



TV Show Viewership

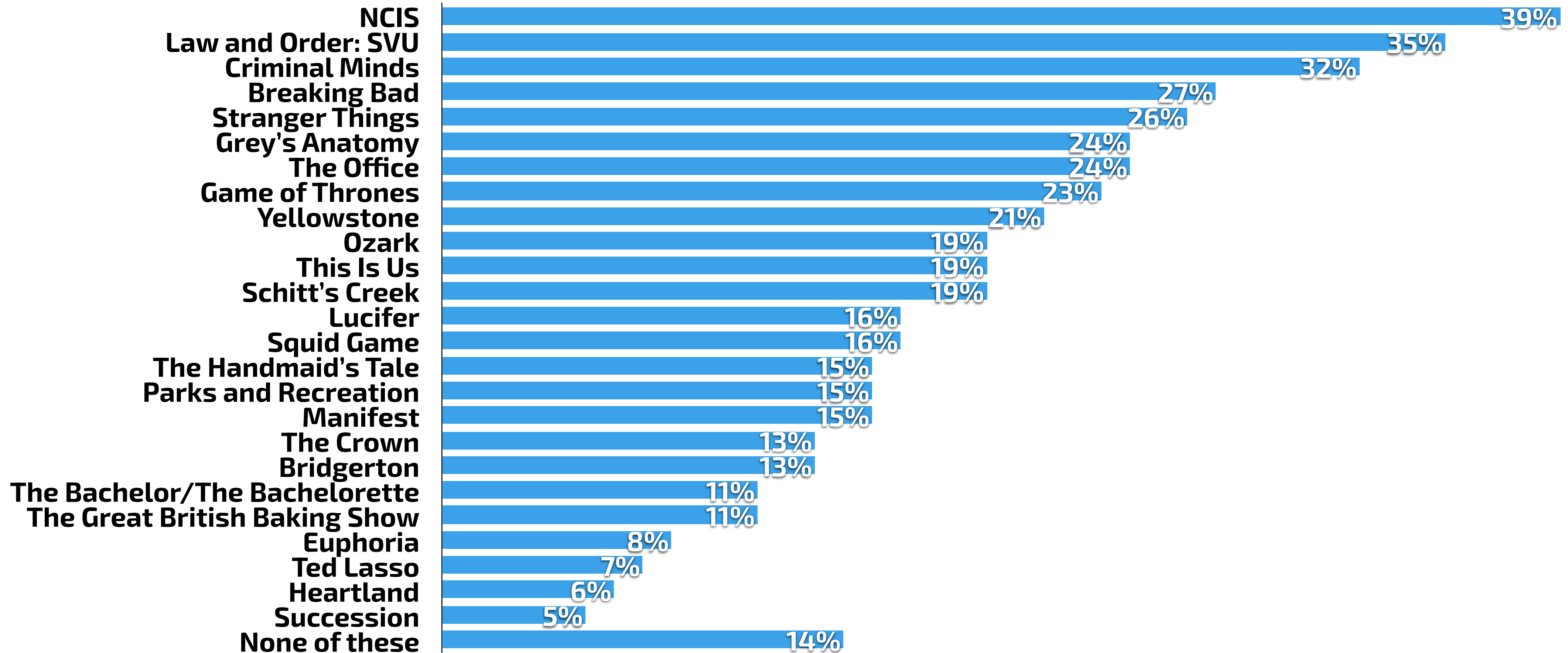
Verified Voter Omnibus Survey

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



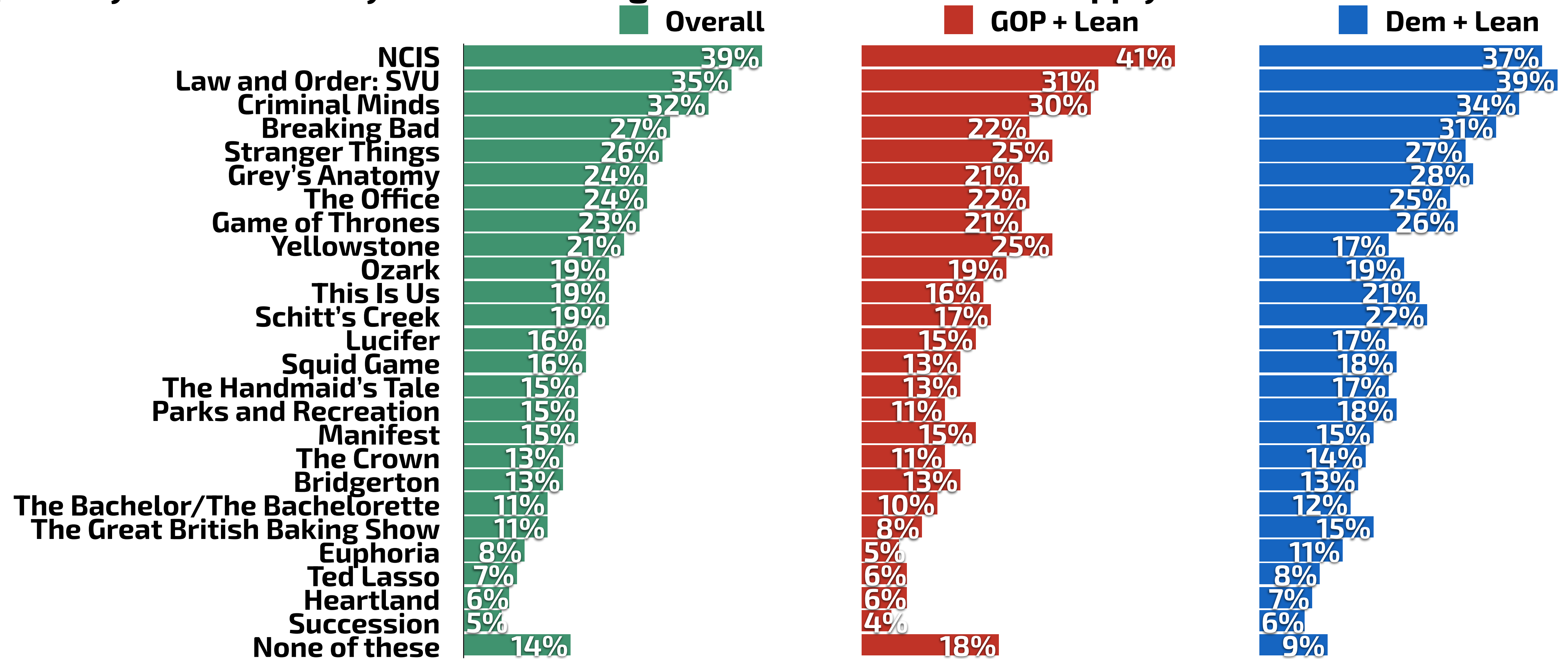
NCIS, Law And Order: SVU Are The Most Watched TV Shows

