

Restaurant Owners & Influencers

| TARGET:

Restaurant Owners
and Influencers

| MARKET:

US

| METHODOLOGY:

45-Minute Telephone/
Web IDIs

| SUMMARY:

A large company wanted to understand the different perspectives of small business owners and policy influencers surrounding the usage of food delivery apps, such as Grubhub.

SPECS:

New York, California

U.S. State and local level elected officials: Looking to speak with state-level legislators, delegates, city councils, mayors, county executives, or county legislators

U.S. State restaurant industry influencers

Individuals at restaurant/hospitality trade associations at the state levels

SAMPLE PROFILES:

- Policy Influencer at Louisiana Restaurant Association
- Chief of Staff at Los Angeles county board of supervisors
- Director at National Restaurant Association