

To: Targeted Victory

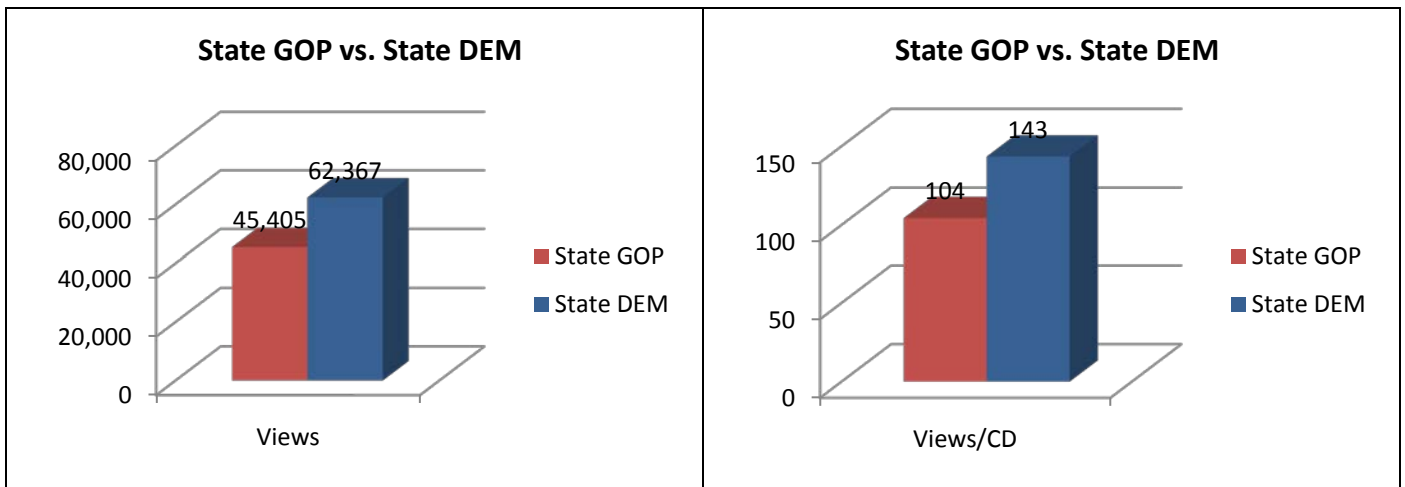
From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (YouTube) (06/25/2010)

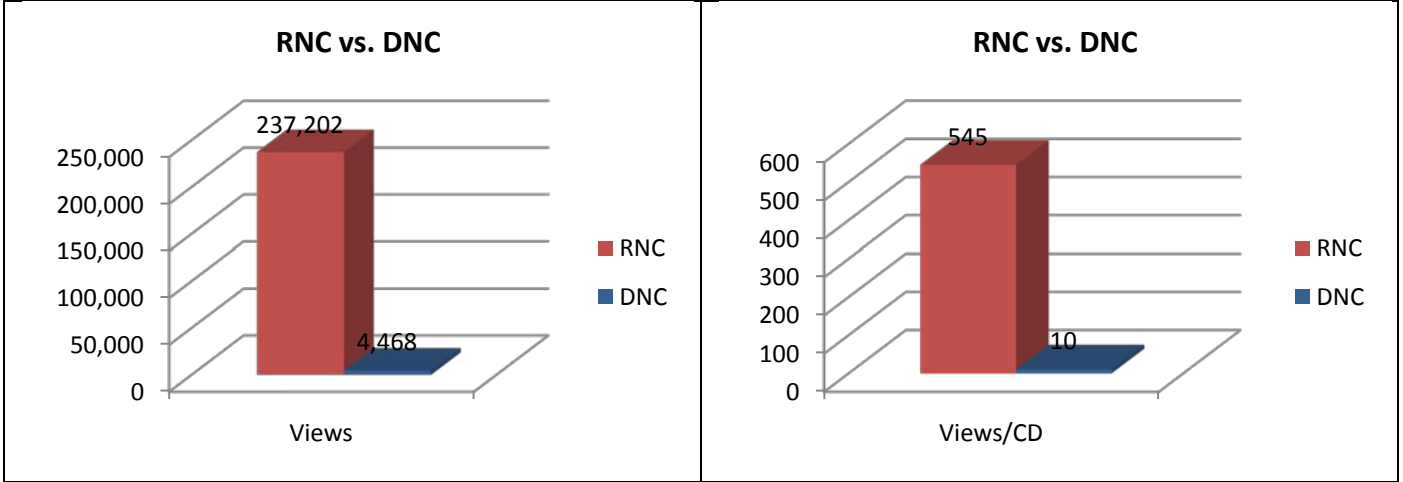
OVERVIEW

This snapshot was taken at two different points over the past **4** weeks to show the growth in YouTube views over that span.