Q. Have you watched any of the following TV shows? Select all that apply.



NCIS Top Show Among GOP, SVU Top Show Among Dems

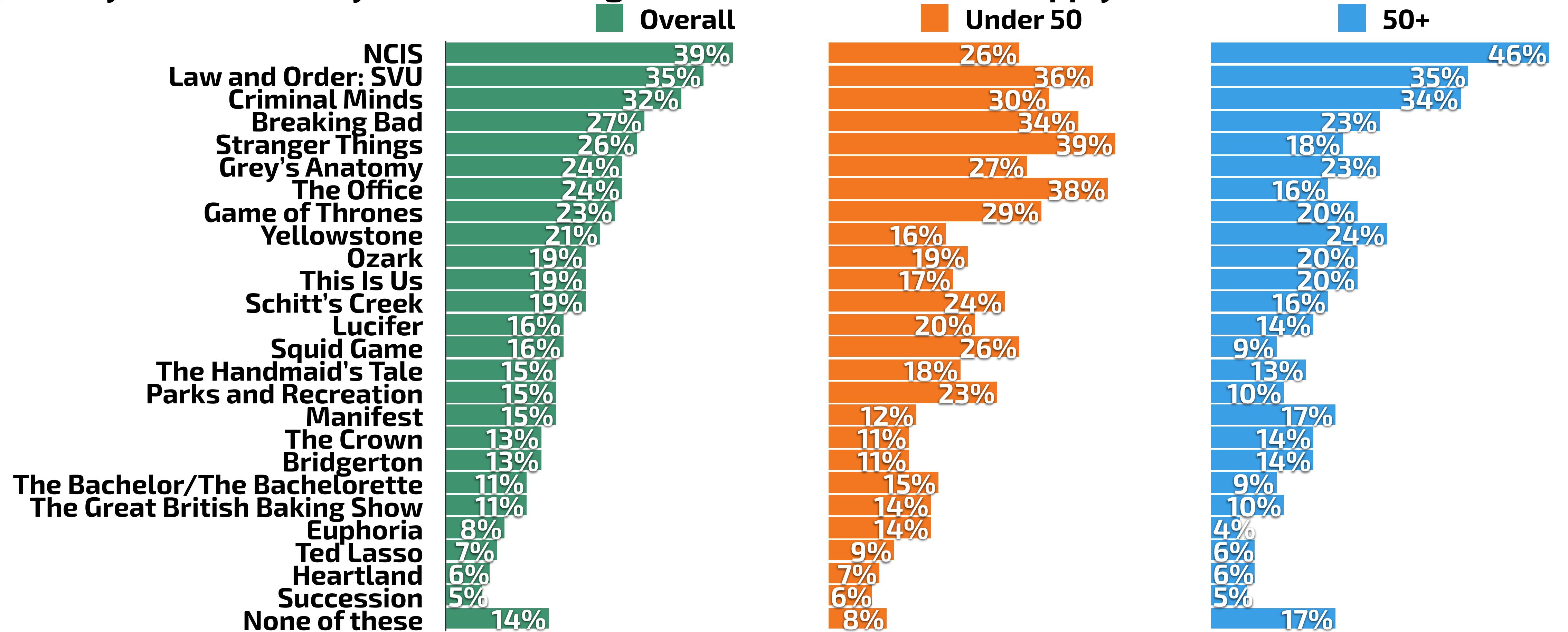
Q. Have you watched any of the following TV shows? Select all that apply.



