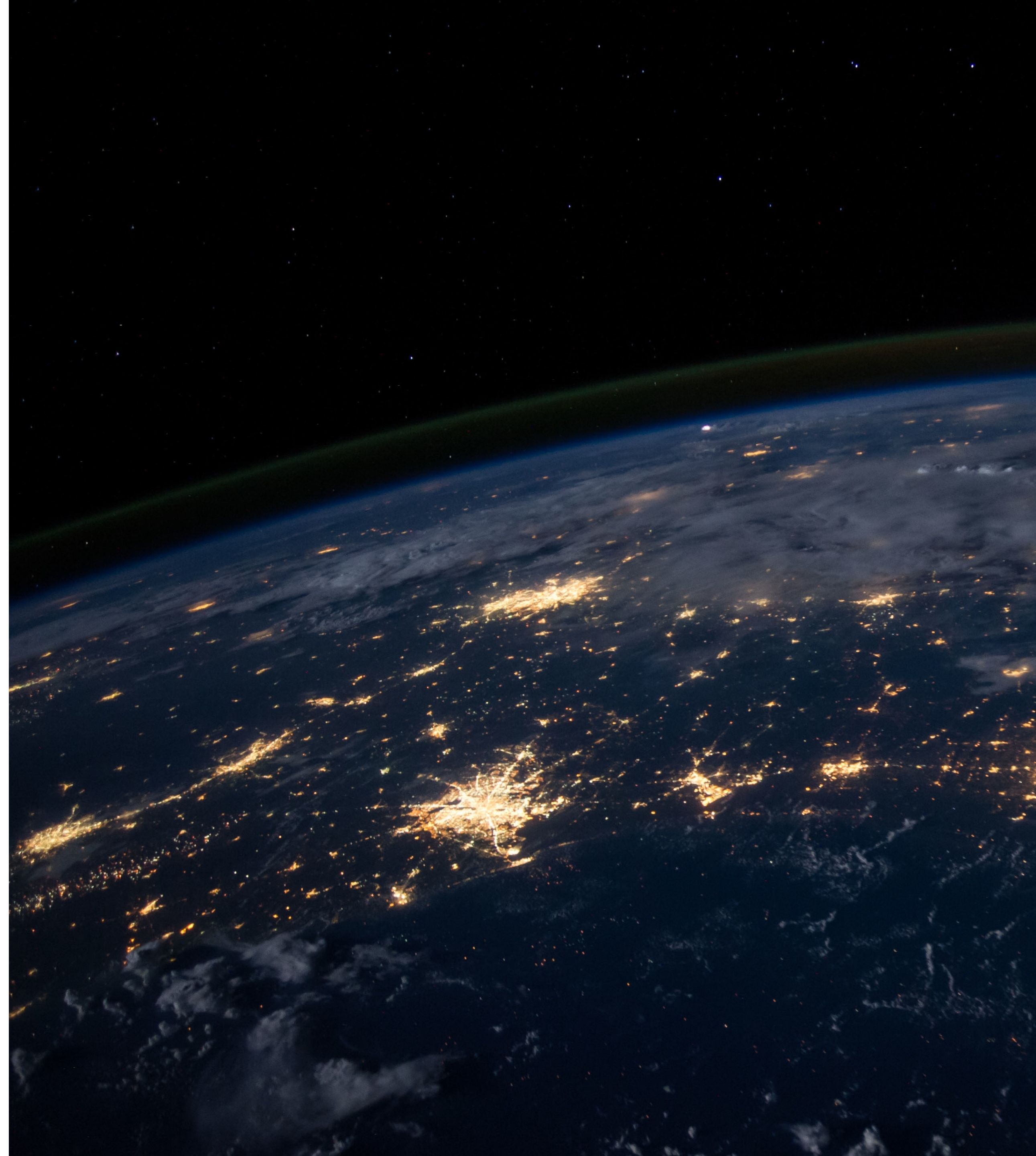




Football

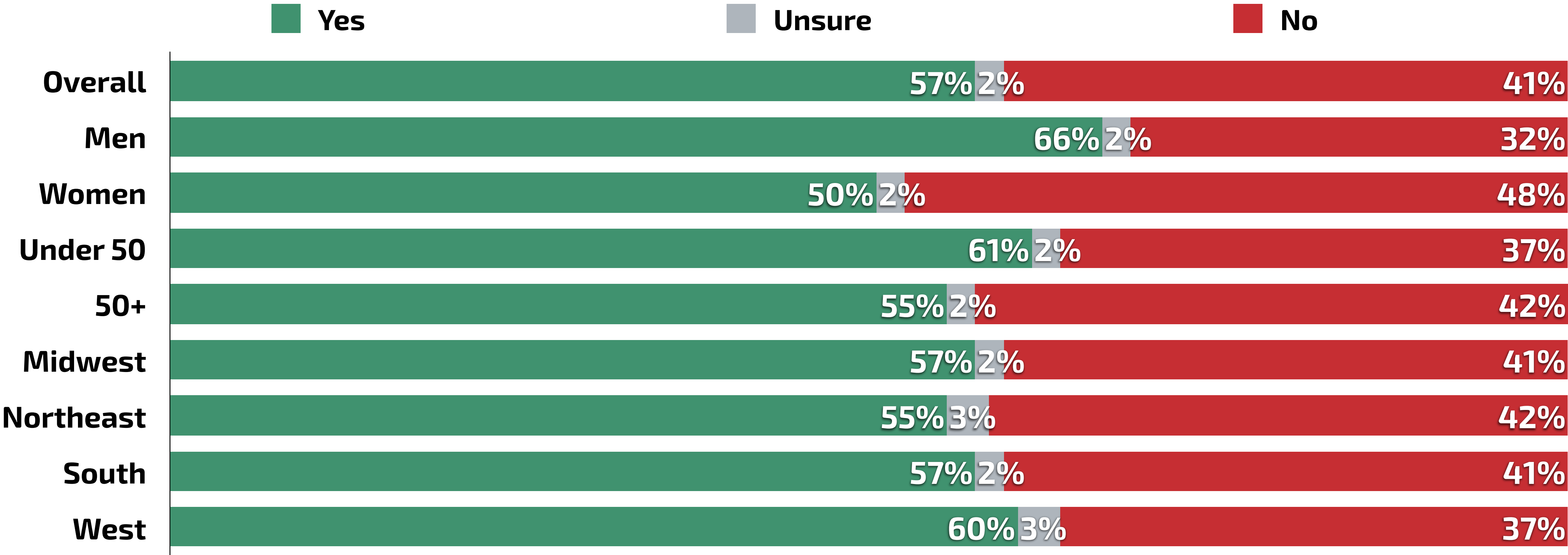
Verified Voter Omnibus Survey

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



