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Americans' weekly coffee consumption has decreased since 2019

The Los Angeles Dodgers is who Americans think is likely to win the World Series

Washington, DC, September 29, 2021 – A recent Ipsos poll finds that while three in five Americans are still regular coffee drinkers, Americans weekly coffee consumption has decreased in the past two years. Among the generations, Baby Boomers most likely to be weekly coffee drinkers and Gen Z the least. The poll also finds that less than a third of Americans say they are fans of Major League Baseball. Nonetheless, Americans think that the Los Angeles Dodgers are the most likely to win the World Series this year. Lastly, the poll finds that a quarter of Americans claim football as their favorite sport.

Detailed Findings

1. Americans' weekly coffee consumption has changed since the beginning pandemic began.
 - About three in five Americans drink coffee more than once a week (59%), a seven-point decrease since January 2019 (66%). Just under half (48%) drink coffee at least every day, a six-point decline since January 2019 (54%). The most substantial change came from those saying they drink coffee multiple times a day, which has decreased by 10 percentage points (12% September 2021, 22% January 2019). The number of people saying the drink coffee everyday has increased slightly from 32% in January 2019, to 36% in September 2021.
 - Among the generations, Baby Boomers drink the most coffee, with about three quarters of Baby Boomers drinking it more than once a week (74%), and over half drinking it every day (51%). Meanwhile, Gen Z is the least likely to be avid coffee drinkers, with less than a third of Gen Zers saying they have it more than once a week (31%).
 - Among those who drink coffee more than once a week, using "I haven't had my morning coffee yet" as an excuse for different rude behaviors, such as being late or grouchy, is not common. It is most used as excuse for being tired, and even for this, only 1 in 10 (10%) of frequent coffee drinkers say they use it often, a 15-percentage point decrease since January 2019 (25%).
2. Less than a third of Americans say they are fans of Major League Baseball (30%).
 - The larger share of fans for the MLB came from people saying they are somewhat of a fan (24%), rather than a big fan (6%). Men a more likely than women to be fan at all (37% Male, 23% Female).
 - Americans think the Los Angeles Dodgers are the most likely to win the World Series this year, followed by the San Francisco Giants. However, the majority of Americans do not know who they expected to win (67%).
3. A quarter of Americans say football is their favorite sport.
 - Football has the largest share of fans (25%), followed by baseball and basketball (7% each). More men than women claim football as their favorite sport (30% Male, 19% Female), while women are more likely to not have a favorite sport at all (50% female, 32% male).
 - The least popular sports include golf (2%), volleyball (2%), rugby, and water polo (0% each). Relatedly, most Americans have never played rugby (97%) or water polo (96%). Meanwhile, about 1 in 5 Americans played football in elementary or middle school (17%) and 13% played in high school. Men are more likely to have played football in their





TOPLINE & METHODOLOGY

- childhood (28% in elementary/middle, 24% in high school) than women (7% in elementary/middle, 3% in high school).
- Volleyball is the only sport women are more likely to have played in either elementary/middle school (28%) or high school (27%) than men (24% in elementary/middle, 16% in high school).

These are the findings of an Ipsos poll conducted between September 24-27, 2021. For this study, a sample of 1,019 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.





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Ipsos Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: September 24 – September 27, 2021

Number of interviews: 1,019

Number of Gen Z interviews: 115

Number of Millennial interviews: 218

Number of Gen X interviews: 260

Number of Baby Boomer interviews: 426

Number of Male interviews: 512

Number of Female interviews: 507

Margin of error: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. How often do you drink coffee?

	Total September 2021 (N=1,019)	Total January 2019* (N=1,003)	Gen Z (N=115)	Millennial (N=218)	Gen X (N=260)	Baby Boomer (N=426)
Multiple times a day	12%	22%	4%	11%	13%	15%
Everyday	36%	32%	11%	26%	36%	51%
Multiple times a week	11%	12%	16%	16%	10%	8%
Once a week	4%	3%	9%	5%	4%	1%
2-3 times a month	4%	4%	6%	6%	5%	2%
Once a month	2%	2%	7%	1%	2%	1%
Less often	7%	5%	13%	9%	7%	4%
Never	24%	19%	35%	26%	26%	19%
Skipped	-	-	-	-	-	-
<i>More than Once a Week (Net)</i>	59%	66%	31%	53%	58%	74%
<i>Less than Once a Week (Net)</i>	37%	30%	61%	42%	39%	25%

*January 2019 survey was conducted on Ipsos Omnibus online panel using "river" sampling.