State DEM's have a **27.20%** advantage over State GOP's in total views, with **62,367** to **45,405**, respectively. State DEM's averaged **143** views per congressional district (CD) versus **104** for the State GOP's.

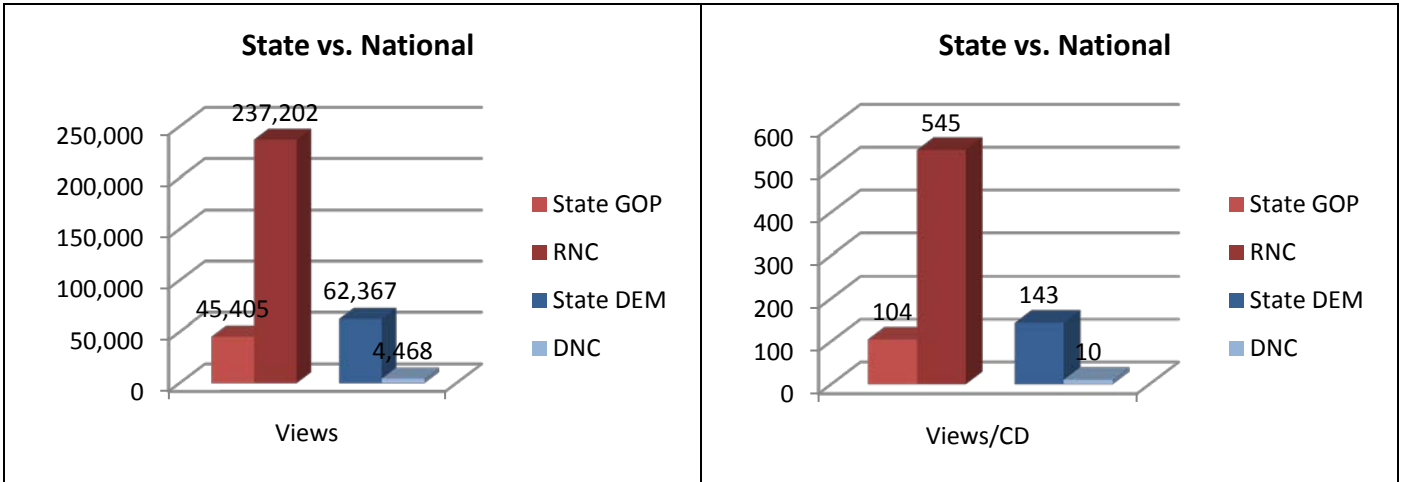


The Republican National Committee (RNC) has a **5,208.91%** advantage over the Democratic National Committee (DNC) in total views, with **237,202** to **4,468** respectively. The RNC averaged **545** views per congressional district versus **10** for the DNC.



