

BACKGROUND:

- ❑ We surveyed 1,500 US consumers balanced to census with follow-up questions posed to people who are familiar with Howard Schultz and follow-up questions to people who visit Starbucks regularly or occasionally. The goal was to understand familiarity with Schultz and measure both initial reaction to his presidential bid and potential traffic impacts.

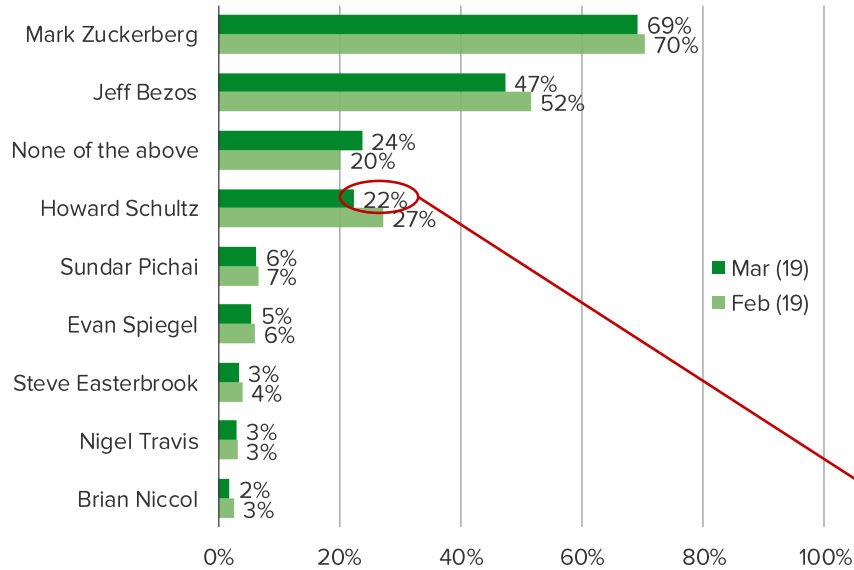
FINDINGS:

- ❑ Awareness of Schultz is Low
 - ❑ Awareness of who Howard Schultz is among all respondents and among active customers is relatively low, and actually declined slightly m/m.
- ❑ Opinions of a potential Schultz presidential bid lean negative, especially among liberals and democrats.
- ❑ Among all respondents a hypothetical Schultz presidential bid would not cause many to reduce visits. Among liberal respondents, however, the data does suggest that a Schultz bid would cause a reduction in visits.
- ❑ Not everyone who is negative about a potential Schultz bid would reduce visits (74% would not change how often they visit if he does wind up running).
- ❑ One of the top reasons for negative reactions to a potential Schultz bid is that it would help President Trump get re-elected.
- ❑ **Net/net: We will continue tracking this sentiment each month so that we are in place to catch an inflection point if Schultz formally announces that he will run for president.**



Which of the following people are you familiar with?

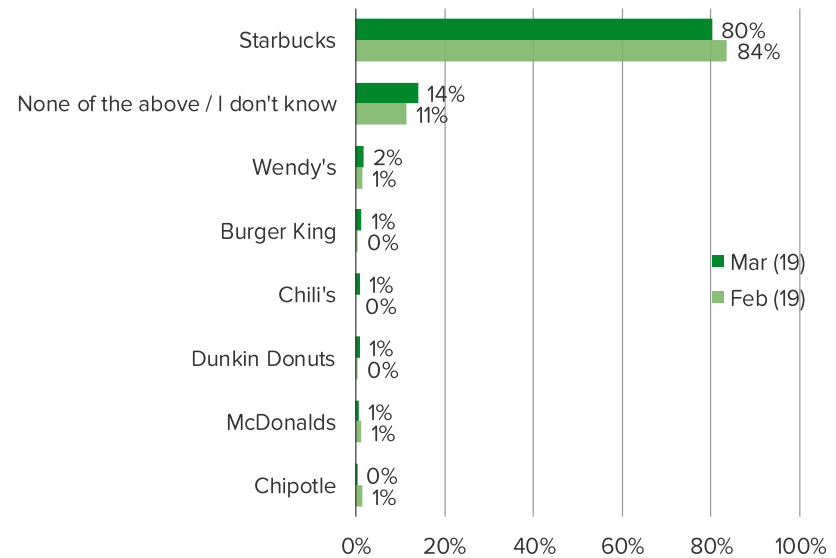
Posed to all respondents



22% OF RESPONDENTS ARE FAMILIAR WITH SCHULTZ, A DECLINE COMPARED TO LAST MONTH.

