

5.89K

TotalCupsOfCoffee

3051

Home Brewers

- What is your age group?
- <18 years old
 - >65 years old
 - 18-24 years old
 - 25-34 years old

840.71

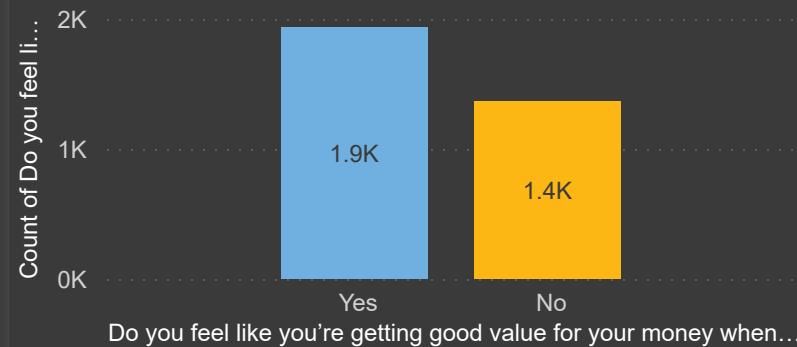
AvgCupsByAgeGroup

Education Level

- Bachelor's degree
- Doctorate or prof...
- ...

Value Perception at Cafes

Do you feel like you're getting good value for your money when...



Spending Patterns on Coffee Equipment in the Past 5 Years

Approximately how much have you spent on coffee equipment in the past 5 years?



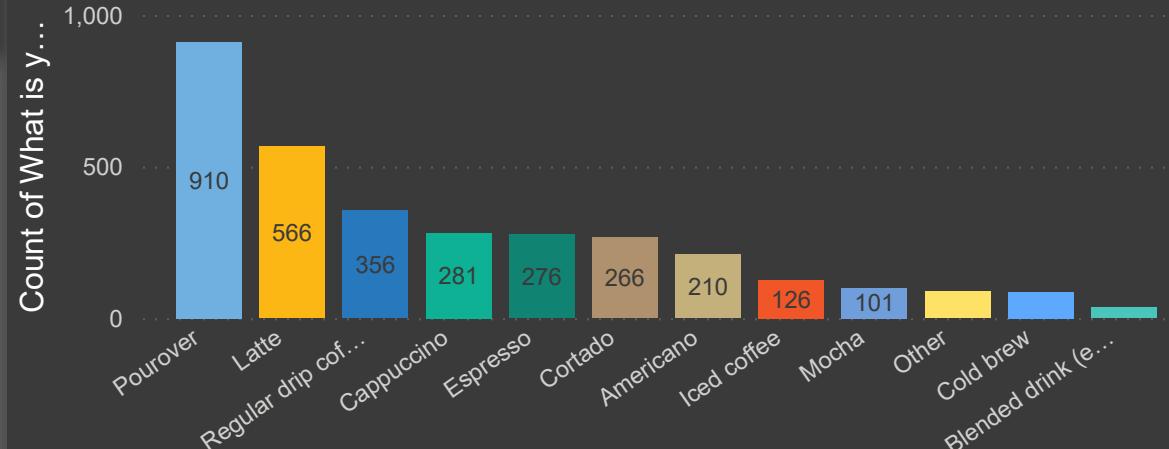
Approximately how much have you spent on coffee equipment in the past 5 years?

Great American Coffee Taste Test



Distribution of Favorite Coffee Drinks

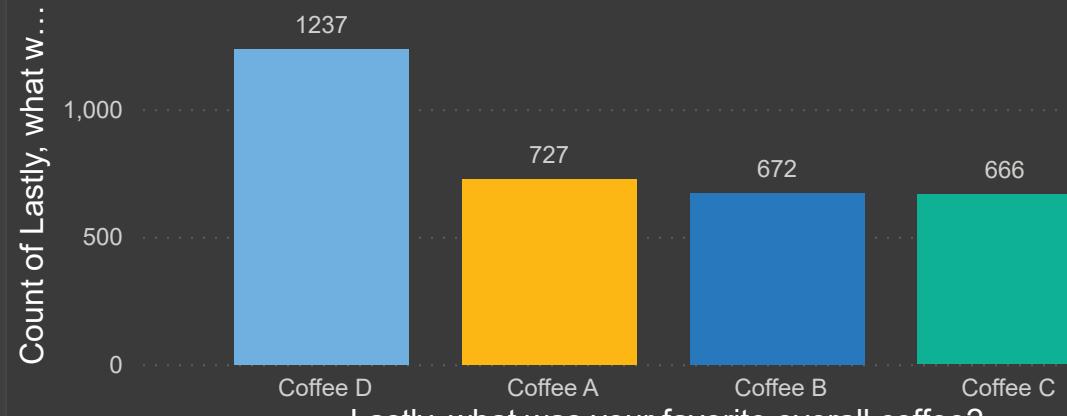
What is your favorite coffee drink?



What is your favorite coffee drink?

