



COFFEE: 2005 Consumption Trends

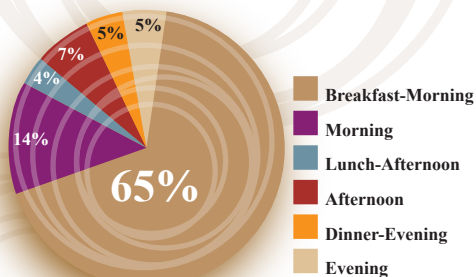
DAILY COFFEE CONSUMPTION

- Sixty-nine percent of daily coffee drinkers use the Internet.
- Eighty-six percent of daily coffee drinkers drink caffeinated coffee at least once per day.
- Sixty percent of daily coffee drinkers are married.
- Only 16 percent of daily coffee drinkers are single.

BREAKFAST DOMINATES COFFEE CONSUMPTION

- In 2005, 87 percent of those who drank coffee daily enjoyed a cup for breakfast, up from 84 percent in 2004.
- Breakfast accounts for roughly two-thirds of all coffee consumption throughout the day (a 65 percent share).

COFFEE CONSUMPTION BY DAY PART



The statistical information in this document is based on facts provided by the National Coffee Association.

COFFEE CONSUMPTION BY AGE

- The greatest recent increase in daily consumption of coffee occurred among 18 to 24-year-olds.
- It's 60+ year-old coffee drinkers who dominate the daily coffee consumption category.

TOTAL COFFEE CONSUMPTION BY AGE GROUP

