

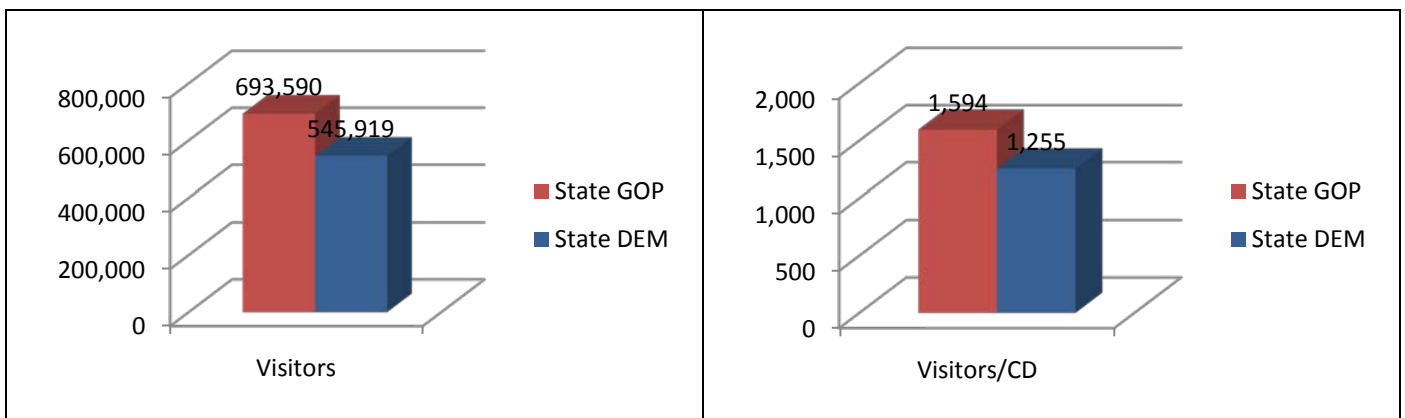
To: Targeted Victory

From: Michael Beach

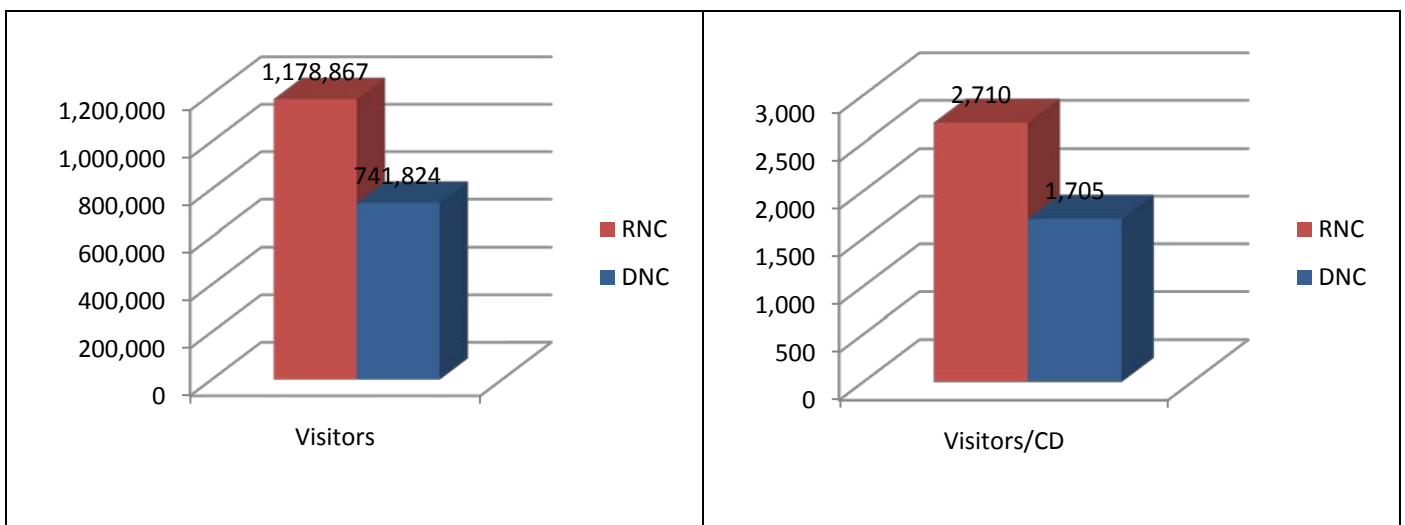
RE: TV Digital Landscape Reports: State Committees (Web Traffic) (06/11/2010)

**OVERVIEW**

Republican State Committees (State GOP) have a **27.05%** advantage over Democrat state committees (State DEM) in total web site “visitors” (January – April), with **693,590** to **545,919**, respectively. State GOP’s average **1,594** “visitors” per congressional district (CD) versus **1,255** for the State DEM’s.

