

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Twitter)(Final 2010)

OVERVIEW

This is the final report for the 2009-10 cycle and reflects the total number of Twitter followers for each state committee.

The State GOP's account for **6** of the top **10** rankings for followers/CD and hold a head to head advantage in **25** of the **50** states across the country. State GOP's accounted for **59.28%** of all followers for state committees during the cycle: consequently outgrowing State DEM's **72,357** to **49,710**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **25** of **50** states (**1** are tied).

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

TOP PERFORMERS

The California Republican Party (CA GOP) had the most followers for State GOP's with **6,434 (121/CD)** while the Minnesota Democratic Party (MN DEM) led the way for State DEM's with **2,724 (341/CD)**.

Rank	Committee	CDs	Evs	Followers	Followers/CD
1	CA GOP	53	55	6,434	121
2	WI GOP	8	10	3,768	471
3	TN GOP	9	11	3,380	376
4	NC GOP	13	15	3,239	249
5	MD GOP	8	10	2,797	350
6	MN DEM	8	10	2,724	341
7	OH GOP	18	20	2,706	150
8	SC GOP	6	8	2,694	449
9	MI DEM	15	17	2,675	178
10	TX GOP	32	34	2,671	83

The Delaware Republican Party (DE GOP) had the most followers/CD for State GOP's with **814 (814 total)** while the Utah Democratic Party (UT DEM) led the way for State DEM's with **638 (1,914 total)**.

Rank	Committee	CDs	Evs	Followers	Followers/CD
1	DE DEM	1	3	814	814
2	RI GOP	2	4	1,543	772
3	UT DEM	3	5	1,914	638
4	ID GOP	2	4	1,191	596
5	ME GOP	2	4	1,164	582
6	ME DEM	2	4	1,095	548
7	SD GOP	1	3	513	513
8	WY DEM	1	3	501	501
9	NE GOP	3	5	1,426	475
10	AR GOP	4	6	1,887	472

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	814	814
2	RI GOP	2	4	1,543	772
3	UT DEM	3	5	1,914	638
4	ID GOP	2	4	1,191	596
5	ME GOP	2	4	1,164	582
6	ME DEM	2	4	1,095	548
7	SD GOP	1	3	513	513
8	WY DEM	1	3	501	501
9	NE GOP	3	5	1,426	475
10	AR GOP	4	6	1,887	472
11	WI GOP	8	10	3,768	471
12	SC GOP	6	8	2,694	449

13	AK GOP	1	3	434	434
14	KS DEM	4	6	1,639	410
15	MT GOP	1	3	408	408
16	TN GOP	9	11	3,380	376
17	CT GOP	5	7	1,875	375
18	MD GOP	8	10	2,797	350
19	IA DEM	5	7	1,743	349
20	MN DEM	8	10	2,724	341
21	NH GOP	2	4	664	332
22	ID DEM	2	4	630	315
23	UT GOP	3	5	925	308
24	AL GOP	7	9	2,108	301
25	ND GOP	1	3	293	293
26	HI GOP	2	4	526	263
27	NM GOP	3	5	781	260
28	IA GOP	5	7	1,291	258
29	OR DEM	5	7	1,282	256
30	VT DEM	1	3	253	253
31	LA GOP	7	9	1,759	251
32	NC GOP	13	15	3,239	249
33	AZ GOP	8	10	1,923	240
34	AR DEM	4	6	950	238
35	AZ DEM	8	10	1,832	229
36	OK DEM	5	7	1,115	223
37	WA DEM	9	11	2,002	222
38	WA GOP	9	11	1,983	220
39	NV DEM	3	5	639	213
40	MN GOP	8	10	1,679	210
41	MD DEM	8	10	1,651	206
42	WI DEM	8	10	1,622	203
43	LA DEM	7	9	1,406	201
44	TN DEM	9	11	1,771	197
45	WY GOP	1	3	196	196
46	MO GOP	9	11	1,747	194
47	SD DEM	1	3	191	191
48	WV GOP	3	5	552	184
49	MI DEM	15	17	2,675	178
50	MA GOP	10	12	1,740	174
51	NH DEM	2	4	346	173
52	NJ GOP	13	15	2,186	168
53	NM DEM	3	5	482	161
54	DE GOP	1	3	160	160
55	WV DEM	3	5	477	159
56	MI GOP	15	17	2,356	157
57	KY DEM	6	8	940	157
58	IN DEM	9	11	1,374	153
59	OH GOP	18	20	2,706	150
60	ND DEM	1	3	148	148

61	CT DEM	5	7	680	136
62	IN GOP	9	11	1,174	130
63	VA DEM	11	13	1,426	130
64	MS DEM	4	6	518	130
65	MA DEM	10	12	1,280	128
66	AL DEM	7	9	878	125
67	OH DEM	18	20	2,215	123
68	GA DEM	13	15	1,598	123
69	CA GOP	53	55	6,434	121
70	NE DEM	3	5	359	120
71	KS GOP	4	6	466	117
72	MO DEM	9	11	964	107
73	GA GOP	13	15	1,279	98
74	VA GOP	11	13	1,067	97
75	PA GOP	19	21	1,813	95
76	TX GOP	32	34	2,671	83
77	PA DEM	19	21	1,524	80
78	VT GOP	1	3	79	79
79	OR GOP	5	7	349	70
80	NY GOP	29	31	1,823	63
81	OK GOP	5	7	312	62
82	FL GOP	25	27	1,553	62
83	IL GOP	19	21	1,125	59
84	TX DEM	32	34	1,855	58
85	KY GOP	6	8	259	43
86	NY DEM	29	31	1,096	38
87	FL DEM	25	27	839	34
88	NC DEM	13	15	374	29
89	CA DEM	53	55	1,465	28
90	NJ DEM	13	15	282	22
91	SC DEM	6	8	126	21
92	AK DEM	1	3	15	15
93	MS GOP	4	6	59	15
94	CO DEM	7	9	0	0
95	HI DEM	2	4	0	0
96	IL DEM	19	21	0	0
97	MT DEM	1	3	0	0
98	RI DEM	2	4	0	0
99	CO GOP	7	9	0	0
100	NV GOP	3	5	0	0