

BESPOKE SURVEYS

Coffee and Donuts, Vol 31

1,250 Consumers Per Wave, Balanced to Census

April 2025

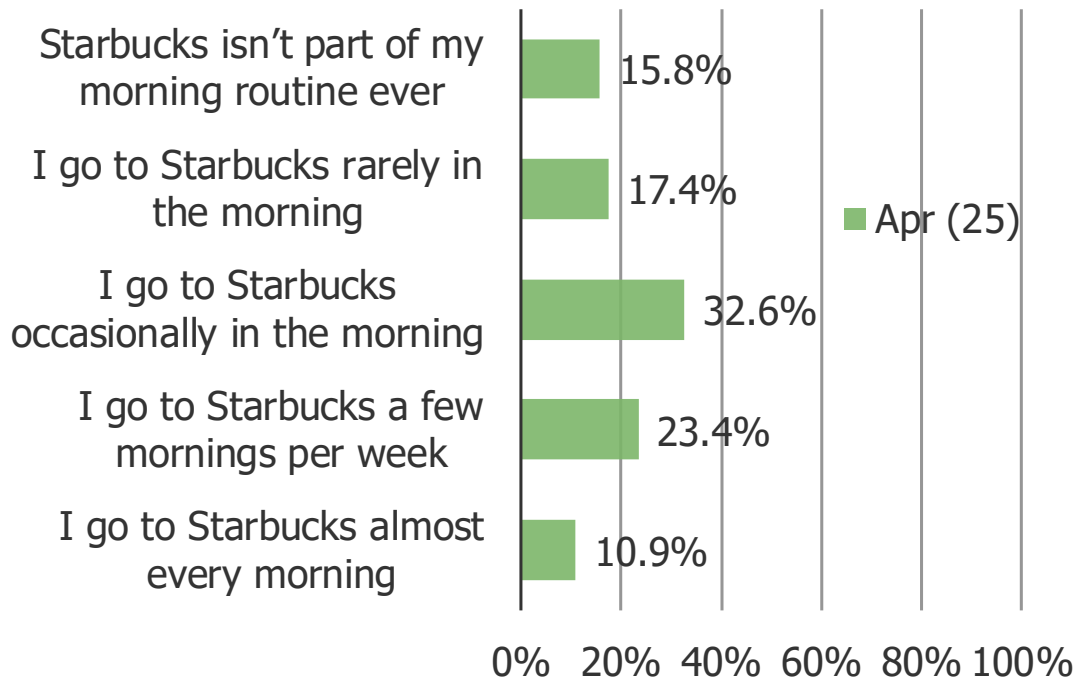
Coffee

NEW QUESTIONS

US DATA

HOW OFTEN IS STARBUCKS PART OF YOUR MORNING ROUTINE?

Posed to Starbucks customers.



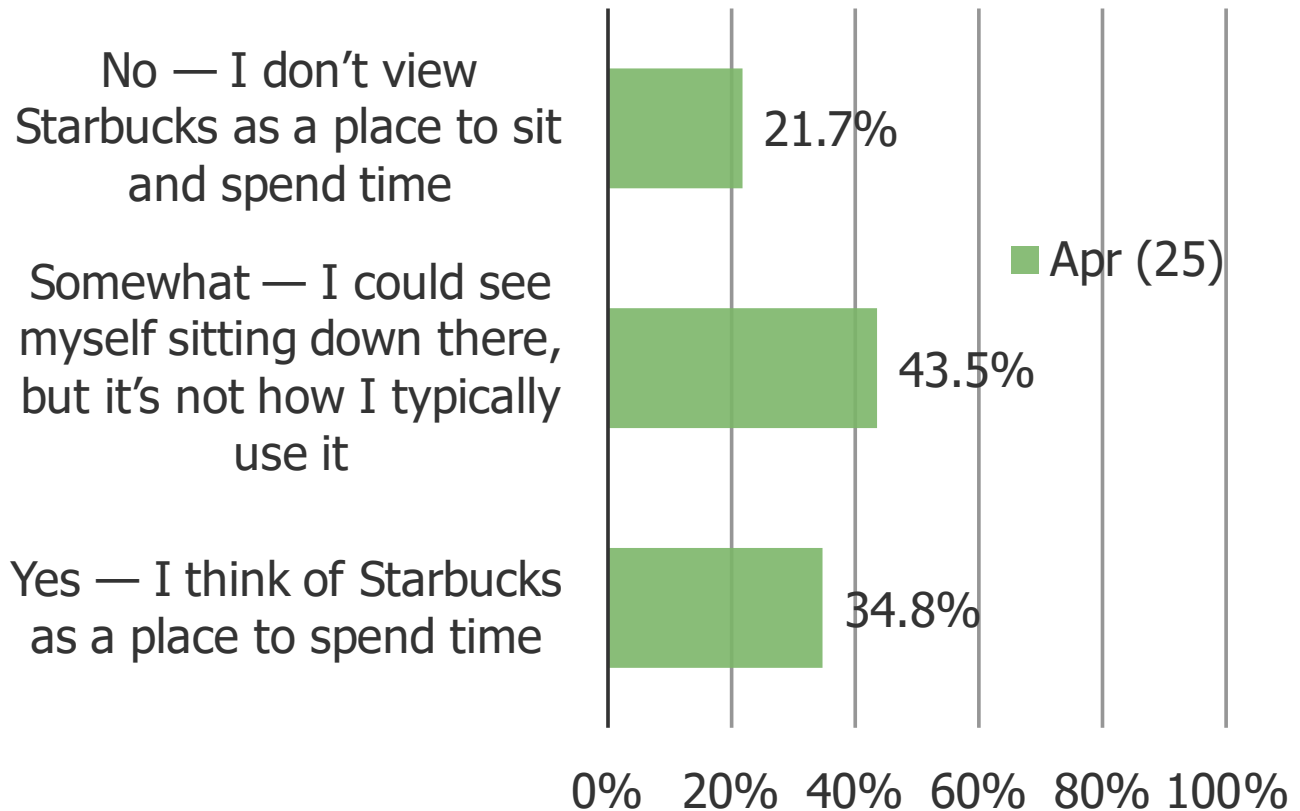
If not, why not?

