

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (YouTube) (06/30/2010)

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

Marco Rubio has the most YouTube “views” for Republican (GOP) candidates with **650,188 (26,008/CD)** while Harry Reid leads the way for Democrat (DEM) candidates with **256,857 (85,619/CD)**. GOP candidates account for **7** of the top **10** rankings for total “views” including the entire top **4**.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Marco Rubio	FL	Rep	25	650,188	26,008
2	Rand Paul	KY	Rep	6	595,200	99,200
3	Carly Fiorina	CA	Rep	53	331,597	6,257
4	Jim DeMint	SC	Rep	6	320,531	53,422
5	Harry Reid	NV	Dem	3	256,857	85,619
6	Linda McMahon	CT	Rep	5	212,621	42,524
7	Blanche Lincoln	AR	Dem	4	116,248	29,062
8	Pat Toomey	PA	Rep	19	116,199	6,116
9	Joe Sestak	PA	Dem	19	79,490	4,184
10	Mark Kirk	IL	Rep	19	74,701	3,932

Rand Paul has the most YouTube “views” per congressional district for GOP candidates with **99,200 (595,200 total)** while Harry Reid leads the way for DEM candidates with **85,619 (256,857 total)**. GOP candidates account for **7** of the top **10** rankings for “views” per congressional district.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Rand Paul	KY	Rep	6	595,200	99,200
2	Harry Reid	NV	Dem	3	256,857	85,619
3	Patrick Leahy	VT	Dem	1	68,246	68,246
4	Jim DeMint	SC	Rep	6	320,531	53,422
5	Linda McMahon	CT	Rep	5	212,621	42,524
6	Len Britton	VT	Rep	1	37,062	37,062
7	Blanche Lincoln	AR	Dem	4	116,248	29,062
8	Marco Rubio	FL	Rep	25	650,188	26,008
9	Sharron Angle	NV	Rep	3	61,949	20,650
10	Mike Lee	UT	Rep	3	32,056	10,685

COMPLETE DATA

The table below provides a breakdown of candidates running for the United States Senate this fall, ranked by the number of views” per congressional district.

Rank	Campaign	State	Party	CDs	Primary Date	Views	Views/CD
1	Rand Paul	KY	Rep	6	5/18/2010	595,200	99,200
2	Harry Reid	NV	Dem	3	6/8/2010	256,857	85,619
3	Patrick Leahy	VT	Dem	1	8/24/2010	68,246	68,246
4	Jim DeMint	SC	Rep	6	6/8/2010	320,531	53,422
5	Linda McMahon	CT	Rep	5	8/10/2010	212,621	42,524
6	Len Britton	VT	Rep	1	8/24/2010	37,062	37,062
7	Blanche Lincoln	AR	Dem	4	5/18/2010	116,248	29,062
8	Marco Rubio	FL	Rep	25	8/24/2010	650,188	26,008
9	Sharron Angle	NV	Rep	3	6/8/2010	61,949	20,650
10	Mike Lee	UT	Rep	3	6/22/2010	32,056	10,685
11	Russ Fiengold	WI	Dem	8	9/14/2010	58,967	7,371
12	Benjamin Cardin	MD	Dem	8	9/14/2010	58,070	7,259
13	Carly Fiorina	CA	Rep	53	6/8/2010	331,597	6,257
14	John Thune	SD	Rep	1	6/8/2010	6,127	6,127
15	Pat Toomey	PA	Rep	19	5/18/2010	116,199	6,116
16	Jack Conway	KY	Dem	6	5/18/2010	36,082	6,014
17	Michael Bennet	CO	Dem	7	8/10/2010	37,214	5,316
18	David Vitter	LA	Rep	7	8/28/2010	35,449	5,064
19	Jerry Moran	KS	Rep	4	8/3/2010	18,809	4,702
20	Joe Sestak	PA	Dem	19	5/18/2010	79,490	4,184
21	Mark Kirk	IL	Rep	19	2/2/2010	74,701	3,932
22	Alexi Giannoulias	IL	Dem	19	2/2/2010	74,278	3,909
23	Bill Binnie	NH	Rep	2	9/14/2010	7,570	3,785
24	Andrew Romanoff	CO	Dem	7	8/10/2010	21,681	3,097
25	Paul Hodes	NH	Dem	2	9/14/2010	6,160	3,080
26	Kelly Ayotte	NH	Rep	2	9/14/2010	6,069	3,035
27	Ron Wyden	OR	Dem	5	5/18/2010	14,942	2,988
28	Charles Melancon	LA	Dem	7	8/28/2010	19,859	2,837
29	Tim Bridgewater	UT	Rep	3	6/22/2010	8,425	2,808
30	Robin Carnahan	MO	Dem	9	8/3/2010	18,613	2,068
31	Roxanne Conlin	IA	Dem	5	6/8/2010	10,309	2,062
32	Jim Bender	NH	Rep	2	9/14/2010	3,988	1,994
33	Cal Cunningham	NC	Dem	13	5/4/2010	25,620	1,971
34	Roy Blunt	MO	Rep	9	8/3/2010	17,574	1,953
35	Todd Tiahrt	KS	Rep	4	8/3/2010	7,376	1,844
36	Dino Rossi	WA	Rep	9	8/17/2010	14,976	1,664
37	Charlie Crist	FL	Ind	25	8/24/2010	40,860	1,634
38	Paul Akers	WA	Rep	9	8/17/2010	13,442	1,494
39	Tom Coburn	OK	Rep	5	7/27/2010	7,356	1,471
40	Don Benton	WA	Rep	9	8/17/2010	13,210	1,468
41	Terrence Wall	WI	Rep	8	9/14/2010	11,615	1,452
42	John Boozman	AR	Rep	4	5/18/2010	5,100	1,275
43	Dave Westlake	WI	Rep	8	9/14/2010	10,150	1,269

