

Who's winning the Elections on Facebook: Key U.S. Senatorial and Congressional Races



A Study by www.ElectionArena.com

September 13, 2010

Background – Facebook and Elections

- In Jan 2010, Scott Brown won against Martha Coakley in the Special Elections for the Massachusetts U.S. Senate seat vacated by the passing of U.S. Senator Ted Kennedy
- At the time of the elections, Brown had close to 100K supporters on his Facebook page, compared to around 16K on Coakley's page
- Heralded as a brilliant social media campaign, it prompted more and more candidates to invest in social media towards the Mid Term Elections

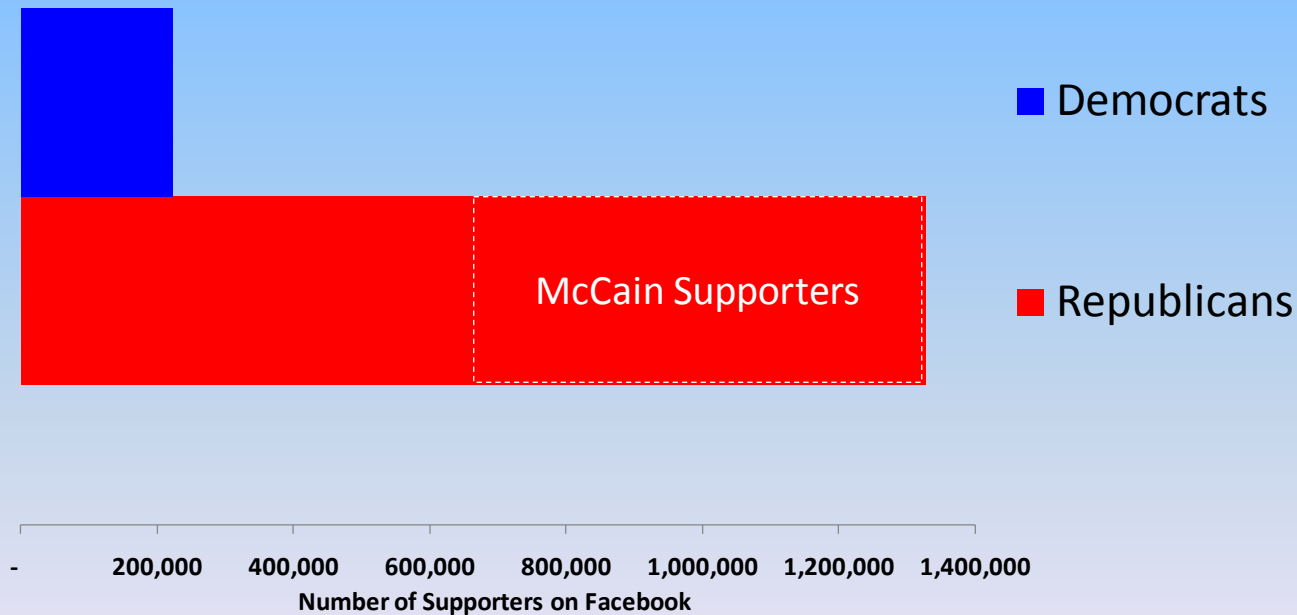
8 weeks before the elections, we checked:

- Who is doing better on Facebook?
- Can Facebook pages predict the election results?
- How does it compare to the NY Times Race Ratings, and to 538's Model?

U.S. Senate Elections - Supporters on Facebook

Overall, U.S. Senate Republican Candidates are doing much better than Democrats on Facebook

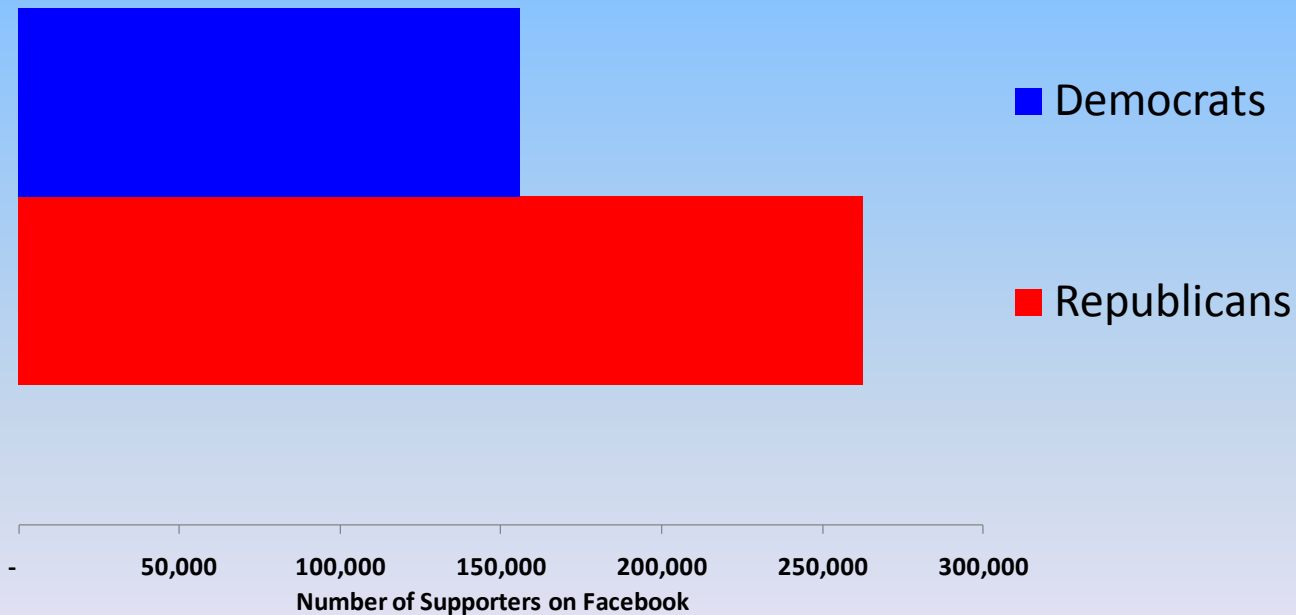
- Even if we exclude McCain as an outlier (with 668K Supporters), Republicans are still 75% of Total Direct Supporters for Major Party U.S. Senate Races on Facebook (3 times as many Republican supporters as there are Democratic ones)



U.S. Congressional Elections - Supporters on Facebook

Overall, U.S. Congressional Republican Candidates are also doing better than Democrats on Facebook

- Republicans hold 63% of Total Direct Supporters for Major Party U.S. Congressional Races on Facebook*



Sources: Candidates' Facebook pages and profiles, Candidates' websites, www.nytimes.com/politics.

Data as of 09/06/2010

* Included only the "99 Seats in Play" according to the NY Times website

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Notable U.S. Senatorial Races Predictions

State	Candidates	NY Times	538 Model	Facebook Supporters
Florida	Marco Rubio Kendrick Meek	Toss Up	56% chance Republican win	86% Republicans out of Total Direct Supporters for Race on Facebook
Nevada	Sharron Angle Harry Reid	Toss Up	54% chance Democratic win	83% Republicans out of Total Direct Supporters for Race on Facebook
Washington	Dino Rossi Patty Murray	Leaning Democratic	54% chance Republican win	68% Republicans out of Total Direct Supporters for Race on Facebook
Ohio	Rob Portman Lee Fisher	Toss Up	88% chance Democratic win	74% Republicans out of Total Direct Supporters for Race on Facebook

Notable U.S. Congressional Races Predictions

State/ District	Candidates	NY Times	538 Model	Facebook Supporters
Florida 8 CD	Alan Grayson Daniel Webster	Toss Up	59% chance Republican win	90% Democrats out of Total Direct Supporters for Race on Facebook
Florida 2 CD	Allen Boyd Steve Southerland	Toss Up	59% chance Democratic win	80% Republicans out of Total Direct Supporters for Race on Facebook
Florida 22 CD	Ron Klein Allen West	Leaning Democratic	57% chance Democratic win	95% Republicans out of Total Direct Supporters for Race on Facebook
Virginia 2 CD	Glenn Nye Scott Rigell	Toss Up	59% chance Republican win	94% Republicans out of Total Direct Supporters for Race on Facebook
Indiana 2 CD	Joe Donnelly Jackie Walorski	Toss Up	66% chance Democratic win	73% Republicans out of Total Direct Supporters for Race on Facebook
Indiana 9 CD	Baron Hill Todd Young	Toss Up	58% chance Republican win	77% Republicans out of Total Direct Supporters for Race on Facebook
Arizona 5 CD	Harry Mitchell David Schweikert	Toss Up	66% chance Republican win	74% Democrats out of Total Direct Supporters for Race on Facebook

Notable U.S. Congressional Races Predictions – Cont'

State/ District	Candidates	NY Times	538 Model	Facebook Supporters
Alabama 2 CD	Bobby Bright Martha Roby	Leaning Democratic	74% chance Republican win	80% Republicans out of Total Direct Supporters for Race on Facebook
New York 20 CD	Scott Murphy Chris Gibson	Leaning Democratic	72% chance Democratic win	82% Republicans out of Total Direct Supporters for Race on Facebook

Is it only good campaigning on Facebook by Republicans, or are we going to see surprises In November?

U.S. Congressional Primaries Predictions

State / District	Republican Candidates	Democratic Candidates
Wisconsin 3 CD	Dan Kapanke (97%) Bruce Evers	
Wisconsin 7 CD	Sean Duffy (98%) Daniel Mielke	Julie Lassa (99%) Joe Reasbeck
Delaware AL	Glenn Urquhart (42%) Michele Rollins (41%)	
New Hampshire 1 CD	Frank Guinta (80%) Richard Ashooh	
New Hampshire 2 CD	Charles Bass (47%) Jennifer Horn (36%) Robert Giuda (17%)	Anne McLane Kuster (64%) Katrina Swett
Massachusetts 10 CD	Jeffrey Perry (73%) Joseph Malone	William Keating (61%) Robert O'Leary
Maryland 1 CD	Andy Harris (57%) Rob Fisher	
Hawaii 1 CD	Charles Djou (88%) John Giuffre	

U.S. Senatorial Primaries Predictions

State	Republican Candidates	Democratic Candidates
Wisconsin	Ron Johnson (79%) Dave Westlake	
Delaware	Christine O'Donnell (73%) Michael Castle	
New Hampshire	Bill Binnie (53%) Kelly Ayotte (28%) Ovide Lamontagne (12%)	
New York	Garry Berntsen (68%) Jay Townsend	
Maryland	Eric Wargotz (42%) James Rutledge (39%) Stephens Dempsey (13%)	Barbara Mikulski (98%) Christopher Garner
Hawaii	Cam Cavasso (86%) John Roco	Daniel Inouye (82%) Andrew Woerner

Luckily, for these we only need to wait a few more days

Key U.S. Senatorial Races - Details

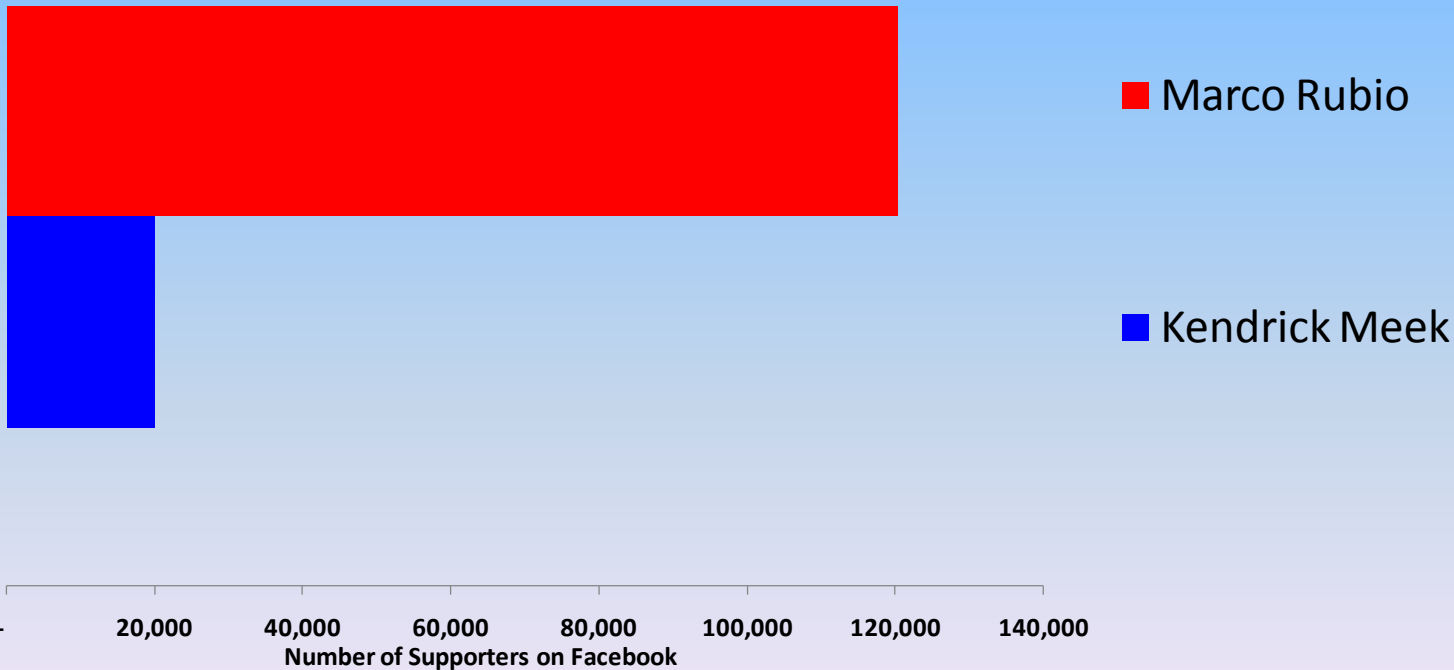
U.S. Senate Elections - Supporters on Facebook by Candidate

Florida

- Marco Rubio is poised to win the Elections with more than 5 times as many Facebook supporters as Kendrick Meek's

Predictions:

NY Times	Toss Up
538 Model	56% chance Republican win
Facebook Supporters	86% Republicans out of Total Direct Supporters for Race on Facebook



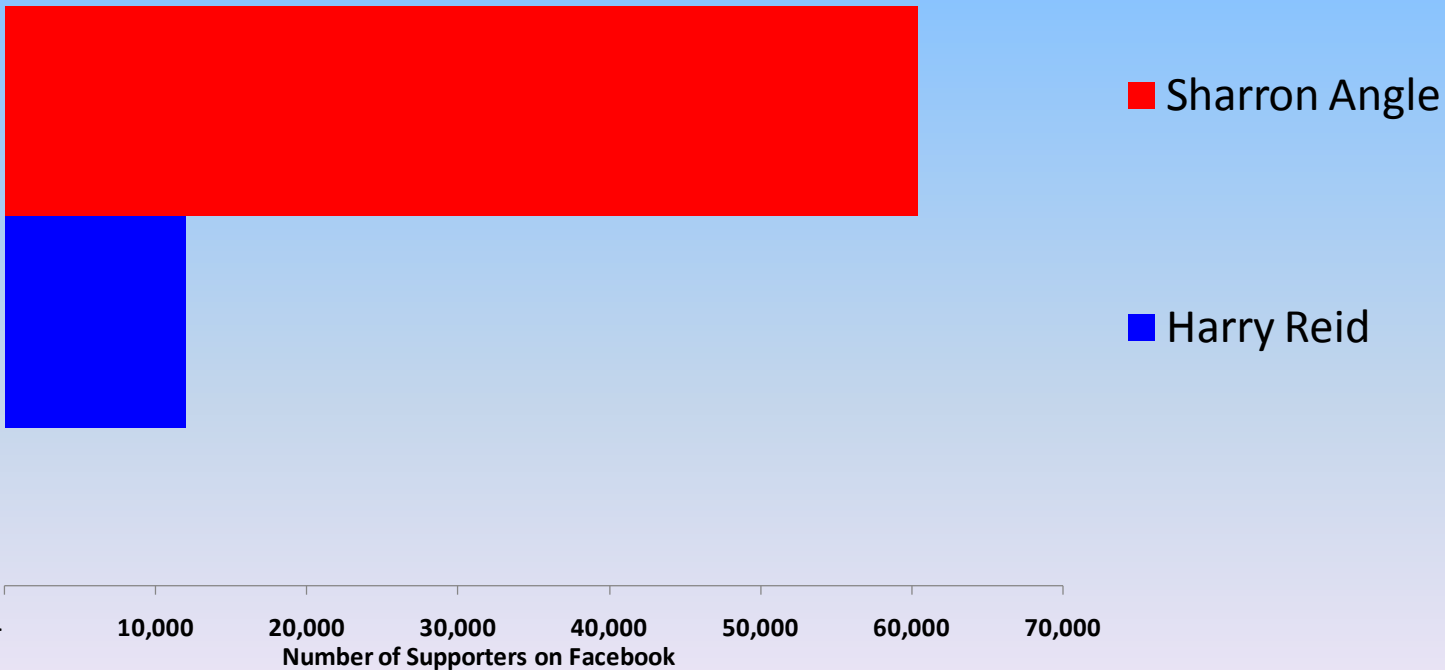
U.S. Senate Elections - Supporters on Facebook by Candidate

