

BESPOKE SURVEYS

Coffee, Vol 32

1,000 Consumers Per Wave, Balanced to Census

July 2025

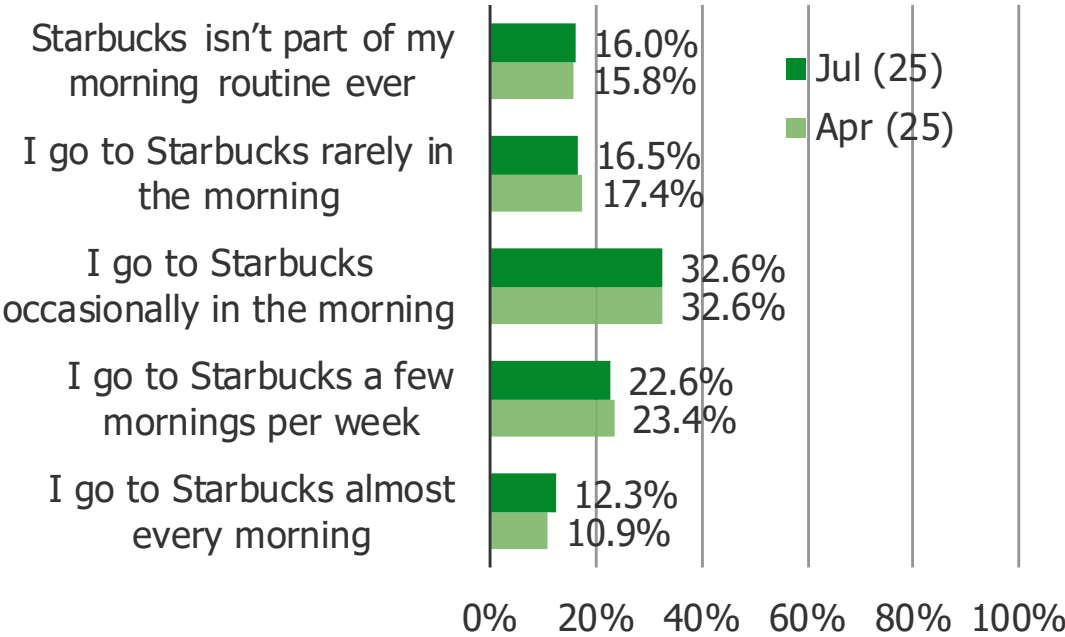
Coffee

NEW QUESTIONS

US DATA

HOW OFTEN IS STARBUCKS PART OF YOUR MORNING ROUTINE?

Posed to Starbucks customers.



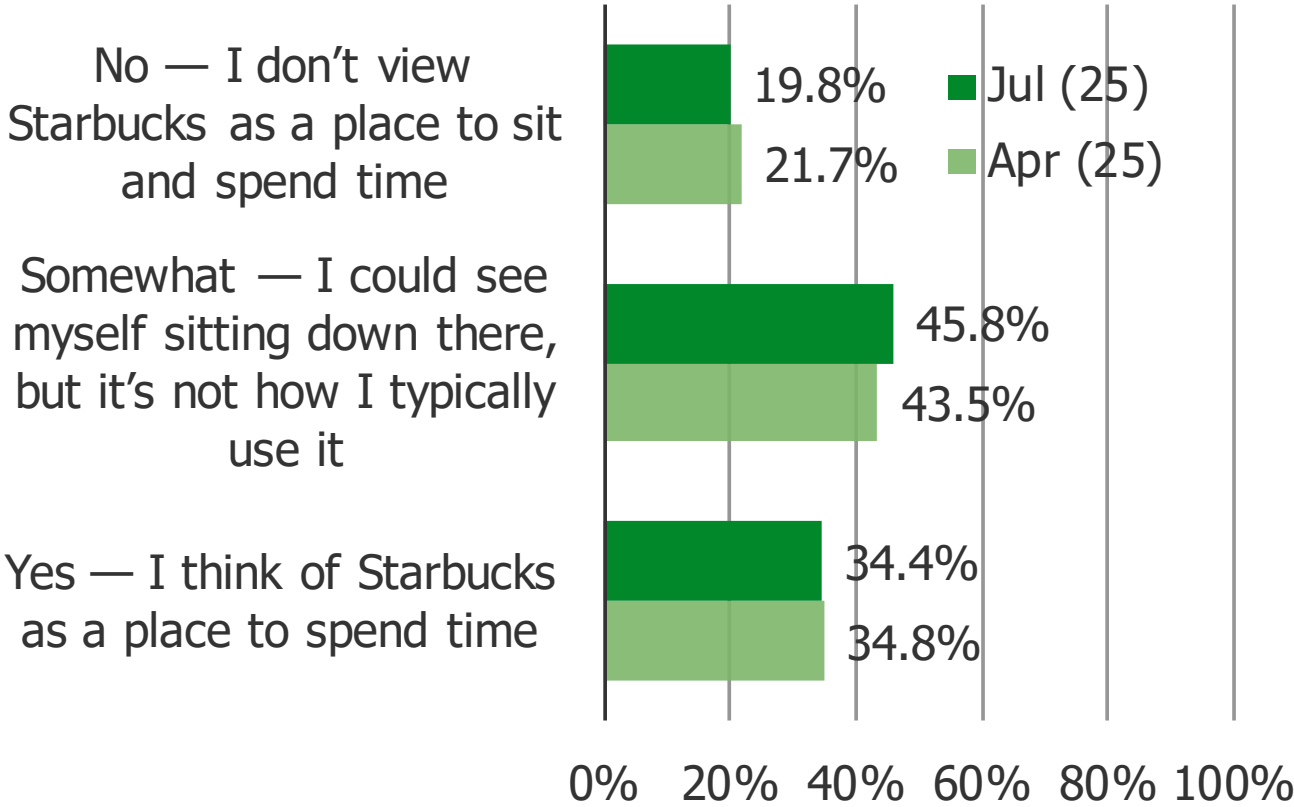
If not, why not?

