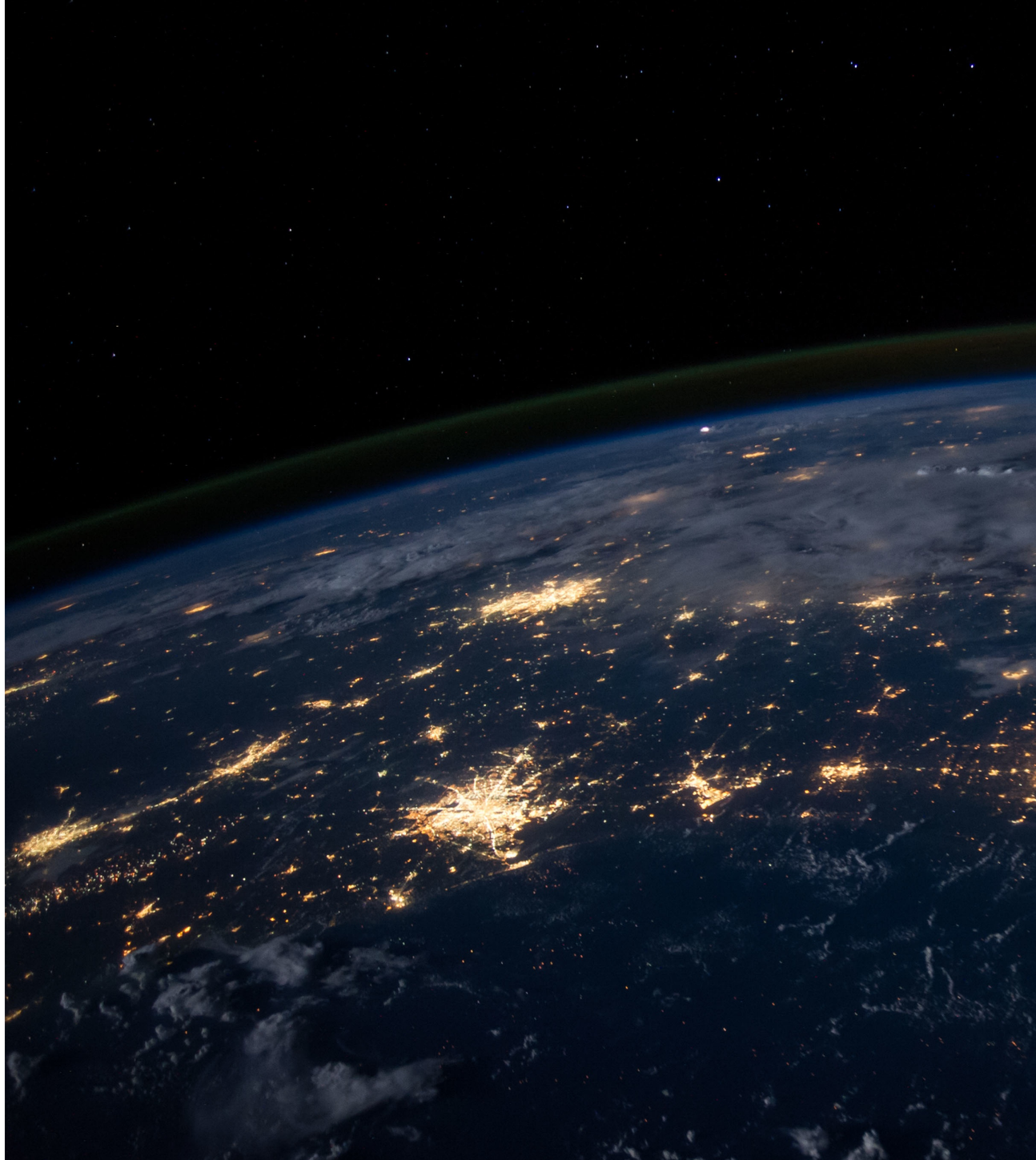
ECHELON INSIGHTS

Sports Fandom

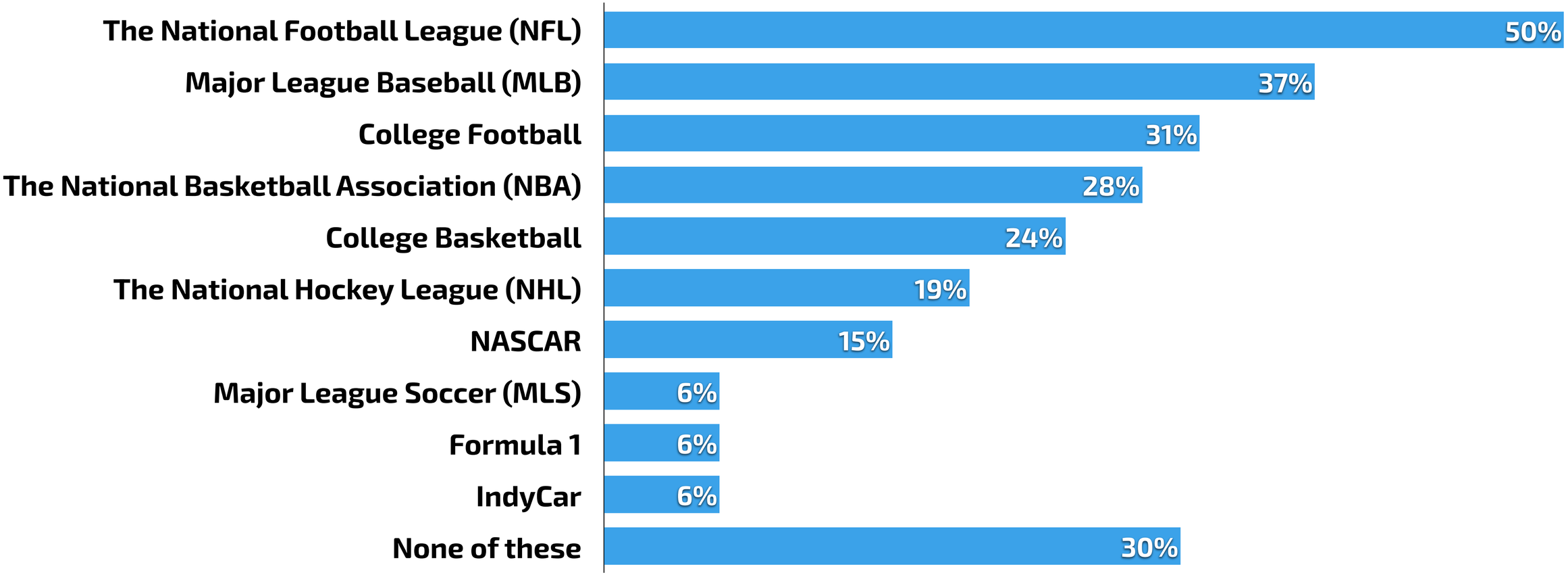
Verified Voter Omnibus Survey

N = 1,001 Voters in the Likely Electorate (LV), Nationwide
Field Dates: April 18-20, 2022



