Dunkin' vs. Starbucks Market Research Project

Diversity Leaders Research Firm

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Team Profile

Sabastien Mohammed

What's good, my name is Sabastien Mohammed. I am the Project Director for this project. This is my third semester at City Tech where I study Business and Technology of Fashion. I am also a Veteran of the United States Marine Corps. My career goal is to work in the Finance Industry as a Financial Analyst.

    Project Director Responsibilities include: Responsible for the overall management of the project.

Ersilda Vata

My name is Ersilda Vata. This is my third semester at New York City College of Technology. I am a Business and Technology of Fashion student. My career goal is to work in the Fashion Industry as a Marketer.

Project Co-Director Responsibilities include: Review and ensure completion of all tasks for the project.

Shaanzay Chaudhry

My name is Shaanzay Chaudhry. I am the Statistical Analyst for this project. My major is Business and Technology of Fashion. This is my second semester at City Tech. My career goal is to work in the Fashion Industry as a Marketer.

Statistical Analyst Responsibilities include: Tabulate the final results and create all charts and tables.

Marisol Arriola

A full-time student at New York City College of Technology currently studying Business and Technology of Fashion. I'm a Sophomore at City Tech. My career goal is to become an entrepreneur.

Statistical Writer Responsibilities: Write and edit all components of this Research Project.

Amit Singh

My Name is Amit Singh. I am a full-time student at New York City College of Technology currently studying Business and Technology of Fashion. I'm currently a Sophomore. My career goal is to own a business.

Statistical Writer Responsibilities: Write and edit all components of this Research Project.

Executive Summary

Our Research Firm, Diversity Leaders Research Firm is determined to find out what drives the New York City consumers to purchase coffeehouse products and which firm leads the industry in the New York City Marketplace. Throughout the course of 12 weeks, we have conducted a Research Study to identify consumer habits towards coffee products. In order to find out more about our research topic we had to conduct Exploratory Research. We conducted research through Secondary Data, an Experience Survey and a Questionnaire. Our target population for this study are people who fall into the categories of The Working Class, Early Morning/Late Night Workers, College Age to 35 Year-Old Women and Men, Hipsters and Urban Consumers. Throughout the questionnaire process, we were able to collect data from 50 respondents from our selected target population.

Based on our questionnaire, 66% of respondents were female and 34% were men. Another analysis of our survey found that 78% of our respondents were between the ages of 18-24, 2% were between the ages of 25-34, 4% were between the ages of 35-44, 10% were between the ages of 45-54 and 6% were between the ages of 55-64 years old. Another factor that was analyzed in our questionnaire is that 58% of respondents believe that the cost is not important to the coffee-buying process, 30% believes that cost is somewhat important, 8% believes that cost is important and 4% of respondents believe that coffee is very important to the coffee-buying process. The data provided on behalf of the respondents were able to provide us with the information that we needed to prove our proposed hypotheses and to get a better understanding of what goes through the minds of the consumer in the New York City Marketplace.

Secondary Data

Coffee is an important part in many people's lives. It is a resource that can help people receive an extra energy boost or a social event. This is true especially for residents in the New York City Marketplace. Where everyone moves at a very fast pace. For consumers with busy schedules and limited time coffee shops are the ideal place to work on assignments, meet new clients, friends and families. Two of the major coffee shops in the New York City Marketplace are Dunkin' Donuts and Starbucks.

The first Dunkin' Donuts was created in 1948 in Quincy Massachusetts but at the time it was called "Open Kettle." The founder of Open Kettle/Dunkin' Donuts is William Rosenberg. In the 1940s, Donuts were sold at only 5 cents while each coffee cup was just 10 cents. The coffee shop then updated its name to Dunkin' Donuts in 1950. The first franchise was opened in 1955. Within just a short span of 10 years there were over 100 franchises established. Since 1950, the number of Dunkin' Donuts restaurants has increased to more than 12,000 locations worldwide,

with establishments in 45 countries. This company serves approximately 1.9 billion cups each year. The company plans to double its locations, to put the total number of shops above 17,000.

Starbucks opened up 21 years afterwards in 1971. The first location was opened in Seattle, Washington. The three co-founders Jerry Baldwin, Zev Siegel and Gordon Bowker met each other while attending the University of San Francisco. Baldwin was actually an English Teacher while Siegl taught History and Bowker was a Writer. They were inspired by Alfred Prett, a Coffee Roasting entrepreneur. Starbucks' Company Mission is to inspire and nurture the human spirit. Starbucks is a very thriving coffee shop with a net worth of over $30 Billion Dollars.

