

BESPOKE SURVEYS

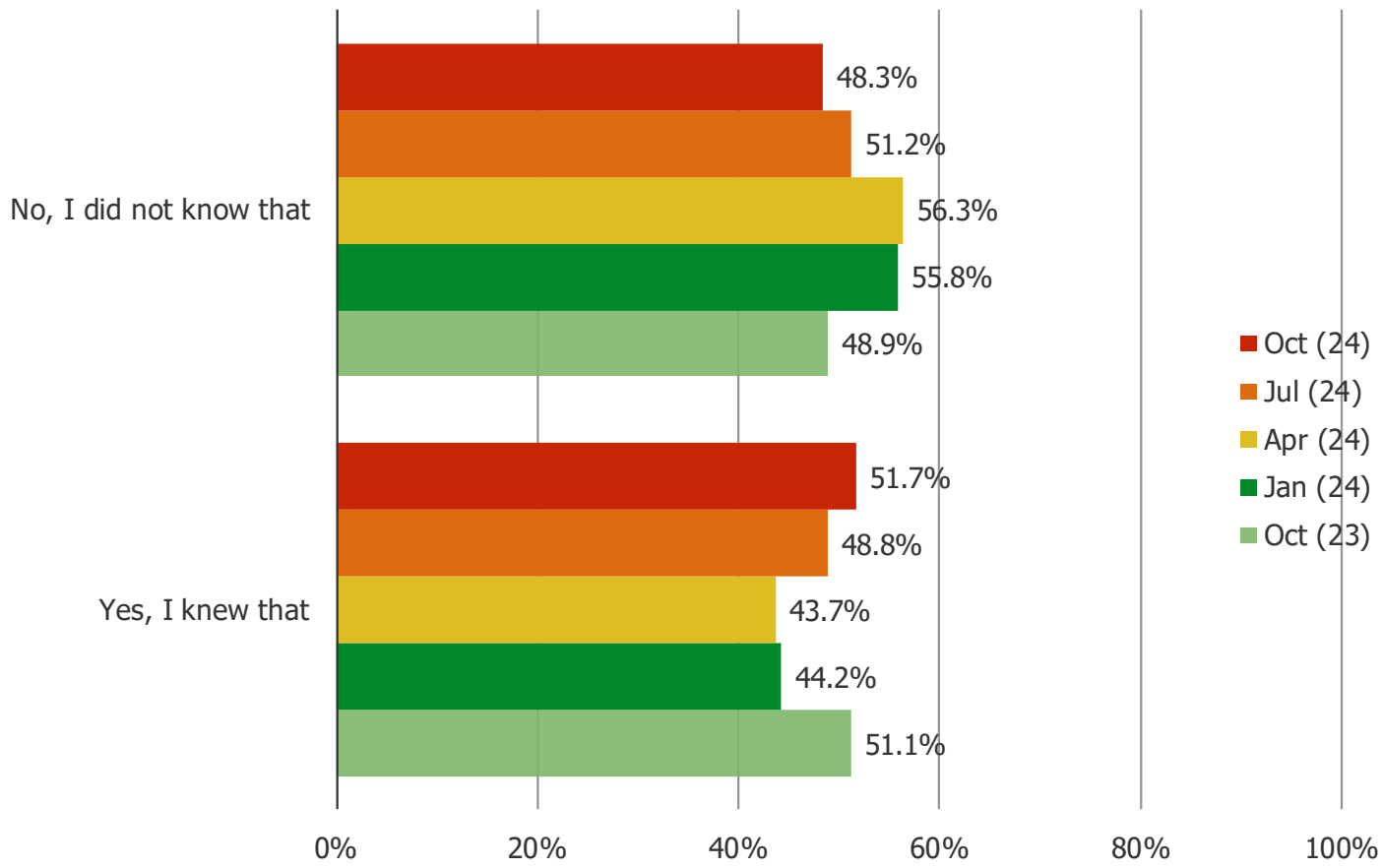
Pizza, Vol 21

1,250 Consumers Per Wave, Balanced to Census

RECENTLY ADDED QUESTIONS

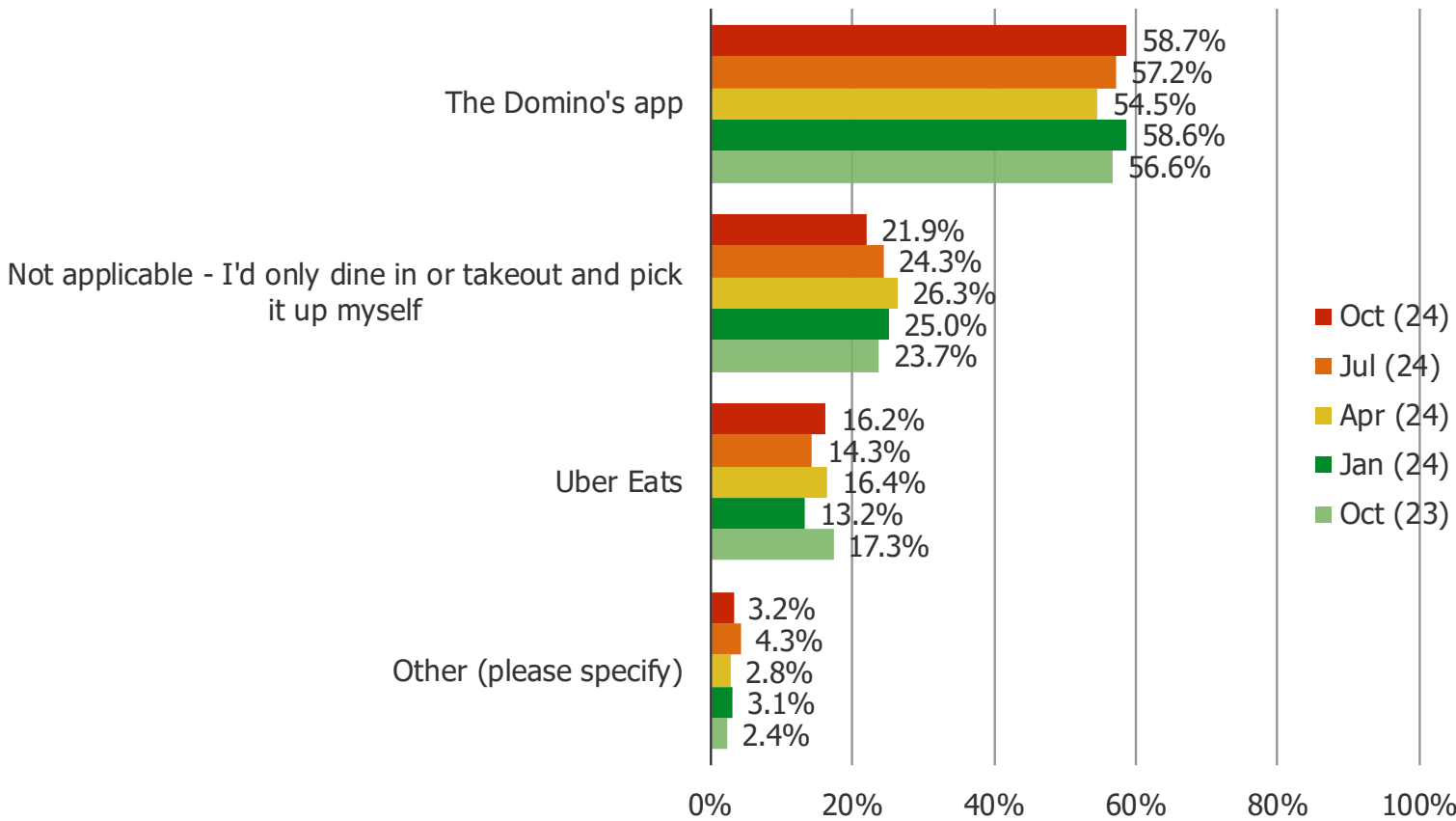
BEFORE TAKING THIS SURVEY, DID YOU KNOW THAT DOMINO'S IS NOW AVAILABLE IN SOME LOCATIONS TO ORDER ON UBER EATS?

