



For Immediate Release

Americans Prefer Gourmet Coffee on the Go

Toledo, Ohio, ([PRWEB](#)) November 10, 2009 – RitterAssociates™, the company that helps build and measure great customer experiences, shows in its newest study that 30% of coffee drinkers prefer to visit a gourmet coffee shop when getting a cup on the go.

RitterAssociates is hosting a free webinar on November 19, 2009 at 2:00 p.m. EST to share results of its Understanding Coffee Drinking Preferences' study 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. “A significant percentage of consumers are still willing to pay more for a cup of gourmet coffee.”

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. According to the survey, more than half of coffee drinking occasions takes place outside the home. Across 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, 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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