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.

Omnibus

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

© 2018 Technomic Inc.