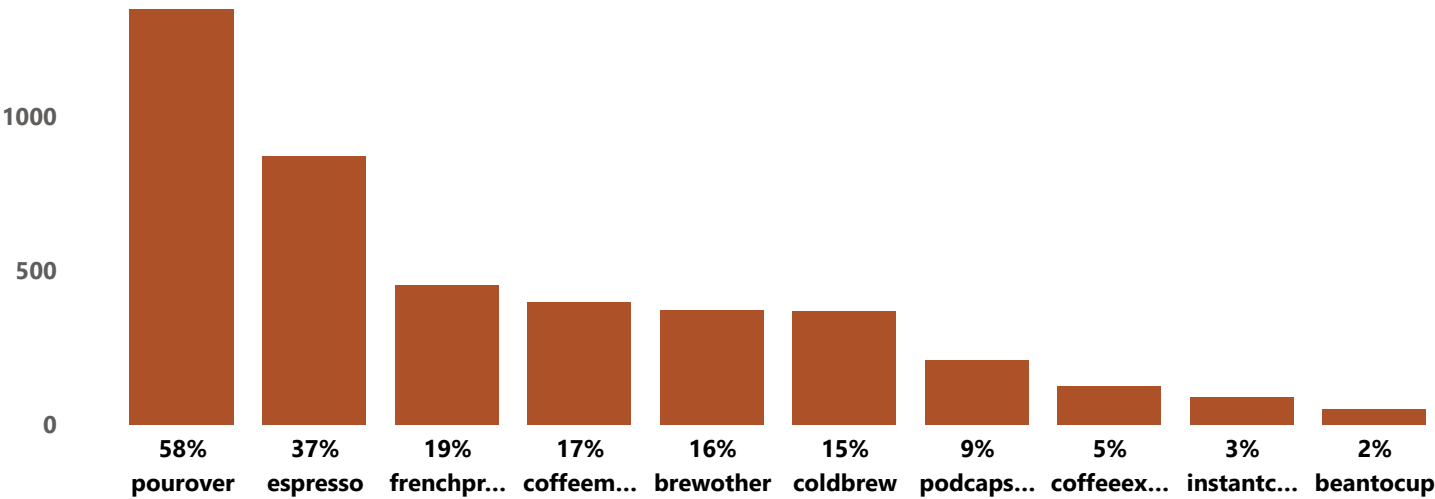


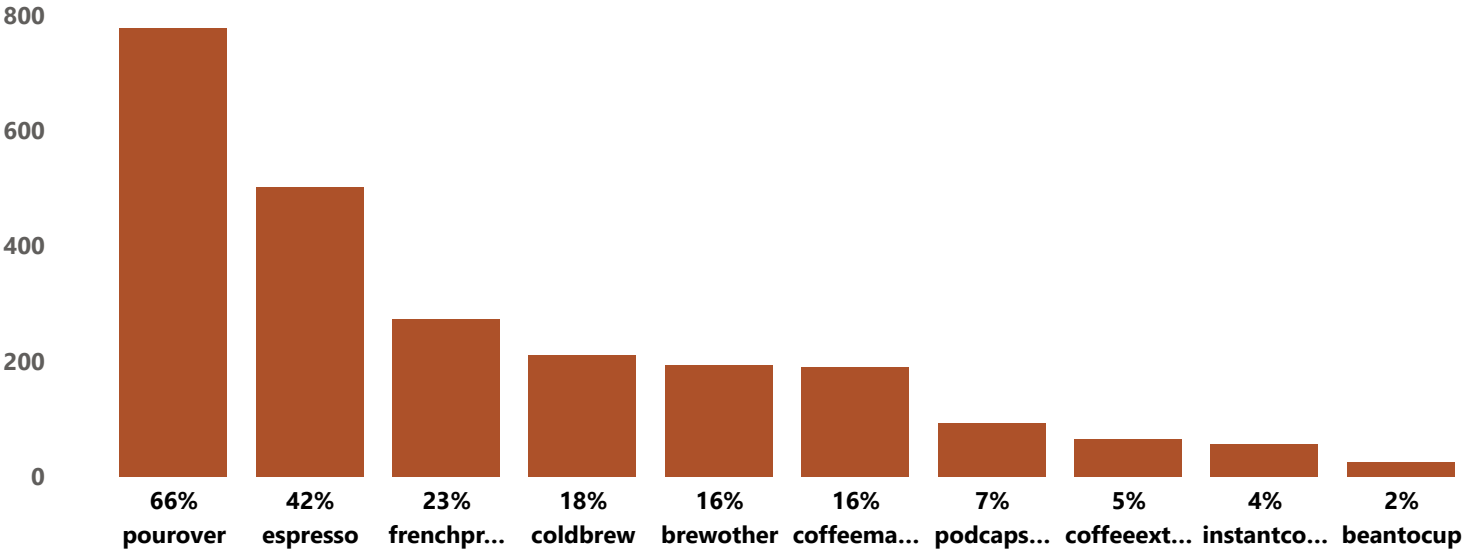


Target Audience	Total Count	Count	Percentage (%)
cafe-goers	4042	1170	28
out-of-home-coffee-drinkers	4042	2312	57

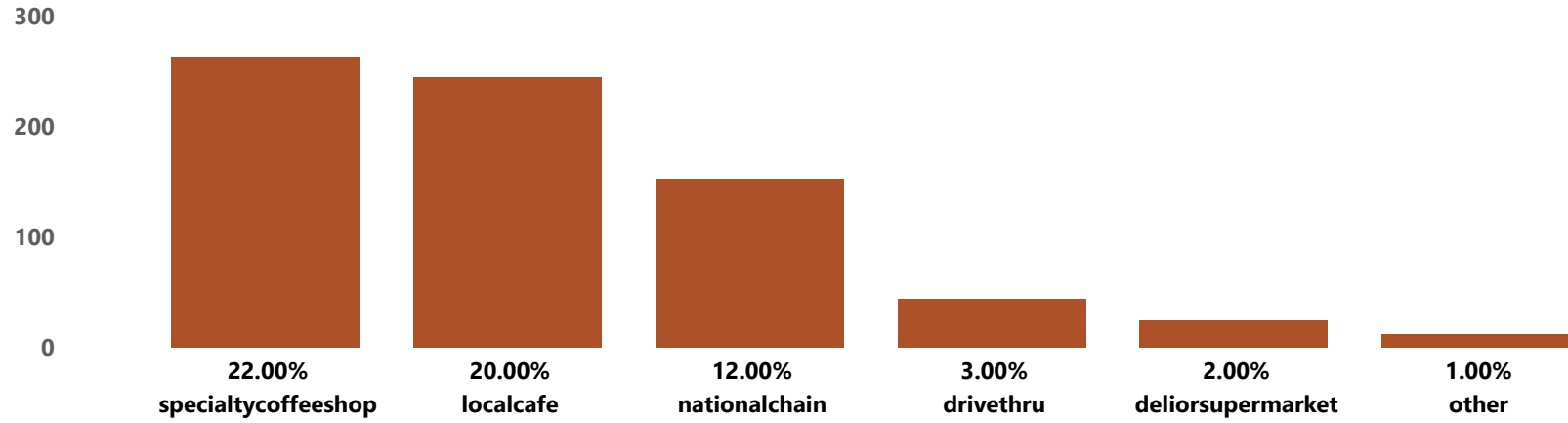
Brewing Preference of Out-of-home-Coffee-drinkers



