

Methodology: Marist Poll of 1,462 National Adults

This Marist Poll national survey of 1,462 adults was conducted January 27th through January 30th, 2026, 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 (212), by text (695), or online (555). All potential respondents were screened for age. The telephone sample was randomly selected from a stratified dual frame of landline and cell phone telephone numbers in the contiguous United States. Phone samples were obtained from Dynata. For telephone surveys completed with live interviewers, household sampling was done by asking for the youngest male. The online sample was randomly selected from aggregated online panels by Cint. In online surveys, two attention check questions were asked that required the respondent to follow explicit directions. If respondents fail any data quality attention check question, these interviews conducted online are excluded from the sample and final analysis. Coding of any open-ended responses was done by a single human coder. Survey questions for all modes of data collection were available in English or Spanish. To ensure representativeness, data was balanced to match current estimates for the adult population by region, age, gender, education, income, and race/ethnicity using the U.S. Census Bureau's American Community Survey (ACS).

Results for all adults (n= 1,462) are statistically significant within ± 2.9 percentage points. Results for registered voters (n=1,326) are statistically significant within ± 3.0 percentage points. Margins of error for subgroups are available upon request. The design effect for this survey is 1.24 which has been incorporated in the calculation of all reported margins of error. Research limitations can come from many potential sources, and there may be unmeasured factors in this or any other public opinion poll.

The partisan breakdown for this survey among registered voters is 34% Democrat, 32% Republican, and 33% independent.

Questions asked in this survey with the wording, results, and cross tabulations are included in this packet. Some questions may be held for a later release. If a question is asked of a subset of the sample, it is noted on the table. 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 Marist Poll is an educational program in public opinion research and funded by Marist University.

Nature of the Sample

		National Adults	National Registered Voters
		Column %	Column %
National Adults		100%	
National Registered Voters		91%	100%
Party Identification	Democrat	n/a	34%
	Republican	n/a	32%
	Independent	n/a	33%
	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	20%	19%
	30 to 44	26%	25%
	45 to 59	24%	25%
	60 or older	30%	31%
Generation	Gen Z	20%	18%
	Millennials	27%	26%
	Gen X	25%	26%
	Baby Boomers/Silent/Greatest	28%	30%
Race/Ethnicity	White	63%	64%
	Black	11%	11%
	Latino	15%	14%
	Other	10%	11%
Region	Northeast	17%	17%
	Midwest	21%	21%
	South	38%	38%
	West	24%	24%
Household Income	Less than \$50,000	32%	29%
	\$50,000 or more	68%	71%
Education	Not college graduate	64%	62%
	College graduate	36%	38%
Education by Race	White - Not College Graduate	38%	37%
	White - College Graduate	25%	27%
	Non-White - Not College Graduate	26%	25%
	Non-White - College Graduate	10%	11%
Education - Race - Gender	Men - White - Not College Graduate	17%	18%
	Men - White - College Graduate	13%	13%
	Men - Non-White - Not College Graduate	13%	13%
	Men - Non-White - College Graduate	6%	6%
	Women - White - Not College Graduate	21%	19%
	Women - White - College Graduate	13%	14%
	Women - Non-White - Not College Graduate	13%	13%
	Women - Non-White - College Graduate	4%	5%
White Evangelical Christians		17%	17%
Area Description	Big city	21%	22%
	Small city	17%	17%
	Suburban	31%	32%
	Small town	15%	14%
	Rural	16%	15%
Area Description - Gender	Small city/Suburban Men	24%	25%
	Other area Men	25%	25%
	Small city/Suburban Women	24%	24%
	Other area Women	27%	26%

Marist Poll National Adults. Interviews conducted January 27th through January 30th, 2026, n=1,462 MOE +/- 2.9 percentage points.
National Registered Voters: n=1,326 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

