

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Web Traffic) (07/14/2010)

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

Rand Paul had the most web site visitors (visitors) in May for Republican (GOP) candidates with **107,786 (17,964/CD)** while Barbara Boxer led the way for Democrat (DEM) candidates with **51,505 (972/CD)**. GOP candidates accounted for **7** of the top **10** rankings for total visitors including **5** of the top **6**.

Rank	Campaign	State	Party	CDs	Visitors	Visitors/CD
1	Rand Paul	KY	Rep	6	107,786	17,964
2	Barbara Boxer	CA	Dem	53	51,505	972
3	Linda McMahon	CT	Rep	5	46,789	9,358
4	Carly Fiorina	CA	Rep	53	45,084	851
5	Pat Toomey	PA	Rep	19	44,277	2,330
6	Marco Rubio	FL	Rep	25	38,115	1,525
7	Joe Sestak	PA	Dem	19	33,501	1,763
8	Kendrick Meek	FL	Dem	25	28,266	1,131
9	Sharron Angle	NV	Rep	3	21,152	7,051
10	Dino Rossi	WA	Rep	9	19,699	2,189

Rand Paul also had the most visitors per congressional district (visitors/CD) for GOP candidates with **17,964 (107,786 total)** while Harry Reid led the way for DEM candidates with **3,262 (9,785 total)**. GOP candidates account for **7** of the top **10** rankings for followers/CD including the entire top **4**.

Rank	Campaign	State	Party	CDs	Visitors	Visitors/CD
1	Rand Paul	KY	Rep	6	107,786	17,964
2	Linda McMahon	CT	Rep	5	46,789	9,358
3	Sharron Angle	NV	Rep	3	21,152	7,051
4	Mike Lee	UT	Rep	3	18,227	6,076
5	Harry Reid	NV	Dem	3	9,785	3,262
6	John Thune	SD	Rep	1	2,748	2,748
7	Jack Conway	KY	Dem	6	14,325	2,388
8	Dave Westlake	WI	Rep	8	19,089	2,386
9	Pat Toomey	PA	Rep	19	44,277	2,330
10	Roxanne Conlin	IA	Dem	5	11,393	2,279

WHICH NATIONAL COMMITTEES ARE PERFORMING THE BEST?

The Democratic Senatorial Campaign Committee (DSCC) led the National Republican Senatorial Committee (NRSC) by **165,669** visitors in May.

COMPLETE DATA

The table below provides a breakdown of candidates running for the United States Senate this fall, ranked by visitors/CD.

Rank	Campaign	State	Party	CDs	Primary Date	Visitors	Visitors/CD
1	Rand Paul	KY	Rep	6	5/18/2010	107,786	17,964
2	Linda McMahon	CT	Rep	5	8/10/2010	46,789	9,358
3	Sharron Angle	NV	Rep	3	6/8/2010	21,152	7,051
4	Mike Lee	UT	Rep	3	6/22/2010	18,227	6,076
5	Harry Reid	NV	Dem	3	6/8/2010	9,785	3,262
6	John Thune	SD	Rep	1	6/8/2010	2,748	2,748
7	Jack Conway	KY	Dem	6	5/18/2010	14,325	2,388
8	Dave Westlake	WI	Rep	8	9/14/2010	19,089	2,386
9	Pat Toomey	PA	Rep	19	5/18/2010	44,277	2,330
10	Roxanne Conlin	IA	Dem	5	6/8/2010	11,393	2,279
11	Dino Rossi	WA	Rep	9	8/17/2010	19,699	2,189
12	Ron Wyden	OR	Dem	5	5/18/2010	10,937	2,187
13	Blanche Lincoln	AR	Dem	4	5/18/2010	7,928	1,982
14	Tim Bridgewater	UT	Rep	3	6/22/2010	5,907	1,969
15	Jim DeMint	SC	Rep	6	6/8/2010	10,704	1,784
16	Joe Sestak	PA	Dem	19	5/18/2010	33,501	1,763
17	Marco Rubio	FL	Rep	25	8/24/2010	38,115	1,525
18	Michael Bennet	CO	Dem	7	8/10/2010	10,217	1,460
19	Clint Didier	WA	Rep	9	8/17/2010	13,134	1,459
20	Paul Hodes	NH	Dem	2	9/14/2010	2,433	1,217
21	Kendrick Meek	FL	Dem	25	8/24/2010	28,266	1,131
22	Richard Blumenthal	CT	Dem	5	8/10/2010	5,516	1,103
23	Kelly Ayotte	NH	Rep	2	9/14/2010	2,197	1,099
24	Elaine Marshall	NC	Dem	13	5/4/2010	13,056	1,004
25	Cal Cunningham	NC	Dem	13	5/4/2010	12,787	984
26	Barbara Boxer	CA	Dem	53	6/8/2010	51,505	972
27	Ovide Lamontagne	NH	Rep	2	9/14/2010	1,914	957
28	Ken Buck	CO	Rep	7	8/10/2010	6,157	880
29	Todd Tiahrt	KS	Rep	4	8/3/2010	3,488	872
30	Carly Fiorina	CA	Rep	53	6/8/2010	45,084	851
31	Andrew Romanoff	CO	Dem	7	8/10/2010	5,928	847
32	Paul Akers	WA	Rep	9	8/17/2010	6,950	772
33	Dan Coats	IN	Rep	9	5/4/2010	6,949	772
34	Robin Carnahan	MO	Dem	9	8/3/2010	6,813	757
35	John Boozman	AR	Rep	4	5/18/2010	2,989	747
36	Mike Crapo	ID	Rep	2	5/25/2010	1,474	737
37	Charlie Crist	FL	Ind	25	8/24/2010	17,369	695
38	Charles Melancon	LA	Dem	7	8/28/2010	4,796	685
39	Jim Bender	NH	Rep	2	9/14/2010	1,361	681