NFL, MLB Are America's Most Popular Sports Leagues

Q. Would you consider yourself a fan of any of the following sports leagues? Select all that apply.



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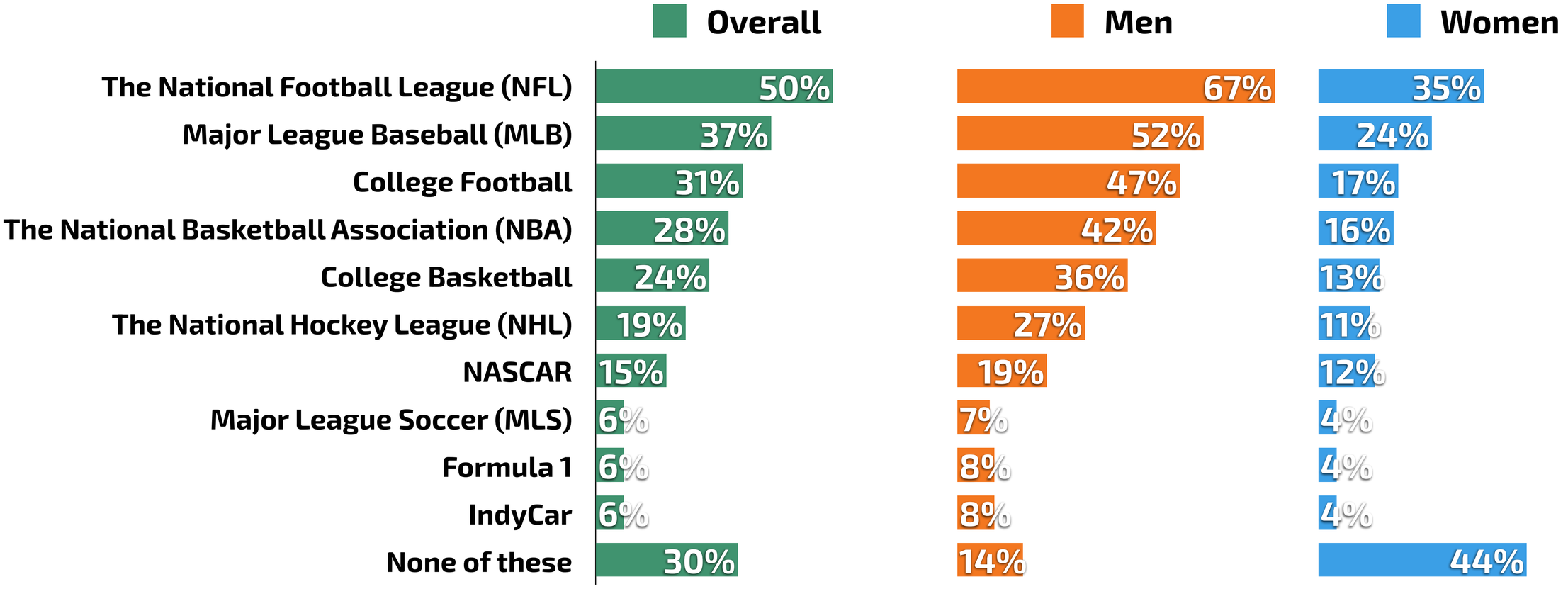
2 In 3 Men Are NFL Fans, Over 4 In 10 Women Not Sports Fans

Q. Would you consider yourself a fan of any of the following sports leagues? Select all that apply.



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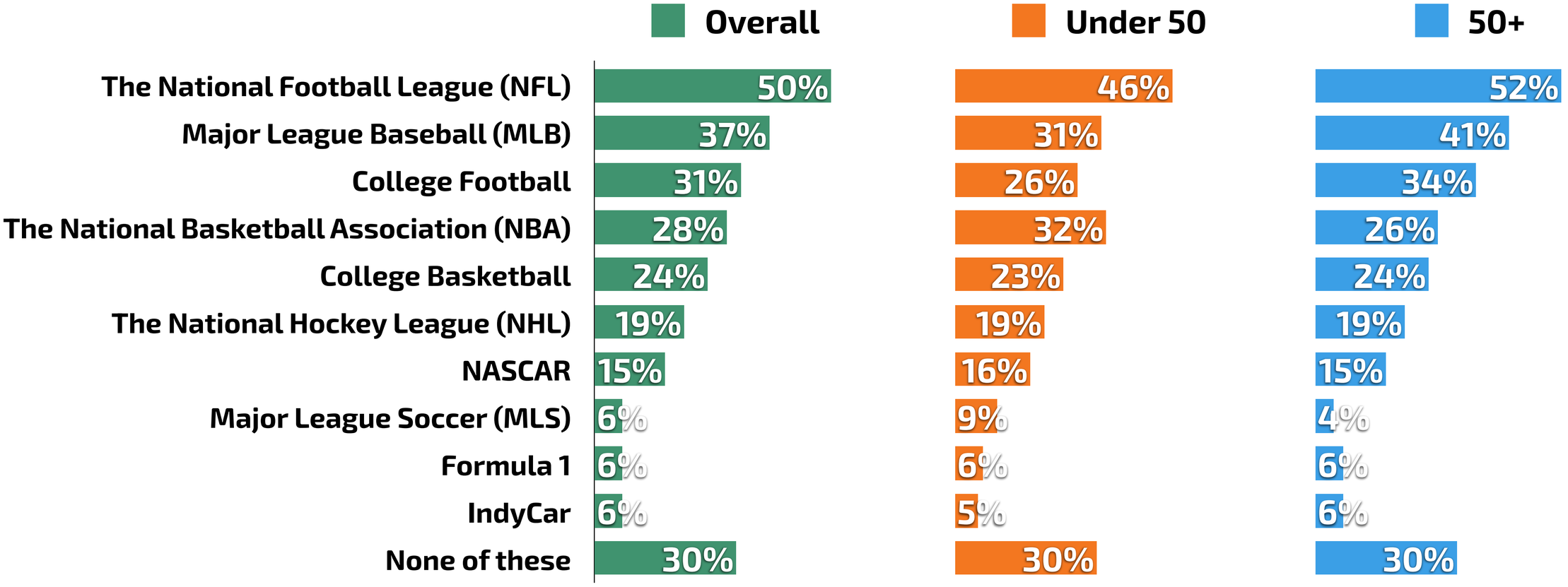
NBA Second In Fandom To NFL Among Voters Under 50

