BESPOKE SURVEYS

DPZ and Pizza Vol 14

1500+ US Consumers Balanced to Census

okeintel.com

January 2023

PIZZA

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DPZ and Food Delivery Apps

PIZZA

HOW OFTEN DO YOU EAT PIZZA?

Posed to all respondents. 2.3% Jan (23) Never Oct (22) 14.0% Jul (22) Less Than Once Per Month Apr (22) Jan (22) 17.6% Oct (21) Around Once Per Month ■ Jul (21) 28.8% Apr (21) A Couple Times Per Month ■ Jan (21) Oct (20) 21.5% ■ Jųl (20) Around Once Per Week Apr (20) 10.5% ■ Jan (20) Multiple Times Per Week Oct (19) 5.3% **Every Day** 0% 20% 60% 80% 40% 100%

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Audience: 1,500 US Consumers Date: January 2023

DPZ ENGAGEMENT

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Date: January 2023

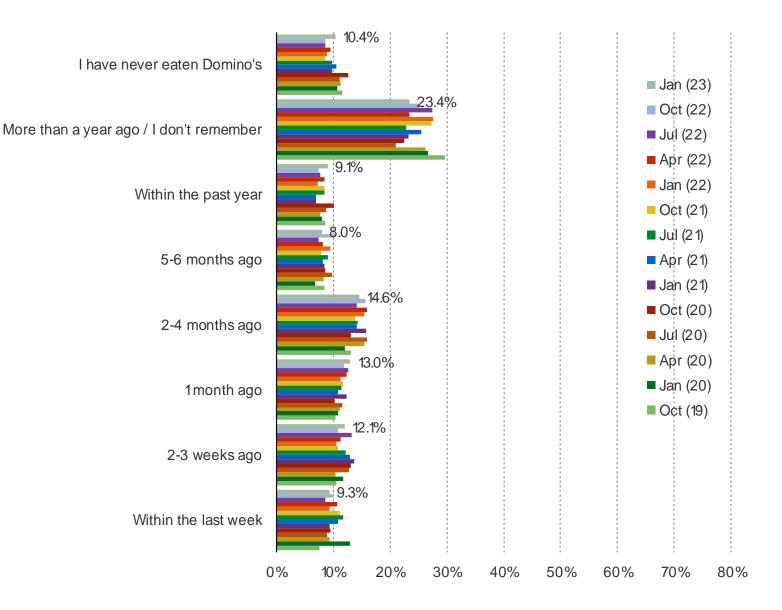
Audience: 1,500 US Consumers

DPZ and Food Delivery Apps

PIZZA

WHEN WAS THE LAST TIME YOU ATE DOMINO'S?

Posed to all respondents.

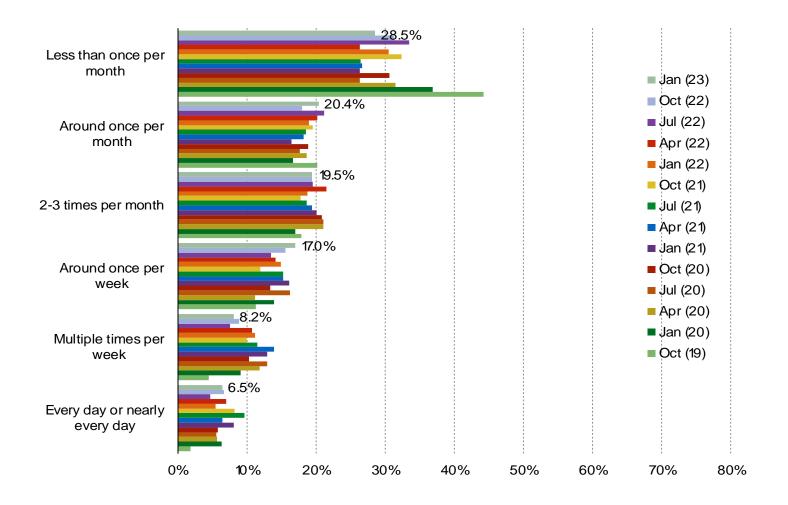


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PIZZA

Audience: 1,500 US Consumers Date: January 2023

HOW FREQUENTLY DO YOU TYPICALLY EAT DOMINO'S?