- Too expensive
- I go in the afternoon
- My area doesn't have a Starbucks yet opened
- Make coffee at home
- It's way too costly
- I get it more as afternoon pick me up
- I can not afford
- Can't afford it
- I can't afford it regularly and when I do get it it's usually later in the day
- It's expensive
- It's too expensive to get everyday
- It's way too overpriced and overcrowded you can barely even find a parking spot
- Isn't one nearby
- Distance
- Easier to make drinks at home

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)?

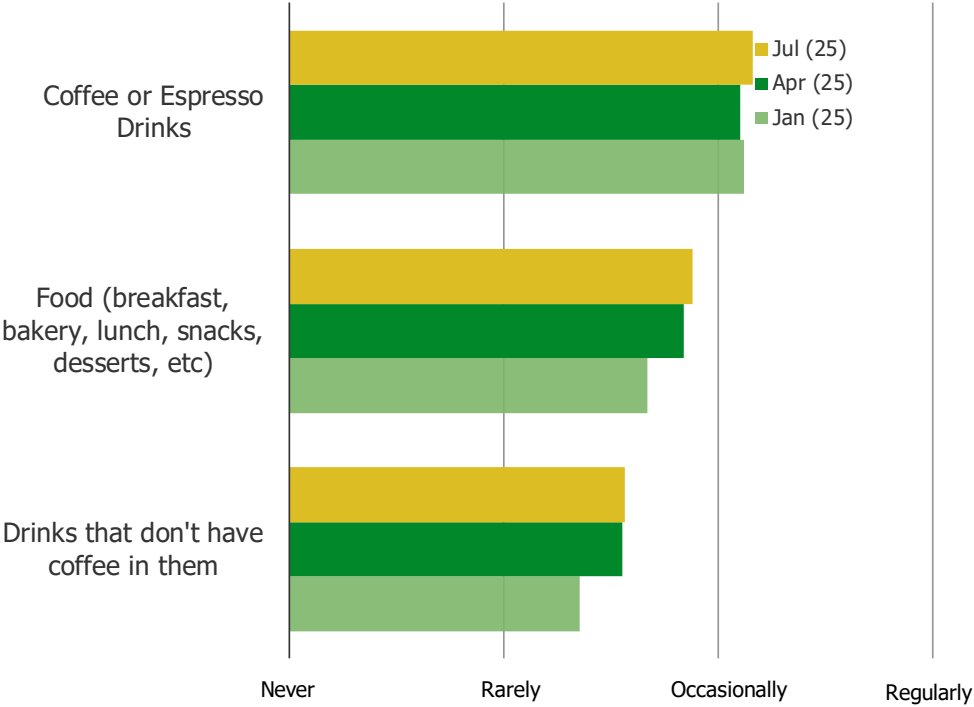
Posed to Starbucks customers.



US DATA

HOW OFTEN DO YOU GET THE FOLLOWING FROM STARBUCKS?

