Happy Fourth of July!
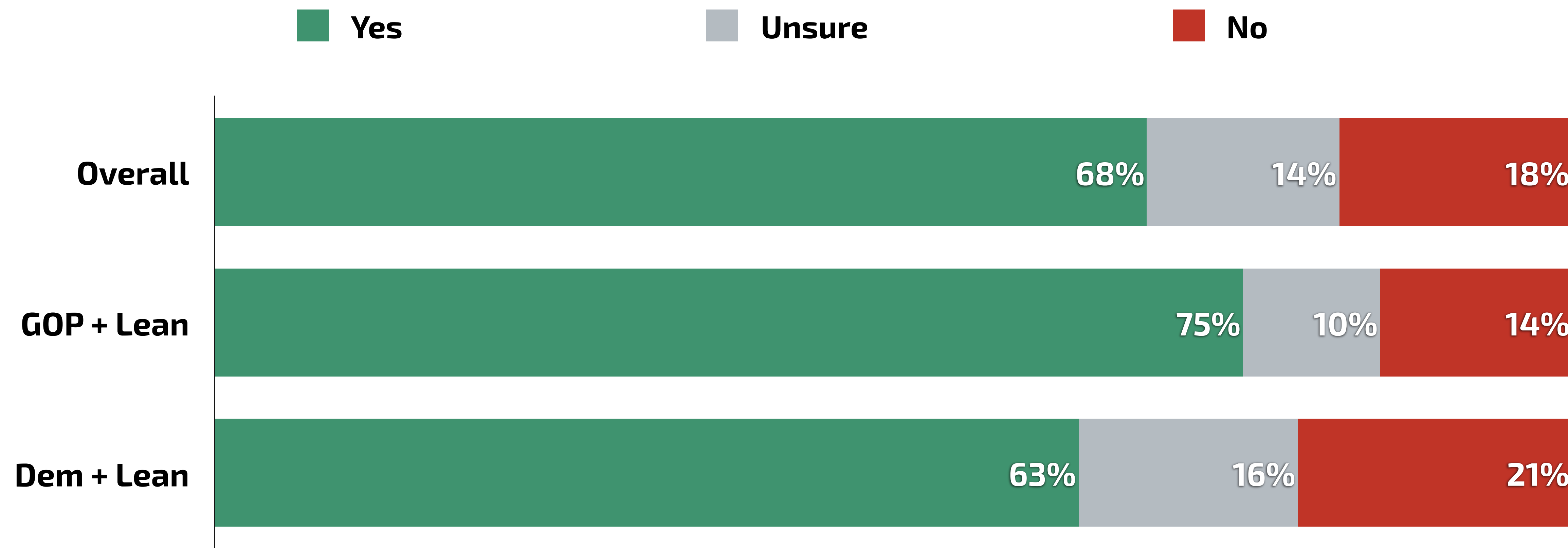
Verified Voter Omnibus Survey