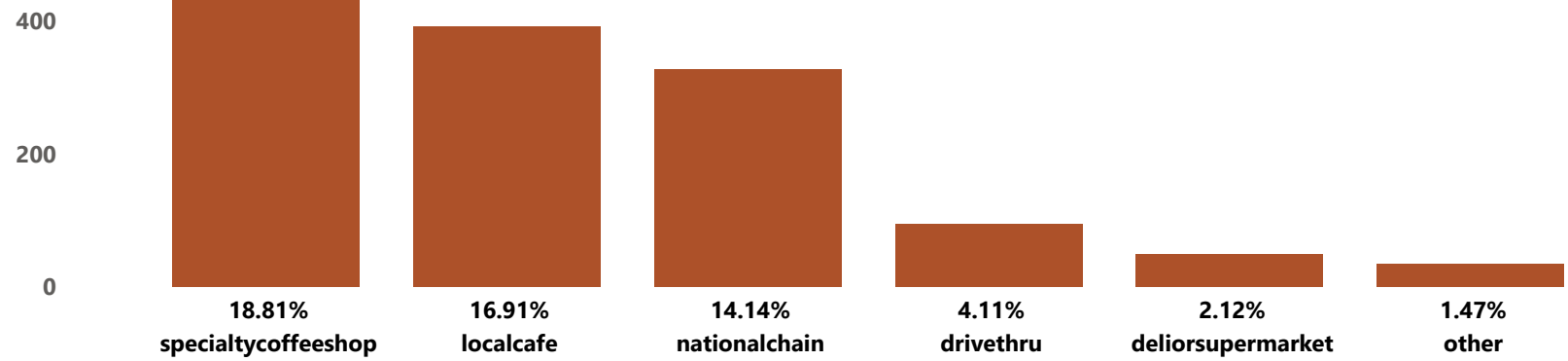
Brewing Preference of Cafe-Goers



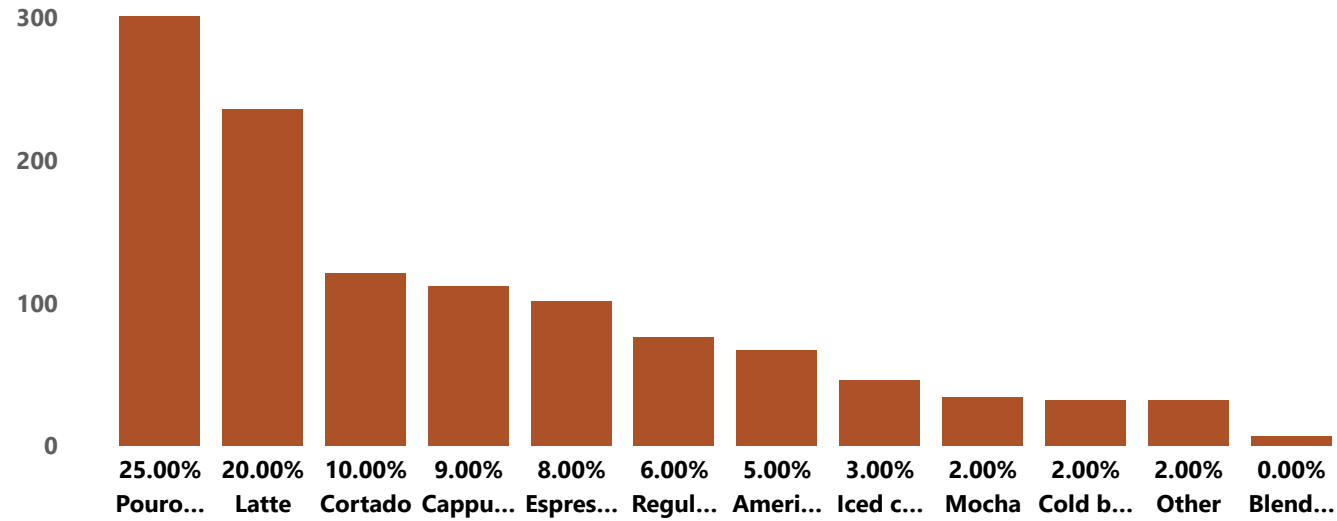
On-the-go Purchase Preference (Cafe-Goers)



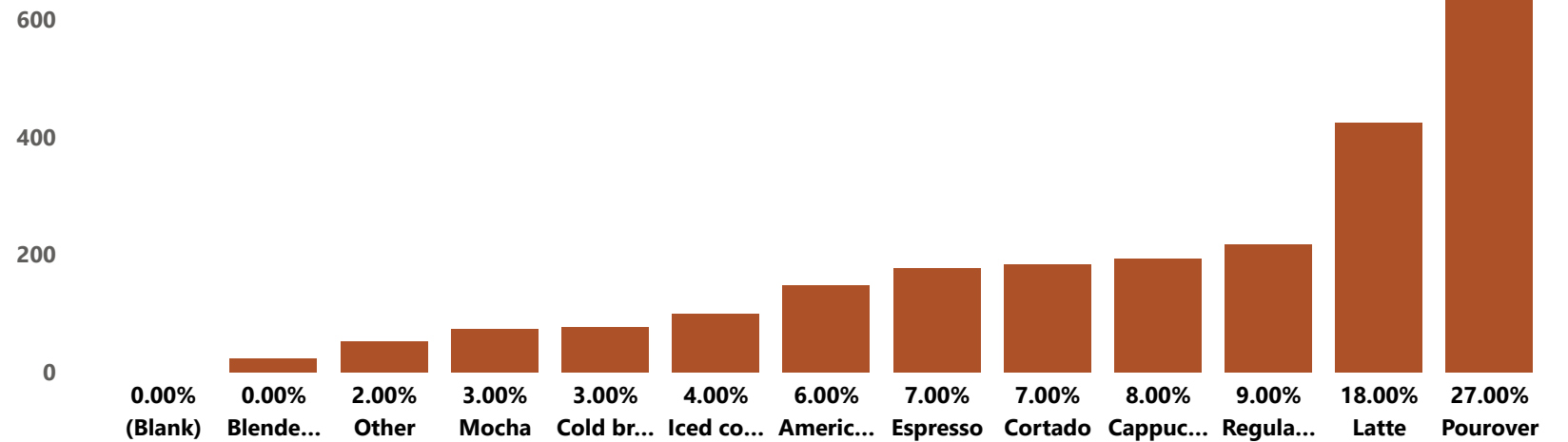
On-the-go Purchase Preference (Out-of-home-Coffee-drinkers)



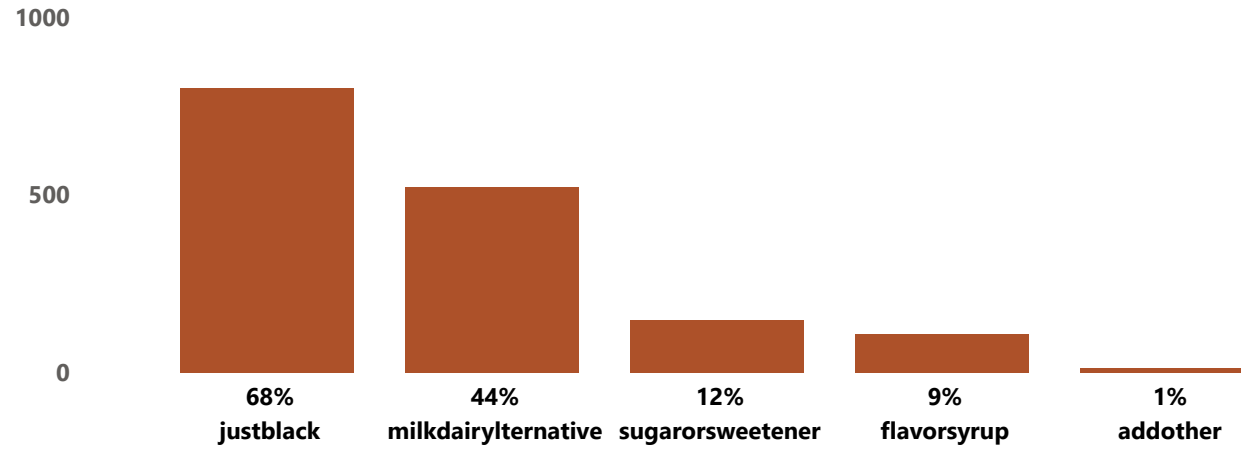
Favourite Drink (Cafe-Goers)



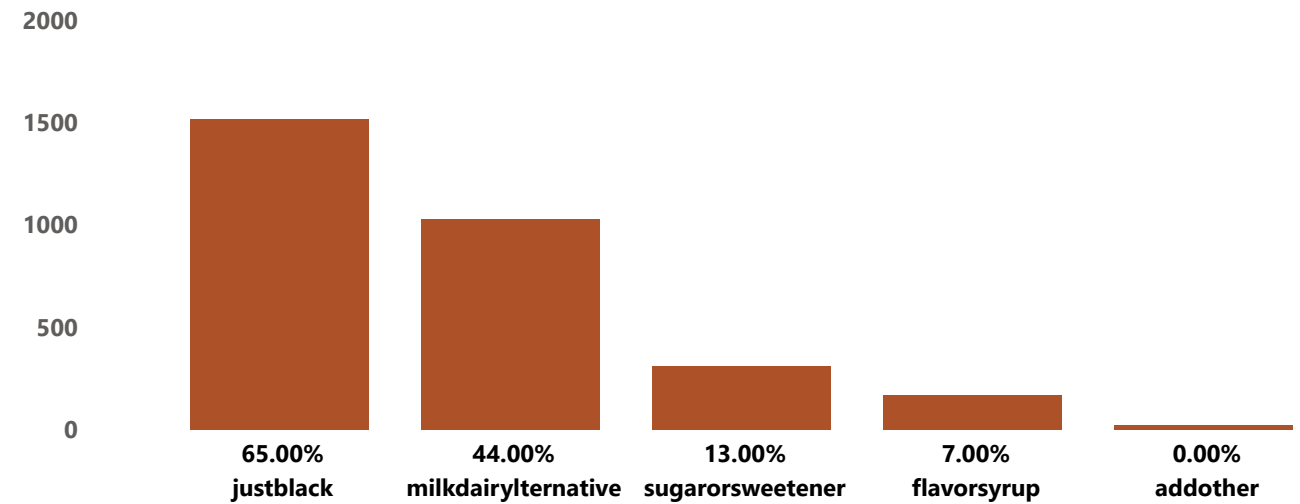
Favourite Drink (Out-of-home-coffee-drinkers)



