

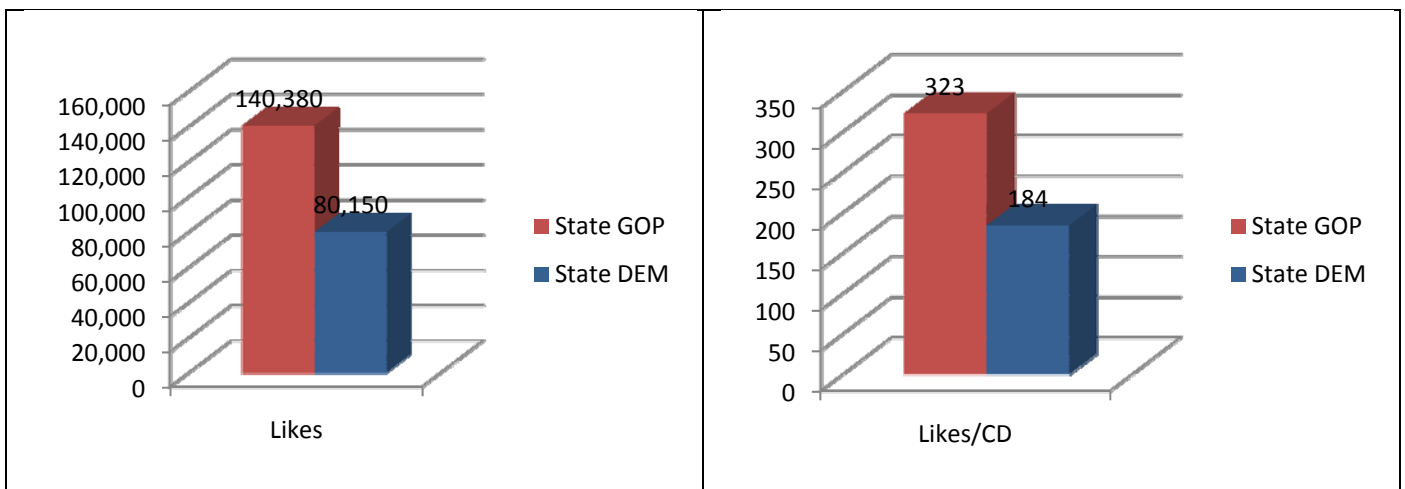
To: Targeted Victory

From: Michael Beach

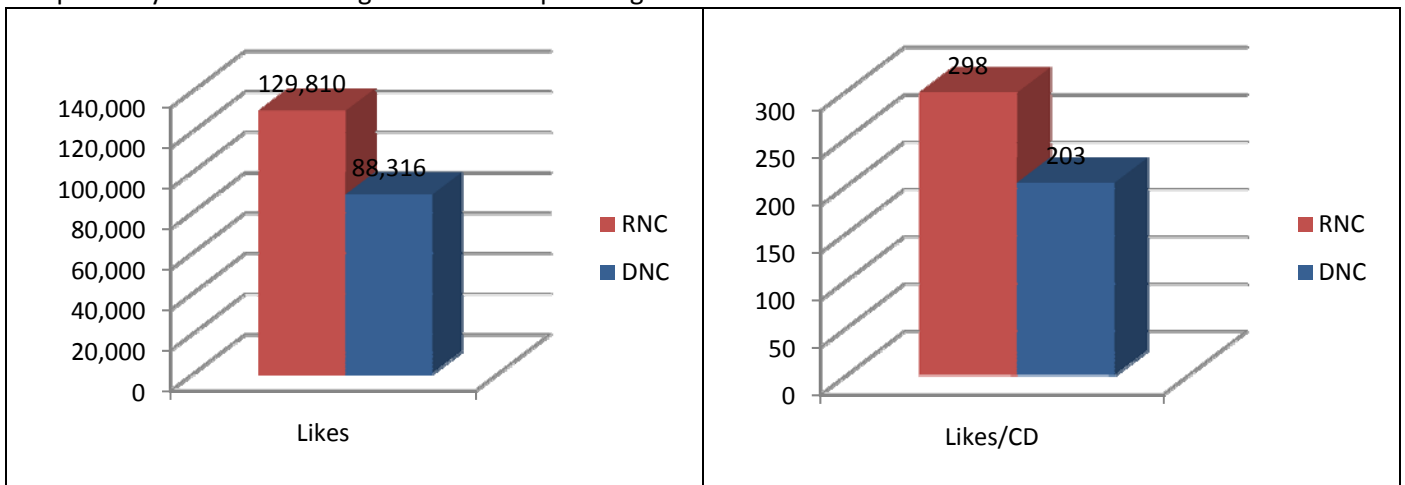
RE: TV Digital Landscape Reports: State Committees (Facebook) (05/21/2010)

