MKTG 566 US Coffee Survey

* Required

1. First Name:

    _____

    ### General questions about coffee

2. How much do you like coffee? *

    Mark only one oval.

    Hate it!

    1 ⬭

    2 ⬭

    3 ⬭

    4 ⬭

    5 ⬭

    Love it!

3.   What kind of coffee do you prefer out of the following *

Mark only one oval.

( ) Iced Coffee

( ) Hot Coffee

4.   How strong do you want your coffee to be? *

1. Decaf
2. Light Roast
3. Medium Roast
4. Dark Roast
5. Espresso Shots

Mark only one oval.

Decaf

1   ( )

2   ( )

3   ( )

4   ( )

5   ( )

Espresso Shot

5.   How often you go to coffee shops? *

Mark only one oval.

Rarely/Never

1   ⬭

2   ⬭

3   ⬭

4   ⬭

5   ⬭

Frequently/Daily

6.   In a given week, how many days do you drink coffee? *

Mark only one oval.

⬭ 0-1

⬭ 2-3

⬭ 4-5

⬭ 6-7

7. How often do you make your own cup of coffee? *

Mark only one oval.

Never

1 ◯

2 ◯

3 ◯

4 ◯

5 ◯

Very Often

8.   How often do you buy a cup of coffee outside? *

Mark only one oval.

Never

1 ⬭

2 ⬭

3 ⬭

4 ⬭

5 ⬭

Very Often

9.   How much does the brand of a coffee shop matter to you? *

Mark only one oval.

Not Important

1   ◯

2   ◯

3   ◯

4   ◯

5   ◯

Very Important

10.   How well versed are you in coffee? *

Mark only one oval.

I don't know a lot about coffee

1 ⬭

2 ⬭

3 ⬭

4 ⬭

5 ⬭

I consider myself coffee connoisseur

11.   How much do you typically spend on coffee in a month? *

Mark only one oval.

⬭ $0 to $10

⬭ $11 to $20

⬭ $21 to $40

⬭ $41 to $70

⬭ $71 to $100

⬭ > $100

12. How do you view a coffee drinking experience? (Please choose the option that   *
     matches your own experience the most often)

Mark only one oval.

◯ Don't enjoy drinking it

◯ Just gulp it down, for the caffeine kick

◯ Like to try various roasts and beans

◯ Drink coffee in social settings (With friends, coworkers, etc.)

◯ Part of daily ritual or it's habitual

◯ Other: _____

13.   How important are each of the following attributes when deciding where to get   *
coffee?
(1: Least Important to 5: Most Important)

Mark only one oval per row.

	1	2	3	4	5
Quality of Coffee	◯	◯	◯	◯	◯
Attitude of the staff	◯	◯	◯	◯	◯
Speed of Service	◯	◯	◯	◯	◯
Ease of Online Ordering	◯	◯	◯	◯	◯
Cleanliness	◯	◯	◯	◯	◯
Variety Of Flavors	◯	◯	◯	◯	◯
Customizability	◯	◯	◯	◯	◯
Knowledgeable Staff	◯	◯	◯	◯	◯
Comfortable Seating	◯	◯	◯	◯	◯
Unique Drinks	◯	◯	◯	◯	◯
Proximity	◯	◯	◯	◯	◯
Price/Affordability	◯	◯	◯	◯	◯
Surroundings of the Shop	◯	◯	◯	◯	◯
Good place to study or work	◯	◯	◯	◯	◯
Quality Consistency	◯	◯	◯	◯	◯

Coffee Place Preferences

14. Which brand do you think first when you think "coffee shop" in the US? *

_____

15. How would you rate the following on QUALITY OF COFFEE? (1 = "Worst" to 5 =   *
     "Best")

Mark only one oval per row.

	1	2	3	4	5
Starbucks	◯	◯	◯	◯	◯
Peet's Coffee	◯	◯	◯	◯	◯
Dunkin'	◯	◯	◯	◯	◯
Coffee Bean & Tea Leaf	◯	◯	◯	◯	◯
McDonald's McCafe	◯	◯	◯	◯	◯

16. How would you rate the following on ATTITUDE OF THE STAFF? (1 = "Worst" to 5 =
     "Best")

Mark only one oval per row.

	1	2	3	4	5
Starbucks	◯	◯	◯	◯	◯
Peet's Coffee	◯	◯	◯	◯	◯
Dunkin'	◯	◯	◯	◯	◯
Coffee Bean & Tea Leaf	◯	◯	◯	◯	◯
McDonald's Coffee	◯	◯	◯	◯	◯

17. How would you rate the following on SPEED OF SERVICE? (1 = "Slowest" to 5 = "Fastest")

Mark only one oval per row.

	1	2	3	4	5
Starbucks	◯	◯	◯	◯	◯
Peet's Coffee	◯	◯	◯	◯	◯
Dunkin'	◯	◯	◯	◯	◯
Coffee Bean & Tea Leaf	◯	◯	◯	◯	◯
McDonald's Coffee	◯	◯	◯	◯	◯

18. How would you rate the following on EASE OF ONLINE ORDERING/APP EXPERIENCE?   *
(1: very inefficient to 5: the smoothest)

Mark only one oval per row.