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2. [Asked if drinks coffee more than once a week] How often do you use "I haven't had my morning coffee yet" as an excuse for:

Total Always/Often Summary

	Total September 2021 (N=612)	Total January 2019 (N=661)	Gen Z (N=34)	Millennial (N=118)	Gen X (N=145)	Baby Boomer (N=315)
Being tired	10%	25%	18%	20%	11%	4%
Being grouchy	6%	20%	10%	9%	10%	2%
Not being attentive	5%	15%	10%	9%	4%	3%
Not remembering things	4%	14%	8%	6%	5%	2%
Making mistakes	2%	11%	9%	2%	4%	1%
Being late	2%	9%	4%	3%	2%	1%

a. Being tired

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Always	4%	7%	11%	4%	1%
Often	6%	11%	9%	7%	3%
Sometimes	23%	33%	32%	26%	17%
Rarely	19%	22%	17%	19%	19%
Never	47%	27%	31%	44%	59%
Skipped	1%	-	-	-	*
<i>Always/Often (net)</i>	<i>10%</i>	<i>18%</i>	<i>20%</i>	<i>11%</i>	<i>4%</i>
<i>Rarely / Never (net)</i>	<i>66%</i>	<i>49%</i>	<i>48%</i>	<i>63%</i>	<i>78%</i>

b. Being grouchy

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Always	2%	4%	3%	5%	0%
Often	4%	6%	6%	5%	2%
Sometimes	18%	20%	26%	15%	16%
Rarely	20%	26%	19%	21%	19%
Never	56%	45%	46%	54%	62%
Skipped	*	-	-	-	*
<i>Always/Often (net)</i>	<i>6%</i>	<i>10%</i>	<i>9%</i>	<i>10%</i>	<i>2%</i>
<i>Rarely / Never (net)</i>	<i>76%</i>	<i>71%</i>	<i>65%</i>	<i>75%</i>	<i>81%</i>



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c. Not being attentive

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Always	2%	-	3%	3%	0%
Often	3%	10%	6%	1%	2%
Sometimes	14%	20%	20%	16%	9%
Rarely	23%	29%	19%	28%	22%
Never	58%	42%	52%	53%	66%
Skipped	*	-	-	-	1%
<i>Always/Often (net)</i>	<i>5%</i>	<i>10%</i>	<i>9%</i>	<i>4%</i>	<i>3%</i>
<i>Rarely / Never (net)</i>	<i>81%</i>	<i>70%</i>	<i>71%</i>	<i>81%</i>	<i>88%</i>

d. Not remembering things

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Always	1%	-	2%	3%	0%
Often	3%	8%	4%	1%	2%
Sometimes	10%	22%	12%	7%	9%
Rarely	17%	22%	18%	21%	14%
Never	68%	49%	63%	67%	74%
Skipped	*	-	-	-	1%
<i>Always/Often (net)</i>	<i>4%</i>	<i>8%</i>	<i>6%</i>	<i>5%</i>	<i>2%</i>
<i>Rarely / Never (net)</i>	<i>86%</i>	<i>71%</i>	<i>82%</i>	<i>88%</i>	<i>88%</i>

e. Making mistakes

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Always	1%	4%	2%	2%	0%
Often	1%	5%	1%	1%	1%
Sometimes	12%	21%	15%	11%	9%
Rarely	19%	26%	21%	21%	16%
Never	67%	44%	62%	63%	74%
Skipped	1%	-	1%	1%	*
<i>Always/Often (net)</i>	<i>2%</i>	<i>9%</i>	<i>2%</i>	<i>4%</i>	<i>1%</i>
<i>Rarely / Never (net)</i>	<i>86%</i>	<i>70%</i>	<i>83%</i>	<i>84%</i>	<i>90%</i>

f. Being late

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Always	1%	-	2%	2%	0%
Often	1%	4%	1%	0%	1%
Sometimes	5%	11%	6%	7%	3%
Rarely	15%	27%	17%	16%	12%
Never	77%	58%	75%	74%	83%
Skipped	1%	-	-	1%	*
<i>Always/Often (net)</i>	<i>2%</i>	<i>4%</i>	<i>3%</i>	<i>2%</i>	<i>1%</i>
<i>Rarely / Never (net)</i>	<i>93%</i>	<i>85%</i>	<i>92%</i>	<i>90%</i>	<i>95%</i>



TOPLINE & METHODOLOGY

3. Do you consider yourself to be a fan of Major League Baseball, or not?

	Total (N=1,019)	Male (N=512)	Female (N=507)
Yes, big fan	6%	8%	4%
Yes somewhat of a fan	24%	29%	19%
No	70%	63%	76%
Skipped	*	-	*
Yes (net)	30%	37%	23%

