

Daily Survey: Coffee
September 21 - 25, 2022 - 1000 US Adult Citizens



1. Drinking Coffee

Do you ever drink coffee?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	75%	75%	75%	68%	77%	76%	77%	76%	65%	73%	88%
No	24%	24%	25%	28%	23%	24%	22%	23%	33%	27%	11%
Not sure	1%	1%	1%	3%	0%	0%	1%	1%	2%	0%	2%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(998)	(465)	(533)	(193)	(206)	(349)	(250)	(715)	(128)	(94)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	75%	78%	71%	76%	78%	76%	72%	77%	79%	81%	70%	74%	75%
No	24%	22%	27%	23%	22%	23%	26%	23%	20%	19%	29%	24%	24%
Not sure	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%
Totals	100%	100%	99%	100%	100%	99%	99%	101%	100%	100%	100%	99%	100%
Unweighted N	(998)	(350)	(392)	(256)	(384)	(315)	(418)	(257)	(207)	(183)	(225)	(357)	(233)

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2. Frequency of Drinking Coffee

How often, on average, do you drink a cup of coffee?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More than 5 times per day	4%	4%	3%	3%	5%	3%	4%	4%	4%	4%	3%
5 times per day	3%	5%	1%	2%	6%	2%	2%	4%	1%	1%	2%
4 times per day	4%	3%	4%	1%	4%	3%	8%	4%	1%	2%	7%
3 times per day	5%	7%	4%	2%	6%	7%	3%	5%	4%	2%	12%
2 times per day	16%	16%	15%	11%	13%	20%	16%	18%	9%	14%	10%
Once per day	22%	19%	24%	24%	20%	20%	23%	20%	23%	26%	21%
4-6 times per week	4%	3%	5%	8%	3%	3%	3%	4%	2%	7%	0%
2-3 times per week	6%	4%	7%	5%	6%	5%	7%	5%	8%	6%	6%
Once a week	4%	5%	3%	5%	3%	4%	3%	3%	4%	4%	4%
Less often than once a week	8%	8%	9%	7%	9%	8%	8%	8%	9%	6%	18%
Never	24%	24%	25%	29%	23%	24%	22%	24%	34%	27%	11%
Don't know	1%	2%	1%	2%	1%	2%	0%	0%	2%	1%	6%
Totals	101%	100%	101%	99%	99%	101%	99%	99%	101%	100%	100%
Unweighted N	(988)	(459)	(529)	(185)	(206)	(348)	(249)	(708)	(126)	(94)	(60)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More than 5 times per day	4%	4%	4%	3%	3%	2%	3%	3%	5%	6%	4%	4%	0%
5 times per day	3%	3%	2%	4%	4%	3%	2%	2%	5%	6%	1%	2%	3%
4 times per day	4%	4%	4%	3%	4%	5%	3%	3%	6%	6%	4%	3%	3%
3 times per day	5%	7%	5%	3%	7%	4%	5%	4%	6%	7%	8%	2%	6%
2 times per day	16%	15%	15%	19%	15%	19%	15%	18%	17%	20%	13%	15%	17%
Once per day	22%	22%	21%	22%	21%	24%	21%	23%	23%	18%	18%	24%	24%
4-6 times per week	4%	6%	2%	4%	5%	4%	3%	5%	3%	2%	4%	4%	5%
2-3 times per week	6%	6%	4%	7%	6%	6%	6%	5%	6%	5%	6%	6%	5%
Once a week	4%	5%	3%	3%	3%	2%	3%	4%	4%	3%	2%	4%	4%
Less often than once a week	8%	7%	10%	7%	9%	6%	9%	9%	5%	7%	10%	8%	8%
Never	24%	22%	28%	23%	22%	24%	27%	23%	20%	19%	29%	24%	24%
Don't know	1%	1%	2%	1%	1%	1%	1%	0%	0%	1%	1%	2%	0%
Totals	101%	102%	100%	99%	100%	100%	98%	99%	100%	100%	100%	98%	99%
Unweighted N	(988)	(348)	(386)	(254)	(381)	(314)	(413)	(254)	(205)	(182)	(223)	(352)	(231)

