

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (YouTube)(09/22/2010)

OVERVIEW

This snapshot reflects growth in YouTube views over the past **4** weeks.

Republican (GOP) U.S. Senate candidates hold **7** of the top **10** rankings for views/CD. GOP Senate candidates account for **64.69%** of all views for Senate candidates during this period: consequently outgrowing the DEM candidates **684,626** to **339,969**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **27** of the **36** states that have completed the primary process.

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

TOP PERFORMERS

Sharron Angle had the most views for GOP candidates with **133,359 (44,453/CD)** while Harry Reid led the way for DEM candidates with **109,049 (36,350/CD)**.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Sharron Angle	NV	GOP	3	133,359	44,453
2	Harry Reid	NV	DEM	3	109,049	36,350
3	Carly Fiorina	CA	GOP	53	105,982	2,000
4	Marco Rubio	FL	GOP	25	86,510	3,460
5	Ron Johnson	WI	GOP	8	52,871	6,609
6	Joe Miller	AK	GOP	1	42,973	42,973
7	Barbara Boxer	CA	DEM	53	35,245	665
8	Charlie Crist	FL	Ind	25	33,685	1,347
9	Linda McMahon	CT	GOP	5	28,444	5,689
10	Richard Burr	NC	GOP	13	27,462	2,112

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1	Sharron Angle	NV	GOP	3	133,359	44,453
2	Joe Miller	AK	GOP	1	42,973	42,973
3	Harry Reid	NV	DEM	3	109,049	36,350
4	Christine O'Donnell	DE	GOP	1	22,245	22,245
5	Len Britton	VT	GOP	1	16,702	16,702
6	Chris Coons	DE	DEM	1	10,177	10,177
7	Ron Johnson	WI	GOP	8	52,871	6,609
8	Linda McMahon	CT	GOP	5	28,444	5,689
9	Marco Rubio	FL	GOP	25	86,510	3,460
10	Jack Conway	KY	DEM	6	20,517	3,420

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.

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1	Sharron Angle	NV	GOP	3	133,359	44,453
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8	Linda McMahon	CT	GOP	5	28,444	5,689
9	Marco Rubio	FL	GOP	25	86,510	3,460
10	Jack Conway	KY	DEM	6	20,517	3,420
11	Russ Feingold	WI	DEM	8	24,558	3,070
12	Chuck Grassley	IA	GOP	5	15,215	3,043
13	Paul Hodes	NH	DEM	2	6,075	3,038

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14	Blanche Lincoln	AR	DEM	4	12,048	3,012
15	Michael Bennet	CO	DEM	7	20,279	2,897
16	Dino Rossi	WA	GOP	9	24,389	2,710
17	Richard Blumenthal	CT	DEM	5	13,345	2,669
18	Eric Wargatz	MD	GOP	8	17,467	2,183
19	Richard Burr	NC	GOP	13	27,462	2,112
20	Carly Fiorina	CA	GOP	53	105,982	2,000
21	Roy Blunt	MO	GOP	9	17,264	1,918
22	Tracy Potter	ND	DEM	1	1,627	1,627
23	Robin Carnahan	MO	DEM	9	13,127	1,459
24	Charlie Crist	FL	Ind	25	33,685	1,347
25	Mark Kirk	IL	GOP	19	21,680	1,141
26	Rand Paul	KY	GOP	6	6,533	1,089
27	John Boozman	AR	GOP	4	4,022	1,006
28	Patty Murray	WA	DEM	9	8,227	914
29	Pat Toomey	PA	GOP	19	17,198	905
30	David Vitter	LA	GOP	7	6,142	877
31	Joe Sestak	PA	DEM	19	14,939	786
32	Scott McAdams	AK	DEM	1	665	665
33	Barbara Boxer	CA	DEM	53	35,245	665
34	Kendrick Meek	FL	DEM	25	15,295	612
35	Dan Coats	IN	GOP	9	5,435	604
36	John McCain	AZ	GOP	5	2,928	586
37	Kelly Ayotte	NH	GOP	2	1,081	541
38	John Hoeven	ND	GOP	1	506	506
39	John Thune	SD	GOP	1	515	515
40	Johnny Isakson	GA	GOP	13	5,956	458
41	Andy Woerner	HI	GOP	2	877	439
42	Rob Portman	OH	GOP	18	7,122	396
43	Jim Huffman	OR	GOP	5	1,980	396
44	Charles Melancon	LA	DEM	7	2,971	424
45	Sam Granato	UT	DEM	3	1,160	387
46	Roxanne Conlin	IA	DEM	5	1,823	365
47	Kirsten Gillibrand	NY	DEM	29	10,537	363
48	Lee Fisher	OH	DEM	18	5,819	323
49	Lisa Johnston	KS	DEM	4	1,128	282
50	Brad Ellsworth	IN	DEM	9	2,367	263
51	Elaine Marshall	NC	DEM	13	3,218	248
52	Jim DeMint	SC	GOP	6	1,446	241
53	Rodney Glassman	AZ	DEM	5	1,165	233
54	Tom Sullivan	ID	DEM	2	0	0
55	Alexi Giannoulias	IL	DEM	19	2,960	156
56	Michael Thurmond	GA	DEM	13	0	0
57	Ken Buck	CO	GOP	7	572	82
58	Jay Townsend	NY	GOP	29	2,136	74
59	Patrick Leahy	VT	DEM	1	178	178
60	Jerry Moran	KS	GOP	4	544	136

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61	Mike Crapo	ID	GOP	2	378	189
62	Chuck Schumer	NY	DEM	29	381	13
63	William Barnes	AL	DEM	7	142	20
64	Mike Lee	UT	GOP	3	588	196
65	Tom Coburn	OK	GOP	5	108	22
66	Jim Rogers	OK	DEM	5	0	0
67	Ron Wyden	OR	DEM	5	263	53
68	Barbara Mikulski	MD	DEM	8	684	86
69	Daniel Inouye	HI	DEM	2	0	0
70	Joe Dioguardi	NY	GOP	29	5,958	205
71	Jeff Jarrett	HI	IND	2	113	57
72	Richard Shelby	AL	GOP	7	38	5
73	Alvin Greene	SC	DEM	6	0	0