Posed to respondents who eat Domino's regularly or occasionally.



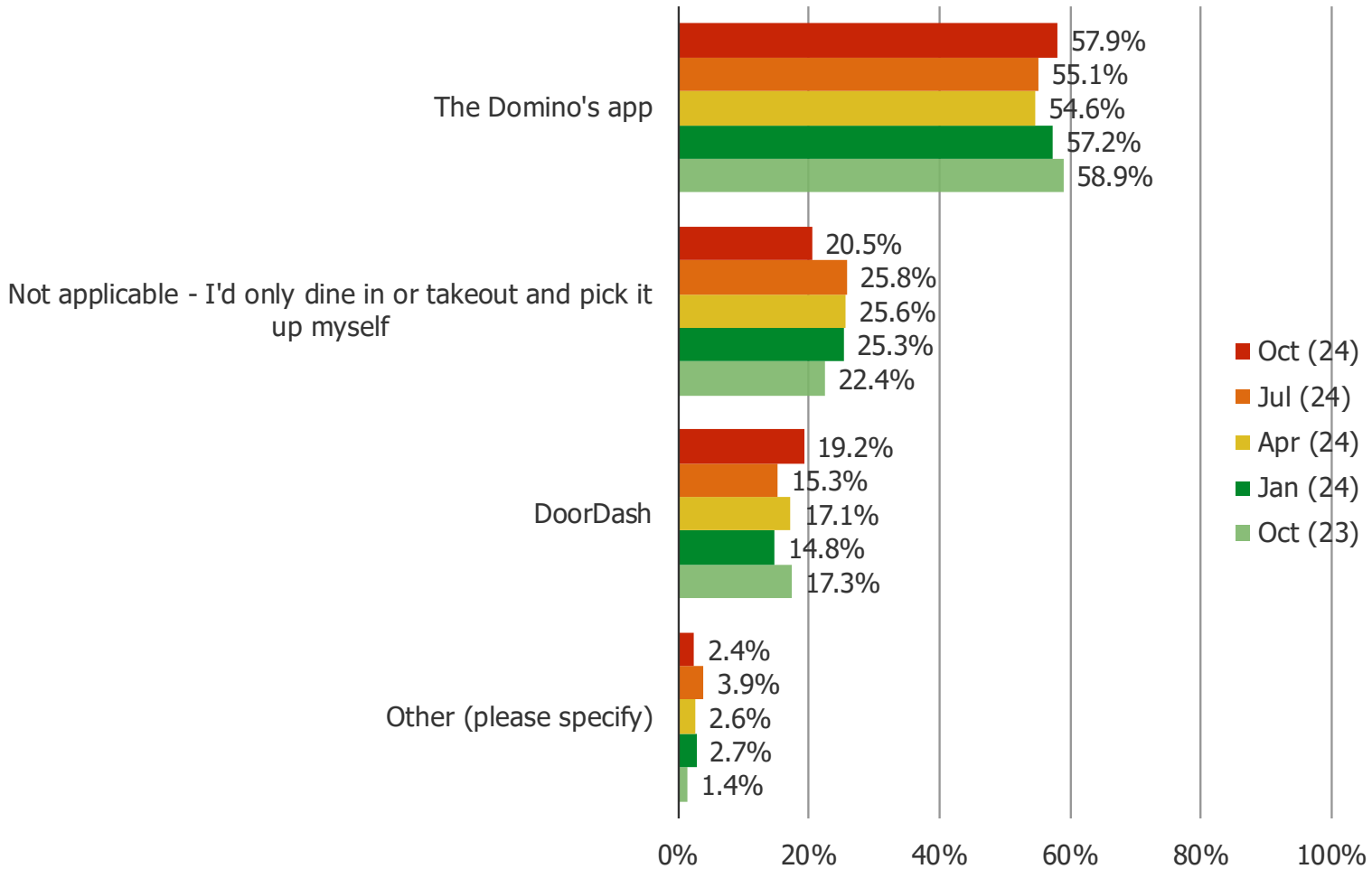
WHICH WOULD YOU PREFER TO ORDER DOMINO'S FROM?

Posed to respondents who eat Domino's regularly or occasionally.



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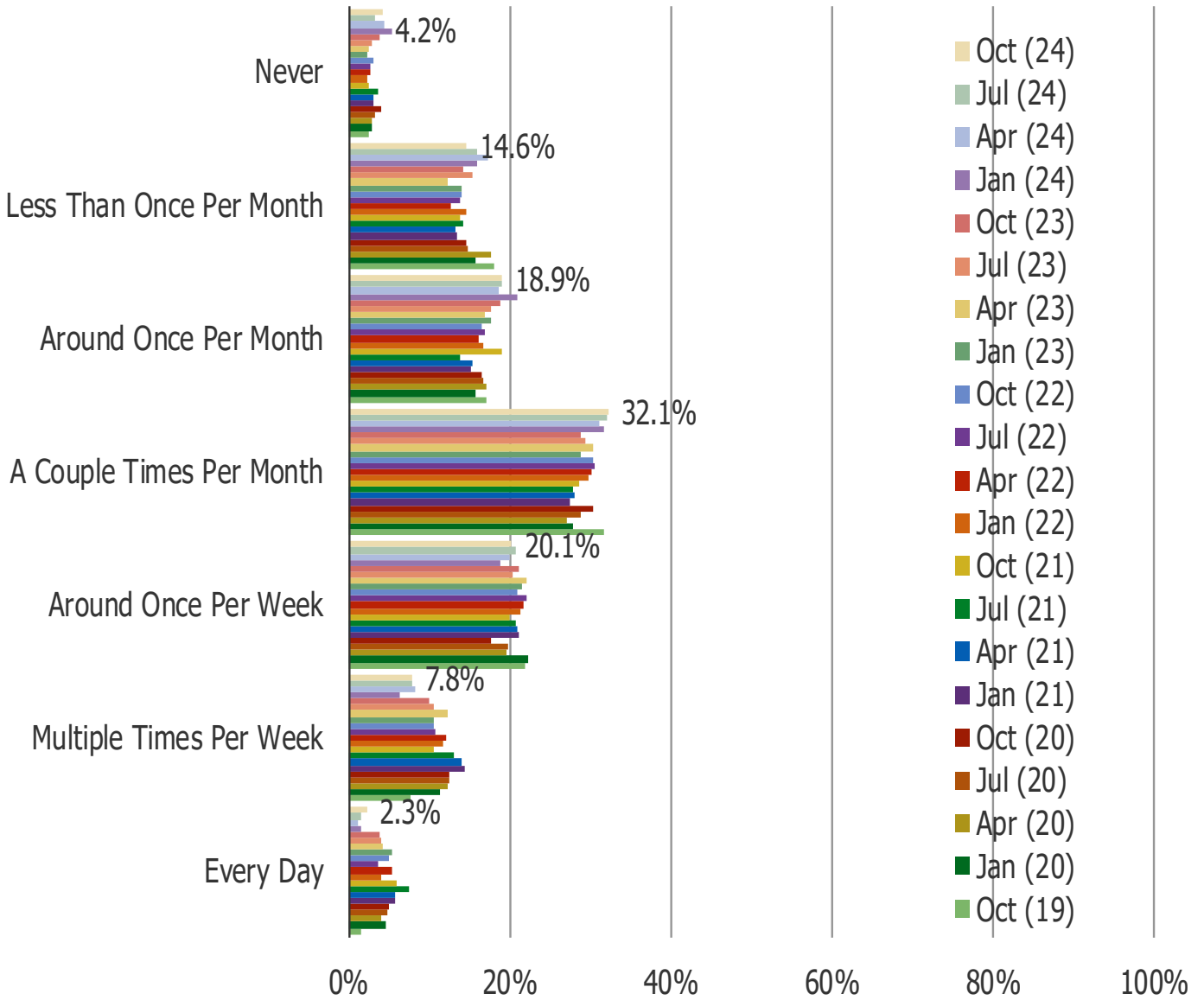
DPZ and Food Delivery Apps

PIZZA

PIZZA

HOW OFTEN DO YOU EAT PIZZA?