Nevada

- Sharron Angle is poised to win the Elections with more than 5 times as many Facebook supporters as Harry Reid's

Predictions:

NY Times	Toss Up
538 Model	54% chance Democratic win
Facebook Supporters	83% Republicans out of Total Direct Supporters for Race on Facebook



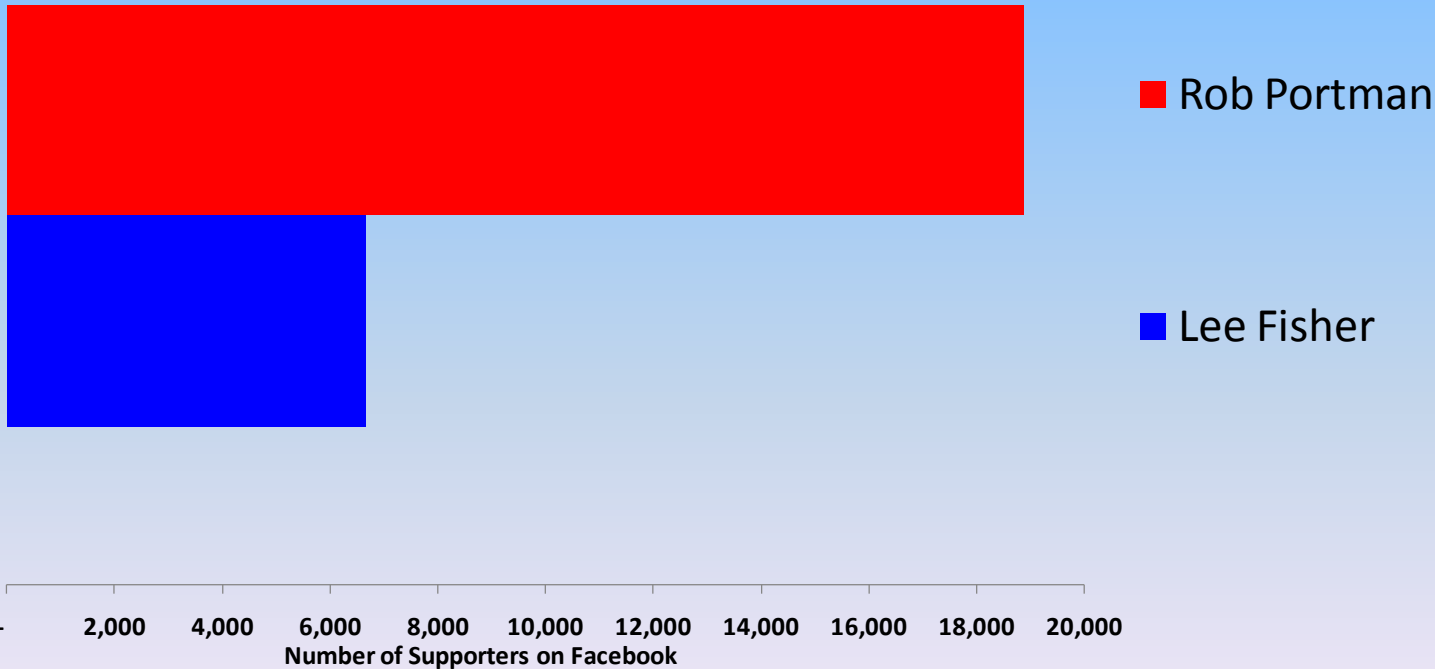
U.S. Senate Elections - Supporters on Facebook by Candidate

Ohio

- Rob Portman is poised to win the Elections with nearly 3 times as many Facebook supporters as Lee Fisher's

Predictions:

NY Times	Toss Up
538 Model	88% chance Republican win
Facebook Supporters	74% Republicans out of Total Direct Supporters for Race on Facebook



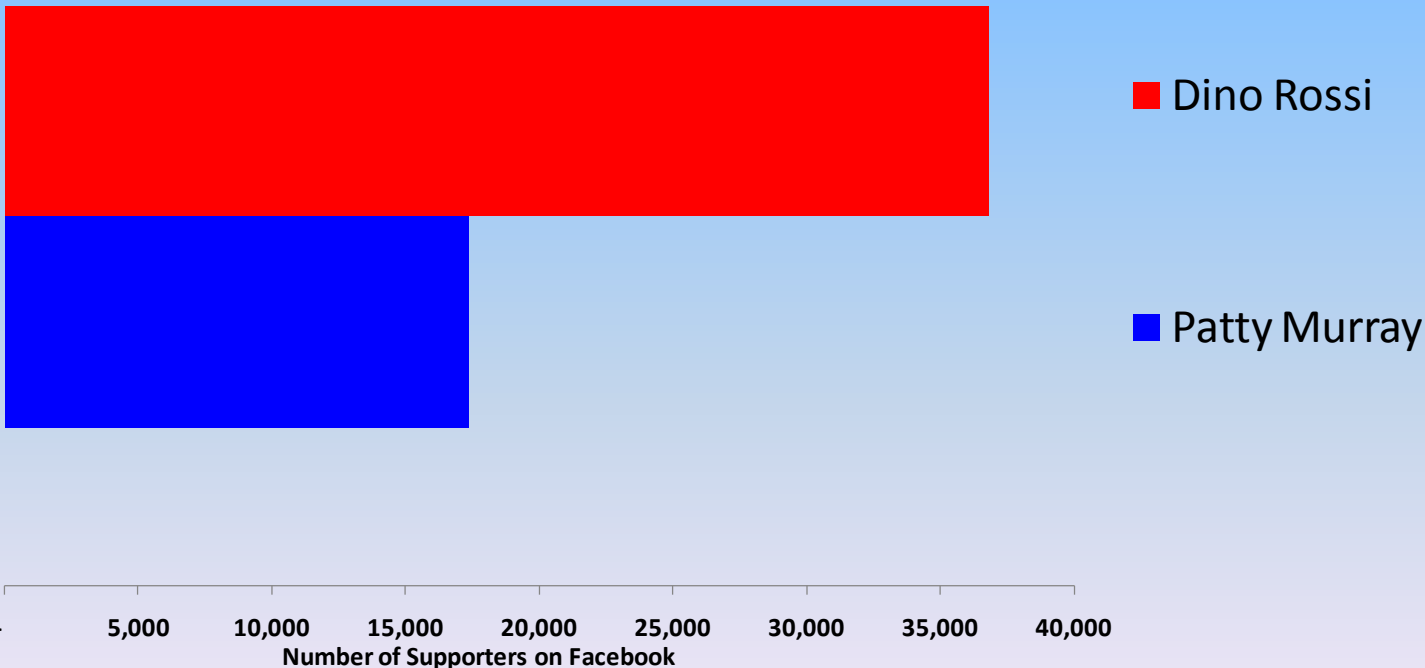
U.S. Senate Elections - Supporters on Facebook by Candidate

Washington

- Dino Rossi is poised to win the Elections with more than twice as many Facebook supporters as Patty Murray's

Predictions:

NY Times	Leaning Democratic
538 Model	54% chance Republican win
Facebook Supporters	68% Republicans out of Total Direct Supporters for Race on Facebook



U.S. Senate Primaries - Supporters on Facebook by Candidate

Wisconsin

- Seems like Ron Johnson will win the GOP primaries
- Russ Feingold is poised to win the Elections

Predictions:

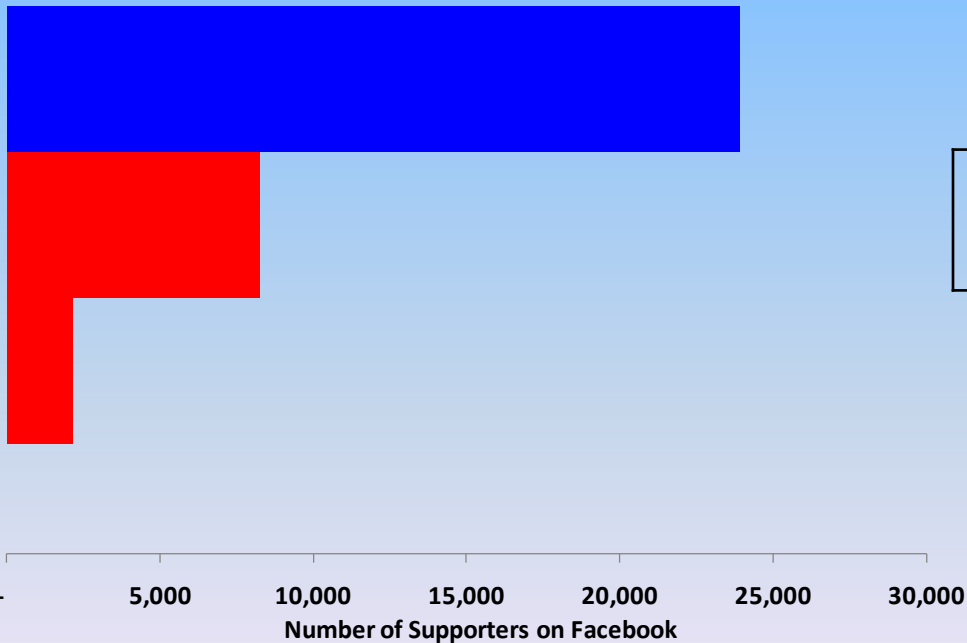
NY Times	Toss Up
538 Model	64% chance Democratic win
Facebook Supporters	70% Democrats out of Total Direct Supporters for Race on Facebook

■ Russ Feingold

■ Ron Johnson

79% out of Total Direct Republican Supporters for Race on Facebook

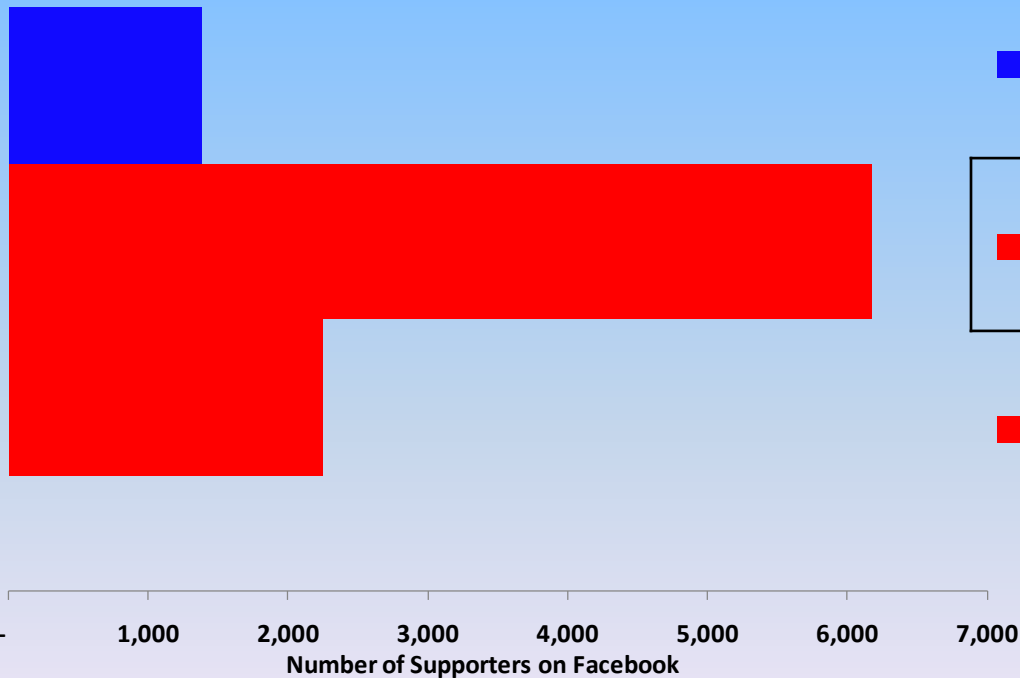
■ Dave Westlake



U.S. Senate Primaries - Supporters on Facebook by Candidate

Delaware

- Seems like Christine O'Donnell will win the GOP primaries
- She is also poised to win the Elections



Predictions:

NY Times	Leaning Republican
538 Model	75% chance Republican win
Facebook Supporters	86% Republicans out of Total Direct Supporters for Race on Facebook

■ Chris Coons

■ Christine O'Donnell	73% out of Total Direct Republican Supporters for Race on Facebook
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■ Michael N. Castle

U.S. Senate Primaries - Supporters on Facebook by Candidate

New Hampshire

- Seems like Bill Binnie will win the GOP primaries
- He is also poised to win the Elections

Predictions:

NY Times	Toss Up
538 Model	67% chance Republican win
Facebook Supporters	79% Republicans out of Total Direct Supporters for Race on Facebook

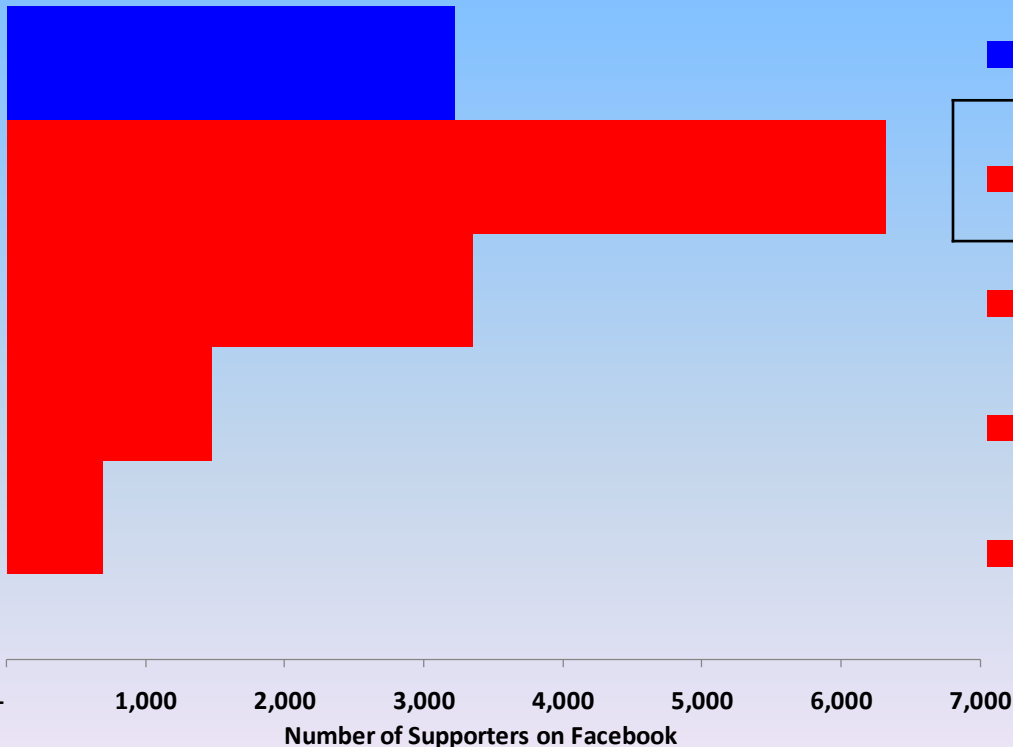
■ Paul W. Hodes

■ Bill Binnie	53% out of Total Direct Republican Supporters for Race on Facebook
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■ Kelly Ayotte 28%

