



Starbucks Coffee Company Summer Road Trip Fast Facts

June 2014

Just in time for the summer road trip season, Starbucks conducted a Summer Road Trip Survey of more than 1,000 adults in the U.S. who have taken a road trip in the past year, or plan to in the next year* to identify the top road trip travel trends.

WHY WE ROAD TRIP

- Nearly everyone looks forward to a road trip – **92 percent say they “love” road trips, and only eight percent “hate” them!**
- 3 out of 4 would describe trips as “fun,” “exciting,” or “spontaneous” – we agree! Only five percent called them “boring” or “torturous.”
- The top three things people look forward to on road trips are **taking in the scenery** (64 percent), **discovering local spots** (45 percent), and **enjoying the company of friends and loved ones** (37 percent).

HOW WE PLAN

- Road trippers are **almost evenly split between planners** (55 percent) who plot out every stop **and those that prefer to be more spontaneous** (45 percent).
- 81 percent of respondents rely on travel experts or search engines for road trip information.
- Almost 1 in 10 people are already **asking their barista for local suggestions while** on the road and Starbucks baristas love to help!

ROAD TRIP MUST-HAVES

- When identifying the “most essential” thing for a road trip, Americans cited a variety of “must haves.”
 - A **good travel buddy** tops the list at 37 percent
 - 21 percent say **good tunes** are the biggest necessity
 - Beautiful scenery** comes in at 15 percent
 - Followed closely by **snacks** (11 percent) and **coffee** (nine percent)

COMPLAINTS ON THE ROAD

- Bathrooms are important! While 45 percent list a restroom break as their reason for their first stop on a road trip, 32 percent **complained about trying to find clean restrooms on the road.**
- Other road trip gripes include feeling cramped (29 percent) and wanting to be able to exercise or move about (24 percent) to feeling bored (15 percent) and not being able to find good food (15 percent).
- No complaints here. 21 percent of road trippers are so happy to be on the open road that they say they **have nothing to complain about.**

MILLENNIALS

Millennials are more likely than older road trippers (55+) to take spontaneous road trips (50 percent vs. 37 percent).

MEN

Men are almost as likely to take a road trip to a luxury hotel or spa (19 percent) as they are to road trip to a sporting venue (20 percent).

WOMEN

Women value companionship on the road more than men. 42 percent of women said a good travel buddy is the most important element of a great road trip, compared to only 33 percent of men.

DID YOU KNOW?

Road trippers fall on two ends of the age spectrum: the majority are either Millennials (37 percent) or 55+ (29 percent).
 You're equally likely to see female (48 percent) and male (52 percent) road trippers out on the road.
 Favorite summer destinations are varied, but the beach prevails (54 percent).

*Edelman Berland interviewed n=1,001 “Road Trippers” between May 27-28, 2014 through a 10-question online survey in the US. Respondents were 18+ years old, and had to have taken a road trip (of at least 3 hours) for leisure purposes in the past 12 months, or plan to do so in the next 12 months.

For More Information

If you have questions or need more information, you may visit Starbucks.com or <http://news.starbucks.com>. News media please contact us at (206) 318-7100 or press@starbucks.com.