



# 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.

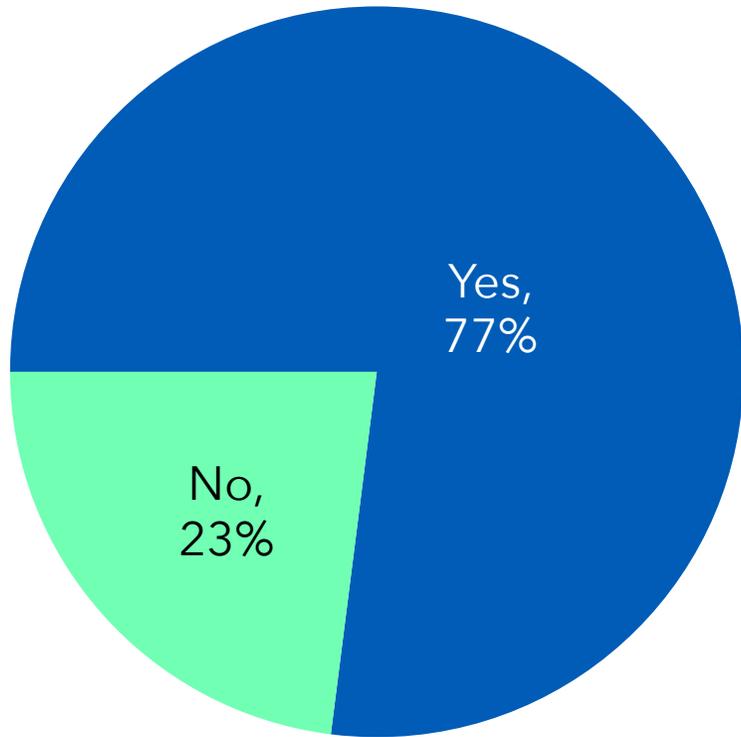
- 18-45 years of age.
- n=200
- Natural fallout for all other demos.



# Cravings + loyalty led to brand selection.

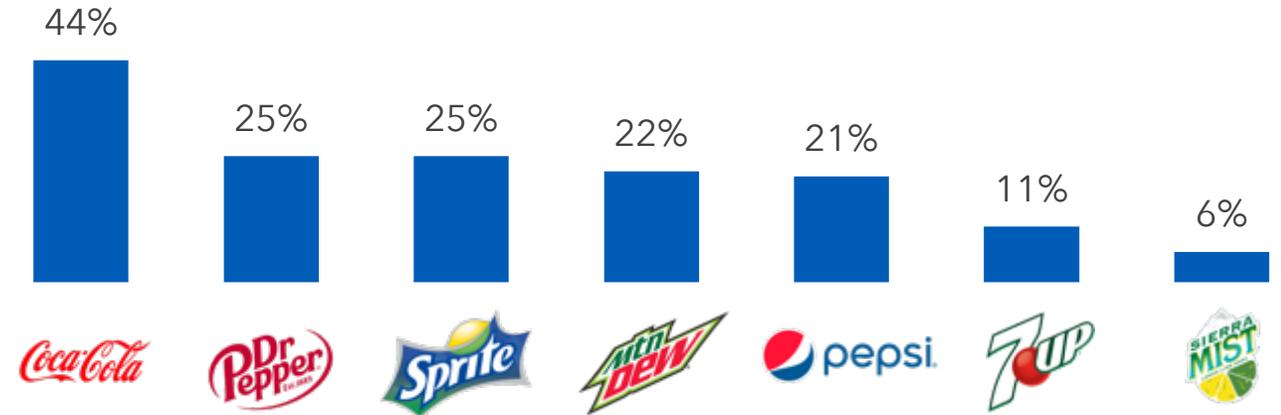


Did you buy a soda on today's trip?