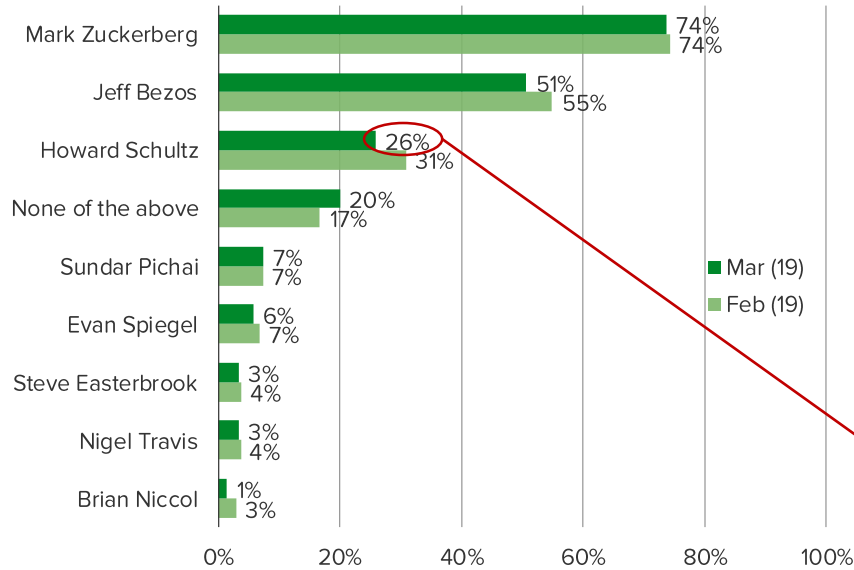
Which company is Howard Schultz associated with?

Posed to respondents who said they are familiar with Schultz



Which of the following people are you familiar with?

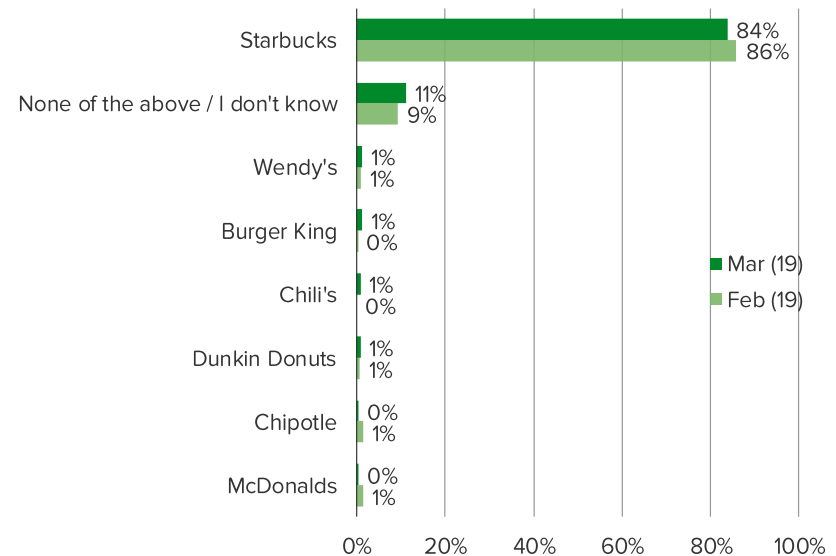
Posed to all respondents who *regularly or occasionally visit Starbucks*



26% of Starbucks customers know who Schultz is, a decline compared to last month.

