

BESPOKE SURVEYS

Coffee and Donuts, Vol 30

1,250 Consumers Per Wave, Balanced to Census

January 2025

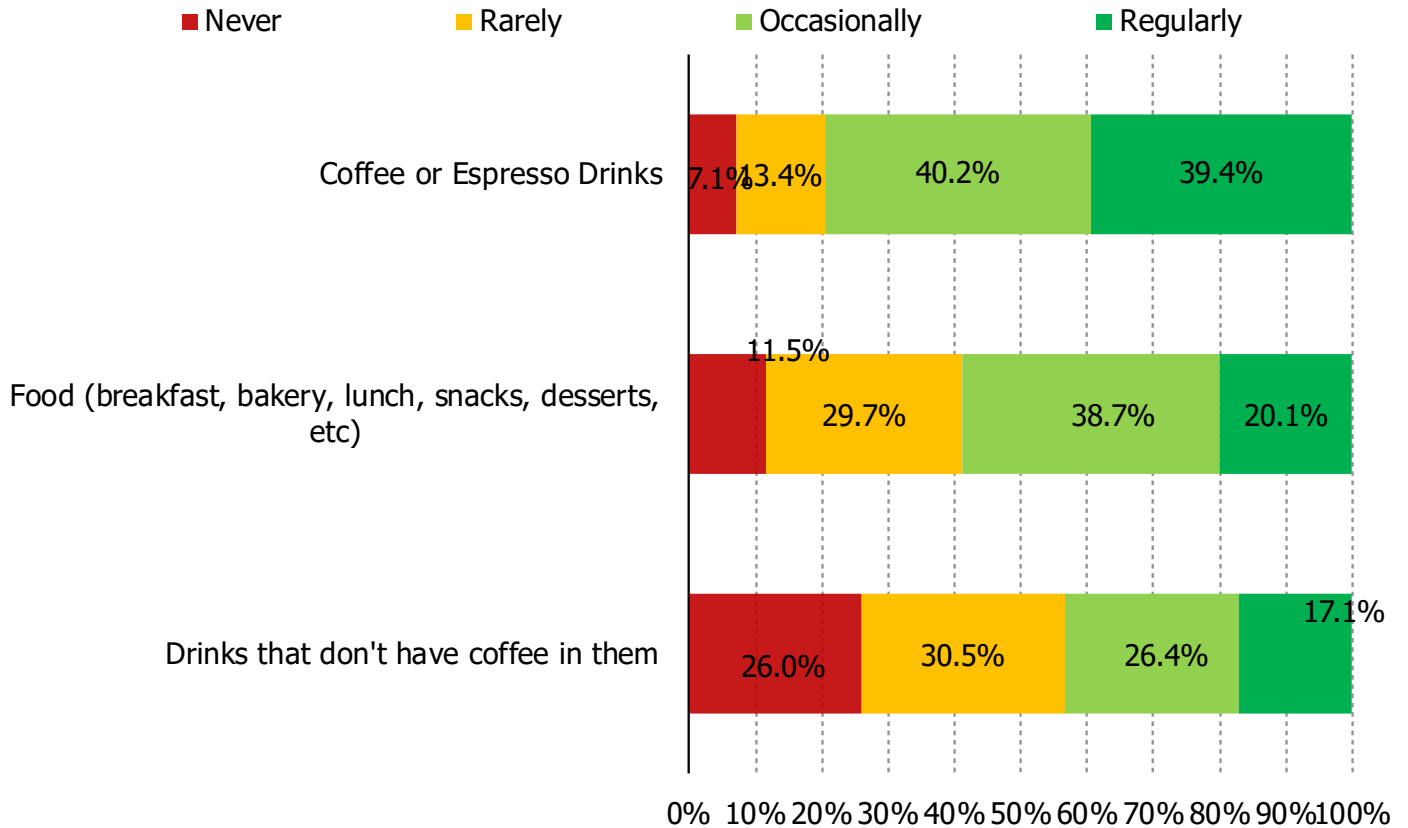
Coffee

NEW QUESTIONS

US DATA

HOW OFTEN DO YOU GET THE FOLLOWING FROM STARBUCKS?

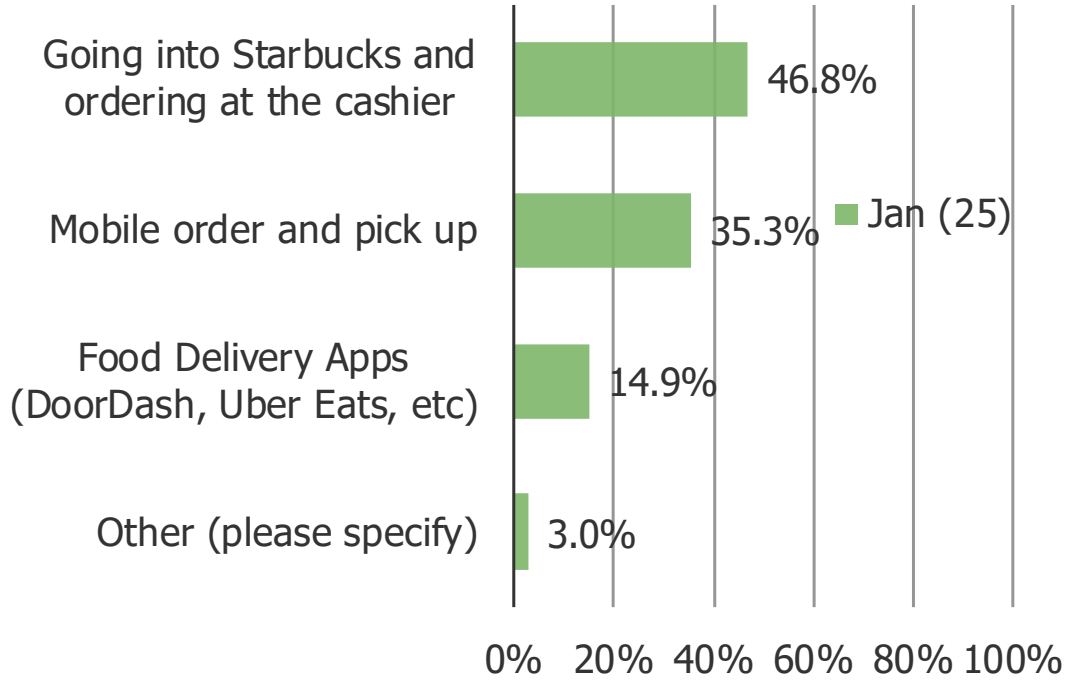
Posed to Starbucks customers.



US DATA

WHICH IS YOUR PREFERRED METHOD FOR GETTING STARBUCKS?

