

How the Survey was Conducted

Nature of the Sample: Marist Poll of 1,257 National Adults

This survey of 1,257 adults was conducted January 23rd through January 26th, 2023 by the Marist Poll as part of a presentation for National Association of Independent Colleges and Universities (NAICU) 2023 Annual Meeting & Advocacy Day. Adults 18 years of age and older residing in the United States were contacted through a multi-mode design: By phone using live interviewers, by text, or online. The sampling frames include RDD plus listed landline, RDD cell phone sample plus cell phone sample based on billing address to account for inward and outward mobility, and aggregated online research panels. Survey questions were available in English or Spanish. Phone and online samples were selected to ensure that each region was represented in proportion to its adult population. The samples were then combined and balanced to reflect the 2020 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.6 percentage points. There are 1,135 registered voters. The results for this subset are statistically significant within ± 3.8 percentage points. Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	National Registered Voters
		Column %	Column %
National Adults		100%	
National Registered Voters		90%	100%
Party Identification	Democrat	n/a	36%
	Republican	n/a	31%
	Independent	n/a	32%
	Other	n/a	1%
Gender	Men	49%	50%
	Women	51%	50%
Age	Under 45	46%	44%
	45 or older	54%	56%
Age	18 to 29	21%	20%
	30 to 44	25%	24%
	45 to 59	25%	26%
	60 or older	28%	30%
Generation	Gen Z/Millennials	41%	39%
	Gen X	27%	28%
	Baby Boomers	23%	24%
	Silent/Greatest	9%	9%
Race/Ethnicity	White	61%	62%
	Black	11%	11%
	Latino	15%	15%
	Other	12%	11%
Region	Northeast	17%	17%
	Midwest	21%	21%
	South	38%	38%
	West	24%	24%
Household Income	Less than \$50,000	39%	36%
	\$50,000 or more	61%	64%
Education	Not college graduate	61%	58%
	College graduate	39%	42%
Education by Gender	Men - Not College Graduate	29%	29%
	Men - College Graduate	20%	21%
	Women - Not College Graduate	32%	30%
	Women - College Graduate	19%	20%
Education and Parents	Parents with Children under 18 - Not College Graduate	15%	14%
	Parents with Children under 18 - College Graduate	13%	14%
	No Children under 18 in HH - Not College Graduate	46%	45%
	No Children under 18 in HH - College Graduate	26%	28%
Area Description	Big city	22%	23%
	Small city	18%	18%
	Suburban	26%	26%
	Small town	18%	17%
	Rural	16%	15%
Area Description - Gender	Small city/Suburban Men	23%	24%
	Other area Men	26%	26%
	Small city/Suburban Women	21%	21%
	Other area Women	30%	29%

Marist Poll National Adults. Interviews conducted January 23rd through January 26th, 2023, n=1,257 MOE +/- 3.6 percentage points. National Registered Voters: n=1,135 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

		National Adults		
		In general, do you have a favorable or an unfavorable impression of four-year colleges and universities in the United States?		
		Favorable	Unfavorable	Unsure
		Row %	Row %	Row %
National Adults		58%	28%	14%
National Registered Voters		60%	28%	12%
Party Identification	Democrat	79%	14%	7%
	Republican	46%	40%	14%
	Independent	55%	29%	16%
Region	Northeast	64%	25%	11%
	Midwest	62%	23%	15%
	South	59%	26%	16%
	West	49%	36%	15%
Household Income	Less than \$75,000	55%	27%	17%
	\$75,000 or more	62%	30%	8%
Household Income	Less \$50,000	54%	27%	19%
	\$50,000 to just under \$100,000	56%	32%	12%
	\$100,000 or more	65%	28%	7%
Education	Not college graduate	51%	30%	20%
	College graduate	70%	25%	5%
Race/Ethnicity	White	59%	29%	12%
	Non-white	57%	25%	18%
Race/Ethnicity	White	59%	29%	12%
	Black	68%	20%	12%
	Latino	52%	27%	22%
Education by Gender	Men - Not College Graduate	48%	34%	18%
	Men - College Graduate	64%	31%	5%
	Women - Not College Graduate	53%	25%	21%
	Women - College Graduate	77%	18%	5%
Age	Under 45	56%	27%	17%
	45 or older	60%	28%	12%
Generation	Gen Z/Millennials	61%	26%	14%
	Gen X	56%	30%	14%
	Baby Boomers	59%	30%	11%
	Silent/Greatest	65%	22%	14%
Gender	Men	54%	33%	13%
	Women	62%	23%	16%
Education and Parents	Parents with Children under 18 - Not College Graduate	54%	23%	23%
	Parents with Children under 18 - College Graduate	70%	23%	6%
	No Children under 18 in HH - Not College Graduate	50%	31%	19%
	No Children under 18 in HH - College Graduate	70%	25%	5%
	2020 Recall Vote	Biden	76%	16%
Area Description	Trump	44%	43%	14%
	Big city	67%	23%	10%
	Small city	56%	34%	10%
	Suburban	55%	28%	17%
	Small town	61%	19%	19%
	Rural	48%	37%	15%
Small city/Suburban Men		52%	36%	12%
Small city/Suburban Women		59%	24%	17%