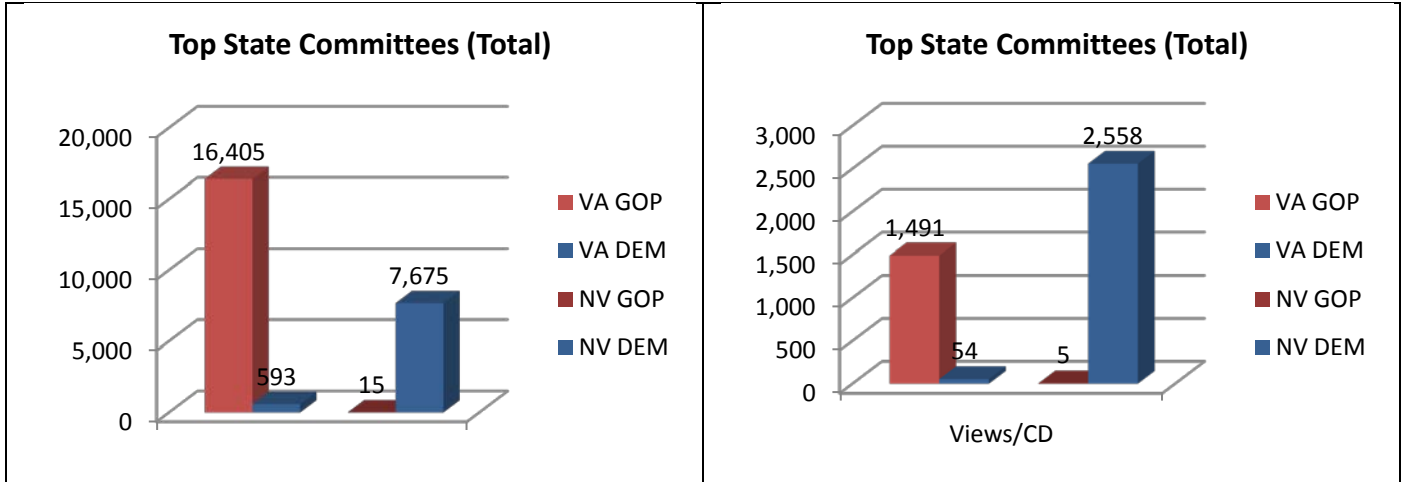
STATE VERSUS NATIONAL

The RNC has a **80.86%** advantage over State GOP's in total views, with **237,202** to **45,405**, respectively. The opposite result is found on the Democrat side with the State DEM's holding a **1,295.86%** advantage over the DNC in total views, with **62,367** to **4,468**, respectively.



WHICH STATE COMMITTEES ARE PERFORMING THE BEST ON YOUTUBE?

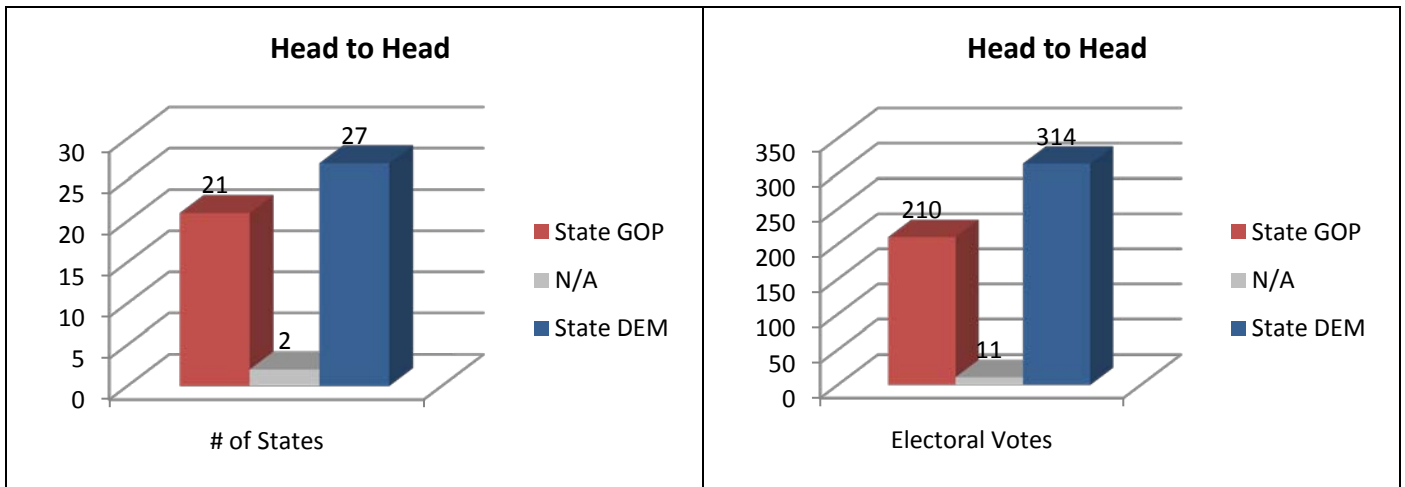
The Virginia Republican Party (VA GOP) has the most views for State GOP's with **16,405 (1,491/CD)**, while the Nevada Democratic Party (NV DEM) leads the way for State DEM's with **7,675 (2,558/CD)**.



Both of these groups also lead the way for views per congressional district (CD).

BATTLEGROUND STATES

State DEM's hold an advantage for views per CD in **27** states, compared to **21** for State GOP's (**2** states are tied), as well as a lead in terms of the Electoral College (**314** to **210**).



In the race for the U.S. Senate, State GOP's hold an advantage in **4** of the **11** races (**1** is tied) for views, identified as "toss up" by the [Cook Political Report \(06/24/2010\)](#).

Senate	GOP +/- Per CD (Views)
Arkansas	84
Washington	55
Illinois	39
Colorado	31
Kentucky	0
Missouri	-51
New Hampshire	-61
Pennsylvania	-94
Ohio	-184
Florida	-188
Nevada	-2,553

In the 2010 Gubernatorial Elections, State GOP's have an advantage in **6** of the **18** races (**1** is tied), identified as "toss up" by the [Cook Political Report \(06/17/2010\)](#).

Gubernatorial	GOP +/- Per CD (Views)
Massachusetts	96
Illinois	39
Colorado	31
Texas	5
Iowa	4
Georgia	4
Vermont	0
New Mexico	-9
California	-16
Rhode Island	-55
Pennsylvania	-94
Arizona	-96
Minnesota	-150
Ohio	-184
Florida	-188
Wisconsin	-250
Connecticut	-833
Nevada	-2,553

CONCLUSION

State DEM's gained considerable ground on all fronts over the past month against State GOP's. State DEM's account for **7** of the top **10** rankings for views by congressional district along with **7** of the top **8**.

