

BESPOKE SURVEYS Coffee and Donuts, Vol 29 1,250 Consumers Per Wave, Balanced to Census

October 2024

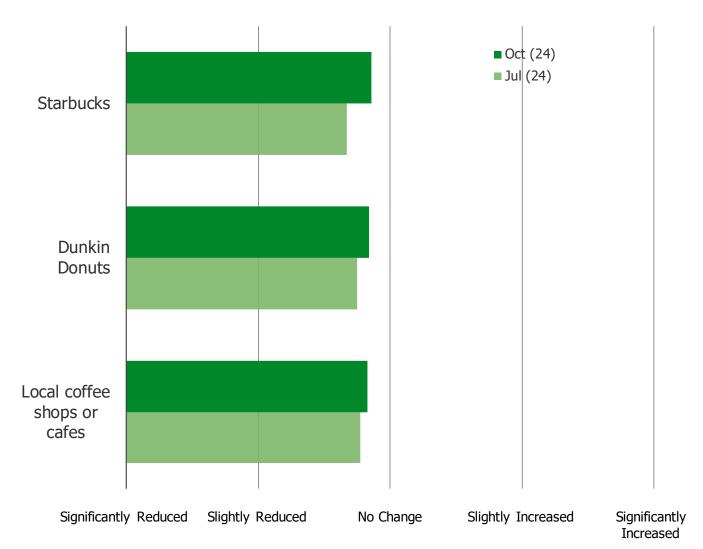
Coffee

NEW QUESTIONS

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

HAVE YOU CHANGED YOUR USAGE OF THE FOLLOWING IN THE PAST MONTH OR SO?

Posed to customers of each of the following.



YOU MENTIONED THAT YOU HAVE REDUCED YOUR USAGE OF THE FOLLOWING IN THE PAST MONTH OR SO. WHY HAVE YOU REDUCED YOUR USAGE OF THE FOLLOWING?

Posed to all respondents who have reduce their usage of the below in the past month or so.

Starbucks





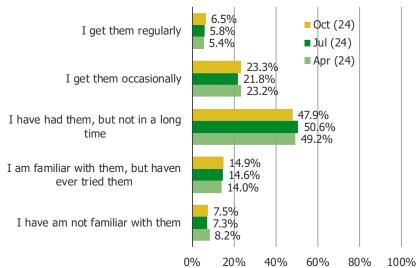
Dunkin

Local Coffee Shops



WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH KRISPY KREME DONUTS?

Posed to all respondents.



Cross-Tab Analysis

I get them regularly	,	17. 5.7% 6.5%	5%	F	1cDonal requent requent	ly to V	
I get them occasionally	/	2	28.09 26.5% 23.3%	% ∎N	IcDonald Lustome	j's	
I have had them, but not in a long time			32.	5% ∎ 48. 48. 47.8	II Respo 9% 8%	ndent	S
I am familiar with them, but haven ever tried them		14.5 12.39 14.9	%				
I have am not familiar with them		7.5% 6.7% 7.5%					
	0%	20%	40%	60	% 80	%	L00%

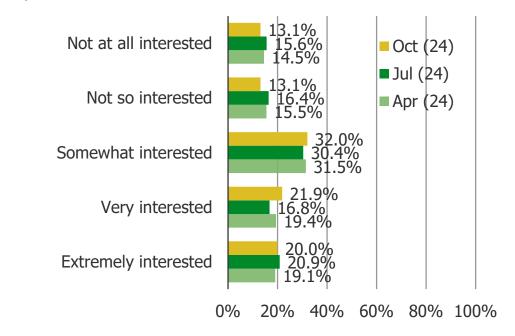
	N=
All Respondents	999
McDonald's Customers	601
McDonald's Coffee: Frequently to Very Frequently	200

