

Women Are Playing an Increasing Role in Super Bowl Viewership and Betting as the Big Game Approaches

Image Credit: Rodion Kutsaiev via Unsplash+

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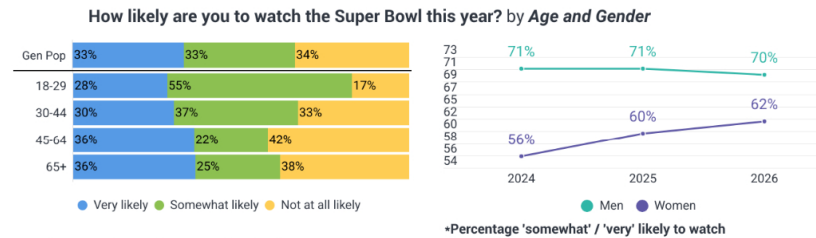
CivicScience engages directly with consumers, collecting over one million survey responses daily, to turn real-time insights into high-performing advertising campaigns. See how leading brands use CivicScience to drive campaign performance [here](#).

One of the sports world's biggest events, the Super Bowl, is once again just days away. The New England Patriots will take on the Seattle Seahawks in Super Bowl LX on Sunday, February 8th. Who is likely to tune in, and what are their mindsets that will shape their purchasing behavior well beyond the game's end? Here's what the latest consumer-declared data from CivicScience reveals:

Super Bowl Viewing Intent Holds Steady Year Over Year, With Growing Interest Among Women

The latest survey data show 66% of U.S. adults are at least 'somewhat' likely to watch the game this year, consistent with last year's intent. While a majority of each age group is likely to tune in this year, Gen Z (aged 18-29) shows the highest intent to watch (83%).

One particularly noteworthy trend to watch is the steady increase in women's interest. **Sixty-two percent of U.S. women 18+ say they are likely to watch the game this year, a six percentage point increase from 2024, and a two-point increase from the game last year.** Conversely, viewership intent among men has held relatively steady at around 71%, with a slight tick down to 70% for the game this year.



A Glimpse of The Super Bowl Audience Insights CivicScience Can Deliver

While the game is a momentary flashpoint of attention, the audience remains a high-value segment long after the game ends. Consumer-declared data like this enables you to dive beneath traditional demographics to reveal the specific drivers behind not just Super Bowl viewers but also any targeted segment like them. Insights like the following provide CivicScience clients with opportunities to explore consumers' mindsets and intentions in the months ahead.

The Super Bowl Audience Insights CivicScience Can Deliver

Insights among those likely to watch the Super Bowl

- Economic and Financial Outlook**
 - Nearly twice as likely as non-viewers to **believe now is a good time for a major purchase** (27% to 16%, respectively).
 - Thirty-five percent say they **expect their income to increase in the next six months**, while just 14% expect their income to decrease.
- Where They'll Spend**
 - Sixty-five percent **plan to buy a beauty product in the next 30 days**, led by hair care (25%) and body skincare (22%).
 - Twenty-one percent say they're **planning an interior painting project in the next 12 months**, followed by flooring work or bathroom remodeling (18%, respectively).
- How They Approach AI**
 - More than half (55%) say they **use AI tools at least 'a few times per month' or more**, including 39% who use [AI chatbots](#).

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them at least weekly.

- They are most likely to say AI-powered tools **guide their research and shopping for tech** (17%), grocery and meal planning (16%), and vehicle research and shopping (16%).



How to Reach Them

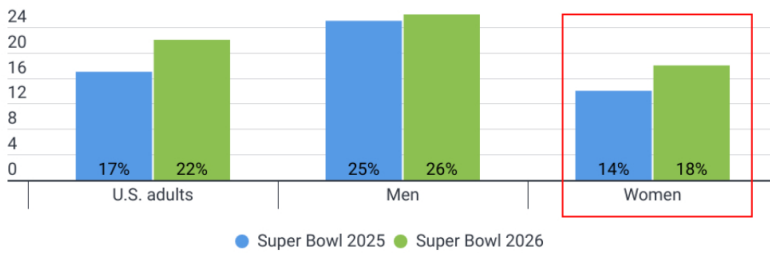
- They're 13 points *less* likely than non-viewers to say humorous ads resonate most with them (37% to 50%, respectively). Instead, **they are more than 4X as likely to say emotion ads resonate with them** (19% to 4%), among those with an opinion.
- They are notably responsive to digital ads – 31% say they've made a purchase after clicking on a digital ad on a website (not including social media or video ads) in the past month alone, compared to just 7% of non-viewers.



More Americans Will Bet This Year, And Women Are Driving the Jump

After estimates for legal betting exceeded \$1.3 billion for the Super Bowl last year, CivicScience data indicate this year may be even busier for betting. As of January 28th, 22% of U.S. adults aged 21+ (the age of betting in most states where it is legalized) tell CivicScience they plan to bet on Super Bowl LX, a five-point jump from 2025 intent. **One of the most noteworthy insights to emerge is that this growing interest is largely driven by women.** This aligns with trends seen in August, which found women are beginning to [close the gap](#) on sports betting participation overall.

Percentage who plan to bet on the Super Bowl Among those aged 21+



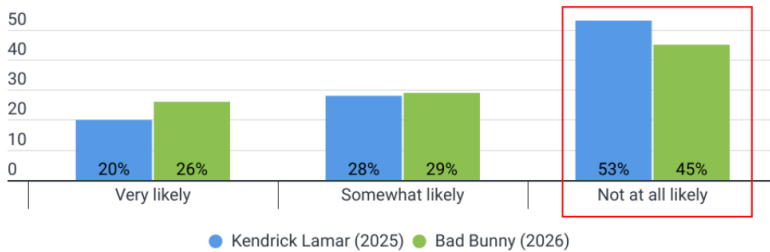
610+ responses from 01/26/2025 to 01/28/2026
Percentage who said 'Yes' they plan to bet on the Super Bowl
Weighted by U.S. Census 21+
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Halftime Show Interest Jumps

While Gen Pop interest in the Super Bowl as a whole held steady, the halftime show looks to garner more interest than the show last year – 55% say they are likely to tune into the show this year, which will feature Bad Bunny (and Green Day), compared to 47% who said they would tune in to watch Kendrick Lamar perform in the 2025 Super Bowl.

How likely are you to watch the Super Bowl halftime show this year featuring ____?



1,699 responses from 01/26/2025 to 01/28/2026
Weighted by U.S. Census 18+
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Which team do you think will win the upcoming Super Bowl?

Patriots

Seahawks

It's a toss-up

Super Bowl LX provides a unique lens into the American consumer, particularly as its audience makeup shifts, but this is only the tip of the iceberg. This is just a preview of how CivicScience empowers brands to pinpoint the specific consumer behaviors in any industry. We move beyond broad categories to reveal the authentic, declared intentions of your target audience, providing the strategic clarity needed to win in the months ahead.

CivicScience provides the real-time ability to build custom audience

segments and connect with them exactly when and where it matters most.

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