

To: Targeted Victory

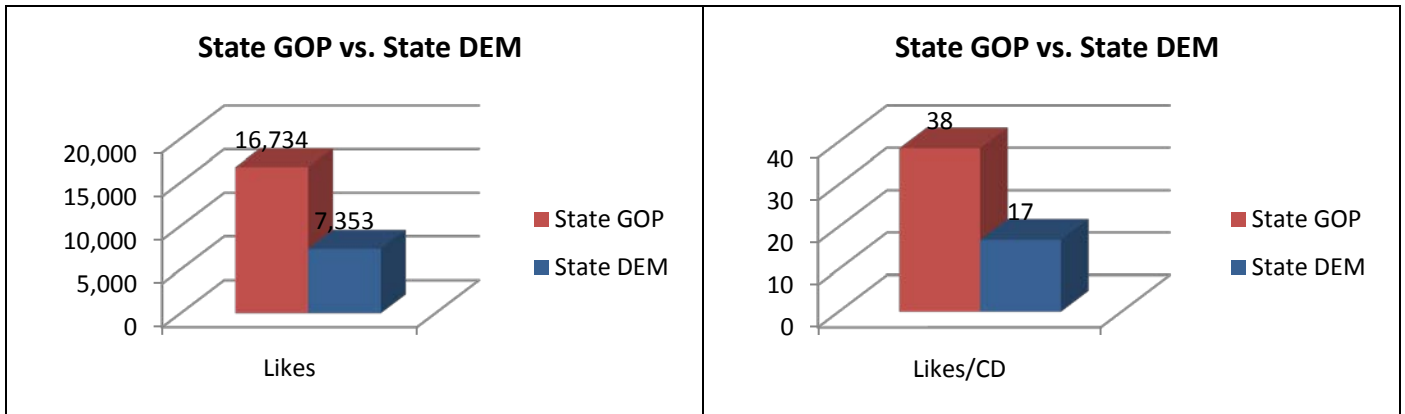
From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Facebook) (06/18/2010)

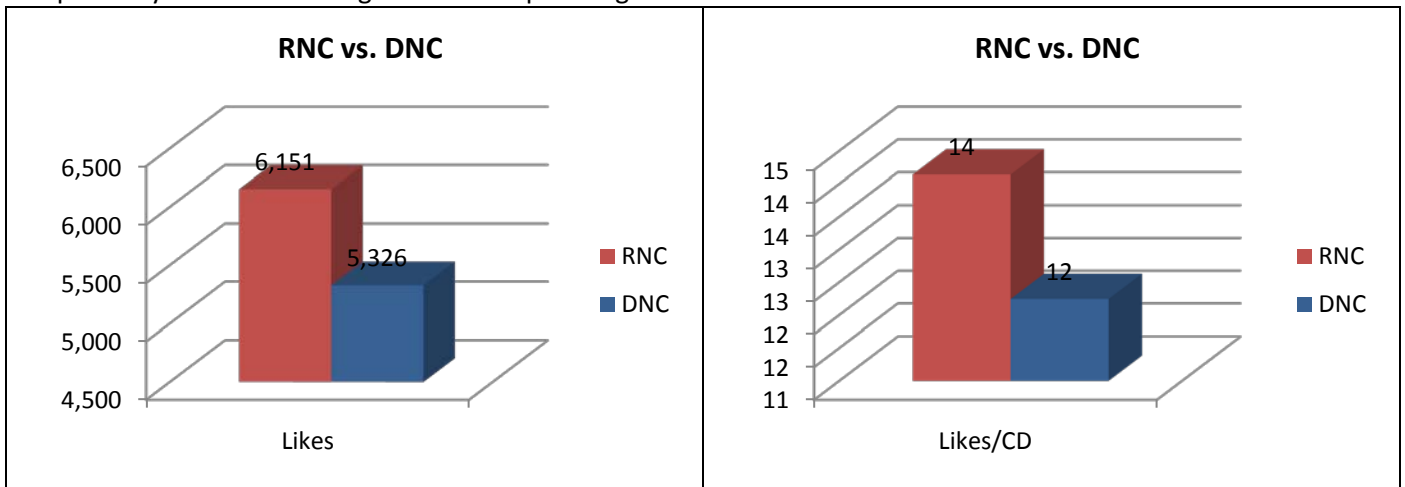
OVERVIEW

This snapshot was taken at two different points over the past 4 weeks to show the growth in Facebook “likes” over that span.