Experience Survey

Diversity Leaders Research firm conducted an experience survey with an associate of Starbucks to gather evidence for our research project. For the experience survey, we interviewed a barista at Starbucks on the 40th and 5th Ave in Manhattan New York. Kimberly was able to provide us with important details to aid in our research. This experience survey was conducted on Monday, November 18, 2019. During the interview, we asked this professional about consumers in the area, habits, rush hours, and favorite drinks. This interview was very useful to our Research Project as it gave an insight from a professional and allowed us to develop better questions for our questionnaire.

Diversity Leaders Research Firm: Thank allowing us to interview you for our project. Can you tell us your name and position?

Starbucks Employee: Yes, my name is Kimberly and I am a barista.

Diversity Leaders Research Firm: Hi Kimberly, What is your role at this Starbucks?

Starbucks Employee: I am barista, I am here to make coffee for our guests and maintain our great appearance here at Starbucks.

Diversity Leaders Research Firm: What are some of the busiest time for this Starbucks?

Starbucks Employee: The busiest time of the day is usually in the morning from 7:45 A.M. to 9:30 A.M..

Diversity Leaders Research Firm: Do you deal with a lot of college students at this Fifth Ave location?

Starbucks Employee: Not usually, we typically we deal with customers who shop on the avenue and business professionals.

Diversity Leaders Research Firm: What are some of the popular items that are commonly purchased?

Starbucks Employee: College age customers are more likely to order drinks like our Chai Tea Latte. As older people and business men and women are more likely to order a Doppio Espresso.

Diversity Leaders Research Firm: Do consumers usually order food along with their coffee?

Starbucks Employee: No surprisingly many customers just choose to purchase a coffee.

Diversity Leaders Research Firm: Thanks Kimberly for all of your help, hope you have a great rest of your day.

Starbucks Employee: You're Welcome!

Problem Definition

Target Market/Target Population
Consumers:
1. Working Class
2. Early Morning/Late Night Workers
3. College Age to 35 Year-Old Women and Men
4. Hipsters
5. Urban Consumers

Problem Statement
To determine what drives the New York City consumers to purchase coffeehouse products and which firm leads the industry in the New York City Marketplace.

Research Objectives
1. To determine which coffeehouse leads the New York City Marketplace.
2. To determine what sets each coffee house apart from their competition in the minds of consumers in the New York City Marketplace.
3. To determine if the products sold at each establishment are what drives the New York City Marketplace plays a major factor in their decision-making process.

Research Questions
1. Do coffee consumers prefer Starbucks over Dunkin' Donuts?
2. Does time play a factor among consumers in the New York City Marketplace, when it comes to deciding whether or not to purchase one brand over another?
3. Do coffee and food products hold a different favorable weight among consumers in the New York City Marketplace, when it comes to purchases at Dunkin' Donuts or at Starbucks?

Hypothesis

1. Consumers in the New York City Marketplace prefer Starbucks over Dunkin' Donuts.
2. Most consumers in the New York City does not consider time an important factor in their coffee buying process.
3. The variety of food products does not affect a consumer's decision to make purchases at a specific coffeehouse.

Planning the Research Design

Survey

Diversity Research Firm created a questionnaire to gather information about the coffee consumption in the New York City area. In order for better understanding about the Coffee Market we consulted an associate at the Starbucks on Fifth Avenue. She was able to provide us with information that enabled us to determine the best questions to ask coffee consumers. Next we utilized a convenience sample to determine which consumers to survey in order to receive the best information possible. In order to gather information from consumers, we decided to conduct a questionnaire to find out a better understanding of a consumers purchasing habits towards coffee products. The survey allows us to examine data first-hand that may not be available for consumers of the New York City Marketplace.

Methodology

In order for our research firm to discover what encourages consumers in the New York City Marketplace to consume coffee products, we had to create a research design to effectively gather the information that we need. To begin our research process we started by interviewing an associate from Starbucks to see the interview view from the business's aspect. This allowed us to

gather questions that we might not have come across during normal research. Next we created a questionnaire to gather information from consumers point of view. This is so we can understand consumer habits better from their point of view.

Selection of Sample Design

Due to coffee products being a very popular drink that can provide boosts of energy to consumers, we decided to select a large target population. Our target population included various populations such as the Working Class, Early Morning/Late Night Workers, College Age to 35 Year-Old Women and Men, Hipsters and Urban Consumers in the New York City Marketplace. New York City is a very diverse place with a large population of residents. The estimated population is about 8.6 million residents. The breakdown for other classifications include an annual median income of $57,782. The population consisting of 46% Men and 54% Women and many coffee consumers. In a New York Times article, they determined that more New Yorkers consume more coffee than consumers from any other location. We this demographic because they are the consumer who mostly uses coffee products for energy. This demographic also has disposable income that can be used to fuel their coffee consumption. Coffee for this demographic is necessary because of the busy lives that these New Yorkers have.

