

To: Targeted Victory

From: Michael Beach

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

OVERVIEW

This is the final report for the 2009-10 cycle and reflects the total number of YouTube views for each gubernatorial candidate.

Republican (GOP) gubernatorial candidates hold **5** of the top **10** rankings for YouTube views/CD. The GOP's accounted for **56.58%** of all views for gubernatorial candidates: consequently outgrowing the Democrat (DEM) candidates **4,668,737** to **3,574,893**.

HEAD TO HEAD

GOP gubernatorial candidates hold a head to head advantage in **23** of the **37** states that have completed the primary process.

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

TOP PERFORMERS

Jan Brewer had the most YouTube views for Republican candidates with **1,481,619 (185,202/CD)** while Jerry Brown led the way for Democrat candidates with **1,366,275 (25,779/CD)**.

Rank	Candidate	State	Party	CDs	Views	Views/CD
1	Jan Brewer	AZ	GOP	8	1,481,619	185,202
2	Jerry Brown	CA	DEM	53	1,366,275	25,779
3	Meg Whitman	CA	GOP	53	504,874	9,526
4	Pat Quinn	IL	DEM	19	364,527	19,186
5	John Kasich	OH	GOP	18	363,188	20,177
6	Nikki Haley	SC	GOP	6	300,011	50,002
7	Bill White	TX	DEM	32	215,697	6,741
8	Rick Scott	FL	GOP	25	214,830	8,593
9	Alex Sink	FL	DEM	25	208,411	8,336
10	Rory Reid	NV	DEM	3	191,388	63,796

Jan Brewer had the most views/CD for GOP candidates with **185,202 (1,481,619 total)** while Rory Reid led the way for DEM candidates with **63,796 (191,388 total)**.

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1	Jan Brewer	AZ	GOP	8	1,481,619	185,202
2	Rory Reid	NV	DEM	3	191,388	63,796
3	Susana Martinez	NM	GOP	3	161,625	53,875
4	Nikki Haley	SC	GOP	6	300,011	50,002
5	Jerry Brown	CA	DEM	53	1,366,275	25,779
6	Peter Shumlin	VT	DEM	1	22,211	22,211
7	Scott Walker	WI	GOP	8	175,488	21,936
8	John Hickenlooper	CO	DEM	7	152,908	21,844
9	Neil Abercrombie	HI	DEM	2	43,428	21,714
10	John Kasich	OH	GOP	18	363,188	20,177

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	Jan Brewer	AZ	GOP	8	1,481,619	185,202
2	Rory Reid	NV	DEM	3	191,388	63,796
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8	John Hickenlooper	CO	DEM	7	152,908	21,844
9	Neil Abercrombie	HI	DEM	2	43,428	21,714
10	John Kasich	OH	GOP	18	363,188	20,177
11	Brian Dubie	VT	GOP	1	19,238	19,238
12	Pat Quinn	IL	DEM	19	364,527	19,186
13	Scott Heidepriem	SD	DEM	1	17,649	17,649
14	Bob Ehrlich	MD	GOP	8	133,202	16,650

15	Terry Goddard	AZ	DEM	8	131,074	16,384
16	Paul LePage	ME	GOP	2	31,437	15,719
17	Charlie Baker	MA	GOP	10	142,059	14,206
18	Bill Haslam	TN	GOP	9	119,523	13,280
19	Chris Dudley	OR	GOP	5	61,328	12,266
20	Martin O'Malley	MD	DEM	8	93,346	11,668
21	John Kitzhaber	OR	DEM	5	57,593	11,519
22	Dennis Daugaard	SD	GOP	1	10,406	10,406
23	Diane Denish	NM	DEM	3	30,337	10,112
24	Jari Askins	OK	DEM	5	50,435	10,087
25	Meg Whitman	CA	GOP	53	504,874	9,526
26	Rick Snyder	MI	GOP	15	138,789	9,253
27	Elizabeth "Libby" Mitchell	ME	DEM	2	17,381	8,691
28	Rick Scott	FL	GOP	25	214,830	8,593
29	Tom Emmer	MN	GOP	8	68,725	8,591
30	Alex Sink	FL	DEM	25	208,411	8,336
31	Frank Caprio	RI	DEM	2	16,630	8,315
32	Tom Barrett	WI	DEM	8	64,903	8,113
33	Deval Patrick	MA	DEM	10	71,278	7,128
34	Brian Sandoval	NV	GOP	3	21,156	7,052
35	Nathan Deal	GA	GOP	13	90,416	6,955
36	Bill White	TX	DEM	32	215,697	6,741
37	Dr. Robert Bentley	AL	GOP	7	46,699	6,671
38	Keith Allred	ID	DEM	2	13,242	6,621
39	Terry Branstad	IA	GOP	5	30,031	6,006
40	John Stephen	NH	GOP	2	10,929	5,465
41	Mark Dayton	MN	DEM	8	43,330	5,416
42	Thomas Foley	CT	GOP	5	26,844	5,369
43	Peter Corroon	UT	DEM	3	16,097	5,366
44	Dan Malloy	CT	DEM	5	26,734	5,347
45	Carl Paladino	NY	GOP	29	154,373	5,323
46	Roy Barnes	GA	DEM	13	67,013	5,155
47	Bill Brady	IL	GOP	19	96,382	5,073
48	Ted Strickland	OH	DEM	18	90,771	5,043
49	Mary Fallin	OK	GOP	5	24,024	4,805
50	Rick Perry	TX	GOP	32	149,855	4,683
51	Ethan Berkowitz	AK	DEM	1	4,664	4,664
52	Dan Maes	CO	GOP	7	28,476	4,068
53	Ron Sparks	AL	DEM	7	24,725	3,532
54	Chet Culver	IA	DEM	5	17,425	3,485
55	Vincent Sheheen	SC	DEM	6	17,997	3,000
56	Sean Parnell	AK	GOP	1	2,922	2,922
57	John Lynch	NH	DEM	2	5,322	2,661
59	John Robitaille	RI	GOP	2	4,767	2,384
58	Dan Onorato	PA	DEM	19	43,941	2,313
60	Jim Keet	AR	GOP	4	8,578	2,145
61	Matt Mead	WY	GOP	1	1,971	1,971
62	Andrew Cuomo	NY	DEM	29	56,288	1,941

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63	Tom Corbett	PA	GOP	19	33,789	1,778
64	Mike Beebe	AR	DEM	4	6,800	1,700
65	Gary Herbert	UT	GOP	3	4,726	1,575
66	Virg Bernero	MI	DEM	15	19,222	1,281
67	Tom Tancredo	CO	IND	7	8,666	1,238
68	Sam Brownback	KS	GOP	4	4,196	1,049
69	Leslie Peterson	WY	DEM	1	951	951
70	Butch Otter	ID	GOP	2	1,638	819
71	Tom Holland	KS	DEM	4	1,834	459
72	Mike McWherter	TN	DEM	9	3,066	341
73	Dave Heineman	NE	GOP	3	623	208
75	Mark Lakers	NE	DEM	3	0	0
74	Duke Aiona	HI	GOP	2	0	0