

Bespoke Survey Research

October 2023

Coffee

Volume 25 | Quarterly Survey
1,500 US Consumers Balanced To Census
Tickers Covered: SBUX, DNKN, MCD.

KPIs and Key questions

COFFEE DRINKING FREQUENCY

Coffee drinking frequency stays generally consistent over time and has inched higher since the start of our tracking in 2017.

COFFEE MIX

Over the history of our survey, iced coffee and cold brew have gained in popularity with consumers. Hot coffee remains the most popular option, but has very slowly declined in frequency amidst colder selections gaining.

CHAINS VS LOCAL COFFEE SHOPS

Consumers slightly favor chains like Starbucks and Dunkin vs. local coffee shops.

Noteworthy Stats:

35.0% Of respondents who drink coffee at least infrequently prefer hot coffee.

24.7% Of respondents who drink coffee at least infrequently prefer iced coffee.

56.3% Of respondents drink coffee frequently to very frequently.

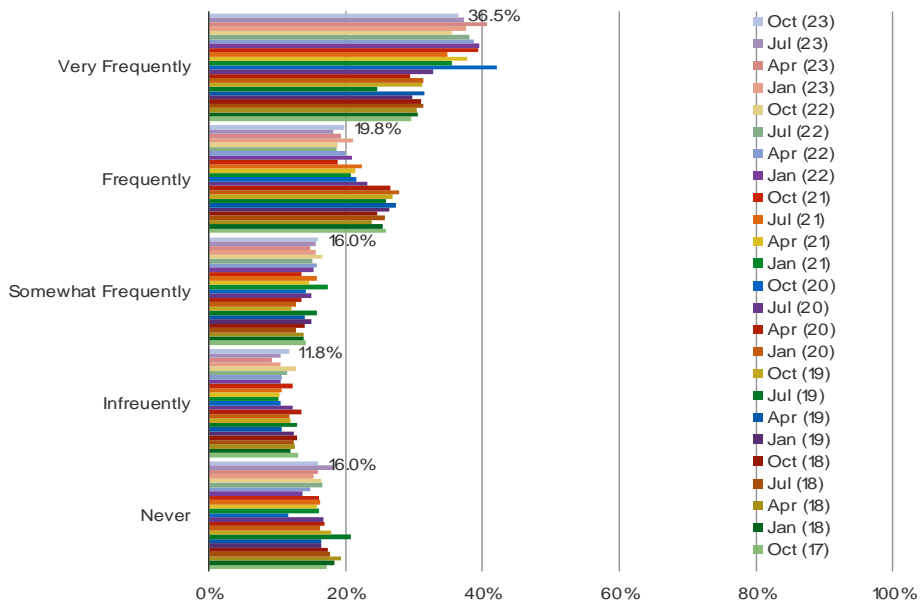
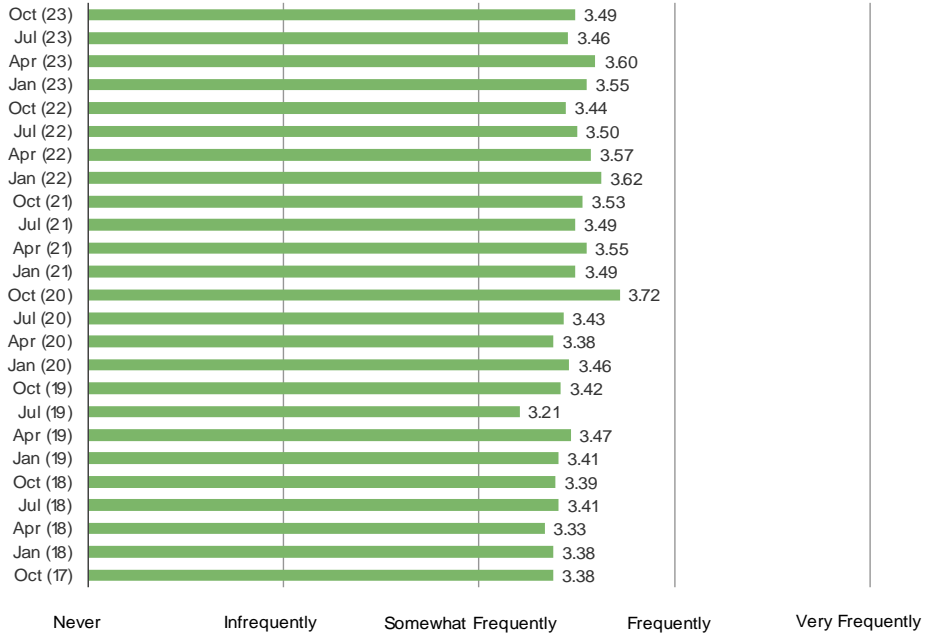
Coffee

COFFEE US

US DATA

HOW OFTEN DO YOU DRINK COFFEE?

