

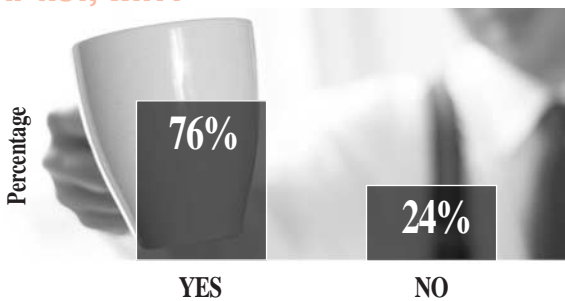


Poll STATION

With Linda Banister

For many of us, the morning doesn't really start until we take that first sip of coffee. Coffee has become a hot commodity, with an ever-increasing array of choices and locations to purchase the brew. This month, the *Poll Station* asked Edmontonians their views, preferences and cost sensitivity to coffee.

DO YOU DRINK COFFEE? IF NOT, WHY?



Respondents were first asked whether or not they drink coffee. Over three quarters (76 percent) stated they do drink coffee, while 24 percent said they do not. Of the respondents that do not drink coffee, 33 percent indicated they do not like the taste. Other reasons for not drinking coffee included the caffeine (25 percent), the perception it is not healthy (25 percent) and the negative health effects, including an upset stomach (13 percent).

Those who do not drink coffee indicated other preferences: the most common beverage of choice was water (42 percent), followed by tea (38 percent) and milk (13 percent).

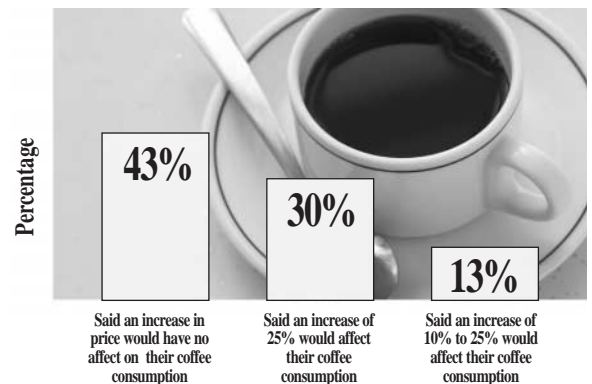
DO YOU MAKE YOUR COFFEE?



Among coffee drinkers, an average of three cups were consumed per day at a cost of \$10 per week. Seventy-one percent of coffee drinkers stated they either make their own coffee or drink the coffee at work on weekdays, while 29 percent said they go to a coffee shop. On the weekends, 55 percent said they make their own coffee or drink the coffee at work, while 42 percent go to a coffee shop. Coffee shops frequented the most often included Tim Horton's (51 percent), Second Cup (33 percent), and Starbucks (15 percent).

Respondents were then asked some questions regarding the types of coffee they prefer. Over half (55 percent) of respondents indicated that they do not like flavoured coffee, while 45 percent said that they do. Fifty-five percent indicated they like specialty coffee such as espresso or cappuccino, while 43 percent do not.

WOULD A PRICE INCREASE AFFECT YOUR CONSUMPTION?



Lastly, respondents were informed that there is an expected shortage in global coffee supplies, which may result in an increase in the price of coffee. Respondents were asked how much of a price change would be required to impact their coffee consumption. Forty-three percent stated there is no increase that would impact their consumption pattern. Thirty percent mentioned that a 25 percent increase in price would impact their consumption, while 13 percent stated that a 10 to 25 percent increase in price would affect them.

The *Poll Station* surveyed 100 City of Edmonton residents on the topic and, while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking. ✓

Linda Banister is a certified management consultant and the owner of Banister Research & Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like included in the Edmontonians Poll, contact Linda at 780.451.4444 or e-mail at lbanister@edmontonians.com For further information on the firm visit banister.ab.ca.