BESPOKE Surveys Coffee | October 2024

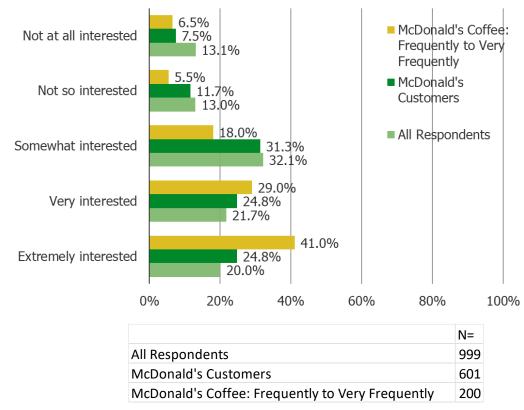
US DATA

HOW MUCH INTEREST WOULD YOU HAVE IN BEING ABLE TO BUY KRISPY KREME DONUTS AT MCDONALD'S?

Posed to all respondents.



Cross-Tab Analysis:

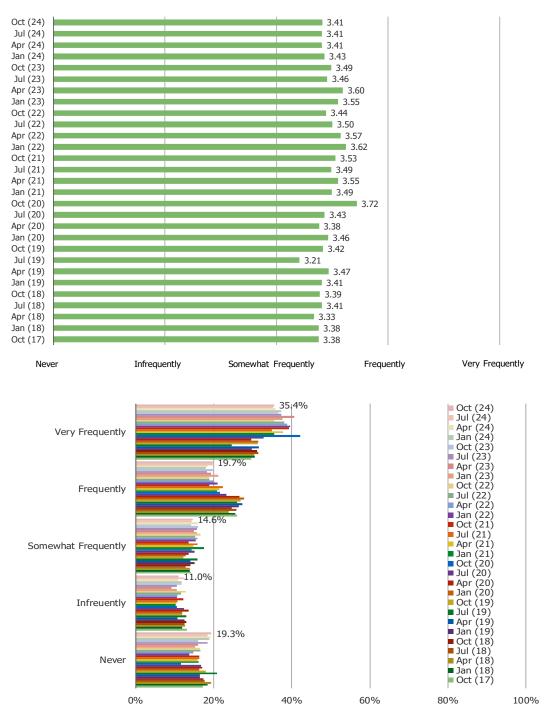


Coffee

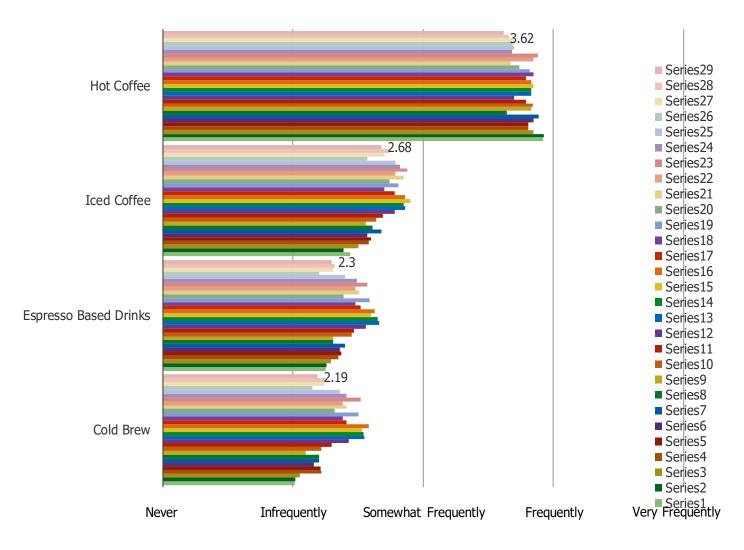
COFFEE US

HOW OFTEN DO YOU DRINK COFFEE?

Posed to all respondents.

