

# Alcohol Eye-Tracking Study

## INTRODUCTION

An InnovateMR partner required consumer sentiments from N = 300 US census-representative consumers of alcohol (21+) who consented to eye-tracking as they watched an advertisement.

## RESULTS

This client required N = 300 targeted drinkers of alcohol in the US who could watch an advertisement with eye-tracking methods. The InnovateMR technology and services team over-delivered with a total of N = 302 high-quality and representative survey participants who met all survey criteria.

## PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 302 drinkers of alcohol in the US who consented to eye-tracking while watching an advertisement.</i>
In Field Incidence Rate (IR)	20%
In Field Length of Interview (LOI)	5 minutes
Time in Field	4 days

## 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.