

The Deep Root Audience Difference

Deep Root has extensive experience in building highly-scalable audiences that leverage its robust media consumption insights to optimize all screens — from linear television to Advanced TV and traditional digital.



Expertise

We have over 15+ years of microtargeting experience.



Relevance

Tailored to the current media landscape and issue climate.



Consistency Across Screens

Built for cross-platform activation via our diverse partnerships.



Support

Our team has extensive experience in linear and digital.



Transparency

We detail how your audience was built and when it was refreshed.



[DeepRootAnalytics.com](https://www.DeepRootAnalytics.com)

THE DEEP ROOT AUDIENCE DIFFERENCE

POLITICAL



GENERIC POLITICAL

Republican Voters

Voters who are likely to vote for Republicans in upcoming elections



GENERIC POLITICAL

Democratic Voters

Voters who are likely to vote for Democrats in upcoming elections



GENERIC POLITICAL

Swing Voters

Voters who are likely undecided in the upcoming election and are receptive to messages from both parties



GENERIC POLITICAL

Swing Women

Female voters who are likely undecided in the upcoming election and are receptive to messages from both parties



GENERIC POLITICAL

Base Republicans

Base Republican voters who are likely to vote in the next election



GENERIC POLITICAL

Base Democrats

Base Democrat voters who are likely to vote in the next election



GENERIC POLITICAL

Senior Swing

Voters over the age of 65 who are likely undecided in the upcoming election and are receptive to messages from both parties



GENERIC POLITICAL

GOP GOTV

Low and mid-turnout Republican voters



GENERIC POLITICAL

DEM GOTV

Low and mid-turnout Democrat voters



GENERIC POLITICAL

Soft Republicans

Voters who lean towards voting for the Republican candidate in the upcoming elections



GENERIC POLITICAL

Soft Democrats

Voters who lean towards voting for the Democrat candidate in the upcoming elections



GENERIC POLITICAL

Registered Voters

All Registered Voters



GENERIC POLITICAL

Gen Z Swing

Voters who are likely between the ages of 18 and 26 and undecided in the upcoming election and are receptive to messages from both parties



GENERIC POLITICAL

Likely Voters

All voters classified as highly likely and moderately likely to vote in the upcoming election



GENERIC POLITICAL

Blue Collar Voters

Low income, low education voters who are likely to hold a blue collar job



GENERIC POLITICAL

Evangelical Protestant

Voters who are likely evangelical protestants



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THE DEEP ROOT AUDIENCE DIFFERENCE

POLITICAL



2024 ELECTIONS

Trump Favorable

Voters who have a favorable view of Donald Trump



2024 ELECTIONS

Trump Unfavorable

Voters who have an unfavorable view of Donald Trump



2024 ELECTIONS

Trump Persuadables

Voters who don't have a favorable or unfavorable view of Donald Trump



2024 ELECTIONS

Biden Favorable

Voters who have a favorable view of Joe Biden



2024 ELECTIONS

Biden Unfavorable

Voters who have an unfavorable view of Joe Biden



2024 ELECTIONS

Biden Persuadables

Voters who don't have a favorable or unfavorable view of Joe Biden



2024 ELECTIONS

Biden-Trump General Base Trump 2024

Voters who are most likely to vote for Donald Trump in the 2024 general election



2024 ELECTIONS

Biden-Trump General Lean Trump 2024

Voters who are likely leaning toward voting for Donald Trump in the 2024 general election



2024 ELECTIONS

Biden-Trump General Base Biden 2024

Voters who are most likely to vote for Joe Biden in the 2024 general election



2024 ELECTIONS

Biden-Trump General Lean Biden 2024

Voters who are likely leaning toward voting for Joe Biden in the 2024 general election



2024 ELECTIONS

Biden-Trump General Undecided 2024

Voters who are most likely to be undecided on who they're voting for in the 2024 general election



2024 ELECTIONS

2024 Likely GOP Primary Voters

Voters who are the most likely to participate in the 2024 GOP Presidential Primary Elections



2024 ELECTIONS

2024 Potential GOP Primary Voters

Voters who are the most likely to participate in the 2024 GOP Presidential Primary Elections and new registrants who are likely Republican voters



2024 ELECTIONS

GOP Primary Likely Trump

GOP Primary voters who are likely planning to vote for Donald Trump and not seriously considering any other Primary contenders



2024 ELECTIONS

GOP Primary New Leadership

GOP Primary voters who want new leadership at the top of the ticket in 2024 and are likely inclined to support any of the GOP Presidential Primary candidates who are not Donald Trump



2024 ELECTIONS

GOP Primary Persuadable

GOP Primary voters who are likely unsure of who they will support in the Presidential Primary and are considering all the candidates in the field



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THE DEEP ROOT AUDIENCE DIFFERENCE

