

BESPOKE SURVEYS

Coffee Vol 19

1500+ US Consumers Balanced to Census



CHECK BREAKDOWN: COFFEE

COFFEE CONSUMPTION

Coffee consumption has held flat sequentially.

ICED VS. HOT COFFEE

Hot coffee still leads other coffee type categories, but iced coffee did show a slight uptick in this most recent volume.

SBUX AND DNKN

Consumer preferences have held fairly steady over time when it comes to chains (like SBUX and DNKN) vs. local coffee shops.

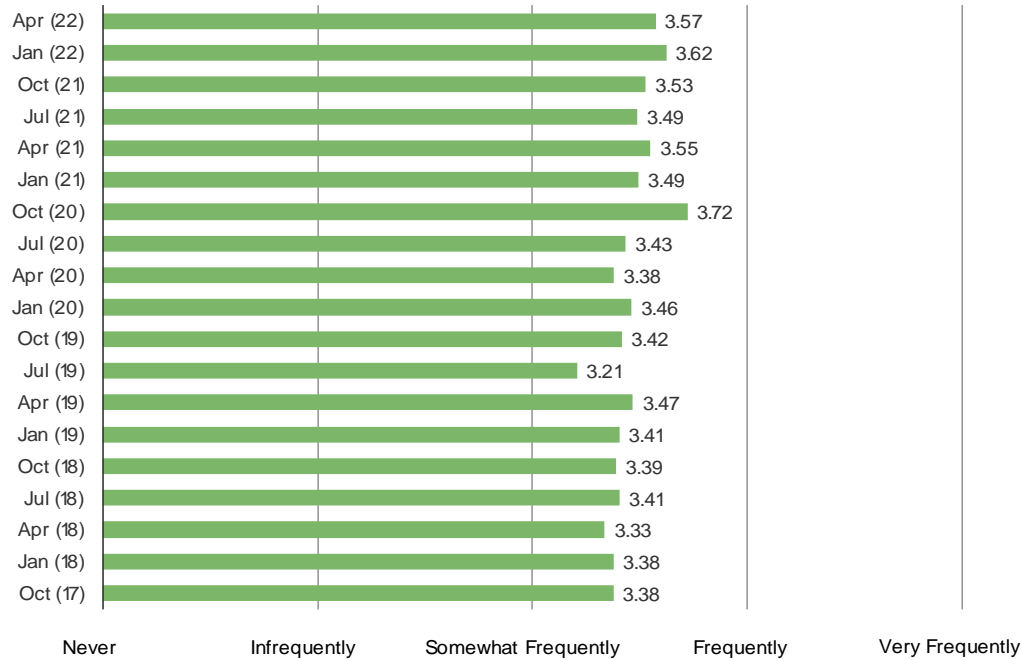
Coffee

COFFEE US

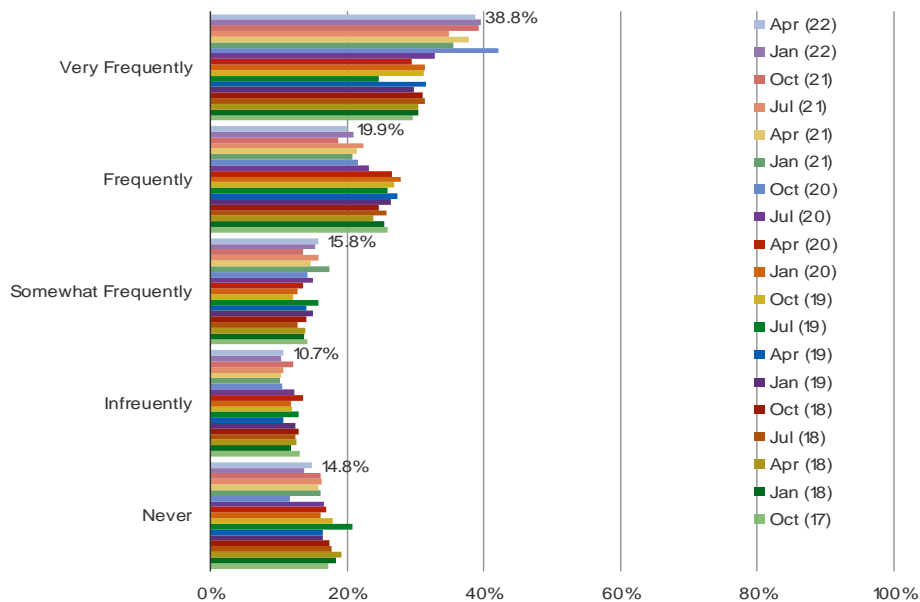
US DATA

HOW OFTEN DO YOU DRINK COFFEE?

Posed to all respondents.