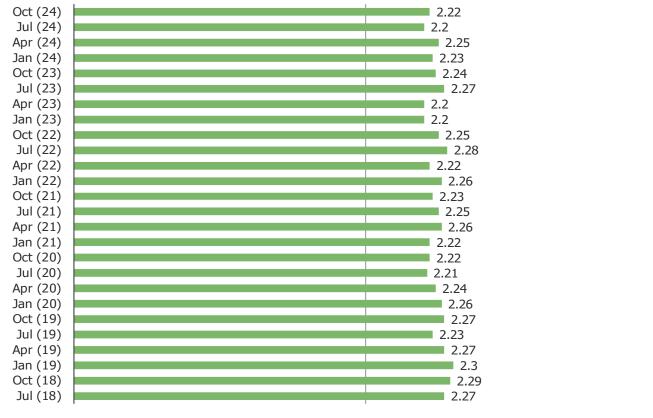


HOW OFTEN DO YOU DRINK THE FOLLOWING?



WHERE DO YOU PREFER TO GET COFFEE?

Posed to respondents who drink coffee at least infrequently.

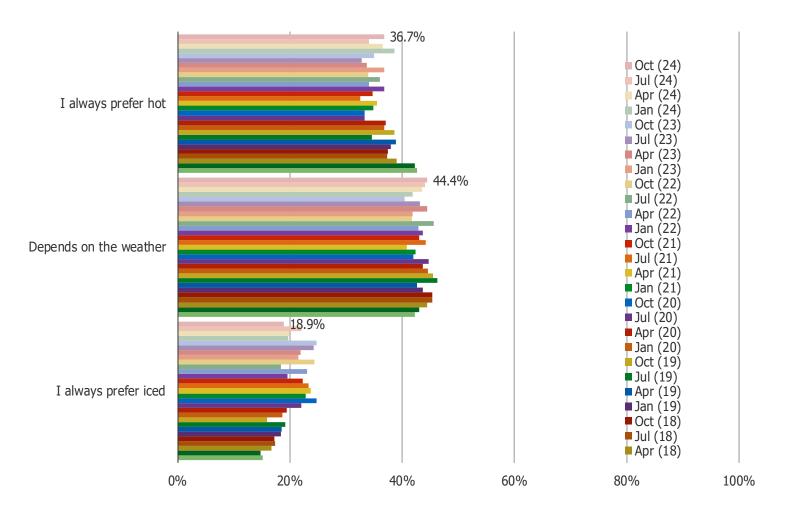


Local Coffee Shops

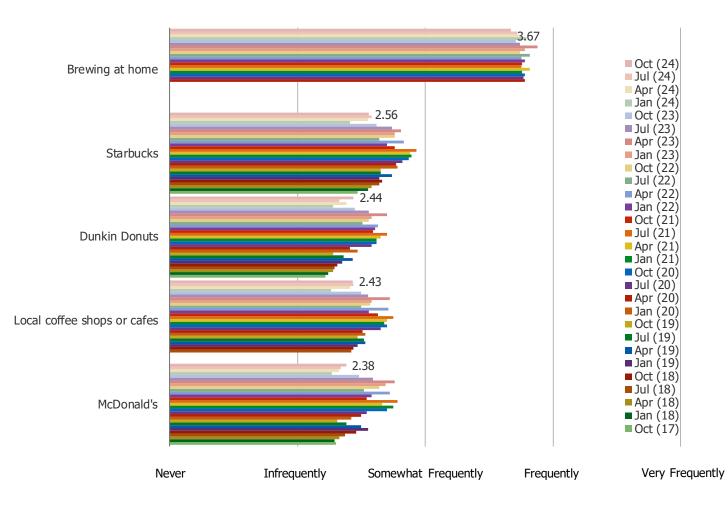
Same

Chains (like Starbucks, Dunkin Donuts, McDonald's, etc)