- I just don't
- I'd rather just make coffee and food at home in the morning
- Too expensive
- Saving money
- I make coffee at home usually
- I don't know
- Don't have one close to where I live
- Because I don't drive anymore and I can't walk to the nearest store
- I am trying to save money
- Too expensive
- I make coffee as soon as I wake up
- Dunkin is cheaper

US DATA

DO YOU PERSONALLY VIEW STARBUCKS AS A PLACE TO GO SIT DOWN AND SPEND TIME (E.G., TO RELAX, WORK, OR MEET SOMEONE)?

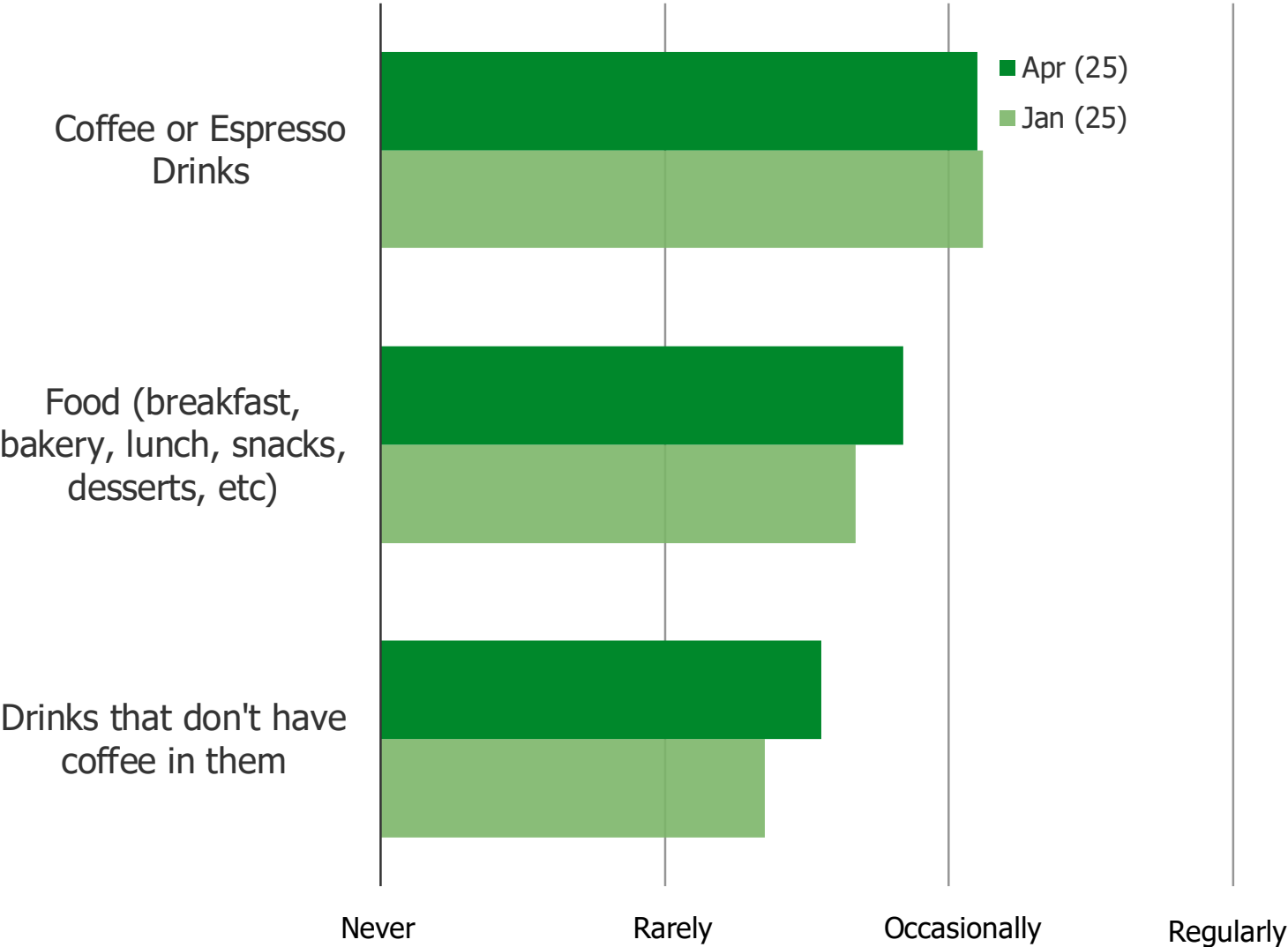
Posed to Starbucks customers.



US DATA

HOW OFTEN DO YOU GET THE FOLLOWING FROM STARBUCKS?