■ Ovide Lamontagne 12%

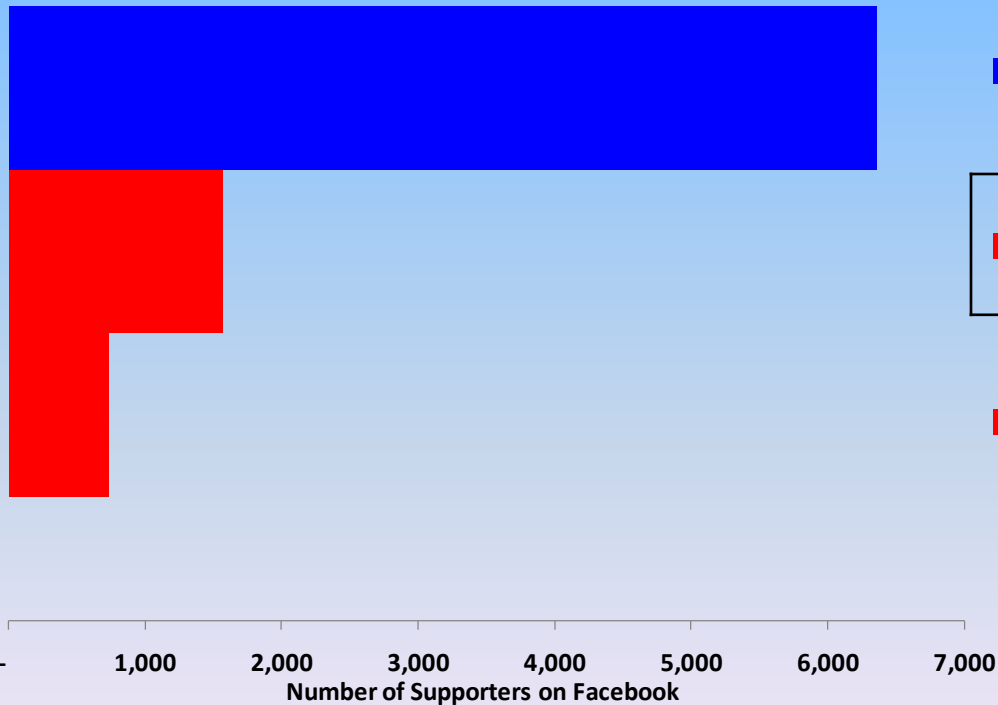
■ Jim Bender 6%



U.S. Senate Primaries - Supporters on Facebook by Candidate

New York

- Seems like Gary Berntsen will win the GOP primaries
- Chuck Schumer is poised to win the Elections



Predictions:

NY Times	Solid Democratic
538 Model	100% chance Democratic win
Facebook Supporters	86% Democrats out of Total Direct Supporters for Race on Facebook

■ Charles E. Schumer

■ Gary Berntsen	68% out of Total Direct Republican Supporters for Race on Facebook
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■ Jay Townsend

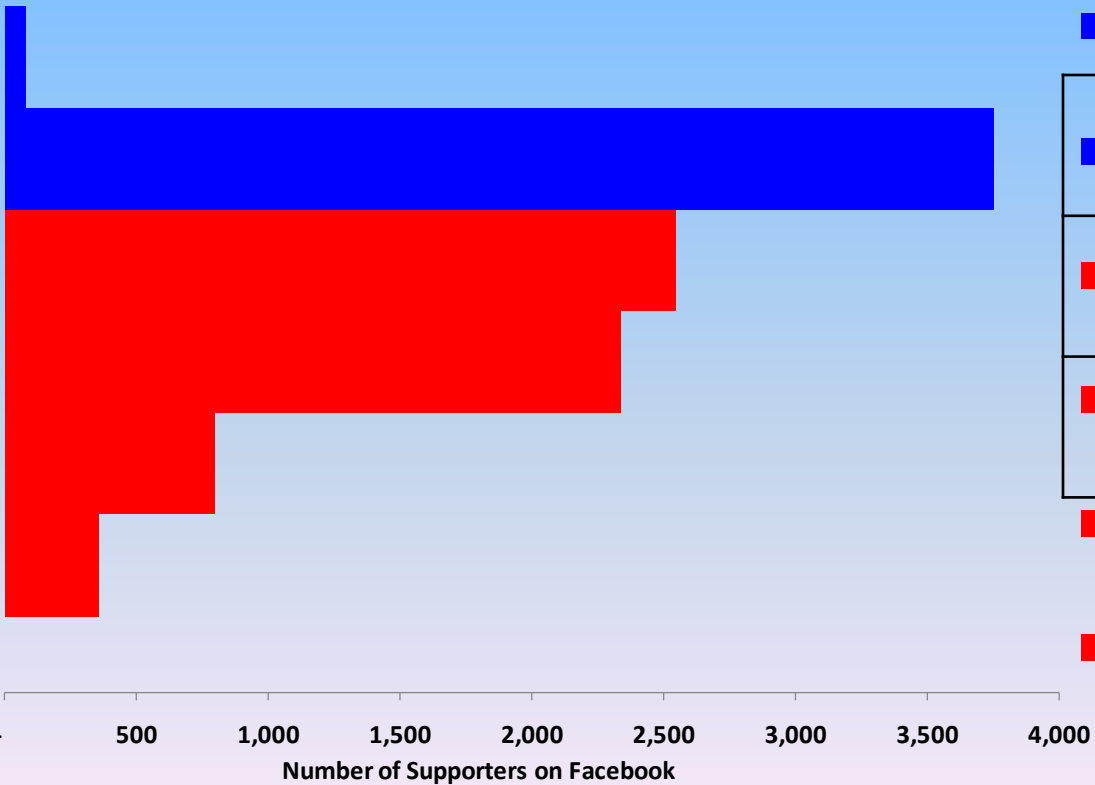
U.S. Senate Primaries - Supporters on Facebook by Candidate

Maryland

- Seems like Barbara Mikulski will win the Democratic primaries. A close call between Eric Wargotz and James Rutledge on the GOP primaries.
- Barbara Mikulski is poised to win the Elections

Predictions:

NY Times	Solid Democratic
538 Model	99% chance Democratic win
Facebook Supporters	61% Republicans out of Total Direct Supporters for Race on Facebook



■ Christopher John Garner

■ Barbara A. Mikulski	98% out of Total Direct Democratic Supporters for Race on Facebook
■ Eric Wargotz	42% out of Total Direct Republican Supporters for Race on Facebook
■ James B. Rutledge	39% out of Total Direct Republican Supporters for Race on Facebook

■ Stephens Ruffner Dempsey **13%**

■ Daniel W. McAndrew



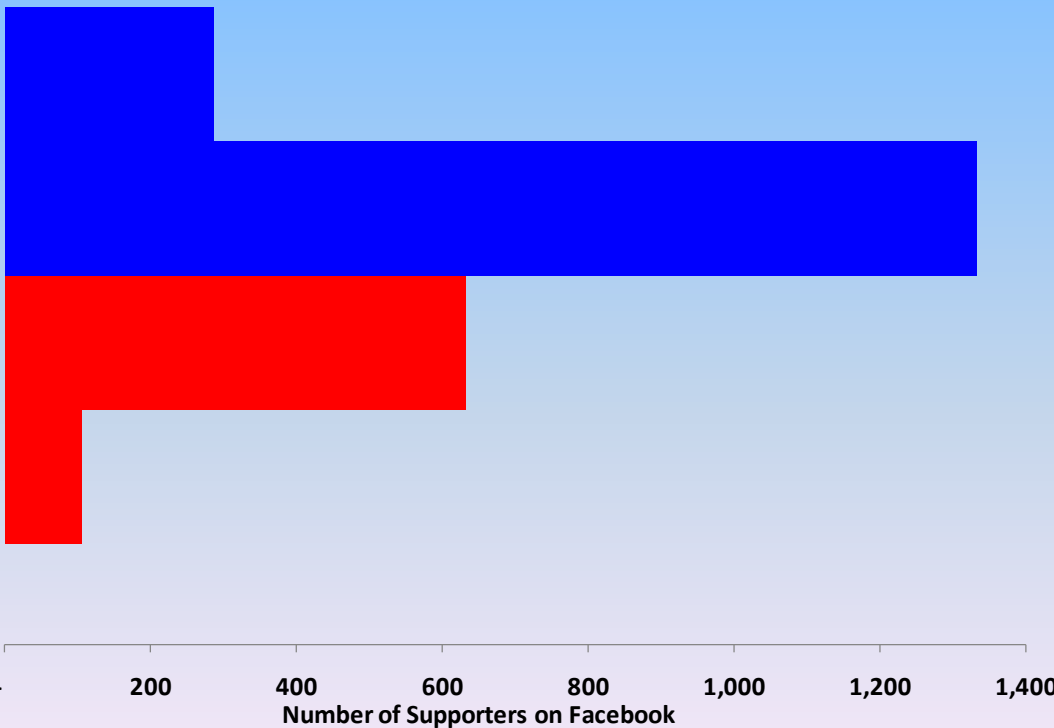
U.S. Senate Primaries - Supporters on Facebook by Candidate

Hawaii

- Seems like Daniel Inouye and Cam Cavasso will win the Democratic and GOP primaries
- Daniel Inouye is poised to win the Elections

Predictions:

NY Times	Solid Democratic
538 Model	100% chance Democratic win
Facebook Supporters	69% Democrats out of Total Direct Supporters for Race on Facebook



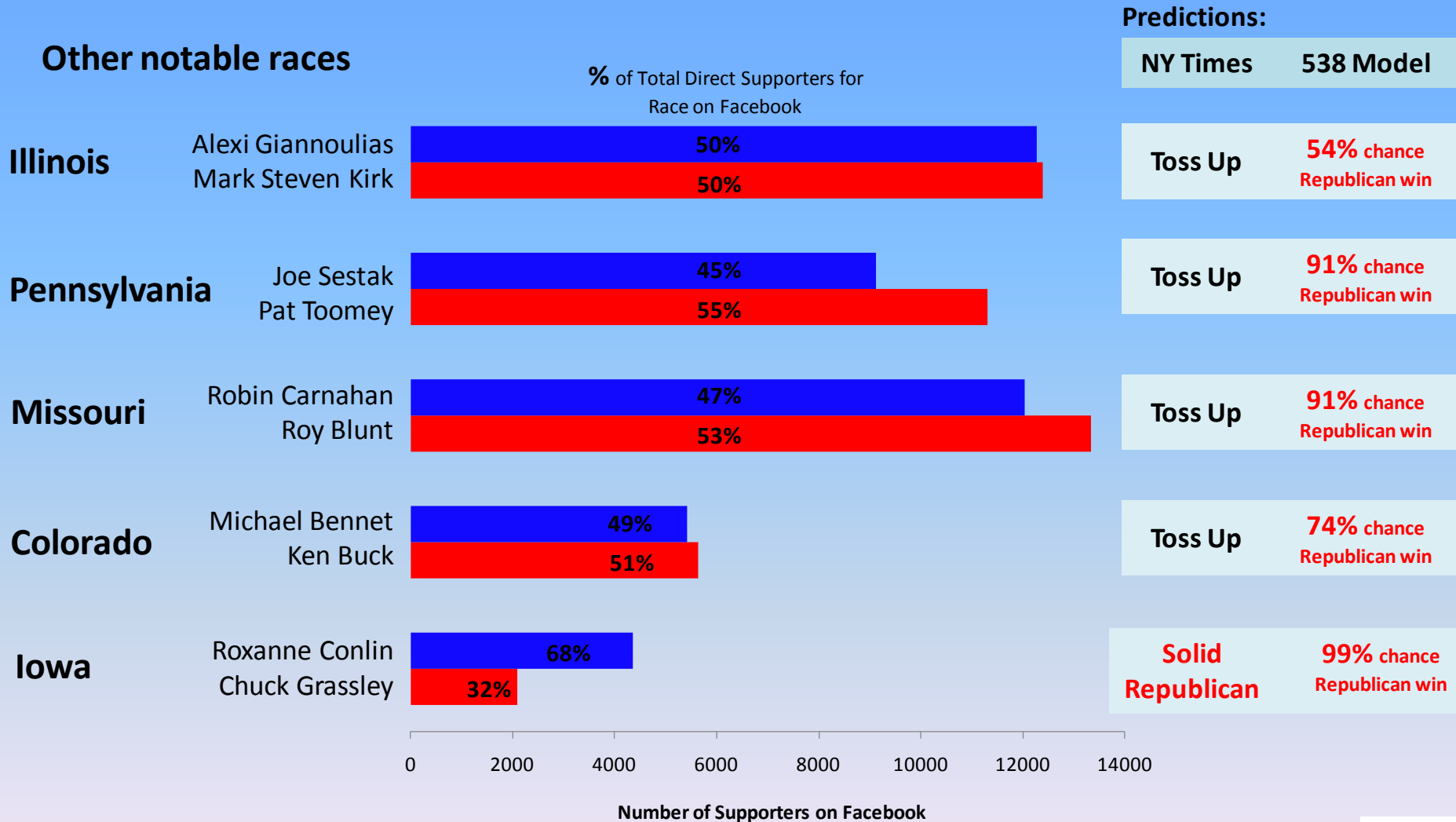
■ Andrew Douglas Woerner

■ Daniel K. Inouye	82% out of Total Direct Democratic Supporters for Race on Facebook
■ Cam Cavasso	86% out of Total Direct Republican Supporters for Race on Facebook

■ John Roco

U.S. Senate Elections - Supporters on Facebook by Candidate

Other notable races



Sources: Candidates' Facebook pages and profiles, Candidates' websites, www.nytimes.com/politics.

Data as of 09/06/2010

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Key U.S. Congressional Races - Details

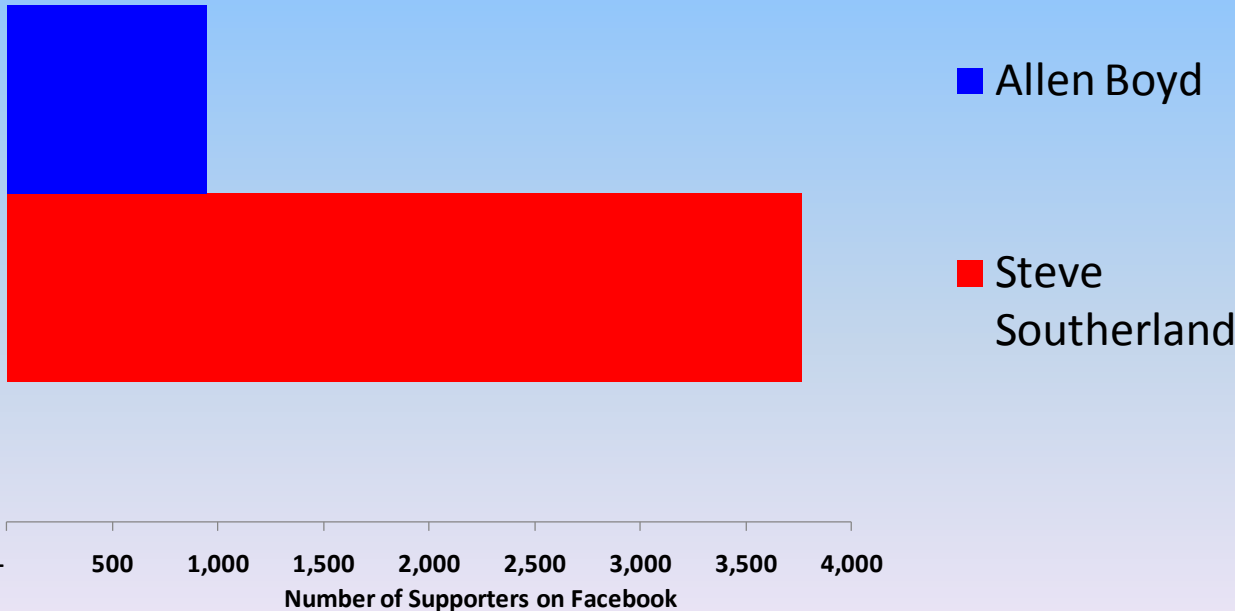
U.S. House Elections - Supporters on Facebook by Candidate

Florida 2 CD

- Will Steve Southerland win the General Elections?