Posed to all respondents.

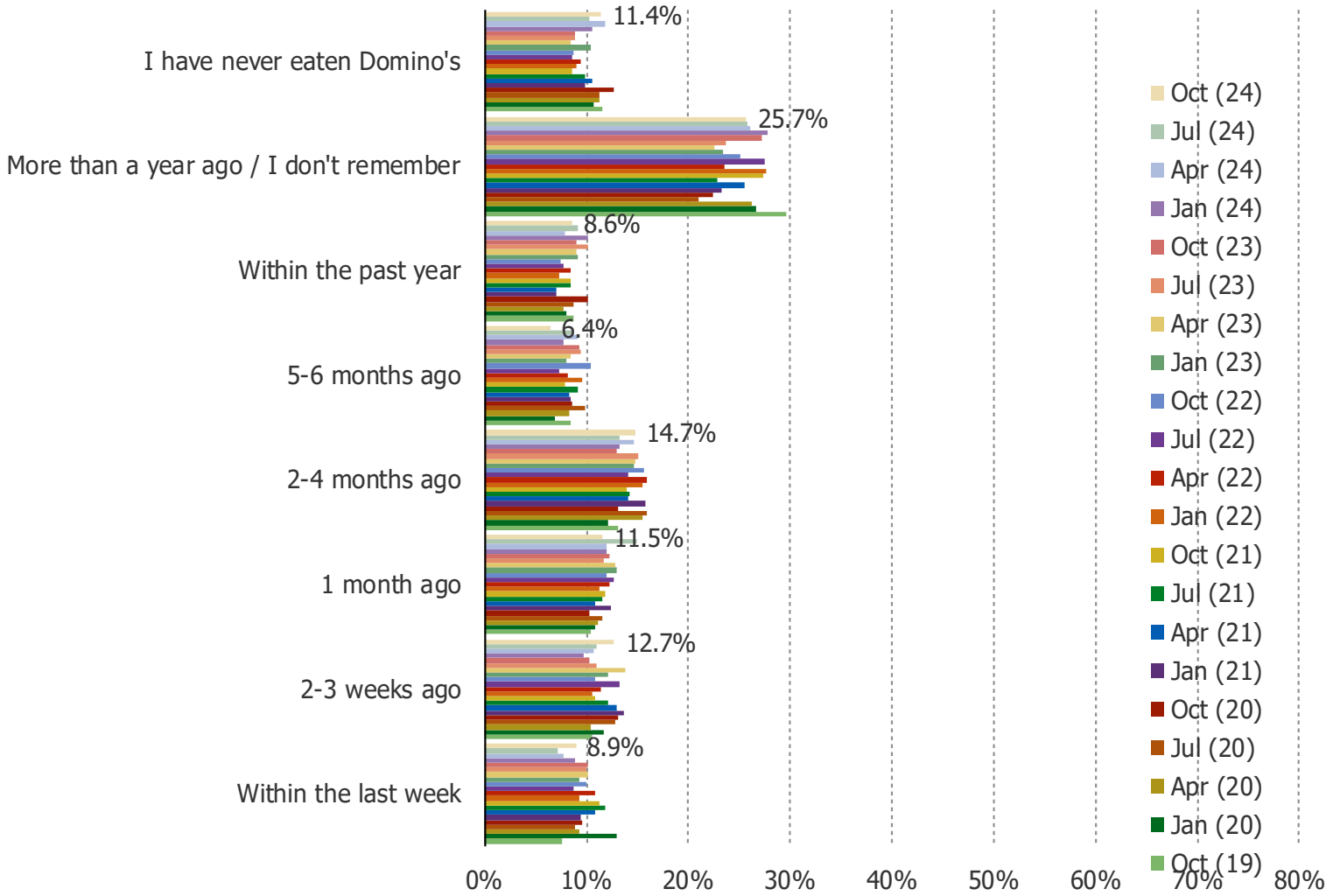


DPZ ENGAGEMENT

PIZZA

WHEN WAS THE LAST TIME YOU ATE DOMINO'S?

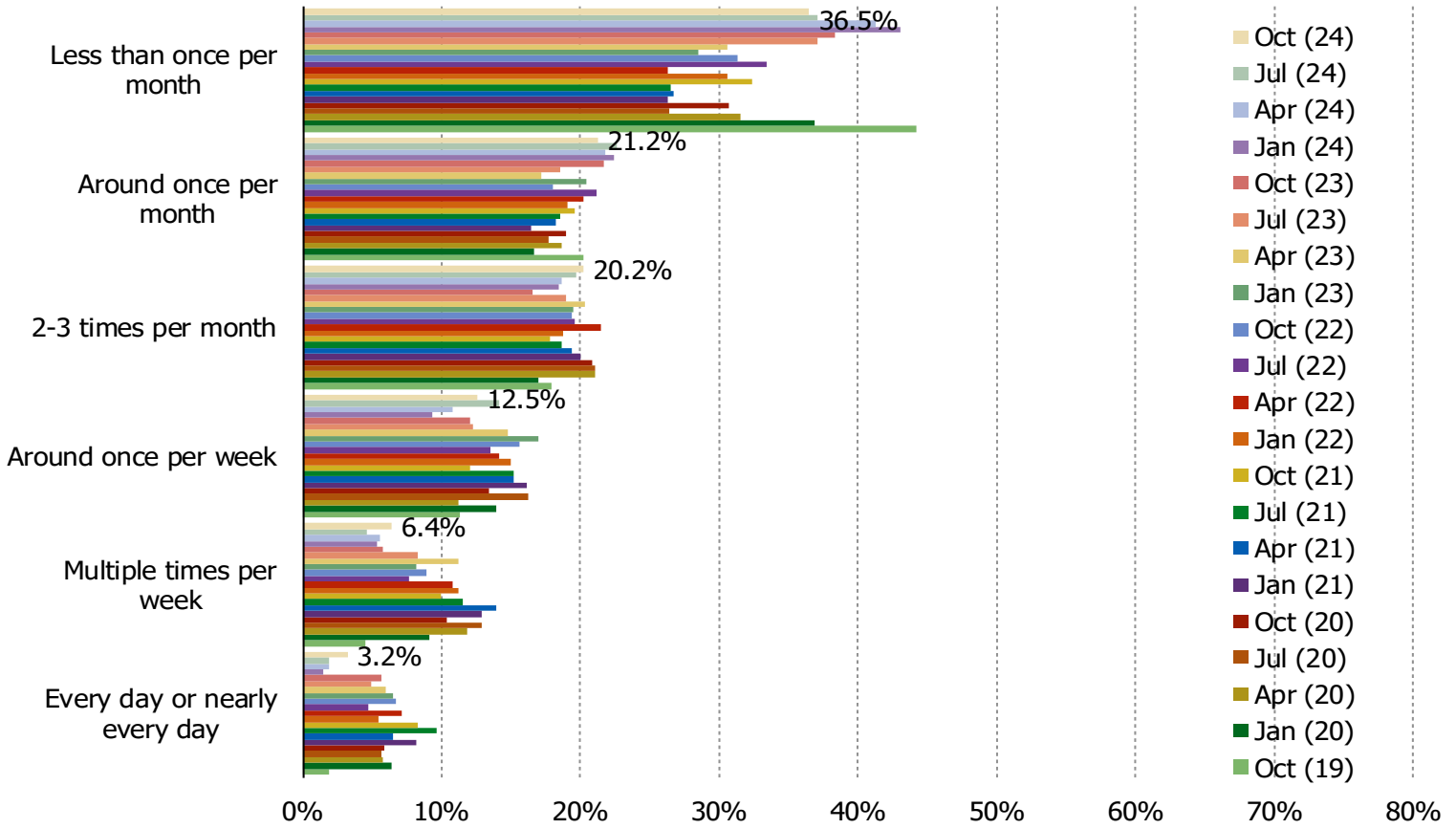
Posed to all respondents.



