

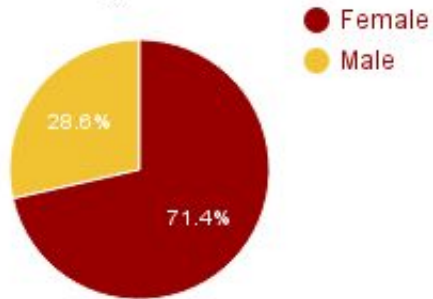
# COFFEE DRINKING HABITS OF UMN STUDENTS

**By: Keely Kleopfer**

# DEMOGRAPHICS

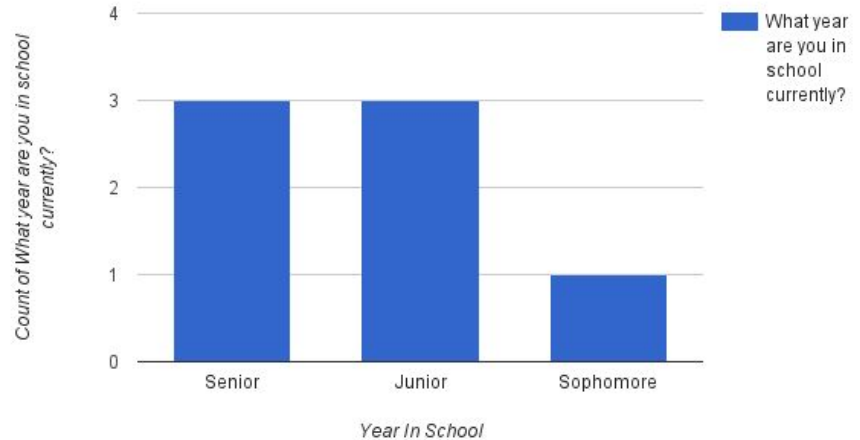
Gender: 5 females, 2 males

What gender do you most identify with?



Year in School: 1 Sophomore, 3 Juniors and 3 Seniors

What Year Are You In School?

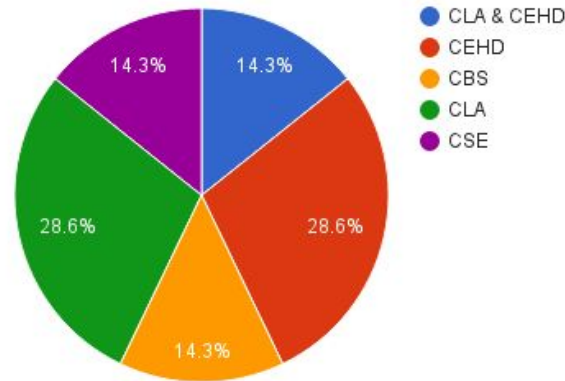


# WHAT COLLEGE ARE YOU IN?

Of the seven participants, one individual was in two colleges while the rest of the participants were in one college.

CLA & CEHD: 1  
CLA: 2  
CEHD: 2  
CBS: 1  
CSE: 1

**What College Do You Attend Within The University?**



# DO YOU DRINK COFFEE?

Of the seven participants in the survey, 100% of the individuals drink coffee.



# CUPS OF COFFEE CONSUMED EACH DAY

As you can see, 2 cups of coffee is the average number consumed in a day.

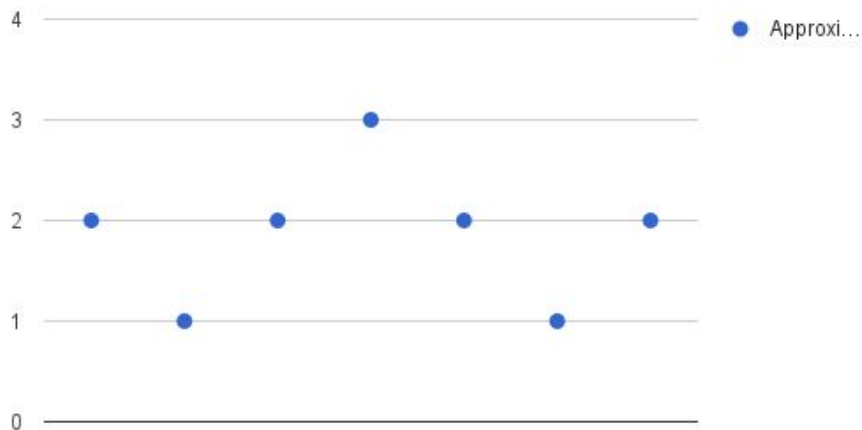
## Results:

