

# 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.



# Issue



CLIMATE

## Pro Climate Action

Individuals who believe that the federal government should be taking steps to combat climate change by reducing emissions



CLIMATE

## Anti Climate Action

Individuals who believe the federal government should not be taking steps to reduce emissions that cause climate change



CLIMATE

## Climate Change Persuadables

Individuals who are receptive to messages both for and against federal action on climate change



CLIMATE

## Environmentalists

Individuals who want to protect the environment even at the expense of the economy



CLIMATE

## Pro Environment Priority

Individuals who prioritize environmental issues over job creation



CLIMATE

## Anti Environment Priority

Individuals who oppose prioritizing environmental issues over job creation



CLIMATE

## Environment Priority Persuadables

Individuals who are receptive to messages both for and against prioritizing environmental issues over job creation



CLIMATE

## Anti Green New Deal

Individuals who oppose socialism sold as a means of saving the environment



COVID

## COVID Civil Liberties Persuadables

Individuals who are receptive to messages both for and against the impacts of COVID restrictions on personal freedoms



COVID

## COVID Civil Liberties Concern

Individuals whose primary COVID concern is that stay at home orders and business closures have been too restrictive and have infringed on personal freedoms



COVID

## COVID Economic Health Concern

Individuals whose primary COVID concern is that the US economy will enter another great recession or depression



COVID

## Anti-COVID Stimulus

Individuals who agree that the government has wasted COVID-19 stimulus money on corporate bailouts



COVID

## Pro COVID Stimulus

Individuals who disagree that the government has wasted COVID-19 stimulus money on corporate bailouts



COVID

## COVID Public Health Concern

Individuals whose primary COVID concern is that the pandemic will cause long term damage to the health of the global population



COVID

## Pro COVID Lockdowns

Individuals who support self-quarantine measures and lockdowns on non-essential businesses



COVID

## Anti COVID Lockdowns

Individuals who oppose self-quarantine measures and lockdowns on non-essential businesses

# Issue



COVID

## COVID Lockdown Persuadables

Individuals who are receptive to messages both for and against self-quarantine measures and lockdowns on non-essential businesses



COVID

## Will Take COVID Vaccine

Individuals who plan to get a COVID vaccine when available to them



COVID

## Will Not Take COVID Vaccine

Individuals who do not plan to get a COVID vaccine



COVID

## COVID Vaccine Persuadables

Individuals who have not decided whether or not to get a COVID vaccine and are receptive to messages both for and against getting vaccinated



ECONOMY

## Anti-Socialism

Individuals who believe socialism would be bad for the country



ECONOMY

## Pro American Jobs

Individuals who believe that growing the economy and creating American jobs is a priority



ENERGY

## All of the Above Energy

Individuals who favor energy development that includes new drilling for oil and gas as well as more renewable energy



ENERGY

## Energy Influentials

Individuals who are high turnout voters, likely to follow energy-related news, and actively engage in energy-related issues facing their community



ENERGY

## Renewable Energy Supporters

Individuals who believe we should invest more heavily in renewable energy such as wind and solar



ENERGY

## Traditional Energy Supporters

Individuals who believe that instead of investing in renewable energy projects, we should be investing more in supporting the development of our traditional energy resources like oil and natural gas



FOREIGN RELATIONS

## Anti-Chinese Trade Policies

Individuals who believe American reliance on trade with China poses national security, public health, and economic risks



FOREIGN RELATIONS

## Trust China

Individuals who believe that diplomatic relations with China have led to a long time peaceful partnership and better trade relations have resulted in a growing economy



FOREIGN RELATIONS

## Anti Israel

Individuals who do not believe that the United States should continue to support Israel



FOREIGN RELATIONS

## Pro Israel

Individuals who believe that the United States should continue to support Israel



FOREIGN RELATIONS

## Israel Persuadables

Individuals who are receptive to messages both for and against the United States' support of Israel



