



MEDIA ANALYSIS
FLORIDA SENATE RACE
Kendrick Meek (D) vs. Marco Rubio (R) vs. Charlie Crist (I)
Week of September 13, 2010

Summary

In the tough, three-way competition to represent Florida in the US Senate, Democrat Kendrick Meek ran the most television ads last week, but Governor Charlie Crist still led in overall television exposure. Online, the unique dynamics of this three-way race and the Tea Party’s success on September 14th combined to shape the battle for Internet buzz.

TV Advertising

Kendrick Meek ran the most television advertisements last week, spreading his 859 spots across all five of Florida’s major media markets. Rubio and Crist tended to target their media buys with an emphasis in Orlando and Tampa. Rubio was silent in Miami, while Crist ads were absent in Jacksonville. While Crist and Rubio both aired ten percent of their spots in primetime, only 1% of Meek’s ads were in primetime slots.

Florida TV Advertising Activity, By Market
9/13 to 9/19/10

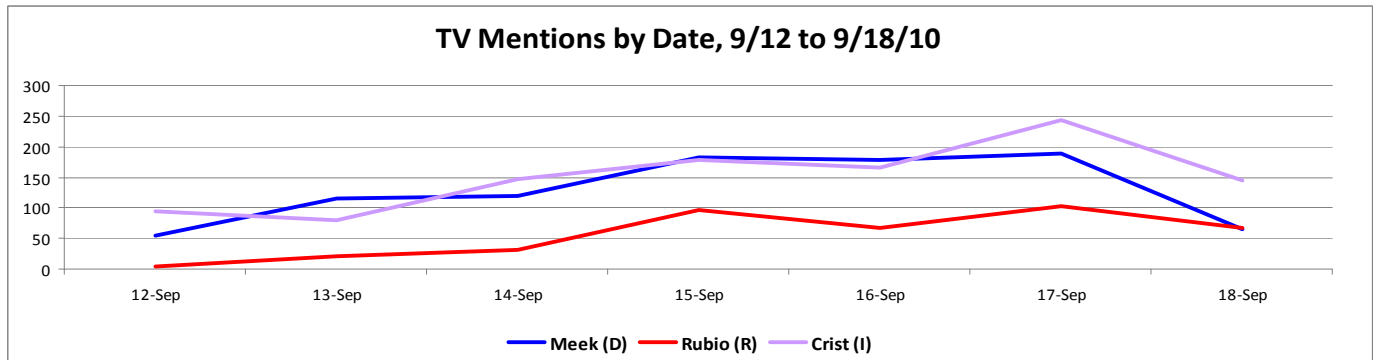
	Jacksonville	Miami	Orlando	Tampa-St. Pete	W Palm Beach	TOTAL
Meek	164	190	141	225	139	859
Rubio	121	0	245	284	114	764
Crist	0	155	167	228	97	647

Source: 2010 The Nielsen Company

Note: Totals based on ads appearing in the Jacksonville, Miami, Orlando, Tampa, and West Palm Beach DMAs

TV Presence

An analysis of overall television exposure—which may include paid and free media—shows that current Governor Charlie Crist had the most on-air exposure on most days. Republican Rubio lagged far behind both Crist and Meek for most of last week.

