

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (Web Traffic)(08/16/2010)

OVERVIEW

Republican gubernatorial candidates hold **8** of the top **10** rankings for web site visitors/CD. The GOP's account for **69.00%** of all visitors for gubernatorial candidates: consequently surpassing the DEM candidates **517,067** to **229,933**.

WHICH U.S. SENATE CANDIDATES ARE PERFORMING THE BEST WITH WEB TRAFFIC?

Jan Brewer had the most web site visitors for Republican (GOP) candidates with **73,751 (9,219/CD)** while Jerry Brown leads the way for Democrat (DEM) candidates with **30,579 (577/CD)**.

Rank	Candidate	State	Party	CDs	Visitors	Visitors/CD
1	Jan Brewer	AZ	Rep	8	73,751	9,219
2	Meg Whitman	CA	Rep	53	39,851	752
3	Rick Snyder	MI	Rep	15	36,727	2,448
4	Rick Scott	FL	Rep	25	35,064	1,403
5	John Kasich	OH	Rep	18	30,815	1,712
6	Jerry Brown	CA	Dem	53	30,579	577
7	Mary Fallin	OK	Rep	5	27,216	5,443
8	Bill Haslam	TN	Rep	9	24,875	2,764
9	Roy Barnes	GA	Dem	13	22,576	1,737
10	Bill White	TX	Dem	32	21,766	680

Jan Brewer has the most visitors/CD for GOP candidates with **9,219 (73,751 total)** while Ethan Berkowitz leads the way for DEM candidates with **2,686 (2,686 total)**.

Rank	Candidate	State	Party	CDs	Visitors	Visitors/CD
1	Jan Brewer	AZ	Rep	8	73,751	9,219
2	Mary Fallin	OK	Rep	5	27,216	5,443
3	Nikki Haley	SC	Rep	6	21,374	3,562
4	Dan Maes	CO	Rep	7	20,863	2,980
5	Bill Haslam	TN	Rep	9	24,875	2,764
6	Ethan Berkowitz	AK	Dem	1	2,686	2,686
7	Susana Martinez	NM	Rep	3	7,623	2,541
8	Rick Snyder	MI	Rep	15	36,727	2,448
9	Tom Emmer	MN	Rep	8	18,459	2,307
10	Frank Caprio	RI	Dem	2	4,548	2,274

COMPLETE DATA

The table below provides a breakdown of candidates running for the Governor this fall, ranked by the number of visitors/CD.

Rank	Group/Name	State	Party	CDs	Visitors	Visitors/CD
1	Jan Brewer	AZ	Rep	8	73,751	9,219
2	Mary Fallin	OK	Rep	5	27,216	5,443
3	Nikki Haley	SC	Rep	6	21,374	3,562
4	Dan Maes	CO	Rep	7	20,863	2,980
5	Bill Haslam	TN	Rep	9	24,875	2,764
6	Ethan Berkowitz	AK	Dem	1	2,686	2,686
7	Susana Martinez	NM	Rep	3	7,623	2,541
8	Rick Snyder	MI	Rep	15	36,727	2,448
9	Tom Emmer	MN	Rep	8	18,459	2,307
10	Frank Caprio	RI	Dem	2	4,548	2,274
11	Chris Dudley	OR	Rep	5	11,305	2,261
12	Doug Racine	VT	Dem	1	2,060	2,060
13	Brian Dubie	VT	Rep	1	1,848	1,848
14	Bob Ehrlich	MD	Rep	8	14,448	1,806
15	Roy Barnes	GA	Dem	13	22,576	1,737
16	Hollis French	AK	Dem	1	1,712	1,712
17	John Kasich	OH	Rep	18	30,815	1,712
18	Tom Holland	KS	Dem	4	6,762	1,691
19	Charlie Baker	MA	Rep	10	16,619	1,662
20	Dan Malloy	CT	Dem	5	8,140	1,628
21	Ralph Samuels	AK	Rep	1	1,507	1,507
22	Dr. Robert Bentley	AL	Rep	7	10,296	1,471
23	Terry Goddard	AZ	Dem	8	11,504	1,438
24	Rick Scott	FL	Rep	25	35,064	1,403
25	Tom Barrett	WI	Dem	8	11,146	1,393
26	Scott Walker	WI	Rep	8	11,012	1,377
27	Rory Reid	NV	Dem	3	4,096	1,365
28	John Robitaille	RI	Rep	2	2,611	1,306
29	Sam Brownback	KS	Rep	4	4,984	1,246
30	Lincoln Chafee	RI	Ind	2	2,377	1,189
31	Nathan Deal	GA	Rep	13	14,824	1,140
32	Diane Denish	NM	Dem	3	3,400	1,133
33	Neil Abercrombie	HI	Dem	2	2,231	1,116
34	Peter Shumlin	VT	Dem	1	1,082	1,082
35	Terry Branstad	IA	Rep	5	5,171	1,034
36	Martin O'Malley	MD	Dem	8	7,344	918
37	Patrick Lynch	RI	Dem	2	1,823	912
38	John Kitzhaber	OR	Dem	5	4,436	887
39	Matt Dunne	VT	Dem	1	835	835
40	Jari Askins	OK	Dem	5	4,065	813
41	Deval Patrick	MA	Dem	10	8,093	809
42	Mark Neumann	WI	Rep	8	6,111	764
43	Meg Whitman	CA	Rep	53	39,851	752

