

**1. Coffee or tea**

Do you prefer coffee or tea?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Coffee	46%	46%	46%	34%	44%	47%	62%	49%	43%	48%
Tea	24%	22%	25%	34%	24%	23%	15%	24%	26%	20%
Neither	10%	14%	6%	15%	12%	8%	5%	6%	11%	13%
Both equally	19%	17%	21%	17%	18%	22%	18%	20%	18%	19%
Not sure	1%	0%	1%	1%	2%	—	—	0%	2%	—
Totals (Unweighted N)	100% (1,000)	100% (481)	100% (519)	100% (196)	100% (276)	100% (371)	100% (157)	100% (337)	100% (437)	100% (226)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Coffee	46%	48%	27%	52%	47%	48%	52%	56%	45%	43%	45%
Tea	24%	22%	42%	21%	26%	22%	20%	22%	23%	27%	21%
Neither	10%	11%	6%	9%	9%	11%	12%	6%	17%	7%	12%
Both equally	19%	18%	25%	18%	19%	19%	16%	16%	14%	22%	20%
Not sure	1%	1%	—	0%	—	—	0%	—	0%	1%	1%
Totals (Unweighted N)	100% (1,000)	100% (765)	100% (111)	100% (124)	100% (345)	100% (284)	100% (208)	100% (181)	100% (227)	100% (394)	100% (198)

**2. Ever drink coffee**

Do you ever drink coffee?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	78%	78%	79%	71%	76%	79%	89%	81%	77%	77%
No	22%	22%	21%	29%	24%	21%	11%	19%	23%	23%
Totals (Unweighted N)	100% (1,000)	100% (481)	100% (519)	100% (196)	100% (276)	100% (371)	100% (157)	100% (337)	100% (437)	100% (226)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	78%	78%	69%	87%	77%	80%	81%	84%	68%	81%	79%
No	22%	22%	31%	13%	23%	20%	19%	16%	32%	19%	21%
Totals (Unweighted N)	100% (1,000)	100% (765)	100% (111)	100% (124)	100% (345)	100% (284)	100% (208)	100% (181)	100% (227)	100% (394)	100% (198)

**3. Hot or iced**

Do you prefer hot coffee or iced coffee?

*Asked of those who ever drink coffee*

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Does not drink coffee	22%	22%	21%	29%	24%	21%	11%	19%	23%	23%
Hot	51%	52%	49%	28%	45%	57%	74%	52%	45%	58%
Iced	9%	9%	9%	19%	11%	5%	1%	10%	10%	5%
Depends on the season	19%	16%	21%	24%	20%	17%	13%	18%	21%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(481)	(519)	(196)	(276)	(371)	(157)	(337)	(437)	(226)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Does not drink coffee	22%	22%	31%	13%	23%	20%	19%	16%	32%	19%	21%
Hot	51%	52%	41%	49%	46%	53%	57%	54%	49%	52%	46%
Iced	9%	8%	10%	15%	12%	6%	10%	11%	5%	9%	12%
Depends on the season	19%	18%	18%	23%	18%	20%	14%	18%	14%	20%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(765)	(111)	(124)	(345)	(284)	(208)	(181)	(227)	(394)	(198)

**4. Brewed or espresso**

Do you prefer brewed coffee or espresso?

*Asked of those who ever drink coffee*

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Does not drink coffee	22%	22%	21%	29%	24%	21%	12%	19%	23%	23%
Brewed	52%	50%	55%	30%	43%	62%	76%	57%	45%	60%
Espresso	10%	12%	9%	14%	16%	7%	4%	11%	13%	5%
Depends on my mood	15%	16%	15%	28%	17%	10%	9%	13%	18%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(479)	(518)	(196)	(274)	(371)	(156)	(337)	(435)	(225)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Does not drink coffee	22%	22%	31%	13%	23%	20%	19%	16%	32%	19%	21%
Brewed	52%	56%	47%	37%	51%	57%	54%	65%	55%	49%	46%
Espresso	10%	9%	7%	23%	11%	9%	12%	5%	4%	13%	15%
Depends on my mood	15%	13%	14%	28%	15%	13%	15%	14%	8%	19%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(764)	(109)	(124)	(345)	(282)	(208)	(181)	(225)	(393)	(198)

**5. Preferred coffee drink**

Which coffee drink do you most prefer?

