



Dunkin' Donuts Vs. Starbucks Survey

Which Restaurant do People Prefer, Starbucks or Dunin Donuts?

We are currently conducting a survey among people in the New York City Area who regularly buys coffee and breakfast we would like to know which restaurant you prefer. Your feedback is very important to our research and will be kept strictly confidential. We would appreciate that you answer all the questions honestly and to the best of your ability. Thank You!!

1. Which one of these Restaurants offer the best price competitive ? (Please choose only one)

Starbucks

Dunkin'

Both stores

2. Which restaurants listed below do you eat from the most? (Please choose only one)

Starbucks

Dunkin'

None

Both

3. What method do you use the most when ordering food ? (Please choose only one)

In-person

Online/App

I use both equally

4. Which retailer offers the BEST overall experience when eating or drinking for the categories listed below? (Please choose only one retailer for each product category listed below)

	Taste	Texture	price	Healthy
Starbucks		X		X
Dunkin'	X		X	

5. Which retailer's employees are more helpful while making a purchase?

Starbucks

Dunkin'

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None

6. From which types of items do you buy the most. (please select only one retailer for each category).

- Coffee
- Sandwiches
- Pastries
- Bagels

7. How would you rate the organization, display, and availability of products at Starbucks vs. Dunkin'? (Please choose the single BEST store for each factor listed below)

Stores	Product Organization	Product Display	Product Availability
Starbucks	X	X	X
Dunkin'			

8. In your opinion, which restaurant is more appealing? (Please choose only one)

- Starbucks
- Dunkin'
- None

9. In terms of quality, price, and benefits, which Restaurant offers the BEST Value? (Please choose only one)

Dunkin'

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Starbucks

Both have equally similar products

10. **Approximately, how much money have you spent at Starbucks in the last six months?**

Then ask same question about Dunkin' using the same answer choices listed below.

Less than \$25.00

\$25.00-\$49.99

\$50.00-\$99.99

YOU CANNOT COMBINE THIS INTO ONE QUESTION

\$100.00-\$199.99

IT MUST BE SEPARATED INTO TWO QUESTIONS.

\$200.00-\$299.99

\$300.00-\$399.99

\$400.00-\$499.00

\$500.00 or More

11. **Approximately, how much money have you spent at Dunkin' in the last six months?**

Less than \$25.00

\$25.00-\$49.99

\$50.00-\$99.99

\$100.00-\$199.99

\$200.00-\$299.99

\$300.00-\$399.99

\$400.00-\$499.00

\$500.00 or More

12. **Approximately, how many times have you brought food from Starbucks and Dunkin' within the past 12 months (1 year)? (Please respond to both stores listed below)**

Stores	Times	Times	Times	Times
Starbucks	Never	1-5 times	6-10 times	More than 10
Donkin Donuts	Never	1-5 times	6-10 times	More than 10

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13. Who are the main competitors of Dunkin and Starbucks ? (Please rank the top 3 by numbering them 1, 2, and 3 with 1 being the leading competitor, 2 being the 2nd leading competitor and 3 the third leading competitor)

- Blue bottle coffee
- Gregory's Coffee
- Sight glass Coffee
- Other (Please Specify) _____

Thank you for taking the time to answer the previous questions. The following questions are of a personal nature and will be used for statistical purposes only. The information provided here will be held strictly confidential.

14. What is your Gender?

- Female
- Male
- I prefer not to respond

15. What is your Age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54

16. Where do you currently Reside?

- Bronx
- Brooklyn
- Manhattan

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- Queens
- Staten Island
- Long Island
- Other (Please Specify) _____

17. What is your Ethnic Background? (Please choose only one)

- African American
- Caucasian
- Hispanic/Latino
- Asian
- Other (Please Specify) _____

You have completed a very important survey. Your cooperation has been greatly appreciated and all information supplied will be held in the strictest of confidence. If you have any opinions or comments, please feel free to share them with us in the space provided below.

THANK YOU!!

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