Marist Poll National Adults. Interviews conducted January 23rd through January 26th, 2023. Totals may not add to 100% due to rounding.

National Adults

For the past 50 years the federal government has provided Pell Grants to help students pay for college. Pell Grants are for students of all races with great financial need that do not have to be repaid. There are currently proposals to double the Pell Grant program, doubling the yearly grant students receive and expanding eligibility to help more students. Do you strongly support, support, oppose or strongly oppose a proposal to double the Pell Grant program?

		Strongly support/Support	Oppose/ Strongly oppose	Vol: Unsure
		Row %	Row %	Row %
National Adults		74%	24%	2%
National Registered Voters		73%	25%	2%
Party Identification	Democrat	89%	10%	1%
	Republican	57%	40%	3%
	Independent	71%	27%	2%
Region	Northeast	71%	29%	0%
	Midwest	71%	28%	2%
	South	75%	24%	2%
	West	77%	19%	4%
Household Income	Less than \$75,000	76%	23%	1%
	\$75,000 or more	73%	25%	1%
Household Income	Less \$50,000	77%	21%	1%
	\$50,000 to just under \$100,000	73%	25%	2%
	\$100,000 or more	73%	26%	1%
Education	Not college graduate	73%	25%	3%
	College graduate	76%	23%	1%
Race/Ethnicity	White	72%	25%	3%
Race/Ethnicity	Non-white	77%	22%	1%
	White	72%	25%	3%
Race/Ethnicity	Black	89%	11%	1%
	Latino	74%	23%	2%
	Latino	74%	23%	2%
Education by Gender	Men - Not College Graduate	69%	30%	1%
	Men - College Graduate	69%	30%	1%
	Women - Not College Graduate	75%	21%	4%
	Women - College Graduate	82%	16%	2%
Age	Under 45	80%	19%	1%
	45 or older	69%	28%	3%
Generation	Gen Z/Millennials	81%	19%	0%
	Gen X	75%	23%	2%
	Baby Boomers	68%	29%	3%
	Silent/Greatest	58%	34%	8%
Gender	Men	69%	30%	1%
	Women	78%	19%	3%
Education and Parents	Parents with Children under 18 - Not College Graduate	82%	18%	0%
	Parents with Children under 18 - College Graduate	74%	26%	0%
	No Children under 18 in HH - Not College Graduate	70%	27%	3%
	No Children under 18 in HH - College Graduate	77%	21%	2%
2020 Recall Vote	Biden	89%	10%	1%
	Trump	57%	40%	3%
Area Description	Big city	83%	13%	4%
	Small city	72%	26%	1%
	Suburban	73%	26%	1%
	Small town	66%	31%	3%
	Rural	71%	27%	1%
Small city/Suburban Men		65%	35%	0%
Small city/Suburban Women		81%	17%	2%

Marist Poll National Adults. Interviews conducted January 23rd through January 26th, 2023. Totals may not add to 100% due to rounding.

National Adults

For the past 50 years the federal government has provided Pell Grants to help students pay for college. Pell Grants are for students of all races with great financial need that do not have to be repaid. There are currently proposals to double the Pell Grant program, doubling the yearly grant students receive and expanding eligibility to help more students. Do you strongly support, support, oppose or strongly oppose a proposal to double the Pell Grant program?

