

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Web Traffic)(09/08/2010)

OVERVIEW

This snapshot reflects growth in web site visitors over the past four weeks. Republican (GOP) U.S. Senate candidates hold **7** of the top **10** rankings for visitors/CD. GOP Senate candidates account for **69.07%** of all visitors for Senate candidates during this period: consequently outgrowing the DEM candidates **440,298** to **223,422**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **21** of the **31** states that have completed the primary process.

GOP	DEM	IND
AL	CA	
AR	HI	
AZ	IA	
CO	IN	
CT	LA	
FL	MD	
GA	NC	
ID	OR	
IL	VT	
KS	WI	
KY		
MO		
ND		
NV		
OH		
OK		
PA		
SC		
SD		
UT		
WA		

TOP PERFORMERS

Sharron Angle had the most visitors for GOP candidates with **100,594 (33,531/CD)** while Russ Feingold led the way for DEM candidates with **28,197 (3,525/CD)**.

Rank	Campaign	State	Party	CDs	Visitors	Visitors/CD
1	Sharron Angle	NV	GOP	3	100,594	33,531
2	Rand Paul	KY	GOP	6	43,916	7,319
3	Marco Rubio	FL	GOP	25	39,744	1,590
4	John McCain	AZ	GOP	5	32,616	6,523
5	Russ Feingold	WI	DEM	8	28,197	3,525
6	Harry Reid	NV	DEM	3	22,593	7,531
7	Kendrick Meek	FL	DEM	25	19,694	788
8	Pat Toomey	PA	GOP	19	18,376	967
9	Ken Buck	CO	GOP	7	17,666	2,524
10	Michael Bennet	CO	DEM	7	17,421	2,489

Sharron Angle had the most visitors/CD for GOP candidates with **33,531 (100,594 total)** while Harry Reid led the way for DEM candidates with **7,531 (22,593 total)**.

Rank	Campaign	State	Party	CDs	Visitors	Visitors/CD
1	Sharron Angle	NV	GOP	3	100,594	33,531
2	John Thune	SD	GOP	1	14,174	14,174
3	Christine O'Donnell	DE	GOP	1	9,225	9,225
4	Harry Reid	NV	DEM	3	22,593	7,531
5	Rand Paul	KY	GOP	6	43,916	7,319
6	John McCain	AZ	GOP	5	32,616	6,523
7	Kelly Ayotte	NH	GOP	2	12,769	6,385
8	Russ Feingold	WI	DEM	8	28,197	3,525
9	Paul Hodes	NH	DEM	2	6,773	3,387
10	Jerry Moran	KS	GOP	4	10,199	2,550

COMPLETE DATA

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

Rank	Campaign	State	Party	CDs	Visitors	Visitors/CD
1	Sharron Angle	NV	GOP	3	100,594	33,531
2	John Thune	SD	GOP	1	14,174	14,174
3	Christine O'Donnell	DE	GOP	1	9,225	9,225
4	Harry Reid	NV	DEM	3	22,593	7,531
5	Rand Paul	KY	GOP	6	43,916	7,319
6	John McCain	AZ	GOP	5	32,616	6,523
7	Kelly Ayotte	NH	GOP	2	12,769	6,385
8	Russ Feingold	WI	DEM	8	28,197	3,525
9	Paul Hodes	NH	DEM	2	6,773	3,387
10	Jerry Moran	KS	GOP	4	10,199	2,550
11	Ken Buck	CO	GOP	7	17,666	2,524
12	Linda McMahon	CT	GOP	5	12,457	2,491
13	Michael Bennet	CO	DEM	7	17,421	2,489

14	Mike Castle	DE	GOP	1	2,459	2,459
15	Jim DeMint	SC	GOP	6	14,746	2,458
16	Richard Blumenthal	CT	DEM	5	8,871	1,774
17	Marco Rubio	FL	GOP	25	39,744	1,590
18	Dino Rossi	WA	GOP	9	14,039	1,560
19	Mike Lee	UT	GOP	3	4,376	1,459
20	Roxanne Conlin	IA	DEM	5	7,274	1,455
21	Roy Blunt	MO	GOP	9	12,039	1,338
22	Charles Melancon	LA	DEM	7	9,255	1,322
23	Chris Coons	DE	DEM	1	1,259	1,259
24	John Boozman	AR	GOP	4	4,790	1,198
25	Jack Conway	KY	DEM	6	6,947	1,158
26	Elaine Marshall	NC	DEM	13	14,665	1,128
27	Blanche Lincoln	AR	DEM	4	3,942	986
29	Patty Murray	WA	DEM	9	8,773	975
31	Rodney Glassman	AZ	DEM	5	4,849	970
32	Pat Toomey	PA	GOP	19	18,376	967
33	Robin Carnahan	MO	DEM	9	8,210	912
34	Brad Ellsworth	IN	DEM	9	7,754	862
35	Kendrick Meek	FL	DEM	25	19,694	788
36	Rob Portman	OH	GOP	18	13,740	763
37	David Vitter	LA	GOP	7	5,271	753
38	Mark Kirk	IL	GOP	19	13,774	725
39	Patrick Leahy	VT	DEM	1	715	715
41	Tom Coburn	OK	GOP	5	3,511	702
40	Richard Burr	NC	GOP	13	8,882	683
42	Bill Binnie	NH	GOP	2	1,308	654
43	John Hoeven	ND	GOP	1	556	556
46	Jim Bender	NH	GOP	2	1,080	540
45	Joe Sestak	PA	DEM	19	7,615	401
44	Mike Crapo	ID	GOP	2	751	376
47	Chuck Grassley	IA	GOP	5	1,849	370
48	Ron Wyden	OR	DEM	5	1,742	348
49	Lee Fisher	OH	DEM	18	5,996	333
50	Barbara Boxer	CA	DEM	53	16,758	316
51	Len Britton	VT	GOP	1	300	300
52	Dan Coats	IN	GOP	9	2,592	288
53	Carly Fiorina	CA	GOP	53	14,166	267
54	Alexi Giannoulias	IL	DEM	19	5,058	266
55	Johnny Isakson	GA	GOP	13	2,705	208
56	Kirsten Gillibrand	NY	DEM	29	5,724	197
57	Ovide Lamontagne	NH	GOP	2	350	175
58	Benjamin Cardin	MD	DEM	8	1,291	161
59	Joe Dioguardi	NY	GOP	29	3,909	135
60	Charlie Crist	FL	Ind	25	3,125	125
61	Richard Shelby	AL	GOP	7	751	107
62	Dave Westlake	WI	GOP	8	618	77

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64	Chuck Schumer	NY	DEM	29	1,941	67
78	Daniel Inouye	HI	DEM	2	105	53
70	Joe Miller	AK	GOP	1	0	0
75	Scott McAdams	AK	DEM	1	0	0
67	William Barnes	AL	DEM	7	0	0
68	Michael Thurmond	GA	DEM	13	0	0
66	Andy Woerner	HI	GOP	2	0	0
65	Jeff Jarrett	HI	Ind	2	0	0
79	Tom Sullivan	ID	DEM	2	0	0
73	Lisa Johnston	KS	DEM	4	0	0
69	Barbara Mikulski	MD	DEM	8	0	0
74	Tracy Potter	ND	DEM	1	0	0
80	Martin Chicon	NY	GOP	29	0	0
77	Jim Rogers	OK	DEM	5	0	0
76	Jim Huffman	OR	GOP	5	0	0
71	Alvin Greene	SC	DEM	6	0	0
72	Sam Granato	UT	DEM	3	0	0