Predictions:

NY Times	Toss Up
538 Model	59% chance Democratic win
Facebook Supporters	80% Republicans out of Total Direct Supporters for Race on Facebook



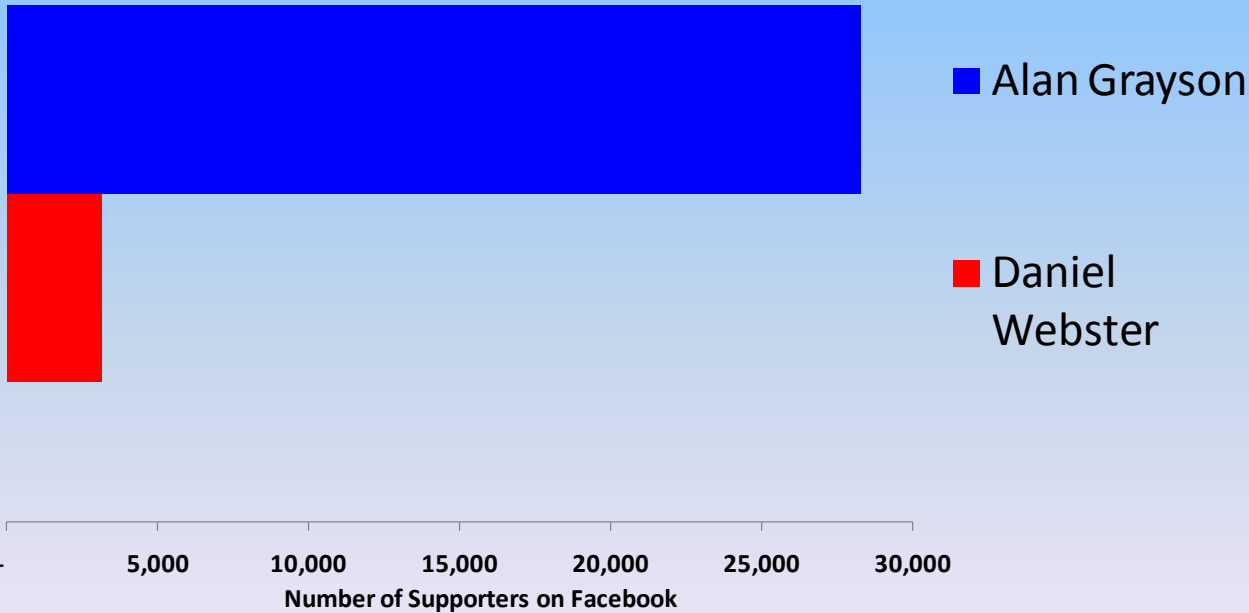
U.S. House Elections - Supporters on Facebook by Candidate

Florida 8 CD

- Will Alan Grayson win the General Elections?

Predictions:

NY Times	Toss Up
538 Model	59% chance Republican win
Facebook Supporters	90% Democrats out of Total Direct Supporters for Race on Facebook



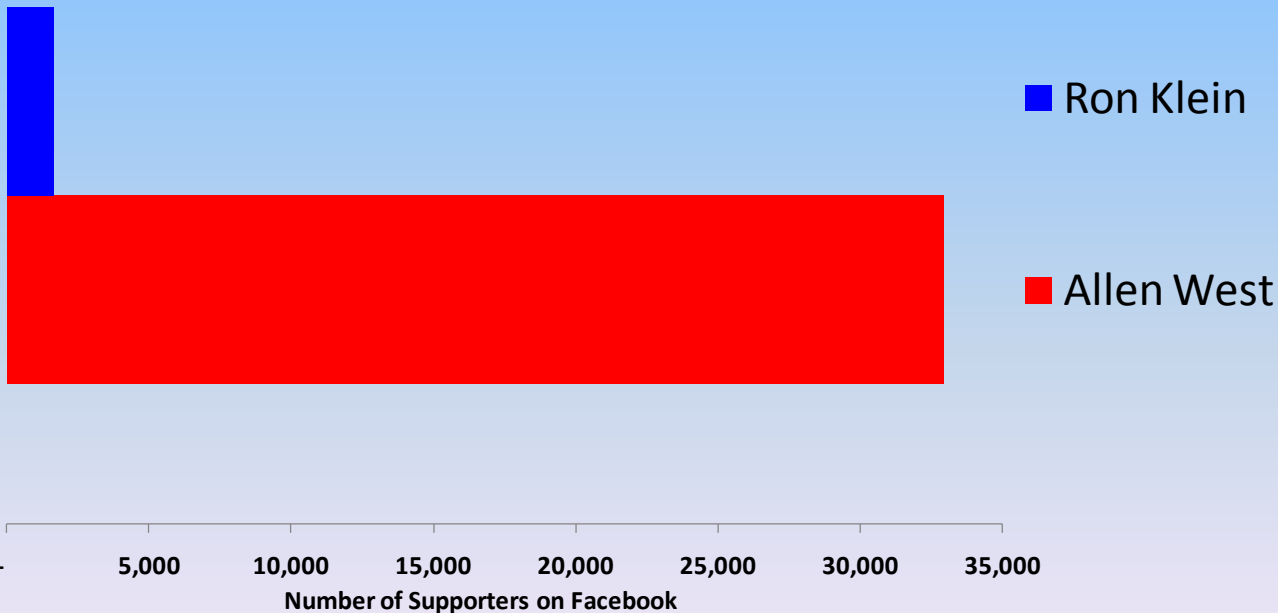
U.S. House Elections - Supporters on Facebook by Candidate

Florida 22 CD

- Will Allen West win the General Elections?

Predictions:

NY Times	Leaning Democratic
538 Model	57% chance Democratic win
Facebook Supporters	95% Republicans out of Total Direct Supporters for Race on Facebook



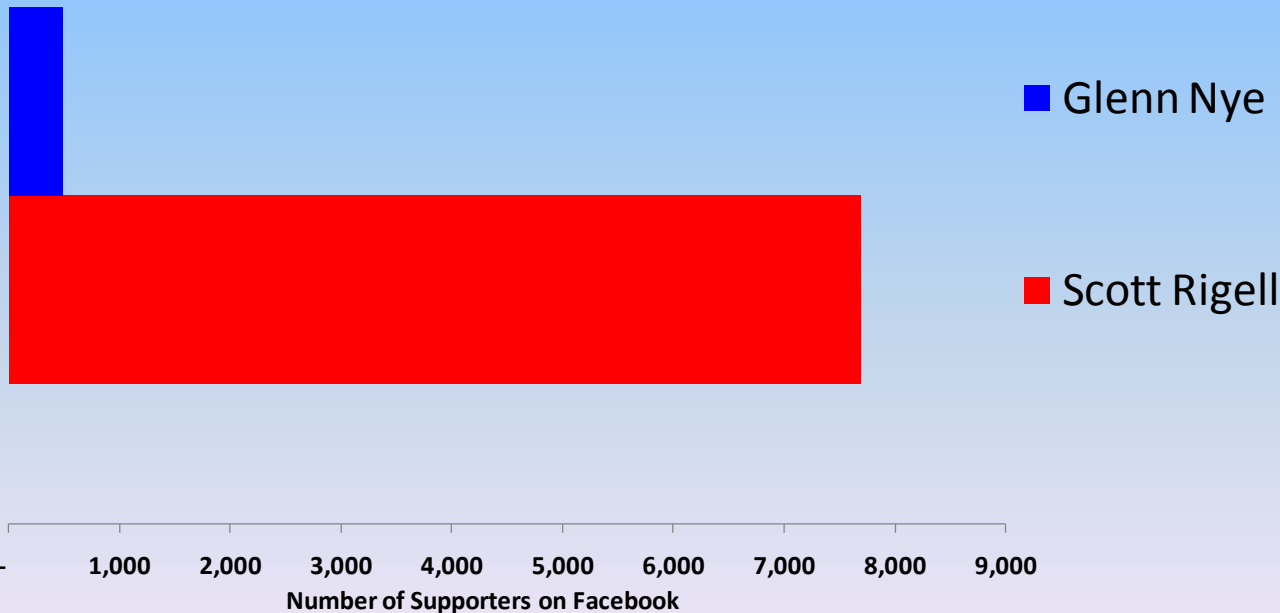
U.S. House Elections - Supporters on Facebook by Candidate

Virginia 2 CD

- Will Scott Rigell win the General Elections?

Predictions:

NY Times	Toss Up
538 Model	59% chance Republican win
Facebook Supporters	94% Republicans out of Total Direct Supporters for Race on Facebook



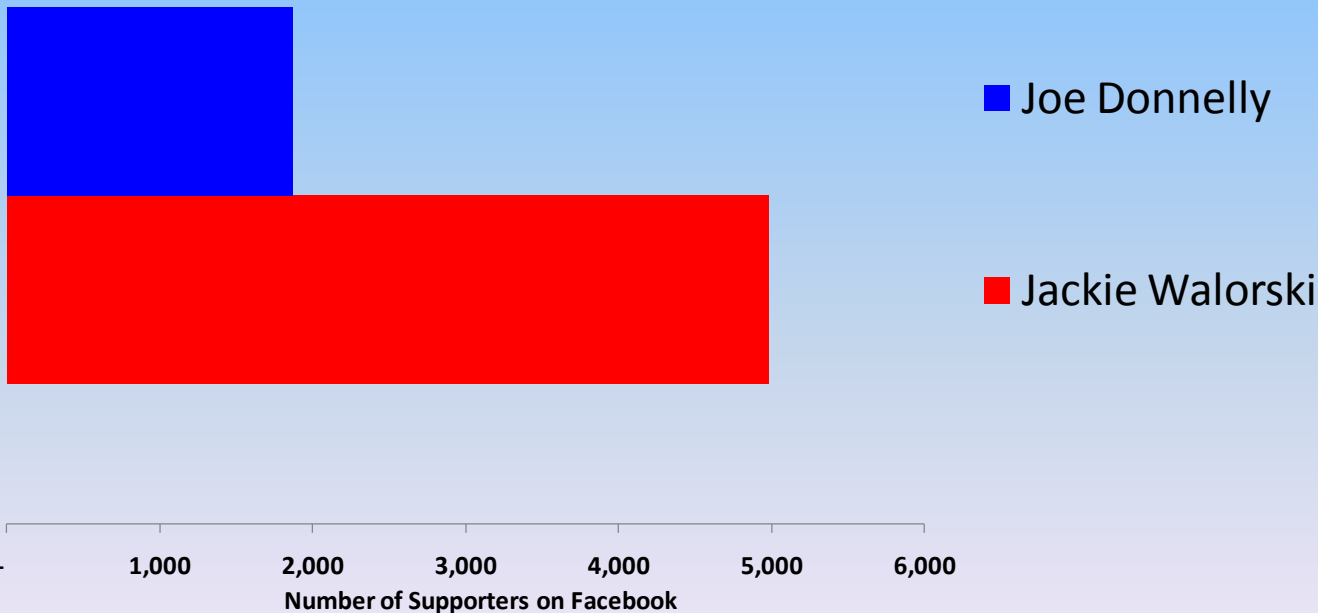
U.S. House Elections - Supporters on Facebook by Candidate

Indiana 2 CD

- Will Jackie Walorski win the General Elections?

Predictions:

NY Times	Toss Up
538 Model	66% chance Democratic win
Facebook Supporters	73% Republicans out of Total Direct Supporters for Race on Facebook



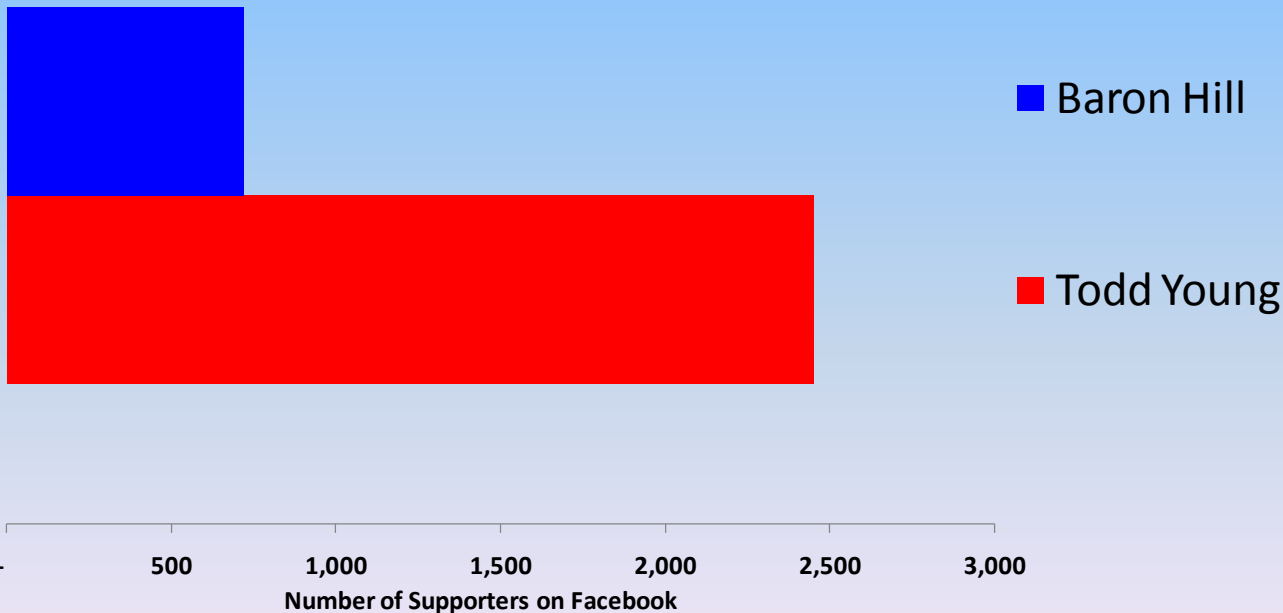
U.S. House Elections - Supporters on Facebook by Candidate

Indiana 9 CD

- Will Todd Young win the General Elections?

Predictions:

NY Times	Toss Up
538 Model	58% chance Republican win
Facebook Supporters	77% Republicans out of Total Direct Supporters for Race on Facebook



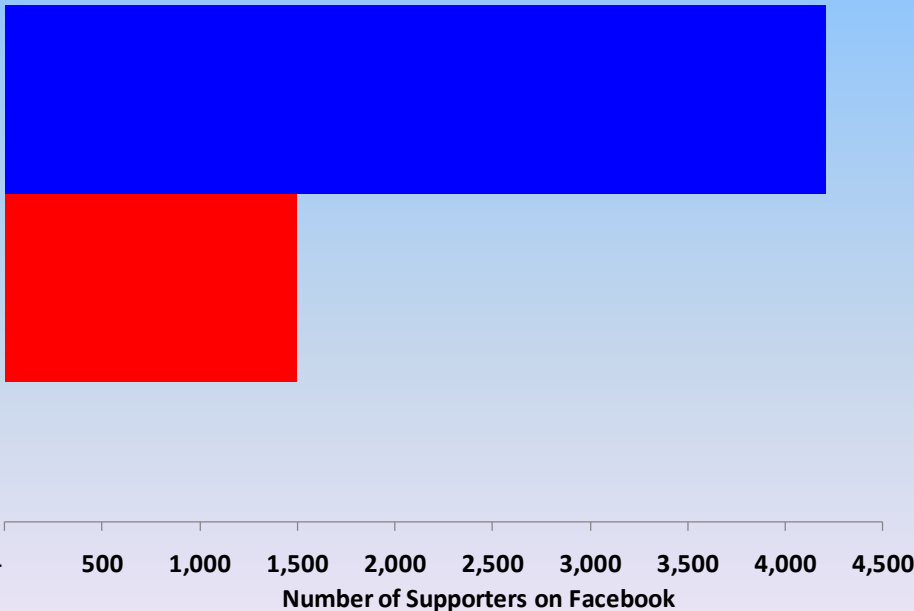
U.S. House Elections - Supporters on Facebook by Candidate

Arizona 5 CD

- Will Harry Mitchell win the General Elections?