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3. Coffee and Health

Generally speaking, do you think that consuming coffee in moderation...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Is beneficial to a person's health	36%	36%	36%	29%	30%	38%	48%	38%	23%	40%	35%
Has no effect on a person's health	32%	34%	29%	32%	36%	32%	28%	34%	30%	25%	25%
Is detrimental to a person's health	11%	11%	11%	20%	15%	7%	3%	9%	14%	17%	12%
Not sure	21%	18%	23%	19%	19%	23%	21%	18%	33%	18%	28%
Totals	100%	99%	99%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(998)	(464)	(534)	(193)	(206)	(349)	(250)	(715)	(128)	(94)	(61)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Is beneficial to a person's health	36%	34%	35%	41%	40%	43%	31%	44%	43%	39%	32%	37%	37%
Has no effect on a person's health	32%	35%	29%	31%	33%	32%	32%	30%	36%	35%	33%	31%	29%
Is detrimental to a person's health	11%	9%	12%	13%	7%	9%	10%	11%	11%	11%	7%	11%	14%
Not sure	21%	22%	24%	15%	20%	16%	27%	16%	10%	15%	27%	21%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(998)	(352)	(390)	(256)	(384)	(314)	(420)	(256)	(207)	(183)	(225)	(357)	(233)

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4. Caffeinated or Decaf Coffee

Do you usually drink caffeinated or decaffeinated coffee?

Asked of people who drink coffee

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Caffeinated	79%	78%	80%	64%	74%	89%	82%	82%	61%	73%	84%
Decaf	10%	10%	10%	11%	15%	6%	10%	8%	21%	15%	7%
Both equally	10%	10%	9%	20%	9%	5%	8%	9%	14%	10%	5%
Not sure	1%	2%	1%	4%	1%	0%	0%	1%	3%	1%	3%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	99%	99%	99%
Unweighted N	(747)	(349)	(398)	(135)	(158)	(262)	(192)	(537)	(85)	(72)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Caffeinated	79%	75%	83%	79%	79%	82%	80%	80%	77%	75%	86%	77%	80%
Decaf	10%	14%	6%	11%	13%	9%	10%	8%	13%	11%	5%	13%	8%
Both equally	10%	9%	10%	9%	7%	9%	10%	10%	10%	13%	8%	8%	10%
Not sure	1%	2%	1%	1%	1%	0%	1%	2%	0%	1%	1%	1%	2%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(747)	(269)	(278)	(200)	(294)	(241)	(303)	(195)	(165)	(147)	(156)	(263)	(181)

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5. Level of Creamer or Milk in Coffee

Looking at the image above, which coffee cup best matches how you usually like your coffee?

Asked of people who drink coffee

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A	20%	28%	12%	15%	11%	24%	27%	22%	14%	10%	26%
B	9%	10%	8%	15%	14%	6%	3%	8%	11%	13%	3%
C	8%	9%	7%	11%	10%	6%	5%	8%	8%	4%	10%
D	8%	8%	8%	6%	13%	7%	5%	7%	14%	6%	12%
E	16%	17%	15%	15%	14%	19%	14%	14%	23%	25%	11%
F	18%	13%	22%	17%	16%	17%	22%	19%	11%	22%	12%
G	11%	7%	15%	10%	8%	12%	15%	12%	5%	12%	12%
H	6%	4%	9%	7%	9%	5%	5%	6%	7%	7%	8%
I	3%	3%	4%	3%	3%	4%	3%	3%	6%	1%	6%
Not sure	1%	1%	0%	0%	1%	0%	1%	1%	1%	0%	2%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%	102%
Unweighted N	(748)	(349)	(399)	(135)	(158)	(262)	(193)	(539)	(84)	(72)	(53)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A	20%	18%	22%	20%	21%	23%	19%	19%	23%	17%	22%	18%	23%
B	9%	10%	6%	11%	9%	8%	7%	9%	13%	13%	7%	7%	11%
C	8%	9%	9%	5%	8%	4%	9%	6%	9%	6%	7%	7%	10%
D	8%	11%	6%	8%	10%	9%	8%	10%	6%	11%	9%	7%	6%
E	16%	18%	16%	13%	16%	14%	15%	18%	17%	19%	15%	17%	12%
F	18%	15%	18%	21%	17%	20%	17%	18%	17%	15%	22%	18%	16%
G	11%	10%	12%	13%	9%	13%	11%	14%	8%	10%	9%	14%	11%
H	6%	6%	7%	6%	6%	7%	10%	3%	5%	3%	6%	7%	8%
I	3%	3%	3%	3%	3%	2%	3%	1%	3%	4%	3%	4%	1%
Not sure	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%
Totals	100%	101%	99%	101%	100%	100%	100%	99%	101%	99%	101%	99%	99%
Unweighted N	(748)	(269)	(280)	(199)	(295)	(241)	(305)	(194)	(165)	(147)	(157)	(263)	(181)

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6. Sweetener in Coffee

Do you prefer to drink your coffee with...?

