

Bespoke Survey Research

July 2023

Coffee

Volume 24 | Quarterly Survey
1,500 US Consumers Balanced To Census
Tickers Covered: SBUX, DNKN, MCD.

KPIs and Key questions

COFFEE DRINKING FREQUENCY

Coffee drinking frequency has declined a bit q/q, but is generally in-line with the ranges we have observed historically.

COFFEE MIX

Consumers continue to prefer hot coffee over iced coffee/cold brew. Over the history of our time series, iced coffee has gained in popularity.

CHAINS VS LOCAL COFFEE SHOPS

Consumers continue to slightly favor chains like Starbucks and Dunkin. We have not seen a major shift in this dynamic over the history of our time series.

Noteworthy Stats:

32.7% Of respondents who drink coffee at least infrequently prefer hot coffee.

24.2% Of respondents who drink coffee at least infrequently prefer iced coffee.

55.5% Of respondents drink coffee frequently to very frequently.

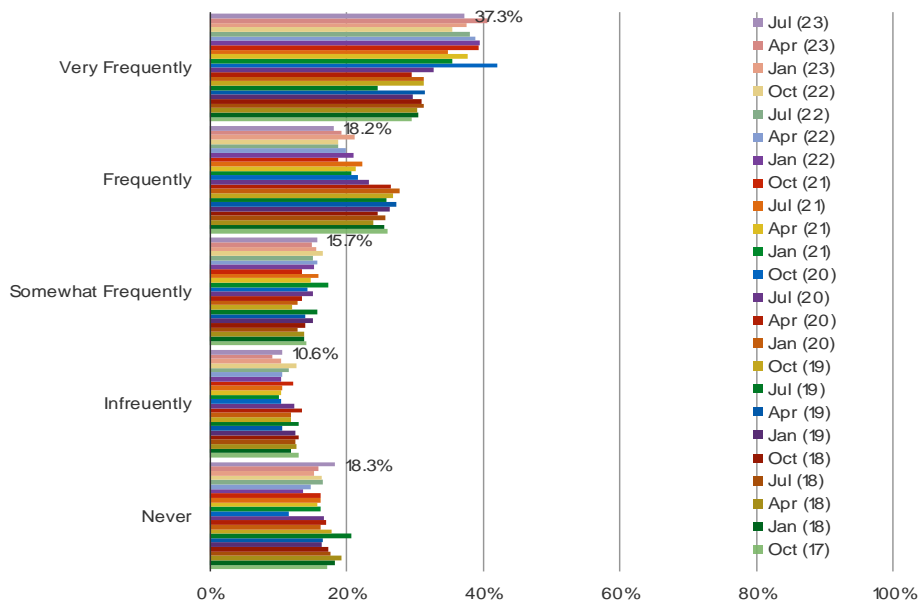
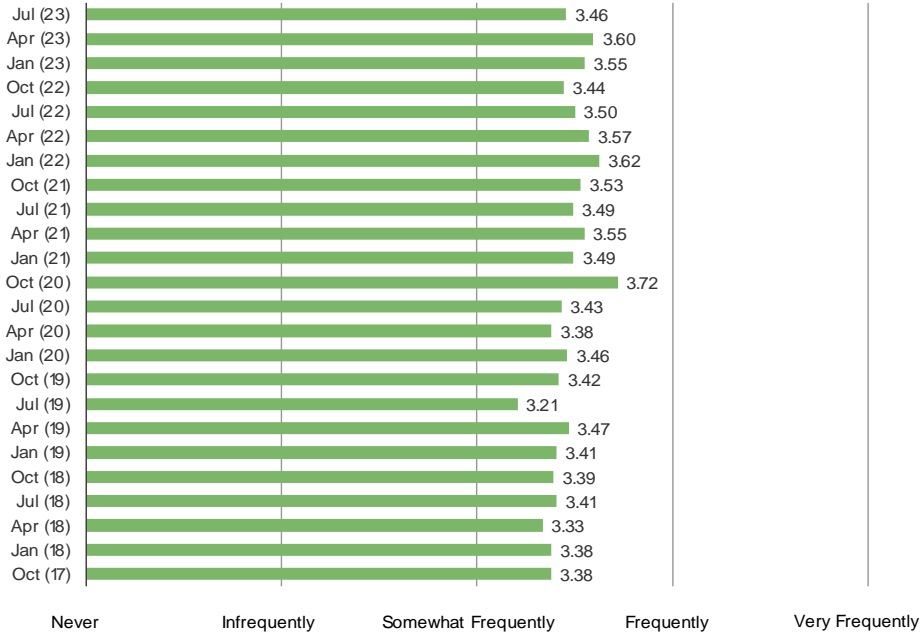
Coffee

COFFEE US

US DATA

HOW OFTEN DO YOU DRINK COFFEE?

