

BESPOKE SURVEYS

Coffee Vol 20

1500+ US Consumers Balanced to Census



## CHECK BREAKDOWN: COFFEE

### TREND CHECKS

#### **COFFEE CONSUMPTION**

Coffee consumption is tracking about flat sequentially.

#### **HOT VS. ICED COFFEE**

Hot coffee continues to be favored over iced/cold brew coffee and espresso based drinks.

#### **SBUX AND DNKN**

Consumer preferences are holding steady with consumers slightly favoring chains (like SBUX and DNKN) vs. local coffee shops.

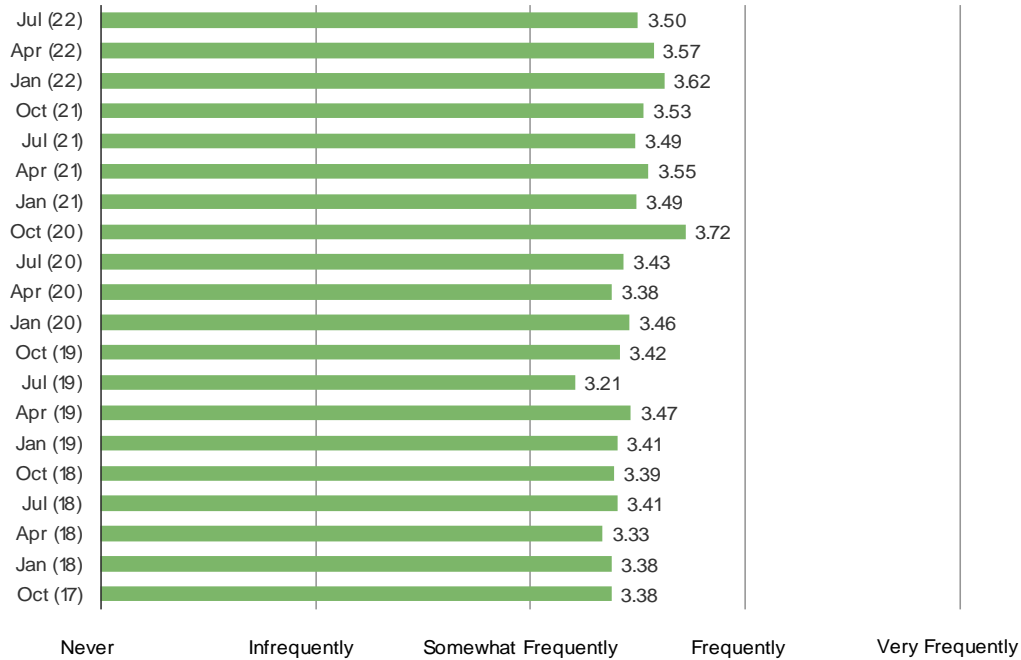
Coffee

## COFFEE US

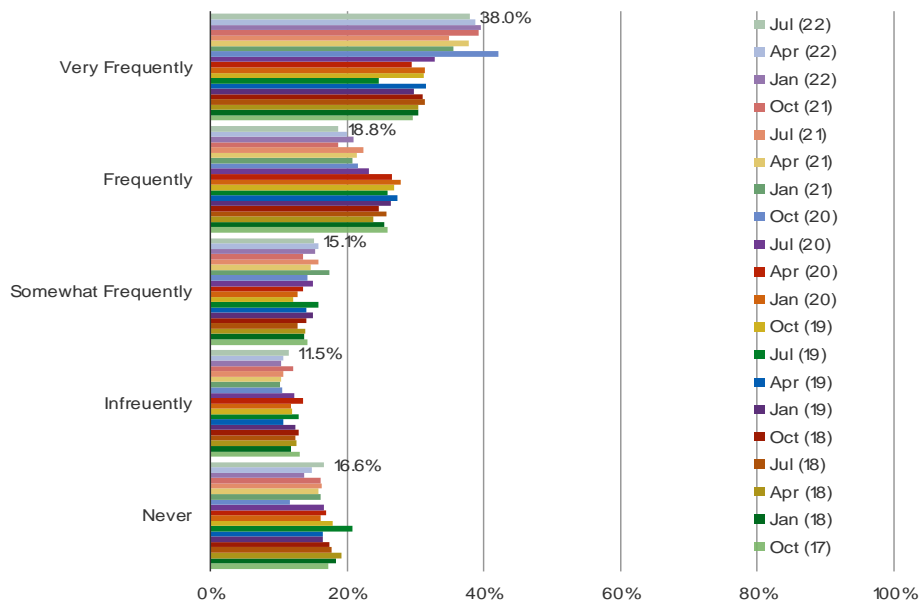
US DATA

HOW OFTEN DO YOU DRINK COFFEE?

