



News

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SAN FRANCISCO, SEATTLE AND PORTLAND ARE THE TOP MARKETS FOR COFFEE BAR PATRONAGE

Coffee bars attract a young, wealthy and educated crowd

NEW YORK (October 14, 2004) – Scarborough Research, the leading market research firm for identifying the shopping, media and lifestyle patterns of adults in the United States, announced that a recent analysis reveals that San Francisco is the top local market for coffee bar patronage. San Franciscans are more than twice as likely as the national average to have been to a coffee house in the past month. More than one-quarter (26 percent) of Bay Area adults frequented these establishments during the past 30 days. Seattle (23 percent), Portland, OR (21 percent), San Diego (20 percent) and Sacramento, CA (20 percent) round out the top five markets for coffee bar patronage. Nationally, 12 percent of adults have been to a coffee bar during the past month.

Coffee bars attract a young, affluent and educated crowd. Coffee bar patrons are 22 percent more likely than all consumers to be aged 18-24 and 65 percent more likely to have an annual household income of \$100K+. They are 28 percent more likely than the average American adult to be single and 70 percent more likely to have a post graduate degree.

“The coffee bar industry has exploded in recent years. While Scarborough’s local market analysis reveals that the West coast has the highest percentage of coffee bar patrons, we can also see that popularity has spread across the nation,” said Alisa Joseph, vice president of advertiser marketing services, Scarborough Research. “Customizing the coffee bar experience to the interests of consumers in local markets can help coffee franchises increase brand loyalty and further market penetration.”

The data in this report is from Scarborough Research’s USA+ study, a national database of consumer shopping, media and lifestyle behaviors. Full local market ranking follows.

Scarborough Local Market Ranking: Coffee Bar Patrons*

Local Market (DMA®)**		%	Local Market (DMA®)**		%
1	San Francisco/Oakland/San Jose	26%	39	Cleveland/Akron	10%
2	Seattle/Tacoma	23%	40	Milwaukee	10%
3	Portland	21%	41	Raleigh/Durham	10%
4	San Diego	20%	42	Las Vegas	10%
5	Sacramento/Stockton/Modesto	20%	43	Atlanta	10%
6	Los Angeles	19%	44	Pittsburgh	10%
7	Denver	18%	45	Charlotte	10%
8	Honolulu	18%	46	Orlando/Daytona Beach/Melbourne	10%
9	New Orleans	17%		Harrisburg/Lancaster/Lebanon/	10%
10	Hartford/New Haven	17%	47	York	
11	New York	16%	48	Wilkes-Barre/Scranton	9%
12	Minneapolis/St. Paul	16%		Greensboro/High Point/	9%
13	Austin	15%	49	Winston-Salem	
14	Spokane	15%	50	Indianapolis	9%
15	Washington, D.C.	15%	51	Cincinnati	9%
16	Boston	15%	52	Fort Myers/Naples	9%
17	Providence/New Bedford	14%	53	Kansas City	9%
18	Rochester	14%	54	Mobile/Pensacola	9%
19	Syracuse	14%	55	Norfolk/Portsmouth/Newport News	9%
20	Albuquerque/Santa Fe	13%	56	Richmond/Petersburg	9%
21	Phoenix	13%	57	Wichita/Hutchinson	9%
22	Chicago	13%		Greenville/Spartanburg/Asheville/	8%
23	Columbus	12%	58	Anderson	
24	Tucson	12%	59	Flint/Saginaw/Bay City	8%
25	Buffalo	12%	60	Memphis	8%
26	Detroit	12%	61	Dayton	8%
27	Albany/Schenectady/Troy	12%	62	El Paso	8%
28	Baltimore	12%	63	Tampa/St.Petersburg	7%
29	Dallas/Fort Worth	12%	64	St. Louis	7%
30	Miami/Ft.Lauderdale	12%	65	Oklahoma City	7%
	Grand Rapids/	12%	66	Salt Lake City	7%
31	Kalamazoo/Battle Creek		67	Nashville	7%
32	San Antonio	12%	68	Toledo	7%
33	Fresno/Visalia	11%	69	Knoxville	7%
34	Philadelphia	11%	70	Louisville	7%
35	Houston	11%	71	Lexington	7%
36	Jacksonville	11%	72	Tulsa	7%
37	West Palm Beach/Fort Pierce	11%	73	Birmingham	7%
38	Des Moines/Ames	11%	74	Roanoke/Lynchburg	6%
			75	Charleston/Huntington	4%

* **Coffee Bar Patrons:** Percentage of adults who have used any coffee house / any coffee bar during the past 30 days.

** **DMA®** or Designated Market Area, is a trademark of Nielsen Media Research.

Source: Scarborough Research, Scarborough USA+, Release 1 2004

About Scarborough Research

Scarborough Research is the leader in identifying local, regional and national shopping patterns and media usage for the American consumer. With a sample size of over 200,000 adults nationally covering 75 local U.S. markets and countless categories and brands, Scarborough data is a valuable tool for marketers and media professionals in their quest to achieve optimum marketing and sales ROI. Scarborough Research is a joint venture between Arbitron Inc. and VNU Media Measurement & Information. For additional information, please log on to www.scarborough.com.

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