

Daily Survey: Coffee



Sample 1000 U.S. Adult Citizens
Conducted September 21 - 25, 2022
Margin of Error ±3.3%

1. Do you ever drink coffee?

Yes	75%
No	24%
Not sure	1%

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

More than 5 times per day	4%
5 times per day	3%
4 times per day	4%
3 times per day	5%
2 times per day	16%
Once per day	22%
4-6 times per week	4%
2-3 times per week	6%
Once a week	4%
Less often than once a week	8%
Never	24%
Don't know	1%

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

Is beneficial to a person's health	36%
Has no effect on a person's health	32%
Is detrimental to a person's health	11%
Not sure	21%

4. Do you usually drink caffeinated or decaffeinated coffee?

Asked of people who drink coffee

Caffeinated	79%
Decaf	10%
Both equally	10%
Not sure	1%

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

Asked of people who drink coffee

A	20%
B	9%
C	8%
D	8%
E	16%
F	18%
G	11%
H	6%
I	3%
Not sure	1%

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

Asked of people who drink coffee

No sweetener	30%
Sugar	37%
Sugar alternatives	20%
Something else	11%
Not sure	1%

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

Asked of people who drink coffee

Drip coffee maker	49%
Single-serve pod machine	33%
Espresso machine	9%
Pour-over	9%
French press	8%
Cold brew	8%
Instant coffee	17%
Coffee bags	5%
Another way	3%
I don't make coffee at home	3%

8. What do you think of the following coffee drinks?

Asked of people who drink coffee

	Love it	Like it	Dislike it	Hate it	Not sure
Regular coffee	51%	37%	6%	4%	2%
Espresso	22%	35%	17%	9%	18%
Americano	15%	29%	13%	5%	38%
Macchiato	18%	31%	13%	6%	32%
Cappuccino	29%	42%	10%	6%	13%
Latte	27%	36%	13%	6%	17%
Mocha	26%	39%	15%	6%	15%
Iced coffee	32%	33%	14%	12%	9%
Frappuccino	25%	36%	13%	7%	19%
Cold brew	18%	29%	17%	14%	22%

9. 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

Yes	31%
No	59%
Not sure	10%

10. 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

Headache	75%
Fatigue	27%
Nausea	10%
Irritability	42%
Light-headedness	15%
Difficulty concentrating	20%
Other	3%
Not sure	2%

11. 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

5 or younger	3%
6-9	4%
10-12	7%
13-16	17%
17-20	28%
21 or older	36%
Don't know	5%

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

5 and under	2%
6-9	4%
10-12	7%
13-16	25%
17-20	35%
21 and over	10%
Don't know	17%

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.