44	Richard Blumenthal	CT	Dem	5	8/10/2010	6,032	1,206
45	Elaine Marshall	NC	Dem	13	5/4/2010	15,597	1,200
46	Mike Castle	DE	Rep	1	9/14/2010	1,106	1,106
47	John Hoeven	ND	Rep	1	6/8/2010	1,080	1,080
48	Jeff Greene	FL	Dem	25	8/24/2010	26,546	1,062
49	Kendrick Meek	FL	Dem	25	8/24/2010	24,587	983
50	Tracy Potter	ND	Dem	1	6/8/2010	962	962
51	Johnny Isakson	GA	Rep	13	7/20/2010	12,274	944
52	Barbara Boxer	CA	Dem	53	6/8/2010	40,435	763
53	Christine O'Donnell	DE	Rep	1	9/14/2010	715	715
54	Mike Crapo	ID	Rep	2	5/25/2010	1,412	706
55	Jane Norton	CO	Rep	7	8/10/2010	4,887	698
56	Dan Coats	IN	Rep	9	5/4/2010	6,279	698
57	Chris Coons	DE	Dem	1	9/14/2010	678	678
58	Conrad Reynolds	AZ	Rep	8	8/24/2010	4,511	564
59	Richard Burr	NC	Rep	13	5/4/2010	6,572	506
60	Sean Salazar	WA	Rep	9	8/17/2010	3,879	431
61	Ovide Lamontagne	NH	Rep	2	9/14/2010	825	413
62	Chuck Purgason	MO	Rep	9	8/3/2010	3,191	355
63	Lee Fisher	OH	Dem	18	5/4/2010	6,283	349
64	Brad Ellsworth	IN	Dem	9	5/4/2010	3,118	346
65	Jim Holt	AZ	Rep	8	8/24/2010	2,087	261
66	Chuck Grassley	IA	Rep	5	6/8/2010	1,294	259
67	Rob Portman	OH	Rep	18	5/4/2010	4,151	231
68	Tom Wiens	CO	Rep	7	8/10/2010	1,285	184
69	Lisa Murkowski	AK	Rep	1	8/24/2010	159	159
70	Chuck Schumer	NY	Dem	29	9/14/2010	4,050	140
71	William Barnes	AL	Dem	7	6/1/2010	952	136
72	Patty Murray	WA	Dem	9	8/17/2010	995	111
73	Randy Alexander	AZ	Rep	8	8/24/2010	605	76
74	Barbara Mikulski	MD	Dem	8	9/14/2010	303	38
75	Richard Shelby	AL	Rep	7	6/1/2010	237	34
76	Cleve Tidwell	CO	Rep	7	8/10/2010	194	28
77	James Lloyd Huffman II	OR	Rep	5	5/18/2010	68	14
78	Fred Ramey	AZ	Dem	8	8/24/2010	28	4
79	Daniel Inouye	HI	Dem	2	9/18/2010	0	0
80	Ken Buck	CO	Rep	7	8/10/2010	5,716	817
81	Kirsten Gillibrand	NY	Dem	29	9/14/2010	7,723	266
82	Clint Didier	WA	Rep	9	8/17/2010	144	0
83	Tom Sullivan	ID	Dem	2	5/25/2010	0	0
84	Joe Dioguardi	NY	Rep	29	9/14/2010	5,575	192
85	Drew Pritt	AZ	Dem	8	8/24/2010	0	0
86	Andy Woerner	HI	Dem	2	9/18/2010	0	0
87	Steve Barton	CO	Rep	7	8/10/2010	0	0
88	Alvin Greene	SC	Dem	6	6/8/2010	0	0
89	Frank Vondersaar	AK	Dem	1	8/24/2010	0	0

TARGETED  **VICTORY** think | connect | act

90	Jeff Jarrett	HI	Ind	2	9/18/2010	28	14
91	James Schmidt	MO	Rep	9	8/3/2010	0	0