N = 1,030 Voters in the Likely Electorate (LV), Nationwide
Field Dates: June 17-20, 2022
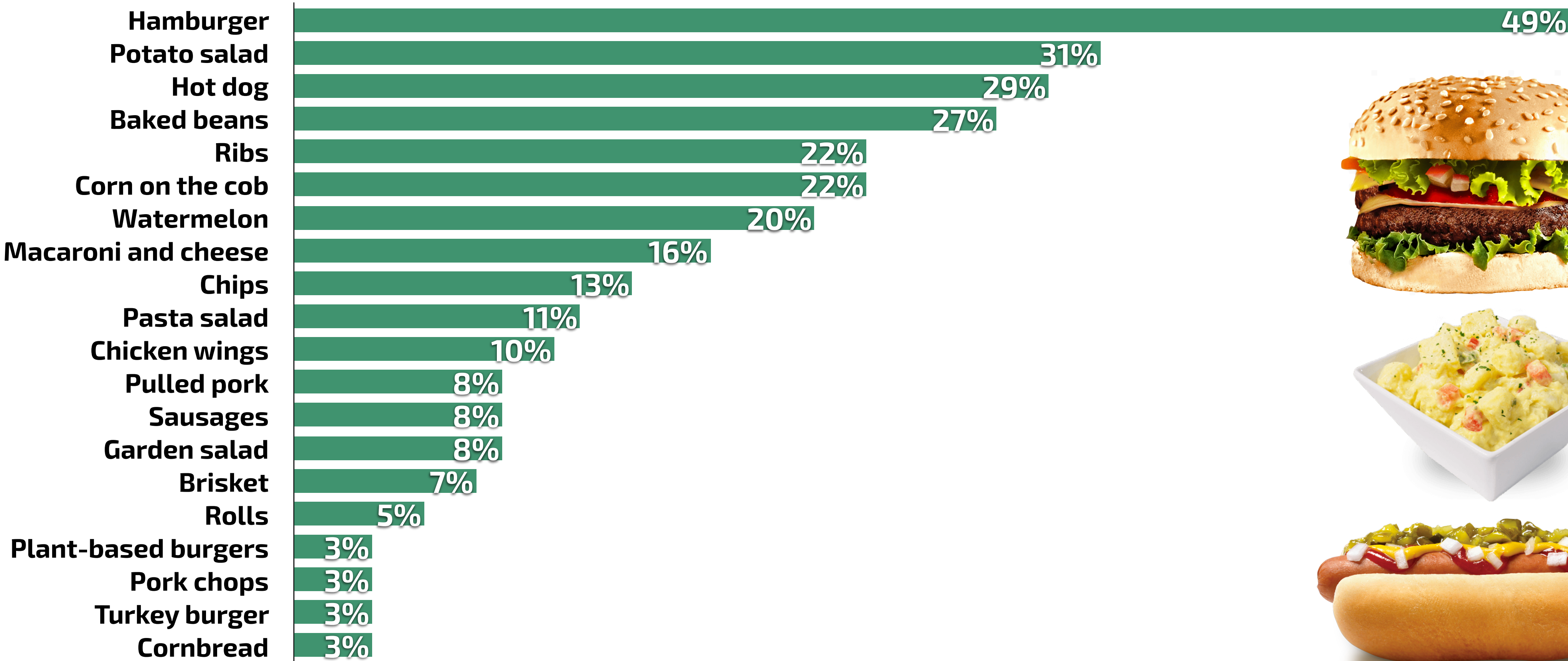
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2 In 3 Plan On Celebrating 4th Of July This Year

Q. Do you plan on celebrating the 4th of July this year?

■ Yes   ■ Unsure   ■ No

	Yes	Unsure	No
Overall	68%	14%	18%
GOP + Lean	75%	10%	14%
Dem + Lean	63%	16%	21%

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N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Burgers, Potato Salad, Hot Dogs Top BBQ Foods

