

To: Targeted Victory

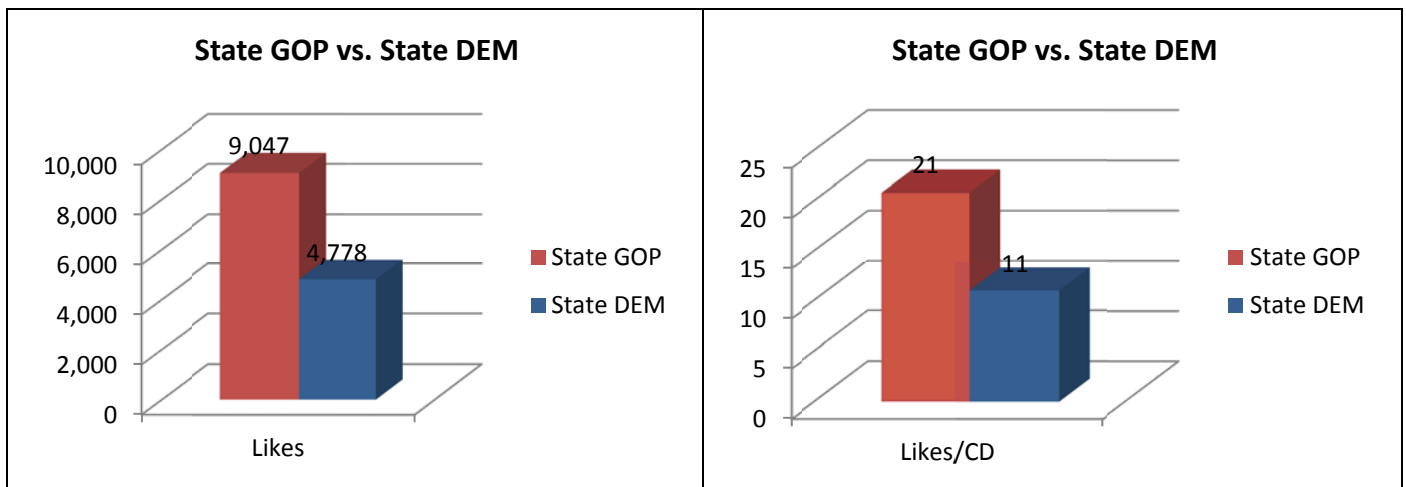
From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Facebook) (07/16/2010)

