

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (Web Traffic)(Final 2010)

**OVERVIEW**

This is the final report for the 2009-10 cycle and reflects the total number of Web Traffic visitors for each state committee.

The State GOP's account for **7** of the top **10** rankings for visitors/CD and hold a head to head advantage in **33** of the **50** states across the country. State GOP's accounted for **56.15%** of all visitors for state committees during the cycle: consequently outgrowing State DEM's **2,274,699** to **1,776,608**.

**HEAD TO HEAD**

GOP candidates hold a head to head advantage in **33** of **50** states (**0** are tied).

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

TX		
UT		
VA		
VT		
WI		
WV		

**TOP PERFORMERS**

The Texas Republican Party (TX GOP) had the most visitors for State GOP’s with **199,423 (6,232/CD)** while the California Democratic Party (CA DEM) led the way for State DEM’s with **207,968 (3,924/CD)**.

Rank	Committee	CDs	Evs	Visitors	Visitors/CD
1	CA DEM	53	55	207,968	3,924
2	TX GOP	32	34	199,423	6,232
3	MN GOP	8	10	163,075	20,384
4	CA GOP	53	55	160,234	3,023
5	OH DEM	18	20	152,718	8,484
6	TX DEM	32	34	141,053	4,408
7	OH GOP	18	20	132,044	7,336
8	FL DEM	25	27	131,200	5,248
9	VA GOP	11	13	99,161	9,015
10	WI GOP	8	10	91,473	11,434

The New Hampshire Republican Party (NH GOP) had the most visitors/CD for State GOP’s with **38,824 (77,647 total)** while the Delaware Democratic Party (DE DEM) led the way for State DEM’s with **16,894 (16,894 total)**.

Rank	Committee	CDs	Evs	Visitors	Visitors/CD
1	NH GOP	2	4	77,647	38,824
2	MN GOP	8	10	163,075	20,384
3	UT GOP	3	5	61,089	20,363
4	DE GOP	1	3	17,825	17,825
5	ME GOP	2	4	35,045	17,523
6	DE DEM	1	3	16,894	16,894
7	NV DEM	3	5	45,482	15,161
8	OR GOP	5	7	64,455	12,891
9	KS DEM	4	6	48,875	12,219
10	WI GOP	8	10	91,473	11,434

**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	77,647	<b>38,824</b>
2	MN GOP	8	10	163,075	<b>20,384</b>
3	UT GOP	3	5	61,089	<b>20,363</b>
4	DE GOP	1	3	17,825	<b>17,825</b>

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5	ME GOP	2	4	35,045	<b>17,523</b>
6	DE DEM	1	3	16,894	<b>16,894</b>
7	NV DEM	3	5	45,482	<b>15,161</b>
8	OR GOP	5	7	64,455	<b>12,891</b>
9	KS DEM	4	6	48,875	<b>12,219</b>
10	WI GOP	8	10	91,473	<b>11,434</b>
11	ME DEM	2	4	22,271	<b>11,136</b>
12	CO GOP	7	9	70,034	<b>10,005</b>
13	MN DEM	8	10	77,947	<b>9,743</b>
14	NM GOP	3	5	28,400	<b>9,467</b>
15	VA GOP	11	13	99,161	<b>9,015</b>
16	AZ GOP	8	10	71,589	<b>8,949</b>
17	WI DEM	8	10	68,576	<b>8,572</b>
18	OH DEM	18	20	152,718	<b>8,484</b>
19	NE DEM	3	5	24,965	<b>8,322</b>
20	AK DEM	1	3	8,281	<b>8,281</b>
21	MT DEM	1	3	7,734	<b>7,734</b>
22	WA DEM	9	11	68,994	<b>7,666</b>
23	ID GOP	2	4	15,248	<b>7,624</b>
24	OH GOP	18	20	132,044	<b>7,336</b>
25	SC GOP	6	8	43,355	<b>7,226</b>
26	NV GOP	3	5	21,145	<b>7,048</b>
27	AZ DEM	8	10	56,262	<b>7,033</b>
28	WA GOP	9	11	62,795	<b>6,977</b>
29	IA DEM	5	7	33,447	<b>6,689</b>
30	CT GOP	5	7	32,893	<b>6,579</b>
31	NH DEM	2	4	13,003	<b>6,502</b>
32	ND GOP	1	3	6,475	<b>6,475</b>
33	VT GOP	1	3	6,355	<b>6,355</b>
34	TX GOP	32	34	199,423	<b>6,232</b>
35	UT DEM	3	5	18,188	<b>6,063</b>
36	AK GOP	1	3	6,040	<b>6,040</b>
37	SC DEM	6	8	35,314	<b>5,886</b>
38	CO DEM	7	9	40,495	<b>5,785</b>
39	MT GOP	1	3	5,640	<b>5,640</b>
40	NC GOP	13	15	70,721	<b>5,440</b>
41	VA DEM	11	13	58,777	<b>5,343</b>
42	MA GOP	10	12	52,926	<b>5,293</b>
43	FL DEM	25	27	131,200	<b>5,248</b>
44	AR GOP	4	6	20,805	<b>5,201</b>
45	GA GOP	13	15	63,555	<b>4,889</b>
46	IN GOP	9	11	42,746	<b>4,750</b>
47	IA GOP	5	7	23,680	<b>4,736</b>
48	MO GOP	9	11	40,609	<b>4,512</b>
49	TX DEM	32	34	141,053	<b>4,408</b>
50	PA GOP	19	21	83,044	<b>4,371</b>
51	AL GOP	7	9	30,095	<b>4,299</b>
52	AL DEM	7	9	29,593	<b>4,228</b>