Q. What would you say are your top three "must haves" on your plate at a barbeque?

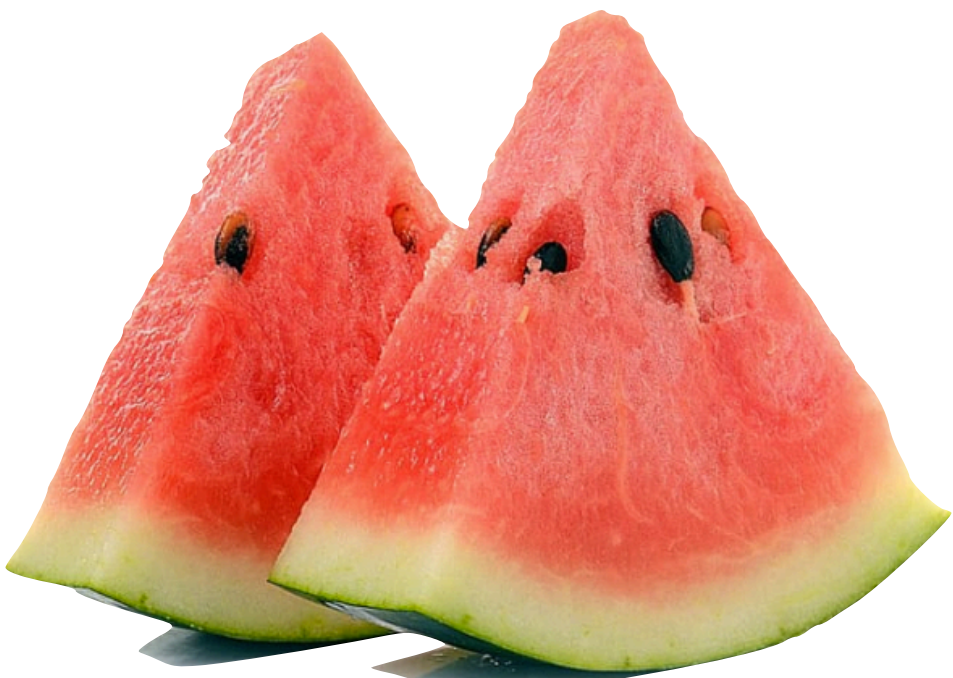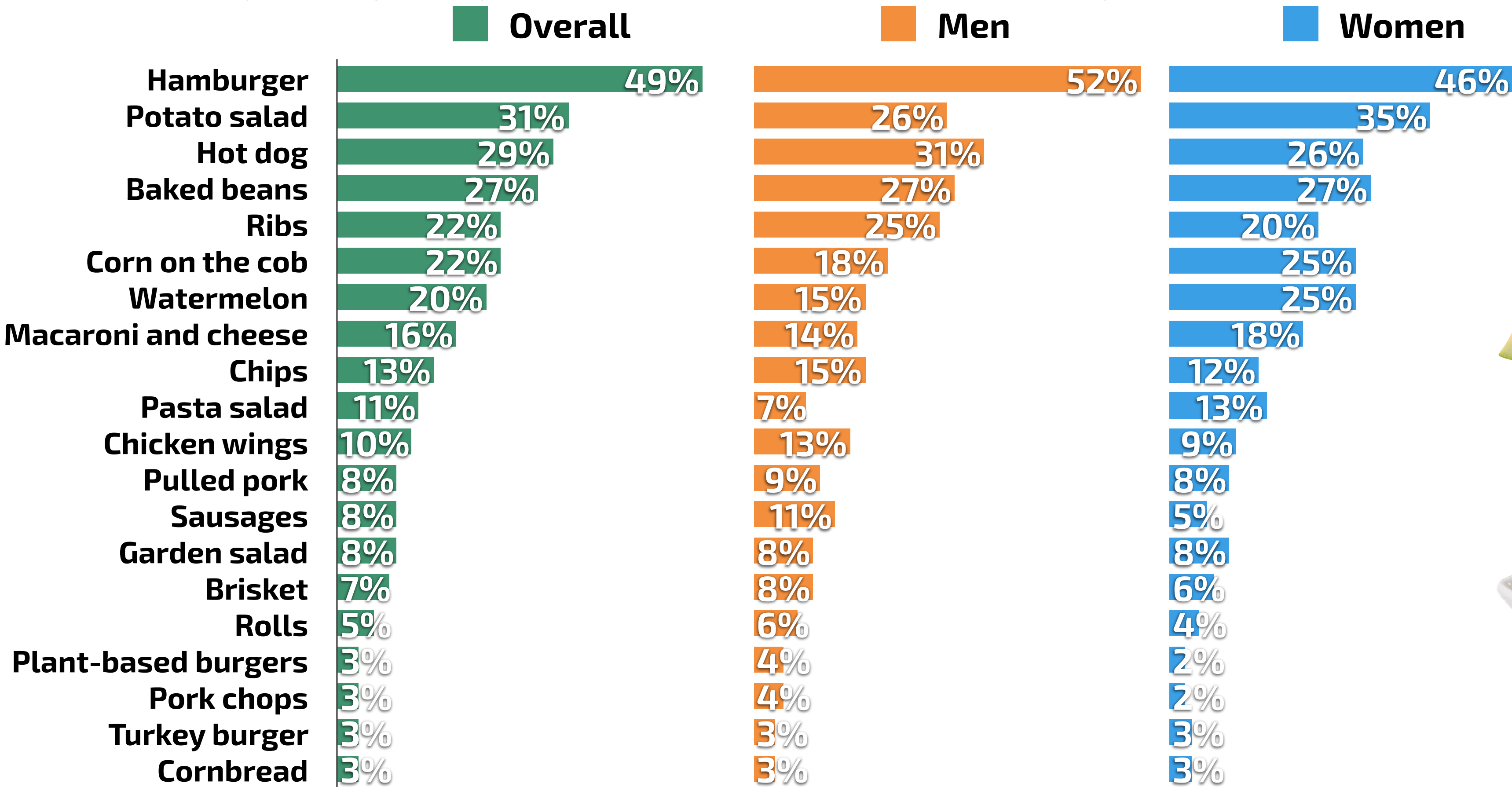| Food	Percentage
Hamburger	49%
Potato salad	31%
Hot dog	29%
Baked beans	27%
Ribs	22%
Corn on the cob	22%
Watermelon	20%
Macaroni and cheese	16%
Chips	13%
Pasta salad	11%
Chicken wings	10%
Pulled pork	8%
Sausages	8%
Garden salad	8%
Brisket	7%
Rolls	5%
Plant-based burgers	3%
Pork chops	3%
Turkey burger	3%
Cornbread	3%