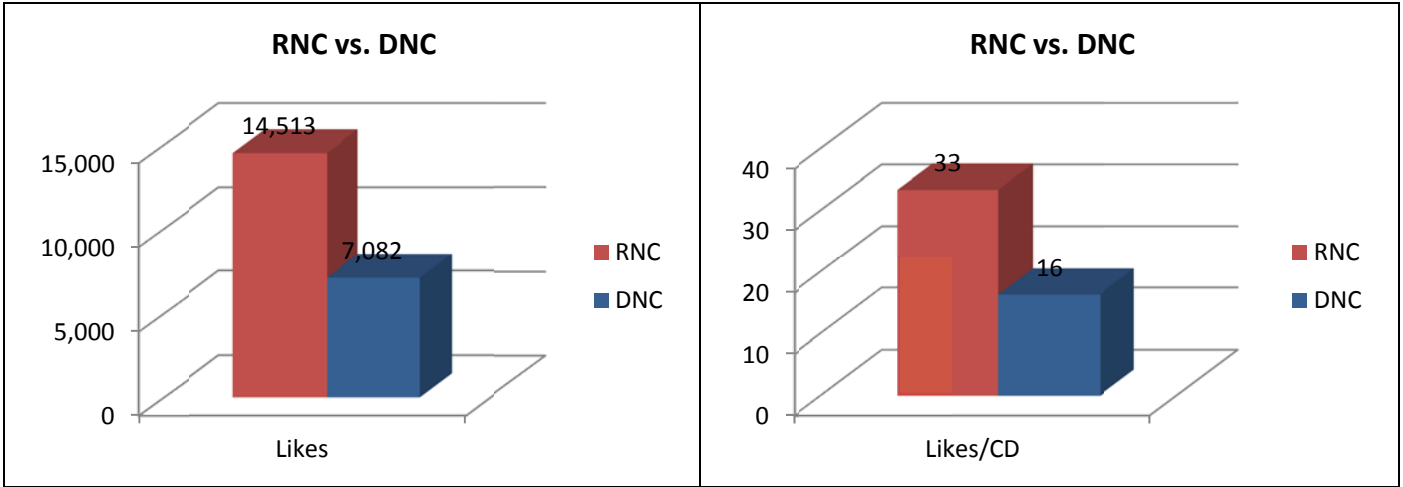
**OVERVIEW**

This snapshot reflects growth in Facebook Likes (likes) over the past four weeks. The State GOP's account for **8** of the top **10** rankings (including **4** of the top **5**) for likes per congressional district (likes/CD), and hold an advantage in **33** of the **50** states across the country. Overall, likes for these state committees, was up **5.67%** during this period.

Republican State Committees (State GOP) had a **89.35%** advantage over Democrat State Committees (State DEM) in total likes, with **9,047** to **4,778**, respectively. State GOP's averaged **21** likes/CD versus **11** for the State DEM's.

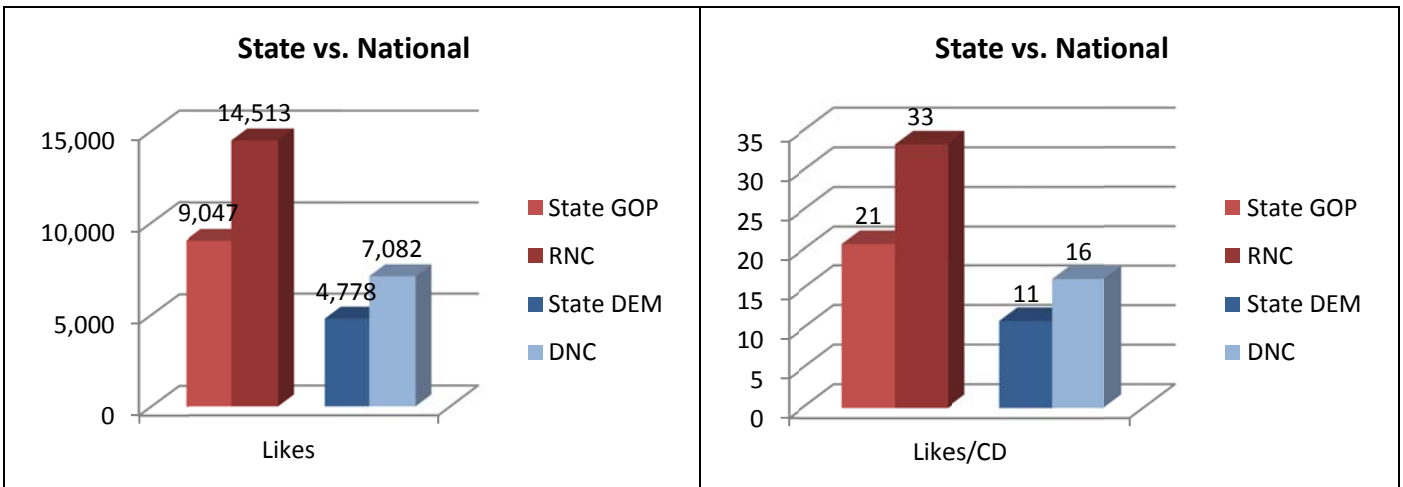


The Republican National Committee (RNC) had a **104.93%** advantage over the Democratic National Committee (DNC) in total likes, with **14,513** to **7,082**, respectively. The RNC averaged **33** likes/CD versus **16** for the DNC.



