INTRODUCTION

Facts
- 75% of U.S. Americans consume coffee, and at least 58% of them drink it daily. (1)
- 65% of all coffee is consumed during breakfast hours, 30% between meals, and the remaining 5% with other meals (2)
- Coffee has overcome the consumption of tea by at least a 10 million (1)
- Women indicated that drinking coffee is a good way to relax (2)

Questions
- Stereotype: Women drink more coffee than men. Is this true?
- Have societal influences clouded our judgments?
- Which coffee shop has the most influential power?

Hypothesis
- There is no gender preference. The most popular coffee shops are the commercialized chains like Dunkin Donuts and Starbucks.

Procedure
- Coffee Shops: Dunkin Donuts, Starbucks, Ellipsis Coffeehouse, Metropolis, Cafe Descartes, The Coffee Shop
- Three trials for each coffee house: randomized days and times
- Days: Monday, Tuesday, Wednesday, Thursday, Friday
- Times: 6-8 AM, 8-10 AM, 3-5 PM
- Recorded: Number of coffee drinkers and gender

ERRORS
- Due to the timing of our observational study, in late May, most undergraduate students of nearby Loyola University Chicago had gone home for the summer. This skewed our results for Cafe Descartes and The Coffee Shop, because they had less customers in this time period than they would have had for most of the year.
- The distinction between gender and sex was vague in our initial planning of the study.
- When we began our observations we realized that we were under the assumption that everyone who came into the coffee shops was ordering coffee, which was not necessarily the case.

ANALYSIS

- Survey answers and opinions support stereotype
- Overall, quantitative results showed more men drank coffee than women
- Difference is not significant enough to say men drink coffee more than women
- Significant difference between men and women at Dunkin Donuts and Starbucks
- More men at Dunkin Donuts, more women at Starbucks (references the stereotype)
- Dunkin Donuts, Starbucks, and Metropolis were the most popular
- Ellipsis Coffeehouse, The Coffee Shop, and Cafe Descartes were the least popular
- Other Influential Factors: location, atmosphere, and time of year

CONCLUSION

- There is no gender preference due to lack of significant data
- Commercialized coffee shops like Dunkin Donuts and Starbucks have higher popularity
- Lesser known coffee shops have least popularity
- Metropolis is an outlier due to location and atmosphere

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