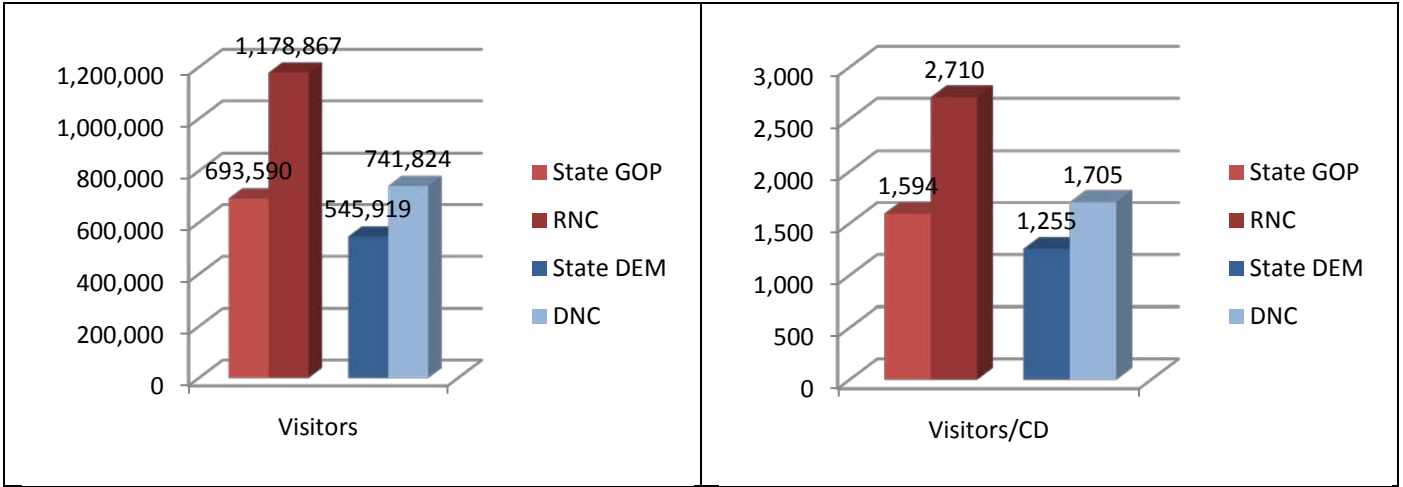


The same results are found with the national committees where the Republican National Committee (RNC) has a **58.91%** advantage over the Democratic National Committee (DNC) in total “visitors”, with **1,178,867** to **741,824** respectively. The RNC averages **2,710** “visitors” per congressional district versus **1,705** for the DNC.



