

To: Targeted Victory

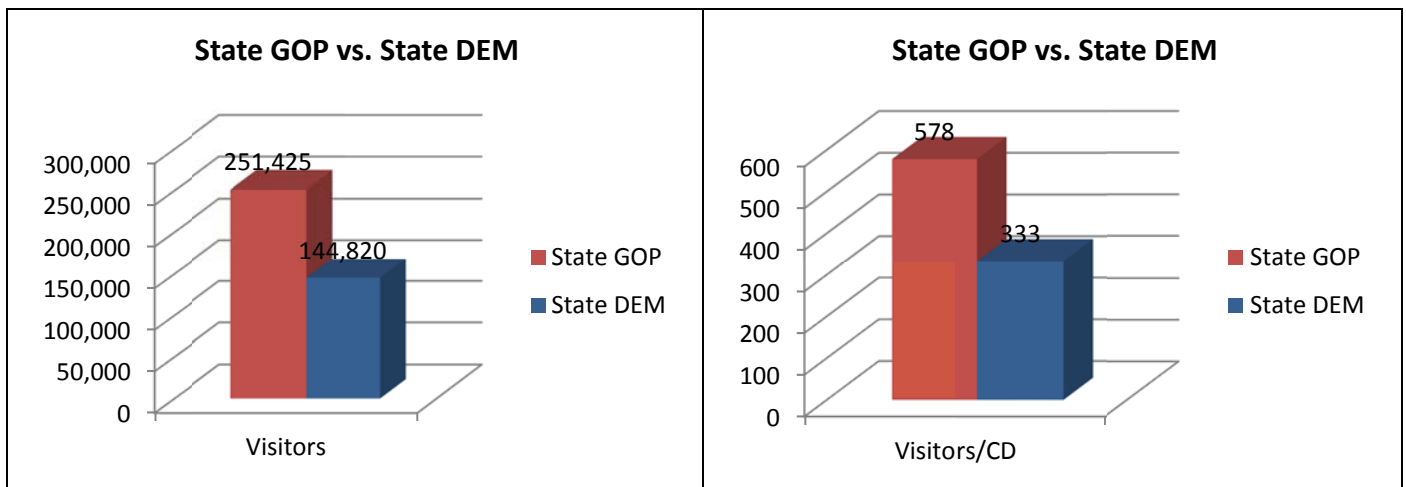
From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Web Traffic) (07/09/2010)