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N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Note: Something else not shown

Women Like Watermelon, Potato Salad More

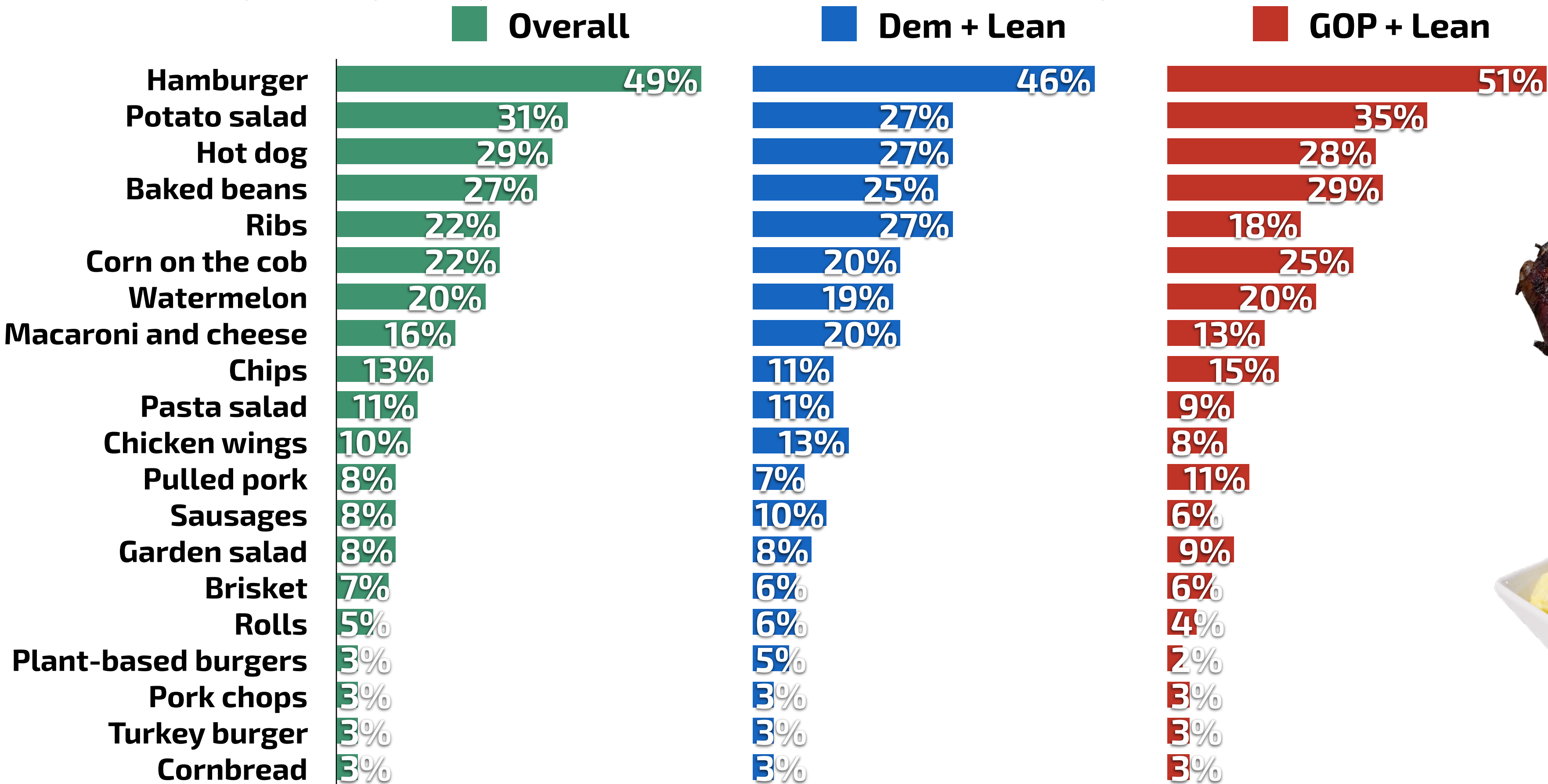## Q. What would you say are your top three "must haves" on your plate at a barbeque?