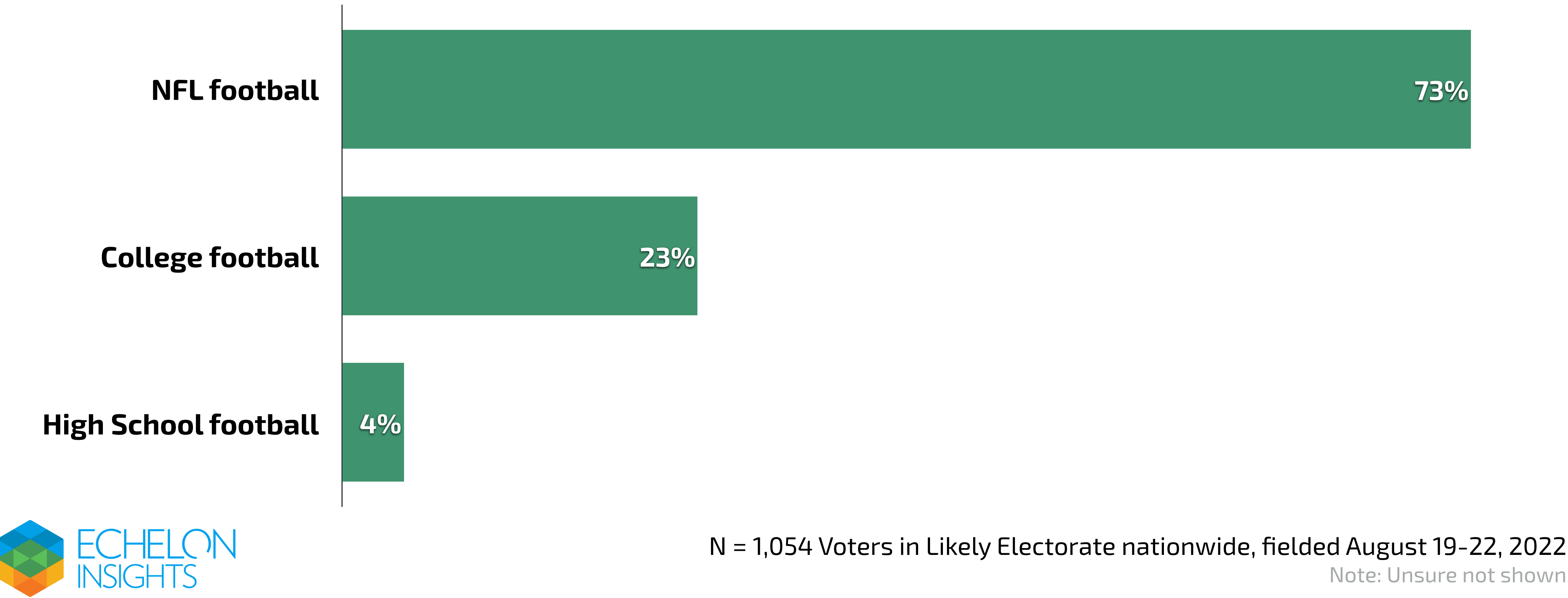
More Than Half Of The Electorate Considers Themselves Football Fans; 2 In 3 Men Are Football Fans, Half Of Women Are Football Fans