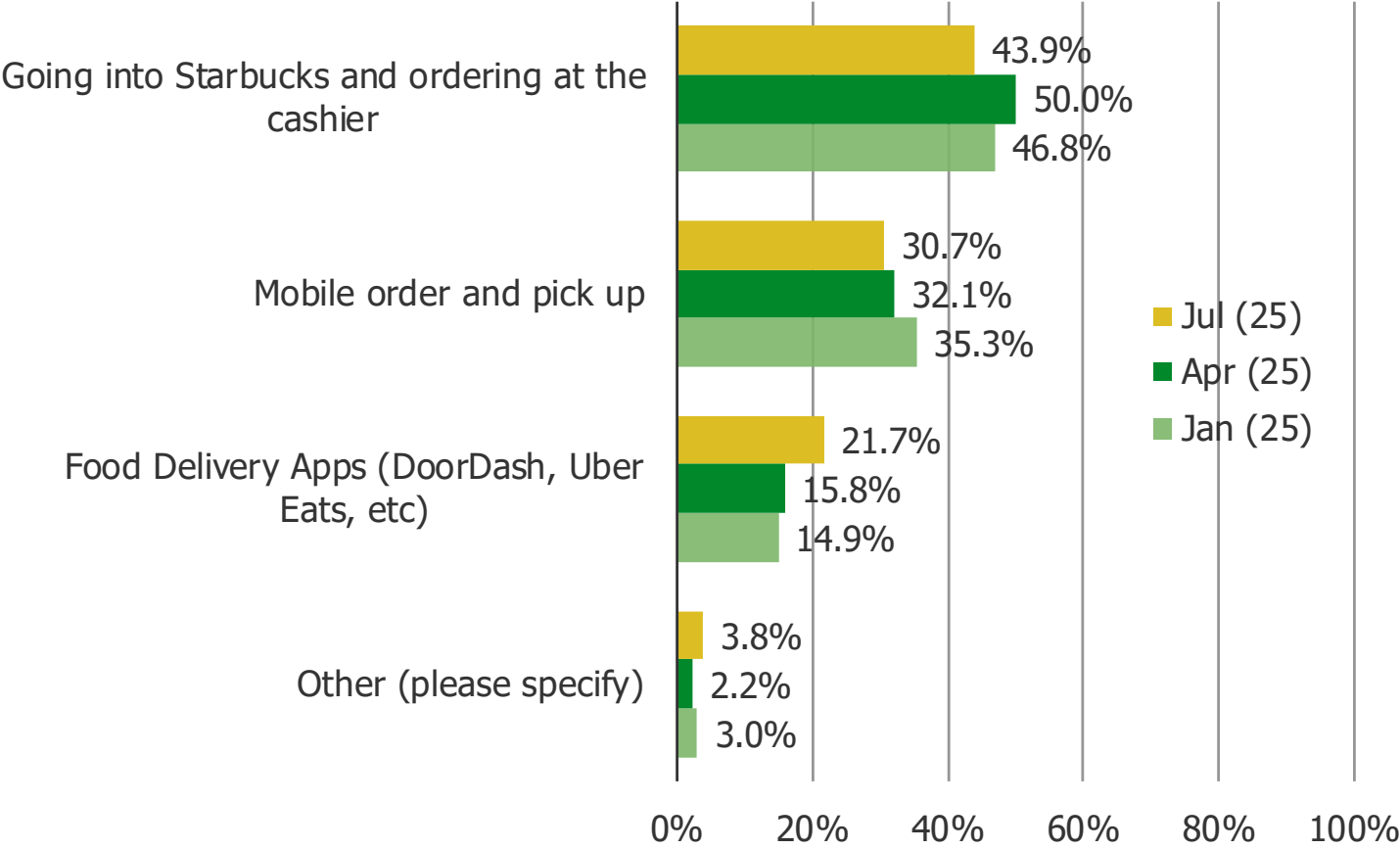
Posed to Starbucks customers.



US DATA

WHICH IS YOUR PREFERRED METHOD FOR GETTING STARBUCKS?

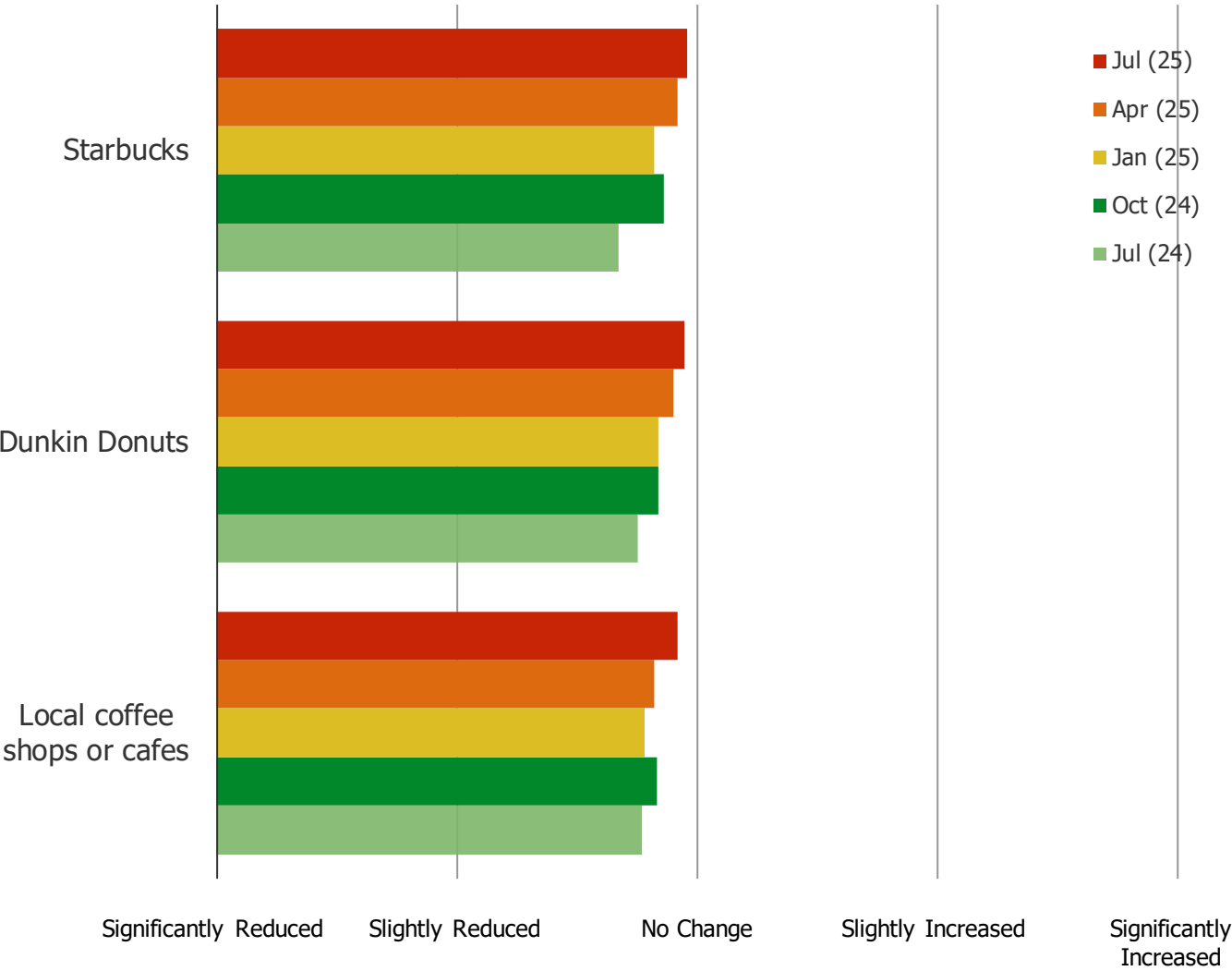
Posed to Starbucks customers.