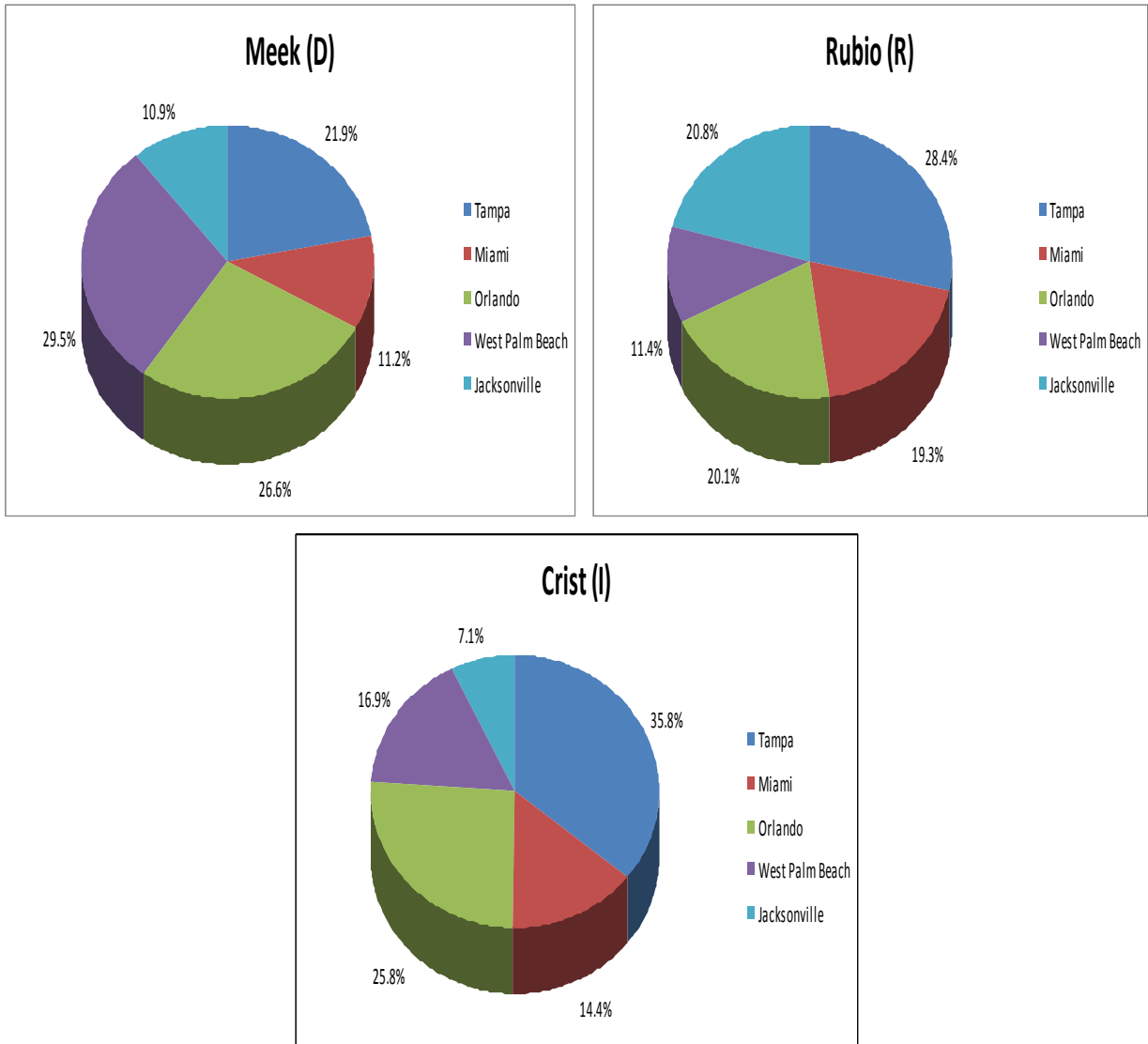


Source: 2010 The Nielsen Company

Note: Totals based on all closed-captioned mentions of candidate names airing on 34 stations across Florida’s top five DMAs

A market-by-market look at total TV exposure shows Governor Crist received 36% of his television exposure from the Tampa DMA. Almost 30% of Meek’s TV mentions were from West Palm Beach, and Rubio netted nearly 20% of his exposure from Miami despite not airing any TV ads there.

TOTAL ON-AIR MENTIONS, BY MARKET
September 12 to September 18



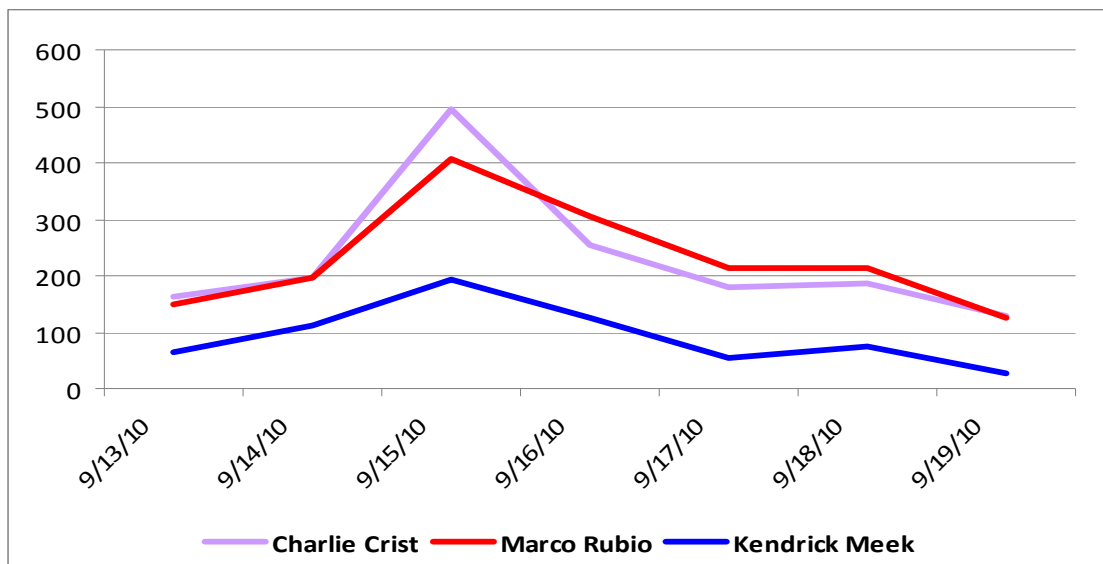
Source: The Nielsen Company 2010

Note: Percentages based on market share of closed-captioned on-air mentions in 34 stations in the five Florida DMAs studied for this analysis

Online Buzz

Christine O'Donnell's upset win in the Delaware Senate primary on September 14 rocked the political world, and it also rocked the online buzz discussion related to Florida's Senate race, according to an analysis by NM Incite. O'Donnell was backed by the ascendant Tea Party movement, which is also strongly behind Marco Rubio. Much of the online discussion the day after O'Donnell's win centered on the Tea Party movement and other candidates it supports, especially Rubio. Rubio's defeat of Crist in the Republican primary earlier this year forced Crist to run as an Independent, and both candidates' online exposure spiked in the aftermath of O'Donnell's upset.

TOTAL FLORIDA SENATE RACE BUZZ, 9/13 to 9/19/10



Source: NM Incite 2010

For more details on Nielsen's campaign media insights, please contact Aaron Lewis at Aaron.Lewis@nielsen.com.