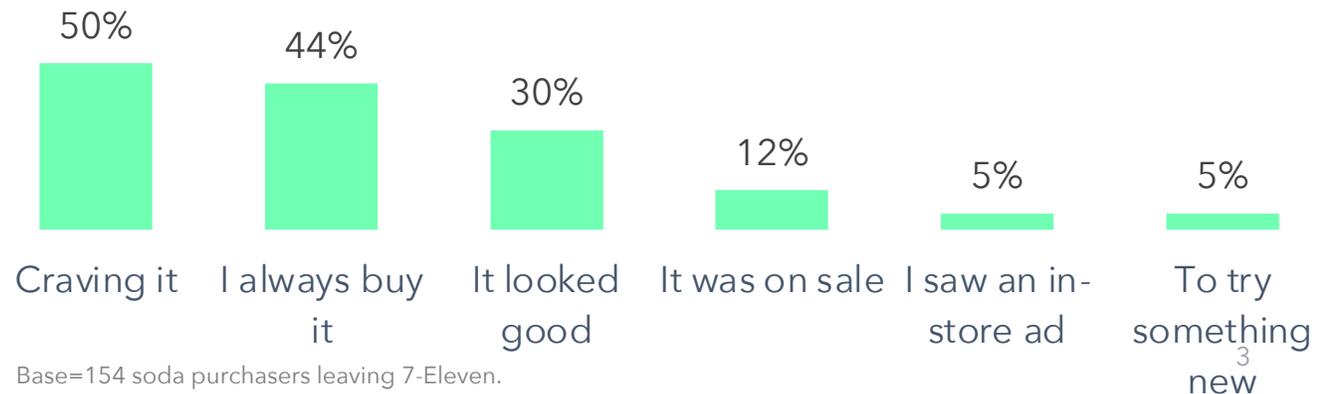
Base: 200 soda drinkers leaving 7-Eleven.

Which brand did you buy today?



Base=154 soda purchasers leaving 7-Eleven.

Why'd you choose that brand?

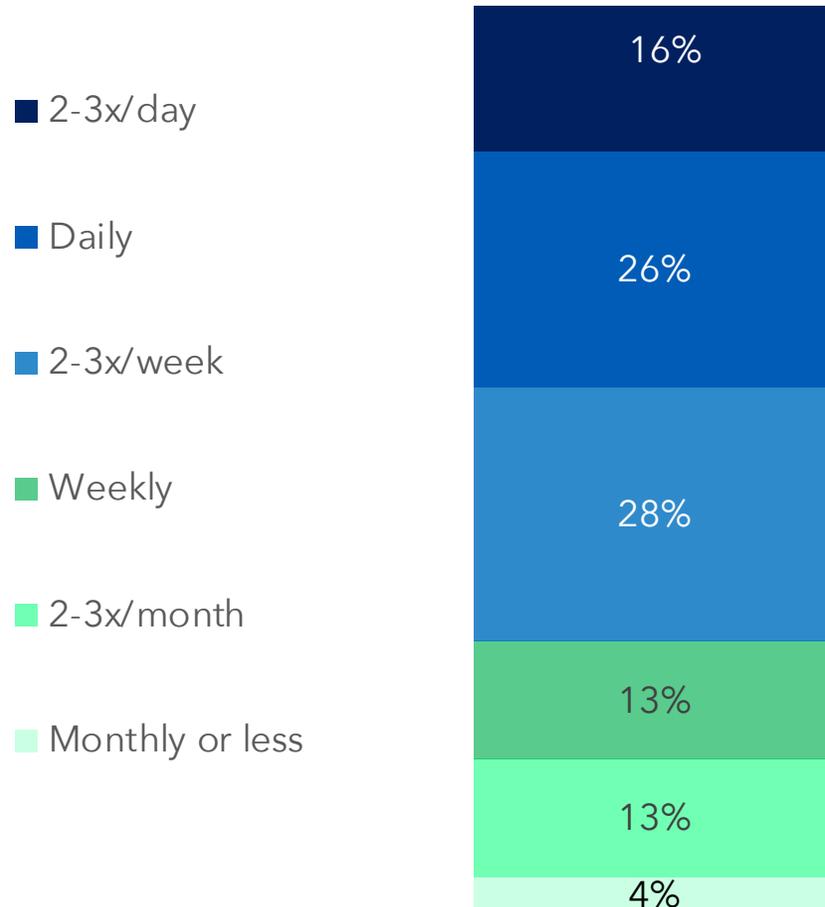


Base=154 soda purchasers leaving 7-Eleven.