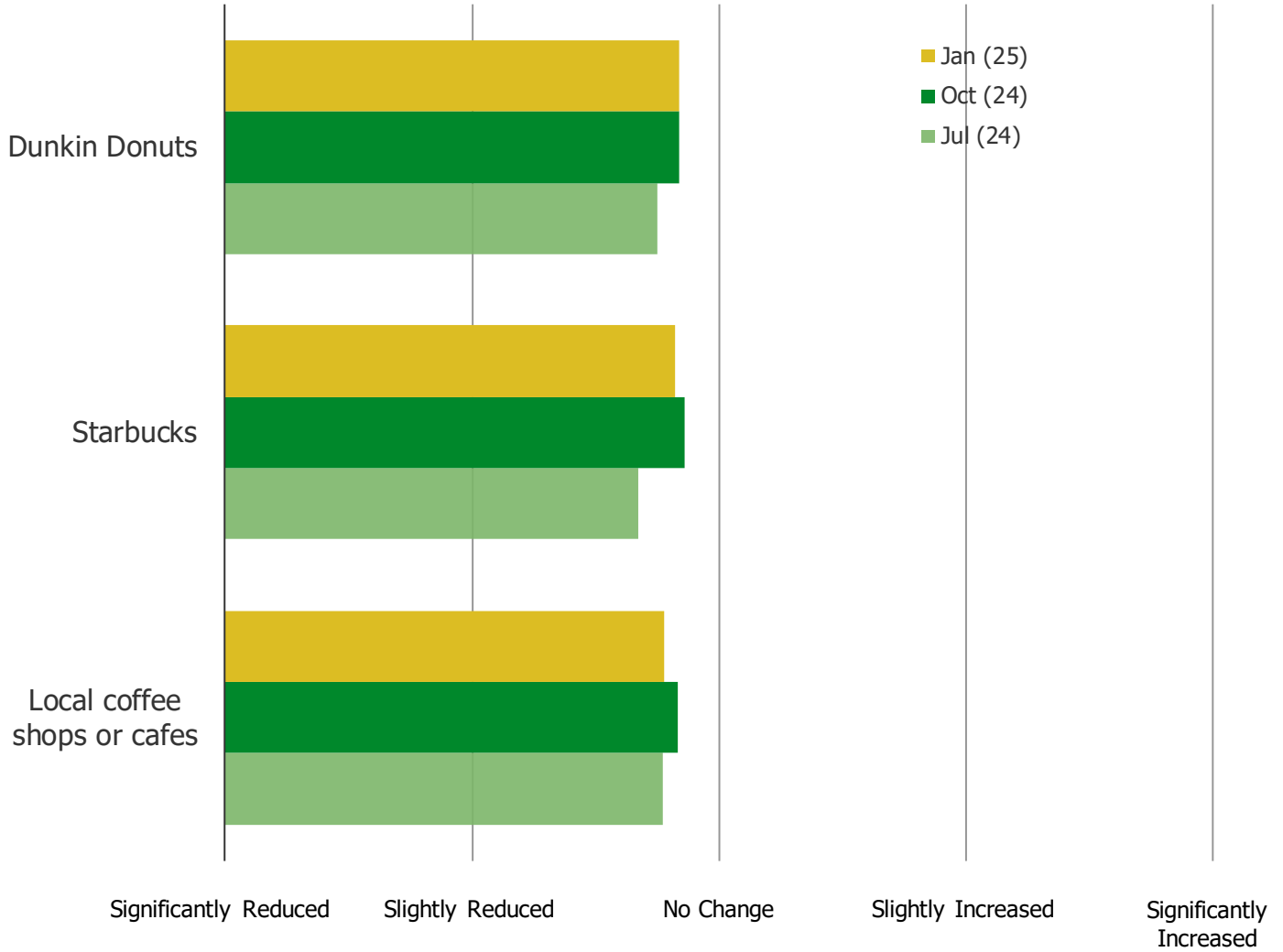
Posed to Starbucks customers.



US DATA

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

Posed to customers of each of the following.



US DATA

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 reduced their usage of the below in the past month or so.

