Reaching Political Audiences on Local Sports

DEEP ROOT

Partner: Home Team Sports, a division of Fox Sports

CHALLENGE:

Live sports attract a large audience, but it is often hard to measure viewership using set top box data since these sports air across various regional channels. The challenge we faced was to quantify the viewership of local sports across channels, and to look at the opportunities local sports present to reach political specific audiences.

SOLUTION:

In order to solve this data gap, we surveyed adults across fifteen markets with questions around viewership of local news, local sports, and national sports. Using the results of this survey, we were able to identify political audiences who watch local sports. These results also allowed us to compare advertising opportunities on local sports to advertising opportunities on local news and national sports.

RESULTS:

- Local sports in general offer competitive advertising opportunities to local news, and far exceed national sports as an option.

- Local baseball is a strong and compelling choice for reaching a number of important and diverse political audiences.

- Local basketball offers consistently strong opportunities for Democratic advertisers, with some selective opportunities for Republican persuasion and influential outreach.

- Local hockey contains some value opportunities for Republican leaning audiences and potential Democratic crossover voters.

LIKELIHOOD TO WATCH
LOCAL SPORTS VS. NATIONAL SPORTS

LOCAL SPORTS VS. LOCAL NEWS
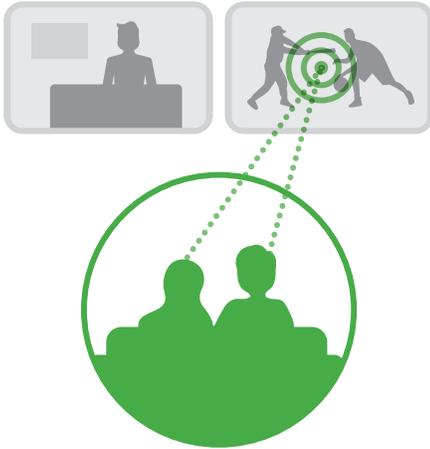
When an ad appears on local sports, viewers are
26% more likely to trust the ad,
23% more likely to remember the ad, and
22% more likely to pay attention to the ad
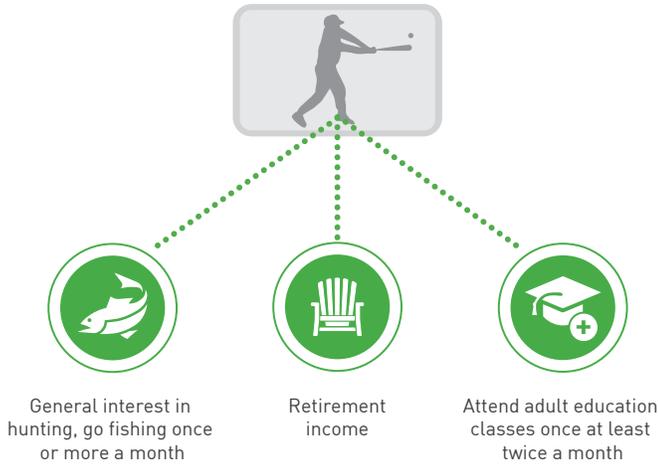when compared to Local News.
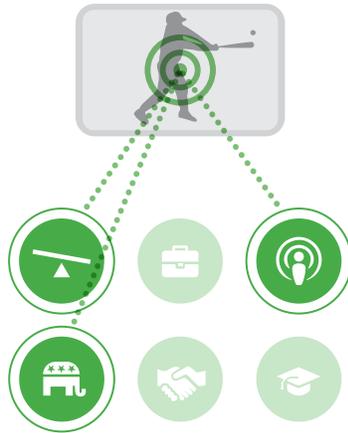
Home Team Sports Networks are
key for important audiences

**Influentials are 93% more likely
to be watching Local Sports**

**GOP Primary voters are 67% more likely
to be watching Local Sports**

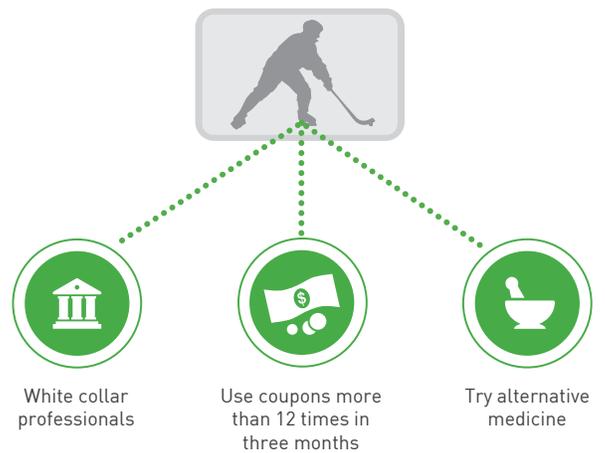**Swing Voters are 14% more likely
to be watching Local Sports**
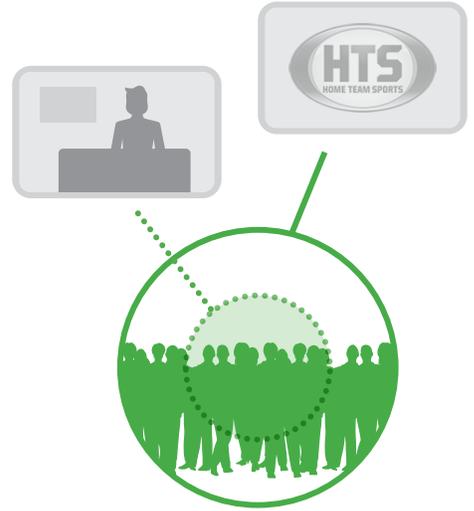
On average,
**52% of the electorate is not reachable
with a news-only strategy.**

INDIVIDUAL PREDICTORS OF
LOCAL MLB SPORT VIEWERSHIP

General interest in
hunting, go fishing once
or more a month

Retirement
income

Attend adult education
classes once at least
twice a month

INDIVIDUAL PREDICTORS OF
LOCAL NHL SPORT VIEWERSHIP

White collar
professionals

Use coupons more
than 12 times in
three months

Try alternative
medicine

Deep Root Analytics, an innovator in predicative
media analytics, surfaces hidden data insights
and provides greater efficiency, effectiveness and
accountability so your media buying decisions can
be deeply rooted in data.

For more information on Deep Root's work in 2018, visit:

DeepRootAnalytics.com
@DeepRootX