

Alma Cuba Coffee Study

METHODOLOGY NOTE

ComRes interviewed 2,025 GB adults online between the 27th and 28th 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.

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Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013

Absolutes/col percents

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

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

Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013

Absolutes/col percents

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 | Pri- vate |
| 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 | 1417 | 701 | 716 | 156 | 237 | 216 | 267 | 205 | 337 | 421 | 405 | 308 | 284 | 224 | 578 |
| | 70% | 71% | 69% | 65% | 69% | 63% | 74% | 68% | 76% | 78% | 72% | 70% | 59% | 73% | 70% |
| At least once a day | 103 | 68 | 34 | 25 | 40 | 16 | 7 | 6 | 9 | 39 | 25 | 28 | 10 | 27 | 58 |
| | 5% | 7% | 3% | 10% | 12% | 5% | 2% | 2% | 2% | 7% | 4% | 6% | 2% | 9% | 7% |
| At least once a week | 346 | 191 | 155 | 37 | 65 | 51 | 58 | 46 | 89 | 103 | 108 | 71 | 64 | 56 | 153 |
| | 17% | 19% | 15% | 15% | 19% | 15% | 16% | 15% | 20% | 19% | 19% | 16% | 13% | 18% | 19% |
| At least fortnightly | 191 | 94 | 98 | 36 | 29 | 33 | 27 | 27 | 39 | 57 | 68 | 30 | 36 | 37 | 79 |
| | 9% | 9% | 9% | 15% | 9% | 10% | 8% | 9% | 9% | 10% | 12% | 7% | 8% | 12% | 10% |
| At least monthly | 257 | 108 | 150 | 20 | 39 | 34 | 59 | 36 | 68 | 78 | 74 | 54 | 51 | 46 | 90 |
| | 13% | 11% | 14% | 9% | 12% | 10% | 16% | 12% | 16% | 14% | 13% | 12% | 11% | 15% | 11% |
| Rarely | 519 | 240 | 280 | 38 | 64 | 81 | 116 | 90 | 132 | 143 | 129 | 125 | 123 | 58 | 198 |
| | 26% | 24% | 27% | 16% | 19% | 24% | 32% | 30% | 30% | 26% | 23% | 28% | 26% | 19% | 24% |
| Never | 571 | 270 | 301 | 63 | 102 | 120 | 91 | 93 | 102 | 114 | 141 | 131 | 185 | 79 | 225 |
| | 28% | 27% | 29% | 26% | 30% | 35% | 25% | 31% | 23% | 21% | 25% | 30% | 38% | 26% | 27% |
| Don't know | 37 | 22 | 15 | 22 | 2 | 5 | 3 | 3 | 2 | 7 | 15 | 3 | 12 | 6 | 22 |
| | 2% | 2% | 1% | 9% | 1% | 1% | 1% | 1% | * | 1% | 3% | 1% | 3% | 2% | 3% |