*Asked of those who ever drink coffee*

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Does not drink coffee	22%	22%	21%	29%	24%	21%	11%	19%	23%	23%
Black coffee	20%	25%	16%	9%	17%	21%	39%	22%	19%	20%
Espresso	3%	4%	2%	3%	4%	4%	1%	3%	4%	1%
Latte	7%	5%	9%	11%	9%	5%	3%	5%	8%	8%
Cappuccino	8%	7%	9%	15%	10%	5%	3%	9%	10%	3%
Coffee with cream or milk	37%	35%	39%	27%	33%	44%	41%	39%	33%	42%
Pumpkin spice latte	3%	2%	4%	7%	3%	1%	0%	2%	3%	4%
Totals (Unweighted N)	100% (1,000)	100% (481)	100% (519)	100% (196)	100% (276)	100% (371)	100% (157)	100% (337)	100% (437)	100% (226)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Does not drink coffee	22%	22%	31%	13%	23%	20%	19%	16%	32%	19%	21%
Black coffee	20%	21%	11%	25%	17%	27%	25%	15%	24%	21%	20%
Espresso	3%	2%	1%	9%	2%	2%	4%	2%	2%	4%	4%
Latte	7%	7%	9%	8%	6%	6%	12%	8%	4%	7%	9%
Cappuccino	8%	8%	9%	9%	10%	9%	4%	4%	5%	10%	10%
Coffee with cream or milk	37%	38%	37%	31%	38%	32%	34%	53%	28%	37%	32%
Pumpkin spice latte	3%	2%	4%	5%	3%	3%	2%	2%	4%	2%	3%
Totals (Unweighted N)	100% (1,000)	100% (765)	100% (111)	100% (124)	100% (345)	100% (284)	100% (208)	100% (181)	100% (227)	100% (394)	100% (198)

**6. Coffee shop**

Starbucks or Dunkin Donuts?

*Asked of those who ever drink coffee*

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Does not drink coffee	22%	22%	21%	29%	24%	21%	11%	19%	23%	23%
Starbucks	21%	18%	23%	37%	23%	14%	9%	21%	21%	20%
Dunkin Donuts	18%	19%	18%	13%	18%	20%	22%	19%	18%	19%
Another chain	4%	3%	5%	2%	4%	5%	6%	3%	5%	4%
A local coffee shop	5%	7%	4%	8%	5%	5%	4%	6%	5%	5%
I always brew my own	27%	27%	27%	9%	21%	34%	43%	29%	25%	27%
Not sure	3%	4%	2%	3%	4%	2%	4%	2%	4%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(480)	(518)	(196)	(276)	(369)	(157)	(337)	(437)	(224)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Does not drink coffee	22%	22%	31%	13%	23%	20%	19%	16%	32%	19%	21%
Starbucks	21%	19%	16%	33%	19%	21%	25%	14%	13%	23%	28%
Dunkin Donuts	18%	18%	20%	19%	20%	18%	18%	40%	11%	18%	7%
Another chain	4%	4%	5%	4%	3%	3%	5%	4%	4%	4%	5%
A local coffee shop	5%	5%	2%	9%	4%	6%	6%	4%	5%	5%	8%
I always brew my own	27%	29%	22%	20%	27%	27%	26%	22%	31%	26%	29%
Not sure	3%	3%	4%	3%	3%	5%	1%	—	4%	5%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(763)	(111)	(124)	(345)	(283)	(207)	(181)	(226)	(394)	(197)