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





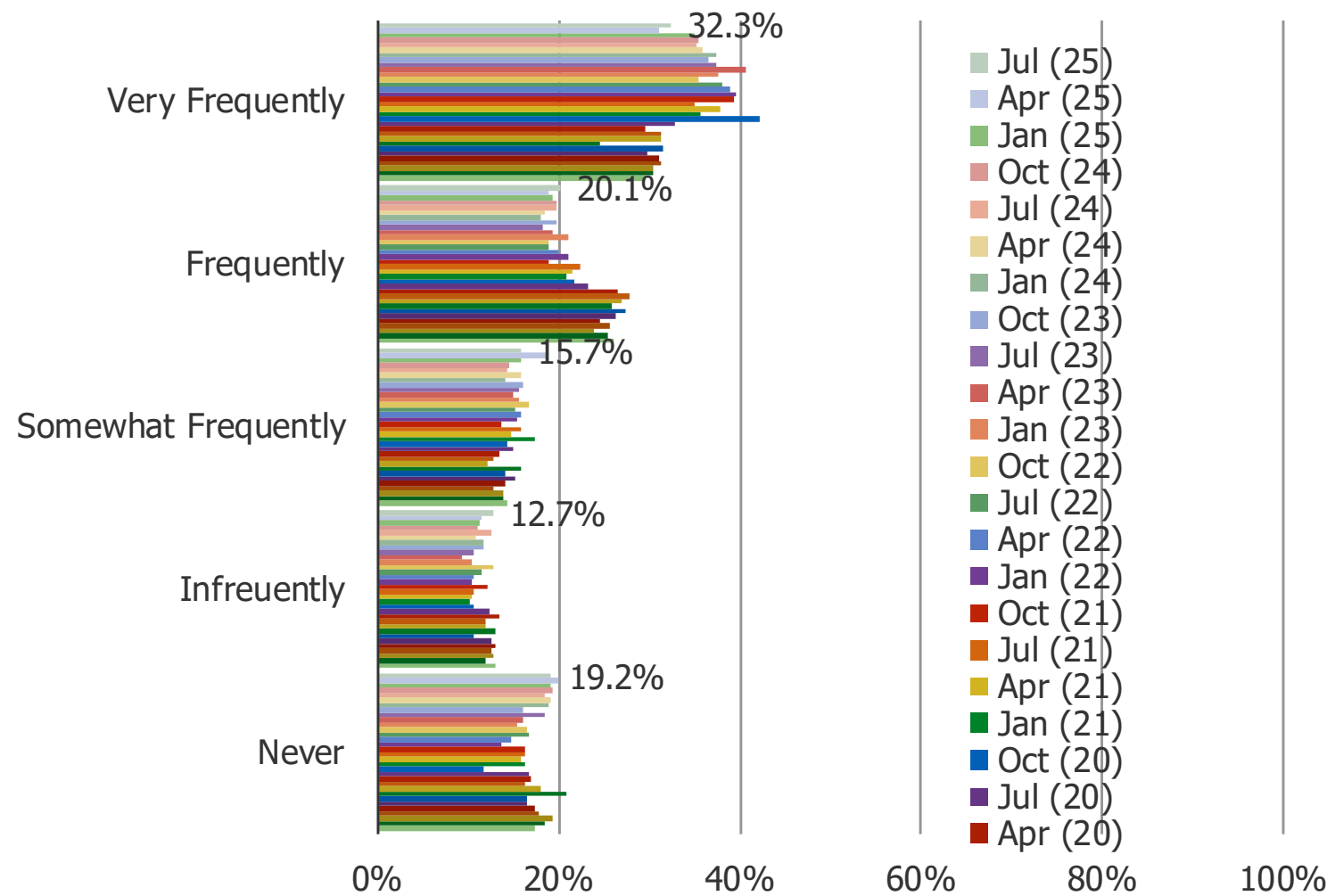
Coffee

COFFEE US

US DATA

HOW OFTEN DO YOU DRINK COFFEE?