53	TN DEM	9	11	37,826	<b>4,203</b>
54	NC DEM	13	15	54,330	<b>4,179</b>
55	MI GOP	15	17	62,618	<b>4,175</b>
56	CA DEM	53	55	207,968	<b>3,924</b>
57	SD DEM	1	3	3,744	<b>3,744</b>
58	MD DEM	8	10	28,407	<b>3,551</b>
59	IL GOP	19	21	66,441	<b>3,497</b>
60	KS GOP	4	6	13,808	<b>3,452</b>
61	TN GOP	9	11	30,434	<b>3,382</b>
62	IN DEM	9	11	29,599	<b>3,289</b>
63	OK GOP	5	7	15,645	<b>3,129</b>
64	CA GOP	53	55	160,234	<b>3,023</b>
65	CT DEM	5	7	15,029	<b>3,006</b>
66	MO DEM	9	11	26,865	<b>2,985</b>
67	HI DEM	2	4	5,907	<b>2,954</b>
68	MA DEM	10	12	27,296	<b>2,730</b>
69	WV GOP	3	5	8,166	<b>2,722</b>
70	ID DEM	2	4	5,234	<b>2,617</b>
71	KY DEM	6	8	15,660	<b>2,610</b>
72	OR DEM	5	7	12,533	<b>2,507</b>
73	NE GOP	3	5	7,505	<b>2,502</b>
74	RI DEM	2	4	4,838	<b>2,419</b>
75	FL GOP	25	27	59,950	<b>2,398</b>
76	RI GOP	2	4	4,737	<b>2,369</b>
77	VT DEM	1	3	2,308	<b>2,308</b>
78	NJ GOP	13	15	29,801	<b>2,292</b>
79	MI DEM	15	17	32,600	<b>2,173</b>
80	PA DEM	19	21	40,099	<b>2,110</b>
81	NJ DEM	13	15	27,387	<b>2,107</b>
82	HI GOP	2	4	4,212	<b>2,106</b>
83	NM DEM	3	5	6,042	<b>2,014</b>
84	AR DEM	4	6	7,882	<b>1,971</b>
85	SD GOP	1	3	1,957	<b>1,957</b>
86	GA DEM	13	15	25,350	<b>1,950</b>
87	WY DEM	1	3	1,886	<b>1,886</b>
88	ND DEM	1	3	1,868	<b>1,868</b>
89	OK DEM	5	7	8,680	<b>1,736</b>
90	LA GOP	7	9	11,699	<b>1,671</b>
91	WV DEM	3	5	4,289	<b>1,430</b>
92	NY GOP	29	31	40,235	<b>1,387</b>
93	WY GOP	1	3	1,182	<b>1,182</b>
94	MS GOP	4	6	4,291	<b>1,073</b>
95	KY GOP	6	8	6,320	<b>1,053</b>
96	MD GOP	8	10	6,077	<b>760</b>
97	IL DEM	19	21	14,413	<b>759</b>
98	NY DEM	29	31	21,513	<b>742</b>
99	MS DEM	4	6	2,653	<b>663</b>
100	LA DEM	7	9	4,333	<b>619</b>