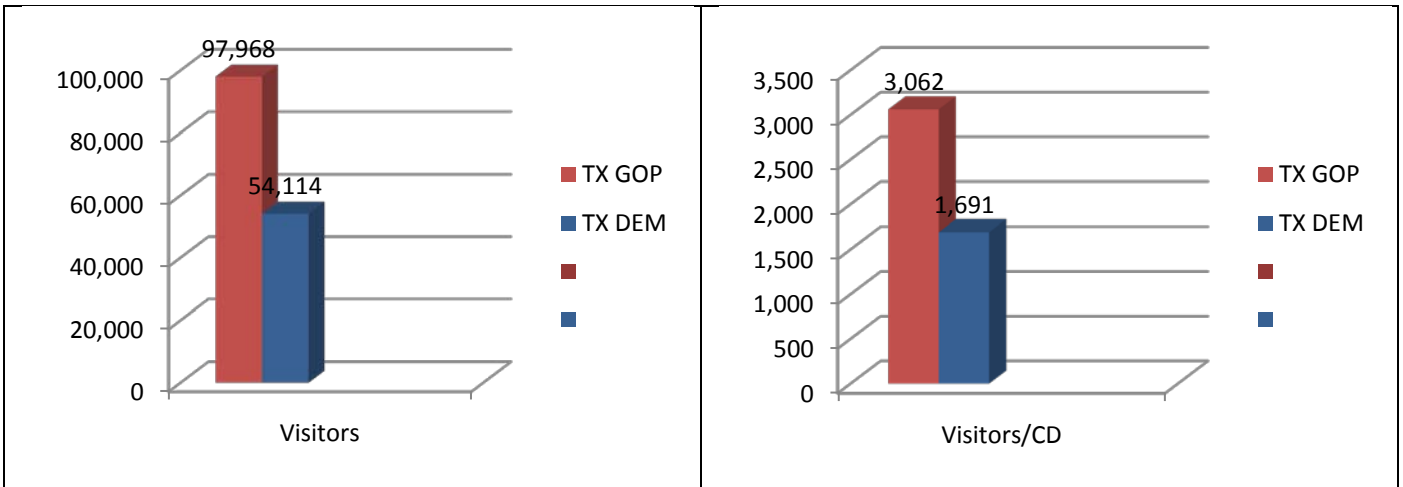
**STATE VERSUS NATIONAL**

The RNC has a **41.16%** advantage over the State GOP's (**1,178,867** to **693,590**) while the DNC has a **26.41%** advantage over the State DEM's (**741,824** to **545,919**).

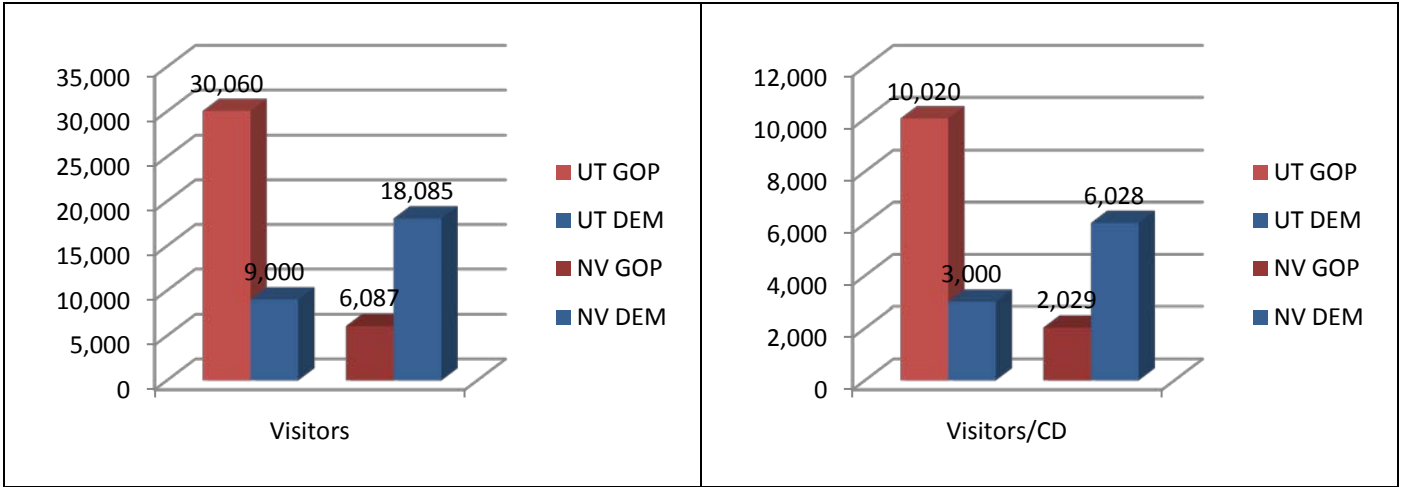


**WHICH STATE COMMITTEES ARE PERFORMING THE BEST WITH WEB SITE VISITORS?**

The Texas Republican Party (TX GOP) has the most "visitors" for State GOP's with **97,968 (3,062/CD)** while the Texas Democratic Party (TX DEM) leads the way for the State DEM's with **54,114 (1,691/CD)**.

