Dr. Pepper vs. Mountain Dew – who wins?

August 9th, 2021
The research goals.

• Learn where, when, and how soda is consumed.
• See what motivates consumers to buy Dr. Pepper + Mountain Dew.
• Find out which brand is most popular, Dr. Pepper or Mountain Dew, and why.

Methodology overview.

• MFour used Surveys On The Go® (SOTG).
• Smartphone location data was used to identify soda purchasers leaving 7-Eleven.
• Then, a survey was sent to ask for feedback.

Time frame.

• Research conducted from 8/4/21 to 8/10/21.

Sample.

• 18-45 years of age.
• n=200
• Natural fallout for all other demos.
Cravings + loyalty led to brand selection.

Did you buy a soda on today's trip?

- Yes, 77%
- No, 23%

Which brand did you buy today?

- Coca-Cola: 44%
- Dr. Pepper: 25%
- Sprite: 25%
- Mountain Dew: 22%
- Pepsi: 21%
- 7-Up: 11%
- Mistletoe: 6%

Why'd you choose that brand?

- Craving it: 50%
- I always buy it: 44%
- It looked good: 30%
- It was on sale: 12%
- I saw an in-store ad: 5%
- To try something new: 5%

Base: 200 soda drinkers leaving 7-Eleven.

Base: 154 soda purchasers leaving 7-Eleven.
Dr. Pepper is a daily, afternoon drink to enjoy at home.

How often do you drink Dr. Pepper?

- 16% 2-3x/day
- 26% Daily
- 28% 2-3x/week
- 13% Weekly
- 13% 2-3x/month
- 4% Monthly or less

Tell me more...

- 87% drink Dr. Pepper for the taste.
- 79% like to drink Dr. Pepper in the afternoon.
- 71% drink Dr. Pepper at home.
- 62% drink Dr. Pepper while they’re driving in the car.
- 42% of the Dr. Pepper group drink it at least daily.

Base: 82 Dr. Pepper drinkers leaving 7-Eleven.
Mountain Dew is enjoyed at Taco Bell and in the car.

How often do you drink Mountain Dew?

- 2-3x/day: 11%
- Daily: 23%
- 2-3x/week: 22%
- Weekly: 19%
- 2-3x/month: 14%
- Monthly or less: 11%

Tell me more...

- 84% of the Mountain Dew group have had the Baja Blast at Taco Bell.
- 80% drink Mountain Dew for the taste.
- 71% like to drink Mountain Dew in the afternoon.
- 67% drink Mountain Dew at home.
- 66% drink Mountain Dew while they’re driving in the car.
- 34% of the Mountain Dew group drink it at least daily.

Base: 72 Mountain Dew drinkers leaving 7-Eleven.
Mountain Dew is sweeter + has more caffeine.

Which soda flavor do you think is sweeter?
- Mountain Dew, 57%
- Dr. Pepper, 37%
- Don’t know, 6%

Which feels like you're getting more caffeine?
- Mountain Dew, 53%
- Dr. Pepper, 39%
- Don’t know, 8%

Base: 200 soda drinkers leaving 7-Eleven.
Dr. Pepper: no other flavor comes close – to original.

Which Dr. Pepper tastes best? Please select only one.

- Original: 48%
- Cherry Vanilla: 15%
- Cherry: 15%
- "Made with Real Sugar": 11%
- Diet Cherry Vanilla: 6%
- Diet Cherry Vanilla: 2%
- Vanilla Frost: 2%
- TEN: 1%

Base: 82 Dr. Pepper drinkers leaving 7-Eleven.
Mountain Dew: Baja Blast ~ as popular as original.

Which Mountain Dew tastes best? Please select only one.

- Original: 29%
- Baja Blast: 23%
- Code Red: 19%
- Voltage: 9%
- Live Wire: 4%
- Throwback: 4%
- Pitch Black: 3%
- Game Fuel Citrus Cherry: 3%
- Game Fuel Berry Lime: 3%
- Diet: 1%
- Baja Blast Zero Sugar: 1%
- Diet Code Red: 1%

Base: 72 Mountain Dew drinkers leaving 7-Eleven.
C-store consumption: bottles beat out 12-packs.

How do you usually buy soda? As a(n)...
Coke, Sprite + Pepsi are the top soda brands.

Which brand(s) of soda do you drink the most? Select all that apply.

Base: 200 soda drinkers leaving 7-Eleven.
About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation’s largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers’ actions: and context on why they made them.
App + Web.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

As they exit your app or site, consumers are instantly pushed your survey. It’s all done via Surveys On The Go® – giving you these Point of Emotion® insights.
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We GeoValidate® 12.5 million U.S. locations. Consumers who enter a GeoValidated® retail site are verified as having visited that location.

As they exit your store, shoppers are instantly pushed a survey via the Surveys On The Go® app. You get Point of Emotion® insights.
Choose better market research.