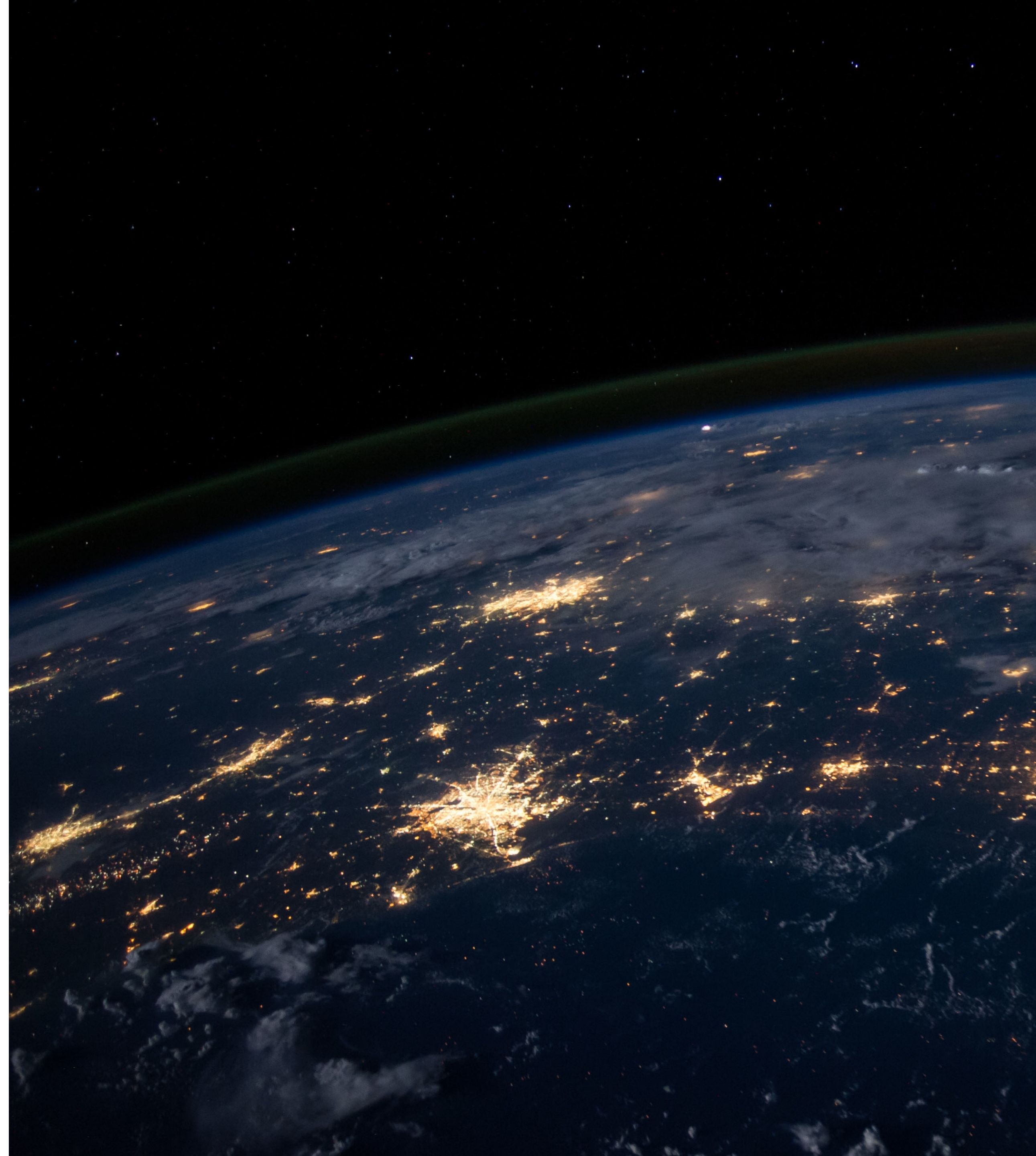