

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Web Traffic)(10/01/2010)

**OVERVIEW**

This snapshot reflects growth in web site visitors over the past **4 weeks**.

The State GOP's account for **6** of the top **10** rankings for visitors/CD and hold a head to head advantage in **25** of the **50** states across the country. Overall, visitors for all state committees, were up **14.46%** during this period. State GOP's grew by **15.66%** while State DEM's grew by **13.03%**. State GOP's accounted for **54.91%** of all growth for state committees during this period: consequently outgrowing State DEM's **25,427** to **17,782**.

**HEAD TO HEAD**

GOP candidates hold a head to head advantage in **25** of **50** states (**2** are tied).

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

**TOP PERFORMERS**

The New Hampshire Republican Party (NH GOP) had the most visitors for State GOP's with **31,430 (15,715/CD)** while the Ohio Democratic Party (OH DEM) led the way for State DEM's with **17,946 (997/CD)**.

Rank	Committee	CDs	Evs	Visitors	Visitors/CD
1	NH GOP	2	4	31,430	15,715
2	MN GOP	8	10	21,826	2,728
3	OH DEM	18	20	17,946	997
4	FL DEM	25	27	14,182	567
5	MI GOP	15	17	11,786	786
6	WA DEM	9	11	11,133	1,237
7	AZ GOP	8	10	11,085	1,386
8	CA DEM	53	55	10,141	191
9	PA GOP	19	21	9,618	506
10	AZ DEM	8	10	9,284	1,161

The New Hampshire Republican Party (NH GOP) had the most visitors/CD for State GOP's with **15,715 (31,430 total)** while the Alaska Democratic Party (AK DEM) led the way for State DEM's with **2,275 (2,275 total)**.

Rank	Committee	CDs	Evs	Visitors	Visitors/CD
1	NH GOP	2	4	31,430	15,715
2	MN GOP	8	10	21,826	2,728
3	AK DEM	1	3	2,275	2,275
4	VT DEM	1	3	1,836	1,836
5	KS DEM	4	6	6,449	1,612
6	MT GOP	1	3	1,535	1,535
7	AZ GOP	8	10	11,085	1,386
8	VT GOP	1	3	1,347	1,347
9	AK GOP	1	3	1,341	1,341
10	WA DEM	9	11	11,133	1,237

**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	NH GOP	2	4	31,430	15,715
2	MN GOP	8	10	21,826	2,728
3	AK DEM	1	3	2,275	2,275
4	VT DEM	1	3	1,836	1,836
5	KS DEM	4	6	6,449	1,612
6	MT GOP	1	3	1,535	1,535
7	AZ GOP	8	10	11,085	1,386
8	VT GOP	1	3	1,347	1,347
9	AK GOP	1	3	1,341	1,341
10	WA DEM	9	11	11,133	1,237
11	AZ DEM	8	10	9,284	1,161

12	MN DEM	8	10	8,316	1,040
13	OH DEM	18	20	17,946	997
14	ID GOP	2	4	1,957	979
15	UT GOP	3	5	2,840	947
16	NE DEM	3	5	2,808	936
17	NV GOP	3	5	2,578	859
18	NV DEM	3	5	2,525	842
19	OR GOP	5	7	4,167	833
20	MI GOP	15	17	11,786	786
21	WA GOP	9	11	6,432	715
22	IA DEM	5	7	3,480	696
23	CO GOP	7	9	4,518	645
24	VA GOP	11	13	7,073	643
25	AR GOP	4	6	2,502	626
26	TN DEM	9	11	5,415	602
27	MO DEM	9	11	5,278	586
28	WI DEM	8	10	4,602	575
29	FL DEM	25	27	14,182	567
30	WI GOP	8	10	4,162	520
31	PA GOP	19	21	9,618	506
32	IA GOP	5	7	2,419	484
33	CT DEM	5	7	2,375	475
34	SC GOP	6	8	2,781	464
35	SC DEM	6	8	2,775	463
36	AL DEM	7	9	3,204	458
37	ME GOP	2	4	912	456
38	CT GOP	5	7	2,263	453
39	TN GOP	9	11	3,883	431
40	AL GOP	7	9	2,885	412
41	KY DEM	6	8	2,277	380
42	NH DEM	2	4	743	372
43	WY GOP	1	3	368	368
44	MD DEM	8	10	2,853	357
45	VA DEM	11	13	3,896	354
46	KS GOP	4	6	1,389	347
47	DE DEM	1	3	326	326
48	MO GOP	9	11	2,891	321
49	IN DEM	9	11	2,890	321
50	WY DEM	1	3	297	297
51	FL GOP	25	27	6,789	272
52	UT DEM	3	5	787	262
53	NJ DEM	13	15	3,260	251
54	MI DEM	15	17	3,667	244
55	IL GOP	19	21	4,554	240
56	OH GOP	18	20	4,067	226
57	TX GOP	32	34	7,203	225
58	GA GOP	13	15	2,641	203
59	TX DEM	32	34	6,356	199

60	IN GOP	9	11	1,780	<b>198</b>
61	NC GOP	13	15	2,508	<b>193</b>
62	DE GOP	1	3	192	<b>192</b>
63	CA DEM	53	55	10,141	<b>191</b>
64	ID DEM	2	4	378	<b>189</b>
65	ND DEM	1	3	189	<b>189</b>
66	GA DEM	13	15	2,301	<b>177</b>
67	CO DEM	7	9	1,218	<b>174</b>
68	OR DEM	5	7	790	<b>158</b>
69	LA DEM	7	9	1,002	<b>143</b>
70	OK GOP	5	7	680	<b>136</b>
71	NC DEM	13	15	1,592	<b>122</b>
72	CA GOP	53	55	5,968	<b>113</b>
73	ND GOP	1	3	111	<b>111</b>
74	HI DEM	2	4	221	<b>111</b>
75	MA GOP	10	12	945	<b>95</b>
76	PA DEM	19	21	1,788	<b>94</b>
77	NJ GOP	13	15	1,189	<b>91</b>
78	KY GOP	6	8	541	<b>90</b>
79	MS GOP	4	6	326	<b>82</b>
80	NY DEM	29	31	2,269	<b>78</b>
81	WV GOP	3	5	218	<b>73</b>
82	NE GOP	3	5	213	<b>71</b>
83	NY GOP	29	31	1,413	<b>49</b>
84	LA GOP	7	9	336	<b>48</b>
85	ME DEM	2	4	88	<b>44</b>
86	MA DEM	10	12	404	<b>40</b>
87	NM GOP	3	5	99	<b>33</b>
88	WV DEM	3	5	94	<b>31</b>
89	AR DEM	4	6	89	<b>22</b>
90	IL DEM	19	21	366	<b>19</b>
91	MS DEM	4	6	35	<b>9</b>
92	MT DEM	1	3	0	<b>0</b>
93	NM DEM	3	5	0	<b>0</b>
94	OK DEM	5	7	0	<b>0</b>
95	RI DEM	2	4	0	<b>0</b>
96	SD DEM	1	3	0	<b>0</b>
97	HI GOP	2	4	0	<b>0</b>
98	MD GOP	8	10	0	<b>0</b>
99	RI GOP	2	4	0	<b>0</b>
100	SD GOP	1	3	0	<b>0</b>