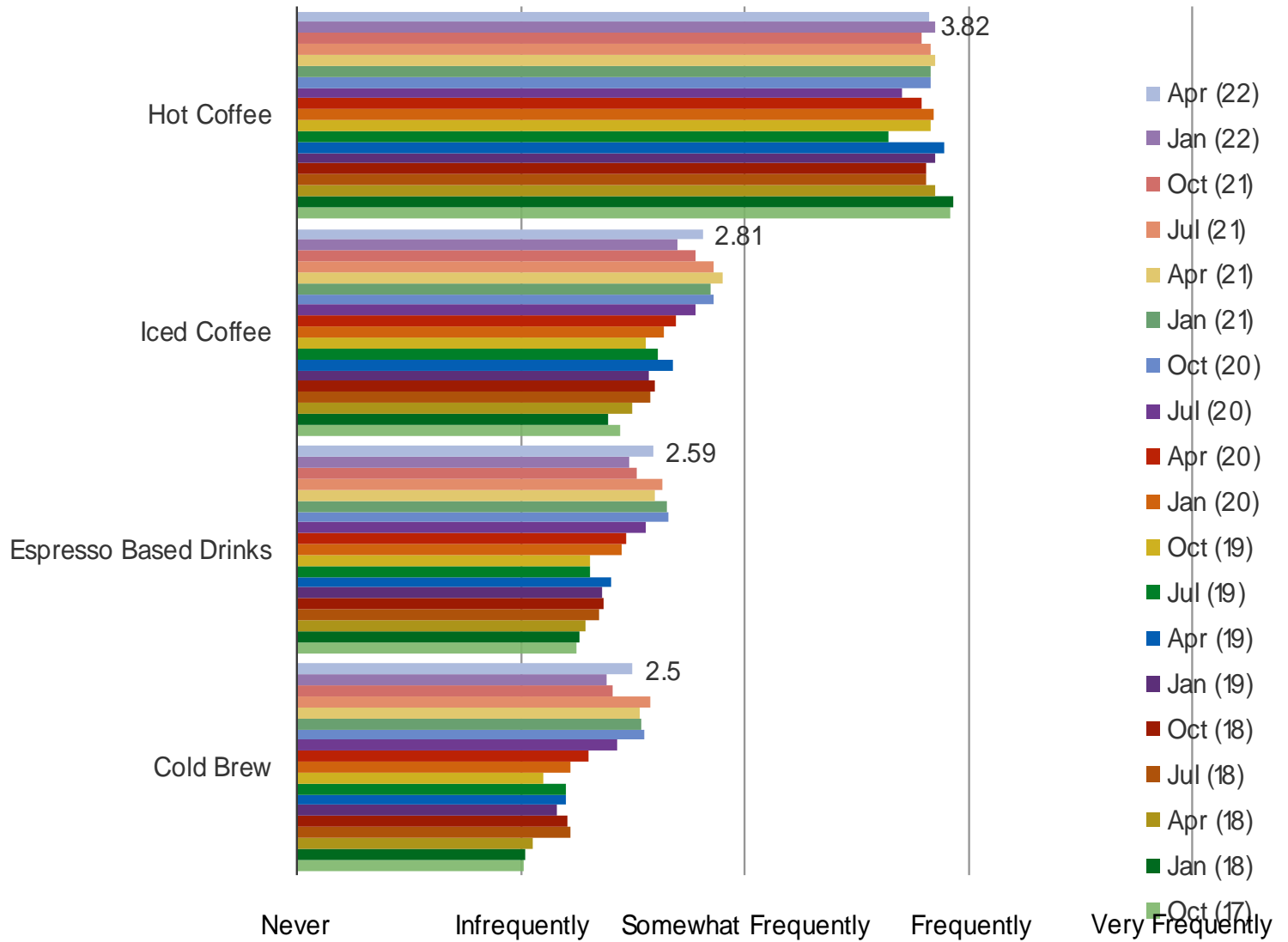
Never Infrequently Somewhat Frequently Frequently Very Frequently



US DATA

HOW OFTEN DO YOU DRINK THE FOLLOWING?

