

# TUBI SPOTLIGHT:

## POLITICS

### TUBI STREAMERS VOTE TO MAKE THEIR VOICES HEARD

Nearly **1 in 2** of Tubi Streamers voted in a federal, state, or local election in the past 12 months

**More than 4 in 5** Tubi Streamers are registered to vote and are likely to attend a political rally, speech, or organized protest of any kind (106 index)

**24M**

Tubi Streamers always vote in their party primaries.

**25M**

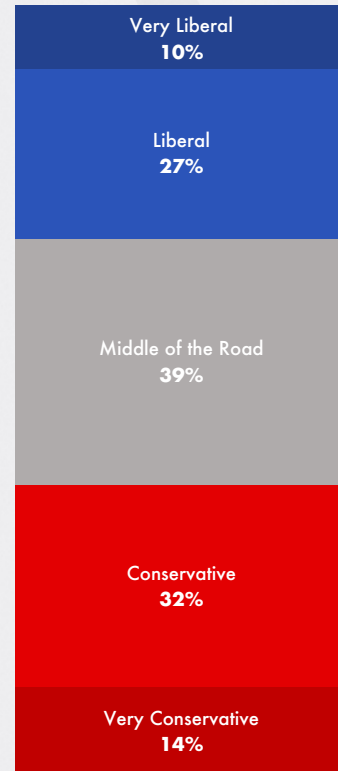
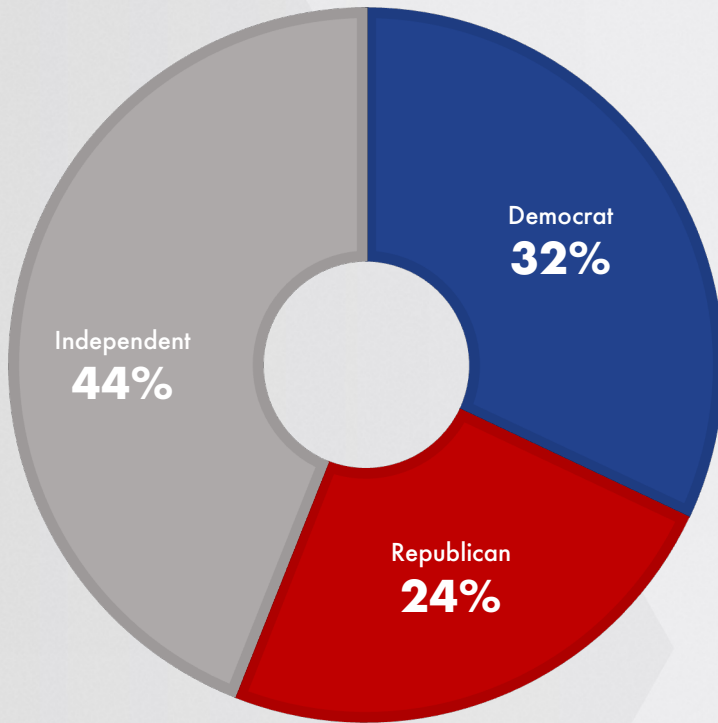
Tubi Streamers are middle of the road when it comes down to identifying as a Democrat or Republican. (107 index)

**77%**

of Tubi Streamers believe that voting in local elections are very important to them.

# TUBI SPOTLIGHT: POLITICS

## POLITICAL PARTY AFFILIATION + MILITARY FAMILIES



**41%**

of Tubi Streamers are likely to vote in the Democratic Primary / attend a Democratic caucus

**32%**

of Tubi Streamers are likely to vote in the Republican Primary / attend a Republican caucus

### Military Family

*Have siblings that served/are serving in the military*

**12%**  
(109 index)

*Have children serving / served in the military*

**6%**  
(111 index)

*Have parents serving / served in the military*

**26%**

*Tubi Streamers that are currently serving in the military*

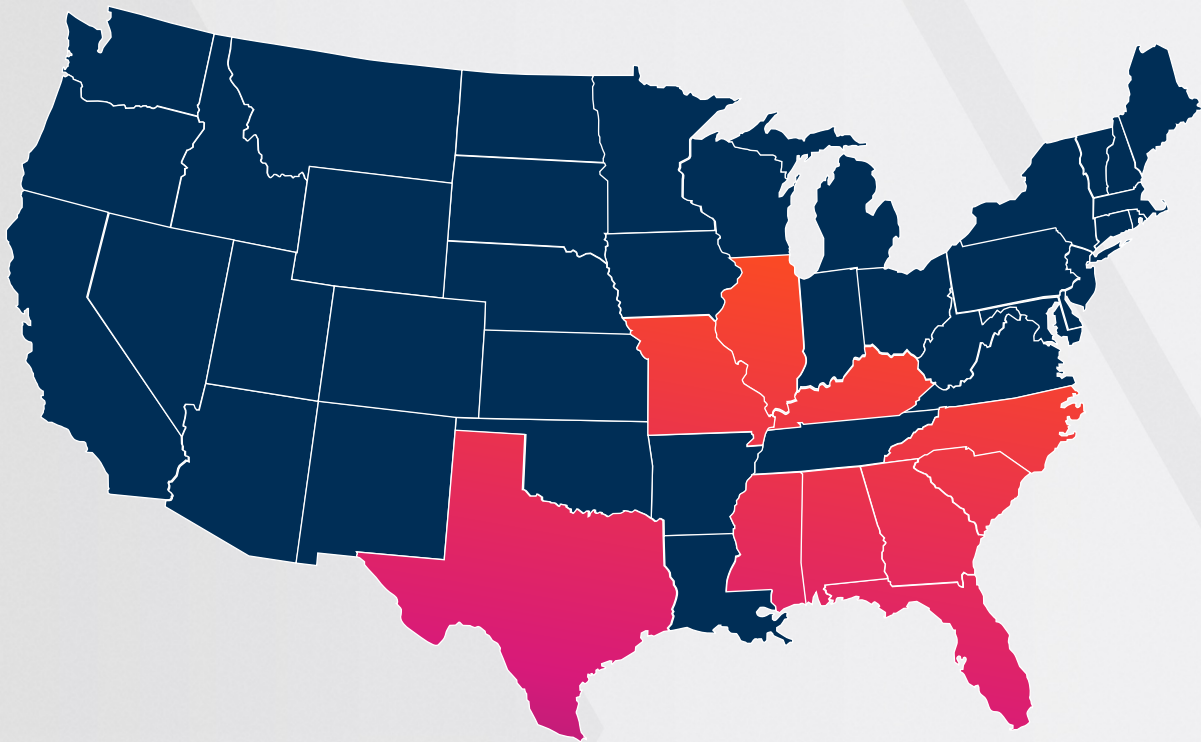
**10%**

### PERCENTAGE BREAKOUT



## TUBI SPOTLIGHT: POLITICS

### TUBI VIEWERS STREAM IN POLITICALLY INFLUENTIAL STATES



1. Florida **102 index**
2. Missouri **105 index**
3. Texas **107 index**
4. Kentucky **109 index**
5. Illinois **111 index**
6. North Carolina **121 index**
7. South Carolina **121 index**
8. Georgia **127 index**
9. Alabama **125 index**
10. Mississippi **125 index**

#### Tubi Streamers are politically active and more likely to have:

*Attend a political rally, speech, or organized protest of any kind*

**INDEX**

**106**  
index

*Signed a petition*

**110**  
index

*Participated in environmental groups/causes*

**109**  
index

*Engaged in fundraising*

**108**  
index