

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (YouTube)(10/20/2010)

OVERVIEW

This snapshot reflects growth in YouTube views over the past **4 weeks** (09/19/2010 – 10/18/2010).

Republican (GOP) U.S. Senate candidates hold **4** of the top **10** rankings for views/CD. GOP Senate candidates account for **63.88%** of all views for Senate candidates during this period: consequently outgrowing the DEM candidates **2,046,047** to **1,123,755**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **22** of the **37** states that have completed the primary process.

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

TOP PERFORMERS

Christine O'Donnell had the most views for GOP candidates with **608,183 (608,183/CD)** while Jack Conway led the way for DEM candidates with **201,646 (33,608/CD)**.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Christine O'Donnell	DE	GOP	1	608,183	608,183
2	Carly Fiorina	CA	GOP	53	352,865	6,658
3	Linda McMahon	CT	GOP	5	331,274	66,255
4	Sharron Angle	NV	GOP	3	210,081	70,027
5	Jack Conway	KY	DEM	6	201,646	33,608
6	Joe Manchin	WV	DEM	3	188,998	62,999
7	Russ Feingold	WI	DEM	8	148,522	18,565
8	Harry Reid	NV	DEM	3	132,582	44,194
9	Joe Miller	AK	GOP	1	86,070	86,070
10	Barbara Boxer	CA	DEM	53	75,895	1,432

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4	Linda McMahon	CT	GOP	5	331,274	66,255
5	Joe Manchin	WV	DEM	3	188,998	62,999
6	Scott McAdams	AK	DEM	1	56,050	56,050
7	Harry Reid	NV	DEM	3	132,582	44,194
8	Jack Conway	KY	DEM	6	201,646	33,608
9	Russ Feingold	WI	DEM	8	148,522	18,565
10	Chris Coons	DE	DEM	1	15,115	15,115

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	Campaign	State	Party	CDs	Views	Views/CD
1	Christine O'Donnell	DE	GOP	1	608,183	608,183
2	Joe Miller	AK	GOP	1	86,070	86,070
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8	Jack Conway	KY	DEM	6	201,646	33,608
9	Russ Feingold	WI	DEM	8	148,522	18,565
10	Chris Coons	DE	DEM	1	15,115	15,115
11	John Raese	WV	GOP	3	39,566	13,189
12	Charles Melancon	LA	DEM	7	64,656	9,237
13	Ron Johnson	WI	GOP	8	60,226	7,528

14	David Vitter	LA	GOP	7	48,010	6,859
15	Carly Fiorina	CA	GOP	53	352,865	6,658
16	Richard Blumenthal	CT	DEM	5	30,494	6,099
17	Patrick Leahy	VT	DEM	1	5,692	5,692
18	Dino Rossi	WA	GOP	9	49,389	5,488
19	Len Britton	VT	GOP	1	5,339	5,339
20	Roy Blunt	MO	GOP	9	31,202	3,467
22	Blanche Lincoln	AR	DEM	4	12,474	3,119
21	Chuck Grassley	IA	GOP	5	15,546	3,109
23	Joe Sestak	PA	DEM	19	56,596	2,979
24	Michael Bennet	CO	DEM	7	19,079	2,726
25	Marco Rubio	FL	GOP	25	64,196	2,568
26	Tracy Potter	ND	DEM	1	2,427	2,427
27	Rand Paul	KY	GOP	6	12,879	2,147
28	Patty Murray	WA	DEM	9	18,863	2,096
29	Paul Hodes	NH	DEM	2	4,053	2,027
30	Mark Kirk	IL	GOP	19	35,088	1,847
31	John Boozman	AR	GOP	4	7,023	1,756
32	Robin Carnahan	MO	DEM	9	14,483	1,609
33	Rodney Glassman	AZ	DEM	5	7,532	1,506
34	Barbara Boxer	CA	DEM	53	75,895	1,432
35	Charlie Crist	FL	IND	25	33,249	1,330
36	Rob Portman	OH	GOP	18	22,600	1,256
37	John Thune	SD	GOP	1	1,229	1,229
38	Richard Burr	NC	GOP	13	13,808	1,062
39	Pat Toomey	PA	GOP	19	16,463	866
40	Elaine Marshall	NC	DEM	13	11,179	860
41	John Hoeven	ND	GOP	1	679	679
42	Roxanne Conlin	IA	DEM	5	3,349	670
43	Mike Lee	UT	GOP	3	1,938	646
44	John McCain	AZ	GOP	5	2,888	578
45	Kirsten Gillibrand	NY	DEM	29	15,417	532
46	Kelly Ayotte	NH	GOP	2	1,023	512
47	Dan Coats	IN	GOP	9	4,581	509
48	Lisa Johnston	KS	DEM	4	2,026	507
49	Brad Ellsworth	IN	DEM	9	4,513	501
50	Kendrick Meek	FL	DEM	25	12,099	484
51	Joe Dioguardi	NY	GOP	29	10,081	348
52	Sam Granato	UT	DEM	3	983	328
53	Chuck Schumer	NY	DEM	29	9,138	315
54	Andy Woerner	HI	GOP	2	572	286
55	Eric Wargotz	MD	GOP	8	2,274	284
56	Tom Coburn	OK	GOP	5	1,405	281
57	Johnny Isakson	GA	GOP	13	3,541	272
58	Alexi Giannoulas	IL	DEM	19	4,691	247
59	Jerry Moran	KS	GOP	4	859	215
60	Barbara Mikulski	MD	DEM	8	1,591	199

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61	Lee Fisher	OH	DEM	18	3,245	180
62	Jim DeMint	SC	GOP	6	1,078	180
63	Jim Huffman	OR	GOP	5	878	176
73	Mike Crapo	ID	GOP	2	317	159
64	Ken Buck	CO	GOP	7	904	129
65	Jay Townsend	NY	GOP	29	1,918	66
69	Ron Wyden	OR	DEM	5	183	37
72	William Barnes	AL	DEM	7	184	26
66	Richard Shelby	AL	GOP	7	74	11
67	Jeff Jarrett	HI	IND	2	16	8
68	Daniel Inouye	HI	DEM	2	0	0
70	Michael Thurmond	GA	DEM	13	0	0
71	Tom Sullivan	ID	DEM	2	0	0
74	Alvin Greene	SC	DEM	6	0	0
75	Jim Rogers	OK	DEM	5	0	0