

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. 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%
	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%
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.

SBVDAY1. Marist Poll National Tables January 23rd through January 26th, 2023

		National Adults				
		Which February event are you more excited about:				
		The Super Bowl	Valentine's Day	Vol: Both	Vol: Neither	Vol: Unsure
		Row %	Row %	Row %	Row %	Row %
National Adults		45%	38%	1%	16%	1%
National Registered Voters		45%	38%	1%	15%	1%
Party Identification	Democrat	41%	38%	1%	18%	1%
	Republican	48%	38%	0%	13%	1%
	Independent	47%	39%	1%	13%	1%
Region	Northeast	48%	31%	1%	18%	2%
	Midwest	44%	42%	1%	12%	1%
	South	44%	38%	1%	17%	0%
	West	45%	39%	0%	15%	1%
Household Income	Less than \$50,000	39%	43%	1%	16%	1%
	\$50,000 or more	49%	35%	0%	15%	1%
Education	Not college graduate	46%	37%	1%	14%	1%
	College graduate	43%	39%	0%	18%	0%
Race/Ethnicity	White	43%	41%	1%	15%	1%
	Non-white	48%	34%	1%	16%	1%
Age	Under 45	48%	41%	0%	11%	0%
	45 or older	43%	35%	1%	19%	1%
Generation	Gen Z/Millennials	45%	44%	0%	11%	0%
	Gen X	49%	32%	1%	16%	2%
	Baby Boomers	42%	36%	0%	21%	0%
	Silent/Greatest	36%	48%	1%	13%	2%
Gender	Men	55%	32%	0%	13%	1%
	Women	37%	43%	1%	18%	1%
HH with Children	Parents with Children under 18	48%	41%	1%	10%	1%
	No Children under 18 in HH	44%	37%	1%	18%	1%
Area Description	Big city	49%	33%	1%	15%	1%
	Small city	39%	45%	1%	15%	0%
	Suburban	47%	37%	0%	16%	0%
	Small town	49%	33%	1%	16%	1%
	Rural	40%	43%	0%	17%	1%
Small city/Suburban Men		55%	35%	0%	10%	0%
Small city/Suburban Women		32%	47%	1%	20%	0%

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

SBVDAY1TRND. Marist Poll National Trend

National Adults					
Which February event are you more excited about:					
	Super Bowl	Valentines Day	Vol. Both	Vol. Neither	Vol: Unsure
	Row %	Row %	Row %	Row %	Row %
February 2023	45%	38%	1%	16%	1%
January 2007*	36%	42%	4%	16%	2%

Marist Poll National Adults

*Fox News. Fox News Poll: January 2007, Question 36. USODFOX.020107.R38. Opinion Dynamics. Cornell University, Ithaca, NY:
Roper Center for Public Opinion Research, 2007. Web. Jan-30-2007.