

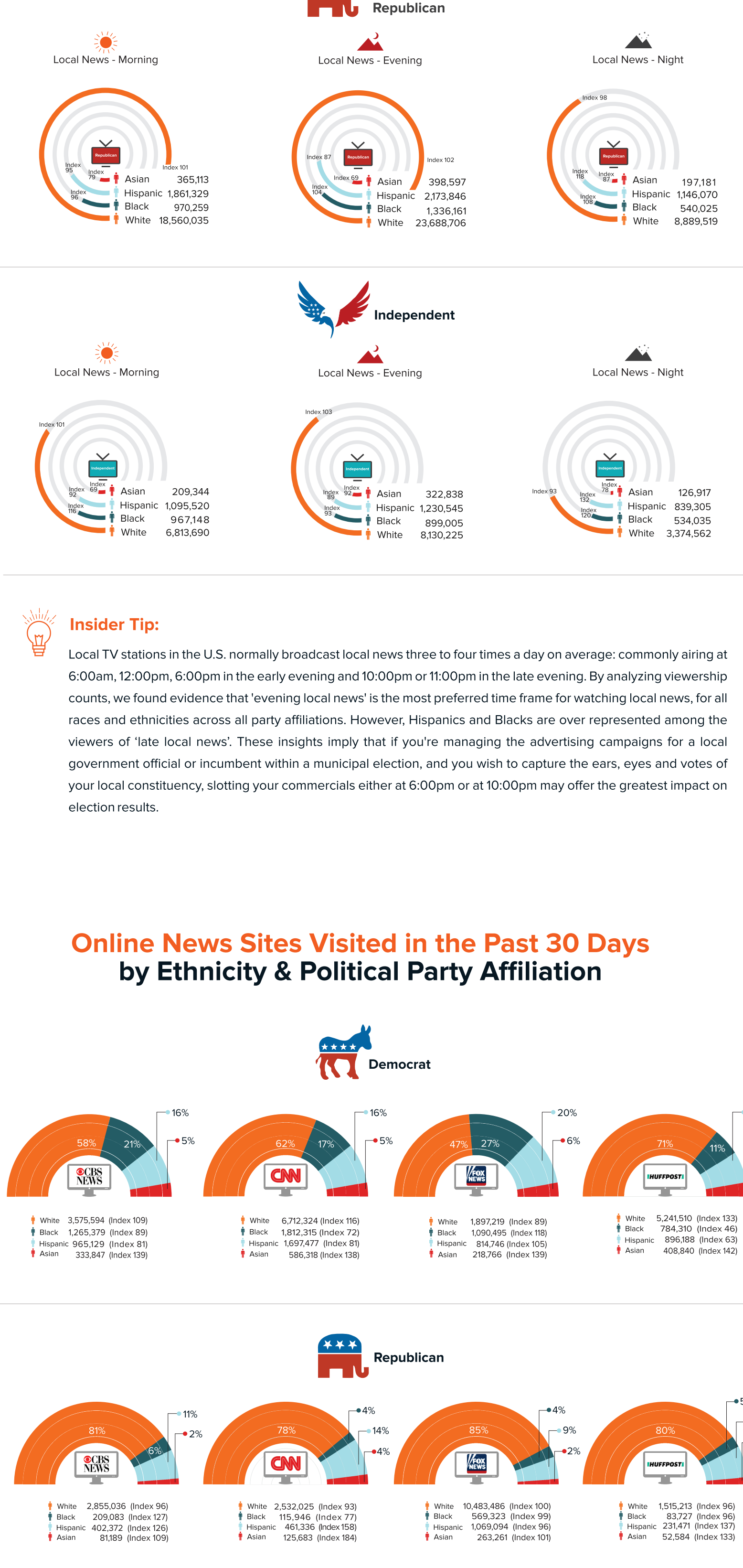
The Claritas Voter Series Channel and Device Engagement



News media has played an important role in politics since the First Amendment established freedom of the press as a cornerstone of American democracy. Voters look to media for information to make educated decisions, and it's the media's job to give it to them. But with the recent shifts in the media landscape, can the news & media channels and the devices we choose really influence the outcome of our vote and thus the 2020 election?

