Change in coffee consumption habits during Covid-19 Pandemic 2020?

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People are stuck at home unable to go out, this combined with the stress of a new working and studying environment with effectively unlimited coffee being a few meters away has the amount of coffee people drink changed? If so by how much and how generalised is this change?

To answer this question primary data will have to be collected by surveying individuals and analysing the data along with and against secondary data that us already available regarding coffee consumption. This should give a clear picture of any changes that might have taken place and if and how Covid-19 has affected the consumption of coffee.

The secondary data will be collected through research and the primary data will be collected through surveys shared out to a demographic which will include a big range of people but mostly working individuals and students

The primary data collected will predominantly be quantitative data collected through objective questions on the survey as well as some qualitative data collected through subjective questions about the individual’s personal opinion.

Survey Questions

1. Do you drink coffee or other caffeinated drinks regularly?
   * Yes
   * No
2. What age bracket best describes your age?
   * 14-19
   * 20-35
   * 35+
3. What is your Gender?
   * Male
   * Female
   * Others
4. Do you drink Coffee as a part of your workflow to help you work?
   * Yes
   * No
5. How many cups of coffee did you drink before Covid-19 Restrictions?
   * 0-1
   * 2-3
   * 4-5
   * 5+
6. What was your primary source of coffee during your normal workday?
   * Cafes
   * School/Work Cafeterias
   * Making your own at work/school
   * Taking your own coffee from home
   * Only drinking when home
7. Are you currently studying/working from home?
   * Yes
   * No
8. Where do you get your coffee during Covid-19 restrictions?
   * Cafes (Still trying to support local businesses)
   * Making my own
9. If you are making your own would you say you save money this way?
   * Yes
   * Not really
   * If anything, it’s more expensive
10. Would you say you are more inclined to drink coffee because how easy it is to just make a cup in your kitchen with minimum disruption to your workflow?
    * Very likely
    * Likely
    * Eh
    * Not likely
11. Do you think being safe at home has changed your coffee drinking habits?
    * Yes (I think I consume more coffee)
    * Yes (I think I consume less coffee)
    * No
12. If yes would you say the added stress caused by covid-19 and the extra workload from working from home has contributed to the change?
    * Strongly agree
    * Agree
    * Neither agree nor disagree
    * Disagree
13. How many cups of coffee do you drink during a normal day now? (Following Covid-19 restrictions)
    * 0-1
    * 2-3
    * 4-5
    * 6-7
    * 7+
14. Are you aware of the health risk sustained and excessive intake of caffeine has?
    * Very aware
    * Somewhat
    * I had no idea
15. What do you think is the recommended healthy maximum caffeine intake for your age group?
    * Up to 200 mg of caffeine (2 Normal milk coffees)
    * 000 – 350 mg of caffeine (3 Normal milk coffees)
    * 350 – 450 mg of caffeine (4 Normal milk coffees[[1]](#footnote-1))
    * 450 – 550 mg of caffeine (5 Normal milk coffees)
    * 600+ mg of caffeine (more than 5 normal milk coffees)
16. Would you say any change in your coffee drinking habits due to covid-19 will remain in the near future?
    * Likely
    * Eh
    * Unlikely

# References

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1. Kelly, C. K., and J. R. Prichard. 2016. "Demographics, Health, and Risk Behaviors of Young Adults Who Drink Energy Drinks and Coffee Beverages."  *J Caffeine Res* 6 (2):73-81. doi: 10.1089/jcr.2015.0027. [↑](#footnote-ref-1)