

To: Targeted Victory

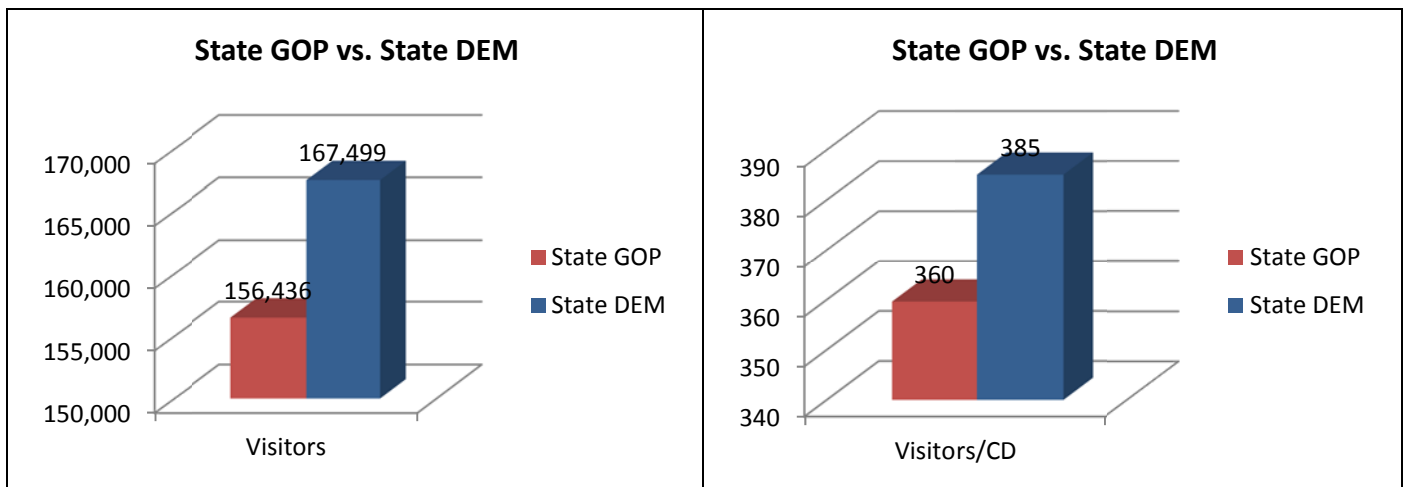
From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Web Traffic)(08/05/2010)

OVERVIEW

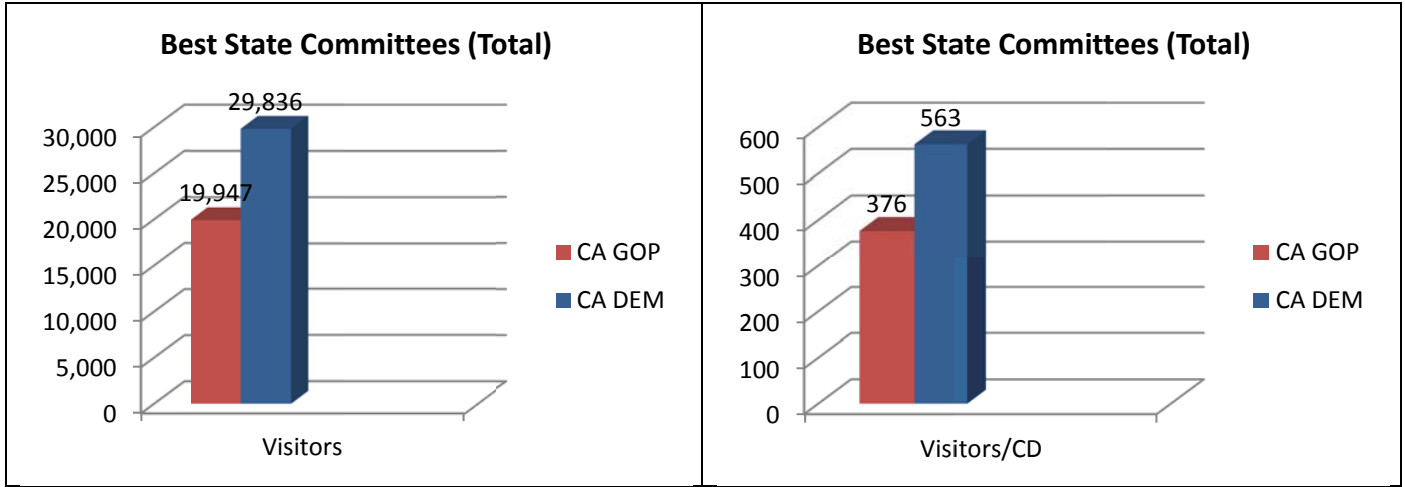
This snapshot reflects growth in Web Traffic visitors over the past four weeks. The State DEM's account for **6** of the top **10** rankings for visitors per congressional district (visitors/CD). State GOP's hold an advantage in **26** of the **50** states across the country for visitors/CD. Overall, visitors for these state committees, was down **-18.25%** during this period. State GOP's declined by **-37.78%** while State DEM's grew by **15.66%**.