Predictions:

NY Times	Toss Up
538 Model	66% chance Republican win
Facebook Supporters	74% Democrats out of Total Direct Supporters for Race on Facebook



■ Harry Mitchell

■ David Schweikert



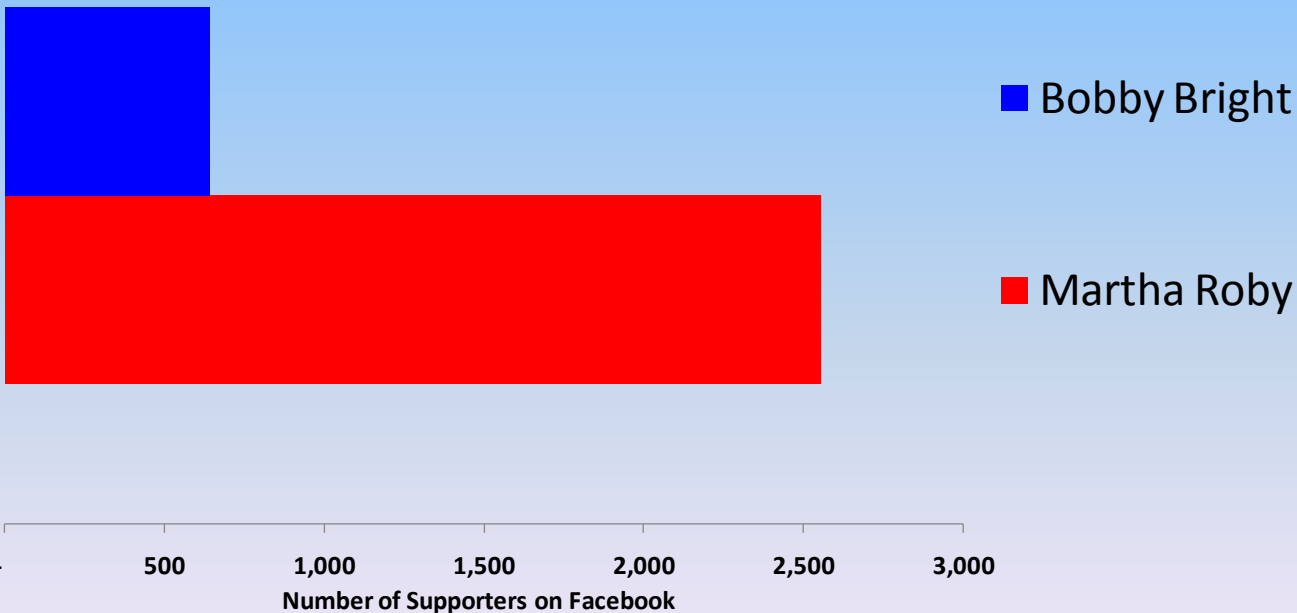
U.S. House Elections - Supporters on Facebook by Candidate

Alabama 2 CD

- Will Martha Roby win the General Elections?

Predictions:

NY Times	Leaning Democratic
538 Model	74% chance Republican win
Facebook Supporters	80% Republicans out of Total Direct Supporters for Race on Facebook



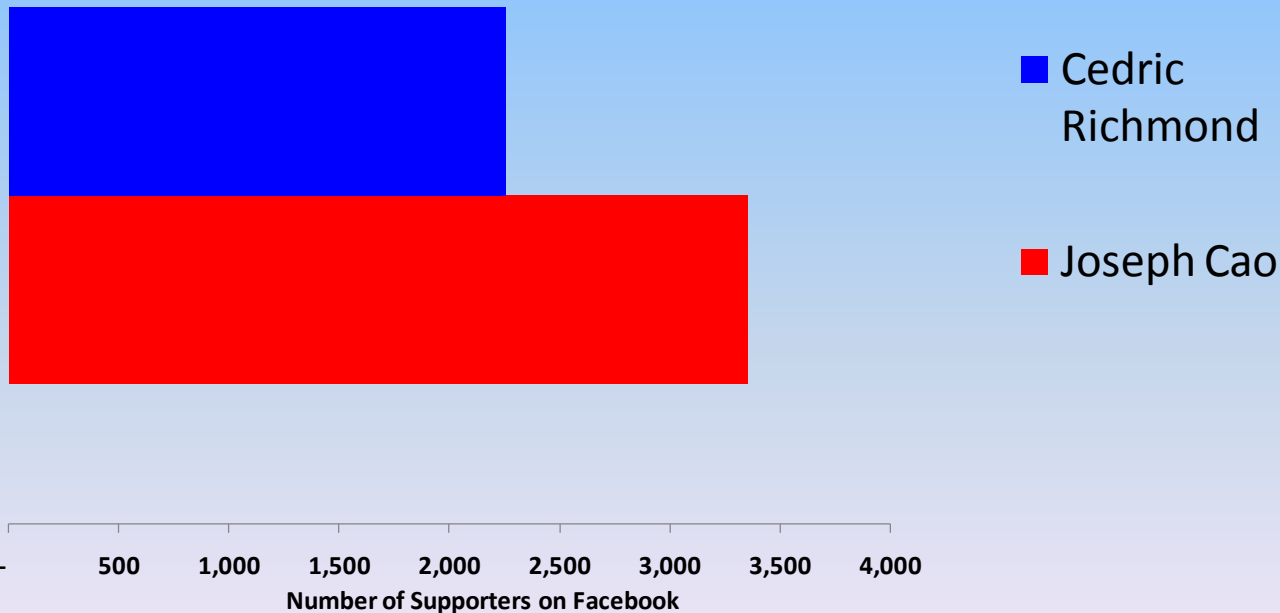
U.S. House Elections - Supporters on Facebook by Candidate

Louisiana 2 CD

- Will Joseph Cao win the General Elections?

Predictions:

NY Times	Leaning Democratic
538 Model	51% chance Democratic win
Facebook Supporters	60% Republicans out of Total Direct Supporters for Race on Facebook



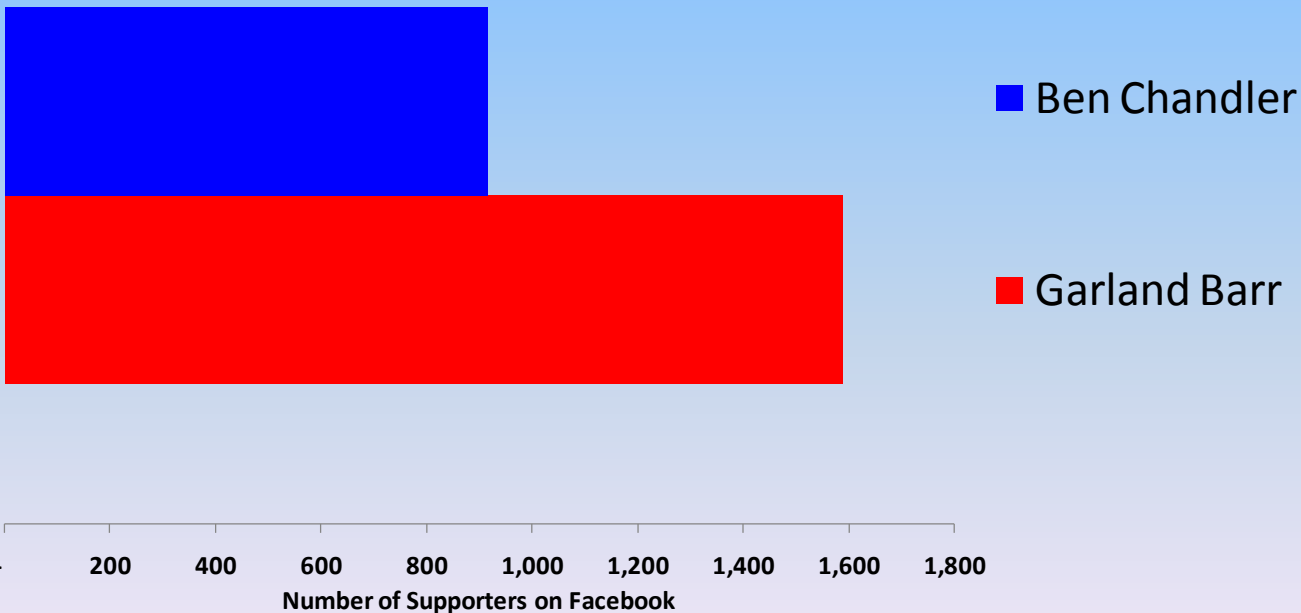
U.S. House Elections - Supporters on Facebook by Candidate

Kentucky 6 CD

- Will Garland Barr win the General Elections?

Predictions:

NY Times	Leaning Democratic
538 Model	53% chance Republican win
Facebook Supporters	63% Republicans out of Total Direct Supporters for Race on Facebook



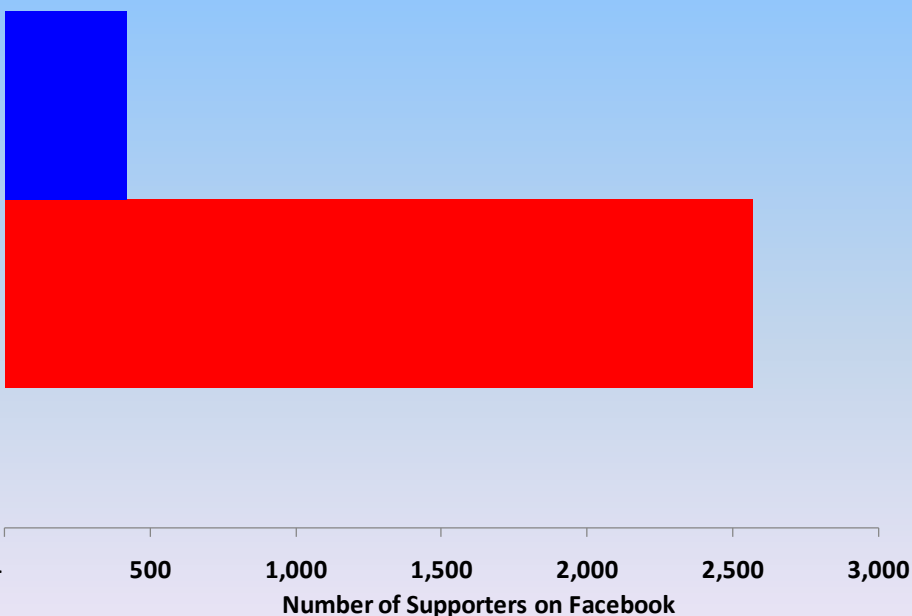
U.S. House Elections - Supporters on Facebook by Candidate

Mississippi 1 CD

- Will Alan Nunnelee win the General Elections?

Predictions:

NY Times	Toss Up
538 Model	84% chance Republican win
Facebook Supporters	86% Republicans out of Total Direct Supporters for Race on Facebook



■ Travis W. Childers

■ Alan Nunnelee

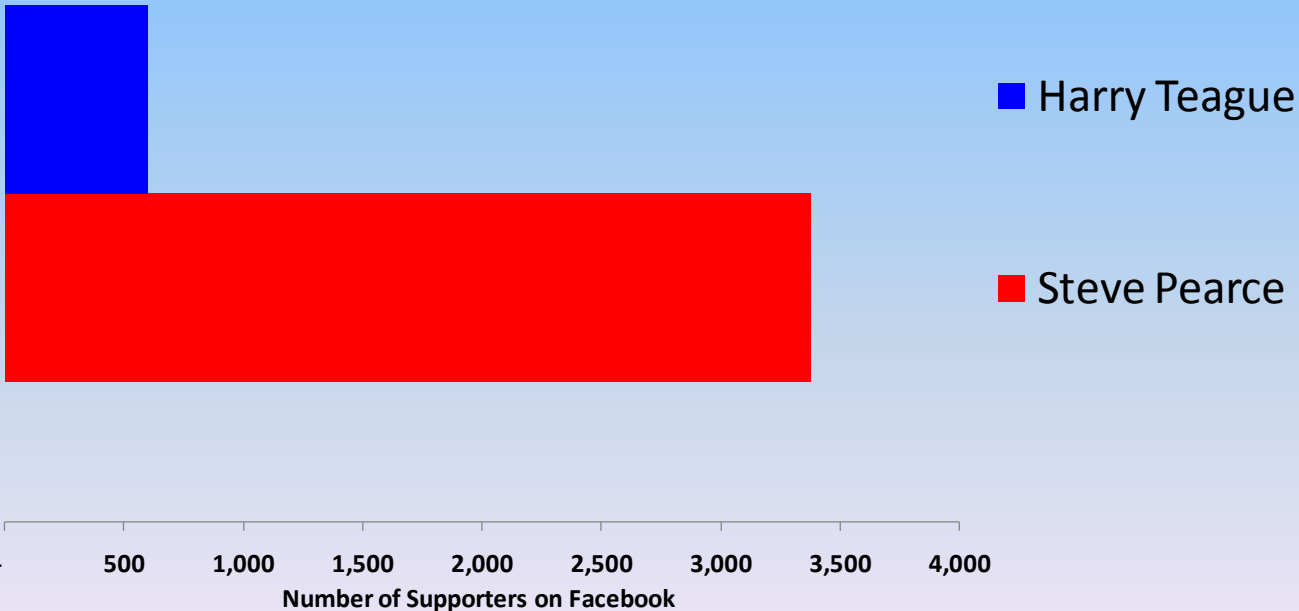
U.S. House Elections - Supporters on Facebook by Candidate

New Mexico 2 CD

- Will Steve Pearce win the General Elections?

Predictions:

NY Times	Toss Up
538 Model	76% chance Republican win
Facebook Supporters	85% Republicans out of Total Direct Supporters for Race on Facebook



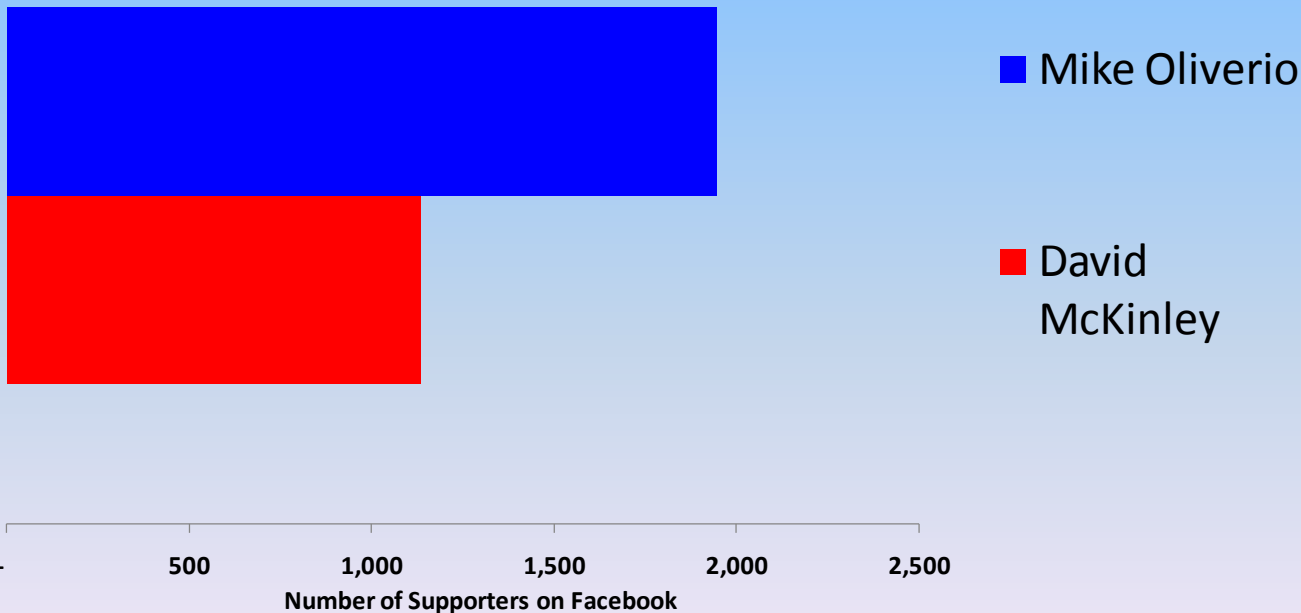
U.S. House Elections - Supporters on Facebook by Candidate

West Virginia 1 CD

- Will Mike Oliverio win the General Elections?