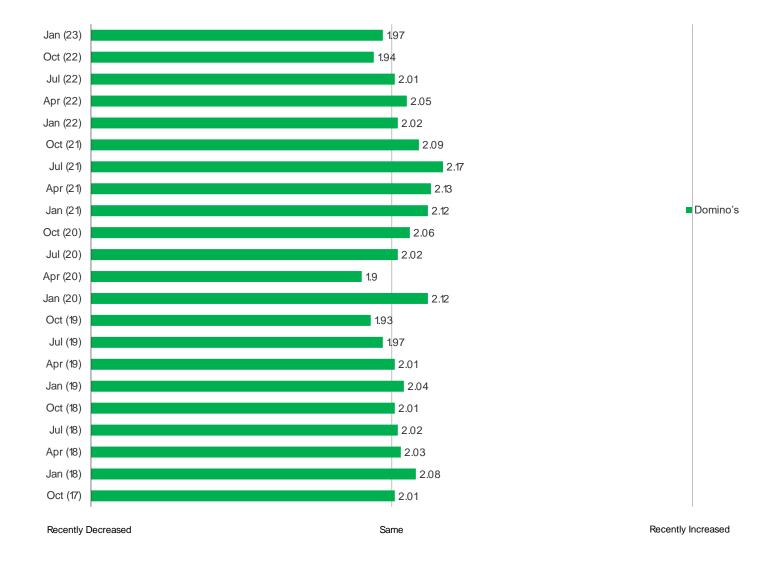
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PIZZA

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HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE AT DOMINO'S?

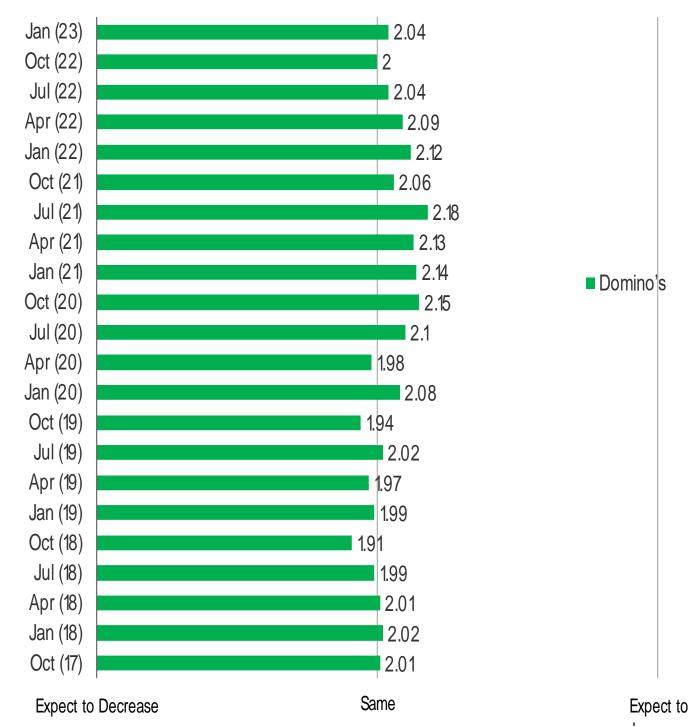


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Audience: 1,500 US Consumers Date: January 2023

PIZZA

GOING FORWARD, DO YOU EXPECT TO CHANGE HOW OFTEN YOU TAKEOUT OR DINE AT DOMINO'S?