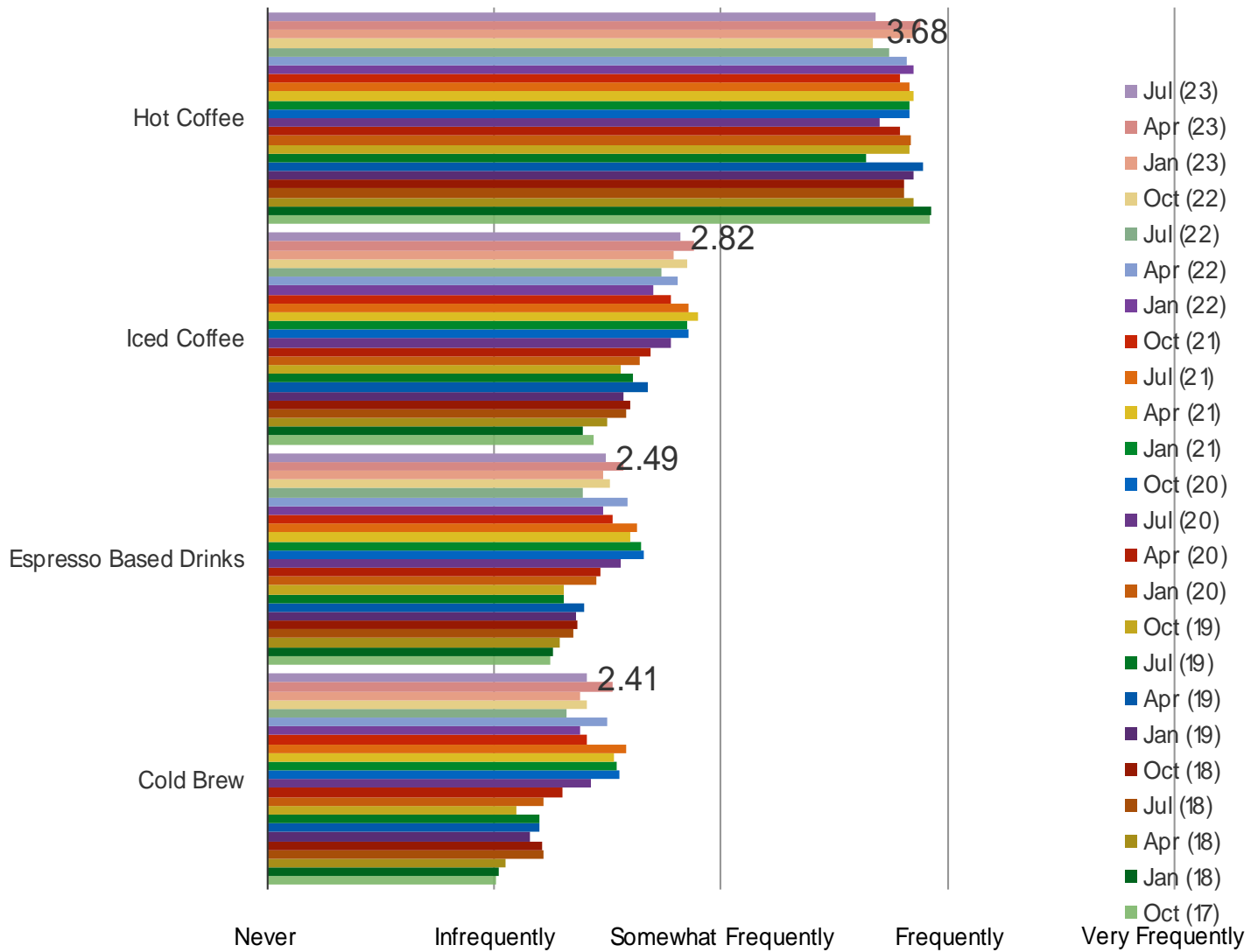
Posed to all respondents.



US DATA

HOW OFTEN DO YOU DRINK THE FOLLOWING?

