

To: Targeted Victory

From: Michael Beach

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

**OVERVIEW**

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

Republican (GOP) U.S. Senate candidates hold **5** of the top **10** rankings for views/CD. GOP Senate candidates accounted for **67.20%** of all views for Senate candidates during this cycle: consequently outgrowing the DEM candidates **9,401,456** to **4,438,130**.

**HEAD TO HEAD**

GOP candidates hold a head to head advantage in **24** of the **37** states that have completed the primary process.

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

**TOP PERFORMERS**

Sharron Angle had the most views for GOP candidates with **1,489,580 (496,527/CD)** while Harry Reid led the way for DEM candidates with **853,891 (284,630/CD)**.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Sharron Angle	NV	GOP	3	1,489,580	496,527
2	Marco Rubio	FL	GOP	25	1,398,979	55,959
3	Christine O'Donnell	DE	GOP	1	1,228,585	1,228,585
4	Carly Fiorina	CA	GOP	53	1,062,413	20,046
5	Linda McMahon	CT	GOP	5	873,750	174,750
6	Harry Reid	NV	DEM	3	853,891	284,630
7	Rand Paul	KY	GOP	6	673,034	112,172
8	Jack Conway	KY	DEM	6	652,589	108,765
9	Joe Manchin	WV	DEM	3	374,684	124,895
10	Russ Feingold	WI	DEM	8	348,884	43,611

Christine O'Donnell had the most views/CD for GOP candidates with **1,228,585 (1,228,585 total)** while Harry Reid led the way for DEM candidates with **284,630 (853,891 total)**.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Christine O'Donnell	DE	GOP	1	1,228,585	1,228,585
2	Sharron Angle	NV	GOP	3	1,489,580	496,527
3	Harry Reid	NV	DEM	3	853,891	284,630
4	Joe Miller	AK	GOP	1	266,453	266,453
5	Linda McMahon	CT	GOP	5	873,750	174,750
6	Chris Coons	DE	DEM	1	140,000	140,000
7	Joe Manchin	WV	DEM	3	374,684	124,895
8	Rand Paul	KY	GOP	6	673,034	112,172
9	Jack Conway	KY	DEM	6	652,589	108,765
10	Scott McAdams	AK	DEM	1	107,424	107,424

### 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	1,228,585	1,228,585
2	Sharron Angle	NV	GOP	3	1,489,580	496,527
3	Harry Reid	NV	DEM	3	853,891	284,630
4	Joe Miller	AK	GOP	1	266,453	266,453
5	Linda McMahon	CT	GOP	5	873,750	174,750
6	Chris Coons	DE	DEM	1	140,000	140,000
7	Joe Manchin	WV	DEM	3	374,684	124,895
8	Rand Paul	KY	GOP	6	673,034	112,172
9	Jack Conway	KY	DEM	6	652,589	108,765
10	Scott McAdams	AK	DEM	1	107,424	107,424
11	Len Britton	VT	GOP	1	104,967	104,967
12	Patrick Leahy	VT	DEM	1	79,671	79,671
13	Marco Rubio	FL	GOP	25	1,398,979	55,959
14	Jim DeMint	SC	GOP	6	333,431	55,572

15	Russ Feingold	WI	DEM	8	348,884	43,611
16	Blanche Lincoln	AR	DEM	4	172,064	43,016
17	Roy Blunt	MO	GOP	9	278,732	30,970
18	Charles Melancon	LA	DEM	7	214,143	30,592
19	John McCain	AZ	GOP	5	142,286	28,457
20	Ron Johnson	WI	GOP	8	213,216	26,652
21	John Raese	WV	GOP	3	66,388	22,129
22	Michael Bennet	CO	DEM	7	142,758	20,394
23	Carly Fiorina	CA	GOP	53	1,062,413	20,046
24	David Vitter	LA	GOP	7	139,840	19,977
25	Dino Rossi	WA	GOP	9	179,554	19,950
26	Chuck Grassley	IA	GOP	5	92,112	18,422
27	Andy Woerner	HI	GOP	2	30,409	15,205
28	Paul Hodes	NH	DEM	2	28,605	14,303
29	Richard Blumenthal	CT	DEM	5	70,664	14,133
30	Joe Sestak	PA	DEM	19	262,881	13,836
31	Mike Lee	UT	GOP	3	38,957	12,986
32	John Thune	SD	GOP	1	12,308	12,308
33	Mike Crapo	ID	GOP	2	22,760	11,380
34	Pat Toomey	PA	GOP	19	196,750	10,355
35	Mark Kirk	IL	GOP	19	193,668	10,193
36	Tracy Potter	ND	DEM	1	9,854	9,854
37	Robin Carnahan	MO	DEM	9	88,578	9,842
38	Jerry Moran	KS	GOP	4	38,047	9,512
39	Rodney Glassman	AZ	DEM	5	45,276	9,055
40	Patty Murray	WA	DEM	9	68,167	7,574
41	Lee Fisher	OH	DEM	18	122,237	6,791
42	Charlie Crist	FL	IND	25	150,496	6,020
43	Kelly Ayotte	NH	GOP	2	10,497	5,249
44	Richard Burr	NC	GOP	13	67,738	5,211
45	John Boozman	AR	GOP	4	20,769	5,192
46	Barbara Boxer	CA	DEM	53	273,500	5,160
47	Alexi Giannoulas	IL	DEM	19	95,571	5,030
48	Eric Wargotz	MD	GOP	8	36,306	4,538
49	John Hoeven	ND	GOP	1	4,161	4,161
50	Kendrick Meek	FL	DEM	25	103,076	4,123
51	Roxanne Conlin	IA	DEM	5	20,342	4,068
52	Elaine Marshall	NC	DEM	13	45,479	3,498
53	Ron Wyden	OR	DEM	5	16,981	3,396
54	Dan Coats	IN	GOP	9	26,080	2,898
55	Rob Portman	OH	GOP	18	48,389	2,688
56	Brad Ellsworth	IN	DEM	9	23,537	2,615
57	Tom Coburn	OK	GOP	5	12,204	2,441
58	Johnny Isakson	GA	GOP	13	31,311	2,409
59	Lisa Johnston	KS	DEM	4	6,876	1,719
60	Kirsten Gillibrand	NY	DEM	29	41,521	1,432
61	Ken Buck	CO	GOP	7	9,923	1,418

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62	Joe Dioguardi	NY	GOP	29	38,098	1,314
63	Jim Huffman	OR	GOP	5	4,284	857
64	Barbara Mikulski	MD	DEM	8	6,683	835
65	Sam Granato	UT	DEM	3	2,143	714
66	Chuck Schumer	NY	DEM	29	18,061	623
67	Jay Townsend	NY	GOP	29	14,913	514
68	William Barnes	AL	DEM	7	1,990	284
69	Jeff Jarrett	HI	IND	2	239	120
70	Richard Shelby	AL	GOP	7	564	81
71	Michael Thurmond	GA	DEM	13	0	0
72	Daniel Inouye	HI	DEM	2	0	0
73	Tom Sullivan	ID	DEM	2	0	0
74	Jim Rogers	OK	DEM	5	0	0
75	Alvin Greene	SC	DEM	6	0	0