# Dr. Pepper is a daily, afternoon drink to enjoy at home.



How often do you drink Dr. Pepper?



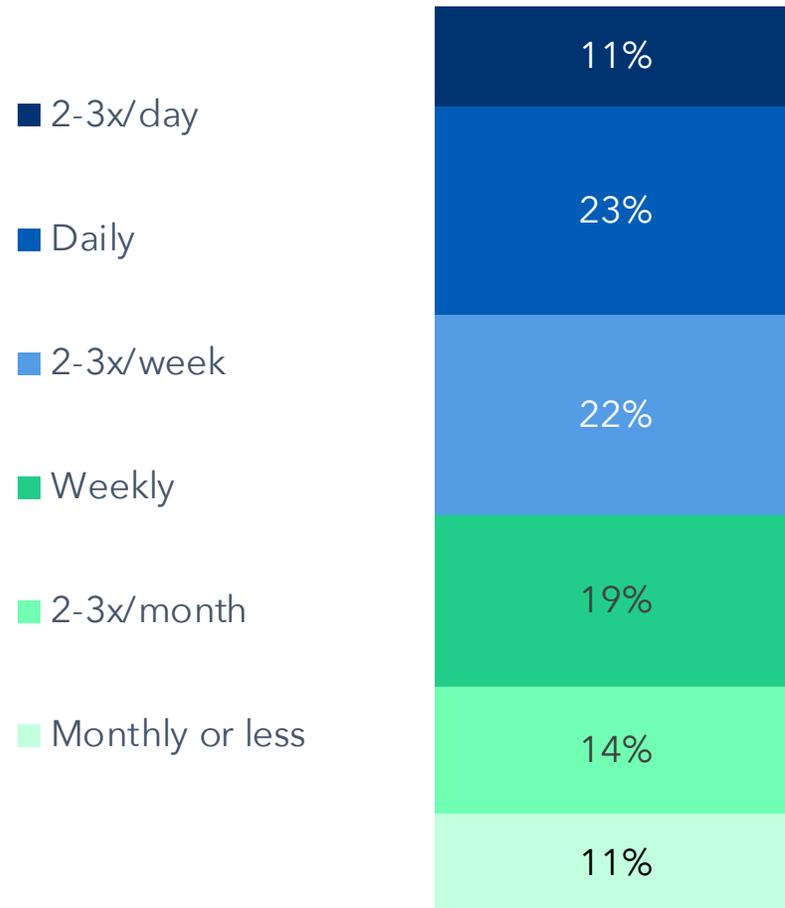
## Tell me more...

- 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.

# Mountain Dew is enjoyed at Taco Bell and in the car.



How often do you drink Mountain Dew?



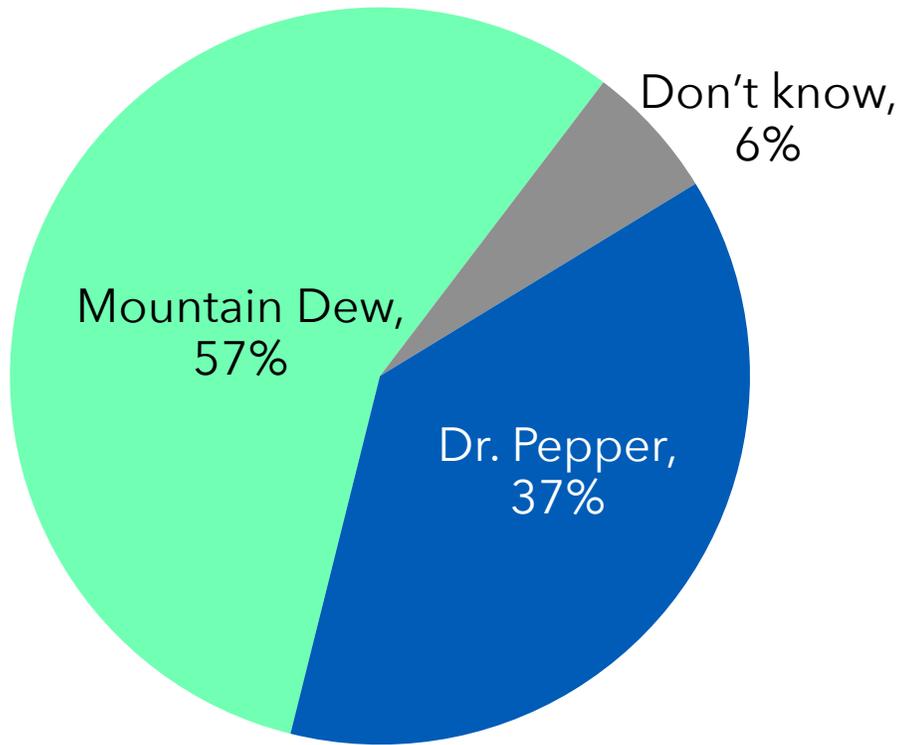
## Tell me more...

