

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Facebook)(Final 2010)

**OVERVIEW**

This is the final report for the 2009-10 cycle and reflects the total number of Facebook likes for each state committee.

The State GOP's account for **8** of the top **10** rankings for likes/CD and hold a head to head advantage in **36** of the **50** states across the country. State GOP's accounted for **62.36%** of all likes for state committees during the cycle: consequently outgrowing State DEM's **210,328** to **126,971**.

**HEAD TO HEAD**

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

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

SC		
SD		
TN		
TX		
VT		
WA		
WI		
WV		
WY		

**TOP PERFORMERS**

The Ohio Republican Party (OH GOP) had the most likes for State GOP’s with **25,437 (1,413/CD)** while the California Democratic Party (CA DEM) led the way for State DEM’s with **10,188 (192/CD)**.

Rank	Committee	CDs	Evs	Likes	Likes/CD
1	OH GOP	18	20	25,437	1,413
2	WV GOP	3	5	11,990	3,997
3	TX GOP	32	34	11,032	345
4	IN GOP	9	11	10,939	1,215
5	WI GOP	8	10	10,870	1,359
6	CA DEM	53	55	10,188	192
7	KS DEM	4	6	9,904	2,476
8	KY GOP	6	8	9,821	1,637
9	IL GOP	19	21	7,700	405
10	MI GOP	15	17	7,223	482

The West Virginia Republican Party (WV GOP) had the most likes/CD for State GOP’s with **3,997 (11,990 total)** while the North Dakota Democratic Party (ND DEM) led the way for State DEM’s with **3,239 (3,239 total)**.

Rank	Committee	CDs	Evs	Likes	Likes/CD
1	WV GOP	3	5	11,990	3,997
2	ND GOP	1	3	3,239	3,239
3	KS DEM	4	6	9,904	2,476
4	AK GOP	1	3	2,264	2,264
5	WY GOP	1	3	1,929	1,929
6	KY GOP	6	8	9,821	1,637
7	SD GOP	1	3	1,488	1,488
8	OH GOP	18	20	25,437	1,413
9	WI GOP	8	10	10,870	1,359
10	ID DEM	2	4	2,676	1,338

**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	WV GOP	3	5	11,990	<b>3,997</b>
2	ND GOP	1	3	3,239	<b>3,239</b>

3	KS DEM	4	6	9,904	<b>2,476</b>
4	AK GOP	1	3	2,264	<b>2,264</b>
5	WY GOP	1	3	1,929	<b>1,929</b>
6	KY GOP	6	8	9,821	<b>1,637</b>
7	SD GOP	1	3	1,488	<b>1,488</b>
8	OH GOP	18	20	25,437	<b>1,413</b>
9	WI GOP	8	10	10,870	<b>1,359</b>
10	ID DEM	2	4	2,676	<b>1,338</b>
11	OR GOP	5	7	6,385	<b>1,277</b>
12	MT GOP	1	3	1,270	<b>1,270</b>
13	MT DEM	1	3	1,237	<b>1,237</b>
14	IN GOP	9	11	10,939	<b>1,215</b>
15	WV DEM	3	5	3,347	<b>1,116</b>
16	VT GOP	1	3	1,008	<b>1,008</b>
17	AR GOP	4	6	4,008	<b>1,002</b>
18	OK GOP	5	7	4,873	<b>975</b>
19	DE DEM	1	3	924	<b>924</b>
20	SC GOP	6	8	5,510	<b>918</b>
21	OR DEM	5	7	4,487	<b>897</b>
22	LA GOP	7	9	6,170	<b>881</b>
23	ME DEM	2	4	1,725	<b>863</b>
24	UT DEM	3	5	2,559	<b>853</b>
25	WY DEM	1	3	824	<b>824</b>
26	HI GOP	2	4	1,487	<b>744</b>
27	MS GOP	4	6	2,840	<b>710</b>
28	VT DEM	1	3	710	<b>710</b>
29	NE GOP	3	5	2,081	<b>694</b>
30	WI DEM	8	10	5,544	<b>693</b>
31	TN GOP	9	11	5,862	<b>651</b>
32	ID GOP	2	4	1,285	<b>643</b>
33	CT GOP	5	7	3,181	<b>636</b>
34	NH GOP	2	4	1,272	<b>636</b>
35	ND DEM	1	3	625	<b>625</b>
36	NM DEM	3	5	1,794	<b>598</b>
37	AZ DEM	8	10	4,691	<b>586</b>
38	NE DEM	3	5	1,750	<b>583</b>
39	AK DEM	1	3	544	<b>544</b>
40	NV DEM	3	5	1,627	<b>542</b>
41	MN DEM	8	10	4,275	<b>534</b>
42	KS GOP	4	6	2,117	<b>529</b>
43	IA DEM	5	7	2,625	<b>525</b>
44	RI GOP	2	4	1,022	<b>511</b>
45	SD DEM	1	3	500	<b>500</b>
46	AL DEM	7	9	3,475	<b>496</b>
47	MI GOP	15	17	7,223	<b>482</b>
48	MN GOP	8	10	3,558	<b>445</b>
49	VA DEM	11	13	4,892	<b>445</b>
50	WA GOP	9	11	3,878	<b>431</b>