SBTWIN26R. Marist Poll National Tables January 27th through January 30th, 2026

		National Adults		
		Based on what you've seen or heard, which team do you think will win the Super Bowl this year:		
		The New England Patriots	The Seattle Seahawks	Vol: Unsure
		Row %	Row %	Row %
National Adults		40%	56%	4%
National Registered Voters		39%	57%	4%
Party Identification	Democrat	34%	60%	6%
	Republican	46%	49%	5%
	Independent	36%	61%	3%
Region	Northeast	56%	41%	3%
	Midwest	38%	57%	5%
	South	42%	53%	5%
	West	27%	69%	4%
Household Income	Less than \$50,000	45%	49%	5%
	\$50,000 or more	38%	59%	3%
Education	Not college graduate	42%	54%	4%
	College graduate	37%	58%	5%
Race/Ethnicity	White	38%	56%	5%
	Non-white	43%	54%	3%
Race/Ethnicity	White	38%	56%	5%
	Black	48%	49%	3%
	Latino	42%	56%	2%
Race and Education	White - Not College Graduate	41%	54%	5%
	White - College Graduate	35%	59%	6%
Gender - Race - Education	Men - White - Not College Graduate	38%	61%	2%
	Men - White - College Graduate	28%	67%	5%
	Women - White - Not College Graduate	44%	49%	7%
Age	Women - White - College Graduate	42%	51%	7%
	Under 45	43%	56%	1%
	45 or older	38%	55%	7%
Age	18 to 29	41%	59%	0%
	30 to 44	44%	54%	2%
	45 to 59	39%	61%	0%
	60 or older	37%	50%	13%
	Generation	Gen Z	41%	59%
Generation	Millennials	43%	55%	2%
	Gen X	39%	61%	0%
	Baby Boomers/Silent/Greatest	36%	49%	15%
Gender	Men	35%	62%	3%
	Women	45%	49%	6%
White Evangelical Christians		41%	54%	5%
2024 Support	Harris	34%	62%	4%
	Trump	45%	50%	5%
Area Description	Big city	40%	57%	3%
	Small city	37%	59%	3%
	Suburban	39%	58%	3%
	Small town	43%	52%	5%
	Rural	42%	50%	8%
Small city/Suburban Men		31%	66%	3%
Small city/Suburban Women		46%	50%	3%

Marist Poll National Adults. Interviews conducted January 27th through January 30th, 2026. Totals may not add to 100% due to rounding.

SBREF1R. Marist Poll National Tables January 27th through January 30th, 2026

		National Adults			
		Do you think the referees will have:			
		A major impact on who wins the Super Bowl	A minor impact	No impact at all on who wins the Super Bowl	Vol: Unsure
		Row %	Row %	Row %	Row %
National Adults		31%	45%	20%	3%
National Registered Voters		30%	47%	20%	3%
Party Identification	Democrat	26%	50%	21%	3%
	Republican	38%	41%	19%	3%
	Independent	28%	47%	22%	3%
Region	Northeast	39%	38%	20%	3%
	Midwest	30%	45%	22%	3%
	South	31%	46%	20%	3%
	West	27%	50%	20%	3%
Household Income	Less than \$50,000	38%	36%	23%	3%
	\$50,000 or more	28%	50%	20%	2%
Education	Not college graduate	37%	42%	19%	2%
	College graduate	22%	51%	23%	4%
Race/Ethnicity	White	28%	46%	22%	4%
	Non-white	38%	44%	17%	1%
Race/Ethnicity	White	28%	46%	22%	4%
	Black	44%	34%	20%	1%
	Latino	35%	48%	16%	1%
Race and Education	White - Not College Graduate	34%	42%	21%	4%
	White - College Graduate	18%	53%	25%	4%
Gender - Race - Education	Men - White - Not College Graduate	31%	46%	22%	1%
	Men - White - College Graduate	18%	55%	25%	2%
	Women - White - Not College Graduate	35%	38%	20%	6%
Age	Women - White - College Graduate	19%	51%	25%	5%
	Under 45	39%	46%	15%	1%
	45 or older	25%	45%	25%	5%
Age	18 to 29	39%	48%	13%	0%
	30 to 44	39%	44%	16%	1%
	45 to 59	24%	50%	26%	0%
	60 or older	25%	41%	25%	9%
Generation	Gen Z	40%	48%	13%	0%
	Millennials	38%	43%	17%	1%
	Gen X	24%	50%	26%	0%
	Baby Boomers/Silent/Greatest	24%	41%	25%	10%
Gender	Men	31%	46%	21%	1%
	Women	31%	44%	20%	5%
White Evangelical Christians		33%	44%	21%	2%
2024 Support	Harris	23%	52%	21%	4%
	Trump	37%	40%	20%	3%
Area Description	Big city	36%	41%	21%	2%
	Small city	28%	50%	19%	3%
	Suburban	28%	51%	17%	3%
	Small town	33%	39%	24%	3%
	Rural	32%	40%	23%	5%
Small city/Suburban Men		27%	55%	17%	2%
Small city/Suburban Women		30%	47%	19%	4%

