

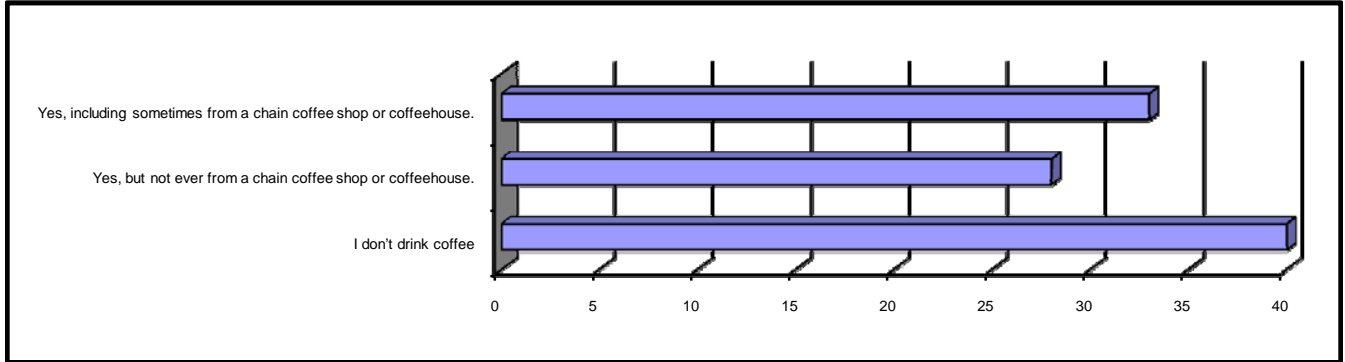
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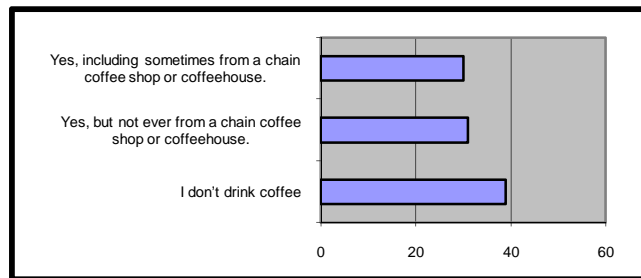
Do you drink coffee?

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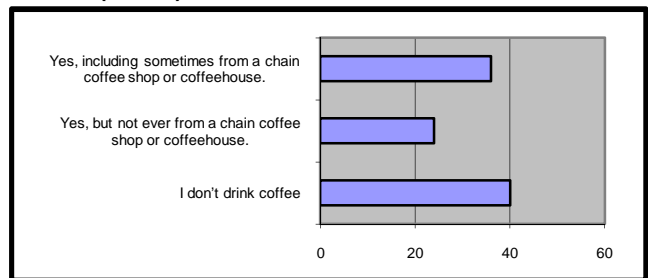
Total Persons (n=1000)



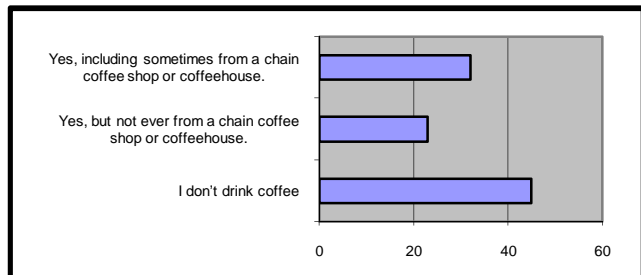
Men (n=510)



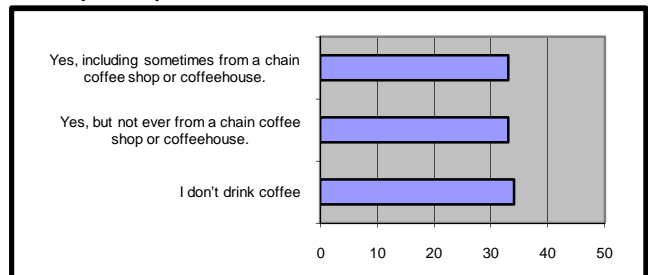
Women (n=490)



25-39 (n=517)



40-54 (n=483)



Tabular Results (% of column)

