## Alma Cuba Coffee Study

## METHODOLOGY NOTE

ComRes interviewed 2,025 GB adults online between the $27^{\text {th }}$ and $28^{\text {th }}$ November 2013. Data were weighted to be representative of all GB adults aged $18+$. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.
To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk
To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk <br> \section*{Coffee Survey <br> \section*{Coffee Survey <br> ONLINE Fieldwork : 27th-28th November 2013}

Table 1
Q. 1 How often, if at all, do you personally buy and drink coffee made from real coffee beans or real ground coffee (as opposed to instant coffee)...

Summary Table
Base: All respondents

|  | At a coffee shop/café/ coffee chain | For consumption $\qquad$ |
| :---: | :---: | :---: |
| Unweighted base | 2025 | 2025 |
| Weighted base | 2025 | 2025 |
| NET: Ever | $\begin{gathered} 1417 \\ 70 \% \end{gathered}$ | $\begin{gathered} 1254 \\ 62 \% \end{gathered}$ |
| At least once a day | $\begin{gathered} 103 \\ 5 \% \end{gathered}$ | $\begin{gathered} 373 \\ 18 \% \end{gathered}$ |
| At least once a week | $\begin{aligned} & 346 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 11 \% \end{aligned}$ |
| At least fortnightly | $\begin{gathered} 191 \\ 9 \% \end{gathered}$ | $\begin{gathered} 113 \\ 6 \% \end{gathered}$ |
| At least monthly | $\begin{gathered} 257 \\ 13 \% \end{gathered}$ | $\begin{gathered} 145 \\ 7 \% \end{gathered}$ |
| Rarely | $\begin{aligned} & 519 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 394 \\ 19 \% \end{gathered}$ |
| Never | $\begin{aligned} & 571 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 733 \\ & 36 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 37 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 38 \\ 2 \% \end{gathered}$ |

## Coffee Survey

## ONLINE Fieldwork : 27th-28th November 2013

Table 2
Q. 1 How often, if at all, do you personally buy and drink coffee made from real coffee beans or real ground coffee (as opposed to instant coffee)... At a coffee shop/café/coffee chain
Base: All respondents

|  | Gender |  |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Public | Private |
| Unweighted base | 2025 | 982 | 1043 | 268 | 329 | 301 | 323 | 333 | 471 | 580 | 620 | 318 | 507 | 296 | 792 |
| Weighted base | 2025 | 992 | 1033 | 241 | 341 | 341 | 361 | 301 | 441 | 541 | 561 | 441 | 481 | 309 | 825 |
| NET: Ever | $\begin{aligned} & 1417 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 701 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 716 \\ 69 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 237 \\ 69 \% \end{gathered}$ | $\begin{gathered} 216 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 267 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 337 \\ & 76 \% \end{aligned}$ | $\begin{aligned} & 421 \\ & 78 \% \end{aligned}$ | $\begin{gathered} 405 \\ 72 \% \end{gathered}$ | $\begin{aligned} & 308 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 284 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 224 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 578 \\ & 70 \% \end{aligned}$ |
| At least once a day | $\begin{gathered} 103 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 34 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 39 \\ 7 \% \end{gathered}$ | $\begin{gathered} 25 \\ 4 \% \end{gathered}$ | $\begin{gathered} 28 \\ 6 \% \end{gathered}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{gathered} 27 \\ 9 \% \end{gathered}$ | 58 |
| At least once a week | $\begin{aligned} & 346 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 191 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 19 \% \end{aligned}$ |
| At least fortnightly | $\begin{gathered} 191 \\ 9 \% \end{gathered}$ | $\begin{gathered} 94 \\ 9 \% \end{gathered}$ | $\begin{gathered} 98 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 15 \% \end{aligned}$ | $\stackrel{29}{9 \%}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 27 \\ 8 \% \end{gathered}$ | $\begin{gathered} 27 \\ 9 \% \end{gathered}$ | $\begin{gathered} 39 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 30 \\ 7 \% \end{gathered}$ | $\begin{gathered} 36 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 10 \% \end{aligned}$ |
| At least monthly | $\begin{aligned} & 257 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 20 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 11 \% \end{aligned}$ |
| Rarely | $\begin{aligned} & 519 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 240 \\ 24 \% \end{gathered}$ | $\begin{gathered} 280 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 116 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 129 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 123 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 24 \% \end{aligned}$ |
| Never | $\begin{aligned} & 571 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 270 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 301 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 141 \\ 25 \% \end{gathered}$ | $\begin{gathered} 131 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 27 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 37 \\ 2 \% \end{gathered}$ | $\underset{2 \%}{22}$ | $\begin{aligned} & 15 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\underset{*}{2}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 15 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\underset{3 \%}{22}$ |

## Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013
Table 2
Q. 1 How often, if at all, do you personally buy and drink coffee made from real coffee beans or real ground coffee (as opposed to instant coffee)...

At a coffee shop/café/coffee chain
Base: All respondents

|  | Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Scotland | Wales | NET: England | North East | North West | Yorkshire \& Humberside | West Midlands | East Midlands | Eastern | London | South East | South West |
| Unweighted base | 2025 | 174 | 97 | 1754 | 86 | 223 | 172 | 176 | 156 | 181 | 287 | 300 | 173 |
| Weighted base | 2025 | 182 | 101 | 1742 | 81 | 223 | 182 | 182 | 142 | 203 | 263 | 284 | 182 |
| NET: Ever | $\begin{gathered} 1417 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 1217 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 53 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 77 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 67 \% \end{aligned}$ |
| At least once a day | $\begin{gathered} 103 \\ 5 \% \end{gathered}$ | $\begin{gathered} 14 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 82 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 15 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ |
| At least once a week | $\begin{aligned} & 346 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 301 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ |
| At least fortnightly | $\begin{gathered} 191 \\ 9 \% \end{gathered}$ | $\begin{gathered} 17 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ |
| At least monthly | $\begin{gathered} 257 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 20 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ |
| Rarely | $\begin{aligned} & 519 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 444 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 32 \% \end{aligned}$ |
| Never | $\begin{aligned} & 571 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 492 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 32 \% \end{aligned}$ |
| Don't know | 37 | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 33 \\ 2 \% \end{gathered}$ | 1\% | 1 | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ |

## Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013
Table 3
Q. 1 How often, if at all, do you personally buy and drink coffee made from real coffee beans or real ground coffee (as opposed to instant coffee)... For consumption at home
Base: All respondents


## Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013
Table 3
Q. 1 How often, if at all, do you personally buy and drink coffee made from real coffee beans or real ground coffee (as opposed to instant coffee)...

For consumption at home
Base: All respondents

|  |  | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Scotland | Wales | NET: England | North East | North West | Yorkshire \& Humberside | West Midlands | East Midlands | Eastern | London | South East | South West |
| Unweighted base | 2025 | 174 | 97 | 1754 | 86 | 223 | 172 | 176 | 156 | 181 | 287 | 300 | 173 |
| Weighted base | 2025 | 182 | 101 | 1742 | 81 | 223 | 182 | 182 | 142 | 203 | 263 | 284 | 182 |
| NET: Ever | $\begin{gathered} 1254 \\ 62 \% \end{gathered}$ | $\begin{gathered} 116 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 1082 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 134 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 184 \\ 65 \% \end{gathered}$ | $\begin{gathered} 112 \\ 62 \% \end{gathered}$ |
| At least once a day | $\begin{aligned} & 373 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 319 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 21 \% \end{aligned}$ |
| At least once a week | $\begin{aligned} & 229 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\frac{7}{7 \%}$ | $\begin{aligned} & 198 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 20 \\ 9 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ |
| At least fortnightly | $\begin{gathered} 113 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\stackrel{12}{7 \%}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 24 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \\ & \hline \end{aligned}$ |
| At least monthly | $\begin{gathered} 145 \\ 7 \% \end{gathered}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 121 \\ 7 \% \end{gathered}$ | 1\% | $\begin{aligned} & 15 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \end{aligned}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 19 \\ 7 \% \end{gathered}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ |
| Rarely | $\begin{gathered} 394 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 347 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ |
| Never | $\begin{aligned} & 733 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 623 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 37 \% \end{aligned}$ |
| Don't know | 38 $2 \%$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 36 \\ 2 \% \end{gathered}$ | 1\% | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ |