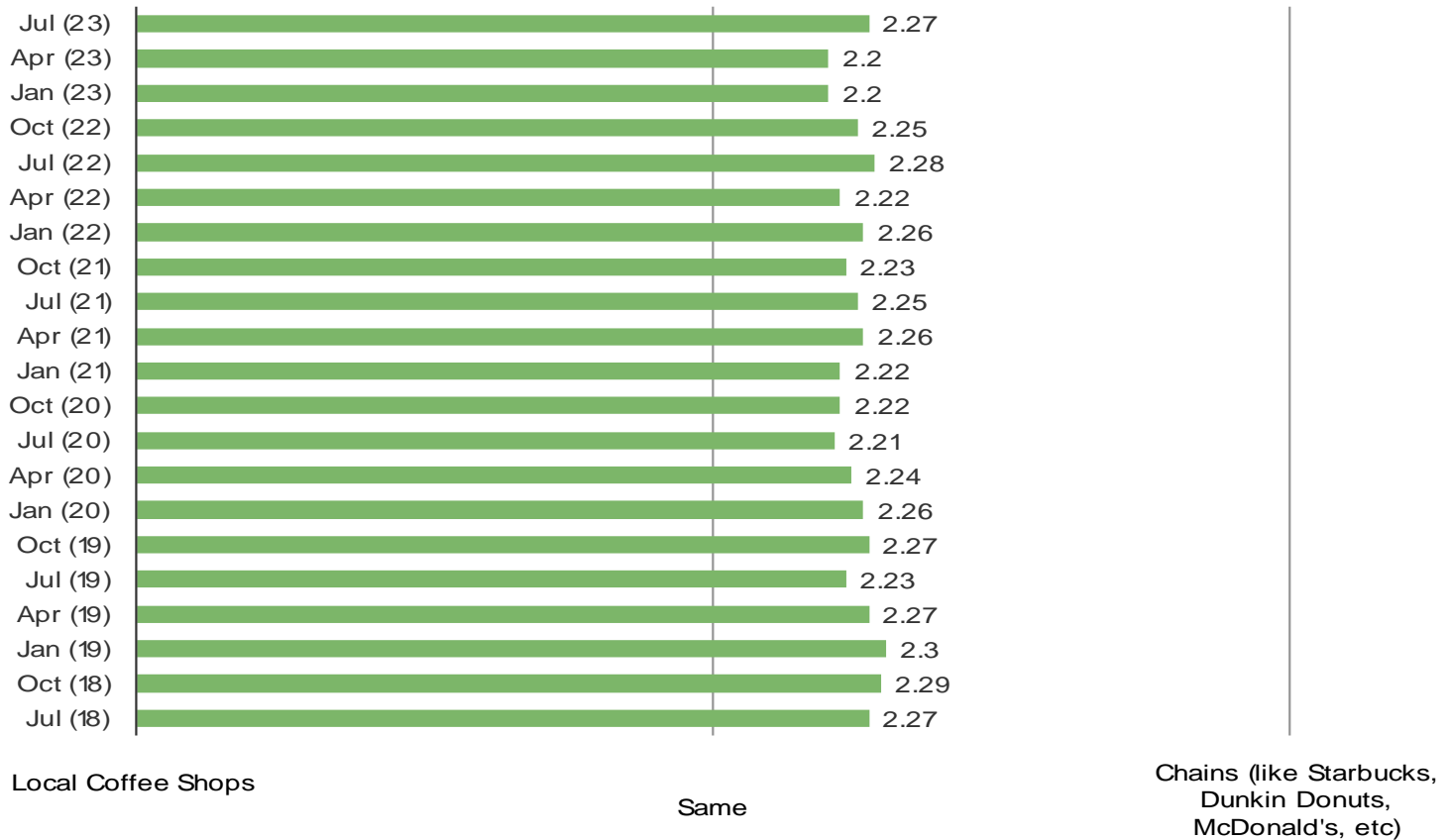
Posed to respondents who drink coffee at least infrequently.



US DATA

WHERE DO YOU PREFER TO GET COFFEE?