	Overall	Men	Women
Hamburger	49%	52%	46%
Potato salad	31%	26%	35%
Hot dog	29%	31%	26%
Baked beans	27%	27%	27%
Ribs	22%	25%	20%
Corn on the cob	22%	18%	25%
Watermelon	20%	15%	25%
Macaroni and cheese	16%	14%	18%
Chips	13%	15%	12%
Pasta salad	11%	7%	13%
Chicken wings	10%	13%	9%
Pulled pork	8%	9%	8%
Sausages	8%	11%	5%
Garden salad	8%	8%	8%
Brisket	7%	8%	6%
Rolls	5%	6%	4%
Plant-based burgers	3%	4%	2%
Pork chops	3%	4%	2%
Turkey burger	3%	3%	3%
Cornbread	3%	3%	3%

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Dems Like Ribs More, GOP Drives Potato Salad Consumption

Q. What would you say are your top three "must haves" on your plate at a barbeque?

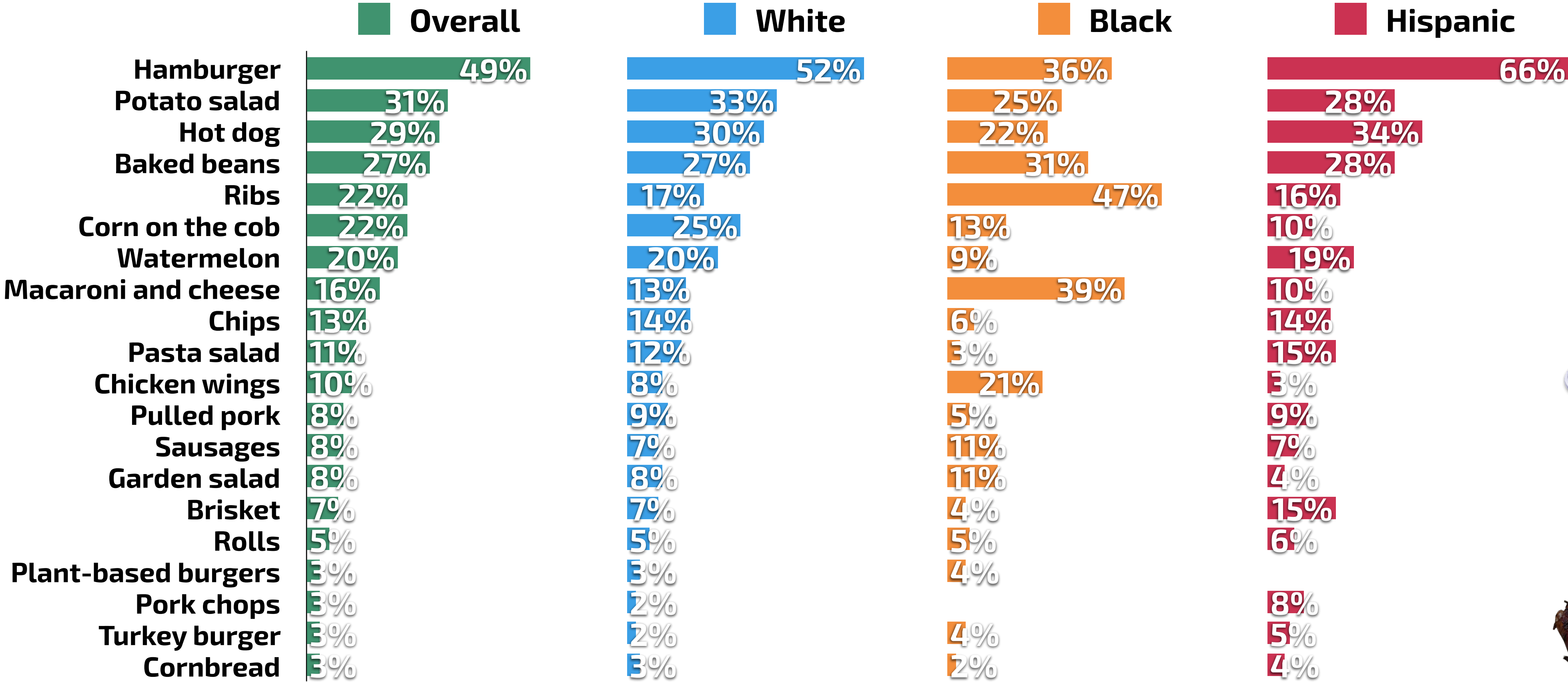|	Overall	Dem + Lean	GOP + Lean
Hamburger	49%	46%	51%
Potato salad	31%	27%	35%
Hot dog	29%	27%	28%
Baked beans	27%	25%	29%
Ribs	22%	27%	18%
Corn on the cob	22%	20%	25%
Watermelon	20%	19%	20%
Macaroni and cheese	16%	20%	13%
Chips	13%	11%	15%
Pasta salad	11%	11%	9%
Chicken wings	10%	13%	8%
Pulled pork	8%	7%	11%
Sausages	8%	10%	6%
Garden salad	8%	8%	9%
Brisket	7%	6%	6%
Rolls	5%	6%	4%
Plant-based burgers	3%	5%	2%
Pork chops	3%	3%	3%
Turkey burger	3%	3%	3%
Cornbread	3%	3%	3%

