



Formula 1

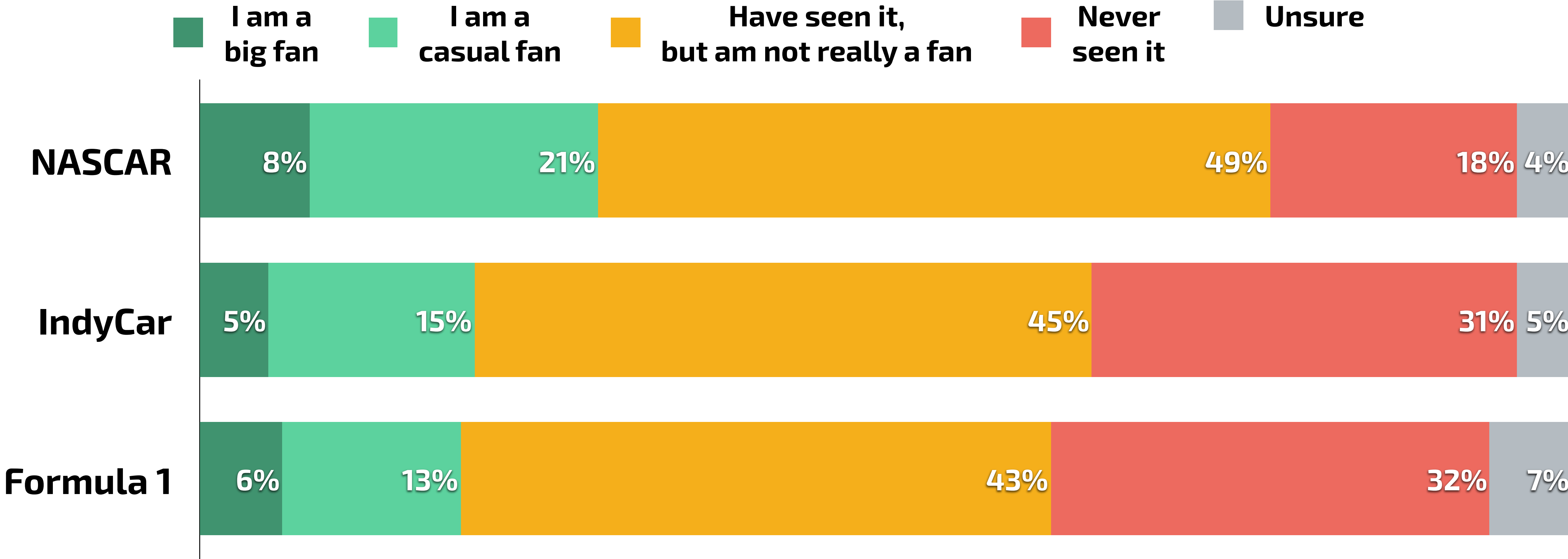
Verified Voter Omnibus Survey

N = 1,050 Registered Voters
Fielded March 18 - March 21, 2022



NASCAR Most Popular Motorsport in U.S.; Formula 1 Nearly As Popular As IndyCar

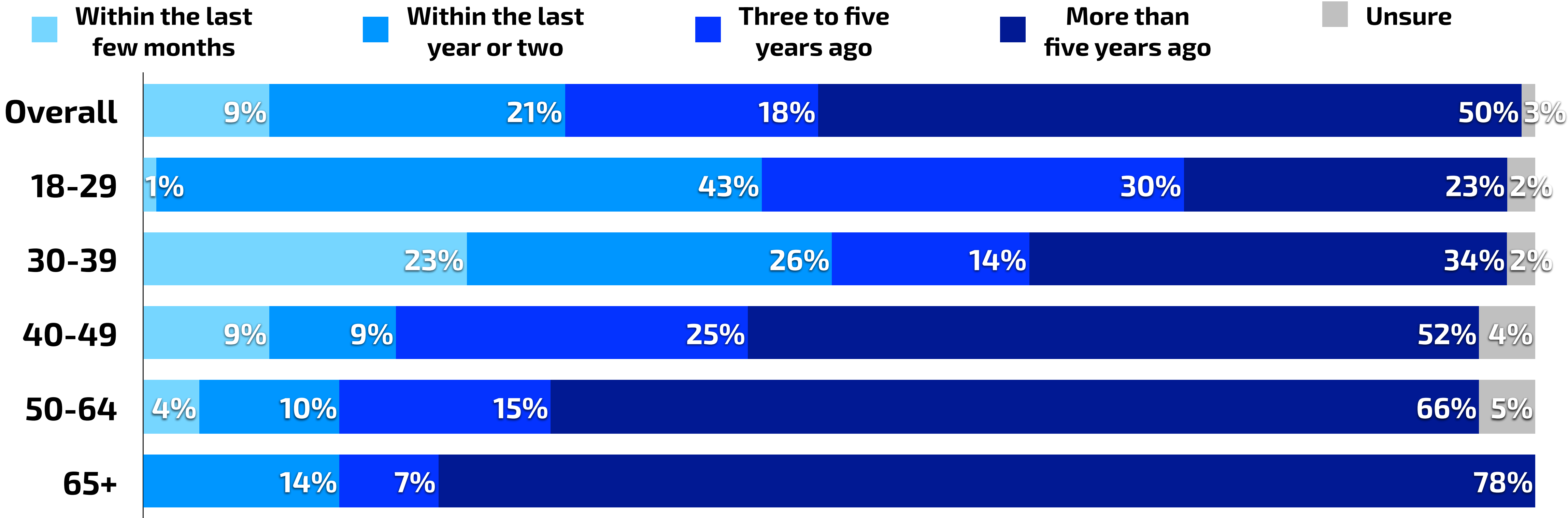
Q. Would you consider yourself a fan of any of the following motorsports?