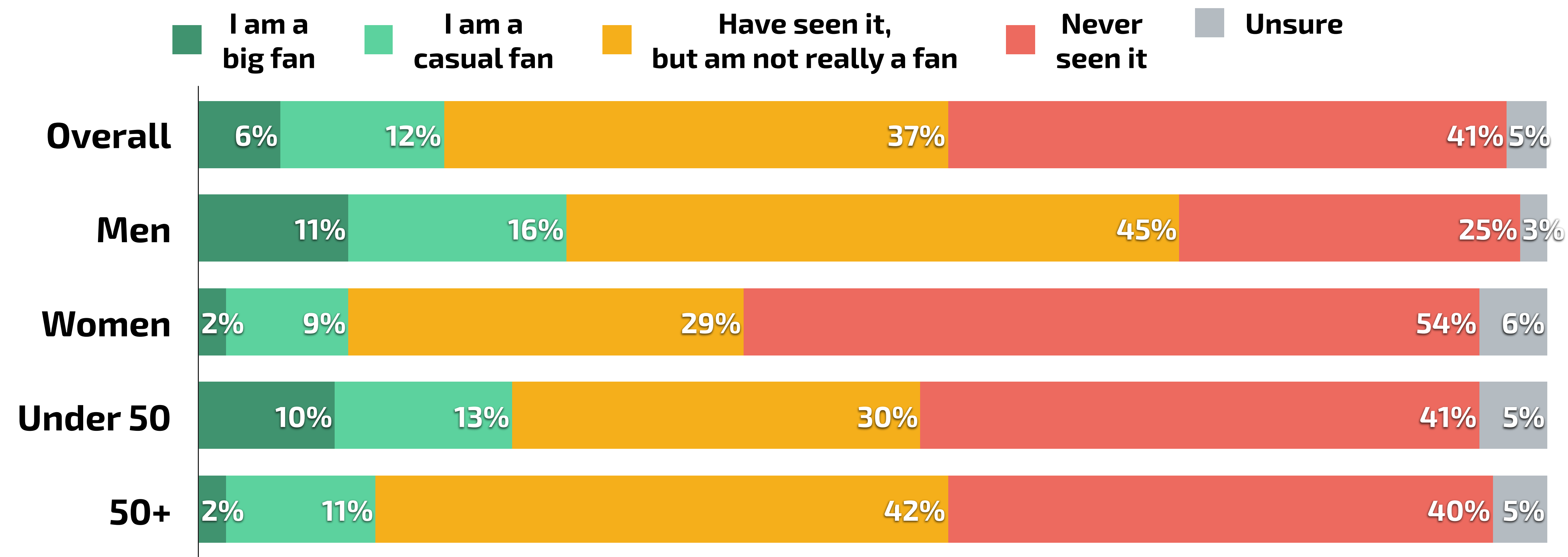# Formula 1