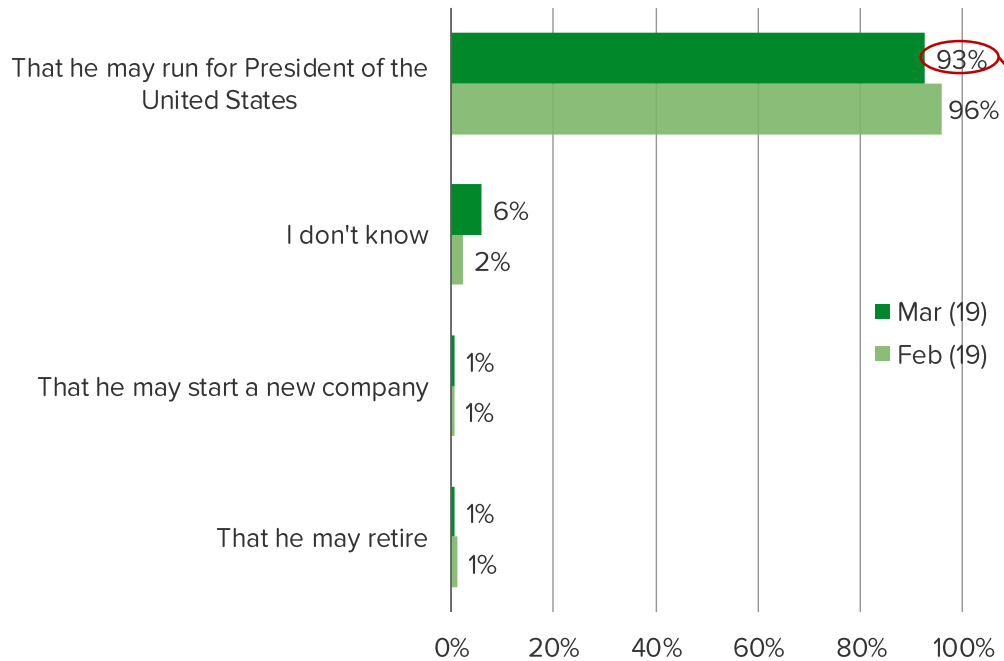
Which company is Howard Schultz associated with?

Posed to *Starbucks customers* who said they are familiar with Schultz



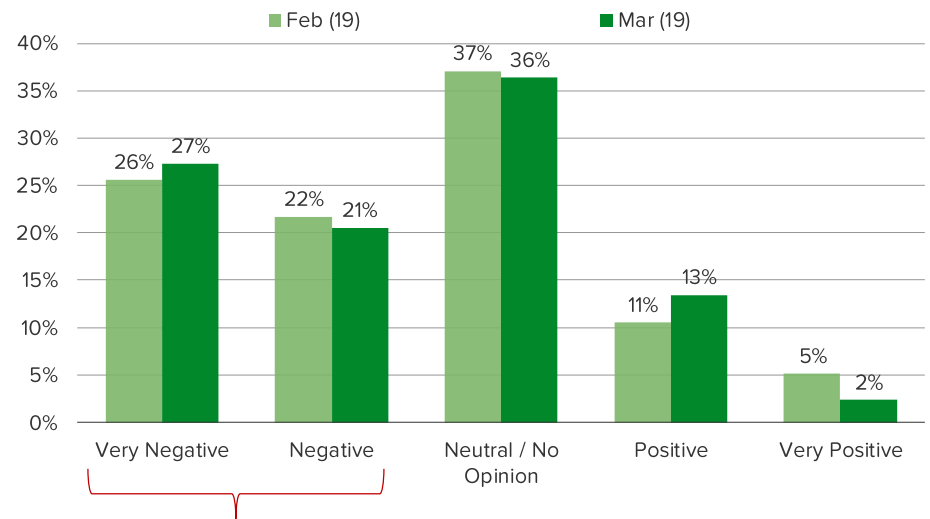
Which of the following people are you familiar with?

Posed to respondents who are familiar with Schultz and know he is associated with Starbucks.

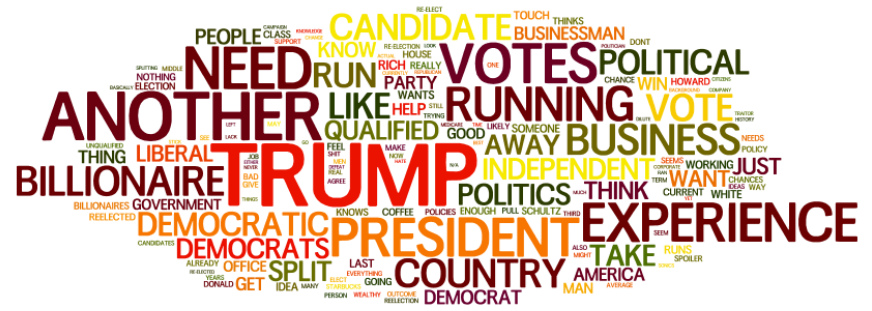


What would your opinion of Schultz running for president be?

Posed to respondents who said they are familiar with Schultz



Why?