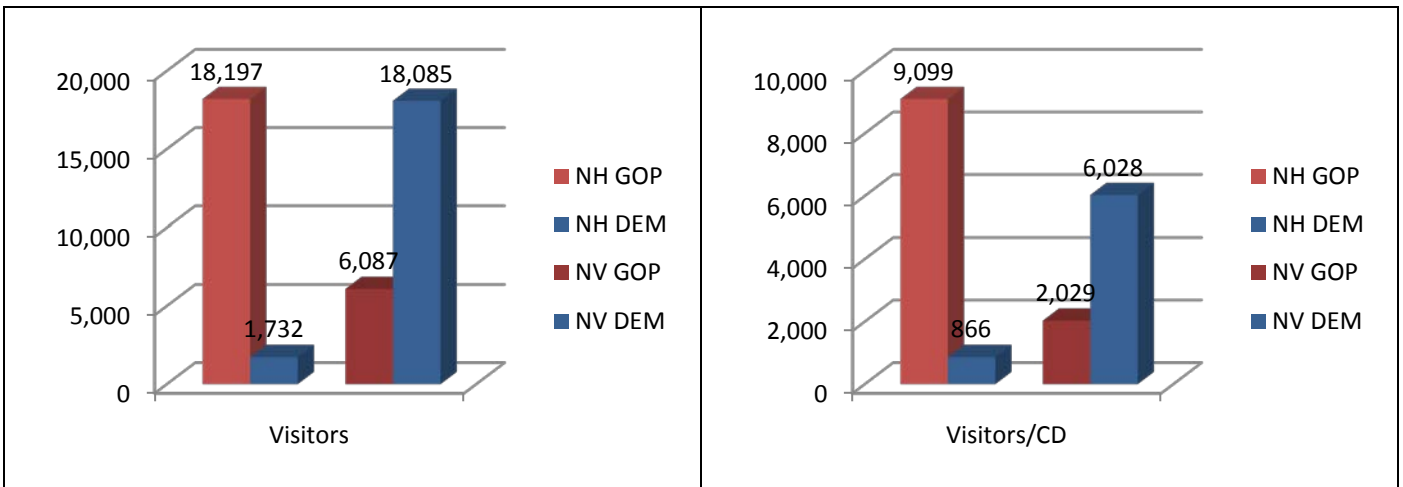


The Utah Republican Party (UT GOP) has the most “visitors” per congressional district for State GOP’s, with **10,020**, and the Nevada Democratic Party (NV DEM) leads the way for the State DEM’s with **6,028**.



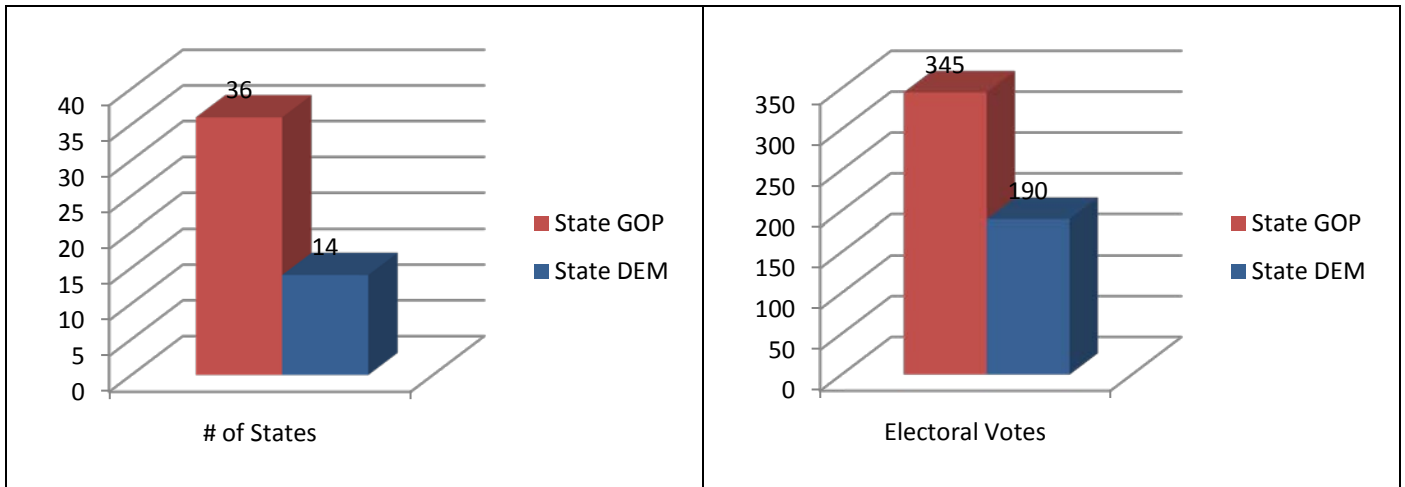
The New Hampshire Republican Party (NH GOP) has the biggest advantage per congressional district against its in-state counterpart for Republicans, with an advantage of **8,233/CD** versus the New Hampshire Democratic Party (NH DEM).

