

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (YouTube)(08/30/2010)

OVERVIEW

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

Republican (GOP) gubernatorial candidates hold **7** of the top **10** rankings for YouTube views. The GOP's account for **61.85%** of all views for gubernatorial candidates: consequently surpassing the Democrat (DEM) candidates **374,749** to **229,172**.

HEAD TO HEAD

GOP gubernatorial candidates hold a head to head advantage in **18** of the **27** states that have completed the primary process.

GOP	DEM	IND
AL	CA	
AR	CO	
GA	CT	
IA	ID	
IL	NV	
KS	PA	
MA	SD	
ME	TX	
MI	UT	
MN		
NE		
NM		
OH		
OK		
OR		
SC		
TN		
WY		

TOP PERFORMERS

John Kasich had the most YouTube views for Republican candidates with **107,268 (5,959/CD)** while Alex Sink led the way for Democrat candidates with **50,739 (2,030/CD)**.

Rank	Candidate	State	Party	CDs	Views	Views/CD
1	John Kasich	OH	GOP	18	107,268	5,959
2	Alex Sink	FL	DEM	25	50,739	2,030
3	John Hickenlooper	CO	DEM	7	45,121	6,446
4	Scott Walker	WI	GOP	8	34,623	4,328
5	Nathan Deal	GA	GOP	13	29,747	2,288
6	Rick Lazio	NY	GOP	29	27,898	962
7	Jerry Brown	CA	DEM	53	20,856	394
8	Meg Whitman	CA	GOP	53	18,647	352
9	Tom Emmer	MN	GOP	8	18,334	2,292
10	Carl Paladino	NY	GOP	29	15,437	532

John Kasich had the most views/CD for GOP candidates with **5,959 (107,268 total)** while John Hickenlooper led the way for DEM candidates with **45,121 (6,446 total)**.

Rank	Candidate	State	Party	CDs	Views	Views/CD
1	John Hickenlooper	CO	DEM	7	45,121	6,446
2	John Kasich	OH	GOP	18	107,268	5,959
3	Scott Walker	WI	GOP	8	34,623	4,328
4	Neil Abercrombie	HI	DEM	2	6,896	3,448
5	Peter Shumlin	VT	DEM	1	2,873	2,873
6	Tom Emmer	MN	GOP	8	18,334	2,292
7	Nathan Deal	GA	GOP	13	29,747	2,288
8	Doug Racine	VT	DEM	1	2,110	2,110
9	Deb Markowitz	VT	DEM	1	2,035	2,035
10	Alex Sink	FL	DEM	25	50,739	2,030

COMPLETE DATA

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

Rank	Candidate	State	Party	CDs	Views	Views/CD
1	John Hickenlooper	CO	DEM	7	45,121	6,446
2	John Kasich	OH	GOP	18	107,268	5,959
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7	Nathan Deal	GA	GOP	13	29,747	2,288
8	Doug Racine	VT	DEM	1	2,110	2,110
9	Deb Markowitz	VT	DEM	1	2,035	2,035
10	Alex Sink	FL	DEM	25	50,739	2,030
11	Susana Martinez	NM	GOP	3	5,798	1,933
12	Jan Brewer	AZ	GOP	8	14,735	1,842
13	Brian Dubie	VT	GOP	1	1,808	1,808
14	Rory Reid	NV	DEM	3	5,010	1,670