## Coffee Survey

Table 4
Q. 2 Do you personally prefer to buy coffee made from real coffee beans or real ground coffee at a national chain or an independent coffee shop? Base: All who buy coffee at coffee shops/cafés

|  | Gender |  |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Public | Private |
| Unweighted base | 1420 | 700 | 720 | 182 | 232 | 187 | 235 | 226 | 358 | 453 | 444 | 221 | 302 | 223 | 558 |
| Weighted base | 1417 | 701 | 716 | 156 | 237 | 216 | 267 | 205 | 337 | 421 | 405 | 308 | 284 | 224 | 578 |
| National chain | $\begin{gathered} 565 \\ 40 \% \end{gathered}$ | $\begin{gathered} 301 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 263 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 107 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 195 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 41 \% \end{aligned}$ |
| Independent coffee shops | $\begin{gathered} 538 \\ 38 \% \end{gathered}$ | $\begin{gathered} 260 \\ 37 \% \end{gathered}$ | $\begin{gathered} 278 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 144 \\ 43 \% \end{gathered}$ | $\begin{gathered} 148 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 121 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 37 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 314 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 82 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 23 \% \end{aligned}$ |

## Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013
Table 4
Q. 2 Do you personally prefer to buy coffee made from real coffee beans or real ground coffee at a national chain or an independent coffee shop? Base: All who buy coffee at coffee shops/cafés

|  | Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Scotland | Wales | NET: England | North East | North West | Yorkshire \& Humberside | West Midlands | East Midlands | Eastern | London | South East | South West |
| Unweighted base | 1420 | 124 | 66 | 1230 | 57 | 146 | 126 | 119 | 112 | 120 | 218 | 214 | 118 |
| Weighted base | 1417 | 132 | 68 | 1217 | 53 | 147 | 130 | 125 | 101 | 131 | 202 | 204 | 122 |
| National chain | $\begin{gathered} 565 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 492 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 31 \% \end{aligned}$ |
| Independent coffee shops | $\begin{aligned} & 538 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 456 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 43 \% \end{aligned}$ |
| Don't know | $\begin{gathered} 314 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 269 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 26 \% \end{aligned}$ |

## Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013
Table 5
Q. 3 What type of machine or equipment do you use the most often to make coffee made from real coffee beans or ground coffee at home?

Base: All who buy coffee for home consumption

|  | Gender |  |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Public | Private |
| Unweighted base | 1245 | 623 | 622 | 165 | 203 | 179 | 195 | 196 | 307 | 406 | 385 | 183 | 271 | 200 | 492 |
| Weighted base | 1254 | 643 | 611 | 140 | 206 | 209 | 228 | 180 | 292 | 374 | 364 | 256 | 260 | 209 | 513 |
| Cafetieres | $\begin{aligned} & 432 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 172 \\ 27 \% \end{gathered}$ | $\begin{gathered} 260 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 124 \\ 33 \% \end{gathered}$ | $\begin{gathered} 131 \\ 36 \% \end{gathered}$ | $\begin{gathered} 109 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 165 \\ 32 \% \end{gathered}$ |
| Filters | $\begin{gathered} 255 \\ 20 \% \end{gathered}$ | $\begin{gathered} 146 \\ 23 \% \end{gathered}$ | $\begin{gathered} 109 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 107 \\ 21 \% \end{gathered}$ |
| Capsules | $\begin{aligned} & 143 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 57 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 15 \% \end{aligned}$ |
| Espresso machines | $\begin{aligned} & 128 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 49 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 19 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 13 \% \end{aligned}$ |
| Percolators | $\begin{aligned} & 122 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 61 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{gathered} 15 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 17 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 32 \\ 6 \% \end{gathered}$ |
| Bean-to-cup-machines | $\begin{gathered} 56 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 16 \\ 3 \% \end{gathered}$ | $\begin{gathered} 12 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 19 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 7 \% \end{gathered}$ | $\begin{gathered} 27 \\ 5 \% \end{gathered}$ |
| Stove top Italian "Mocka" type machines | $\begin{gathered} 51 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 21 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 10 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 17 \\ 5 \% \end{gathered}$ | $\begin{gathered} 20 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \end{gathered}$ | $\begin{gathered} 17 \\ 3 \% \end{gathered}$ |
| Other | $\begin{gathered} 67 \\ 5 \% \end{gathered}$ | $\begin{gathered} 30 \\ 5 \% \end{gathered}$ | $\begin{gathered} 38 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 17 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 14 \\ 5 \% \end{gathered}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 23 \\ 4 \% \end{gathered}$ |

## Coffee Survey

Table 5
Q. 3 What type of machine or equipment do you use the most often to make coffee made from real coffee beans or ground coffee at home?