Marist Poll National Adults. Interviews conducted January 27th through January 30th, 2026. Totals may not add to 100% due to rounding.

SBREF1TRND. Marist Poll National Trend

National Adults				
Do you think the referees will have:				
A major impact on who wins the Super Bowl	A minor impact	No impact at all on who wins the Super Bowl	Vol: Unsure	
Row %	Row %	Row %	Row %	
February 2026	31%	45%	20%	3%
February 2025	42%	37%	21%	<1%

Marist Poll National Adults

		National Adults						
		What is your favorite part of Super Bowl Sunday:						
		The football game itself	The commercials	The halftime show	The gambling, pools, and other party games	The food and festivities	Something else	Vol: Nothing/ Do not watch
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
National Adults		30%	18%	17%	3%	22%	1%	8%
National Registered Voters		31%	19%	16%	3%	21%	2%	8%
Party Identification								
	Democrat	26%	16%	23%	2%	24%	2%	7%
	Republican	35%	27%	10%	4%	16%	1%	8%
	Independent	33%	14%	16%	2%	25%	2%	8%
Region								
	Northeast	30%	14%	17%	3%	24%	1%	11%
	Midwest	28%	14%	16%	5%	26%	1%	10%
	South	32%	21%	18%	2%	19%	1%	7%
	West	28%	21%	18%	2%	23%	2%	5%
Household Income								
	Less than \$50,000	28%	16%	20%	3%	23%	2%	7%
	\$50,000 or more	31%	19%	17%	3%	22%	1%	8%
Education								
	Not college graduate	29%	18%	19%	4%	22%	1%	7%
	College graduate	31%	19%	14%	2%	22%	2%	10%
Race/Ethnicity								
	White	30%	20%	15%	2%	21%	2%	10%
	Non-white	30%	16%	22%	4%	24%	1%	3%
Race/Ethnicity								
	White	30%	20%	15%	2%	21%	2%	10%
	Black	37%	14%	19%	7%	22%	0%	1%
	Latino	23%	18%	26%	3%	26%	1%	3%
Race and Education								
	White - Not College Graduate	28%	20%	17%	3%	22%	1%	9%
	White - College Graduate	34%	19%	13%	2%	20%	2%	11%
Gender - Race - Education								
	Men - White - Not College Graduate	41%	17%	8%	5%	22%	0%	6%
	Men - White - College Graduate	48%	14%	8%	3%	18%	2%	9%
	Women - White - Not College Graduate	17%	24%	24%	1%	21%	2%	12%
	Women - White - College Graduate	20%	24%	18%	1%	23%	2%	13%
Age								
	Under 45	25%	13%	23%	4%	27%	1%	6%
	45 or older	34%	23%	12%	2%	18%	2%	9%
Age								
	18 to 29	24%	10%	28%	6%	28%	1%	3%
	30 to 44	26%	16%	19%	3%	26%	1%	9%
	45 to 59	30%	22%	17%	3%	21%	0%	6%
	60 or older	37%	23%	8%	2%	15%	3%	12%
Generation								
	Gen Z	23%	11%	28%	6%	27%	2%	3%
	Millennials	27%	16%	20%	3%	25%	1%	8%
	Gen X	30%	21%	17%	3%	23%	0%	6%
	Baby Boomers/Silent/Greatest	37%	24%	8%	2%	13%	3%	12%
Gender								
	Men	41%	16%	9%	4%	22%	1%	6%
	Women	19%	20%	25%	2%	22%	2%	9%
White Evangelical Christians		34%	21%	12%	3%	20%	1%	9%
2024 Support								
	Harris	28%	15%	22%	1%	23%	2%	8%
	Trump	36%	24%	9%	3%	18%	1%	9%
Area Description								
	Big city	31%	14%	19%	6%	23%	0%	7%
	Small city	27%	18%	24%	3%	21%	1%	7%
	Suburban	31%	20%	16%	2%	23%	2%	5%
	Small town	30%	17%	14%	1%	26%	3%	9%
	Rural	30%	21%	13%	3%	17%	1%	14%
Small city/Suburban Men		42%	16%	8%	4%	23%	1%	5%
Small city/Suburban Women		17%	23%	30%	1%	21%	2%	5%