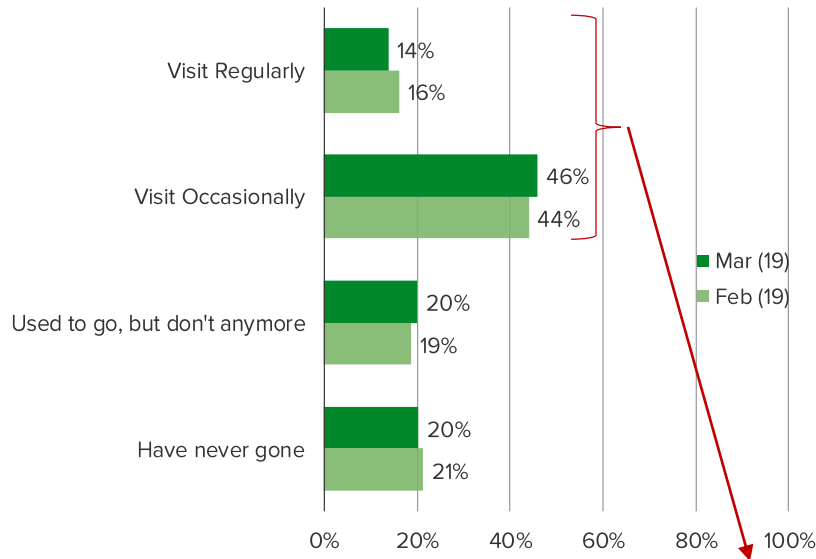


A TOP REASON FOR OPINION LEANING NEGATIVE IS THAT RESPONDENTS BELIEVE SCHULTZ RUNNING WOULD HELP TRUMP GET RE-ELECTED.



Please describe your experience with Starbucks

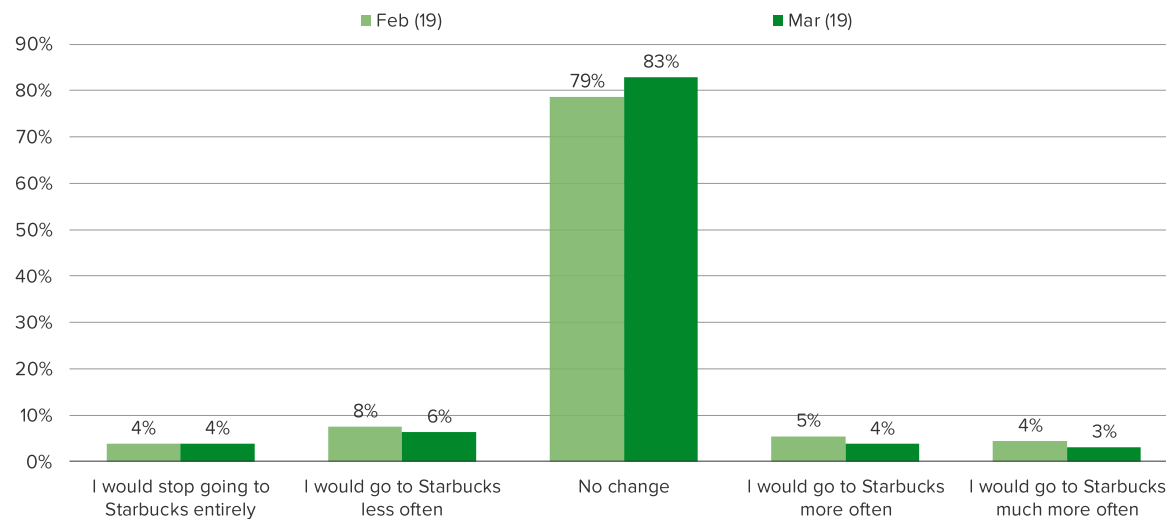
Posed to all respondents



THE ZOOMED OUT VIEW OF ALL CUSTOMERS DOESN'T SUGGEST THAT THEY WOULD CHANGE HOW OFTEN THEY VISIT STARBUCKS IF SCHULTZ RUNS.

Would you change how often you go to Starbucks if Howard Schultz, former CEO and Chairman of Starbucks, decided to run for President of the US in 2020?

Posed to respondents who visit Starbucks regularly or occasionally.



What would your opinion of Schultz running for President be?

