



### **Deep Root Available Audiences:**

Republican Voters

Swing

Senior Swing

Swing Women

Likely Voters

GOP Primary

GOP GOTV

GOP Early and Absentee Voters

Influentials

Hispanic Persuadables

Blue Collar Voters

Corporate Responsibility

Anti-Socialism

Pro Trump

Hesitant Trump

Anti-Impeachment

Pro Trump Economy

Distrust Trump Media Coverage

Trump Democrats

Hesitant Democrats

Climate Change Persuadables

Anti Green New Deal

"All of the Above" Energy

Pro Oil & Gas

Oil & Gas Persuadables

Environmentalists

Drug Costs Persuadables

Oppose Medicare-for-All

Pro Opioid Crisis Action

Pro Pharma

Pharma Persuadables

Pro Big Tech

Anti Big Tech

Big Tech Persuadables

Pro 2nd Amendment

2nd Amendment Persuadables

Pro Gun Control

Pro Immigration Enforcement

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### **About Deep Root**

Deep Root is an audience-powered analytics company that does four things: identifies your organization's ideal audiences, optimizes your advertising based on how those audiences consume media, integrates them into platforms for linear, addressable and digital ad delivery, and measures how your audiences are being impacted by paid and earned media.

### **About Ampersand**

Ampersand is a data-driven TV advertising sales and technology company with the mission of enabling advertisers to reach their audiences across the full range of TV and digital environments. With a commitment to constant innovation and growth, Ampersand reaches 85 million households leveraging unique data insights to connect brands with audiences to drive desired outcomes. Ampersand is owned by three of the largest cable operators in the US: Comcast Corporation, Charter Communications, Inc. and Cox Communications. For more information, please visit Ampersand at [Ampersand.tv](http://Ampersand.tv)