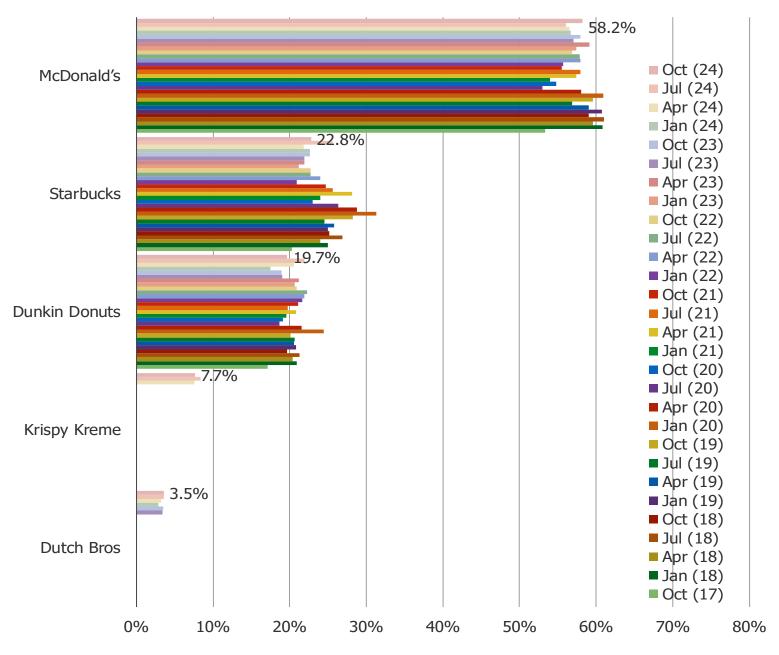
DO YOU PREFER ICED OR HOT COFFEE TYPE OF DRINKS?



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

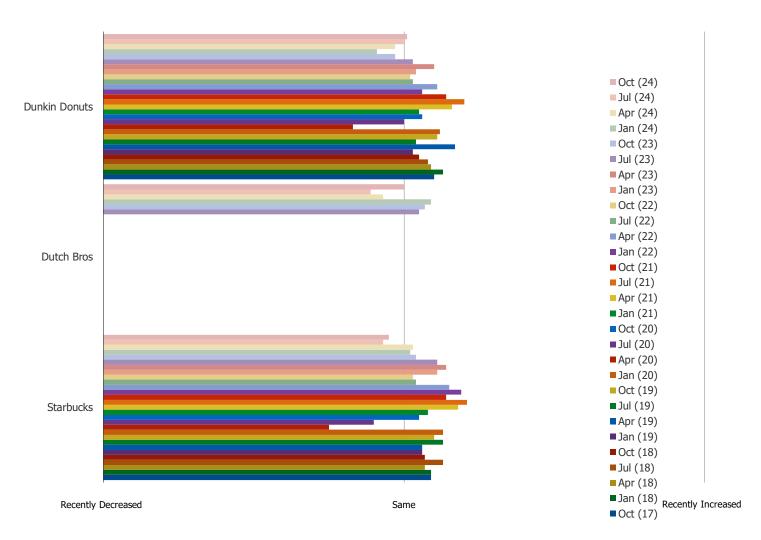


DO YOU REGULARLY OR OCCASIONALLY USE THE FOLLOWING FOR EITHER DINING OUT OR ORDERING TAKEOUT? % YES



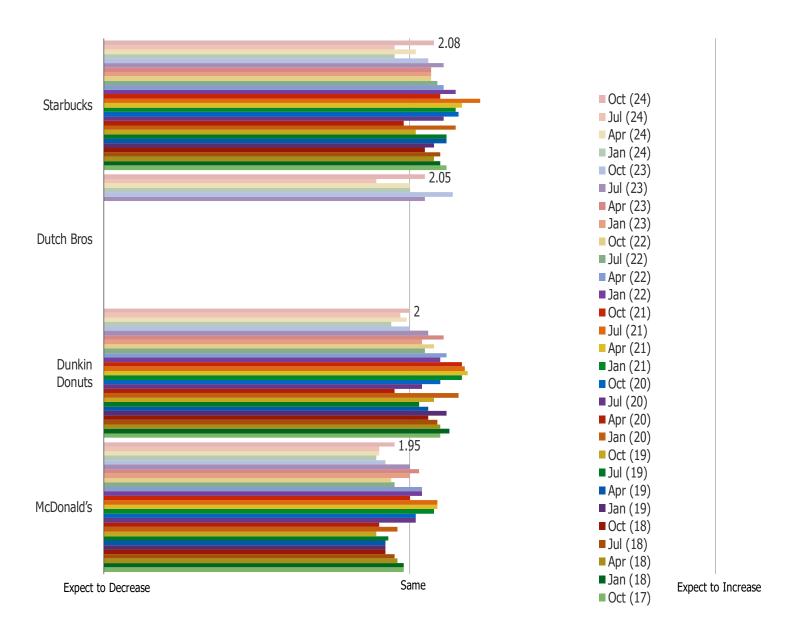
HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

Posed to respondents who use the following regularly or occasionally.