Posed to all respondents.



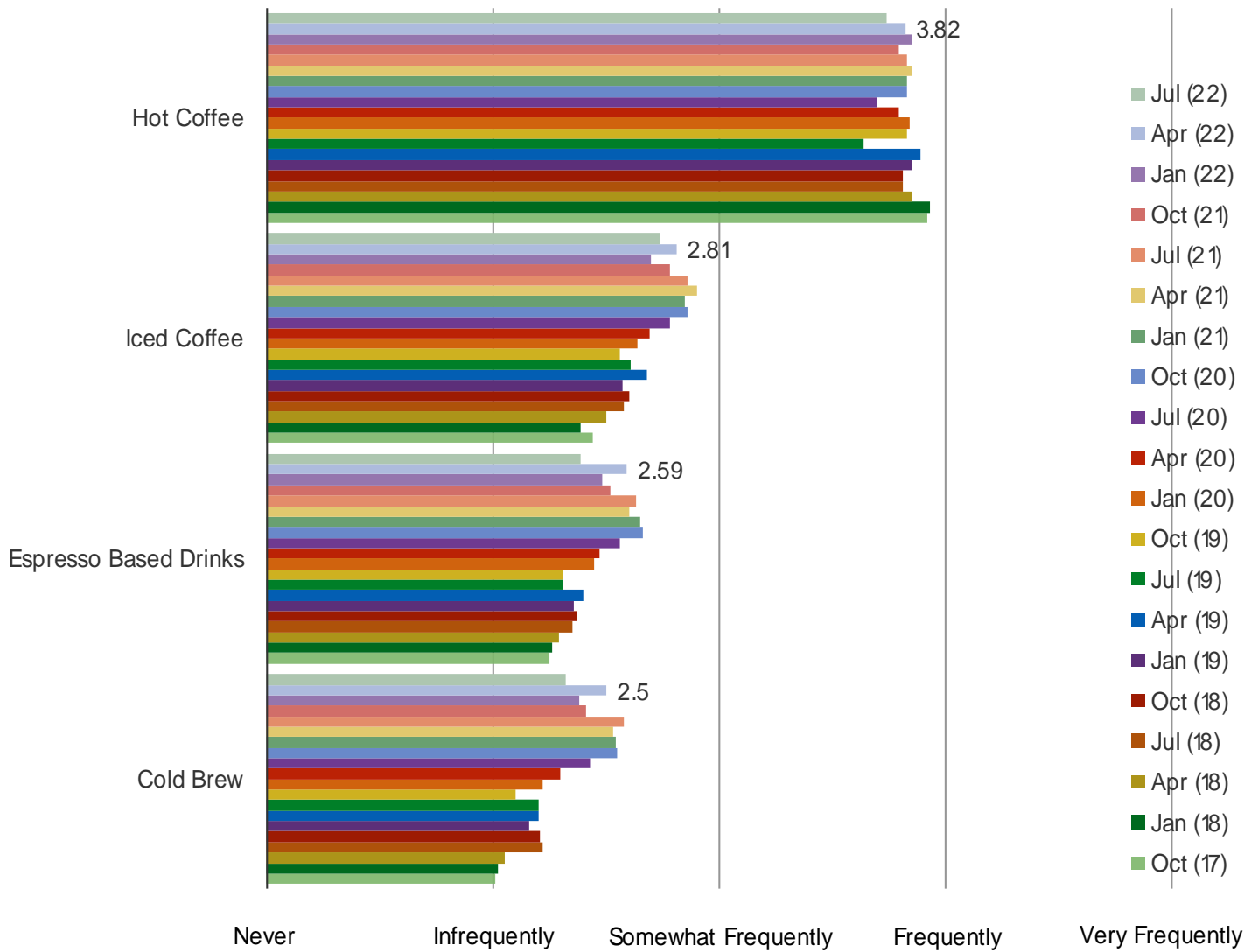
Never      Infrequently      Somewhat Frequently      Frequently      Very Frequently



US DATA

HOW OFTEN DO YOU DRINK THE FOLLOWING?