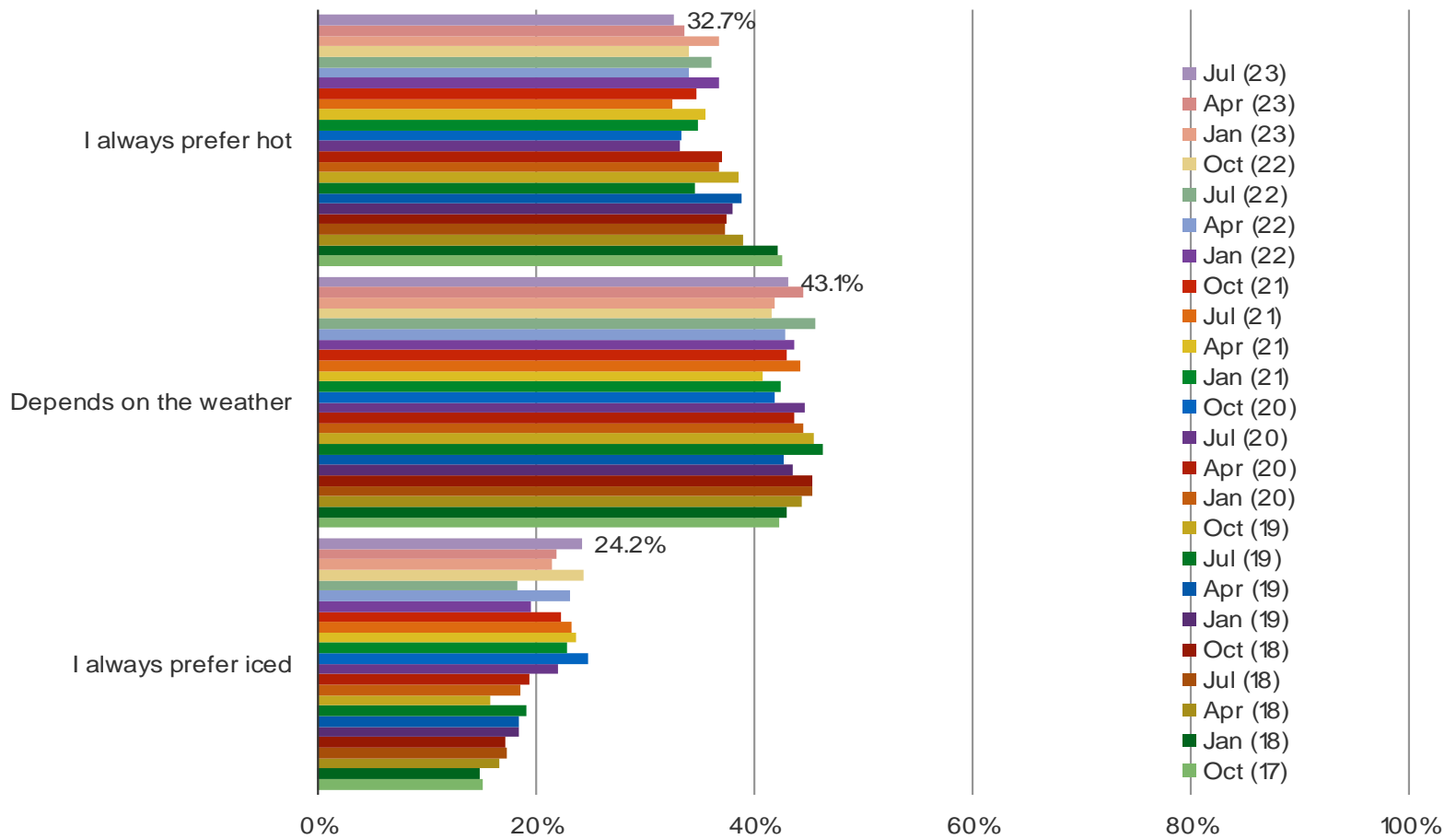
Posed to respondents who drink coffee at least infrequently.



US DATA

DO YOU PREFER ICED OR HOT COFFEE TYPE OF DRINKS?

