

To: Targeted Victory

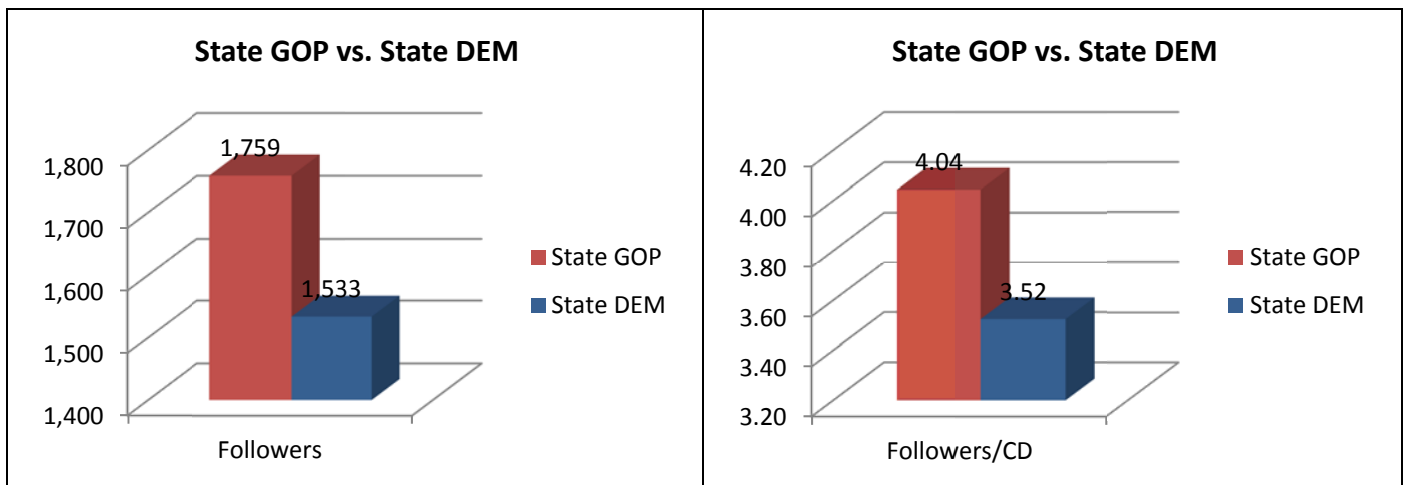
From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Twitter)(07/30/2010)

OVERVIEW

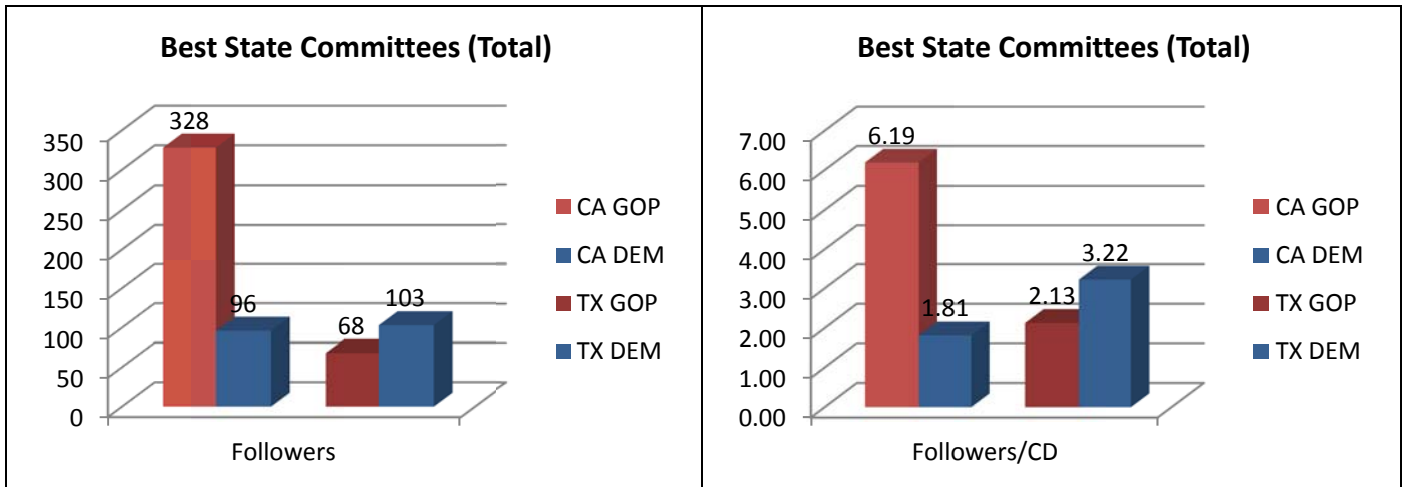
This snapshot reflects growth in Twitter followers over the past four weeks. The State DEM's account for **7** of the top **10** rankings for followers per congressional district (followers/CD). State GOP's hold an advantage in **27** of the **50** states across the country for followers/CD.