N = 1,050 RV nationwide, fielded March 18-21, 2022

About Half Of U.S. Formula 1 Fans Under 40 Became A Fan In The Past Year Or Two

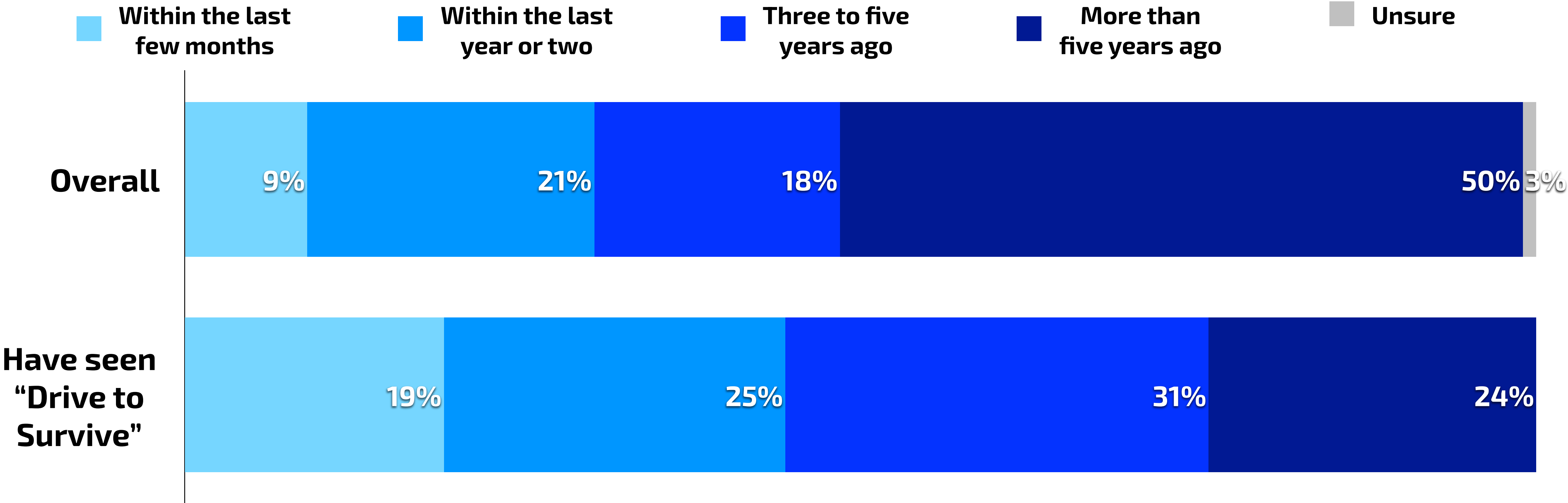
Q. Around when would you say you became a fan of Formula 1? [ASKED ONLY TO n=174 BIG/CASUAL FANS OF FORMULA 1]