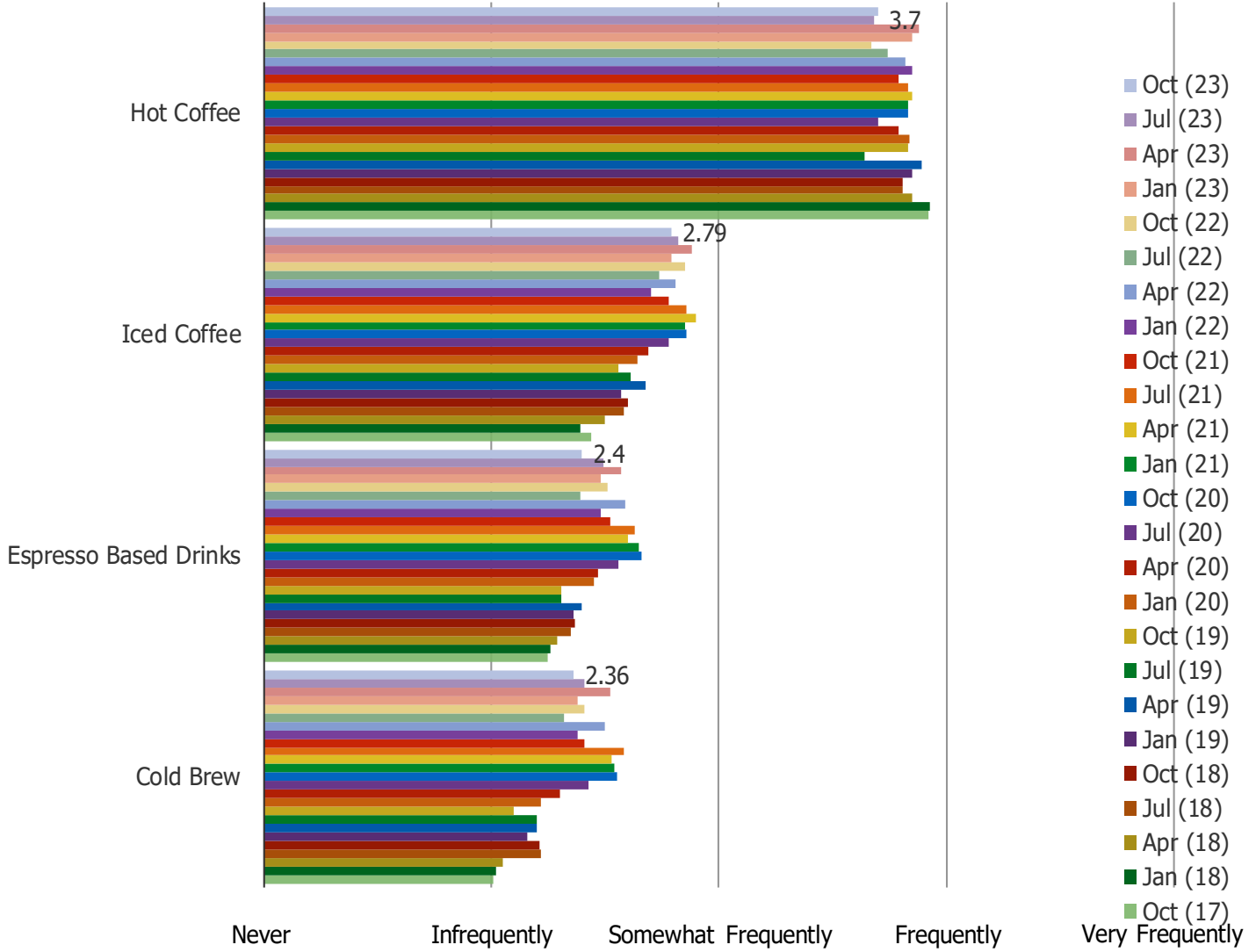
Posed to all respondents.



US DATA

HOW OFTEN DO YOU DRINK THE FOLLOWING?