Favorite Overall Coffee

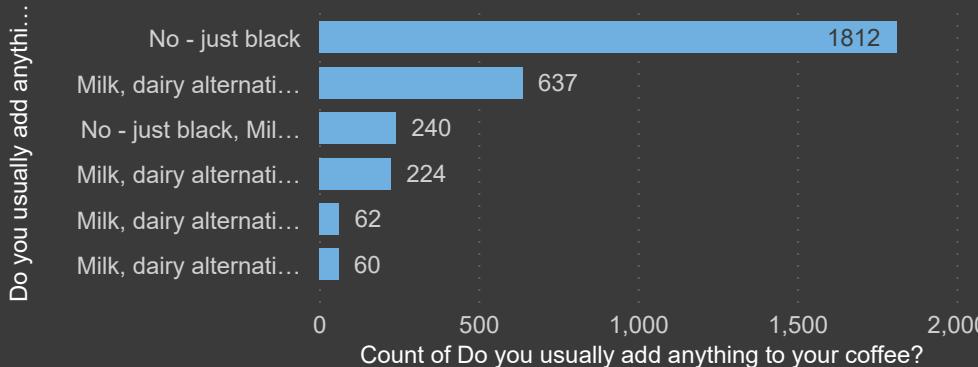
Lastly, what was your favorite overall coffee?



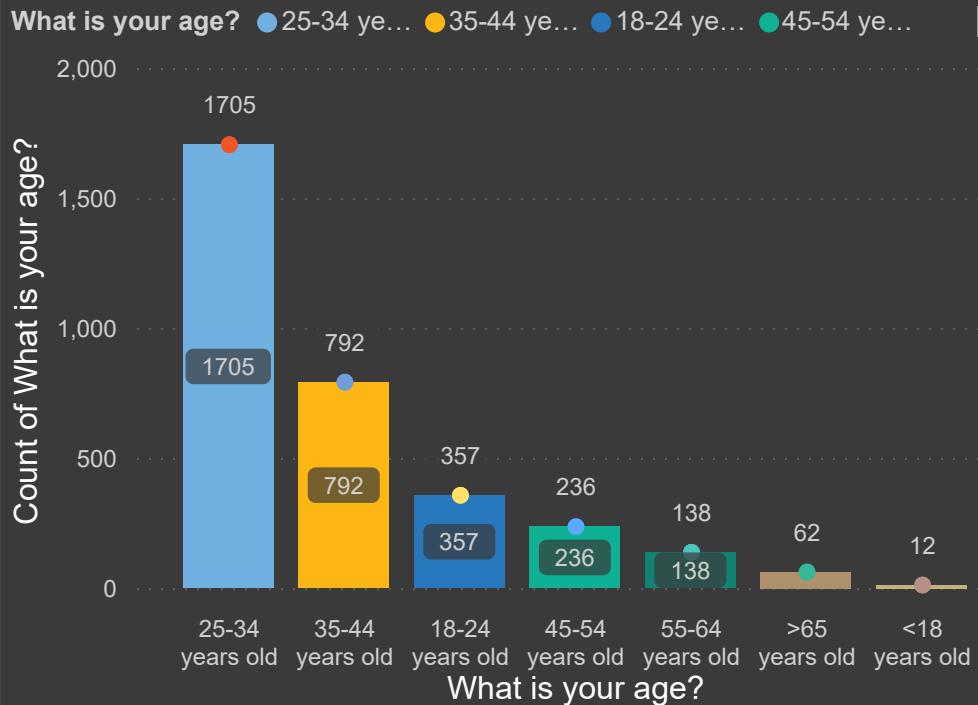
Lastly, what was your favorite overall coffee?

Great American Coffee Taste Test

Additives Preferences



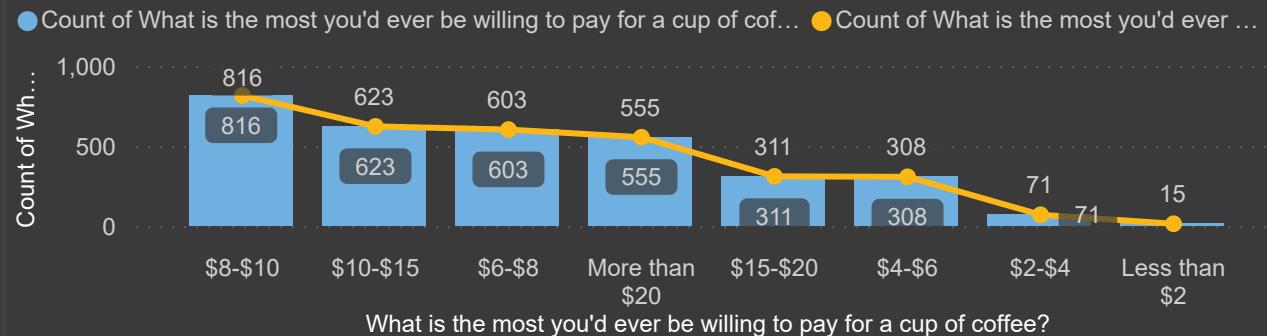
Age Group Preferences



- What is your age?
- <18 years old
 - >65 years old
 - 18-24 years old

- Education Level
- Bachelor's degree
 - Doctorate or professi...
 - High school graduate

Maximum Price Perception



Brewing Preferences