State DEM's had a **6.60%** advantage over State GOP's in total visitors, with **167,499** to **156,436**, respectively. State DEM's averaged **385** visitors/CD versus **360** for the State GOP's.

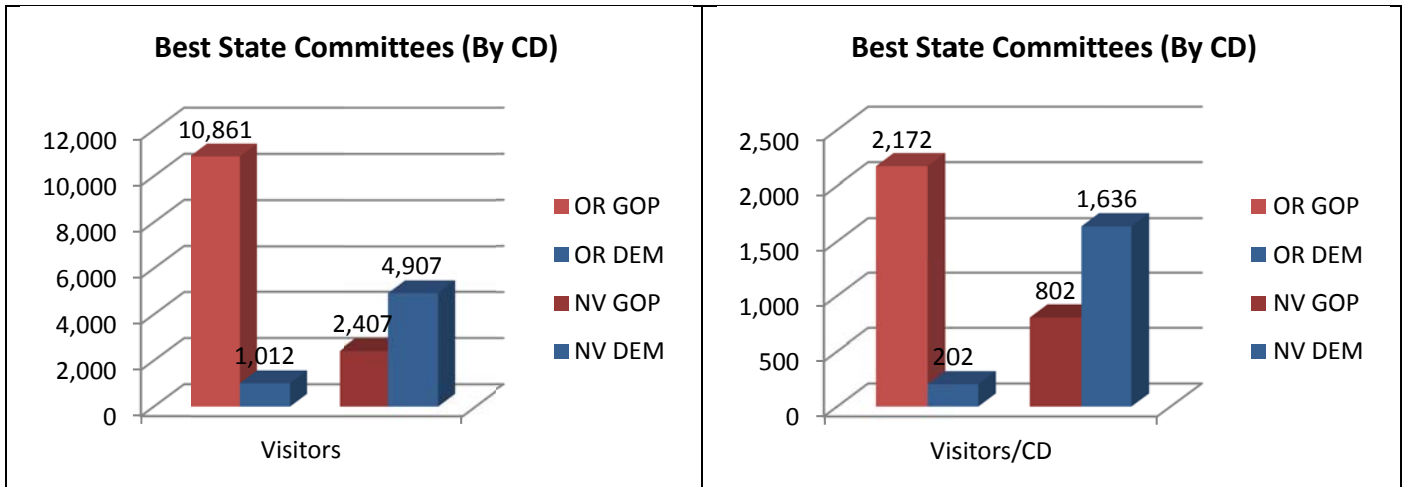


WHICH STATE COMMITTEES ARE PERFORMING THE BEST WITH WEB TRAFFIC?

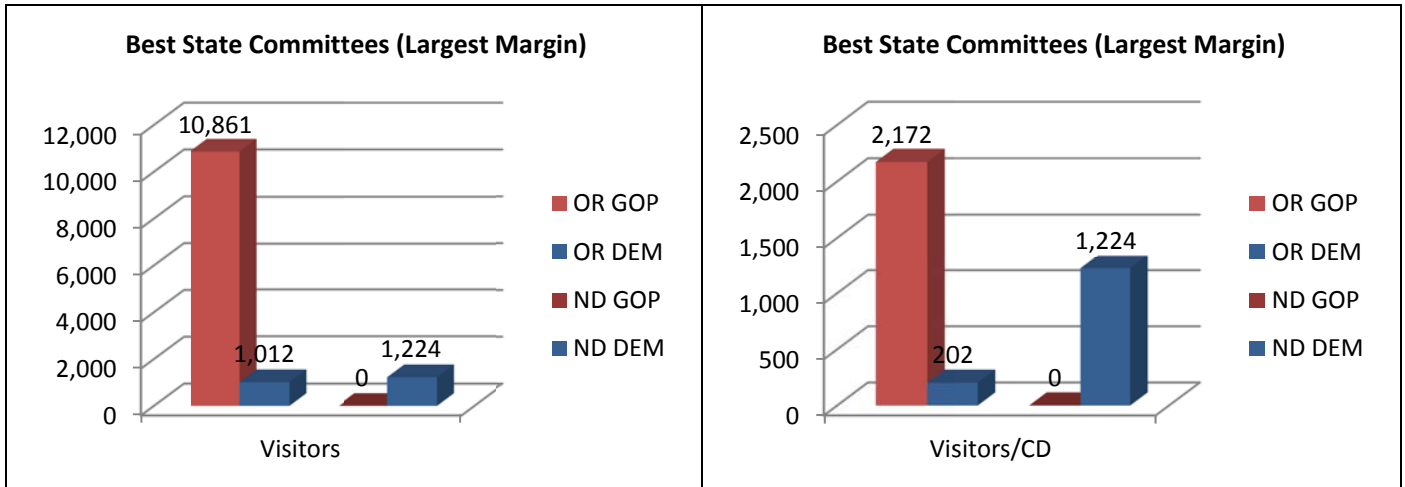
The California Republican Party (CA GOP) had the most visitors for State GOP's with **19,947 (376/CD)**, while the California Democratic Party (CA DEM) leads the way for State DEM's with **29,836 (563/CD)**.



