

Star Dunkin' Coffees or Stardad' Coffees corp

**WHO
GOT
BETTER
COFFEE?**



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Marketing Research (MKT 1210)

WHO GOT BETTER COFFEE?

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We, the StarDunkin' Coffees or Stardad' Coffees corp, are conducting an important survey among people like you in the NYC Marketplace who drink coffee. Your responses are essential to our research and will be kept strictly confidential. We appreciate your time and honesty, thank you for your participation!

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1. In a typical week, how often do you buy coffee from a coffee shop? (Please make only one selection)

- Everyday
- 5 to 6 days a week
- 3 to 4 days a week
- 1 to 2 days a week
- Less than once a week

2. What size coffee do you usually purchase the most? (Please choose only one)

- Small
- Medium
- Large
- Extra Large
- Other (Please Specify) _____

3. What are the most important reasons why you drink coffee? (Please choose only one)

- Price/Affordable
- Taste/Flavor
- Easy to Make
- Social Interaction With Others
- Jump Start My Day
- Provides a Comforting Routine
- Provides Energy When Needed
- Contains Essential Nutrients

Please continue on the next page

Other (Please Specify) _____

4. Do you spend time at Coffee Shops?

Always

Sometimes

Rarely

Never

If Yes, what are your primary reasons for spending time at a Coffee Shop? (Please choose all that apply)

Talk with Friends

Talk about Business/Meetings

Relaxation

Socialize with Others

Enjoy Drinking Coffee

Trying New Coffee Drinks

To Meet New People

Other (Please Specify) _____

5. Approximately, how much do you spend on average on each trip to a Coffee Shop?

Less than \$5

\$5- \$9.99

\$10- \$14.99

\$15- \$19.99

\$20 or more

Please continue on the next page

6. Approximately, how long have you been consuming your most preferred brand of coffee?

- Less than 1 week
- 1 to 2 Weeks
- 3 Weeks to 1 Month
- 2 to 3 Months
- 4 to 5 Months
- 6 to 7 Months
- 8 to 9 Months
- 10 to 11 Months
- One year or More

7. Which coffee shop do you frequent the most? (Please choose only one)

- Dunkin Donuts
- McDonald's
- Starbucks
- Tim Hortons
- Blue Bottle Coffee
- Kaigo Coffee Room
- Kodawari Coffee
- Other (Please Specify) _____

Please continue on the next page

8. At what time of day do you primarily drink coffee? (Please choose only one)
- Morning (6 am to 11:59 am)
 - Afternoon (12 pm to 4:59 pm)
 - Evening (5 pm to 7:59 pm)
 - Night (8 pm to 11:59 pm)
 - Late Night (12 Midnight to 5:59 am)
9. How did you first hear about your preferred brand of coffee? (Please choose only one)
- Word of Mouth
 - From a Friend
 - Family Member
 - Celebrity Endorsement
 - Store Walk In
 - Store Salesperson
 - Television Advertisement
 - Social Media
 - Other (Please Specify) _____
10. How Loyal or Disloyal are you to your most preferred brand of coffee?
- Very Loyal
 - Mostly Loyal
 - Somewhat Loyal
 - Not Loyal at all
- Please continue on the next page

11. How often do you order online when working or studying?

- Always
- Sometimes
- Rarely
- Never

12. How satisfied or dissatisfied are you with the Coffee House closest to your workplace?

- Very Satisfied
- Mostly Satisfied
- Somewhat Satisfied
- Not Satisfied at all

13. How satisfied or dissatisfied are you with the Coffee House closest to where you live?

- Very Satisfied
- Mostly Satisfied
- Somewhat Satisfied
- Not Satisfied at all

14. How do you prefer to drink your coffee? (Please choose all that apply)

- Dark
- Light and Sweet
- Milk Only
- Sugar Only
- Other (Please Specify) _____ Please continue on the next page

15. What is your favorite coffee drink from Starbucks? (Please choose only one)

- Smoked Butterscotch Frappuccino
- Mocha Cookie Crumble Frappuccino
- Caramel Ribbon Crunch Frappuccino
- Espresso Frappuccino
- Caffè Vanilla Frappuccino
- Caramel Frappuccino
- Coffee Frappuccino
- Mocha Frappuccino
- Java Chip Frappuccino
- Other (Please Specify) _____

16. What is your favorite Coffee drink from Dunkin' Donuts? (Please choose only one)

- Dunkin' Hazelnut Swirl
- Dunkin' Cookie Dough or Rocky Road Swirl
- Dunkin' Butter Pecan Swirl
- Dunkin' Carmel Mocha Coffee
- Dunkin' Nutella Surprise
- Dunkin' Caramel Swirl Latte
- Dunkin' Classic Original Blend
- Dunkin' Almond Joy Iced Coffee
- Dunkin' Blueberry or Coconut Iced Coffee
- Other (Please Specify) _____ Please continue on the next page

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.

17. What is your Gender?

- Male
- Female

18. What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older

19. What is your Ethnic Background?

- American Indian or Alaska Native
- Asian
- Black/African American
- Hispanic/Latino
- Native Hawaiian or Pacific Islander
- White
- Other (Please Specify) _____ Please continue on the next page

20. What is your current Marital Status?

- Single
- Married
- Divorced
- Widowed
- Separated

21. Where do you currently Reside?

- The Bronx
- Brooklyn
- Manhattan
- Staten Island
- Queens
- Other(Please Specify) _____

22. What is your current Employment Status?

- Employed Part-Time
- Employed Full Time
- Part-Time Students
- Full-Time Students
- Self Employed
- Unemployed
- Retired

Please continue on the next page

23. What is the highest level of education that you have achieved?

- Some High School
- High School Diploma
- Some College
- Associate's Degree
- Bachelor's Degree
- Master's Degree
- Doctorate/P.H.D. or Higher

24. 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

25. Including yourself, how many people live at your residence?

- 1
- 2
- 3

Please continue on the next page

- 4
- 5
- 6 or more

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

Thank you for your time!