15	Bill Haslam	TN	GOP	9	13,676	1,520
16	Terry Goddard	AZ	DEM	8	10,816	1,352
17	Nikki Haley	SC	GOP	6	7,439	1,240
18	Bob Ehrlich	MD	GOP	8	8,754	1,094
19	Brian Murphy	MD	GOP	8	8,436	1,055
20	Lincoln Chafee	RI	IND	2	2,008	1,004
21	Mark Neumann	WI	GOP	8	7,996	1,000
22	Roy Barnes	GA	DEM	13	12,949	996
23	Charlie Baker	MA	GOP	10	9,676	968
24	Rick Lazio	NY	GOP	29	27,898	962
25	Mark Dayton	MN	DEM	8	7,248	906
26	Scott Heidepriem	SD	DEM	1	896	896
27	Martin O'Malley	MD	DEM	8	6,686	836
28	Rick Snyder	MI	GOP	15	11,939	796
29	Jim Keet	AR	GOP	4	2,789	697
30	Tom Barrett	WI	DEM	8	5,427	678
31	Dan Malloy	CT	DEM	5	3,297	659
32	Paul LePage	ME	GOP	2	1,256	628
33	Diane Denish	NM	DEM	3	1,750	583
34	Thomas Foley	CT	GOP	5	2,671	534
35	Carl Paladino	NY	GOP	29	15,437	532
36	Dennis Daugaard	SD	GOP	1	516	516
37	John Stephen	NH	GOP	2	987	494
38	Matt Mead	WY	GOP	1	491	491
39	Bill Brady	IL	GOP	19	9,081	478
40	Peter Corroon	UT	DEM	3	1,301	434
41	Mike Beebe	AR	DEM	4	1,720	430
42	Dan Maes	CO	GOP	7	2,872	410
43	Ted Strickland	OH	DEM	18	7,329	407
44	Bill White	TX	DEM	32	12,929	404
45	Pat Quinn	IL	DEM	19	7,554	398
46	Jerry Brown	CA	DEM	53	20,856	394
47	Terry Branstad	IA	GOP	5	1,847	369
48	Dr. Robert Bentley	AL	GOP	7	2,530	361
49	Brian Sandoval	NV	GOP	3	1,064	355
50	Meg Whitman	CA	GOP	53	18,647	352
51	Mary Fallin	OK	GOP	5	1,521	304
52	Sean Parnell	AK	GOP	1	291	291
53	Leslie Peterson	WY	DEM	1	272	272
54	Frank Caprio	RI	DEM	2	493	247
55	Deval Patrick	MA	DEM	10	2,420	242
56	Keith Allred	ID	DEM	2	451	226
57	John Lynch	NH	DEM	2	404	202
58	Tim John	WI	DEM	8	1,426	178
59	Karen Testerman	NH	GOP	2	353	177
60	Vincent Sheheen	SC	DEM	6	905	151
61	Elizabeth "Libby" Mitchell	ME	DEM	2	273	137
62	Jari Askins	OK	DEM	5	640	128

63	Virg Bernero	MI	DEM	15	1,504	100
64	Andrew Cuomo Campaign	NY	DEM	29	2,631	91
65	Sam Brownback	KS	GOP	4	347	87
66	Ron Sparks	AL	DEM	7	526	75
67	Rick Perry	TX	GOP	32	2,334	73
68	Butch Otter	ID	GOP	2	141	71
69	Chet Culver	IA	DEM	5	346	69
70	Dan Onorato	PA	DEM	19	1,198	63
71	Gary Herbert	UT	GOP	3	178	59
72	Chris Dudley	OR	GOP	5	296	59
73	Ethan Berkowitz	AK	DEM	1	48	48
74	Tom Corbett	PA	GOP	19	767	40
75	Jack Kimball	NH	GOP	2	69	35
76	Victor Moffitt	RI	GOP	2	53	27
77	John Robitaille	RI	GOP	2	46	23
78	Dave Heineman	NE	GOP	3	34	11
79	Mike McWherter	TN	DEM	9	86	10
80	Patrick Lynch	RI	DEM	2	7	4
81	Mark Todd	WI	GOP	8	4	1
82	Mufi Hannemann	HI	DEM	2	0	0
83	Arturo Reyes	HI	DEM	2	0	0
84	Miles Shiratori	HI	DEM	2	0	0
85	Van Tanabe	HI	DEM	2	0	0
86	Duke Aiona	HI	GOP	2	0	0
87	John Carroll	HI	GOP	2	0	0
88	J.P. Cusick	MD	DEM	8	0	0
89	Ralph Jaffe	MD	DEM	8	0	0
90	Timothy Robertson	NH	DEM	2	0	0
91	Frank Sullivan	NH	DEM	2	0	0
92	Frank Emiro	NH	GOP	2	0	0
93	Jared Christiansen	WI	DEM	8	0	0
94	Rick Scott	FL	GOP	25	0	0
95	Tom Tancredo	CO	IND	7	0	0
96	Tom Holland	KS	DEM	4	0	0
97	John Kitzhaber	OR	DEM	5	0	0
98	Mark Lakers	NE	DEM	3	0	0