Q. Do you consider yourself a football fan?



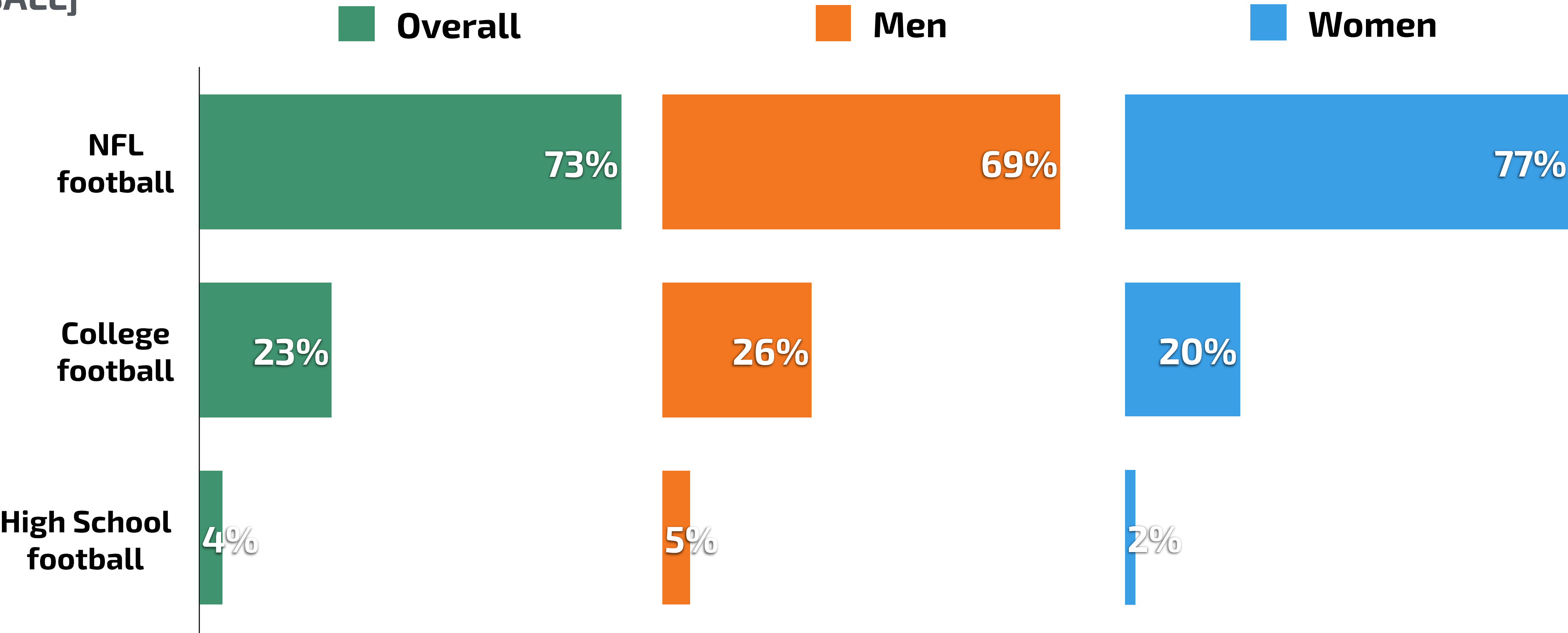
Majority Of Football Fans In The Likely Electorate Are Most Interested In NFL Football