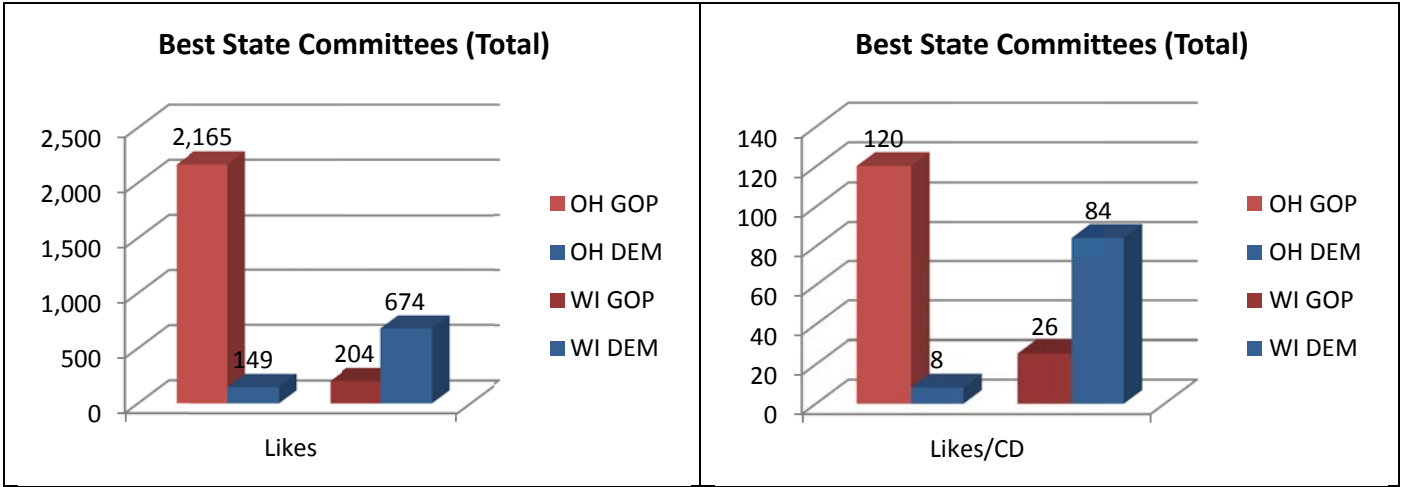
**STATE VERSUS NATIONAL**

The RNC had a **37.66%** advantage over the State GOP's (**14,513** to **9,047**), while the DNC had a **32.53%** advantage over the State DEM's (**7,082** to **4,778**).

