

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (Web Traffic)(09/13/2010)

**OVERVIEW**

This snapshot was taken at two different points over the past **4** weeks to show the growth in web site visitors over that span.

Republican (GOP) gubernatorial candidates hold **7** of the top **10** rankings for web site visitors. The GOP's account for **59.44%** of all visitors for gubernatorial candidates: consequently surpassing the Democrat (DEM) candidates **483,706** to **330,132**.

**HEAD TO HEAD**

GOP gubernatorial candidates hold a head to head advantage in **24** of the **35** states that have completed the primary process.

<b>GOP</b>	<b>DEM</b>	<b>IND</b>
AL	AK	
AZ	AR	
CO	CA	
FL	CT	
GA	ID	
IA	MA	
IL	MD	
KS	NV	
ME	RI	
MI	TX	
MN	UT	
NE		
NH		
NM		
NY		
OH		
OK		
OR		
PA		
SC		
SD		
TN		
WI		
WY		

**TOP PERFORMERS**

Rick Snyder had the most Web site visitors for Republican candidates with **64,754 (4,317/CD)** while Jerry Brown led the way for Democrat candidates with **69,775 (1,317/CD)**.

Rank	Candidate	State	Party	CDs	Visitors	Visitors/CD
1	Jerry Brown	CA	DEM	53	69,775	1,317
2	Rick Snyder	MI	GOP	15	64,754	4,317
3	Meg Whitman	CA	GOP	53	61,613	1,163
4	Rick Scott	FL	GOP	25	48,569	1,943
5	Jan Brewer	AZ	GOP	8	43,445	5,431
6	Alex Sink	FL	DEM	25	39,837	1,593
7	John Kasich	OH	GOP	18	36,563	2,031
8	Bill White	TX	DEM	32	31,487	984
9	Tom Emmer	MN	GOP	8	27,600	3,450
10	Scott Walker	WI	GOP	8	19,887	2,486

Jan Brewer had the most visitors/CD for GOP candidates with **5,431 (43,445 total)** while Dan Malloy led the way for DEM candidates with **2,874 (14,371 total)**.

Rank	Candidate	State	Party	CDs	Visitors	Visitors/CD
1	Jan Brewer	AZ	GOP	8	43,445	5,431
2	Brian Dubie	VT	GOP	1	4,460	4,460
3	Rick Snyder	MI	GOP	15	64,754	4,317
4	Matt Mead	WY	GOP	1	4,194	4,194
5	Tom Emmer	MN	GOP	8	27,600	3,450
6	Mary Fallin	OK	GOP	5	16,236	3,247
7	John Stephen	NH	GOP	2	6,457	3,229
8	Dan Malloy	CT	DEM	5	14,371	2,874
9	Scott Walker	WI	GOP	8	19,887	2,486
10	Mark Dayton	MN	DEM	8	19,358	2,420

**COMPLETE DATA**

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

Rank	Candidate	State	Party	CDs	Visitors	Visitors/CD
1	Jan Brewer	AZ	GOP	8	43,445	5,431
2	Brian Dubie	VT	GOP	1	4,460	4,460
3	Rick Snyder	MI	GOP	15	64,754	4,317
4	Matt Mead	WY	GOP	1	4,194	4,194
5	Tom Emmer	MN	GOP	8	27,600	3,450
6	Mary Fallin	OK	GOP	5	16,236	3,247
7	John Stephen	NH	GOP	2	6,457	3,229
8	Dan Malloy	CT	DEM	5	14,371	2,874
9	Scott Walker	WI	GOP	8	19,887	2,486
10	Mark Dayton	MN	DEM	8	19,358	2,420
11	Dan Maes	CO	GOP	7	16,241	2,320
12	Chris Dudley	OR	GOP	5	10,605	2,121
13	John Kasich	OH	GOP	18	36,563	2,031
14	Rick Scott	FL	GOP	25	48,569	1,943