HEALTHCARE

## Pro Drug Costs Regulation

Individuals who want the government to take action to regulate the price of pharmaceutical drugs and keep the costs affordable

# Issue



HEALTHCARE

## Anti Drug Costs Regulation

Individuals who do not want the government to take action to regulate the price of pharmaceutical drugs and keep the costs affordable



HEALTHCARE

## Drug Costs Persuadables

Individuals who are receptive to messages both for and against government action on the cost of prescription drugs



HEALTHCARE

## Oppose Medicare-for-All

Individuals who prefer a market-based solution for the US healthcare system over a "medicare-for-all" system



HEALTHCARE

## Pro Medicaid Expansion

Individuals who agree that Medicaid coverage should be expanded, even if it means raising taxes to do so



HEALTHCARE

## Anti Medicaid Expansion

Individuals who oppose the expansion of Medicaid coverage



HEALTHCARE

## Medicaid Expansion Persuadables

Individuals who are receptive to messages both for and against the expansion of Medicaid coverage



HEALTHCARE

## Pro Pharma

Individuals who have a favorable view of pharmaceutical companies



HEALTHCARE

## Anti Pharma

Individuals who have an unfavorable view of pharmaceutical companies



HEALTHCARE

## Pharma Persuadables

Individuals who are receptive to both positive and negative messages about pharmaceutical companies



HEALTHCARE

## Healthcare Influentials

Individuals who are high turnout voters, likely to follow healthcare-related news, and actively engage in healthcare-related issues facing their community



HEALTHCARE

## Pro Pharmacy Opioid Blame

Individuals who believe that pharmacies and retail chains share responsibility for the opioid epidemic



HEALTHCARE

## Anti Pharmacy Opioid Blame

Individuals who do not believe that pharmacies and retail chains share responsibility for the opioid epidemic



HEALTHCARE

## Pharmacy Opioid Blame Persuadables

Individuals who are receptive to messages both for and against the idea that pharmacies and retail chains share responsibility for the opioid epidemic



HEALTHCARE

## Pro Walk-In Clinics

Individuals who support expanding access to healthcare with walk-in clinics



HEALTHCARE

## Anti Walk-In Clinics

Individuals who oppose expanding access to healthcare with walk-in clinics



HEALTHCARE

## Walk-In Clinic Persuadables

Individuals who are receptive to messages both for and against expanding access to healthcare with walk-in clinics

# Issue



INDIVIDUAL CHOICE

## Pro 2nd Amendment

Individuals who believe it is important to protect the right of Americans to own guns



INDIVIDUAL CHOICE

## Pro Gun Control

Individuals who believe it is important to put more restrictions on gun ownership



INDIVIDUAL CHOICE

## 2nd Amendment Persuadables

Individuals who are receptive to messages both for and against 2nd Amendment and gun control issues



INDIVIDUAL CHOICE

## Pro School Choice

Individuals who support school choice



INDIVIDUAL CHOICE

## Anti School Choice

Individuals who oppose school choice



INDIVIDUAL CHOICE

## School Choice Persuadables

Individuals who are receptive to messages both for and against school choice



INFLUENCER

## Corporate Responsibility

Individuals who are community influencers and whose consumption choices are impacted by a company's or CEO's stance on hot-button issues



INFLUENCER

## Influentials

Individuals who are high turnout voters, likely to follow the news, and actively engage in their community



LAW & ORDER

## Pro Immigration Enforcement

Individuals who support strict immigration enforcement laws including deportation and a wall on the Southern border



LAW & ORDER

## Pro Police

Individuals who trust law enforcement officers in their communities



LAW & ORDER

## BLM Supporters

Individuals who support the Black Lives Matter movement



LAW & ORDER

## Pro Defund Police

Individuals who support defunding the police



LAW & ORDER

## Anti Defund Police

Individuals who oppose defunding the police



LAW & ORDER

## Defund Police Persuadables

Individuals who are receptive to messages both for and against defunding the police