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N = 1,030 Voters in Likely Electorate nationwide, fielded June 17–20, 2022

Note: Something else not shown

2 In 3 Hispanics List Burgers In Top 3; Black Voters Drive Ribs, Mac & Cheese BBQ Consumption

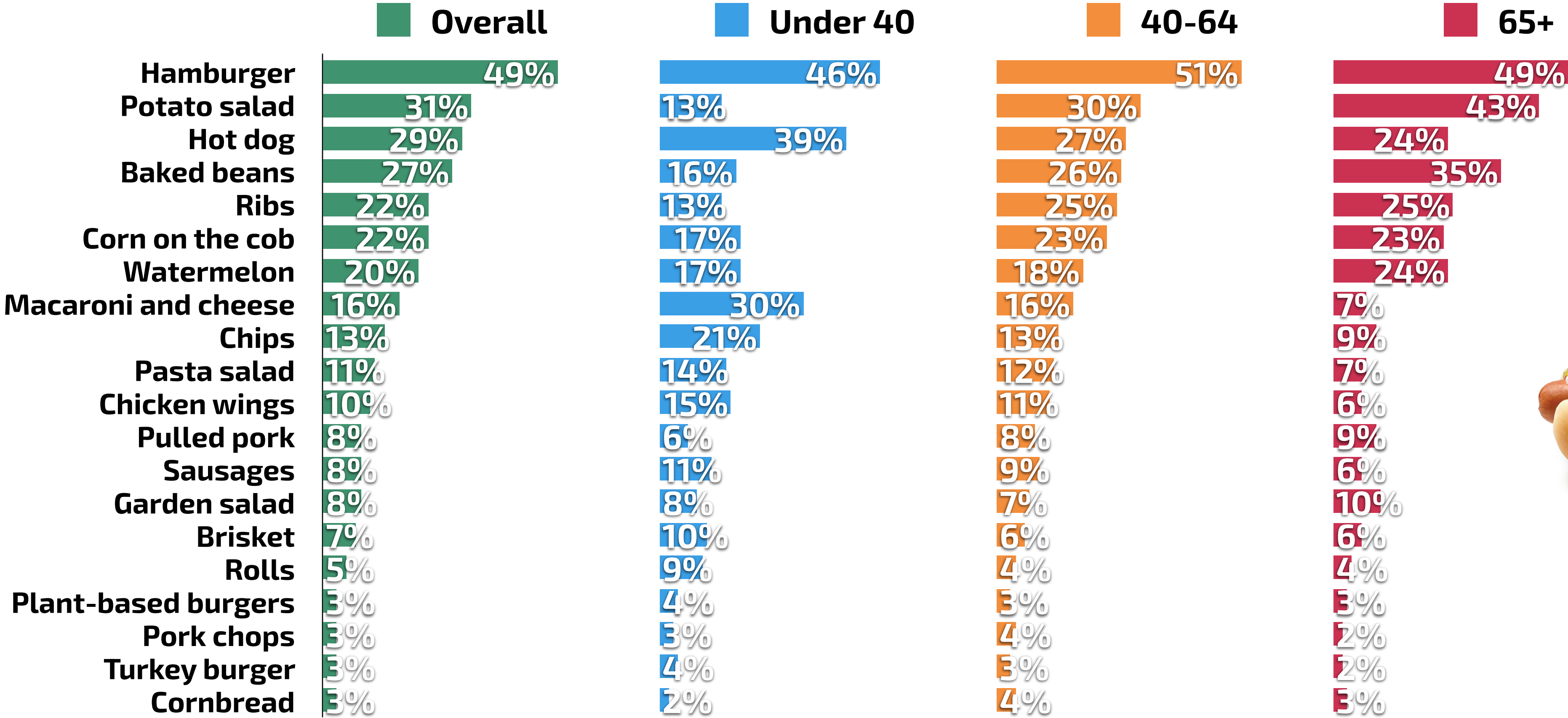## Q. What would you say are your top three "must haves" on your plate at a barbeque?