In this infographic, we'll try to share insights on what voters are watching by type of media. What's the impact on voters if certain media channels reflect a political bias in their coverage, or are the major media outlets simply attracting partisan audiences who crave those political biases. To learn more, continue reading our second infographic of the Claritas Voter Series.

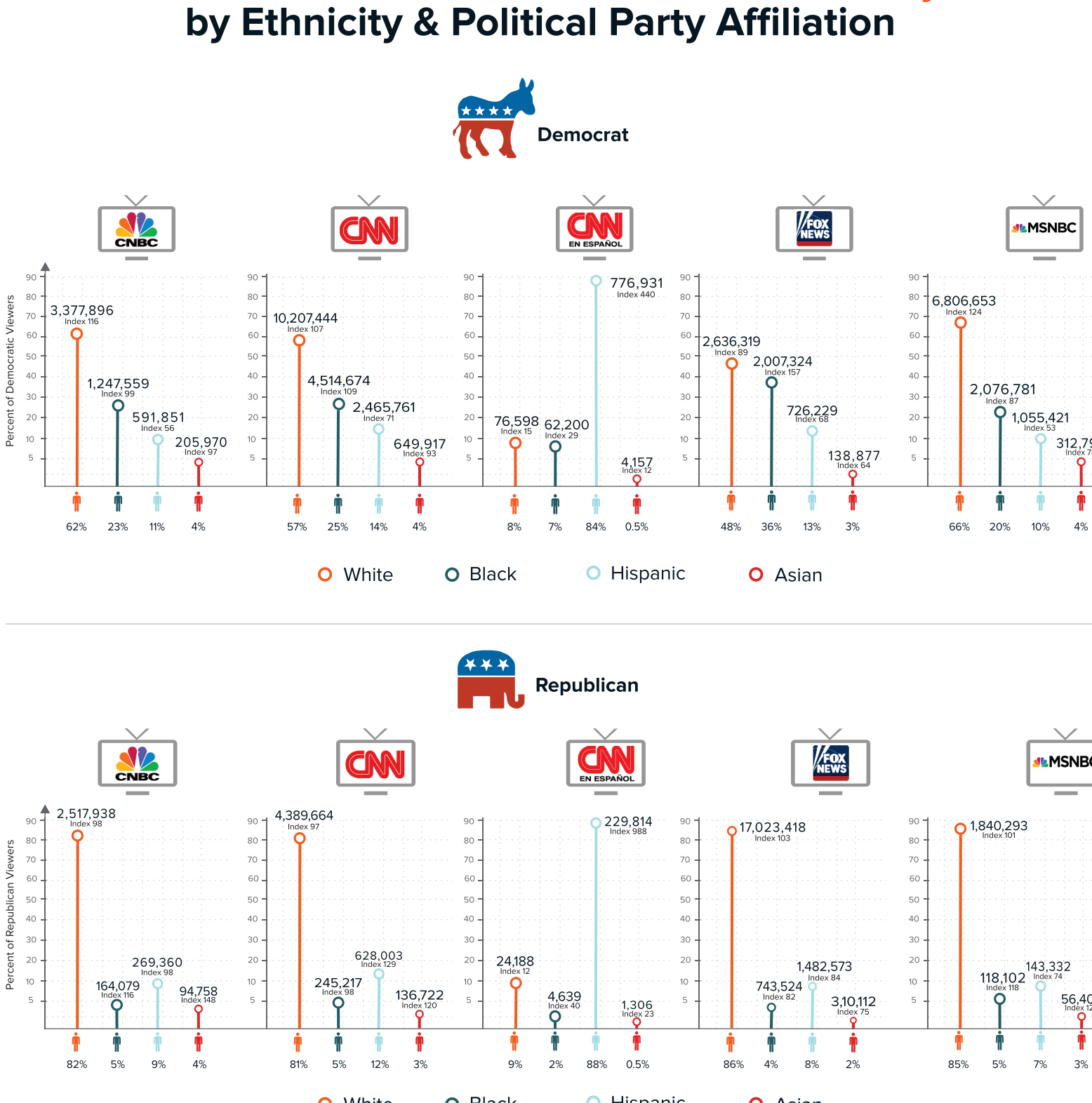
Type of Local News Watched by Ethnicity & Political Party Affiliation