State GOP's had a **14.74%** advantage over DEM's in total followers, with **1,579** to **1,533**, respectively. State GOP's averaged **4.04** followers/CD versus **3.52** for the State DEM's.

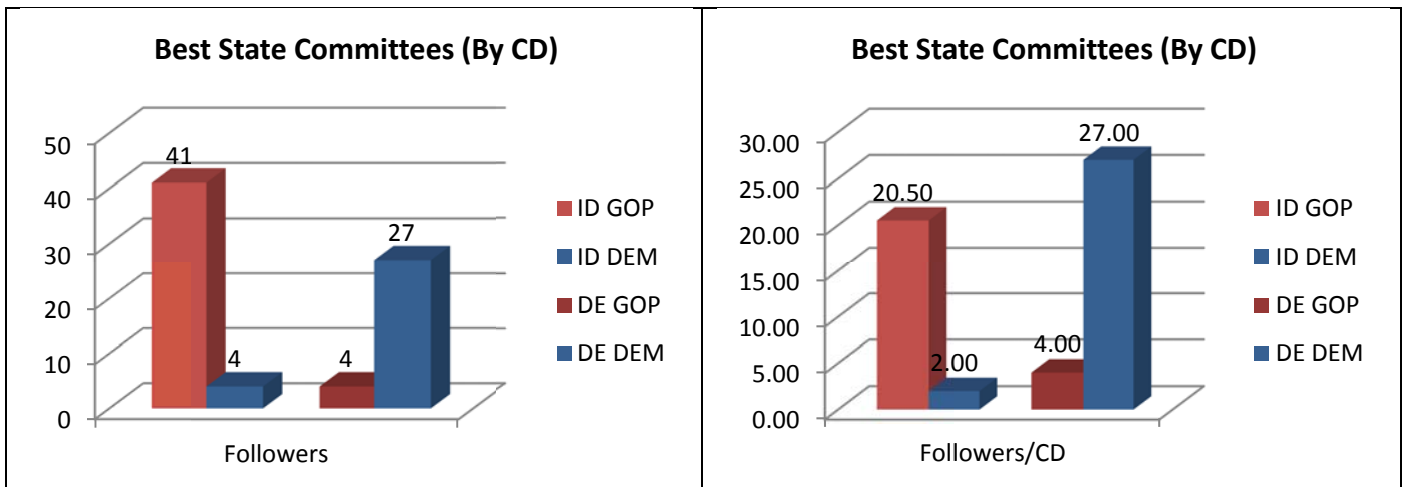


WHICH STATE COMMITTEES ARE PERFORMING THE BEST ON TWITTER?

The California Republican Party (CA GOP) had the most followers for State GOP's with **328 (6.19/CD)**, while the California Democratic Party (CA DEM) leads the way for State DEM's with **103 (3.22/CD)**.



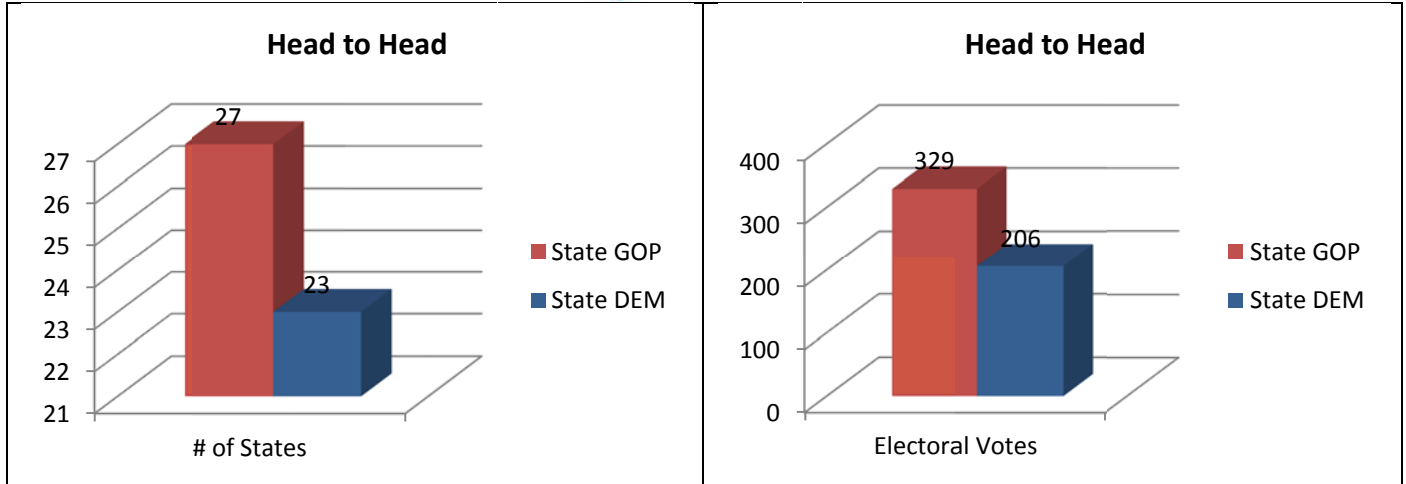
The Idaho Republican Party (ID GOP) had the most followers/CD for State GOP's with **20.50 (41 total)**, while the Delaware Democratic Party (DE DEM) leads the way for State DEM's with **27.00 (27 total)**.



