

To: Interested Parties
 From: GBAO
 Re: Recent Polling On Pell Grants
 Date: December 2, 2021

Pell Grant Survey Findings

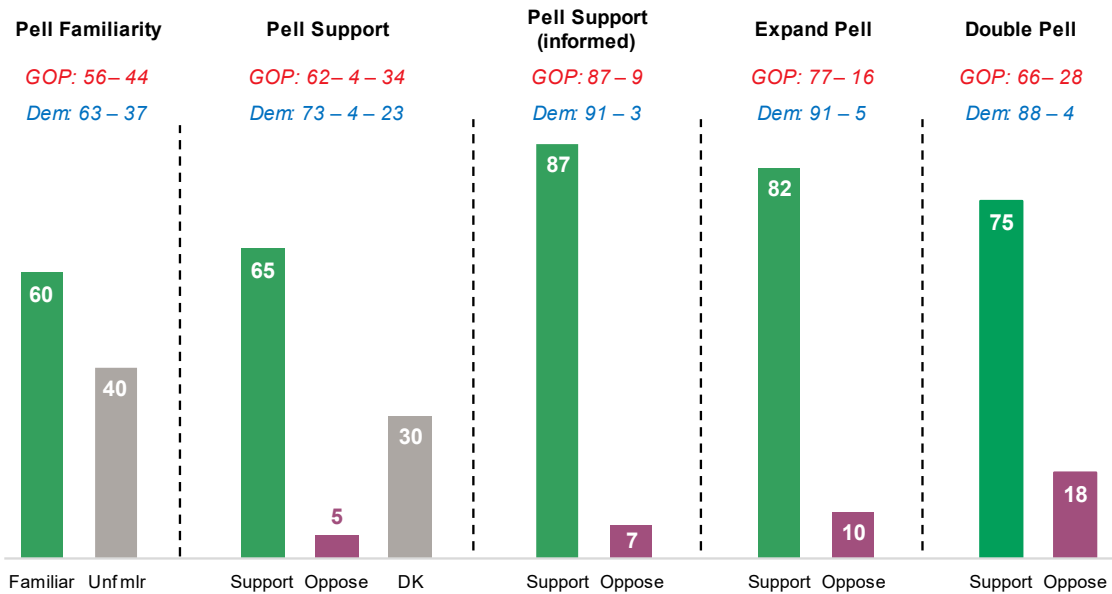
Even in a time of hyper-partisanship, our recent national survey shows broad, bipartisan support for the Pell Grant program and for doubling it. Indeed, every message for increasing it is highly persuasive across party lines.

- **After fifty years, the Pell Grant program is well-known and well-liked.** A sizeable number (42%) recall someone in their family receiving a Pell Grant, and a clear majority (60%) say they are familiar with the program.
- **Familiarity transcends demographics and partisanship.** Majorities of Democrats and Republicans report being familiar with the Pell Grant program (63% and 56%, respectively). Familiarity is higher among voters of color (72%), and lower among older white voters (43%).
- **No group opposes Pell.** Sixty-five percent of voters say they support the Pell Grant program, and not only is support high, but opposition is almost non-existent: just 5% of voters say they oppose it (30% don't know).
- **A small amount of information increases support to almost universal support.** Support moves quickly with some information (65% to 87%) while opposition stays approximately the same (5% to 7%). Those initially unsure about Pell move to support (73%).
- **There is widespread, bipartisan support for increasing Pell.** Support for increasing Pell is just about as strong as support for the program overall. In a split sample test, we see little difference between support for "expanding" Pell (82%) and "doubling" Pell (75%). Majorities of Republicans support increasing Pell no matter how it's phrased (77% "expand"; 66% "double"), and Democratic support in the two questions is nearly identical (91% "expand"; 88% "double").

Initial vote: Do you support or oppose the Pell Grant program?

Informed vote: As you may know, for the past 50 years, the federal government has provided Pell Grants to help students pay for college. Pell Grants are for students demonstrating great financial need and never need to be repaid. Now that you've seen more information, do you support or oppose the Pell Grant program?





- Support transcends educational attainment.** While voters of color are initially more familiar with Pell, support for the program and for expanding it transcends demographics. In the initial support question, white college graduates support the program (68%) as much as white voters without four-year college degrees (62%), and the same pattern holds among voters of color (69% support with four-year graduates, 66% support with those without).

Messages	Very convincing	Total convincing	% Total convincing		
			Dem	Ind	Rep
The Pell Grant program helps low-income students, no matter their race, ethnicity, gender, or age. It gives students of all backgrounds the opportunity to complete college and can provide an entire family with the chance to improve its economic situation	51	82	85	79	81
Pell Grants can be used to help with tuition at any kind of institution, such as four-year public or private colleges, two-year community colleges, or even job training programs	44	79	84	74	78
Most families struggle to pay for college. We need to expand the Pell Grant program so more working-class families are eligible and can benefit from tuition help	47	78	85	71	76
The Pell Grant is a proven program. It helps millions of students every year, has been around for 50 years, and has bipartisan support	43	78	86	74	75
Pell Grants used to cover almost all of tuition, but now grants cover less than a third of it. Pell Grants need to be updated to keep up with the rising cost of college	45	76	83	72	74
Expanding the Pell Grant program would mean students would take out fewer loans, cutting future student loan debt in half	46	75	83	69	71
Investing in the Pell Grant program helps our whole country's economy. People who go to college tend to earn more and can more easily afford to buy a house or start a business	39	74	82	69	69
Pell Grant expansion would pay for itself in ten years, when grant recipients will have paid more in taxes than their Pell Grants cost because of their higher income	34	69	78	62	65

- All messages are persuasive; eligibility most of all.** In a series of eight statements (shown after the support/oppose questions described above), every single one is convincing to at least two-thirds of voters—an unusually high result consistent with Pell’s strong

underlying support. The most compelling message notes the breadth of eligibility, and the impact grants have on “an entire family.”

- **All messages earn bipartisan support.** These messages are almost equally persuasive to Republicans as to Democrats. At least sixty percent across party lines find each message convincing. The top message overall—grants help low-income students across all backgrounds—is the top message with Republicans and independents, and one of the top messages among Democrats (81%, 79%, and 85% convincing, respectively).

Methodology: This survey was conducted by GBAO on behalf of the National Association of Independent Colleges and Universities. These results are drawn from a survey of 1,000 registered voters, interviewed between November 11-15, 2021 via online web panel.