Starbucks



Dunkin



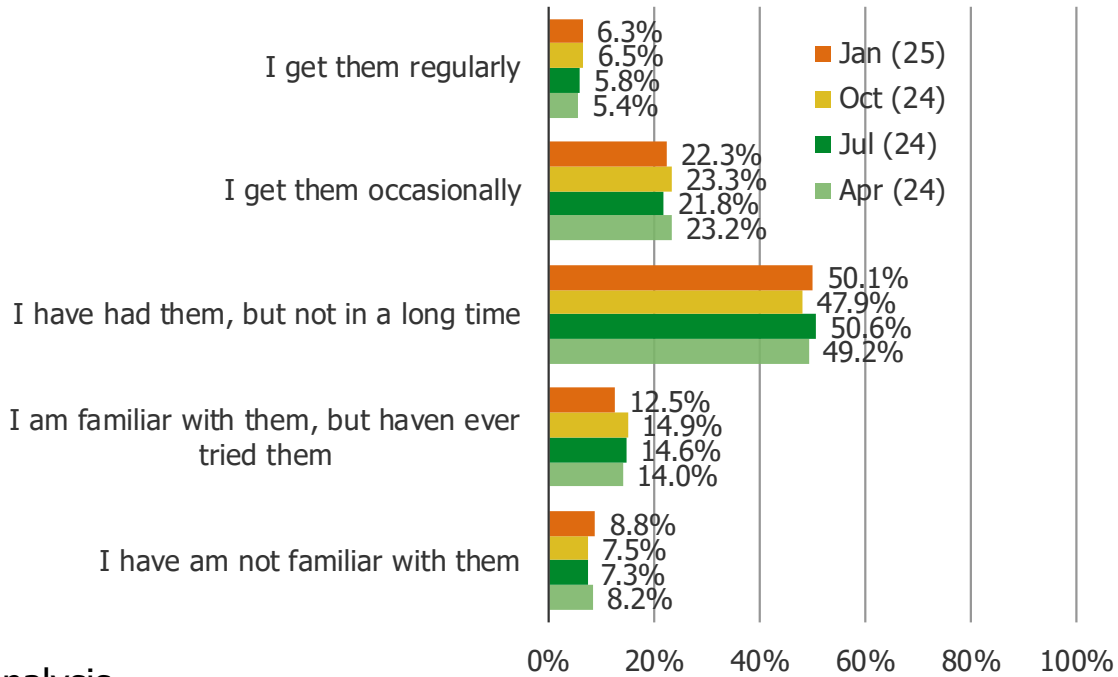
Local Coffee Shops



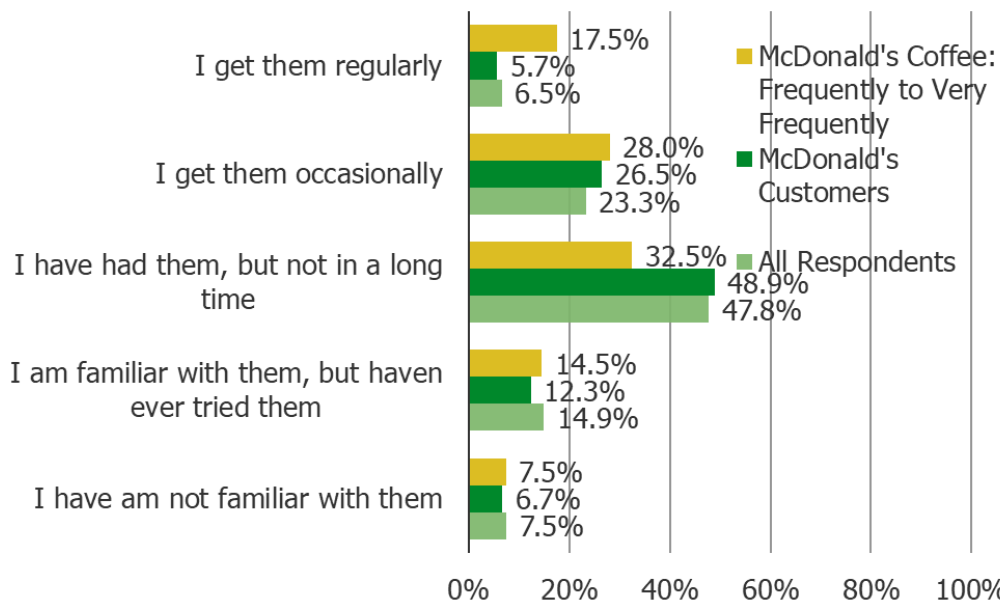
US DATA

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

Posed to all respondents.



Cross-Tab Analysis

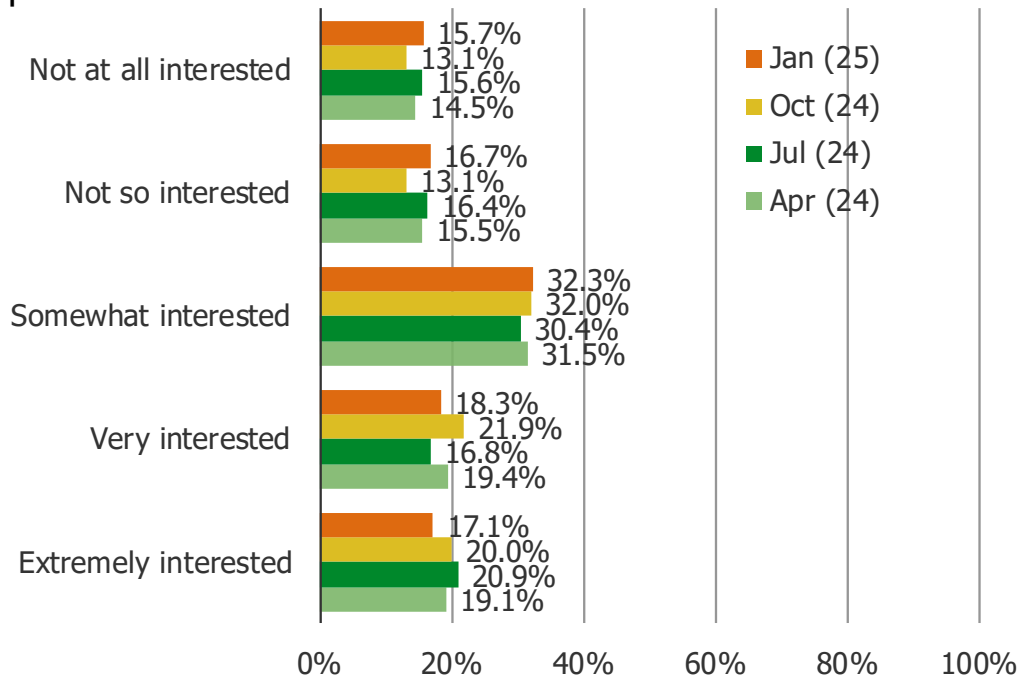


	N=
All Respondents	999
McDonald's Customers	601
McDonald's Coffee: Frequently to Very Frequently	200

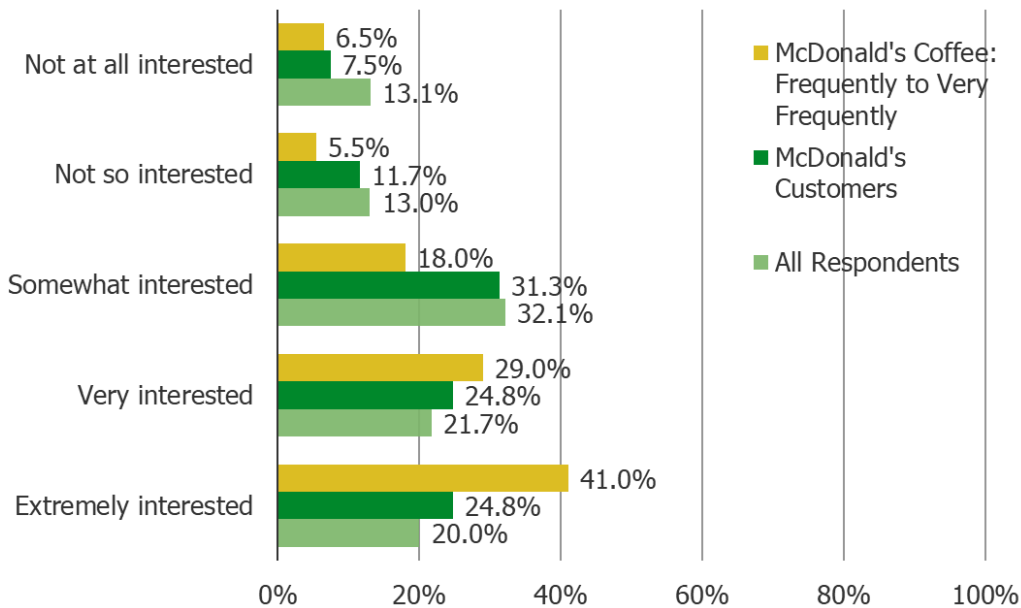
US DATA

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

Posed to all respondents.



Cross-Tab Analysis:



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

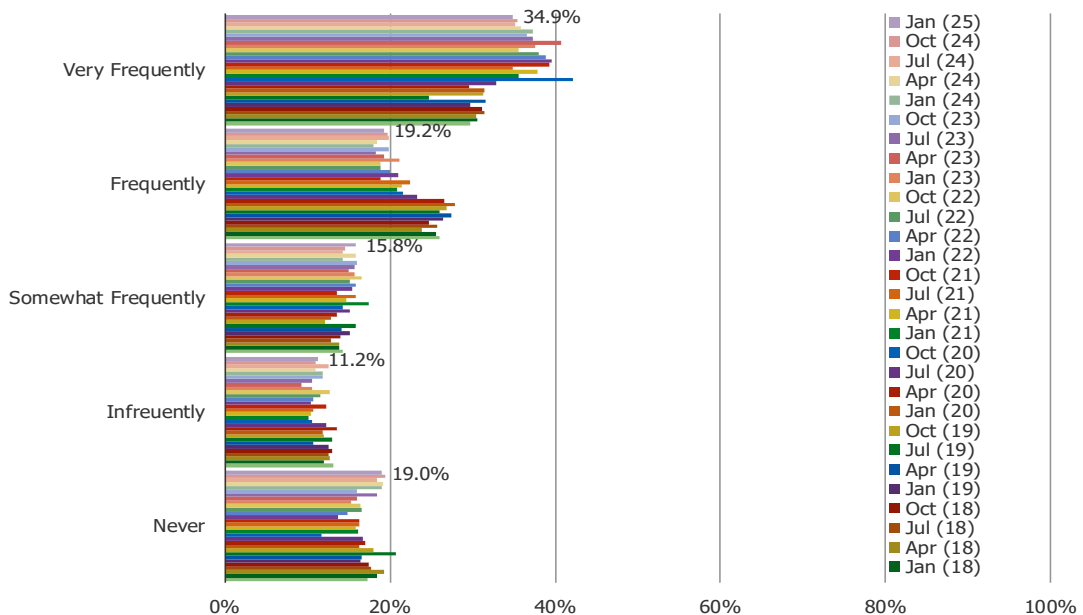
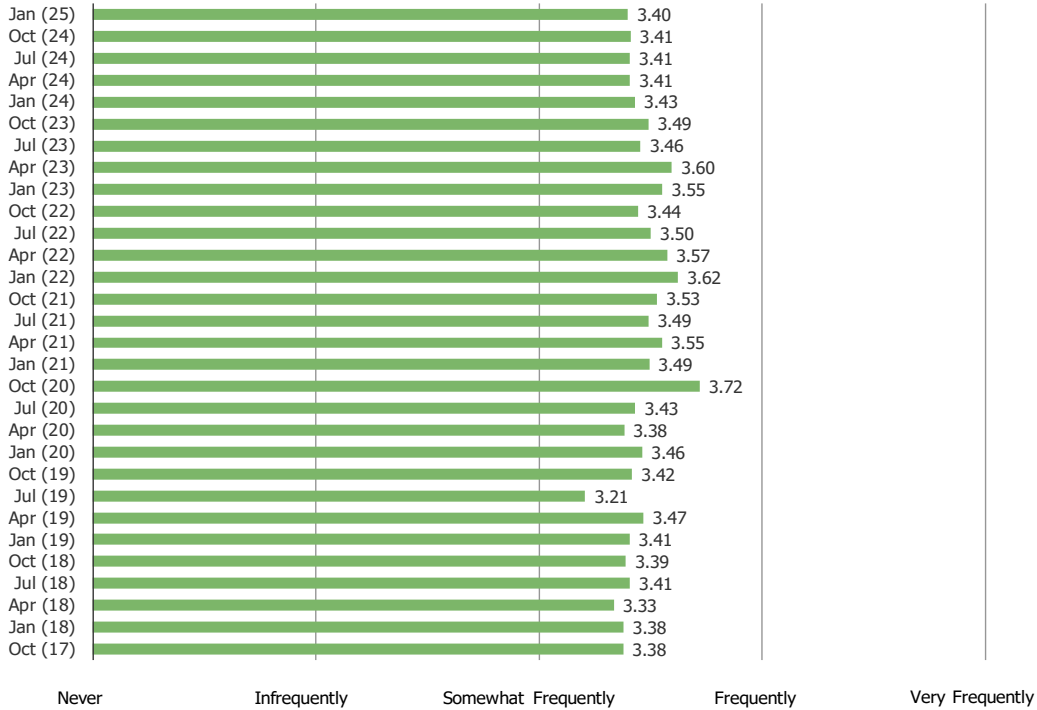
Coffee

COFFEE US

US DATA

HOW OFTEN DO YOU DRINK COFFEE?

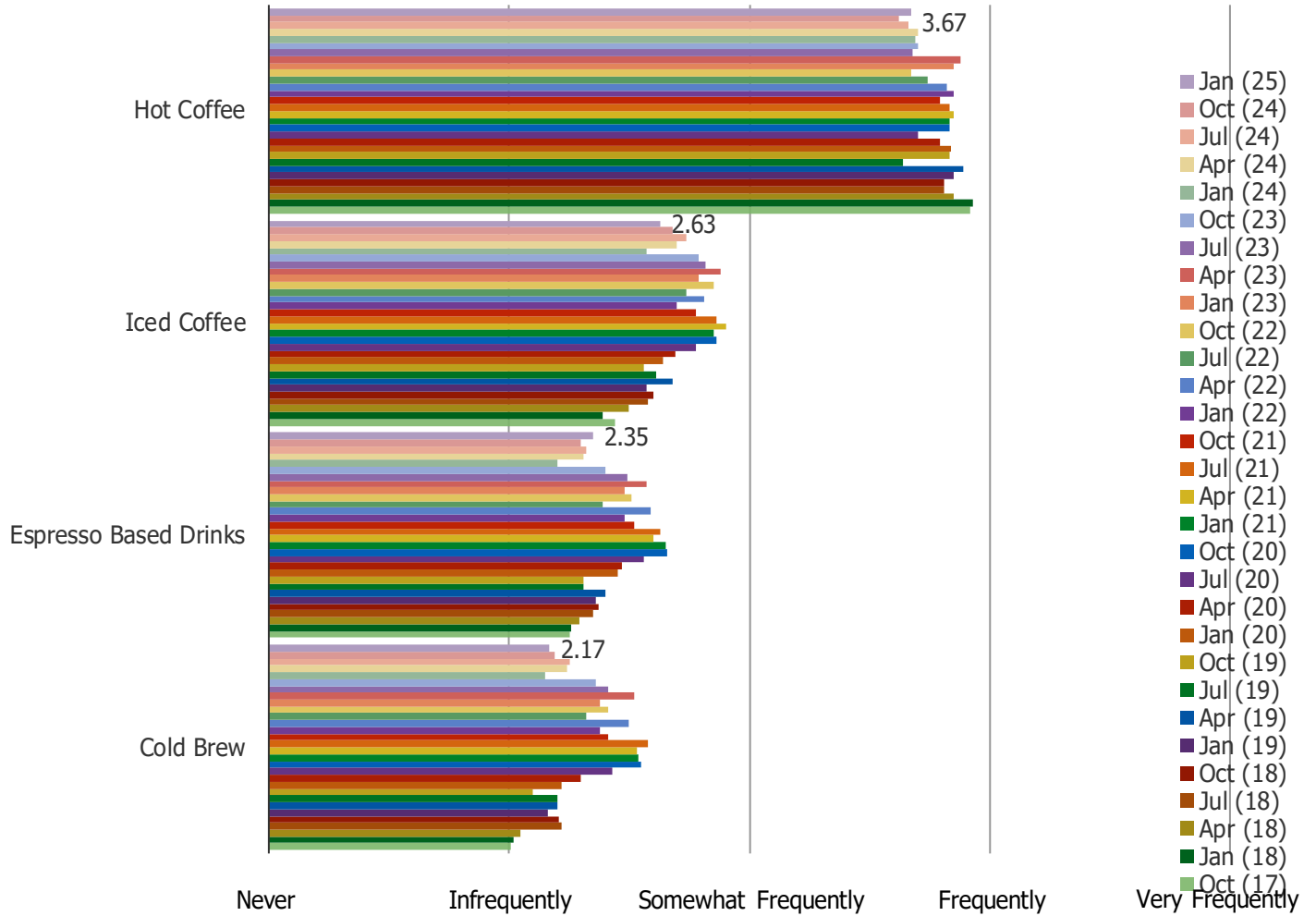
Posed to all respondents.