15	Susana Martinez	NM	GOP	3	5,698	1,899
16	Neil Abercrombie	HI	DEM	2	3,643	1,822
17	Bill Haslam	TN	GOP	9	15,939	1,771
18	Peter Corroon	UT	DEM	3	4,789	1,596
19	Alex Sink	FL	DEM	25	39,837	1,593
20	Tom Barrett	WI	DEM	8	11,958	1,495
21	John Hickenlooper	CO	DEM	7	10,275	1,468
22	Paul LePage	ME	GOP	2	2,864	1,432
23	Peter Shumlin	VT	DEM	1	1,393	1,393
24	Deb Markowitz	VT	DEM	1	1,386	1,386
25	Ethan Berkowitz	AK	DEM	1	1,321	1,321
26	Jerry Brown	CA	DEM	53	69,775	1,317
27	Sam Brownback	KS	GOP	4	5,245	1,311
28	Jari Askins	OK	DEM	5	6,546	1,309
29	Virg Bernero	MI	DEM	15	19,502	1,300
30	Martin O'Malley	MD	DEM	8	10,371	1,296
31	Terry Goddard	AZ	DEM	8	9,965	1,246
32	Doug Racine	VT	DEM	1	1,195	1,195
33	Thomas Foley	CT	GOP	5	5,827	1,165
34	Meg Whitman	CA	GOP	53	61,613	1,163
35	John Kitzhaber	OR	DEM	5	5,693	1,139
36	Mike McWherter	TN	DEM	9	9,872	1,097
37	Rory Reid	NV	DEM	3	3,065	1,022
38	Bob Ehrlich	MD	GOP	8	8,093	1,012
39	Diane Denish	NM	DEM	3	3,002	1,001
40	Bill White	TX	DEM	32	31,487	984
41	Ted Strickland	OH	DEM	18	17,569	976
42	Gary Herbert	UT	GOP	3	2,882	961
43	Keith Allred	ID	DEM	2	1,882	941
44	Frank Caprio	RI	DEM	2	1,869	935
45	Brian Sandoval	NV	GOP	3	2,506	835
46	Nikki Haley	SC	GOP	6	4,686	781
47	Deval Patrick	MA	DEM	10	7,004	700
48	Charlie Baker	MA	GOP	10	6,452	645
49	Tom Corbett	PA	GOP	19	11,958	629
50	Carl Paladino	NY	GOP	29	16,145	557
51	Nathan Deal	GA	GOP	13	6,958	535
52	Terry Branstad	IA	GOP	5	2,362	472
53	Vincent Sheheen	SC	DEM	6	2,437	406
54	Dr. Robert Bentley	AL	GOP	7	2,763	395
55	Tom Holland	KS	DEM	4	1,333	333
56	Rick Perry	TX	GOP	32	10,561	330
57	Ron Sparks	AL	DEM	7	2,215	316
58	Mike Beebe	AR	DEM	4	1,223	306
59	Andrew Cuomo	NY	DEM	29	8,840	305
60	Roy Barnes	GA	DEM	13	3,905	300
61	Chet Culver	IA	DEM	5	1,486	297
62	Dan Onorato	PA	DEM	19	5,272	277

63	Jim Keet	AR	GOP	4	1,104	276
64	John Robitaille	RI	GOP	2	459	230
65	Bill Brady	IL	GOP	19	4,026	212
66	Pat Quinn	IL	DEM	19	2,239	118
67	Butch Otter	ID	GOP	2	154	77
68	John Lynch	NH	DEM	2	143	72
69	Dave Heineman	NE	GOP	3	213	71
70	Elizabeth "Libby" Mitchell	ME	DEM	2	82	41
71	Dennis Daugaard	SD	GOP	1	16	16
72	Mark Lakers	NE	DEM	3	0	0
73	Scott Heidepriem	SD	DEM	1	0	0
74	Tom Tancredo	CO	IND	7	0	0
75	Leslie Peterson	WY	DEM	1	0	0
76	Sean Parnell	AK	GOP	1	0	0
77	Mufi Hannemann	HI	DEM	2	0	0
78	Arturo Reyes	HI	DEM	2	0	0
79	Miles Shiratori	HI	DEM	2	0	0
80	Van Tanabe	HI	DEM	2	0	0
81	Duke Aiona	HI	GOP	2	0	0
82	John Carroll	HI	GOP	2	0	0