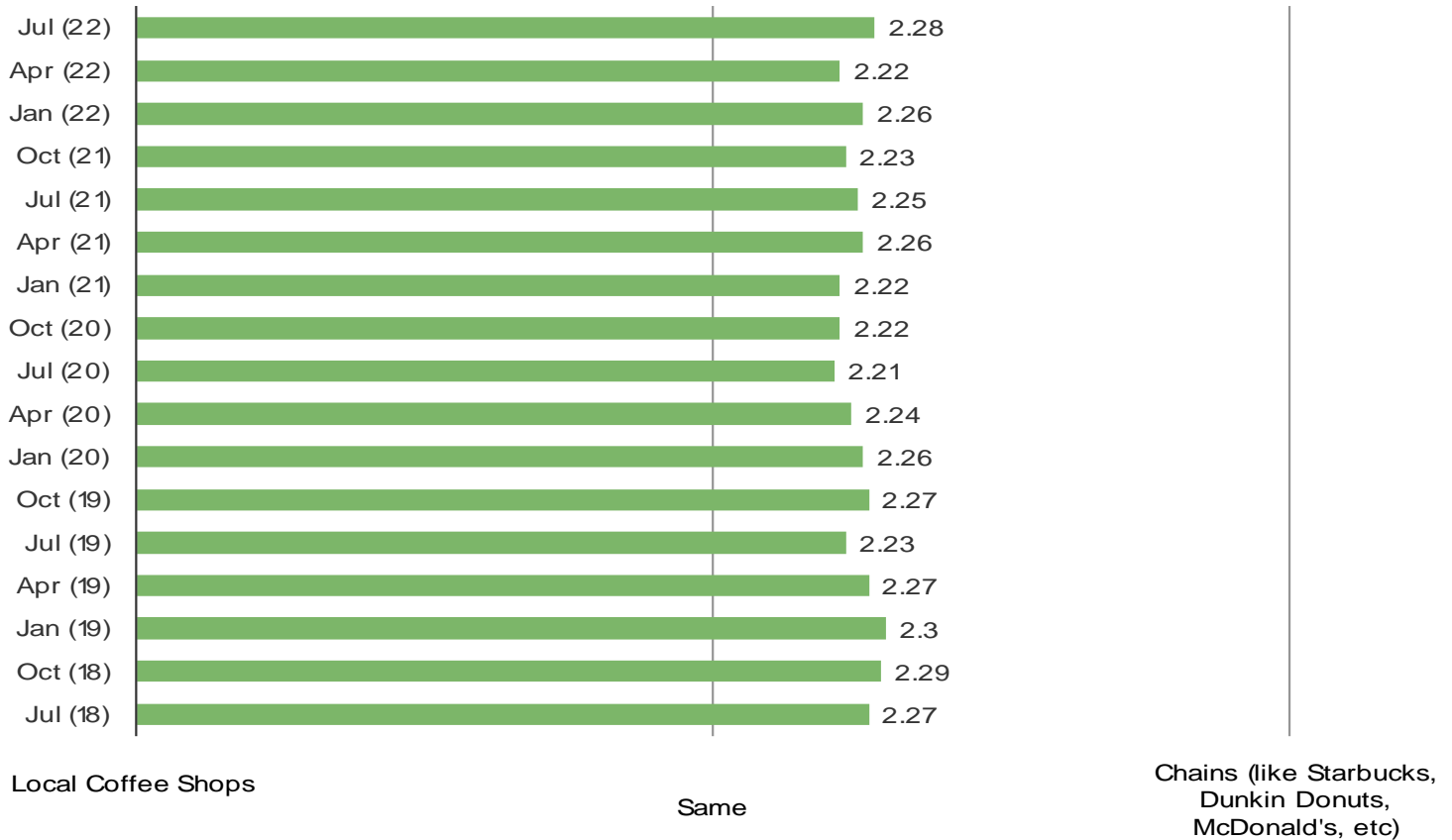
Posed to respondents who drink coffee at least infrequently.



