

To: Targeted Victory

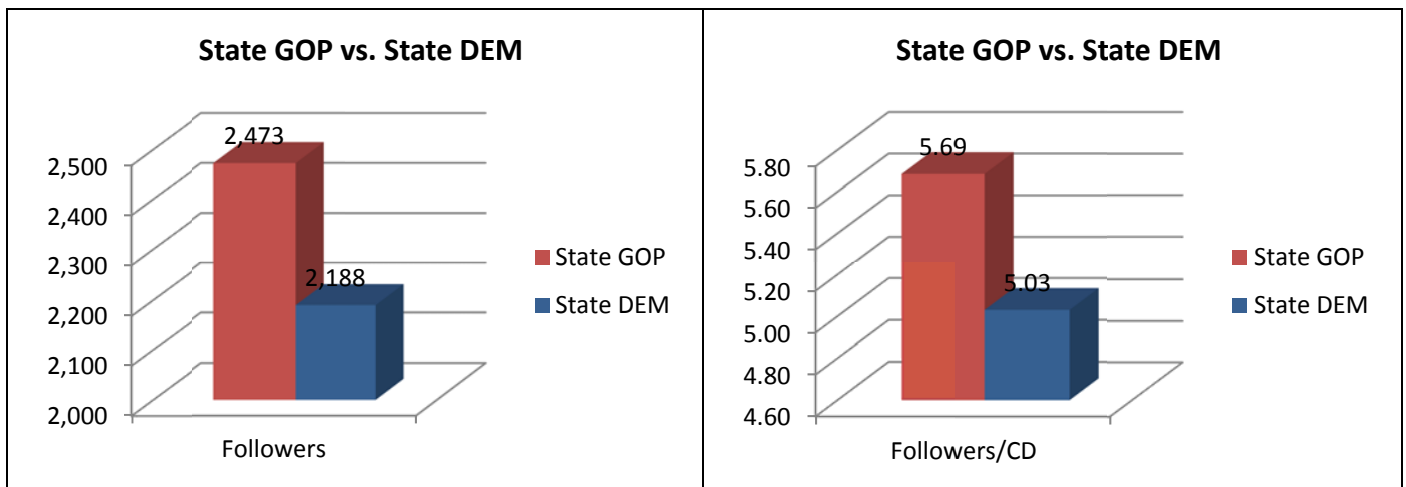
From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Twitter) (07/02/2010)

