

To: Targeted Victory

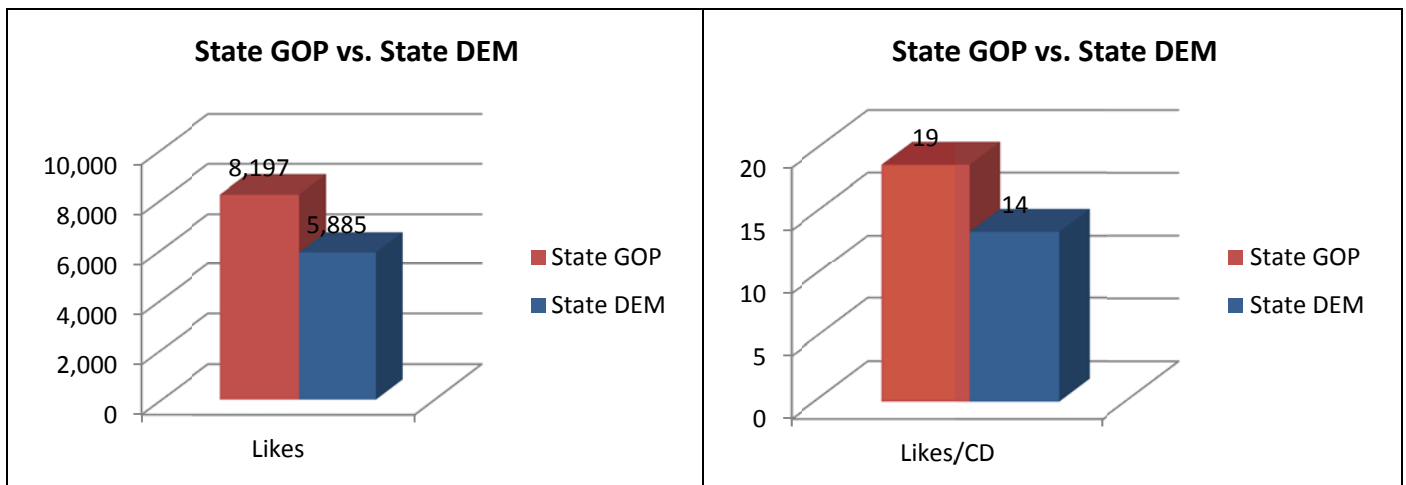
From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Facebook) (08/13/2010)

OVERVIEW

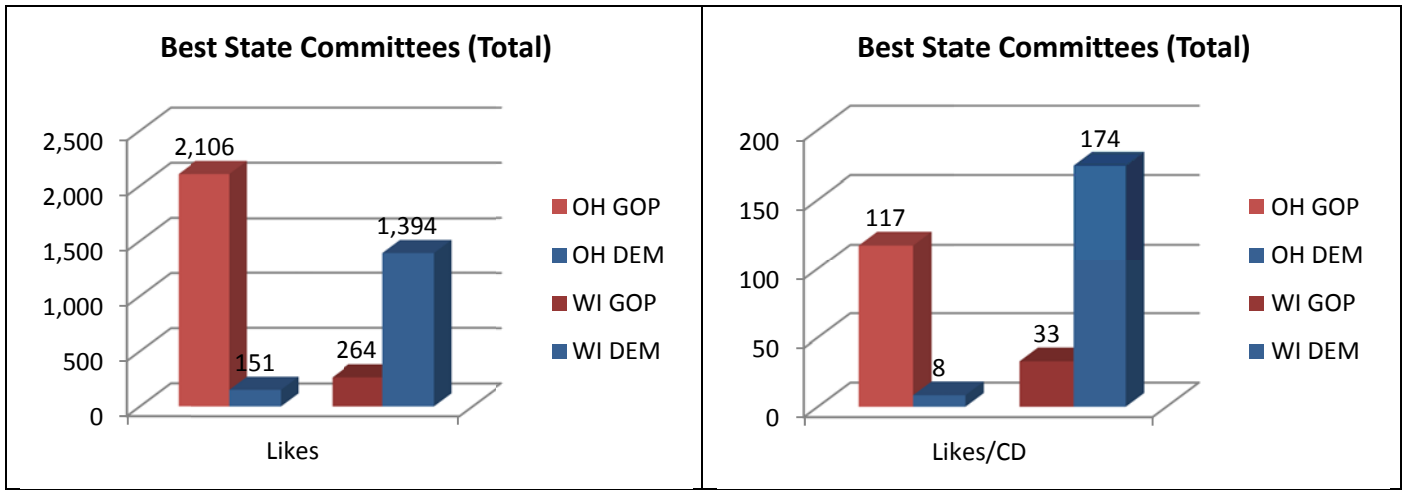
This snapshot reflects growth in Facebook Likes (likes) over the past four weeks. The State GOP's account for **5** of the top **10** rankings for likes/CD, and hold an advantage in **29** of the **50** states across the country. Overall, likes for these state committees, was up **5.47%** during this period.

