

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Facebook)(10/08/2010)

OVERVIEW

This snapshot reflects growth in Facebook likes over the past **4** weeks.

The State GOP's account for **7** 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 **5.38%** during this period. State GOP's grew by **5.08%** while State DEM's grew by **5.91%**. State GOP's accounted for **60.14%** of all growth for state committees during this period: consequently outgrowing State DEM's **9,140** to **6,057**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **36** of **50** states (**0** are tied).

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

SD		
TN		
TX		
VA		
WA		
WI		
WV		
WY		

TOP PERFORMERS

The Ohio Republican Party (OH GOP) had the most likes for State GOP's with **2,154 (120/CD)** while the California Democratic Party (CA DEM) led the way for State DEM's with **2,141 (40/CD)**.

Rank	Committee	CDs	Evs	Likes	Likes/CD
1	OH GOP	18	20	2,154	120
2	CA DEM	53	55	2,141	40
3	WA GOP	9	11	963	107
4	MI GOP	15	17	778	52
5	WI GOP	8	10	749	94
6	KS DEM	4	6	567	142
7	IN GOP	9	11	565	63
8	WI DEM	8	10	548	69
9	CA GOP	53	55	280	5
10	TX GOP	32	34	278	9

The Ohio Republican Party (OH GOP) had the most likes/CD for State GOP's with **120 (2,154 total)** while the Kansas Democratic Party (KS DEM) led the way for State DEM's with **142 (567 total)**.

Rank	Committee	CDs	Evs	Likes	Likes/CD
1	KS DEM	4	6	567	142
2	OH GOP	18	20	2,154	120
3	WA GOP	9	11	963	107
4	WI GOP	8	10	749	94
5	WI DEM	8	10	548	69
6	IN GOP	9	11	565	63
7	MT GOP	1	3	61	61
8	DE GOP	1	3	60	60
9	RI GOP	2	4	120	60
10	MT DEM	1	3	56	56

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	567	142
2	OH GOP	18	20	2,154	120
3	WA GOP	9	11	963	107

4	WI GOP	8	10	749	94
5	WI DEM	8	10	548	69
6	IN GOP	9	11	565	63
7	MT GOP	1	3	61	61
9	RI GOP	2	4	120	60
8	DE GOP	1	3	60	60
10	MT DEM	1	3	56	56
11	OR GOP	5	7	271	54
12	MI GOP	15	17	778	52
13	VT DEM	1	3	50	50
14	SD GOP	1	3	48	48
15	AK GOP	1	3	47	47
16	ND GOP	1	3	42	42
17	ME DEM	2	4	83	42
18	DE DEM	1	3	41	41
19	CA DEM	53	55	2,141	40
20	HI GOP	2	4	77	39
21	VT GOP	1	3	38	38
22	NM DEM	3	5	103	34
23	NH GOP	2	4	64	32
24	NE GOP	3	5	87	29
25	MD GOP	8	10	224	28
26	KS GOP	4	6	100	25
27	WY GOP	1	3	22	22
28	CT GOP	5	7	109	22
29	AZ DEM	8	10	166	21
30	AR GOP	4	6	83	21
31	MD DEM	8	10	156	20
32	IA DEM	5	7	96	19
33	WY DEM	1	3	19	19
34	KY DEM	6	8	109	18
35	AR DEM	4	6	70	18
36	SC DEM	6	8	100	17
37	ID DEM	2	4	33	17
38	MN GOP	8	10	131	16
39	NE DEM	3	5	49	16
40	WV GOP	3	5	49	16
41	SC GOP	6	8	95	16
42	IA GOP	5	7	78	16
43	OK GOP	5	7	77	15
44	WV DEM	3	5	44	15
45	WA DEM	9	11	129	14
46	OH DEM	18	20	251	14
47	CO GOP	7	9	87	12
48	MN DEM	8	10	98	12
49	GA GOP	13	15	158	12
50	TN GOP	9	11	103	11
51	KY GOP	6	8	65	11

52	LA GOP	7	9	73	10
53	AL DEM	7	9	64	9
54	TX GOP	32	34	278	9
55	NC GOP	13	15	109	8
56	VA GOP	11	13	92	8
57	UT DEM	3	5	25	8
58	MO GOP	9	11	73	8
59	PA GOP	19	21	154	8
60	OR DEM	5	7	39	8
61	TN DEM	9	11	68	8
62	AZ GOP	8	10	55	7
63	MA GOP	10	12	68	7
64	FL DEM	25	27	163	7
65	OK DEM	5	7	32	6
66	FL GOP	25	27	156	6
67	IL GOP	19	21	116	6
68	MI DEM	15	17	91	6
70	NM GOP	3	5	18	6
69	ND DEM	1	3	6	6
71	CO DEM	7	9	40	6
72	CA GOP	53	55	280	5
73	MO DEM	9	11	46	5
75	NH DEM	2	4	10	5
74	AK DEM	1	3	5	5
76	AL GOP	7	9	34	5
77	TX DEM	32	34	153	5
78	MS GOP	4	6	19	5
79	PA DEM	19	21	78	4
80	NC DEM	13	15	52	4
81	MA DEM	10	12	38	4
82	NJ DEM	13	15	46	4
83	IN DEM	9	11	30	3
84	VA DEM	11	13	35	3
85	NY DEM	29	31	92	3
86	NY GOP	29	31	79	3
87	MS DEM	4	6	10	3
88	NJ GOP	13	15	28	2
89	ID GOP	2	4	4	2
90	GA DEM	13	15	24	2
91	UT GOP	3	5	5	2
92	LA DEM	7	9	5	1
93	CT DEM	5	7	3	1
94	RI DEM	2	4	1	1
95	HI DEM	2	4	0	0
96	IL DEM	19	21	0	0
98	SD DEM	1	3	-1	-1
97	NV GOP	3	5	-3	-1
99	ME GOP	2	4	-3	-2

100	NV DEM	3	5	-7	-2
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