

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Web Traffic)(09/03/2010)

OVERVIEW

This snapshot reflects growth in web traffic visitors over the past four weeks. The State GOP's account for **5** of the top **10** rankings for visitors/CD and hold a head to head advantage in **31** of the **50** states across the country. Overall, visitors for all state committees, were down **-7.77%** during this period. State GOP's grew by **3.77%** while State DEM's declined by **-18.56%**. State GOP's accounted for **54.34%** of all growth for state committees during this period: consequently outgrowing State DEM's **162,334** to **136,418**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **29** of **50** (**4** are tied) states.

GOP	DEM	Tied
AK	AZ	MS
AL	CA	ND
AR	CT	RI
CO	FL	SD
DE	IN	
GA	KS	
HI	KY	
IA	MI	
ID	MN	
IL	MO	
LA	MT	
MA	NE	
MD	OH	
ME	OK	
NC	WA	
NH	WI	
NJ	WY	
NM		
NV		
NY		
OR		
PA		
SC		
TN		
TX		
UT		
VA		
VT		

WV		
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TOP PERFORMERS

The Georgia Republican Party (GA GOP) had the most visitors for State GOP's with **14,736 (1,134/CD)** while the Ohio Democrat Party (OH DEM) led the way for State DEM's with **14,688 (816/CD)**.

Rank	Committee	CDs	Evs	Visitors	Visitors/CD
1	GA GOP	13	15	14,736	1,134
2	OH DEM	18	20	14,688	816
3	KS DEM	4	6	10,682	2,671
4	TX GOP	32	34	10,054	314
5	AZ DEM	8	10	9,168	1,146
6	WI DEM	8	10	7,939	992
7	CO GOP	7	9	7,511	1,073
8	NY GOP	29	31	7,277	251
9	WI GOP	8	10	7,106	888
10	NH GOP	2	4	7,075	3,538

The Delaware Republican Party (DE GOP) had the most visitors/CD for State GOP's with **3,538 (7,075 total)** while the Montana Democrat Party (MT DEM) led the way for State DEM's with **4,317 (4,317 total)**.

Rank	Committee	CDs	Evs	Visitors	Visitors/CD
1	MT DEM	1	3	4,317	4,317
2	NH GOP	2	4	7,075	3,538
3	KS DEM	4	6	10,682	2,671
4	ME GOP	2	4	4,325	2,163
5	ID GOP	2	4	3,334	1,667
6	DE GOP	1	3	1,655	1,655
7	NH DEM	2	4	3,251	1,626
8	WY DEM	1	3	1,161	1,161
9	AZ DEM	8	10	9,168	1,146
10	GA GOP	13	15	14,736	1,134

COMPLETE DATA

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

Ranks	Committee	CDs	Evs	Visitors	Visitors/CD
1	MT DEM	1	3	4,317	4,317
2	NH GOP	2	4	7,075	3,538
3	KS DEM	4	6	10,682	2,671
4	ME GOP	2	4	4,325	2,163
5	ID GOP	2	4	3,334	1,667
6	DE GOP	1	3	1,655	1,655
7	NH DEM	2	4	3,251	1,626
8	WY DEM	1	3	1,161	1,161
9	AZ DEM	8	10	9,168	1,146
10	GA GOP	13	15	14,736	1,134

11	CO GOP	7	9	7,511	1,073
12	NE DEM	3	5	3,021	1,007
13	ID DEM	2	4	2,012	1,006
14	WI DEM	8	10	7,939	992
15	OR GOP	5	7	4,712	942
16	NE GOP	3	5	2,679	893
17	WI GOP	8	10	7,106	888
18	CT DEM	5	7	4,316	863
19	AZ GOP	8	10	6,673	834
20	ME DEM	2	4	1,640	820
21	OH DEM	18	20	14,688	816
22	IA GOP	5	7	3,676	735
23	NV GOP	3	5	2,184	728
25	TN GOP	9	11	6,524	725
24	AR GOP	4	6	2,731	683
26	MO DEM	9	11	6,027	670
27	MN DEM	8	10	5,266	658
29	CT GOP	5	7	2,894	579
28	DE DEM	1	3	577	577
30	VA GOP	11	13	6,077	552
31	KY DEM	6	8	3,314	552
32	SC GOP	6	8	3,289	548
33	NV DEM	3	5	1,644	548
34	IA DEM	5	7	2,664	533
35	HI GOP	2	4	1,011	506
36	MN GOP	8	10	3,995	499
37	MT GOP	1	3	495	495
38	MO GOP	9	11	4,368	485
39	WA DEM	9	11	4,227	470
40	KS GOP	4	6	1,839	460
41	MA GOP	10	12	4,458	446
42	UT GOP	3	5	1,318	439
43	VA DEM	11	13	4,229	384
44	OK DEM	5	7	1,763	353
45	WA GOP	9	11	3,067	341
46	CO DEM	7	9	2,240	320
47	SC DEM	6	8	1,898	316
49	TX GOP	32	34	10,054	314
48	IL GOP	19	21	5,716	301
50	MI DEM	15	17	4,444	296
51	TN DEM	9	11	2,644	294
52	AK GOP	1	3	292	292
54	MI GOP	15	17	4,315	288
53	OK GOP	5	7	1,390	278
55	MD GOP	8	10	2,121	265
56	AL GOP	7	9	1,812	259
57	OH GOP	18	20	4,643	258
58	FL DEM	25	27	6,331	253

59	NY GOP	29	31	7,277	251
60	WV GOP	3	5	708	236
61	NJ GOP	13	15	2,947	227
62	MD DEM	8	10	1,781	223
63	HI DEM	2	4	441	221
64	LA GOP	7	9	1,486	212
65	PA GOP	19	21	3,848	203
66	NM GOP	3	5	603	201
67	GA DEM	13	15	2,467	190
68	MA DEM	10	12	1,887	189
69	NJ DEM	13	15	2,421	186
70	AR DEM	4	6	667	167
71	NC GOP	13	15	1,980	152
72	NC DEM	13	15	1,837	141
73	TX DEM	32	34	4,071	127
74	AL DEM	7	9	743	106
75	IL DEM	19	21	2,003	105
76	PA DEM	19	21	1,971	104
77	CA DEM	53	55	5,325	100
78	IN DEM	9	11	821	91
79	CA GOP	53	55	4,024	76
80	IN GOP	9	11	471	52
81	FL GOP	25	27	889	36
82	LA DEM	7	9	183	26
83	VT GOP	1	3	26	26
84	NY DEM	29	31	337	12
85	WY GOP	1	3	0	0
86	UT DEM	3	5	0	0
87	SD GOP	1	3	0	0
88	SD DEM	1	3	0	0
89	VT DEM	1	3	0	0
90	ND GOP	1	3	0	0
91	ND DEM	1	3	0	0
92	NM DEM	3	5	0	0
93	WV DEM	3	5	0	0
94	OR DEM	5	7	0	0
95	RI GOP	2	4	0	0
96	KY GOP	6	8	0	0
97	MS DEM	4	6	0	0
98	MS GOP	4	6	0	0
99	AK DEM	1	3	0	0
100	RI DEM	2	4	0	0