Predictions:

NY Times	Toss Up
538 Model	70% chance Republican win
Facebook Supporters	63% Democrats out of Total Direct Supporters for Race on Facebook



■ Mike Oliverio

■ David
McKinley

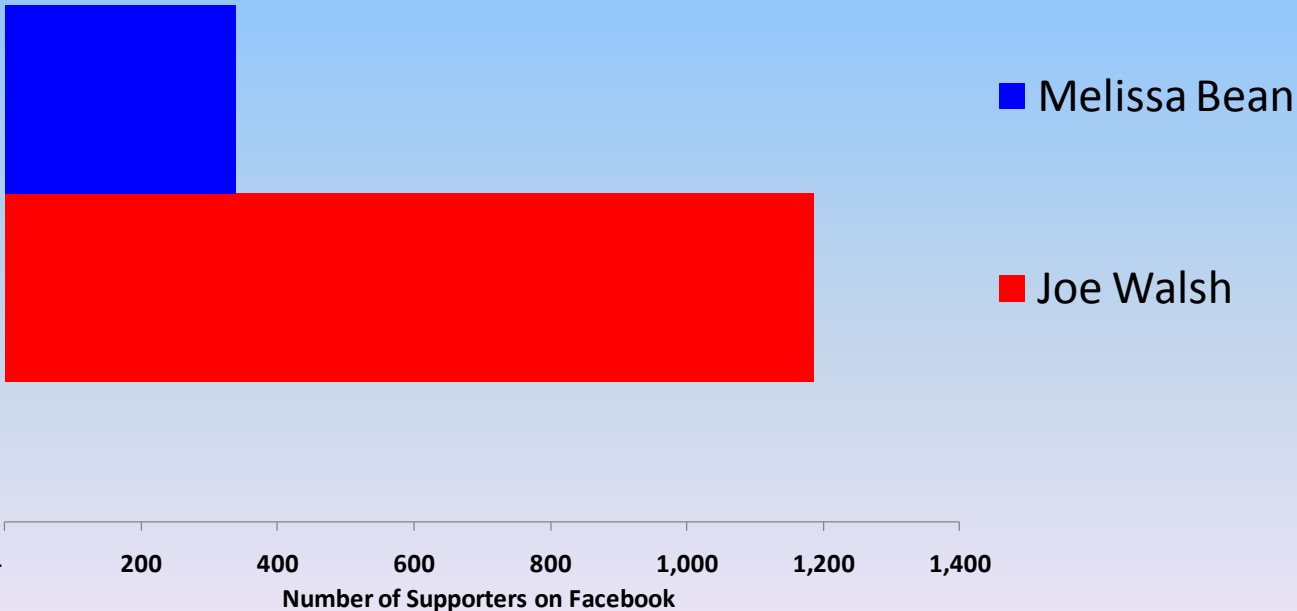
U.S. House Elections - Supporters on Facebook by Candidate

Illinois 8 CD

- Will Joe Walsh win the General Elections?

Predictions:

NY Times	Leaning Democratic
538 Model	96% chance Democratic win
Facebook Supporters	78% Republicans out of Total Direct Supporters for Race on Facebook



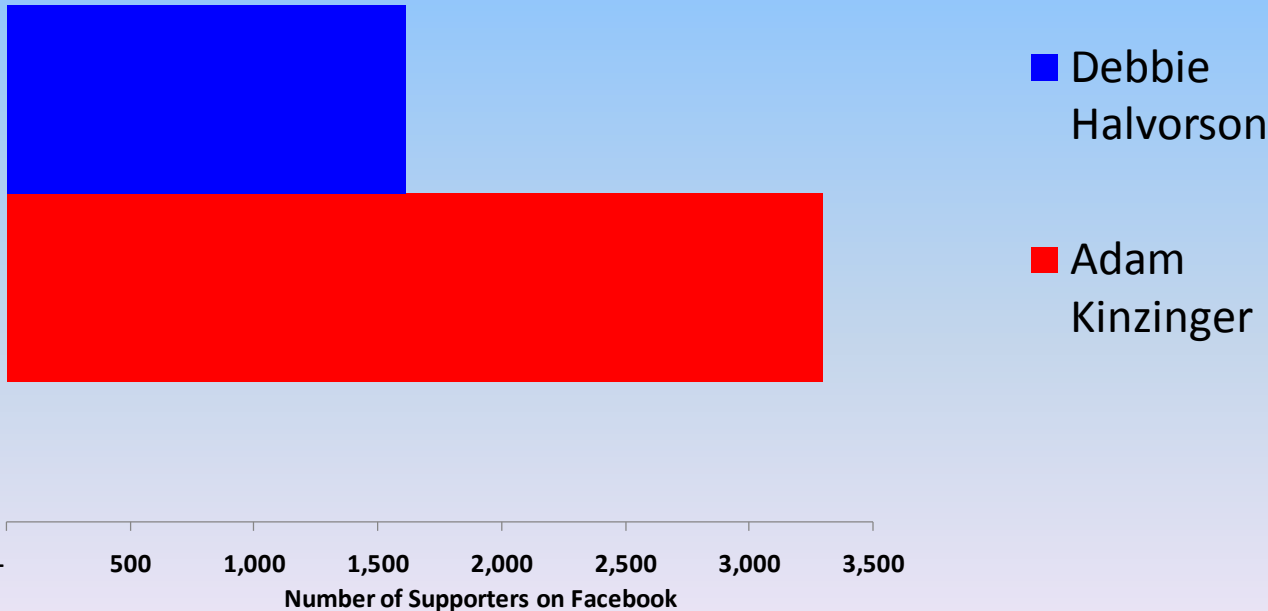
U.S. House Elections - Supporters on Facebook by Candidate

Illinois 11 CD

- Will Adam Kinzinger win the General Elections?

Predictions:

NY Times	Toss Up
538 Model	88% chance Republican win
Facebook Supporters	67% Republicans out of Total Direct Supporters for Race on Facebook



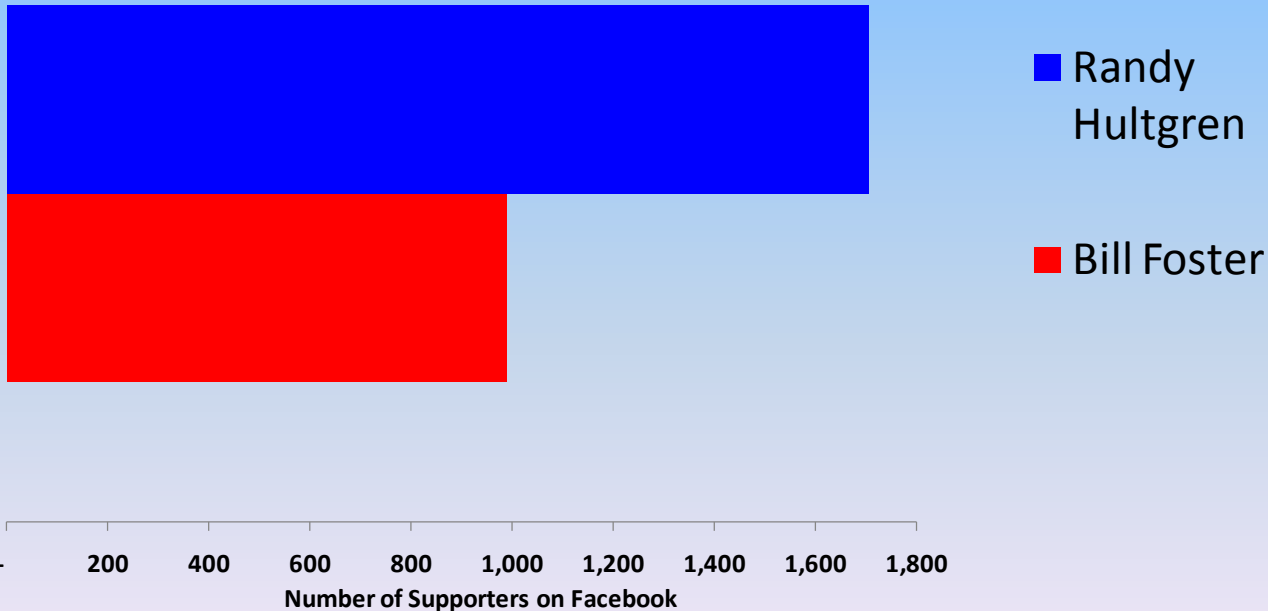
U.S. House Elections - Supporters on Facebook by Candidate

Illinois 14 CD

- Will Randy Hultgren win the General Elections?

Predictions:

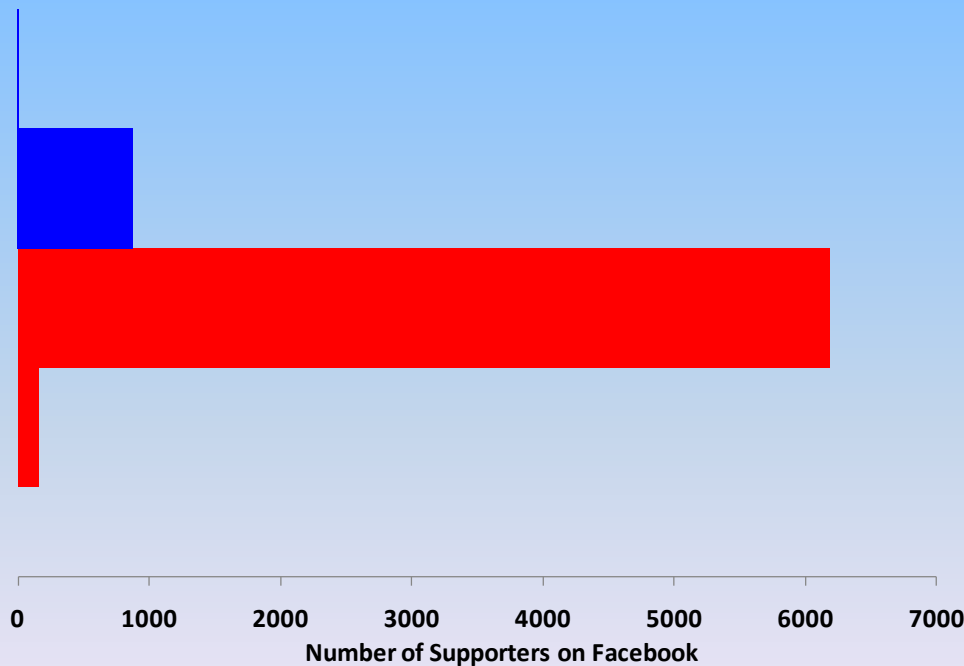
NY Times	Toss Up
538 Model	63% chance Republican win
Facebook Supporters	63% Democrats out of Total Direct Supporters for Race on Facebook



U.S. House Primaries - Supporters on Facebook by Candidate

Wisconsin 7 CD

- Seems like Sean Duffy and Julie Lassa will win the GOP and Democratic primaries
- Sean Duffy is poised to win the Elections



Predictions:

NY Times	Toss Up
538 Model	83% chance Republican win
Facebook Supporters	88% Republicans out of Total Direct Supporters for Race on Facebook

■ Joe Reasbeck

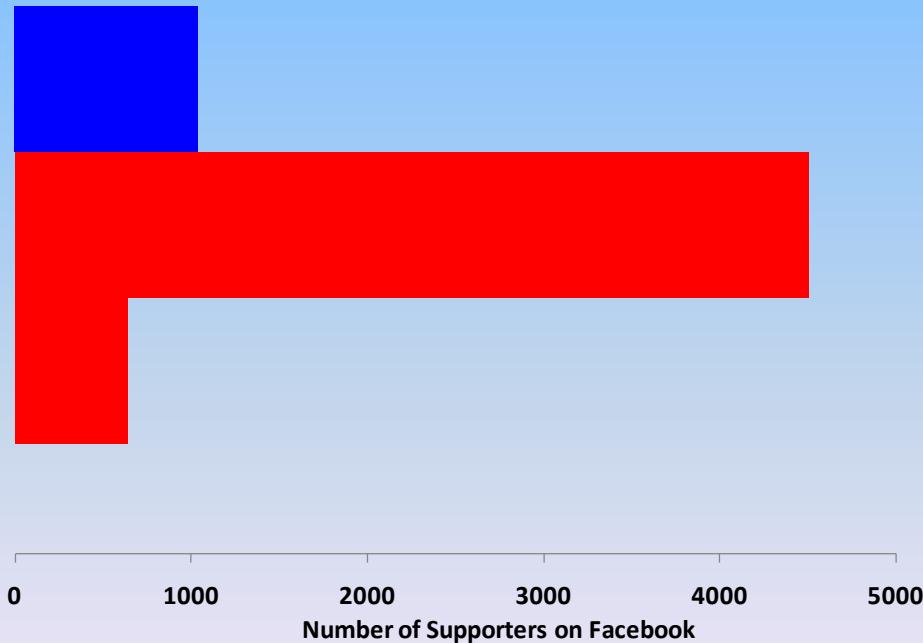
■ Julie Lassa	99% of Total Democratic Supporters for race on Facebook
■ Sean P. Duffy	98% of Total Republican Supporters for race on Facebook

■ Daniel E. Mielke

U.S. House Primaries - Supporters on Facebook by Candidate

Hawaii 1 CD

- Seems like Charles Djou will win the GOP primaries
- He is also poised to win the Elections



Predictions:

NY Times	Toss Up
538 Model	54% chance Democratic win
Facebook Supporters	83% Republicans out of Total Direct Supporters for Race on Facebook

■ Colleen Hanabusa

■ Charles K. Djou	88% of Total republican Supporters for race on Facebook
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■ John Giuffre

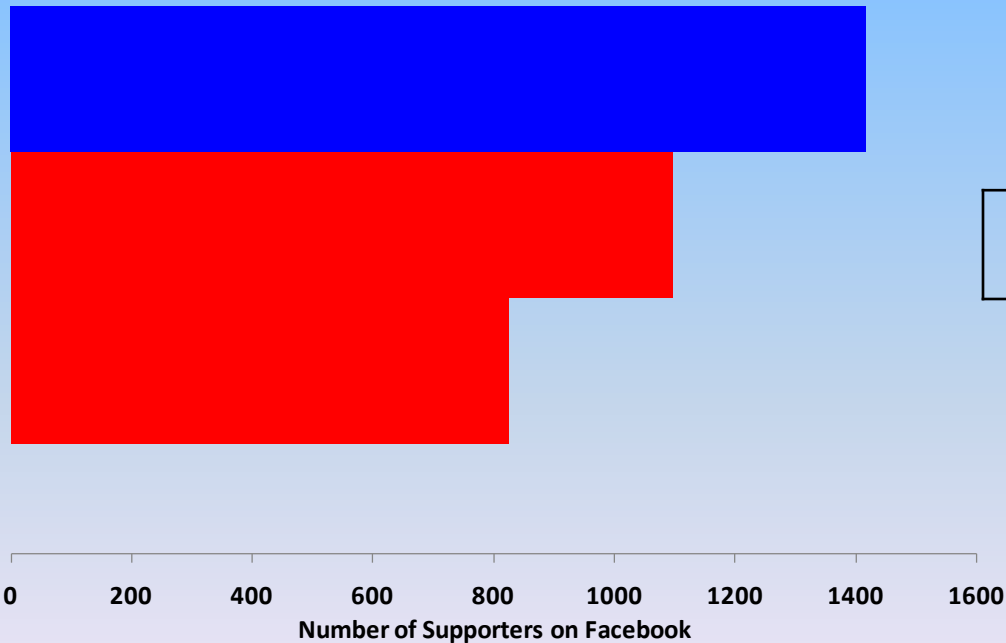
U.S. House Primaries - Supporters on Facebook by Candidate