Republican State Committees (State GOP) had a **39.29%** advantage over Democrat State Committees (State DEM) in total likes, with **8,197** to **5,885**, respectively. State GOP's averaged **19** likes/CD versus **14** for the State DEM's.

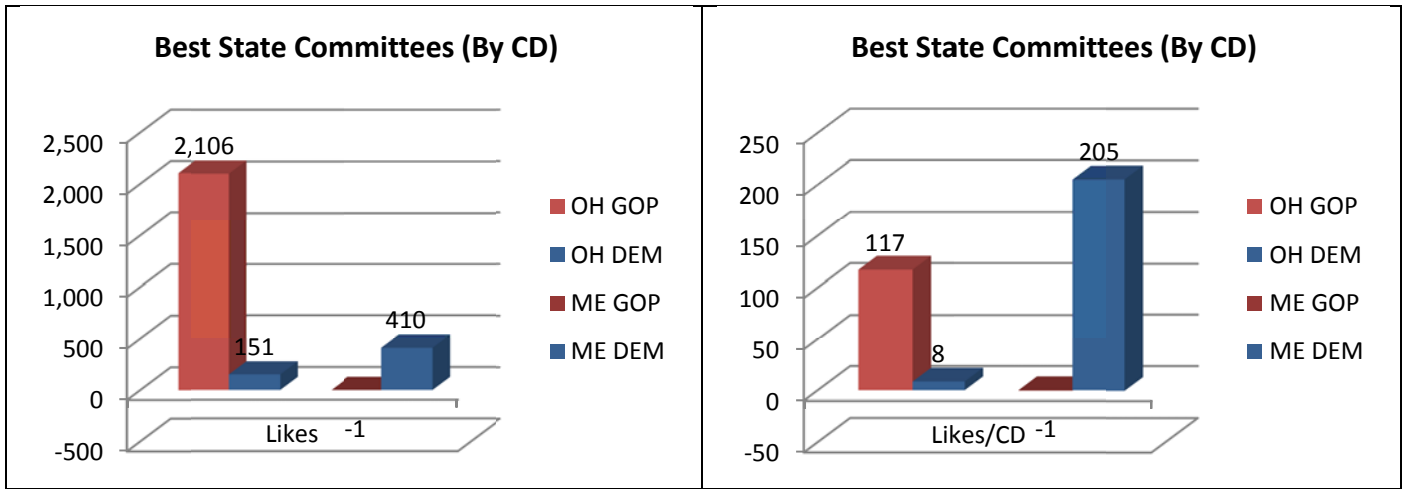


WHICH STATE COMMITTEES ARE PERFORMING THE BEST WITH FACEBOOK LIKES?