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

Voters Under 50 Gravitate Toward Grey's, The Office, And SVU

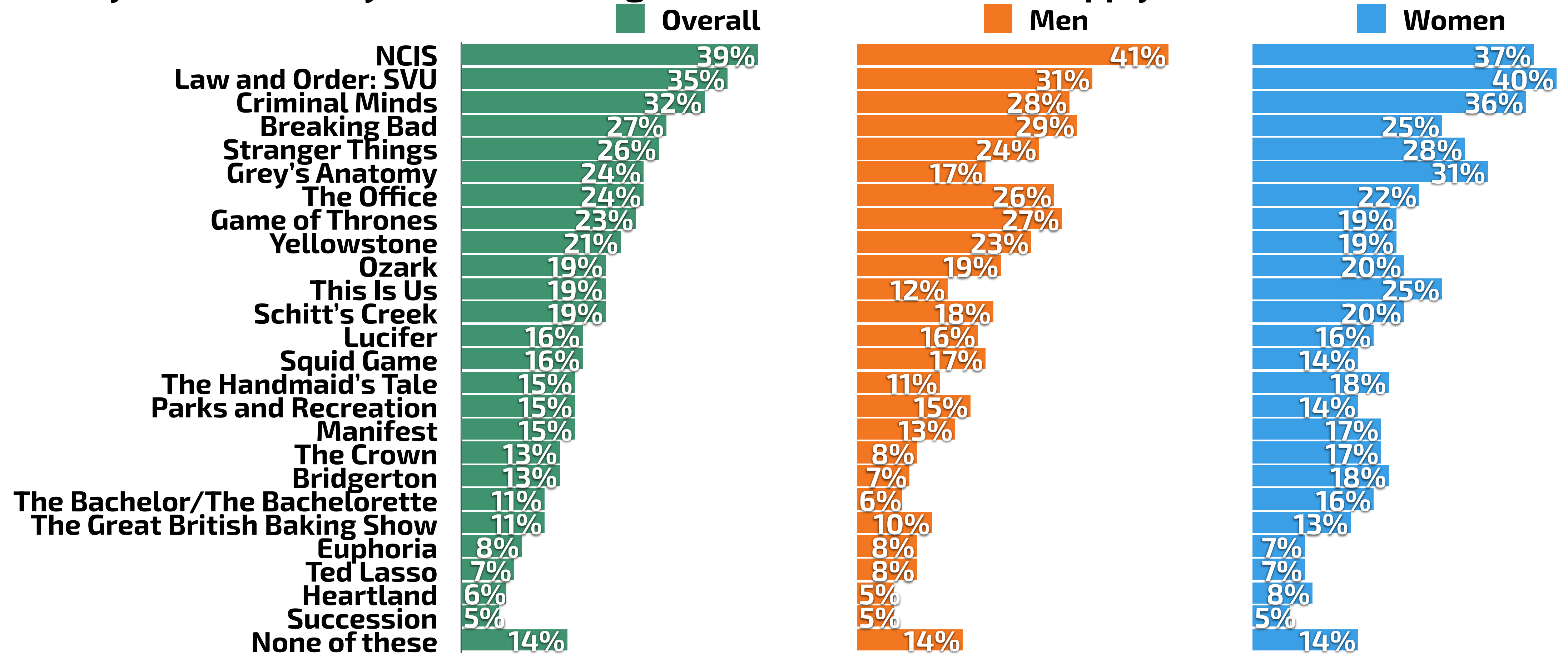
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Women Drive Grey's, This Is Us Viewership