LAW & ORDER

## Defund Police GOTV

Individuals who are unlikely to vote, but strongly believe that defunding the police is dangerous



LAW & ORDER

## Defund Police Persuasion

Individuals who are unlikely to vote for Republicans, but strongly agree that defunding the police is dangerous



# Issue



LAW & ORDER

## Pro Criminal Justice Reform

Individuals who support criminal justice reform



LAW & ORDER

## Anti Criminal Justice Reform

Individuals who oppose criminal justice reform



LAW & ORDER

## Criminal Justice Reform Persuadables

Individuals who are receptive to messages both for and against criminal justice reform



TAXES & FEES

## Pro Corporate Tax Raise

Individuals who believe that taxes should be raised on large corporations to make sure they're paying their fair share



TAXES & FEES

## Anti Corporate Tax Raise

Individuals who do not believe that taxes should be raised on large corporations



TAXES & FEES

## Corporate Tax Raise Persuadables

Individuals who are receptive to messages both for and against tax raises on large corporations



TAXES & FEES

## Pro Energy Tax

Individuals who believe that taxes should be raised in order to invest in our nation's infrastructure, renewable domestic energy sources, and create more green jobs



TAXES & FEES

## Anti Energy Tax

Individuals who do not believe that taxes should be raised in order to invest in our nation's infrastructure, renewable domestic energy sources, and create more green jobs



TAXES & FEES

## Energy Tax Persuadables

Individuals who are receptive to messages both for and against tax raises to invest in our nation's infrastructure, renewable domestic energy sources, and create more green jobs



TAXES & FEES

## Pro Swipe Fees

Individuals who support credit card companies charging businesses a swipe fee



TAXES & FEES

## Anti Swipe Fees

Individuals who oppose credit card companies charging businesses a swipe fee



TAXES & FEES

## Swipe Fee Persuadables

Individuals who are receptive to messages both for and against credit card companies charging businesses a swipe fee



TECH

## Pro Big Tech

Individuals who have a favorable view of technology companies such as Facebook, Google, Amazon and Twitter



TECH

## Anti Big Tech

Individuals who have an unfavorable view of technology companies such as Facebook, Google, Amazon and Twitter



TECH

## Big Tech Persuadables

Individuals who are receptive to both positive and negative messages about technology companies such as Facebook, Google, Amazon and Twitter



TECH

## Pro Big Tech Regulation

Individuals who believe that the United States needs to do more to regulate big technology companies

# Issue



TECH

## Anti Big Tech Regulation

Individuals who do not believe that the United States needs to do more to regulate big technology companies



TECH

## Big Tech Regulation Persuadables

Individuals who are receptive to messages both for and against the United States regulating big technology companies



TECH

## Gig Economy Workers

Individuals who have a portion of their income come from gig economy jobs



TECH

## Pro Gig Economy Regulation

Individuals who support more federal action to regulate the gig economy



TECH

## Anti Gig Economy Regulation

Individuals who oppose more federal action to regulate the gig economy



TECH

## Gig Economy Regulation Persuadables

Individuals who are receptive to messages both for and against more federal action to regulate the gig economy



TECH

## Support Anti Trust Regulations

Individuals who support anti trust regulations



TECH

## Oppose Anti Trust Regulations

Individuals who oppose anti trust regulations



TECH

## Anti Trust Persuadables

Individuals who are receptive to messages both for and against anti trust regulations

# Political



## Registered Voters

All registered voters



## Democratic Voters

All voters who are likely to vote for Democrats in upcoming elections



## Republican Voters

All voters who are likely to vote for Republicans in upcoming elections



## Soft Democrats

Voters who lean Democratic



## Soft Republicans

Voters who lean Republican



## Likely Voters

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



## Blue Collar Voters

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



## Fiscal Conservatives

Individuals who consider themselves to be conservative on fiscal and tax issues



## Fiscal Liberals

Individuals who consider themselves to be liberal on fiscal and tax issues



## GOP Early and Absentee Voters

Republican voters who are likely to vote early or absentee



## GOP GOTV

Low and mid-turnout Republican voters



## GOP Primary

Consistent Republican primary voters



## Hispanic Persuadables

Hispanic voters who do not consistently fall along party lines and are receptive to messages from both parties