44	Carl Paladino	NY	Rep	29	21,700	748
45	Jack Kimball	NH	Rep	2	1,487	744
46	John Hickenlooper	CO	Dem	7	4,962	709
47	Bill White	TX	Dem	32	21,766	680
48	John Stephen	NH	Rep	2	1,349	675
49	Thomas Foley	CT	Rep	5	3,352	670
50	Mark Dayton	MN	Dem	8	5,253	657
51	Alex Sink	FL	Dem	25	16,414	657
52	Paul LePage	ME	Rep	2	1,224	612
53	Jerry Brown	CA	Dem	53	30,579	577
54	Jim Keet	AR	Rep	4	2,240	560
55	Brian Murphy	MD	Rep	8	4,373	547
56	Virg Bernero	MI	Dem	15	8,157	544
57	Ted Strickland	OH	Dem	18	9,563	531
58	Rick Perry	TX	Rep	32	16,757	524
59	Brian Sandoval	NV	Rep	3	1,556	519
60	Owen Mills	AZ	Rep	8	3,962	495
61	Vincent Sheheen	SC	Dem	6	2,814	469
62	Victor Moffitt	RI	Rep	2	926	463
63	Dan Onorato	PA	Dem	19	7,277	383
64	Tom Corbett	PA	Rep	19	6,407	337
65	Mike McWherter	TN	Dem	9	2,960	329
66	Matthew Jette	AZ	Rep	8	2,576	322
67	Deb Markowitz	VT	Dem	1	273	273
68	Ron Sparks	AL	Dem	7	1,739	248
69	Pat Quinn	IL	Dem	19	4,134	218
70	Chet Culver	IA	Dem	5	1,049	210
71	Dennis Daugaard	SD	Rep	1	195	195
72	Bill Brady	IL	Rep	19	3,597	189
73	Peter Corroon	UT	Dem	3	525	175
74	Rick Lazio	NY	Rep	29	4,923	170
75	Dean Martin	AZ	Rep	8	1,234	154
76	Butch Otter	ID	Rep	2	283	142
77	Andrew Cuomo Campaign	NY	Dem	29	3,464	119
78	John Lynch	NH	Dem	2	170	85
79	Karen Testerman	NH	Rep	2	154	77
80	Dave Heineman	NE	Rep	3	195	65
81	Bill McCollum	FL	Rep	25	1,223	49
82	Jared Christiansen	WI	Dem	8	295	37
83	Mark Lakers	NE	Dem	3	0	0
84	Mike Beebe	AR	Dem	4	0	0
85	Keith Allred	ID	Dem	2	0	0
86	Scott Heidepriem	SD	Dem	1	0	0
87	Gary Herbert	UT	Rep	3	0	0
88	Tom Tancredo	CO	Ind	7	0	0
89	Leslie Peterson	WY	Dem	1	0	0
90	Matt Mead	WY	Rep	1	0	0
91	Bill Walker	AK	Rep	1	0	0

92	Sean Parnell	AK	Rep	1	0	0
93	Sam Little	AK	Rep	1	0	0
94	Gerald Heikes	AK	Rep	1	0	0
95	Merica Hlatcu	AK	Rep	1	0	0
96	Brian Moore	FL	Dem	25	0	0
97	Michael E. Arth	FL	Ind	25	0	0
98	Mike McCallister	FL	Rep	25	0	0
99	Susan Bartlett	VT	Dem	1	0	0
100	J.P. Cusick	MD	Dem	8	0	0
101	Ralph Jaffe	MD	Dem	8	0	0
102	Timothy Robertson	NH	Dem	2	0	0
103	Frank Sullivan	NH	Dem	2	0	0
104	Frank Emiro	NH	Rep	2	0	0
105	Tim John	WI	Dem	8	0	0
106	Mufi Hannemann	HI	Dem	2	0	0
107	Arturo Reyes	HI	Dem	2	0	0
108	Miles Shiratori	HI	Dem	2	0	0
109	Van Tanabe	HI	Dem	2	0	0
110	Duke Aiona	HI	Rep	2	0	0
111	John Carroll	HI	Rep	2	0	0
112	Farid Khavari	FL	Ind	25	0	0
113	Mark Todd	WI	Rep	8	0	0
114	Elizabeth "Libby" Mitchell	ME	Dem	2	0	0