

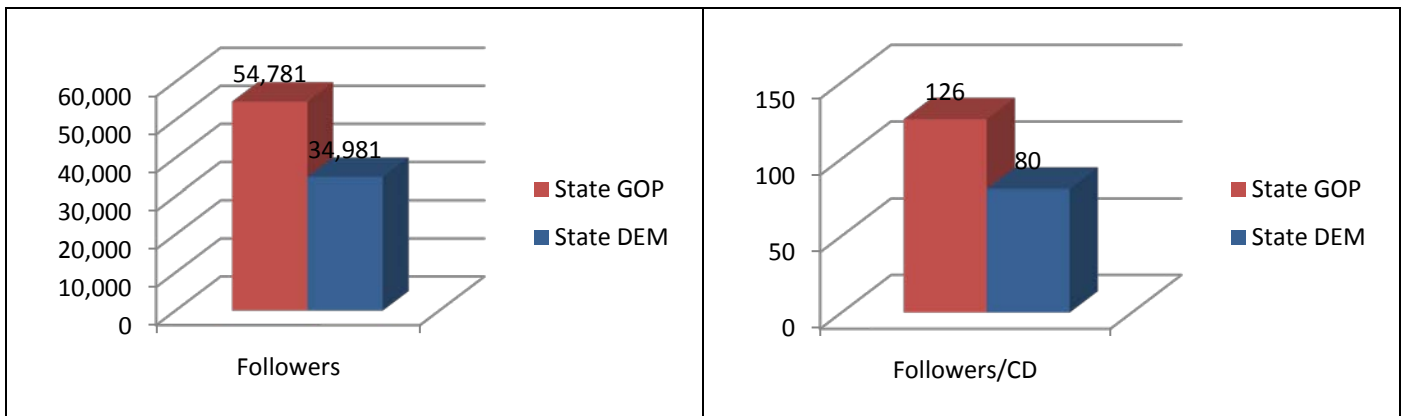
To: Targeted Victory

From: Michael Beach

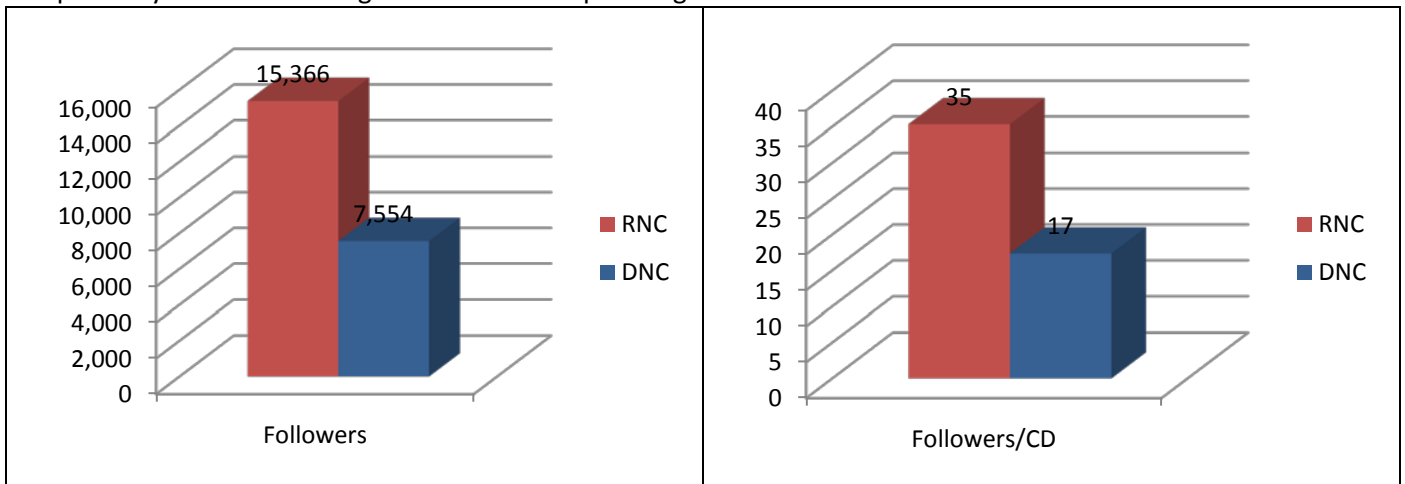
RE: TV Digital Landscape Reports: State Committees (Twitter) (06/04/2010)

OVERVIEW

Republican State Committees (State GOP) have a **56.60%** advantage over Democrat state committees (State DEM) in total “followers”, with **54,781** to **34,981**, respectively. State GOP’s average **126** “followers” per congressional district (CD) versus **80** for the State DEM’s.

