

To: Targeted Victory

From: Michael Beach

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

OVERVIEW

This snapshot was taken at two different points over the past **4** weeks (09/26/2010 – 10/25/2010) to show the growth in YouTube views over that span.

Republican (GOP) gubernatorial candidates hold **4** of the top **10** rankings for YouTube views/CD. The GOP’s account for **34.74%** of all views for gubernatorial candidates: consequently being outgrown by the Democrat (DEM) candidates **558,663** to **1,042,975**.

HEAD TO HEAD

GOP gubernatorial candidates hold a head to head advantage in **20** of the **37** states that have completed the primary process.

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

TOP PERFORMERS

Chris Dudley had the most YouTube views for Republican candidates with **56,653 (11,331/CD)** while Jerry Brown led the way for Democrat candidates with **454,514 (8,576/CD)**.

Rank	Candidate	State	Party	CDs	Views	Views/CD
1	Jerry Brown	CA	DEM	53	454,514	8,576
2	Pat Quinn	IL	DEM	19	148,464	7,814
3	Alex Sink	FL	DEM	25	73,073	2,923
4	Chris Dudley	OR	GOP	5	56,653	11,331
5	Bill White	TX	DEM	32	51,575	1,612
6	Meg Whitman	CA	GOP	53	51,301	968
7	John Kasich	OH	GOP	18	49,651	2,758
8	Susana Martinez	NM	GOP	3	41,023	13,674
9	Scott Walker	WI	GOP	8	33,618	4,202
10	Rick Scott	FL	GOP	25	32,789	1,312

Susana Martinez had the most views/CD for GOP candidates with **13,674 (41,023 total)** while Jerry Brown led the way for DEM candidates with **8,576 (454,514 total)**.

Rank	Candidate	State	Party	CDs	Views	Views/CD
1	Susana Martinez	NM	GOP	3	41,023	13,674
2	Chris Dudley	OR	GOP	5	56,653	11,331
3	Brian Dubie	VT	GOP	1	8,720	8,720
4	Jerry Brown	CA	DEM	53	454,514	8,576
5	Pat Quinn	IL	DEM	19	148,464	7,814
6	Scott Heidepriem	SD	DEM	1	6,870	6,870
7	Peter Shumlin	VT	DEM	1	6,675	6,675
8	Neil Abercrombie	HI	DEM	2	10,530	5,265
9	Scott Walker	WI	GOP	8	33,618	4,202
10	John Hickenlooper	CO	DEM	7	27,860	3,980

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	41,023	13,674
2	Chris Dudley	OR	GOP	5	56,653	11,331
3	Brian Dubie	VT	GOP	1	8,720	8,720
4	Jerry Brown	CA	DEM	53	454,514	8,576
5	Pat Quinn	IL	DEM	19	148,464	7,814
6	Scott Heidepriem	SD	DEM	1	6,870	6,870
7	Peter Shumlin	VT	DEM	1	6,675	6,675
8	Neil Abercrombie	HI	DEM	2	10,530	5,265
9	Scott Walker	WI	GOP	8	33,618	4,202
10	John Hickenlooper	CO	DEM	7	27,860	3,980
11	Paul LePage	ME	GOP	2	7,798	3,899
12	Martin O'Malley	MD	DEM	8	29,752	3,719
13	Bob Ehrlich	MD	GOP	8	28,577	3,572
14	Elizabeth "Libby" Mitchell	ME	DEM	2	6,958	3,479

15	Diane Denish	NM	DEM	3	9,977	3,326
16	John Kitzhaber	OR	DEM	5	16,454	3,291
17	Alex Sink	FL	DEM	25	73,073	2,923
18	Rory Reid	NV	DEM	3	8,554	2,851
19	Charlie Baker	MA	GOP	10	27,753	2,775
20	John Kasich	OH	GOP	18	49,651	2,758
21	Frank Caprio	RI	DEM	2	5,202	2,601
22	Jan Brewer	AZ	GOP	8	20,489	2,561
23	Nikki Haley	SC	GOP	6	14,662	2,444
24	Dennis Daugaard	SD	GOP	1	2,109	2,109
25	Mark Dayton	MN	DEM	8	16,020	2,003
26	Jari Askins	OK	DEM	5	9,957	1,991
27	John Stephen	NH	GOP	2	3,857	1,929
28	Deval Patrick	MA	DEM	10	19,146	1,915
29	Terry Goddard	AZ	DEM	8	14,723	1,840
30	Tom Barrett	WI	DEM	8	14,028	1,754
31	Bill White	TX	DEM	32	51,575	1,612
32	Keith Allred	ID	DEM	2	3,077	1,539
33	Ron Sparks	AL	DEM	7	10,626	1,518
34	Tom Emmer	MN	GOP	8	11,556	1,445
35	Bill Haslam	TN	GOP	9	12,711	1,412
36	Mary Fallin	OK	GOP	5	6,771	1,354
37	Ted Strickland	OH	DEM	18	23,974	1,332
38	Rick Scott	FL	GOP	25	32,789	1,312
39	Gary Herbert	UT	GOP	3	3,804	1,268
40	John Lynch	NH	DEM	2	2,400	1,200
41	Bill Brady	IL	GOP	19	21,629	1,138
42	Carl Paladino	NY	GOP	29	32,644	1,126
43	John Robitaille	RI	GOP	2	2,200	1,100
44	Peter Corroon	UT	DEM	3	3,296	1,099
45	Roy Barnes	GA	DEM	13	13,377	1,029
46	Thomas Foley	CT	GOP	5	5,072	1,014
47	Brian Sandoval	NV	GOP	3	2,992	997
48	Dan Maes	CO	GOP	7	6,834	976
49	Meg Whitman	CA	GOP	53	51,301	968
50	Nathan Deal	GA	GOP	13	12,058	928
51	Tom Tancredo	CO	IND	7	6,392	913
52	Dan Malloy	CT	DEM	5	4,443	889
53	Sean Parnell	AK	GOP	1	886	886
54	Rick Snyder	MI	GOP	15	12,628	842
55	Rick Perry	TX	GOP	32	26,765	836
56	Jim Keet	AR	GOP	4	3,243	811
57	Dan Onorato	PA	DEM	19	15,227	801
59	Andrew Cuomo	NY	DEM	29	23,149	798
58	Terry Branstad	IA	GOP	5	3,696	739
60	Chet Culver	IA	DEM	5	3,014	603
61	Dr. Robert Bentley	AL	GOP	7	3,894	556
62	Mike Beebe	AR	DEM	4	1,901	475

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63	Tom Corbett	PA	GOP	19	8,795	463
64	Tom Holland	KS	DEM	4	1,834	459
65	Matt Mead	WY	GOP	1	306	306
66	Vincent Sheheen	SC	DEM	6	1,331	222
67	Mike McWherter	TN	DEM	9	1,981	220
68	Virg Bernero	MI	DEM	15	2,780	185
69	Sam Brownback	KS	GOP	4	732	183
70	Butch Otter	ID	GOP	2	357	179
71	Leslie Peterson	WY	DEM	1	131	131
72	Ethan Berkowitz	AK	DEM	1	102	102
73	Dave Heineman	NE	GOP	3	90	30
75	Duke Aiona	HI	GOP	2	0	0
74	Mark Lakers	NE	DEM	3	0	0