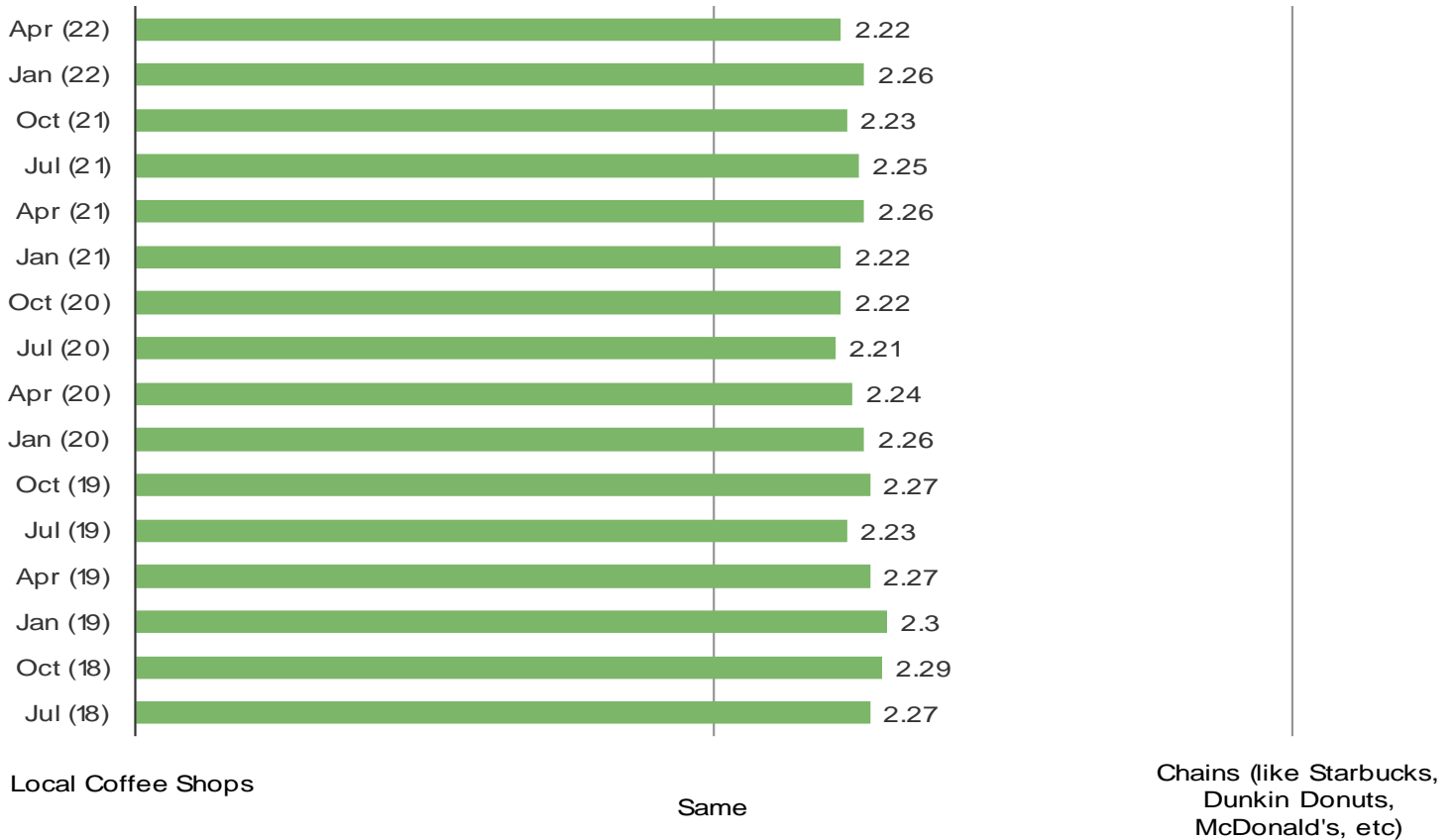
Posed to respondents who drink coffee at least infrequently.



US DATA

WHERE DO YOU PREFER TO GET COFFEE?