## US DATA

### WHERE DO YOU PREFER TO GET COFFEE?

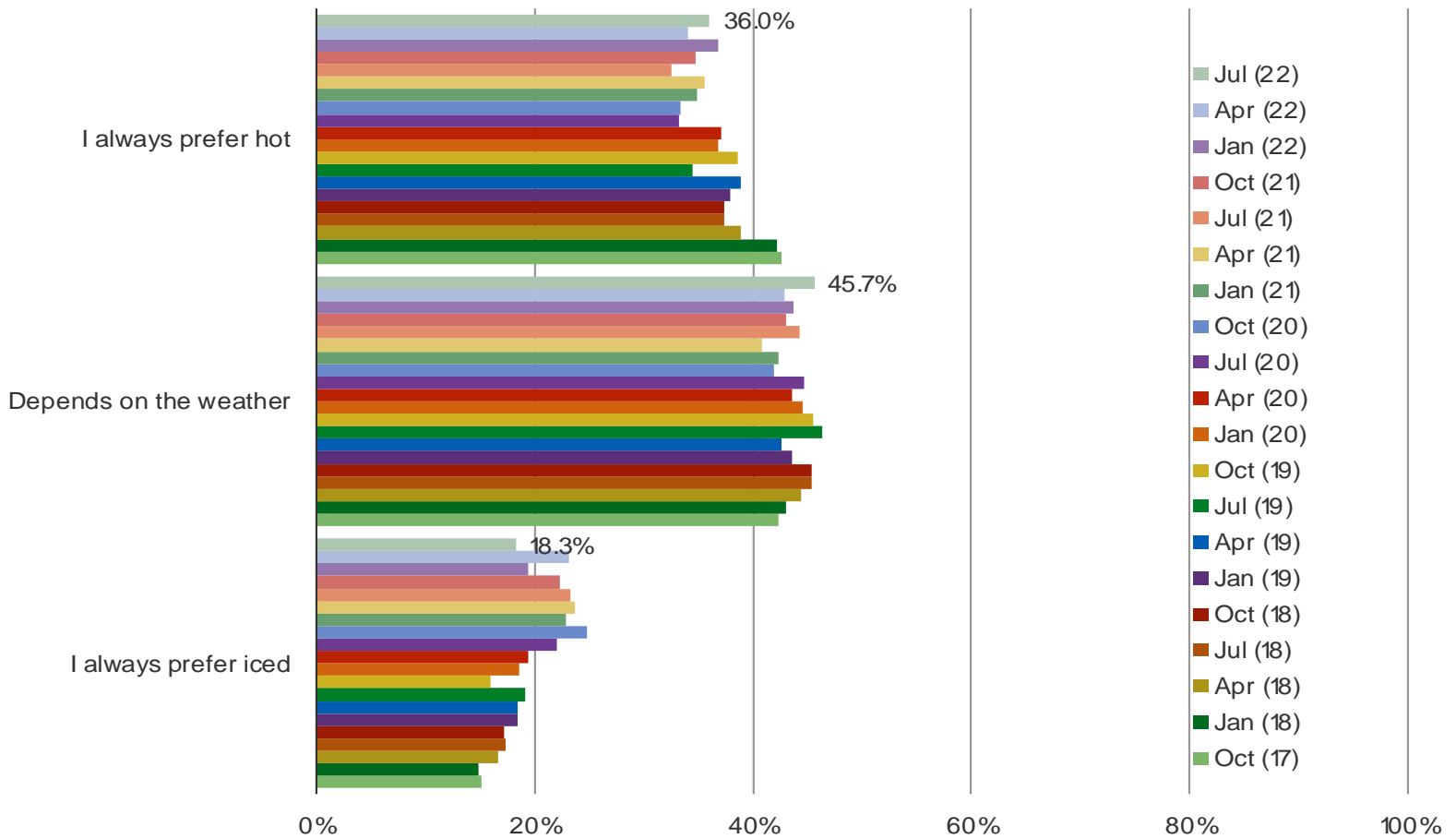
Posed to respondents who drink coffee at least infrequently.



US DATA

DO YOU PREFER ICED OR HOT COFFEE TYPE OF DRINKS?