We chose to use Non-Probability Sampling for our research project because this type of sampling involves random selection. Non-Probability Sampling is a sampling technique where the sample is gathered in a process that does not give all the individuals in the population equal chances of being selected. This technique was useful for our study due to

the fact that New York City has the most diverse population group in the entire United States.

Collection of the Data

Pre-Test

Upon completion of the final editing process of the third version of our Research Questionnaire, we decided to perform a pretest to verify that there would not be any discrepancies during the survey process. A pretest is important because it can eliminate various problems that may arise from a newly developed questionnaire. Some of the discrepancies can be unclear wording for sentences, grammar errors and double-barrel questions. Fortunately for our Research Firm when we conducted our pretest we did not receive any negative feedback. Therefore, we were able to move forward to our Main Study.

Main Study

Upon completion of our 50 questionnaires, we entered the coding process of the data analysis stage. Coding enabled us to identify and clarify the data that we received from our surveys. All of our surveys were completed fully with no question blank. This is a great step for our Research Firm because this can help us to identify the data that we need to support our proposed hypotheses.

Data Analysis

Editing

For our research project we used two types of editing for data analysis. The first method that we used was a preliminary field edit. We used this method once our survey was completed, this allowed us to avoid any mistakes during our questionnaire process. The second method which is the final edit aided our research group in a quality control check for our questionnaire. This quality control check ensured that we will be able to receive all of the research data that we are looking for.

Coding

Coding is the process of numerical values or alphanumeric symbols to signify results gathered from our questionnaires. Once we compiled all of the data, we began our post-coding process to help clarify data that we received from our respondents. Coding helped our research group to transcribe the data gathered from our questionnaires.

Analysis
Table 1
Preferred Brand of Coffee

Answer Choices	# of Respondents	% Total
Au Bon Pain	2	4%
Dunkin' Donuts	14	28%
Local Bodega	1	2%
McCafé	0	0%
Starbucks	33	66%
Tim Hortons	0	0%
Other - Please Specify	0	0%
	50	100%

Question #4: From which coffee shop do you make the most purchases?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

❏ For our first question, we wanted to find out which coffee company was the Preferred

Brand of Coffee. Out of our 50 respondents, 4% chose Au Bon Pain. 2% Chose local

bodegas. None of our respondents picked McCafe or Tim Hortons. A staggering

difference is seen between the 28% that preferred Dunkin Donuts compared to the 66%

that chose Starbucks. This data lead us to conclude that Starbucks is our consumer's

choice of coffee.

Table 2
Loyalty to Preferred Brand of Coffee

Answer Choices	# of Respondents	% Total
Very Loyal	9	18%
Mostly Loyal	32	64%
Somewhat Loyal	4	8%
Not Loyal at all	5	10%
	50	100%

Question #5: How loyal or disloyal are you to your most preferred brand of coffee?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

❏ For our second question, we decided to follow up on the respondents previous question
on their preferred brand to see where their loyalty lies. 64 % of our respondents are
mostly loyal to their preferred brand of coffee while 18 % are very loyal. A much smaller
percentage than what our firm had anticipated. Meanwhile 8% were somewhat loyal.
While 10% responded that they were not loyal at all which also was a surprising find.

Table 3

Length of Time that a consumer has purchased products at a Coffee Shop

Answer Choices	# of Respondents	% Total
1 Month or Less	1	2%
2-6 Months	3	6%
7-11 Months	4	8%
One Year	7	14%
2-3 Years	23	46%
4-5 Years	10	20%
More than 5 Years	2	4%
	50	100%

Question #7: How long have you been consuming your most preferred brand of coffee?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

❏ For our third question, we wanted to find out how long these consumers have purchased

products at their preferred Coffee Shop. To which surprisingly only 4% of our

respondents stated that they have been loyal to their prefered coffeehouse for over 5

years. 20% have been loyal for 4-5 years. Our highest percentage rests at 46% for 2-3

years. 14% were loyal for one year, 8% for 7-11 months and only 2% for 1 month or

less.

Table 4

Time of Coffee Consumption

Answer Choices	# of Respondents	% Total
Morning	36	72%
Noon	5	10%
Evening	3	6%
Night	6	12%
	50	100%

Question #8: At what time of day do you primarily drink coffee products the most?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

❏ For our fourth question, we wanted to find out the approximate time in which coffee

consumers purchase their products. Just as we had predicted, the most frequent time that

our respondents purchased coffee was in the morning reaching 72%. Following right after

at 12% were the interviewee's that consumed coffee at night time. Although this find

may be shocking in a different area but it is justifiable in our study as the New York City

marketplace is the city that never sleeps. Noon time coffee drinks are at 10% while the

least frequent timing was the evening at 6%.