Insider Tip:

Local TV stations in the U.S. normally broadcast local news three to four times a day on average: commonly airing at 6:00am, 12:00pm, 6:00pm in the early evening and 10:00pm or 11:00pm in the late evening. By analyzing viewership counts, we found evidence that "evening local news" is the most preferred time frame for watching local news, for all races and ethnicities across all party affiliations. However, Hispanics and Blacks are over represented among the viewers of "late local news". These insights imply that if you're managing the advertising campaigns for a local government official or incumbent within a municipal election, and you wish to capture the ears, eyes and votes of your local constituency, slotting your commercials either at 6:00pm or at 10:00pm may offer the greatest impact on election results.

Online News Sites Visited in the Past 30 Days by Ethnicity & Political Party Affiliation



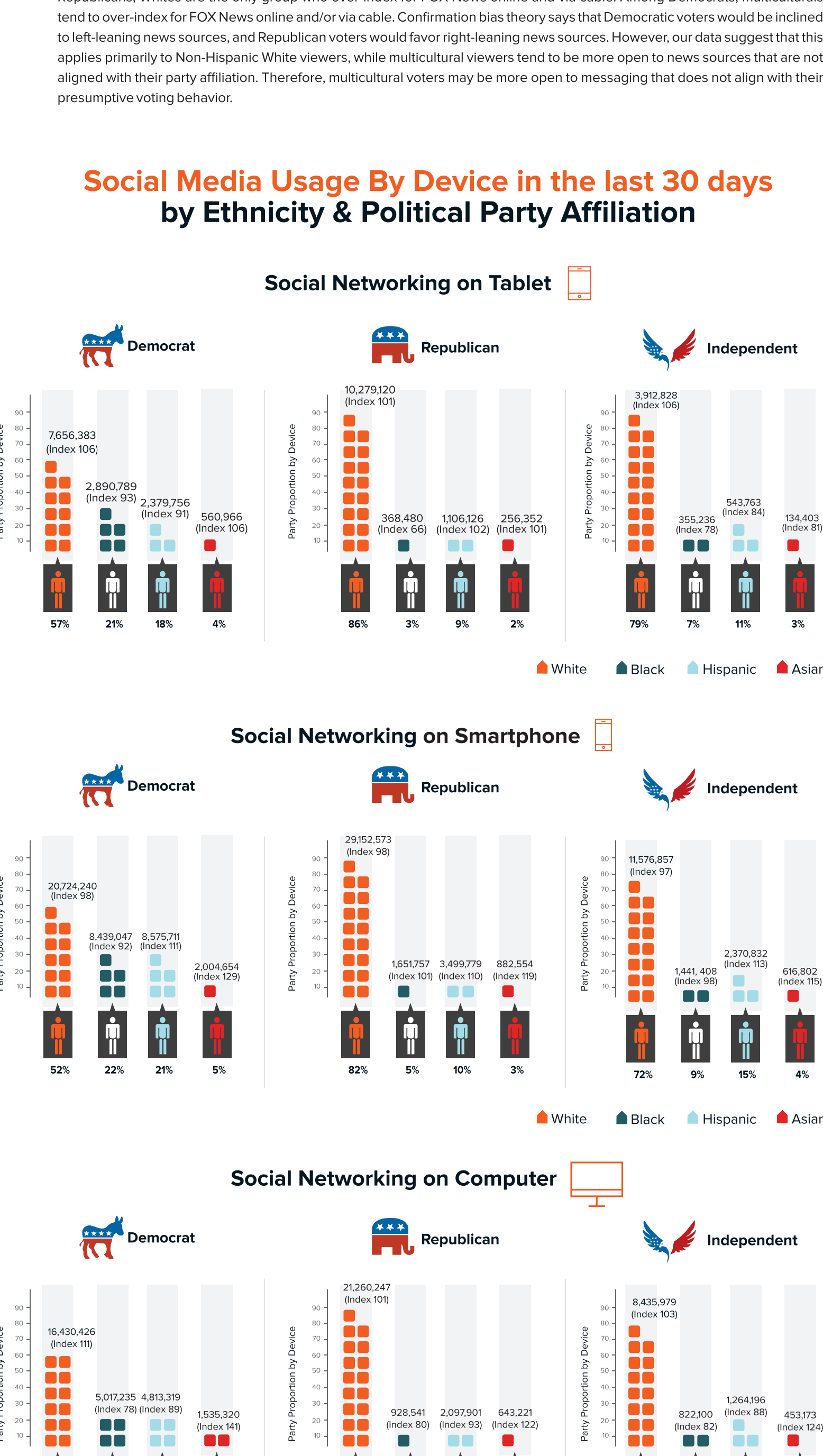
Insider Tip:

