

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (Web Traffic)(10/06/2010)

OVERVIEW

This snapshot reflects growth in web site visitors over the past **4 weeks**.

Republican (GOP) U.S. Senate candidates hold **8** of the top **10** rankings for visitors/CD. GOP Senate candidates account for **65.77%** of all visitors for Senate candidates during this period: consequently outgrowing the DEM candidates **453,778** to **233,062**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **25** of the **37** states that have completed the primary process.

| GOP | DEM | IND |
|------------|------------|------------|
| AK | AL | |
| AZ | AR | |
| CT | CA | |
| DE | CO | |
| FL | HI | |
| GA | IA | |
| IL | ID | |
| KY | IN | |
| LA | KS | |
| MD | MO | |
| ND | NC | |
| NH | OR | |
| NV | | |
| NY-A | | |
| NY-B | | |
| OH | | |
| OK | | |
| PA | | |
| SC | | |
| SD | | |
| UT | | |
| VT | | |
| WA | | |
| WI | | |
| WV | | |

TOP PERFORMERS

Sharron Angle had the most visitors for GOP candidates with **52,098 (17,366/CD)** while Barbara Boxer led the way for DEM candidates with **78,699 (1,485/CD)**.

| Rank | Campaign | State | Party | CDs | Visitors | Visitors/CD |
|------|---------------|-------|-------|-----|----------|-------------|
| 1 | Barbara Boxer | CA | DEM | 53 | 78,699 | 1,485 |
| 2 | Sharron Angle | NV | GOP | 3 | 52,098 | 17,366 |
| 3 | Rand Paul | KY | GOP | 6 | 44,993 | 7,499 |
| 4 | Marco Rubio | FL | GOP | 25 | 40,690 | 1,628 |
| 5 | Kendrick Meek | FL | DEM | 25 | 38,447 | 1,538 |
| 6 | Ron Johnson | WI | GOP | 8 | 38,275 | 4,784 |
| 7 | John McCain | AZ | GOP | 5 | 34,875 | 6,975 |
| 8 | Linda McMahon | CT | GOP | 5 | 34,653 | 6,931 |
| 9 | Dino Rossi | WA | GOP | 9 | 30,863 | 3,429 |
| 10 | Joe Miller | AK | GOP | 1 | 26,525 | 26,525 |

Joe Miller had the most visitors/CD for GOP candidates with **26,525 (26,525 total)** while Harry Reid led the way for DEM candidates with **7,905 (23,715 total)**.

| Rank | Campaign | State | Party | CDs | Visitors | Visitors/CD |
|------|---------------------|-------|-------|-----|----------|-------------|
| 1 | Joe Miller | AK | GOP | 1 | 26,525 | 26,525 |
| 2 | Sharron Angle | NV | GOP | 3 | 52,098 | 17,366 |
| 3 | Christine O'Donnell | DE | GOP | 1 | 13,070 | 13,070 |
| 4 | Harry Reid | NV | DEM | 3 | 23,715 | 7,905 |
| 5 | Rand Paul | KY | GOP | 6 | 44,993 | 7,499 |
| 6 | John McCain | AZ | GOP | 5 | 34,875 | 6,975 |
| 7 | Linda McMahon | CT | GOP | 5 | 34,653 | 6,931 |
| 8 | John Thune | SD | GOP | 1 | 5,035 | 5,035 |
| 9 | Ron Johnson | WI | GOP | 8 | 38,275 | 4,784 |
| 10 | Tom Sullivan | ID | DEM | 2 | 9,234 | 4,617 |

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 | Joe Miller | AK | GOP | 1 | 26,525 | 26,525 |
| 2 | Sharron Angle | NV | GOP | 3 | 52,098 | 17,366 |
| 3 | Christine O'Donnell | DE | GOP | 1 | 13,070 | 13,070 |
| 4 | Harry Reid | NV | DEM | 3 | 23,715 | 7,905 |
| 5 | Rand Paul | KY | GOP | 6 | 44,993 | 7,499 |
| 6 | John McCain | AZ | GOP | 5 | 34,875 | 6,975 |
| 7 | Linda McMahon | CT | GOP | 5 | 34,653 | 6,931 |
| 8 | John Thune | SD | GOP | 1 | 5,035 | 5,035 |
| 9 | Ron Johnson | WI | GOP | 8 | 38,275 | 4,784 |
| 10 | Tom Sullivan | ID | DEM | 2 | 9,234 | 4,617 |
| 11 | Scott McAdams | AK | DEM | 1 | 4,150 | 4,150 |
| 12 | Dino Rossi | WA | GOP | 9 | 30,863 | 3,429 |
| 13 | Kelly Ayotte | NH | GOP | 2 | 6,674 | 3,337 |