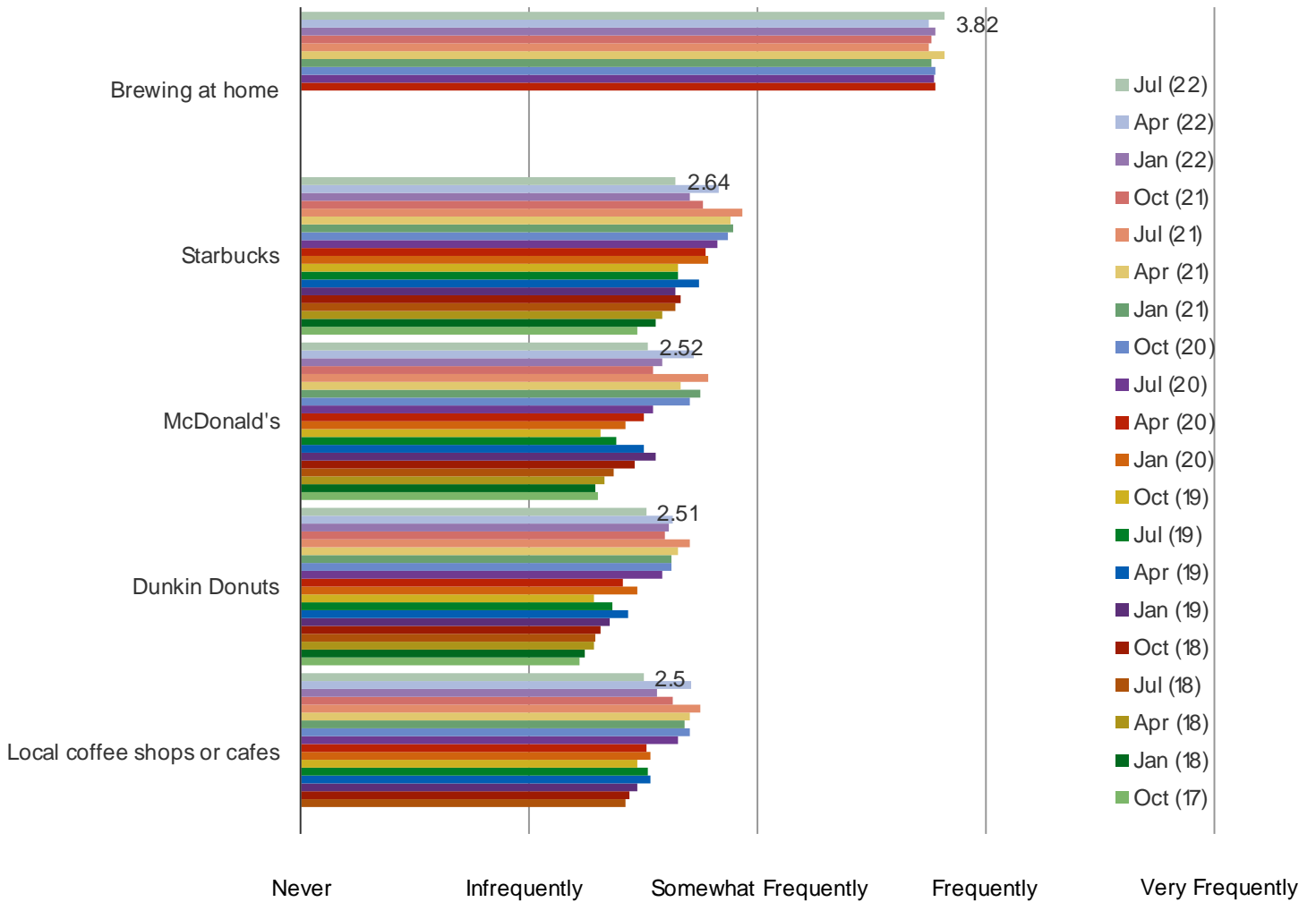
Posed to respondents who drink coffee at least infrequently.



US DATA

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

Posed to respondents who drink coffee at least infrequently.