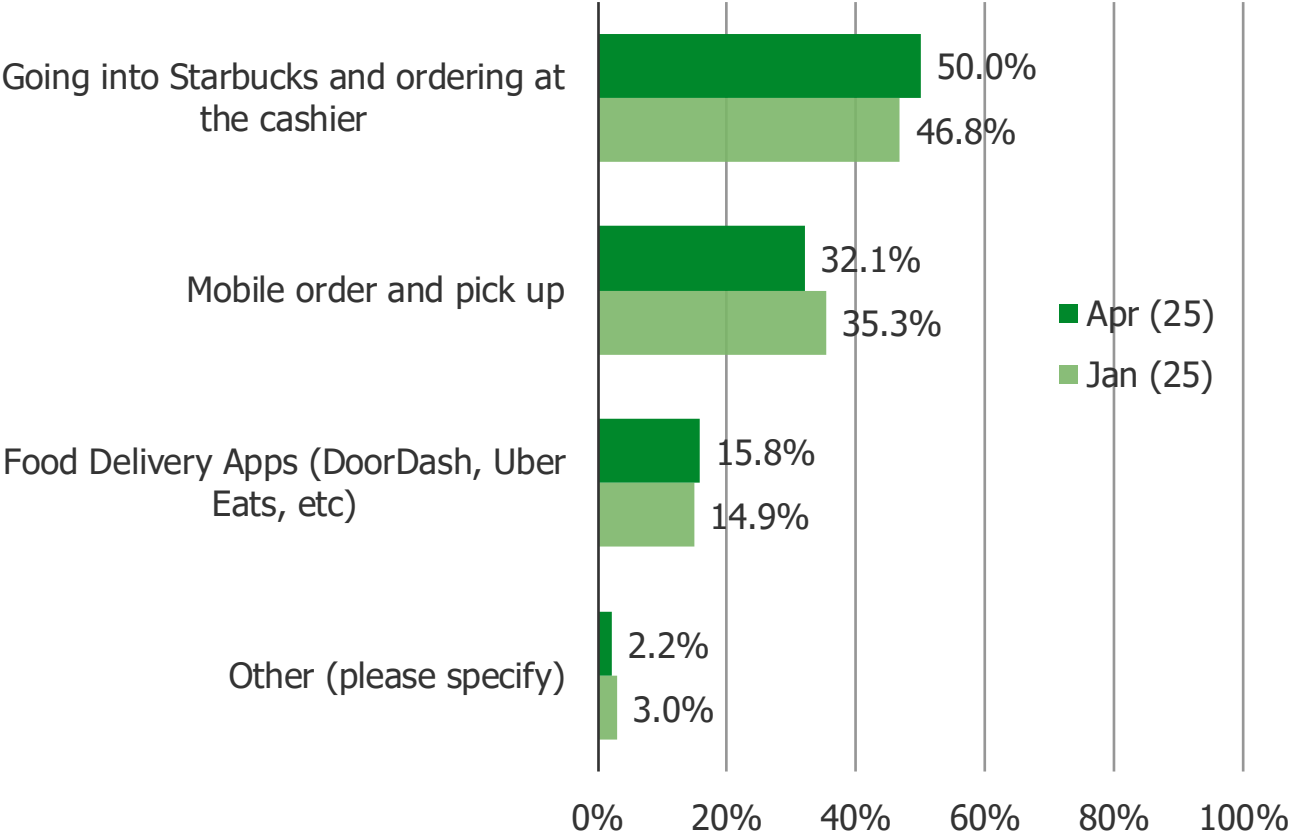
Posed to Starbucks customers.



US DATA

WHICH IS YOUR PREFERRED METHOD FOR GETTING STARBUCKS?

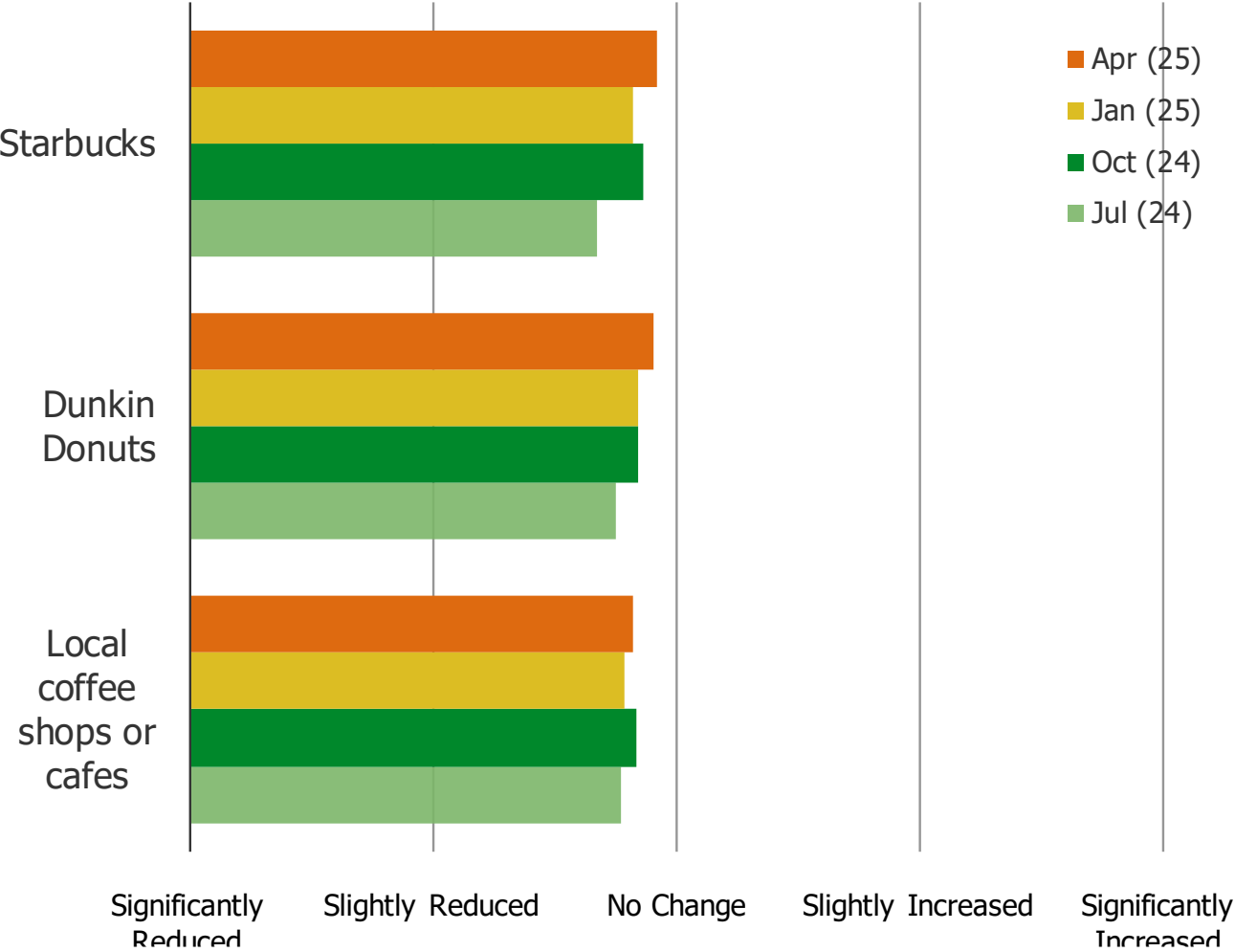
Posed to Starbucks customers.



