

BESPOKE SURVEYS

Coffee, Vol 35

1,000 Consumers Per Wave, Balanced to Census

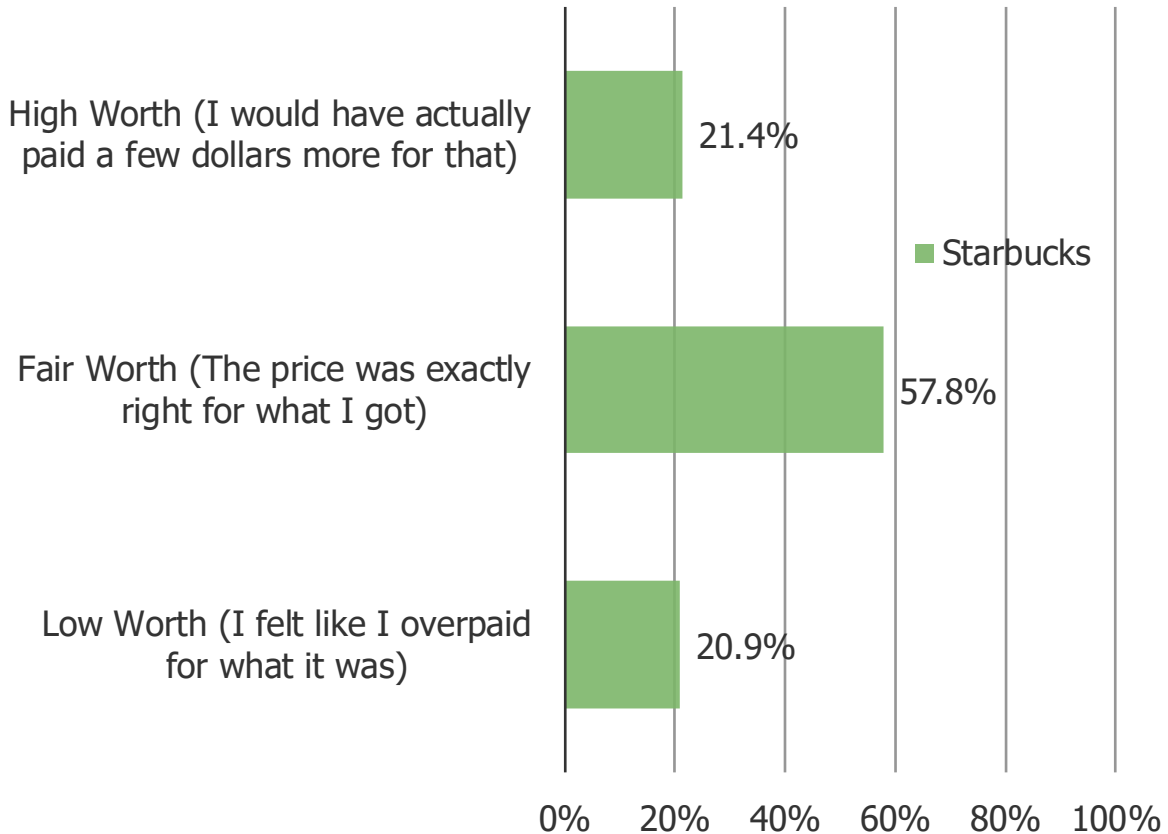
Coffee

## NEW QUESTIONS

## US DATA

THINKING ABOUT WHAT YOU PAID FOR YOUR LAST MEAL FROM THE FOLLOWING, HOW WOULD YOU RATE THE 'WORTH'?

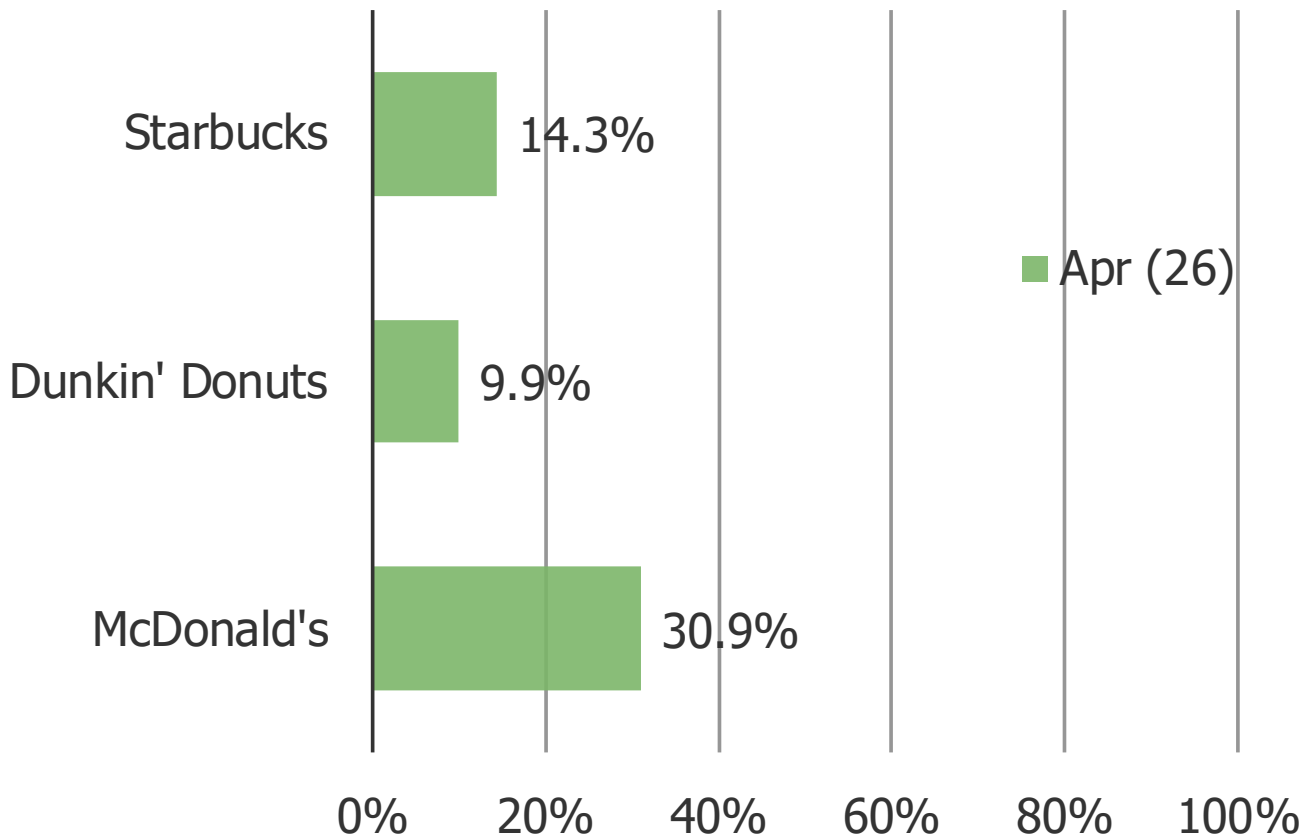
Posed to Starbucks customers.