OVERVIEW

Republican State Committees (State GOP) have a **75.16%** advantage over Democrat state committees (State DEM) in total “likes”, with **140,380** to **80,150**, respectively. State GOP’s average **323** “likes” per congressional district (CD) versus **184** for the State DEM’s.

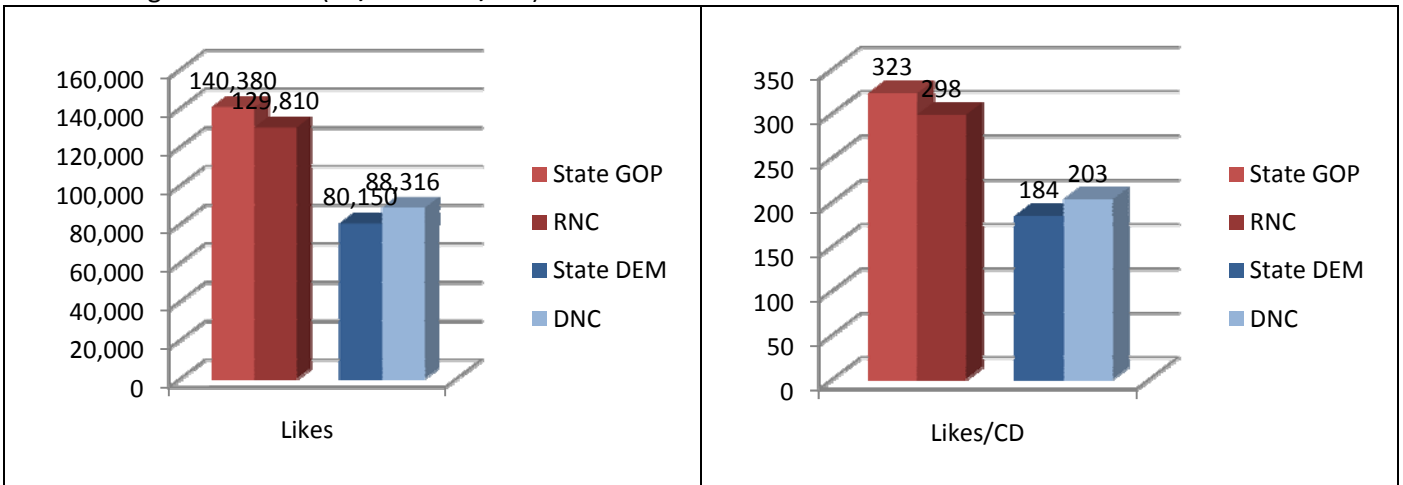


The same results are found with the national committees where the Republican National Committee (RNC) has a **46.98%** advantage over the Democratic National Committee (DNC) in total “likes”, with **129,810** to **88,316** respectively. The RNC averages **298** “likes” per congressional district versus **203** for the DNC.



STATE VERSUS NATIONAL

The State GOP's have a **8.15%** advantage over the RNC (**140,380** to **129,810**) while the State DEM's are at a **9.25%** disadvantage to the DNC (**80,150** to **88,316**).