The Oregon Republican Party (OR GOP) had the most visitors/CD for State GOP's with **2,172 (10,861 total)**, while the Nevada Democratic Party (NV DEM) leads the way for State DEM's with **1,636 (4,907 total)**.

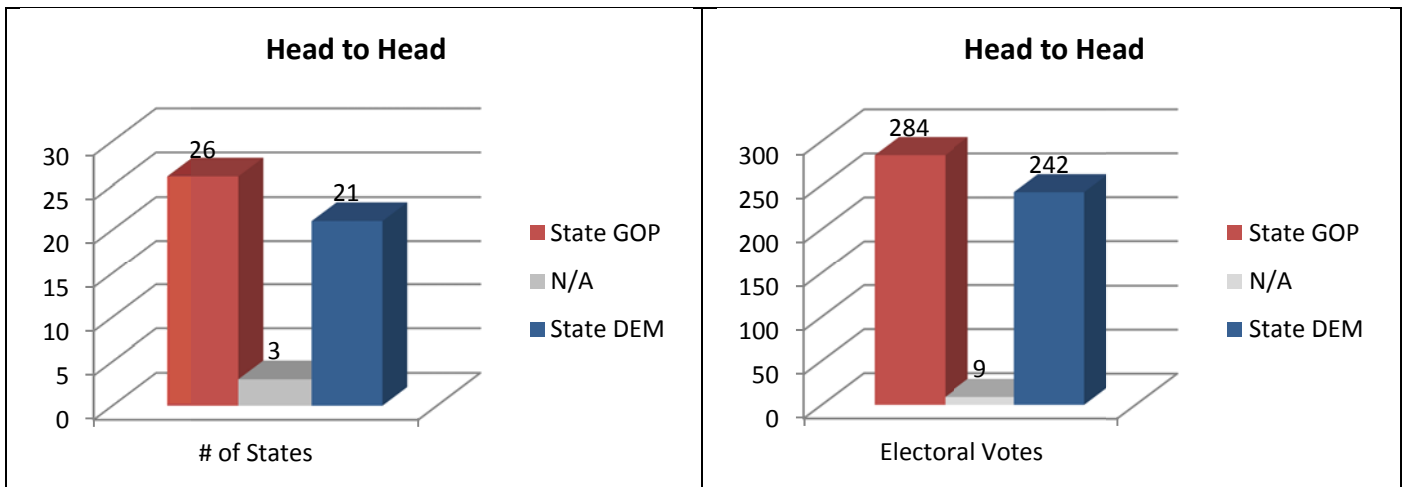


The Oregon Republican Party (OR GOP) had the largest margin versus it's inner state counterpart (2,172 to 202) for State GOP's, while the North Dakota Democratic Party (ND DEM) led the way for State DEM's (1,224 to 0).



BATTLEGROUND STATES

State GOP's hold an advantage for visitors/CD in 26 states, compared to 21 for State GOP's (3 states are tied), as well as a lead in terms of the Electoral College (284 to 242).



COMPLETE DATA

The table below provides a breakdown of the 100 state committees, ranked by the number of visitors/CD.

Rank	State Committee	Party	CDs	Evs	Visitors (Current)	Visitors (Current)/CD
1	OR GOP	GOP	5	7	10,861	1,552
2	SC GOP	GOP	6	8	8,375	1,047
3	NV DEM	DEM	3	5	4,907	981
4	SC DEM	DEM	6	8	7,259	907
5	VA GOP	GOP	11	13	11,197	861
6	MN DEM	DEM	8	10	8,481	848