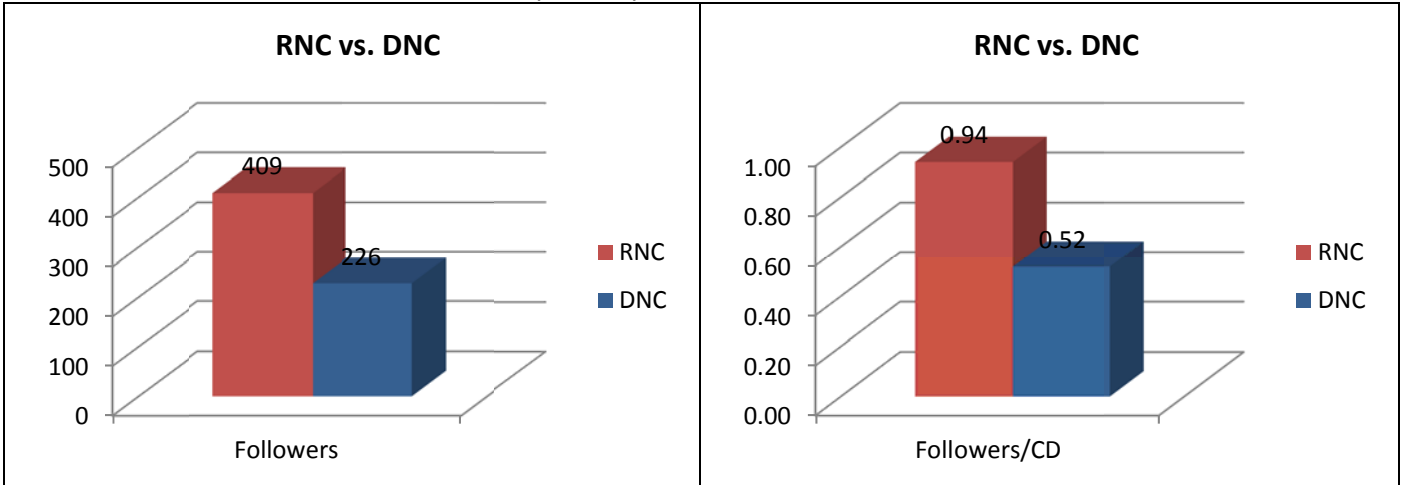
OVERVIEW

This snapshot was taken at two different points over the past **4** weeks to show the growth in Twitter followers over that span. The State GOP's account for **7** of the top **10** rankings for new followers by congressional district (CD), and hold an advantage in **27** of the **50** states across the country.

Republican State Committees (State GOP) have a **13.03%** advantage over Democrat state committees (State DEM) in new followers, with **2,473** to **2,188**, respectively. State GOP's added **5.69** new followers/CD versus **5.03** for the State DEM's.

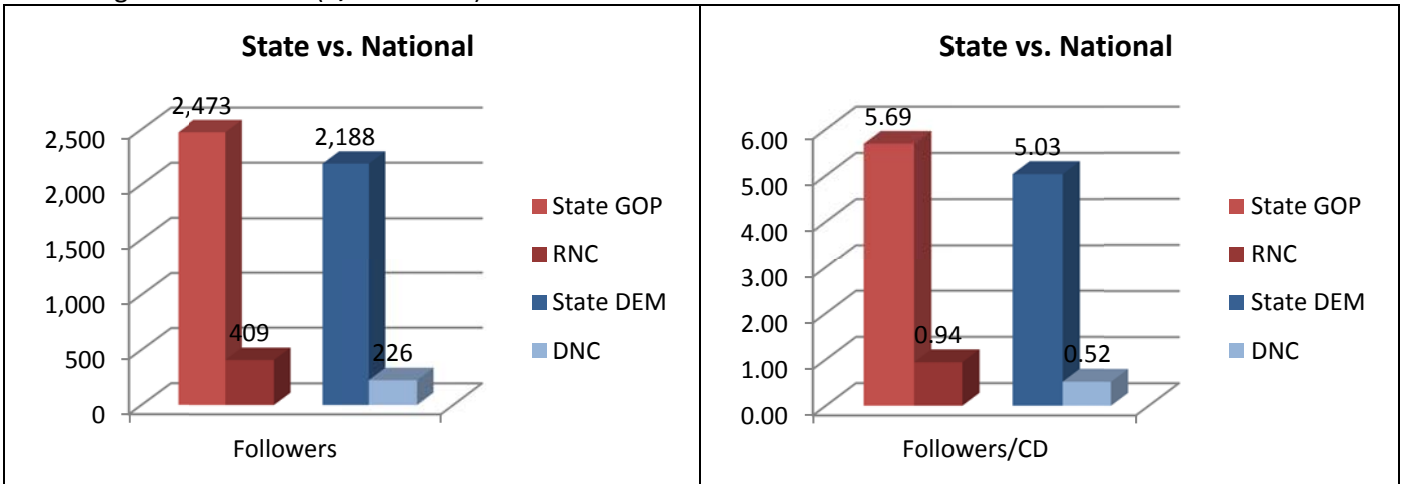


The Republican National Committee (RNC) has a **80.97%** advantage over the Democratic National Committee (DNC) in new followers, with **409** to **226** respectively. The RNC added **0.94** followers/CD versus **0.52** for the DNC.