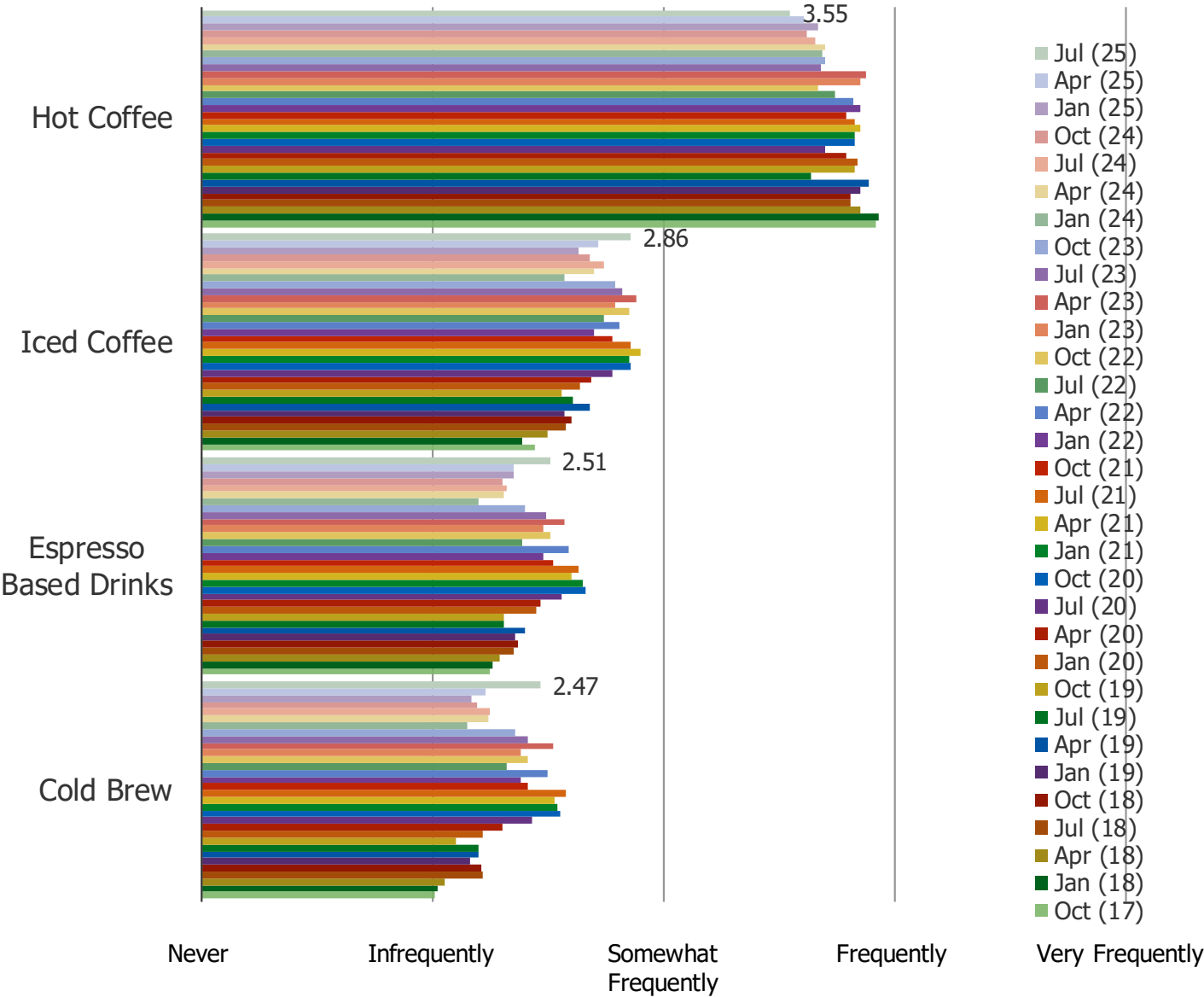
Posed to all respondents.



US DATA

HOW OFTEN DO YOU DRINK THE FOLLOWING?

