

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (YouTube)(08/02/2010)

OVERVIEW

Republican gubernatorial candidates dominate the list with **8** of the top **10** for views. The GOP accounts for **74.54%** of all views for gubernatorial candidates: consequently surpassing the DEM candidates **2,864,144** to **948,139**.

WHICH U.S. SENATE CANDIDATES ARE PERFORMING THE BEST ON YOUTUBE?

Jan Brewer has the most YouTube views for Republican (GOP) candidates with **1,183,203 (147,900/CD)** while Jerry Brown leads the way for Democrat (DEM) candidates with **232,531 (4,387/CD)**.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Jan Brewer	AZ	Rep	8	1,183,203	147,900
2	Jerry Brown	CA	Dem	53	232,531	4,387
3	Nikki Haley	SC	Rep	6	222,856	37,143
4	Meg Whitman	CA	Rep	53	218,257	4,118
5	Rory Reid	NV	Dem	3	166,042	55,347
6	John Kasich	OH	Rep	18	137,071	7,615
7	Basil Marceaux	TN	Rep	9	107,710	11,968
8	Rick Snyder	MI	Rep	15	92,458	6,164
9	Rick Perry	TX	Rep	32	84,874	2,652
10	Bill White	TX	Dem	32	81,542	2,548

Jan Brewer has the most views per congressional district (views/CD) for GOP candidates with **147,900 (1,183,203 total)** while Rory Reid leads the way for DEM candidates with **55,347 (166,042 total)**.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Jan Brewer	AZ	Rep	8	1,183,203	147,900
2	Rory Reid	NV	Dem	3	166,042	55,347
3	Nikki Haley	SC	Rep	6	222,856	37,143
4	Basil Marceaux	TN	Rep	9	107,710	11,968
5	Ron Micheli	WY	Rep	1	11,219	11,219
6	Susana Martinez	NM	Rep	3	26,880	8,960
7	Matt Dunne	VT	Dem	1	8,660	8,660
8	Bill Haslam	TN	Rep	9	74,382	8,265
9	John Kasich	OH	Rep	18	137,071	7,615
10	Scott Walker	WI	Rep	8	56,724	7,091

COMPLETE DATA

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

Rank	Group/Name	State	Party	CDs	Views	Views/CD
1	Jan Brewer	AZ	Rep	8	1,183,203	147,900
2	Rory Reid	NV	Dem	3	166,042	55,347
3	Nikki Haley	SC	Rep	6	222,856	37,143
4	Basil Marceaux	TN	Rep	9	107,710	11,968
5	Ron Micheli	WY	Rep	1	11,219	11,219
6	Susana Martinez	NM	Rep	3	26,880	8,960
7	Matt Dunne	VT	Dem	1	8,660	8,660
8	Bill Haslam	TN	Rep	9	74,382	8,265
9	John Kasich	OH	Rep	18	137,071	7,615
10	Scott Walker	WI	Rep	8	56,724	7,091
11	Charlie Baker	MA	Rep	10	67,791	6,779
12	Deb Markowitz	VT	Dem	1	6,673	6,673
13	Paul LePage	ME	Rep	2	13,023	6,512
14	Dennis Daugaard	SD	Rep	1	6,457	6,457
15	Bob Ehrlich	MD	Rep	8	51,120	6,390
16	Rick Snyder	MI	Rep	15	92,458	6,164
17	Zach Wamp	TN	Rep	9	53,511	5,946
18	Bill Walker	AK	Rep	1	5,781	5,781
19	Neil Abercrombie	HI	Dem	2	11,190	5,595
20	Scott Heidepriem	SD	Dem	1	5,266	5,266
21	Diane Denish	NM	Dem	3	14,257	4,752
22	Dr. Robert Bentley	AL	Rep	7	32,148	4,593
23	Peter Shumlin	VT	Dem	1	4,572	4,572
24	Jerry Brown	CA	Dem	53	232,531	4,387
25	Ethan Berkowitz	AK	Dem	1	4,369	4,369
26	Sam Little	AK	Rep	1	4,308	4,308
27	Meg Whitman	CA	Rep	53	218,257	4,118
28	Brian Sandoval	NV	Rep	3	11,533	3,844
29	Matt Entenza	MN	Dem	8	29,710	3,714
30	Mark Neumann	WI	Rep	8	29,388	3,674
31	Martin O'Malley	MD	Dem	8	29,386	3,673
32	Jari Askins	OK	Dem	5	18,307	3,661
33	Brian Dubie	VT	Rep	1	3,547	3,547
34	Owen Mills	AZ	Rep	8	28,336	3,542
35	Michael Fedele	CT	Rep	5	17,255	3,451
36	Margaret Anderson Kelliher	MN	Dem	8	25,354	3,169
37	Ned Lamont	CT	Dem	5	15,722	3,144
38	Deval Patrick	MA	Dem	10	29,699	2,970
39	Dan Malloy	CT	Dem	5	14,796	2,959
40	Terry Branstad	IA	Rep	5	14,322	2,864
41	Pat Quinn	IL	Dem	19	54,022	2,843
42	Roy Barnes	GA	Dem	13	36,186	2,784