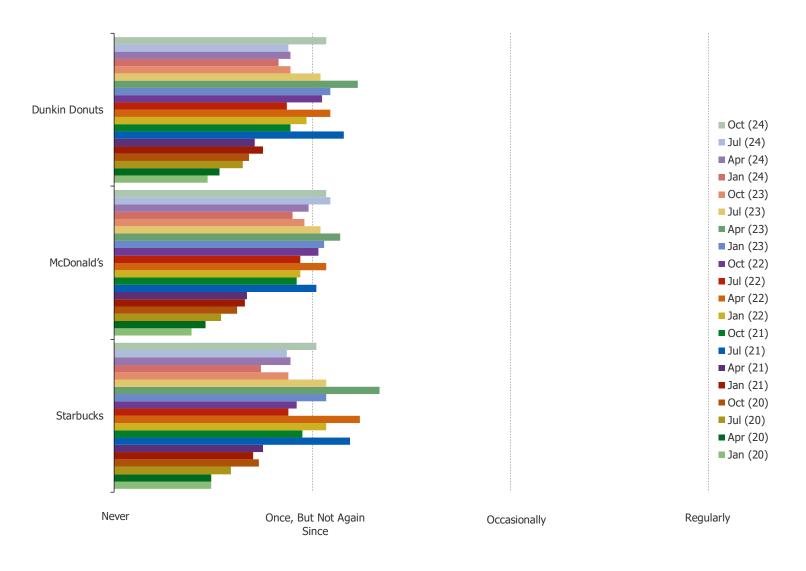
GOING FORWARD, DO YOU EXPECT TO CHANGE HOW OFTEN YOU TAKEOUT OR DINE HERE?

Posed to respondents who use the following regularly or occasionally.



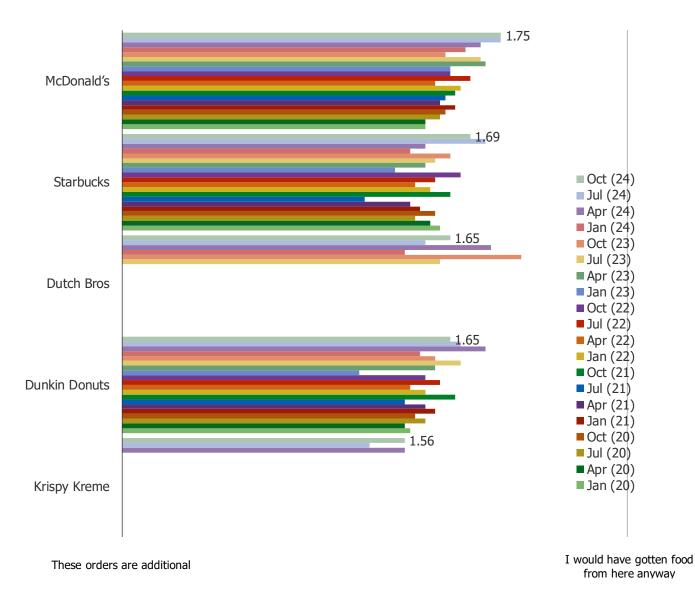
HOW OFTEN DO YOU ORDER FROM HERE FOR DELIVERY THROUGH THIRD PARTY FOOD DELIVERY APPS, LIKE UBER EATS, DOOR DASH, GRUBHUB, POSTMATES, ETC?

Posed to respondents who use the following regularly or occasionally.



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.



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