

Great American Coffee Taste Test

4011

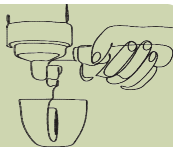
Total Responses

Not every participant filled out every question

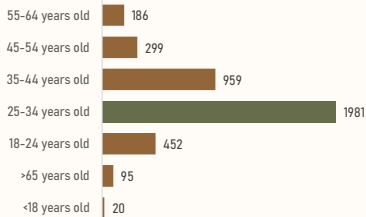
BACKGROUND INFORMATION

ADDITIONAL INFORMATION

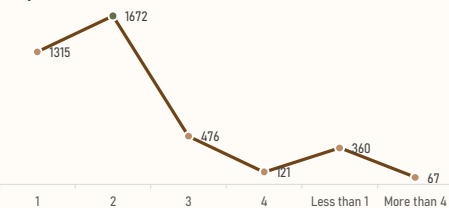
TASTE TEST PREFERENCE



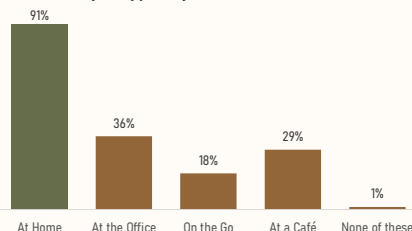
Age



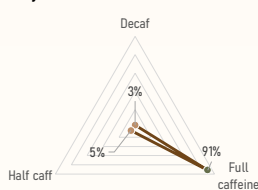
How many cups of coffee do you typically drink per day?



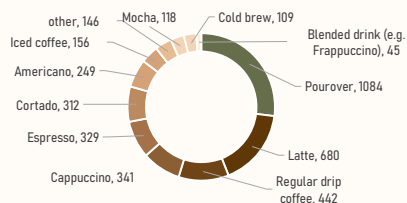
Where do you typically drink coffee?



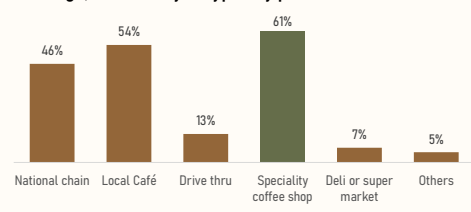
How much caffeine do you like in your coffee?



What is your favorite coffee drink?



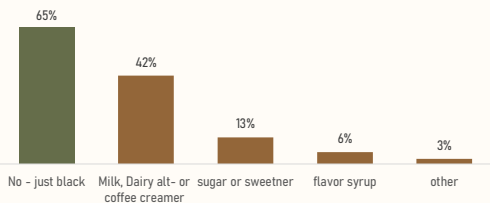
On the go, where do you typically purchase coffee?



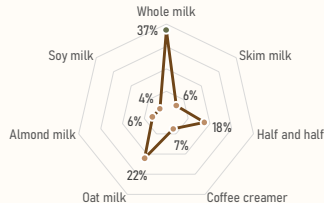
How do you brew coffee at



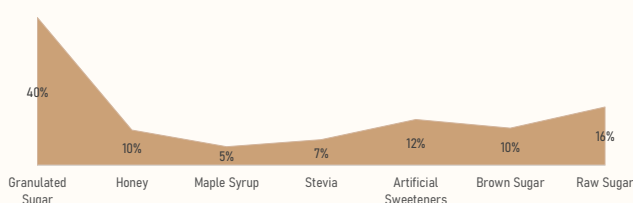
Do you usually add anything to your coffee?



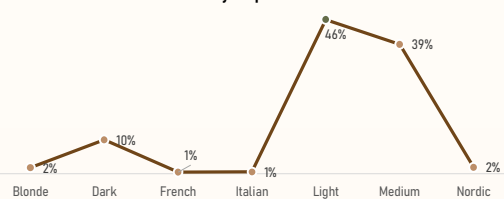
What kind of dairy do you add?