N = 1,050 RV nationwide, fielded March 18-21, 2022

1 In 5 Formula 1 Fans Who Have Seen “Drive To Survive” Became A Fan In The Past Few Months

Q. Around when would you say you became a fan of Formula 1? [ASKED ONLY TO n=174 BIG/CASUAL FANS OF FORMULA 1]

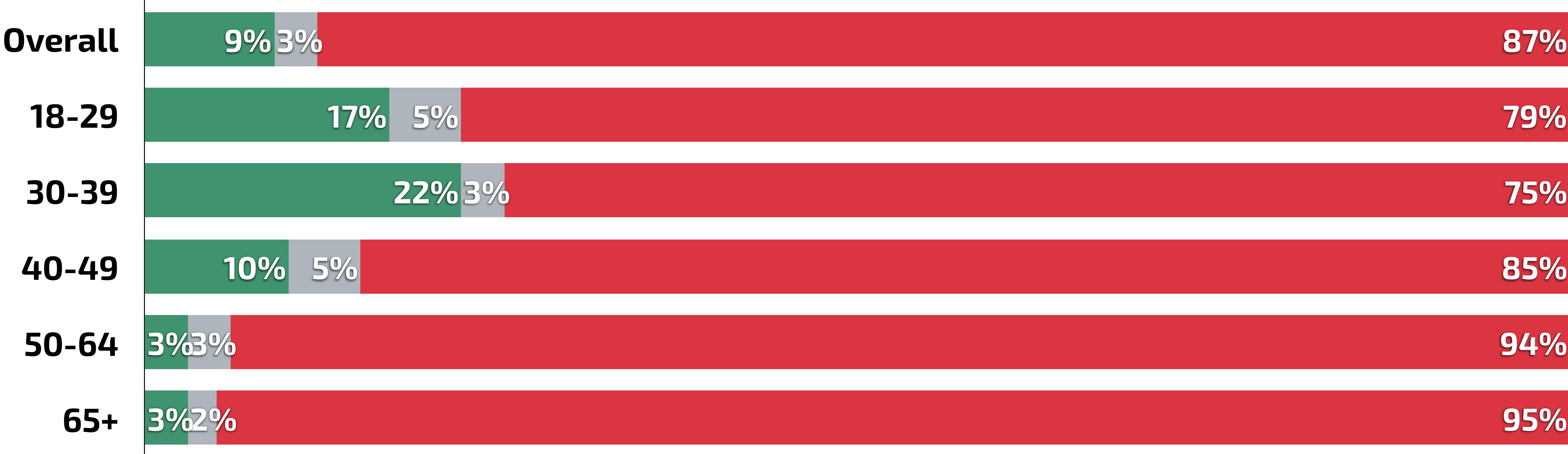


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1 In 5 Under 40 Have Watched The Netflix Docuseries “Formula 1: Drive To Survive”