## US DATA

DO YOU HAVE THE MOBILE APP OF ANY OF THE FOLLOWING DOWNLOADED ON YOUR PHONE? SELECT ALL THAT APPLY

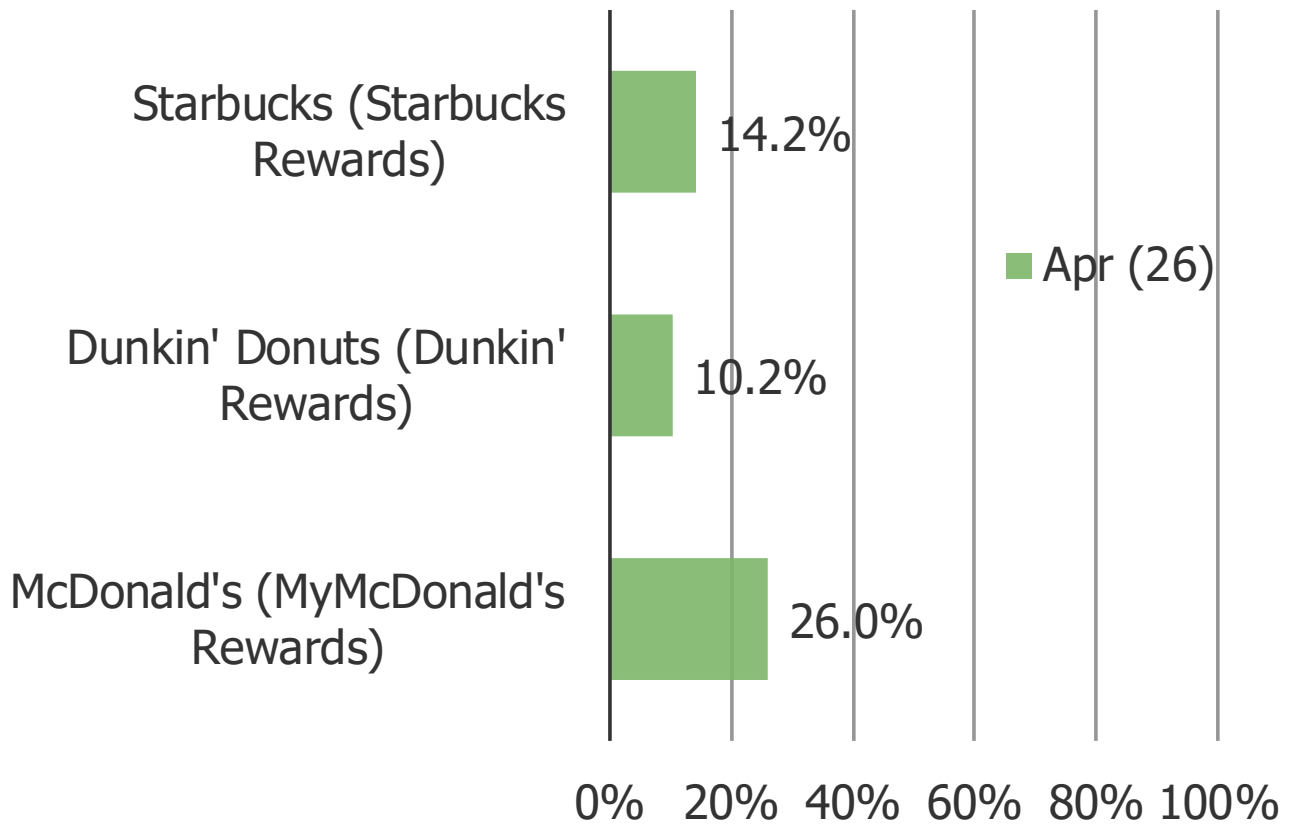
Posed to all respondents.



## US DATA

ARE YOU CURRENTLY A MEMBER OF ANY OF THESE LOYALTY PROGRAMS? SELECT ALL THAT APPLY

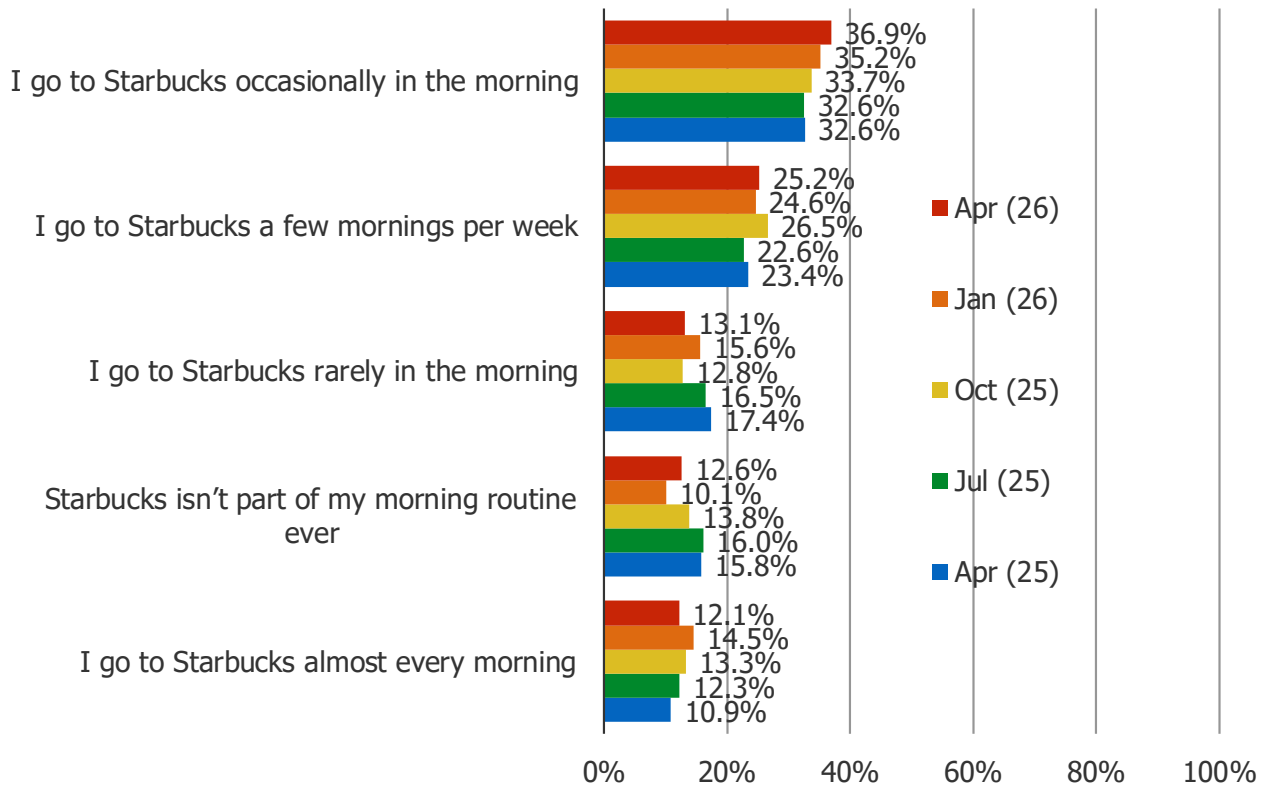
Posed to all respondents.