Base: All who buy coffee for home consumption

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Scotland | Wales | NET: England | North East | North West | $\begin{aligned} & \text { Yorkshire \& } \\ & \text { Humberside } \\ & \hline \end{aligned}$ | West Midlands | East Midlands | Eastern | London | South East | South West |
| Unweighted base | 1245 | 108 | 57 | 1080 | 39 | 135 | 109 | 101 | 96 | 102 | 206 | 187 | 105 |
| Weighted base | 1254 | 116 | 57 | 1082 | 39 | 134 | 117 | 112 | 83 | 112 | 189 | 184 | 112 |
| Cafetieres | $\begin{gathered} 432 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 374 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 32 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 61 \\ & 52 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 40 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 33 \% \end{aligned}$ | ${ }_{27}^{50}$ | $\begin{aligned} & 59 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 36 \% \end{aligned}$ |
| Filters | $\begin{gathered} 255 \\ 20 \% \end{gathered}$ | ${ }_{25 \%}^{28}$ | $\begin{aligned} & 12 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 215 \\ 20 \% \end{gathered}$ | $\begin{gathered} 9 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 18 \% \end{aligned}$ | ${ }_{21 \%}^{38}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ |
| Capsules | $\begin{gathered} 143 \\ 11 \% \end{gathered}$ | ${ }^{10} 9 \%$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 5 \\ 12 \% \end{gathered}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ | ${ }_{8 \%}^{9}$ | $\begin{aligned} & 18 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 17 \% \\ & \end{aligned}$ | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ |
| Espresso machines | $\begin{aligned} & 128 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 13 \% \end{aligned}$ | $\underset{11 \%}{6}$ | $\begin{aligned} & 106 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 5 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | ${ }_{7 \%}^{8}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | ${ }_{8 \%}^{9}$ | $\begin{aligned} & 37 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ |
| Percolators | $\begin{aligned} & 122 \\ & 10 \% \end{aligned}$ | ${ }^{10} 9 \%$ | $\underset{10}{5}$ | $\begin{gathered} 107 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 10 \% \end{aligned}$ |
| Bean-to-cup-machines | $\begin{gathered} 56 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 5 \% \end{aligned}$ | $47$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 5 \% \\ & \hline \end{aligned}$ |
| Stove top Italian "Mocka" type machines | ${ }_{51}^{51}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | ${ }_{7 \%}^{4}$ | ${ }_{44}^{44}$ | $\begin{aligned} & 1 \\ & 4 \% \end{aligned}$ | ${ }_{3 \%}^{3}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | ${ }_{7 \%}^{8}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | ${ }_{2}^{2}$ | 12\% | ${ }_{3 \%}^{5}$ | $\begin{aligned} & 6 \\ & 5 \% \end{aligned}$ |
| Other | $\begin{gathered} 67 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | ${ }_{8 \%}^{5}$ | ${ }_{6 \%}^{60}$ | $\begin{aligned} & 3 \\ & 8 \% \end{aligned}$ | ${ }_{7 \%}^{9}$ | $\begin{gathered} 10 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | ${ }_{7 \%}^{7}$ | ${ }_{3 \%}^{5}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ |

## Coffee Survey

## ONLINE Fieldwork : 27th-28th November 2013

Table 6
Q. 4 Thinking about brands of real coffee, do you tend to buy the more expensive coffee brands, mid-range coffee brands or the cheapest coffee brands available for consumption at home?
Base: All who buy coffee for home consumption