Maryland 1 CD

- Seems like Andy Harris will win the GOP primaries
- Close call between him and Frank Kratovil for the General Elections

Predictions:

NY Times	Toss Up
538 Model	84% chance Republican win
Facebook Supporters	58% Republicans out of Total Direct Supporters for Race on Facebook



■ Frank Kratovil

■ Andy Harris

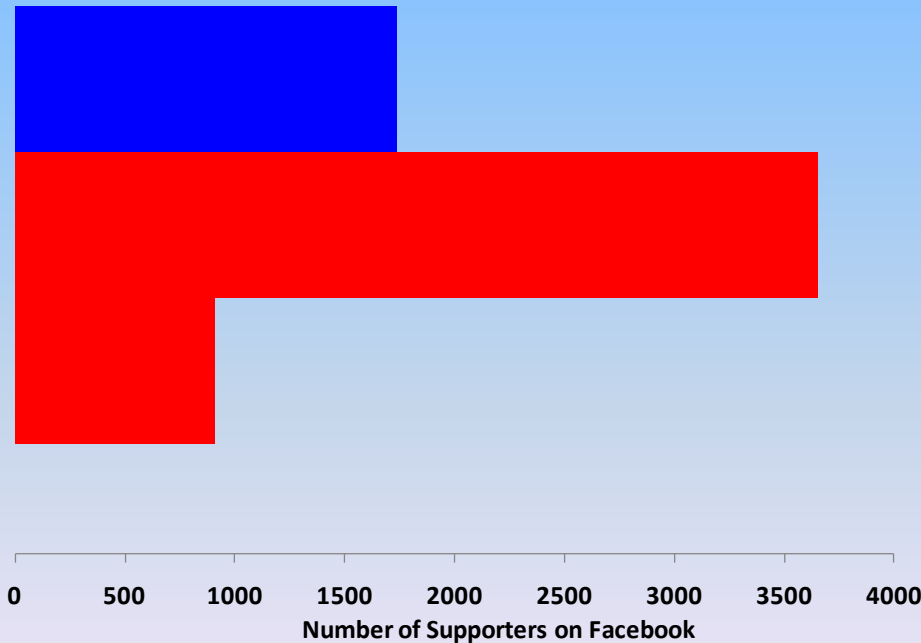
57% of Total Republican Supporters for race on Facebook

■ Rob Fisher

U.S. House Primaries - Supporters on Facebook by Candidate

New Hampshire 1 CD

- Seems like Frank Guinta will win the GOP primaries
- He is also poised to win the Elections



Predictions:

NY Times	Toss Up
538 Model	67% chance Republican win
Facebook Supporters	72% Republicans out of Total Direct Supporters for Race on Facebook

■ Carol Shea-Porter

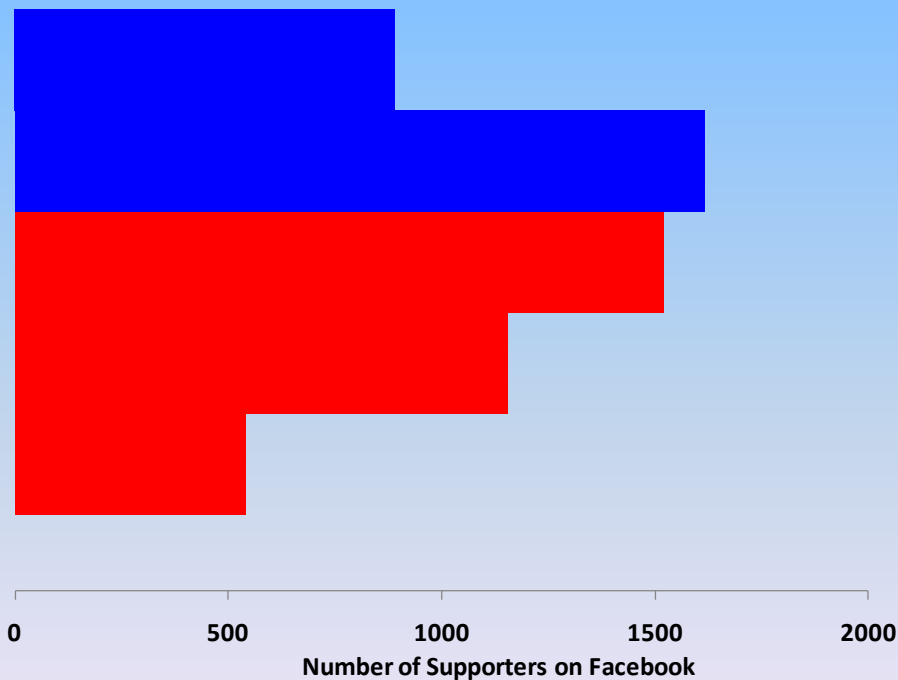
■ Frank Guinta	80% of Total Republican Supporters for race on Facebook
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■ Richard E. Ashooh

U.S. House Primaries - Supporters on Facebook by Candidate

New Hampshire 2 CD

- Seems like Ann McLane and Charles Bass might win the Democratic and GOP primaries
- Close call between them on the General Elections



Predictions:

NY Times	Toss Up
538 Model	69% chance Republican win
Facebook Supporters	56% Republicans out of Total Direct Supporters for Race on Facebook

■ Katrina Swett 36%

■ Ann McLane Kuster	64% of Total Democratic Supporters for race on Facebook
■ Charles Bass	47% of Total Republican Supporters for race on Facebook

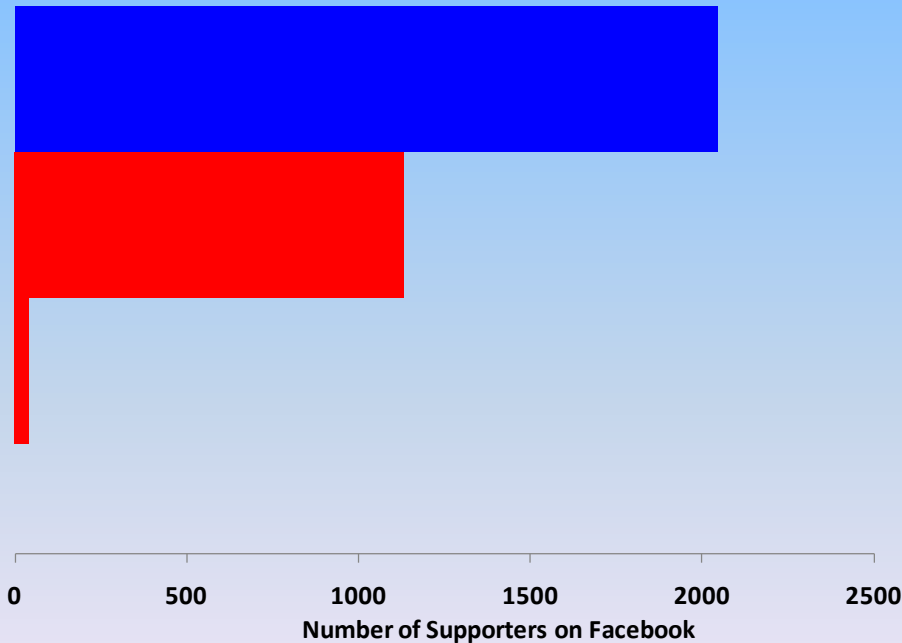
■ Jennifer Horn 36%

■ Robert Giuda 17%

U.S. House Primaries - Supporters on Facebook by Candidate

Wisconsin 3 CD

- Seems like Dan Kapanke will win the GOP primaries
- Ron Kind is poised to win the Elections



Predictions:

NY Times	Leaning Democratic
538 Model	84% chance Democratic win
Facebook Supporters	64% Democrats out of Total Direct Supporters for Race on Facebook

■ Ron Kind

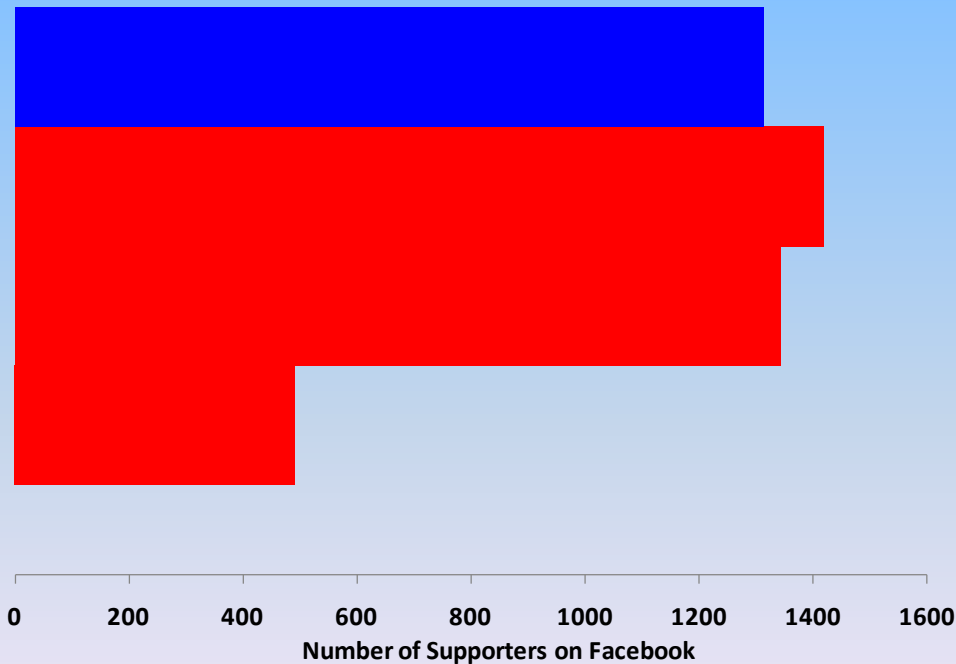
■ Dan Kapanke	97% of Total Republican Supporters for race on Facebook
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■ Bruce Francis Evers

U.S. House Primaries - Supporters on Facebook by Candidate

Wisconsin 8 CD

- Close call between Roger Roth and Reid Ribble on the GOP primaries
- Close call on the General Elections as well, although stronger GOP presence overall



Predictions:

NY Times	Leaning Democratic
538 Model	56% chance Republican win
Facebook Supporters	71% Republicans out of Total Direct Supporters for Race on Facebook

■ Steve Kagen

■ Roger Roth	44% of Total Republican Supporters for race on Facebook
■ Reid Ribble	41% of Total Republican Supporters for race on Facebook

■ Terri McCormick

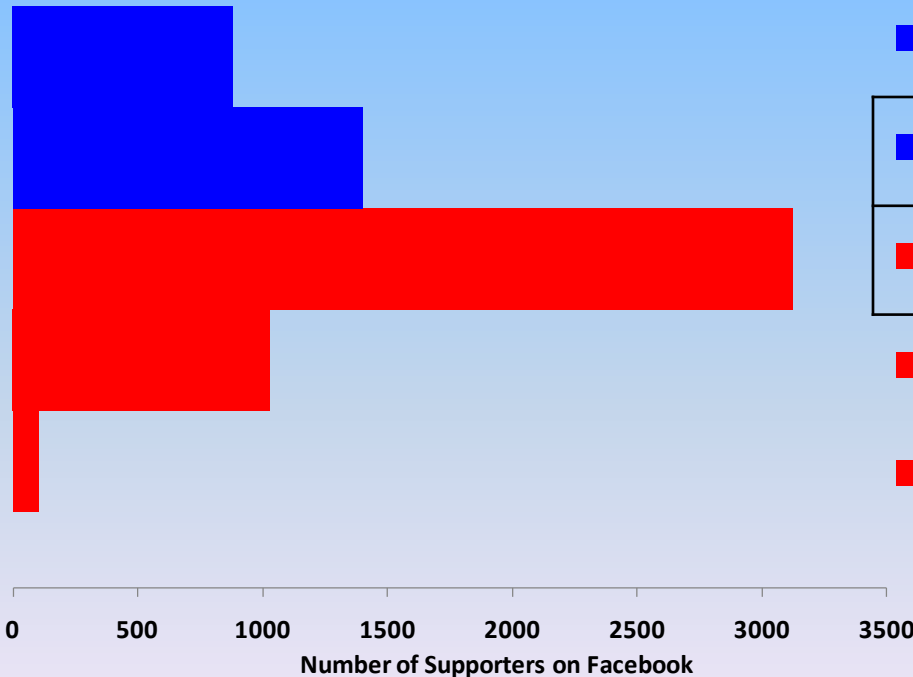
U.S. House Primaries - Supporters on Facebook by Candidate

Massachusetts 10 CD

- Seems Like Bill Keating and Jeff Perry will win the Democratic and GOP primaries
- Jeff Perry is poised to win the Elections

Predictions:

NY Times	Leaning Democratic
538 Model	73% chance Democratic win
Facebook Supporters	65% Republicans out of Total Direct Supporters for Race on Facebook



■ Robert A. O'Leary

■ William R. Keating	61% of Total Democratic Supporters for race on Facebook
■ Jeffrey Davis Perry	73% of Total Republican Supporters for race on Facebook

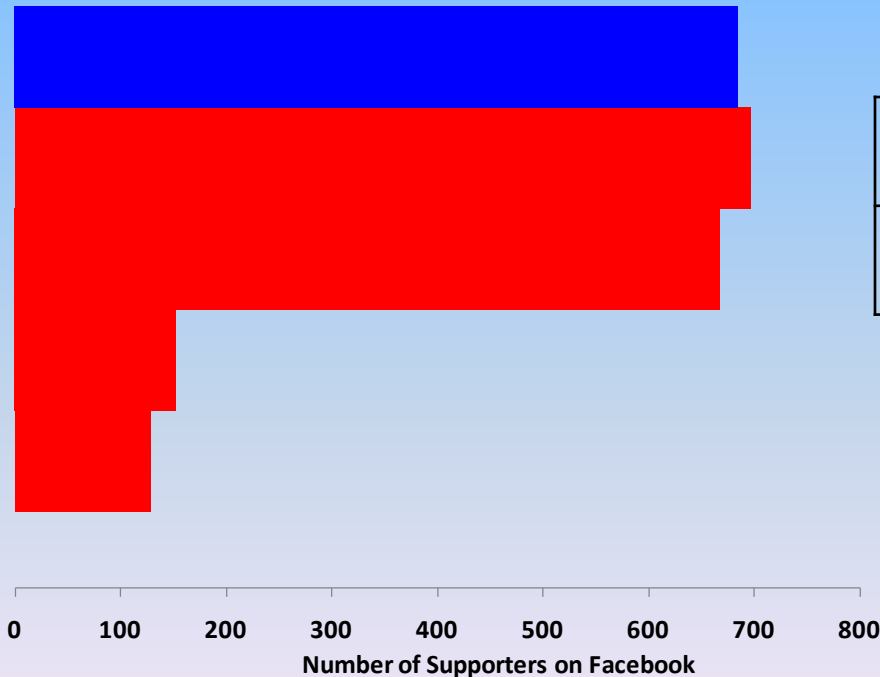
■ Joseph Daniel Malone

■ Raymond Kasperowicz

U.S. House Primaries - Supporters on Facebook by Candidate

Delaware At Large

- Close call between Glen Urquhart and Michele Rollins on the GOP primaries
- Close call on the General Elections as well, although stronger GOP presence overall



Predictions:

NY Times	Leaning Democratic
538 Model	66% chance Democratic win
Facebook Supporters	71% Republicans out of Total Direct Supporters for Race on Facebook

■ John Charles Carney Jr.