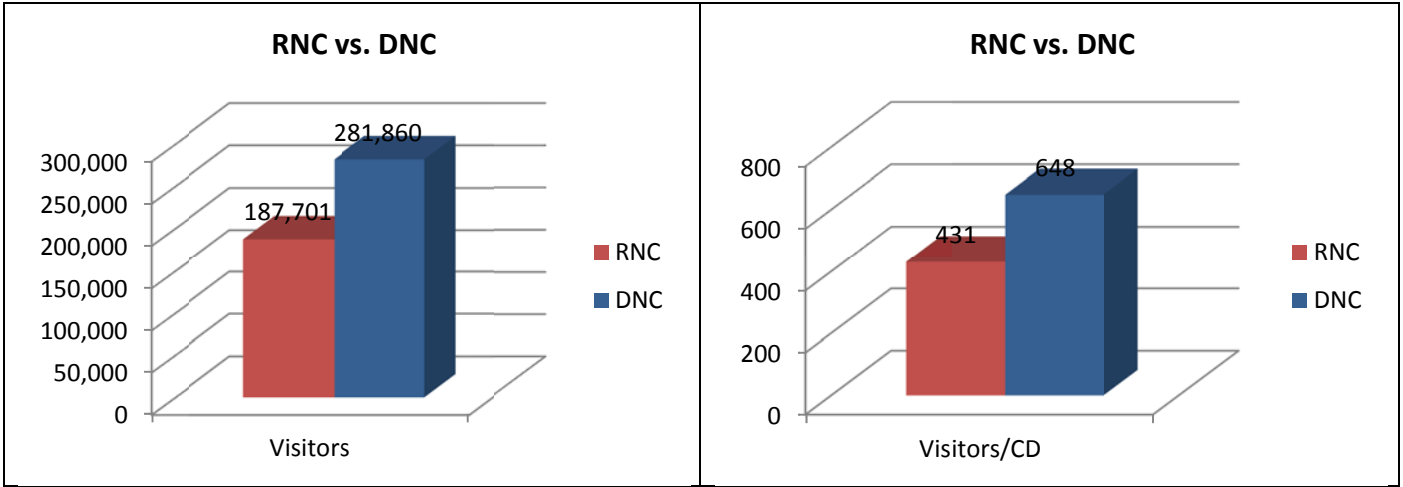
OVERVIEW

This snapshot reflects May web traffic as reported by Compete.com for each of the 100 state committees. The State GOP's account for **8** of the top **10** rankings (including the entire top 5) for total web site visitors (visitors) by congressional district (CD), and hold an advantage in **26** of the **50** states across the country. Overall, web traffic for these state committees, was up **12.79%** between April and May.

Republican State Committees (State GOP) had a **73.61%** advantage over Democrat State Committees (State DEM) in visitors, with **251,425** to **144,820**, respectively. State GOP's averaged **578** visitors per congressional district (CD) versus **333** for the State DEM's.

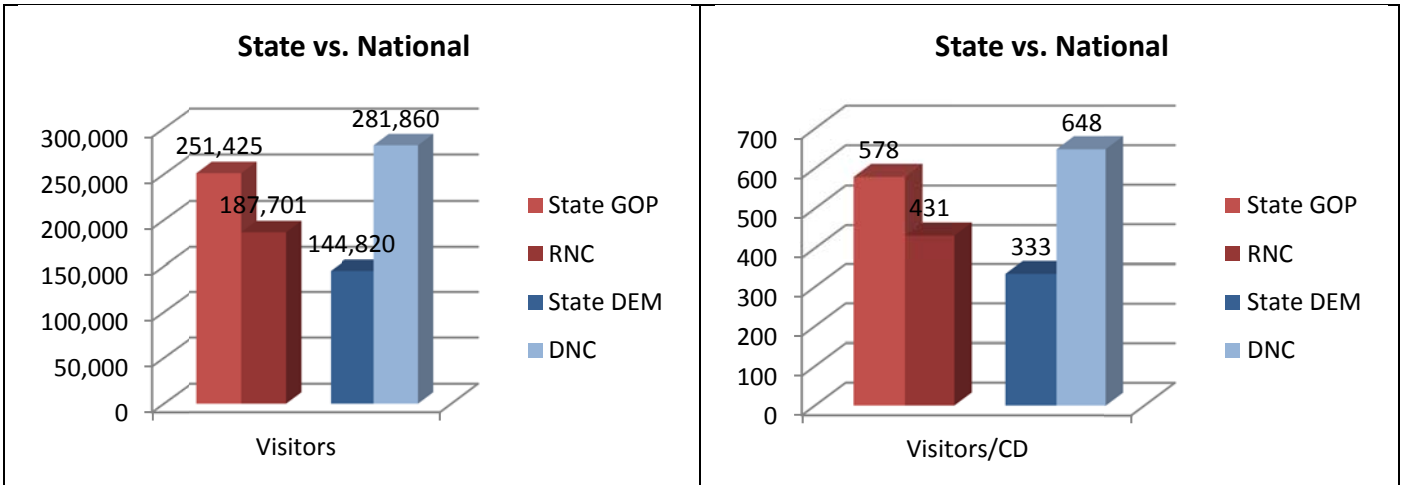


The Democratic National Committee (DNC) had a **33.41%** advantage over the Republican National Committee (RNC) in visitors, with **281,860** to **187,701**, respectively. The DNC averaged **648** visitors per CD versus **431** for the RNC.