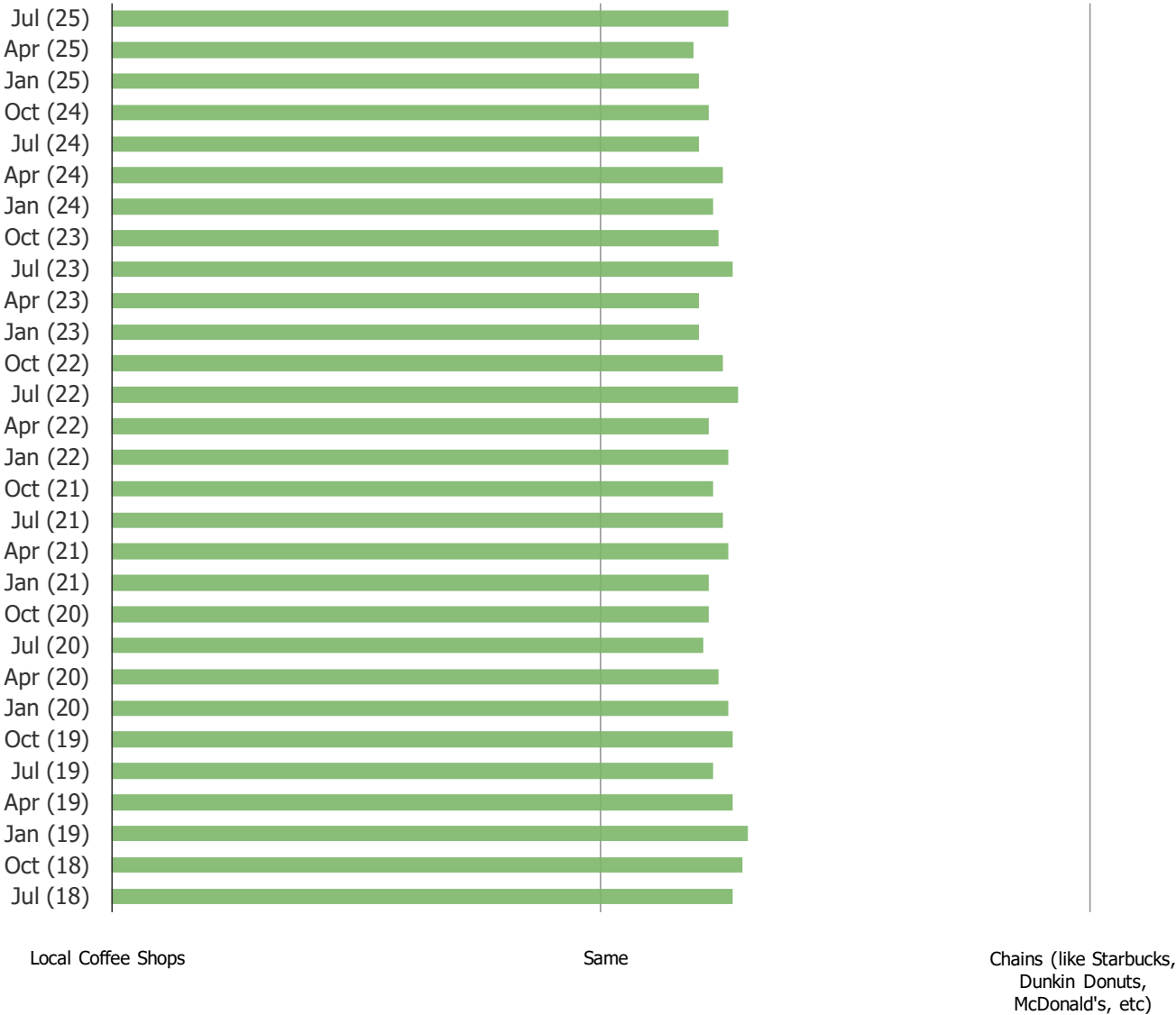
Posed to respondents who drink coffee at least infrequently.



US DATA

WHERE DO YOU PREFER TO GET COFFEE?