Asked of people who drink coffee

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
No sweetener	30%	37%	24%	23%	26%	33%	37%	36%	16%	19%	22%
Sugar	37%	37%	37%	49%	48%	34%	20%	32%	49%	54%	41%
Sugar alternatives	20%	17%	24%	14%	18%	21%	27%	20%	20%	19%	23%
Something else	11%	9%	14%	11%	7%	11%	16%	12%	14%	4%	12%
Not sure	1%	1%	1%	3%	1%	1%	0%	1%	0%	3%	2%
Totals	99%	101%	100%	100%	100%	100%	100%	101%	99%	99%	100%
Unweighted N	(749)	(349)	(400)	(135)	(159)	(262)	(193)	(539)	(85)	(72)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
No sweetener	30%	33%	28%	31%	36%	32%	27%	27%	39%	37%	31%	26%	32%
Sugar	37%	36%	42%	33%	33%	29%	42%	40%	27%	37%	39%	41%	31%
Sugar alternatives	20%	21%	18%	23%	21%	26%	17%	23%	24%	17%	17%	21%	23%
Something else	11%	10%	12%	12%	11%	12%	12%	9%	10%	8%	13%	10%	14%
Not sure	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	2%	0%
Totals	99%	101%	101%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(749)	(269)	(280)	(200)	(295)	(242)	(305)	(195)	(165)	(147)	(157)	(264)	(181)

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7. How Make Coffee

Which methods do you use when making coffee at home? Select all that apply.

Asked of people who drink coffee

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Drip coffee maker	49%	50%	49%	38%	43%	57%	54%	51%	43%	52%	41%
Single-serve pod machine	33%	30%	35%	26%	36%	34%	32%	36%	22%	28%	32%
Espresso machine	9%	10%	8%	21%	11%	4%	3%	9%	4%	12%	14%
Pour-over	9%	12%	6%	18%	12%	5%	4%	9%	10%	9%	9%
French press	8%	9%	8%	17%	11%	5%	3%	9%	1%	9%	12%
Cold brew	8%	7%	9%	15%	14%	4%	3%	8%	4%	11%	12%
Instant coffee	17%	16%	19%	30%	15%	13%	15%	14%	35%	21%	13%
Coffee bags	5%	4%	5%	14%	4%	2%	1%	5%	3%	5%	5%
Another way	3%	2%	4%	5%	0%	3%	3%	3%	0%	3%	3%
I don't make coffee at home	3%	4%	3%	3%	6%	1%	3%	3%	3%	2%	6%
Unweighted N	(750)	(350)	(400)	(136)	(159)	(262)	(193)	(540)	(85)	(72)	(53)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Drip coffee maker	49%	51%	50%	46%	51%	50%	52%	45%	48%	52%	53%	51%	41%
Single-serve pod machine	33%	30%	29%	42%	30%	40%	29%	35%	40%	28%	36%	34%	31%
Espresso machine	9%	11%	6%	11%	8%	8%	6%	12%	12%	4%	8%	7%	18%
Pour-over	9%	10%	8%	10%	9%	8%	6%	13%	9%	8%	5%	7%	16%
French press	8%	8%	9%	9%	7%	10%	7%	10%	10%	9%	6%	8%	11%
Cold brew	8%	8%	7%	12%	7%	8%	6%	10%	15%	7%	8%	8%	10%
Instant coffee	17%	19%	18%	14%	20%	10%	22%	14%	10%	12%	17%	22%	14%
Coffee bags	5%	6%	2%	7%	6%	4%	4%	9%	2%	7%	4%	4%	4%
Another way	3%	1%	4%	3%	2%	3%	3%	2%	3%	5%	4%	0%	4%
I don't make coffee at home	3%	2%	4%	3%	3%	2%	4%	5%	0%	2%	4%	2%	5%
Unweighted N	(750)	(269)	(281)	(200)	(296)	(242)	(305)	(196)	(165)	(148)	(157)	(264)	(181)

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8A. Types of Coffee Drinks — Regular coffee

What do you think of the following coffee drinks?