## Verified Voter Omnibus Survey

N = 1,054 Voters in the Likely Electorate (LV), Nationwide
Field Dates: August 19-22, 2022

# 18% Of Voters Are F1 Fans, Driven By Men, Voters Under 50

**Q. Would you consider yourself a fan of Formula 1?**

Legend:
- I am a big fan
- I am a casual fan
- Have seen it, but am not really a fan
- Never seen it
- Unsure

| | I am a big fan | I am a casual fan | Have seen it, but am not really a fan | Never seen it | Unsure |
|---|---|---|---|---|---|
| Overall | 6% | 12% | 37% | 41% | 5% |
| Men | 11% | 16% | 45% | 25% | 3% |
| Women | 2% | 9% | 29% | 54% | 6% |
| Under 50 | 10% | 13% | 30% | 41% | 5% |
| 50+ | 2% | 11% | 42% | 40% | 5% |

# Schumacher, Hamilton, Russell 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=185 BIG/CASUAL FANS OF FORMULA 1]

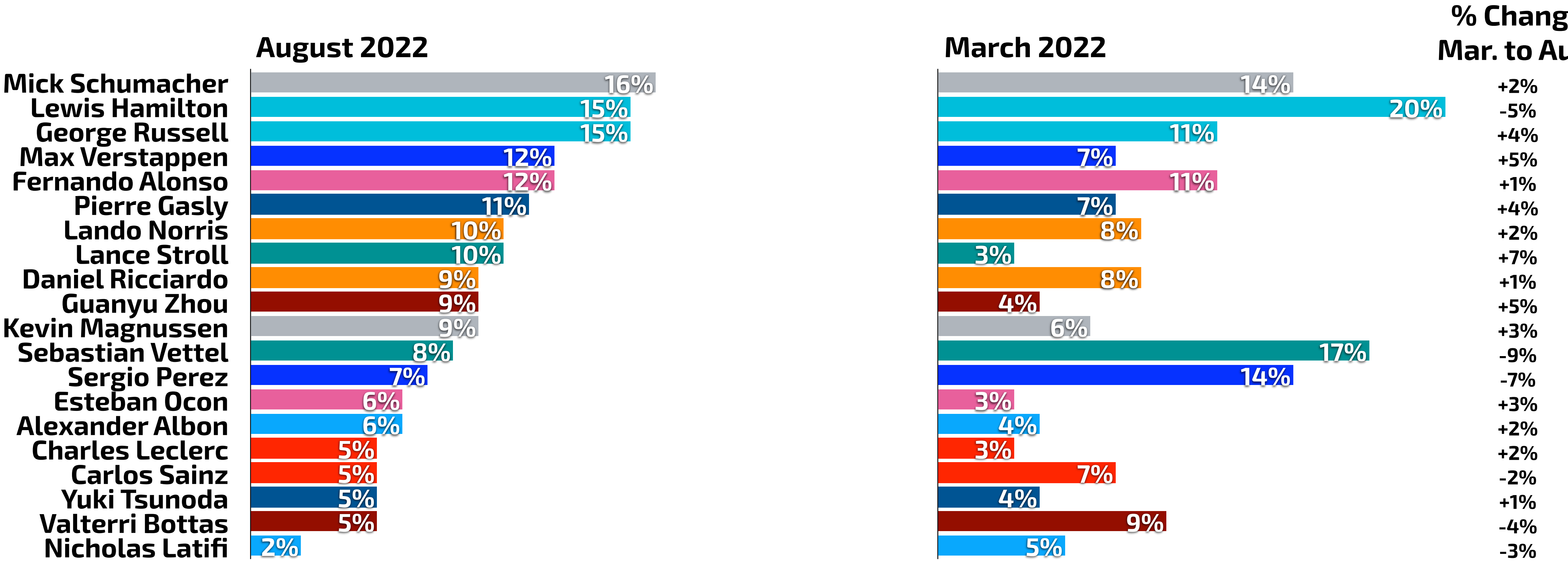**Lewis Hamilton
2nd Place: 15%**

**Mick Schumacher
1st Place: 16%**

**George Russell
3rd Place: 15%**

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N = 1,054 Registered Voters nationwide, fielded August 19-22, 2022