Unweighted base
Weighted base
Premium Brands
Mid-range

Cheapest available
Don't know

|  | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Public | Private |
| 1245 | 623 | 622 | 165 | 203 | 179 | 195 | 196 | 307 | 406 | 385 | 183 | 271 | 200 | 492 |
| 1254 | 643 | 611 | 140 | 206 | 209 | 228 | 180 | 292 | 374 | 364 | 256 | 260 | 209 | 513 |
| $\begin{gathered} 305 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 122 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 24 \% \end{aligned}$ |
| $\begin{aligned} & 767 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 376 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 390 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 119 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 318 \\ 62 \% \end{gathered}$ |
| $\begin{gathered} 118 \\ 9 \% \end{gathered}$ | $\begin{gathered} 48 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 25 \\ 8 \% \end{gathered}$ | $\begin{gathered} 27 \\ 7 \% \end{gathered}$ | $\begin{gathered} 32 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 40 \\ 8 \% \end{gathered}$ |
| $\begin{gathered} 65 \\ 5 \% \end{gathered}$ | $\begin{gathered} 36 \\ 6 \% \end{gathered}$ | $\begin{gathered} 29 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | ${ }^{15}$ | $\stackrel{17}{7 \%}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{gathered} 17 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 19 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 4 \% \end{aligned}$ | $32$ |

## Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013
Table 6
Q. 4 Thinking about brands of real coffee, do you tend to buy the more expensive coffee brands, mid-range coffee brands or the cheapest coffee brands available for consumption at home?
Base: All who buy coffee for home consumption

Unweighted base
Weighted base
Premium Brands
Mid-range

Cheapest available
Don't know

| Total |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Scotland | Wales | NET: England | North East | North West | Yorkshire \& Humberside | West Midlands | East Midlands | Eastern | London | South East | South West |
| 1245 | 108 | 57 | 1080 | 39 | 135 | 109 | 101 | 96 | 102 | 206 | 187 | 105 |
| 1254 | 116 | 57 | 1082 | 39 | 134 | 117 | 112 | 83 | 112 | 189 | 184 | 112 |
| $\begin{gathered} 305 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 264 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 17 \% \end{aligned}$ |
| $\begin{aligned} & 767 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 654 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 73 \% \end{aligned}$ |
| $\begin{gathered} 118 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 9 \\ 16 \% \end{gathered}$ | $\begin{gathered} 104 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 10 \\ 9 \% \end{gathered}$ | $\begin{gathered} 13 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \end{aligned}$ |
| $\begin{aligned} & 65 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | 60 $6 \%$ | 3 $8 \%$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | ${ }_{6}^{6}$ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ | 9\% | $8{ }^{8}$ | $\begin{gathered} 12 \\ 7 \% \end{gathered}$ | 3 $3 \%$ |

## Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013
Table 7
Q. 5 How much approximately would you estimate your overall consumption of coffee made from real coffee beans or ground coffee has increased or decreased over the past five years?
Base: All respondents

