

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Twitter)(08/27/2010)

**OVERVIEW**

This snapshot reflects growth in Twitter followers over the past four weeks. The State DEM’s account for **6** of the top **10** rankings for followers/CD, but trail State GOP’s in **31** of the **50** states across the country. Overall, followers for all state committees, were up **5.65%** during this period. State GOP’s grew by **5.02%** while State DEM’s grew at **6.64%**. State GOP’s accounted for **54.04%** of all growth for state committees during this period: consequently outgrowing State DEM’s **2,957** to **2,515**

**HEAD TO HEAD**

GOP candidates hold a head to head advantage in **31** of **50** (**2** are tied) states.

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

WA		
WI		
WV		

### TOP PERFORMERS

The Tennessee Republican Party (TN GOP) had the most followers for State GOP's with **316 (35/CD)** while the Georgia Democrat Party (GA DEM) led the way for State DEM's with **194 (15/CD)**.

Rank	Committee	CDs	Evs	Followers	Followers/CD
1	TN GOP	9	11	316	35
2	GA DEM	13	15	194	15
3	MN DEM	8	10	182	23
4	AZ GOP	8	10	171	21
5	TX DEM	32	34	134	4
6	SC GOP	6	8	131	22
7	CA DEM	53	55	130	2
8	OH GOP	18	20	124	7
9	OH DEM	18	20	121	7
10	AZ DEM	8	10	118	15

The Wyoming Republican Party (WY GOP) had the most followers/CD for State GOP's with **41 (41 total)** while the Delaware Democrat Party (DE DEM) led the way for State DEM's with **58 (58 total)**.

Rank	Committee	CDs	Evs	Followers	Followers/CD
1	DE DEM	1	3	58	58
2	WY DEM	1	3	41	41
3	ID GOP	2	4	77	39
4	TN GOP	9	11	316	35
5	WY GOP	1	3	34	34
6	AK GOP	1	3	33	33
7	UT DEM	3	5	90	30
8	SD GOP	1	3	28	28
9	ME DEM	2	4	50	25
10	MN DEM	8	10	182	23

### COMPLETE DATA

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

Ranks	Committee	CDs	Evs	Followers	Followers/CD
1	DE DEM	1	3	58	58
2	WY DEM	1	3	41	41
3	ID GOP	2	4	77	39
4	TN GOP	9	11	316	35
5	WY GOP	1	3	34	34
6	AK GOP	1	3	33	33
7	UT DEM	3	5	90	30
8	SD GOP	1	3	28	28

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9	ME DEM	2	4	50	25
10	MN DEM	8	10	182	23
11	SC GOP	6	8	131	22
12	WV GOP	3	5	65	22
13	NH GOP	2	4	43	22
14	AZ GOP	8	10	171	21
15	MT GOP	1	3	21	21
16	AR GOP	4	6	82	21
17	ME GOP	2	4	40	20
18	SD DEM	1	3	16	16
19	VT DEM	1	3	16	16
20	IA GOP	5	7	79	16
21	UT GOP	3	5	46	15
22	GA DEM	13	15	194	15
23	AZ DEM	8	10	118	15
25	MD GOP	8	10	116	15
24	HI GOP	2	4	29	15
26	KS GOP	4	6	57	14
27	AR DEM	4	6	55	14
29	NV DEM	3	5	39	13
28	ND GOP	1	3	13	13
30	ND DEM	1	3	13	13
31	MD DEM	8	10	99	12
32	CT GOP	5	7	58	12
33	WA GOP	9	11	103	11
34	OK DEM	5	7	56	11
35	WA DEM	9	11	100	11
36	CT DEM	5	7	55	11
37	NM DEM	3	5	32	11
38	DE GOP	1	3	10	10
39	VT GOP	1	3	10	10
40	WV DEM	3	5	29	10
41	MN GOP	8	10	77	10
42	NE GOP	3	5	28	9
43	NM GOP	3	5	28	9
44	WI GOP	8	10	73	9
45	NH DEM	2	4	18	9
46	IA DEM	5	7	44	9
47	OR DEM	5	7	41	8
49	MA DEM	10	12	80	8
48	MO GOP	9	11	72	8
50	IN GOP	9	11	71	8
51	GA GOP	13	15	100	8
52	KY DEM	6	8	46	8
54	WI DEM	8	10	60	8
53	ID DEM	2	4	15	8
55	TN DEM	9	11	64	7
56	RI GOP	2	4	14	7

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57	OH GOP	18	20	124	7
58	AL GOP	7	9	48	7
59	OH DEM	18	20	121	7
60	MO DEM	9	11	55	6
61	IN DEM	9	11	54	6
62	MI GOP	15	17	88	6
63	NE DEM	3	5	17	6
64	NJ GOP	13	15	70	5
65	VA DEM	11	13	58	5
66	AL DEM	7	9	36	5
67	KY GOP	6	8	27	5
68	NC GOP	13	15	58	4
69	TX DEM	32	34	134	4
70	MA GOP	10	12	40	4
71	OR GOP	5	7	20	4
72	MI DEM	15	17	59	4
73	MS DEM	4	6	15	4
74	LA GOP	7	9	25	4
75	PA GOP	19	21	65	3
76	IL GOP	19	21	63	3
77	TX GOP	32	34	104	3
78	VA GOP	11	13	35	3
79	LA DEM	7	9	21	3
80	NJ DEM	13	15	37	3
81	KS DEM	4	6	11	3
82	PA DEM	19	21	52	3
83	FL GOP	25	27	64	3
84	CA DEM	53	55	130	2
85	OK GOP	5	7	12	2
86	FL DEM	25	27	51	2
87	NY GOP	29	31	59	2
88	MS GOP	4	6	8	2
89	AK DEM	1	3	2	2
90	NY DEM	29	31	36	1
91	NC DEM	13	15	14	1
92	CA GOP	53	55	22	0
93	SC DEM	6	8	1	0
94	CO GOP	7	9	0	0
95	NV GOP	3	5	0	0
96	CO DEM	7	9	0	0
97	HI DEM	2	4	0	0
98	IL DEM	19	21	0	0
99	MT DEM	1	3	0	0
100	RI DEM	2	4	0	0