

# Omnibus

## HOW DOES IT WORK?

**1** Draft custom questions, our experts will review and provide recommendations.

**2** Provide survey questions before the designated monthly deadlines.

**3** Receive data 1 week from launch via our online, interactive charting tool.

Technomic's monthly Omnibus surveys provide fast, reliable, proprietary consumer and operator data to support Opportunity assessment, Concept testing, Awareness & unmet needs analysis, Attitude & usage studies and much more.

Standard demographic cuts of 1,000 census-balanced consumers include:

- Gender
- Age
- Generation
- Region
- Ethnicity
- Income
- Technomic's Proprietary Eater Archetypes

Convenience sample of 250 operators from Technomic's proprietary Operator Panel cut by:

- Restaurant/Beyond Restaurant Segment
- Chain or Independent
- Region
- Annual Sales
- Technomic's Proprietary Operator Archetypes

## SUBMITTING QUESTIONS

Consumer Surveys	Final Questions Due	Data Delivered
Jan	1/9	1/17
Feb	1/30	2/7
March	2/27	3/7
April	4/3	4/11
May	5/1	5/9
June	5/29	6/6
July	7/10	7/18
Aug	7/31	8/8
Sep	9/4	9/12
Oct	10/2	10/10
Nov	10/30	11/7
Dec	11/27	12/5
Operator Surveys	Final Questions Due	Data Delivered
Jan	1/23	1/31
Feb	2/20	2/28
March	3/20	3/28
April	4/17	4/25
May	5/15	5/23
June	6/19	6/27
July	7/17	7/25
Aug	8/21	8/29
Sep	9/18	9/26
Oct	10/23	10/31
Nov	11/13	11/21
Dec	12/11	12/19