■ Glen Urquhart	42% of Total Republican Supporters for race on Facebook
■ Michele M. Rollins	41% of Total Republican Supporters for race on Facebook

■ Kevin Lynn Wade

■ Rose Izzo

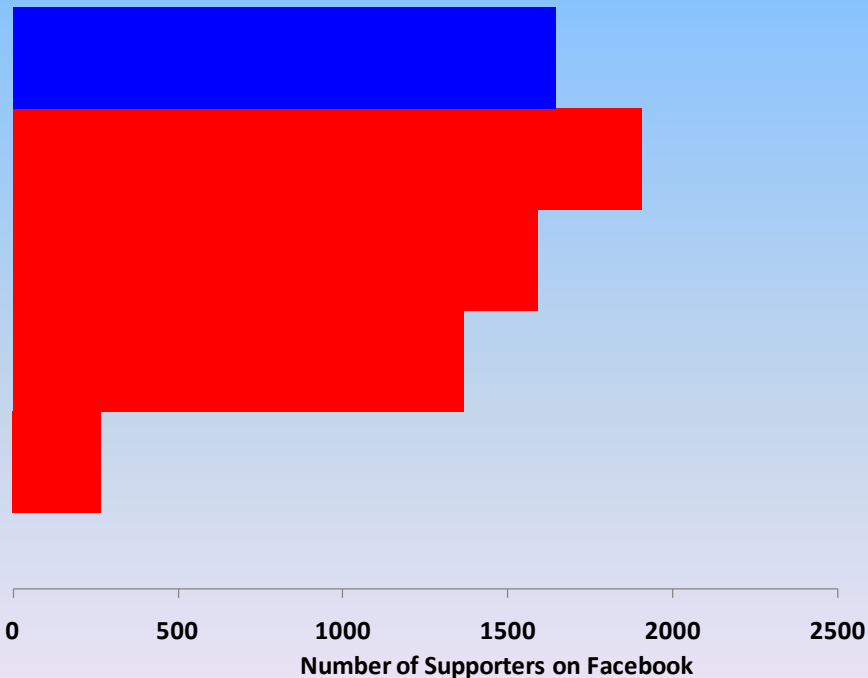
U.S. House Primaries - Supporters on Facebook by Candidate

New York 1 CD

- Close call on the GOP primaries
- Close call on the General Elections as well, although stronger GOP presence overall

Predictions:

NY Times	Leaning Democratic
538 Model	76% chance Democratic win
Facebook Supporters	76% Republicans out of Total Direct Supporters for Race on Facebook



■ Timothy H. Bishop

■ Christopher N. Cox	37% of Total Republican Supporters for race on Facebook
■ George Demos	31% of Total Republican Supporters for race on Facebook
■ Randolph Altschuler	27% of Total Republican Supporters for race on Facebook

■ Michael J. Fitzpatrick

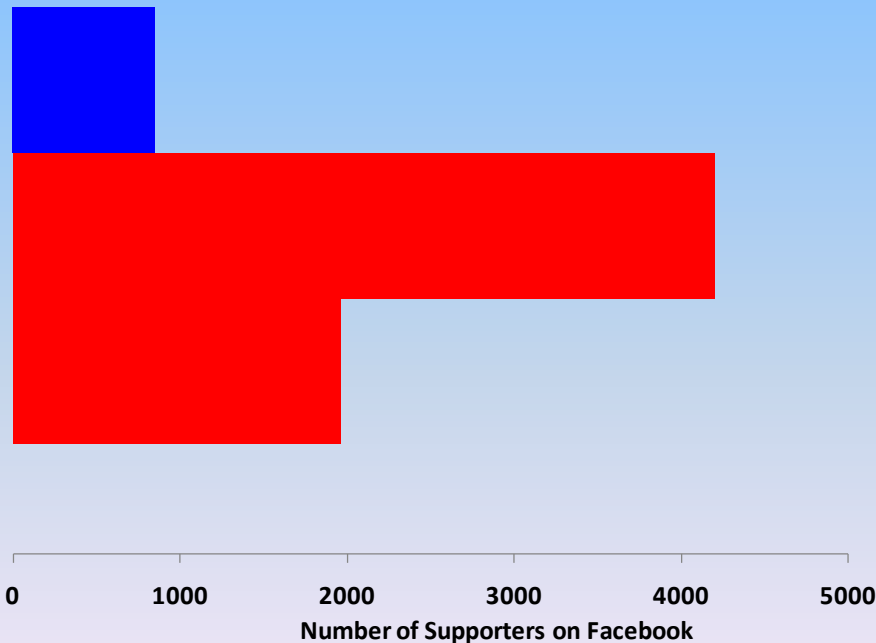
U.S. House Primaries - Supporters on Facebook by Candidate

New York 13 CD

- Seems like Mike Grimm will win the GOP primaries
- He is also poised to win the Elections

Predictions:

NY Times	Leaning Democratic
538 Model	89% chance Democratic win
Facebook Supporters	88% Republicans out of Total Direct Supporters for Race on Facebook



■ Michael E. McMahon

■ Michael Grimm	68% of Total Republican Supporters for race on Facebook
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■ Michael A. Allegretti



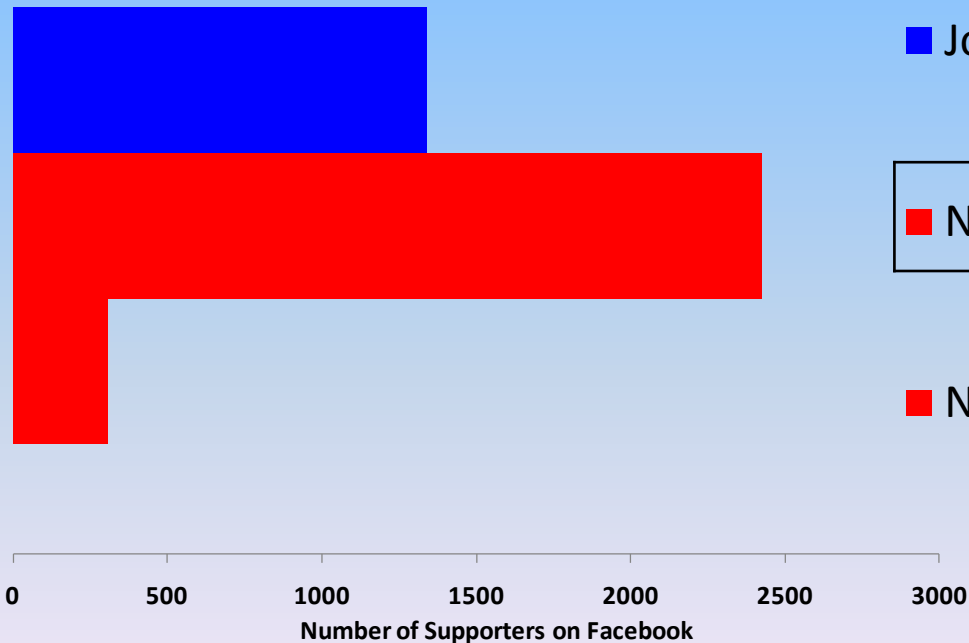
U.S. House Primaries - Supporters on Facebook by Candidate

New York 19 CD

- Seems like Nan Hayworth will win the GOP primaries
- Is he also poised to win the Elections?

Predictions:

NY Times	Leaning Democratic
538 Model	61% chance Democratic win
Facebook Supporters	67% Republicans out of Total Direct Supporters for Race on Facebook



■ John Hall

■ Nan Hayworth	89% of Total Republican Supporters for race on Facebook
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■ Neil Anthony Di Carlo



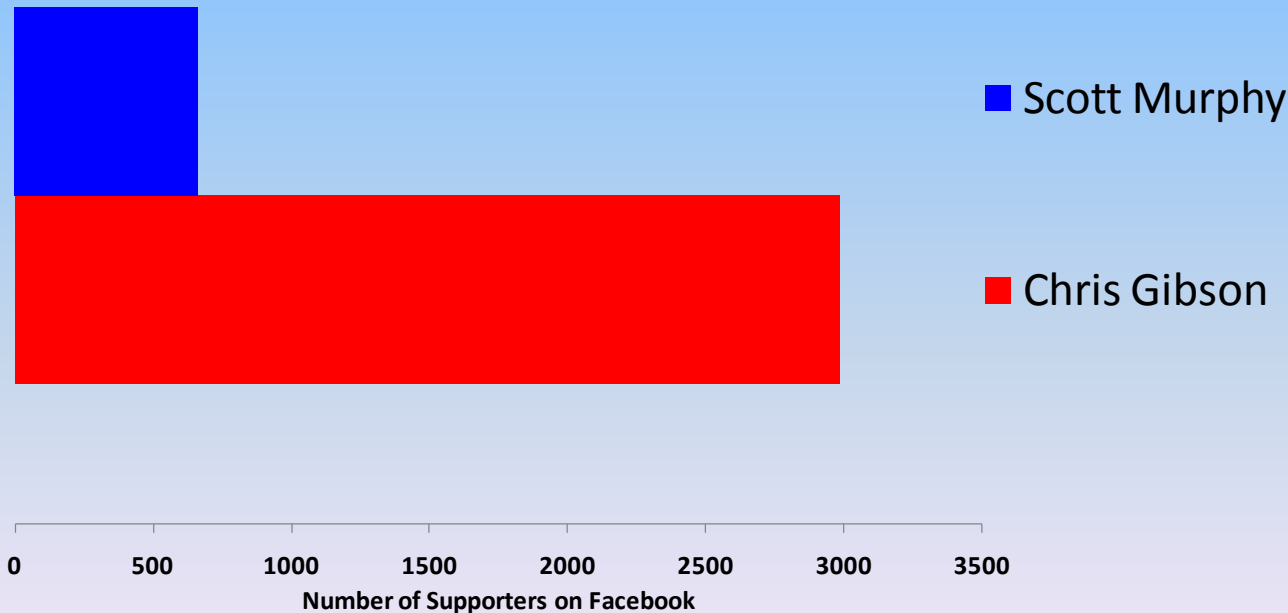
U.S. House Primaries - Supporters on Facebook by Candidate

New York 20 CD

- Will Chris Gibson win the General Elections?

Predictions:

NY Times	Leaning Democratic
538 Model	72% chance Democratic win
Facebook Supporters	82% Republicans out of Total Direct Supporters for Race on Facebook



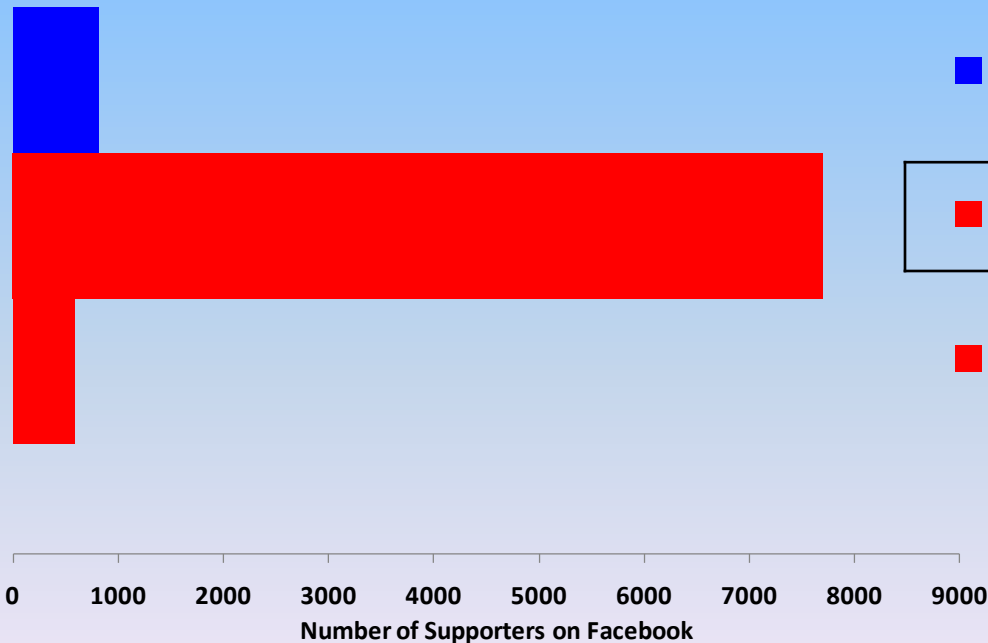
U.S. House Primaries - Supporters on Facebook by Candidate

New York 23 CD

- Seem like Doug Hoffman will win the GOP primaries
- Will he win the General Elections?

Predictions:

NY Times	Leaning Democratic
538 Model	69% chance Democratic win
Facebook Supporters	91% Republicans out of Total Direct Supporters for Race on Facebook



■ Bill Owens

■ Doug Hoffman	93% of Total Republican Supporters for race on Facebook
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■ Matt Doheny

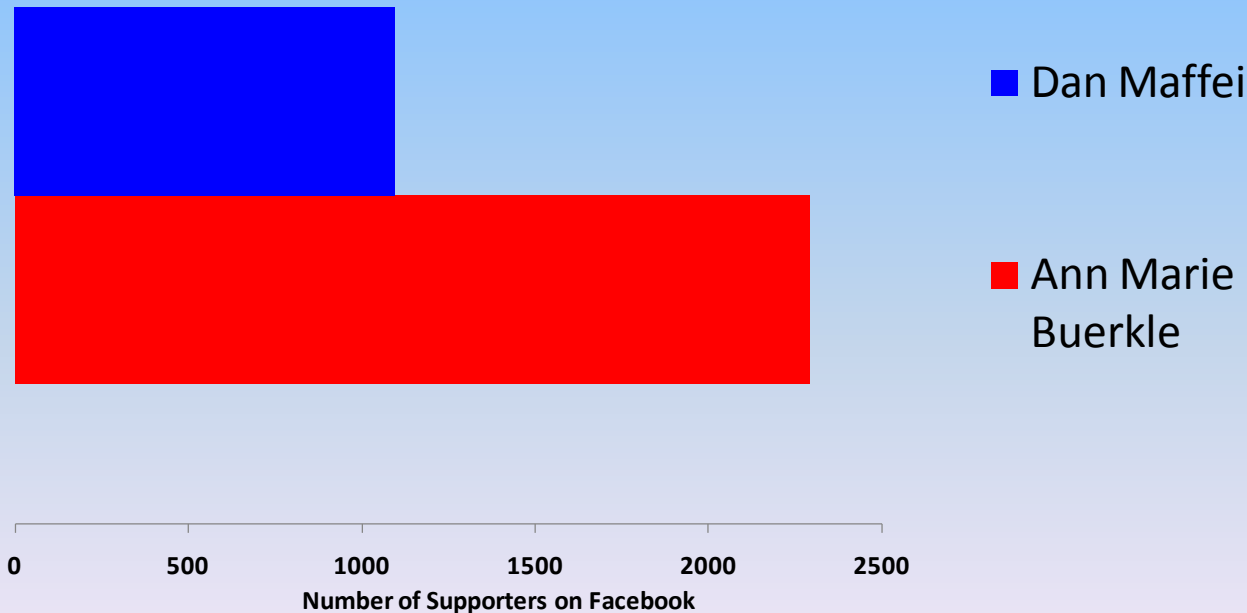
U.S. House Primaries - Supporters on Facebook by Candidate

New York 25 CD

- Will Ann Marie Buerkle win the General Elections?

Predictions:

NY Times	Leaning Democratic
538 Model	91% chance Democratic win
Facebook Supporters	68% Republicans out of Total Direct Supporters for Race on Facebook



About www.ElectionArena.com

ElectionArena informs voters about the elections relevant to them and connects them with those running for political office. By inserting their zip code on ElectionArena.com, voters can check all ongoing election campaigns at the local, state and federal level, together with the relevant candidate and campaign news from across the web.

Each election has its own profile, showing voters who the candidates are and what they stand for, so voters can compare between them. ElectionArena also contains a profile for each candidate, featuring their social media activity feeds, blogs, tweets and posts, together with all the feedback they received from their supporters and followers across the various social networks.

This means that voters can join the discussion on ElectionArena, even if they don't 'like' or 'follow' a specific candidate on a social network. They can ask questions, voice their opinions, receive updates and support the candidate they believe in.

All candidate profiles are managed by the candidates themselves, ensuring that ElectionArena remains fair and neutral.

By creating this Arena, ElectionArena hopes to deliver on its vision: making the democratic process better, for everyone.