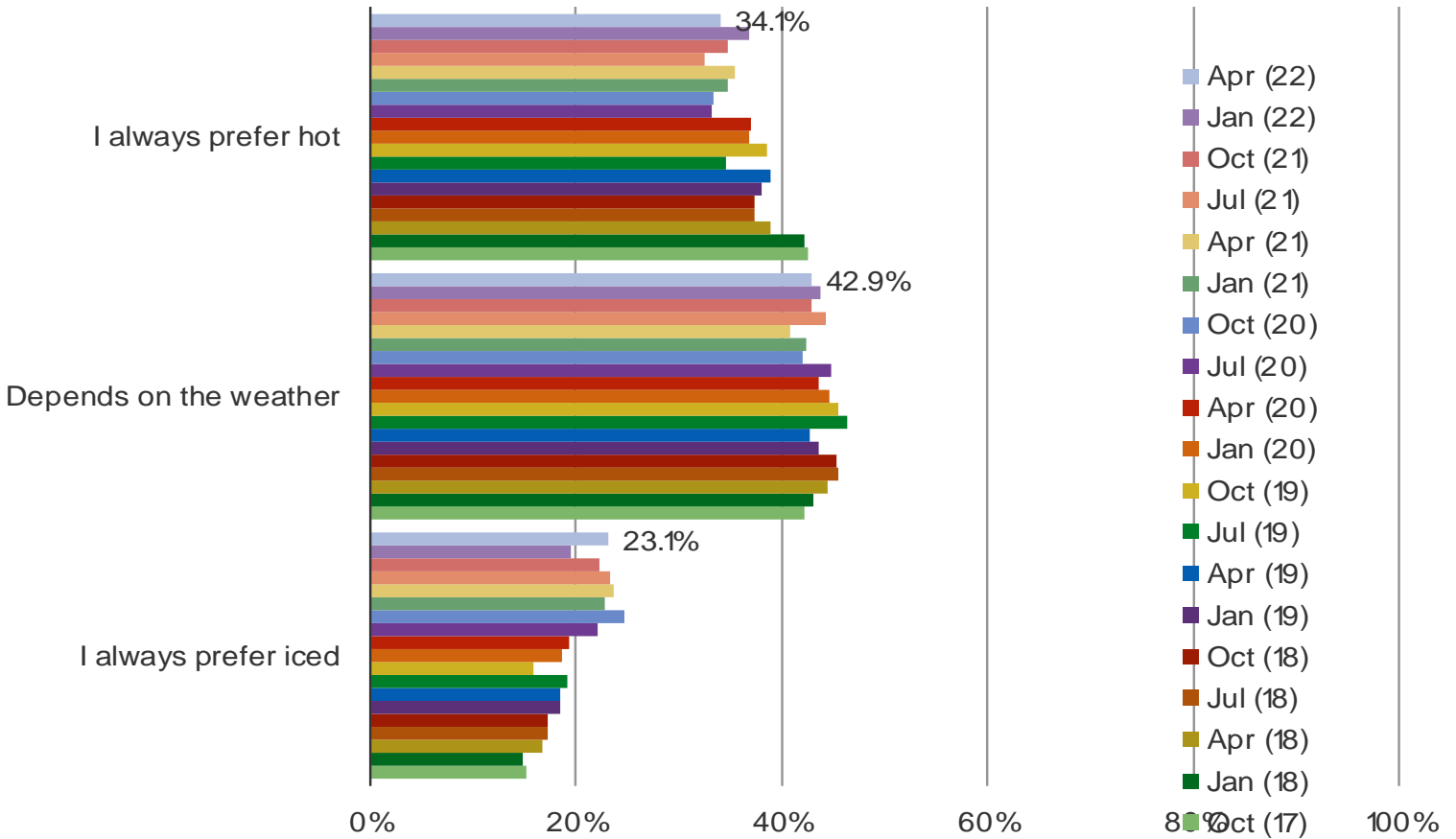
Posed to respondents who drink coffee at least infrequently.



US DATA

DO YOU PREFER ICED OR HOT COFFEE TYPE OF DRINKS?

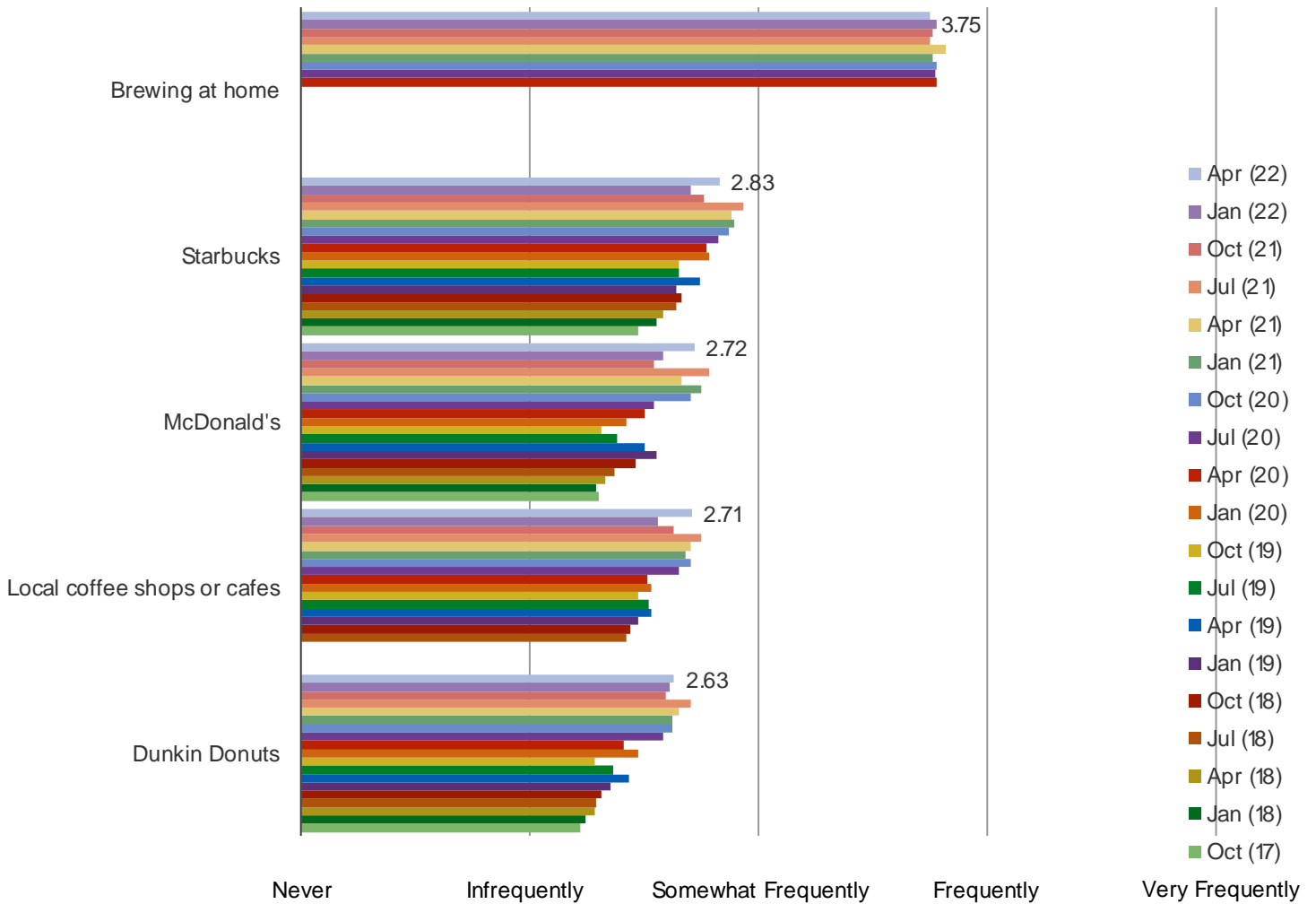
Posed to respondents who drink coffee at least infrequently.