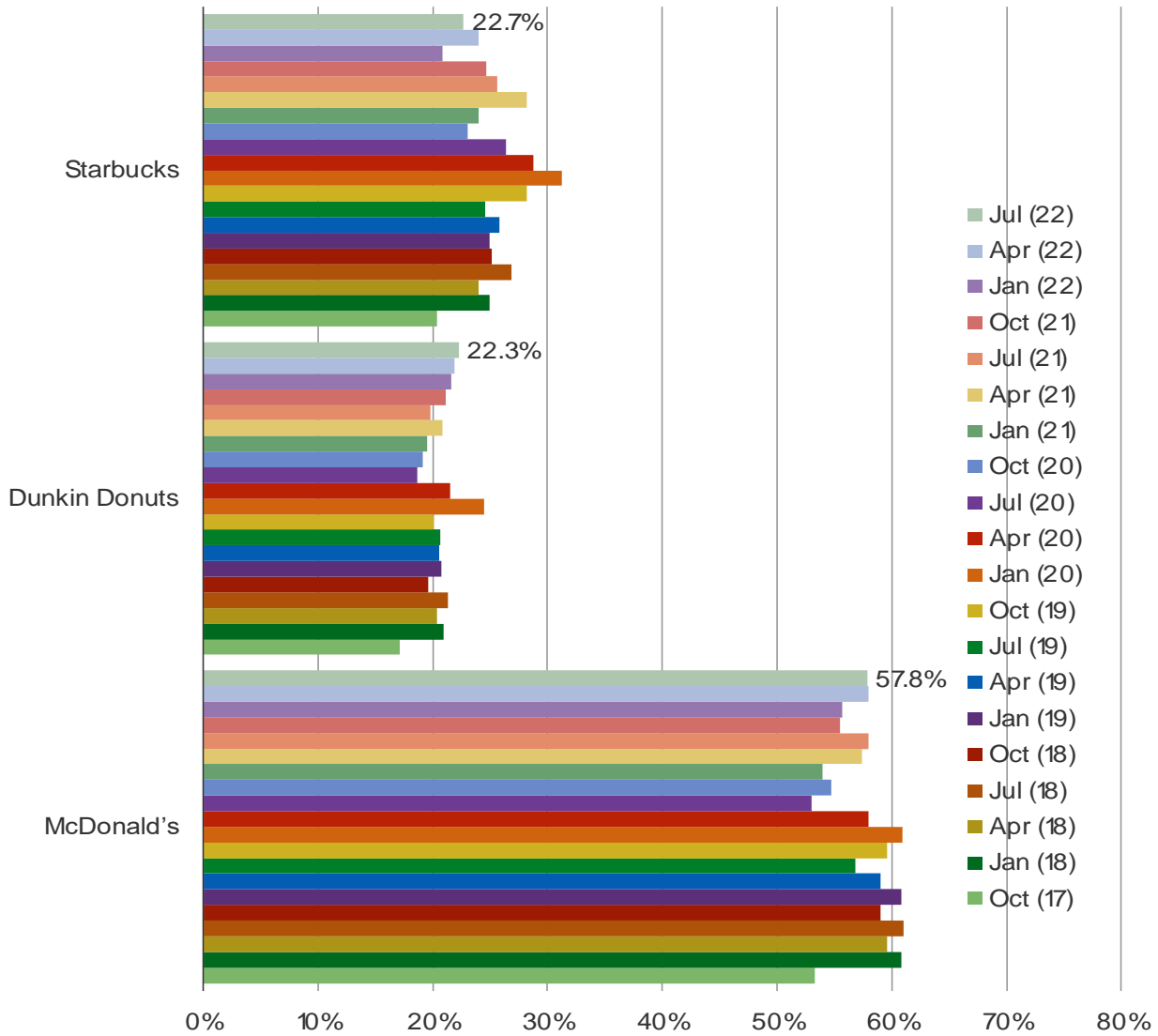




US DATA

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

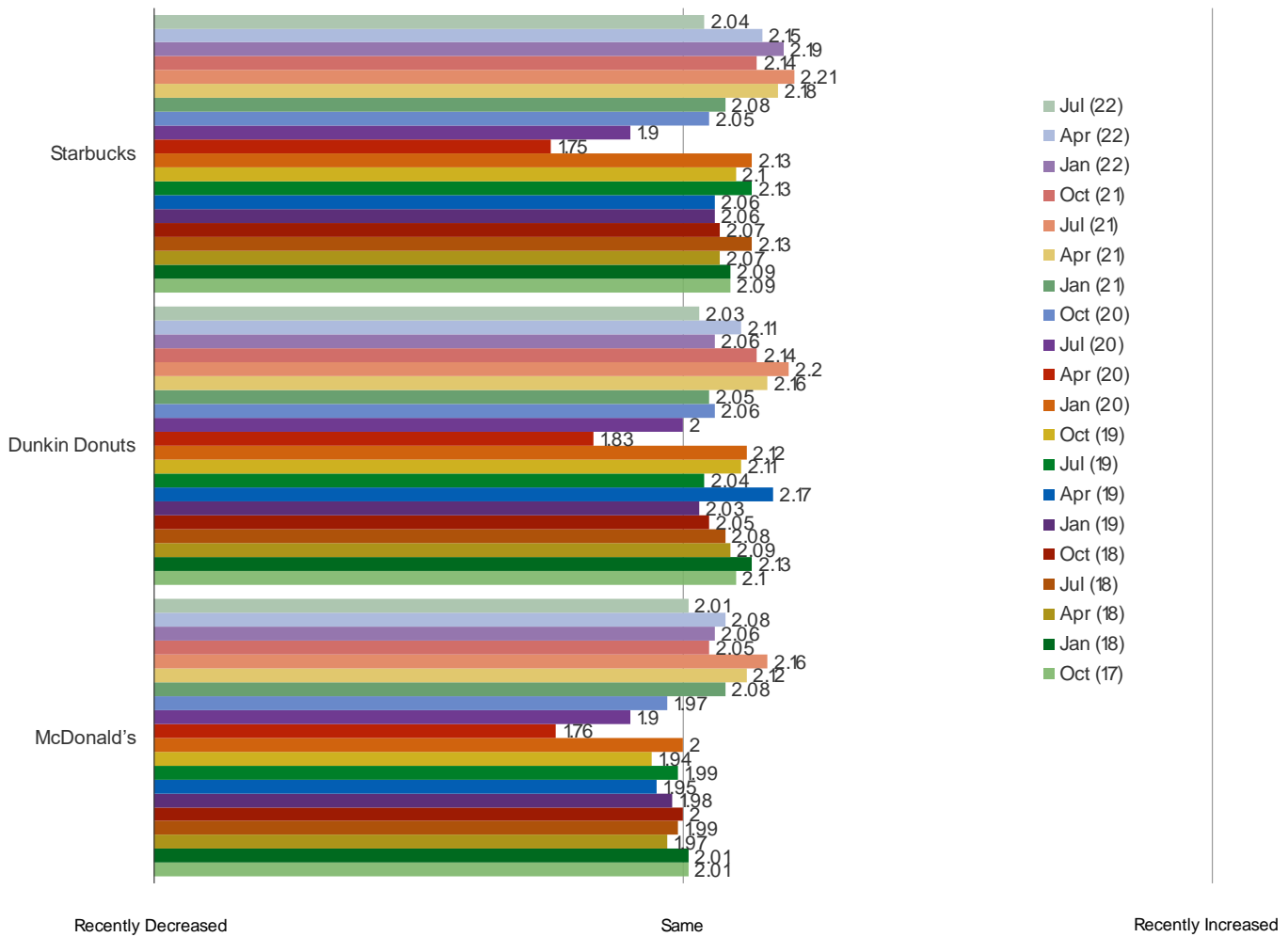
Posed to respondents who drink coffee at least infrequently.