US DATA

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

Posed to customers of each of the following.



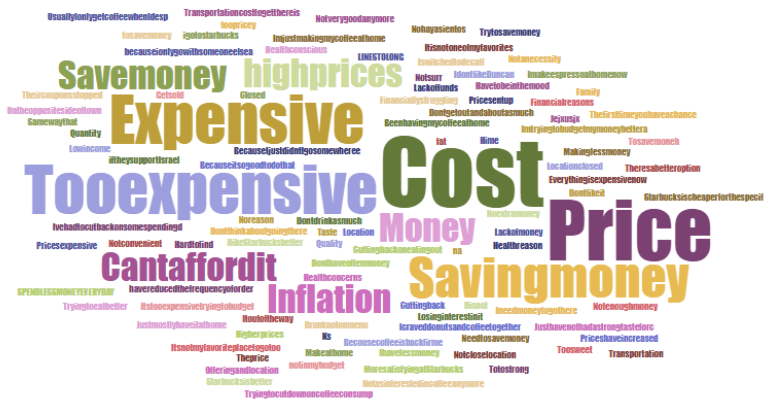
US DATA

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

Starbucks



Dunkin



Local Coffee Shops



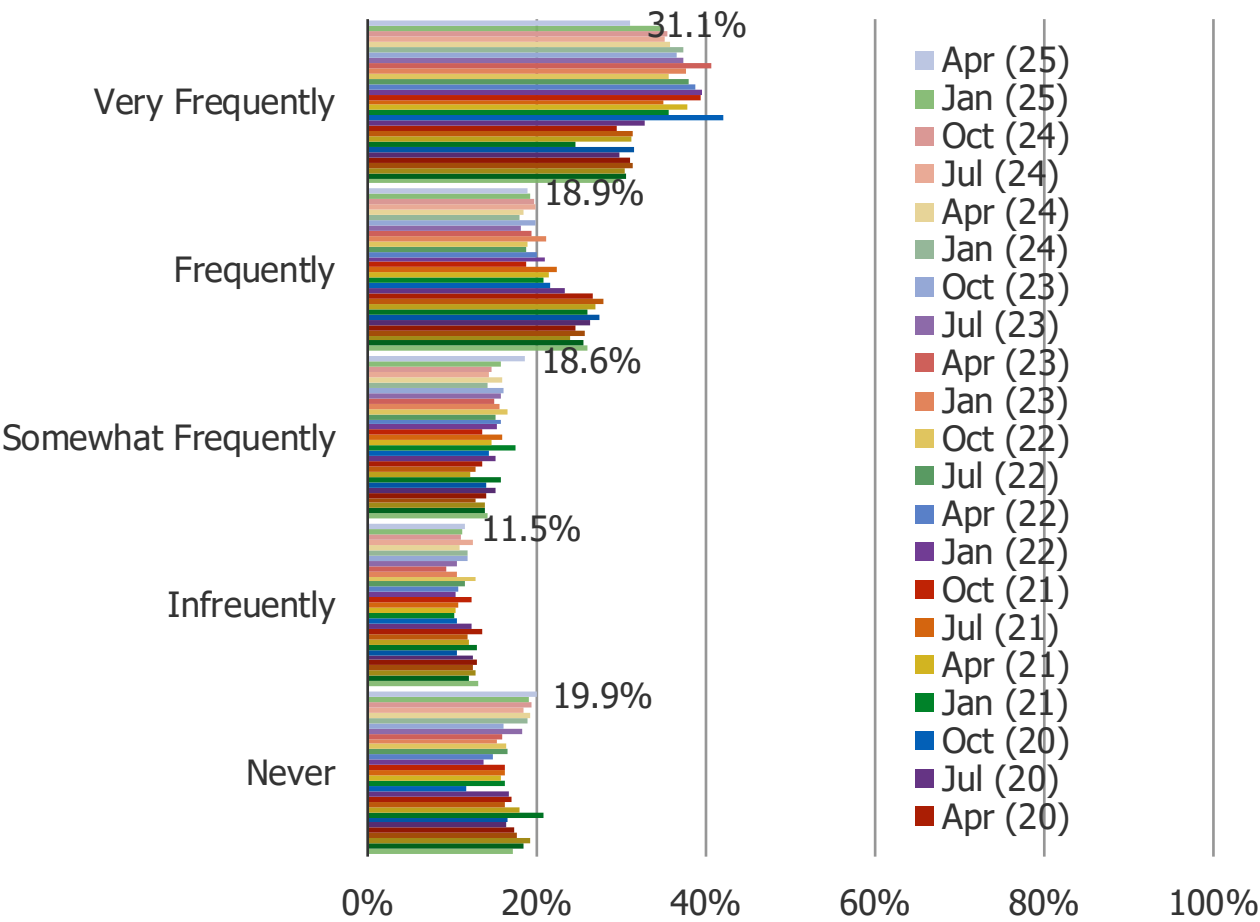
Coffee

COFFEE US

US DATA

HOW OFTEN DO YOU DRINK COFFEE?