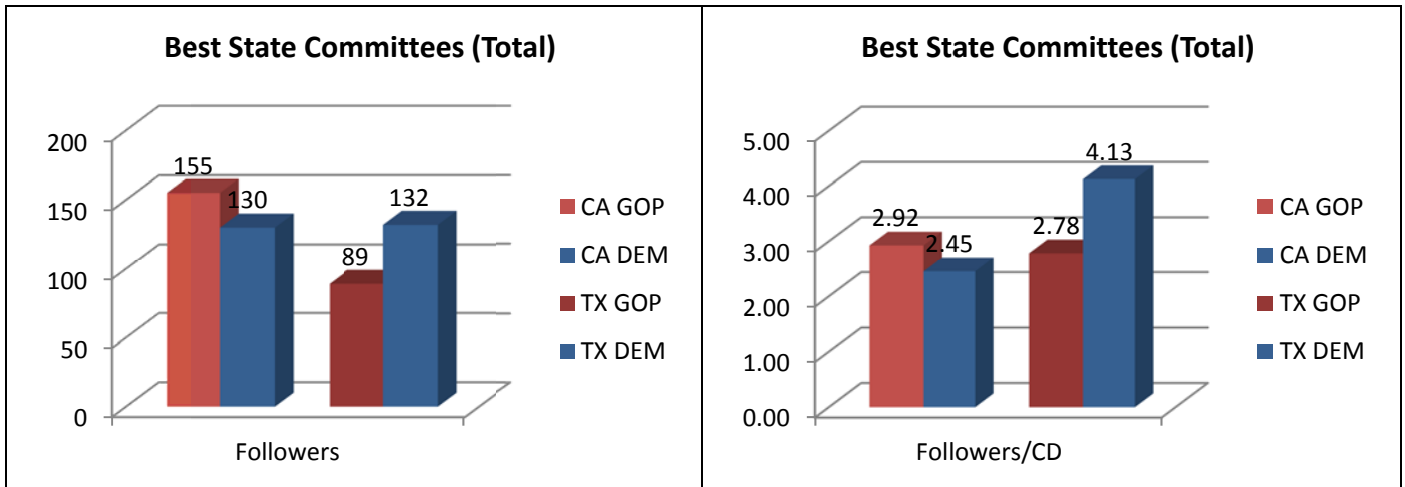
STATE VERSUS NATIONAL

The State GOP's are at a **504.65%** advantage over the RNC (**2,473** to **409**) while the State DEM's are at a **868.18%** advantage over the DNC (**2,188** to **226**).

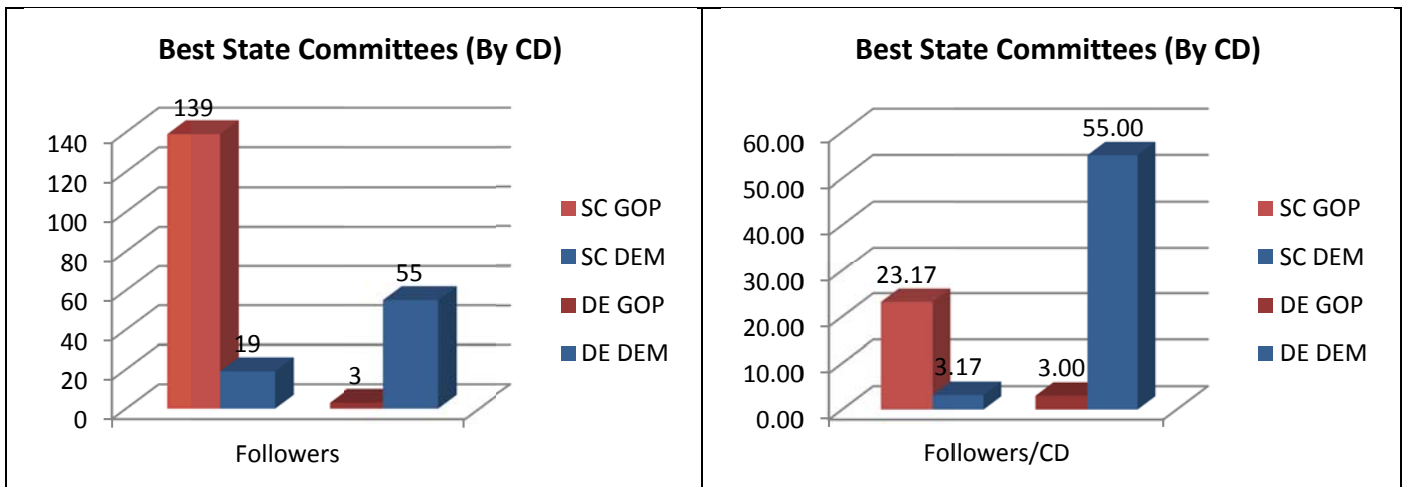


WHICH STATE COMMITTEES ARE PERFORMING THE BEST ON TWITTER?

