



For Immediate Release

Americans Like Their “Joe” Mostly on the Go

Toledo, Ohio, ([PRWEB](#)) **October 28, 2009** – [RitterAssociates](#)[™], the company that helps build and measure great customer experiences, announced today the findings of their study of coffee drinking preferences. According to the survey, nearly 92% of us drink coffee at least once per week, and 63% drink it five to seven times per week, a majority of which takes place outside of the home.

RitterAssociates is hosting a free-webinar on November 19, 2009 at 2:00 EST to share study insights through a live webinar that includes a Question/Answer session.

Stanley Gene Hart, president of Toledo-based RitterAssociates, commented on the study results by offering, “We Americans still like a cup of coffee to keep us on the go even in uncertain economic times. Over 50% of coffee drinking occasions take place outside of the home, which means consumers more often than not are paying by the individual cup instead of brewing up a pot in their kitchens.”

Respondents were categorized by the number of times they typically drink coffee in a week – frequent users 5-7 times, moderate users 3-4 times, and light users 1-2 times. For all groups, taste/freshness was the top factor influencing the purchase decision followed by price/value. Convenience, brand and number of varieties were further down the list.

The survey findings also include what types of stores consumers visit to buy their coffee and the price points they typically pay, as well as demographics based on age and gender. For the study, over 18,000 men and women were invited to participate representing nearly all corners of the United States.

Join RitterAssociates on Thursday, November 19, 2009 at 2:00 EST for this free webinar disclosing the full results of the survey findings. Those interested in attending the webinar may contact Rose Retzke at 877-284-9785 or email retzke@ritterassociates.com. The first 100 registrants will receive a complimentary copy of the White Paper.



About RitterAssociates

Since 1974, RitterAssociates has provided accurate, quantitative, and actionable customer measurement data that enable our clients to maximize their return on investment and gain a competitive advantage in the marketplace. RitterAssociates combines talent with technology to create the most effective custom measurement program to fit your needs. For more information about RitterAssociates, visit us at www.ritterassociates.com.

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