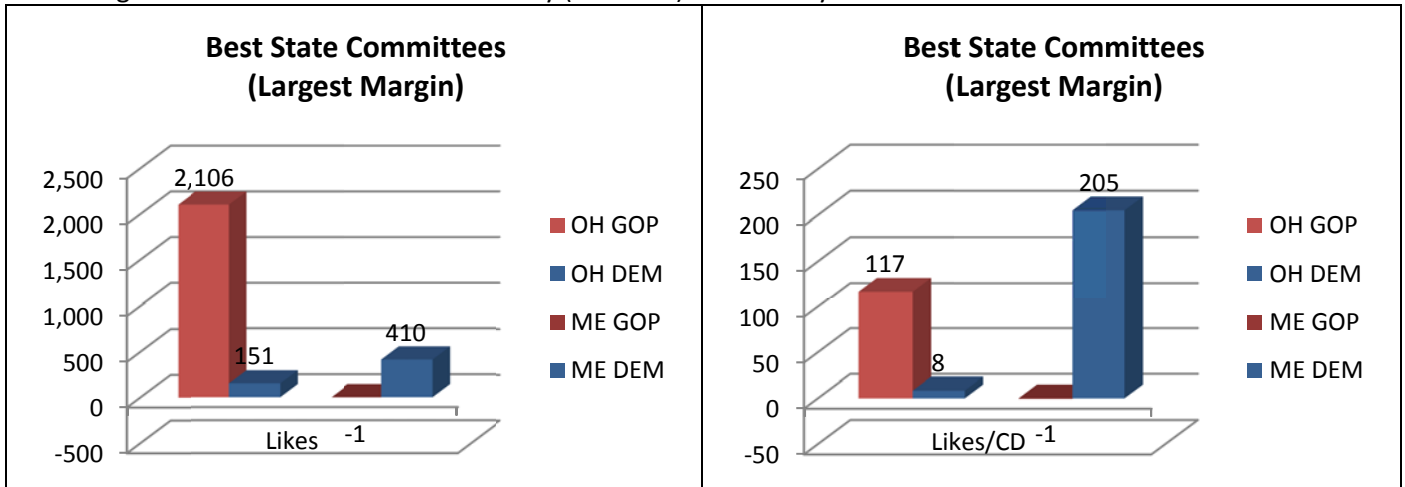
The Ohio Republican Party (OH GOP) had the most total likes for State GOP's with **2,106 (117/CD)** while the Wisconsin Democratic Party (WI DEM) led the way for the State DEM's with **1,394 (174/CD)**.



The Ohio Republican Party (OH GOP) had the most likes/CD for State GOP's with **117 (2,106 total)** while the Maine Democratic Party (ME DEM) led the way for the State DEM's with **205 (410 total)**.

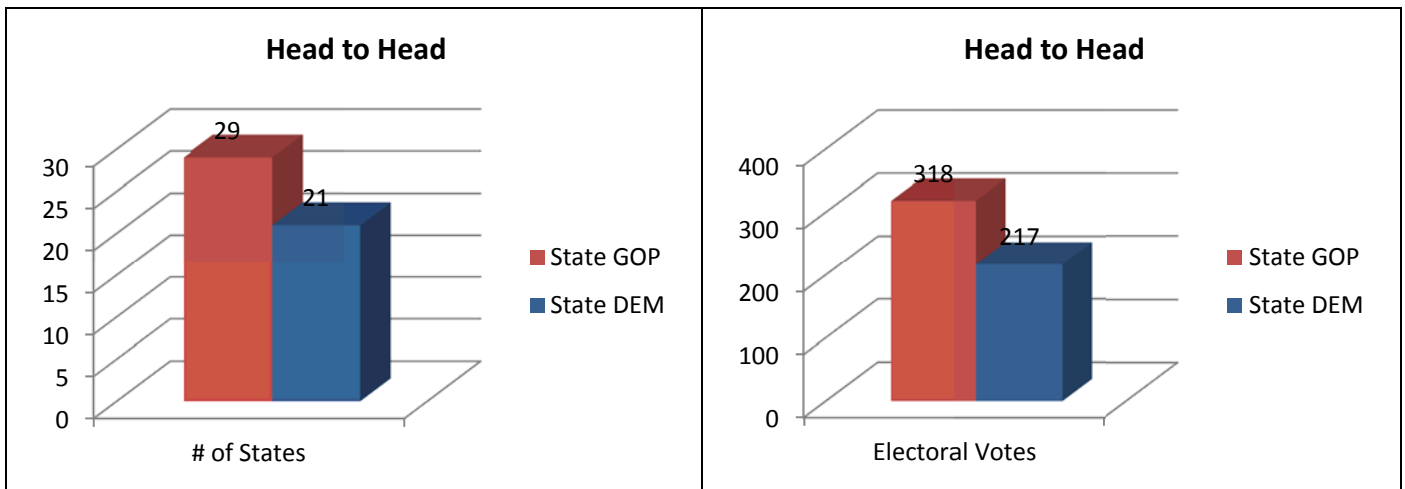


The Ohio Republican Party (OH GOP) had the largest head to head margin/CD for State GOP's with a **117-8** advantage while the Maine Democratic Party (ME DEM) led the way for the State DEM's **205--1**.