## US DATA

### HOW OFTEN IS STARBUCKS PART OF YOUR MORNING ROUTINE?

Posed to Starbucks customers.



If not, why not?

Expensive

The cost is too high.

It's too far away

It's not in my direct area, and I also work 3rd shift.

I go to Starbucks when I leave the house which is usually in the afternoon

Starbucks is a treat

Too expensive

I don't live close enough to one to make it a reasonable habit.

Not located in commute

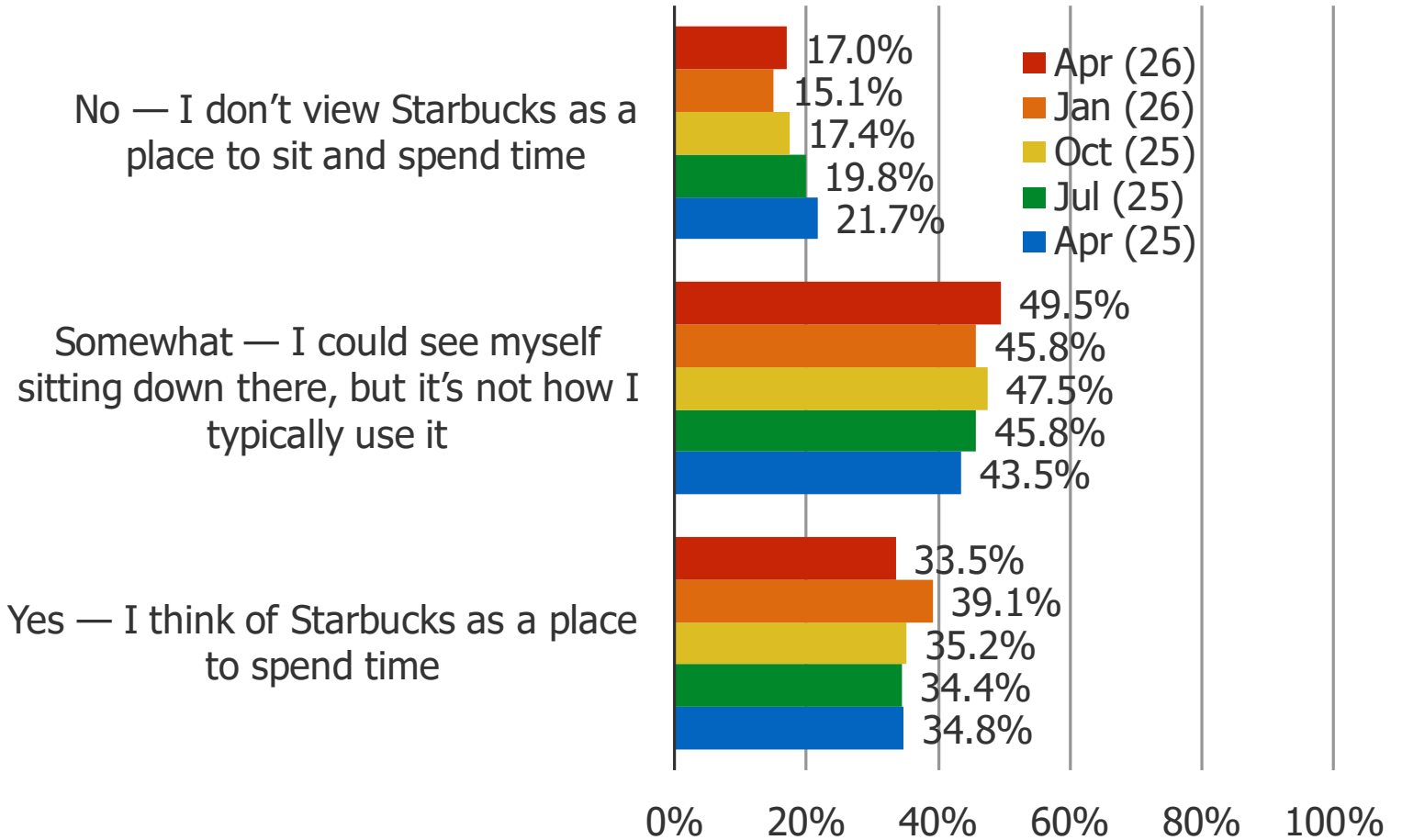
There is no Starbucks close to where I work-I usually go on the weekend