Republican State Committees (State GOP) have a **127.58%** advantage over Democrat state committees (State DEM) in new “likes”, with **16,734** to **7,353**, respectively. State GOP’s average **38** “likes” per congressional district (CD) versus **17** for the State DEM’s.

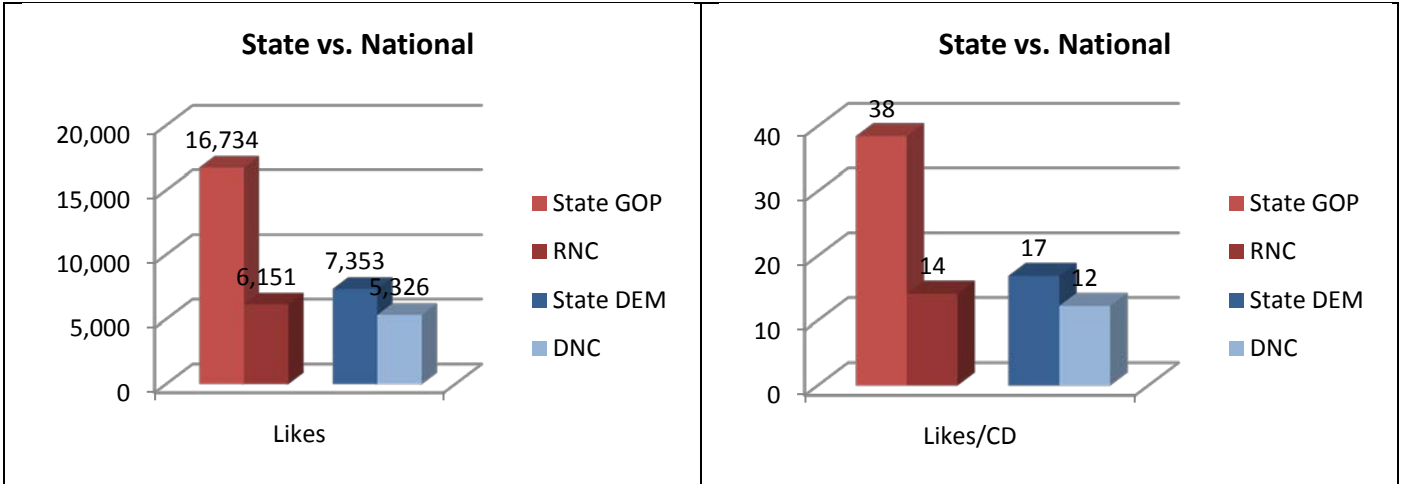


The same results are found with the national committees where the Republican National Committee (RNC) has a **15.49%** advantage over the Democratic National Committee (DNC) in new “likes”, with **6,151** to **5,326** respectively. The RNC averages **14** “likes” per congressional district versus **12** for the DNC.