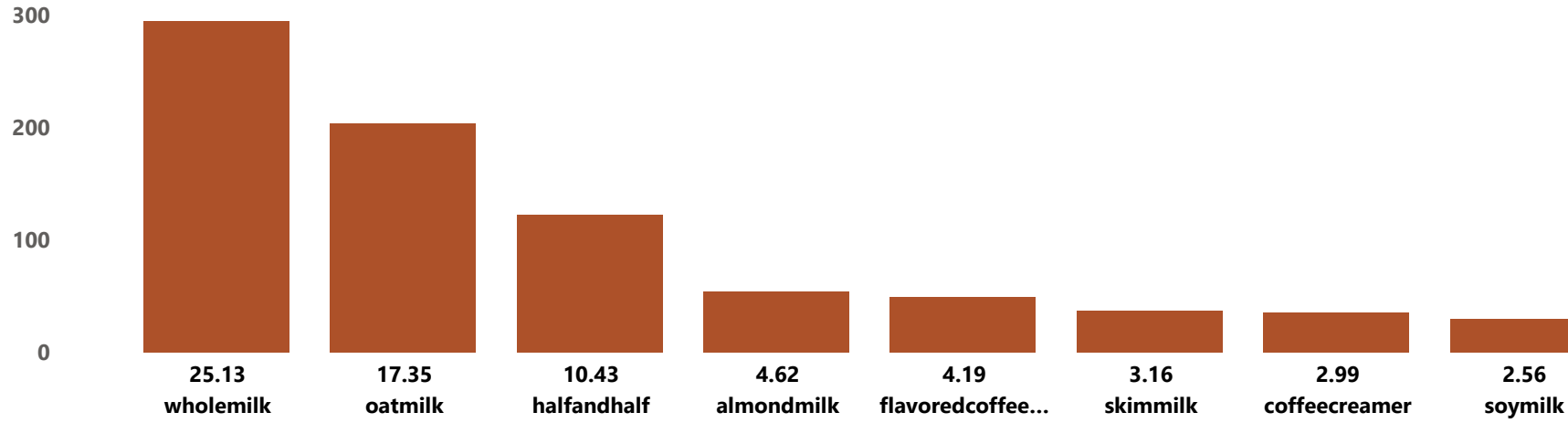
Add-to-Coffee Preference (Cafe-goers)



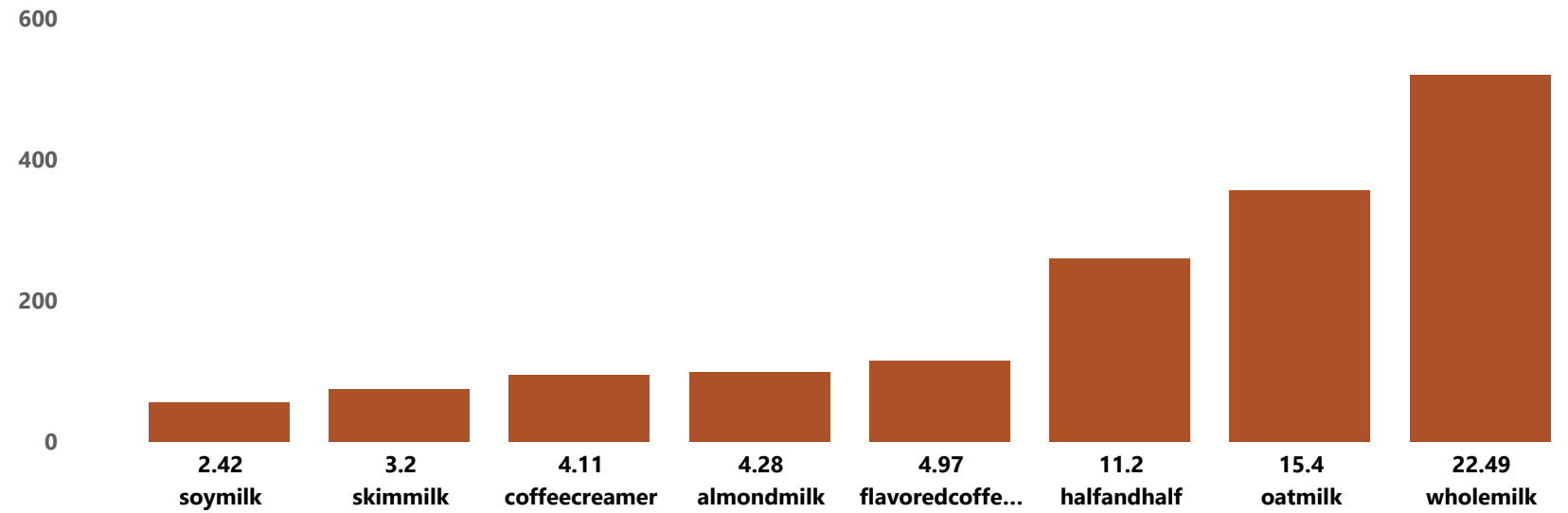
Add-to-Coffee Preference (Out-of-home-Coffee-drinkers)



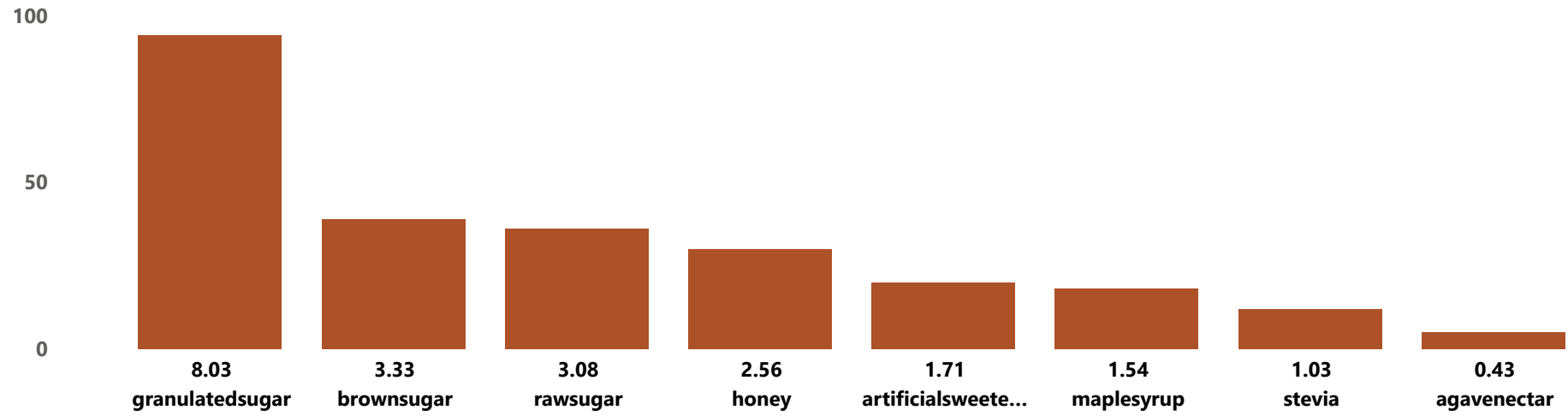
Dairy-add Preference (Cafe-goers)



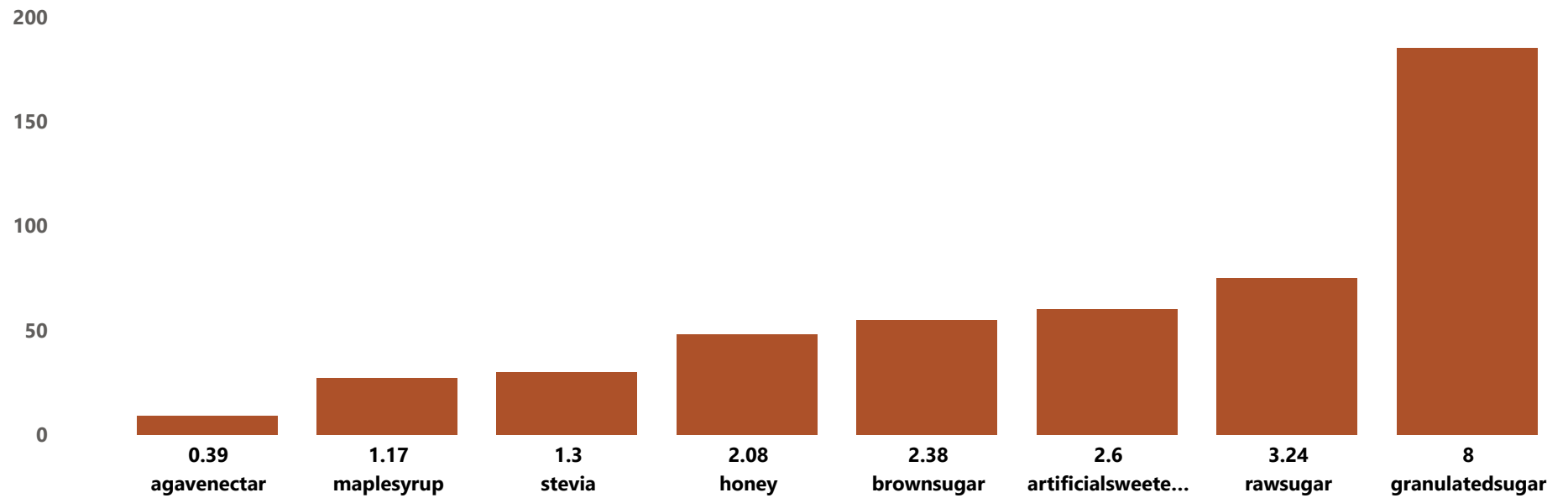
Dairy-add Preference (Out-of-home-Coffee-drinkers)