I have my own coffee. It's a treat to go there

## 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)?

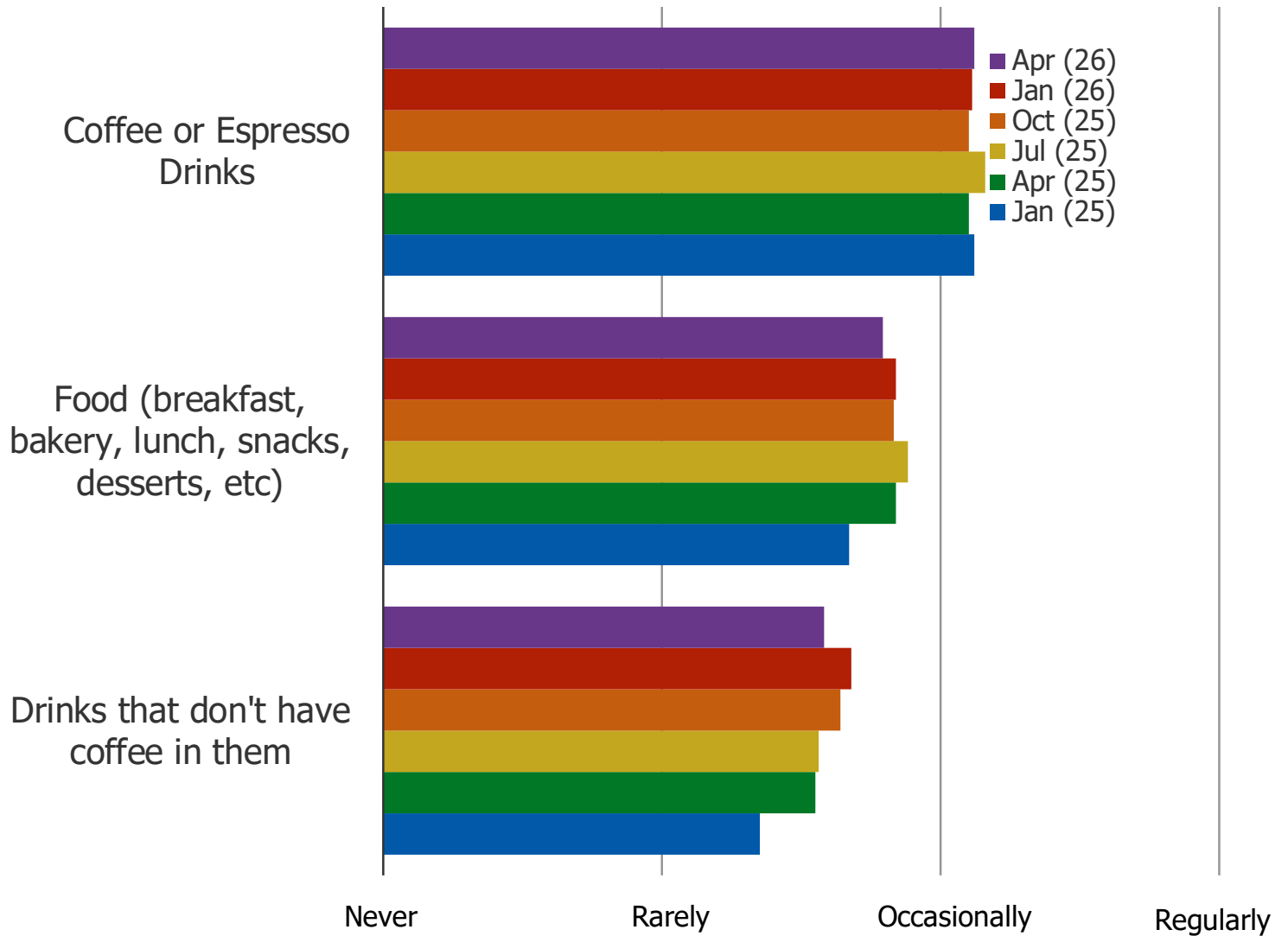
Posed to Starbucks customers.



## US DATA

HOW OFTEN DO YOU GET THE FOLLOWING FROM STARBUCKS?

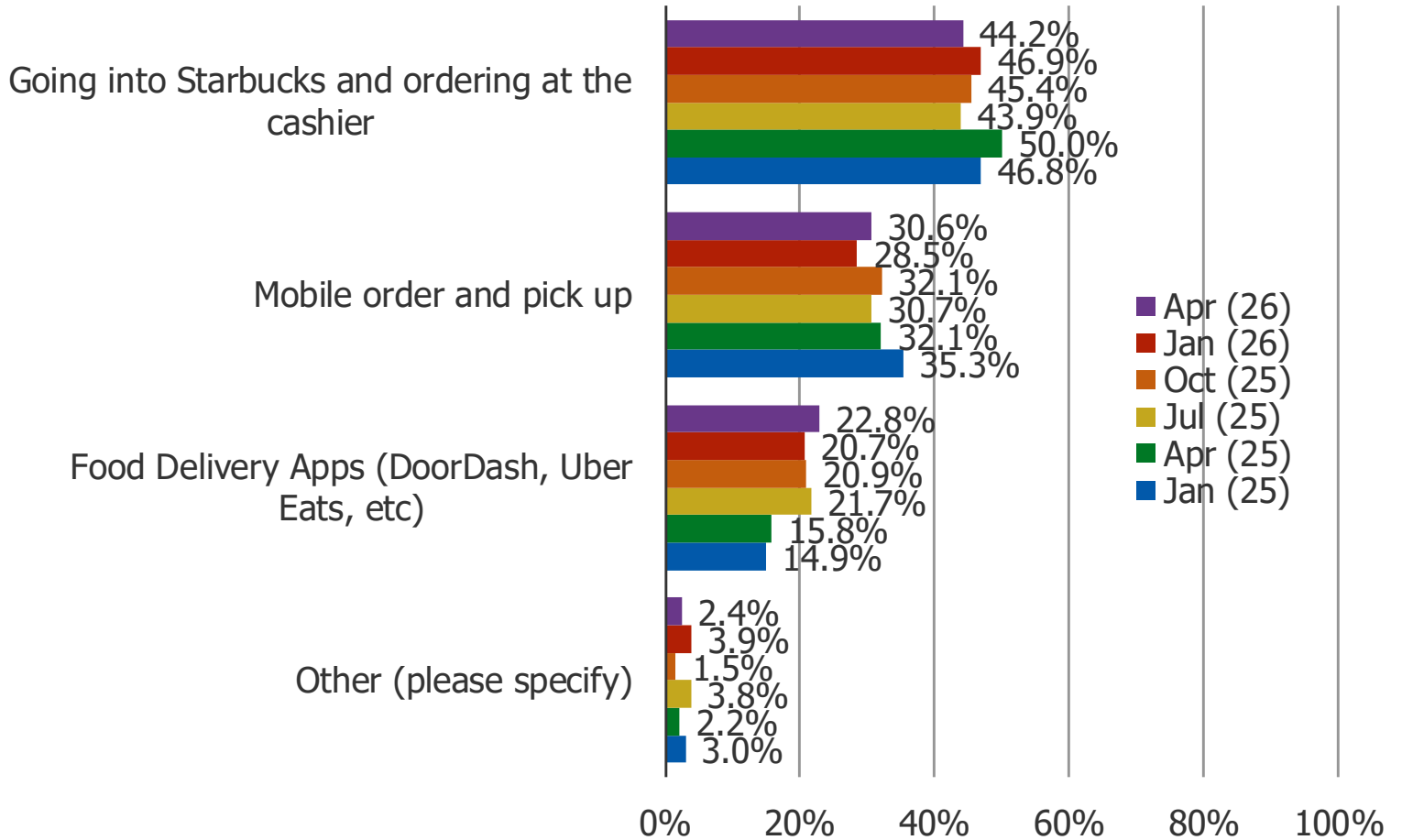
Posed to Starbucks customers.