How does consuming news online with a strong political slant influence the way American's vote in elections? And, how strongly do people prefer online news sources that are slanted towards their own political preferences and political party affiliation?

When we look at Hispanic Republicans, we see that they are over-indexing for every news site except for Fox News, which may suggest that Hispanic Republicans tend to be more moderate and don't like the right-wing slant Fox News delivers. Asians over-indexed for all online news sites measured and tend to under-index for all TV and cable news sources.

Interestingly, Republicans are not the only group over-indexing for visiting FOX News online. Non-Hispanic Blacks, Hispanics and Asians who are Democrat index high for Fox News online. In fact, both Non-Hispanic Blacks and Hispanics who are Democrat indexed highest for FOX News online. The previously mentioned insight may imply that Fox News online may have a greater ability to influence election results than other online news sites.

Cable Networks Watched in the Past 30 Days by Ethnicity & Political Party Affiliation

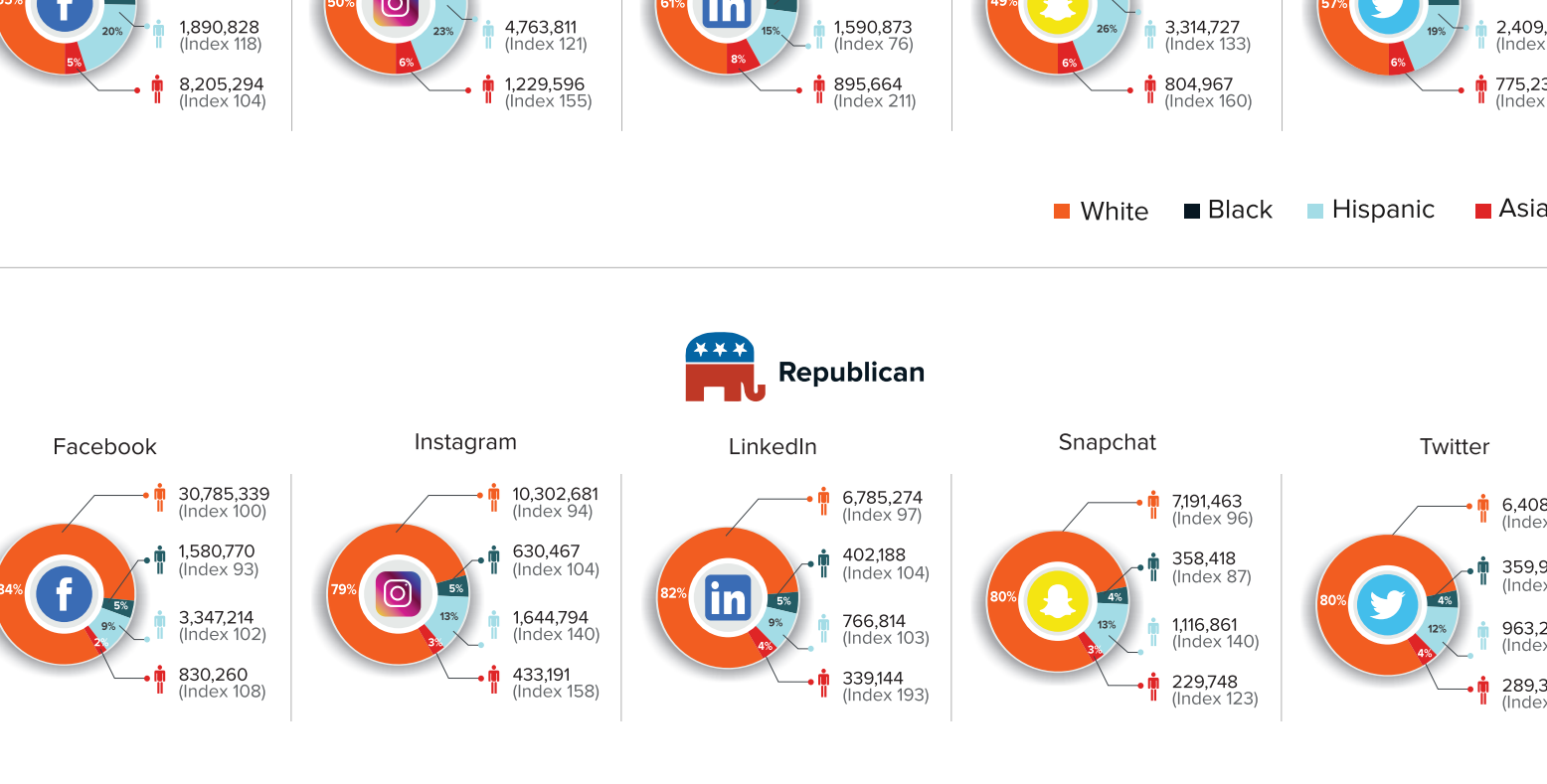


Insider Tip:

Where do voters get their political news? Do they prefer news sources that conform to their pre-existing partisan preferences? In this section, we expanded the top U.S. cable news networks for consideration but by count, the top cable news network for Democrats, Independents of all races and ethnicities, except for Independents who are Non-Hispanic White, was CNN. In addition, we found that Republicans and Independents who are Non-Hispanic White preferred FOX News.

This data implies that the CNN and FOX News in particular, have the potential to impact the election results of 2020. Among Republicans, Whites are the only group who over-index for FOX News online and via cable. Confirmation bias theory says that Democratic voters would be inclined to left-leaning news sources, and Republican voters would favor right-leaning news sources. However, our data suggest that this applies primarily to Non-Hispanic White viewers, while multicultural viewers tend to be more open to news sources that are not aligned with their party affiliation. Therefore, political marketers may be more open to messaging that does not align with their presumptive voting behavior.

Social Media Usage By Device in the last 30 days by Ethnicity & Political Party Affiliation