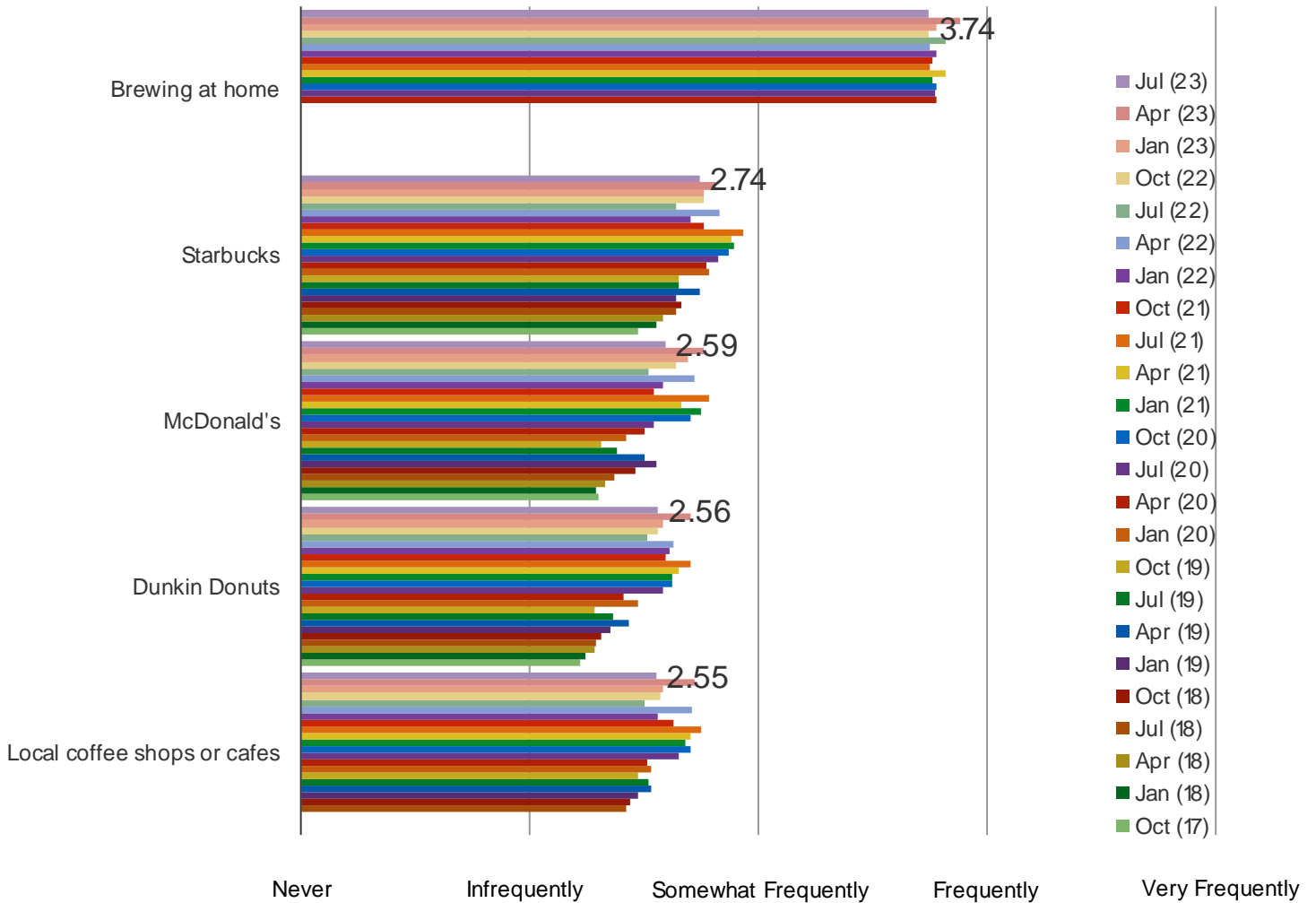
Posed to respondents who drink coffee at least infrequently.



US DATA

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

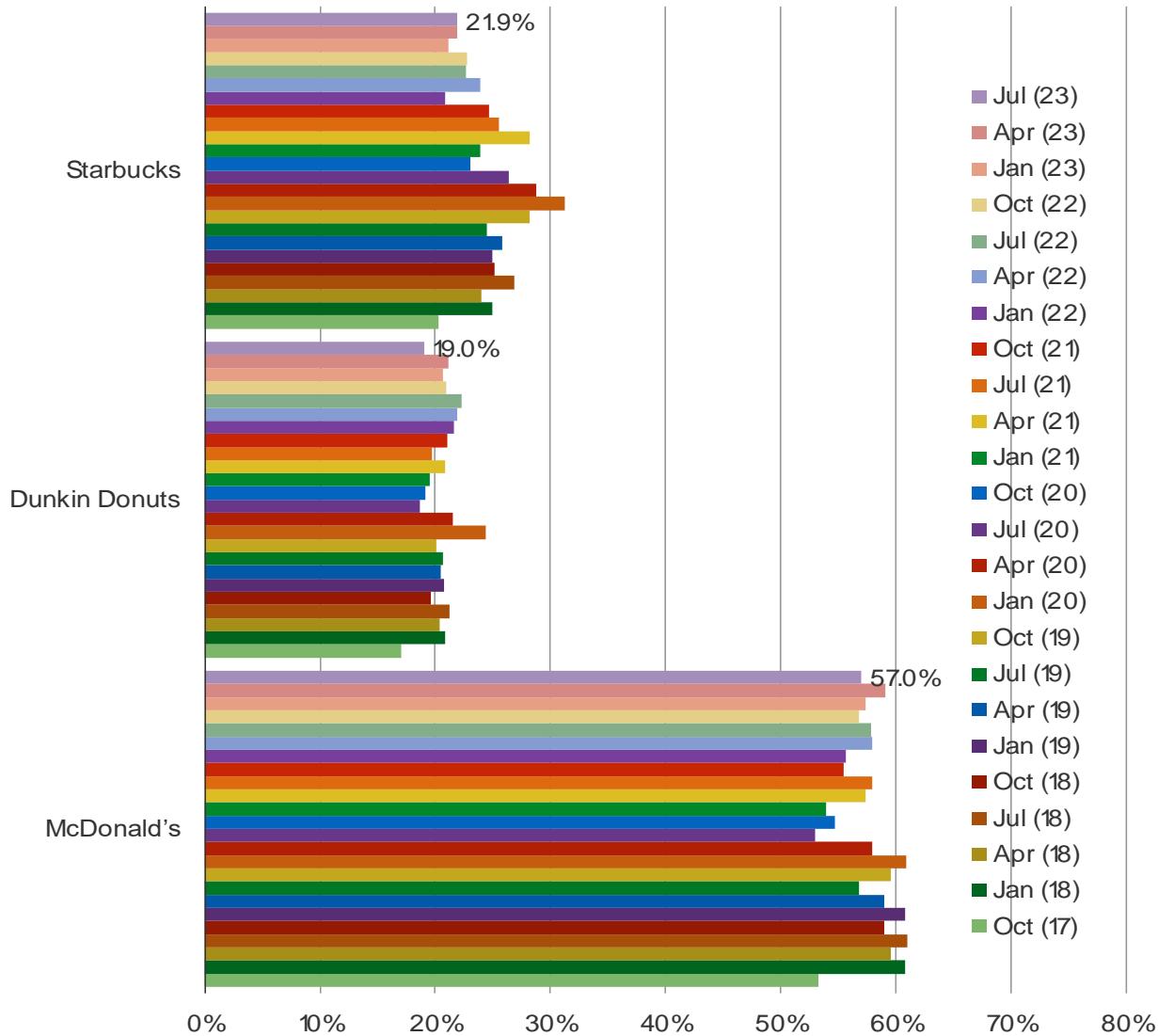
Posed to respondents who drink coffee at least infrequently.