Table 5
Important Factors to Consumer's Coffee Buying Process

Answer Choices	Very Important	Important	Somewhat Important	Not Important
Cost	2	4	15	29
	4%	8%	30%	58%
Variety	1	2	12	35
	2%	4%	24%	70%
Employee Friendliness	0	25	3	22
	0%	50%	6%	44%
Store Cleanliness	0	10	4	36
	0%	20%	8%	72%
Time	3	9	3	35
	6%	18%	6%	70%
Location	15	20	14	1
	30%	40%	28%	2%
Season	3	2	4	41
	6%	4%	8%	82%

Question #11: How important are each of the factors listed below, as they relate to your coffee buying process ?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

❑ For our fifth question, we wanted to find out if variety and time plays an important factor

for New York City coffee consumers. From our analysis we determined that many of the

factors selected were not important to the consumer's coffee buying process. We

determined that New York City Coffee Consumers do not care too much about the Coffee

Shop's Cost of Products, Item Varieties, Store Cleanliness, Time of Day and Promotional

Season. The factors that consumers found important were Employee Friendliness and

Location.

Table 6
Primary Reason for Coffee Consumption

	Total	Male	Female	Asian	Black/African American	Hispanic/Latino	White
	Respondents	17	33	12	21	13	4
	14	5	9	4	3	5	2
Energy	28%	29%	27%	33%	14%	38%	50%
	18	10	8	4	8	3	3
Taste	36%	58%	24%	33%	38%	23%	75%
Health Conscious	5	1	4	1	2	2	0
	10%	6%	12%	8%	10%	15%	0%
Price	6	2	4	4	1	0	1
	12%	12%	12%	33%	5%	0%	25%
Aesthetics	4	1	3	1	1	1	1
	8%	6%	9%	8%	5%	8%	25%
Brand Loyalty	25	13	12	7	15	1	2
	50%	76%	36%	58%	71%	8%	50%

Question #12: What are the primary reasons why you drink your preferred brand of coffee?
(Please choose all that apply)
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

❏ For our sixth question, we wanted to find what were consumer's primary reason for

consuming coffee products. Some outstanding details that we found out were that 58% of

Men drank coffee for taste opposed to 24% of Women who drank coffee. Another aspect

that stood out to us is that 76% of Men drank their preferred brand of coffee to uphold

Brand Loyalty, compared to 36% of Women.

Table 7

First Encounter with Preferred Coffee Brand

	Total	Male	Female	Asian	Black/African American	Hispanic/Latino	White
Respondents		17	33	12	21	13	4
Word of Mouth	33	12	21	10	15	6	2
	66%	71%	64%	83%	71%	46%	50%
Television Advertisement	3	1	2	1	2	0	0
	6%	6%	6%	9%	10%	0%	0%
Radio Advertisement	1	1	0	0	1	0	0
	2%	6%	0%	0%	5%	0%	0%
Billboard	2	2	0	1	0	1	0
	4%	12%	0%	9%	0%	7%	0%
Store Walk In	11	1	10	0	3	6	2
	22%	6%	30%	0%	14%	46%	50%
Total	50	17	33	12	21	13	4
	100%	100%	100%	100%	100%	100%	100%

Question #13: How did you first hear about your preferred brand of coffee?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

❏ For our seventh question, we wanted to find out how did our Respondents find out about

their preferred brand of coffee. A statistic that stood out to us was that most consumers

heard about their preferred brand through word of mouth communication. Also the lowest

amount of consumer heard about their preferred brand through the radio.

Table 8
Average Amount Spent at Coffee Shop

|	Total	Male	Female	Under $15,000	$15,000 - $24,999	$25,000 - $34,999	$35,000 and Up
Respondents		17	33	11	24	10	5
$1 - $5	3	1	2	1	2	0	0
	6%	6%	6%	9%	8%	0%	0%
$6 - $10	31	13	18	9	15	6	1
	62%	77%	55%	81%	63%	60%	20%
$11 - $15	14	3	11	1	6	3	4
	28%	17%	33%	10%	25%	30%	80%
$16 - $20	2	0	2	0	1	1	0
	4%	0%	6%	0%	4%	10%	0%
Total	50	17	33	11	24	10	5
	100%	100%	100%	100%	100%	100%	100%

Question #2: Approximately, how much money do you spend per trip at a coffee shop ?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

❏ For our eighth question, we wanted to find out how money did our respondents spend per

trip. We analyzed that most consumers spend around $6-$10 per trip at their preferred

coffee shop. Also we saw that most consumers in the Under $15,000 also purchase $6-

$10 worth of products each trip.