40	Jane Norton	CO	Rep	7	8/10/2010	4,280	611
41	Brad Ellsworth	IN	Dem	9	5/4/2010	5,472	608
42	Richard Shelby	AL	Rep	7	6/1/2010	4,255	608
43	Bill Binnie	NH	Rep	2	9/14/2010	1,194	597
44	Johnny Isakson	GA	Rep	13	7/20/2010	7,491	576
45	Richard Burr	NC	Rep	13	5/4/2010	6,382	491
46	Jeff Greene	FL	Dem	25	8/24/2010	10,160	406
47	Roy Blunt	MO	Rep	9	8/3/2010	3,643	405
48	Mike Castle	DE	Rep	1	9/14/2010	403	403
49	Patrick Leahy	VT	Dem	1	8/24/2010	395	395
50	Don Benton	WA	Rep	9	8/17/2010	3,453	384
51	Conrad Reynolds	AZ	Rep	8	8/24/2010	2,768	346
52	Jerry Moran	KS	Rep	4	8/3/2010	1,354	339
53	David Vitter	LA	Rep	7	8/28/2010	2,361	337
54	Russ Fiengold	WI	Dem	8	9/14/2010	2,461	308
55	Terrence Wall	WI	Rep	8	9/14/2010	2,461	308
56	Lee Fisher	OH	Dem	18	5/4/2010	5,338	297
57	Chris Coons	DE	Dem	1	9/14/2010	293	293
58	Cleve Tidwell	CO	Rep	7	8/10/2010	1,876	268
59	Mark Kirk	IL	Rep	19	2/2/2010	5,063	266
60	Jim Holt	AZ	Rep	8	8/24/2010	2,076	260
61	Rob Portman	OH	Rep	18	5/4/2010	3,997	222
62	Patty Murray	WA	Dem	9	8/17/2010	1,768	196
63	Kirsten Gillibrand	NY	Dem	29	9/14/2010	5,515	190
64	Randy Alexander	AZ	Rep	8	8/24/2010	1,168	146
65	Daniel Inouye	HI	Dem	2	9/18/2010	290	145
66	Barbara Mikulski	MD	Dem	8	9/14/2010	1,002	125
67	Tom Coburn	OK	Rep	5	7/27/2010	571	114
68	Alexi Giannoulias	IL	Dem	19	2/2/2010	2,121	112
69	Chuck Grassley	IA	Rep	5	6/8/2010	303	61
70	Joe Dioguardi	NY	Rep	29	9/14/2010	1,632	56
71	Chuck Schumer	NY	Dem	29	9/14/2010	961	33
72	Lisa Murkowski	AK	Rep	1	8/24/2010	N/A	N/A
73	Christine O'Donnell	DE	Rep	1	9/14/2010	N/A	N/A
74	John Hoeven	ND	Rep	1	6/8/2010	N/A	N/A
75	Andy Woerner	HI	Dem	2	9/18/2010	N/A	N/A
76	Len Britton	VT	Rep	1	8/24/2010	N/A	N/A
77	Benjamin Cardin	MD	Dem	8	9/14/2010	N/A	N/A
78	Tom Wiens	CO	Rep	7	8/10/2010	N/A	N/A
79	James Lloyd Huffman II	OR	Rep	5	5/18/2010	N/A	N/A
80	Chuck Purgason	MO	Rep	9	8/3/2010	N/A	N/A
81	Sean Salazar	WA	Rep	9	8/17/2010	N/A	N/A
82	Fred Ramey	AZ	Dem	8	8/24/2010	N/A	N/A
83	Drew Pritt	AZ	Dem	8	8/24/2010	N/A	N/A
84	William Barnes	AL	Dem	7	6/1/2010	N/A	N/A
85	Jeff Jarrett	HI	Ind	2	9/18/2010	N/A	N/A

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86	Tracy Potter	ND	Dem	1	6/8/2010	N/A	N/A
87	Tom Sullivan	ID	Dem	2	5/25/2010	N/A	N/A
88	Steve Barton	CO	Rep	7	8/10/2010	N/A	N/A
89	Alvin Greene	SC	Dem	6	6/8/2010	N/A	N/A
90	Frank Vondersaar	AK	Dem	1	8/24/2010	N/A	N/A
91	James Schmidt	MO	Rep	9	8/3/2010	N/A	N/A