Q. Would you consider yourself a fan of any of the following sports leagues? Select all that apply.



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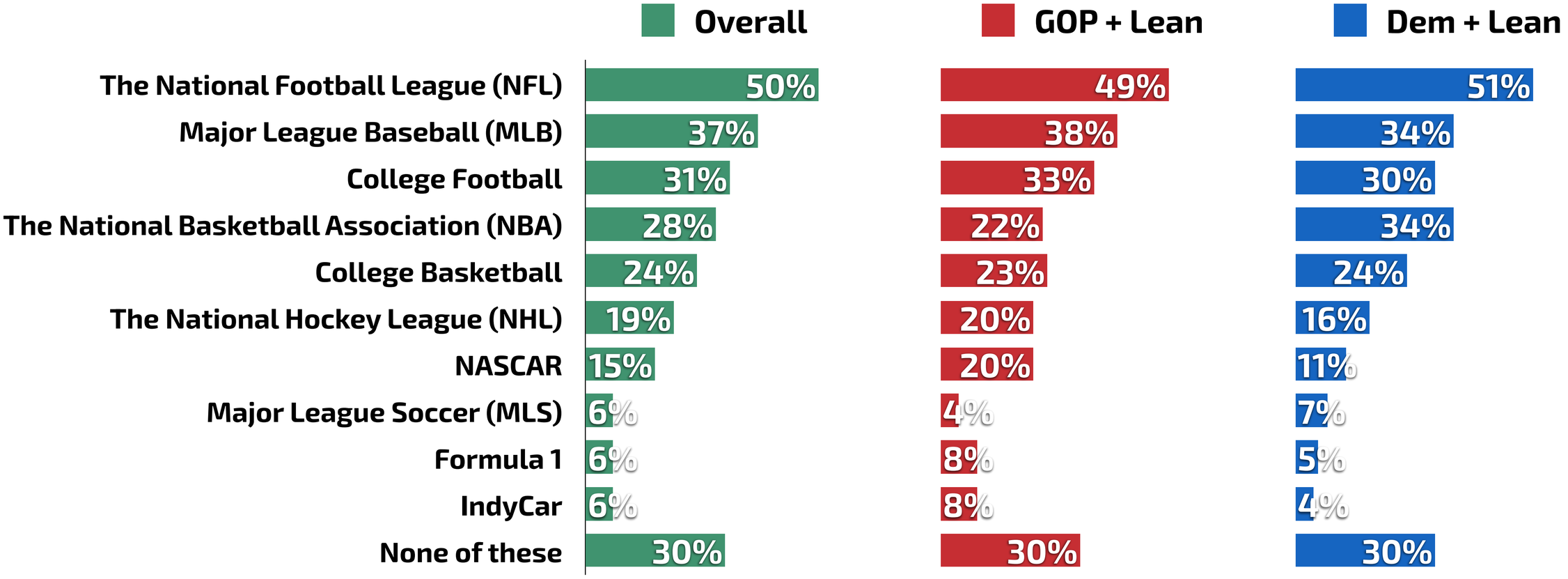
Little Partisan Gap In Popularity Of Major Sports Leagues