		Strongly support	Support	Oppose	Strongly oppose	Vol: Unsure
		Row %	Row %	Row %	Row %	Row %
National Adults		41%	33%	14%	10%	2%
National Registered Voters		41%	32%	15%	10%	2%
Party Identification	Democrat	60%	29%	6%	4%	1%
	Republican	23%	34%	23%	17%	3%
	Independent	37%	33%	17%	10%	2%
Region	Northeast	38%	33%	17%	12%	0%
	Midwest	39%	32%	17%	11%	2%
	South	41%	34%	16%	8%	2%
	West	46%	31%	8%	11%	4%
Household Income	Less than \$75,000	42%	34%	14%	8%	1%
	\$75,000 or more	43%	31%	14%	12%	1%
Household Income	Less \$50,000	43%	34%	12%	9%	1%
	\$50,000 to just under \$100,000	41%	32%	18%	7%	2%
	\$100,000 or more	42%	31%	13%	13%	1%
Education	Not college graduate	39%	34%	14%	11%	3%
	College graduate	45%	31%	15%	8%	1%
Race/Ethnicity	White	39%	33%	15%	10%	3%
	Non-white	45%	32%	13%	10%	1%
Race/Ethnicity	White	39%	33%	15%	10%	3%
	Black	55%	33%	10%	1%	1%
	Latino	39%	35%	10%	14%	2%
Education by Gender	Men - Not College Graduate	38%	32%	15%	14%	1%
	Men - College Graduate	38%	31%	18%	12%	1%
	Women - Not College Graduate	40%	35%	12%	8%	4%
	Women - College Graduate	51%	32%	12%	4%	2%
Age	Under 45	46%	34%	10%	9%	1%
	45 or older	37%	32%	17%	11%	3%
Generation	Gen Z/Millennials	48%	33%	11%	8%	0%
	Gen X	44%	31%	13%	10%	2%
	Baby Boomers	37%	32%	18%	11%	3%
	Silent/Greatest	22%	36%	17%	17%	8%
Gender	Men	37%	32%	17%	14%	1%
	Women	44%	34%	12%	7%	3%
Education and Parents	Parents with Children under 18 - Not College Graduate	47%	35%	11%	7%	0%
	Parents with Children under 18 - College Graduate	42%	31%	15%	11%	0%
	No Children under 18 in HH - Not College Graduate	36%	33%	14%	13%	3%
	No Children under 18 in HH - College Graduate	46%	31%	15%	7%	2%
	Graduate	58%	31%	8%	2%	1%
2020 Recall Vote	Biden	58%	31%	8%	2%	1%
	Trump	22%	34%	23%	18%	3%
Area Description	Big city	51%	32%	6%	8%	4%
	Small city	45%	27%	13%	13%	1%
	Suburban	38%	35%	18%	8%	1%
	Small town	38%	29%	18%	13%	3%
	Rural	32%	39%	17%	10%	1%
Small city/Suburban Men	37%	29%	20%	15%	0%	
Small city/Suburban Women	46%	35%	12%	5%	2%	

Marist Poll National Adults. Interviews conducted January 23rd through January 26th, 2023. Totals may not add to 100% due to rounding.

JBCEPRST1. Marist Poll National Tables January 23rd through January 26th, 2023

		National Adults		
		Which comes closer to your view about a college education:		
		College is an important way to get a better job and improve your position in life	College is overrated and you don't really need it to get a good job	Vol: Unsure
		Row %	Row %	Row %
National Adults		65%	32%	3%
National Registered Voters		66%	31%	3%
Party Identification	Democrat	78%	18%	4%
	Republican	57%	40%	3%
	Independent	62%	37%	1%
Region	Northeast	69%	27%	4%
	Midwest	62%	32%	5%
	South	67%	31%	2%
	West	62%	36%	2%
Household Income	Less than \$75,000	62%	35%	3%
	\$75,000 or more	69%	29%	2%
Household Income	Less \$50,000	64%	34%	2%
	\$50,000 to just under \$100,000	61%	36%	3%
	\$100,000 or more	70%	27%	3%
Education	Not college graduate	60%	36%	3%
	College graduate	73%	24%	2%
Race/Ethnicity	White	65%	31%	4%
	Non-white	67%	32%	1%
Race/Ethnicity	White	65%	31%	4%
	Black	70%	27%	3%
	Latino	73%	27%	0%
Education by Gender	Men - Not College Graduate	59%	38%	2%
	Men - College Graduate	69%	29%	2%
	Women - Not College Graduate	61%	35%	4%
	Women - College Graduate	79%	19%	3%
Age	Under 45	67%	33%	1%
	45 or older	65%	31%	4%
Generation	Gen Z/Millennials	67%	33%	0%
	Gen X	67%	30%	3%
	Baby Boomers	64%	31%	4%
	Silent/Greatest	60%	31%	9%
Gender	Men	63%	35%	2%
	Women	67%	29%	3%
Education and Parents	Parents with Children under 18 - Not College Graduate	67%	33%	0%
	Parents with Children under 18 - College Graduate	72%	25%	4%
	No Children under 18 in HH - Not College Graduate	59%	37%	4%
	No Children under 18 in HH - College Graduate	75%	23%	2%
2020 Recall Vote	Biden	77%	19%	4%
	Trump	54%	44%	3%
Area Description	Big city	74%	23%	3%
	Small city	63%	36%	1%
	Suburban	71%	27%	2%
	Small town	61%	36%	3%
	Rural	53%	42%	5%
Small city/Suburban Men		65%	35%	1%
Small city/Suburban Women		71%	27%	2%