43	Tom Emmer	MN	Rep	8	21,598	2,700
44	Peter Hoekstra	MI	Rep	15	40,357	2,690
45	Rick Perry	TX	Rep	32	84,874	2,652
46	John Albert Kitzhaber	OR	Dem	5	13,055	2,611
47	Bill White	TX	Dem	32	81,542	2,548
48	Nathan Deal	GA	Rep	13	31,041	2,388
49	Vincent Sheheen	SC	Dem	6	13,339	2,223
50	Mike Cox	MI	Rep	15	30,202	2,013
51	Karen Handel	GA	Rep	13	24,350	1,873
52	Bill Brady	IL	Rep	19	35,258	1,856
53	Thomas Foley	CT	Rep	5	8,286	1,657
54	Colin Simpson	WY	Rep	1	1,654	1,654
55	Tom Barrett	WI	Dem	8	11,598	1,450
56	Ted Strickland	OH	Dem	18	25,715	1,429
57	Keith Allred	ID	Dem	2	2,801	1,401
58	Rick Lazio	NY	Rep	29	36,566	1,261
59	Chet Culver	IA	Dem	5	6,173	1,235
60	Mark Dayton	MN	Dem	8	9,730	1,216
61	Dan Maes	CO	Rep	7	8,494	1,213
62	Peter Corroon	UT	Dem	3	3,549	1,183
63	Elizabeth "Libby" Mitchell	ME	Dem	2	2,265	1,133
64	Sean Parnell	AK	Rep	1	1,072	1,072
65	Brian Murphy	MD	Rep	8	8,275	1,034
66	Tim John	WI	Dem	8	8,122	1,015
67	Mary Fallin	OK	Rep	5	4,931	986
68	Carl Paladino	NY	Ind	29	26,315	907
69	Frank Caprio	RI	Dem	2	1,786	893
70	Matt Mead	WY	Rep	1	866	866
71	Mike Bouchard	MI	Rep	15	12,676	845
72	Alex Sink	FL	Dem	25	19,377	775
73	Hollis French	AK	Dem	1	770	770
74	Terry Goddard	AZ	Dem	8	5,951	744
75	Chris Dudley	OR	Rep	5	3,291	658
76	Doug Racine	VT	Dem	1	639	639
77	Scott McInnis	CO	Rep	7	4,370	624
78	John Lynch	NH	Dem	2	1,137	569
79	Andy Dillon	MI	Dem	15	8,514	568
80	Bill McCollum	FL	Rep	25	13,683	547
81	Oz Griebel	CT	Rep	5	2,617	523
82	Patrick Lynch	RI	Dem	2	1,043	522
83	Ron Ramsey	TN	Rep	9	4,523	503
84	Virg Bernero	MI	Dem	15	6,957	464
85	Ron Sparks	AL	Dem	7	2,939	420
86	Tom Corbett	PA	Rep	19	7,338	386
87	John Stephen	NH	Rep	2	754	377
88	John Hickenlooper	CO	Dem	7	2,532	362
89	Dan Onorato	PA	Dem	19	6,027	317
90	Leslie Peterson	WY	Dem	1	303	303

91	Mike Beebe	AR	Dem	4	1,140	285
92	Lincoln Chafee	RI	Ind	2	514	257
93	Gary Herbert	UT	Rep	3	658	219
94	Jack Kimball	NH	Rep	2	432	216
95	Tom George	MI	Rep	15	2,803	187
96	Sam Brownback	KS	Rep	4	671	168
97	Victor Moffitt	RI	Rep	2	311	156
98	John Robitaille	RI	Rep	2	310	155
99	Jim Keet	AR	Rep	4	573	143
100	Farid Khavari	FL	Ind	25	3,428	137
101	Bob Carney	MN	Rep	8	1,077	135
102	Dave Heineman	NE	Rep	3	370	123
103	Andrew Cuomo Campaign	NY	Dem	29	3,330	115
104	Mike McWherter	TN	Dem	9	705	78
105	Butch Otter	ID	Rep	2	136	68
106	Peter Iduogie	MN	Dem	8	358	45
107	Mark Todd	WI	Rep	8	255	32
108	Matthew Jette	AZ	Rep	8	192	24
109	Tom Holland	KS	Dem	4	0	0
110	Pete Gosar	WY	Dem	1	0	0
111	Susan Bartlett	VT	Dem	1	0	0
112	Jared Christiansen	WI	Dem	8	0	0
113	Brian Moore	FL	Dem	25	0	0
114	Mufi Hannemann	HI	Dem	2	0	0
115	Arturo Reyes	HI	Dem	2	0	0
116	Miles Shiratori	HI	Dem	2	0	0
117	Van Tanabe	HI	Dem	2	0	0
118	Timothy Robertson	NH	Dem	2	0	0
119	Frank Sullivan	NH	Dem	2	0	0
120	Dave Freudenthal	WY	Dem	1	0	0
121	J.P. Cusick	MD	Dem	8	0	0
122	Ralph Jaffe	MD	Dem	8	0	0
123	Tom Tancredo	CO	Ind	7	0	0
124	Michael E. Arth	FL	Ind	25	0	0
125	Rita Meyer	WY	Rep	1	0	0
126	Rick Scott	FL	Rep	25	0	0
127	Karen Testerman	NH	Rep	2	0	0
128	Dean Martin	AZ	Rep	8	0	0
129	Leslie Davis	MN	Rep	8	0	0
130	Gerald Heikes	AK	Rep	1	0	0
131	Merica Hlatcu	AK	Rep	1	0	0
132	Ralph Samuels	AK	Rep	1	0	0
133	Mike McCallister	FL	Rep	25	0	0
134	Duke Aiona	HI	Rep	2	0	0
135	John Carroll	HI	Rep	2	0	0
136	Ole Savior	MN	Rep	8	0	0
137	Frank Emiro	NH	Rep	2	0	0
138	Joe Kirkpatrick	TN	Rep	9	0	0

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139	James MacNeil	WY	Rep	1	0	0
140	Joan Heffington	KS	Rep	4	0	0