US DATA

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

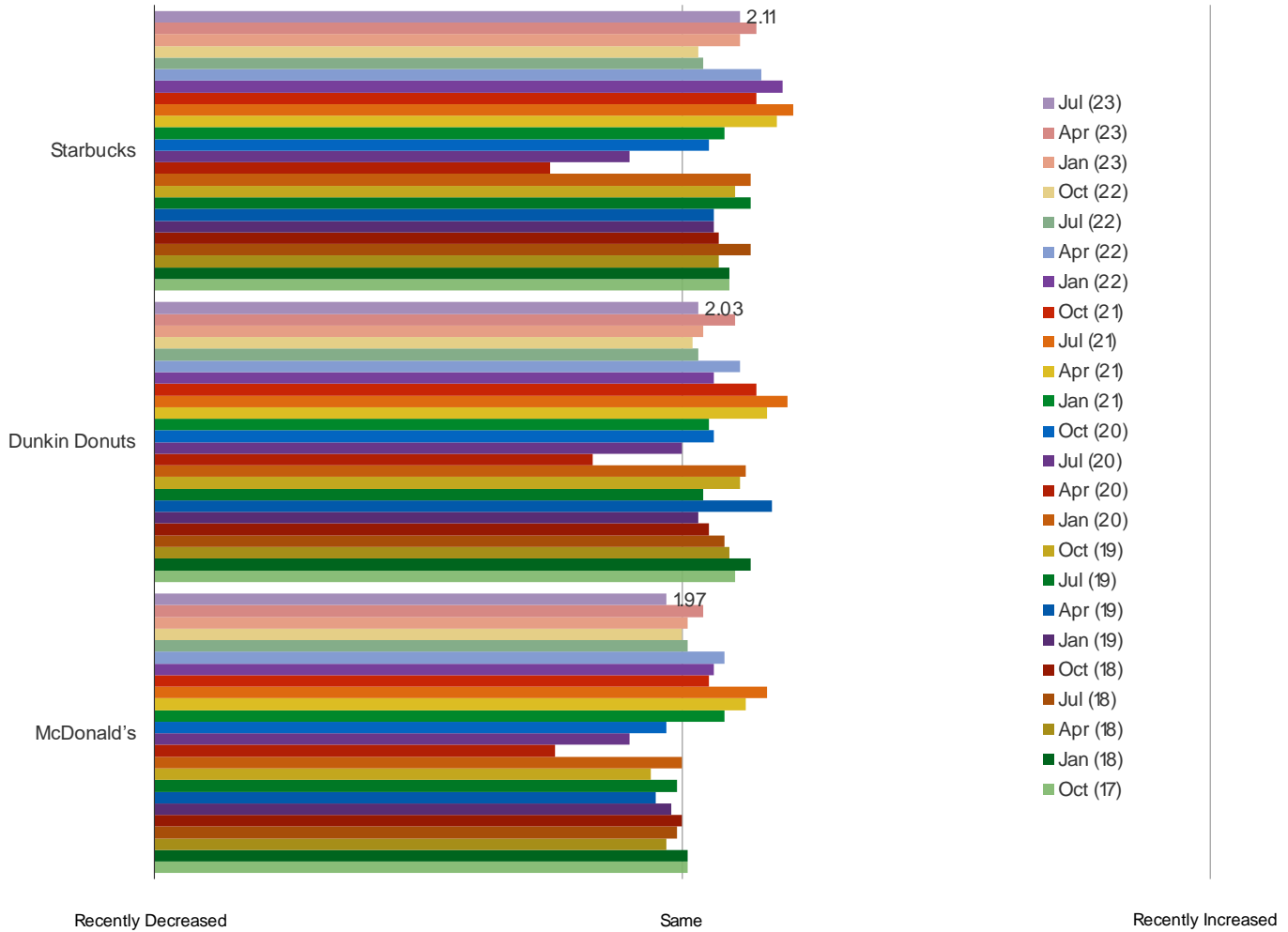
Posed to respondents who drink coffee at least infrequently.