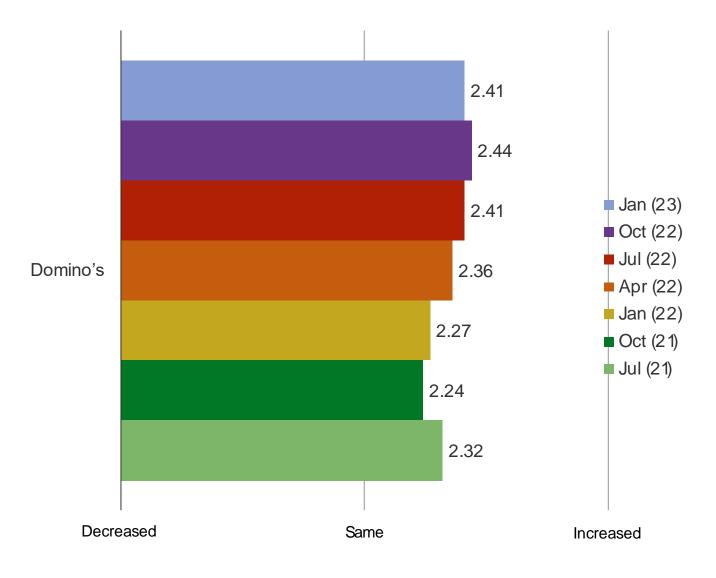


PIZZA

Audience: 1,500 US Consumers Date: January 2023

HAVE YOU NOTICED ANY CHANGES TO MENU PRICES AT THE FOLLOWING RECENTLY?

Posed to respondents who regularly or occasionally eat each of the following.



CATALYSTS AND MOBILE ORDERING

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Date: January 2023

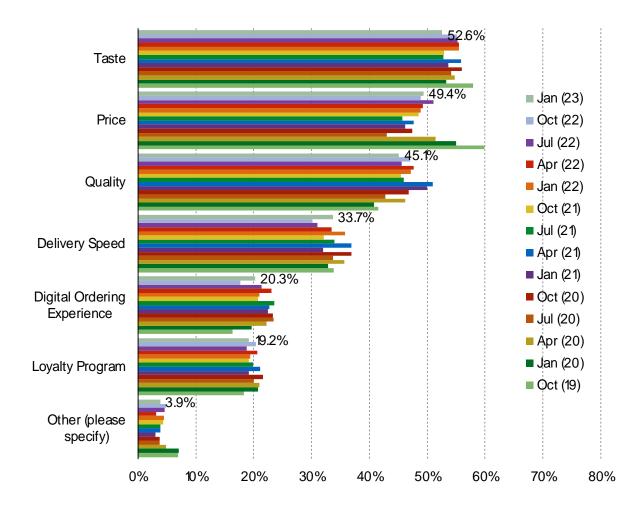
Audience: 1,500 US Consumers

DPZ and Food Delivery Apps

PIZZA

WHY DO YOU EAT DOMINO'S (SELECT ALL THAT APPLY)

Posed to respondents who have eaten Domino's in the past year.



*Of those who filled in "other" most cited reasons related to convenience.

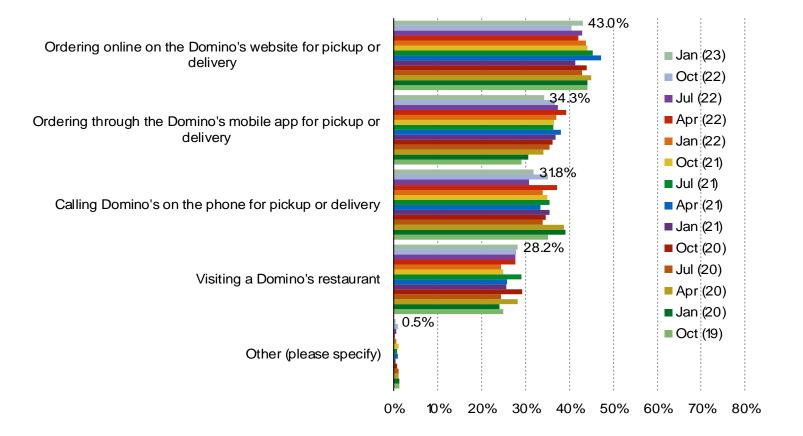
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PIZZA

HOW DO YOU TYPICALLY GET DOMINO'S?