4. Which of the following teams do you think is most likely to win the World Series this year?

	Total	Male	Female
Los Angeles Dodgers	6%	8%	4%
San Francisco Giants	4%	5%	3%
New York Yankees	3%	3%	4%
Tampa Bay Rays	3%	4%	1%
Boston Red Sox	2%	2%	2%
Atlanta Braves	2%	2%	2%
Houston Astros	2%	3%	1%
St. Louis Cardinals	2%	2%	1%
Chicago Cubs	1%	1%	*
Chicago White Sox	1%	1%	1%
New York Mets	1%	1%	1%
Philadelphia Phillies	1%	1%	1%
Texas Rangers	1%	*	1%
Washington Nationals	1%	-	1%
Cincinnati Reds	1%	1%	*
Detroit Tigers	1%	1%	1%
Los Angeles Angels	1%	*	1%
Milwaukee Brewers	1%	1%	1%
Cleveland Indians	*	*	*
Arizona Diamondbacks	*	*	*
Baltimore Orioles	*	*	*
Kansas City Royals	*	*	*
Miami Marlins	*	*	-
Minnesota Twins	*	1%	-
Pittsburgh Pirates	*	*	-
San Diego Padres	-	-	-
Seattle Mariners	*	1%	-
Colorado Rockies	*	*	*
Oakland Athletics	*	1%	-
Toronto Blue Jays	*	-	*
Don't know	67%	59%	73%
Skipped	*	*	*



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5. Which of the following, if any, is your favorite sport?

	Total	Male	Female
Football	25%	30%	19%
Baseball	7%	7%	6%
Basketball	7%	7%	7%
Soccer	4%	5%	3%
Hockey	4%	4%	3%
Golf	2%	3%	1%
Volleyball	2%	1%	2%
Rugby	*	*	*
Water polo	-	-	-
Other	9%	10%	8%
I don't have a favorite sport	41%	32%	50%
Skipped	*	*	*

6. Have you ever played any of the following sports?

Total Never Played Summary

	Total	Male	Female
Rugby	97%	96%	97%
Water polo	96%	95%	98%
Hockey	91%	89%	93%
Golf	77%	68%	85%
Football	71%	53%	89%
Soccer	66%	58%	73%
Volleyball	56%	60%	51%
Baseball	54%	40%	66%
Basketball	50%	40%	59%
Other sports	66%	66%	67%

a. Football

	Total	Male	Female
Played in elementary/middle school	17%	28%	7%
Played in high school	13%	24%	3%
Played in college	2%	3%	1%
Play now	*	1%	-
Never played this sport	71%	53%	89%
Skipped	1%	2%	1%

b. Soccer

	Total	Male	Female
Played in elementary/middle school	24%	31%	18%
Played in high school	10%	12%	8%
Played in college	3%	3%	2%
Play now	1%	2%	1%
Never played this sport	66%	58%	73%
Skipped	1%	2%	1%





TOPLINE & METHODOLOGY

c. Hockey

	Total	Male	Female
Played in elementary/middle school	5%	6%	3%
Played in high school	3%	4%	2%
Played in college	1%	1%	1%
Play now	*	*	1%
Never played this sport	91%	89%	93%
Skipped	2%	2%	1%

d. Baseball

	Total	Male	Female
Played in elementary/middle school	36%	48%	25%
Played in high school	15%	19%	11%
Played in college	2%	3%	1%
Play now	1%	1%	1%
Never played this sport	54%	40%	66%
Skipped	2%	2%	2%

e. Basketball

	Total	Male	Female
Played in elementary/middle school	33%	40%	27%
Played in high school	23%	27%	19%
Played in college	3%	5%	1%
Play now	2%	4%	*
Never played this sport	50%	40%	59%
Skipped	1%	1%	1%

f. Golf

	Total	Male	Female
Played in elementary/middle school	5%	7%	3%
Played in high school	7%	10%	4%
Played in college	4%	6%	3%
Play now	11%	16%	7%
Never played this sport	77%	68%	85%
Skipped	2%	2%	1%

g. Volleyball

	Total	Male	Female
Played in elementary/middle school	26%	24%	28%
Played in high school	22%	16%	27%
Played in college	3%	4%	3%
Play now	2%	3%	1%
Never played this sport	56%	60%	51%
Skipped	1%	2%	1%



TOPLINE & METHODOLOGY

h. Rugby

	Total	Male	Female
Played in elementary/middle school	1%	1%	0%
Played in high school	1%	1%	1%
Played in college	1%	1%	1%
Play now	*	*	*
Never played this sport	97%	96%	97%
Skipped	1%	2%	1%

i. Water polo

	Total	Male	Female
Played in elementary/middle school	1%	1%	1%
Played in high school	1%	2%	1%
Played in college	*	*	*
Play now	-	-	-
Never played this sport	96%	95%	98%
Skipped	1%	2%	1%

j. Other sports

	Total	Male	Female
Played in elementary/middle school	16%	14%	17%
Played in high school	16%	15%	17%
Played in college	5%	7%	4%
Play now	6%	9%	3%
Never played this sport	66%	66%	67%
Skipped	5%	5%	4%





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About the Study

This Ipsos poll was conducted September 24 – 27, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,018 general population adults age 18 or older. The sample includes 115 Gen Zers, 218 Millennials, 260 Gen Xers, 426 Baby Boomers, 512 Males, and 507 Females. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.13. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 American Community Survey (ACS) except for the metropolitan status, which is not available from the 1-year ACS data, were obtained from the 2020 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West) by Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





TOPLINE & METHODOLOGY

About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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