US DATA

HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

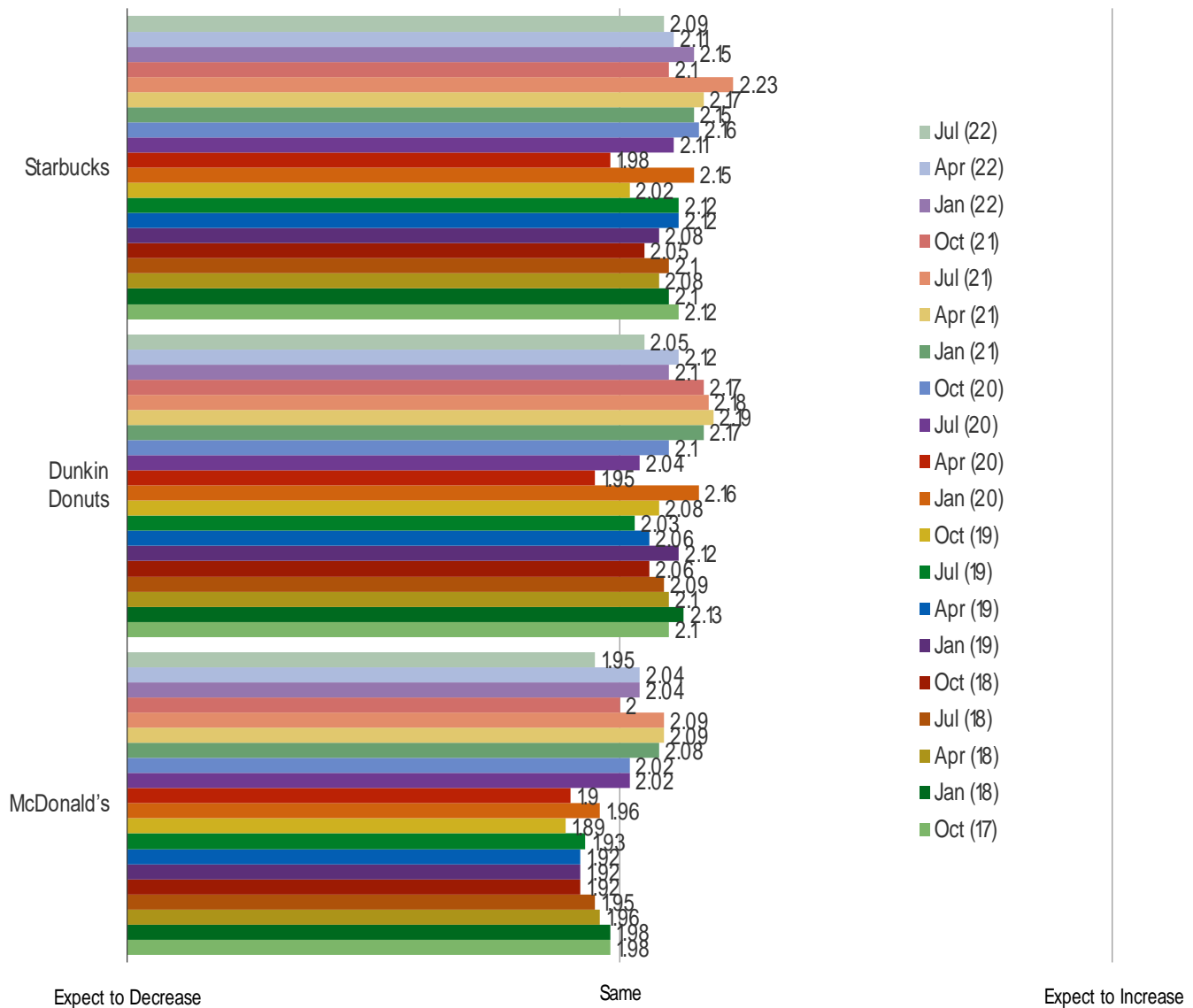
Posed to respondents who use the following regularly or occasionally.