US DATA

HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

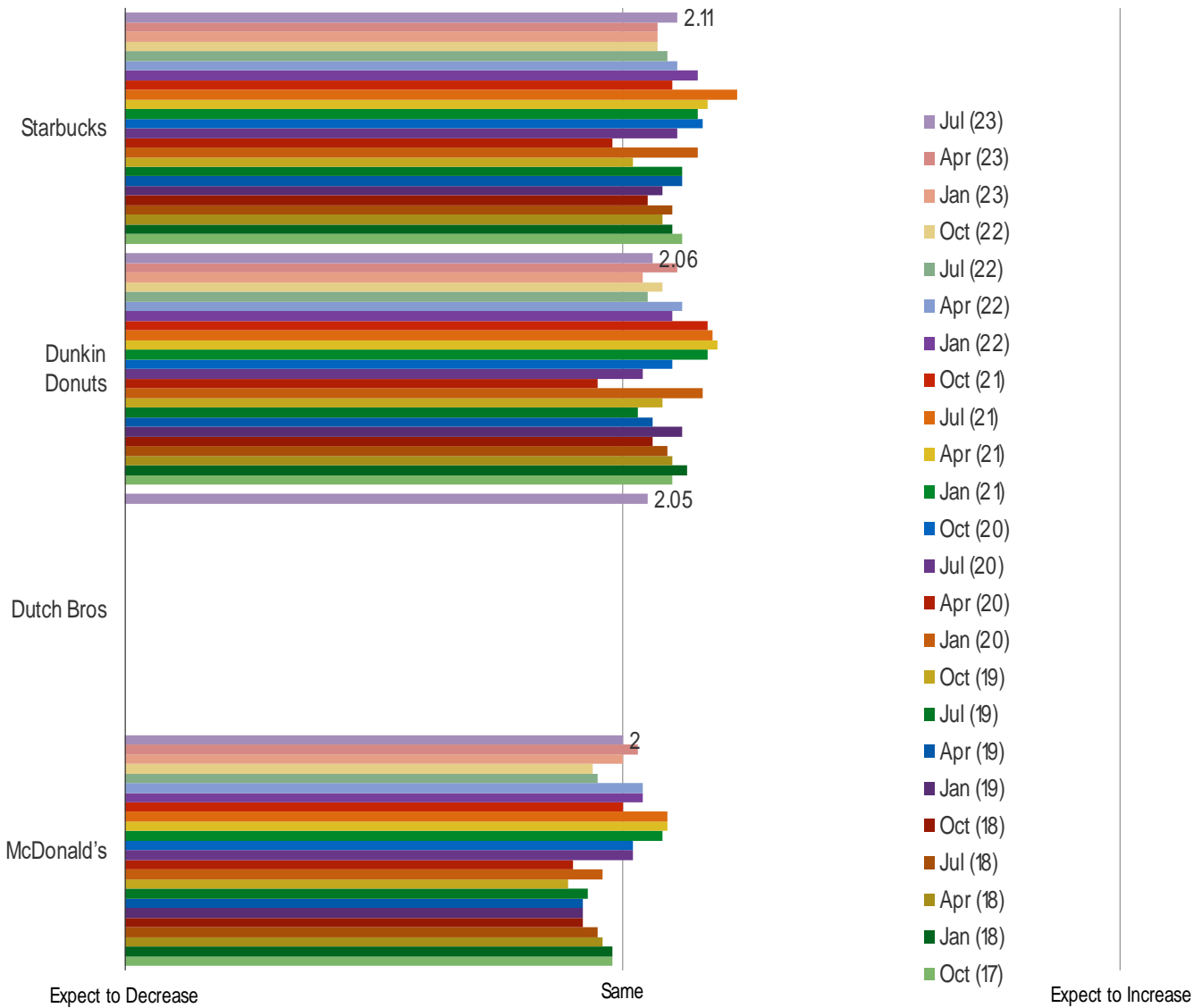
Posed to respondents who use the following regularly or occasionally.