	Total Persons	Men	Women	25-39	40-54
Yes, including sometimes from a chain coffee shop or coffeehouse.	33	30	36	32	33
Yes, but not ever from a chain coffee shop or coffeehouse.	28	31	24	23	33
I don't drink coffee	40	39	40	45	34

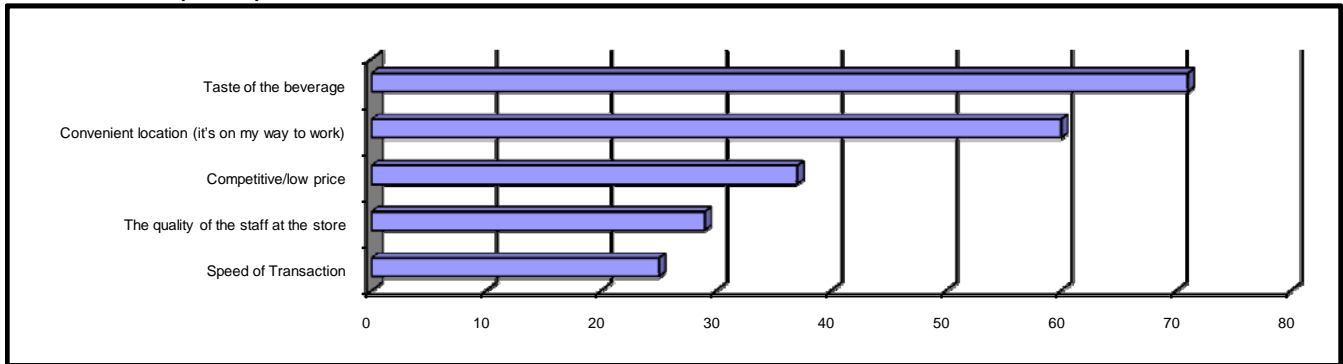
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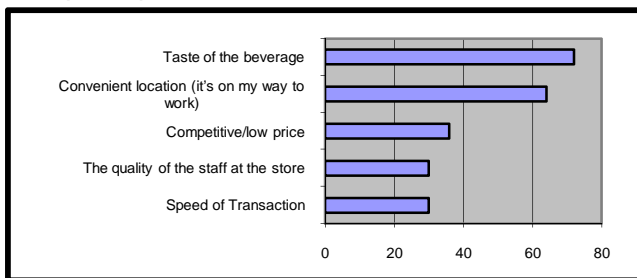
What are the three most important factors that influence which chain coffee shop or coffeehouse you choose? Total Importance

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Total Persons (n=329)



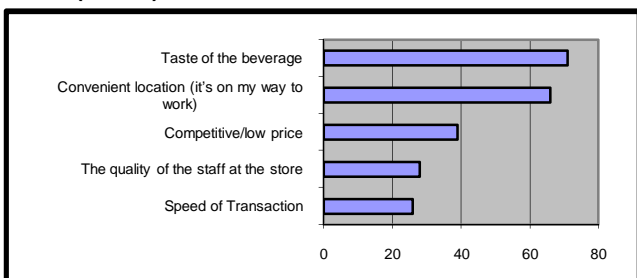
Men (n=151)



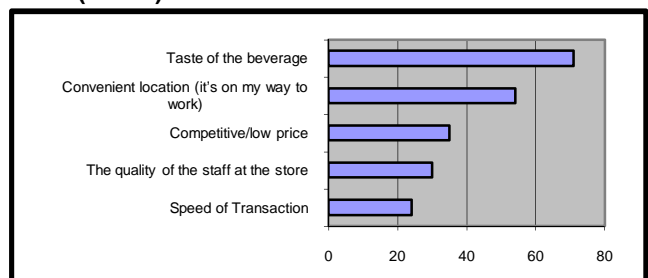
Women (n=178)



25-39 (n=168)



40-54 (n=161)



Tabular Results (% of column)

	Total Persons	Men	Women	25-39	40-54
Taste of the beverage	71	72	70	71	71
Convenient location (it's on my way to work)	60	64	57	66	54
Competitive/low price	37	36	38	39	35
The quality of the staff at the store	29	30	28	28	30
Speed of Transaction	25	30	20	26	24

