

Starbucks Survey

1. How often do you patronize Starbucks?
 Never Rarely Monthly Weekly 2-3 times per week Daily
2. On the average, how much do you spend at Starbucks per visit?
 Zero \$.01-\$4.99 \$5.00-\$8.99 \$9.00-\$12.99 \$13.00 or more
3. Where do you most frequently purchase Starbucks' products?
 Starbucks location Grocery store Retailer such as Wal-Mart or Target
4. What do you most frequently purchase at Starbucks?
 Coffee Cold drinks Pastries Salads Sandwiches Juices
5. How important to your purchase decision is nutritional information?
 Very unimportant Unimportant Neither Important Very important
6. Are you aware of the sources of Starbucks' nutritional information? (online, in-store, brochures)
 Very aware Somewhat aware Not aware
7. How important are sales and promotions in your purchase decision?
 Very unimportant Unimportant Neither Important Very important
8. How aware are you of Starbucks' sales and promotions?
 Very aware Somewhat aware Not aware
9. Compared to other "Coffee Shops," how would you evaluate Starbucks?
 Better About the same Worse
10. How would you evaluate the service at Starbucks?
 Poor Okay Good Excellent
11. In a typical week, how many cups of coffee do you drink? _____
12. How would you evaluate the atmosphere at Starbucks?
 Poor Okay Good Excellent
13. Recently, Starbucks publicly announced its stores would be "no guns" stores. Do you agree or disagree with this policy?
 Strongly disagree Disagree Neither Agree Strongly agree
14. What is your age? 18-24 25-34 35-44 45-54 55+
15. What is your ethnicity?
 White Caucasian Hispanic or Latino African-American Other
16. What is your household income?
 Under \$25,000 \$25,000-49,999 \$50,000-74,999 \$75,000 or more
17. What is your gender? Female Male