Marist Poll National Adults. Interviews conducted January 23rd through January 26th, 2023. Totals may not add to 100% due to rounding.

JBCEPRST1TRND. Marist Poll National Trend

National Adults			
Which comes closer to your view about a college education:			
	College is an important way to get a better job and improve your position in life	College is overrated and you don't really need it to get a good job	Vol: Unsure
	Row %	Row %	Row %
February 2023	65%	32%	3%
August 2018*	73%	20%	7%

Marist Poll National Adults

*Grinnell College. Grinnell College National Poll, Question 30. 31115526.00029. Selzer & Co.. Cornell University, Ithaca, NY: Roper Center for Public Opinion Research, 2018. Web. Aug-29-2018.

		National Adults			
		In the long run, do you think people with a four-year college education are better off financially, worse off financially, or about the same financially as people without a college education?			
		Better off financially	Worse off financially	About the same financially as people without a college education	Vol: Unsure
		Row %	Row %	Row %	Row %
National Adults		55%	11%	32%	3%
National Registered Voters		56%	10%	31%	3%
Party Identification	Democrat	66%	5%	26%	3%
	Republican	47%	13%	36%	3%
	Independent	55%	11%	32%	2%
Region	Northeast	64%	11%	23%	1%
	Midwest	51%	15%	33%	1%
	South	54%	9%	34%	3%
	West	53%	11%	32%	4%
Household Income	Less than \$75,000	48%	13%	38%	2%
	\$75,000 or more	65%	9%	25%	1%
Household Income	Less \$50,000	46%	14%	38%	2%
	\$50,000 to just under \$100,000	54%	10%	35%	1%
	\$100,000 or more	69%	9%	21%	1%
Education	Not college graduate	46%	13%	37%	4%
	College graduate	69%	7%	23%	1%
Race/Ethnicity	White	55%	10%	33%	3%
	Non-white	56%	13%	29%	2%
Race/Ethnicity	White	55%	10%	33%	3%
	Black	60%	11%	28%	0%
	Latino	53%	15%	31%	0%
Education by Gender	Men - Not College Graduate	48%	15%	33%	5%
	Men - College Graduate	69%	8%	23%	0%
	Women - Not College Graduate	45%	12%	40%	3%
	Women - College Graduate	70%	6%	23%	1%
Age	Under 45	53%	17%	29%	1%
	45 or older	57%	6%	33%	3%
Generation	Gen Z/Millennials	54%	17%	28%	2%
	Gen X	54%	10%	34%	2%
	Baby Boomers	59%	5%	35%	1%
	Silent/Greatest	63%	2%	27%	8%
Gender	Men	56%	12%	29%	3%
	Women	54%	10%	34%	2%
Education and Parents	Parents with Children under 18 - Not College Graduate	46%	23%	29%	2%
	Parents with Children under 18 - College Graduate	75%	8%	17%	0%
	No Children under 18 in HH - Not College Graduate	47%	10%	39%	5%
	No Children under 18 in HH - College Graduate	67%	6%	26%	1%
2020 Recall Vote	Biden	67%	6%	24%	3%
	Trump	47%	12%	37%	4%
Area Description	Big city	57%	12%	27%	4%
	Small city	57%	9%	33%	1%
	Suburban	61%	9%	29%	1%
	Small town	53%	7%	35%	5%
	Rural	42%	20%	37%	1%
Small city/Suburban Men		61%	12%	27%	1%
Small city/Suburban Women		59%	6%	33%	2%

Marist Poll National Adults. Interviews conducted January 23rd through January 26th, 2023. Totals may not add to 100% due to rounding.

