

New Variables in Alliant’s ChannellQ Variable Suite

Discover new insights about consumers’ purchasing behavior and TV advertisements with our ChannellQ variables.

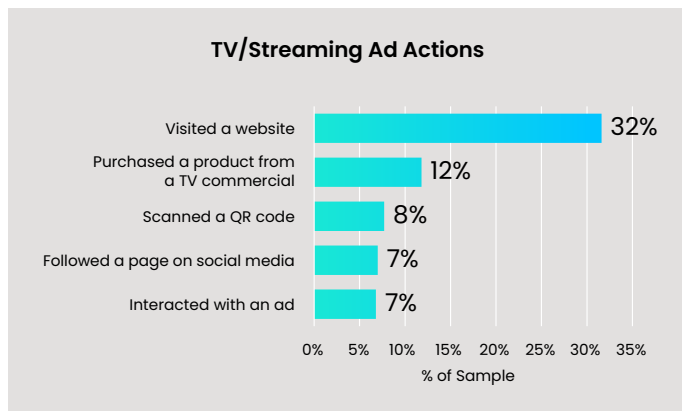
ChannellQ is an innovative data solution that offers insight into modern channel behaviors on over 95% of US consumers. These insights include TV advertisement behaviors, such as:

- Identifying consumers who interact with TV advertisements
- Identifying consumer behaviors during TV advertisements

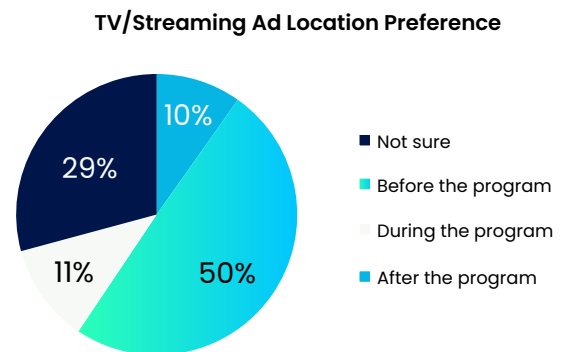
Methodology: We conducted a survey on a nationally representative sample of consumers to assess behaviors around TV advertisements, for full methodology [here](#).

Highlights from some of our newest ChannellQ variables!

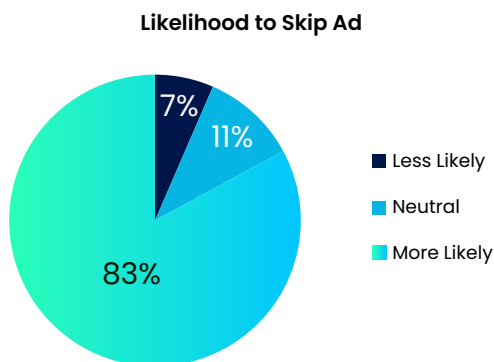
Respondents who reported watching TV recently were asked about their behaviors around TV advertisements. Percentages in the graphs below reflect the proportion of people who affirmed each response option.



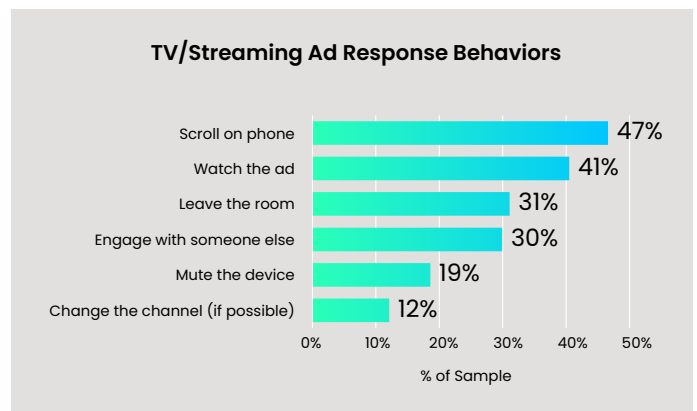
Respondents were asked if they had taken an action after seeing a TV ad. The most common action was visiting the website in the ad.



Respondents indicated their preferences around ad placement. The most preferred ad location was after the program.



Respondents were asked how likely they are to skip an ad, if the option is available. Most were likely to skip.



Respondents were asked what they do during a TV ad, with most reporting scrolling on their phone.

For a full list of licensable ChannellQ variables and to explore how Alliant’s ChannellQ variable suite can add value to your consumer data, contact datahelp@alliantdata.com