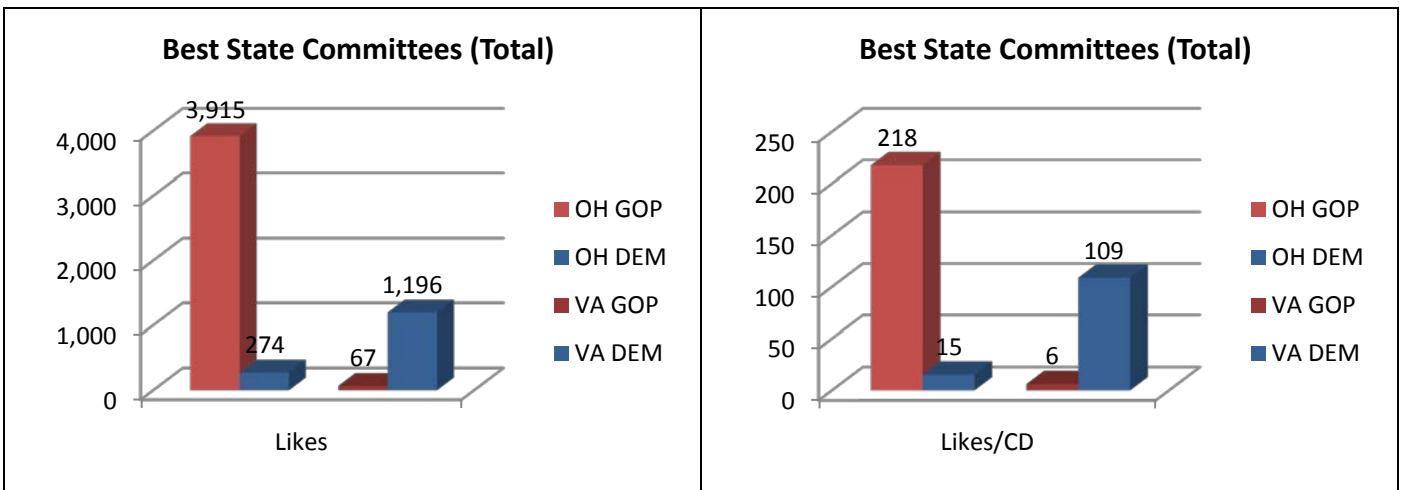
STATE VERSUS NATIONAL

The State GOP's have a **172.05%** advantage over the RNC (**16,734** to **6,151**) while the State DEM's have a **38.06%** advantage over the DNC (**7,353** to **5,326**).

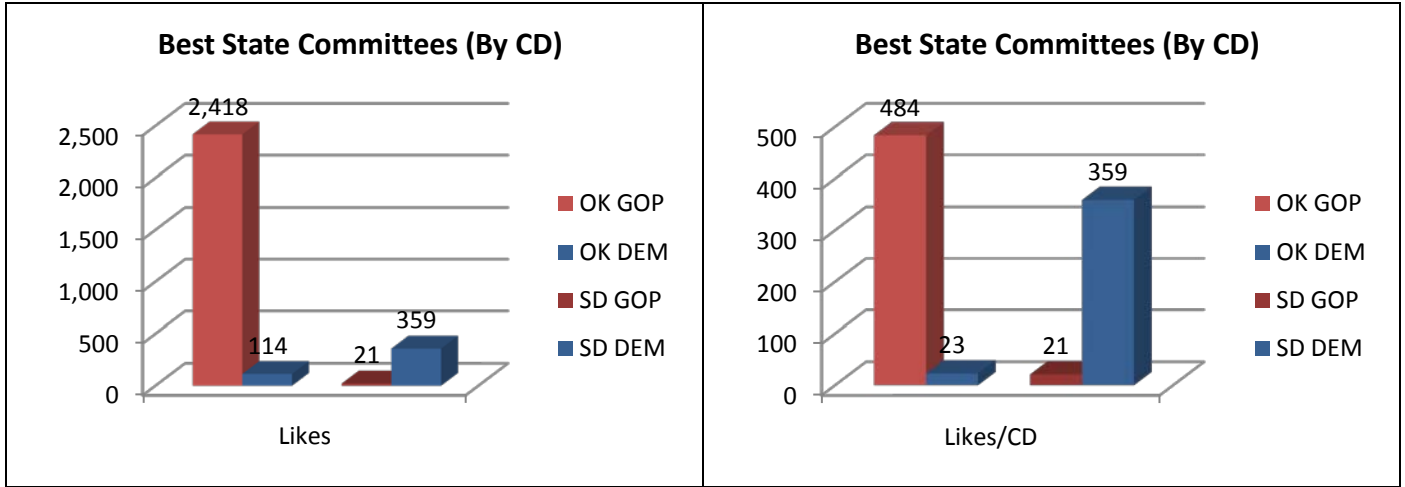


WHICH STATE COMMITTEES ARE PERFORMING THE BEST ON FACEBOOK?

