

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (Web Traffic)(10/11/2010)

OVERVIEW

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

Republican (GOP) gubernatorial candidates hold **8** of the top **10** rankings for Web site visitors/CD. The GOP's account for **58.00%** of all visitors for gubernatorial candidates: consequently surpassing the Democrat (DEM) candidates **548,572** to **380,339**.

HEAD TO HEAD

GOP gubernatorial candidates hold a head to head advantage in **25** of the **37** states that have completed the primary process.

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

TOP PERFORMERS

Meg Whitman had the most web site visitors for Republican candidates with **117,330 (2,214/CD)** while Jerry Brown led the way for Democrat candidates with **69,142 (1,305/CD)**.

Rank	Candidate	State	Party	CDs	Visitors	Visitors/CD
1	Meg Whitman	CA	GOP	53	117,330	2,214
2	Jerry Brown	CA	DEM	53	69,142	1,305
3	Carl Paladino	NY	GOP	29	59,330	2,046
4	Bill White	TX	DEM	32	47,706	1,491
5	John Kasich	OH	GOP	18	47,126	2,618
6	Alex Sink	FL	DEM	25	42,173	1,687
7	Scott Walker	WI	GOP	8	37,299	4,662
8	Jan Brewer	AZ	GOP	8	23,110	2,889
9	Rick Scott	FL	GOP	25	22,453	898
10	Tom Barrett	WI	DEM	8	21,121	2,640

Brian Dubie had the most visitors/CD for GOP candidates with **7,372 (7,372 total)** while Neil Abercrombie led the way for DEM candidates with **2,946 (5,892 total)**.

Rank	Candidate	State	Party	CDs	Visitors	Visitors/CD
1	Brian Dubie	VT	GOP	1	7,372	7,372
2	Paul LePage	ME	GOP	2	11,936	5,968
3	Scott Walker	WI	GOP	8	37,299	4,662
4	John Stephen	NH	GOP	2	8,185	4,093
5	Chris Dudley	OR	GOP	5	18,456	3,691
6	Neil Abercrombie	HI	DEM	2	5,892	2,946
7	Jan Brewer	AZ	GOP	8	23,110	2,889
8	Tom Barrett	WI	DEM	8	21,121	2,640
9	John Kasich	OH	GOP	18	47,126	2,618
10	Susana Martinez	NM	GOP	3	7,840	2,613

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	Brian Dubie	VT	GOP	1	7,372	7,372
2	Paul LePage	ME	GOP	2	11,936	5,968
3	Scott Walker	WI	GOP	8	37,299	4,662
4	John Stephen	NH	GOP	2	8,185	4,093
5	Chris Dudley	OR	GOP	5	18,456	3,691
6	Neil Abercrombie	HI	DEM	2	5,892	2,946
7	Jan Brewer	AZ	GOP	8	23,110	2,889
8	Tom Barrett	WI	DEM	8	21,121	2,640
9	John Kasich	OH	GOP	18	47,126	2,618
10	Susana Martinez	NM	GOP	3	7,840	2,613
11	Meg Whitman	CA	GOP	53	117,330	2,214
12	John Kitzhaber	OR	DEM	5	10,812	2,162
13	Deval Patrick	MA	DEM	10	20,619	2,062
14	Carl Paladino	NY	GOP	29	59,330	2,046

15	Keith Allred	ID	DEM	2	3,827	1,914
16	Gary Herbert	UT	GOP	3	5,415	1,805
17	Charlie Baker	MA	GOP	10	18,540	1,854
18	Ethan Berkowitz	AK	DEM	1	1,798	1,798
19	Tom Emmer	MN	GOP	8	13,589	1,699
20	Alex Sink	FL	DEM	25	42,173	1,687
21	Dennis Daugaard	SD	GOP	1	1,634	1,634
22	Dan Malloy	CT	DEM	5	7,951	1,590
23	Bob Ehrlich	MD	GOP	8	12,350	1,544
24	Dan Maes	CO	GOP	7	10,694	1,528
25	Mary Fallin	OK	GOP	5	7,485	1,497
26	Bill White	TX	DEM	32	47,706	1,491
27	John Robitaille	RI	GOP	2	2,957	1,479
28	Rory Reid	NV	DEM	3	4,336	1,445
29	Peter Shumlin	VT	DEM	1	1,432	1,432
30	Tom Holland	KS	DEM	4	5,550	1,388
31	Diane Denish	NM	DEM	3	4,114	1,371
32	Peter Corroon	UT	DEM	3	4,022	1,341
33	Jerry Brown	CA	DEM	53	69,142	1,305
34	Martin O'Malley	MD	DEM	8	10,117	1,265
35	John Hickenlooper	CO	DEM	7	8,612	1,230
36	Rick Snyder	MI	GOP	15	17,998	1,200
37	Mark Dayton	MN	DEM	8	9,086	1,136
38	Frank Caprio	RI	DEM	2	2,001	1,001
39	Dan Onorato	PA	DEM	19	18,365	967
40	Nathan Deal	GA	GOP	13	12,500	962
41	Matt Mead	WY	GOP	1	950	950
42	Bill Brady	IL	GOP	19	17,992	947
43	Ron Sparks	AL	DEM	7	6,538	934
44	Ted Strickland	OH	DEM	18	16,692	927
45	Elizabeth "Libby" Mitchell	ME	DEM	2	1,816	908
46	Terry Branstad	IA	GOP	5	4,524	905
47	Rick Scott	FL	GOP	25	22,453	898
48	Terry Goddard	AZ	DEM	8	7,172	897
49	Bill Haslam	TN	GOP	9	7,842	871
50	Nikki Haley	SC	GOP	6	4,685	781
51	Thomas Foley	CT	GOP	5	3,562	712
52	Chet Culver	IA	DEM	5	3,516	703
53	Tom Tancredo	CO	IND	7	4,823	689
54	Butch Otter	ID	GOP	2	1,339	670
55	Dr. Robert Bentley	AL	GOP	7	4,656	665
56	Jari Askins	OK	DEM	5	3,161	632
57	Roy Barnes	GA	DEM	13	7,800	600
58	Tom Corbett	PA	GOP	19	11,336	597
59	Virg Bernero	MI	DEM	15	8,685	579
60	Mike McWherter	TN	DEM	9	5,195	577
61	Rick Perry	TX	GOP	32	18,091	565
62	Sam Brownback	KS	GOP	4	2,135	534

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63	Andrew Cuomo	NY	DEM	29	15,025	518
64	Jim Keet	AR	GOP	4	1,928	482
65	Mark Laker	NE	DEM	3	1,420	473
66	Vincent Sheheen	SC	DEM	6	2,813	469
67	Brian Sandoval	NV	GOP	3	1,088	363
68	Pat Quinn	IL	DEM	19	1,830	96
69	Dave Heineman	NE	GOP	3	22	7
70	John Lynch	NH	DEM	2	0	0
71	Mike Beebe	AR	DEM	4	0	0
72	Sean Parnell	AK	GOP	1	0	0
73	Leslie Peterson	WY	DEM	1	0	0
74	Scott Heidepriem	SD	DEM	1	0	0
75	Duke Aiona	HI	GOP	2	0	0