Q. Have you ever watched the Netflix series “Formula 1: Drive to Survive”?

■ Yes ■ Unsure ■ No

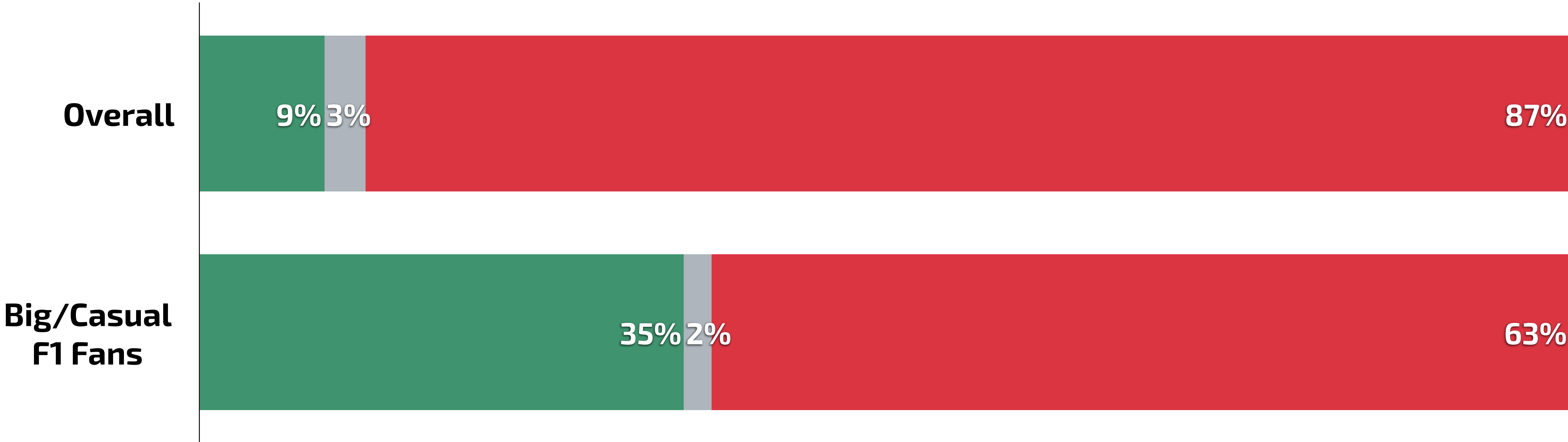


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Over 1 In 3 U.S. F1 Fans Have Seen “Drive To Survive”

Q. Have you ever watched the Netflix series “Formula 1: Drive to Survive”?

■ Yes ■ Unsure ■ No



N = 1,050 RV nationwide, fielded March 18-21, 2022

Hamilton, Vettel, Perez On The Podium For U.S. F1 Fans

Q. If you had to choose up to three, which of the current Formula 1 drivers would you say are your favorites? [ASKED ONLY TO n=174 BIG/CASUAL FANS OF FORMULA 1]



Sebastian Vettel
2nd Place: 17%



Lewis Hamilton
1st Place: 20%



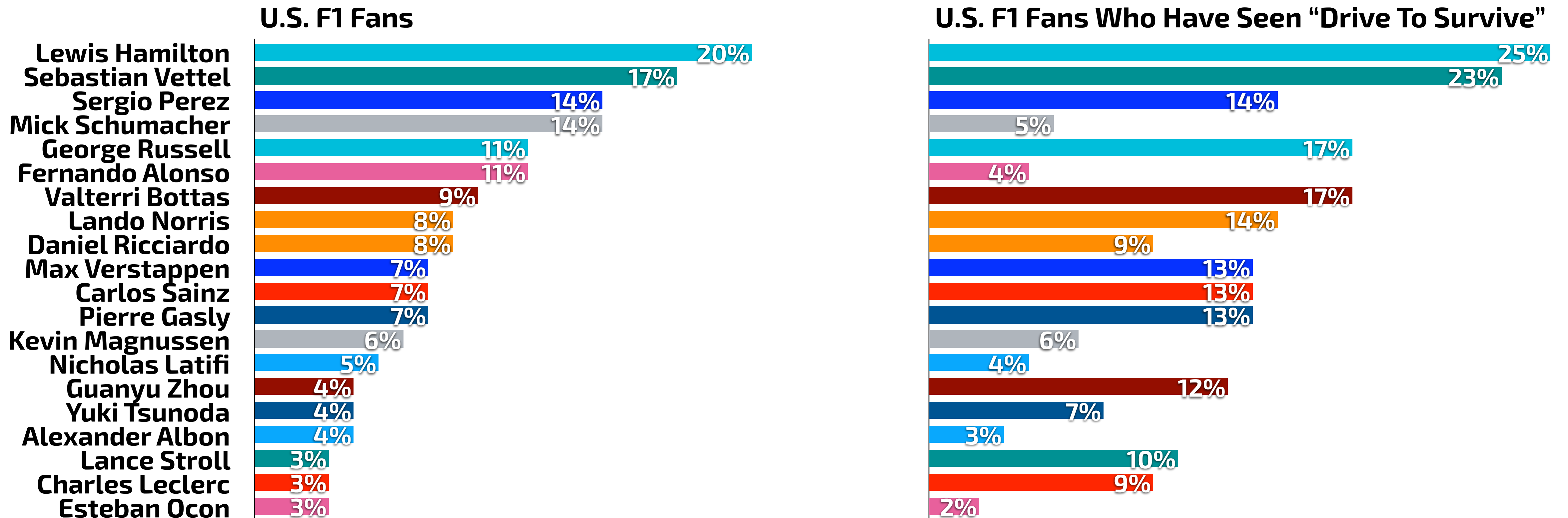
Sergio Perez
3rd Place: 14%



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“Drive To Survive” Viewers Pick Hamilton, Vettel, Russell, Bottas As Their Favorites