Asked of people who drink coffee

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	51%	48%	53%	45%	43%	53%	59%	50%	49%	56%	47%
Like it	37%	39%	36%	38%	38%	38%	35%	39%	43%	35%	24%
Dislike it	6%	6%	6%	6%	10%	5%	4%	7%	4%	3%	10%
Hate it	4%	4%	3%	6%	5%	3%	1%	3%	2%	3%	14%
Not sure	2%	2%	2%	5%	3%	1%	0%	2%	1%	3%	5%
Totals	100%	99%	100%	100%	99%	100%	99%	101%	99%	100%	100%
Unweighted N	(727)	(339)	(388)	(128)	(151)	(259)	(189)	(523)	(82)	(72)	(50)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	51%	54%	48%	49%	52%	51%	55%	50%	47%	56%	50%	53%	42%
Like it	37%	35%	39%	39%	37%	36%	37%	37%	40%	34%	41%	34%	42%
Dislike it	6%	5%	7%	7%	5%	7%	3%	6%	9%	5%	5%	7%	7%
Hate it	4%	4%	4%	3%	3%	2%	4%	5%	2%	3%	2%	3%	7%
Not sure	2%	1%	3%	2%	2%	2%	1%	2%	3%	3%	1%	2%	2%
Totals	100%	99%	101%	100%	99%	98%	100%	100%	101%	101%	99%	99%	100%
Unweighted N	(727)	(261)	(272)	(194)	(286)	(237)	(297)	(188)	(163)	(145)	(154)	(250)	(178)

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8B. Types of Coffee Drinks — Espresso

What do you think of the following coffee drinks?

Asked of people who drink coffee

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	22%	22%	22%	26%	25%	23%	11%	21%	18%	21%	31%
Like it	35%	36%	34%	37%	35%	36%	32%	36%	30%	35%	30%
Dislike it	17%	17%	17%	15%	18%	16%	21%	16%	18%	19%	25%
Hate it	9%	9%	9%	5%	9%	11%	9%	10%	8%	5%	5%
Not sure	18%	16%	19%	16%	13%	15%	27%	17%	25%	21%	10%
Totals	101%	100%	101%	99%	100%	101%	100%	100%	99%	101%	101%
Unweighted N	(717)	(335)	(382)	(129)	(150)	(255)	(183)	(517)	(79)	(71)	(50)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	22%	19%	24%	21%	20%	21%	20%	21%	27%	23%	20%	22%	21%
Like it	35%	36%	34%	35%	39%	36%	31%	39%	38%	37%	32%	32%	40%
Dislike it	17%	18%	16%	18%	15%	18%	17%	19%	17%	15%	15%	17%	23%
Hate it	9%	10%	6%	11%	8%	10%	11%	8%	7%	10%	12%	8%	5%
Not sure	18%	17%	19%	16%	17%	15%	20%	14%	11%	16%	21%	21%	11%
Totals	101%	100%	99%	101%	99%	100%	99%	101%	100%	101%	100%	100%	100%
Unweighted N	(717)	(260)	(267)	(190)	(282)	(232)	(293)	(184)	(161)	(141)	(152)	(251)	(173)

8C. Types of Coffee Drinks — Americano

What do you think of the following coffee drinks?

Asked of people who drink coffee

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	15%	16%	14%	17%	21%	13%	10%	15%	4%	21%	20%
Like it	29%	28%	29%	35%	32%	25%	27%	29%	25%	33%	28%
Dislike it	13%	14%	12%	11%	17%	13%	10%	12%	7%	16%	17%
Hate it	5%	6%	5%	7%	7%	5%	4%	5%	7%	4%	5%
Not sure	38%	36%	40%	31%	24%	44%	50%	38%	56%	26%	30%
Totals	100%	100%	100%	101%	101%	100%	101%	99%	99%	100%	100%
Unweighted N	(717)	(336)	(381)	(128)	(150)	(253)	(186)	(517)	(81)	(70)	(49)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	15%	15%	16%	15%	16%	15%	12%	12%	26%	22%	9%	13%	18%
Like it	29%	36%	22%	29%	35%	27%	23%	36%	32%	27%	29%	28%	33%
Dislike it	13%	14%	11%	13%	11%	13%	11%	14%	16%	13%	9%	10%	19%
Hate it	5%	5%	6%	5%	4%	5%	7%	6%	5%	5%	4%	6%	6%
Not sure	38%	31%	44%	39%	34%	40%	48%	32%	22%	33%	48%	43%	24%
Totals	100%	101%	99%	101%	100%	100%	101%	100%	101%	100%	99%	100%	100%
Unweighted N	(717)	(258)	(271)	(188)	(283)	(233)	(294)	(184)	(160)	(142)	(152)	(248)	(175)

8D. Types of Coffee Drinks — Macchiato

What do you think of the following coffee drinks?