The California Republican Party (CA GOP) added the most new followers for State GOP's with **155 (2.92/CD)** while the Texas Democratic Party (TX DEM) leads the way for the State DEM's with **132 (4.13/CD)**.

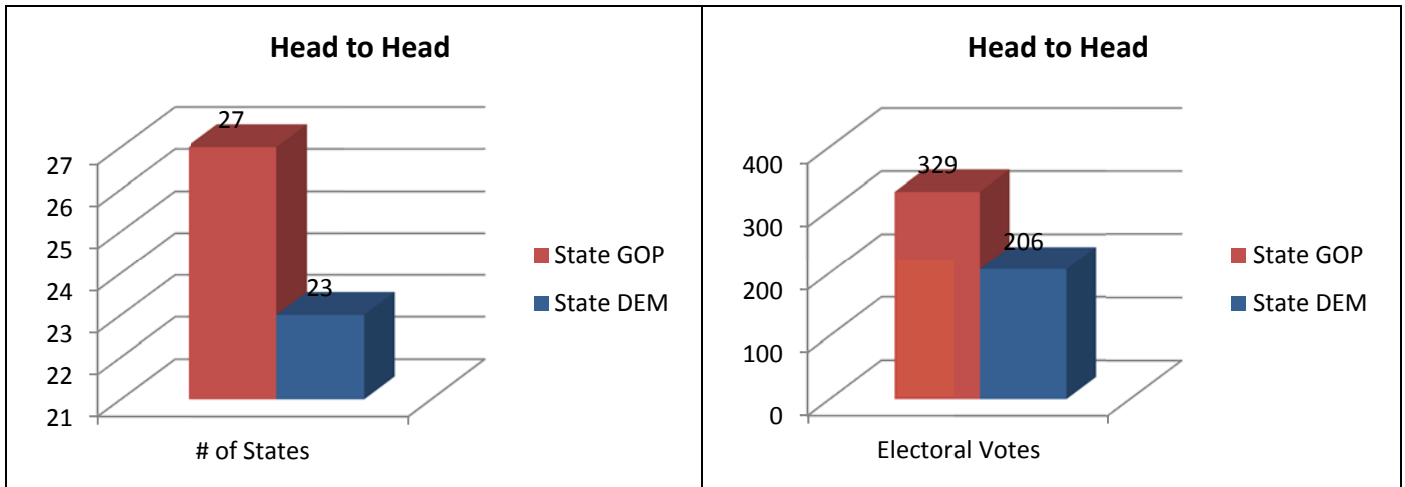


The South Carolina Republican Party (SC GOP) added the most followers/CD for State GOP's, with **23.17 (139 total)**, and the Delaware Democratic Party (DE DEM) leads the way for the State DEM's with **55.00 (55 total)**.



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 **4** of the **11** races (**3** are tied), identified as "toss up" by the [Cook Political Report \(06/24/2010\)](#).

Senate	GOP +/- Per CD
Colorado	7
Washington	3
Illinois	2
Pennsylvania	1
Ohio	0
Florida	0
Arkansas	0
Missouri	-1
New Hampshire	-4
Kentucky	-5
Nevada	-11

In the 2010 Gubernatorial Election, State GOP's have an advantage in **8** of the **18** races (**4** are tied), identified as "toss up" by the [Cook Political Report \(06/17/2010\)](#).

Gubernatorial	GOP +/- Per CD
New Mexico	14
Rhode Island	9
Connecticut	8
Colorado	7
Arizona	5
Illinois	2
Wisconsin	1
Pennsylvania	1
California	0
Georgia	0
Ohio	0
Florida	0
Iowa	-1
Texas	-1
Massachusetts	-4
Minnesota	-6
Vermont	-9
Nevada	-11

COMPLETE DATA

The table below provides a breakdown of the 100 state committees, ranked by the number of followers/CD.