Q. Would you consider yourself a fan of any of the following sports leagues? Select all that apply.



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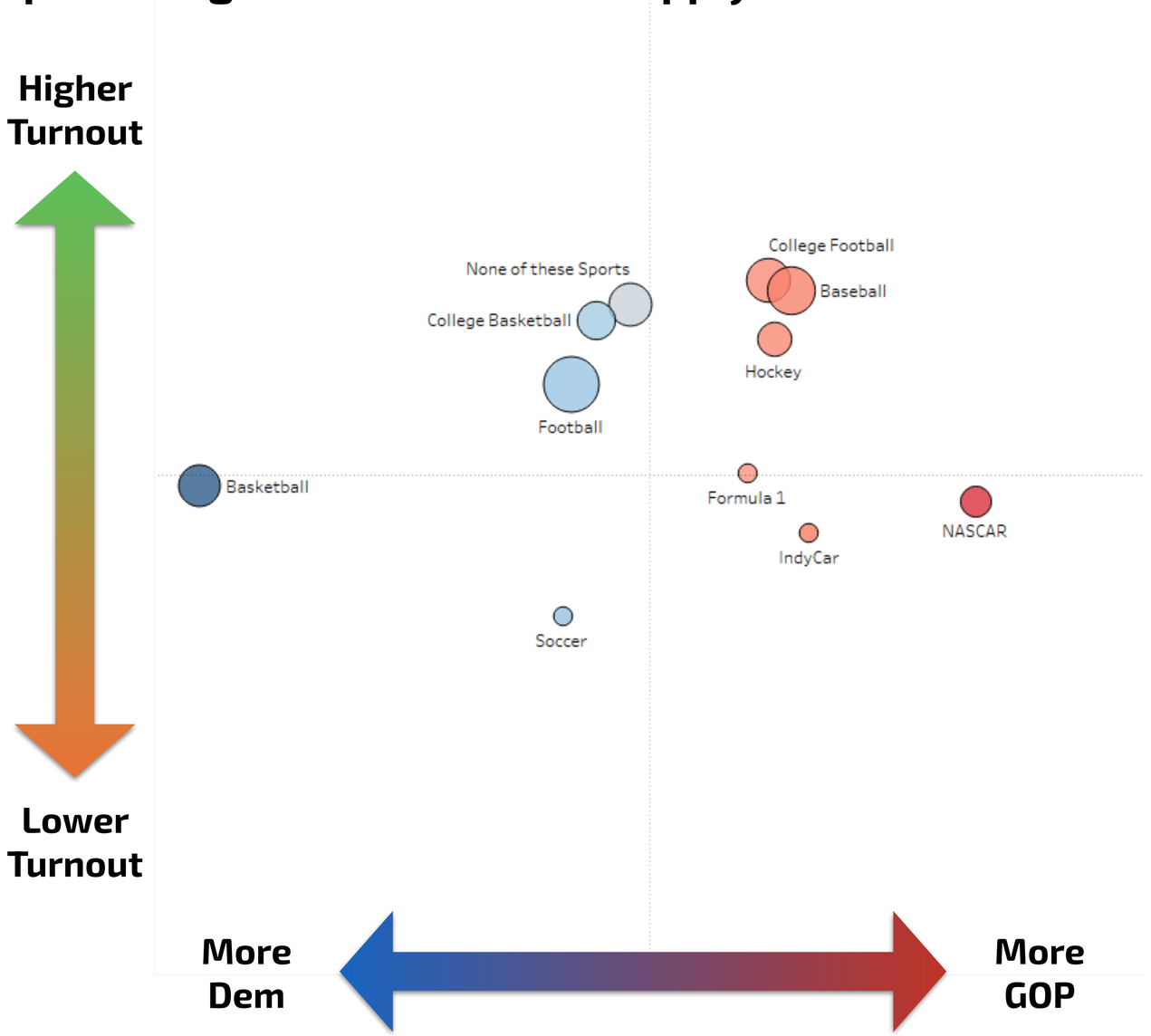
Mapping Sports Fandom By Party And Turnout

- NASCAR fans are the most Republican-leaning of the sports tested, while NBA fans are the most Democratic-leaning.
- College Football, MLB, and College Basketball fans are among higher turnout voters, probably because they skew older.

