

# Dutch Bros Questionnaire

Thank you for taking your time in answering the following questions. We appreciate you feedback.

1. First Name

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2. Job Title

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3. Name one hobby

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4. Name one website you visit often

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5. Gender

*Mark only one oval.*

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

6. Reasons why you visit the Dutch Bros website?

*Mark only one oval.*

- ☐ To see the menu options
- ☐ To find rewards or promotions
- ☐ To purchase promotional product
- ☐ I use the app

7. How knowledgeable are you of the menu?

*Mark only one oval.*

- ☐ I have little knowledge of the menu
- ☐ I only know the menu items I like
- ☐ I have full knowledge of the menu

8. Which type of drink do you prefer?

*Mark only one oval.*

- ☐ Dutch Classic drink
- ☐ Dutch freeze
- ☐ Dutch frost
- ☐ Dutch Bros rebel, Energy Drink
- ☐ None of the above

9. Which do you prefer?

*Mark only one oval.*

- ☐ Iced drink
- ☐ Hot drink

10. What would you like to see more of on the website?

*Mark only one oval.*

- ☐ Featured drinks
- ☐ More drink and food options
- ☐ Prices
- ☐ Customer feedback

11. Age

*Mark only one oval.*

- ☐ 18 and under
- ☐ 19 - 24
- ☐ 25 - 30
- ☐ 31 +

12. What is the highest degree of education you have completed?

*Mark only one oval.*

- ☐ Some high school
- ☐ High school
- ☐ Some College
- ☐ Bachelors degree or higher
- ☐ Trade school

13. What is your experience with tech?

*Mark only one oval.*

- ☐ Beginner
- ☐ Intermediate
- ☐ Advanced

14. Frequency of internet usage

*Mark only one oval.*

☐ 0-2 hours

☐ 3-5 hours

☐ 5+ hours