Asked of people who drink coffee

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	18%	13%	22%	31%	25%	9%	11%	17%	12%	21%	26%
Like it	31%	32%	30%	39%	37%	32%	18%	29%	35%	38%	37%
Dislike it	13%	14%	11%	6%	15%	14%	14%	14%	12%	8%	10%
Hate it	6%	8%	5%	4%	4%	9%	6%	6%	8%	5%	7%
Not sure	32%	33%	31%	19%	18%	36%	51%	34%	32%	29%	20%
Totals	100%	100%	99%	99%	99%	100%	100%	100%	99%	101%	100%
Unweighted N	(716)	(336)	(380)	(127)	(152)	(251)	(186)	(516)	(82)	(68)	(50)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	18%	21%	15%	17%	19%	14%	17%	19%	23%	21%	18%	18%	14%
Like it	31%	31%	32%	31%	32%	28%	30%	32%	29%	30%	27%	32%	36%
Dislike it	13%	13%	10%	17%	11%	18%	12%	14%	18%	13%	12%	12%	14%
Hate it	6%	8%	6%	4%	6%	6%	7%	6%	7%	8%	4%	7%	7%
Not sure	32%	27%	36%	32%	31%	33%	34%	29%	24%	27%	40%	32%	29%
Totals	100%	100%	99%	101%	99%	99%	100%	100%	101%	99%	101%	101%	100%
Unweighted N	(716)	(256)	(270)	(190)	(280)	(233)	(291)	(184)	(161)	(145)	(149)	(248)	(174)

8E. Types of Coffee Drinks — Cappuccino

What do you think of the following coffee drinks?

Asked of people who drink coffee

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	29%	25%	32%	34%	37%	25%	20%	31%	22%	21%	32%
Like it	42%	43%	42%	40%	38%	49%	38%	40%	50%	54%	33%
Dislike it	10%	12%	9%	12%	9%	8%	14%	11%	5%	6%	17%
Hate it	6%	6%	5%	3%	5%	7%	6%	5%	6%	5%	7%
Not sure	13%	15%	11%	11%	10%	11%	22%	13%	16%	14%	11%
Totals	100%	101%	99%	100%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(727)	(343)	(384)	(131)	(153)	(257)	(186)	(523)	(83)	(70)	(51)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	29%	30%	27%	28%	29%	27%	33%	22%	34%	26%	39%	28%	22%
Like it	42%	38%	44%	45%	43%	42%	38%	47%	41%	42%	36%	44%	46%
Dislike it	10%	11%	10%	10%	10%	12%	8%	14%	11%	10%	8%	9%	14%
Hate it	6%	7%	5%	5%	5%	6%	5%	7%	7%	7%	5%	5%	6%
Not sure	13%	14%	14%	12%	13%	12%	16%	10%	8%	14%	13%	14%	11%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	99%	101%	100%	99%
Unweighted N	(727)	(260)	(271)	(196)	(285)	(235)	(297)	(186)	(164)	(145)	(154)	(253)	(175)

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8F. Types of Coffee Drinks — Latte

What do you think of the following coffee drinks?

Asked of people who drink coffee

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	27%	22%	32%	39%	36%	20%	19%	28%	22%	35%	21%
Like it	36%	36%	37%	40%	32%	40%	33%	36%	39%	36%	34%
Dislike it	13%	17%	10%	9%	14%	13%	16%	14%	5%	9%	26%
Hate it	6%	8%	5%	3%	4%	8%	9%	6%	9%	6%	5%
Not sure	17%	17%	16%	9%	14%	19%	22%	16%	24%	14%	14%
Totals	99%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(731)	(346)	(385)	(132)	(155)	(255)	(189)	(528)	(81)	(72)	(50)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	27%	29%	28%	25%	29%	23%	28%	25%	31%	29%	28%	27%	26%
Like it	36%	35%	37%	37%	38%	38%	29%	44%	40%	31%	38%	34%	43%
Dislike it	13%	13%	11%	17%	9%	16%	13%	13%	15%	13%	11%	13%	17%
Hate it	6%	9%	5%	5%	8%	5%	7%	8%	5%	8%	6%	7%	4%
Not sure	17%	14%	19%	16%	15%	19%	22%	11%	10%	19%	17%	19%	10%
Totals	99%	100%	100%	100%	99%	101%	99%	101%	101%	100%	100%	100%	100%
Unweighted N	(731)	(260)	(271)	(200)	(288)	(240)	(296)	(192)	(163)	(145)	(152)	(254)	(180)

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8G. Types of Coffee Drinks — Mocha

What do you think of the following coffee drinks?

