



IN LATE 2014, PRESTO MOBILE SURVEYS (A PROVIDER OF MOBILE MARKET RESEARCH TOOLS) CONDUCTED A NATIONWIDE STUDY ON THE TOP COFFEE CHAINS IN AMERICA



BATTLE OF THE COFFEE CHAIN:



TIM HORTONS MAKES THE FASTEST CUP OF COFFEE IN AMERICA

SPEED



QUALITY

CARIBOU TAKES THE TITLE

4.46

4.72

Tim Horton

4.52

DUNKIN

4.41

REGULAR

WHAT DO EACH CHAIN'S CUSTOMERS

QUALITY

DUNKIN'

20-29

BONUTS.

REGULAR

FIRST PLACE



FLAVORED

CARE THE MOST (OR LEAST) ABOUT?

SPEED

SERVICE

60-69

PRICE

21% CARED

Metric: Quality of taste (from 1 to 5). All beverages.

INDIVIDUAL QUALITY



Metric: Quality of Taste Rating (from 1 to 5), All Beverages

TIM HORTONS CUSTOMERS CARE THE MOST ABOUT LOCATION, SPEED & PRICE

CARIBOU CUSTOMERS CARE THE MOST ABOUT QUALITY AND SERVICE,

21% CARED CARED THE MOST 43% CARED 92% CARED 21% CARED

LOCATION



WHICH CHAINS ARE MOST

POPULAR

WITH WHICH

AGES?

TIM HORTONS CUSTOMERS SKEW THE YOUNGEST. DUNKIN' DONUTS SKEWS THE OLDEST.

40-49

53%

56%

62%

COFFEE DRINKING HABITS OF AMERICA:

WHAT WE DRINK

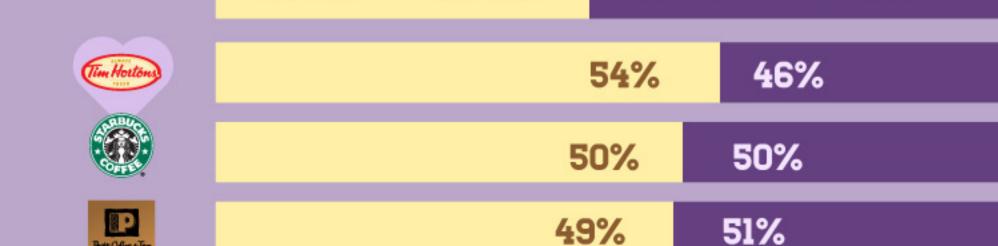
AND WHY

BEVERAGE POPULARITY

(BY TYPE)

LATTES/CAPPUCINOS/MACCHIATOS ARE #1

50-59



30-39

47%

44%

38%

aegular Coffee 10% Tea 23% 13%

WAS MOST POPULAR WITH AGES WAS MOST POPULAR WITH AGES WAS MOST POPULAR WITH AGES 50-59 20-29 50-59 60-69 30-39 CHOSE REGULAR CHOSE FROZEN CHOSE FLAVORED CHOSE TEA CHOSE ESPRESSO-BASED 7.1% OF THE TIME 30.4% OF THE TIME 24.7% OF THE TIME 6.8% OF THE TIME 31.7% OF THE TIME

Metric: Beverage Selection by Age

#1 REASON FOR CHOOSING THIS STORE:

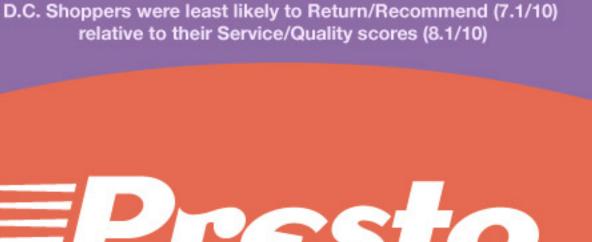
FROZEN

Metric: Answers to "What are the biggest reasons you visited this location?" (multiple answers allowed)

SERVICE

PRICE





EASY TO PLEASE

Flavored 29% 19%

Metric: How often was each beverage selected (Total: 1621 cups of coffee) BEVERAGE POPULARITY (BY AGE GROUPS) OLDER GROUPS CHOOSE REGULAR COFFEE, FLAVORED COFFEE & TEA MORE OFTEN THAN YOUNGER GROUPS YOUNGER GROUPS CHOOSE FROZEN/ICED & ESPRESSO BASED BEVERAGES

LOCATION, LOCATION, LOCATION! LOCATION 89% 29%

18%

16%

10%

WHICH STATE IS THE HARDEST TO PLEASE? **OUR NATION'S CAPITAL!**



SHOPPERS WERE ASKED TO RATE SERVICE & QUALITY

AND IF THEY WOULD RETURN TO/RECOMMEND THAT STORE

Metric:

HARD TO PLEASE