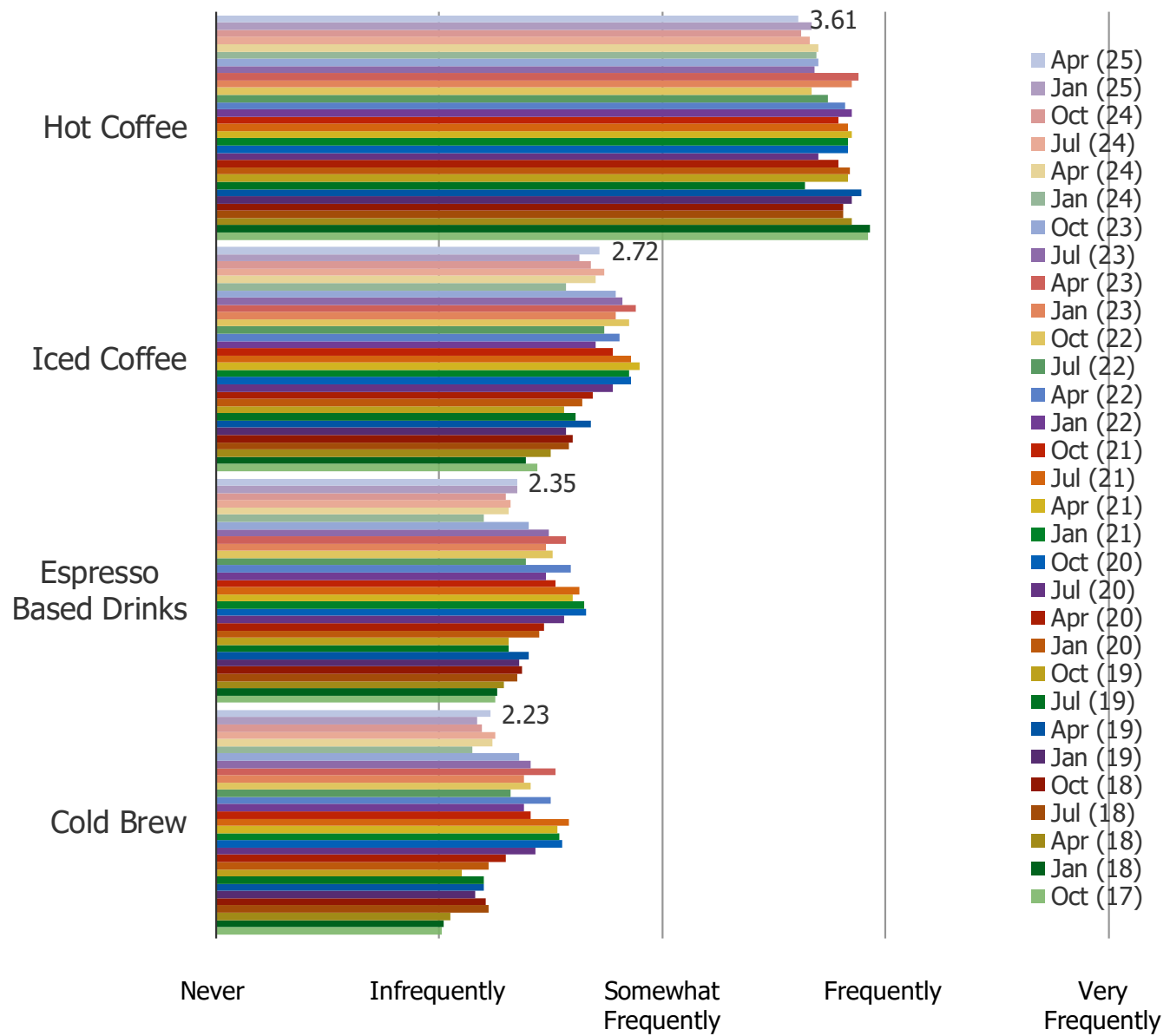
Posed to all respondents.



US DATA

HOW OFTEN DO YOU DRINK THE FOLLOWING?

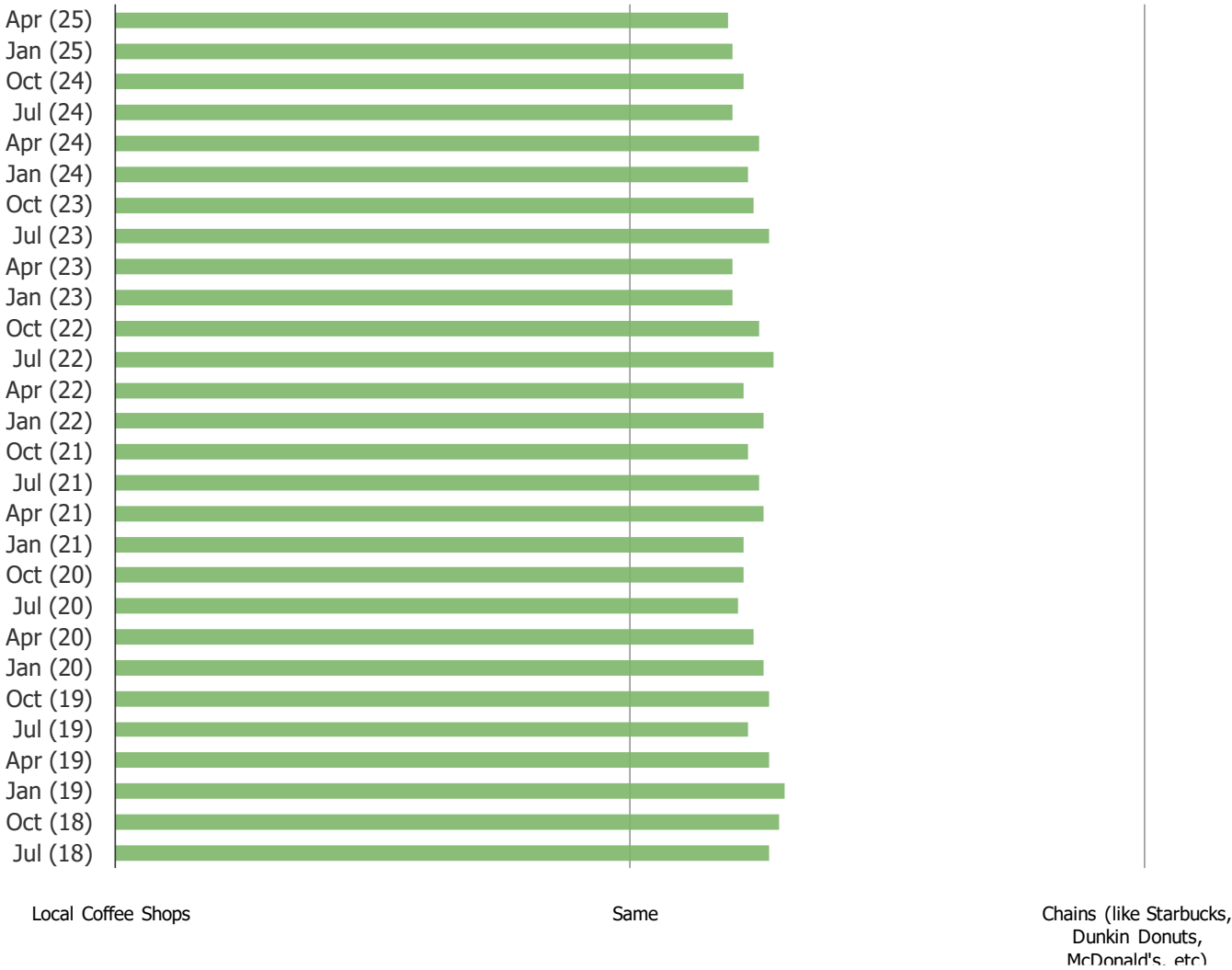
Posed to respondents who drink coffee at least infrequently.