Q. Which of these are you most interested in? [ASKED of n=611 WHO SAID THEY ARE FANS OF FOOTBALL]



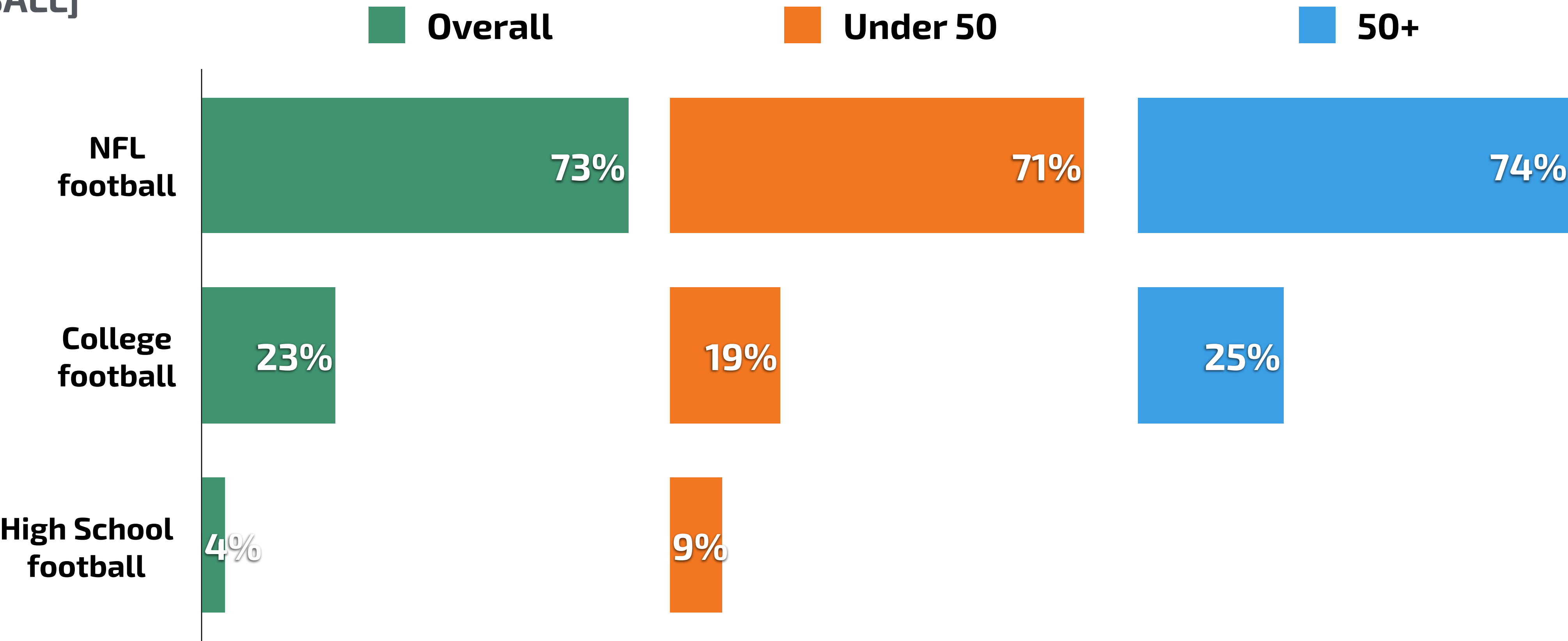
Among Football Fans, 3 In 4 Women Are Most Interested In NFL Football

Q. Which of these are you most interested in? [ASKED of n=611 WHO SAID THEY ARE FANS OF FOOTBALL]



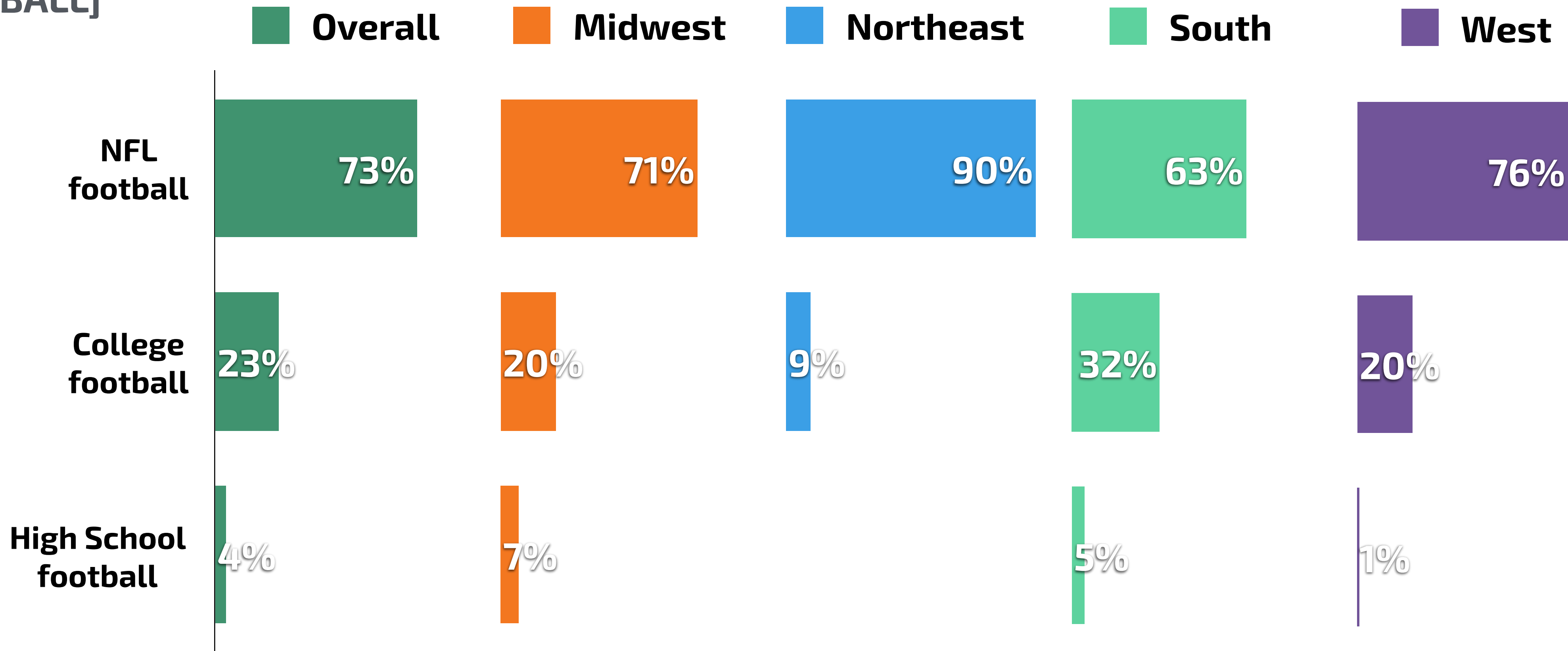
Over 7 In 10 Football Fans Across Age Groups Most Interested In The NFL