- 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.

# Mountain Dew is sweeter + has more caffeine.

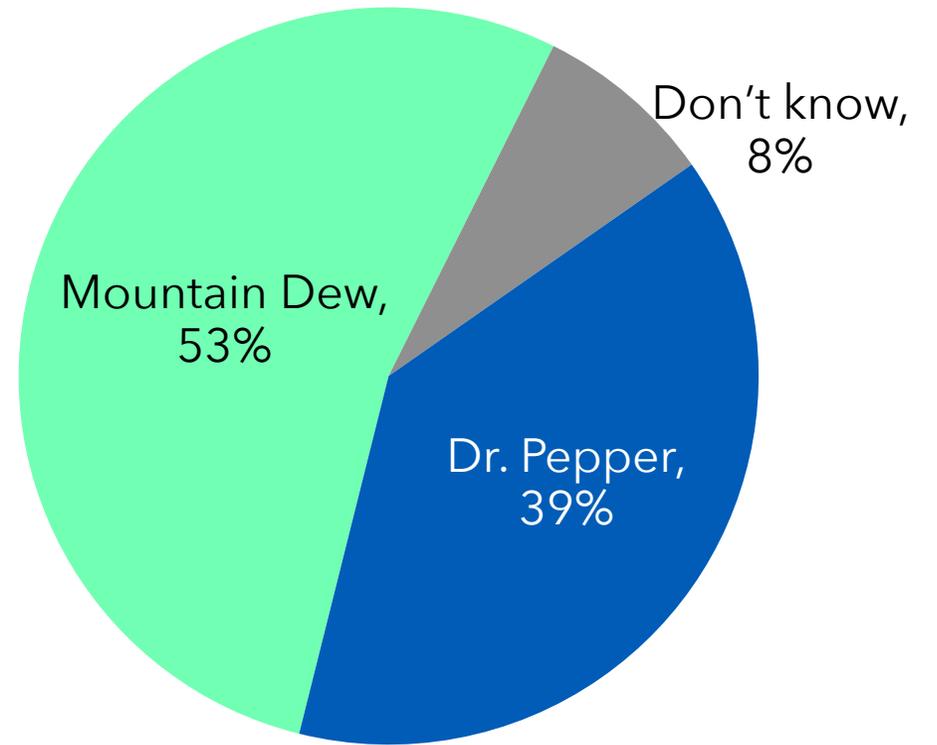


Which soda flavor do you think is sweeter?



Base: 200 soda drinkers leaving 7-Eleven.

Which feels like you're getting more caffeine?