ECHELON INSIGHTS

Q. Would you consider yourself a fan of any of the following sports leagues? Select all that apply.



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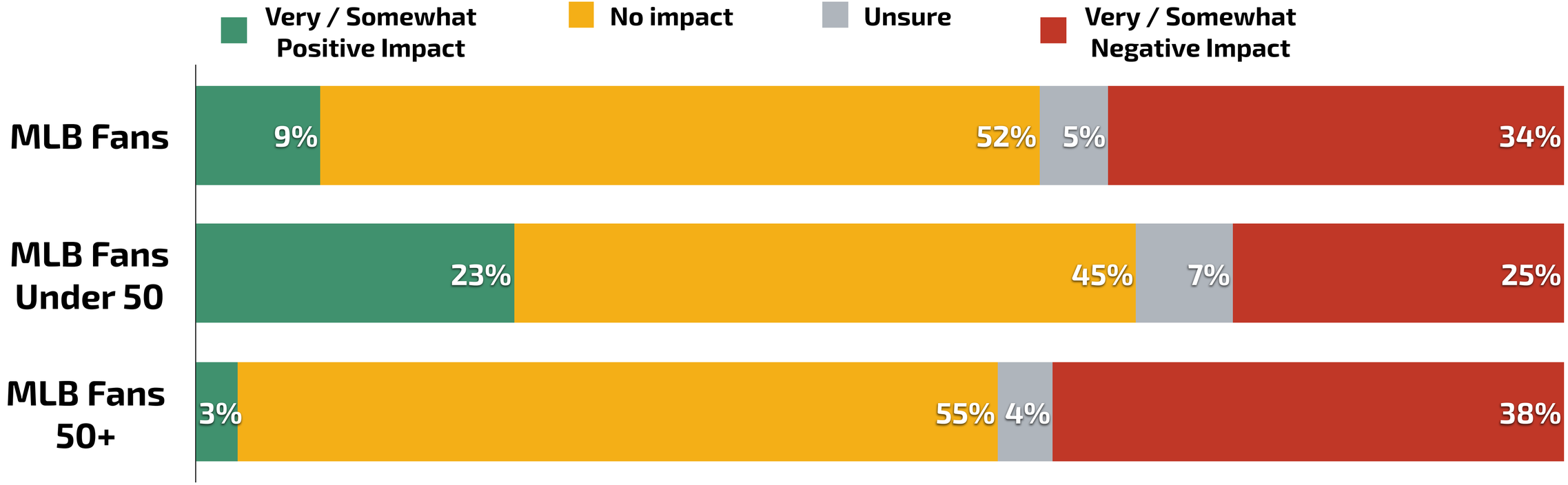
Majority Of MLB Fans Say Lockout Had No Impact On Their MLB Fandom; More Younger Fans Say Lockout Had Positive Impact On Fandom

Q. As you may know, Major League Baseball (MLB) was in a lockout this winter due to a disagreement between the owners and players on the collective bargaining agreement. Would you say the lockout had a positive or negative impact on your MLB fandom, or no impact at all? [ASKED of n=341 WHO SELECTED MAJOR LEAGUE BASEBALL (MLB) WHEN ASKED WHETHER THEY CONSIDER THEMSELVES FANS OF ANY SPORTS LEAGUES]