The Ohio Republican Party (OH GOP) has the most new "likes" for State GOP's with **3,915** (**218/CD**) while the Virginia Democratic Party (VA DEM) leads the way for the State DEM's with **1,196** (**109/CD**).



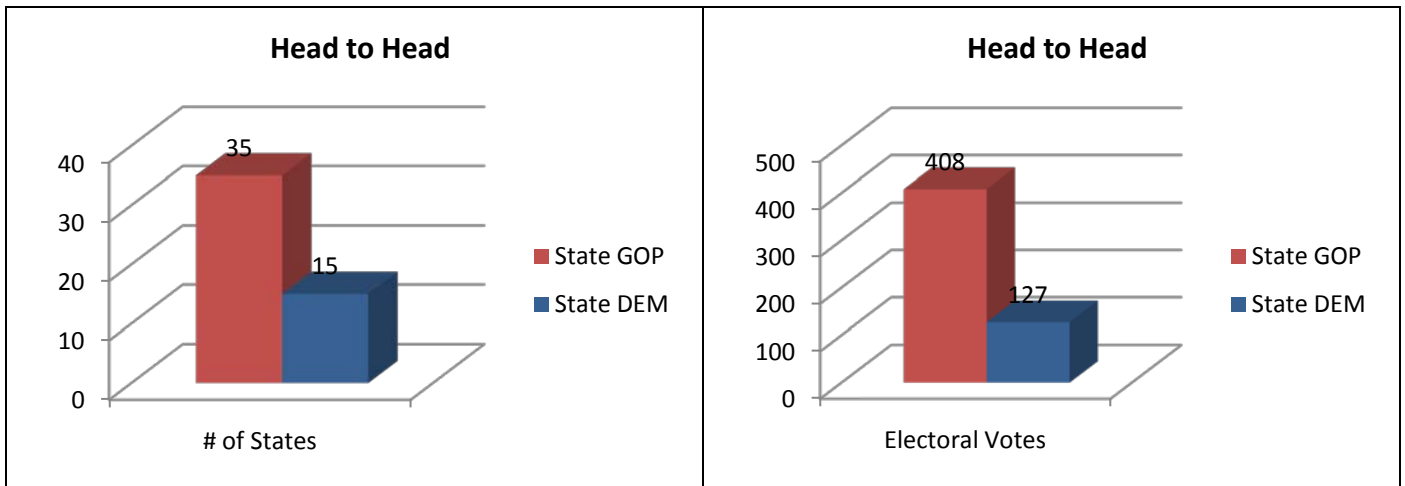
The Oklahoma Republican Party (OK GOP) has the most new “likes” per congressional district for State GOP’s, with **484**, and the South Dakota Democratic Party (SD DEM) leads the way for the State DEM’s with **359**.



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 (**408** to **127**).



In the race for the U.S. Senate, State GOP’s hold an advantage in **8** of the **10** races, identified as “toss up” by the [Cook Political Report \(06/01/2010\)](#).

State	(+/-)
Ohio	202
Kentucky	113

Arkansas	47
Colorado	12
Florida	7
Pennsylvania	7
New Hampshire	7
Nevada	1
Missouri	0
Washington	-111

In the 2010 Gubernatorial Election, State GOP's have an advantage in **14** of the **17** races, identified as "toss up" by the [Cook Political Report \(06/10/2010\)](#).

State	(+/-)
Ohio	202
Iowa	136
Georgia	16
Connecticut	15
Colorado	12
California	8
Illinois	7
Florida	7
Pennsylvania	7
Vermont	6
Massachusetts	4
Texas	4
Minnesota	2
Nevada	1
Wisconsin	-1
Arizona	-26
Rhode Island	-65

CONCLUSION

The State GOP's account for **7** of the top **10** rankings on Facebook (by congressional district), and hold an advantage in **35** of the **50** states across the country. State GOP's increased their overall lead both nationwide and in key states from our last report (05/21/2010).

