

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Web Traffic)(10/29/2010)

**OVERVIEW**

This snapshot reflects growth in web site visitors over the past **4 weeks** (09/26/2010 – 10/25/2010).

The State GOP's account for **7** of the top **10** rankings for visitors/CD and hold a head to head advantage in **37** of the **50** states across the country. Overall, visitors for all state committees, were down-**12.75%** during this period. State GOP's declined by **-10.47%** while State DEM's declined by **-15.52%**. State GOP's accounted for **56.34%** of all growth for state committees during this period: consequently outgrowing State DEM's (**187,761** to **154,200**).

**HEAD TO HEAD**

GOP candidates hold a head to head advantage in **37** of **50** states (**2** are tied).

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

SC		
SD		
TN		
TX		
UT		
VA		
VT		
WA		
WI		
WV		

**TOP PERFORMERS**

The Ohio Republican Party (OH GOP) had the most visitors for State GOP's with **11,596 (644/CD)** while the Florida Democratic Party (FL DEM) led the way for State DEM's with **17,993 (720/CD)**.

Rank	Committee	CDs	Evs	Visitors	Visitors/CD
1	FL DEM	25	27	17,993	720
2	OH DEM	18	20	11,780	654
3	OH GOP	18	20	11,596	644
4	MN GOP	8	10	11,359	1,420
5	CA DEM	53	55	11,227	212
6	NY GOP	29	31	9,456	326
7	CA GOP	53	55	9,029	170
8	TX GOP	32	34	8,828	276
9	TX DEM	32	34	8,703	272
10	WI GOP	8	10	7,800	975

The Delaware Republican Party (DE GOP) had the most visitors/CD for State GOP's with **7,042 (7,042 total)** while the Delaware Democratic Party (DE DEM) led the way for State DEM's with **3,752 (3,752 total)**.

Rank	Committee	CDs	Evs	Visitors	Visitors/CD
1	DE GOP	1	3	7,042	7,042
2	DE DEM	1	3	3,752	3,752
3	AK GOP	1	3	3,048	3,048
4	NH GOP	2	4	5,041	2,521
5	ME DEM	2	4	4,834	2,417
6	ME GOP	2	4	4,022	2,011
7	MN GOP	8	10	11,359	1,420
8	ID GOP	2	4	2,677	1,339
9	UT GOP	3	5	3,609	1,203
10	NV DEM	3	5	3,553	1,184

**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	DE GOP	1	3	7,042	7,042

2	DE DEM	1	3	3,752	<b>3,752</b>
3	AK GOP	1	3	3,048	<b>3,048</b>
4	NH GOP	2	4	5,041	<b>2,521</b>
5	ME DEM	2	4	4,834	<b>2,417</b>
6	ME GOP	2	4	4,022	<b>2,011</b>
7	MN GOP	8	10	11,359	<b>1,420</b>
8	ID GOP	2	4	2,677	<b>1,339</b>
9	UT GOP	3	5	3,609	<b>1,203</b>
10	NV DEM	3	5	3,553	<b>1,184</b>
11	RI GOP	2	4	2,334	<b>1,167</b>
12	SD GOP	1	3	1,138	<b>1,138</b>
13	IA DEM	5	7	5,625	<b>1,125</b>
14	OR GOP	5	7	5,061	<b>1,012</b>
15	WI GOP	8	10	7,800	<b>975</b>
16	NM GOP	3	5	2,904	<b>968</b>
17	AZ DEM	8	10	6,072	<b>759</b>
18	WY DEM	1	3	758	<b>758</b>
19	AK DEM	1	3	743	<b>743</b>
20	FL DEM	25	27	17,993	<b>720</b>
21	ID DEM	2	4	1,432	<b>716</b>
22	HI GOP	2	4	1,408	<b>704</b>
23	MD DEM	8	10	5,617	<b>702</b>
24	VA GOP	11	13	7,655	<b>696</b>
25	MT GOP	1	3	678	<b>678</b>
26	OH DEM	18	20	11,780	<b>654</b>
27	OH GOP	18	20	11,596	<b>644</b>
28	IA GOP	5	7	3,181	<b>636</b>
29	NH DEM	2	4	1,226	<b>613</b>
30	KS DEM	4	6	2,300	<b>575</b>
31	KS GOP	4	6	2,266	<b>567</b>
32	ND GOP	1	3	552	<b>552</b>
33	MN DEM	8	10	4,412	<b>552</b>
34	AZ GOP	8	10	4,211	<b>526</b>
35	WI DEM	8	10	4,090	<b>511</b>
36	CO GOP	7	9	3,477	<b>497</b>
37	VT GOP	1	3	486	<b>486</b>
38	CT GOP	5	7	2,360	<b>472</b>
39	ND DEM	1	3	464	<b>464</b>
40	AR GOP	4	6	1,711	<b>428</b>
41	NV GOP	3	5	1,283	<b>428</b>
42	KY DEM	6	8	2,481	<b>414</b>
43	UT DEM	3	5	1,197	<b>399</b>
44	MA DEM	10	12	3,918	<b>392</b>
45	AL GOP	7	9	2,736	<b>391</b>
46	GA GOP	13	15	4,839	<b>372</b>
47	SC GOP	6	8	2,134	<b>356</b>
48	MA GOP	10	12	3,349	<b>335</b>
49	NY GOP	29	31	9,456	<b>326</b>

50	SC DEM	6	8	1,782	297
51	NE DEM	3	5	847	282
52	IN GOP	9	11	2,500	278
53	TX GOP	32	34	8,828	276
54	TX DEM	32	34	8,703	272
55	CO DEM	7	9	1,848	264
56	IN DEM	9	11	2,371	263
57	WY GOP	1	3	249	249
58	MT DEM	1	3	243	243
59	NC GOP	13	15	3,105	239
60	PA GOP	19	21	4,418	233
61	TN GOP	9	11	2,061	229
62	MI GOP	15	17	3,399	227
63	MO GOP	9	11	2,037	226
64	HI DEM	2	4	434	217
65	FL GOP	25	27	5,342	214
66	CA DEM	53	55	11,227	212
67	AL DEM	7	9	1,286	184
68	NY DEM	29	31	5,063	175
69	NC DEM	13	15	2,266	174
70	CA GOP	53	55	9,029	170
71	VA DEM	11	13	1,831	166
72	WV GOP	3	5	494	165
73	TN DEM	9	11	1,405	156
74	WV DEM	3	5	466	155
75	CT DEM	5	7	647	129
76	LA GOP	7	9	886	127
77	OK GOP	5	7	631	126
78	KY GOP	6	8	751	125
79	IL GOP	19	21	2,332	123
80	WA GOP	9	11	1,086	121
81	PA DEM	19	21	2,279	120
82	WA DEM	9	11	1,021	113
83	MO DEM	9	11	976	108
84	AR DEM	4	6	425	106
85	NE GOP	3	5	304	101
86	OK DEM	5	7	403	81
87	NJ GOP	13	15	975	75
88	MS GOP	4	6	260	65
89	GA DEM	13	15	764	59
90	VT DEM	1	3	47	47
91	NJ DEM	13	15	570	44
92	NM DEM	3	5	125	42
93	RI DEM	2	4	64	32
94	MI DEM	15	17	451	30
95	MS DEM	4	6	82	21
96	IL DEM	19	21	380	20
97	LA DEM	7	9	21	3

TARGETED  VICTORY think | connect | act

98	SD DEM	1	3	0	<b>0</b>
99	MD GOP	8	10	0	<b>0</b>
100	OR DEM	5	7	0	<b>0</b>