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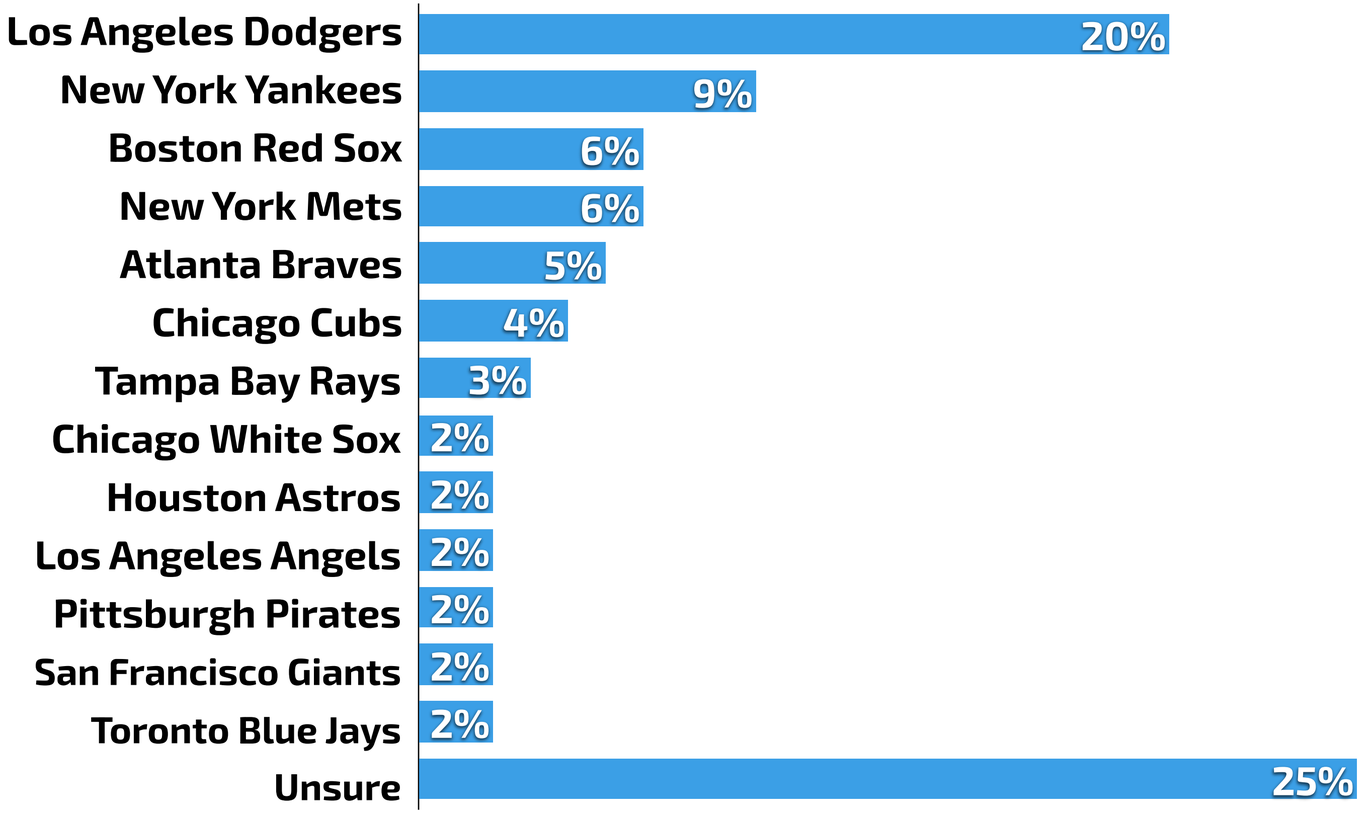
MLB Fans Pick LA Dodgers As 2022 World Series Champ

Q. Which team do you think will win the 2022 World Series? [ASKED of n=341 WHO SELECTED MAJOR LEAGUE BASEBALL (MLB) WHEN ASKED WHETHER THEY CONSIDER THEMSELVES FANS OF ANY SPORTS LEAGUES]



The following teams received 1% or LESS:

Cincinnati Reds
Colorado Rockies
Detroit Tigers
Miami Marlins
Milwaukee Brewers
Minnesota Twins
Philadelphia Phillies
San Diego Padres
St Louis Cardinals
Texas Rangers
Washington Nationals
Baltimore Orioles
Kansas City Royals
Oakland Athletics
Arizona Diamondbacks
Cleveland Guardians
Seattle Mariners

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N = 1,001 Voters in Likely Electorate nationwide, fielded April 18-20, 2022

Meet the Likely Electorate

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.

That's why, in the months leading up to a national election, we at Echelon Insights switch not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

Our Verified Voter Omnibus samples are matched to the L2 voter file to confirm registration status and incorporate data related to past voting history. The sample for this survey was weighted to characteristics of the 2022 “Likely Electorate” population, a frame which takes into account demographic and turnout characteristics of the 2022 electorate.

Methodology

The April 2022 Echelon Insights Verified Voter Omnibus was fielded online from April 18-20, 2022 in English among a sample of N=1,001 voters in the Likely Electorate (LV) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2022 Likely Electorate on gender, age, race/ethnicity, education, region, party, and 2020 presidential vote adjusted for 2022 turnout probability. All benchmarks for the 2022 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2022 midterm electorate derived from the L2 voter file. Estimates for gender, age, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.7 percentage points.

ECHELON INSIGHTS

Verified Voter Omnibus

Your questions answered by real voters

Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.

By adding on to the Verified Voter Omnibus, you'll receive:

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

Contact omnibus@echeloninsights.com for more information.

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