Figures

Figure 1
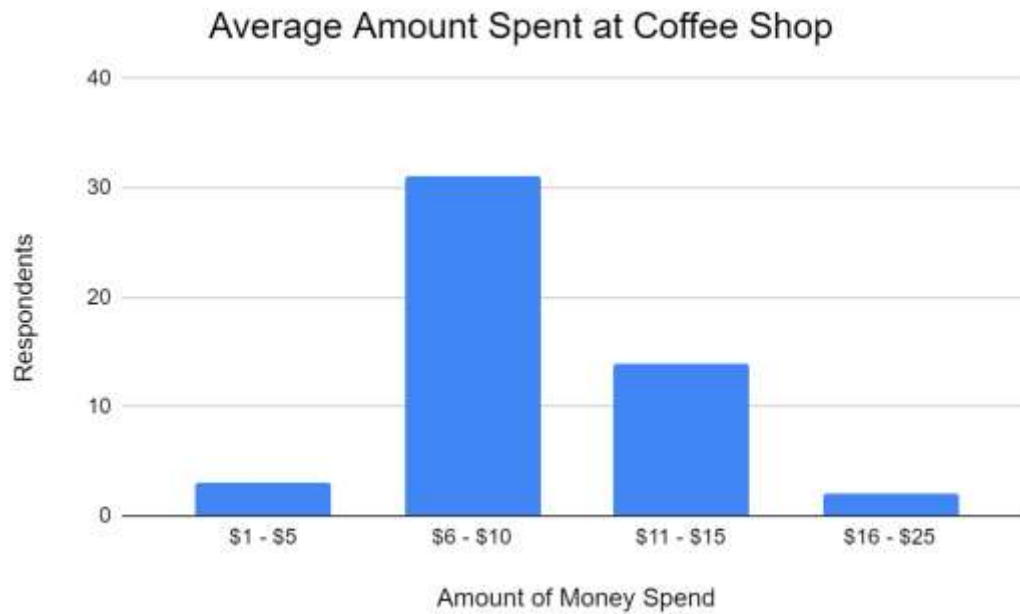
Average Amount Spent at Coffee Shop

Question #2: Approximately, how much money do you spend per trip at a coffee shop?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

Figure 2

Preferred Brand of Coffee

Au Bon Pain 4.0%

Dunkin' Donuts 28.0%

Starbucks 66.0%

Local Bodega 2.0%
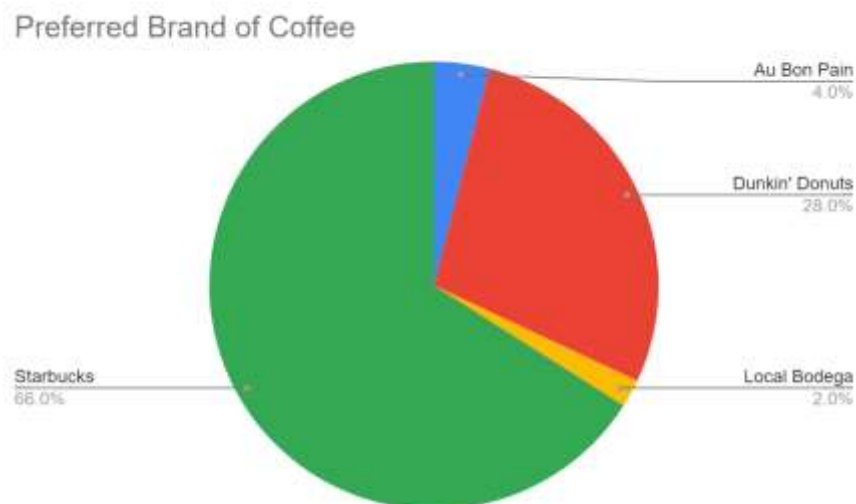
Question #4: From which coffee shop do you make the most purchases?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study
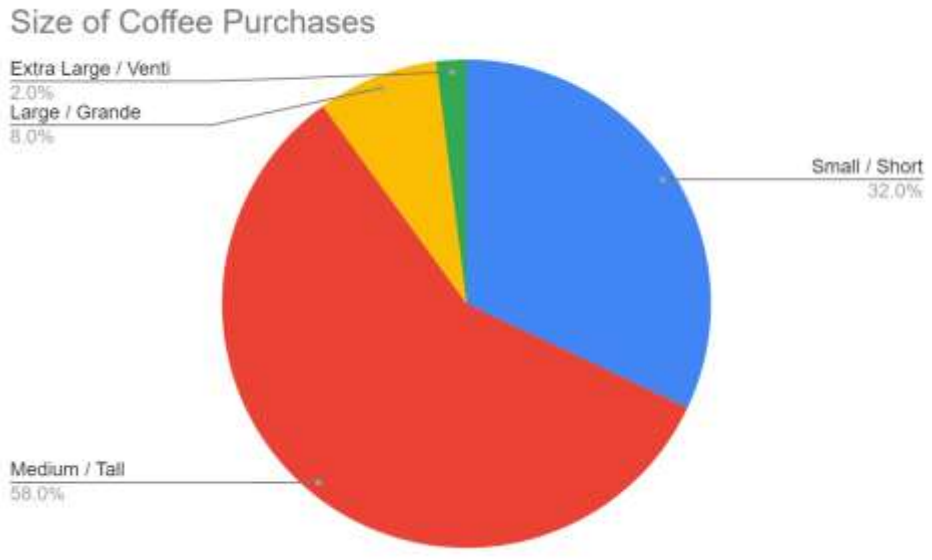
Figure 3