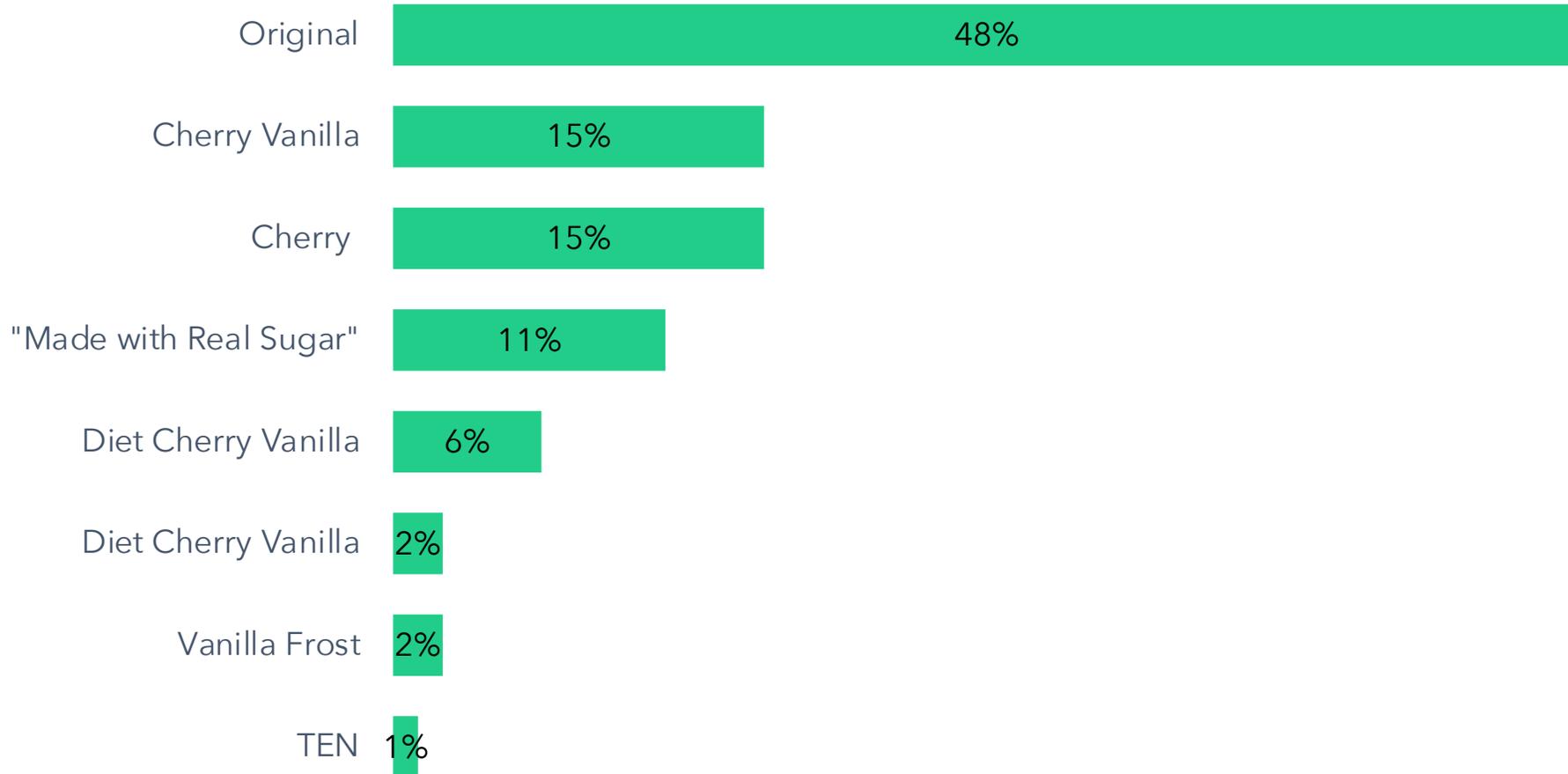


Base: 200 soda drinkers leaving 7-Eleven.