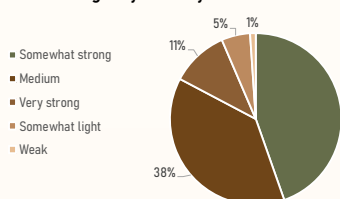
What kind of sugar or sweetener do you



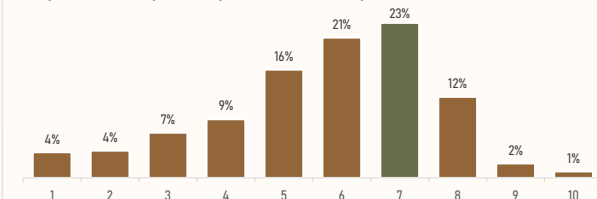
What roast level of coffee do you prefer?



How strong do you like your coffee?



Lastly, how would you rate your own coffee expertise?



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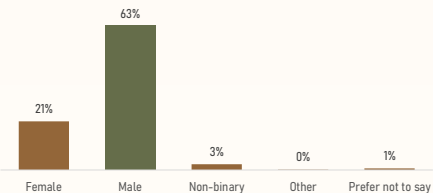
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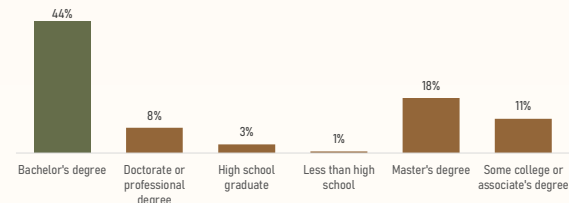
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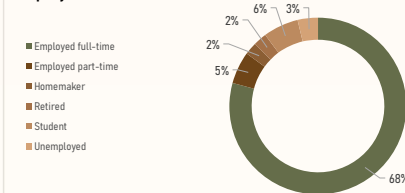
Gender



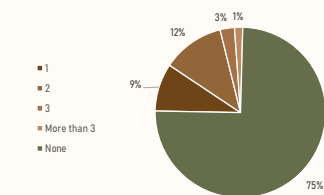
Education Level



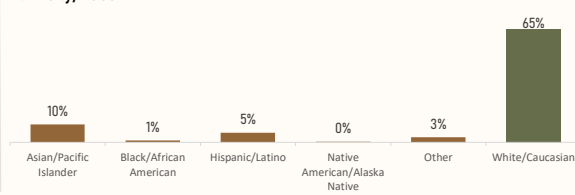
Employment Status



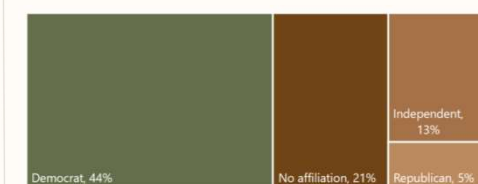
Number of Children



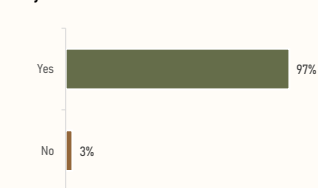
Ethnicity/Race



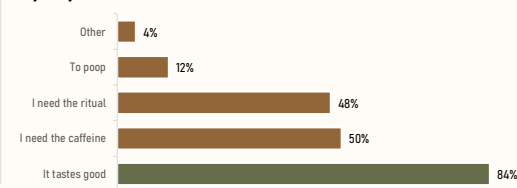
Political Affiliation



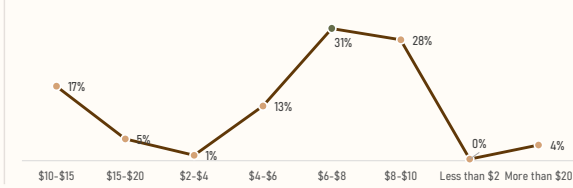
Do you like the taste of coffee?



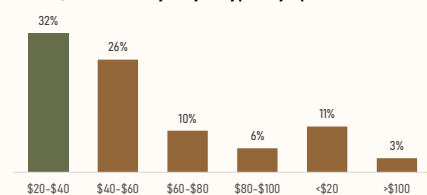
Why do you drink coffee?



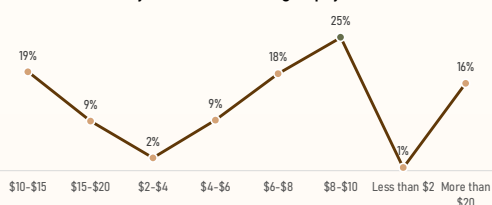
What is the most you've ever paid for a cup of coffee?