PIZZA

HOW FREQUENTLY DO YOU TYPICALLY EAT DOMINO'S?

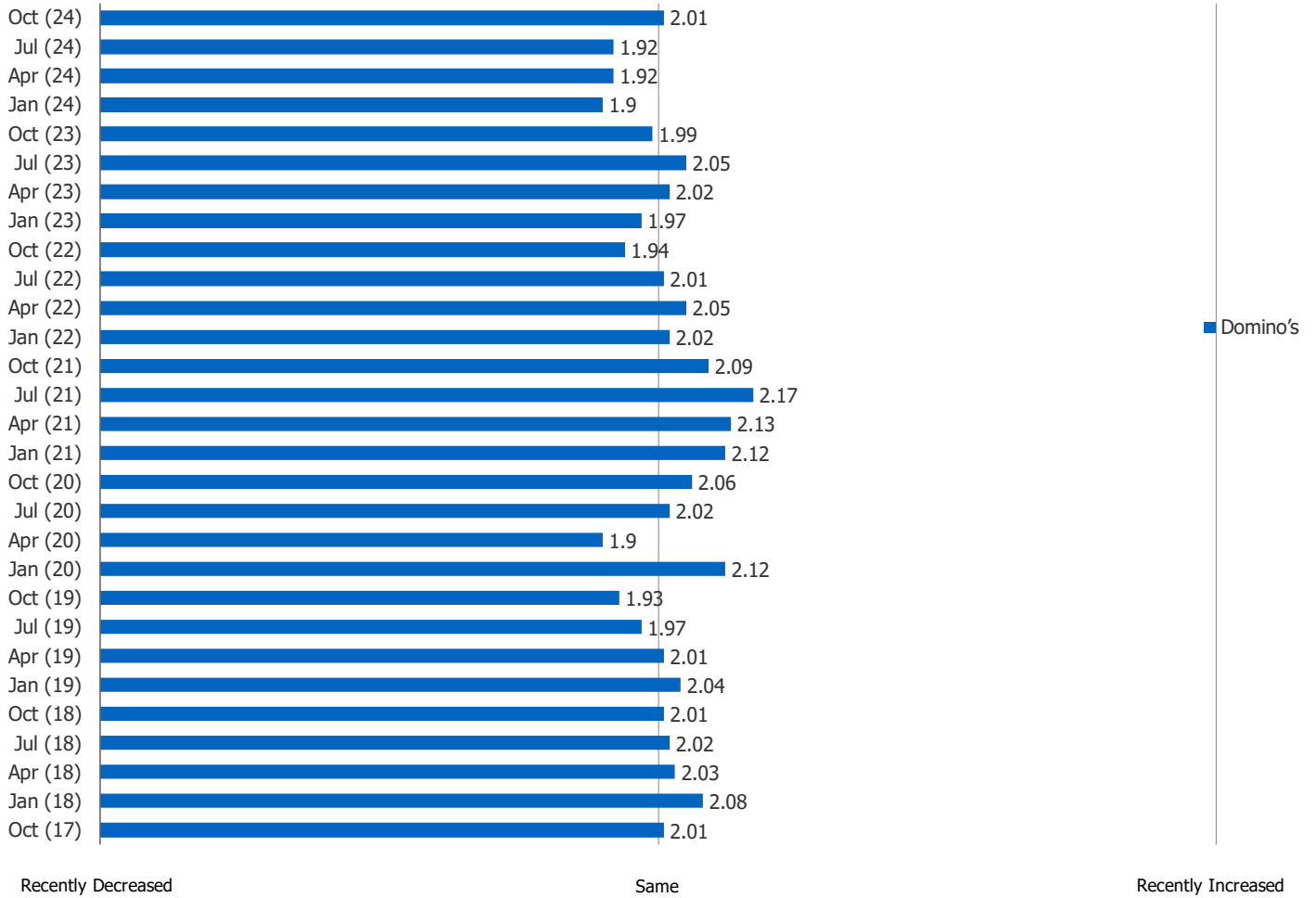
Posed to respondents who have eaten Domino's in the past year.



PIZZA

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

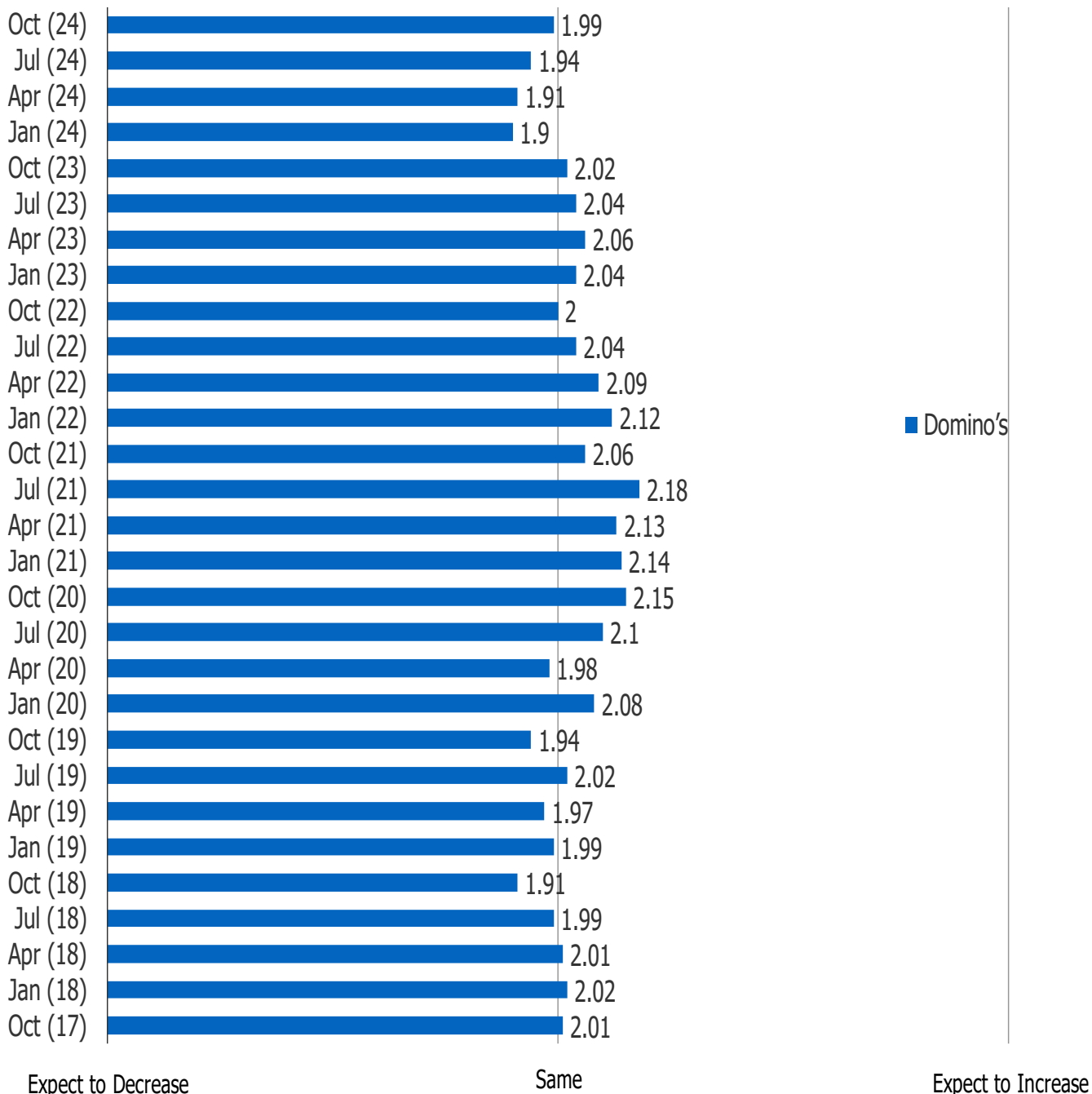
Posed to respondents who have eaten Domino's in the past year.