US DATA

HOW OFTEN DO YOU DRINK THE FOLLOWING?

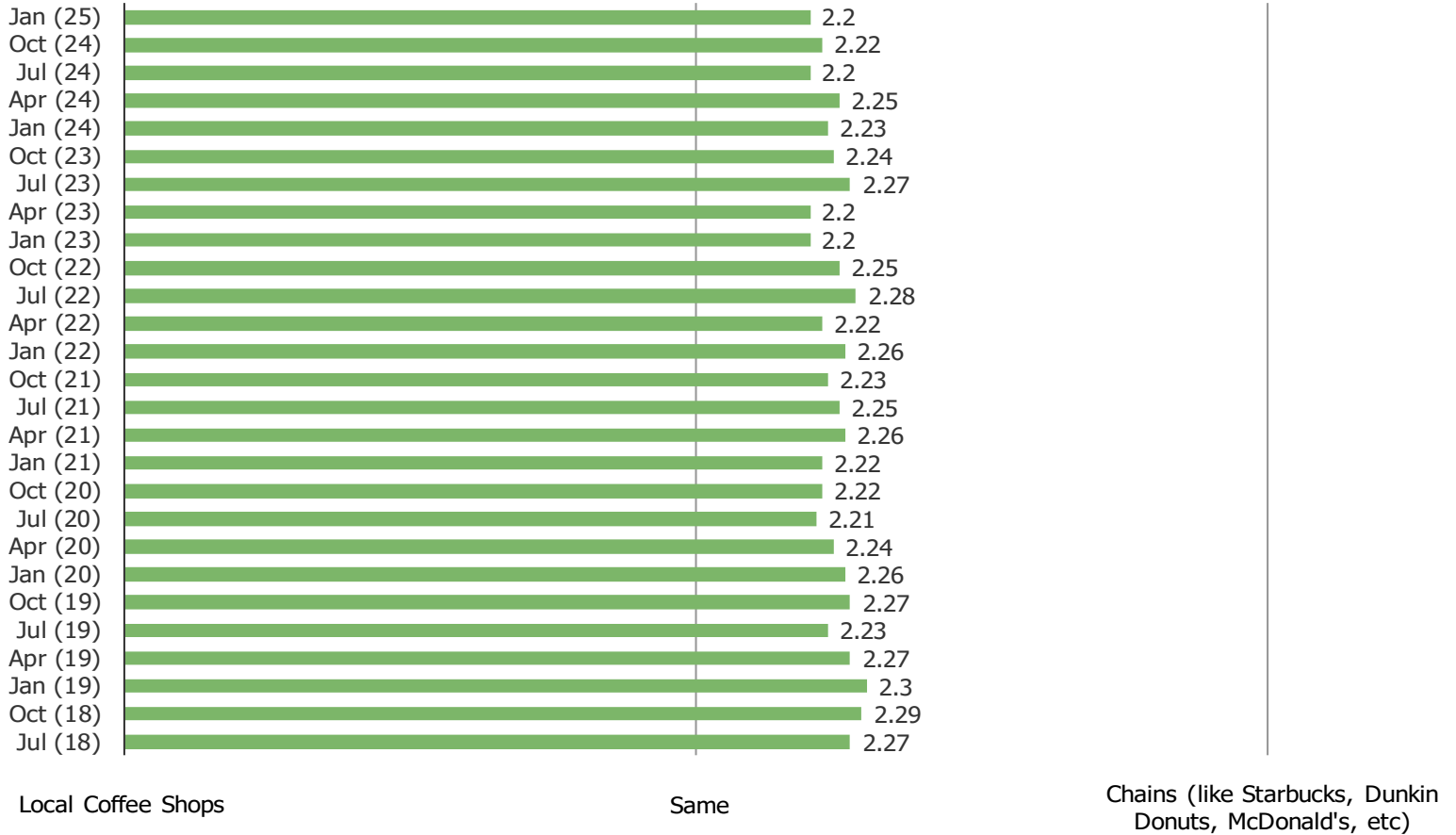
Posed to respondents who drink coffee at least infrequently.



US DATA

WHERE DO YOU PREFER TO GET COFFEE?

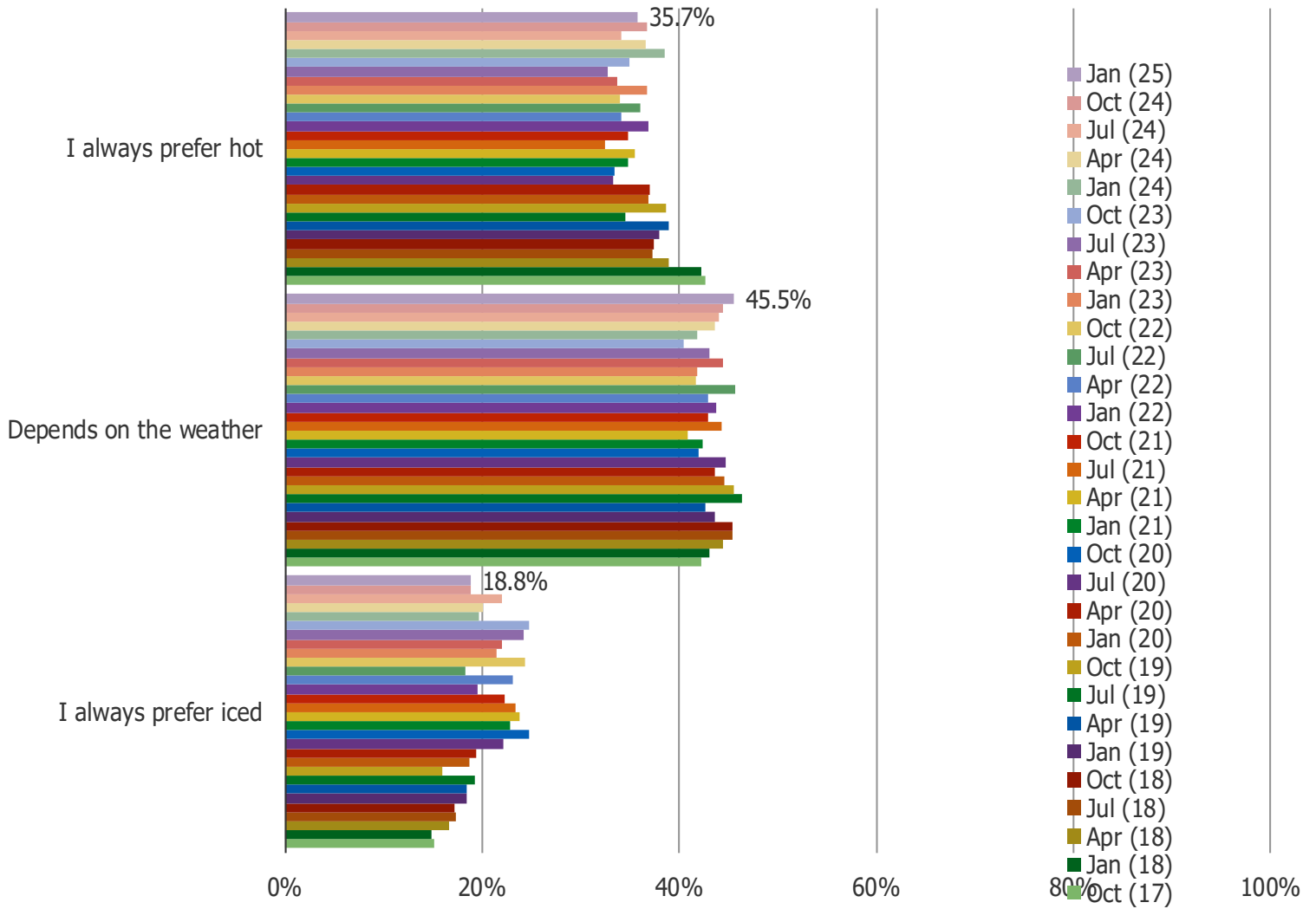
Posed to respondents who drink coffee at least infrequently.