The Nevada Democratic Party (NV DEM) has the biggest advantage per congressional district against its in-state counterpart for Democrats, with an advantage of **3,999/CD** versus the Nevada Republican Party (NV GOP).



**BATTLEGROUND STATES**

State GOP's hold an advantage for "visitors" in **36** states, compared to **14** for State DEM's, as well as a sizeable lead in terms of the electoral college (**345** to **190**).



In the race for the U.S. Senate, State GOP's hold an advantage in **6** of the **10** races, identified as "toss up" by the [Cook Political Report \(06/01/2010\)](#).

State	(+/-)
New Hampshire	8,233
Colorado	1,052
Arkansas	731
Missouri	322
Pennsylvania	289
Kentucky	65
Washington	-117
Ohio	-867
Florida	-922
Nevada	-3,999

In the 2010 Gubernatorial Election, State GOP's have an advantage in **12** of the **18** races, identified as "toss up" by the [Cook Political Report \(06/10/2010\)](#).

State	(+/-)
Minnesota	5,376
Vermont	2,571
Wisconsin	2,168
Massachusetts	1,528
Texas	1,370
Colorado	1,052
Connecticut	879
Arizona	811
Georgia	745
Rhode Island	594
Illinois	467
Pennsylvania	289
California	-298
Iowa	-528
Ohio	-867
Florida	-922
Nevada	-3,999

**CONCLUSION**

The State GOP's account for **8** of the top **10** rankings for web site visitors (by congressional district), and hold an advantage in **36** of the **50** states across the country.

**COMPLETE DATA**

The table below provides a breakdown of the 100 state committees, ranked by the number of "visitors" per congressional district.

Rank	Committee	CDs	Evs	Visitors	Visitors/CD
1	UT GOP	3	5	30,060	<b>10,020</b>
2	NH GOP	2	4	18,197	<b>9,099</b>
3	MN GOP	8	10	66,982	<b>8,373</b>
4	NV DEM	3	5	18,085	<b>6,028</b>
5	CO GOP	7	9	30,444	<b>4,349</b>
6	ME GOP	2	4	7,694	<b>3,847</b>
7	OR GOP	5	7	18,137	<b>3,627</b>
8	WI GOP	8	10	28,955	<b>3,619</b>
9	ND GOP	1	3	3,521	<b>3,521</b>
10	NE DEM	3	5	10,295	<b>3,432</b>
11	CO DEM	7	9	23,078	<b>3,297</b>

12	VT GOP	1	3	3,207	<b>3,207</b>
13	ME DEM	2	4	6,381	<b>3,191</b>
14	AK DEM	1	3	3,075	<b>3,075</b>
15	TX GOP	32	34	97,968	<b>3,062</b>
16	AK GOP	1	3	3,046	<b>3,046</b>
17	NM GOP	3	5	9,130	<b>3,043</b>
18	UT DEM	3	5	9,000	<b>3,000</b>
19	MN DEM	8	10	23,978	<b>2,997</b>
20	MA GOP	10	12	25,709	<b>2,571</b>
21	KS DEM	4	6	10,102	<b>2,526</b>
22	WA DEM	9	11	22,583	<b>2,509</b>
23	VA GOP	11	13	27,049	<b>2,459</b>
24	WA GOP	9	11	21,528	<b>2,392</b>
25	OH DEM	18	20	42,081	<b>2,338</b>
26	VA DEM	11	13	23,489	<b>2,135</b>
27	ND DEM	1	3	2,123	<b>2,123</b>
28	NV GOP	3	5	6,087	<b>2,029</b>
29	AZ GOP	8	10	16,087	<b>2,011</b>
30	IA DEM	5	7	9,545	<b>1,909</b>
31	OR DEM	5	7	9,232	<b>1,846</b>
32	DE GOP	1	3	1,782	<b>1,782</b>
33	TX DEM	32	34	54,114	<b>1,691</b>
34	AR GOP	4	6	6,693	<b>1,673</b>
35	RI GOP	2	4	3,325	<b>1,663</b>
36	NC DEM	13	15	21,025	<b>1,617</b>
37	IN GOP	9	11	14,385	<b>1,598</b>
38	SD GOP	1	3	1,529	<b>1,529</b>
39	FL DEM	25	27	36,997	<b>1,480</b>
40	OH GOP	18	20	26,470	<b>1,471</b>
41	MD DEM	8	10	11,623	<b>1,453</b>
42	WI DEM	8	10	11,608	<b>1,451</b>
43	SC GOP	6	8	8,690	<b>1,448</b>
44	CT GOP	5	7	7,165	<b>1,433</b>
45	SC DEM	6	8	8,487	<b>1,415</b>
46	IA GOP	5	7	6,905	<b>1,381</b>
47	MO GOP	9	11	12,028	<b>1,336</b>
48	PA GOP	19	21	24,789	<b>1,305</b>
49	ID GOP	2	4	2,499	<b>1,250</b>
50	TN DEM	9	11	11,232	<b>1,248</b>
51	GA GOP	13	15	16,092	<b>1,238</b>