PIZZA

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

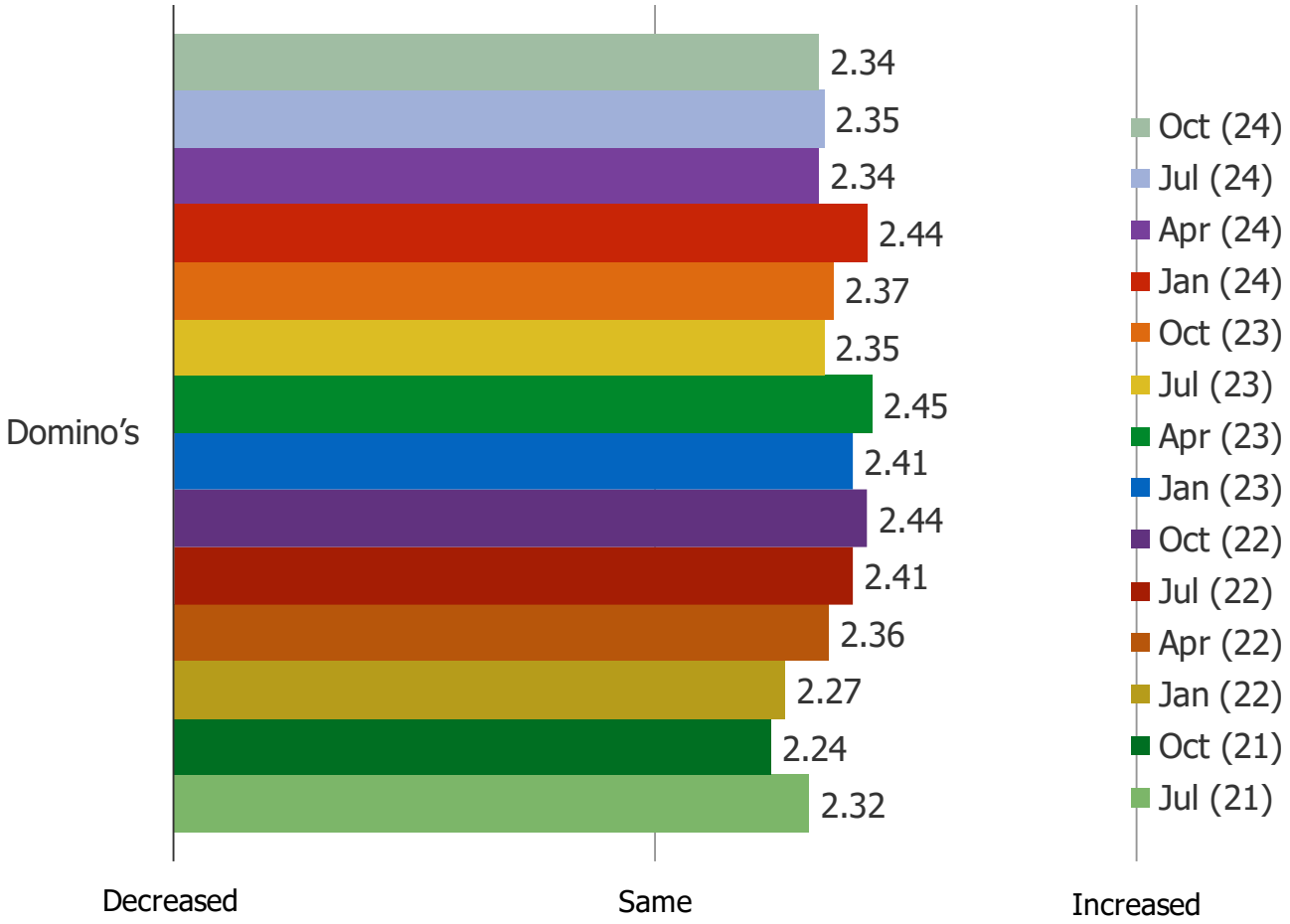
Posed to respondents who have eaten Domino's in the past year.