	1	2	3	4	5
Starbucks	◯	◯	◯	◯	◯
Peet's Coffee	◯	◯	◯	◯	◯
Dunkin'	◯	◯	◯	◯	◯
Coffee Bean & Tea Leaf	◯	◯	◯	◯	◯
McDonald's McCafe	◯	◯	◯	◯	◯

19. How would you rate the following on CLEANLINESS?
     (1: Dirty to 5: Very Clean)

Mark only one oval per row.

	1	2	3	4	5
Starbucks	◯	◯	◯	◯	◯
Peet's Coffee	◯	◯	◯	◯	◯
Dunkin'	◯	◯	◯	◯	◯
Coffee Bean & Tea Leaf	◯	◯	◯	◯	◯
McDonald's McCafe	◯	◯	◯	◯	◯

20. How would you rate the following on CUSTOMIZABILITY?
     (1: not customizable to 5: highly customizable)

Mark only one oval per row.

	1	2	3	4	5
Starbucks	◯	◯	◯	◯	◯
Peet's Coffee	◯	◯	◯	◯	◯
Dunkin'	◯	◯	◯	◯	◯
Coffee Bean & Tea Leaf	◯	◯	◯	◯	◯
McDonald's McCafe	◯	◯	◯	◯	◯

21.   How would you rate the following on VARIETY OF FLAVORS? (1: Few to 5: Many) *

Mark only one oval per row.

	1	2	3	4	5
Starbucks	◯	◯	◯	◯	◯
Peet's Coffee	◯	◯	◯	◯	◯
Dunkin'	◯	◯	◯	◯	◯
Coffee Bean & Tea Leaf	◯	◯	◯	◯	◯
McDonald's McCafe	◯	◯	◯	◯	◯

22.   How would you rate the following on KNOWLEDGE OF STAFF? *
       (1: Not informative to 5: Very informative)

Mark only one oval per row.

	1	2	3	4	5
Starbucks	◯	◯	◯	◯	◯
Peet's Coffee	◯	◯	◯	◯	◯
Dunkin'	◯	◯	◯	◯	◯
Coffee Bean & Tea Leaf	◯	◯	◯	◯	◯
McDonald's McCafe	◯	◯	◯	◯	◯

23. How would you rate the following on COMFORTABLE SEATING?
     (1: Least comfortable to 5: Most comfortable)

Mark only one oval per row.

	1	2	3	4	5
Starbucks	⬭	⬭	⬭	⬭	⬭
Peet's Coffee	⬭	⬭	⬭	⬭	⬭
Dunkin'	⬭	⬭	⬭	⬭	⬭
Coffee Bean & Tea Leaf	⬭	⬭	⬭	⬭	⬭
McDonald's McCafe	⬭	⬭	⬭	⬭	⬭

24. How would you rate the following on UNIQUE OFFERINGS? (1: Few to 5: Many)

Mark only one oval per row.

	1	2	3	4	5
Starbucks	⬭	⬭	⬭	⬭	⬭
Peet's Coffee	⬭	⬭	⬭	⬭	⬭
Dunkin'	⬭	⬭	⬭	⬭	⬭
Coffee Bean & Tea Leaf	⬭	⬭	⬭	⬭	⬭
McDonald's McCafe	⬭	⬭	⬭	⬭	⬭

25. How would you rate the following on PROXIMITY? (1: Near to 5: Far) *

Mark only one oval per row.

	1	2	3	4	5
Starbucks	⬭	⬭	⬭	⬭	⬭
Peet's Coffee	⬭	⬭	⬭	⬭	⬭
Dunkin'	⬭	⬭	⬭	⬭	⬭
Coffee Bean & Tea Leaf	⬭	⬭	⬭	⬭	⬭
McDonald's McCafe	⬭	⬭	⬭	⬭	⬭

26. How would you rate the following on AFFORDABILITY? (1: $ to 5: $$$$)

Mark only one oval per row.

	1	2	3	4	5
Starbucks	⬭	⬭	⬭	⬭	⬭
Peet's Coffee	⬭	⬭	⬭	⬭	⬭
Dunkin'	⬭	⬭	⬭	⬭	⬭
Coffee Bean & Tea Leaf	⬭	⬭	⬭	⬭	⬭
McDonald's McCafe	⬭	⬭	⬭	⬭	⬭

27. How would you rate the following on FREQUENCY OF YOUR COFFEE ORDERS? (1: *
Infrequent to 5: Very Frequent)

Mark only one oval per row.

	1	2	3	4	5
Starbucks	◯	◯	◯	◯	◯
Peet's Coffee	◯	◯	◯	◯	◯
Dunkin'	◯	◯	◯	◯	◯
Coffee Bean & Tea Leaf	◯	◯	◯	◯	◯
McDonald's McCafe	◯	◯	◯	◯	◯

28. How would you rate the following on SURROUNDINGS WHERE SHOP IS *
LOCATED? (1: Poor to 5: Very Nice)

Mark only one oval per row.