Asked of people who drink coffee

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	24%	27%	39%	25%	26%	15%	24%	20%	32%	36%
Like it	39%	38%	40%	36%	42%	38%	38%	39%	40%	43%	26%
Dislike it	15%	17%	13%	14%	17%	13%	15%	16%	10%	9%	22%
Hate it	6%	7%	5%	3%	7%	6%	7%	6%	7%	8%	3%
Not sure	15%	15%	15%	9%	9%	17%	26%	16%	22%	9%	12%
Totals	101%	101%	100%	101%	100%	100%	101%	101%	99%	101%	99%
Unweighted N	(715)	(334)	(381)	(128)	(149)	(252)	(186)	(513)	(81)	(71)	(50)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	26%	29%	26%	21%	28%	20%	26%	28%	25%	26%	21%	28%	25%
Like it	39%	36%	37%	45%	36%	41%	38%	40%	38%	35%	47%	40%	32%
Dislike it	15%	13%	16%	16%	13%	19%	11%	13%	23%	15%	14%	8%	26%
Hate it	6%	8%	4%	5%	8%	5%	5%	8%	6%	7%	3%	8%	4%
Not sure	15%	14%	18%	13%	16%	16%	19%	11%	8%	17%	15%	16%	13%
Totals	101%	100%	101%	100%	101%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(715)	(254)	(272)	(189)	(281)	(233)	(292)	(184)	(161)	(144)	(150)	(248)	(173)

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8H. Types of Coffee Drinks — Iced coffee

What do you think of the following coffee drinks?

Asked of people who drink coffee

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	32%	26%	37%	54%	38%	24%	21%	32%	20%	32%	51%
Like it	33%	33%	32%	31%	30%	36%	32%	34%	34%	31%	23%
Dislike it	14%	15%	13%	4%	17%	14%	18%	15%	13%	11%	10%
Hate it	12%	14%	11%	5%	9%	16%	16%	11%	20%	16%	6%
Not sure	9%	11%	7%	6%	6%	10%	13%	8%	13%	11%	11%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(717)	(333)	(384)	(126)	(149)	(255)	(187)	(519)	(79)	(70)	(49)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	32%	36%	34%	24%	33%	24%	32%	34%	28%	36%	37%	29%	30%
Like it	33%	29%	30%	40%	34%	37%	27%	35%	37%	35%	32%	28%	39%
Dislike it	14%	15%	12%	15%	13%	16%	16%	11%	18%	13%	10%	14%	17%
Hate it	12%	13%	10%	14%	13%	13%	14%	14%	11%	12%	12%	16%	7%
Not sure	9%	6%	13%	7%	8%	8%	10%	7%	6%	5%	9%	12%	7%
Totals	100%	99%	99%	100%	101%	98%	99%	101%	100%	101%	100%	99%	100%
Unweighted N	(717)	(259)	(267)	(191)	(284)	(231)	(293)	(185)	(159)	(141)	(152)	(249)	(175)

8I. Types of Coffee Drinks — Frappuccino

What do you think of the following coffee drinks?

Asked of people who drink coffee

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	18%	32%	30%	40%	18%	16%	25%	21%	26%	28%
Like it	36%	37%	34%	41%	36%	39%	26%	35%	39%	34%	35%
Dislike it	13%	15%	12%	16%	11%	11%	15%	13%	6%	16%	21%
Hate it	7%	10%	5%	3%	4%	10%	9%	7%	7%	6%	7%
Not sure	19%	20%	18%	10%	9%	21%	34%	19%	27%	19%	10%
Totals	100%	100%	101%	100%	100%	99%	100%	99%	100%	101%	101%
Unweighted N	(723)	(340)	(383)	(132)	(150)	(253)	(188)	(518)	(83)	(72)	(50)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	25%	27%	27%	20%	28%	22%	26%	23%	28%	24%	30%	26%	20%
Like it	36%	34%	33%	41%	30%	38%	32%	38%	39%	30%	35%	35%	42%
Dislike it	13%	13%	9%	18%	14%	14%	11%	15%	16%	13%	9%	12%	18%
Hate it	7%	8%	8%	5%	8%	7%	7%	8%	8%	11%	7%	5%	8%
Not sure	19%	18%	23%	15%	19%	19%	24%	16%	10%	22%	19%	22%	13%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(723)	(258)	(273)	(192)	(284)	(237)	(294)	(188)	(161)	(146)	(152)	(250)	(175)

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8J. Types of Coffee Drinks — Cold brew

What do you think of the following coffee drinks?

