

To: Targeted Victory

From: Michael Beach

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

**OVERVIEW**

This is the final report for the 2009-10 cycle and reflects the total number of YouTube views for each state committee.

The State GOP's account for **4** of the top **10** rankings for views/CD and hold a head to head advantage in **27** of the **50** states across the country. State GOP's accounted for **48.04%** of all views for state committees during the cycle: consequently being outgrown by State DEM's **2,114,620** to **1,955,409**.

**HEAD TO HEAD**

GOP candidates hold a head to head advantage in **27** of **50** states (**0** are tied).

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

**TOP PERFORMERS**

The Ohio Republican Party (OH GOP) had the most views for State GOP's with **329,267 (18,293/CD)** while the Kansas Democratic Party (KS DEM) led the way for State DEM's with **276,056 (69,014/CD)**.

Rank	Committee	CDs	Evs	Views	Views/CD
1	OH GOP	18	20	329,267	18,293
2	KS DEM	4	6	276,056	69,014
3	FL DEM	25	27	189,600	7,584
4	TX DEM	32	34	182,344	5,698
5	VA GOP	11	13	177,080	16,098
6	TX GOP	32	34	156,935	4,904
7	MN GOP	8	10	151,813	18,977
8	MN DEM	8	10	150,940	18,868
9	CT DEM	5	7	138,854	27,771
10	NH GOP	2	4	130,541	65,271

The New Hampshire Republican Party (NH GOP) had the most views/CD for State GOP's with **65,271 (130,541 total)** while the Kansas Democratic Party (KS DEM) led the way for State DEM's with **69,014 (276,056 total)**.

Rank	Committee	CDs	Evs	Views	Views/CD
1	KS DEM	4	6	276,056	69,014
2	NH GOP	2	4	130,541	65,271
3	AK GOP	1	3	56,182	56,182
4	NV DEM	3	5	120,313	40,104
5	ME DEM	2	4	71,012	35,506
6	CT DEM	5	7	138,854	27,771
7	NH DEM	2	4	39,741	19,871
8	MN GOP	8	10	151,813	18,977
9	MN DEM	8	10	150,940	18,868
10	OH GOP	18	20	329,267	18,293

**COMPLETE DATA**

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

Ranks	Committee	CDs	Evs	Views	Views/CD
1	KS DEM	4	6	276,056	<b>69,014</b>
2	NH GOP	2	4	130,541	<b>65,271</b>
3	AK GOP	1	3	56,182	<b>56,182</b>
4	NV DEM	3	5	120,313	<b>40,104</b>
5	ME DEM	2	4	71,012	<b>35,506</b>
6	CT DEM	5	7	138,854	<b>27,771</b>
7	NH DEM	2	4	39,741	<b>19,871</b>
8	MN GOP	8	10	151,813	<b>18,977</b>
9	MN DEM	8	10	150,940	<b>18,868</b>
10	51.96	18	20	329,267	<b>18,293</b>