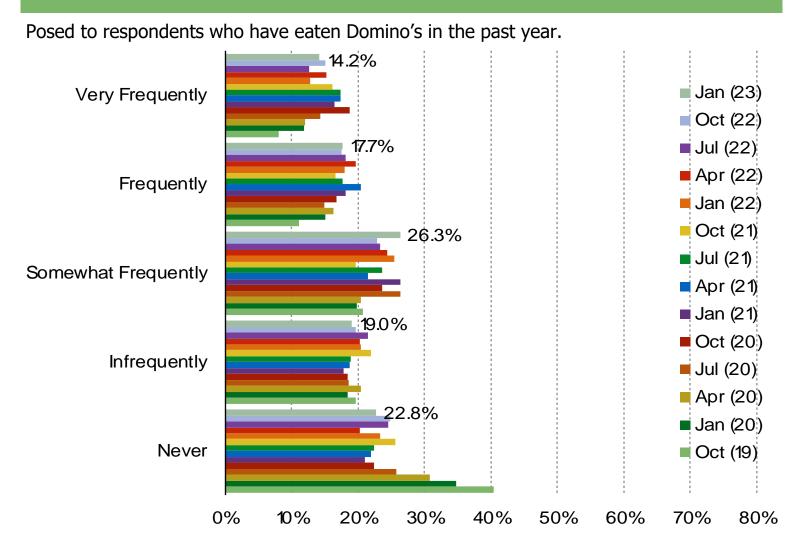
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DPZ and Food Delivery Apps

Audience: 1,500 US Consumers Date: January 2023

PIZZA

HOW OFTEN DO YOU ORDER THROUGH DOMINO'S MOBILE APP?



THIRD PARTY FOOD DELIVERY APPS VS. DPZ

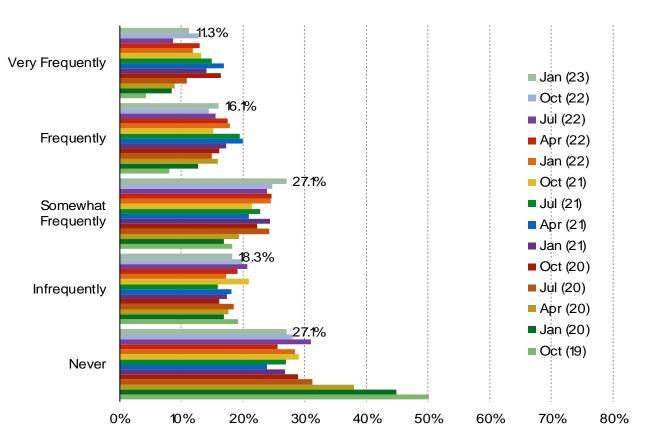
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DPZ and Food Delivery Apps

Audience: 1,500 US Consumers Date: January 2023

PIZZA

HOW OFTEN DO YOU ORDER (FROM ANY RESTAURANT) THROUGH THIRD PARTY FOOD DELIVERY APPS? (IE. UBER EATS, DOOR DASH, POSTMATES, GRUBHUB, ETC)