1 cup: 2 people

2 cups: 4 people

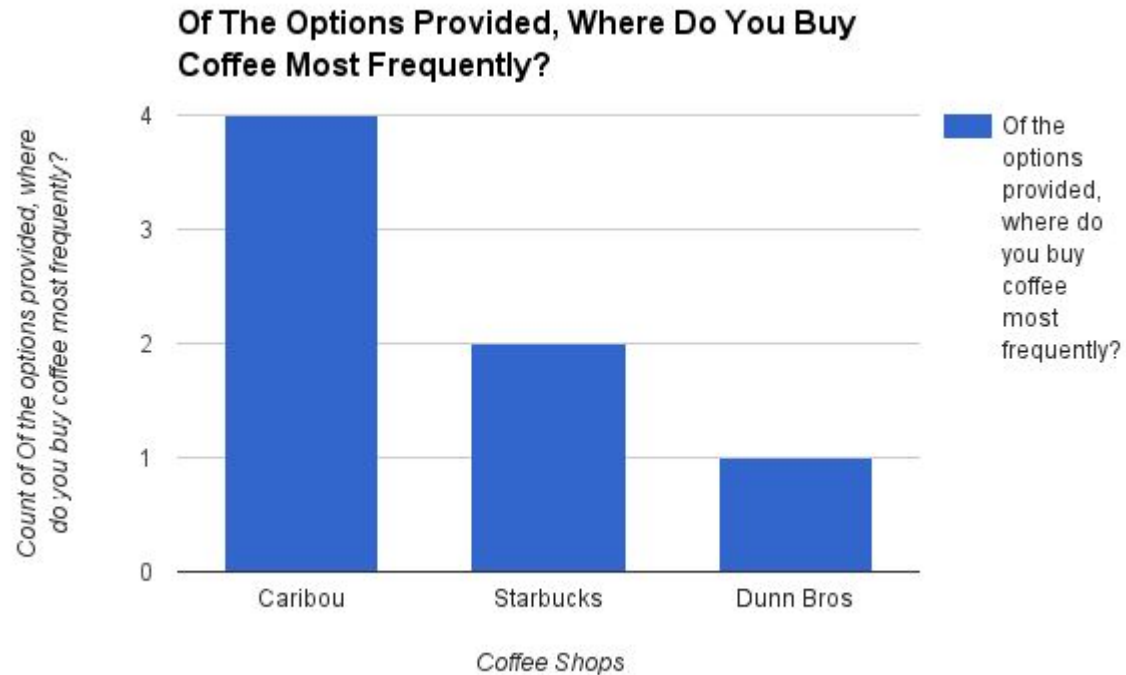
3 cups: 1 person

Approximately How Many Cups Of Coffee Do You Drink a Day?



Approximately how many cups of coffee do you drink a day?