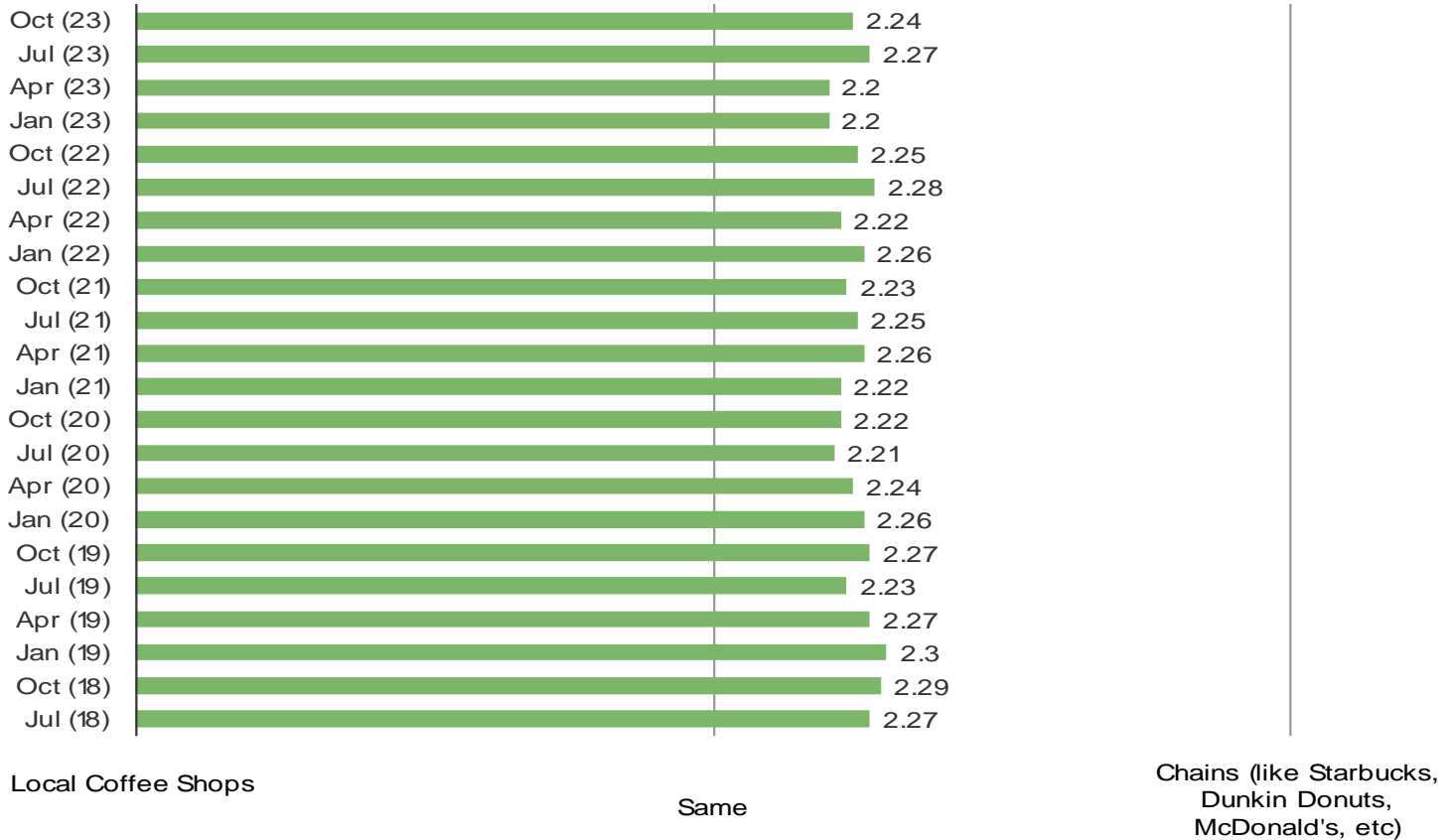
Posed to respondents who drink coffee at least infrequently.



US DATA

WHERE DO YOU PREFER TO GET COFFEE?