Marist Poll National Adults. Interviews conducted January 27th through January 30th, 2026. Totals may not add to 100% due to rounding.

SBSUNFP1TRND. Marist Poll National Trend

National Adults							
What is your favorite part of Super Bowl Sunday:							
	The football game itself	The commercials	The halftime show	The gambling, pools, and other party games	The food and festivities	Something else	Vol: Nothing/Do not watch
	Row %	Row %	Row %	Row %	Row %	Row %	Row %
February 2026	30%	18%	17%	3%	22%	1%	8%
February 2025	34%	22%	19%	5%	17%	1%	2%

Marist Poll National Adults

SBBET1R. Marist Poll National Tables January 27th through January 30th, 2026

		National Adults		
		Do you plan to place a bet on the Super Bowl this year, including a friendly wager or participating in a pool?		
		Yes	No	Vol: Unsure
		Row %	Row %	Row %
National Adults		20%	80%	<1%
National Registered Voters		20%	80%	0%
Party Identification	Democrat	19%	80%	0%
	Republican	22%	78%	0%
	Independent	19%	81%	0%
Region	Northeast	26%	74%	0%
	Midwest	16%	84%	0%
	South	20%	80%	0%
	West	19%	81%	0%
Household Income	Less than \$50,000	20%	80%	0%
	\$50,000 or more	21%	79%	0%
Education	Not college graduate	23%	77%	0%
	College graduate	15%	85%	0%
Race/Ethnicity	White	16%	84%	0%
	Non-white	28%	72%	0%
Race/Ethnicity	White	16%	84%	0%
	Black	33%	67%	0%
	Latino	30%	70%	0%
Race and Education	White - Not College Graduate	18%	82%	0%
	White - College Graduate	12%	88%	0%
Gender - Race - Education	Men - White - Not College Graduate	25%	75%	0%
	Men - White - College Graduate	18%	82%	0%
	Women - White - Not College Graduate	12%	88%	0%
Age	Women - White - College Graduate	6%	93%	1%
	Under 45	27%	73%	0%
	45 or older	13%	86%	0%
Age	18 to 29	29%	71%	0%
	30 to 44	26%	74%	0%
	45 to 59	18%	82%	0%
	60 or older	9%	90%	0%
	Generation	Gen Z	30%	70%
Generation	Millennials	27%	73%	0%
	Gen X	18%	82%	0%
	Baby Boomers/Silent/Greatest	9%	90%	1%
	Gender	Men	25%	75%
White Evangelical Christians	Women	15%	85%	0%
	2024 Support	17%	83%	0%
Area Description	Harris	17%	83%	0%
	Trump	22%	78%	0%
Area Description	Big city	31%	69%	0%
	Small city	18%	82%	0%
	Suburban	19%	81%	0%
	Small town	12%	88%	1%
	Rural	16%	84%	0%
Small city/Suburban Men	26%	74%	0%	
Small city/Suburban Women	12%	88%	0%	

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SBBET1TRND. Marist Poll National Trend

National Adults			
Do you plan to place a bet on the Super Bowl this year, including a friendly wager or participating in a pool?			
	Yes	No	Vol: Unsure
	Row %	Row %	Row %
February 2026	20%	80%	<1%
February 2025	35%	65%	<1%

Marist Poll National Adults