Q. Which of these are you most interested in? [ASKED of n=611 WHO SAID THEY ARE FANS OF FOOTBALL]



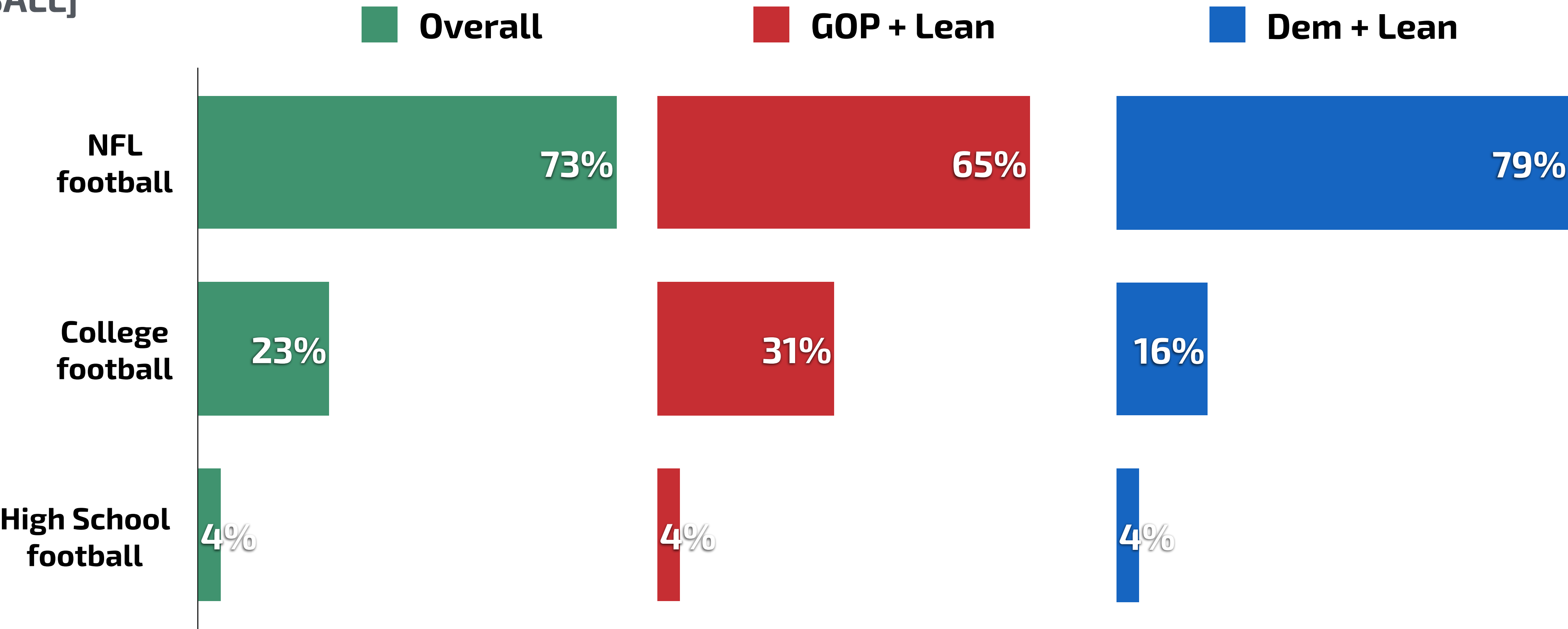
“Friday Night Lights” Interest Limited To Midwest, South; Southerners More Likely To Be Most Interested In College Football

