

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: Gubernatorial Candidates (YouTube)(09/27/2010)

**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 **5** of the top **10** rankings for YouTube views/CD. The GOP's account for **54.41%** of all views for gubernatorial candidates: consequently surpassing the Democrat (DEM) candidates **560,263** to **468,421**.

**HEAD TO HEAD**

GOP gubernatorial candidates hold a head to head advantage in **16** of the **37** states that have completed the primary process.

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

**TOP PERFORMERS**

Rick Scott had the most YouTube views for Republican candidates with **104,265 (4,171/CD)** while Jerry Brown led the way for Democrat candidates with **108,530 (2,048/CD)**.

Rank	Candidate	State	Party	CDs	Views	Views/CD
1	Jerry Brown	CA	DEM	53	108,530	2,048
2	Rick Scott	FL	GOP	25	104,265	4,171
3	Terry Goddard	AZ	DEM	8	88,010	11,001
4	Jan Brewer	AZ	GOP	8	79,616	9,952
5	Susana Martinez	NM	GOP	3	67,508	22,503
6	Meg Whitman	CA	GOP	53	53,429	1,008
7	Carl Paladino	NY	GOP	29	40,014	1,380
8	Bill White	TX	DEM	32	35,215	1,100
9	John Kasich	OH	GOP	18	31,760	1,764
10	Scott Walker	WI	GOP	8	28,744	3,593

Susana Martinez had the most views/CD for GOP candidates with **22,503 (67,508 total)** while Terry Goddard led the way for DEM candidates with **11,001 (88,010 total)**.

Rank	Candidate	State	Party	CDs	Views	Views/CD
1	Susana Martinez	NM	GOP	3	67,508	22,503
2	Terry Goddard	AZ	DEM	8	88,010	11,001
3	Jan Brewer	AZ	GOP	8	79,616	9,952
4	John Kitzhaber	OR	DEM	5	28,555	5,711
5	Rick Scott	FL	GOP	25	104,265	4,171
6	Neil Abercrombie	HI	DEM	2	7,956	3,978
7	Scott Walker	WI	GOP	8	28,744	3,593
8	Bob Ehrlich	MD	GOP	8	26,897	3,362
9	Tom Barrett	WI	DEM	8	25,628	3,204
10	Peter Shumlin	VT	DEM	1	2,333	2,333

**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	Susana Martinez	NM	GOP	3	67,508	22,503
2	Terry Goddard	AZ	DEM	8	88,010	11,001
3	Jan Brewer	AZ	GOP	8	79,616	9,952
4	John Kitzhaber	OR	DEM	5	28,555	5,711
5	Rick Scott	FL	GOP	25	104,265	4,171
6	Neil Abercrombie	HI	DEM	2	7,956	3,978
7	Scott Walker	WI	GOP	8	28,744	3,593
8	Bob Ehrlich	MD	GOP	8	26,897	3,362
9	Tom Barrett	WI	DEM	8	25,628	3,204
10	Peter Shumlin	VT	DEM	1	2,333	2,333
11	Rory Reid	NV	DEM	3	6,967	2,322
12	Charlie Baker	MA	GOP	10	21,385	2,139
13	Nikki Haley	SC	GOP	6	12,816	2,136
14	Jerry Brown	CA	DEM	53	108,530	2,048

15	Elizabeth "Libby" Mitchell	ME	DEM	2	3,800	1,900
16	Brian Dubie	VT	GOP	1	1,831	1,831
17	Peter Corroon	UT	DEM	3	5,385	1,795
18	Paul LePage	ME	GOP	2	3,546	1,773
19	John Kasich	OH	GOP	18	31,760	1,764
20	Keith Allred	ID	DEM	2	3,508	1,754
21	Scott Heidepriem	SD	DEM	1	1,666	1,666
22	John Hickenlooper	CO	DEM	7	10,488	1,498
23	Martin O'Malley	MD	DEM	8	11,934	1,492
24	Frank Caprio	RI	DEM	2	2,936	1,468
25	Diane Denish	NM	DEM	3	4,353	1,451
26	Terry Branstad	IA	GOP	5	6,974	1,395
27	Carl Paladino	NY	GOP	29	40,014	1,380
28	Dan Maes	CO	GOP	7	8,214	1,173
29	Chet Culver	IA	DEM	5	5,578	1,116
30	Bill White	TX	DEM	32	35,215	1,100
31	Ted Strickland	OH	DEM	18	18,402	1,022
32	Jari Askins	OK	DEM	5	5,075	1,015
33	Bill Haslam	TN	GOP	9	9,095	1,011
34	Meg Whitman	CA	GOP	53	53,429	1,008
35	John Stephen	NH	GOP	2	1,990	995
36	Deval Patrick	MA	DEM	10	9,769	977
37	Alex Sink	FL	DEM	25	22,598	904
38	Ron Sparks	AL	DEM	7	6,091	870
39	Tom Emmer	MN	GOP	8	6,718	840
40	Dan Malloy	CT	DEM	5	4,198	840
41	Mary Fallin	OK	GOP	5	4,078	816
42	Brian Sandoval	NV	GOP	3	2,150	717
43	John Lynch	NH	DEM	2	1,381	691
44	Pat Quinn	IL	DEM	19	12,154	640
45	John Robitaille	RI	GOP	2	1,225	613
46	Bill Brady	IL	GOP	19	11,318	596
47	Dennis Daugaard	SD	GOP	1	529	529
48	Andrew Cuomo	NY	DEM	29	15,037	519
49	Thomas Foley	CT	GOP	5	2,333	467
50	Dr. Robert Bentley	AL	GOP	7	3,157	451
51	Rick Perry	TX	GOP	32	12,935	404
52	Mark Dayton	MN	DEM	8	3,107	388
53	Dan Onorato	PA	DEM	19	6,601	347
54	Roy Barnes	GA	DEM	13	4,501	346
55	Mike Beebe	AR	DEM	4	1,366	342
56	Rick Snyder	MI	GOP	15	4,923	328
57	Nathan Deal	GA	GOP	13	4,219	325
58	Sam Brownback	KS	GOP	4	1,197	299
59	Virg Bernero	MI	DEM	15	3,861	257
60	Sean Parnell	AK	GOP	1	254	254
61	Tom Corbett	PA	GOP	19	4,712	248
62	Butch Otter	ID	GOP	2	445	223

63	Chris Dudley	OR	GOP	5	1,088	218
64	Vincent Sheheen	SC	DEM	6	1,170	195
65	Jim Keet	AR	GOP	4	737	184
66	Tom Tancredo	CO	IND	7	1,106	158
67	Leslie Peterson	WY	DEM	1	151	151
68	Ethan Berkowitz	AK	DEM	1	76	76
69	Matt Mead	WY	GOP	1	51	51
70	Gary Herbert	UT	GOP	3	86	29
71	Dave Heineman	NE	GOP	3	24	8
72	Mike McWherter	TN	DEM	9	41	5
73	Duke Aiona	HI	GOP	2	0	0
74	Mark Lakers	NE	DEM	3	0	0
75	Tom Holland	KS	DEM	4	0	0