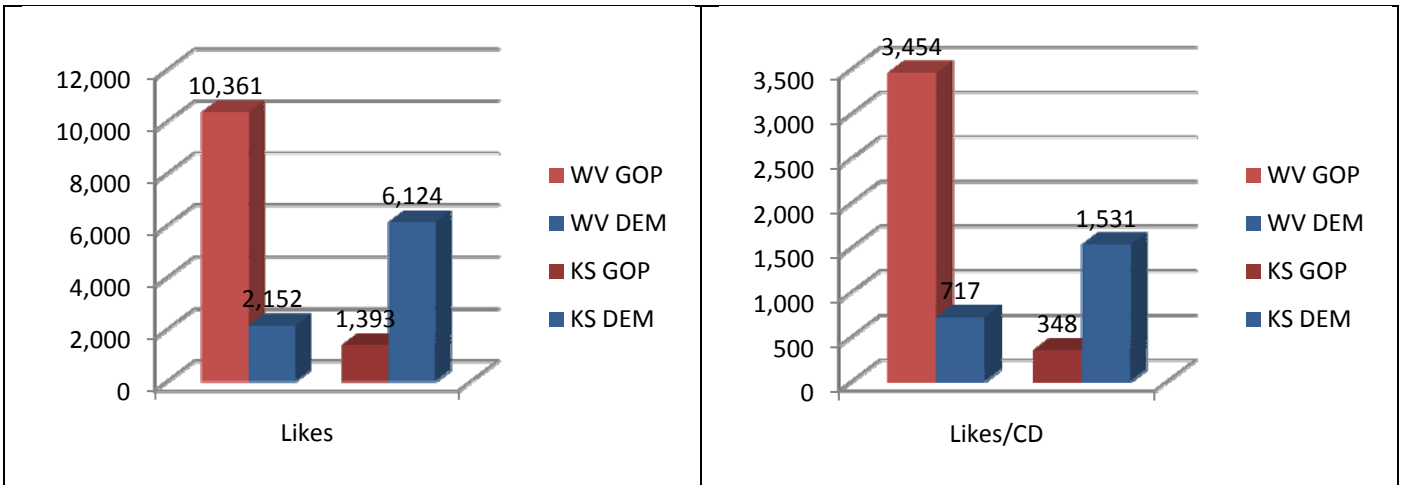


WHICH STATE COMMITTEES ARE PERFORMING THE BEST ON FACEBOOK?

The Ohio Republican Party (OH GOP) has the most "likes" for State GOP's with **11,476 (638/CD)** while the Kansas Democratic Party (KS DEM) leads the way for the State DEM's with **6,124 (1,538/CD)**.

The West Virginia Republican Party (WV GOP) has the most "likes" per congressional district for State GOP's, with **3,454**, and the Kansas Democratic Party (KS DEM) leads the way for the State DEM's with **1,531**.

Both of these groups also hold the largest lead over their in-state counterpart in terms of "likes" per congressional district.



BATTLEGROUND STATES

State GOP’s hold an advantage for “likes” in **35** states, compared to **15** for State DEM’s, as well as a sizable lead in terms of the electoral college (**358** to **177**).

In the race for the U.S. Senate, State GOP’s hold an advantage in **8** of the **9** races, identified as “toss up” by the [Cook Political Report \(05/13/2010\)](#).

Senate	GOP +/- per CD
Kentucky	1,147
Arkansas	449
Ohio	444
Florida	146
New Hampshire	128
Missouri	110
Colorado	104
Pennsylvania	96
Nevada	-372

In the 2010 Gubernatorial Election, State GOP’s have an advantage in **12** of the **17** races, identified as “toss up” by the [Cook Political Report \(04/15/2010\)](#).

Gubernatorial	GOP +/- per CD
Wisconsin	735
Ohio	444
Vermont	401
Rhode Island	335
Illinois	315
Connecticut	249
Florida	146
Colorado	104
Pennsylvania	96
Massachusetts	88
Texas	87
Georgia	56
California	-33
Minnesota	-89
Arizona	-147
Iowa	-229
Nevada	-372

CONCLUSION

The State GOP’s account for **8** of the top **10** rankings on Facebook (by congressional district), and hold an advantage in **35** of the **50** states across the country. Though it is still very early in the election cycle, intensity in the form of online energy appears to be trending in the favor of the State GOP’s over the State DEM’s. If this trend holds, then look to State GOP’s to have a tactical advantage when it comes time for GOTV operations due to their larger pool in which to recruit volunteers.

COMPLETE DATA

The table below provides a breakdown of the 100 state committees, ranked by the number of “likes” per congressional district.