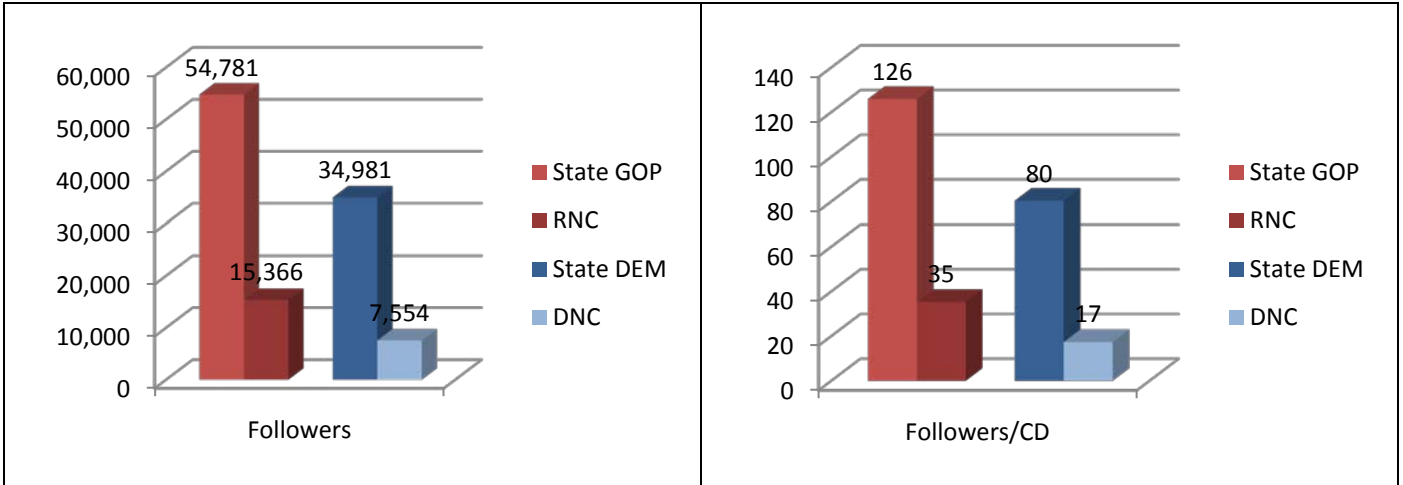


The same results are found with the national committees where the Republican National Committee (RNC) has a **103.42%** advantage over the Democratic National Committee (DNC) in total “followers”, with **15,366** to **7,554** respectively. The RNC averages **35** “followers” per congressional district versus **17** for the DNC.