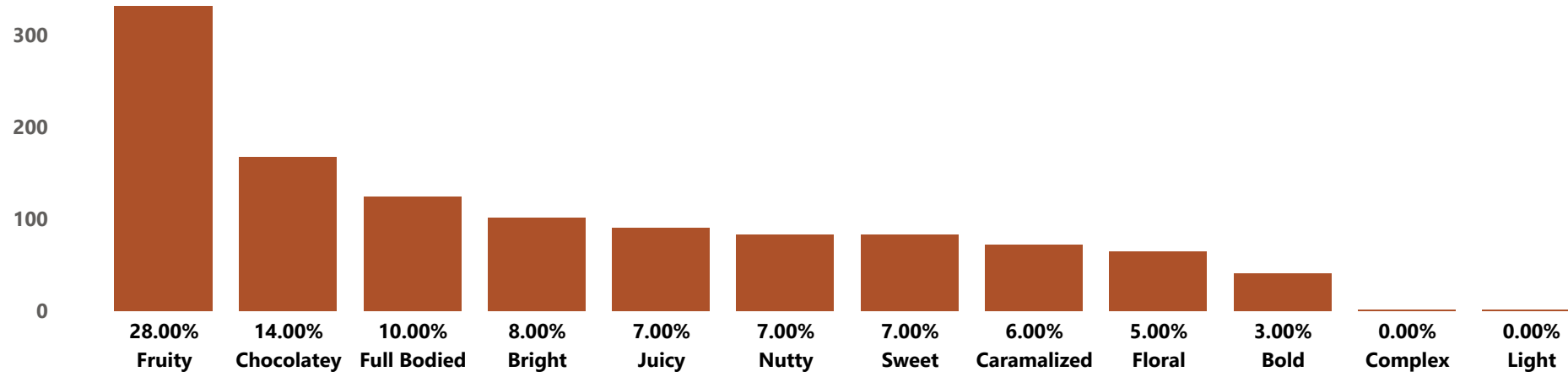
Sugar Preference (Cafe-goers)



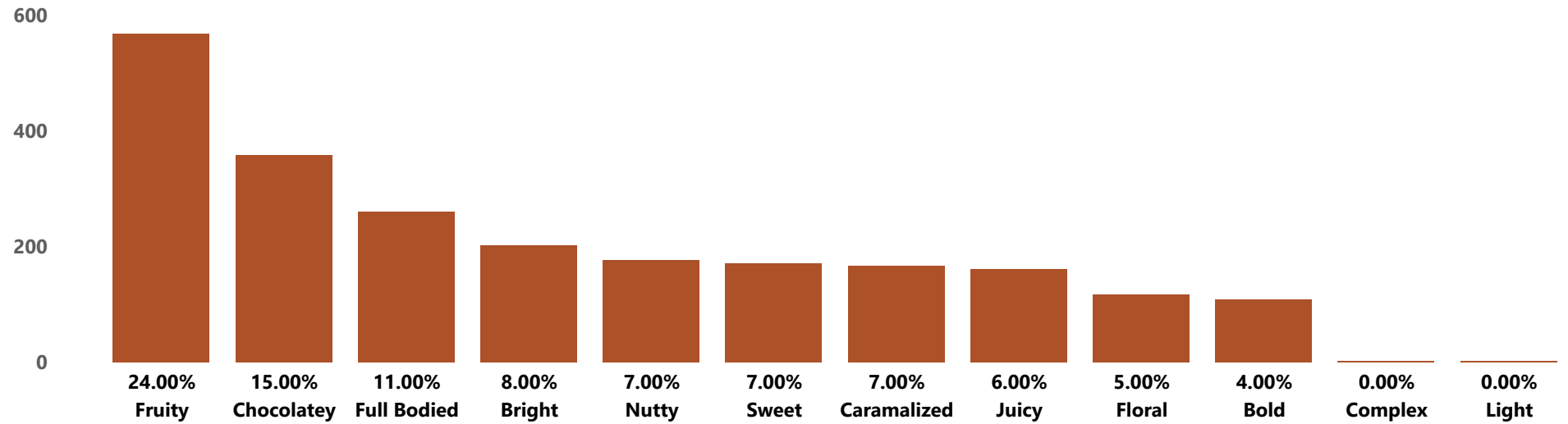
Sugar Preference (Out-of-home-Coffee-drinkers)



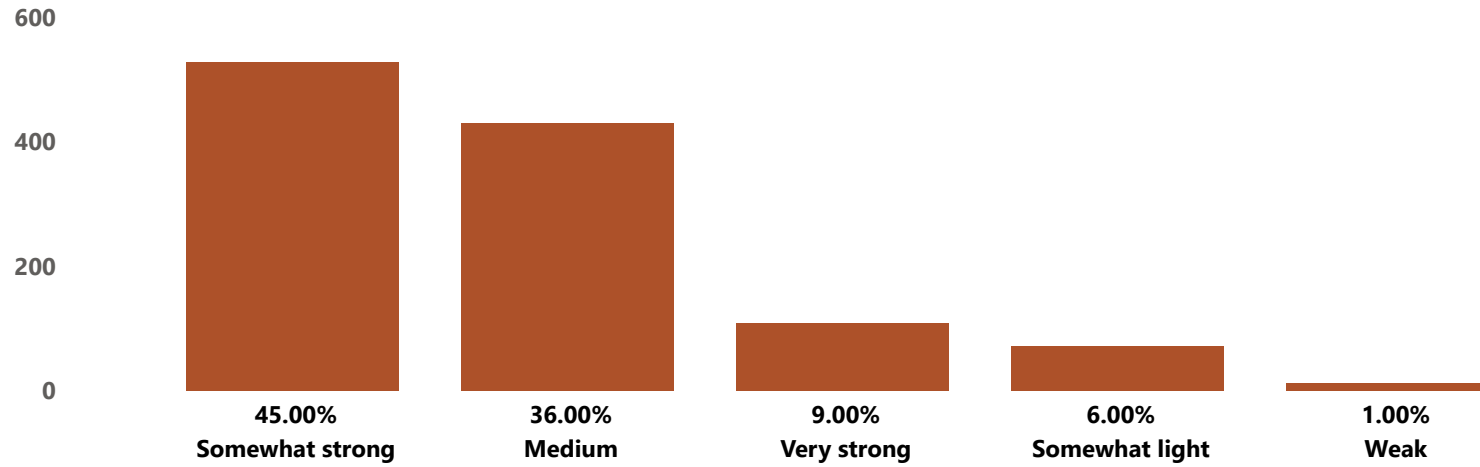
Type Preference (Cafe-goers)



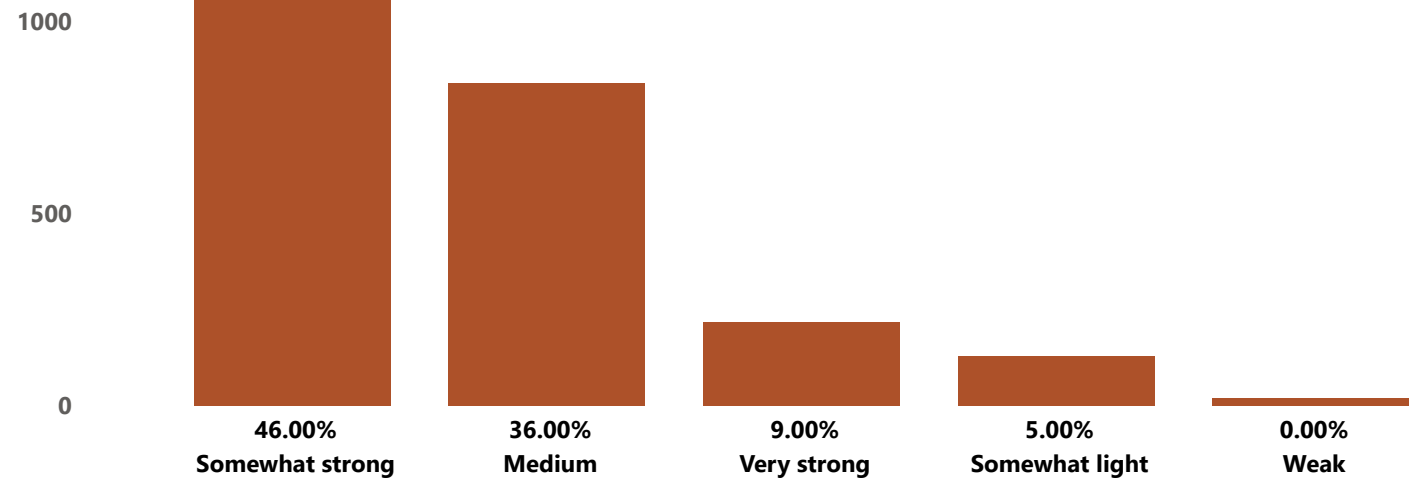
Type Preference (Out-of-home-Coffee-drinkers)