National Adults

If you had to choose, which one of the following do you think is the main benefit of a four-year college education:

		Expanded career options	Personal growth and development	Increased earning potential	Improved critical thinking skills	Networking opportunities	Improved ability to adapt to new technologies	Vol: Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
National Adults		25%	21%	17%	16%	10%	8%	3%
National Registered Voters		24%	21%	17%	17%	10%	8%	3%
Party Identification	Democrat	24%	19%	14%	23%	7%	10%	4%
	Republican	27%	18%	19%	11%	14%	8%	3%
	Independent	23%	28%	16%	15%	11%	5%	1%
Region	Northeast	21%	19%	18%	19%	13%	7%	2%
	Midwest	23%	22%	17%	14%	10%	10%	3%
	South	28%	19%	17%	15%	9%	8%	4%
	West	23%	24%	16%	18%	10%	6%	2%
Household Income	Less than \$75,000	27%	21%	17%	15%	10%	8%	3%
	\$75,000 or more	24%	23%	18%	18%	11%	7%	0%
Household Income	Less \$50,000	27%	22%	17%	14%	9%	9%	3%
	\$50,000 to just under \$100,000	26%	21%	16%	17%	13%	6%	1%
	\$100,000 or more	23%	22%	19%	19%	9%	8%	0%
Education	Not college graduate	27%	20%	18%	11%	11%	9%	4%
	College graduate	22%	23%	14%	25%	9%	5%	1%
Race/Ethnicity	White	27%	22%	19%	15%	8%	8%	3%
	Non-white	22%	20%	14%	19%	15%	8%	3%
Race/Ethnicity	White	27%	22%	19%	15%	8%	8%	3%
	Black	27%	17%	16%	13%	18%	7%	3%
	Latino	21%	19%	13%	21%	15%	10%	0%
Education by Gender	Men - Not College Graduate	22%	22%	20%	9%	15%	8%	3%
	Men - College Graduate	20%	25%	16%	25%	10%	3%	0%
	Women - Not College Graduate	30%	18%	17%	13%	8%	10%	4%
	Women - College Graduate	25%	20%	13%	26%	6%	7%	3%
Age	Under 45	26%	19%	16%	17%	14%	8%	1%
	45 or older	24%	23%	18%	16%	7%	8%	4%
Generation	Gen Z/Millennials	26%	20%	15%	15%	15%	8%	2%
	Gen X	26%	22%	18%	16%	10%	7%	1%
	Baby Boomers	23%	22%	20%	17%	6%	9%	3%
	Silent/Greatest	18%	18%	22%	13%	5%	12%	12%
Gender	Men	21%	23%	19%	15%	13%	6%	2%
	Women	28%	19%	15%	18%	8%	9%	3%
Education and Parents	Parents with Children under 18 - Not College Graduate	32%	19%	19%	12%	12%	6%	0%
	Parents with Children under 18 - College Graduate	21%	22%	13%	25%	9%	10%	0%
	No Children under 18 in HH - Not College Graduate	25%	20%	18%	11%	11%	10%	5%
	No Children under 18 in HH - College Graduate	23%	23%	15%	26%	8%	3%	2%
2020 Recall Vote	Biden	24%	21%	15%	23%	7%	7%	4%
	Trump	25%	19%	20%	11%	14%	9%	2%
Area Description	Big city	21%	22%	16%	19%	10%	8%	5%
	Small city	26%	23%	15%	15%	12%	8%	2%
	Suburban	21%	22%	20%	15%	14%	6%	1%
	Small town	27%	17%	18%	15%	9%	11%	3%
	Rural	33%	20%	14%	16%	6%	8%	4%
Small city/Suburban Men		22%	23%	17%	15%	16%	6%	0%
Small city/Suburban Women		25%	21%	19%	16%	10%	8%	2%

Marist Poll National Adults. Interviews conducted January 23rd through January 26th, 2023. Totals may not add to 100% due to rounding.