PIZZA

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

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

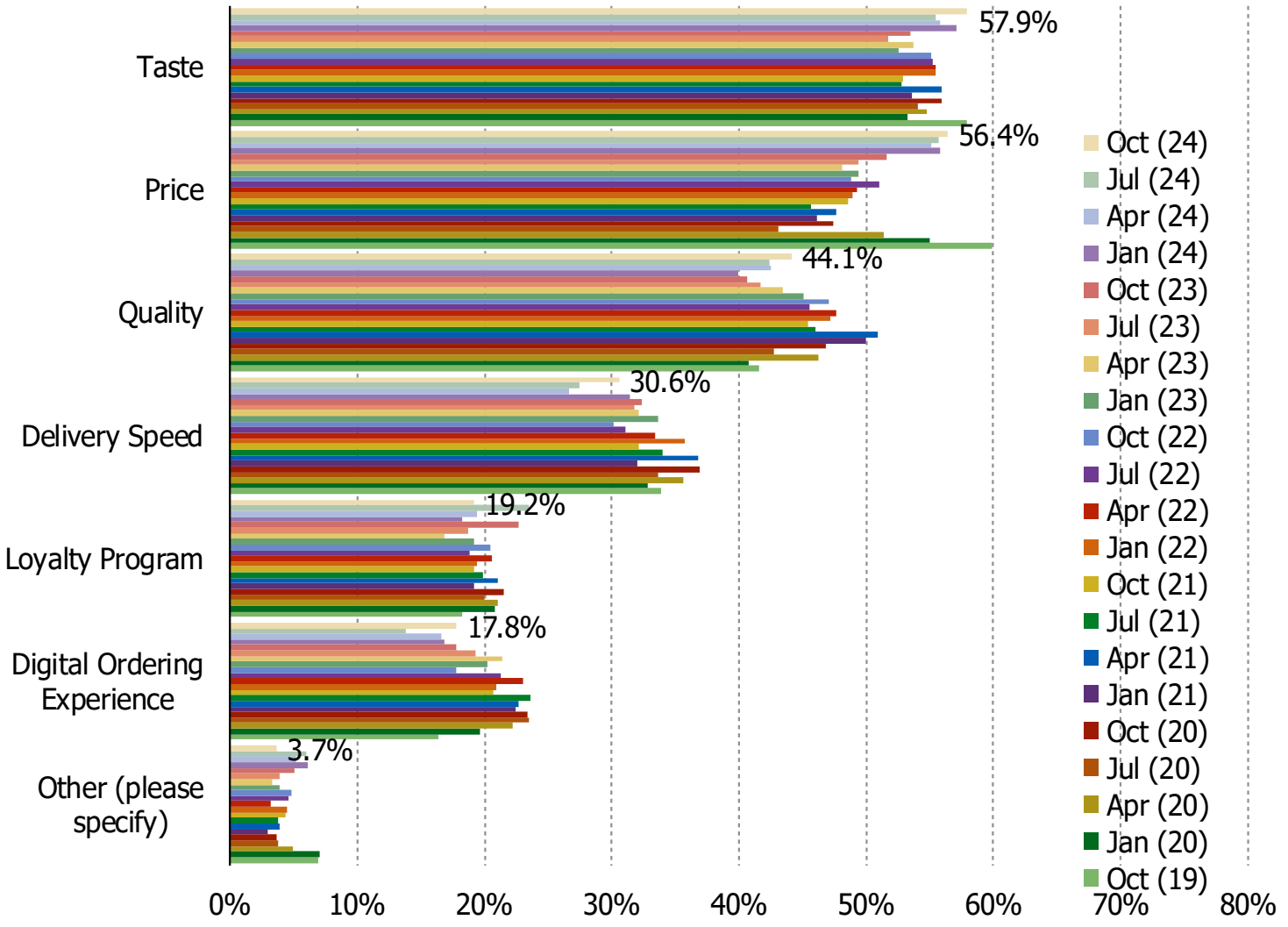


CATALYSTS AND MOBILE ORDERING

PIZZA

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

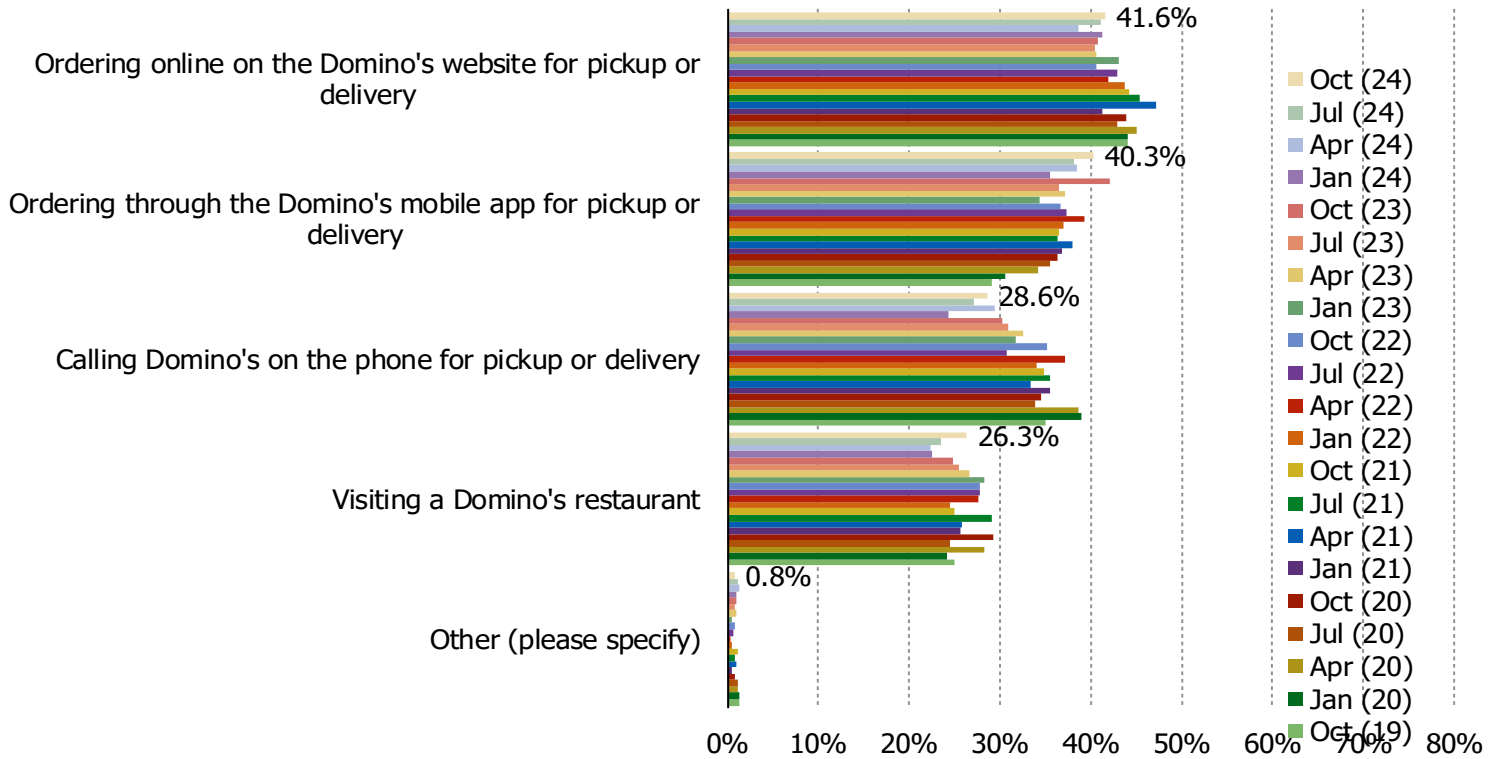
Posed to respondents who have eaten Domino's in the past year.



PIZZA

HOW DO YOU TYPICALLY GET DOMINO'S?

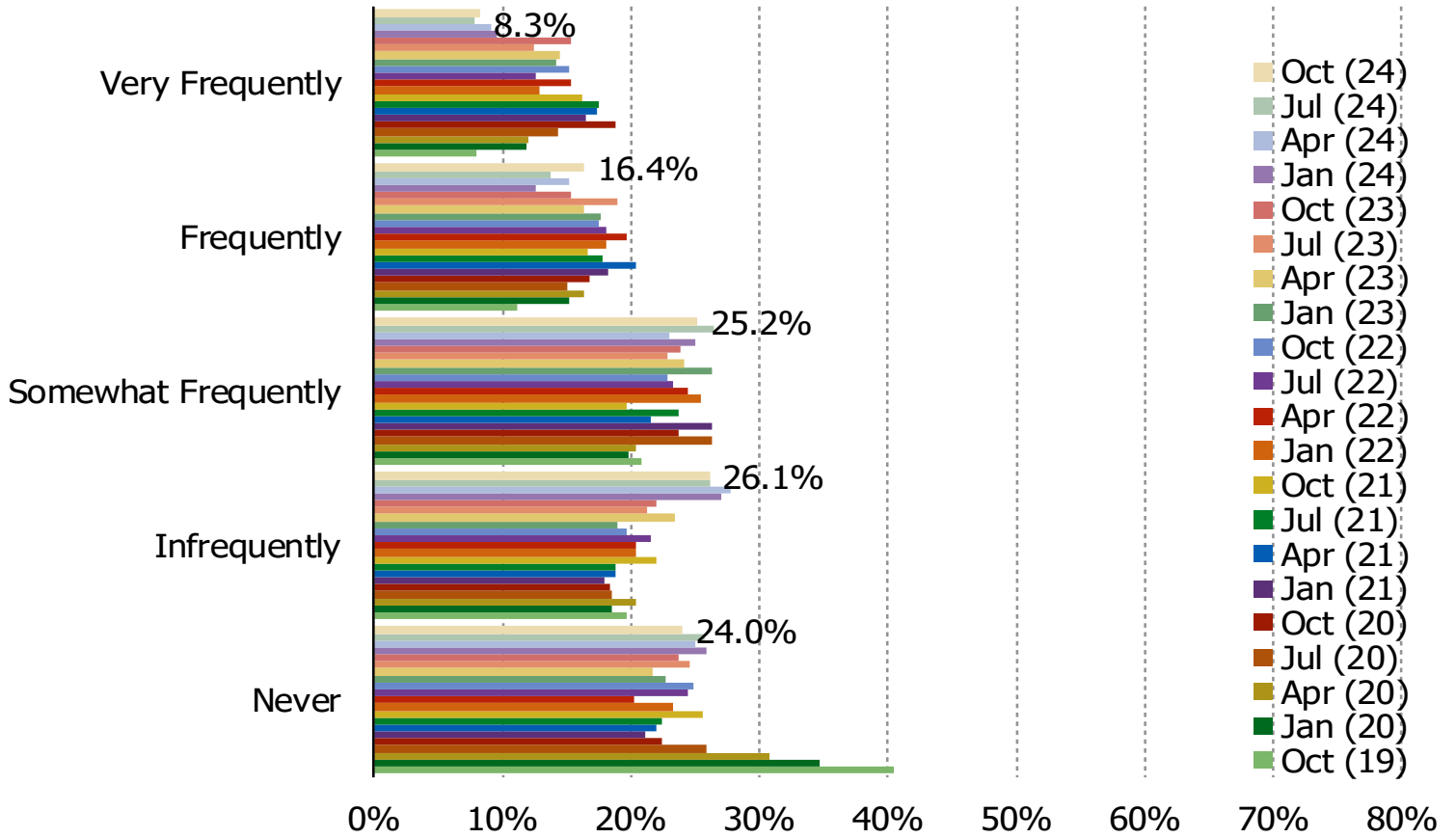
Posed to respondents who have eaten Domino's in the past year.