51	AR DEM	4	6	1,699	<b>425</b>
52	KY DEM	6	8	2,536	<b>423</b>
53	NH DEM	2	4	844	<b>422</b>
54	GA GOP	13	15	5,363	<b>413</b>
55	IL GOP	19	21	7,700	<b>405</b>
56	SC DEM	6	8	2,340	<b>390</b>
57	MD GOP	8	10	3,003	<b>375</b>
58	CO GOP	7	9	2,616	<b>374</b>
59	ME GOP	2	4	746	<b>373</b>
60	IA GOP	5	7	1,828	<b>366</b>
61	OH DEM	18	20	6,544	<b>364</b>
62	UT GOP	3	5	1,086	<b>362</b>
63	MO GOP	9	11	3,202	<b>356</b>
64	NC GOP	13	15	4,551	<b>350</b>
65	TX GOP	32	34	11,032	<b>345</b>
66	MD DEM	8	10	2,729	<b>341</b>
67	WA DEM	9	11	2,851	<b>317</b>
68	DE GOP	1	3	309	<b>309</b>
69	MA GOP	10	12	2,898	<b>290</b>
70	MO DEM	9	11	2,291	<b>255</b>
71	FL GOP	25	27	5,958	<b>238</b>
72	CO DEM	7	9	1,589	<b>227</b>
73	OK DEM	5	7	1,132	<b>226</b>
74	NC DEM	13	15	2,915	<b>224</b>
75	TX DEM	32	34	7,073	<b>221</b>
76	GA DEM	13	15	2,873	<b>221</b>
77	PA GOP	19	21	4,192	<b>221</b>
78	MI DEM	15	17	3,077	<b>205</b>
79	AL GOP	7	9	1,427	<b>204</b>
80	TN DEM	9	11	1,832	<b>204</b>
81	NM GOP	3	5	589	<b>196</b>
82	CA DEM	53	55	10,188	<b>192</b>
83	NV GOP	3	5	535	<b>178</b>
84	NJ GOP	13	15	2,043	<b>157</b>
85	MA DEM	10	12	1,528	<b>153</b>
86	VA GOP	11	13	1,620	<b>147</b>
87	AZ GOP	8	10	1,160	<b>145</b>
88	IN DEM	9	11	1,206	<b>134</b>
89	NY DEM	29	31	3,829	<b>132</b>
90	NJ DEM	13	15	1,591	<b>122</b>
91	CT DEM	5	7	585	<b>117</b>
92	LA DEM	7	9	818	<b>117</b>
93	MS DEM	4	6	361	<b>90</b>
94	PA DEM	19	21	1,703	<b>90</b>
95	CA GOP	53	55	4,399	<b>83</b>
96	RI DEM	2	4	159	<b>80</b>
97	FL DEM	25	27	1,943	<b>78</b>
98	NY GOP	29	31	1,064	<b>37</b>

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99	HI DEM	2	4	0	<b>0</b>
100	IL DEM	19	21	0	<b>0</b>