Thank you for agreeing to take this survey. Please be assured your responses will be entirely anonymous. This survey may take up to 10 minutes to complete.

Q1. What state is your primary home located in?

1. Alabama
2. Alaska
3. Arizona
4. Arkansas
5. California
6. Colorado
7. Connecticut
8. Delaware
9. Florida
10. Georgia
11. Hawaii
12. Idaho
13. Illinois
14. Indiana
15. Iowa
16. Kansas
17. Kentucky
18. Louisiana
19. Maine
20. Maryland
21. Massachusetts
22. Michigan
23. Minnesota
24. Mississippi
25. Missouri
26. Montana
27. Nebraska
28. Nevada
29. New Hampshire
30. New Jersey
31. New Mexico
32. New York
33. North Carolina
34. North Dakota
35. Ohio
36. Oklahoma
37. Oregon
38. Pennsylvania
39. Rhode Island
40. South Carolina
41. South Dakota
42. Tennessee
43. Texas
44. Utah
45. Vermont
46. Virginia
47. Washington
48. West Virginia
49. Wisconsin
50. Wyoming

Q2. What is your age?

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65+

Q3. What is the highest degree or level of education you have completed?

1. Some High School
2. High School
3. Bachelor's Degree
4. Master's Degree
5. Ph.D. or higher
6. Trade School
7. Prefer not to say

Q4. What is your annual household income?

1. Less than $25,000
2. $25,000 - $50,000
3. $50,000 - $100,000
4. $100,000 - $200,000
5. More than $200,000
6. Prefer not to say

Q5. What is your current employment status?

1. Employed Full-Time
2. Employed Part-Time
3. Seeking opportunities
4. Retired
5. Prefer not to say

Q6. Please select which, if any, of these coffee cafes you have made a purchase in the last 6 months:

1. Starbucks
2. Dunkin Donuts
3. Tim Hortons
4. Peet’s Coffee
5. Caribou Coffee
6. The Coffee Bean & Tea Leaf

Q7. Of the cafes you made a purchase from in the last 3 months, which café did you purchase most frequently from?

1. Starbucks
2. Dunkin Donuts
3. Tim Hortons
4. Peet’s Coffee
5. Caribou Coffee
6. The Coffee Bean & Tea Leaf

Q8. Thinking about your overall experience with your coffee café, on a scale of 0 to 10, how likely are you to recommend (pipe Q7) to a friend or family member?

1. 0
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. 8
10. 9
11. 10

Q9. Why did you give this rating?

Q10. In the last 3 months, what have you purchased from (pipe Q7)

1. Food
2. Coffee
3. Tea
4. Specialty Beverages
5. Gift Cards
6. Coffee Cups/Tea Mugs
7. Other

Q11. Which of the following activities have you personally experienced within the past 3 months:

1. I placed an order
2. I redeemed rewards
3. I paid for an order
4. I picked up an order
5. I ate a purchased food/I drank a purchased beverage

You mentioned that you placed an order in the last 3 months. Please answer the following questions purely based on your experience placing an order at (pipe Q7).

Q12. Based on your most recent experience placing an order, on a scale of 0 to 10, how likely are you to recommend (pipe Q7) to a friend or family member?

Q13. Why did you give this rating?

Q14. How did your most recent experience placing an order increase of decrease your overall likelihood to recommend (pipe Q7) to a friend or family member?

1. Decreased a lot
2. Decreased a little
3. Did not change
4. Increased a little
5. Increased a lot

Q15. Most recently, which of the following methods did you use to place an order?

1. Visited the store
2. Used a drive thru
3. Called the store
4. Placed an order on the website
5. Placed an order through my mobile app

Q16. Were you able to place your order the first time you contacted (pipe Q7)?

1. Yes
2. No

Q17. How long did you wait to place your order?

1. Less than 3 minutes
2. 3-5 minutes
3. 5-8 minutes
4. 8-12 minutes
5. More than 12 minutes

You mentioned that you redeemed rewards in the last 3 months. Please answer the following questions purely based on your experience redeeming rewards at (pipe Q7).

Q18. Based on your most recent experience redeeming rewards, on a scale of 0 to 10, how likely are you to recommend (pipe Q7) to a friend or family member?

Q19. Why did you give this rating?

Q20. How did your most recent experience redeeming rewards increase of decrease your overall likelihood to recommend (pipe Q7) to a friend or family member?

1. Decreased a lot
2. Decreased a little
3. Did not change
4. Increased a little
5. Increased a lot

Q21. Most recently, which of the following methods did you use to redeem rewards?

1. Visited the store
2. Called the store
3. Redeemed rewards on the website
4. Redeemed rewards through my mobile app

Q22. Were you able to redeem rewards the first time you contacted (pipe Q7)?

1. Yes
2. No

You mentioned that you paid for an order in the last 3 months. Please answer the following questions purely based on your experience paying for your order at (pipe Q7).

Q23. Based on your most recent experience paying for your order, on a scale of 0 to 10, how likely are you to recommend (pipe Q7) to a friend or family member?

Q24. Why did you give this rating?

Q25. How did your most recent experience paying for your order increase of decrease your overall likelihood to recommend (pipe Q7) to a friend or family member?

1. Decreased a lot
2. Decreased a little
3. Did not change
4. Increased a little
5. Increased a lot

Q26. Most recently, which of the following methods did you use to pay for your order?

1. Paid at store
2. Paid at the drive thru
3. Paid for an order on the website
4. Paid for an order through my mobile app

Q27. Were you able to pay for your order the first time you contacted (pipe Q7)?

1. Yes
2. No

Q28. What method did you use to pay for your order?

1. Cash
2. Credit Card
3. Rewards

You mentioned that you picked up an order in the last 3 months. Please answer the following questions purely based on your experience picking up your order at (pipe Q7).

Q29. Based on your most recent experience picking up your order, on a scale of 0 to 10, how likely are you to recommend (pipe Q7) to a friend or family member?

Q30. Why did you give this rating?

Q31. How did your most recent experience picking up your order increase of decrease your overall likelihood to recommend (pipe Q7) to a friend or family member?

1. Decreased a lot
2. Decreased a little
3. Did not change
4. Increased a little
5. Increased a lot

Q32. Most recently, which of the following methods did you use to pick up your order?

1. Visited the store
2. Used the drive thru
3. Had the order delivered

Q33. Were you able to pick up your order the first time you contacted (pipe Q7)?

1. Yes
2. No

Q34. How long did you wait to pick up your order?

1. Less than 3 minutes
2. 3-5 minutes
3. 5-8 minutes
4. 8-12 minutes
5. More than 12 minutes

You mentioned that you ate food or drank a beverage you purchased from (pipe Q7) in the last 3 months. Please answer the following questions purely based on your experience paying for your order at (pipe Q7).

Q35. Based on your most recent experience eating food/drinking a purchased beverage, on a scale of 0 to 10, how likely are you to recommend (pipe Q7) to a friend or family member?

Q36. Why did you give this rating?

Q37. How did your most recent experience eating food/drinking a purchased beverage increase of decrease your overall likelihood to recommend (pipe Q7) to a friend or family member?

1. Decreased a lot
2. Decreased a little
3. Did not change
4. Increased a little
5. Increased a lot