## US DATA

### WHICH IS YOUR PREFERRED METHOD FOR GETTING STARBUCKS?

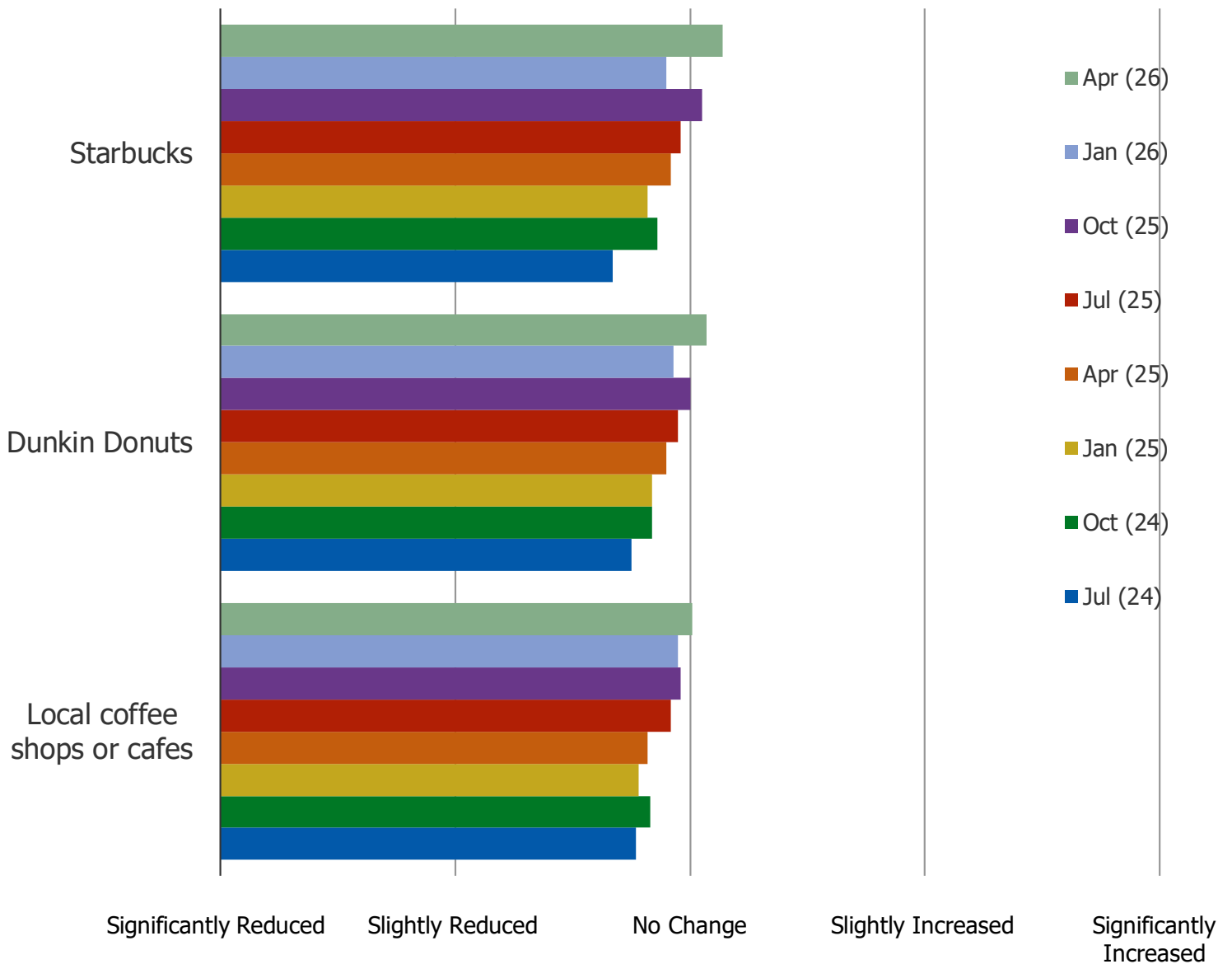
Posed to Starbucks customers.



## US DATA

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

Posed to customers of each of the following.