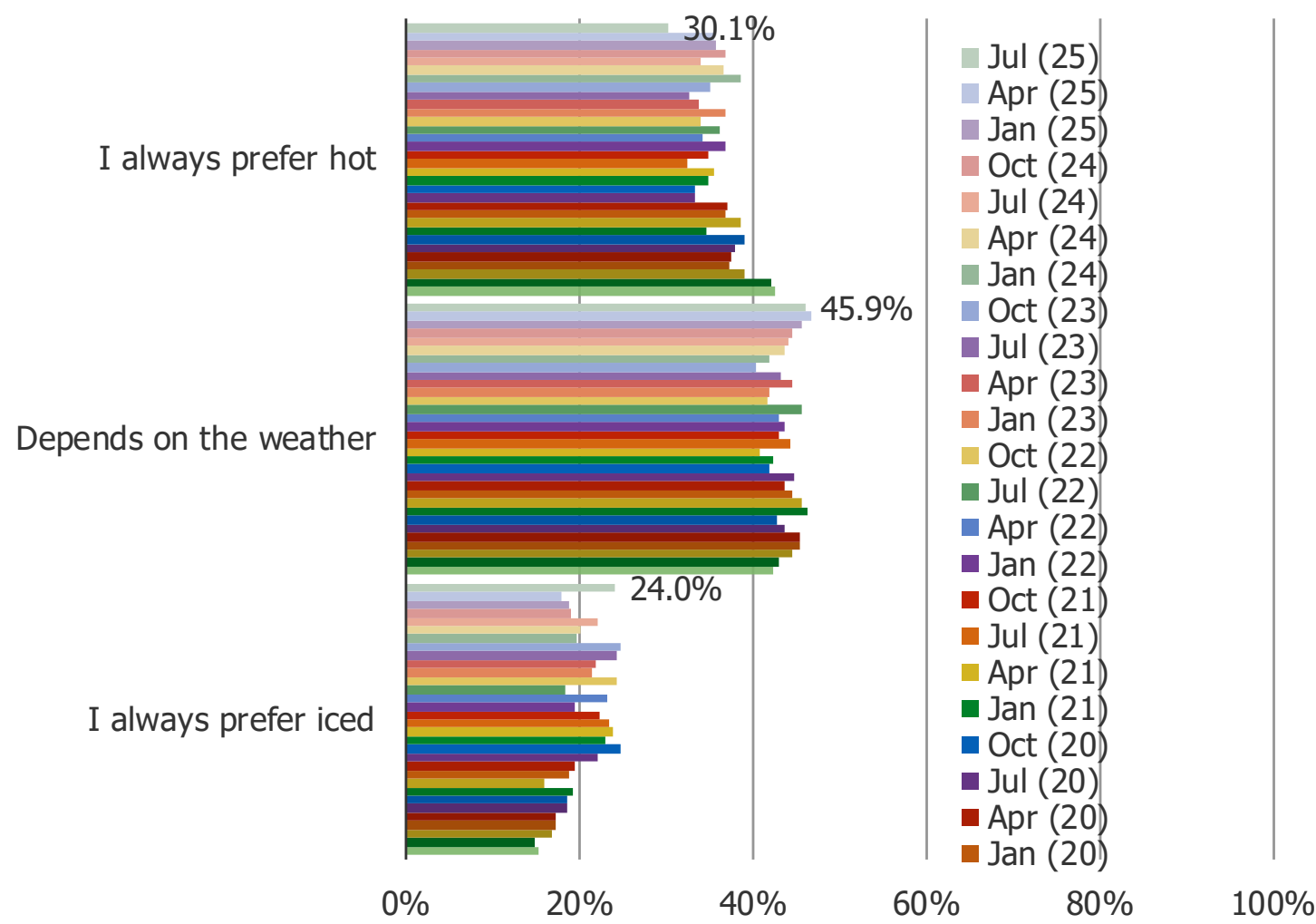
Posed to respondents who drink coffee at least infrequently.



US DATA

DO YOU PREFER ICED OR HOT COFFEE TYPE OF DRINKS?

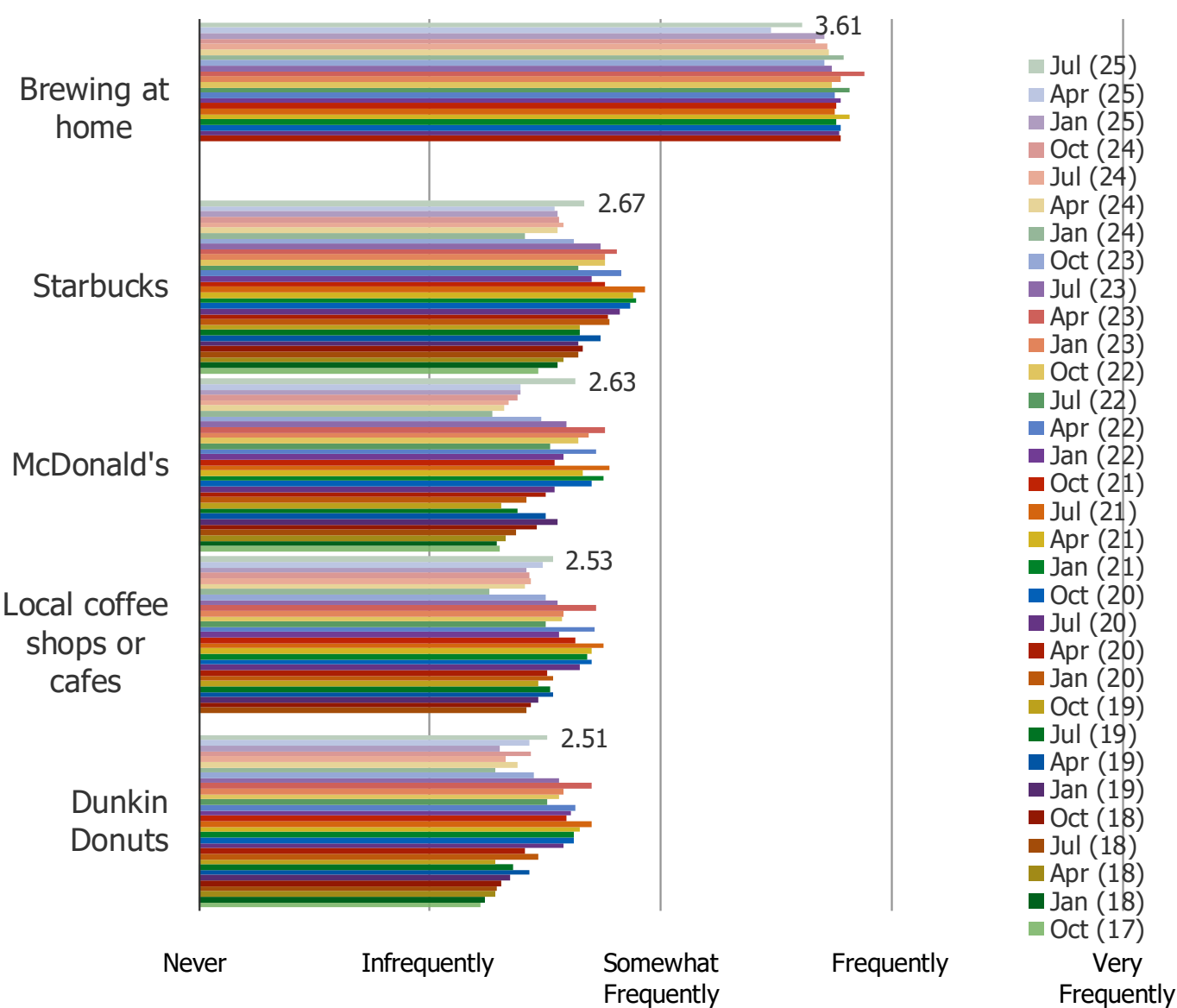
Posed to respondents who drink coffee at least infrequently.