US DATA

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

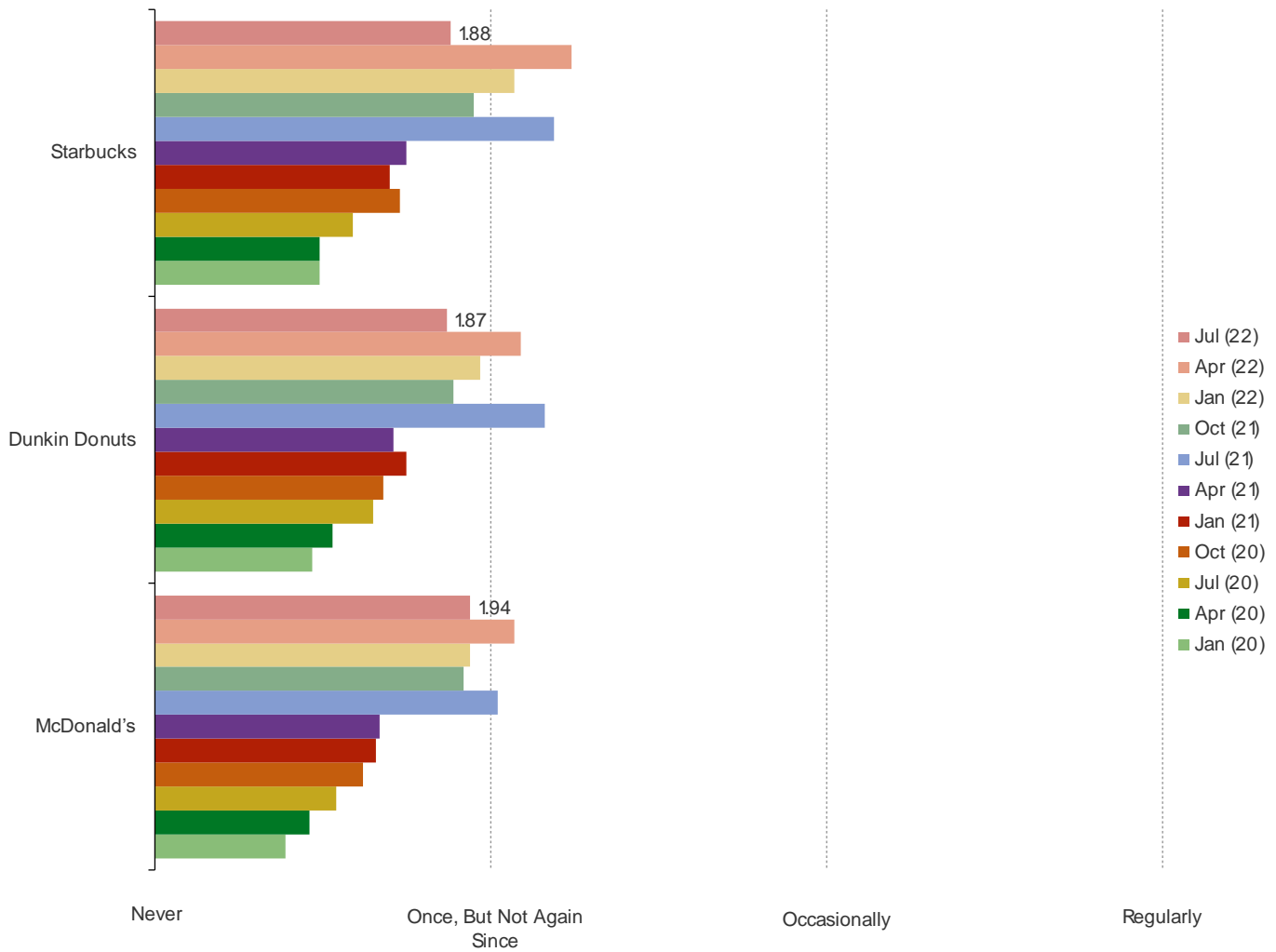
Posed to respondents who use the following regularly or occasionally.



## 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.