Asked of people who drink coffee

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	18%	15%	22%	31%	28%	11%	9%	20%	13%	19%	16%
Like it	29%	27%	31%	33%	31%	33%	20%	31%	21%	19%	41%
Dislike it	17%	19%	15%	14%	15%	16%	23%	17%	18%	17%	11%
Hate it	14%	14%	13%	5%	10%	20%	16%	13%	20%	16%	12%
Not sure	22%	24%	19%	17%	16%	21%	33%	19%	28%	29%	21%
Totals	100%	99%	100%	100%	100%	101%	101%	100%	100%	100%	101%
Unweighted N	(724)	(340)	(384)	(131)	(150)	(254)	(189)	(517)	(85)	(71)	(51)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	18%	19%	21%	13%	20%	15%	19%	15%	20%	23%	15%	18%	19%
Like it	29%	31%	30%	27%	31%	28%	24%	36%	32%	27%	33%	25%	35%
Dislike it	17%	16%	16%	19%	15%	20%	16%	18%	20%	18%	14%	16%	19%
Hate it	14%	13%	13%	16%	13%	15%	17%	13%	11%	13%	13%	17%	10%
Not sure	22%	20%	21%	25%	21%	22%	23%	19%	17%	19%	25%	24%	18%
Totals	100%	99%	101%	100%	100%	100%	99%	101%	100%	100%	100%	100%	101%
Unweighted N	(724)	(260)	(273)	(191)	(285)	(234)	(295)	(187)	(161)	(145)	(149)	(255)	(175)

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9. Caffeinated Coffee Withdrawal

Some people who drink coffee regularly say they experience negative side effects when they abstain from drinking coffee. Does this ever happen to you?

Asked of people who drink caffeinated coffee

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	31%	27%	34%	38%	45%	24%	23%	35%	25%	20%	15%
No	59%	59%	59%	53%	47%	66%	65%	55%	65%	74%	71%
Not sure	10%	14%	7%	9%	8%	10%	12%	10%	11%	6%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(597)	(278)	(319)	(85)	(120)	(233)	(159)	(450)	(52)	(53)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	31%	36%	30%	26%	38%	26%	27%	32%	40%	46%	24%	25%	33%
No	59%	57%	58%	63%	54%	63%	61%	59%	53%	46%	65%	64%	56%
Not sure	10%	7%	12%	11%	8%	10%	12%	9%	6%	8%	11%	10%	11%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(597)	(202)	(233)	(162)	(232)	(201)	(243)	(156)	(132)	(113)	(134)	(203)	(147)

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10. Side Effects From Lack of Coffee

Which of the following side effects do you experience when you abstain from drinking coffee?

Asked of people who drink caffeinated coffee and experience side effects from reducing their consumption

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Headache	75%	62%	84%	83%	67%	75%	79%	75%	*	*	*
Fatigue	27%	19%	33%	20%	30%	29%	28%	30%	*	*	*
Nausea	10%	12%	9%	18%	13%	7%	3%	9%	*	*	*
Irritability	42%	36%	46%	54%	37%	40%	41%	41%	*	*	*
Light-headedness	15%	20%	11%	18%	24%	8%	3%	15%	*	*	*
Difficulty concentrating	20%	27%	15%	24%	23%	14%	19%	21%	*	*	*
Other	3%	4%	2%	6%	0%	4%	5%	3%	*	*	*
Not sure	2%	1%	2%	0%	0%	4%	3%	1%	*	*	*
Unweighted N	(189)	(78)	(111)	(31)	(58)	(63)	(37)	(159)	(13)	(9)	(8)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Headache	75%	76%	76%	71%	74%	71%	77%	77%	71%	64%	71%	76%	86%
Fatigue	27%	23%	31%	29%	24%	23%	29%	31%	22%	22%	41%	20%	32%
Nausea	10%	11%	11%	8%	8%	10%	13%	7%	11%	10%	10%	9%	12%
Irritability	42%	40%	43%	44%	44%	36%	48%	41%	36%	33%	58%	44%	38%
Light-headedness	15%	23%	8%	12%	19%	8%	12%	12%	21%	15%	13%	14%	16%
Difficulty concentrating	20%	15%	23%	23%	16%	29%	20%	14%	26%	24%	8%	23%	19%
Other	3%	0%	7%	2%	3%	4%	5%	0%	2%	3%	3%	5%	1%
Not sure	2%	1%	3%	0%	2%	0%	1%	4%	0%	3%	0%	3%	0%
Unweighted N	(189)	(71)	(77)	(41)	(87)	(55)	(69)	(53)	(52)	(49)	(34)	(55)	(51)

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11. Age First Drank Coffee

At what age did you first start drinking coffee regularly?