US DATA

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

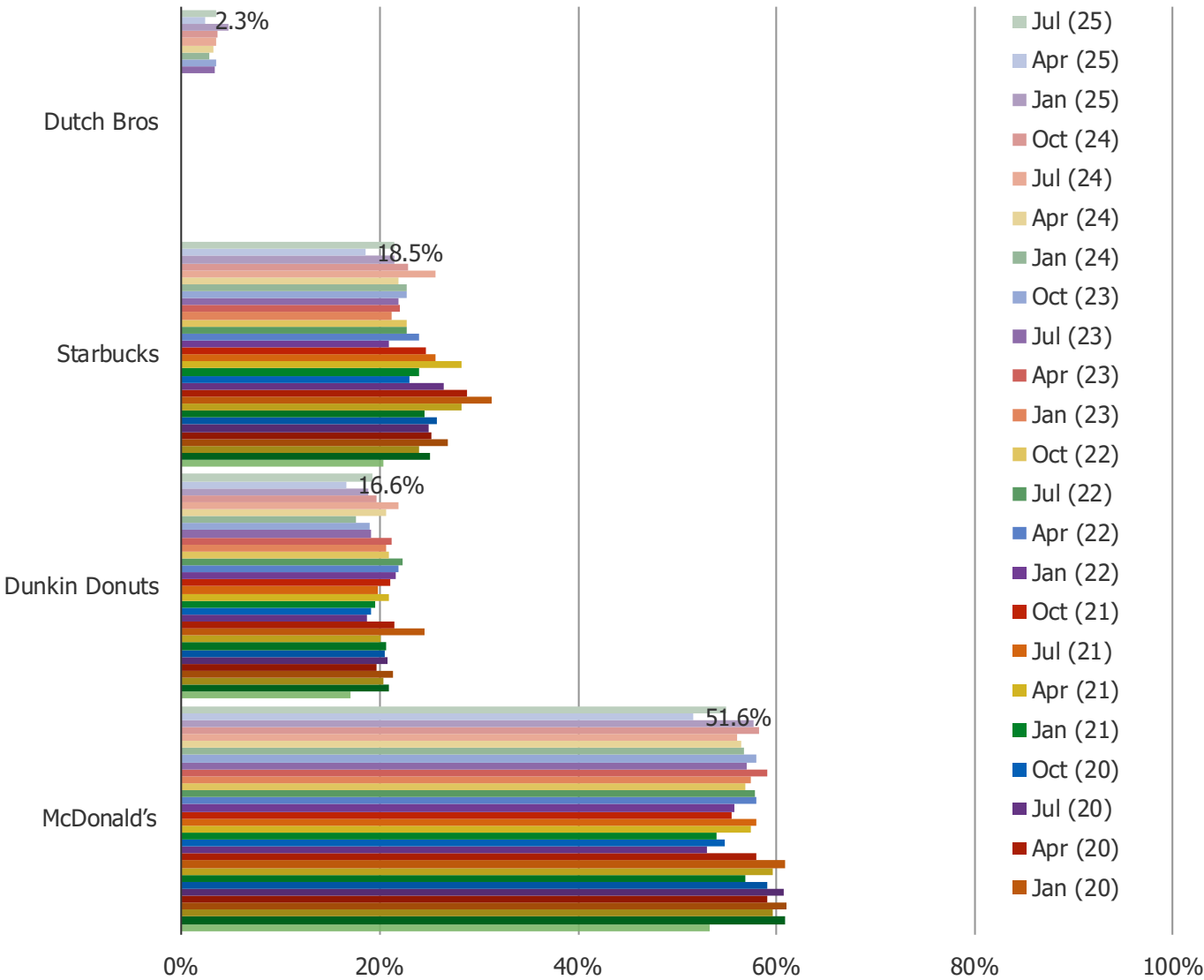
Posed to respondents who drink coffee at least infrequently.



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.

