

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Web Traffic)(08/11/2010)

OVERVIEW

This snapshot reflects growth in web site visitors over the past four weeks. Republican (GOP) Senate candidates hold **8** of the top **10** rankings for visitors/CD. GOP Senate candidates account for **63.11%** of all visitors for Senate candidates during this period: consequently outgrowing the DEM candidates **561,160** to **237,197**.

WHICH U.S. SENATE CANDIDATES ARE PERFORMING THE BEST WITH WEB TRAFFIC?

Sharron Angle had the most visitors for Republican (GOP) candidates with **125,025 (41,675/CD)** while Barbara Boxer led the way for Democrat (DEM) candidates with **37,120 (700/CD)**.

Rank	Campaign	State	Party	CDs	Visitors	Visitors/CD
1	Sharron Angle	NV	Rep	3	125,025	41,675
2	John McCain	AZ	Rep	5	65,676	13,135
3	John Thune	SD	Rep	1	61,000	61,000
4	Mike Lee	UT	Rep	3	38,736	12,912
5	Carly Fiorina	CA	Rep	53	38,652	729
6	Barbara Boxer	CA	Dem	53	37,120	700
7	Rand Paul	KY	Rep	6	35,971	5,995
8	Charles Melancon	LA	Dem	7	31,843	4,549
9	Marco Rubio	FL	Rep	25	31,603	1,264
10	Harry Reid	NV	Dem	3	29,039	9,680

John Thune had the most visitors/CD for GOP candidates with **61,000 (61,000 total)** while Harry Reid led the way for DEM candidates with **9,680 (29,039 total)**.

Rank	Campaign	State	Party	CDs	Visitors	Visitors/CD
1	John Thune	SD	Rep	1	61,000	61,000
2	Sharron Angle	NV	Rep	3	125,025	41,675
3	Christine O'Donnell	DE	Rep	1	15,313	15,313
4	John McCain	AZ	Rep	5	65,676	13,135
5	Mike Lee	UT	Rep	3	38,736	12,912
6	Harry Reid	NV	Dem	3	29,039	9,680
7	Tim Bridgewater	UT	Rep	3	24,444	8,148
8	Rand Paul	KY	Rep	6	35,971	5,995
9	Linda McMahon	CT	Rep	5	27,589	5,518
10	Charles Melancon	LA	Dem	7	31,843	4,549

COMPLETE DATA

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

Rank	Campaign	State	Party	CDs	Visitors	Visitors/CD
1	John Thune	SD	Rep	1	61,000	61,000
2	Sharron Angle	NV	Rep	3	125,025	41,675
3	Christine O'Donnell	DE	Rep	1	15,313	15,313
4	John McCain	AZ	Rep	5	65,676	13,135
5	Mike Lee	UT	Rep	3	38,736	12,912
6	Harry Reid	NV	Dem	3	29,039	9,680
7	Tim Bridgewater	UT	Rep	3	24,444	8,148
8	Rand Paul	KY	Rep	6	35,971	5,995
9	Linda McMahon	CT	Rep	5	27,589	5,518
10	Charles Melancon	LA	Dem	7	31,843	4,549
11	Bill Binnie	NH	Rep	2	4,886	2,443
12	Jack Conway	KY	Dem	6	14,037	2,340
13	Russ Fiengold	WI	Dem	8	15,109	1,889
14	Len Britton	VT	Rep	1	1,605	1,605
15	Roxanne Conlin	IA	Dem	5	6,833	1,367
16	Michael Bennet	CO	Dem	7	9,328	1,333
17	Clint Didier	WA	Rep	9	11,433	1,270
18	Marco Rubio	FL	Rep	25	31,603	1,264
19	Blanche Lincoln	AR	Dem	4	5,005	1,251
20	Patrick Leahy	VT	Dem	1	1,216	1,216
21	Alvin Greene	SC	Dem	6	6,994	1,166
22	Cathy Eden	AZ	Dem	5	5,236	1,047
23	Dino Rossi	WA	Rep	9	9,098	1,011
24	Kelly Ayotte	NH	Rep	2	1,994	997
25	Mike Castle	DE	Rep	1	952	952
26	Jerry Moran	KS	Rep	4	3,668	917
27	Paul Hodes	NH	Dem	2	1,749	875
28	David Vitter	LA	Rep	7	6,070	867
29	Chris Coons	DE	Dem	1	829	829
30	Ken Buck	CO	Rep	7	5,499	786
31	Elaine Marshall	NC	Dem	13	9,702	746
32	Carly Fiorina	CA	Rep	53	38,652	729
33	James Lloyd Huffman II	OR	Rep	5	3,571	714
34	Barbara Boxer	CA	Dem	53	37,120	700
35	Ron Wyden	OR	Dem	5	3,466	693
36	Pat Toomey	PA	Rep	19	12,582	662
37	Rob Portman	OH	Rep	18	11,900	661
38	Charlie Crist	FL	Ind	25	16,062	642
39	Jeff Greene	FL	Dem	25	15,702	628
40	Chuck Grassley	IA	Rep	5	2,980	596
41	John Boozman	AR	Rep	4	1,811	453

42	Kendrick Meek	FL	Dem	25	10,748	430
43	Richard Blumenthal	CT	Dem	5	2,104	421
44	Ovide Lamontagne	NH	Rep	2	682	341
45	Joe Sestak	PA	Dem	19	6,064	319
46	Patty Murray	WA	Dem	9	2,774	308
47	Robin Carnahan	MO	Dem	9	2,770	308
48	Lee Fisher	OH	Dem	18	5,459	303
49	Jim Bender	NH	Rep	2	583	292
50	Mark Kirk	IL	Rep	19	5,066	267
51	Jim Deakin	AZ	Rep	5	1,278	256
52	Brad Ellsworth	IN	Dem	9	2,289	254
53	Jim DeMint	SC	Rep	6	1,517	253
54	Barbara Mikulski	MD	Dem	8	1,960	245
55	Roy Blunt	MO	Rep	9	1,851	206
56	Alexi Giannoulis	IL	Dem	19	3,840	202
57	Tom Coburn	OK	Rep	5	799	160
58	Kirsten Gillibrand	NY	Dem	29	4,313	149
59	Paul Akers	WA	Rep	9	1,261	140
60	Dave Westlake	WI	Rep	8	1,026	128
61	Daniel Inouye	HI	Dem	2	256	128
62	Dan Coats	IN	Rep	9	933	104
63	Richard Burr	NC	Rep	13	1,226	94
64	William Barnes	AL	Dem	7	658	94
65	Johnny Isakson	GA	Rep	13	935	72
66	Don Benton	WA	Rep	9	578	64
67	Joe Dioguardi	NY	Rep	29	1,243	43
68	Chuck Schumer	NY	Dem	29	661	23
69	John Dougherty	AZ	Dem	5	93	19
70	Richard Shelby	AL	Rep	7	124	18
71	Lisa Murkowski	AK	Rep	1	0	0
72	John Hoeven	ND	Rep	1	0	0
73	Mike Crapo	ID	Rep	2	0	0
74	Sean Salazar	WA	Rep	9	0	0
75	Andy Woerner	HI	Rep	2	0	0
76	Martin Chicon	NY	Rep	29	0	0
77	J.D. Hayworth	AZ	Rep	5	0	0
78	Jeff Jarrett	HI	Ind	2	0	0
79	Tracy Potter	ND	Dem	1	0	0
80	Benjamin Cardin	MD	Dem	8	0	0
81	Tom Sullivan	ID	Dem	2	0	0
82	Rodney Glassman	AZ	Dem	5	0	0
83	Sam Granato	UT	Dem	3	0	0