BATTLEGROUND STATES

State GOP's hold an advantage for likes in **29** states, compared to **21** for State DEM's. State GOP's also hold a lead in terms of the electoral college (**318** to **217**).



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	ME DEM	2	4	410	205
2	WI DEM	8	10	1,394	174
3	MT DEM	1	3	128	128
4	KS DEM	4	6	508	127
5	OH GOP	18	20	2,106	117
6	ND GOP	1	3	110	110
7	IN GOP	9	11	867	96
8	WY GOP	1	3	74	74
9	NE DEM	3	5	209	70
10	WV GOP	3	5	198	66
11	KY DEM	6	8	292	49
12	AK GOP	1	3	47	47
13	NE GOP	3	5	134	45
14	ID DEM	2	4	87	44
15	MD GOP	8	10	322	40
16	TN GOP	9	11	353	39
17	CT GOP	5	7	185	37
18	VT GOP	1	3	35	35
19	WY DEM	1	3	33	33
20	WI GOP	8	10	264	33
21	AZ DEM	8	10	243	30
22	SC GOP	6	8	182	30
23	NH GOP	2	4	57	29
24	VT DEM	1	3	28	28
25	ND DEM	1	3	27	27
26	TN DEM	9	11	228	25
27	NM DEM	3	5	73	24
28	AR GOP	4	6	97	24
29	SD GOP	1	3	24	24
30	LA DEM	7	9	146	21
31	MI GOP	15	17	310	21
32	HI GOP	2	4	40	20
33	OK GOP	5	7	100	20
34	NH DEM	2	4	39	20
35	IA DEM	5	7	94	19
36	MN DEM	8	10	146	18
37	TX GOP	32	34	583	18
38	MO GOP	9	11	161	18
39	MT GOP	1	3	17	17
40	GA GOP	13	15	214	16
41	KS GOP	4	6	64	16
42	OR DEM	5	7	78	16
43	MD DEM	8	10	122	15
44	CO GOP	7	9	106	15
45	KY GOP	6	8	88	15

46	AR DEM	4	6	56	14
47	RI GOP	2	4	27	14
48	OK DEM	5	7	64	13
49	WV DEM	3	5	38	13
50	SC DEM	6	8	76	13
51	DE DEM	1	3	12	12
52	NC GOP	13	15	155	12
53	LA GOP	7	9	83	12
54	OR GOP	5	7	58	12
55	NM GOP	3	5	33	11
56	AZ GOP	8	10	84	11
57	WA GOP	9	11	90	10
58	MN GOP	8	10	77	10
59	AL DEM	7	9	62	9
60	IL GOP	19	21	165	9
61	CO DEM	7	9	59	8
62	OH DEM	18	20	151	8
63	AK DEM	1	3	8	8
64	MI DEM	15	17	120	8
65	MA GOP	10	12	79	8
66	VA GOP	11	13	86	8
67	TX DEM	32	34	250	8
68	WA DEM	9	11	70	8
69	IA GOP	5	7	36	7
70	UT DEM	3	5	20	7
71	MO DEM	9	11	58	6
72	FL GOP	25	27	156	6
73	PA GOP	19	21	115	6
74	DE GOP	1	3	6	6
75	VA DEM	11	13	54	5
76	CT DEM	5	7	19	4
77	MS DEM	4	6	15	4
78	IN DEM	9	11	33	4
79	NC DEM	13	15	46	4
80	AL GOP	7	9	24	3
81	PA DEM	19	21	63	3
82	NY DEM	29	31	95	3
83	NJ DEM	13	15	40	3
84	CA DEM	53	55	143	3
85	CA GOP	53	55	109	2
86	NJ GOP	13	15	24	2
87	MS GOP	4	6	6	2
88	NY GOP	29	31	43	1
89	FL DEM	25	27	37	1
90	NV DEM	3	5	3	1
91	UT GOP	3	5	3	1
92	MA DEM	10	12	7	1
93	ID GOP	2	4	1	1

94	GA DEM	13	15	5	0
95	HI DEM	2	4	0	0
96	IL DEM	19	21	0	0
97	NV GOP	3	5	0	0
98	ME GOP	2	4	-1	-1
99	RI DEM	2	4	-2	-1
100	SD DEM	1	3	-2	-2