Question #3: What Size coffee do you usually purchase the most?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

Figure 4

Question #1: In a typical week, how often do you purchase coffee from a coffee shop?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

Figure 5

Where Do These Coffee Consumers Reside
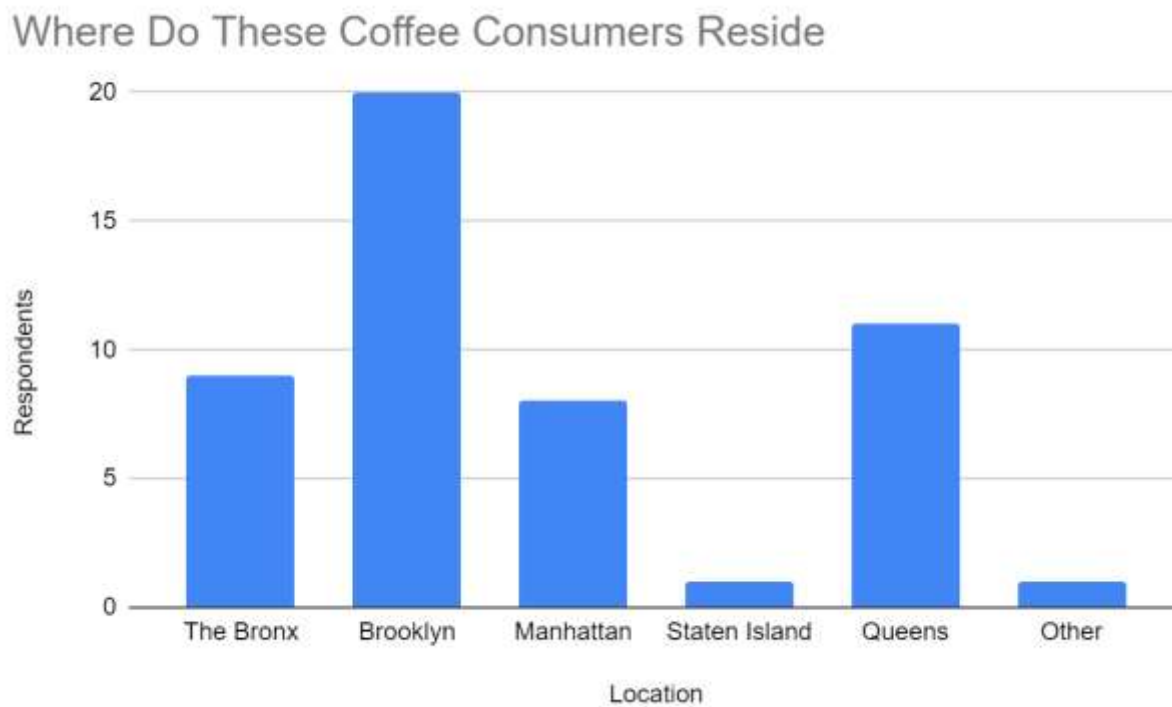
Question #18: Where do you currently Reside?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