US DATA

HOW OFTEN DO YOU DRINK COFFEE OR ESPRESSO DRINKS FROM...

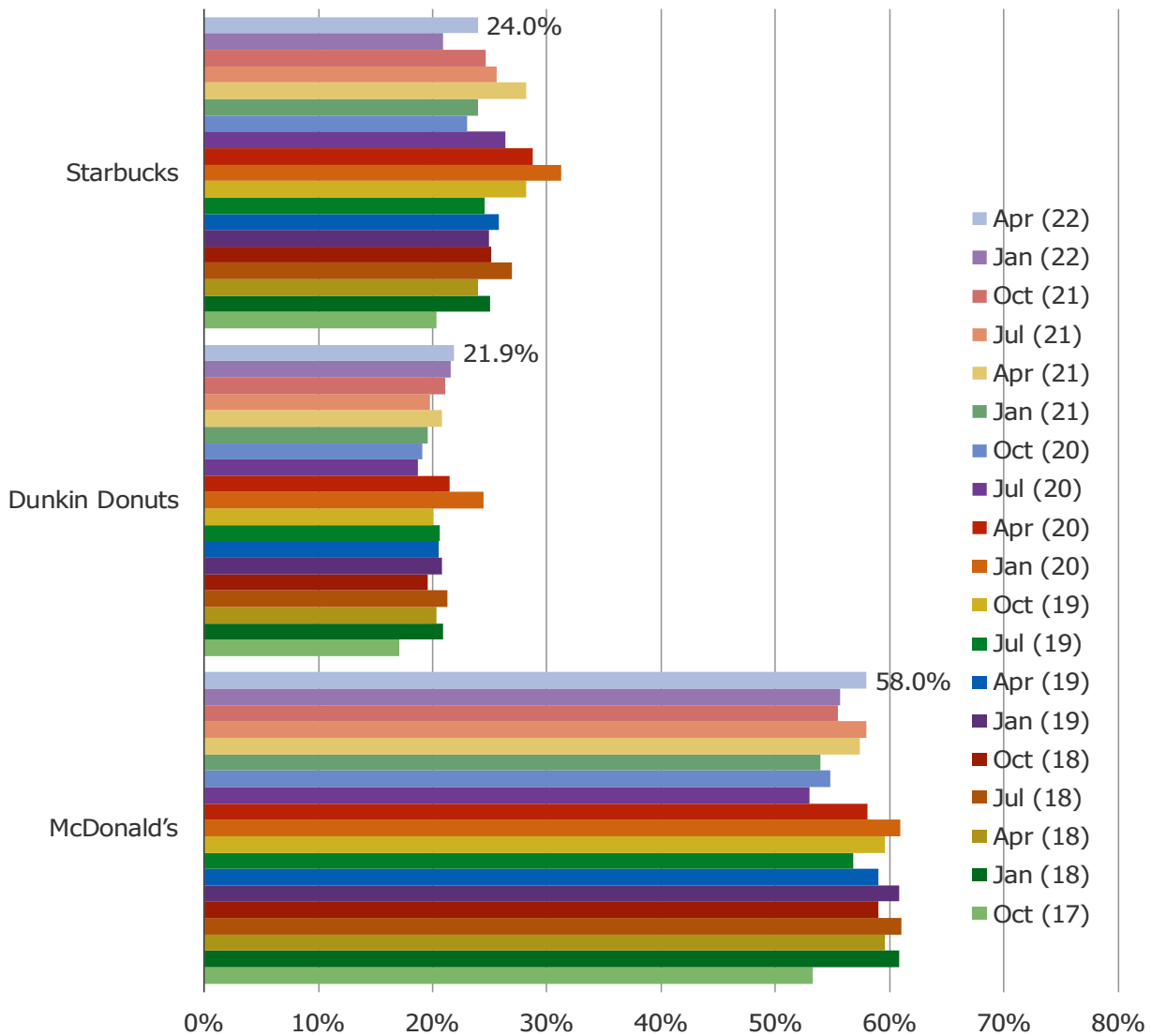
Posed to respondents who drink coffee at least infrequently.