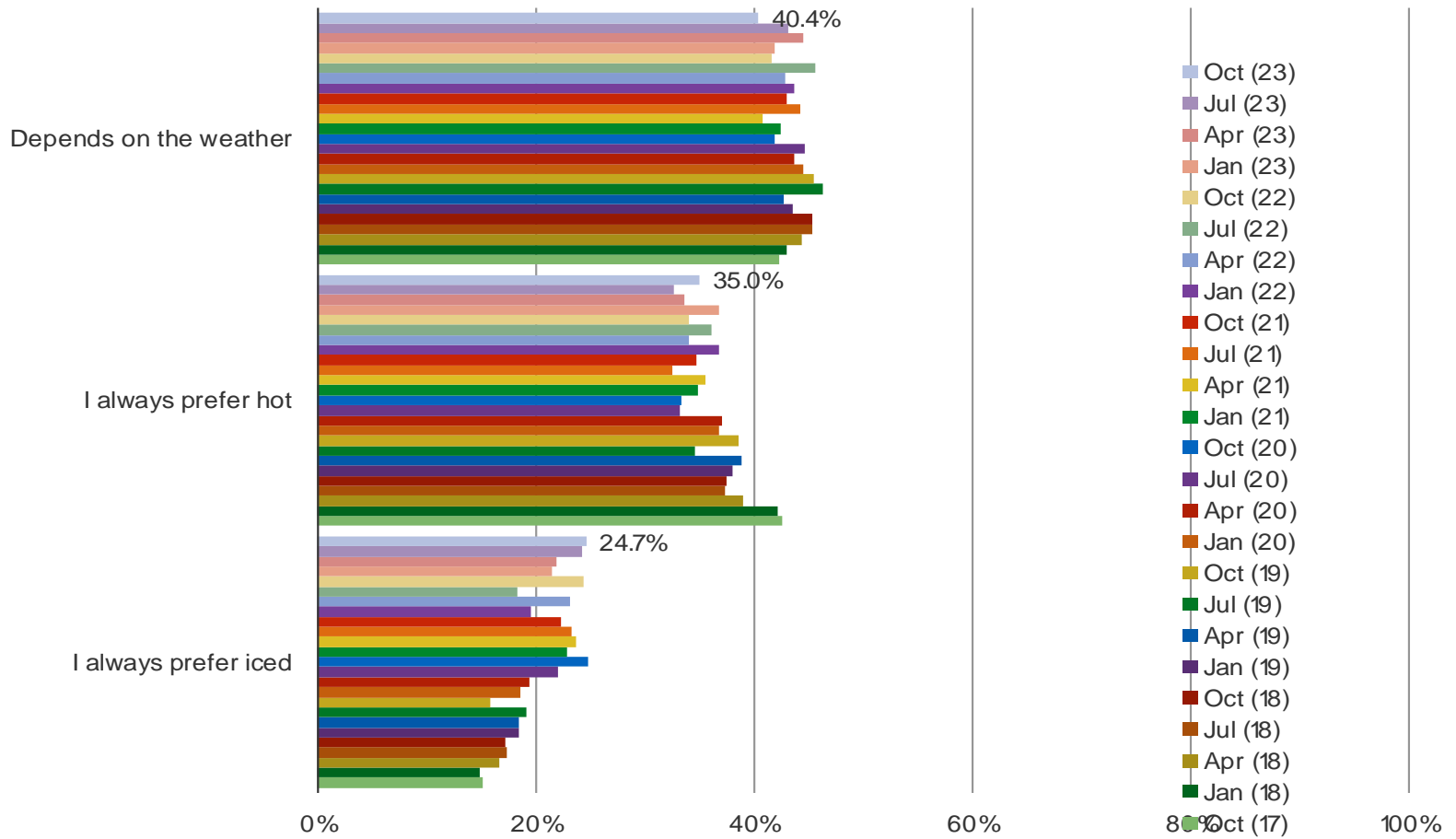
Posed to respondents who drink coffee at least infrequently.



US DATA

DO YOU PREFER ICED OR HOT COFFEE TYPE OF DRINKS?