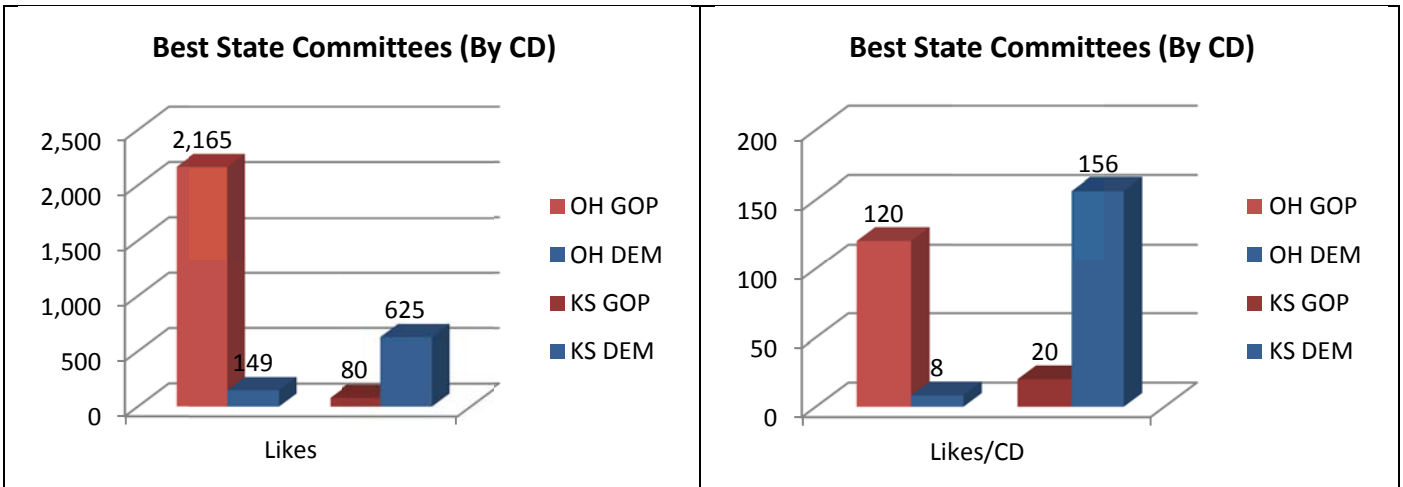


**WHICH STATE COMMITTEES ARE PERFORMING THE BEST WITH FACEBOOK LIKES?**

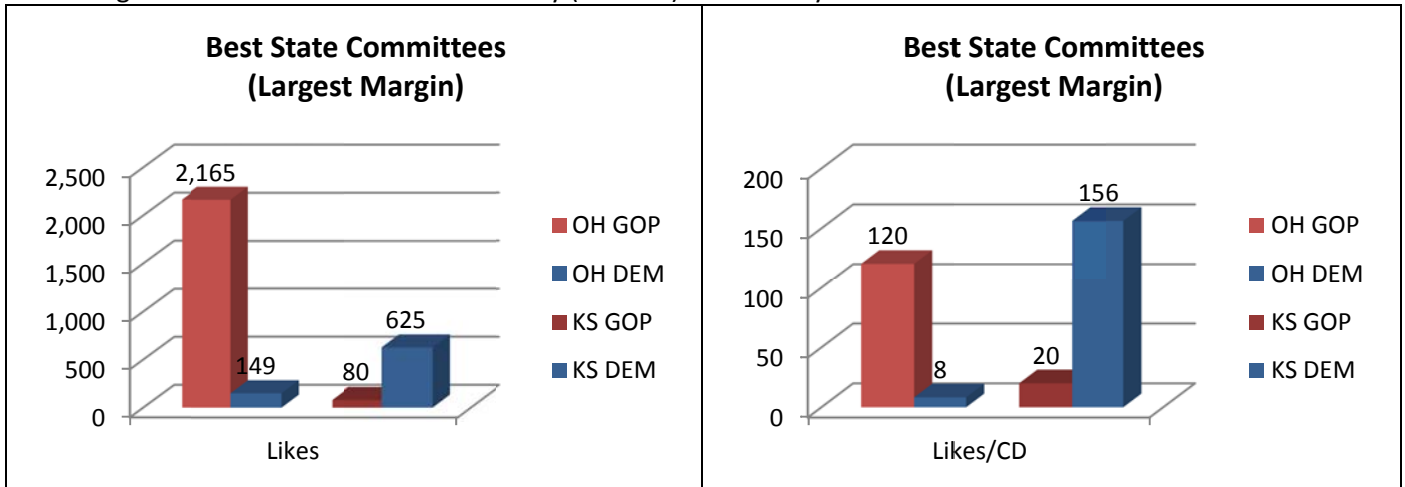
The Ohio Republican Party (OH GOP) had the most total likes for State GOP's with **2,165 (120/CD)** while the Wisconsin Democratic Party (WI DEM) led the way for the State DEM's with **674 (84/CD)**.



The Ohio Republican Party (OH GOP) had the most likes/CD for State GOP's with **120 (2,165 total)** while the Kansas Democratic Party (KS DEM) led the way for the State DEM's with **156 (625 total)**.