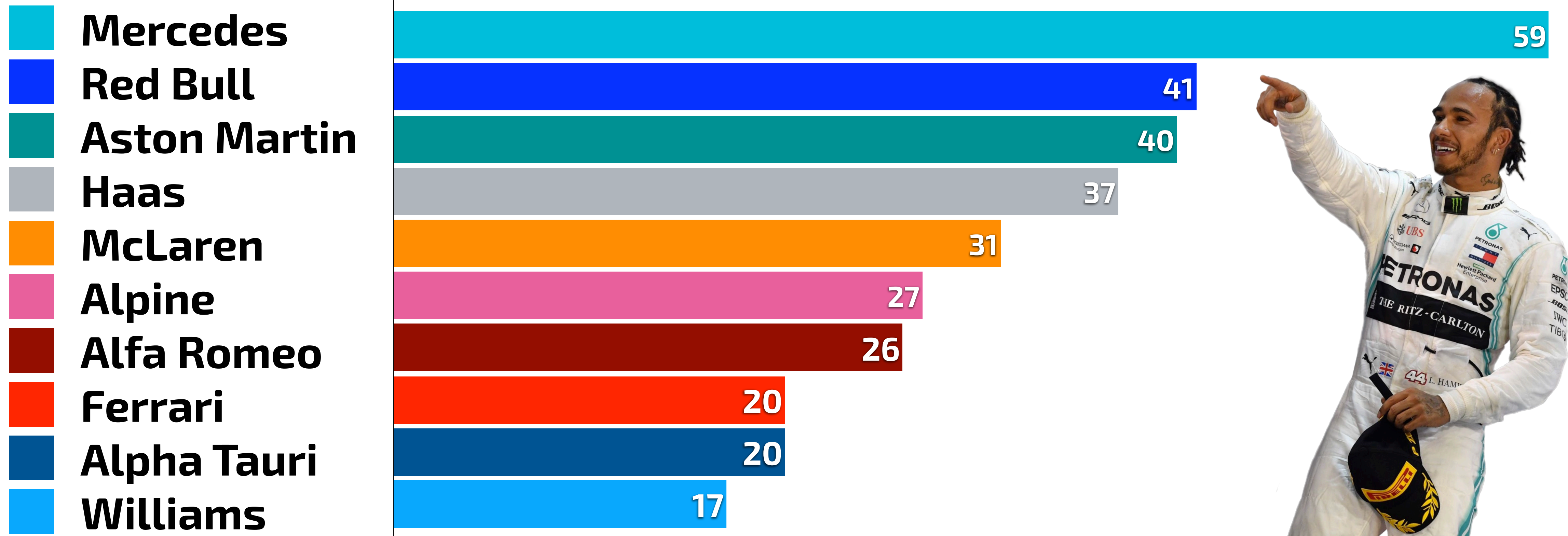
Q. If you had to choose up to three, which of the current Formula 1 drivers would you say are your favorites? [ASKED ONLY TO n=174 BIG/CASUAL FANS OF FORMULA 1]



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Mercedes Tops Favorite F1 Driver “Constructors’ Championship”

Q. If you had to choose up to three, which of the current Formula 1 drivers would you say are your favorites?
[ASKED ONLY TO n=174 BIG/CASUAL FANS OF FORMULA 1, TOTAL VOTES FOR EACH DRIVER ADDED UP BY TEAM]

