

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attitude of the staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of Online Ordering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety Of Flavors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customizability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortable Seating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unique Drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proximity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price/Affordability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surroundings of the Shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good place to study or work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Consistency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Mark only one oval per row.

	1	2	3	4	5
Starbucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peet's Coffee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coffee Bean & Tea Leaf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's McCafe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pickup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drive thru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-store experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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 pickup 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

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