# Stroll Biggest Riser, Vettel Biggest Faller Since Start Of Season

**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]
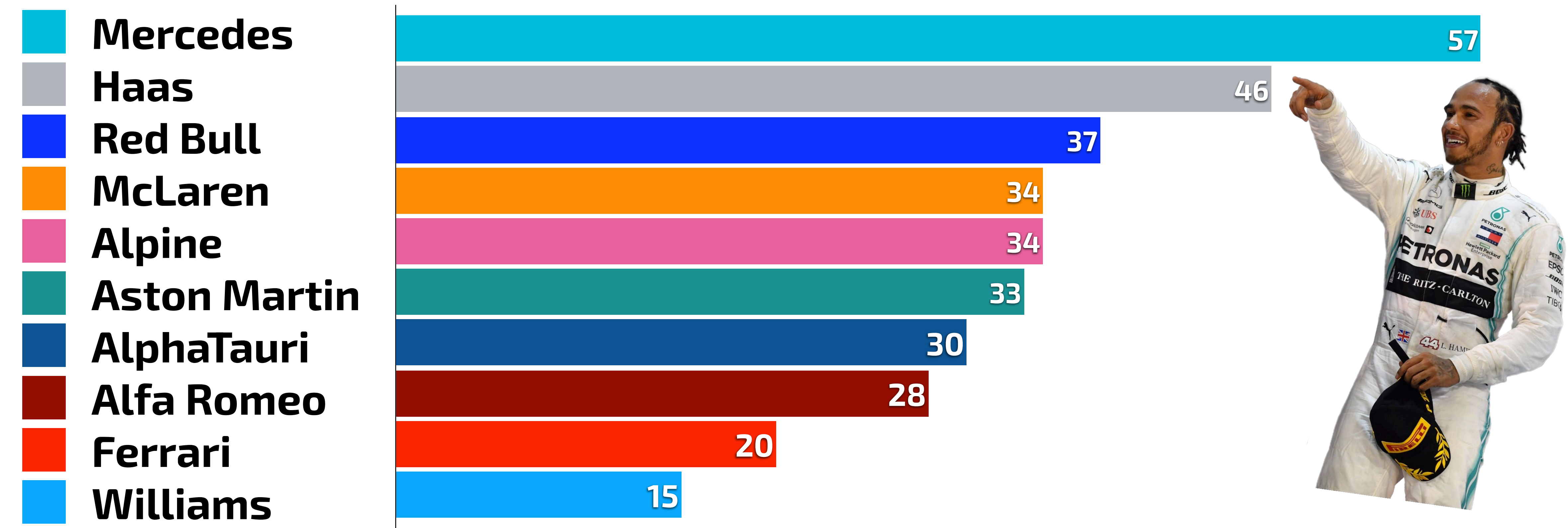
| | August 2022 | March 2022 | % Change Mar. to Aug. |
|---|---|---|---|
| Mick Schumacher | 16% | 14% | +2% |
| Lewis Hamilton | 15% | 20% | -5% |
| George Russell | 15% | 11% | +4% |
| Max Verstappen | 12% | 7% | +5% |
| Fernando Alonso | 12% | 11% | +1% |
| Pierre Gasly | 11% | 7% | +4% |
| Lando Norris | 10% | 8% | +2% |
| Lance Stroll | 10% | 3% | +7% |
| Daniel Ricciardo | 9% | 8% | +1% |
| Guanyu Zhou | 9% | 4% | +5% |
| Kevin Magnussen | 9% | 6% | +3% |
| Sebastian Vettel | 8% | 17% | -9% |
| Sergio Perez | 7% | 14% | -7% |
| Esteban Ocon | 6% | 3% | +3% |
| Alexander Albon | 6% | 4% | +2% |
| Charles Leclerc | 5% | 3% | +2% |
| Carlos Sainz | 5% | 7% | -2% |
| Yuki Tsunoda | 5% | 4% | +1% |
| Valterri Bottas | 5% | 9% | -4% |
| Nicholas Latifi | 2% | 5% | -3% |

ECHELON INSIGHTS

N = 1,054 Registered Voters nationwide, fielded August 19-22, 2022

# 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=185 BIG/CASUAL FANS OF FORMULA 1, TOTAL VOTES FOR EACH DRIVER ADDED UP BY TEAM]

| Team | Votes |
|---|---|
| Mercedes | 57 |
| Haas | 46 |
| Red Bull | 37 |
| McLaren | 34 |
| Alpine | 34 |
| Aston Martin | 33 |
| AlphaTauri | 30 |
| Alfa Romeo | 28 |
| Ferrari | 20 |
| Williams | 15 |

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N = 1,054 Registered Voters nationwide, fielded August 19-22, 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 August 2022 Echelon Insights Verified Voter Omnibus was fielded online from August 19-22, 2022 in English among a sample of N=1,054 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 +/- 3.6 percentage points.

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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.