sam Granato	UT	DEM	3	832	277
43	Robin Carnahan	MO	DEM	9	2,431	270
44	Patty Murray	WA	DEM	9	2,380	264
45	Len Britton	VT	GOP	1	250	250
46	Charles Melancon	LA	DEM	7	1,746	249
47	Kendrick Meek	FL	DEM	25	6,024	241
48	Mark Kirk	IL	GOP	19	4,556	240
49	Rodney Glassman	AZ	DEM	5	1,120	224
50	Ken Buck	CO	GOP	7	1,563	223
51	Rob Portman	OH	GOP	18	3,320	184
52	Barbara Mikulski	MD	DEM	8	1,445	181
53	Chuck Schumer	NY	DEM	29	4,208	145
54	Elaine Marshall	NC	DEM	13	1,740	134
55	Dan Coats	IN	GOP	9	1,141	127
56	Brad Ellsworth	IN	DEM	9	1,114	124
57	Alexi Giannoulis	IL	DEM	19	2,011	106
58	Mike Crapo	ID	GOP	2	197	99
59	Lee Fisher	OH	DEM	18	1,739	97
60	Johnny Isakson	GA	GOP	13	1,037	80
61	Jim Huffman	OR	GOP	5	391	78
62	William Barnes	AL	DEM	7	428	61

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63	Lisa Johnston	KS	DEM	4	179	45
64	Eric Wargotz	MD	GOP	8	298	37
65	Joe Dioguardi	NY	GOP	29	990	34
66	Tom Sullivan	ID	DEM	2	54	27
67	Richard Burr	NC	GOP	13	260	20
68	Jay Townsend	NY	GOP	29	409	14
69	Michael Thurmond	GA	DEM	13	87	7
70	Alvin Greene	SC	DEM	6	0	0
71	Andy Woerner	HI	GOP	2	0	0
72	Jim Rogers	OK	DEM	5	0	0
73	Joe Manchin	WV	DEM	3	0	0
74	John Raese	WV	GOP	3	0	0
75	Tracy Potter	ND	DEM	1	0	0