COMPLETE DATA

The table below provides a breakdown of the 100 state committees, ranked by the number of views per congressional district.

Ranks	Committee	CDs	Evs	Views	Views/CD
1	VA GOP	11	13	16,405	93,919
2	NV DEM	3	5	7,675	66,244
3	FL DEM	25	27	7,500	63,158
4	OH DEM	18	20	5,271	55,028
5	CA DEM	53	55	4,788	15,598
6	KS DEM	4	6	4,664	14,884
7	MI DEM	15	17	4,341	11,983
8	CT DEM	5	7	4,167	11,636
9	CA GOP	53	55	3,944	11,424
10	TX GOP	32	34	3,852	11,056
11	MN DEM	8	10	3,776	10,519
12	TX DEM	32	34	3,707	10,401
13	WI DEM	8	10	3,405	9,985
14	FL GOP	25	27	2,802	9,409
15	MN GOP	8	10	2,576	9,160
16	PA DEM	19	21	2,245	7,925
17	OH GOP	18	20	1,967	7,609
18	OR DEM	5	7	1,868	7,447
19	NC GOP	13	15	1,601	6,349
20	MI GOP	15	17	1,557	5,388
21	WI GOP	8	10	1,406	4,954
22	AZ DEM	8	10	1,332	4,517
23	MD DEM	8	10	1,323	4,408
24	MA GOP	10	12	972	4,396
25	WA GOP	9	11	967	4,351
26	MO DEM	9	11	891	4,286
27	IA GOP	5	7	840	4,162
28	IA DEM	5	7	818	3,971
29	IL GOP	19	21	748	3,746
30	NJ GOP	13	15	748	3,399
31	NH DEM	2	4	702	3,236
32	IN DEM	9	11	700	3,071
33	TN DEM	9	11	608	2,960
34	VA DEM	11	13	593	2,802
35	NH GOP	2	4	581	2,648
36	AZ GOP	8	10	564	2,399
37	WA DEM	9	11	470	2,344
38	PA GOP	19	21	456	1,767
39	SC GOP	6	8	448	1,741
40	MO GOP	9	11	430	1,730
41	IN GOP	9	11	370	1,686
42	AR GOP	4	6	335	1,680

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43	OK GOP	5	7	266	1,677
44	ND DEM	1	3	253	1,548
45	CO GOP	7	9	220	1,506
46	UT GOP	3	5	194	1,505
47	ND GOP	1	3	180	1,424
48	WY DEM	1	3	178	1,221
49	HI GOP	2	4	169	1,212
50	NM DEM	3	5	164	1,165
51	LA DEM	7	9	154	1,078
52	SC DEM	6	8	149	983
53	NM GOP	3	5	136	975
54	NE GOP	3	5	117	946
55	OK DEM	5	7	111	919
56	WV GOP	3	5	110	814
57	RI DEM	2	4	109	811
58	GA GOP	13	15	100	799
59	AL GOP	7	9	89	687
60	MS DEM	4	6	86	679
61	MS GOP	4	6	77	566
62	ID DEM	2	4	75	532
63	NJ DEM	13	15	55	471
64	AL DEM	7	9	53	445
65	GA DEM	13	15	51	396
66	SD GOP	1	3	38	337
67	AK GOP	1	3	34	319
68	TN GOP	9	11	28	318
69	DE DEM	1	3	25	314
70	NY DEM	29	31	24	295
71	LA GOP	7	9	22	250
72	OR GOP	5	7	22	160
73	ME DEM	2	4	19	136
74	MA DEM	10	12	16	98
75	NV GOP	3	5	15	71
76	DE GOP	1	3	10	60
77	WY GOP	1	3	5	55
78	KS GOP	4	6	3	40
79	NE DEM	3	5	1	39
80	MT GOP	1	3	1	2
81	AK DEM	1	3	0	0
82	AR DEM	4	6	0	
83	CO DEM	7	9	0	
84	HI DEM	2	4	0	
85	IL DEM	19	21	0	
86	KY DEM	6	8	0	
87	MT DEM	1	3	0	
88	NC DEM	13	15	0	
89	SD DEM	1	3	0	

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90	UT DEM	3	5	0	
91	VT DEM	1	3	0	
92	WV DEM	3	5	0	
93	CT GOP	5	7	0	
94	ID GOP	2	4	0	
95	KY GOP	6	8	0	
96	ME GOP	2	4	0	
97	MD GOP	8	10	0	
98	NY GOP	29	31	0	
99	RI GOP	2	4	0	
100	VT GOP	1	3	0	