# PREFERRED COFFEE SHOPS

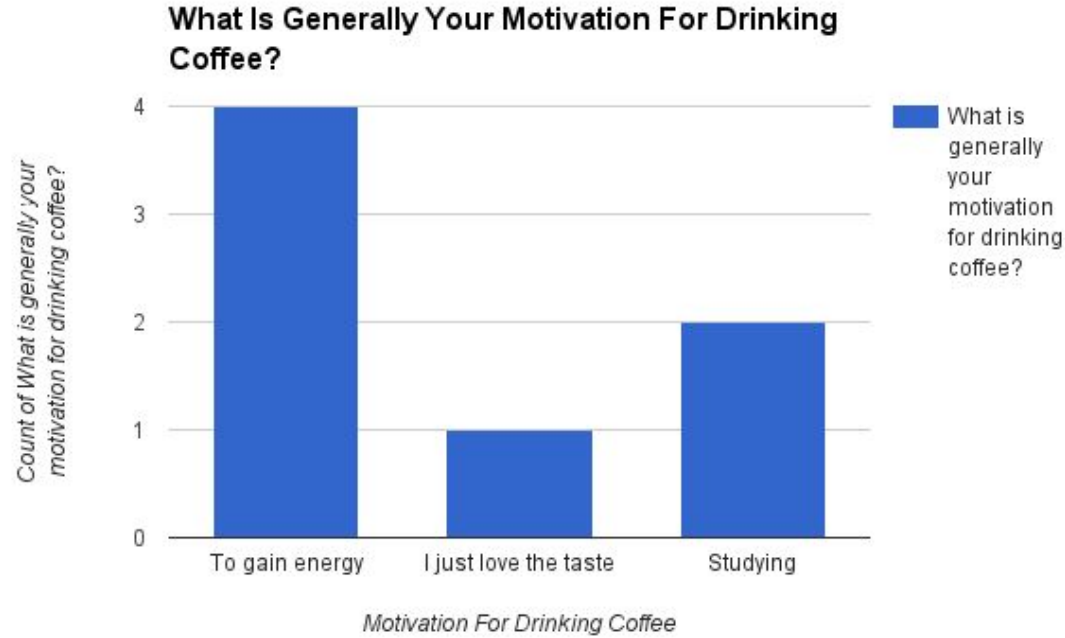


# MONEY SPENT ON COFFEE EACH WEEK

The lowest number of money spent on coffee each week was \$0(1 respondent). The average number of money spent on coffee each week was \$5 with five respondents. Lastly the most of money spent on coffee each week was \$10 (one respondent).



# MOTIVATION FOR DRINKING COFFEE

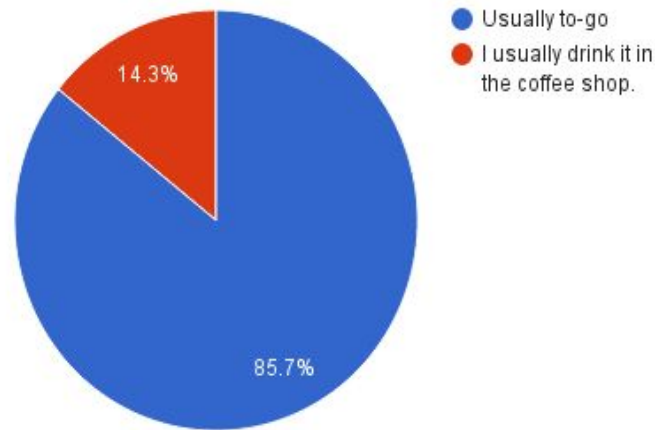




# DO YOU CONSUME COFFEE IN THE SHOP OR AT HOME?

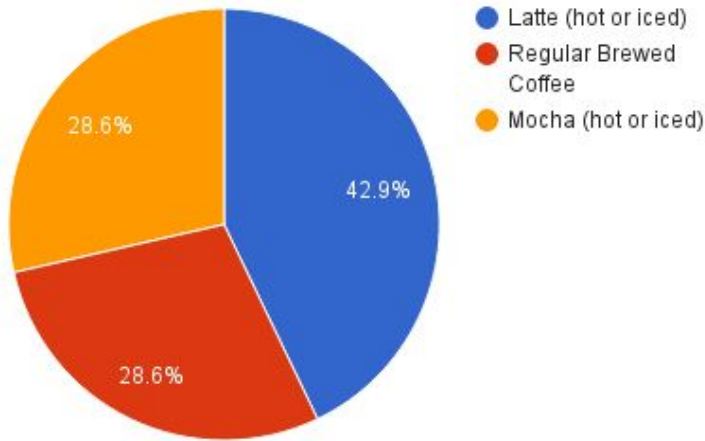
- 6 respondents noted that they consumed coffee on-the-go (85.7%).
- While one noted that they drink it in shop (14.3%).

**Do You Typically Order Your Drink To-Go, Or Do You Usually Stay And Finish Your Drink Inside?**



# WHAT TYPE OF COFFEE DO YOU MOST FREQUENTLY CONSUME?

**Which Variety Of Coffee Drink Do You Purchase Most Frequently?**

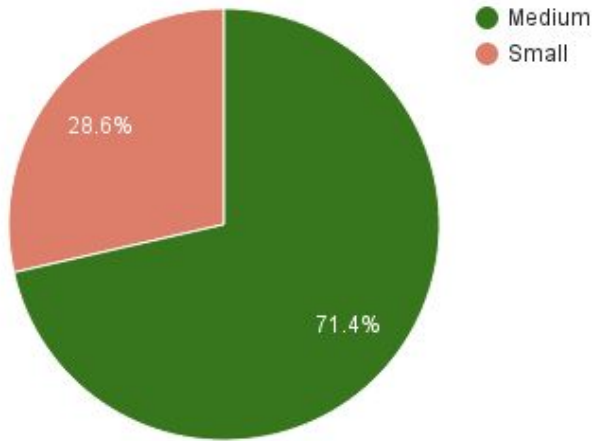


Lattes were the most popular response with 3 individuals choosing it.