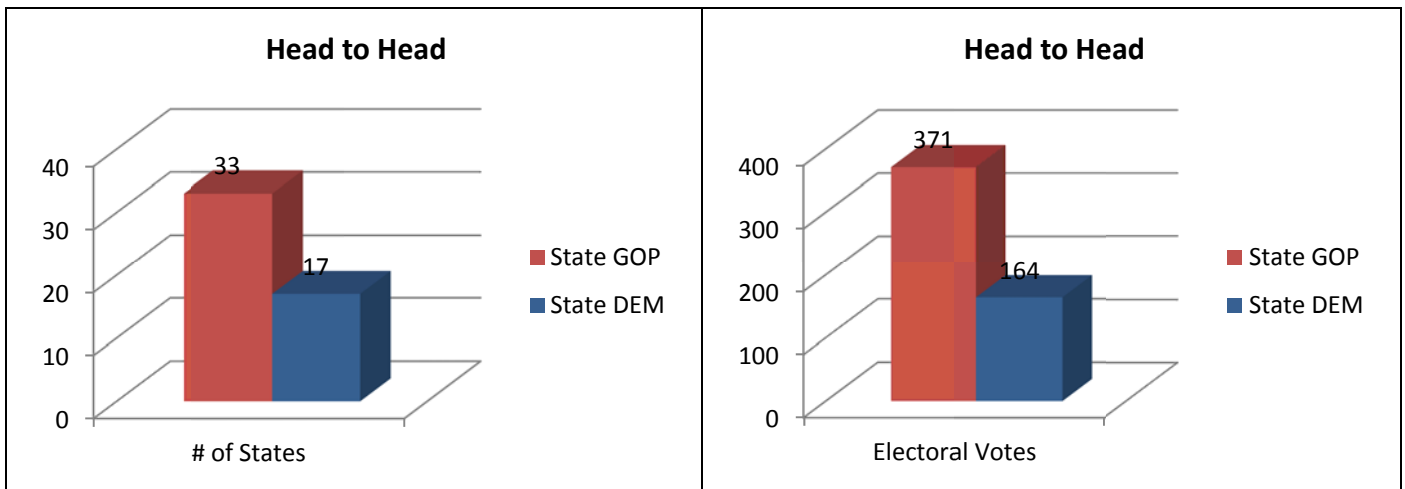


The Ohio Republican Party (OH GOP) had the largest head to head margin/CD for State GOP's with a **120-8** advantage while the Kansas Democratic Party (KS DEM) led the way for the State DEM's **156-20**.



**BATTLEGROUND STATES**

State GOP's hold an advantage for likes in **33** states, compared to **172** for State DEM's. State GOP's also hold a sizeable lead in terms of the electoral college (**371** to **164**).



In the race for the U.S. Senate, State GOP's hold an advantage in **7** of the **10** races, identified as "toss up" by the [Cook Political Report \(06/24/2010\)](#).

Senate	(+/-)
Ohio	112
Arkansas	13
Florida	6
New Hampshire	5
Pennsylvania	2
Colorado	2
Nevada	2
Washington	0
Kentucky	-18
Missouri	-30

In the 2010 Gubernatorial Election, State GOP's have an advantage in **14** of the **18** races, identified as "toss up" by the [Cook Political Report \(06/17/2010\)](#).

Gubernatorial	(+/-)
Ohio	112
Vermont	61
Connecticut	34
Georgia	23
Rhode Island	16
Massachusetts	11
Illinois	7
Florida	6
Texas	3
Pennsylvania	2
Colorado	2
Nevada	2
California	0
Minnesota	-8
Iowa	-10
Arizona	-11
Wisconsin	-59

**DATA**

The table below provides a breakdown of the 100 state committees, ranked by the number of likes/CD.