Posed to respondents who said they are familiar with Schultz, *cross-tabbed by political affiliation*

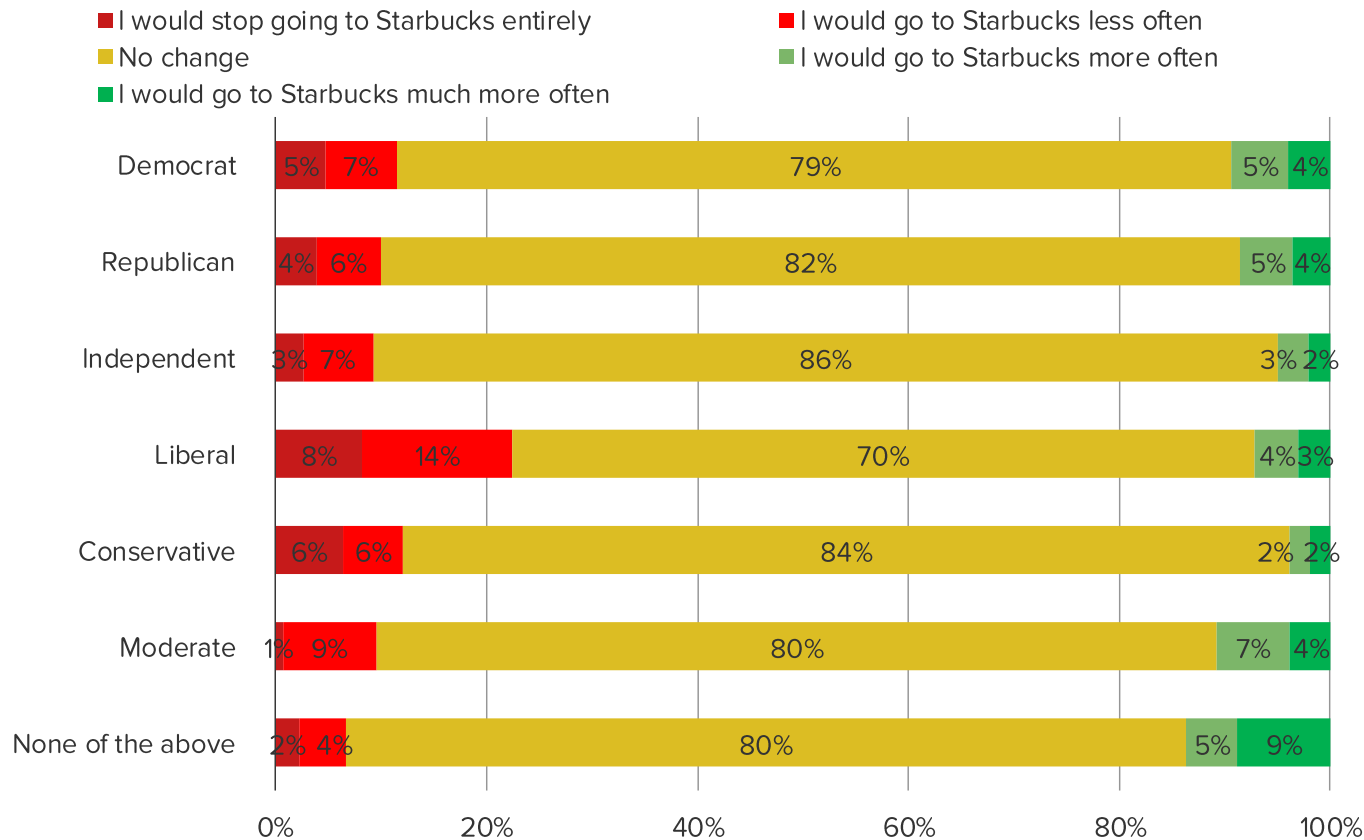
	Total	Democrat	Republican	Independent	Conservative	Liberal	Moderate	None
Total Respondents	N=682	N=195	N=103	N=151	N=65	N=95	N=60	N=13
Very Negative	25%	37%	14%	19%	14%	42%	27%	23%
Negative	20%	29%	12%	21%	9%	28%	22%	15%
Neutral / No Opinion	41%	25%	52%	42%	49%	21%	35%	62%
Positive	11%	6%	15%	13%	22%	7%	12%	0%
Very Positive	4%	3%	8%	5%	6%	1%	5%	0%
% Positive (minus) % Negative	-30%	-57%	-3%	-23%	5%	-62%	-32%	-38%

IT IS CLEAR, HOWEVER, THAT LIBERAL AND DEMOCRAT CUSTOMERS WOULD HAVE THE MOST NEGATIVE REACTION TO SCHULTZ RUNNING.