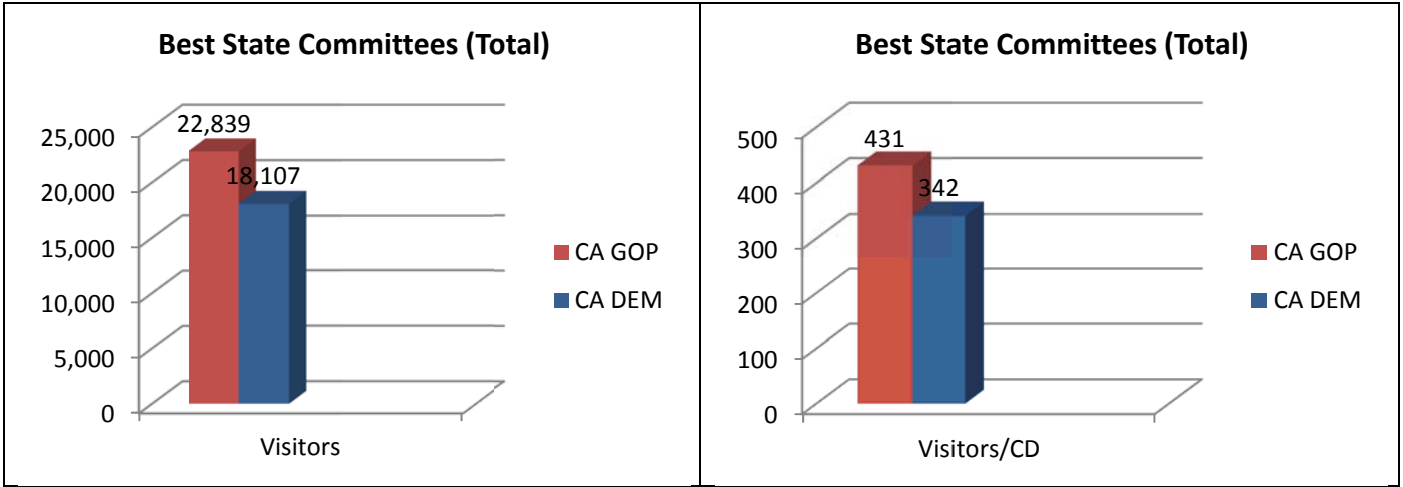
STATE VERSUS NATIONAL

The State GOP's had a **33.95%** advantage over the RNC (**251,425** to **187,701**), while the DNC had a **48.62%** advantage over the State DEM's (**281,860** to **144,820**).

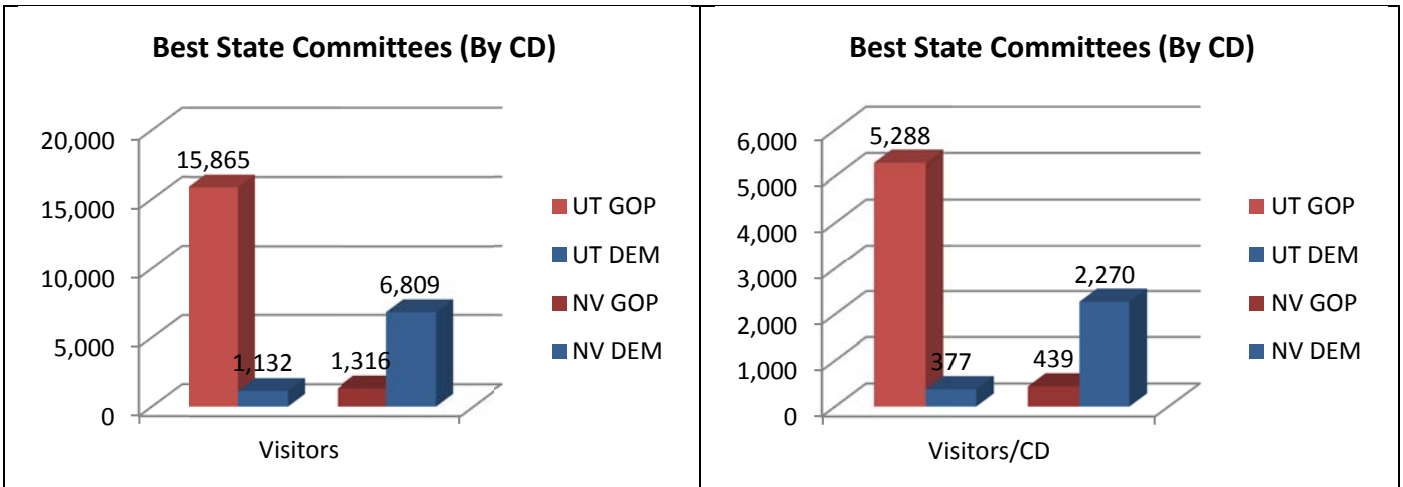


WHICH STATE COMMITTEES ARE PERFORMING THE BEST WITH WEB SITE VISITORS?