US DATA

DO YOU PREFER ICED OR HOT COFFEE TYPE OF DRINKS?

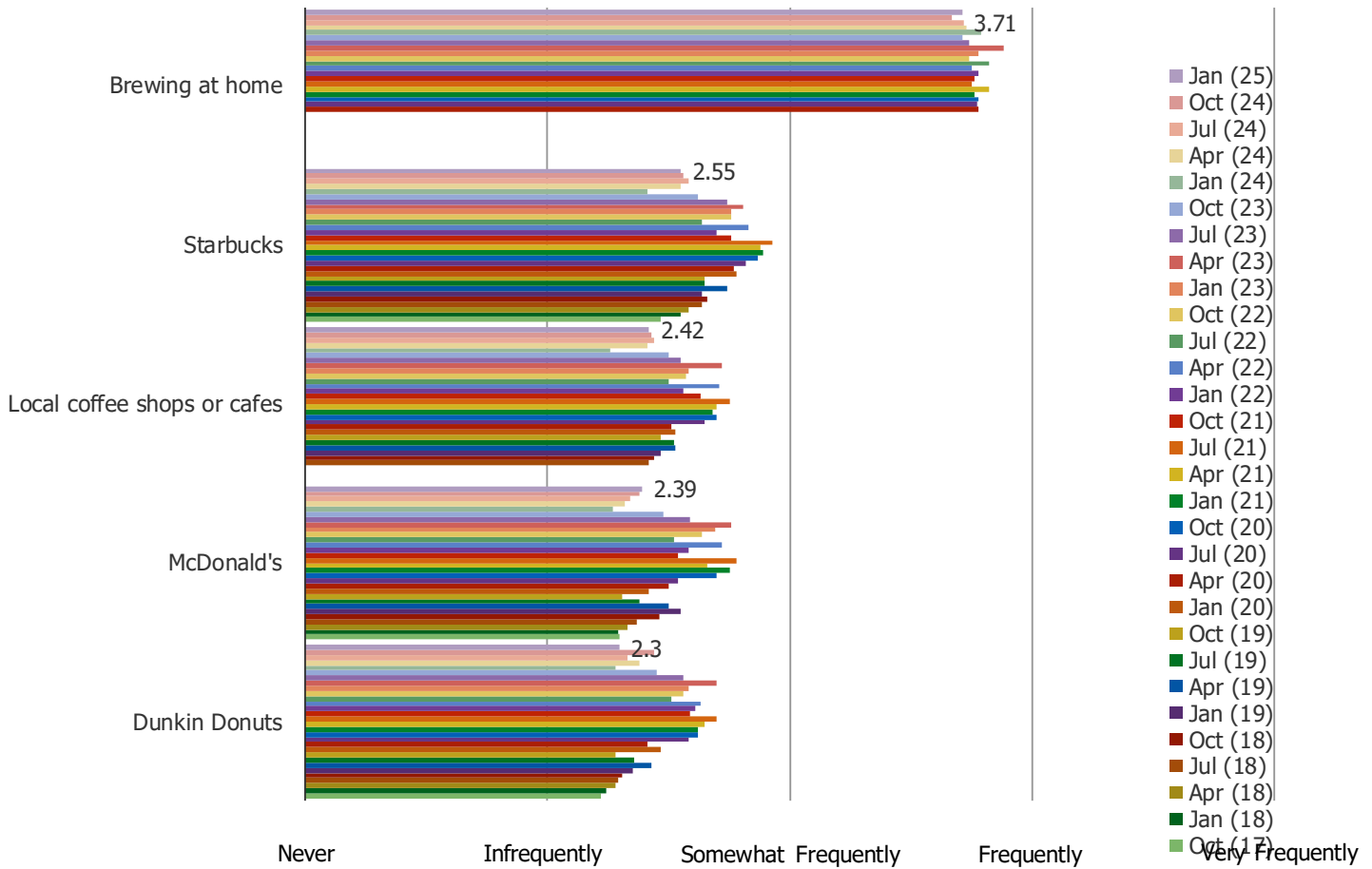
Posed to respondents who drink coffee at least infrequently.



