



Topline Release

Two-thirds of Americans are Regular Coffee Drinkers

Most believe that people may be excused for being tired or grouchy if they have not had their morning coffee

Washington, DC, January 23, 2019 — A recent Ipsos poll about common coffee habits shows that almost a third of Americans drink coffee everyday (32%) and a fifth drink coffee multiple times a day (22%). Two-thirds of Americans may be considered ‘regular coffee drinkers’ (66%), which the survey defines as those who drink coffee multiple times a week or more. When asked how often they use “I haven’t had my morning coffee yet” as an excuse for [blank], regular coffee drinkers are most likely to answer ‘being tired’ (25%), ‘being grouchy’ (20%), or ‘not being attentive’ (15%). More than half of Americans agree that some people can be excused for being tired (56%) if they have not had their morning coffee, and about half say the same about being grouchy (49%). Only a small portion believe that it is an appropriate excuse for making mistakes (28%), not remembering things (27%), or being late (18%).

How often do you drink coffee?

	Total (N = 1,003)
Multiple times a day	22%
Everyday	32
Multiple times a week	12
Once a week	3
2-3 times a month	4
Once a month	2
Less often	5
Never	19

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(Base: Respondents who drink coffee Multiple times a day/Everyday/Multiple times a week) How often do you use "I haven't had my morning coffee yet" as an excuse for:

Total always/often

	Total (N = 661)
Being tired	25%
Being grouchy	20%
Not being attentive	15%
Not remembering things	14%
Making mistakes	11%
Being late	9%

Making mistakes

	Total
Always	4%
Often	7
Sometimes	16
Rarely	24
Never	49

Not being attentive

	Total
Always	4%
Often	11
Sometimes	22
Rarely	22
Never	42

Not remembering things

	Total
Always	5%
Often	9
Sometimes	15
Rarely	22
Never	49

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Being late

	Total
Always	4%
Often	5
Sometimes	10
Rarely	19
Never	61

Being grouchy

	Total
Always	7%
Often	13
Sometimes	22
Rarely	19
Never	39

Being tired

	Total
Always	10%
Often	15
Sometimes	27
Rarely	15
Never	33

How much do you agree or disagree that, until they have had their morning coffee, some people can be excused for:

Total agree

	Total
Being tired	56%
Being grouchy	49%
Not being attentive	42%
Making mistakes	28%
Not remembering things	27%
Being late	18%

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Making mistakes

	Total
Strongly agree	6%
Somewhat agree	22
Somewhat disagree	29
Strongly disagree	34
Not sure	8
<i>Agree (Net)</i>	<i>28%</i>
<i>Disagree (Net)</i>	<i>63</i>

Not being attentive

	Total
Strongly agree	9%
Somewhat agree	33
Somewhat disagree	23
Strongly disagree	28
Not sure	7
<i>Agree (Net)</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>51</i>

Not remembering things

	Total
Strongly agree	6%
Somewhat agree	21
Somewhat disagree	27
Strongly disagree	37
Not sure	9
<i>Agree (Net)</i>	<i>27%</i>
<i>Disagree (Net)</i>	<i>64</i>

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Being late

	Total
Strongly agree	5%
Somewhat agree	13
Somewhat disagree	22
Strongly disagree	53
Not sure	7
<i>Agree (Net)</i>	<i>18%</i>
<i>Disagree (Net)</i>	<i>76</i>

Being grouchy

	Total
Strongly agree	16%
Somewhat agree	33
Somewhat disagree	18
Strongly disagree	28
Not sure	5
<i>Agree (Net)</i>	<i>49%</i>
<i>Disagree (Net)</i>	<i>46</i>

Being tired

	Total
Strongly agree	19%
Somewhat agree	37
Somewhat disagree	17
Strongly disagree	21
Not sure	6
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>38</i>

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About the Study

These are findings from an Ipsos poll conducted August 28-29, 2018. For the survey, a sample of 1,003 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,003, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.
The company is part of the CAC Mid & Small index
and is eligible for the Deferred Settlement Service (SRD).

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