# Dr. Pepper: no other flavor comes close – to original.



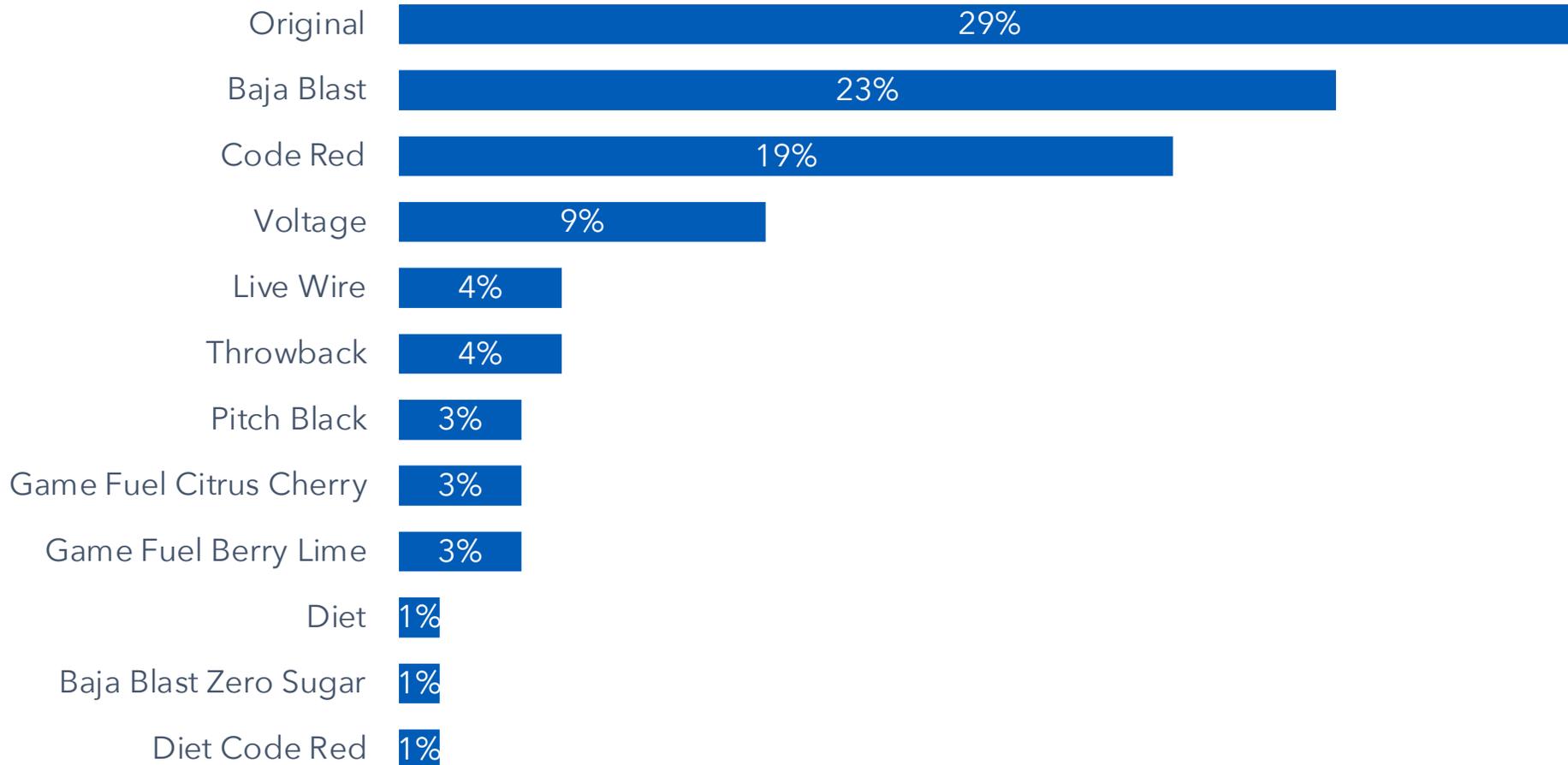
Which Dr. Pepper tastes best? Please select only one.