US DATA

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

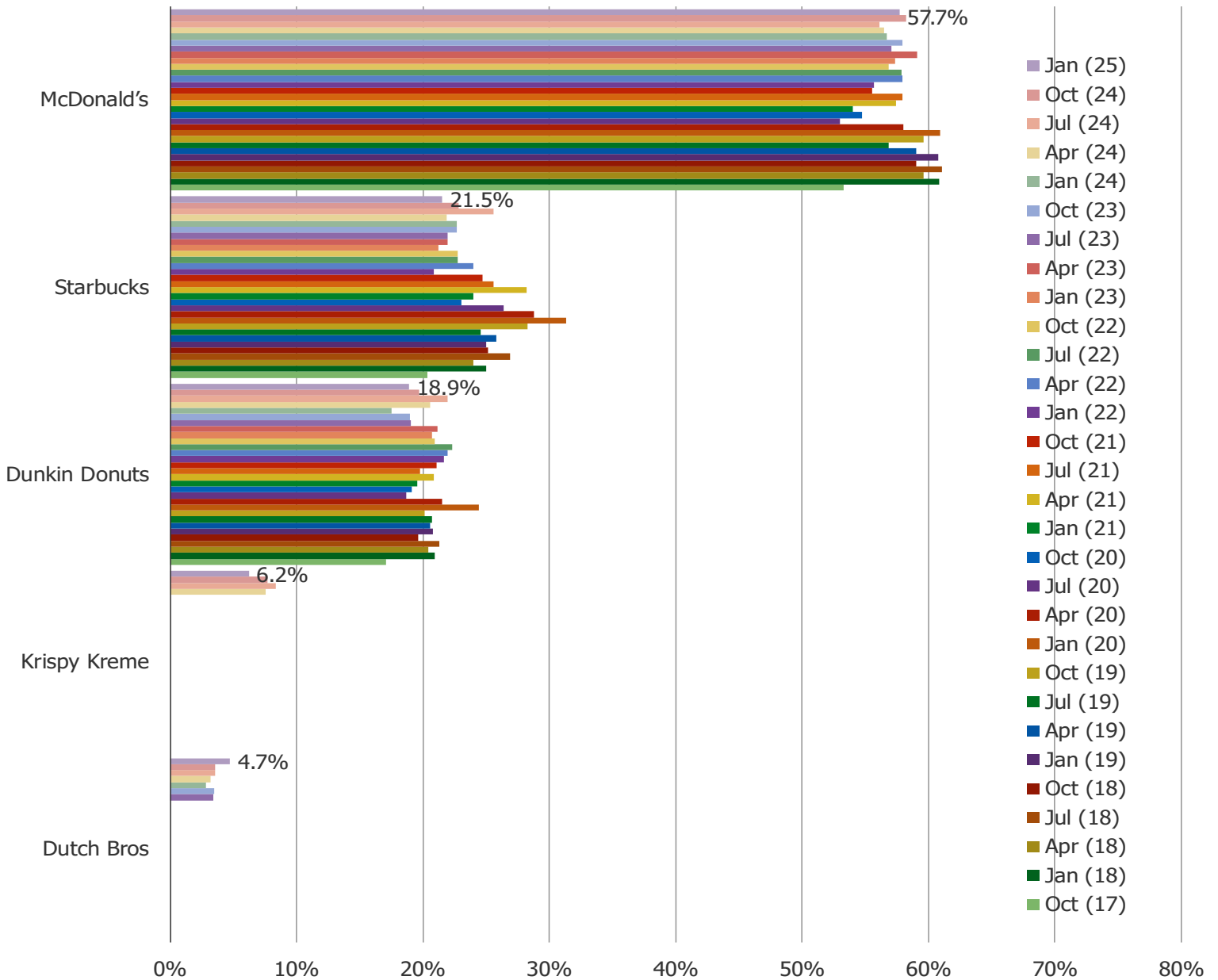
Posed to respondents who drink coffee at least infrequently.



US DATA

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

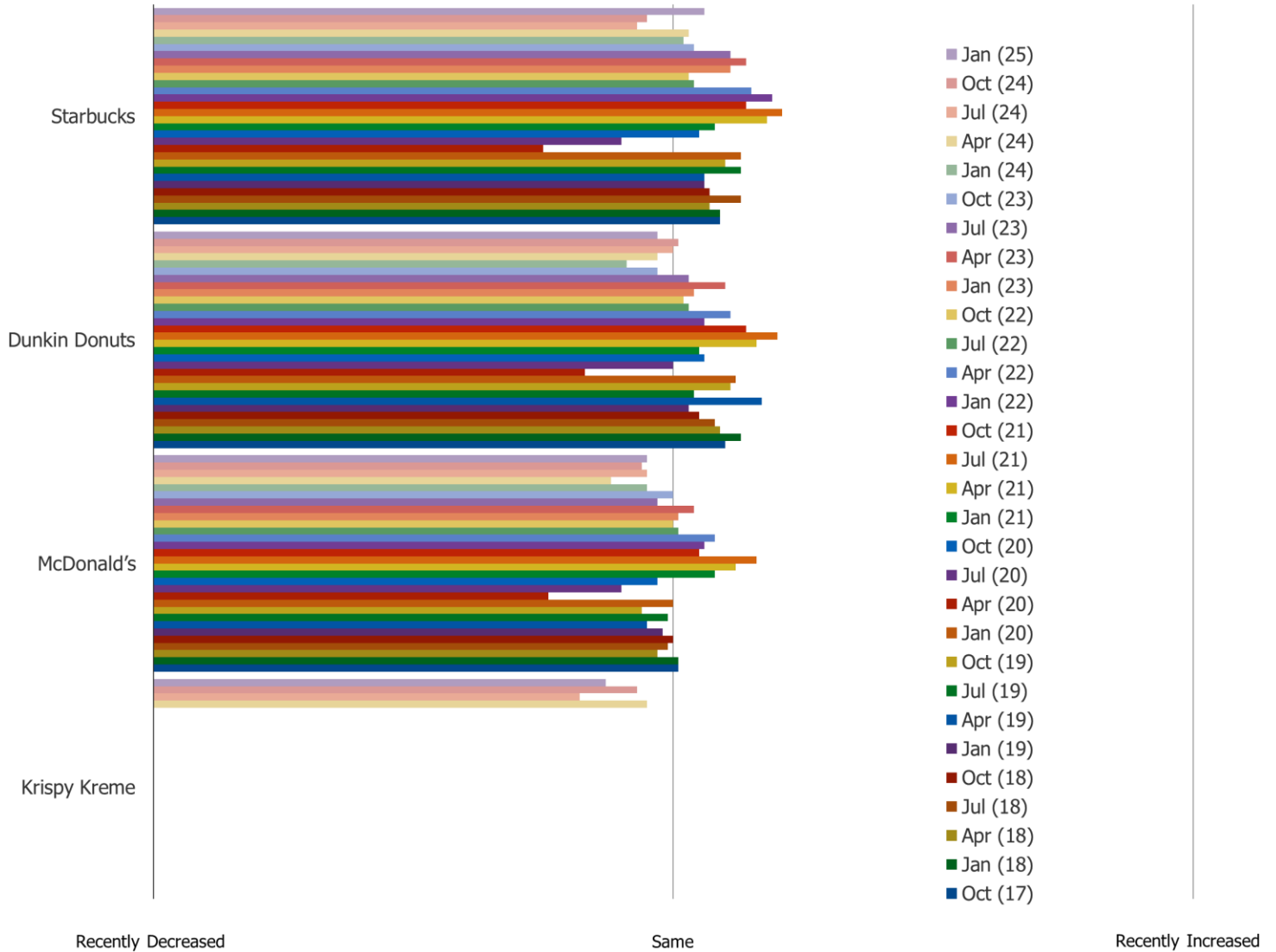
Posed to respondents who drink coffee at least infrequently.



US DATA

HAVE YOU CHANGED HOW OFTEN YOU TAKEOUT OR DINE HERE?