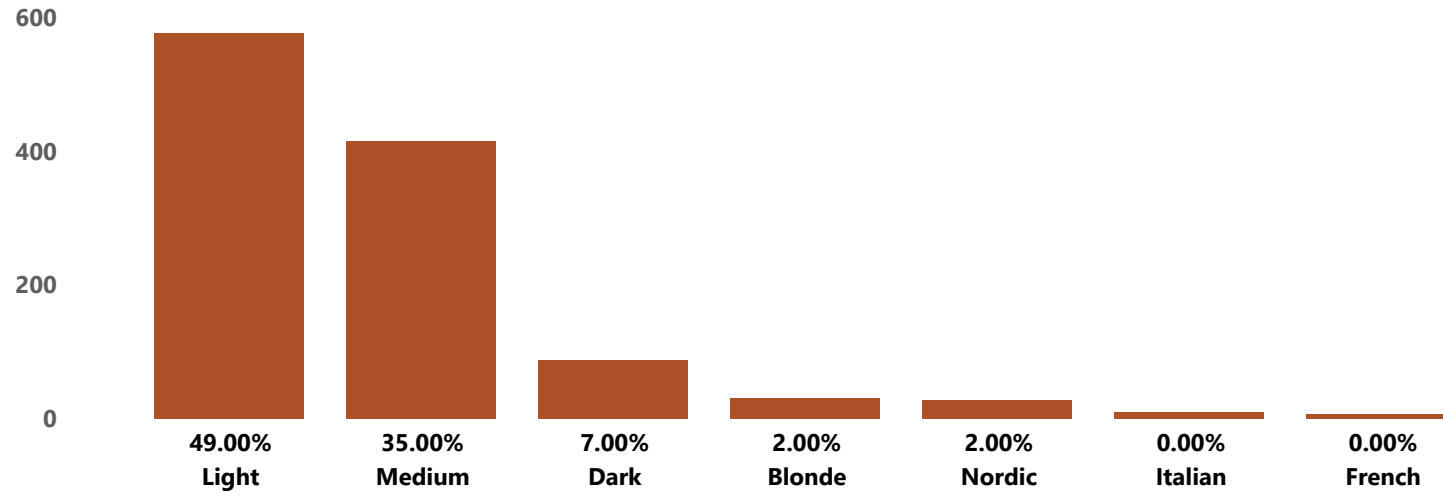
Coffee Strength Preference (Cafe-goers)



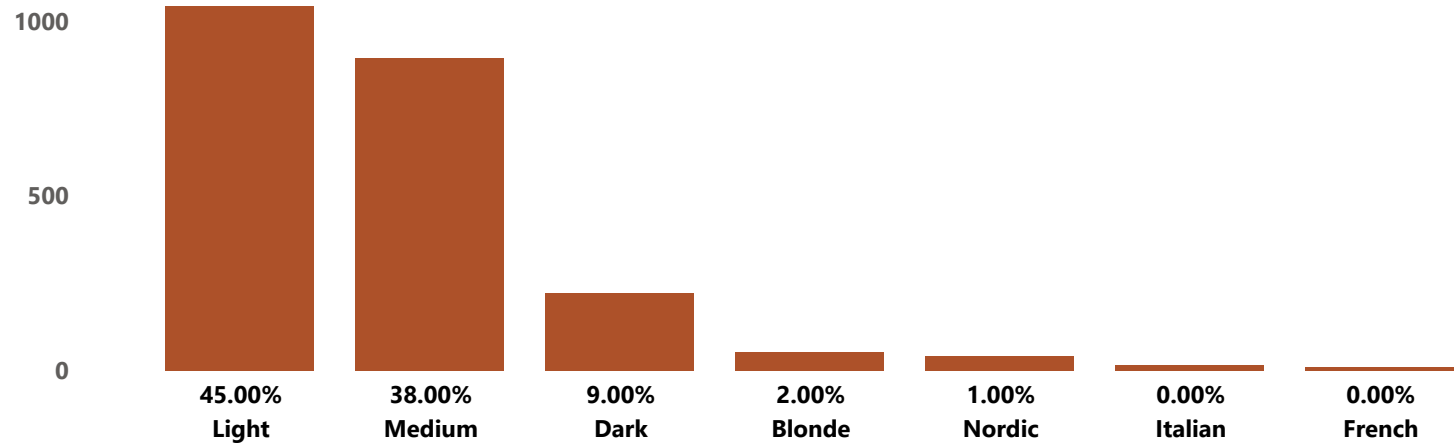
Coffee Strength Preference (Out-of-home-Coffee-drinkers)



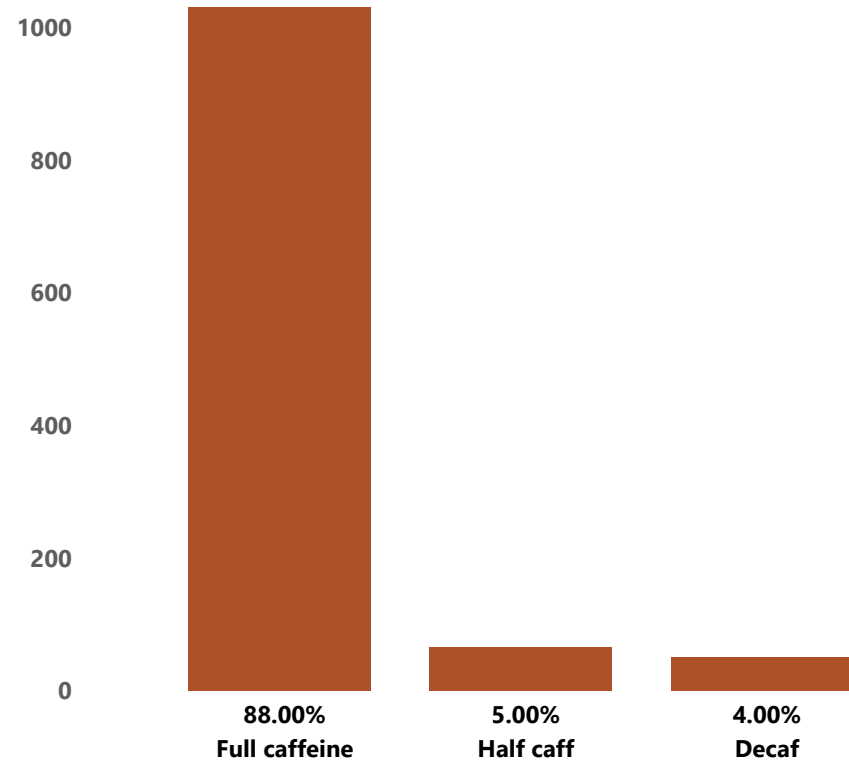
Roast-level Preference (Cafe-goers)



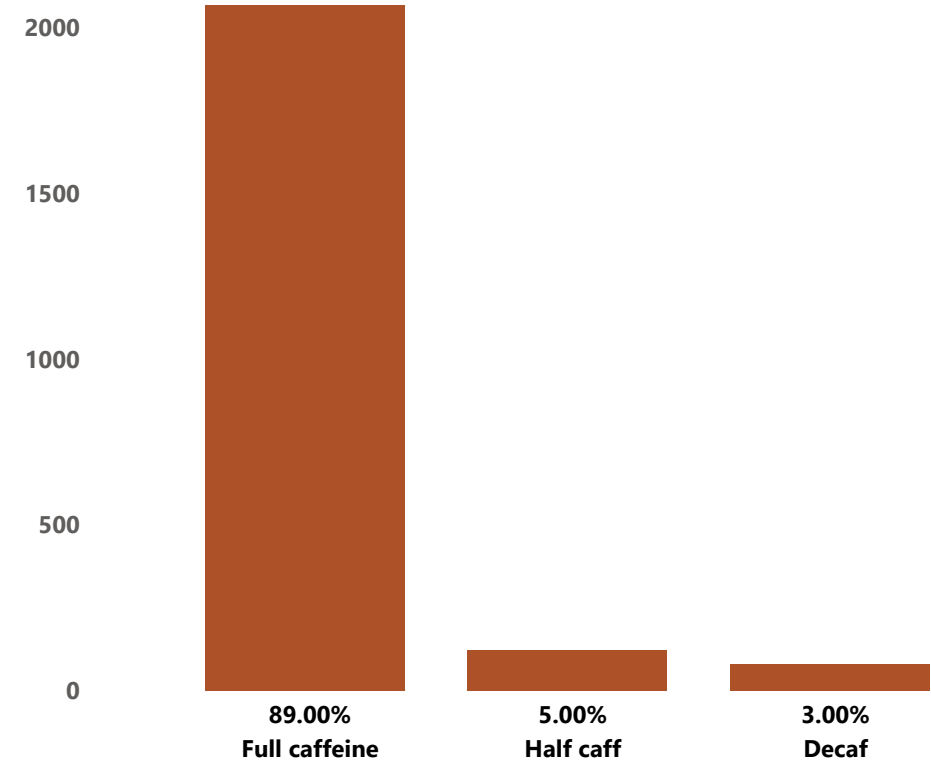
Roast-level Preference (Out-of-home-Coffee-drinkers)