US DATA

WHERE DO YOU PREFER TO GET COFFEE?

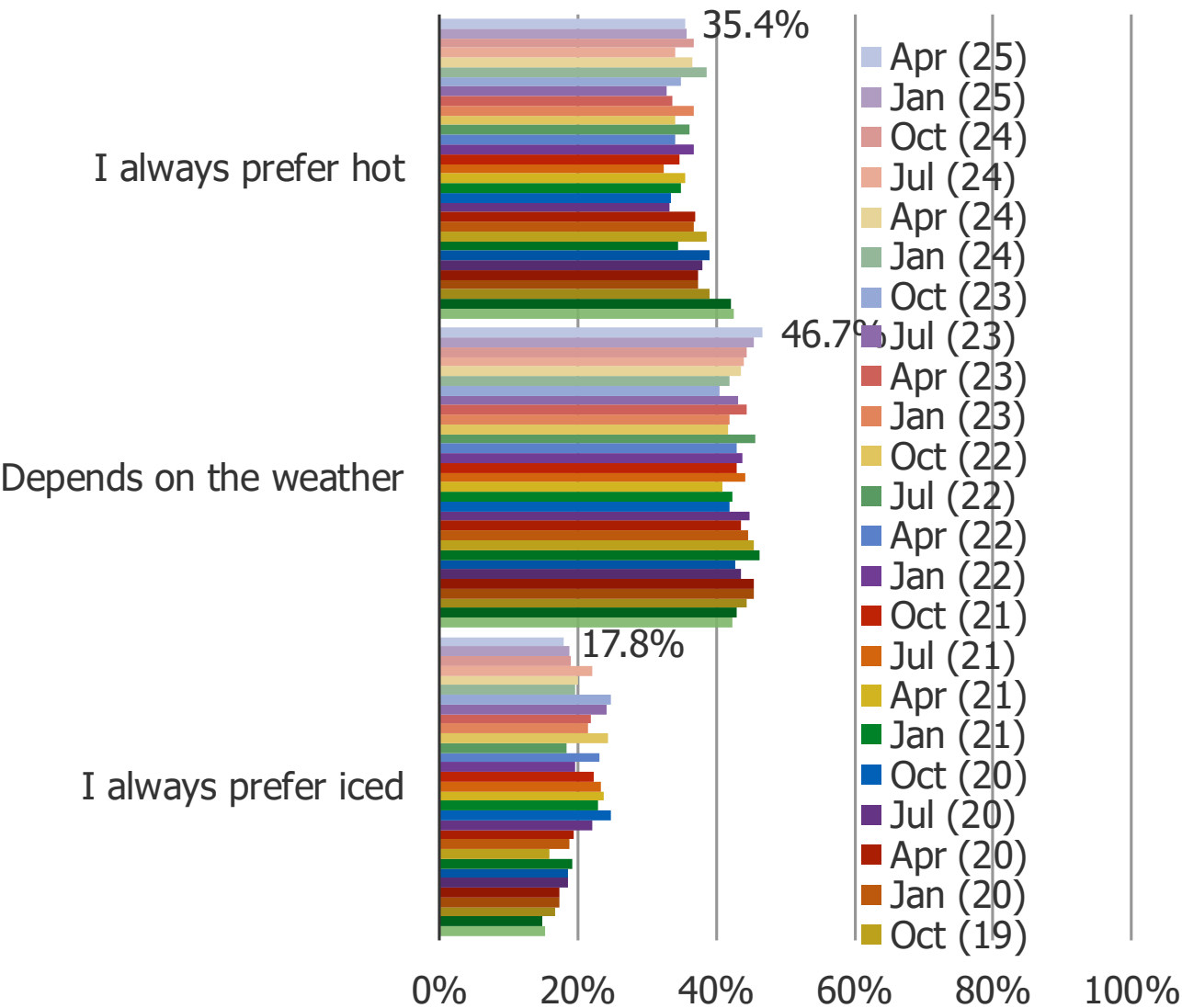
Posed to respondents who drink coffee at least infrequently.



US DATA

DO YOU PREFER ICED OR HOT COFFEE TYPE OF DRINKS?