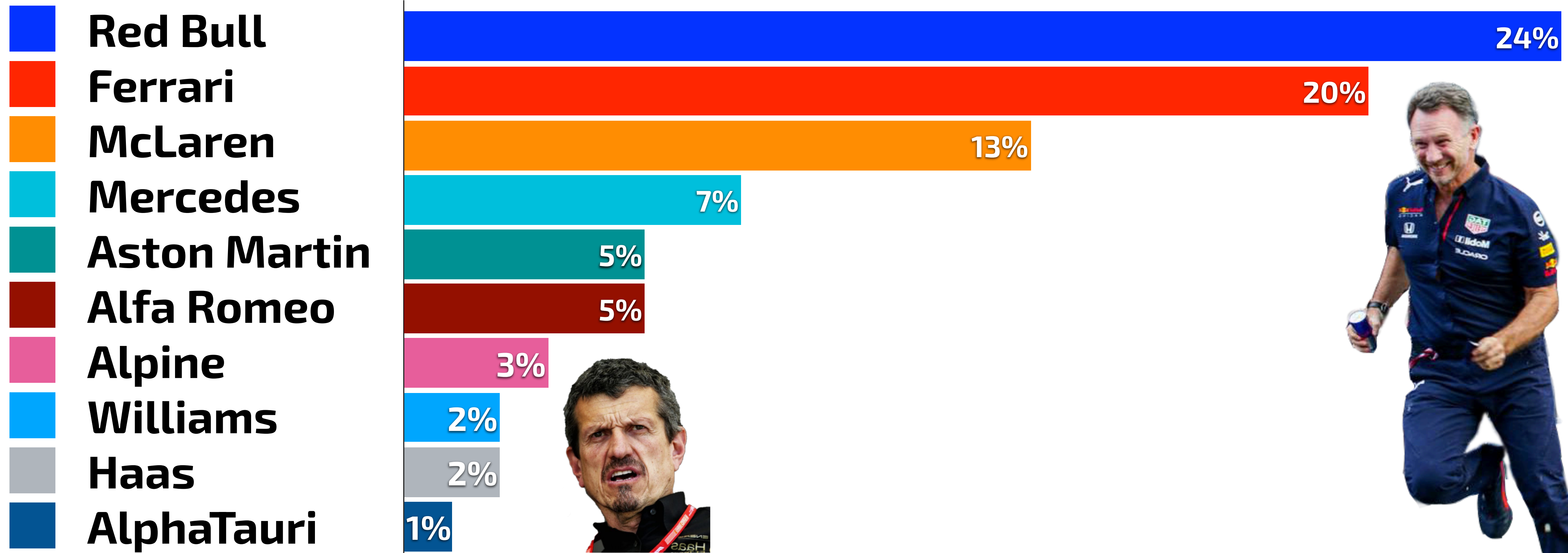


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Red Bull, Ferrari, McLaren Favorite Teams Among U.S. F1 Fans

Q. Which of the current Formula 1 teams would you say is your favorite?

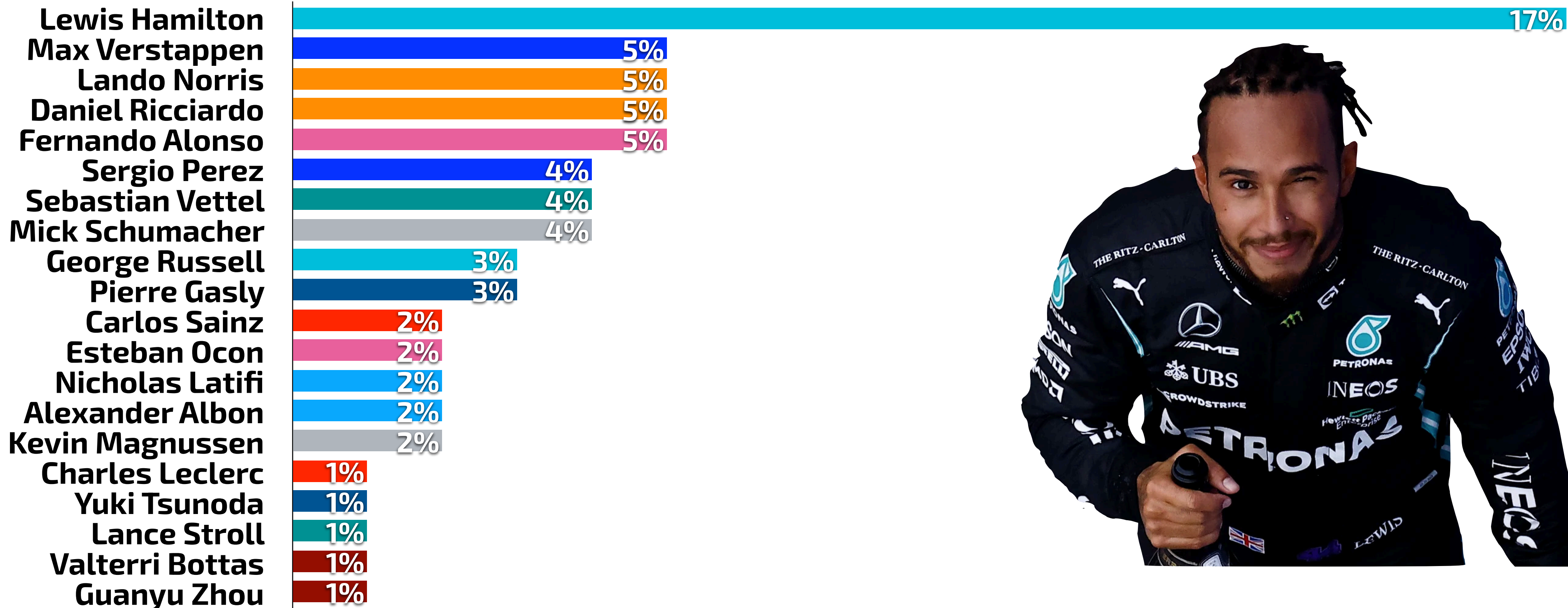
[ASKED ONLY TO n=174 BIG/CASUAL FANS OF FORMULA 1]