	1	2	3	4	5
Starbucks	◯	◯	◯	◯	◯
Peet's Coffee	◯	◯	◯	◯	◯
Dunkin'	◯	◯	◯	◯	◯
Coffee Bean & Tea Leaf	◯	◯	◯	◯	◯
McDonald's McCafe	◯	◯	◯	◯	◯

29. How would you rate the following on WI-FI? (1: Slow/Spotty to 5: Fast) *

Mark only one oval per row.

	1	2	3	4	5
Starbucks	◯	◯	◯	◯	◯
Peet's Coffee	◯	◯	◯	◯	◯
Dunkin'	◯	◯	◯	◯	◯
Coffee Bean & Tea Leaf	◯	◯	◯	◯	◯
McDonald's McCafe	◯	◯	◯	◯	◯

30. How would you rate the following on QUALITY CONSISTENCY? (1: Poor to 5: Consistent) *

Mark only one oval per row.

	1	2	3	4	5
Starbucks	◯	◯	◯	◯	◯
Peet's Coffee	◯	◯	◯	◯	◯
Dunkin'	◯	◯	◯	◯	◯
Coffee Bean & Tea Leaf	◯	◯	◯	◯	◯
McDonald's McCafe	◯	◯	◯	◯	◯

Questions about Starbucks

31. Would you visit Starbucks more often if they introduced a robotic barista, or other   *
    technological innovations?

    Mark only one oval.

    ◯ Yes

    ◯ No

    ◯ Maybe

32. How often do you visit Starbucks in a month? *

    _____

33. Do you care if the Starbucks location offers an inviting space to sit down and   *
    spend time?

    Mark only one oval.

    ◯ Yes

    ◯ No

34. Are you part of the Starbucks rewards program? *

    Mark only one oval.

    ◯ Yes

    ◯ No

35.   If yes, how often do you use it?

Mark only one oval.

Very rarely

1   ⬭

2   ⬭

3   ⬭

4   ⬭

5   ⬭

Very often

36.   What method do you prefer most when getting your Starbucks drink? *

Mark only one oval.

⬭ Online Delivery

⬭ Pickup

⬭ Drive-thru

⬭ Dine-in

37. How satisfied are you with Starbucks on the following? *

Mark only one oval per row.

	1	2	3	4	5
Online Delivery	⬭	⬭	⬭	⬭	⬭
Pickup	⬭	⬭	⬭	⬭	⬭
Drive thru	⬭	⬭	⬭	⬭	⬭
In-store experience	⬭	⬭	⬭	⬭	⬭

38. Would you go to Starbucks if they only offered in person experience (no online ordering available)?

Mark only one oval.

◯ Yes

◯ No

39. Would you order from Starbucks if they only offered online ordering or delivery? *

Mark only one oval.

◯ Yes

◯ No

40.   How likely you would be to recommend Starbucks? *

Mark only one oval.

Least Likely

0 ⬭

1 ⬭

2 ⬭

3 ⬭

4 ⬭

5 ⬭

6 ⬭

7 ⬭

8 ⬭

9 ⬭

10 ⬭

Most Likely

General Background Information

41.   Age *

   Mark only one oval.

   ◯ 18 - 24

   ◯ 25 - 31

   ◯ 32 - 38

   ◯ 39 - 45

   ◯ 46 - 52

   ◯ Other: _____

42.   Gender *

   Mark only one oval.

   ◯ Male

   ◯ Female

   ◯ Prefer not to say

   ◯ Other

43. State *

Mark only one oval.

⬭ Alabama

⬭ Alaska

⬭ Arizona

⬭ Arkansas

⬭ California

⬭ Colorado

⬭ Connecticut

⬭ Delaware

⬭ Florida

⬭ Georgia

⬭ Hawaii

⬭ Idaho

⬭ Illinois

⬭ Indiana

⬭ Iowa

⬭ Kansas

⬭ Kentucky

⬭ Louisiana

⬭ Maine

⬭ Maryland

⬭ Massachusetts

⬭ Michigan

⬭ Minnesota

⬭ Mississippi

⬭ Missouri

⬭ Montana

⬭ Nebraska

⬭ Nevada

◯ New Hampshire

◯ New Jersey

◯ New Mexico

◯ New York

◯ North Carolina

◯ North Dakota

◯ Ohio

◯ Oklahoma

◯ Oregon

◯ Pennsylvania

◯ Rhode Island

◯ South Carolina

◯ South Dakota

◯ Tennessee

◯ Texas

◯ Utah

◯ Vermont

◯ Virginia

◯ Washington

◯ West Virginia

◯ Wisconsin

◯ Wyoming

44.   Zip Code: *

_____

45. **Highest Education** *

Mark only one oval.

- ( ) High School/GED
- ( ) Undergraduate
- ( ) Graduate
- ( ) Other

46. **Are you currently working?** *

Mark only one oval.

- ( ) Yes
- ( ) No

This content is neither created nor endorsed by Google.

Google Forms