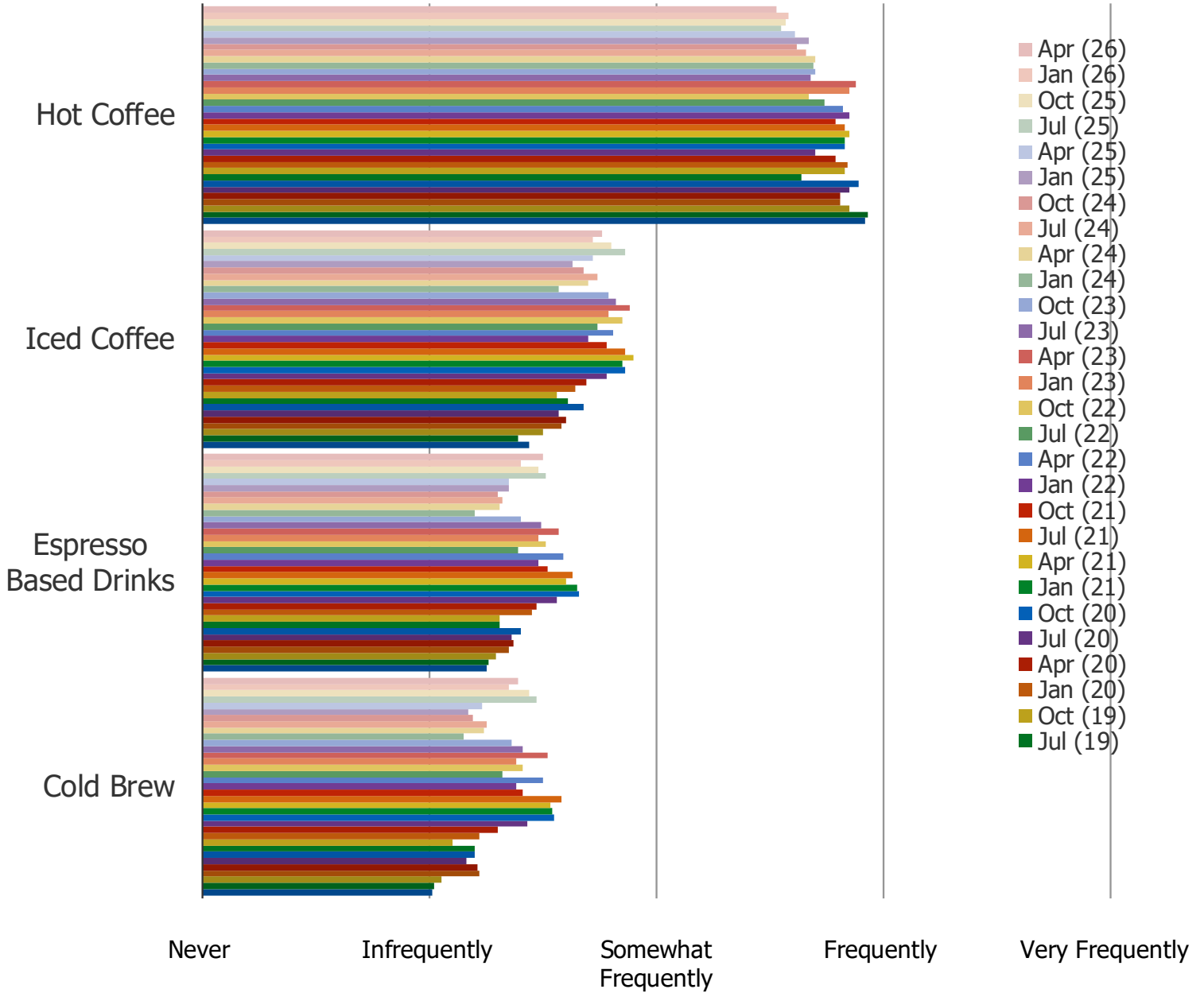
Coffee

## COFFEE US

US DATA

HOW OFTEN DO YOU DRINK THE FOLLOWING?

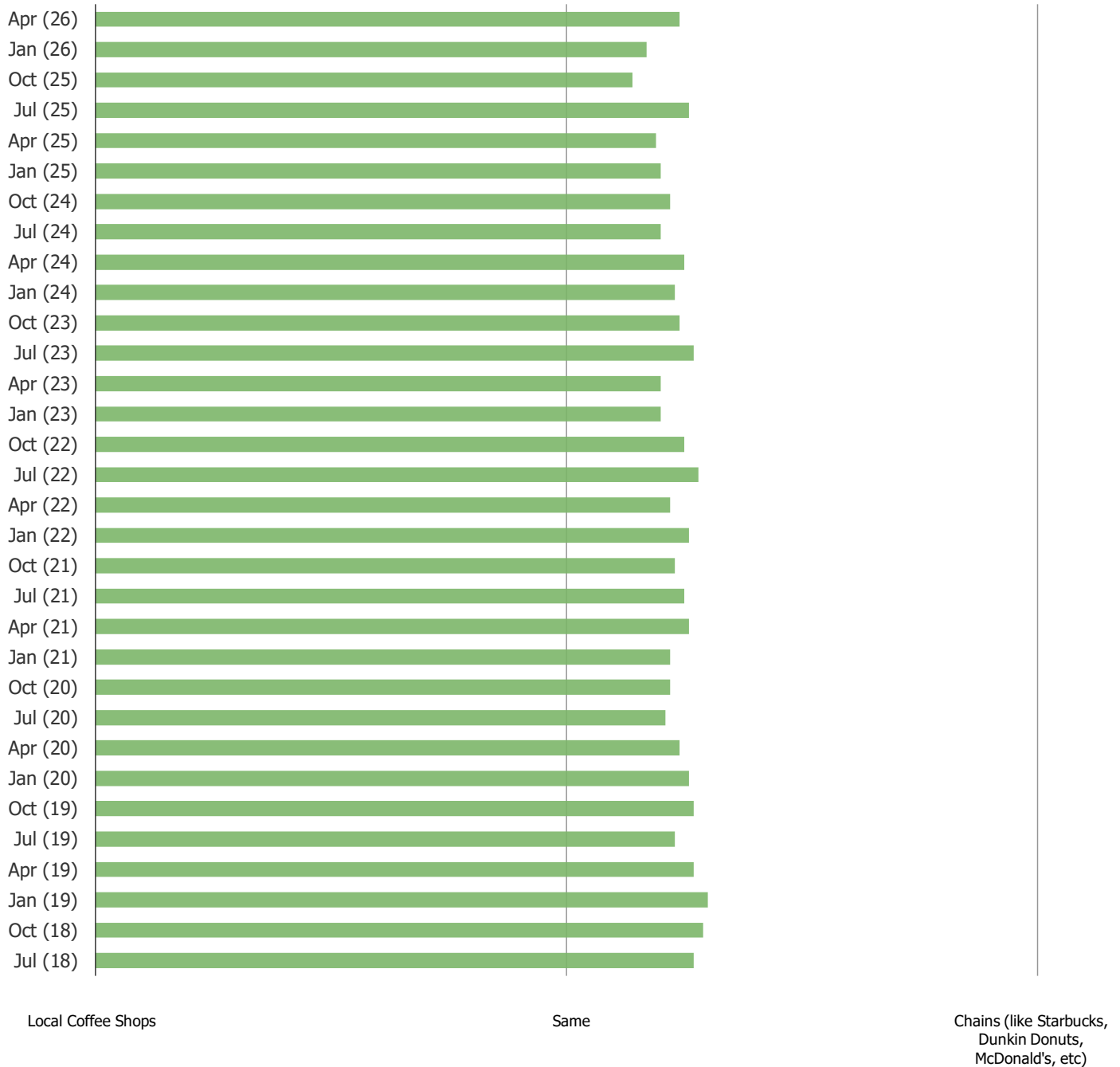
Posed to respondents who drink coffee at least infrequently.