Conclusions and Recommendations

Coffee is a very important product to New York City consumers, whether it is for energy or aesthetics New Yorkers love their coffee. In fact, the New York City Marketplace leads the nation with the amount of coffee consumers. Throughout our research process we were able to get a better understanding of the consumer's view on their coffee buying experience as well as a business's view on consumer habits. Due to New York City having such a large population, it was difficult to find Secondary Research that could fully back our hypotheses. Conducting Primary Research helped our Research Firm to gather all of the data necessary to accurately prove our proposed hypotheses from our Problem Definition. Through the use of of Exploratory Research, we were able that New York City Coffee Consumers prefer Starbucks over Dunkin' Donuts. In fact, over 66% of respondents chose Starbucks as their preferred brand of coffee compared to 28% of consumer who prefers Dunkin' Donuts. It was a shock to see that large difference in the percentage of consumers who chose Starbucks over Dunkin' Donuts. Our next hypothesis that we were able to prove is that New York City consumers do not consider time as an important variable in their coffee buying process. Many New Yorkers live on the principle that "Time is Money", however our respondents do not believe so when it comes to their coffee consumption. Our last hypothesis that we were able to prove is that New York City consumers do not consider variety as an important aspect in their coffee buying process. They want their coffee and they want it now!

Recommendations that we have considered for the next research design would be to split up the five boroughs to conduct a more in-depth research, conduct more experience surveys in a less busy area in New York City and to expand the sample size due to the large population who currently resides in New York City. The first recommendation to split up the five boroughs is due to the fact that there are 8.7 Million people who live in New York City and that it would be

very difficult to determine consumer tastes and preferred from such a large city. The next recommendation to conduct more Experience Surveys in less populated area is due to the fact that New York City has the most diverse population than anywhere else in the United States. Due to this fact, many consumers may have different consumption habits towards coffee products. Finally, the last recommendation to expand the sample size is due to New York's massive population. 50 Respondents in a city of 8.7 Million Residents is not going to significant enough study to fully create a solid statement about New York City consumer coffee habits. Coffee is a very important product to New York City consumers and we can clearly see that New Yorkers love their coffee products.

Questionnaire

Diversity Leaders

Marketing Group

What's In Your Cup?

NYC Coffee Consumer Market Research Study

Diversity Leaders Marketing Group is conducting a survey to gather

information from local coffee consumers in New York City. We need

data from important consumers like you, for the most accurate results.

Privacy is very important to us. You can be assured that your responses

will be kept strictly confidential. Please answer all of the following

questions to the best of your ability. Thank you for your participation!

1. In a typical week, how often do you purchase coffee from a coffee shop? (Please make only one selection)
   - [ ] Everyday
   - [ ] 5-6 days a week
   - [ ] 3-4 days a week
   - [ ] 1-2 days a week
   - [ ] Less than 1 day a week

2. Approximately, how much money do you spend per trip at a coffee shop? (Please make only one selection)
   - [ ] $1 - $5
   - [ ] $6 - $10
   - [ ] $11 - $15
   - [ ] $16 - $20
   - [ ] $20 or more

3. What size coffee do you usually purchase the most? (Please make only one selection)
   - [ ] Small / Short
   - [ ] Medium / Tall
   - [ ] Large / Grande
   - [ ] Extra Large / Venti

4. From which coffee shop do you make the most purchases? (Please make only one selection)
   - [ ] Au Bon Pain
   - [ ] Dunkin' Donuts
   - [ ] Local Bodega
   - [ ] McCafé
   - [ ] Starbucks
   - [ ] Tim Horton's
   - [ ] Other – Please Specify _____

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5. How loyal or disloyal are you to your most preferred brand of coffee? (If you select Not Loyal, please skip to Question #8)
☐ Very Loyal
☐ Mostly Loyal
☐ Somewhat Loyal
☐ Not Loyal at all

6. What encourages you the most to purchase your most preferred brand of coffee? (Please choose your Top 3 by numbering them 1, 2 and 3 with 1 being the most important)
☐ Taste
☐ Price
☐ Location
☐ Aesthetic
☐ Atmosphere
☐ Other – Please Specify _____

7. How long have you been consuming your most preferred brand of coffee? (Please make only one selection)
☐ 1 Month or Less
☐ 2-6 Months
☐ 7-11 Months
☐ One Year
☐ 2-3 Years
☐ 4-5 Years
☐ More than 5 Years

8. At what time of day do you primarily drink coffee products the most? (Please make only one selection)
☐ Morning
☐ Noon
☐ Evening
☐ Night

Please continue on the next page   3

9. How do you feel about the following statements? (Please respond to each statement listed below)

Statements	Strongly Disagree	Disagree	Agree	Strongly Agree
I am willing to try new coffee products.	☐	☐	☐	☐
I usually purchase food along with my coffee.	☐	☐	☐	☐
Cost is not important to me when it comes to quality coffee.	☐	☐	☐	☐
I try different brands of coffee until I find the one I like.	☐	☐	☐	☐
The cleanliness of a store determines if I make a purchase or not.	☐	☐	☐	☐
I consider myself a coffee enthusiast.	☐	☐	☐	☐

