

To: Targeted Victory

From: Michael Beach

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

OVERVIEW

This is the final report for the 2009-10 cycle and reflects the total number of web traffic visitors for each U.S. Senate candidate.

Republican (GOP) U.S. Senate candidates hold **8** of the top **10** rankings for visitors/CD. GOP Senate candidates accounted for **64.12%** of all visitors for Senate candidates during this cycle: consequently outgrowing the DEM candidates **5,919,375** to **3,118,059**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **23** 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	
KS	IN	
KY	LA	
MD	MO	
ND	NC	
NH	NY-B	
NV	OR	
NY-A	WI	
OH		
OK		
PA		
SC		
SD		
UT		
VT		
WA		
WV		

TOP PERFORMERS

John McCain had the most visitors for GOP candidates with **776,741 (155,348/CD)** while Barbara Boxer led the way for DEM candidates with **517,083 (9,756/CD)**.

Rank	Campaign	State	Party	CDs	Visitors	Visitors/CD
1	John McCain	AZ	GOP	5	776,741	155,348
2	Rand Paul	KY	GOP	6	548,407	91,401
3	Christine O'Donnell	DE	GOP	1	528,426	528,426
4	Barbara Boxer	CA	DEM	53	517,083	9,756
5	Marco Rubio	FL	GOP	25	501,540	20,062
6	Sharron Angle	NV	GOP	3	498,678	166,226
7	Harry Reid	NV	DEM	3	314,698	104,899
8	Carly Fiorina	CA	GOP	53	308,893	5,828
9	John Thune	SD	GOP	1	286,414	286,414
10	Pat Toomey	PA	GOP	19	282,101	14,847

Christine O'Donnell had the most visitors/CD for GOP candidates with **528,426 (528,426 total)** while Harry Reid led the way for DEM candidates with **104,899 (314,698 total)**.

Rank	Campaign	State	Party	CDs	Visitors	Visitors/CD
1	Christine O'Donnell	DE	GOP	1	528,426	528,426
2	John Thune	SD	GOP	1	286,414	286,414
3	Joe Miller	AK	GOP	1	238,644	238,644
4	Sharron Angle	NV	GOP	3	498,678	166,226
5	John McCain	AZ	GOP	5	776,741	155,348
6	Harry Reid	NV	DEM	3	314,698	104,899
7	Rand Paul	KY	GOP	6	548,407	91,401
8	Chris Coons	DE	DEM	1	77,669	77,669
9	Linda McMahon	CT	GOP	5	254,486	50,897
10	Mike Lee	UT	GOP	3	124,336	41,445

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	Christine O'Donnell	DE	GOP	1	528,426	528,426
2	John Thune	SD	GOP	1	286,414	286,414
3	Joe Miller	AK	GOP	1	238,644	238,644
4	Sharron Angle	NV	GOP	3	498,678	166,226
5	John McCain	AZ	GOP	5	776,741	155,348
6	Harry Reid	NV	DEM	3	314,698	104,899
7	Rand Paul	KY	GOP	6	548,407	91,401
8	Chris Coons	DE	DEM	1	77,669	77,669
9	Linda McMahon	CT	GOP	5	254,486	50,897
10	Mike Lee	UT	GOP	3	124,336	41,445
11	Kelly Ayotte	NH	GOP	2	76,692	38,346
12	Russ Feingold	WI	DEM	8	272,254	34,032
13	Michael Bennet	CO	DEM	7	214,804	30,686

14	Scott McAdams	AK	DEM	1	26,445	26,445
15	Ron Johnson	WI	GOP	8	186,792	23,349
16	Dino Rossi	WA	GOP	9	196,808	21,868
17	Ken Buck	CO	GOP	7	152,905	21,844
18	Paul Hodes	NH	DEM	2	41,066	20,533
19	Marco Rubio	FL	GOP	25	501,540	20,062
20	Jack Conway	KY	DEM	6	112,067	18,678
21	Richard Blumenthal	CT	DEM	5	82,388	16,478
22	Ron Wyden	OR	DEM	5	80,261	16,052
23	Roxanne Conlin	IA	DEM	5	78,039	15,608
24	Pat Toomey	PA	GOP	19	282,101	14,847
25	Charles Melancon	LA	DEM	7	91,108	13,015
26	Rodney Glassman	AZ	DEM	5	64,246	12,849
27	Jim DeMint	SC	GOP	6	75,863	12,644
28	David Vitter	LA	GOP	7	86,314	12,331
29	John Raese	WV	GOP	3	34,543	11,514
30	Blanche Lincoln	AR	DEM	4	45,919	11,480
31	Robin Carnahan	MO	DEM	9	101,689	11,299
32	Sam Granato	UT	DEM	3	31,251	10,417
33	Patty Murray	WA	DEM	9	89,622	9,958
34	Rob Portman	OH	GOP	18	176,828	9,824
35	Barbara Boxer	CA	DEM	53	517,083	9,756
36	Tom Sullivan	ID	DEM	2	19,194	9,597
37	Kendrick Meek	FL	DEM	25	203,721	8,149
38	Roy Blunt	MO	GOP	9	73,210	8,134
39	Len Britton	VT	GOP	1	8,047	8,047
40	Jerry Moran	KS	GOP	4	32,066	8,017
41	Elaine Marshall	NC	DEM	13	101,211	7,785
42	Charlie Crist	FL	IND	25	191,652	7,666
43	John Boozman	AR	GOP	4	30,552	7,638
44	John Hoeven	ND	GOP	1	7,514	7,514
45	Alvin Greene	SC	DEM	6	44,774	7,462
46	Joe Sestak	PA	DEM	19	139,122	7,322
47	Mark Kirk	IL	GOP	19	128,862	6,782
48	Patrick Leahy	VT	DEM	1	6,658	6,658
49	Brad Ellsworth	IN	DEM	9	58,645	6,516
50	Jim Huffman	OR	GOP	5	31,358	6,272
51	Carly Fiorina	CA	GOP	53	308,893	5,828
52	Lisa Johnston	KS	DEM	4	21,940	5,485
53	Alexi Giannoulias	IL	DEM	19	100,545	5,292
54	Johnny Isakson	GA	GOP	13	65,082	5,006
55	Mike Crapo	ID	GOP	2	9,976	4,988
56	Dan Coats	IN	GOP	9	37,317	4,146
57	Eric Wargotz	MD	GOP	8	29,971	3,746
58	Daniel Inouye	HI	DEM	2	6,801	3,401
59	Joe Manchin	WV	DEM	3	9,669	3,223
60	Lee Fisher	OH	DEM	18	47,374	2,632
61	Kirsten Gillibrand	NY	DEM	29	75,415	2,601

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62	Tracy Potter	ND	DEM	1	2,548	2,548
63	Tom Coburn	OK	GOP	5	12,179	2,436
64	Joe Dioguardi	NY	GOP	29	55,550	1,916
65	Chuck Grassley	IA	GOP	5	7,013	1,403
66	Jeff Jarrett	HI	IND	2	2,805	1,403
67	William Barnes	AL	DEM	7	8,737	1,248
68	Richard Shelby	AL	GOP	7	8,039	1,148
69	Barbara Mikulski	MD	DEM	8	9,036	1,130
70	Richard Burr	NC	GOP	13	14,657	1,127
71	Jay Townsend	NY	GOP	29	32,571	1,123
72	Michael Thurmond	GA	DEM	13	10,399	800
73	Chuck Schumer	NY	DEM	29	11,661	402
74	Andy Woerner	HI	GOP	2	0	0
75	Jim Rogers	OK	DEM	5	0	0