Rank	Committee	CDs	Evs	Followers	Followers/CD
1	DE DEM	1	3	55	55
2	ND DEM	1	3	34	34
3	ME DEM	2	4	67	34
4	SC GOP	6	8	139	23
5	AK GOP	1	3	21	21
6	UT DEM	3	5	61	20
7	NH DEM	2	4	39	20
8	AR DEM	4	6	77	19
9	AR GOP	4	6	76	19
10	SD DEM	1	3	19	19
11	WY DEM	1	3	19	19
12	ND GOP	1	3	17	17
13	SD GOP	1	3	17	17
14	NM GOP	3	5	50	17
15	AZ GOP	8	10	133	17

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16	NH GOP	2	4	32	16
17	WY GOP	1	3	16	16
18	MD GOP	8	10	126	16
19	MN DEM	8	10	122	15
20	ID GOP	2	4	30	15
21	ME GOP	2	4	30	15
22	VT DEM	1	3	15	15
23	WI GOP	8	10	106	13
24	CT GOP	5	7	66	13
25	WI DEM	8	10	96	12
26	AZ DEM	8	10	94	12
27	OK DEM	5	7	58	12
28	WA GOP	9	11	104	12
29	HI GOP	2	4	22	11
30	NV DEM	3	5	33	11
31	WV DEM	3	5	33	11
32	NE GOP	3	5	32	11
33	TN GOP	9	11	87	10
34	UT GOP	3	5	28	9
35	MN GOP	8	10	74	9
36	MD DEM	8	10	72	9
37	MT GOP	1	3	9	9
38	WA DEM	9	11	81	9
39	RI GOP	2	4	17	9
40	NJ GOP	13	15	110	8
41	KY DEM	6	8	50	8
42	IA DEM	5	7	35	7
43	NJ DEM	13	15	91	7
44	CO GOP	7	9	46	7
45	MA DEM	10	12	63	6
46	IA GOP	5	7	30	6
47	VT GOP	1	3	6	6
48	OR GOP	5	7	29	6
49	MO DEM	9	11	52	6
50	CT DEM	5	7	27	5
51	GA GOP	13	15	69	5
52	MI GOP	15	17	79	5
53	TN DEM	9	11	47	5
54	AL GOP	7	9	35	5
55	GA DEM	13	15	65	5

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56	LA DEM	7	9	35	5
57	OH DEM	18	20	90	5
58	OH GOP	18	20	89	5
59	MS DEM	4	6	19	5
60	LA GOP	7	9	33	5
61	MO GOP	9	11	40	4
62	TX DEM	32	34	132	4
63	IN DEM	9	11	37	4
64	PA GOP	19	21	77	4
65	AL DEM	7	9	28	4
66	VA GOP	11	13	43	4
67	IN GOP	9	11	33	4
68	KY GOP	6	8	21	4
69	OR DEM	5	7	17	3
70	KS GOP	4	6	13	3
71	SC DEM	6	8	19	3
72	NC GOP	13	15	41	3
73	PA DEM	19	21	59	3
74	DE GOP	1	3	3	3
75	CA GOP	53	55	155	3
76	TX GOP	32	34	89	3
77	NY GOP	29	31	80	3
78	MA GOP	10	12	27	3
79	MI DEM	15	17	39	3
80	CA DEM	53	55	130	2
81	NE DEM	3	5	7	2
82	NM DEM	3	5	7	2
83	VA DEM	11	13	24	2
84	IL GOP	19	21	40	2
85	AK DEM	1	3	2	2
86	NY DEM	29	31	58	2
87	FL DEM	25	27	49	2
88	NC DEM	13	15	25	2
89	FL GOP	25	27	43	2
90	KS DEM	4	6	5	1
91	MS GOP	4	6	4	1
92	OK GOP	5	7	4	1
93	WV GOP	3	5	2	1
94	ID DEM	2	4	1	1
95	CO DEM	7	9	0	0

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96	HI DEM	2	4	0	0
97	IL DEM	19	21	0	0
98	MT DEM	1	3	0	0
99	NV GOP	3	5	0	0
100	RI DEM	2	4	0	0