

## How the Survey was Conducted

---

### **Nature of the Sample: Marist Poll of 1,582 National Adults**

This survey of 1,582 adults was conducted January 29<sup>th</sup> through February 1<sup>st</sup>, 2024 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 2022 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within  $\pm 3.4$  percentage points. There are 1,441 registered voters. The results for this subset are statistically significant within  $\pm 3.6$  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 %
<b>National Adults</b>		100%	
<b>National Registered Voters</b>		91%	100%
<b>Party Identification</b>	<b>Democrat</b>	n/a	37%
	<b>Republican</b>	n/a	31%
	<b>Independent</b>	n/a	30%
	<b>Other</b>	n/a	1%
<b>Gender</b>	<b>Men</b>	49%	50%
	<b>Women</b>	51%	50%
<b>Age</b>	<b>Under 45</b>	44%	42%
	<b>45 or older</b>	56%	58%
<b>Age</b>	<b>18 to 29</b>	18%	16%
	<b>30 to 44</b>	26%	25%
	<b>45 to 59</b>	25%	26%
	<b>60 or older</b>	30%	32%
<b>Generation</b>	<b>Gen Z/Millennials</b>	41%	38%
	<b>Gen X</b>	25%	26%
	<b>Baby Boomers</b>	25%	27%
	<b>Silent-Greatest</b>	9%	9%
<b>Race/Ethnicity</b>	<b>White</b>	61%	63%
	<b>Black</b>	11%	11%
	<b>Latino</b>	15%	15%
	<b>Other</b>	12%	11%
<b>Region</b>	<b>Northeast</b>	17%	17%
	<b>Midwest</b>	22%	22%
	<b>South</b>	37%	37%
	<b>West</b>	23%	23%
<b>Household Income</b>	<b>Less than \$50,000</b>	34%	32%
	<b>\$50,000 or more</b>	66%	68%
<b>Education</b>	<b>Not college graduate</b>	61%	59%
	<b>College graduate</b>	39%	41%
<b>Area Description</b>	<b>Big city</b>	18%	19%
	<b>Small city</b>	16%	15%
	<b>Suburban</b>	34%	34%
	<b>Small town</b>	16%	16%
	<b>Rural</b>	16%	16%
<b>Area Description - Gender</b>	<b>Small city/Suburban Men</b>	24%	24%
	<b>Other area Men</b>	25%	26%
	<b>Small city/Suburban Women</b>	26%	25%
	<b>Other area Women</b>	25%	25%

Marist Poll National Adults. Interviews conducted January 29th through February 1st, 2024, n=1,582 MOE +/- 3.4 percentage points.  
National Registered Voters: n=1,441 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

**SBVDAY1. Marist Poll National Tables January 29th through February 1st, 2024**

		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		48%	37%	<1%	14%	<1%
National Registered Voters		49%	37%	0%	14%	0%
Party Identification	Democrat	50%	39%	0%	11%	0%
	Republican	50%	36%	1%	13%	0%
	Independent	48%	35%	0%	16%	0%
Region	Northeast	43%	43%	1%	13%	1%
	Midwest	53%	31%	0%	15%	0%
	South	47%	39%	0%	13%	0%
	West	50%	33%	0%	17%	0%
Household Income	Less than \$50,000	48%	37%	1%	15%	0%
	\$50,000 or more	49%	37%	0%	13%	0%
Education	Not college graduate	47%	39%	1%	13%	0%
	College graduate	49%	34%	0%	17%	0%
Race/Ethnicity	White	46%	39%	1%	14%	0%
	Non-white	53%	35%	0%	13%	0%
Race/Ethnicity	White	46%	39%	1%	14%	0%
	Black	53%	42%	0%	6%	0%
	Latino	60%	29%	0%	10%	0%
Age	Under 45	49%	39%	0%	11%	0%
	45 or older	47%	35%	1%	17%	0%
Age	18 to 29	46%	42%	0%	11%	1%
	30 to 44	52%	37%	0%	11%	0%
	45 to 59	51%	32%	0%	16%	0%
	60 or older	44%	38%	1%	17%	0%
	Generation	Gen Z/Millennials	49%	40%	0%	11%
Generation	Gen X	50%	33%	0%	16%	0%
	Baby Boomers	46%	38%	0%	16%	0%
	Silent/Greatest	48%	34%	3%	15%	1%
	Gender	Men	56%	30%	0%	13%
Gender	Women	40%	44%	0%	15%	0%
HH with Children	Parents with Children under 18	43%	43%	0%	14%	0%
	No Children under 18 in HH	50%	35%	0%	15%	0%
Area Description	Big city	54%	34%	1%	11%	0%
	Small city	52%	33%	0%	15%	0%
	Suburban	47%	37%	0%	16%	0%
	Small town	45%	39%	1%	15%	0%
	Rural	42%	43%	0%	15%	0%
Small city/Suburban Men		58%	26%	0%	16%	0%
Small city/Suburban Women		40%	45%	0%	15%	0%

Marist Poll National Adults. Interviews conducted January 29th through February 1st, 2024. Totals may not add to 100% due to rounding.

**SBVDAY1TRND. Marist Poll National Trend**

	National Adults				
	Which February event are you more excited about:				
	The Super Bowl	Valentines Day	Vol. Both	Vol. Neither	Vol: Unsure
	Row %	Row %	Row %	Row %	Row %
February 2024	48%	37%	<1%	14%	<1%
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.