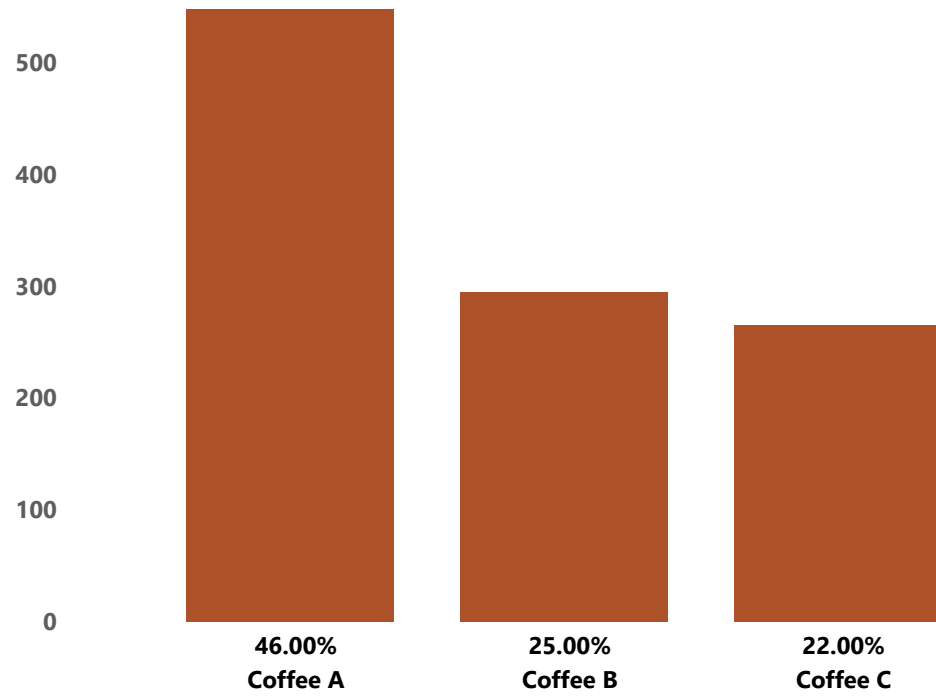
Caffeine amount Preference (Cafe-goers)



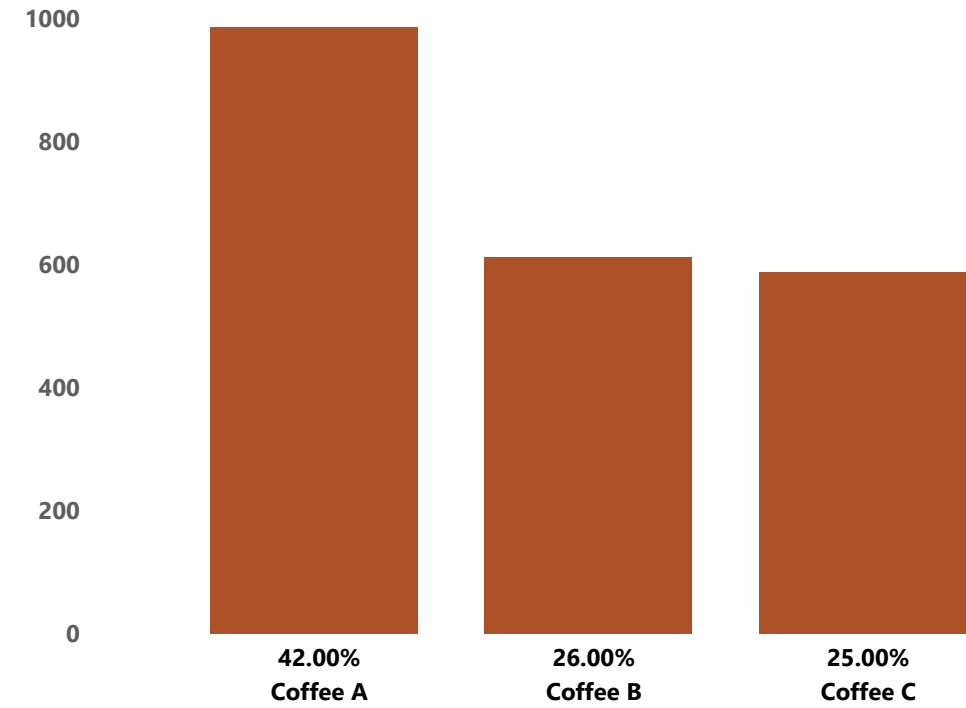
Caffeine amount Preference (Out-of-home-Coffee-drinkers)



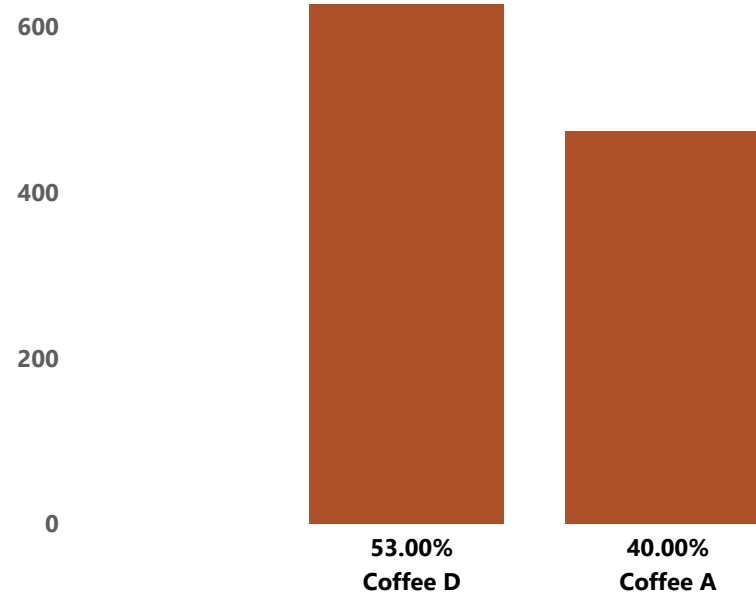
Coffee Preference (Cafe-goers)



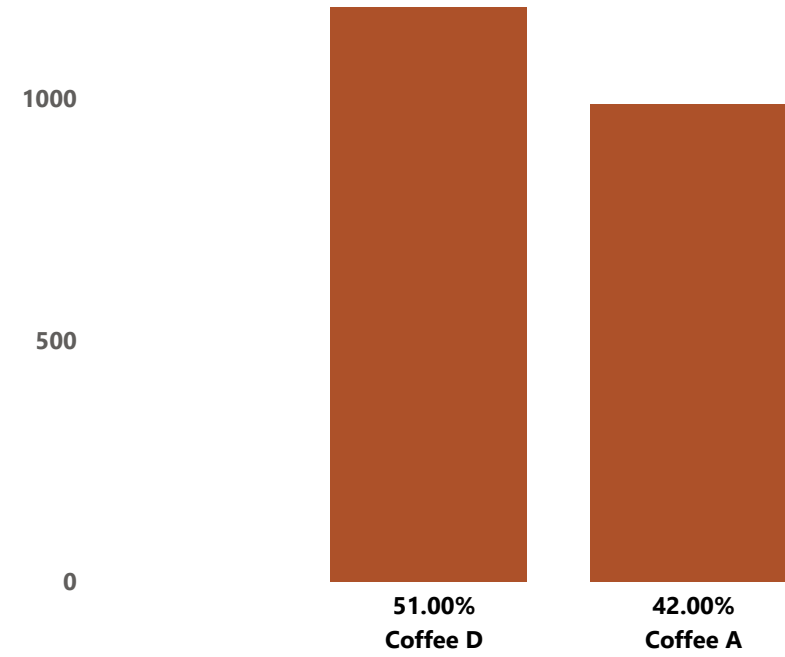
Coffee Preference (Out-of-home-Coffee-drinkers)



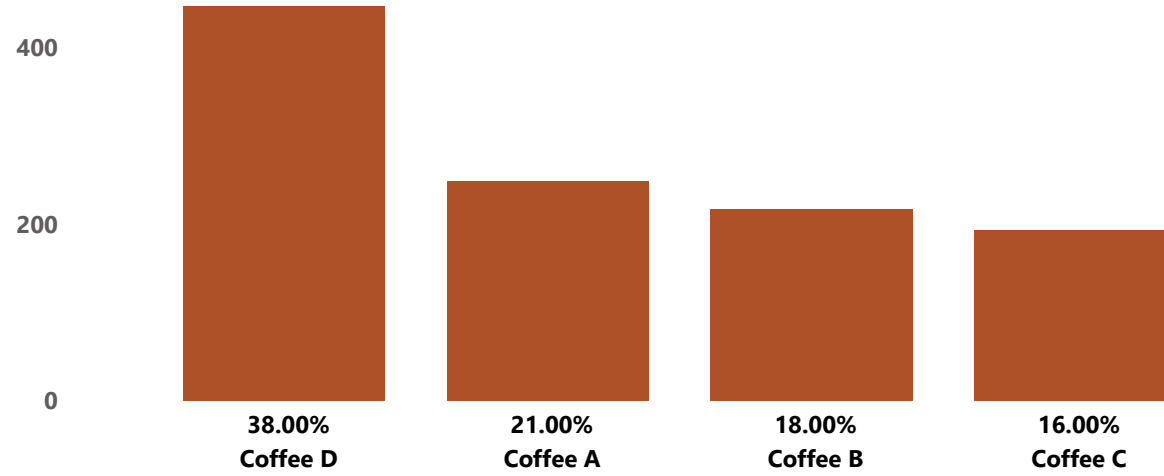
Coffee Preference (Cafe-goers)