Q. Which of these are you most interested in? [ASKED of n=611 WHO SAID THEY ARE FANS OF FOOTBALL]



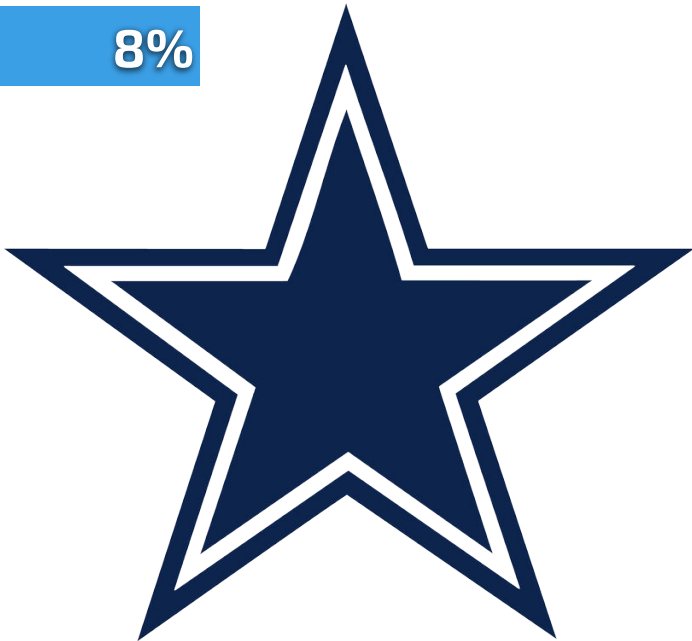
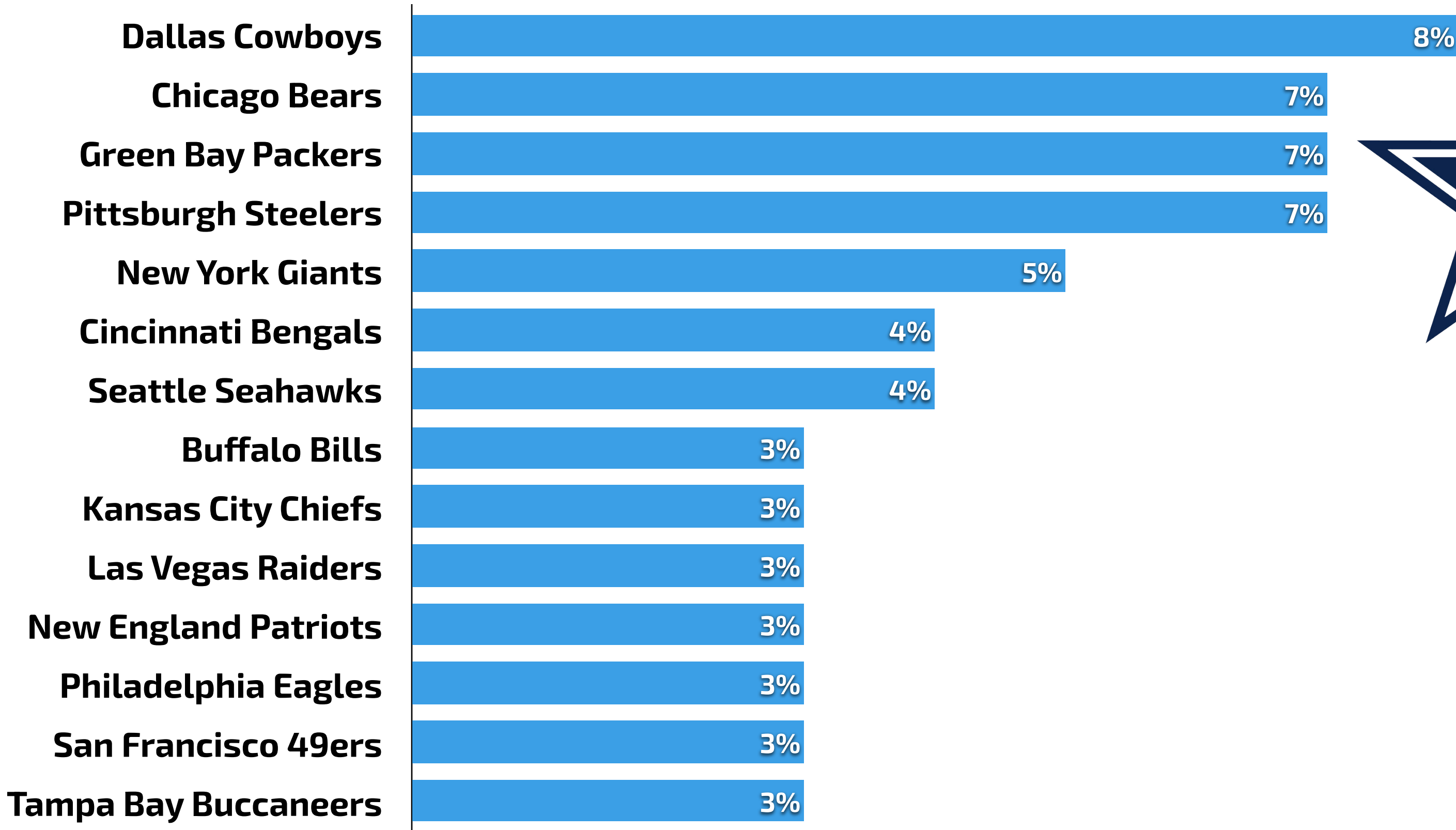
Republicans More Likely To Be Most Interested In College Football