## Presidential Ticket Splitters

Biden voters who voted for Republicans down-ballot



## Swing

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



## Senior Swing

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





THE DEEP ROOT AUDIENCE DIFFERENCE

# Political



## Swing Women

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



## Social Conservatives

Individuals who consider themselves to be conservative on social issues



## Social Liberals

Individuals who consider themselves to be liberal on social issues



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ROOT**

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# Donor



## Likely Democrat Donors

Individuals who are likely to donate to Democratic candidates/committees



## Likely GOP Donors

Individuals who are likely to donate to Republican candidates/committees



## Likely High Dollar Democratic Donors

Individuals who have given over \$250 in the past 4 years to Democratic candidates/committees



## Likely High Dollar GOP Donors

Individuals who have given over \$250 in the past 4 years to Republican candidates/committees



## Likely High Dollar Political Donor

Individuals who have given over \$250 in the past 4 years



## Likely Low Dollar Democratic Donors

Individuals who have given less than \$250 in the past 4 years to Democratic candidates/committees



## Likely Low Dollar GOP Donors

Individuals who have given less than \$250 in the past 4 years to Republican candidates/committees



## Likely Low Dollar Political Donors

Individuals who have given less than \$250 in the past 4 years



## Likely Major Democratic Donors

Individuals who have given over \$10,000 to Democratic candidates/committees over the past 4 years



## Likely Major GOP Donors

Individuals who have given over \$10,000 to Republican candidates/committees over the past 4 years



## Likely Major Political Donors

Individuals who have given over \$10,000 in the past 4 years



## Likely Political Donors

Individuals who are likely to donate to political campaigns/committees



## Young Likely GOP Donors

Individuals A18-35 who are likely to donate to Republican campaigns / committees



## Young Likely Political Donors

Individuals A18-35 who are likely to donate to political campaigns/committees



THE DEEP ROOT AUDIENCE DIFFERENCE

# Media Consumption



## **Cord Cutters**

Individuals who are highly likely to be cord cutters



## **Frequent Digital Radio Listeners**

Individuals who are highly likely to be frequent digital radio listeners



## **Frequent Digital Users**

Individuals who are highly likely to be frequent digital users



## **Frequent Live Broadcast Viewers**

Individuals who are highly likely to be frequent live broadcast viewers



## **Frequent Live Cable Viewers**

Individuals who are highly likely to be frequent live cable viewers



## **Frequent Mobile Streamers**

Individuals who are highly likely to be frequent mobile streamers



## **Frequent Radio Listeners**

Individuals who are highly likely to be frequent radio listeners



## **Frequent Satellite TV Viewers**

Individuals who are highly likely to be frequent satellite television viewers



## **Frequent Social Media Users**

Individuals who are highly likely to be frequent social media users



## **Frequent Terrestrial Radio Listeners**

Individuals who are highly likely to be frequent terrestrial radio listeners



## **Frequent TV Streamers**

Individuals who are highly likely to be frequent television streamers



## **Frequent VOD Users**

Individuals who are highly likely to be frequent Video-on-Demand users



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THE DEEP ROOT AUDIENCE DIFFERENCE

# Demographic



## Homeowners

Individuals who own homes



## New Parents

Individuals with young children



## Working Moms

Mothers with full-time employment



## Age Range

Individuals who fall within specific age ranges



## Gender

Individuals split by gender



## Education Level

Individuals categorized by level of education



## Income Level

Individuals categorized by level of income



## Geographic Density

Individuals categorized into Urban, Suburban, and Rural living environments



## And More!

We have thousands of demographic and predictor variables on our in-house file and regularly field large-sample surveys, so if there's something not listed here, ask us how we can create it for you