

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Twitter)(10/22/2010)

**OVERVIEW**

This snapshot reflects growth in Twitter followers over the past **4** weeks (09/19/2010 – 10/18/2010).

The State GOP’s account for **4** of the top **10** rankings for followers/CD and hold a head to head advantage in **23** of the **50** states across the country. Overall, followers for all state committees, were up **6.39%** during this period. State GOP’s grew by **4.81%** while State DEM’s grew by **8.85%**. State GOP’s accounted for **45.90%** of all growth for state committees during this period, but were outgrown by State DEM’s (**3,105** to **3,659**).

**HEAD TO HEAD**

GOP candidates hold a head to head advantage in **23** of **50** states (**2** are tied).

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

**TOP PERFORMERS**

The Georgia Republican Party (GA GOP) had the most followers for State GOP's with **276 (21/CD)** while the Florida Democratic Party (FL DEM) led the way for State DEM's with **393 (16/CD)**.

Rank	Committee	CDs	Evs	Followers	Followers/CD
1	FL DEM	25	27	393	16
2	GA GOP	13	15	276	21
3	GA DEM	13	15	266	20
4	CA DEM	53	55	218	4
5	OH DEM	18	20	193	11
6	WA DEM	9	11	179	20
7	LA DEM	7	9	161	23
8	AZ GOP	8	10	160	20
9	CA GOP	53	55	152	3
10	OH GOP	18	20	136	8

The Alaska Republican Party (AK GOP) had the most followers/CD for State GOP's with **43 (43 total)** while the Delaware Democratic Party (DE DEM) led the way for State DEM's with **54 (54 total)**.

Rank	Committee	CDs	Evs	Followers	Followers/CD
1	DE DEM	1	3	54	54
2	AK GOP	1	3	43	43
3	WV GOP	3	5	117	39
4	WY DEM	1	3	37	37
5	VT DEM	1	3	36	36
6	NV DEM	3	5	108	36
7	ME DEM	2	4	70	35
8	MT GOP	1	3	30	30
9	SD GOP	1	3	30	30
10	ID GOP	2	4	55	28

**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	54	54
2	AK GOP	1	3	43	43
3	WV GOP	3	5	117	39
4	WY DEM	1	3	37	37
6	NV DEM	3	5	108	36
5	VT DEM	1	3	36	36
7	ME DEM	2	4	70	35
8	MT GOP	1	3	30	30
9	SD GOP	1	3	30	30
10	ID GOP	2	4	55	28
12	UT DEM	3	5	81	27
11	WY GOP	1	3	27	27

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13	LA DEM	7	9	161	23
14	ME GOP	2	4	43	22
15	GA GOP	13	15	276	21
16	GA DEM	13	15	266	20
17	AR GOP	4	6	81	20
18	AZ GOP	8	10	160	20
19	WA DEM	9	11	179	20
21	SC GOP	6	8	116	19
20	UT GOP	3	5	58	19
22	NH GOP	2	4	38	19
23	IA DEM	5	7	90	18
24	NH DEM	2	4	33	17
25	MN DEM	8	10	126	16
26	FL DEM	25	27	393	16
27	AR DEM	4	6	60	15
28	MD GOP	8	10	119	15
29	CT DEM	5	7	74	15
30	IA GOP	5	7	74	15
31	WV DEM	3	5	44	15
32	NM GOP	3	5	44	15
33	OR DEM	5	7	73	15
34	CT GOP	5	7	71	14
35	NE GOP	3	5	42	14
36	TN GOP	9	11	120	13
38	MN GOP	8	10	104	13
37	ID DEM	2	4	26	13
39	KS GOP	4	6	51	13
40	AZ DEM	8	10	97	12
41	ND DEM	1	3	12	12
42	ND GOP	1	3	12	12
43	KY DEM	6	8	70	12
44	WI GOP	8	10	90	11
45	HI GOP	2	4	22	11
46	OH DEM	18	20	193	11
47	WI DEM	8	10	81	10
48	VT GOP	1	3	10	10
49	MD DEM	8	10	77	10
51	MS DEM	4	6	36	9
50	DE GOP	1	3	9	9
52	OK DEM	5	7	44	9
53	WA GOP	9	11	76	8
55	NM DEM	3	5	24	8
54	SD DEM	1	3	8	8
56	OR GOP	5	7	39	8
57	AL DEM	7	9	54	8
58	MA DEM	10	12	77	8
59	OH GOP	18	20	136	8
60	MO DEM	9	11	66	7

62	TN DEM	9	11	63	7
61	AL GOP	7	9	49	7
63	IN DEM	9	11	62	7
64	NJ GOP	13	15	82	6
65	IN GOP	9	11	56	6
66	NE DEM	3	5	16	5
67	MI GOP	15	17	79	5
68	PA DEM	19	21	100	5
69	NJ DEM	13	15	66	5
70	MO GOP	9	11	45	5
71	MA GOP	10	12	47	5
72	MI DEM	15	17	70	5
73	PA GOP	19	21	86	5
74	VA GOP	11	13	47	4
75	KS DEM	4	6	17	4
76	CA DEM	53	55	218	4
77	TX DEM	32	34	127	4
78	VA DEM	11	13	41	4
79	NC GOP	13	15	42	3
80	NY DEM	29	31	92	3
81	IL GOP	19	21	60	3
82	NY GOP	29	31	89	3
83	AK DEM	1	3	3	3
84	CA GOP	53	55	152	3
85	KY GOP	6	8	17	3
86	NC DEM	13	15	34	3
88	TX GOP	32	34	80	3
87	RI GOP	2	4	5	3
89	FL GOP	25	27	53	2
90	MS GOP	4	6	8	2
91	LA GOP	7	9	9	1
92	OK GOP	5	7	6	1
93	CO DEM	7	9	0	0
94	HI DEM	2	4	0	0
95	IL DEM	19	21	0	0
96	MT DEM	1	3	0	0
97	RI DEM	2	4	0	0
98	SC DEM	6	8	0	0
99	CO GOP	7	9	0	0
100	NV GOP	3	5	0	0