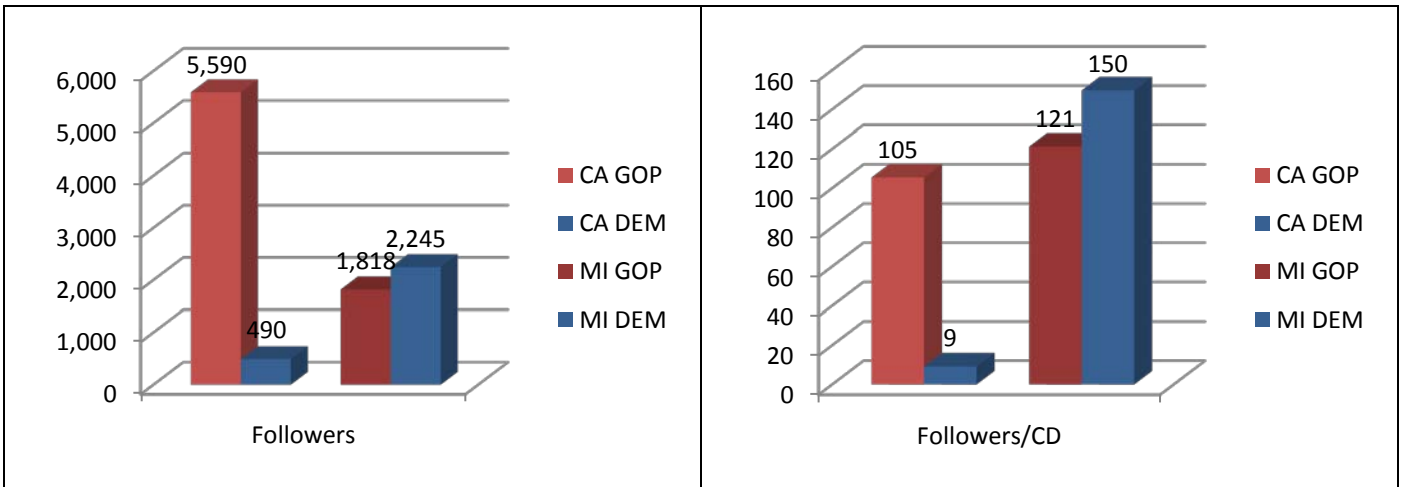
STATE VERSUS NATIONAL

The State GOP's have a **256.51%** advantage over the RNC (**54,781** to **15,366**) while the State DEM's are at a **363.08%** advantage over the DNC (**34,981** to **7,554**).

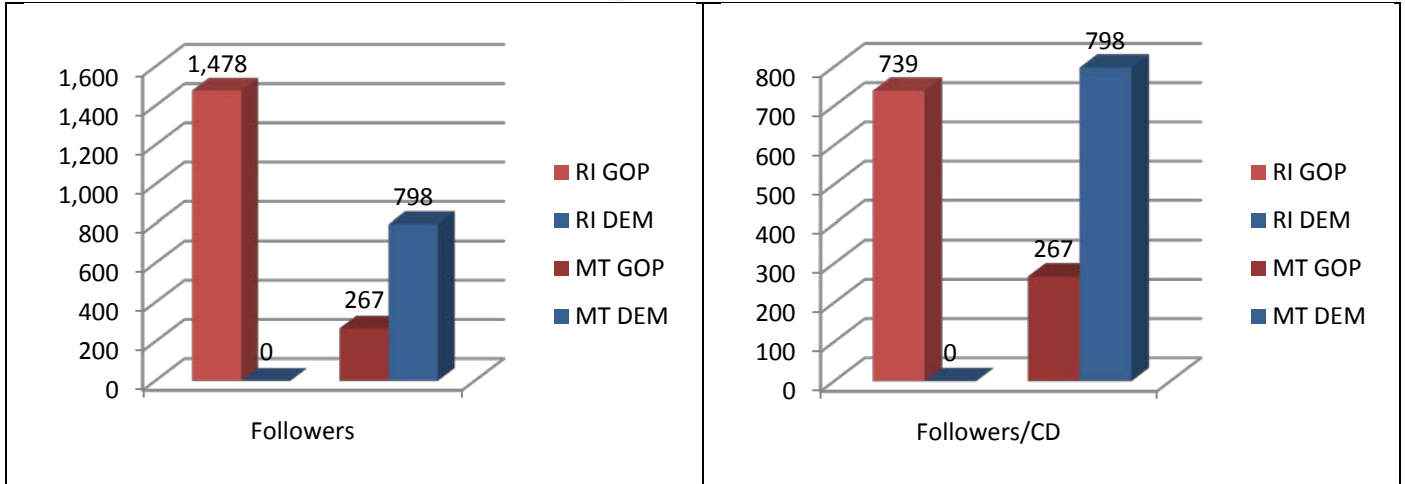


WHICH STATE COMMITTEES ARE PERFORMING THE BEST ON TWITTER?

The California Republican Party (CA GOP) has the most “followers” for State GOP’s with **5,590** (**105/CD**) while the Michigan Democratic Party (MI DEM) leads the way for the State DEM’s with **2,245** (**150/CD**).