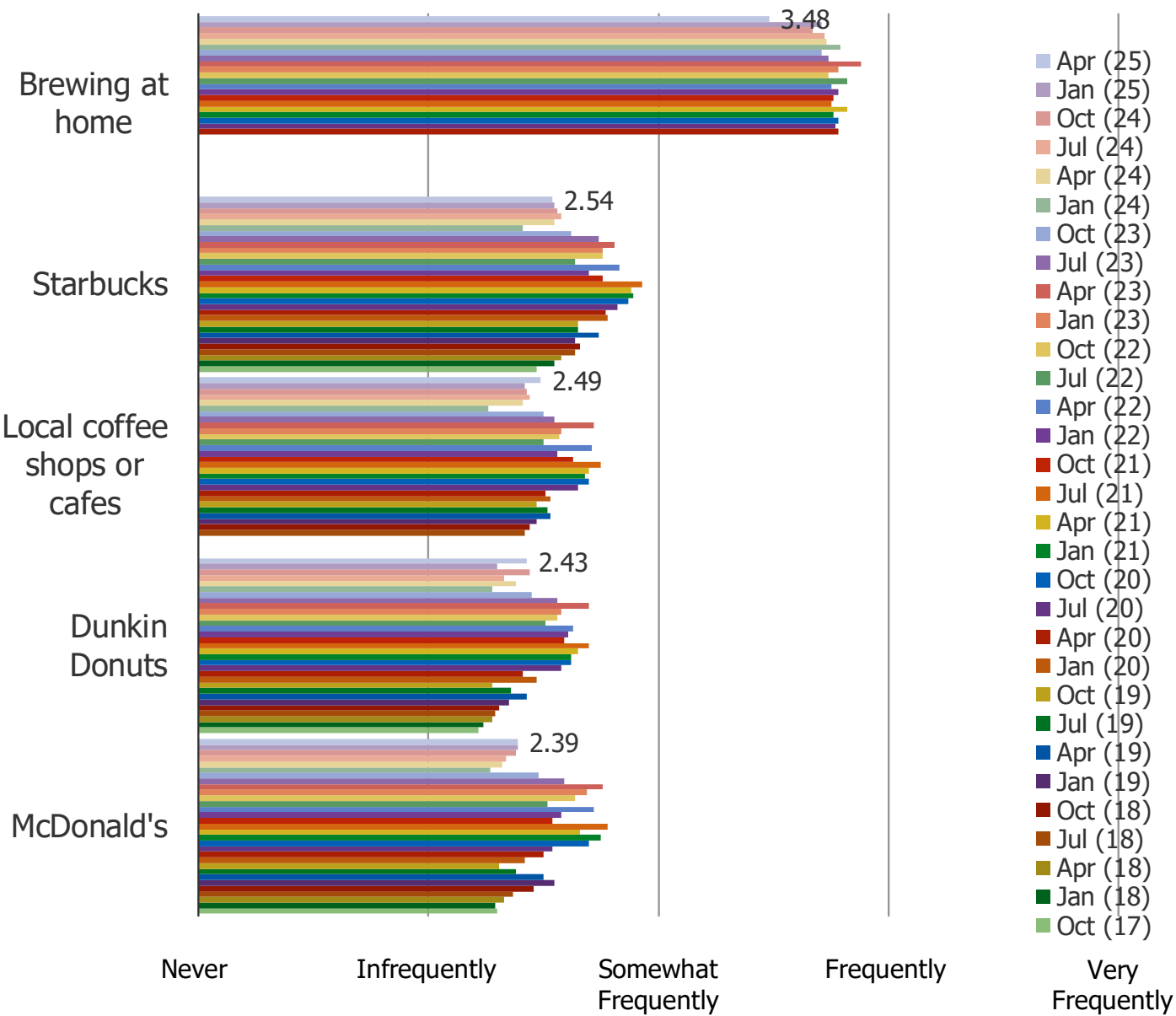
Posed to respondents who drink coffee at least infrequently.



US DATA

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

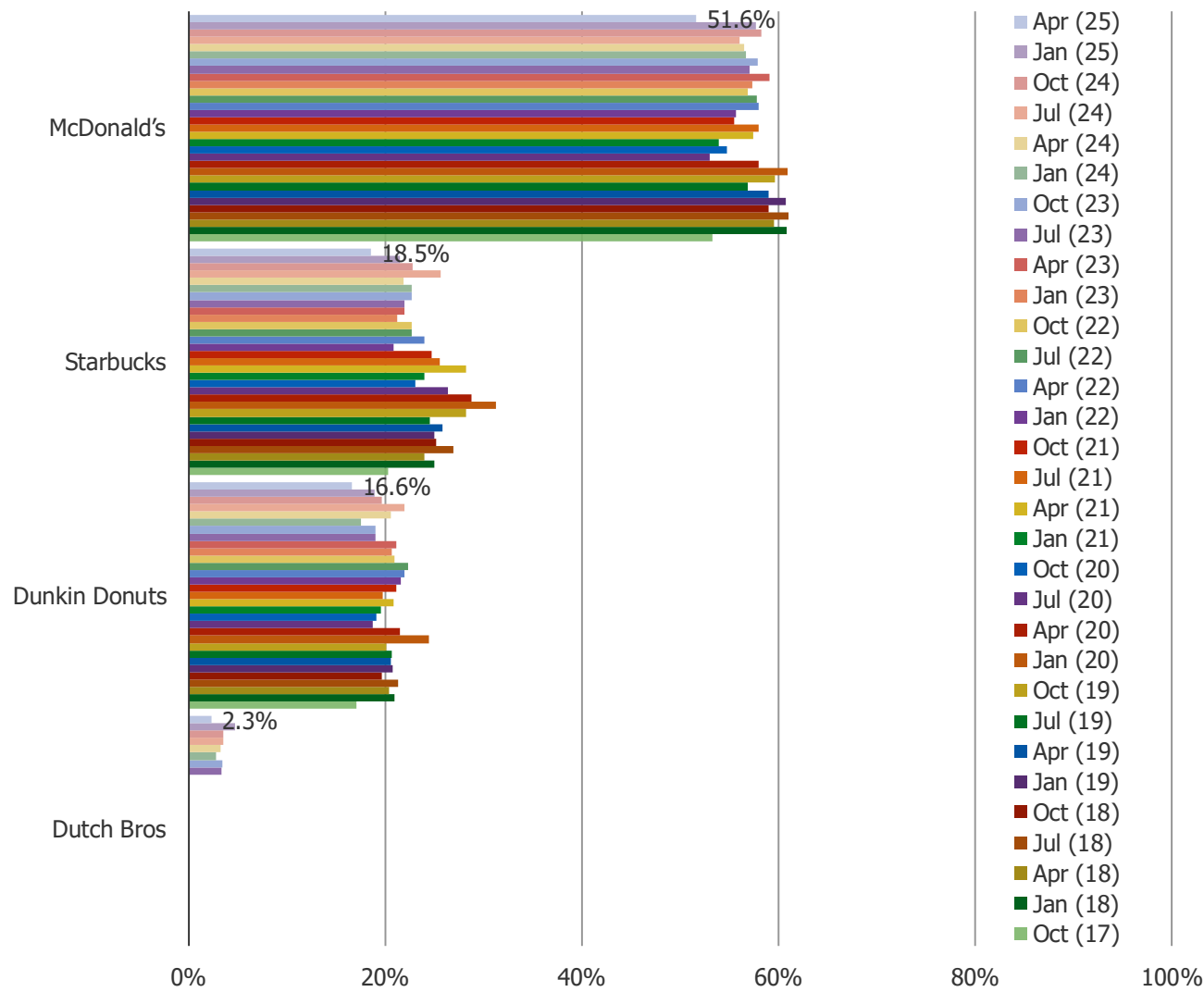
Posed to respondents who drink coffee at least infrequently.