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Hamilton Clear Pick Among U.S. F1 Fans To Win Record 8th WDC

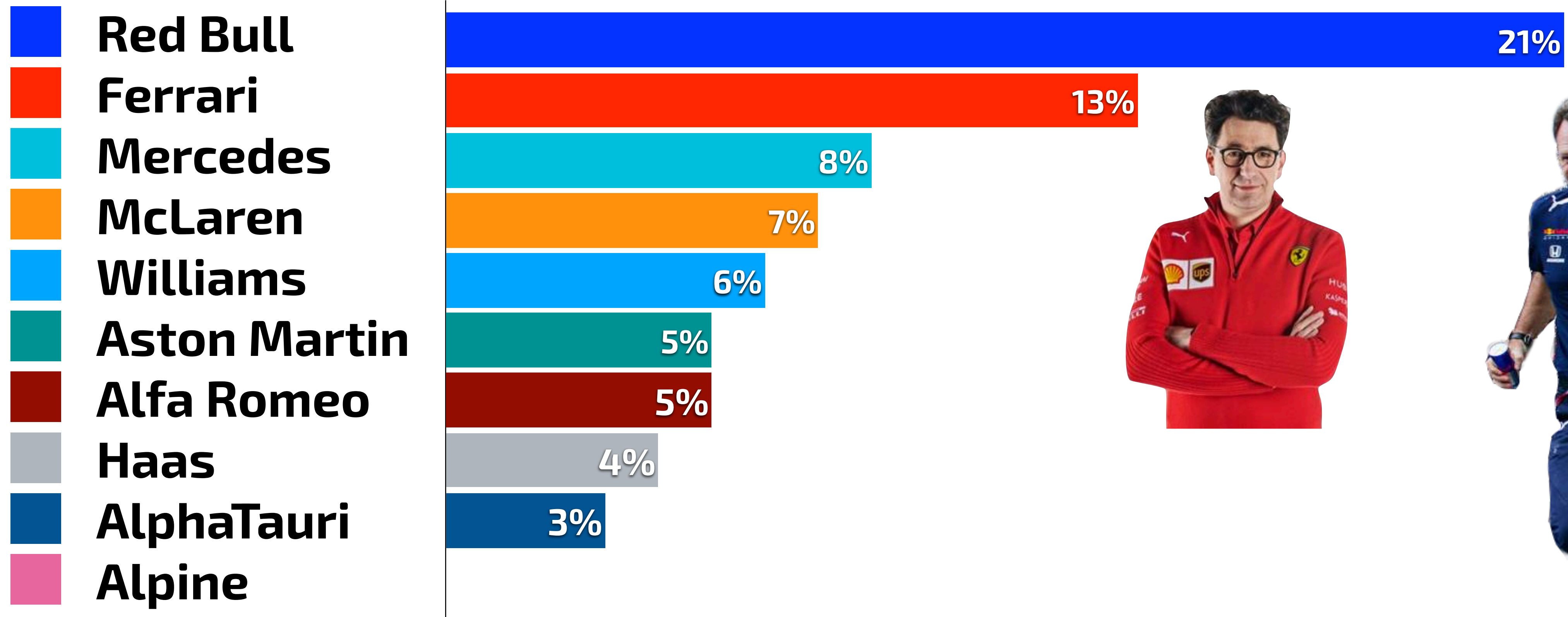
Q. Which Formula 1 driver do you think will win the 2022 Formula 1 World Drivers' Championship?
[ASKED ONLY TO n=174 BIG/CASUAL FANS OF FORMULA 1]



N = 1,050 RV nationwide, fielded March 18-21, 2022

Red Bull, Ferrari Favorites To Win Constructors' Championship

Q. Which Formula 1 team do you think will win the 2022 Formula 1 World Constructors' Championship?
[ASKED ONLY TO n=174 BIG/CASUAL FANS OF FORMULA 1]



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**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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