

Social Media Food Advertisement: LatinX 13-17 year old teens

INTRODUCTION

An InnovateMR partner conducted a study looking to measure the mechanisms underlying the influence of social media food advertisement on adolescents' eating behavior.

RESULTS

This client required N=300 targeted LatinX teens ages 13-17. The InnovateMR technology and team delivered N=601 high-quality and representative LatinX teens within the required age range.

PROJECT SPECS

Audience Target and Quotas Delivered	N = 601 LatinX teens ages 13-17 with PII
In Field Incidence Rate (IR)	90%
In Field Length of Interview (LOI)	10 minutes
Time in Field	2.5 weeks

ABOUT INNOVATEMR

InnovateMR is a full-service sampling and ResTech company that delivers faster, quality insights from business and consumer audiences utilizing cutting-edge technologies to support agile research. As industry pioneers, InnovateMR provides world-class end-to-end survey programming, targeted international sampling, qualitative and quantitative insights, and customized consultation services to support informed, data-driven strategies, and identify growth opportunities. Known for their celebrated status in customer service and results, InnovateMR combines boutique-level service with extensive global reach to achieve partner success.