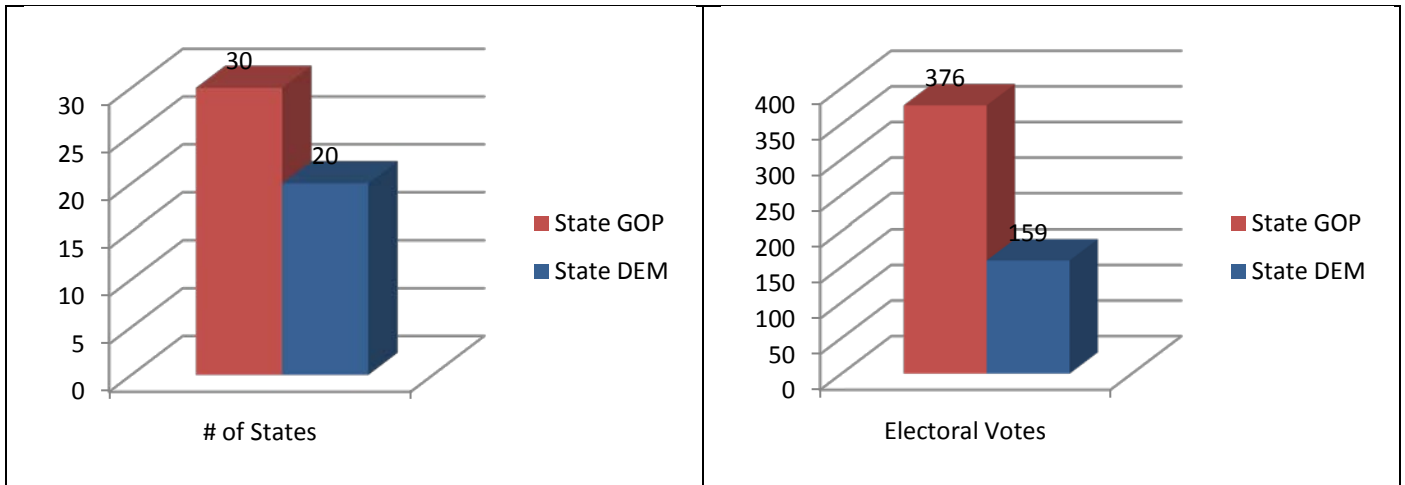
The Rhode Island Republican Party (RI GOP) has the most “followers” per congressional district for State GOP’s, with **739**, and the Montana Democratic Party (MT DEM) leads the way for the State DEM’s with **798**.



Both of these groups also hold the largest lead over their in-state counterpart in terms of “followers” per congressional district.

BATTLEGROUND STATES

State GOP’s hold an advantage for “followers” in **30** states, compared to **20** for State DEM’s, as well as a sizeable lead in terms of the electoral college (**376** to **159**).



In the race for the U.S. Senate, State GOP’s hold an advantage in **8** of the **10** races, identified as “toss up” by the [Cook Political Report \(06/01/2010\)](#).

Senate	GOP +/- Per CD
Arkansas	197
New Hampshire	120
Missouri	85

Florida	41
Colorado	40
Ohio	34
Washington	28
Pennsylvania	12
Kentucky	-86
Nevada	-95

In the 2010 Gubernatorial Election, State GOP's have an advantage in **11** of the **17** races, identified as "toss up" by the [Cook Political Report \(05/27/2010\)](#).

Gubernatorial	GOP +/- Per CD
Rhode Island	739
Wisconsin	234
Connecticut	230
California	96
Massachusetts	75
Illinois	42
Florida	41
Colorado	40
Ohio	34
Texas	33
Pennsylvania	12
Georgia	-6
Arizona	-17
Iowa	-82
Vermont	-85
Nevada	-95
Minnesota	-98

CONCLUSION

The State GOP's account for **5** of the top **10** rankings on Twitter (by congressional district), and hold an advantage in **30** of the **50** states across the country.

The average state committee has **2.56** Facebook "likes" for every Twitter "follower", but there are **17** state committees that have more Twitter "followers". There are **2** state committees (IL DEM and RI DEM) that do not have a presence on either Facebook or Twitter .

COMPLETE DATA

The table below provides a breakdown of the 100 state committees, ranked by the number of "followers" per congressional district.