Would you change how often you go to Starbucks if Howard Schultz, former CEO and Chairman of Starbucks, decided to run for President of the US in 2020?

Posed to all respondents, *cross-tabbed by political affiliation*



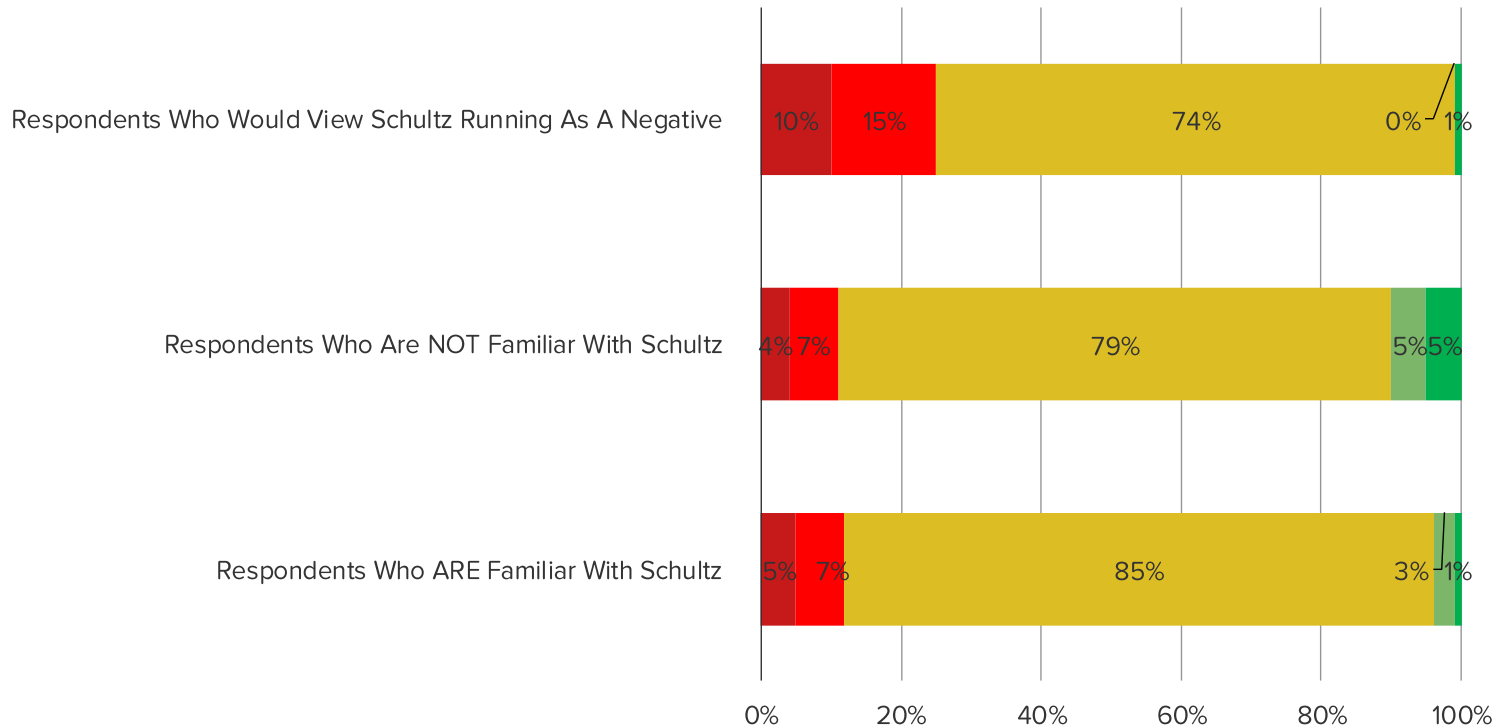
LIBERAL CUSTOMERS WOULD BE THE MOST LIKELY TO REDUCE OR STOP VISITS IN REACTION TO A SCHULTZ PRESIDENTIAL BID.



Would you change how often you go to Starbucks if Howard Schultz, former CEO and Chairman of Starbucks, decided to run for President of the US in 2020?

