

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Twitter)(09/24/2010)

OVERVIEW

This snapshot reflects growth in Twitter followers over the past **4** weeks.

The State GOP's account for **3** of the top **10** rankings for followers/CD and hold a head to head advantage in **24** of the **50** states across the country. Overall, followers for all state committees, were up **5.48%** during this period. State GOP's grew by **4.23%** while State DEM's grew by **7.49%**. State GOP's accounted for **47.58%** of all growth for state committees during this period: consequently being outgrown by State DEM's **2,881** to **2,615**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **24** of **50** states (**2** are tied).

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

TOP PERFORMERS

The Maryland Republican Party (MD GOP) had the most followers for State GOP's with **169 (21/CD)** while the Georgia Democrat Party (GA DEM) led the way for State DEM's with **247 (19/CD)**.

Rank	Committee	CDs	Evs	Followers	Followers/CD
1	GA DEM	13	15	247	19
2	LA DEM	7	9	227	32
3	AZ DEM	8	10	173	22
4	MD GOP	8	10	169	21
5	AZ GOP	8	10	162	20
6	TN GOP	9	11	146	16
7	CA DEM	53	55	141	3
8	WA DEM	9	11	130	14
9	OH DEM	18	20	124	7
10	MN GOP	8	10	116	15

The Alaska Republican Party (AK GOP) had the most followers/CD for State GOP's with **33 (33 total)** while the Delaware Democrat Party (DM DEM) led the way for State DEM's with **48 (48 total)**.

Rank	Committee	CDs	Evs	Followers	Followers/CD
1	DE DEM	1	3	48	48
2	AK GOP	1	3	33	33
3	LA DEM	7	9	227	32
4	MT GOP	1	3	29	29
5	ME DEM	2	4	55	28
6	VT DEM	1	3	27	27
7	ID GOP	2	4	50	25
8	WY DEM	1	3	25	25
9	UT DEM	3	5	66	22
10	AZ DEM	8	10	173	22

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	48	48
2	AK GOP	1	3	33	33
3	LA DEM	7	9	227	32
4	MT GOP	1	3	29	29
5	ME DEM	2	4	55	28
6	VT DEM	1	3	27	27
7	ID GOP	2	4	50	25
8	WY DEM	1	3	25	25
9	UT DEM	3	5	66	22
10	AZ DEM	8	10	173	22
11	ME GOP	2	4	43	22
12	MD GOP	8	10	169	21

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13	AZ GOP	8	10	162	20
14	GA DEM	13	15	247	19
15	NH GOP	2	4	36	18
16	SD DEM	1	3	18	18
17	TN GOP	9	11	146	16
18	WY GOP	1	3	16	16
19	MN GOP	8	10	116	15
20	AR GOP	4	6	58	15
21	WA DEM	9	11	130	14
22	CT GOP	5	7	71	14
23	CT DEM	5	7	70	14
24	NM GOP	3	5	42	14
25	IA DEM	5	7	70	14
26	SD GOP	1	3	14	14
27	MN DEM	8	10	109	14
28	ID DEM	2	4	26	13
29	NV DEM	3	5	39	13
30	SC GOP	6	8	76	13
31	NH DEM	2	4	25	13
32	WV GOP	3	5	37	12
33	MD DEM	8	10	98	12
34	AL GOP	7	9	78	11
35	NE GOP	3	5	33	11
36	DE GOP	1	3	11	11
37	OK DEM	5	7	52	10
38	ND DEM	1	3	10	10
39	NM DEM	3	5	29	10
40	UT GOP	3	5	28	9
41	AR DEM	4	6	37	9
42	IA GOP	5	7	46	9
43	WI GOP	8	10	73	9
44	WV DEM	3	5	27	9
45	VT GOP	1	3	9	9
46	WA GOP	9	11	80	9
47	KY DEM	6	8	52	9
48	GA GOP	13	15	106	8
49	OR DEM	5	7	43	9
50	MO GOP	9	11	73	8
51	KS GOP	4	6	32	8
52	AL DEM	7	9	52	7
53	MO DEM	9	11	63	7
54	MA DEM	10	12	73	7
55	ND GOP	1	3	7	7
56	HI GOP	2	4	14	7
57	OH DEM	18	20	124	7
58	WI DEM	8	10	54	7
59	TN DEM	9	11	60	7
60	NE DEM	3	5	20	7

61	MI GOP	15	17	95	6
62	IN GOP	9	11	55	6
63	NJ GOP	13	15	79	6
64	NJ DEM	13	15	79	6
65	KY GOP	6	8	36	6
66	MS DEM	4	6	23	6
67	RI GOP	2	4	11	6
68	MI DEM	15	17	82	5
69	OH GOP	18	20	95	5
70	IN DEM	9	11	45	5
71	OR GOP	5	7	23	5
72	KS DEM	4	6	18	5
73	VA DEM	11	13	44	4
74	NY GOP	29	31	102	4
75	FL DEM	25	27	85	3
76	PA DEM	19	21	64	3
77	PA GOP	19	21	63	3
78	IL GOP	19	21	61	3
79	MA GOP	10	12	31	3
80	CA DEM	53	55	141	3
81	VA GOP	11	13	29	3
82	TX DEM	32	34	83	3
83	TX GOP	32	34	81	3
84	NC GOP	13	15	30	2
85	FL GOP	25	27	51	2
86	AK DEM	1	3	2	2
87	NY DEM	29	31	45	2
88	NC DEM	13	15	18	1
89	CA GOP	53	55	67	1
90	MS GOP	4	6	5	1
91	OK GOP	5	7	6	1
92	LA GOP	7	9	7	1
93	SC DEM	6	8	3	1
94	CO GOP	7	9	0	0
95	CO DEM	7	9	0	0
96	HI DEM	2	4	0	0
97	IL DEM	19	21	0	0
98	RI DEM	2	4	0	0
99	NV GOP	3	5	0	0
100	MT DEM	1	3	0	0