US DATA

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

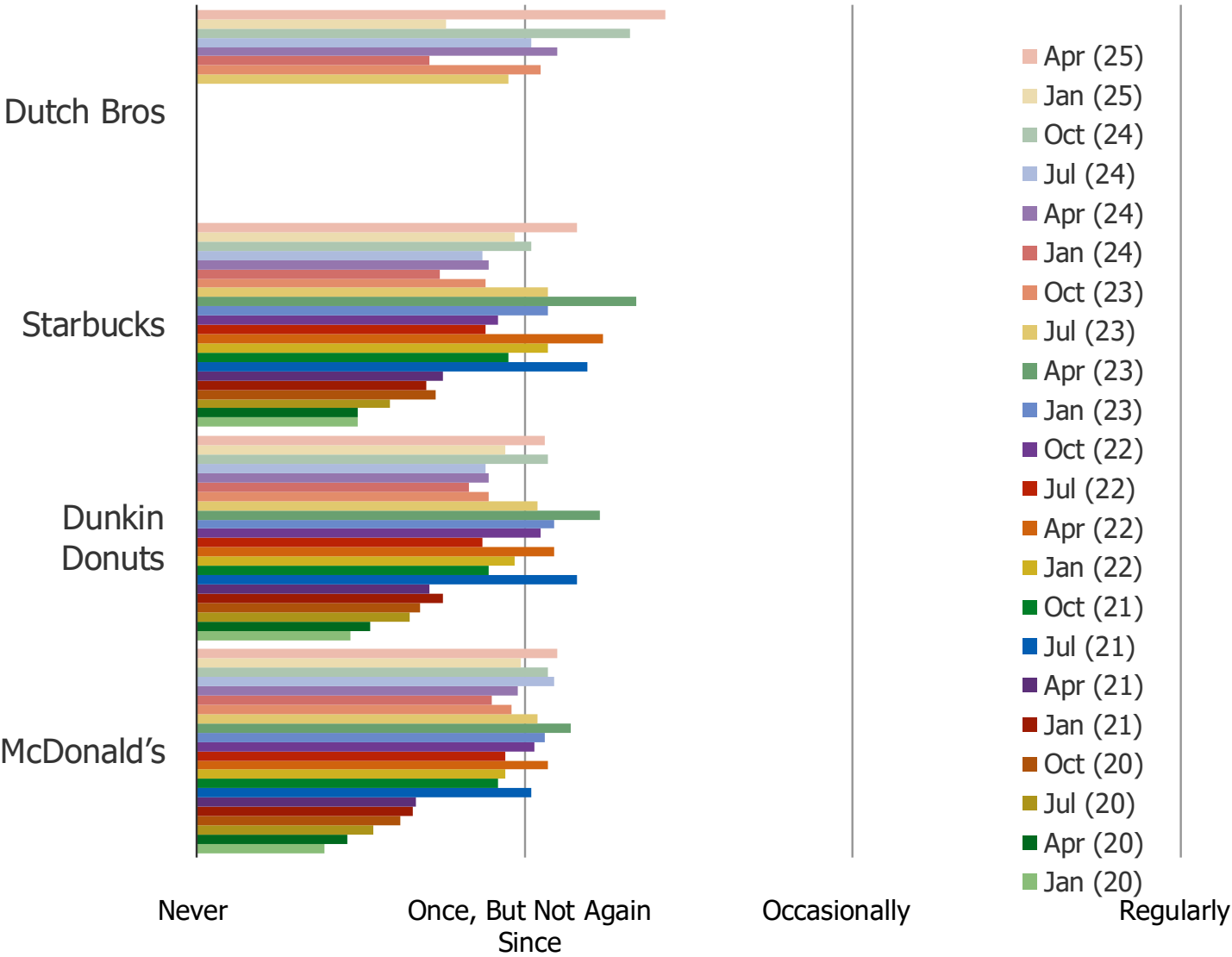
Posed to respondents who drink coffee at least infrequently.



US DATA

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.