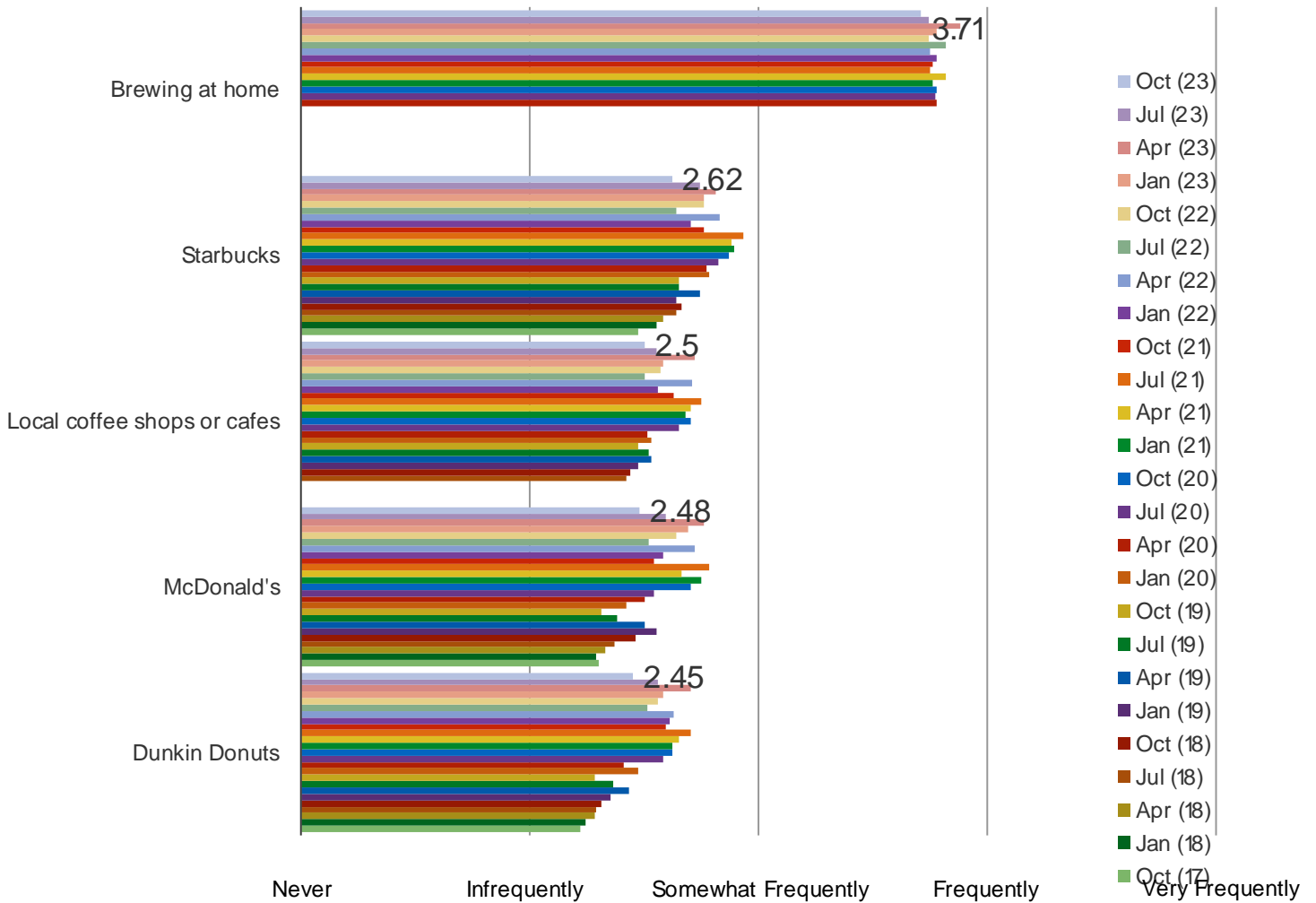
Posed to respondents who drink coffee at least infrequently.



US DATA

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

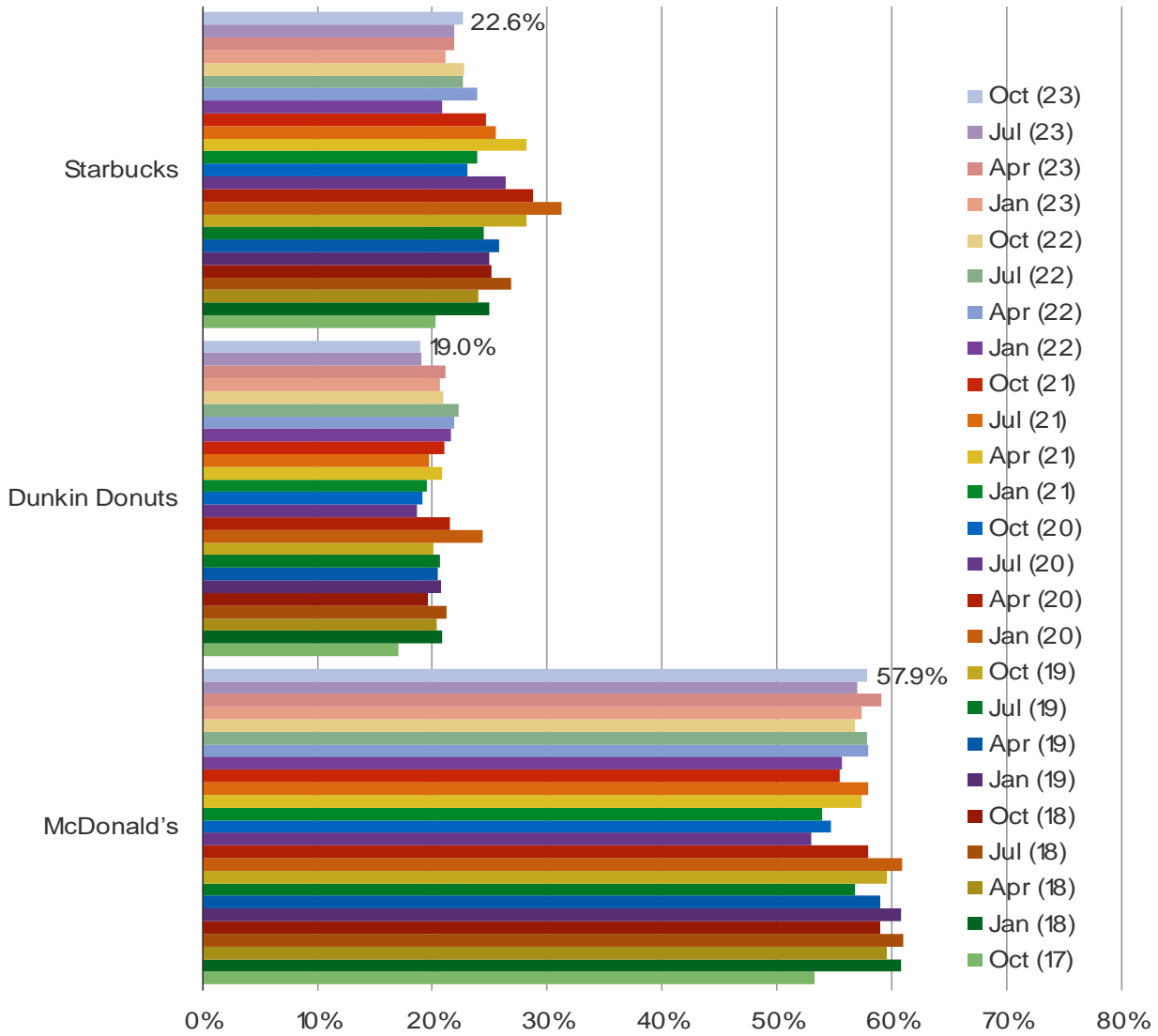
Posed to respondents who drink coffee at least infrequently.