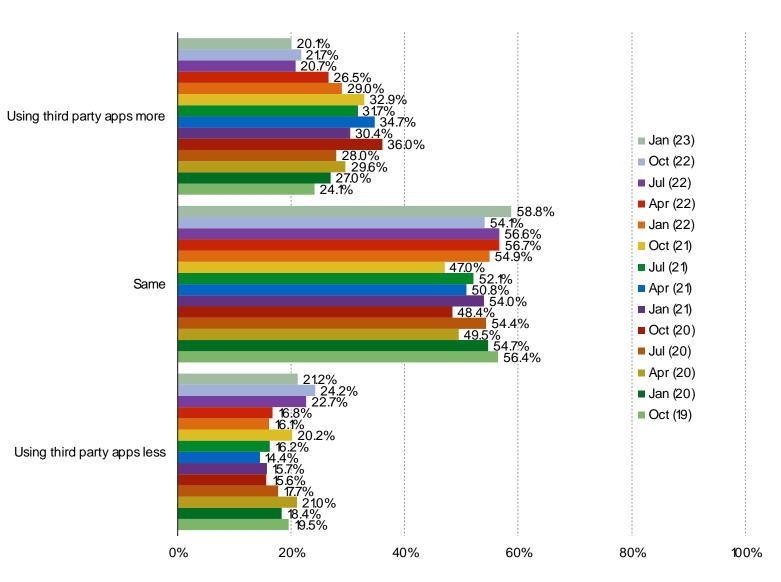


Audience: 1,500 US Consumers Date: January 2023

PIZZA

HAVE YOU BEEN USING THIRD PARTY FOOD DELIVERY APPS (UBER EATS, DOOR DASH, POSTMATES, GRUBHUB, ETC) MORE OR LESS OVER TIME?

Posed to respondents who have eaten Domino's in the past year AND order from third party food delivery apps.



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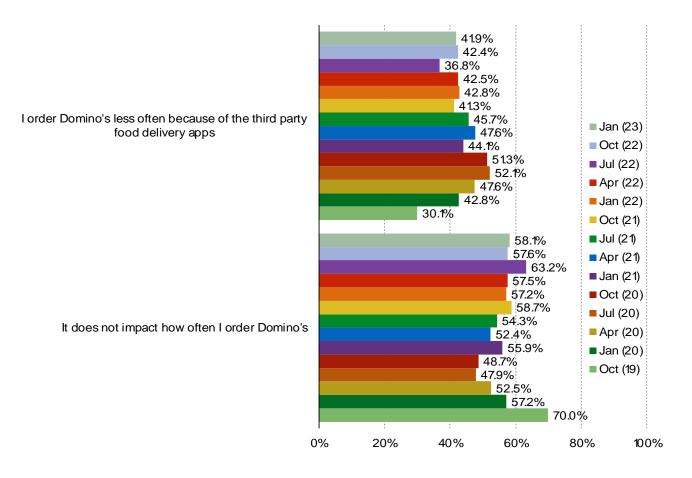
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PIZZA

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DOES YOUR USAGE OR THIRD PARTY FOOD DELIVERY APPS (UBER EATS, DOOR DASH, POSTMATES, GRUBHUB, ETC) HAVE ANY IMPACT ON HOW OFTEN YOU ORDER DOMINO'S?

Posed to respondents who have eaten Domino's in the past year AND order from third party food delivery apps.



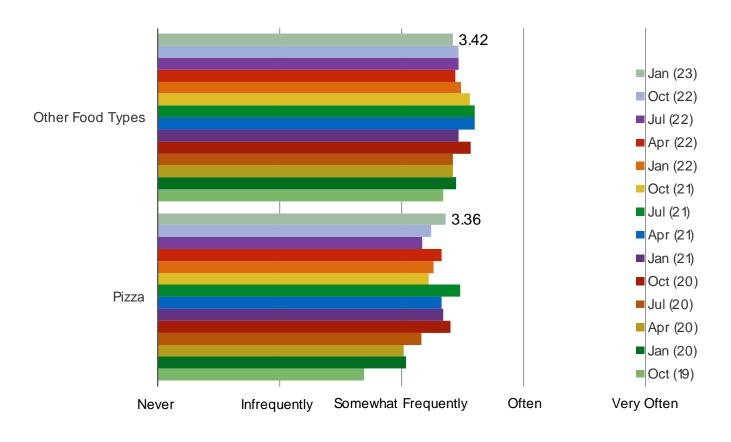
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WHEN YOU ORDER THROUGH THIRD PARTY FOOD DELIVERY APPS, ARE YOU ORDERING PIZZA OR OTHER FOOD TYPES?

Posed to respondents who have eaten Domino's in the past year AND order from third party food delivery apps.



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PIZZA

WOULD YOU ESTIMATE THAT YOU HAVE BEEN INCREASING OR REDUCING YOUR CONSUMPTION OF DOMINO'S OVER THE PAST YEAR OR SO?

