



For Immediate Release

16% of Coffee Drinkers on the Go Visit a Quick Serve Restaurant

Toledo, Ohio, (PRWEB) November 11, 2009 – RitterAssociates™, the company that helps build and measure great customer experiences, shows in its newest study that 16% of coffee drinkers on the Go visit a Quick Serve Restaurant.

According to the survey, taste is the number one deciding factor followed by value and convenience. More than half of coffee drinking occasions takes place outside of the home.

RitterAssociates is hosting a free webinar on November 19, 2009 at 2:00 p.m. EST to share study insights through a live webinar that includes a question/answer session.

“We Americans still like a cup of coffee to keep us on the go even in uncertain economic times,” said Stanley Gene Hart, president of Toledo-based RitterAssociates. “We still want a good-tasting cup of coffee regardless wherever we buy it.”

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.

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, follow the [register now link](#). The first 100 attendees to the webinar will receive a complimentary copy of Understanding Coffee Drinking Preferences’ white paper following the event.



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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