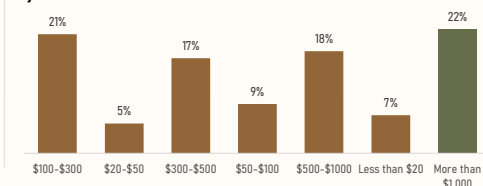
In total, much money do you typically spend on



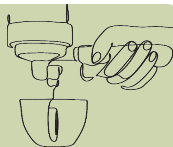
What is the most you'd ever be willing to pay for a



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



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Coffee A

Rate	Bitterness	Acidity	Personel preference
0	5%	6%	6%
1	25%	3%	8%
2	43%	9%	18%
3	18%	25%	23%
4	7%	40%	31%
5	2%	17%	16%

Coffee B

Rate	Bitterness	Acidity	Personel preference
0	6%	6%	6%
1	7%	19%	6%
2	21%	42%	21%
3	36%	26%	34%
4	25%	6%	27%
5	5%	1%	6%

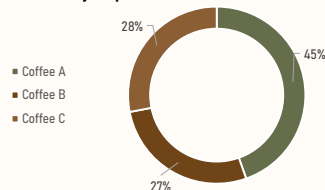
Coffee C

Rate	Bitterness	Acidity	Personel preference
0	6%	6%	6%
1	6%	16%	8%
2	21%	38%	22%
3	34%	29%	30%
4	27%	9%	24%
5	6%	1%	10%

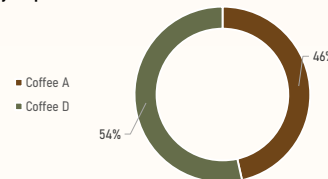
Coffee D

Rate	Bitterness	Acidity	Personel preference
0	6%	6%	6%
1	30%	3%	15%
2	34%	7%	14%
3	18%	18%	14%
4	9%	39%	23%
5	3%	27%	28%

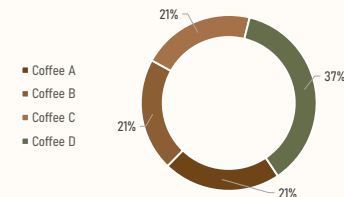
Between Coffee A, Coffee B, and Coffee C which did you prefer?



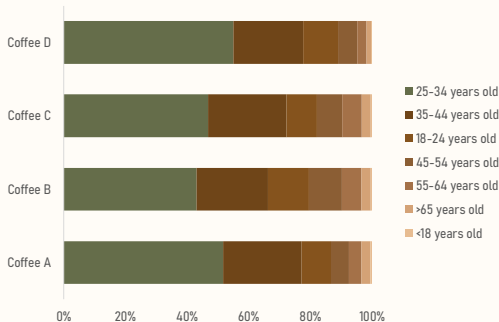
Between Coffee A and Coffee D, which did you prefer?



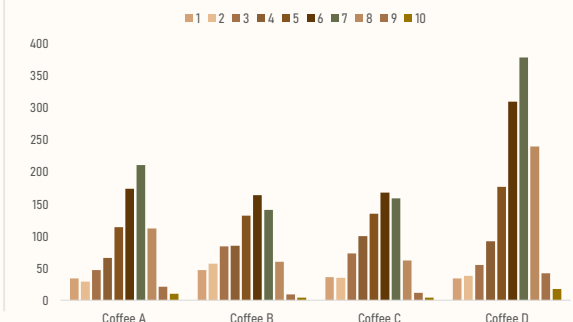
What was your favorite overall coffee?



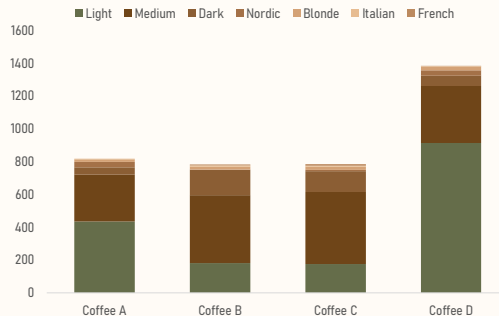
Age vs Drink count per day



Coffee preferences vs Self-rated expertise



Roast level preferences vs Coffee preferences



Coffee preferences by age