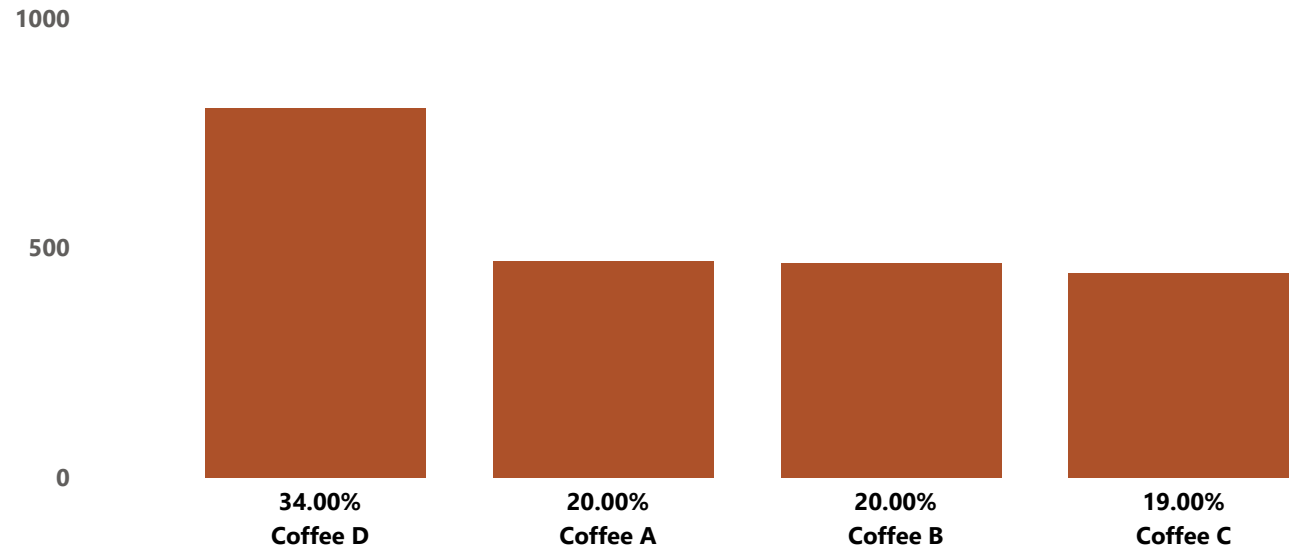
Coffee Preference (Out-of-home-Coffee-drinkers)



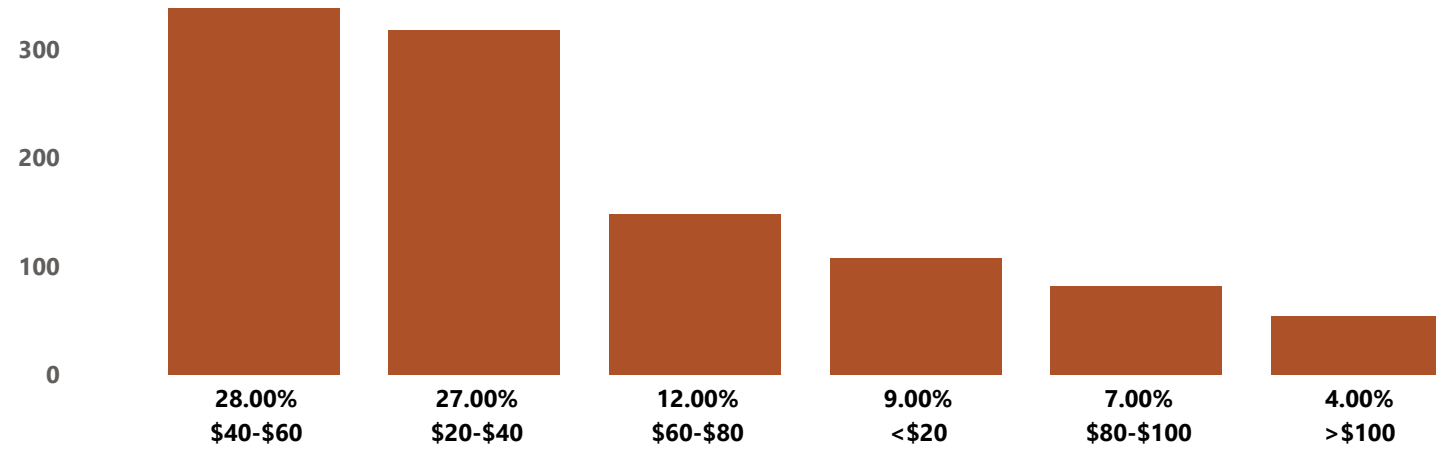
Coffee Preference (Cafe-goers)



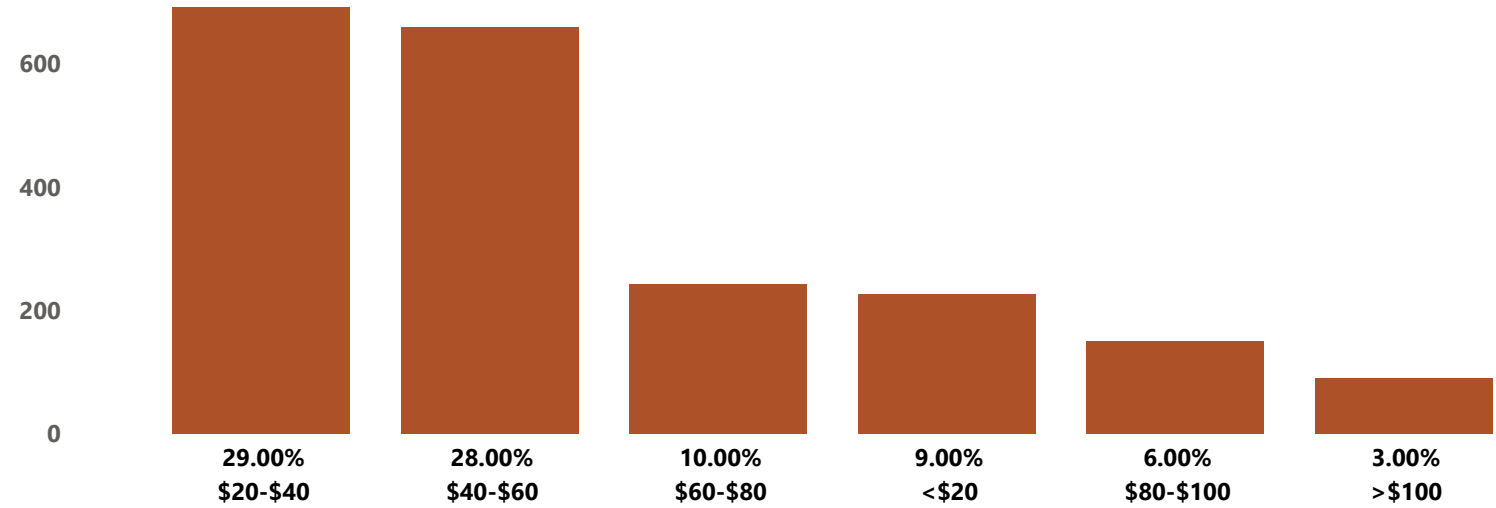
Coffee Preference (Out-of-home-Coffee-drinkers)



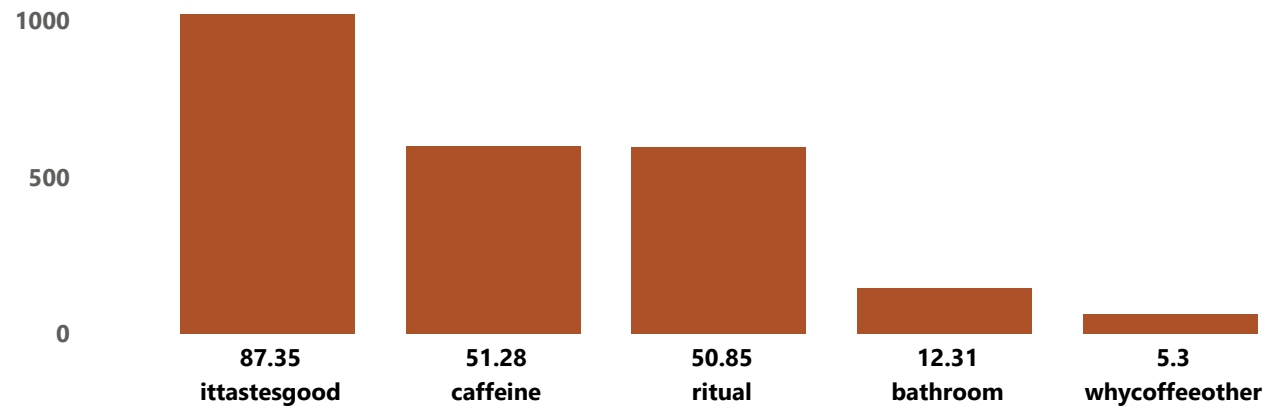
Monthly Expense (Cafe-goers)



