

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (Web Traffic)(10/25/2010)

**OVERVIEW**

This is the final report for the 2009-10 cycle and reflects the total number of web traffic visitors for each gubernatorial candidate.

Republican (GOP) gubernatorial candidates hold **9** of the top **10** rankings for web traffic visitors/CD. The GOP's accounted for **63.33%** of all visitors for gubernatorial candidates: consequently outgrowing the Democrat (DEM) candidates **5,238,415** to **3,025,586**.

**HEAD TO HEAD**

GOP gubernatorial candidates hold a head to head advantage in **27** of the **37** states that have completed the primary process.

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

WY		
----	--	--

**TOP PERFORMERS**

Meg Whitman had the most Web traffic visitors for Republican candidates with **860,406 (16,234/CD)** while Jerry Brown led the way for Democrat candidates with **553,750 (10,448/CD)**.

Rank	Candidate	State	Party	CDs	Visitors	Visitors/CD
1	Meg Whitman	CA	GOP	53	860,406	16,234
2	Jan Brewer	AZ	GOP	8	737,340	92,168
3	Jerry Brown	CA	DEM	53	553,750	10,448
4	John Kasich	OH	GOP	18	431,635	23,980
5	Bill White	TX	DEM	32	390,301	12,197
6	Rick Snyder	MI	GOP	15	307,489	20,499
7	Alex Sink	FL	DEM	25	305,690	12,228
8	Nikki Haley	SC	GOP	6	298,490	49,748
9	Rick Perry	TX	GOP	32	268,604	8,394
10	Rick Scott	FL	GOP	25	243,187	9,727

Jan Brewer had the most visitors/CD for GOP candidates with **92,168 (737,340 total)** while Peter Shumlin led the way for DEM candidates with **19,002 (19,002 total)**.

Rank	Candidate	State	Party	CDs	Visitors	Visitors/CD
1	Jan Brewer	AZ	GOP	8	737,340	92,168
2	Nikki Haley	SC	GOP	6	298,490	49,748
3	Paul LePage	ME	GOP	2	73,673	36,837
4	Susana Martinez	NM	GOP	3	81,046	27,015
5	Scott Walker	WI	GOP	8	209,146	26,143
6	Chris Dudley	OR	GOP	5	123,944	24,789
7	John Kasich	OH	GOP	18	431,635	23,980
8	Mary Fallin	OK	GOP	5	110,794	22,159
9	Rick Snyder	MI	GOP	15	307,489	20,499
10	Peter Shumlin	VT	DEM	1	19,002	19,002

**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	737,340	92,168
2	Nikki Haley	SC	GOP	6	298,490	49,748
3	Paul LePage	ME	GOP	2	73,673	36,837
4	Susana Martinez	NM	GOP	3	81,046	27,015
5	Scott Walker	WI	GOP	8	209,146	26,143
6	Chris Dudley	OR	GOP	5	123,944	24,789
7	John Kasich	OH	GOP	18	431,635	23,980
8	Mary Fallin	OK	GOP	5	110,794	22,159
9	Rick Snyder	MI	GOP	15	307,489	20,499
10	Peter Shumlin	VT	DEM	1	19,002	19,002
11	Tom Emmer	MN	GOP	8	141,625	17,703
12	Martin O'Malley	MD	DEM	8	136,157	17,020

13	Charlie Baker	MA	GOP	10	164,647	16,465
14	Elizabeth "Libby" Mitchell	ME	DEM	2	32,610	16,305
15	Meg Whitman	CA	GOP	53	860,406	16,234
16	Neil Abercrombie	HI	DEM	2	31,395	15,698
17	John Stephen	NH	GOP	2	31,385	15,693
18	Dan Malloy	CT	DEM	5	68,613	13,723
19	Tom Barrett	WI	DEM	8	109,142	13,643
20	John Kitzhaber	OR	DEM	5	67,470	13,494
21	Bill Haslam	TN	GOP	9	116,727	12,970
22	Frank Caprio	RI	DEM	2	25,346	12,673
23	Alex Sink	FL	DEM	25	305,690	12,228
24	Bill White	TX	DEM	32	390,301	12,197
25	Diane Denish	NM	DEM	3	36,255	12,085
26	Dan Maes	CO	GOP	7	83,418	11,917
27	Ted Strickland	OH	DEM	18	211,997	11,778
28	Deval Patrick	MA	DEM	10	113,206	11,321
29	Mark Dayton	MN	DEM	8	90,176	11,272
30	Brian Sandoval	NV	GOP	3	33,453	11,151
31	Bob Ehrlich	MD	GOP	8	87,713	10,964
32	Thomas Foley	CT	GOP	5	53,853	10,771
33	Dennis Daugaard	SD	GOP	1	10,614	10,614
34	Sam Brownback	KS	GOP	4	41,926	10,482
35	Jerry Brown	CA	DEM	53	553,750	10,448
36	Rory Reid	NV	DEM	3	29,929	9,976
37	Rick Scott	FL	GOP	25	243,187	9,727
38	John Hickenlooper	CO	DEM	7	68,056	9,722
39	Tom Corbett	PA	GOP	19	172,556	9,082
40	Matt Mead	WY	GOP	1	9,001	9,001
41	Peter Corroon	UT	DEM	3	25,494	8,498
42	Rick Perry	TX	GOP	32	268,604	8,394
43	Keith Allred	ID	DEM	2	16,573	8,287
44	Ethan Berkowitz	AK	DEM	1	8,283	8,283
45	Terry Branstad	IA	GOP	5	40,964	8,193
46	Dr. Robert Bentley	AL	GOP	7	53,220	7,603
47	Tom Holland	KS	DEM	4	29,555	7,389
48	John Robitaille	RI	GOP	2	14,496	7,248
49	Vincent Sheheen	SC	DEM	6	40,569	6,762
50	Bill Brady	IL	GOP	19	127,635	6,718
51	Carl Paladino	NY	GOP	29	189,388	6,531
52	Jari Askins	OK	DEM	5	32,432	6,486
53	Virg Bernero	MI	DEM	15	94,754	6,317
54	Terry Goddard	AZ	DEM	8	50,150	6,269
55	Dan Onorato	PA	DEM	19	116,290	6,121
56	Nathan Deal	GA	GOP	13	73,476	5,652
57	Roy Barnes	GA	DEM	13	73,310	5,639
59	Gary Herbert	UT	GOP	3	14,522	4,841
58	Butch Otter	ID	GOP	2	9,541	4,771
60	Ron Sparks	AL	DEM	7	32,921	4,703

TARGETED  VICTORY think | connect | act

61	Chet Culver	IA	DEM	5	20,195	4,039
62	Andrew Cuomo	NY	DEM	29	116,125	4,004
63	Mike McWherter	TN	DEM	9	34,616	3,846
64	Duke Aiona	HI	GOP	2	7,191	3,596
65	Jim Keet	AR	GOP	4	14,103	3,526
66	Pat Quinn	IL	DEM	19	42,326	2,228
67	Tom Tancredo	CO	IND	7	7,579	1,083
68	John Lynch	NH	DEM	2	1,390	695
69	Dave Heineman	NE	GOP	3	1,207	402
70	Mike Beebe	AR	DEM	4	1,270	318
71	Mark Laker	NE	DEM	3	238	79
72	Brian Dubie	VT	GOP	1	0	0
73	Scott Heidepriem	SD	DEM	1	0	0
75	Sean Parnell	AK	GOP	1	0	0
74	Leslie Peterson	WY	DEM	1	0	0