POLITICAL



2024 CONGRESSIONAL PRIMARY

GOP Primary Voters

Voters who are likely to participate in the 2024 GOP Congressional Primary Elections



2024 CONGRESSIONAL PRIMARY

DEM Primary Voters

Voters who are likely to participate in the 2024 DEM Congressional Primary Elections



POLITICAL ISSUE

Pro Immigration

People who are in favor of allowing more migrants into the United States and opening a pathway to citizenship for unauthorized immigrants already in the country



POLITICAL ISSUE

Anti Immigration

People who are opposed to allowing more migrants into the United States and believe it could lead to a burden on the economic system and increased crime



POLITICAL ISSUE

Immigration Persuadables

People who are neither in favor or opposed to allowing more migrants into the United States



POLITICAL ISSUE

Anti Defund the Police

People who agree that defunding the police has put communities in danger and made American cities unlivable



POLITICAL ISSUE

Defund Police Persuadables

People who are unsure if they agree or disagree that defunding the police has put communities in danger and made American cities unlivable



POLITICAL ISSUE

Israel Ally Agree

Voters who agree that Israel is a committed ally of the United States and must continue to be supported against foreign threats



POLITICAL ISSUE

Israel Ally Conflicted

Voters who are conflicted about Israel as a committed ally of the United States and must continue to be supported against foreign threats



POLITICAL ISSUE

Israel Ally Persuadables

Voters who are open to messages both for and against Israel being a committed ally of the United States and must continue to be supported against foreign threats



POLITICAL ISSUE

Pro Israel Support

Voters who believe supporting Israel in its conflict with Hamas is in the United States' best interest



POLITICAL ISSUE

Israel Support Conflicted

Voters who have doubts about supporting Israel in its conflict with Hamas being in the United States' best interest



POLITICAL ISSUE

Pro Ukraine Support

Voters who believe supporting Ukraine in its war with Russia is in the US' best interest



POLITICAL ISSUE

Anti Ukraine Support

Voters who do not believe supporting Ukraine in its war with Russia is in the US' best interest



POLITICAL ISSUE

Ukraine Support Conflicted

Voters who are conflicted about supporting Ukraine in its war with Russia being in the US' best interest



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THE DEEP ROOT AUDIENCE DIFFERENCE

POLITICAL



POLITICAL ISSUE

China Trade Peaceful

People who likely believe that diplomatic relations with China have led to a peaceful partnership with the US and growing economies for both countries



POLITICAL ISSUE

China Trade Profit Focused

People who likely believe that we can not trust China because they are a brutal dictatorship and an unreliable trade partner



POLITICAL ISSUE

China Trade Persuadables

People who are likely open to hearing messaging on both sides of China's trade policies and partnership with the US



POLITICAL ISSUE

Pro School Choice

People who are likely supportive of increasing the number of public charter schools in their area.



POLITICAL ISSUE

School Choice Skeptics

People who are likely opposed to increasing the number of public charter schools in their area.



POLITICAL ISSUE

School Choice Persuadables

People who are likely open to hearing messaging on both sides of school choice and additional public charter schools



POLITICAL ISSUE

Pro Parents Influence Curriculum

People who likely believe parents need to have input on what is being taught in schools—including demanding education be centered around core skills of reading, writing, and math



POLITICAL ISSUE

Anti Parents Influence Curriculum

People who are not likely to believe parents need to have input on what is being taught in schools—instead would rather have teachers and school administrators design the curriculum



POLITICAL ISSUE

Parents Influence Curriculum Persuadables

People who are likely open to hearing messaging on both sides of parental involvement in school curriculum building



POLITICAL ISSUE

Pro Critical Race Theory

People who likely agree children should be taught Critical Race Theory—including Black Lives Matter and social justice curriculum in school



POLITICAL ISSUE

Anti Critical Race Theory

People who are likely to disagree children should be taught Critical Race Theory—including Black Lives Matter and social justice curriculum in school



POLITICAL ISSUE

Critical Race Theory Persuadables

People who are likely open to hearing messaging on both sides of Critical Race Theory being taught to children



POLITICAL ISSUE

2024 Compromise Republicans

Voters who are likely to be Republican and want see political leaders on both sides work together and offer compromises to get things done on important issues



POLITICAL ISSUE

2024 Compromise Democrats

Voters who are likely to be Republican and want see political leaders on both sides work together and offer compromises to get things done on important issues



POLITICAL ISSUE

Bidenomics National Economy Skeptics

People who believe that Bidenomics is hurting the national economy, but are conflicted on how it is impacting their personal financial situation



POLITICAL ISSUE

Bidenomics Personal Economy Skeptics

People who believe that Bidenomics is hurting their personal financial situation, but are conflicted on how it is impacting the national economy



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