PIZZA

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

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

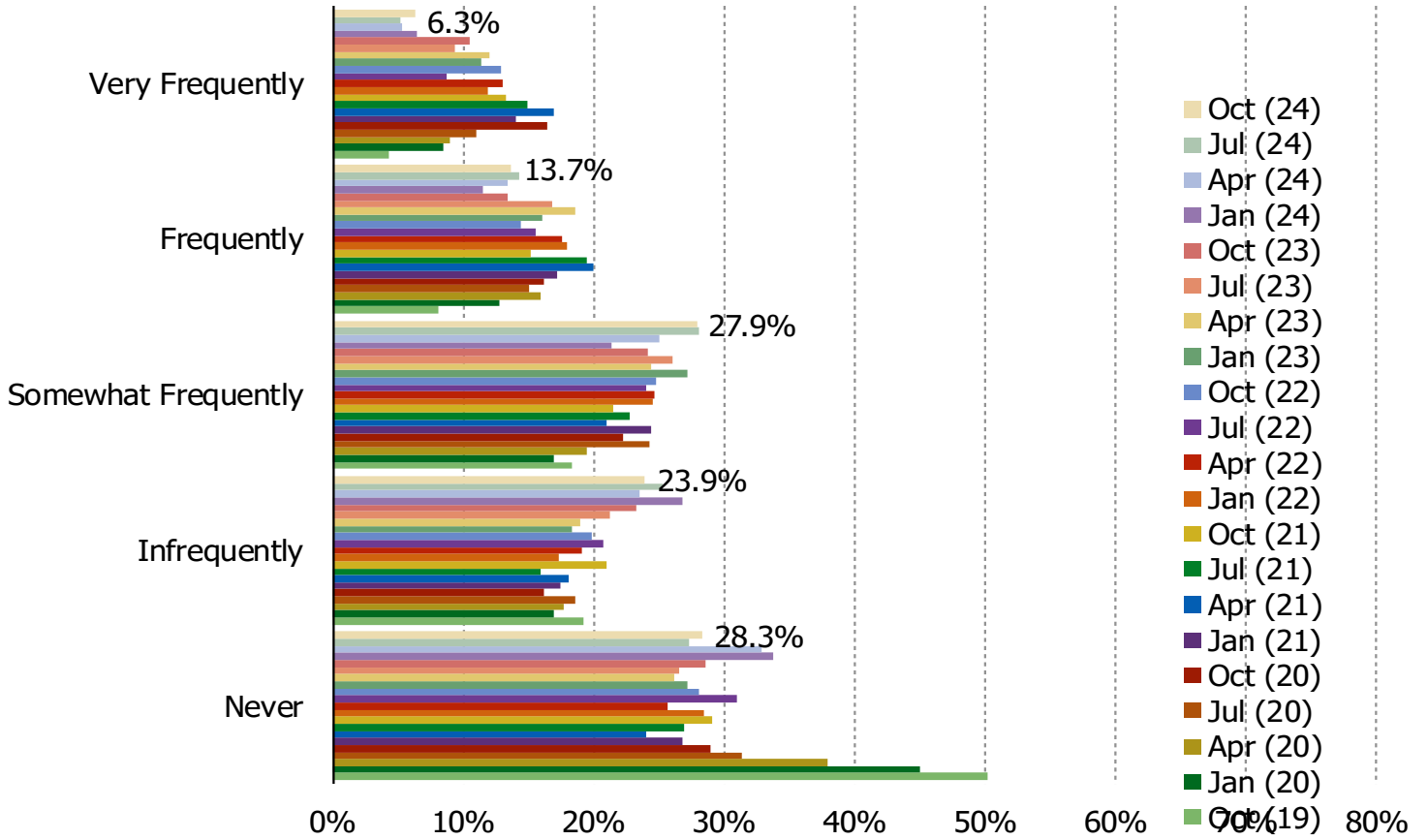


THIRD PARTY FOOD DELIVERY APPS VS. DPZ

PIZZA

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

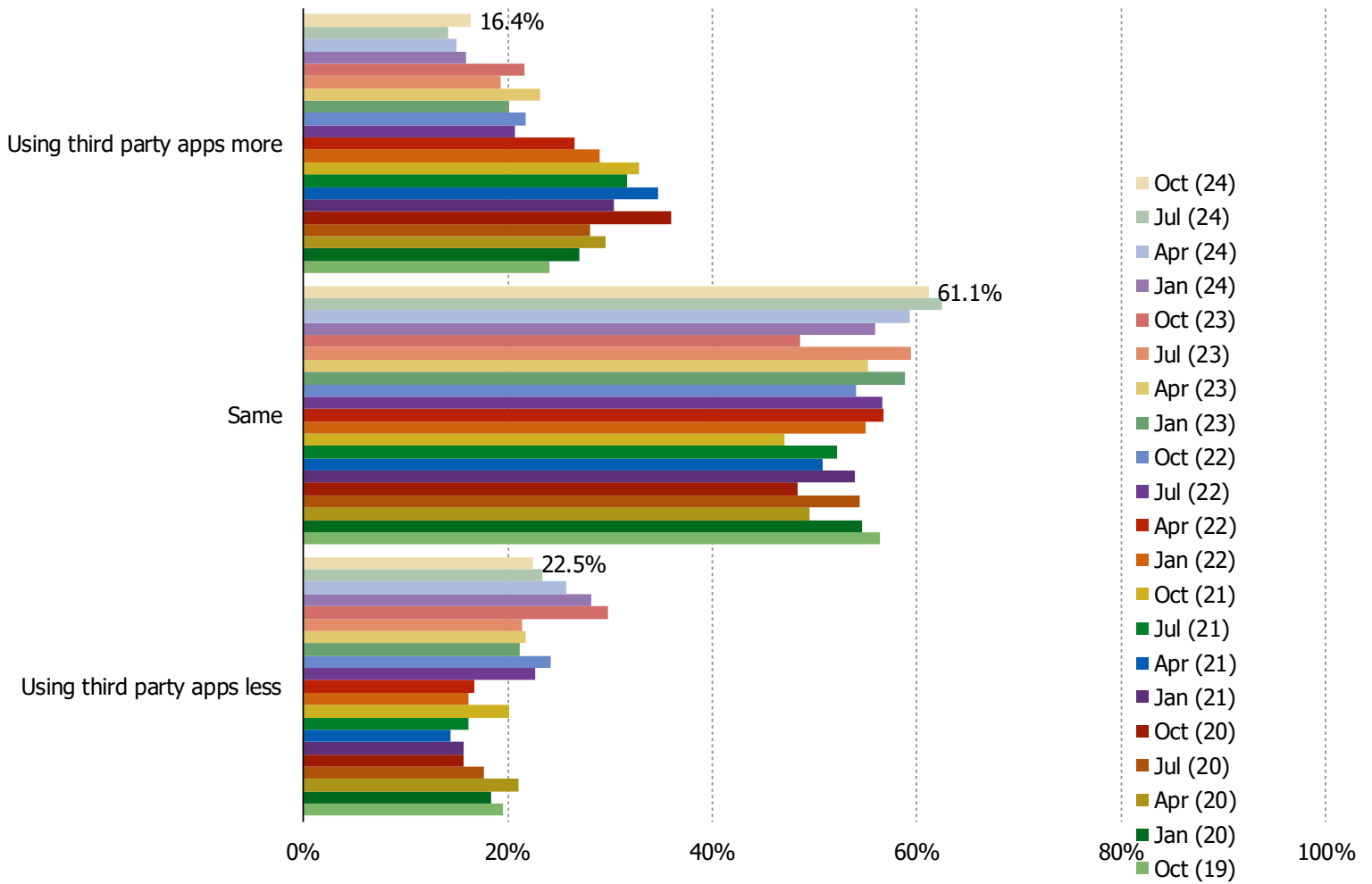
Posed to respondents who have eaten Domino's in the past year.