# Mountain Dew: Baja Blast ~ as popular as original.



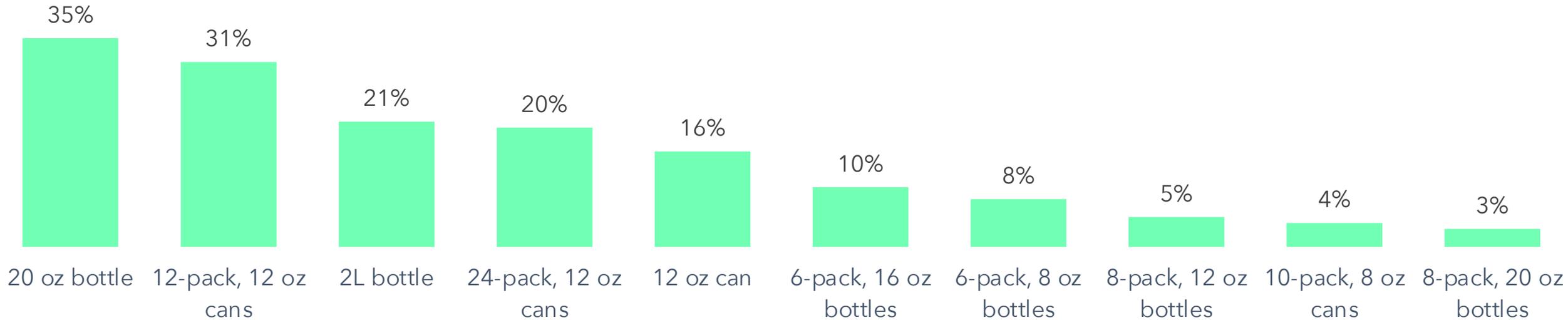
Which Mountain Dew tastes best? Please select only one.



# C-store consumption: bottles beat out 12-packs.



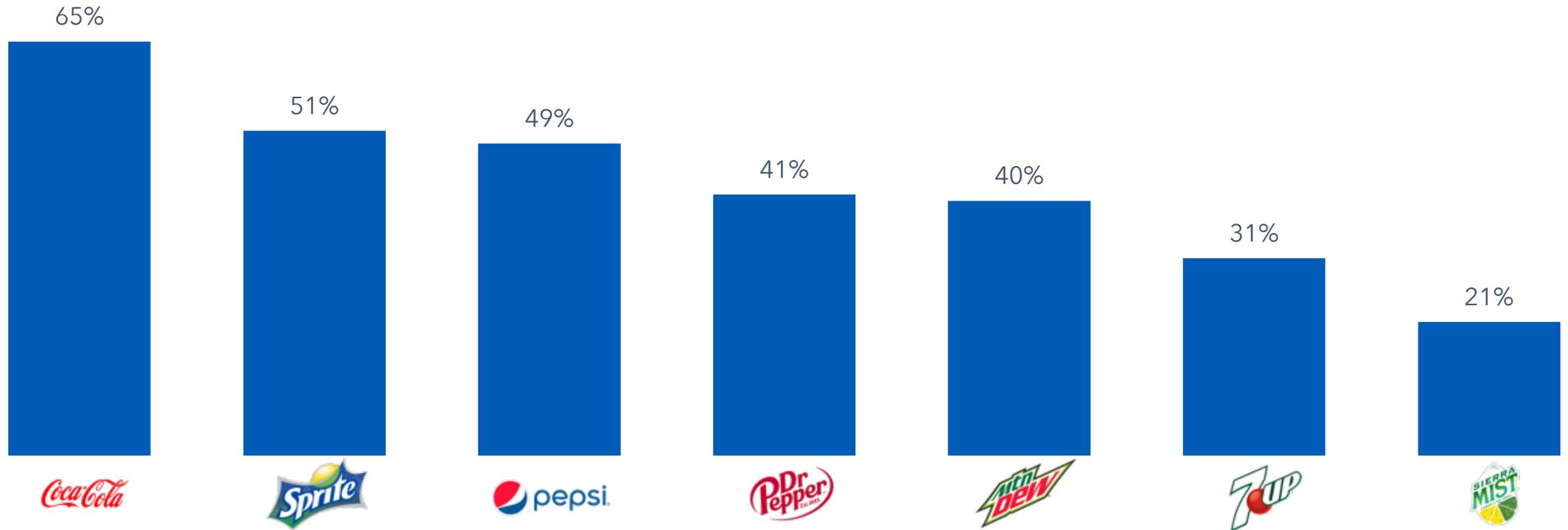
How do you usually buy soda? As a(n)...



# Coke, Sprite + Pepsi are the top soda brands.



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





# 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.





# Brick & Mortar.

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

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.**