Q. Which of these are you most interested in? [ASKED of n=611 WHO SAID THEY ARE FANS OF FOOTBALL]



The Dallas Cowboys Are (Barely) America's Team, With Bears, Packers, And Steelers Close Behind

Q. Who is your favorite NFL team? [ASKED of n=611 WHO SAID THEY ARE FOOTBALL FANS]

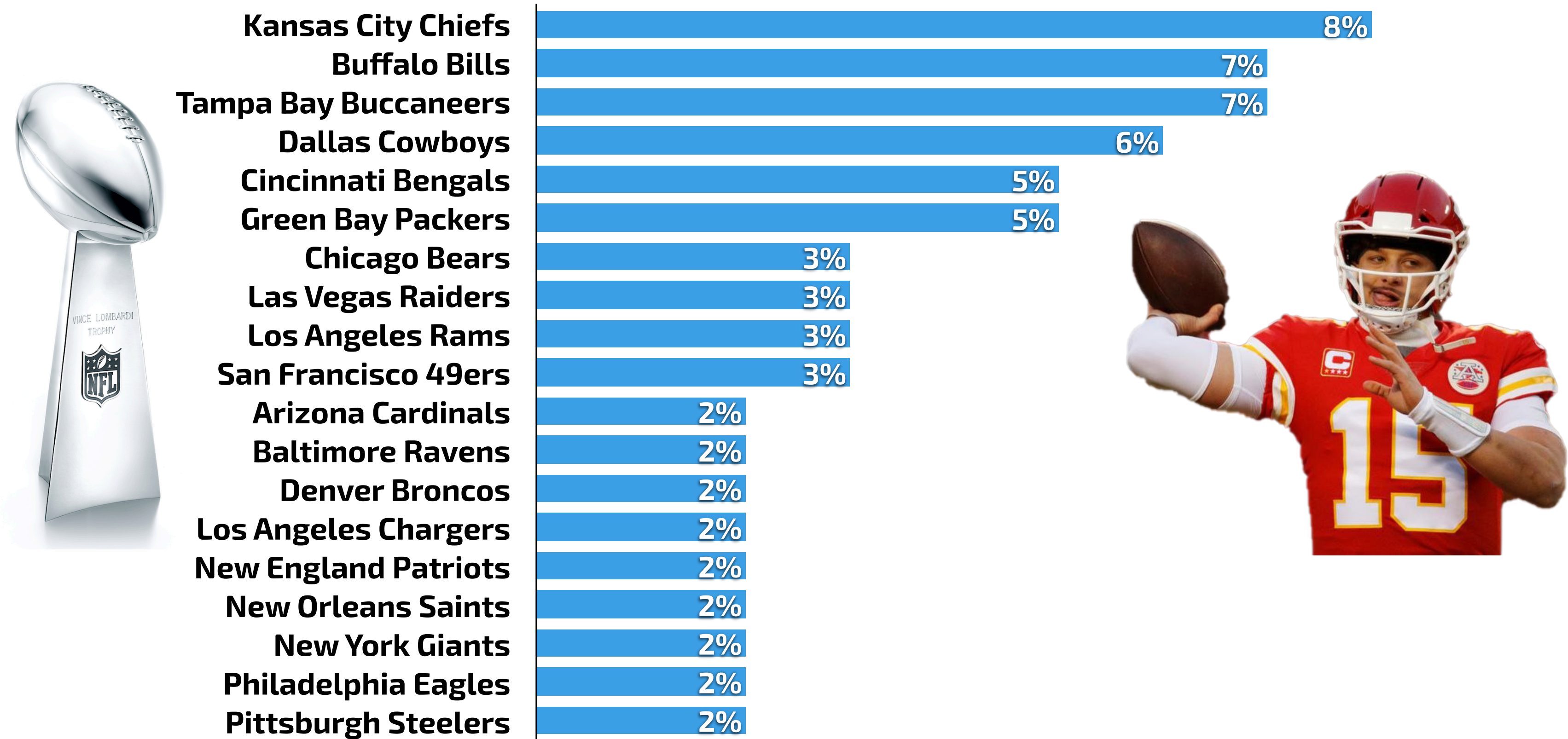


The following teams received 2% or LESS:

- Arizona Cardinals
- Atlanta Falcons
- Baltimore Ravens
- Carolina Panthers
- Cleveland Browns
- Indianapolis Colts
- Los Angeles Chargers
- Miami Dolphins
- Minnesota Vikings
- New Orleans Saints
- New York Jets
- Washington Commanders
- Denver Broncos
- Detroit Lions
- Houston Texans
- Jacksonville Jaguars
- Los Angeles Rams
- Tennessee Titans

NFL Fans Pick Chiefs As Super Bowl LVII Champion, Bills And Buccaneers Close Behind

Q. Who do you think will win Super Bowl LVII? [ASKED of n=611 WHO SAID THEY ARE FOOTBALL FANS]



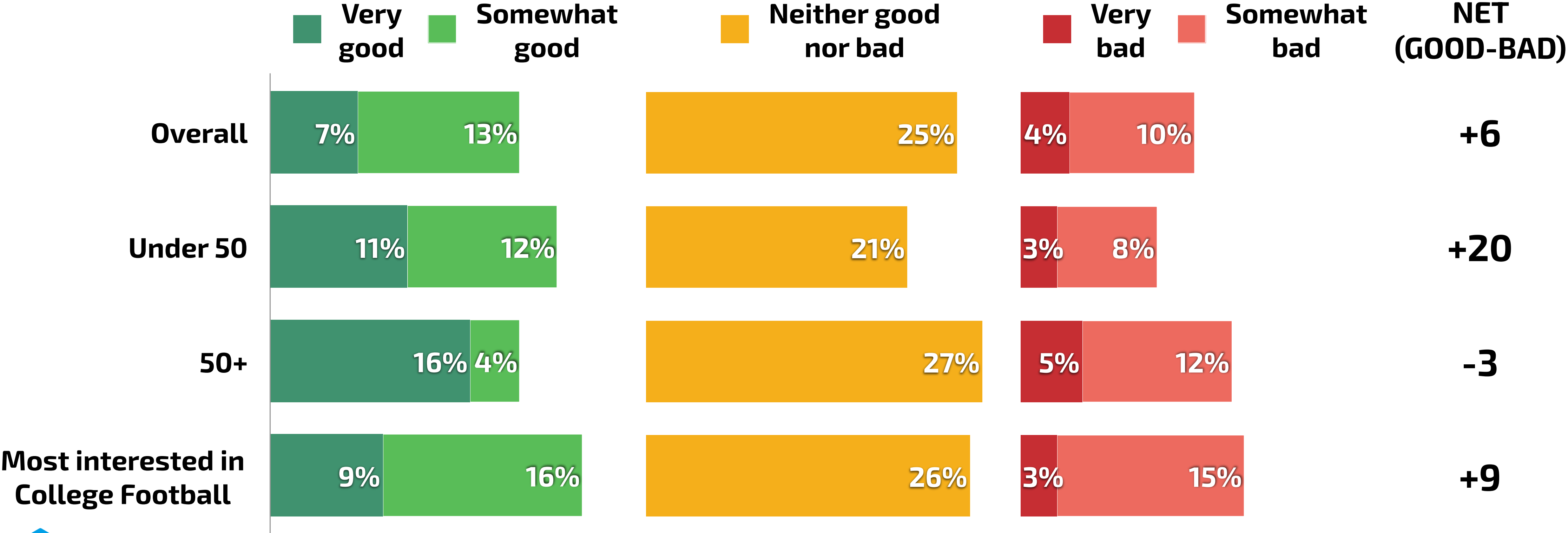
The following teams received 1% or LESS:

- Atlanta Falcons
- Carolina Panthers
- Cleveland Browns
- Indianapolis Colts
- New York Jets
- Seattle Seahawks
- Tennessee Titans
- Detroit Lions
- Houston Texans
- Jacksonville Jaguars
- Miami Dolphins
- Minnesota Vikings
- Washington Commanders

N = 1,054 Voters in Likely Electorate nationwide, fielded August 19-22, 2022

By Margin Of 9 Points, Fans Of College Football Say Conference Realignment Is Good For College Sports

Q. As you may know, numerous colleges have announced plans to switch conferences in the near future. Some notable moves include former PAC-12 members UCLA and USC joining the Big Ten and former Big 12 members Texas and Oklahoma joining the SEC. Generally speaking, do you think the recent conference realignment is good or bad for college sports?



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.





**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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