Asked of people who drink caffeinated coffee and experience side effects from reducing their consumption

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
5 or younger	3%	3%	4%	3%	7%	2%	1%	3%	1%	3%	9%
6-9	4%	5%	4%	5%	5%	4%	4%	4%	6%	10%	1%
10-12	7%	10%	5%	8%	10%	5%	6%	8%	6%	7%	6%
13-16	17%	20%	15%	31%	22%	12%	9%	18%	12%	22%	14%
17-20	28%	29%	27%	31%	27%	25%	30%	32%	14%	23%	21%
21 or older	36%	28%	43%	18%	27%	45%	47%	34%	47%	31%	46%
Don't know	5%	6%	3%	5%	3%	7%	3%	3%	14%	4%	3%
Totals	100%	101%	101%	101%	101%	100%	100%	102%	100%	100%	100%
Unweighted N	(745)	(347)	(398)	(135)	(156)	(261)	(193)	(535)	(85)	(72)	(53)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
5 or younger	3%	4%	3%	3%	4%	2%	3%	4%	3%	4%	3%	4%	2%
6-9	4%	4%	6%	4%	4%	4%	6%	4%	4%	5%	6%	5%	1%
10-12	7%	9%	6%	8%	6%	8%	6%	7%	11%	10%	4%	8%	6%
13-16	17%	15%	19%	17%	16%	13%	15%	19%	17%	21%	12%	18%	17%
17-20	28%	25%	28%	30%	29%	31%	28%	23%	31%	34%	26%	26%	26%
21 or older	36%	38%	34%	36%	36%	38%	37%	40%	32%	24%	42%	35%	41%
Don't know	5%	6%	5%	3%	6%	3%	5%	4%	2%	2%	6%	3%	6%
Totals	100%	101%	101%	101%	101%	99%	100%	101%	100%	100%	99%	99%	99%
Unweighted N	(745)	(268)	(279)	(198)	(295)	(239)	(304)	(195)	(162)	(145)	(157)	(262)	(181)

12. 1948 Roper Poll: Children Drinking Coffee

How old do you think children should be before they are allowed to drink coffee?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
5 and under	2%	1%	2%	1%	3%	1%	1%	2%	1%	1%	0%
6-9	4%	6%	2%	6%	6%	2%	3%	4%	3%	8%	2%
10-12	7%	11%	4%	7%	8%	7%	6%	7%	5%	10%	12%
13-16	25%	24%	26%	37%	25%	21%	20%	27%	17%	23%	27%
17-20	35%	32%	38%	29%	31%	38%	40%	36%	38%	32%	26%
21 and over	10%	8%	12%	7%	11%	12%	9%	8%	18%	11%	10%
Don't know	17%	19%	15%	13%	16%	18%	21%	17%	17%	15%	24%
Totals	100%	101%	99%	100%	100%	99%	100%	101%	99%	100%	101%
Unweighted N	(997)	(465)	(532)	(192)	(205)	(349)	(251)	(714)	(128)	(94)	(61)

Daily Survey: Coffee
 September 21 - 25, 2022 - 1000 US Adult Citizens



	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
5 and under	2%	3%	1%	1%	3%	1%	2%	1%	3%	2%	2%	1%	2%
6-9	4%	4%	2%	7%	5%	4%	3%	5%	5%	7%	3%	5%	2%
10-12	7%	7%	7%	8%	5%	9%	5%	9%	11%	11%	3%	7%	9%
13-16	25%	23%	26%	26%	23%	26%	24%	25%	27%	25%	31%	23%	23%
17-20	35%	36%	32%	38%	36%	38%	34%	38%	33%	33%	36%	34%	37%
21 and over	10%	12%	9%	9%	13%	8%	11%	10%	11%	8%	7%	14%	8%
Don't know	17%	15%	22%	11%	16%	15%	21%	12%	10%	15%	19%	17%	18%
Totals	100%	100%	99%	100%	101%	101%	100%	100%	100%	101%	101%	101%	99%
Unweighted N	(997)	(351)	(390)	(256)	(384)	(314)	(420)	(256)	(205)	(183)	(224)	(357)	(233)

Daily Survey: Coffee

September 21 - 25, 2022 - 1000 US Adult Citizens



Interviewing Dates	September 21 - 25, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.324 to 3.436, with a mean of one and a standard deviation of 0.348.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	69 questions not reported.