## US DATA

### WHERE DO YOU PREFER TO GET COFFEE?

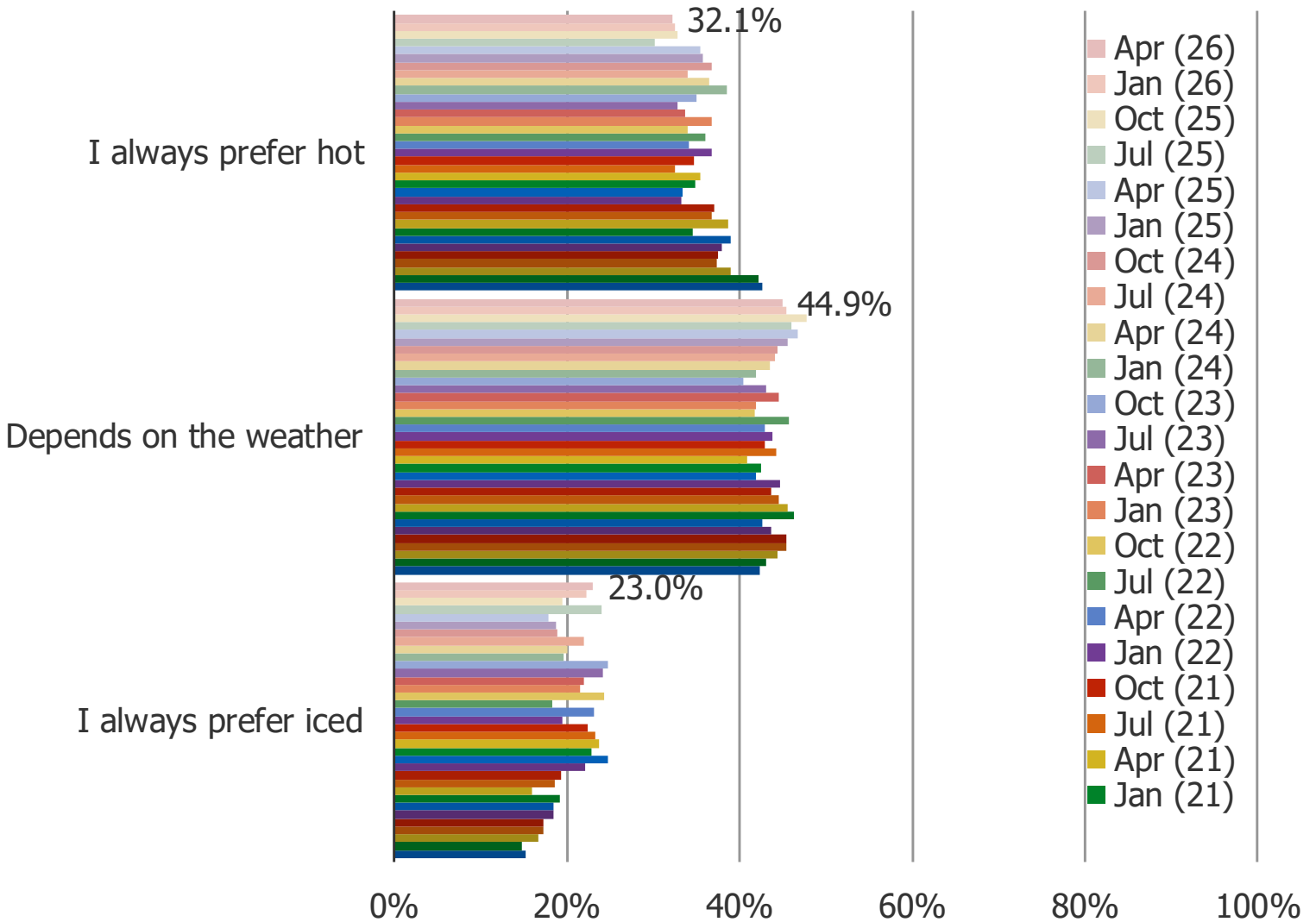
Posed to respondents who drink coffee at least infrequently.



## US DATA

DO YOU PREFER ICED OR HOT COFFEE TYPE OF DRINKS?