US DATA

DO YOU REGULARLY OR OCCASIONALLY USE THE FOLLOWING FOR EITHER DINING OUT OR ORDERING TAKEOUT? % YES

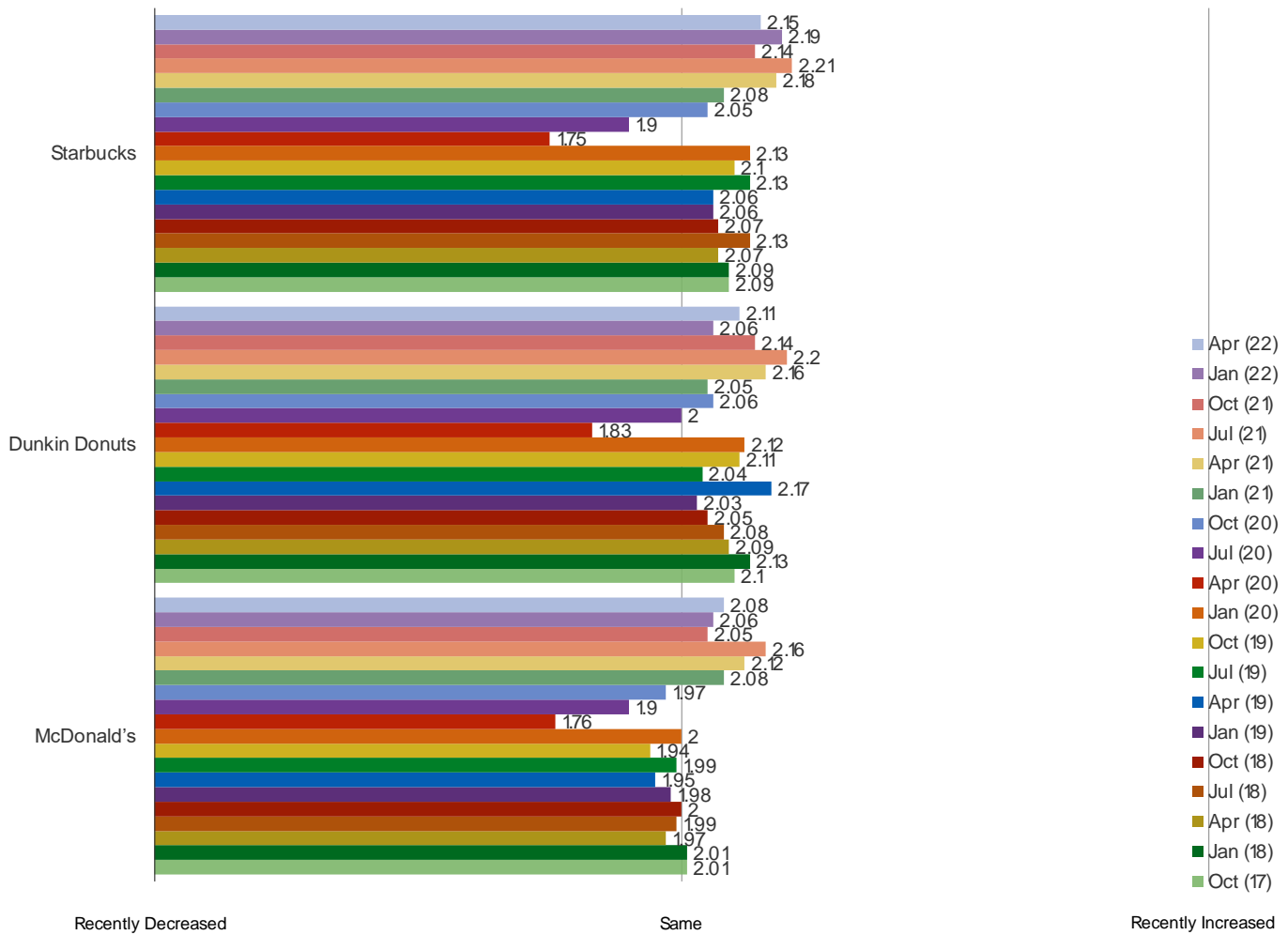
Posed to respondents who drink coffee at least infrequently.