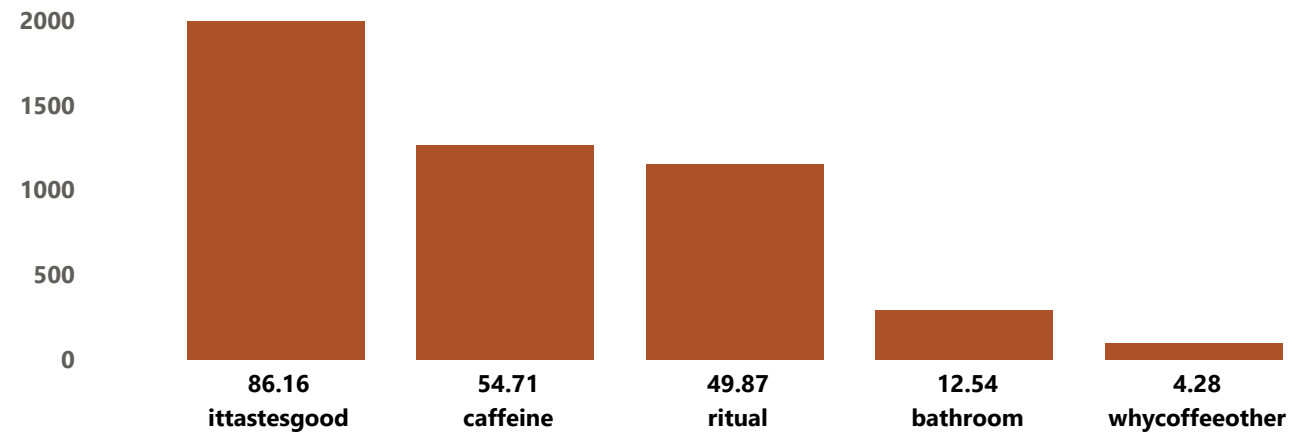
Monthly Expense (Out-of-home-Coffee-drinkers)



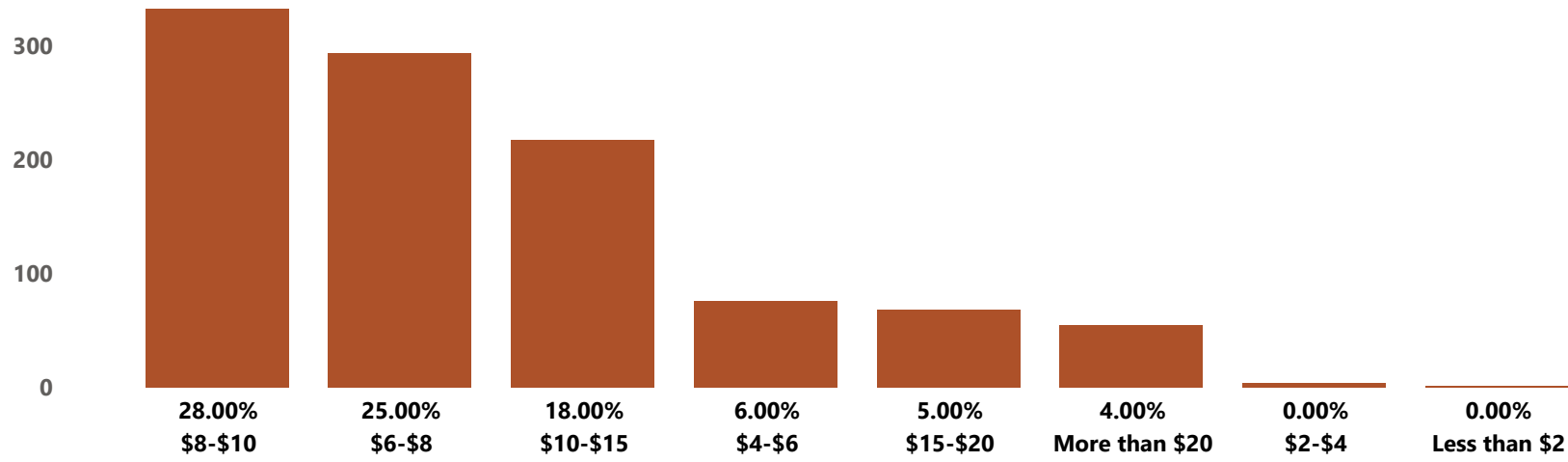
Why do they drink Coffee? (Cafe-goers)



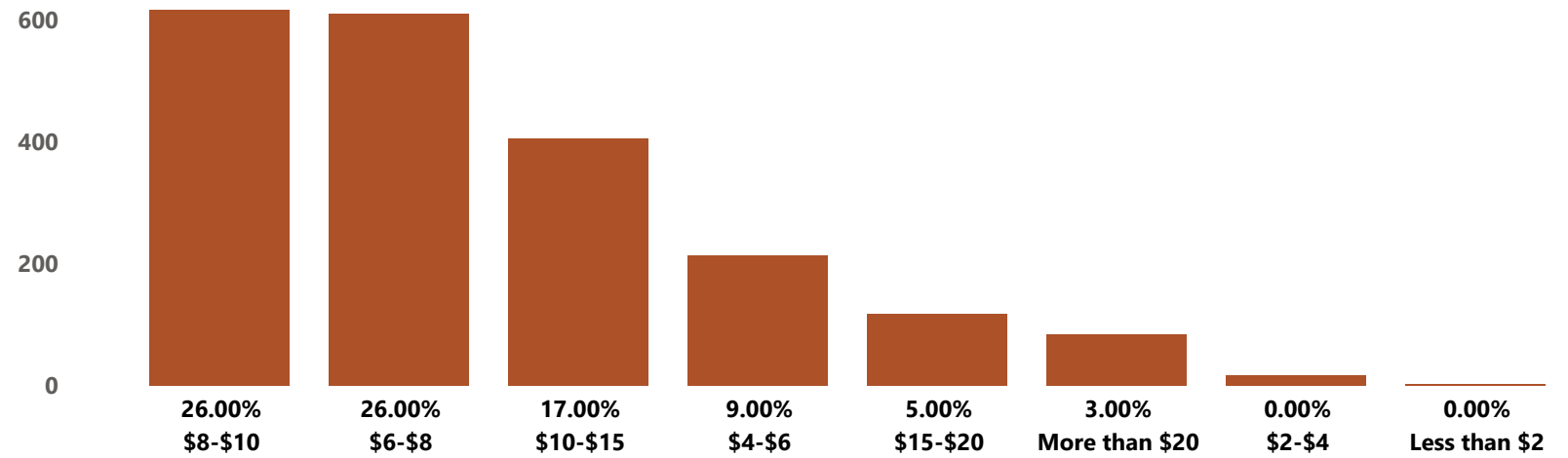
Why do they drink Coffee? (Out-of-home-Coffee-drinkers)



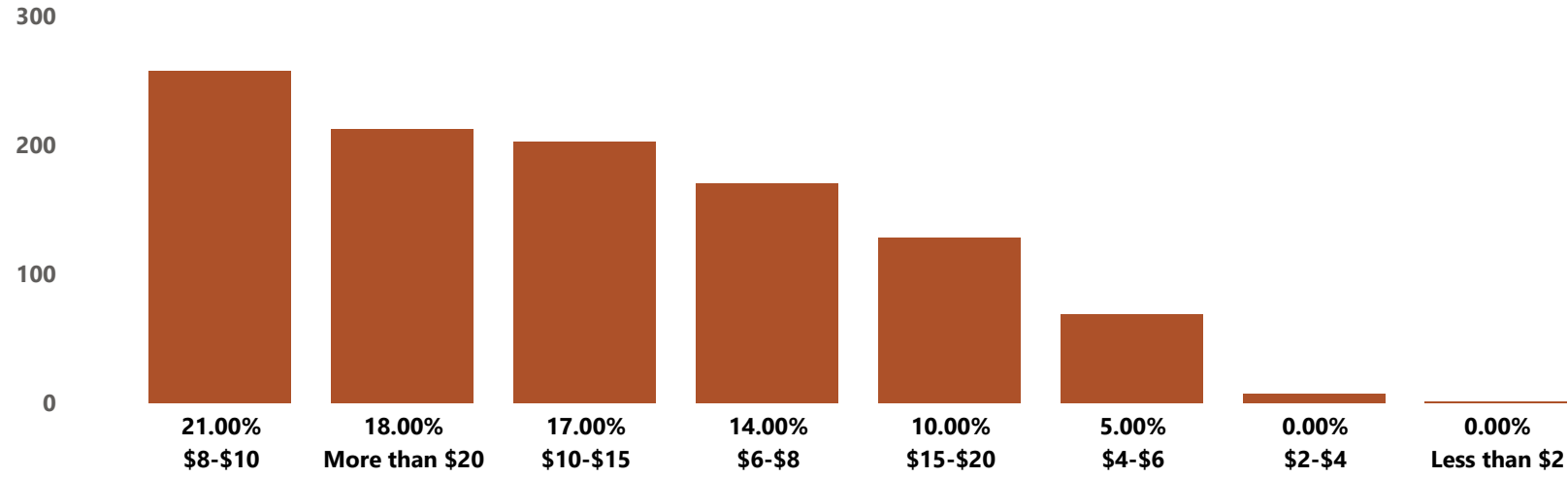
Max Amount Paid Per Coffee (Cafe-goers)



Max Amount Paid Per Coffee (Out-of-home-Coffee-drinkers)



Max amount willing to pay (Cafe-goers)



Max amount willing to pay (Out-of-home-Coffee-drinkers)