Ranks	Committee	CDs	Evs	Likes	Likes/CD
1	KS DEM	4	6	625	<b>156</b>
2	OH GOP	18	20	2,165	<b>120</b>
3	VT GOP	1	3	92	<b>92</b>
4	ND GOP	1	3	91	<b>91</b>
5	IN GOP	9	11	781	<b>87</b>
6	WI DEM	8	10	674	<b>84</b>

7	NE GOP	3	5	229	76
8	MD GOP	8	10	596	75
9	WV GOP	3	5	220	73
10	WY GOP	1	3	66	66
11	OK GOP	5	7	323	65
12	MT GOP	1	3	55	55
13	AK GOP	1	3	53	53
14	MO DEM	9	11	461	51
15	MT DEM	1	3	49	49
16	SD GOP	1	3	46	46
17	NE DEM	3	5	128	43
18	NM DEM	3	5	117	39
19	ID DEM	2	4	74	37
20	HI GOP	2	4	71	36
21	CT GOP	5	7	173	35
22	TN GOP	9	11	302	34
23	KY DEM	6	8	196	33
24	VT DEM	1	3	31	31
25	AR GOP	4	6	122	31
26	SC GOP	6	8	167	28
27	OR GOP	5	7	135	27
28	AZ DEM	8	10	214	27
29	DE DEM	1	3	26	26
30	WI GOP	8	10	204	26
31	LA GOP	7	9	176	25
32	GA GOP	13	15	315	24
33	ND DEM	1	3	24	24
34	WY DEM	1	3	22	22
35	MO GOP	9	11	195	22
36	MN DEM	8	10	163	20
37	KS GOP	4	6	80	20
38	MI GOP	15	17	269	18
39	OK DEM	5	7	89	18
40	AR DEM	4	6	71	18
41	IA DEM	5	7	85	17
42	AZ GOP	8	10	128	16
43	NH GOP	2	4	32	16
44	WV DEM	3	5	47	16
45	KY GOP	6	8	88	15
46	RI GOP	2	4	29	15
47	NC GOP	13	15	184	14
48	TX GOP	32	34	448	14
49	WA DEM	9	11	114	13
50	MN GOP	8	10	99	12
51	WA GOP	9	11	111	12
52	NH DEM	2	4	23	12
53	MA GOP	10	12	115	12

54	TX DEM	32	34	365	11
55	SC DEM	6	8	66	11
56	MD DEM	8	10	82	10
57	OR DEM	5	7	48	10
58	NM GOP	3	5	27	9
59	ME GOP	2	4	17	9
60	OH DEM	18	20	149	8
61	IA GOP	5	7	37	7
62	VA DEM	11	13	81	7
63	UT DEM	3	5	22	7
64	FL GOP	25	27	180	7
65	NJ DEM	13	15	90	7
66	CO GOP	7	9	48	7
67	IL GOP	19	21	130	7
68	AL DEM	7	9	47	7
69	VA GOP	11	13	70	6
70	TN DEM	9	11	56	6
71	HI DEM	2	4	12	6
72	MI DEM	15	17	80	5
73	PA GOP	19	21	97	5
74	CO DEM	7	9	33	5
75	ID GOP	2	4	9	5
76	NC DEM	13	15	54	4
77	AL GOP	7	9	29	4
78	AK DEM	1	3	4	4
79	MS DEM	4	6	16	4
80	NJ GOP	13	15	52	4
81	NY DEM	29	31	104	4
82	IN DEM	9	11	30	3
83	DE GOP	1	3	3	3
84	PA DEM	19	21	54	3
85	CA GOP	53	55	138	3
86	CA DEM	53	55	121	2
87	NY GOP	29	31	55	2
88	FL DEM	25	27	37	1
89	GA DEM	13	15	16	1
90	CT DEM	5	7	5	1
91	SD DEM	1	3	1	1
92	UT GOP	3	5	2	1
93	MA DEM	10	12	6	1
94	ME DEM	2	4	1	1

95	IL DEM	19	21	0	<b>0</b>
96	MS GOP	4	6	-3	<b>-1</b>
97	NV GOP	3	5	-4	<b>-1</b>
98	RI DEM	2	4	-3	<b>-2</b>
99	NV DEM	3	5	-9	<b>-3</b>
100	LA DEM	7	9	-23	<b>-3</b>