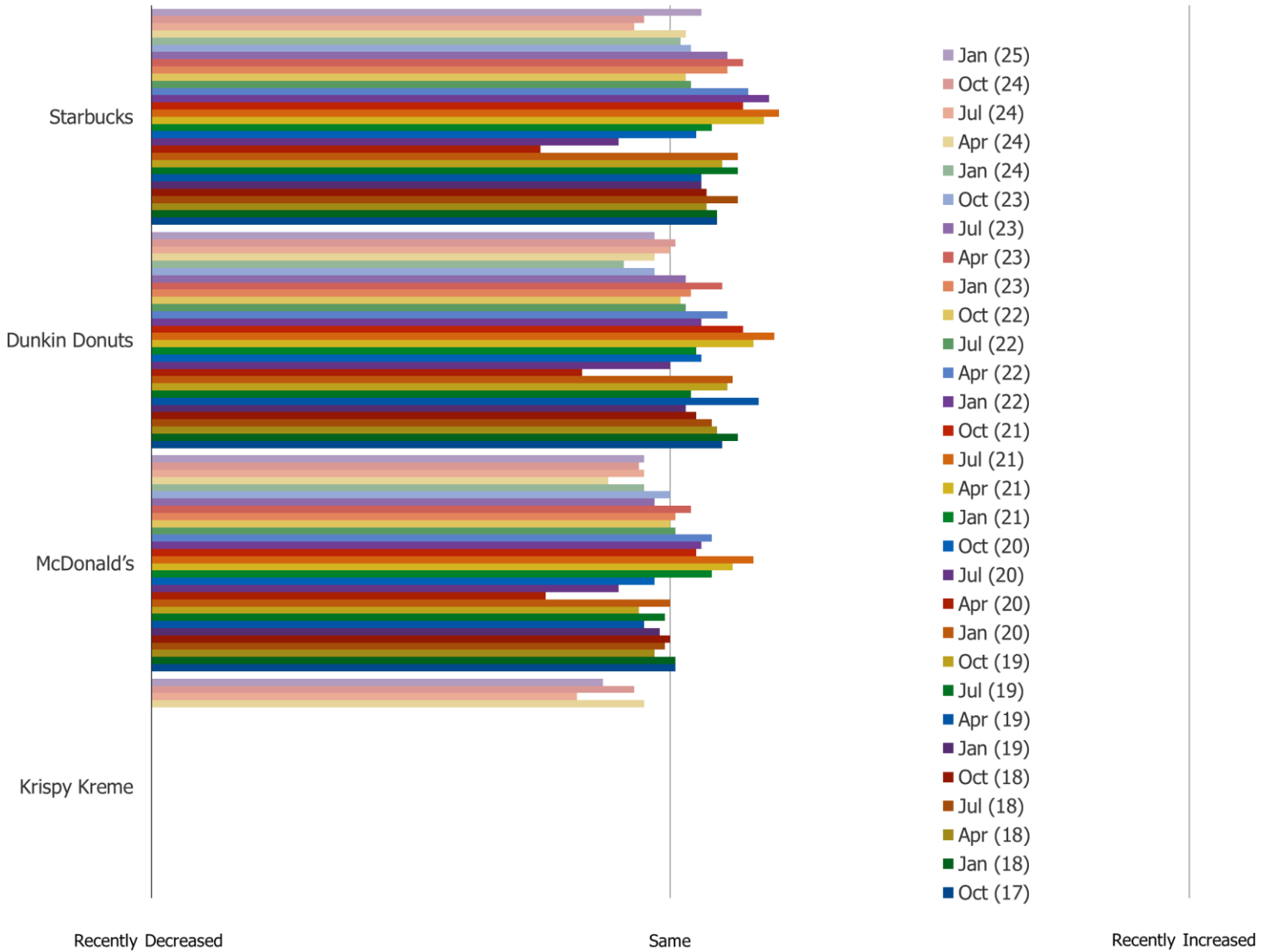
Posed to respondents who use the following regularly or occasionally.



US DATA

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

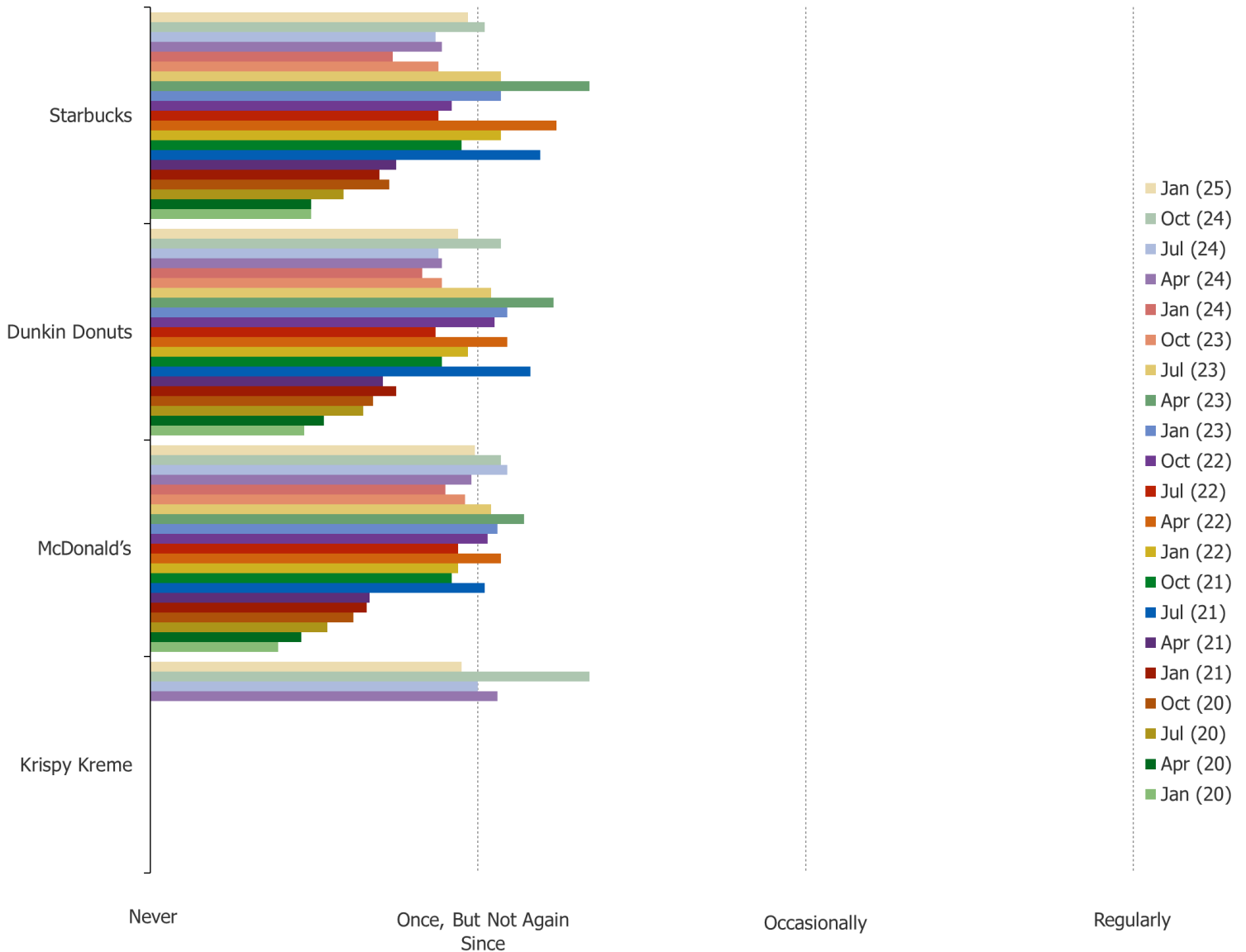
Posed to respondents who use the following regularly or occasionally.



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.