US DATA

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

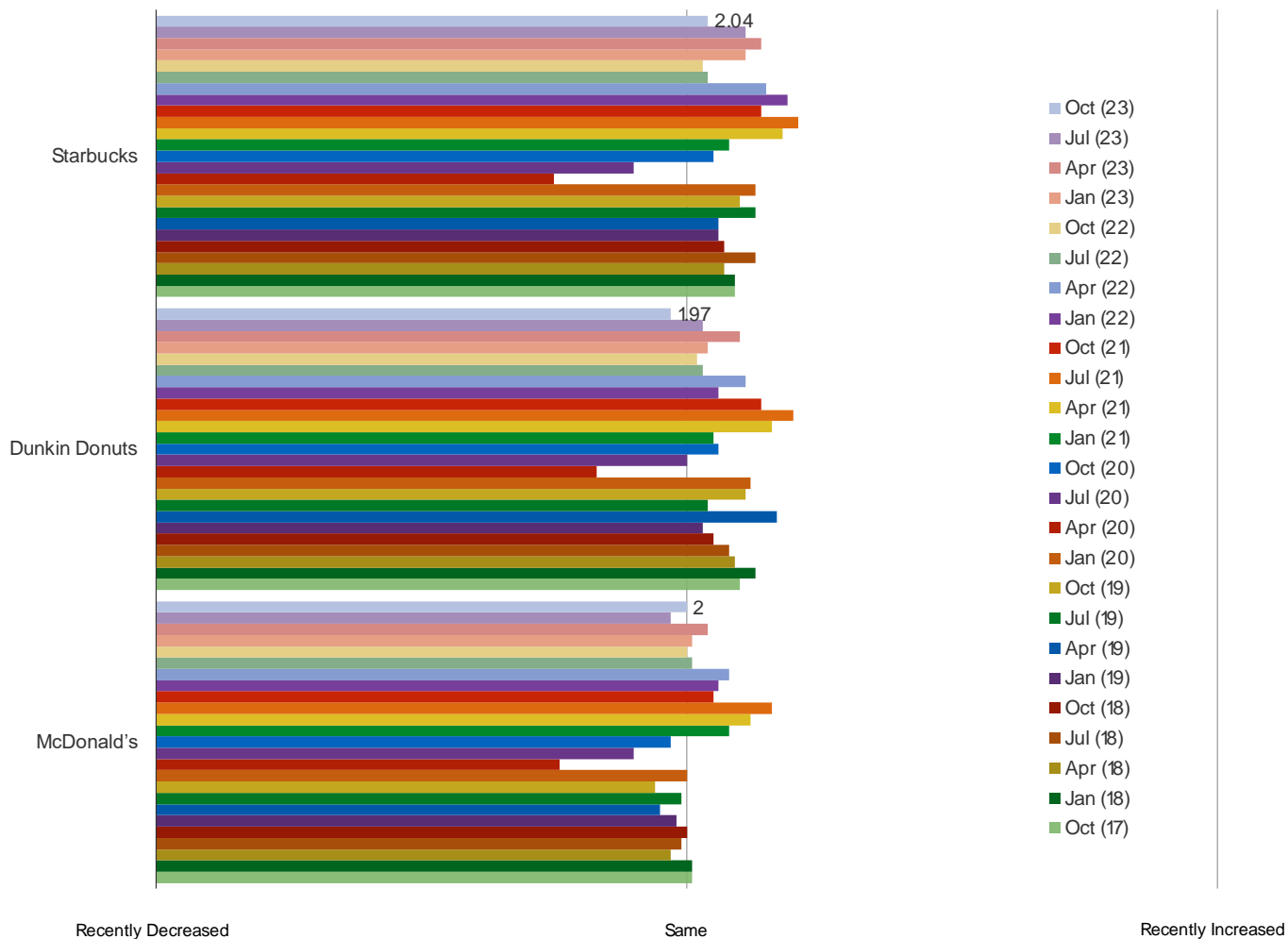
Posed to respondents who drink coffee at least infrequently.