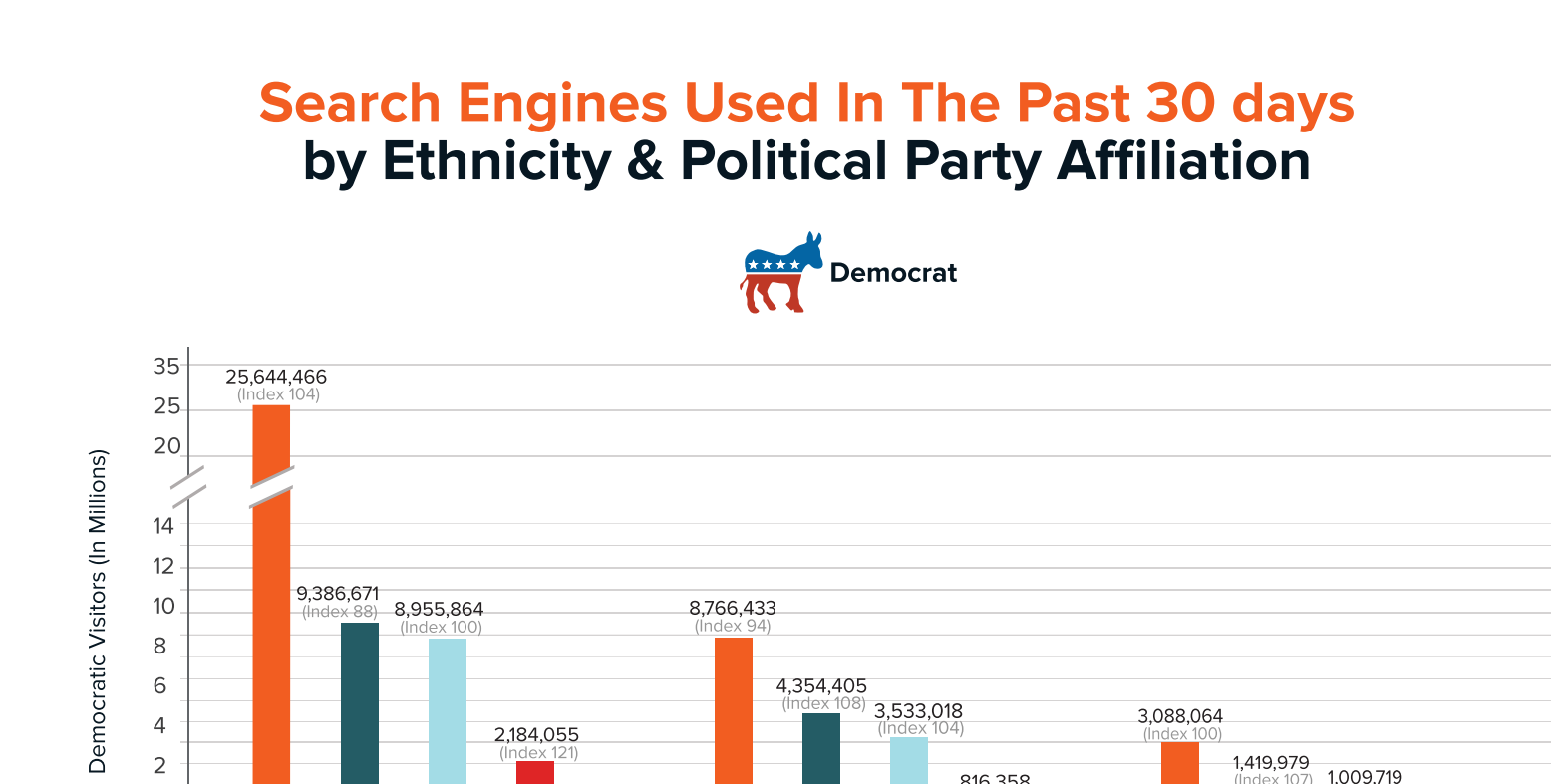


Insider Tip:

Smartphones are now the preferred device for social networking among all races, ethnicities & political affiliations, though Whites and especially Asians do over-index for social media on PCs.

The rise of content consumption across multiple devices has created a new dilemma for campaign managers and modern day marketers. It's more of a catch me if you can game. Marketers must understand that members of political parties are shifting screens, jumping between the lines, thus marketers must know how to navigate the pattern of this behavior. Marketers should see multi-device content consumption as an opportunity to localize their campaigns, speaking to the right person at the right time, on the right device.

Social Media Sites Used in the Past 30 days by Ethnicity & Political Party Affiliation