COMPLETE DATA

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

Ranks	Committee	CDs	Evs	Likes	Likes/CD
1	OK GOP	5	7	2,418	484
2	SD DEM	1	3	359	359
3	WV GOP	3	5	671	224
4	OH GOP	18	20	3,915	218
5	IN GOP	9	11	1,637	182
6	AL GOP	7	9	1,056	151
7	IA GOP	5	7	743	149
8	AL DEM	7	9	1,033	148
9	KY GOP	6	8	833	139
10	KS DEM	4	6	511	128
11	WA DEM	9	11	1,079	120
12	TN GOP	9	11	1,042	116
13	VA DEM	11	13	1,196	109
14	SC GOP	6	8	644	107
15	MT DEM	1	3	94	94
16	RI DEM	2	4	156	78
17	AR GOP	4	6	279	70
18	WY DEM	1	3	58	58
19	WY GOP	1	3	48	48
20	DE DEM	1	3	44	44
21	UT DEM	3	5	128	43
22	HI GOP	2	4	74	37
23	ND GOP	1	3	35	35
24	MT GOP	1	3	35	35
25	HI DEM	2	4	62	31
26	IN DEM	9	11	272	30
27	VT GOP	1	3	29	29
28	ND DEM	1	3	28	28
29	MD GOP	8	10	220	28
30	AZ DEM	8	10	219	27
31	KY DEM	6	8	154	26
32	WI DEM	8	10	202	25
33	ME GOP	2	4	50	25
34	WI GOP	8	10	198	25
35	AR DEM	4	6	92	23
36	VT DEM	1	3	23	23
37	OK DEM	5	7	114	23
38	SD GOP	1	3	21	21
39	ID DEM	2	4	40	20
40	AK GOP	1	3	20	20
41	CT GOP	5	7	96	19
42	CO GOP	7	9	130	19

43	NH GOP	2	4	32	16
44	OH DEM	18	20	274	15
45	GA GOP	13	15	193	15
46	NE GOP	3	5	44	15
47	WV DEM	3	5	40	13
48	RI GOP	2	4	26	13
49	IA DEM	5	7	64	13
50	MD DEM	8	10	95	12
51	MN GOP	8	10	94	12
52	KS GOP	4	6	47	12
53	TX GOP	32	34	334	10
54	LA GOP	7	9	73	10
55	PA GOP	19	21	192	10
56	MN DEM	8	10	80	10
57	SC DEM	6	8	58	10
58	NM GOP	3	5	29	10
59	NH DEM	2	4	19	10
60	CA GOP	53	55	502	9
61	NC GOP	13	15	120	9
62	WA GOP	9	11	77	9
63	LA DEM	7	9	58	8
64	OR GOP	5	7	40	8
65	MI GOP	15	17	116	8
66	UT GOP	3	5	22	7
67	FL GOP	25	27	180	7
68	NM DEM	3	5	21	7
69	IL GOP	19	21	131	7
70	TX DEM	32	34	211	7
71	OR DEM	5	7	32	6
72	CO DEM	7	9	44	6
73	VA GOP	11	13	67	6
74	MO GOP	9	11	52	6
75	MO DEM	9	11	51	6
76	MS DEM	4	6	19	5
77	NC DEM	13	15	58	4
78	NJ DEM	13	15	58	4
79	CT DEM	5	7	22	4
80	AK DEM	1	3	4	4
81	MI DEM	15	17	59	4
82	MA GOP	10	12	39	4
83	TN DEM	9	11	35	4

84	NY DEM	29	31	109	4
85	PA DEM	19	21	66	3
86	NJ GOP	13	15	40	3
87	NY GOP	29	31	72	2
88	ID GOP	2	4	3	2
89	MS GOP	4	6	5	1
90	CA DEM	53	55	65	1
91	NE DEM	3	5	3	1
92	NV GOP	3	5	2	1
93	FL DEM	25	27	12	0
94	IL DEM	19	21	0	0
95	NV DEM	3	5	0	0
96	MA DEM	10	12	-5	-1
97	GA DEM	13	15	-15	-1
98	DE GOP	1	3	-3	-3
99	ME DEM	2	4	-48	-24
100	AZ GOP	8	10	-575	-72