

3. Nationwide Consumer Survey on Coffee Consumption in Japan

- Survey conducted in every other October. -

① Coffee Consumption by Type of Coffee - Cups a week -

	Total	Instant	Roasted	Liquid	Canned
1983	8.60	5.00	2.50	—	1.00
1990	9.90	5.01	3.28	—	1.61
2000	11.04	4.84	3.71	0.60	1.88
2002	10.03	4.29	3.22	0.74	1.77
2004	10.43	4.40	3.49	0.86	1.68
2006	10.59	4.38	3.70	0.70	1.81
2008	10.60	4.51	3.21	0.82	2.05
2010	10.93	4.69	3.27	1.09	1.87

② Coffee Consumption by Place - Cups a week -

	Total	Home	Catering service	Office School	Others
1983	8.60	5.10	1.20	1.70	0.50
1990	9.90	5.62	0.99	2.37	0.92
2000	11.04	6.49	0.69	2.98	0.88
2002	10.03	6.27	0.48	2.50	0.76
2004	10.43	6.42	0.50	2.69	0.76
2006	10.59	6.38	0.44	2.78	0.93
2008	10.60	6.52	0.32	2.77	0.91
2010	10.93	6.74	0.32	2.86	0.94

③ Coffee Consumption by age - Cups a week - (2010)

Years old	Total average	Male	Female
12~17	10.93	2.09	1.70
18~24		7.29	4.75
25~39		12.93	10.29
40~59		14.59	14.62
60~		11.36	8.99