NFL Super Bowl Survey Unveils Consumer Television Commercial Viewing Preferences

Online Shopping Comparison Platform NicerShoes.com’s National Survey Discovers Real-time Trends of Advertising to Consumers

NEW YORK (PRWEB) February 01, 2019 -- NicerShoes.com, the online footwear shopping comparison platform, today released a NFL Super Bowl research report that determines the commercial viewing preferences of consumers all over the United States. With help from research firm 3Gem, NicerShoes surveyed 2,000 people, half of them men, half women, all from different regions of the country. The survey indicates that 77.1% voted that politically-charged ads are not at all compelling. But 60% voted that funny ads motivated them to buy immediately.

“One of the best parts of the Super Bowl is the commercial advertisements, and we wanted to gauge consumer’s viewing tendencies ahead of February 3 game between the Patriots and the Rams,” said Tabitha Armbruster, Head of Operations at NicerShoes.com. “The biggest takeaways from our survey indicate that consumers prefer humorous versus political commercials, and that product endorsements don’t always move the needle.”

It turns out that Nike’s endorsement of Kaepernick didn’t really motivate the way one might think. 61.8% of respondents say they’d be less motivated to make a purchase if a celebrity was featured in a commercial. It also turns out that are emotionally charged have a mixed response. About 45% voted that yes, emotionally charged ads are a checkbook-peeler, and roughly the same amount voted no. Below you’ll find some other interesting statistics we gleaned from our Super Bowl survey:

1. 39.4% are not particularly motivated to buy things during the super bowl.
2. 83% said that commercials for dating apps don’t motivate them to download for later usage.
3. 59% believe that Super Bowl commercials are tailored specifically to their respective demographics.

About NicerShoes.com
NicerShoes believes that the proper foot products can ultimately help a person reach their goals. We know that most consumers don’t have the bandwidth to comprehensively research footwear, including testing and comparison shopping. Our team dedicates all of their time to find the best footwear, with the highest user feedback, of the highest quality so you have all of the information you need in one place. Our highest missing is to ensure total ease of use for all consumers to choose the best footwear for their needs. For more information, please visit http://www.nicershoes.com.

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