Coffee Survey

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Absolutes/col percents

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

| | 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 | 1417 | 132 | 68 | 1217 | 53 | 147 | 130 | 125 | 101 | 131 | 202 | 204 | 122 |
| | 70% | 72% | 68% | 70% | 66% | 66% | 71% | 68% | 71% | 65% | 77% | 72% | 67% |
| At least once a day | 103 | 14 | 7 | 82 | 4 | 2 | 7 | 11 | 3 | 3 | 30 | 15 | 6 |
| | 5% | 8% | 7% | 5% | 5% | 1% | 4% | 6% | 2% | 2% | 12% | 5% | 3% |
| At least once a week | 346 | 29 | 16 | 301 | 13 | 41 | 34 | 35 | 22 | 25 | 71 | 43 | 16 |
| | 17% | 16% | 16% | 17% | 16% | 18% | 19% | 19% | 16% | 12% | 27% | 15% | 9% |
| At least fortnightly | 191 | 17 | 5 | 169 | 7 | 12 | 18 | 15 | 13 | 22 | 39 | 23 | 20 |
| | 9% | 9% | 5% | 10% | 8% | 5% | 10% | 8% | 9% | 11% | 15% | 8% | 11% |
| At least monthly | 257 | 30 | 5 | 221 | 11 | 36 | 18 | 29 | 17 | 23 | 20 | 46 | 22 |
| | 13% | 17% | 5% | 13% | 14% | 16% | 10% | 16% | 12% | 11% | 8% | 16% | 12% |
| Rarely | 519 | 41 | 35 | 444 | 18 | 56 | 53 | 35 | 46 | 59 | 41 | 78 | 58 |
| | 26% | 22% | 34% | 25% | 23% | 25% | 29% | 19% | 32% | 29% | 16% | 27% | 32% |
| Never | 571 | 48 | 31 | 492 | 27 | 74 | 49 | 55 | 38 | 67 | 46 | 77 | 58 |
| | 28% | 26% | 31% | 28% | 34% | 33% | 27% | 30% | 27% | 33% | 18% | 27% | 32% |
| Don't know | 37 | 2 | 1 | 33 | * | 1 | 3 | 2 | 3 | 5 | 15 | 3 | 2 |
| | 2% | 1% | 1% | 2% | 1% | * | 1% | 1% | 2% | 2% | 6% | 1% | 1% |

Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013

Absolutes/col percents

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

| | 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 | Pri- vate |
| 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 | 1254 | 643 | 611 | 140 | 206 | 209 | 228 | 180 | 292 | 374 | 364 | 256 | 260 | 209 | 513 |
| | 62% | 65% | 59% | 58% | 60% | 61% | 63% | 60% | 66% | 69% | 65% | 58% | 54% | 68% | 62% |
| At least once a day | 373 | 180 | 193 | 30 | 67 | 54 | 61 | 52 | 111 | 109 | 111 | 68 | 85 | 45 | 161 |
| | 18% | 18% | 19% | 12% | 20% | 16% | 17% | 17% | 25% | 20% | 20% | 15% | 18% | 15% | 20% |
| At least once a week | 229 | 137 | 92 | 30 | 55 | 30 | 46 | 35 | 33 | 76 | 77 | 35 | 41 | 54 | 102 |
| | 11% | 14% | 9% | 12% | 16% | 9% | 13% | 12% | 7% | 14% | 14% | 8% | 8% | 17% | 12% |
| At least fortnightly | 113 | 71 | 42 | 28 | 19 | 24 | 16 | 12 | 14 | 39 | 30 | 22 | 22 | 29 | 47 |
| | 6% | 7% | 4% | 12% | 6% | 7% | 4% | 4% | 3% | 7% | 5% | 5% | 5% | 9% | 6% |
| At least monthly | 145 | 77 | 69 | 32 | 23 | 26 | 15 | 21 | 28 | 40 | 46 | 34 | 25 | 29 | 60 |
| | 7% | 8% | 7% | 13% | 7% | 8% | 4% | 7% | 6% | 7% | 8% | 8% | 5% | 9% | 7% |
| Rarely | 394 | 178 | 215 | 21 | 42 | 75 | 90 | 60 | 106 | 109 | 101 | 97 | 87 | 52 | 143 |
| | 19% | 18% | 21% | 9% | 12% | 22% | 25% | 20% | 24% | 20% | 18% | 22% | 18% | 17% | 17% |
| Never | 733 | 326 | 407 | 77 | 131 | 130 | 129 | 119 | 147 | 161 | 182 | 182 | 207 | 95 | 291 |
| | 36% | 33% | 39% | 32% | 38% | 38% | 36% | 40% | 33% | 30% | 32% | 41% | 43% | 31% | 35% |
| Don't know | 38 | 23 | 14 | 23 | 5 | 2 | 4 | 2 | 2 | 6 | 15 | 3 | 13 | 6 | 21 |
| | 2% | 2% | 1% | 10% | 1% | 1% | 1% | 1% | * | 1% | 3% | 1% | 3% | 2% | 3% |

