

How do US and UK consumers take their respective cups of Joe and Java?

**1 How much coffee do you drink at the following locations?**

COFFEE SHOPS	US	UK
4+ cups daily	2.4%	0.7%
2-3 cups daily	3.8%	5.1%
1 cup daily	9.6%	17.2%
2-6 cups per week	7.1%	33.9%
One cup per week	13.0%	20.4%
1-2 cups per month	13.5%	13.7%
Rarely	28.2%	6.5%
Never	22.4%	2.7%
AT HOME		
4+ cups daily	14.6%	11.4%
2-3 cups daily	32.5%	30.8%
1 cup daily	24.2%	26.1%
2-6 cups per week	8.4%	13.5%
One cup per week	5.7%	5.2%
1-2 cups per month	5.2%	2.9%
Rarely	7.1%	6.9%
Never	2.3%	3.2%
AT WORK		
4+ cups daily	4.9%	6.5%
2-3 cups daily	14.0%	24.2%
1 cup daily	15.7%	18.3%
2-6 cups per week	4.5%	7.8%
One cup per week	4.1%	3.2%
1-2 cups per month	3.3%	1.9%
Rarely	12.4%	10.5%
Never	41.2%	27.7%

**2 Favourite branded coffee chain**

US	UK

**3 Top 5 consumed beverages at last coffee shop visit**

	US	UK
1	Black coffee (Filter / Pour over)	Latte
2	Blended iced coffee (i.e. Frappuccino)	Cappuccino
3	Latte	Americano
4	Hand-made iced coffee	Flat white
5	Cappuccino	Blended iced coffee (i.e. Frappuccino)

**4 Top 5 food items consumed on last coffee shop visit**

	US	UK
1	Donut	Sandwich
2	Sandwich	Cake slice
3	Pastry / Croissant	Panini
4	Hash Browns	Muffin
5	Egg dish / pot	Cookie / Brownie

Project Café USA 2020 and Project Iced USA 2020 are available for purchase now.

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Sources: Project Café US 2019 consumer survey; Project Café UK 2019 consumer survey

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