US DATA

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

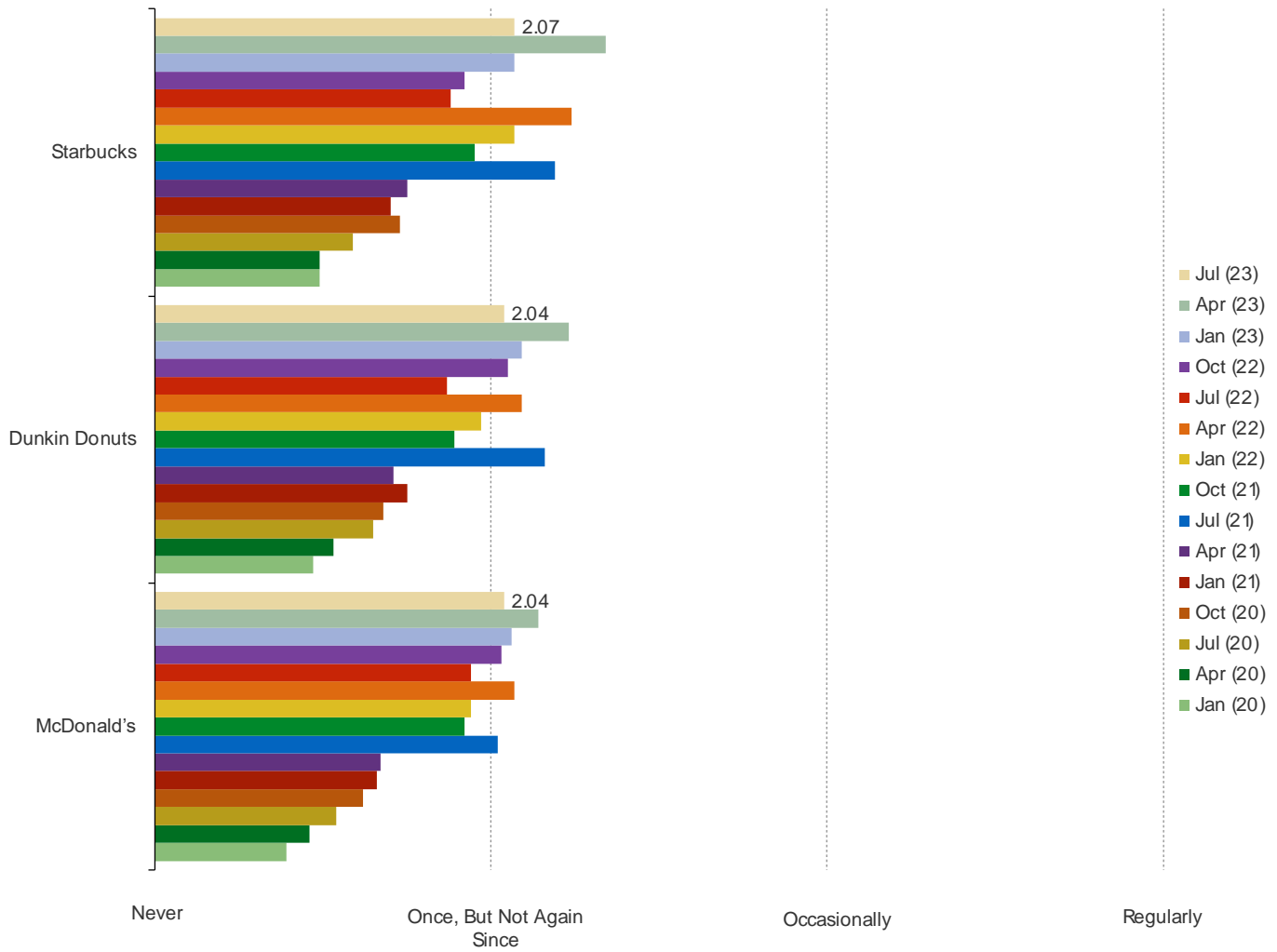
Posed to respondents who use the following regularly or occasionally.



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.