US DATA

HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

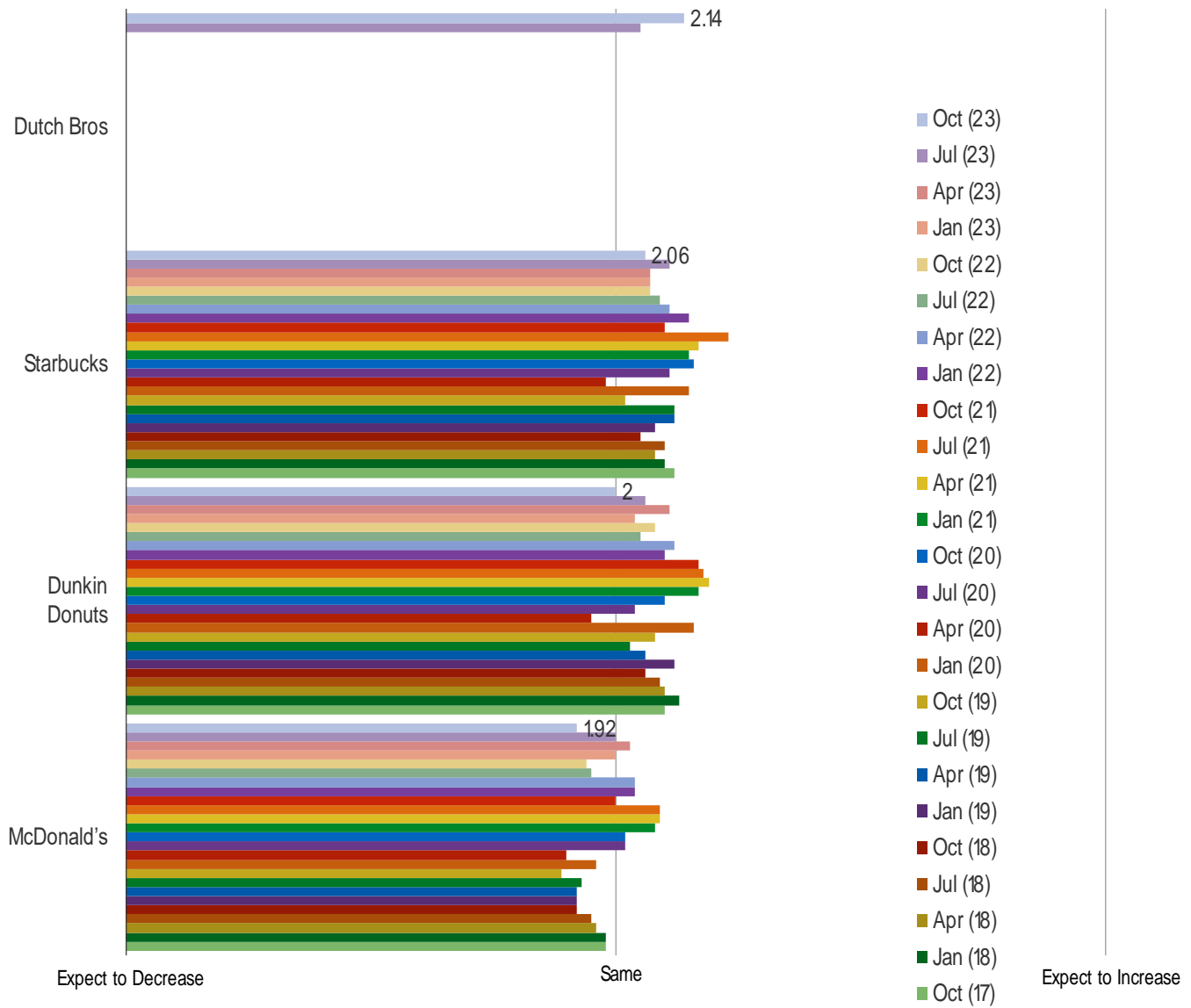
Posed to respondents who use the following regularly or occasionally.