52	AZ DEM	8	10	9,599	<b>1,200</b>
53	AL DEM	7	9	8,037	<b>1,148</b>
54	WY GOP	1	3	1,133	<b>1,133</b>
55	NM DEM	3	5	3,354	<b>1,118</b>
56	NC GOP	13	15	14,416	<b>1,109</b>
57	IL GOP	19	21	20,649	<b>1,087</b>
58	RI DEM	2	4	2,137	<b>1,069</b>
59	MT GOP	1	3	1,050	<b>1,050</b>
60	WV GOP	3	5	3,150	<b>1,050</b>
61	AL GOP	7	9	7,341	<b>1,049</b>
62	MA DEM	10	12	10,429	<b>1,043</b>
63	PA DEM	19	21	19,303	<b>1,016</b>
64	MO DEM	9	11	9,134	<b>1,015</b>
65	WY DEM	1	3	1,011	<b>1,011</b>
66	IN DEM	9	11	8,946	<b>994</b>
67	HI GOP	2	4	1,982	<b>991</b>
68	WV DEM	3	5	2,855	<b>952</b>
69	AR DEM	4	6	3,771	<b>943</b>
70	CA DEM	53	55	46,318	<b>874</b>
71	NH DEM	2	4	1,732	<b>866</b>
72	NJ GOP	13	15	11,116	<b>855</b>
73	TN GOP	9	11	7,563	<b>840</b>
74	MI GOP	15	17	11,808	<b>787</b>
75	VT DEM	1	3	636	<b>636</b>
76	IL DEM	19	21	11,770	<b>619</b>
77	LA GOP	7	9	4,090	<b>584</b>
78	MI DEM	15	17	8,656	<b>577</b>
79	CA GOP	53	55	30,544	<b>576</b>
80	FL GOP	25	27	13,948	<b>558</b>
81	CT DEM	5	7	2,771	<b>554</b>
82	GA DEM	13	15	6,407	<b>493</b>
83	OK GOP	5	7	2,462	<b>492</b>
84	MS DEM	4	6	1,957	<b>489</b>
85	KY GOP	6	8	2,911	<b>485</b>
86	SD DEM	1	3	438	<b>438</b>
87	OK DEM	5	7	2,110	<b>422</b>
88	KY DEM	6	8	2,520	<b>420</b>
89	HI DEM	2	4	823	<b>412</b>
90	MT DEM	1	3	406	<b>406</b>
91	NE GOP	3	5	1,207	<b>402</b>

92	DE DEM	1	3	387	<b>387</b>
93	MS GOP	4	6	1,342	<b>336</b>
94	KS GOP	4	6	1,275	<b>319</b>
95	NJ DEM	13	15	3,585	<b>276</b>
96	MD GOP	8	10	2,049	<b>256</b>
97	NY GOP	29	31	7,401	<b>255</b>
98	NY DEM	29	31	6,793	<b>234</b>
99	LA DEM	7	9	1,493	<b>213</b>
100	ID DEM	2	4	408	<b>204</b>