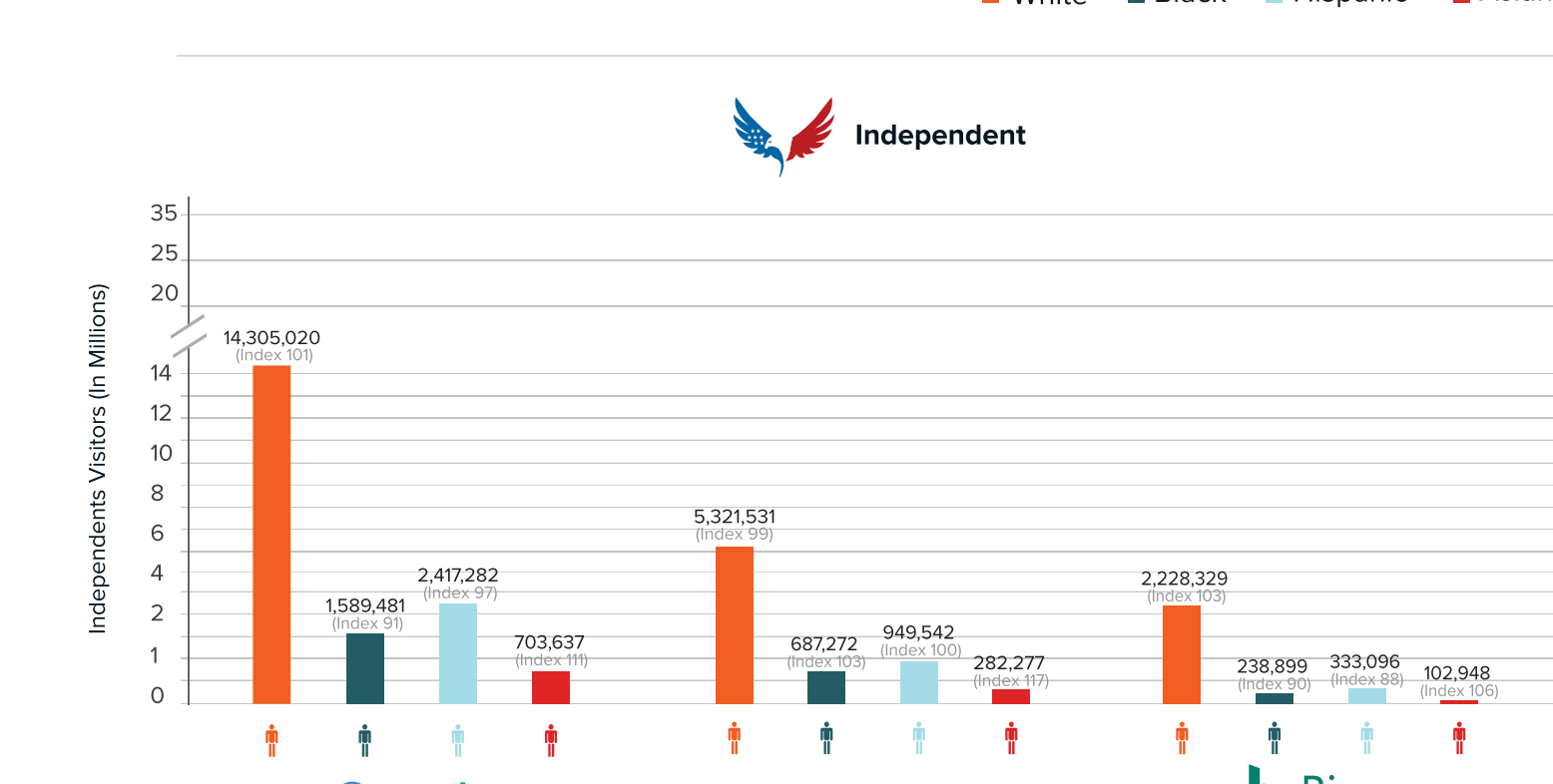
Insider Tip:

The emergence of "fake news" on social media during the 2016 U.S. presidential election brought renewed urgency to questions about social media bias and its potential to influence election outcomes. One thing is for certain though: in the 2020 election, campaigns with a social media presence will be greater than ever. Knowing how social media is used according to party affiliation could provide campaign managers an advantage in the run-up to an election. But how does ones' political party influence the way in which social media is consumed? Facebook has the highest reach across all groups by percentage of the population. However, when looking at Hispanics from all parties, we see that the two highest indexing social media networks were Instagram and Snapchat. When looking at Asians from all parties, we see that the highest indexing social media network was LinkedIn.

Hispanics and Asians tend to over-index for most social media. In fact, more than 1 in 4 can be found on Snapchat and more than 1 in 3 can be found on Instagram.

Instagram was the highest indexing social media network for Non-Hispanic Blacks who identified as Independent, Republican and Democrat. Facebook and LinkedIn were the two highest indexing social media networks for Non-Hispanic Whites of every political party except for Democrat.

Search Engines Used In The Past 30 days by Ethnicity & Political Party Affiliation



Insider Tip:

Google has 65% market share among search engines with more than double the number of users of any other search engine. In fact, Black and Asian Republicans have the highest likelihood for using Bing and all Asians and Hispanic Republicans over-index for Yahoo. If you're a marketer creating get out the vote ads to specific races and ethnicities, these insights can help you tailor your message to the right segments by search engine.

To learn more about these segments and your own, visit www.mybestsegments.com and try out our ZIP Code Look tool