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Absolutes/col percents

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

| | 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 | 1254 | 116 | 57 | 1082 | 39 | 134 | 117 | 112 | 83 | 112 | 189 | 184 | 112 |
| | 62% | 63% | 56% | 62% | 48% | 60% | 64% | 61% | 59% | 55% | 72% | 65% | 62% |
| At least once a day | 373 | 33 | 22 | 319 | 13 | 34 | 21 | 37 | 30 | 29 | 50 | 65 | 38 |
| | 18% | 18% | 22% | 18% | 16% | 15% | 12% | 20% | 21% | 14% | 19% | 23% | 21% |
| At least once a week | 229 | 25 | 7 | 198 | 14 | 20 | 15 | 20 | 16 | 21 | 42 | 31 | 18 |
| | 11% | 14% | 7% | 11% | 18% | 9% | 8% | 11% | 11% | 11% | 16% | 11% | 10% |
| At least fortnightly | 113 | 8 | 6 | 99 | 4 | 14 | 10 | 12 | 5 | 8 | 24 | 13 | 8 |
| | 6% | 4% | 6% | 6% | 5% | 6% | 6% | 7% | 3% | 4% | 9% | 5% | 4% |
| At least monthly | 145 | 16 | 9 | 121 | * | 15 | 17 | 10 | 6 | 9 | 31 | 19 | 15 |
| | 7% | 9% | 9% | 7% | 1% | 7% | 9% | 5% | 4% | 4% | 12% | 7% | 8% |
| Rarely | 394 | 34 | 13 | 347 | 7 | 50 | 55 | 32 | 26 | 44 | 42 | 56 | 33 |
| | 19% | 19% | 12% | 20% | 9% | 23% | 30% | 18% | 19% | 22% | 16% | 20% | 18% |
| Never | 733 | 66 | 44 | 623 | 42 | 87 | 62 | 68 | 56 | 86 | 58 | 97 | 67 |
| | 36% | 36% | 44% | 36% | 51% | 39% | 34% | 37% | 40% | 43% | 22% | 34% | 37% |
| Don't know | 38 | 1 | 1 | 36 | * | 2 | 3 | 2 | 2 | 5 | 16 | 2 | 3 |
| | 2% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 2% | 6% | 1% | 2% |

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ONLINE Fieldwork : 27th-28th November 2013

Absolutes/col percents

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 | 565 | 301 | 263 | 71 | 107 | 97 | 95 | 76 | 117 | 195 | 156 | 104 | 109 | 107 | 236 |
| | 40% | 43% | 37% | 46% | 45% | 45% | 36% | 37% | 35% | 46% | 39% | 34% | 38% | 48% | 41% |
| Independent coffee shops | 538 | 260 | 278 | 54 | 75 | 78 | 108 | 80 | 144 | 148 | 167 | 121 | 103 | 83 | 211 |
| | 38% | 37% | 39% | 35% | 32% | 36% | 40% | 39% | 43% | 35% | 41% | 39% | 36% | 37% | 37% |
| Don't know | 314 | 139 | 175 | 31 | 54 | 41 | 64 | 48 | 76 | 78 | 82 | 83 | 72 | 34 | 130 |
| | 22% | 20% | 24% | 20% | 23% | 19% | 24% | 24% | 23% | 19% | 20% | 27% | 25% | 15% | 23% |

Coffee Survey

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Absolutes/col percents

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

| | Region | | | | | | | | | | | | |
|--------------------------|------------|-----------|-----------|--------------|------------|------------|------------------------|---------------|---------------|-----------|-----------|------------|------------|
| | Total | 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 | 565 40% | 45 34% | 28 40% | 492 40% | 23 42% | 57 38% | 49 38% | 40 32% | 40 40% | 61 47% | 97 48% | 87 43% | 38 31% |
| Independent coffee shops | 538 38% | 57 43% | 25 37% | 456 37% | 21 38% | 59 40% | 39 30% | 57 46% | 38 38% | 42 32% | 72 36% | 75 37% | 53 43% |
| Don't know | 314 22% | 30 22% | 16 23% | 269 22% | 10 19% | 31 21% | 42 32% | 27 22% | 22 22% | 28 21% | 33 17% | 42 21% | 32 26% |

Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013

Absolutes/col percents

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 | 432 | 172 | 260 | 30 | 51 | 73 | 81 | 79 | 116 | 124 | 131 | 109 | 68 | 64 | 165 |
| | 34% | 27% | 43% | 22% | 25% | 35% | 36% | 44% | 40% | 33% | 36% | 42% | 26% | 31% | 32% |
| Filters | 255 | 146 | 109 | 34 | 28 | 44 | 39 | 39 | 72 | 88 | 68 | 49 | 50 | 40 | 107 |
| | 20% | 23% | 18% | 24% | 14% | 21% | 17% | 22% | 25% | 24% | 19% | 19% | 19% | 19% | 21% |
| Capsules | 143 | 86 | 57 | 19 | 31 | 23 | 36 | 13 | 21 | 48 | 38 | 25 | 32 | 26 | 77 |
| | 11% | 13% | 9% | 13% | 15% | 11% | 16% | 7% | 7% | 13% | 10% | 10% | 12% | 12% | 15% |
| Espresso machines | 128 | 79 | 49 | 20 | 43 | 23 | 13 | 10 | 19 | 39 | 35 | 27 | 28 | 23 | 64 |
| | 10% | 12% | 8% | 14% | 21% | 11% | 6% | 5% | 6% | 10% | 10% | 11% | 11% | 11% | 13% |
| Percolators | 122 | 61 | 62 | 12 | 14 | 15 | 29 | 17 | 36 | 28 | 38 | 22 | 35 | 17 | 32 |
| | 10% | 9% | 10% | 8% | 7% | 7% | 13% | 9% | 12% | 8% | 10% | 8% | 14% | 8% | 6% |
| Bean-to-cup-machines | 56 | 40 | 16 | 12 | 13 | 11 | 3 | 9 | 7 | 15 | 19 | 8 | 13 | 14 | 27 |
| | 4% | 6% | 3% | 9% | 6% | 5% | 1% | 5% | 2% | 4% | 5% | 3% | 5% | 7% | 5% |
| Stove top Italian "Mocka" type machines | 51 | 30 | 21 | 8 | 15 | 7 | 10 | 5 | 6 | 17 | 20 | 6 | 8 | 18 | 17 |
| | 4% | 5% | 3% | 6% | 7% | 3% | 4% | 3% | 2% | 5% | 5% | 2% | 3% | 9% | 3% |
| Other | 67 | 30 | 38 | 6 | 10 | 13 | 17 | 8 | 14 | 15 | 16 | 11 | 25 | 7 | 23 |
| | 5% | 5% | 6% | 4% | 5% | 6% | 8% | 4% | 5% | 4% | 4% | 4% | 10% | 3% | 4% |

Coffee Survey

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Absolutes/col percents

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

| | Region | | | | | | | | | | | | |
|--|------------|-----------|-----------|--------------|------------|------------|------------------------|---------------|---------------|-----------|-----------|------------|------------|
| | Total | Scotland | Wales | NET: England | North East | North West | Yorkshire & Humberside | 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 | 432 34% | 40 34% | 18 32% | 374 35% | 14 35% | 43 32% | 61 52% | 40 36% | 29 35% | 37 33% | 50 27% | 59 32% | 41 36% |
| Filters | 255 20% | 28 25% | 12 20% | 215 20% | 9 23% | 34 25% | 18 15% | 29 26% | 14 17% | 20 18% | 34 18% | 38 21% | 19 17% |
| Capsules | 143 11% | 10 9% | 4 8% | 128 12% | 5 12% | 11 8% | 7 6% | 9 8% | 18 22% | 18 17% | 16 8% | 23 12% | 21 19% |
| Espresso machines | 128 10% | 16 13% | 6 11% | 106 10% | 5 13% | 13 10% | 8 6% | 8 7% | 4 5% | 9 8% | 37 19% | 18 10% | 5 5% |
| Percolators | 122 10% | 10 9% | 5 10% | 107 10% | 1 4% | 17 12% | 5 4% | 11 10% | 8 10% | 12 11% | 18 10% | 23 13% | 11 10% |
| Bean-to-cup-machines | 56 4% | 6 5% | 3 5% | 47 4% | 1 1% | 5 3% | 3 3% | 3 3% | 5 6% | 6 5% | 16 9% | 2 1% | 6 5% |
| Stove top Italian "Mocka" type machines | 51 4% | 3 3% | 4 7% | 44 4% | 1 4% | 3 3% | 5 4% | 8 7% | 1 1% | 2 2% | 12 6% | 5 3% | 6 5% |
| Other | 67 5% | 3 3% | 5 8% | 60 6% | 3 8% | 9 7% | 10 8% | 4 4% | 2 3% | 7 7% | 5 3% | 15 8% | 3 3% |

Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013

Absolutes/col percents

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

| | 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 | Pri- vate |
| 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 |
| Premium Brands | 305 | 183 | 122 | 61 | 55 | 46 | 45 | 39 | 58 | 101 | 100 | 52 | 52 | 74 | 122 |
| | 24% | 28% | 20% | 43% | 27% | 22% | 20% | 22% | 20% | 27% | 27% | 20% | 20% | 35% | 24% |
| Mid-range | 767 | 376 | 390 | 58 | 133 | 123 | 139 | 119 | 195 | 225 | 215 | 167 | 159 | 113 | 318 |
| | 61% | 59% | 64% | 42% | 65% | 59% | 61% | 66% | 67% | 60% | 59% | 65% | 61% | 54% | 62% |
| Cheapest available | 118 | 48 | 70 | 15 | 8 | 25 | 27 | 19 | 25 | 27 | 32 | 29 | 30 | 14 | 40 |
| | 9% | 8% | 11% | 11% | 4% | 12% | 12% | 11% | 8% | 7% | 9% | 11% | 12% | 7% | 8% |
| Don't know | 65 | 36 | 29 | 6 | 10 | 15 | 17 | 3 | 15 | 21 | 17 | 8 | 19 | 8 | 32 |
| | 5% | 6% | 5% | 4% | 5% | 7% | 7% | 2% | 5% | 6% | 5% | 3% | 7% | 4% | 6% |

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Absolutes/col percents

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

| | Region | | | | | | | | | | | | |
|--------------------|------------|-----------|-----------|--------------|------------|------------|------------------------|---------------|---------------|-----------|-----------|------------|------------|
| | Total | Scotland | Wales | NET: England | North East | North West | Yorkshire & Humberside | 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 |
| Premium Brands | 305 24% | 28 24% | 13 23% | 264 24% | 12 30% | 22 17% | 31 26% | 21 19% | 25 30% | 22 20% | 79 42% | 33 18% | 19 17% |
| Mid-range | 767 61% | 80 70% | 33 58% | 654 60% | 21 54% | 96 72% | 65 55% | 70 62% | 40 48% | 71 64% | 89 47% | 119 65% | 82 73% |
| Cheapest available | 118 9% | 5 4% | 9 16% | 104 10% | 3 8% | 11 8% | 17 15% | 14 13% | 10 12% | 10 9% | 13 7% | 20 11% | 7 6% |
| Don't know | 65 5% | 3 2% | 2 3% | 60 6% | 3 8% | 5 4% | 5 4% | 6 6% | 9 10% | 9 8% | 8 4% | 12 7% | 3 3% |

Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013

Absolutes/col percents

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 | Gender | | Age | | | | | | Social Grade | | | | Employment Sector | |
|--------------------|--------------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|-------------------|--------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Public | Pri- vate |
| 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: Increased | 658 32% | 368 37% | 290 28% | 127 53% | 143 42% | 95 28% | 90 25% | 82 27% | 121 27% | 191 35% | 216 38% | 129 29% | 122 25% | 123 40% | 294 36% |
| Greatly increased | (+2) 196 10% | 125 13% | 71 7% | 58 24% | 40 12% | 37 11% | 16 4% | 20 7% | 25 6% | 72 13% | 68 12% | 28 6% | 28 6% | 51 16% | 87 11% |
| Somewhat increased | (+1) 461 23% | 242 24% | 219 21% | 69 29% | 103 30% | 58 17% | 75 21% | 63 21% | 95 22% | 119 22% | 148 26% | 101 23% | 94 20% | 72 23% | 206 25% |
| No change | (0) 1057 52% | 498 50% | 559 54% | 99 41% | 177 52% | 195 57% | 198 55% | 160 53% | 228 52% | 261 48% | 284 51% | 239 54% | 273 57% | 131 42% | 439 53% |
| Somewhat decreased | (-1) 184 9% | 80 8% | 104 10% | 6 3% | 14 4% | 30 9% | 41 11% | 37 12% | 55 12% | 61 11% | 35 6% | 39 9% | 49 10% | 28 9% | 65 8% |
| Greatly decreased | (-2) 126 6% | 47 5% | 79 8% | 8 3% | 7 2% | 21 6% | 32 9% | 21 7% | 37 8% | 28 5% | 26 5% | 34 8% | 37 8% | 27 9% | 27 3% |
| NET: Decreased | 310 15% | 127 13% | 183 18% | 15 6% | 21 6% | 51 15% | 73 20% | 59 19% | 92 21% | 89 17% | 61 11% | 73 17% | 86 18% | 55 18% | 92 11% |
| Mean | 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 |
| Standard deviation | 0.96 | 0.96 | 0.94 | 0.98 | 0.83 | 0.95 | 0.92 | 0.94 | 0.95 | 1.00 | 0.94 | 0.93 | 0.91 | 1.12 | 0.88 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.06 | 0.05 | 0.05 | 0.05 | 0.05 | 0.04 | 0.04 | 0.04 | 0.05 | 0.04 | 0.06 | 0.03 |

Coffee Survey

ONLINE Fieldwork : 27th-28th November 2013

Absolutes/col percents

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 | 658 32% | 54 30% | 32 32% | 572 33% | 23 28% | 54 24% | 48 27% | 74 40% | 38 26% | 57 28% | 138 52% | 94 33% | 46 25% |
| Greatly increased | (+2) 196 10% | 20 11% | 12 12% | 164 9% | 7 9% | 12 5% | 13 7% | 15 8% | 8 6% | 19 9% | 60 23% | 19 7% | 12 7% |
| Somewhat increased | (+1) 461 23% | 34 19% | 20 20% | 408 23% | 16 20% | 42 19% | 35 19% | 59 32% | 30 21% | 38 19% | 78 30% | 75 26% | 34 19% |
| No change | (0) 1057 52% | 109 60% | 56 56% | 892 51% | 49 61% | 126 57% | 106 58% | 88 48% | 84 59% | 102 50% | 95 36% | 144 51% | 98 54% |
| Somewhat decreased | (-1) 184 9% | 13 7% | 9 9% | 161 9% | 5 6% | 30 13% | 17 9% | 13 7% | 9 7% | 20 10% | 19 7% | 22 8% | 26 14% |
| Greatly decreased | (-2) 126 6% | 6 4% | 4 4% | 116 7% | 4 5% | 13 6% | 10 6% | 7 4% | 11 8% | 23 11% | 12 4% | 25 9% | 12 7% |
| NET: Decreased | 310 15% | 20 11% | 13 13% | 278 16% | 9 11% | 43 19% | 27 15% | 20 11% | 20 14% | 43 21% | 30 12% | 46 16% | 38 21% |
| 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 | 0.96 | 0.88 | 0.92 | 0.97 | 0.87 | 0.88 | 0.89 | 0.87 | 0.90 | 1.06 | 1.05 | 0.97 | 0.93 |
| Standard error | 0.02 | 0.07 | 0.09 | 0.02 | 0.09 | 0.06 | 0.07 | 0.07 | 0.07 | 0.08 | 0.06 | 0.06 | 0.07 |