

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (YouTube)(08/25/2010)

**OVERVIEW**

This snapshot reflects growth in YouTube views over the past four weeks. Republican (GOP) U.S. Senate candidates hold **5** of the top **10** rankings for views/CD. GOP Senate candidates account for **64.61%** of all views for Senate candidates during this period: consequently outgrowing the DEM candidates **433,234** to **235,078**.

**HEAD TO HEAD**

GOP candidates hold a head to head advantage in **18** of the **31** (**2** are tied) states that have completed the primary process.

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

**TOP PERFORMERS**

Marco Rubio had the most views for GOP candidates with **150,932 (6,037/CD)** while Harry Reid led the way for DEM candidates with **90,258 (30,086/CD)**.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Marco Rubio	FL	GOP	25	150,932	6,037
2	Sharron Angle	NV	GOP	3	120,319	40,106
3	Harry Reid	NV	DEM	3	90,258	30,086
4	Linda McMahon	CT	GOP	5	40,632	8,126
5	Kendrick Meek	FL	DEM	25	29,364	1,175
6	Robin Carnahan	MO	DEM	9	27,472	3,052
7	Charles Melancon	LA	DEM	7	26,285	3,755
8	Russ Fiengold	WI	DEM	8	18,227	2,278
9	Carly Fiorina	CA	GOP	53	18,007	340
10	Jack Conway	KY	DEM	6	14,929	2,488

Sharron Angle had the most views/CD for GOP candidates with **40,106 (120,319 total)** while Harry Reid led the way for DEM candidates with **30,086 (90,258 total)**.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Sharron Angle	NV	GOP	3	120,319	40,106
2	Harry Reid	NV	DEM	3	90,258	30,086
3	Linda McMahon	CT	GOP	5	40,632	8,126
4	Marco Rubio	FL	GOP	25	150,932	6,037
5	Jim Bender	NH	GOP	2	10,336	5,168
6	Bill Binnie	NH	GOP	2	8,938	4,469
7	Charles Melancon	LA	DEM	7	26,285	3,755
8	Robin Carnahan	MO	DEM	9	27,472	3,052
9	Jack Conway	KY	DEM	6	14,929	2,488
10	Russ Fiengold	WI	DEM	8	18,227	2,278

**COMPLETE DATA**

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

Rank	State	Campaign	Party	CDs	Views	Views/CD
1	NV	Sharron Angle	GOP	3	120,319	40,106
2	NV	Harry Reid	DEM	3	90,258	30,086
3	CT	Linda McMahon	GOP	5	40,632	8,126
4	FL	Marco Rubio	GOP	25	150,932	6,037
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7	LA	Charles Melancon	DEM	7	26,285	3,755
8	MO	Robin Carnahan	DEM	9	27,472	3,052
9	KY	Jack Conway	DEM	6	14,929	2,488
10	WI	Russ Fiengold	DEM	8	18,227	2,278
11	NH	Paul Hodes	DEM	2	4,212	2,106
12	AK	Lisa Murkowski	GOP	1	1,996	1,996
13	CO	Michael Bennet	DEM	7	12,694	1,813
14	AR	Blanche Lincoln	DEM	4	6,656	1,664

15	KS	Jerry Moran	GOP	4	6,257	1,564
16	WA	Dino Rossi	GOP	9	13,889	1,543
17	WA	Patty Murray	DEM	9	12,845	1,427
18	CT	Richard Blumenthal	DEM	5	6,619	1,324
19	KY	Rand Paul	GOP	6	7,732	1,289
20	MO	Roy Blunt	GOP	9	11,301	1,256
21	DE	Chris Coons	DEM	1	1,182	1,182
22	FL	Kendrick Meek	DEM	25	29,364	1,175
23	ND	Tracy Potter	DEM	1	1,154	1,154
24	DE	Christine O'Donnell	GOP	1	1,137	1,137
25	NH	Ovide Lamontagne	GOP	2	2,146	1,073
26	LA	David Vitter	GOP	7	7,044	1,006
27	SC	Jim DeMint	GOP	6	5,434	906
29	PA	Pat Toomey	GOP	19	14,133	744
31	AR	John Boozman	GOP	4	2,252	563
32	SD	John Thune	GOP	1	512	512
33	AZ	John McCain	GOP	5	2,508	502
34	IL	Mark Kirk	GOP	19	8,722	459
35	DE	Mike Castle	GOP	1	391	391
36	PA	Joe Sestak	DEM	19	6,979	367
37	CA	Carly Fiorina	GOP	53	18,007	340
38	GA	Johnny Isakson	GOP	13	3,911	301
39	NH	Kelly Ayotte	GOP	2	556	278
41	ND	John Hoeven	GOP	1	259	259
40	VT	Patrick Leahy	DEM	1	259	259
42	IN	Brad Ellsworth	DEM	9	1,965	218
43	NC	Richard Burr	GOP	13	2,612	201
44	OH	Rob Portman	GOP	18	3,312	184
45	FL	Charlie Crist	Ind	25	4,334	173
46	NC	Elaine Marshall	DEM	13	2,195	169
47	IA	Roxanne Conlin	DEM	5	814	163
48	CA	Barbara Boxer	DEM	53	8,066	152
49	UT	Mike Lee	GOP	3	400	133
50	CO	Ken Buck	GOP	7	841	120
51	IL	Alexi Giannoulias	DEM	19	1,758	93
52	WI	Dave Westlake	GOP	8	684	86
53	OK	Tom Coburn	GOP	5	420	84
54	IN	Dan Coats	GOP	9	656	73
55	OH	Lee Fisher	DEM	18	1,174	65
56	NY	Joe Dioguardi	GOP	29	1,832	63
57	IA	Chuck Grassley	GOP	5	311	62
58	OR	Ron Wyden	DEM	5	183	37
59	NY	Kirsten Gillibrand	DEM	29	863	30
60	MD	Barbara Mikulski	DEM	8	127	16
61	MD	Benjamin Cardin	DEM	8	85	11
62	AL	Richard Shelby	GOP	7	12	2

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64	NY	Chuck Schumer	DEM	29	28	1
78	AL	William Barnes	DEM	7	0	0
70	AZ	Rodney Glassman	DEM	5	0	0
75	GA	Michael Thurmond	DEM	13	0	0
67	HI	Andy Woerner	GOP	2	0	0
68	HI	Jeff Jarrett	Ind	2	0	0
66	HI	Daniel Inouye	DEM	2	0	0
65	ID	Mike Crapo	GOP	2	0	0
79	ID	Tom Sullivan	DEM	2	0	0
73	KS	Lisa Johnston	DEM	4	0	0
69	NY	Martin Chicon	GOP	29	0	0
74	OK	Jim Rogers	DEM	5	0	0
80	OR	Jim Huffman	GOP	5	0	0
77	SC	Alvin Greene	DEM	6	0	0
76	UT	Sam Granato	DEM	3	0	0
71	VT	Len Britton	GOP	1	0	0