11	VT GOP	1	3	16,132	<b>16,132</b>
12	VA GOP	11	13	177,080	<b>16,098</b>
13	AZ DEM	8	10	99,345	<b>12,418</b>
14	VA DEM	11	13	130,177	<b>11,834</b>
15	WA DEM	9	11	100,944	<b>11,216</b>
16	MD DEM	8	10	89,180	<b>11,148</b>
17	ME GOP	2	4	17,664	<b>8,832</b>
18	SC GOP	6	8	49,013	<b>8,169</b>
19	MS DEM	4	6	32,407	<b>8,102</b>
20	ND GOP	1	3	7,920	<b>7,920</b>
21	FL DEM	25	27	189,600	<b>7,584</b>
22	MI DEM	15	17	105,365	<b>7,024</b>
23	RI DEM	2	4	13,887	<b>6,944</b>
24	MI GOP	15	17	101,345	<b>6,756</b>
25	OR DEM	5	7	32,772	<b>6,554</b>
26	UT GOP	3	5	17,243	<b>5,748</b>
27	TX DEM	32	34	182,344	<b>5,698</b>
28	LA DEM	7	9	39,659	<b>5,666</b>
29	MO GOP	9	11	50,816	<b>5,646</b>
30	MA GOP	10	12	55,991	<b>5,599</b>
31	PA GOP	19	21	100,614	<b>5,295</b>
32	IL GOP	19	21	99,662	<b>5,245</b>
33	TX GOP	32	34	156,935	<b>4,904</b>
34	WI DEM	8	10	38,626	<b>4,828</b>
35	OK GOP	5	7	21,515	<b>4,303</b>
36	HI GOP	2	4	8,476	<b>4,238</b>
37	WY DEM	1	3	4,002	<b>4,002</b>
38	DE DEM	1	3	3,594	<b>3,594</b>
39	IA GOP	5	7	17,787	<b>3,557</b>
40	WA GOP	9	11	31,991	<b>3,555</b>
41	IA DEM	5	7	17,665	<b>3,533</b>
42	SC DEM	6	8	18,470	<b>3,078</b>
43	FL GOP	25	27	76,071	<b>3,043</b>
44	MO DEM	9	11	25,191	<b>2,799</b>
45	AZ GOP	8	10	20,512	<b>2,564</b>
46	IN GOP	9	11	21,720	<b>2,413</b>
47	SD GOP	1	3	2,389	<b>2,389</b>
48	CA GOP	53	55	123,360	<b>2,328</b>
49	WI GOP	8	10	16,481	<b>2,060</b>
50	TN DEM	9	11	18,341	<b>2,038</b>
51	NJ GOP	13	15	26,179	<b>2,014</b>
52	MT DEM	1	3	1,955	<b>1,955</b>
53	PA DEM	19	21	36,570	<b>1,925</b>
54	VT DEM	1	3	1,917	<b>1,917</b>
55	AR GOP	4	6	7,237	<b>1,809</b>
56	CT GOP	5	7	8,453	<b>1,691</b>
57	IN DEM	9	11	13,862	<b>1,540</b>
58	LA GOP	7	9	10,685	<b>1,526</b>

59	CA DEM	53	55	77,839	<b>1,469</b>
60	NM DEM	3	5	3,945	<b>1,315</b>
61	DE GOP	1	3	1,259	<b>1,259</b>
62	MT GOP	1	3	1,196	<b>1,196</b>
63	AL GOP	7	9	8,234	<b>1,176</b>
64	ND DEM	1	3	1,161	<b>1,161</b>
65	CO GOP	7	9	7,771	<b>1,110</b>
66	OR GOP	5	7	5,503	<b>1,101</b>
67	OK DEM	5	7	4,234	<b>847</b>
68	OH DEM	18	20	14,594	<b>811</b>
69	KS GOP	4	6	3,225	<b>806</b>
70	NV GOP	3	5	2,249	<b>750</b>
71	RI GOP	2	4	1,334	<b>667</b>
72	WV GOP	3	5	1,884	<b>628</b>
73	NM GOP	3	5	1,730	<b>577</b>
74	MS GOP	4	6	2,269	<b>567</b>
75	MA DEM	10	12	4,555	<b>456</b>
76	NJ DEM	13	15	4,732	<b>364</b>
77	AL DEM	7	9	2,482	<b>355</b>
78	CO DEM	7	9	2,193	<b>313</b>
79	NC DEM	13	15	4,070	<b>313</b>
80	KY GOP	6	8	1,850	<b>308</b>
81	TN GOP	9	11	1,734	<b>193</b>
82	WY GOP	1	3	175	<b>175</b>
83	UT DEM	3	5	458	<b>153</b>
84	MD GOP	8	10	1,063	<b>133</b>
85	NE GOP	3	5	349	<b>116</b>
86	GA GOP	13	15	1,316	<b>101</b>
87	ID DEM	2	4	100	<b>50</b>
88	NY DEM	29	31	1,248	<b>43</b>
89	NY GOP	29	31	1,194	<b>41</b>
90	GA DEM	13	15	136	<b>10</b>
91	IL DEM	19	21	84	<b>4</b>
92	AK DEM	1	3	0	<b>0</b>
93	AR DEM	4	6	0	<b>0</b>
94	HI DEM	2	4	0	<b>0</b>
95	ID GOP	2	4	0	<b>0</b>
96	KY DEM	6	8	0	<b>0</b>
97	NC GOP	13	15	0	<b>0</b>
98	NE DEM	3	5	0	<b>0</b>
99	SD DEM	1	3	0	<b>0</b>
100	WV DEM	3	5	0	<b>0</b>