	Overall	White	Black	Hispanic
Hamburger	49%	52%	36%	66%
Potato salad	31%	33%	25%	28%
Hot dog	29%	30%	22%	34%
Baked beans	27%	27%	31%	28%
Ribs	22%	17%	47%	16%
Corn on the cob	22%	25%	13%	10%
Watermelon	20%	20%	9%	19%
Macaroni and cheese	16%	13%	39%	10%
Chips	13%	14%	6%	14%
Pasta salad	11%	12%	3%	15%
Chicken wings	10%	8%	21%	3%
Pulled pork	8%	9%	5%	9%
Sausages	8%	7%	11%	7%
Garden salad	8%	8%	11%	4%
Brisket	7%	7%	4%	15%
Rolls	5%	5%	5%	6%
Plant-based burgers	3%	3%	4%	
Pork chops	3%	2%		8%
Turkey burger	3%	2%	4%	5%
Cornbread	3%	3%	2%	4%

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Note: Something else not shown

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Younger Voters Prefer Burgers, Hot Dogs, Mac And Cheese

Q. What would you say are your top three "must haves" on your plate at a barbeque?

	Overall	Under 40	40-64	65+
Hamburger	49%	46%	51%	49%
Potato salad	31%	13%	30%	43%
Hot dog	29%	39%	27%	24%
Baked beans	27%	16%	26%	35%
Ribs	22%	13%	25%	25%
Corn on the cob	22%	17%	23%	23%
Watermelon	20%	17%	18%	24%
Macaroni and cheese	16%	30%	16%	7%
Chips	13%	21%	13%	9%
Pasta salad	11%	14%	12%	7%
Chicken wings	10%	15%	11%	6%
Pulled pork	8%	6%	8%	9%
Sausages	8%	11%	9%	6%
Garden salad	8%	8%	7%	10%
Brisket	7%	10%	6%	6%
Rolls	5%	9%	4%	4%
Plant-based burgers	3%	4%	3%	3%
Pork chops	3%	3%	4%	2%
Turkey burger	3%	4%	3%	2%
Cornbread	3%	2%	4%	3%

N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Note: Something else not shown

Mapping Favorite BBQ Foods By Party And Turnout

- Potato salad, baked beans, and plant-based burger eaters are among those with the highest turnout rates.

- Among the most "centrist" BBQ foods are pork chops, brisket, and hot dogs. Ribs are the most Democratic BBQ food while potato salad is the most Republican.

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Q. What would you say are your top three "must haves" on your plate at a barbeque?