Rank	Committee	CDs	Evs	Followers	Followers/CD
1	MT DEM	1	3	798	798
2	RI GOP	2	4	1,478	739
3	UT DEM	3	5	1,457	486
4	DE DEM	1	3	479	479
5	ME GOP	2	4	928	464
6	ID GOP	2	4	868	434
7	NE GOP	3	5	1,188	396
8	KS DEM	4	6	1,551	388
9	ME DEM	2	4	775	388
10	WI GOP	8	10	3,007	376
11	SD GOP	1	3	362	362
12	AR GOP	4	6	1,386	347
13	SC GOP	6	8	1,957	326
14	WY DEM	1	3	312	312
15	CT GOP	5	7	1,483	297
16	MT GOP	1	3	267	267
17	TN GOP	9	11	2,384	265
18	IA DEM	5	7	1,321	264
19	ID DEM	2	4	524	262
20	AL GOP	7	9	1,712	245
21	MD GOP	8	10	1,921	240
22	AK GOP	1	3	235	235
23	MN DEM	8	10	1,870	234
24	LA GOP	7	9	1,618	231
25	NC GOP	13	15	2,949	227
26	UT GOP	3	5	660	220
27	NH GOP	2	4	424	212
28	ND GOP	1	3	208	208
29	OR DEM	5	7	1,003	201
30	HI GOP	2	4	392	196
31	NM GOP	3	5	570	190
32	IA GOP	5	7	911	182
33	WA GOP	9	11	1,439	160
34	OK DEM	5	7	798	160
35	TN DEM	9	11	1,421	158
36	MA GOP	10	12	1,547	155
37	MO GOP	9	11	1,375	153
38	AR DEM	4	6	599	150
39	MI DEM	15	17	2,245	150

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40	WI DEM	8	10	1,138	142
41	AZ DEM	8	10	1,106	138
42	MN GOP	8	10	1,088	136
43	NJ DEM	13	15	1,749	135
44	MD DEM	8	10	1,062	133
45	WA DEM	9	11	1,190	132
46	LA DEM	7	9	895	128
47	NJ GOP	13	15	1,606	124
48	AZ GOP	8	10	974	122
49	MI GOP	15	17	1,818	121
50	IN DEM	9	11	1,060	118
51	DE GOP	1	3	114	114
52	VT DEM	1	3	114	114
53	NM DEM	3	5	329	110
54	OH GOP	18	20	1,971	110
55	CA GOP	53	55	5,590	105
56	KY DEM	6	8	612	102
57	SD DEM	1	3	101	101
58	VA DEM	11	13	1,081	98
59	NV DEM	3	5	285	95
60	IN GOP	9	11	847	94
61	NH DEM	2	4	184	92
62	MS DEM	4	6	362	91
63	AL DEM	7	9	595	85
64	KS GOP	4	6	337	84
65	WV DEM	3	5	246	82
66	MA DEM	10	12	798	80
67	WV GOP	3	5	233	78
68	OH DEM	18	20	1,364	76
69	NE DEM	3	5	224	75
70	VA GOP	11	13	805	73
71	PA GOP	19	21	1,319	69
72	MO DEM	9	11	608	68
73	CT DEM	5	7	332	66
74	TX GOP	32	34	2,115	66
75	PA DEM	19	21	1,082	57
76	OK GOP	5	7	267	53
77	WY GOP	1	3	51	51
78	ND DEM	1	3	48	48
79	FL GOP	25	27	1,152	46

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80	NY GOP	29	31	1,311	45
81	GA DEM	13	15	579	45
82	IL GOP	19	21	795	42
83	CO GOP	7	9	280	40
84	GA GOP	13	15	501	39
85	OR GOP	5	7	191	38
86	TX DEM	32	34	1,060	33
87	VT GOP	1	3	29	29
88	HI DEM	2	4	53	27
89	NY DEM	29	31	653	23
90	NC DEM	13	15	217	17
91	KY GOP	6	8	99	17
92	SC DEM	6	8	89	15
93	CA DEM	53	55	490	9
94	AK DEM	1	3	6	6
95	MS GOP	4	6	19	5
96	FL DEM	25	27	116	5
97	CO DEM	7	9		0
98	IL DEM	19	21		0
99	NV GOP	3	5		0
100	RI DEM	2	4		0