Ranks	Committee	Congressional Districts (CD)	Electoral Votes (EV)	Likes	Likes/CD
1	WV GOP	3	5	10,361	3,454
2	ND GOP	1	3	2,793	2,793
3	AK GOP	1	3	1,855	1,855
4	KS DEM	4	6	6,124	1,531
5	WY GOP	1	3	1,519	1,519
6	KY GOP	6	8	8,158	1,360
7	SD GOP	1	3	1,196	1,196
8	OR GOP	5	7	5,635	1,127
9	ID DEM	2	4	2,194	1,097
10	WI GOP	8	10	7,670	959
11	MT GOP	1	3	892	892
12	AR GOP	4	6	3,023	756
13	UT DEM	3	5	2,228	743
14	WV DEM	3	5	2,152	717
15	MS GOP	4	6	2,834	709
16	LA GOP	7	9	4,945	706
17	MT DEM	1	3	690	690
18	OR DEM	5	7	3,374	675
19	VT GOP	1	3	652	652
20	OH GOP	18	20	11,476	638
21	ID GOP	2	4	1,266	633
22	SC GOP	6	8	3,632	605
23	DE DEM	1	3	579	579
24	DE GOP	1	3	574	574
25	IN GOP	9	11	5,008	556
26	NV DEM	3	5	1,659	553
27	WY DEM	1	3	527	527
28	ME DEM	2	4	1,021	511
29	AK DEM	1	3	494	494
30	ND DEM	1	3	484	484
31	NH GOP	2	4	927	464
32	HI GOP	2	4	924	462
33	MN DEM	8	10	3,348	419
34	NM DEM	3	5	1,226	409
35	NE GOP	3	5	1,180	393
36	TN GOP	9	11	3,440	382
37	NE DEM	3	5	1,145	382
38	IA DEM	5	7	1,895	379
39	KS GOP	4	6	1,393	348
40	CT GOP	5	7	1,733	347
41	ME GOP	2	4	688	344
42	UT GOP	3	5	1,024	341

43	NH DEM	2	4	671	336
44	RI GOP	2	4	669	335
45	MN GOP	8	10	2,633	329
46	IL GOP	19	21	5,980	315
47	OK GOP	5	7	1,566	313
48	AR DEM	4	6	1,228	307
49	AZ DEM	8	10	2,419	302
50	VA DEM	11	13	3,251	296
51	SC DEM	6	8	1,753	292
52	GA GOP	13	15	3,687	284
53	CO GOP	7	9	1,975	282
54	MO GOP	9	11	2,432	270
55	MI GOP	15	17	3,798	253
56	NC GOP	13	15	3,291	253
57	VT DEM	1	3	251	251
58	TX GOP	32	34	7,905	247
59	WA GOP	9	11	2,142	238
60	MA GOP	10	12	2,332	233
61	GA DEM	13	15	2,953	227
62	WI DEM	8	10	1,788	224
63	KY DEM	6	8	1,279	213
64	OH DEM	18	20	3,491	194
65	MD DEM	8	10	1,522	190
66	NC DEM	13	15	2,383	183
67	NV GOP	3	5	542	181
68	FL GOP	25	27	4,468	179
69	CO DEM	7	9	1,244	178
70	MO DEM	9	11	1,442	160
71	TX DEM	32	34	5,123	160
72	PA GOP	19	21	2,978	157
73	AZ GOP	8	10	1,246	156
74	MI DEM	15	17	2,271	151
75	AL DEM	7	9	1,053	150
76	IA GOP	5	7	751	150
77	SD DEM	1	3	147	147
78	MA DEM	10	12	1,457	146
79	NJ GOP	13	15	1,764	136
80	TN DEM	9	11	1,209	134
81	OK DEM	5	7	661	132
82	NM GOP	3	5	383	128
83	WA DEM	9	11	1,056	117
84	HI DEM	2	4	204	102
85	NY DEM	29	31	2,870	99
86	CT DEM	5	7	490	98
87	MD GOP	8	10	769	96
88	VA GOP	11	13	1,034	94
89	NJ DEM	13	15	1,136	87

90	CA DEM	53	55	4,336	82
91	LA DEM	7	9	511	73
92	IN DEM	9	11	609	68
93	PA DEM	19	21	1,149	60
94	MS DEM	4	6	227	57
95	CA GOP	53	55	2,573	49
96	FL DEM	25	27	826	33
97	NY GOP	29	31	537	19
98	AL GOP	7	9	127	18
99	IL DEM	19	21	0	0
100	RI DEM	2	4	0	0