PIZZA

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

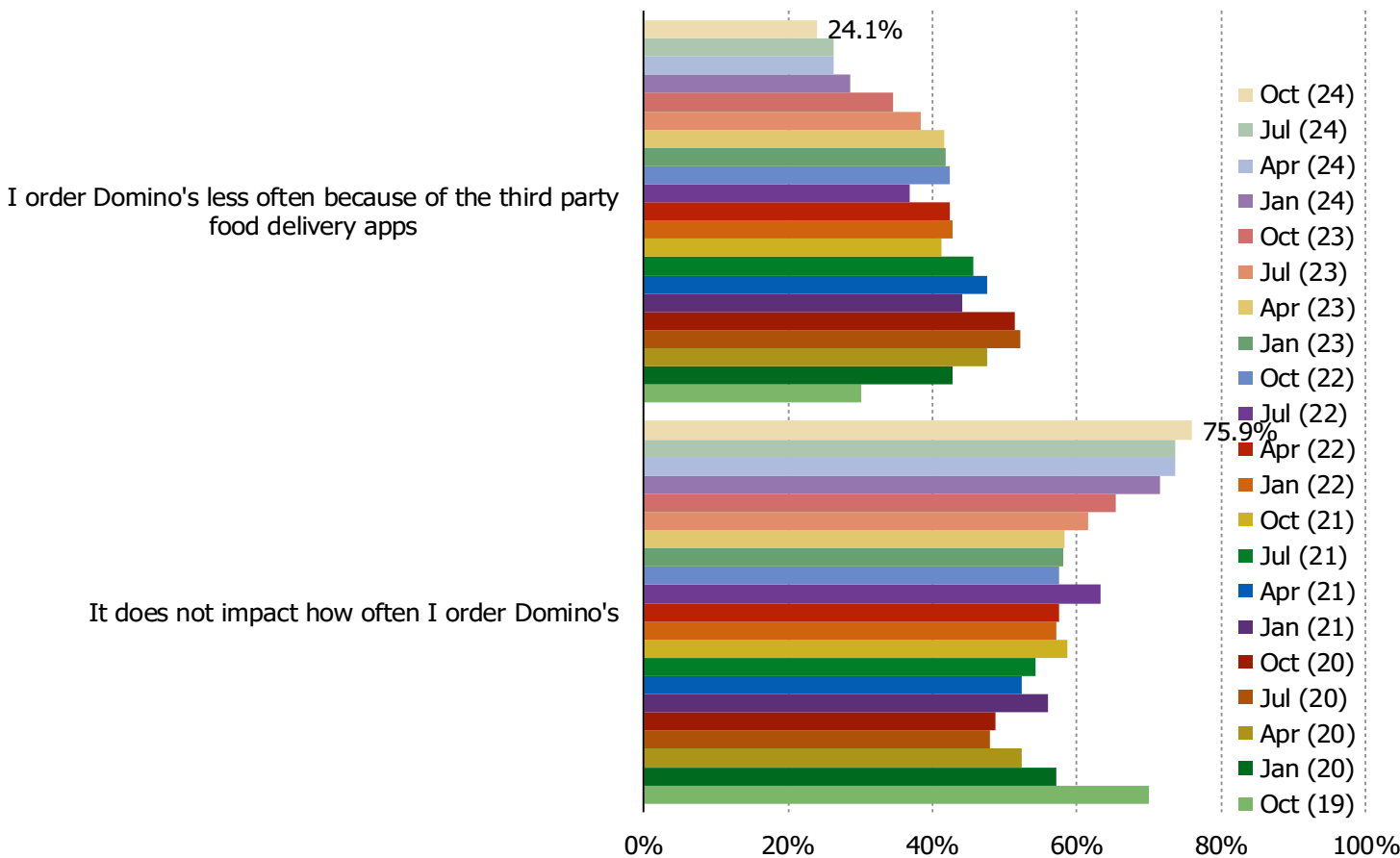
Posed to respondents who have eaten Domino's in the past year AND order from third party food delivery apps.



PIZZA

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?

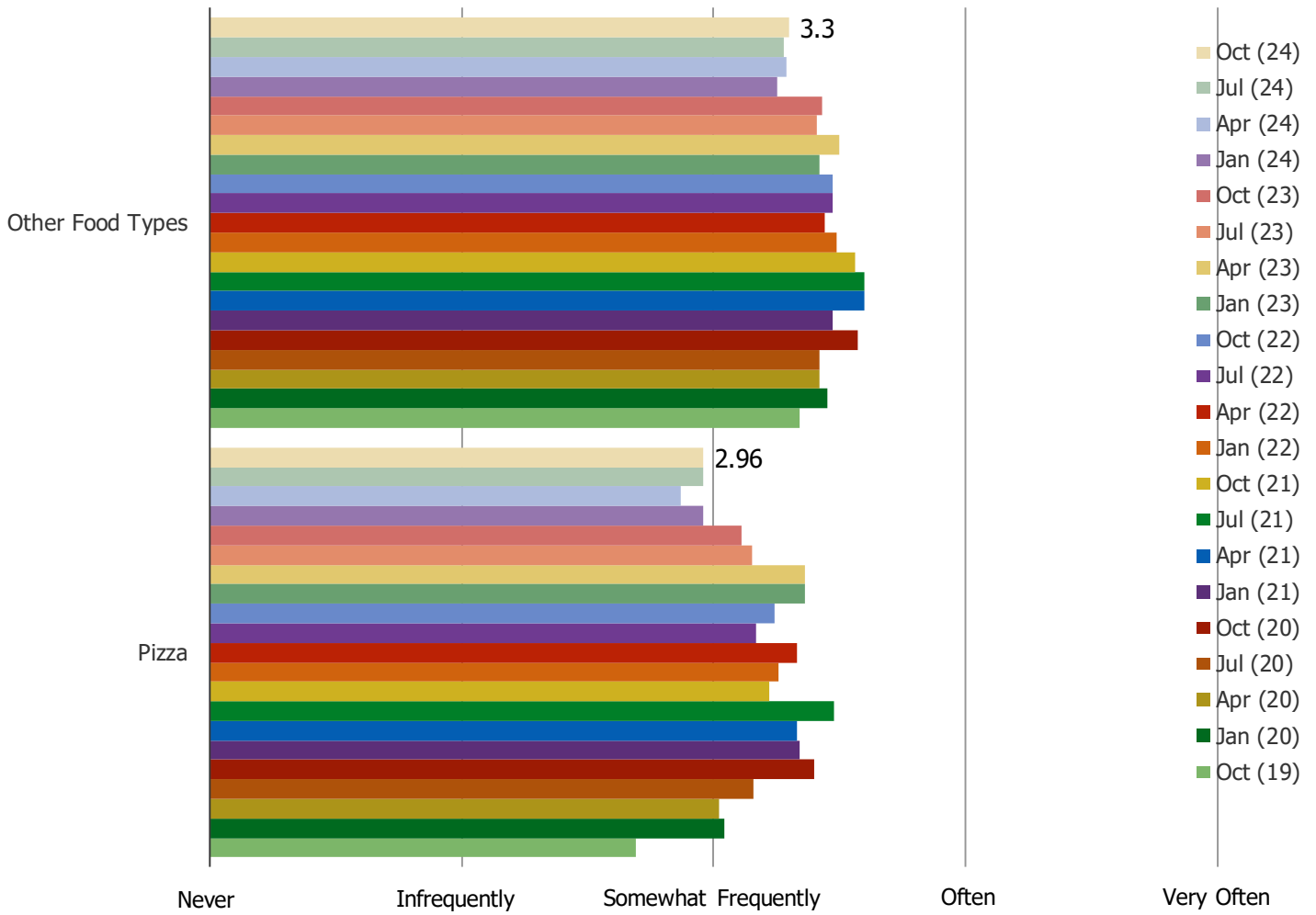
Posed to respondents who have eaten Domino's in the past year AND order from third party food delivery apps.



PIZZA

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.



PIZZA

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

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