Both of these groups also led the way for largest margin.

BATTLEGROUND STATES

State GOP's hold an advantage for followers/CD in **27** states, compared to **23** for State DEM's, as well as a lead in terms of the Electoral College (**329** to **206**).



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	27	27
2	ID GOP	2	4	41	21
3	AK GOP	1	3	20	20
4	MD GOP	8	10	135	17
5	AR GOP	4	6	63	16
6	AZ GOP	8	10	124	16
7	ME GOP	2	4	30	15
8	WY GOP	1	3	15	15
9	TN GOP	9	11	134	15
10	VT DEM	1	3	14	14
11	ME DEM	2	4	26	13
12	AR DEM	4	6	50	13
13	ND DEM	1	3	12	12
14	WY DEM	1	3	12	12
15	ND GOP	1	3	12	12
16	SC GOP	6	8	72	12
17	SD GOP	1	3	12	12
18	MT GOP	1	3	11	11
19	UT DEM	3	5	31	10
20	NV DEM	3	5	31	10
21	WV DEM	3	5	31	10
22	NE GOP	3	5	31	10
23	AZ DEM	8	10	81	10
24	MD DEM	8	10	79	10
25	SD DEM	1	3	9	9
26	HI GOP	2	4	17	9
27	MN DEM	8	10	65	8
28	WA DEM	9	11	72	8
29	CT GOP	5	7	40	8

30	WA GOP	9	11	67	7
31	NE DEM	3	5	22	7
32	KS GOP	4	6	29	7
33	WI GOP	8	10	57	7
34	IA DEM	5	7	35	7
35	NH GOP	2	4	14	7
36	WI DEM	8	10	55	7
37	OK DEM	5	7	31	6
38	CA GOP	53	55	328	6
39	KY DEM	6	8	37	6
40	AL GOP	7	9	42	6
41	VT GOP	1	3	6	6
42	MN GOP	8	10	47	6
43	WV GOP	3	5	17	6
44	CT DEM	5	7	27	5
45	OR DEM	5	7	27	5
46	NJ GOP	13	15	70	5
47	OH GOP	18	20	93	5
48	LA DEM	7	9	33	5
49	RI GOP	2	4	9	5
50	AL DEM	7	9	29	4
51	NH DEM	2	4	8	4
52	NJ DEM	13	15	52	4
53	DE GOP	1	3	4	4
54	NM GOP	3	5	12	4
55	IN DEM	9	11	35	4
56	MO GOP	9	11	35	4
57	GA GOP	13	15	49	4
58	MI GOP	15	17	56	4
59	NM DEM	3	5	11	4
60	VA DEM	11	13	40	4
61	MA DEM	10	12	36	4
62	IN GOP	9	11	32	4
63	IA GOP	5	7	17	3
64	GA DEM	13	15	44	3
65	TX DEM	32	34	103	3
66	MO DEM	9	11	28	3
67	MI DEM	15	17	44	3
68	PA GOP	19	21	54	3
69	OR GOP	5	7	14	3
70	MS DEM	4	6	11	3
71	OH DEM	18	20	46	3
72	UT GOP	3	5	7	2
73	LA GOP	7	9	16	2
74	TN DEM	9	11	20	2
75	NY GOP	29	31	64	2
76	TX GOP	32	34	68	2
77	ID DEM	2	4	4	2

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78	NC GOP	13	15	26	2
79	IL GOP	19	21	37	2
80	KY GOP	6	8	11	2
81	CA DEM	53	55	96	2
82	FL DEM	25	27	39	2
83	NC DEM	13	15	19	1
84	OK GOP	5	7	7	1
85	PA DEM	19	21	24	1
86	MS GOP	4	6	5	1
87	NY DEM	29	31	30	1
88	KS DEM	4	6	4	1
89	VA GOP	11	13	11	1
90	FL GOP	25	27	24	1
91	SC DEM	6	8	4	1
92	CO DEM	7	9	0	0
93	HI DEM	2	4	0	0
94	IL DEM	19	21	0	0
95	MT DEM	1	3	0	0
96	RI DEM	2	4	0	0
97	MA GOP	10	12	0	0
98	NV GOP	3	5	0	0
99	AK DEM	1	3	-1	-1
100	CO GOP	7	9	-326	-47