Unweighted base
Weighted base
NET: Increased
Greatly increased

Somewhat increased
No change

Somewhat decreased
Greatly decreased

NET: Decreased
Mean
Standard deviation Standard error

|  |  | Gender |  | Age |  |  |  |  |  | Social Grade |  |  |  | Employment Sector |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Public | Private |
|  | 2025 | 982 | 1043 | 268 | 329 | 301 | 323 | 333 | 471 | 580 | 620 | 318 | 507 | 296 | 792 |
|  | 2025 | 992 | 1033 | 241 | 341 | 341 | 361 | 301 | 441 | 541 | 561 | 441 | 481 | 309 | 825 |
|  | $\begin{aligned} & 658 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 368 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 290 \\ 28 \% \end{gathered}$ | $\begin{gathered} 127 \\ 53 \% \end{gathered}$ | $\begin{gathered} 143 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 122 \\ 25 \% \end{gathered}$ | $\begin{gathered} 123 \\ 40 \% \end{gathered}$ | $\begin{gathered} 294 \\ 36 \% \end{gathered}$ |
| (+2) | $\begin{aligned} & 196 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 125 \\ 13 \% \end{gathered}$ | $\begin{gathered} 71 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 20 \\ 7 \% \end{gathered}$ | $\begin{gathered} 25 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 28 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 11 \% \end{aligned}$ |
| (+1) | $\begin{aligned} & 461 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 25 \% \end{aligned}$ |
| (0) | $\begin{gathered} 1057 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 498 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 559 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 177 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 261 \\ 48 \% \end{gathered}$ | $\begin{gathered} 284 \\ 51 \% \end{gathered}$ | $\begin{gathered} 239 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 273 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 131 \\ 42 \% \end{gathered}$ | $\begin{gathered} 439 \\ 53 \% \end{gathered}$ |
| (-1) |  | $\begin{gathered} 80 \\ 8 \% \end{gathered}$ | $\begin{gathered} 104 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{gathered} 30 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 35 \\ 6 \% \end{gathered}$ | $\begin{gathered} 39 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 28 \\ 9 \% \end{gathered}$ | $\begin{gathered} 65 \\ 8 \% \end{gathered}$ |
| (-2) | $\begin{gathered} 126 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 79 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{gathered} 32 \\ 9 \% \end{gathered}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{gathered} 37 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 26 \\ 5 \% \end{gathered}$ | $\begin{gathered} 34 \\ 8 \% \end{gathered}$ | $\begin{gathered} 37 \\ 8 \% \end{gathered}$ | $\begin{gathered} 27 \\ 9 \% \end{gathered}$ | $\begin{gathered} 27 \\ 3 \% \end{gathered}$ |
|  | $\begin{aligned} & 310 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 11 \% \end{aligned}$ |
|  | 0.21 | 0.32 | 0.09 | 0.67 | 0.45 | 0.18 | * | 0.07 | 0.04 | 0.27 | 0.35 | 0.11 | 0.05 | 0.30 | 0.32 |
|  | 0.96 0.02 | 0.96 0.03 | 0.94 0.03 | 0.98 0.06 | 0.83 0.05 | 0.95 0.05 | 0.92 0.05 | 0.94 0.05 | 0.95 0.04 | 1.00 0.04 | 0.94 0.04 | 0.93 0.05 | 0.91 0.04 | 1.12 0.06 | 0.88 0.03 |

## Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013
Table 7
Q. 5 How much approximately would you estimate your overall consumption of coffee made from real coffee beans or ground coffee has increased or decreased over the past five years?
Base: All respondents

|  |  | Total | Region |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Scotland | Wales | NET: England | North East | North West | Yorkshire \& Humberside | West Midlands | East Midlands | Eastern | London | South East | South West |
| Unweighted base |  | 2025 | 174 | 97 | 1754 | 86 | 223 | 172 | 176 | 156 | 181 | 287 | 300 | 173 |
| Weighted base |  | 2025 | 182 | 101 | 1742 | 81 | 223 | 182 | 182 | 142 | 203 | 263 | 284 | 182 |
| NET: Increased |  | $\begin{aligned} & 658 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 572 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 138 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ |
| Greatly increased | (+2) | $\begin{aligned} & 196 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 164 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ |
| Somewhat increased | (+1) | $\begin{aligned} & 461 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 408 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ |
| No change | (0) | $\begin{gathered} 1057 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 892 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 106 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 88 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 144 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 54 \% \end{aligned}$ |
| Somewhat decreased | (-1) | $\begin{gathered} 184 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 161 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 17 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 22 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ |
| Greatly decreased | (-2) | $\begin{gathered} 126 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 116 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 25 \\ 9 \% \end{gathered}$ | $\begin{gathered} 12 \\ 7 \% \end{gathered}$ |
| NET: Decreased |  | $\begin{aligned} & 310 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 278 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 9 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 21 \% \end{aligned}$ |
| Mean |  | 0.21 | 0.26 | 0.28 | 0.20 | 0.21 | 0.05 | 0.13 | 0.34 | 0.10 | 0.05 | 0.59 | 0.15 | 0.04 |
| Standard deviation Standard error |  | 0.96 0.02 | 0.88 0.07 | 0.92 0.09 | 0.97 0.02 | 0.87 0.09 | $\begin{aligned} & 0.88 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 0.89 \\ & 0.07 \end{aligned}$ | 0.87 0.07 | 0.90 0.07 | 1.06 0.08 | $\begin{aligned} & 1.05 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 0.97 \\ & 0.06 \end{aligned}$ | $\begin{aligned} & 0.93 \\ & 0.07 \end{aligned}$ |