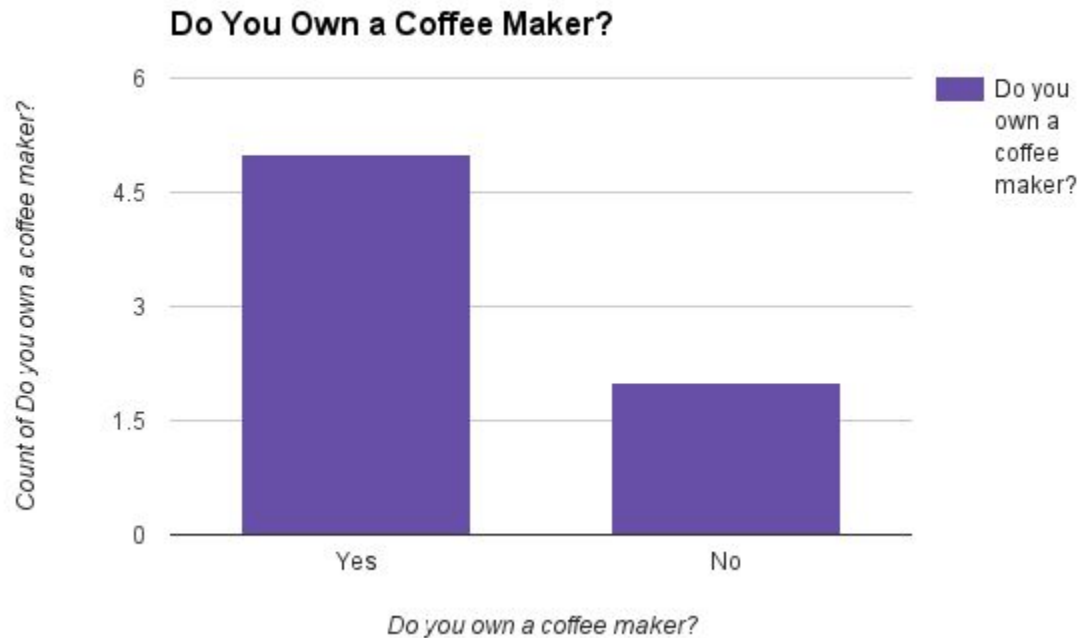
Regular brewed coffee and mochas tied for second with 2 individuals choosing it.

# WHAT SIZE OF COFFEE DO YOU USUALLY PURCHASE?

What Size Of Coffee Do You Usually Purchase?

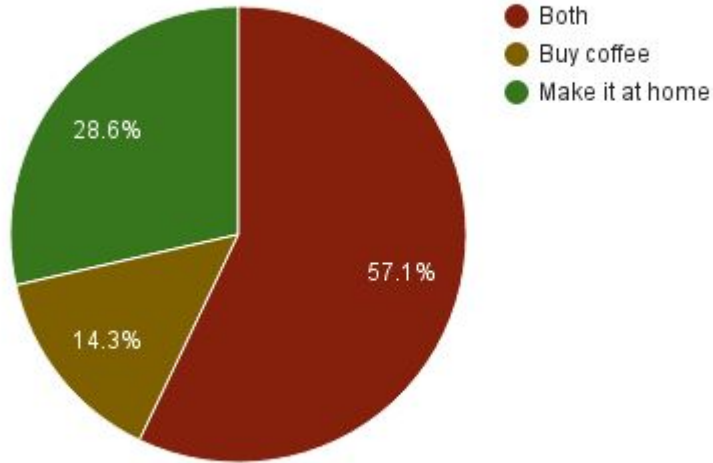


# DO YOU OWN A COFFEE MAKER?



# DO YOU MAKE OR BUY YOUR COFFEE?

Do You Usually Make Or Buy Your Coffee?



# CONCLUSIONS

- All respondents are coffee consumers.
- 2 cups of coffee is the average amount consumed in a day.
- Caribou Coffee is the preferred coffee shop.
- Average amount of money spent on coffee is \$5.
- The most popular motivation for drinking coffee is to gain energy.