

HOW TO BEST REACH VOTERS

Common Voter Profiles and What They're Watching

The American electorate is diverse in its opinions, lifestyles, and preferred content, which presents a challenge for political buyers looking to reach voters within the right video programming and with the most relevant message. SpotX has identified seven voter profile groups and what we think they're likely to be watching to help steer your political campaigns in the right direction.



LIBERAL VOTERS

A mix of left-leaning, college-educated professionals and politically engaged, ethnically diverse blue-collar workers. Pew research shows that the majority of college graduates are liberal, with 54% identifying as a Democrat compared to 39% who identify as Republican.

- **Late-night talk shows (Daily Show, Tonight Show)**
- **Sitcoms that celebrate diversity (Will and Grace, Black-ish, Broad City)**
- **Favorite networks include CNN, AMC Networks, and NBC**



CONSERVATIVE VOTERS

A mix of older, white, right-leaning high earners and high-school-educated blue-collar workers. Data from Pew shows that 63% of individuals earning \$200,000 or more a year support Republican candidates.

- **Competitive reality shows (Dancing with the Stars, Hell's Kitchen)**
- **Crime and history (NCIS)**
- **Favorite networks include Fox News, CBS, and HGTV**



FIRST-TIME VOTERS

Citizens of all ages voting for the first time, though a large portion consists of Millennial and Gen Z voters. This group is likely to be ethnically diverse and also includes new voters granted citizenship through naturalization.

- **Binge-worthy shows (The Bachelor, America's Got Talent, Ellen's Game of Games)**
- **Spanish-language programming**
- **Favorite networks include The CW, Fox Deportes, Univision, and Tastemade**



SWING VOTERS

A politically engaged but undecided group of voters. These voters may consider themselves independents and are informed and thoughtful about their vote in each election, relying heavily on unbiased resources to form their opinions of candidates. Key voters in this group reside in Florida, Michigan, Minnesota, New Hampshire, Pennsylvania, and Wisconsin.

- **Centrist news programming**
- **Conventional sitcoms**
- **Favorite networks include Newsy, ABC News, CBS News, and Discovery**



INFORMED VOTERS

An educated and engaged group dedicated to researching and staying informed on political issues. These voters are heavy consumers of politically focused content and are likely to decide who they're voting for early in the election cycle.

- **News and journalistic programming**
- **Independent films, documentaries, and biopics**
- **Favorite networks include AMC Networks, Science Channel, and History Channel**



UNINFORMED VOTERS

Voters that don't take an active interest in politics but do have firm opinions. These voters tend to build an affinity with candidates based on character rather than political policy, and are likely to get information from social media networks rather than news outlets.

- **Sports and comedy programming**
- **Reality shows (Keeping Up with the Kardashians, The Real World)**
- **Favorite networks include Fox Sports Networks, E!, MTV, and Bravo**



DISAFFECTED VOTERS

The most financially challenged voter group - about 50% say they are struggling financially and few believe that the government will help their predicament. The group has a low voter turnout and is likely to be the most difficult to engage with.

- **Competition and game shows (The Masked Singer, Storage Wars, Deal or No Deal)**
- **Reality TV (Duck Dynasty, Real Housewives, Buckwild)**
- **Favorite networks include A&E, TLC, CMT, and Comedy Central**

SpotX reaches 42M CTV households and represents 97% of premium ad-supported OTT streaming video providers - meaning we can help you reach any voter profile at scale within the programming and content they engage with most.

Works cited: Trends in party affiliation among demographic groups (Pew 2018), Eight Different Types Of American Voters (Pew 2011), The Big Six Swing States in 2020 (UVA Center for Politics 2019)