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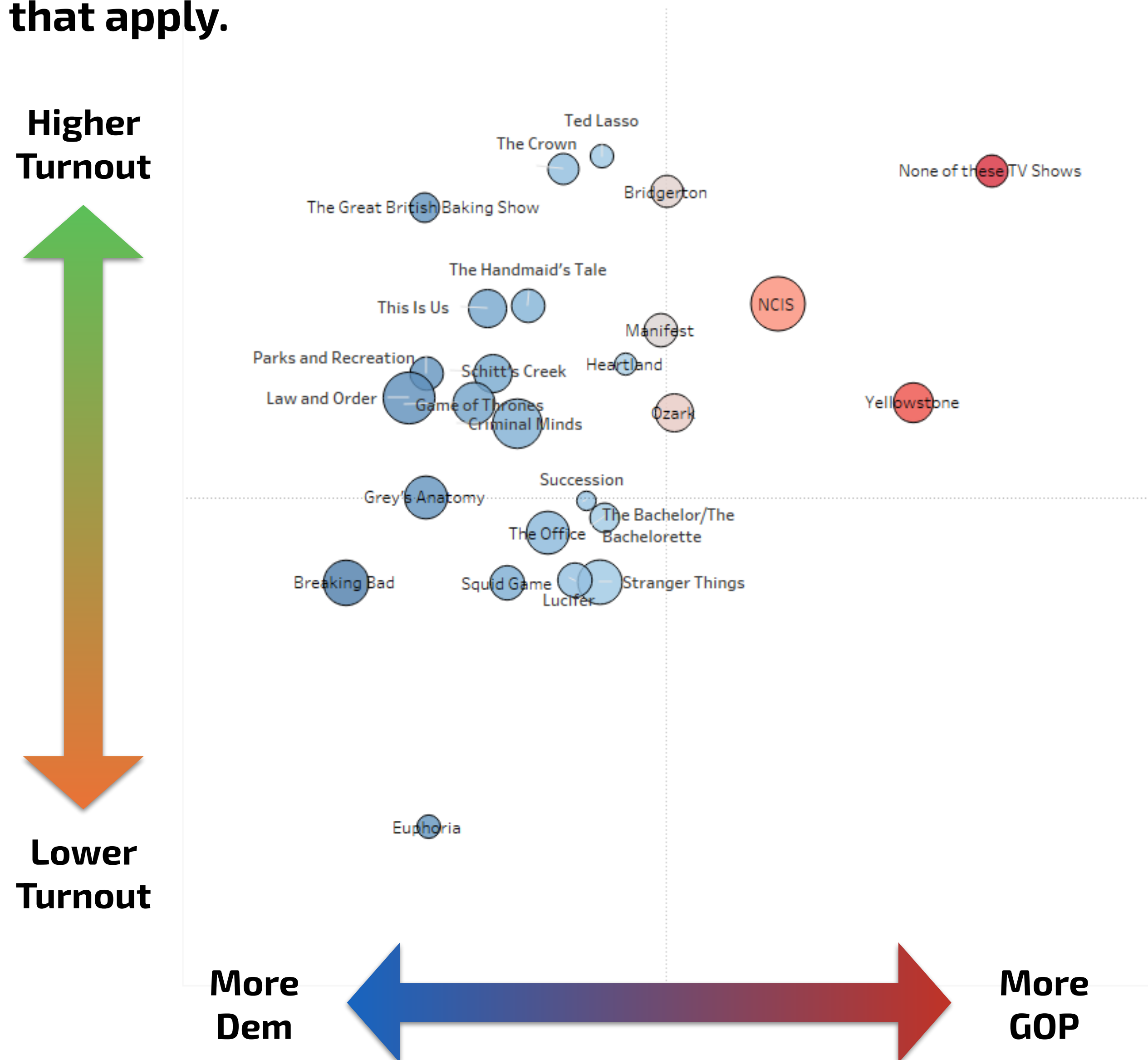
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Mapping TV Viewership By Party And Turnout

- Yellowstone and NCIS have the most Republican leaning viewership of TV shows tested.
- Euphoria viewership is heavily Democratic and lower turnout, likely due to viewership which skews younger.
- Voters who watch none of the shows tested are among the highest turnout voters, along with Ted Lasso, The Crown, and Bridgerton viewers.



Q. Have you watched any of the following TV shows? Select all that apply.



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.





**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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