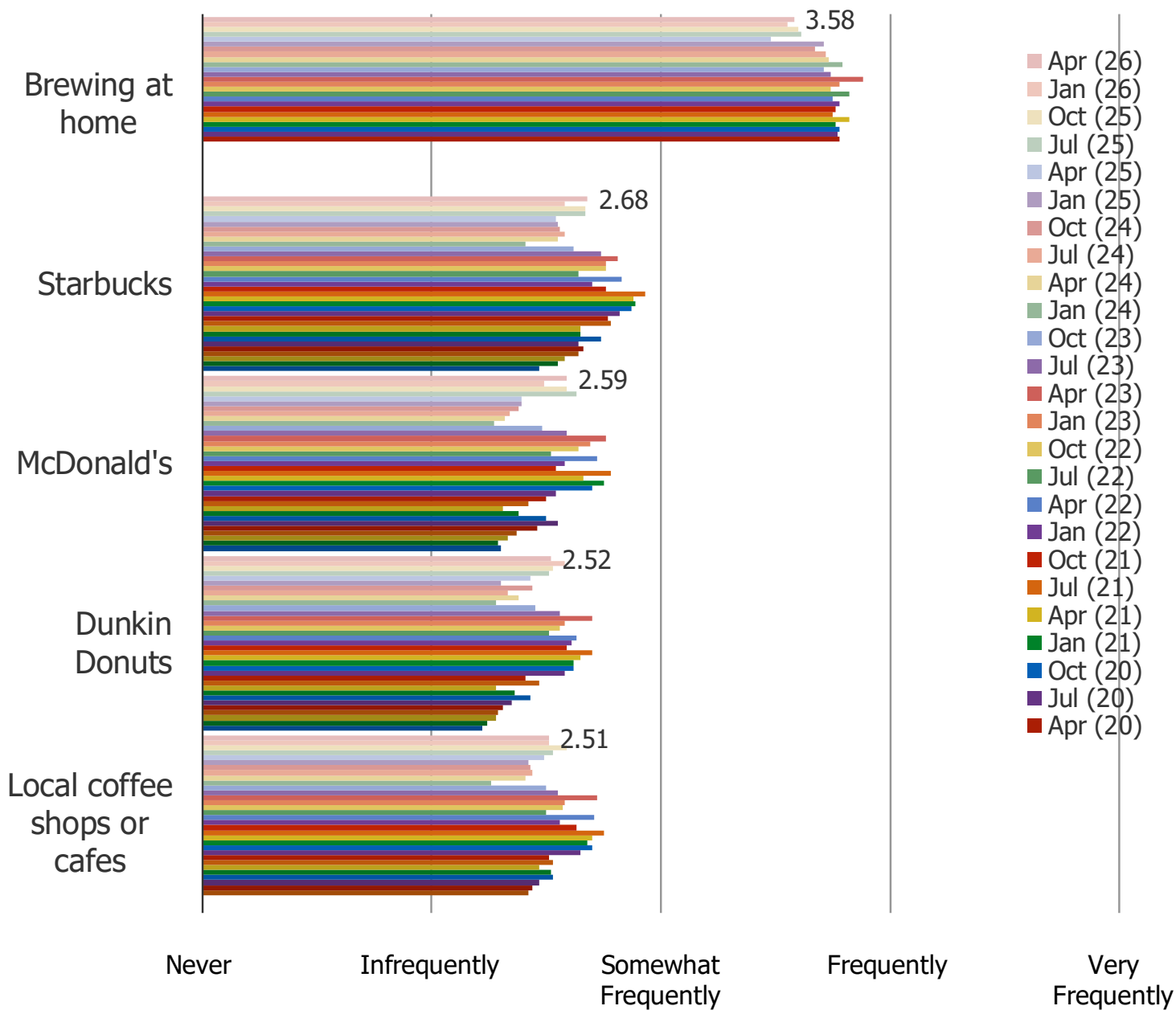
Posed to respondents who drink coffee at least infrequently.



US DATA

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

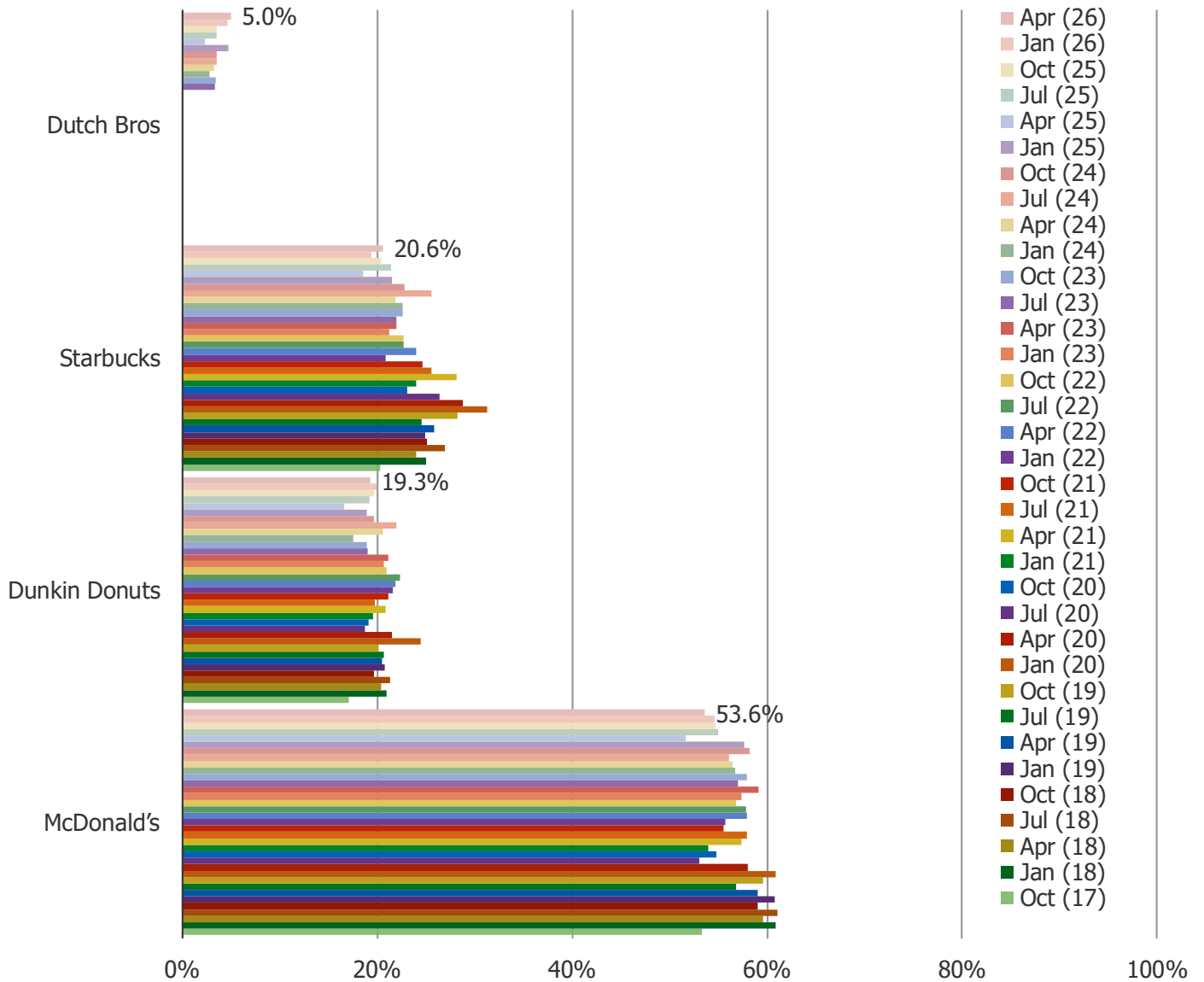
Posed to respondents who drink coffee at least infrequently.



## 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.