US DATA

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

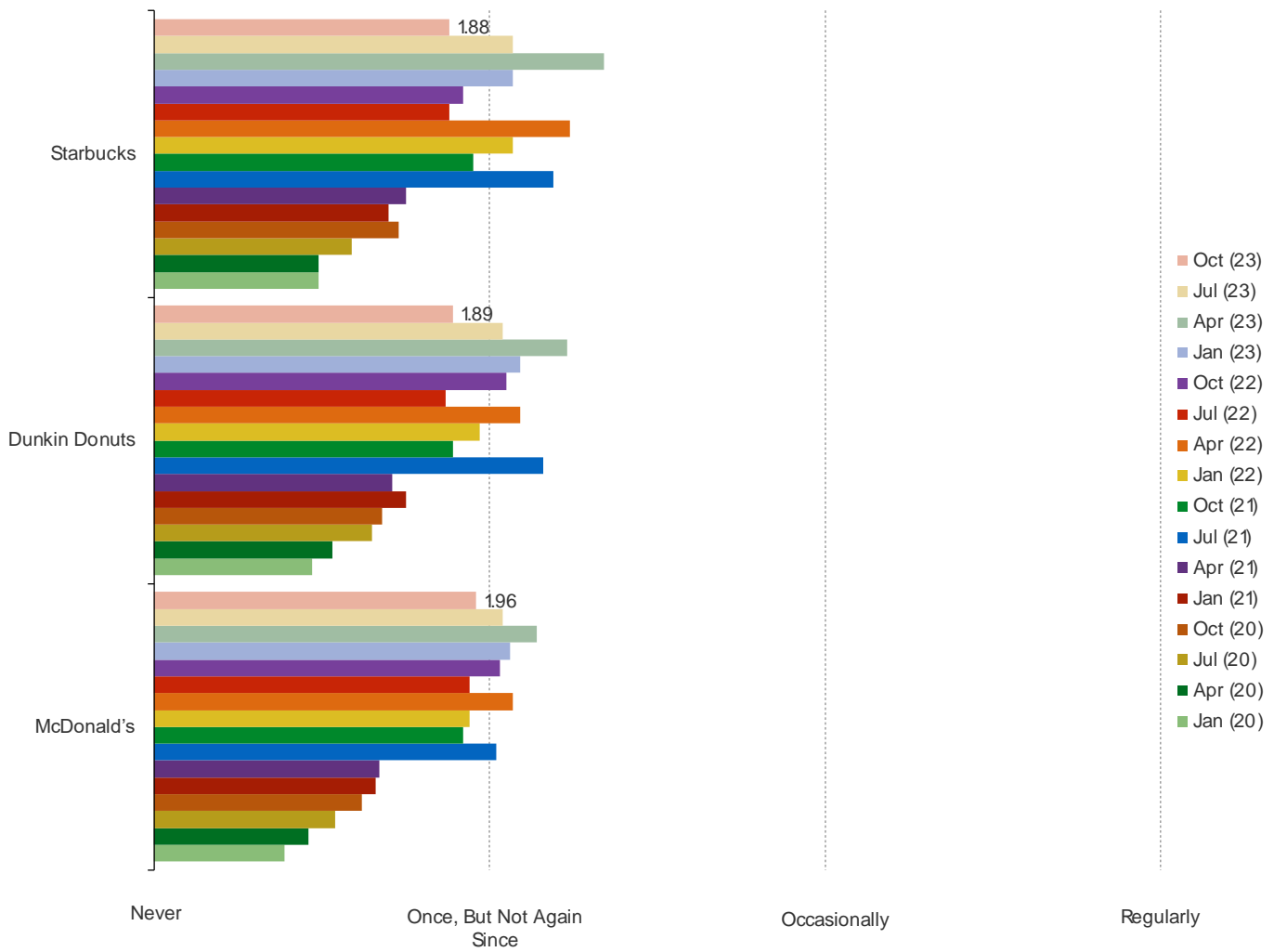
Posed to respondents who use the following regularly or occasionally.



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.