US DATA

HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

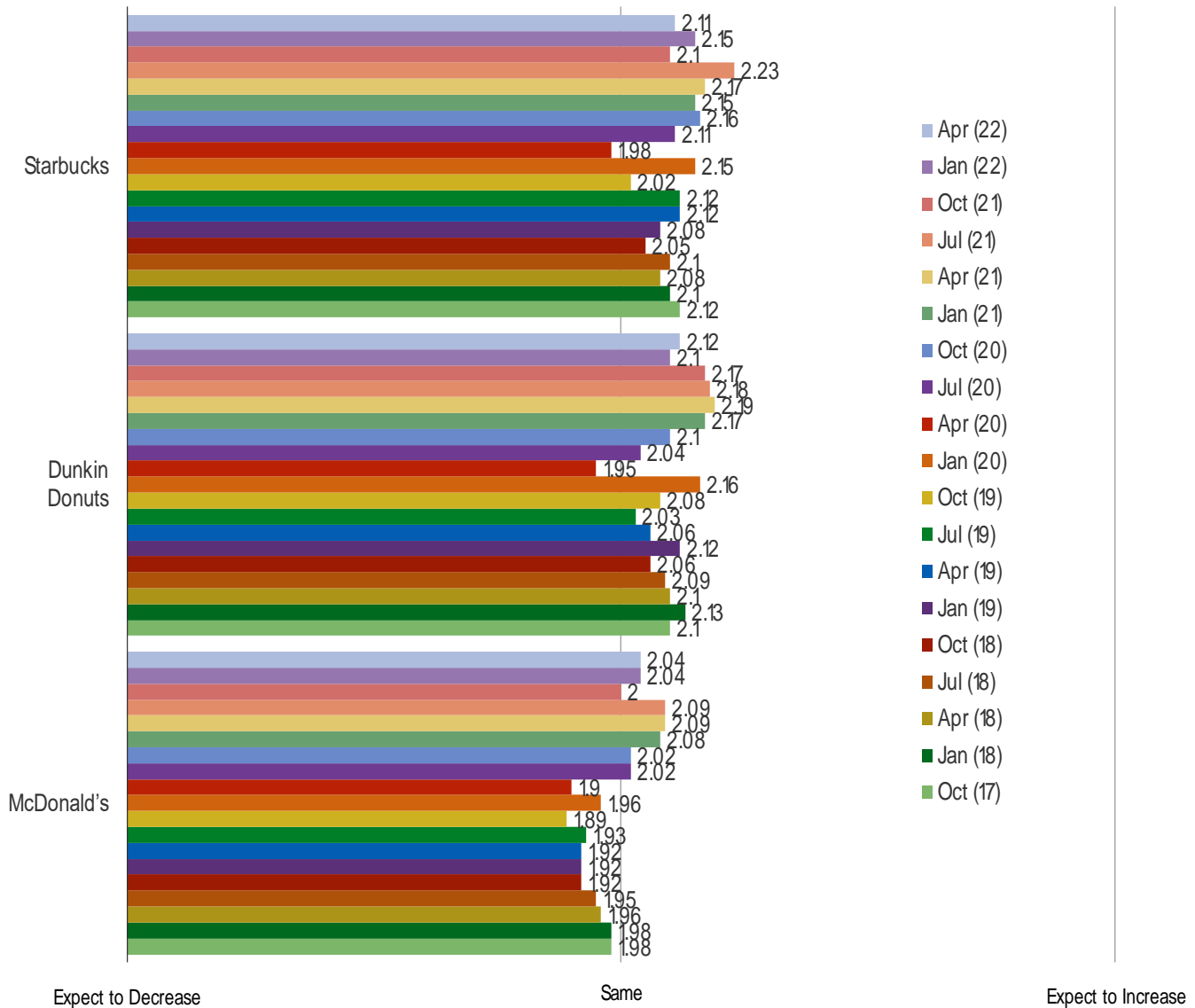
Posed to respondents who use the following regularly or occasionally.