		National Adults						
		And, which one of the following would be your second choice:						
		Expanded career options	Increased earning potential	Personal growth and development	Improved critical thinking skills	Networking opportunities	Improved ability to adapt to new technologies	Vol: Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
National Adults		22%	21%	18%	15%	12%	11%	1%
Main Benefit of a Four-Year College Education	Improved critical thinking skills	24%	24%	33%	0%	7%	11%	0%
	Networking opportunities	36%	20%	15%	7%	0%	19%	3%
	Improved ability to adapt to new technologies	15%	21%	23%	10%	28%	0%	2%
	Increased earning potential	42%	0%	21%	13%	16%	7%	1%
	Personal growth and development	25%	18%	0%	30%	15%	11%	0%
	Expanded career options	0%	38%	20%	17%	12%	13%	1%
National Registered Voters		22%	22%	17%	15%	12%	11%	1%
Party Identification	Democrat	20%	23%	18%	15%	12%	11%	1%
	Republican	23%	21%	15%	16%	13%	11%	1%
	Independent	23%	22%	20%	15%	10%	10%	0%
Region	Northeast	28%	21%	14%	11%	11%	14%	1%
	Midwest	21%	21%	19%	17%	13%	8%	1%
	South	18%	22%	18%	15%	14%	13%	0%
	West	24%	20%	19%	16%	11%	9%	1%
Household Income	Less than \$75,000	21%	20%	20%	15%	11%	13%	0%
	\$75,000 or more	22%	24%	15%	17%	14%	8%	0%
Household Income	Less \$50,000	23%	18%	17%	14%	11%	16%	0%
	\$50,000 to just under \$100,000	17%	25%	21%	17%	12%	7%	1%
	\$100,000 or more	24%	24%	15%	16%	13%	8%	0%
Education	Not college graduate	21%	20%	18%	14%	13%	12%	1%
	College graduate	23%	23%	17%	16%	11%	9%	0%
Race/Ethnicity	White	23%	21%	19%	15%	11%	9%	1%
	Non-white	20%	22%	16%	15%	14%	14%	0%
Race/Ethnicity	White	23%	21%	19%	15%	11%	9%	1%
	Black	16%	32%	21%	7%	9%	16%	0%
	Latino	19%	21%	16%	14%	20%	9%	0%
Education by Gender	Men - Not College Graduate	20%	21%	17%	16%	14%	10%	1%
	Men - College Graduate	23%	20%	18%	16%	12%	10%	1%
	Women - Not College Graduate	23%	20%	18%	12%	13%	13%	1%
	Women - College Graduate	24%	26%	16%	16%	11%	8%	0%
Age	Under 45	24%	21%	17%	13%	15%	10%	0%
	45 or older	21%	22%	18%	16%	10%	11%	1%
Generation	Gen Z/Millennials	23%	20%	17%	13%	16%	10%	0%
	Gen X	22%	24%	15%	14%	10%	14%	0%
	Baby Boomers	21%	18%	22%	18%	10%	9%	2%
	Silent/Greatest	23%	26%	15%	15%	13%	6%	2%
Gender	Men	21%	20%	18%	16%	13%	10%	1%
	Women	23%	22%	17%	14%	12%	11%	1%
Education and Parents	Parents with Children under 18 - Not College Graduate	24%	16%	16%	15%	11%	18%	0%
	Parents with Children under 18 - College Graduate	19%	29%	16%	15%	10%	11%	0%
	No Children under 18 in HH - Not College Graduate	21%	22%	19%	14%	14%	9%	1%
	No Children under 18 in HH - College Graduate	25%	21%	18%	16%	12%	8%	0%
2020 Recall Vote	Biden	22%	24%	17%	15%	11%	10%	0%
	Trump	24%	20%	14%	15%	13%	12%	2%
Area Description	Big city	27%	19%	15%	11%	13%	14%	1%
	Small city	15%	26%	19%	22%	10%	7%	0%
	Suburban	26%	23%	16%	13%	14%	8%	0%
	Small town	23%	19%	19%	13%	13%	13%	0%
	Rural	16%	18%	22%	17%	11%	13%	3%
Small city/Suburban Men		21%	23%	18%	16%	14%	8%	0%
Small city/Suburban Women		22%	25%	16%	18%	11%	8%	0%

Marist Poll National Adults who Mention a Main Benefit. Interviews conducted January 23rd through January 26th, 2023. Totals may not add to 100% due to rounding.