Please continue on the next page   4

10. Based on your opinion, which of the listed brands is the **BEST** in each product category? (Please choose only one brand for each product category listed below)

Product Categories	Au Bon Pain	Dunkin' Donuts	McCafé	Starbucks	Equal Competition
Hot Beverages	☐	☐	☐	☐	☐
Ice Beverages	☐	☐	☐	☐	☐
Pastries/Donuts	☐	☐	☐	☐	☐
Breakfast Sandwiches	☐	☐	☐	☐	☐
Customer Service	☐	☐	☐	☐	☐
Speed	☐	☐	☐	☐	☐

11. How important are each of the factors listed below, as they relate to your coffee buying process? (Please make only one selection per factor)

Factors	Very Important	Important	Somewhat Important	Not Important
Cost	☐	☐	☐	☐
Variety	☐	☐	☐	☐
Employee Friendliness	☐	☐	☐	☐
Store Cleanliness	☐	☐	☐	☐
Time	☐	☐	☐	☐
Location	☐	☐	☐	☐
Season	☐	☐	☐	☐

12. What are the primary reasons why you drink your preferred brand of coffee? (Please choose all that apply)
   ☐ Energy
   ☐ Taste
   ☐ Health Conscious
   ☐ Price
   ☐ Aesthetics
   ☐ Brand Loyalty
   ☐ Other – Please Specify _____

13. How did you first hear about your preferred brand of coffee? (Please make only one selection)
   ☐ Word of Mouth
   ☐ Television Advertisement
   ☐ Radio Advertising
   ☐ Billboard
   ☐ Store Walk In
   ☐ Other – Please Specify _____

The following questions pertain to demographic attributes of the participants of this survey. Once again, your privacy is very important to us and these results are strictly confidential.

14. What is your Gender?
   ☐ Male
   ☐ Female

15. What is your Age?
   ☐ Under 18
   ☐ 18-24
   ☐ 25-34
   ☐ 35-44
   ☐ 45-54
   ☐ 55-64
   ☐ 65 and Older

6

16. What is your Ethnic Background? (Please make only one selection)

- [ ] American Indian or Alaska Native
- [ ] Asian
- [ ] Black/African American
- [ ] Hispanic/Latino
- [ ] Native Hawaiian or Pacific Islander
- [ ] White
- [ ] Other - Please Specify _____

17. What is your current Marital Status? (Please make only one selection)

- [ ] Single
- [ ] Married
- [ ] Divorced
- [ ] Widowed
- [ ] Separated

18. Where do you currently Reside? (Please make only one selection)

- [ ] The Bronx
- [ ] Brooklyn
- [ ] Manhattan
- [ ] Staten Island
- [ ] Queens
- [ ] Other Location- Please Specify _____

Please continue on the next page   7

19. What is your current Employment Status? (Please choose all that apply)
- ☐ Employed Part Time
- ☐ Employed Full Time
- ☐ Part Time Student
- ☐ Full Time Student
- ☐ Self Employed
- ☐ Unemployed
- ☐ Retired

20. What is the highest level of education that you have achieved? (Please make only one selection)
- ☐ Some High School
- ☐ High School Diploma/GED
- ☐ Some College
- ☐ Associate's Degree
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Doctorate/P.H.D. or Higher

21. What is your average Annual Income?
- ☐ Under $15,000
- ☐ $15,000 - $19,999
- ☐ $20,000 - $24,999
- ☐ $25,000 - $29,999
- ☐ $30,000 - $34,999
- ☐ $35,000 - $39,999
- ☐ $40,000 - $44,999
- ☐ $45,000 – $49,999
- ☐ $50,000 or more

22. How many people live at your residence, including yourself?

☐ 1
☐ 2
☐ 3
☐ 4
☐ 5
☐ 6 or more

Thank you for your participation in our questionnaire! If you have any comments or concerns about this exciting topic, please use the space provided below.

_____

_____

_____

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_____

THANK YOU!

Exhibits

Age of Consumers

Ages	# of Respondents	% Total
Under 18	0	0%
18-24	39	78%
25-34	1	2%
35-44	2	4%
45-54	5	10%
55-64	3	6%
65 and Older	0	0%
	50	100%

Question #4: From which coffee shop do you make the most purchases?
Source: Diversity Leaders, NYC Coffee Consumer Market Research Study

LCL: 18
C:10
N/2: 25
CF:1
F Median:39

LCL+C(N/2-CF/f Median)= 18+10(25-1/39)=24

Median=24+0=24

The median rank for age is 24 on an age range of Under 18 to 65 and Older.

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