The California Republican Party (CA GOP) had the most visitors for State GOP's with **22,839 (431/CD)** while the California Democratic Party (CA DEM) led the way for the State DEM's with **18,107 (342/CD)**.

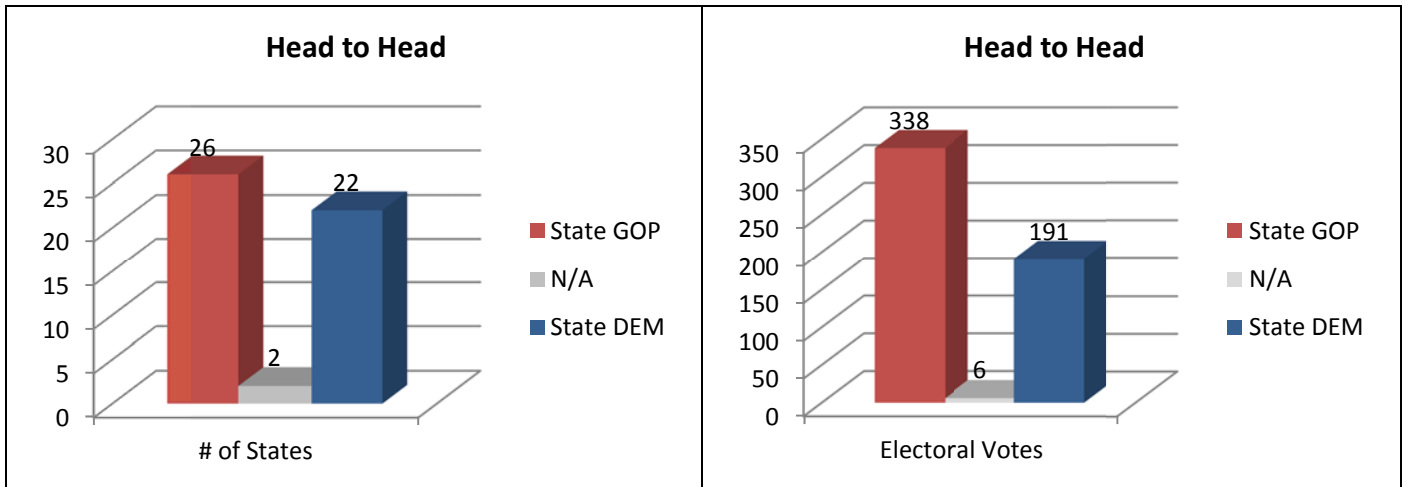


The Utah Republican Party (UT GOP) had the most visitors per CD for State GOP's with **5,288 (15,865 total)** while the Nevada Democratic Party (NV DEM) led the way for the State DEM's with **2,270 (6,809 total)**.



BATTLEGROUND STATES

State GOP's hold an advantage for visitors in **26** states, compared to **22** for State DEM's (2 are tied). State GOP's also hold a sizeable lead in terms of the electoral college (**338** to **191**).



In the race for the U.S. Senate, State GOP's hold an advantage in **8** of the **10** races, identified as "toss up" by the [Cook Political Report \(06/24/2010\)](#).

Senate	GOP +/- Per CD
Arkansas	1,087
Missouri	440
Ohio	417
Washington	280
New Hampshire	253
Pennsylvania	250
Florida	127
Kentucky	-51
Colorado	-298
Nevada	-1,831

In the 2010 Gubernatorial Election, State GOP's have an advantage in **11** of the **18** races, identified as "toss up" by the [Cook Political Report \(06/17/2010\)](#).

Gubernatorial	GOP +/- Per CD
New Mexico	2,401
Arizona	1,517
Ohio	417
Illinois	392
Wisconsin	365
Connecticut	362
Texas	256
Pennsylvania	250
Georgia	198
Florida	127
California	89
Vermont	0
Minnesota	-35
Iowa	-87
Massachusetts	-97
Rhode Island	-215
Colorado	-298
Nevada	-1,831