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7	WI GOP	GOP	8	10	7,692	769
8	WI DEM	DEM	8	10	7,587	759
9	OH DEM	DEM	18	20	14,612	731
10	FL DEM	DEM	25	27	18,979	703
11	UT DEM	DEM	3	5	3,439	688
12	NJ DEM	DEM	13	15	9,341	623
13	WA GOP	GOP	9	11	6,390	581
14	CA DEM	DEM	53	55	29,836	542
15	TX GOP	GOP	32	34	17,523	515
16	ME GOP	GOP	2	4	2,058	515
17	NV GOP	GOP	3	5	2,407	481
18	MN GOP	GOP	8	10	4,781	478
19	MT GOP	GOP	1	3	1,419	473
20	MT DEM	DEM	1	3	1,395	465
21	NH GOP	GOP	2	4	1,834	459
22	TX DEM	DEM	32	34	15,434	454
23	UT GOP	GOP	3	5	2,090	418
24	ND DEM	DEM	1	3	1,224	408
25	AZ GOP	GOP	8	10	3,990	399
26	SD DEM	DEM	1	3	1,190	397
27	AL DEM	DEM	7	9	3,333	370
28	CT GOP	GOP	5	7	2,562	366
29	NM GOP	GOP	3	5	1,815	363
30	CA GOP	GOP	53	55	19,947	363
31	NE GOP	GOP	3	5	1,777	355
32	NH DEM	DEM	2	4	1,304	326
33	MA GOP	GOP	10	12	3,773	314
34	CO DEM	DEM	7	9	2,768	308
35	AL GOP	GOP	7	9	2,751	306
36	TN DEM	DEM	9	11	3,343	304
37	VA DEM	DEM	11	13	3,915	301
38	AZ DEM	DEM	8	10	2,995	300
39	NJ GOP	GOP	13	15	4,322	288
40	IL GOP	GOP	19	21	5,841	278
41	GA GOP	GOP	13	15	3,913	261
42	DE DEM	DEM	1	3	770	257
43	RI DEM	DEM	2	4	999	250
44	MO DEM	DEM	9	11	2,726	248
45	OK GOP	GOP	5	7	1,733	248
46	KS DEM	DEM	4	6	1,483	247
47	HI DEM	DEM	2	4	965	241

48	OH GOP	GOP	18	20	4,783	239
49	MO GOP	GOP	9	11	2,497	227
50	MA DEM	DEM	10	12	2,657	221
51	WV GOP	GOP	3	5	1,047	209
52	NE DEM	DEM	3	5	1,019	204
53	ID GOP	GOP	2	4	790	198
54	DE GOP	GOP	1	3	586	195
55	IN DEM	DEM	9	11	1,989	181
56	ME DEM	DEM	2	4	680	170
57	TN GOP	GOP	9	11	1,868	170
58	NC DEM	DEM	13	15	2,213	148
59	OK DEM	DEM	5	7	1,020	146
60	OR DEM	DEM	5	7	1,012	145
61	MD DEM	DEM	8	10	1,420	142
62	MI GOP	GOP	15	17	2,291	135
63	IA GOP	GOP	5	7	934	133
64	GA DEM	DEM	13	15	1,812	121
65	NC GOP	GOP	13	15	1,723	115
66	CT DEM	DEM	5	7	795	114
67	FL GOP	GOP	25	27	2,961	110
68	LA GOP	GOP	7	9	887	99
69	RI GOP	GOP	2	4	389	97
70	MI DEM	DEM	15	17	1,492	88
71	MS GOP	GOP	4	6	524	87
72	NY GOP	GOP	29	31	2,414	78
73	KS GOP	GOP	4	6	445	74
74	KY GOP	GOP	6	8	590	74
75	KY DEM	DEM	6	8	546	68
76	HI GOP	GOP	2	4	273	68
77	CO GOP	GOP	7	9	541	60
78	PA GOP	GOP	19	21	1,236	59
79	WV DEM	DEM	3	5	281	56
80	IN GOP	GOP	9	11	606	55
81	PA DEM	DEM	19	21	968	46
82	AR DEM	DEM	4	6	258	43
83	LA DEM	DEM	7	9	258	29
84	NY DEM	DEM	29	31	794	26
85	WY DEM	DEM	1	3	N/A	N/A
86	IL DEM	DEM	19	21	N/A	N/A
87	MD GOP	GOP	8	10	N/A	N/A
88	IA DEM	DEM	5	7	N/A	N/A

89	AK DEM	DEM	1	3	N/A	N/A
90	NM DEM	DEM	3	5	N/A	N/A
91	WA DEM	DEM	9	11	N/A	N/A
92	SD GOP	GOP	1	3	N/A	N/A
93	AR GOP	GOP	4	6	N/A	N/A
94	ID DEM	DEM	2	4	N/A	N/A
95	MS DEM	DEM	4	6	N/A	N/A
96	VT DEM	DEM	1	3	N/A	N/A
97	AK GOP	GOP	1	3	N/A	N/A
98	ND GOP	GOP	1	3	N/A	N/A
99	VT GOP	GOP	1	3	N/A	N/A
100	WY GOP	GOP	1	3	N/A	N/A