Posed to all respondents, *cross-tabbed by familiarity with Schultz*

- I would stop going to Starbucks entirely
- I would go to Starbucks less often
- No change
- I would go to Starbucks much more often

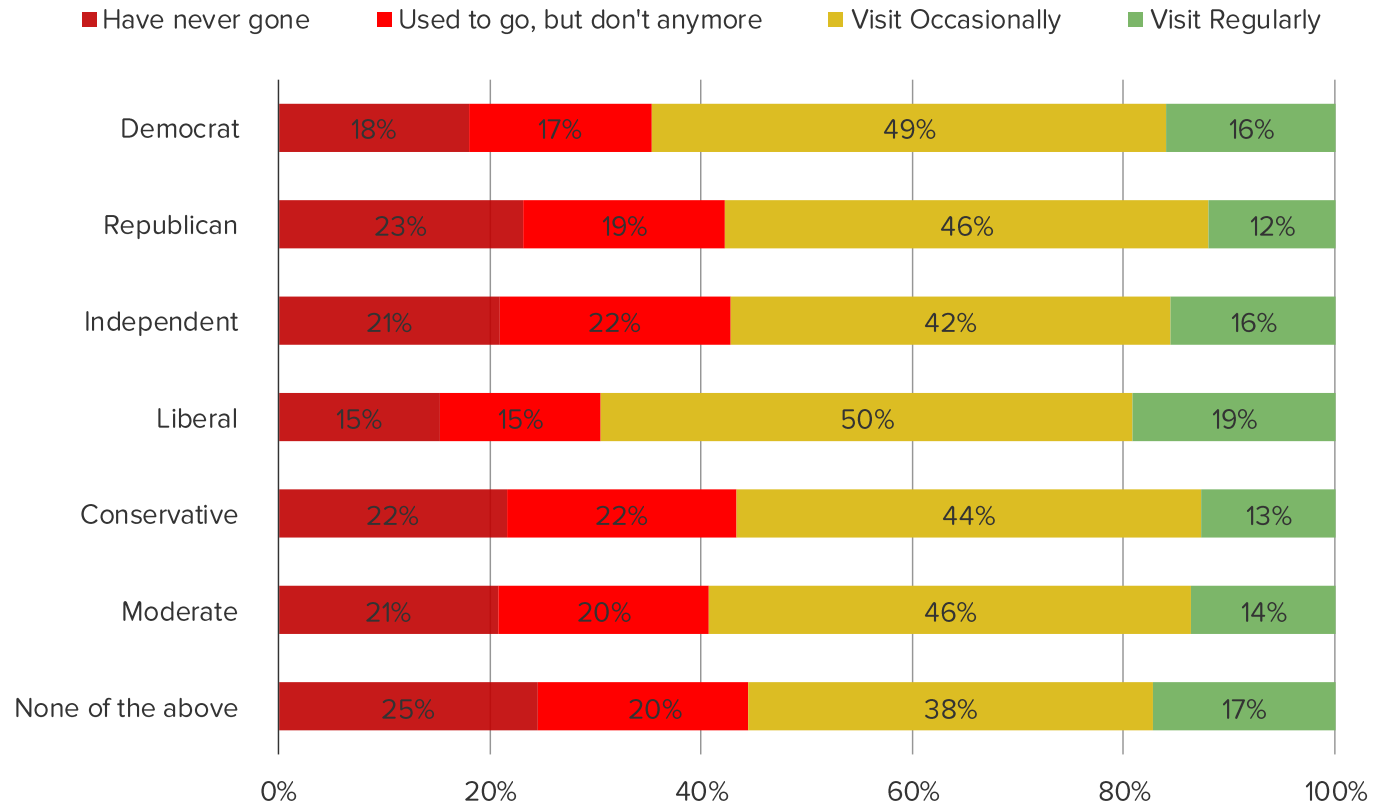


IT IS WORTH KEEPING IN MIND THAT 74% OF RESPONDENTS WHO ARE FAMILIAR WITH SCHULTZ AND WOULD HAVE A NEGATIVE VIEW OF HIM RUNNING WOULD NOT CHANGE HOW OFTEN THEY VISIT STARBUCKS.



Please describe your experience with Starbucks?

Posed to all respondents, *cross-tabbed by political affiliation*



LASTLY, WE WOULD FLAG HERE THAT LIBERAL AND DEMOCRAT RESPONDENTS ARE THE MOST LIKELY TO BE STARBUCKS CUSTOMERS TO BEGIN WITH, SO ADVERSE REACTIONS FROM THAT COHORT WOULD CARRY MORE WEIGHT.