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	15,865	5,288
2	ME GOP	2	4	8,963	4,482
3	NM GOP	3	5	8,538	2,846
4	OR GOP	5	7	12,376	2,475
5	ID GOP	2	4	4,654	2,327
6	NV DEM	3	5	6,809	2,270
7	AZ GOP	8	10	15,663	1,958
8	SD GOP	1	3	1,781	1,781
9	KS DEM	4	6	6,766	1,692
10	AR GOP	4	6	5,315	1,329
11	DE DEM	1	3	1,261	1,261
12	NC GOP	13	15	15,446	1,188
13	WI GOP	8	10	8,594	1,074
14	CO DEM	7	9	7,007	1,001

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15	AL DEM	7	9	6,500	929
16	IN GOP	9	11	8,110	901
17	AK DEM	1	3	893	893
18	AL GOP	7	9	6,071	867
19	SC GOP	6	8	4,888	815
20	VA GOP	11	13	8,389	763
21	ME DEM	2	4	1,452	726
22	OR DEM	5	7	3,599	720
23	PA GOP	19	21	13,486	710
24	WI DEM	8	10	5,671	709
25	CO GOP	7	9	4,924	703
26	CT GOP	5	7	3,229	646
27	OH GOP	18	20	11,164	620
28	MN DEM	8	10	4,836	605
29	TX GOP	32	34	18,551	580
30	MN GOP	8	10	4,555	569
31	NH GOP	2	4	1,025	513
32	HI DEM	2	4	1,011	506
33	WA GOP	9	11	4,219	469
34	KS GOP	4	6	1,859	465
35	SD DEM	1	3	464	464
36	PA DEM	19	21	8,739	460
37	MO GOP	9	11	4,139	460
38	NJ DEM	13	15	5,851	450
39	NM DEM	3	5	1,336	445
40	AZ DEM	8	10	3,525	441
41	NV GOP	3	5	1,316	439
42	NC DEM	13	15	5,628	433
43	CA GOP	53	55	22,839	431
44	VA DEM	11	13	4,640	422
45	IL GOP	19	21	7,862	414
46	DE GOP	1	3	408	408
47	NE DEM	3	5	1,174	391
48	GA GOP	13	15	4,941	380
49	UT DEM	3	5	1,132	377
50	TN DEM	9	11	3,316	368
51	MA DEM	10	12	3,436	344
52	CA DEM	53	55	18,107	342
53	TX DEM	32	34	10,363	324
54	KY DEM	6	8	1,910	318
55	FL GOP	25	27	7,173	287

56	NJ GOP	13	15	3,702	285
57	CT DEM	5	7	1,421	284
58	MI DEM	15	17	4,098	273
59	KY GOP	6	8	1,606	268
60	NH DEM	2	4	519	260
61	MA GOP	10	12	2,470	247
62	WV GOP	3	5	740	247
63	AR DEM	4	6	969	242
64	MT DEM	1	3	226	226
65	MT GOP	1	3	220	220
66	SC DEM	6	8	1,294	216
67	RI DEM	2	4	430	215
68	OH DEM	18	20	3,662	203
69	WA DEM	9	11	1,699	189
70	MI GOP	15	17	2,763	184
71	GA DEM	13	15	2,362	182
72	FL DEM	25	27	3,995	160
73	IN DEM	9	11	1,339	149
74	IA DEM	5	7	735	147
75	MS GOP	4	6	568	142
76	MD DEM	8	10	1,050	131
77	NY DEM	29	31	3,716	128
78	WY DEM	1	3	115	115
79	TN GOP	9	11	1,023	114
80	OK DEM	5	7	515	103
81	WV DEM	3	5	293	98
82	IA GOP	5	7	302	60
83	MD GOP	8	10	427	53
84	LA DEM	7	9	372	53
85	NY GOP	29	31	1,261	43
86	IL DEM	19	21	407	21
87	MO DEM	9	11	177	20
88	AK GOP	1	3	N/A	N/A
89	HI GOP	2	4	N/A	N/A
90	ID DEM	2	4	N/A	N/A
91	LA GOP	7	9	N/A	N/A
92	MS DEM	4	6	N/A	N/A
93	ND DEM	1	3	N/A	N/A
94	ND GOP	1	3	N/A	N/A
95	NE GOP	3	5	N/A	N/A
96	OK GOP	5	7	N/A	N/A

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97	RI GOP	2	4	N/A	N/A
98	VT DEM	1	3	N/A	N/A
99	VT GOP	1	3	N/A	N/A
100	WY GOP	1	3	N/A	N/A