

Project VAMOS: Hispanic Audience Ratings & Voter Scores



Partner: Univision

CHALLENGE:

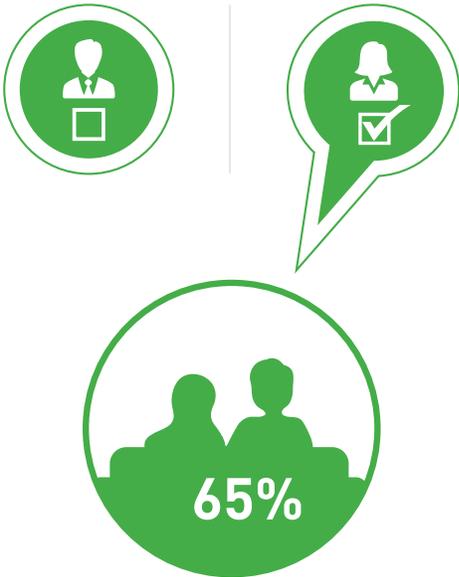
Advertisers often look to communicate with a Hispanic audience, but much of Spanish language viewership occurs via antenna (over the air). This presents a challenge when advertisers rely on set top box data for viewing habits. As much as 50% of Hispanic viewership occurs over the air, making it difficult for buyers and political operators to access accurate Spanish language viewership insights.

SOLUTION:

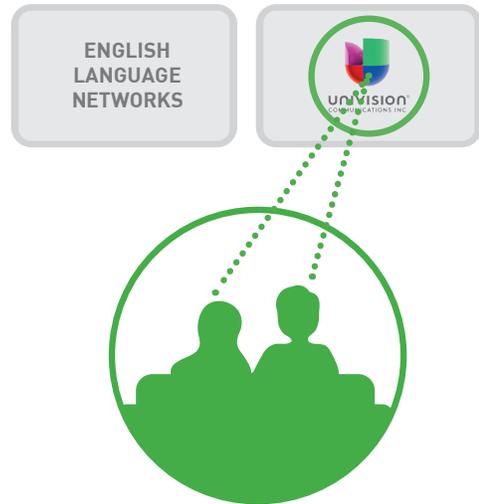
To address this data gap, we worked with several partners to survey U.S. Hispanic adults on viewing habits and attitudes on key political issues, as well as on demographic and political affiliation information. We combined this with additional voter registration and consumer data to create market level Hispanic ratings projections, as well as viewership and political issue scores.

RESULTS:

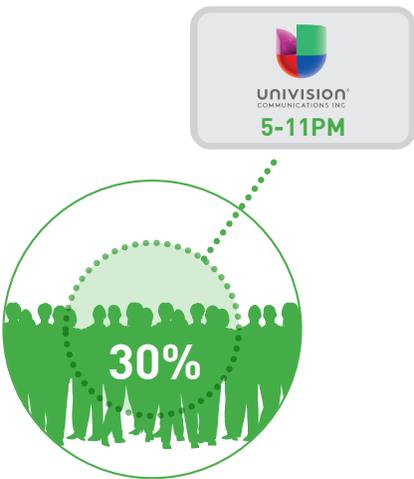
- Two-thirds (65%) of Hispanic respondents agree with the statement:
"While I typically vote for candidates of one political party, if the other party's candidates made an effort to reach out to me, I would be open to consider voting differently."
- Spanish-language networks generally far outperform English-language networks in attracting Hispanic political targets across the ideological spectrum- including those with conservative positions on key issues.
- While Spanish-language audiences are generally left-leaning, Spanish-language networks over-index among several conservative audiences.
- Spanish-language programs are often the only way to reach either Republican or Democratic Hispanic voters.



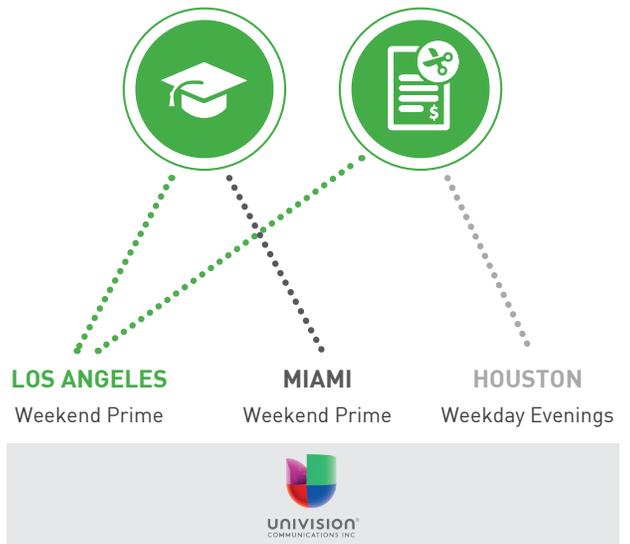
Two-thirds (65%) of Hispanic respondents agree with the statement: "While I typically vote for candidates of one political party, if the other party's candidates made an effort to reach out to me, I would be open to consider voting differently."



Spanish-language networks outperform English-language networks by as much as 4x in attracting Hispanic political targets across the ideological spectrum - including those with conservative positions on key issues.



In general, Univision is the place to reach Hispanics. During weekday peak hours (5pm - 11pm), 30% of Hispanics only watch Univision.



Key political audiences, such as those who care about Education and Tax Cuts, have high ratings across markets and dayparts on Univision.

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