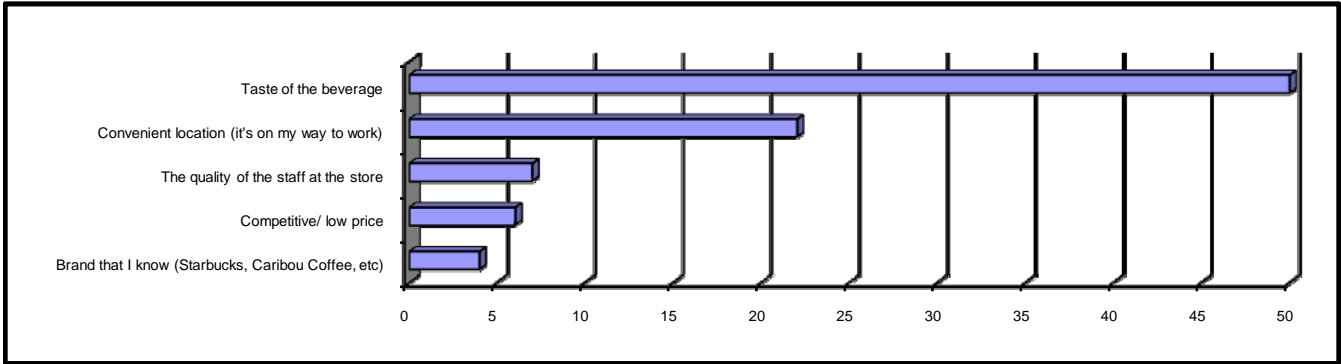
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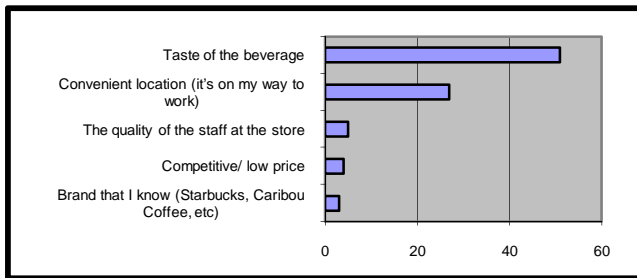
What are the three most important factors that influence which chain coffee shop or coffeehouse you choose? Most Important

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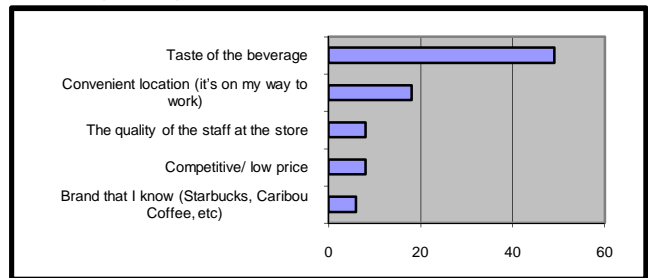
Total Persons (n=329)



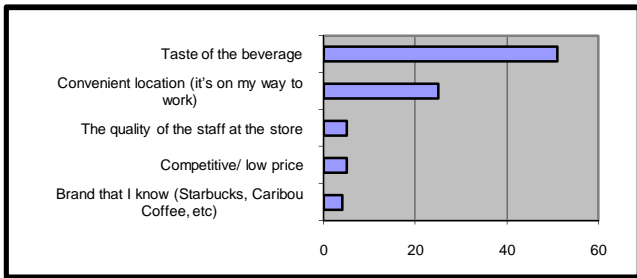
Men (n=151)



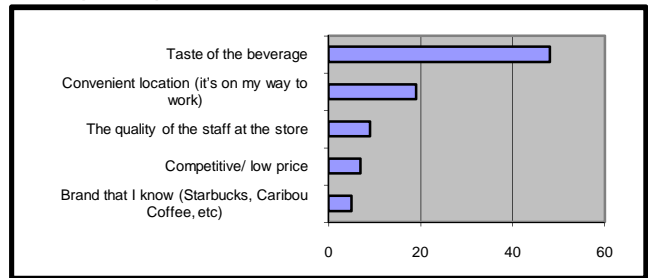
Women (n=178)



25-39 (n=168)



40-54 (n=161)



Tabular Results (% of column)

	Total Persons	Men	Women	25-39	40-54
Taste of the beverage	50	51	49	51	48
Convenient location (it's on my way to work)	22	27	18	25	19
The quality of the staff at the store	7	5	8	5	9
Competitive/ low price	6	4	8	5	7
Brand that I know (Starbucks, Caribou Coffee, etc)	4	3	6	4	5