Higher Turnout

Lower Turnout

Baked beans
Plant-based burgers
Watermelon   Corn on the cob
Potato salad
Garden salad
Sausages
Chips
Something else (Please specify)
Ribs
Pasta salad   Hamburger
Hot dog
Pulled pork

Rolls
Brisket
Macaroni and cheese   Turkey burger
Cornbread
Pork chops
Chicken wings

More Dem   More GOP
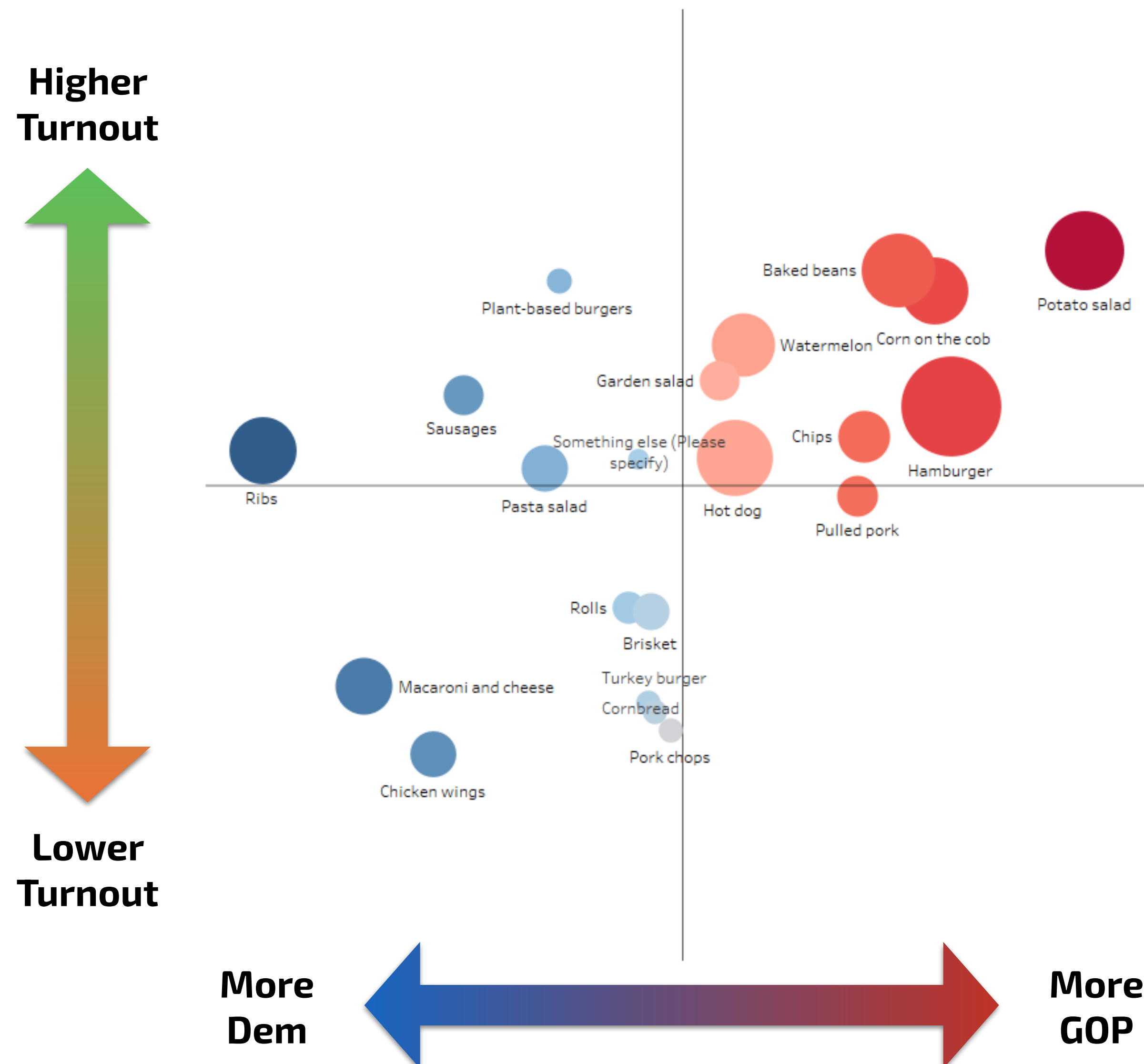
N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

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 June 2022 Echelon Insights Verified Voter Omnibus was fielded online from June 17-20, 2022 in English among a sample of N=1,030 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.