US DATA

GOING FORWARD, DO YOU EXPECT TO CHANGE HOW OFTEN YOU TAKEOUT OR DINE HERE?

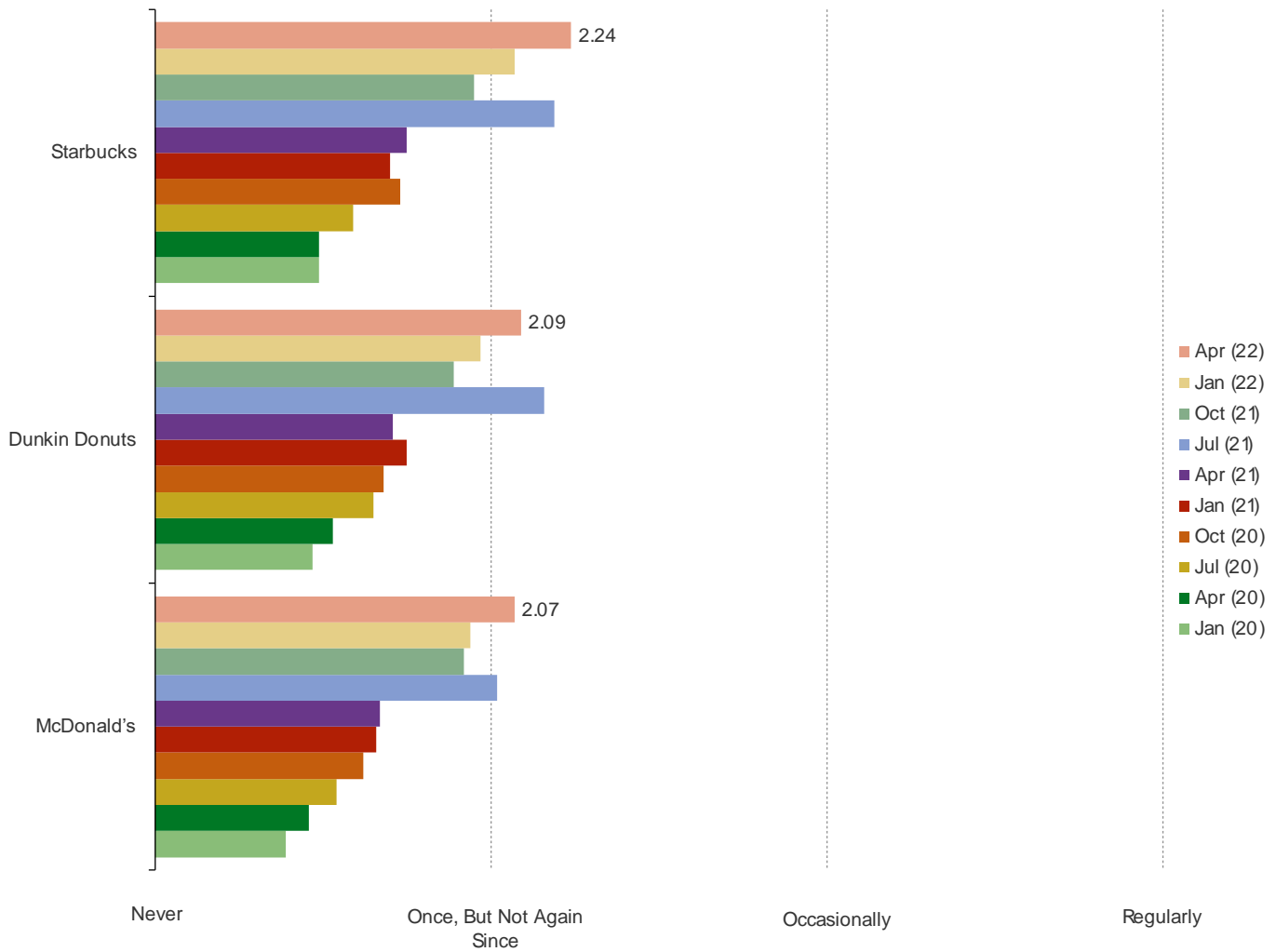
Posed to respondents who use the following regularly or occasionally.



US DATA

HOW OFTEN DO YOU ORDER FROM HERE FOR DELIVERY THROUGH THIRD PARTY FOOD DELIVERY APPS, LIKE UBER EATS, DOOR DASH, GRUBHUB, POSTMATES, ETC?

Posed to respondents who use the following regularly or occasionally.



US DATA

WHEN YOU ORDER FROM THIS RESTAURANT THROUGH THIRD PARTY FOOD DELIVERY APPS, ARE THEY ORDERS YOU WOULD HAVE GOTTEN ANYWAY OR ARE THEY ADDITIONAL?

Posed to customers of the following who order it from third party food delivery apps regularly or occasionally.

