

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Facebook)(09/10/2010)

OVERVIEW

This snapshot reflects growth in web traffic likes over the past four weeks. The State GOP's account for **5** of the top **10** rankings for likes/CD and hold a head to head advantage in **36** of the **50** states across the country. Overall, likes for all state committees, were up **4.09%** during this period. State GOP's grew by **3.73%** while State DEM's grew by **4.73%**. State GOP's accounted for **58.30%** of all growth for state committees during this period: consequently outgrowing State DEM's **6,471** to **4,629**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **36** of **50** states.

GOP	DEM	Tied
AK	AZ	
AL	DE	
AR	IA	
CA	ID	
CO	KS	
CT	ME	
FL	MN	
GA	MT	
HI	NJ	
IL	NM	
IN	OH	
KY	OR	
LA	VT	
MA	WY	
MD		
MI		
MO		
MS		
NC		
ND		
NE		
NH		
NV		
NY		
OK		
PA		
RI		
SC		

SD		
TN		
TX		
UT		
VA		
WA		
WI		
WV		

TOP PERFORMERS

The Ohio Republican Party (OH GOP) had the most likes for State GOP's with **1,443 (80/CD)** while the Ohio Democrat Party (OH DEM) led the way for State DEM's with **1,454 (81/CD)**.

Rank	Committee	CDs	Evs	Likes	Likes/CD
1	OH DEM	18	20	1,454	81
2	OH GOP	18	20	1,443	80
3	IN GOP	9	11	627	70
4	WI GOP	8	10	543	68
5	KS DEM	4	6	432	108
6	MI GOP	15	17	374	25
7	MD GOP	8	10	362	45
8	WI DEM	8	10	334	42
9	TX GOP	32	34	288	9
10	AZ DEM	8	10	279	35

The Ohio Republican Party (OH GOP) had the most likes/CD for State GOP's with **80 (1,443 total)** while the Kansas Democrat Party (KS DEM) led the way for State DEM's with **108 (432 total)**.

Rank	Committee	CDs	Evs	Likes	Likes/CD
1	KS DEM	4	6	432	108
2	WY DEM	1	3	101	101
3	OH DEM	18	20	1,454	81
4	OH GOP	18	20	1,443	80
5	MT DEM	1	3	78	78
6	IN GOP	9	11	627	70
7	VT DEM	1	3	69	69
8	WI GOP	8	10	543	68
9	HI GOP	2	4	130	65
10	VT GOP	1	3	47	47

COMPLETE 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	432	108
2	WY DEM	1	3	101	101
3	OH DEM	18	20	1,454	81

4	OH GOP	18	20	1,443	80
5	MT DEM	1	3	78	78
6	IN GOP	9	11	627	70
7	VT DEM	1	3	69	69
8	WI GOP	8	10	543	68
9	HI GOP	2	4	130	65
10	VT GOP	1	3	47	47
11	ND GOP	1	3	46	46
12	WY GOP	1	3	46	46
13	MD GOP	8	10	362	45
14	AK GOP	1	3	45	45
15	WI DEM	8	10	334	42
16	KY GOP	6	8	227	38
17	AZ DEM	8	10	279	35
18	NE DEM	3	5	99	33
19	NE GOP	3	5	98	33
20	KY DEM	6	8	189	32
21	DE DEM	1	3	30	30
22	MT GOP	1	3	30	30
23	SD GOP	1	3	30	30
25	AR GOP	4	6	116	29
24	ID DEM	2	4	52	26
26	ND DEM	1	3	26	26
27	MD DEM	8	10	201	25
29	NH GOP	2	4	50	25
28	MI GOP	15	17	374	25
30	CT GOP	5	7	96	19
31	KS GOP	4	6	72	18
32	SC GOP	6	8	107	18
33	RI GOP	2	4	35	18
34	LA GOP	7	9	114	16
35	ME DEM	2	4	32	16
36	MN DEM	8	10	126	16
37	NM DEM	3	5	45	15
38	TN GOP	9	11	132	15
39	AR DEM	4	6	57	14
40	WV GOP	3	5	38	13
41	NH DEM	2	4	24	12
42	GA GOP	13	15	150	12
43	IA DEM	5	7	55	11
44	MN GOP	8	10	80	10
45	CO GOP	7	9	64	9
46	TX GOP	32	34	288	9
47	AK DEM	1	3	9	9
49	MO GOP	9	11	75	8
48	WV DEM	3	5	25	8
50	IA GOP	5	7	41	8
51	WA GOP	9	11	73	8

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52	NC GOP	13	15	104	8
54	MI DEM	15	17	117	8
53	OK GOP	5	7	38	8
55	SC DEM	6	8	45	8
56	AL GOP	7	9	52	7
57	WA DEM	9	11	66	7
58	NJ DEM	13	15	83	6
59	OR DEM	5	7	30	6
60	MO DEM	9	11	53	6
61	AZ GOP	8	10	47	6
62	FL GOP	25	27	133	5
63	NM GOP	3	5	15	5
64	UT GOP	3	5	15	5
65	IL GOP	19	21	93	5
66	PA GOP	19	21	93	5
67	VA GOP	11	13	52	5
68	OK DEM	5	7	23	5
69	TX DEM	32	34	137	4
70	CO DEM	7	9	29	4
71	TN DEM	9	11	37	4
72	LA DEM	7	9	28	4
73	ID GOP	2	4	7	4
74	MA GOP	10	12	34	3
75	UT DEM	3	5	10	3
76	IN DEM	9	11	29	3
77	NJ GOP	13	15	39	3
78	AL DEM	7	9	21	3
79	CT DEM	5	7	15	3
80	NC DEM	13	15	36	3
81	MS DEM	4	6	10	3
82	PA DEM	19	21	41	2
83	NY DEM	29	31	60	2
84	CA GOP	53	55	106	2
85	MS GOP	4	6	8	2
86	ME GOP	2	4	4	2
87	NY GOP	29	31	47	2
88	OR GOP	5	7	8	2
89	VA DEM	11	13	14	1
90	FL DEM	25	27	30	1
91	SD DEM	1	3	1	1
92	CA DEM	53	55	37	1
93	MA DEM	10	12	5	1
94	RI DEM	2	4	1	1
95	HI DEM	2	4	0	0
96	IL DEM	19	21	0	0
97	DE GOP	1	3	0	0
98	NV GOP	3	5	-3	-1
99	GA DEM	13	15	-27	-2

100	NV DEM	3	5	-19	-6
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