| | | | | | | |
|----|--------------------|----|-----|----|--------|-------|
| 14 | Michael Bennet | CO | DEM | 7 | 20,579 | 2,940 |
| 15 | Rodney Glassman | AZ | DEM | 5 | 14,589 | 2,918 |
| 16 | Ken Buck | CO | GOP | 7 | 19,802 | 2,829 |
| 17 | Jack Conway | KY | DEM | 6 | 15,955 | 2,659 |
| 18 | Russ Feingold | WI | DEM | 8 | 16,788 | 2,099 |
| 19 | Richard Blumenthal | CT | DEM | 5 | 10,271 | 2,054 |
| 20 | Ron Wyden | OR | DEM | 5 | 9,515 | 1,903 |
| 22 | Patty Murray | WA | DEM | 9 | 16,578 | 1,842 |
| 21 | Marco Rubio | FL | GOP | 25 | 40,690 | 1,628 |
| 23 | Kendrick Meek | FL | DEM | 25 | 38,447 | 1,538 |
| 24 | Robin Carnahan | MO | DEM | 9 | 13,544 | 1,505 |
| 25 | Barbara Boxer | CA | DEM | 53 | 78,699 | 1,485 |
| 26 | Paul Hodes | NH | DEM | 2 | 2,914 | 1,457 |
| 27 | John Raese | WV | GOP | 3 | 3,692 | 1,231 |
| 28 | Jim DeMint | SC | GOP | 6 | 6,944 | 1,157 |
| 29 | Len Britton | VT | GOP | 1 | 1,154 | 1,154 |
| 30 | David Vitter | LA | GOP | 7 | 7,026 | 1,004 |
| 31 | Charles Melancon | LA | DEM | 7 | 6,547 | 935 |
| 32 | John Hoeven | ND | GOP | 1 | 902 | 902 |
| 33 | Pat Toomey | PA | GOP | 19 | 16,562 | 872 |
| 34 | Mike Crapo | ID | GOP | 2 | 1,610 | 805 |
| 35 | Brad Ellsworth | IN | DEM | 9 | 7,206 | 801 |
| 36 | Lisa Johnston | KS | DEM | 4 | 3,159 | 790 |
| 37 | Blanche Lincoln | AR | DEM | 4 | 3,153 | 788 |
| 38 | Mike Lee | UT | GOP | 3 | 2,305 | 768 |
| 39 | Roy Blunt | MO | GOP | 9 | 6,913 | 768 |
| 40 | Daniel Inouye | HI | DEM | 2 | 1,509 | 755 |
| 41 | Jerry Moran | KS | GOP | 4 | 2,935 | 734 |
| 42 | Roxanne Conlin | IA | DEM | 5 | 3,374 | 675 |
| 43 | Elaine Marshall | NC | DEM | 13 | 7,970 | 613 |
| 44 | Chris Coons | DE | DEM | 1 | 607 | 607 |
| 45 | Sam Granato | UT | DEM | 3 | 1,750 | 583 |
| 46 | Rob Portman | OH | GOP | 18 | 10,489 | 583 |
| 47 | Joe Sestak | PA | DEM | 19 | 10,932 | 575 |
| 48 | Eric Wargotz | MD | GOP | 8 | 4,096 | 512 |
| 49 | Alvin Greene | SC | DEM | 6 | 2,886 | 481 |
| 50 | Charlie Crist | FL | Ind | 25 | 11,702 | 468 |
| 51 | John Boozman | AR | GOP | 4 | 1,709 | 427 |
| 52 | Johnny Isakson | GA | GOP | 13 | 4,971 | 382 |
| 53 | Mark Kirk | IL | GOP | 19 | 5,113 | 269 |
| 54 | Joe Manchin | WV | DEM | 3 | 796 | 265 |
| 55 | Carly Fiorina | CA | GOP | 53 | 14,049 | 265 |
| 56 | Alexi Giannoulis | IL | DEM | 19 | 4,806 | 253 |
| 57 | Jim Huffman | OR | GOP | 5 | 1,038 | 208 |
| 58 | Tom Coburn | OK | GOP | 5 | 1,031 | 206 |
| 59 | Jay Townsend | NY | GOP | 29 | 4,909 | 169 |
| 60 | Dan Coats | IN | GOP | 9 | 1,104 | 123 |

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|----|--------------------|----|-----|----|-------|-----|
| 61 | Joe Dioguardi | NY | GOP | 29 | 3,516 | 121 |
| 62 | Barbara Mikulski | MD | DEM | 8 | 927 | 116 |
| 63 | Lee Fisher | OH | DEM | 18 | 1,817 | 101 |
| 64 | Chuck Grassley | IA | GOP | 5 | 424 | 85 |
| 65 | Kirsten Gillibrand | NY | DEM | 29 | 2,074 | 72 |
| 66 | William Barnes | AL | DEM | 7 | 357 | 51 |
| 67 | Richard Shelby | AL | GOP | 7 | 94 | 13 |
| 68 | Michael Thurmond | GA | DEM | 13 | 68 | 5 |
| 69 | Chuck Schumer | NY | DEM | 29 | 120 | 4 |
| 70 | Andy Woerner | HI | GOP | 2 | 0 | 0 |
| 71 | Jeff Jarrett | HI | IND | 2 | 0 | 0 |
| 72 | Tracy Potter | ND | DEM | 1 | 0 | 0 |
| 73 | Jim Rogers | OK | DEM | 5 | 0 | 0 |
| 74 | Richard Burr | NC | GOP | 13 | 0 | 0 |
| 75 | Patrick Leahy | VT | DEM | 1 | 0 | 0 |