



Napolitan News Service Survey
of 1,000 Registered Voters
Conducted February 4-5, 2026

1 When will this year's Super Bowl be played?*

- 4% It has already been played
- 74% It will be played this weekend
- 11% It will be played in a few weeks
- 11% Not sure

Total			
	It has already been played	It will be played this weekend	It will be played in a few weeks
February 4-5, 2026	4%	74%	11%
February 5-6, 2025	6%	75%	7%

Source: Napolitan News Service

2 In fact, the Super Bowl will be played this weekend. Do you plan to watch the game?*

- 63% Yes
- 26% No
- 12% Not sure

Total			
	Yes	No	Net
February 4-5, 2026	63%	26%	-37
February 5-6, 2025	65%	26%	-39

Source: Napolitan News Service



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3a [Among all voters] Who do you think will win?*

- 37% Not asked, not watching
- 22% New England Patriots
- 35% Seattle Seahawks
- 5% Not sure

3b [Among those who will watch] Who do you think will win?*

- 35% New England Patriots
- 56% Seattle Seahawks
- 9% Not sure

4a [Among all voters] Regardless of who you think will win, who do you want to win?*

- 37% Not asked, not watching
- 24% New England Patriots
- 32% Seattle Seahawks
- 7% Not sure

4b [Among those who will watch] Regardless of who you think will win, who do you want to win?*

- 38% New England Patriots
- 51% Seattle Seahawks
- 10% Not sure

Conducted by RMG Research, Inc. February 4-5, 2026
Margin of Sampling Error: +/- 3.1 percentage points



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5a [Among all voters] Are you more interested in the game or the commercials?*

- 37% Not asked, not watching
- 43% The game
- 19% The commercials
- 1% Not sure

Total			
	The game	The commercials	Net
February 4-5, 2026	43%	19%	+24
February 5-6, 2025	45%	18%	+27

Source: Napolitan News Service

5b [Among those who plan to watch] Are you more interested in the game or the commercials?*

- 69% The game
- 30% The commercials
- 1% Not sure

Total			
	The game	The commercials	Net
February 4-5, 2026	69%	30%	+39
February 5-6, 2025	70%	28%	+42

Source: Napolitan News Service

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6 During the regular season, how often do you watch NFL football?*

- 34% Every week or almost every week
- 20% Most weeks
- 22% Occasionally
- 24% Rarely or never

Total				
	Every week or almost every week	Most weeks	Occasionally	Rarely or never
February 4-5, 2026	34%	20%	22%	24%
February 5-6, 2025	38%	18%	18%	26%

Source: Napolitan News Service

Methodology

This survey of 1,000 Registered Voters was conducted online by Scott Rasmussen on February 4-5, 2026. Field work for the survey was conducted by RMG Research, Inc. Certain quotas were applied, and the sample was lightly weighted by geography, gender, age, race, education, internet usage, and political party to reasonably reflect the nation's population of Registered Voters. Other variables were reviewed to ensure that the final sample is representative of that population.

The margin of sampling error for the full sample is +/- 3.1 percentage points.

This survey was paid for by Napolitan News Service as part of the service provided for our Gold Circle Members.