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Drink that Joe: When is a Good Time for Coffee?

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Introduction

Purpose: Determine the effect that time of day has on those who frequent coffee shops.

Adan, Prat, & Sanchez-Turet (2008) found that decaffeinated coffee affects women more than men.

Men experience a larger deficit in sleep quality, than women, after caffeine consumption before bed than do women (Demura et al., 2013).

Both genetics and environment play equal roles in likelihood of coffee consumption, suggesting that those surrounded by coffee will drink coffee (Laitala, Kapiro, & Silventoinen, 2008).

In this study, we identify working individuals by those wearing a work uniform, name tag, or professional type clothing (dress slacks, blazers, buttoned/collared shirts/blouses, or a dress)

Due to a lack of past research finding what types of people frequent coffee shops, we wanted to provide a preliminary answer to this question.

H^1: Working individuals will frequent coffee shops more in the morning than the evening.

H^2: Females will frequent coffee shops more in the evening.

Method

A naturalistic observation study was conducted on a convenience sample of individuals who entered coffee shops on at two different locations. We counted the number of people who entered the coffee shops through specific doors during the times stated below, avoiding the drive through at Starbucks

Data was collected at Starbucks and at Eau Claire Downtown Coffee (ECDC) in the morning and in the afternoon. These times reflect the normative 'rush hour' schedule of the working individual.

ECDC: 8:40 a.m. to 9:40 a.m. and 3:00 p.m. to 4:00 p.m.
Starbucks: 10:00 a.m. to 11:00 a.m. and 4:15 p.m. to 5:15 p.m.

Demographics

Starbucks: *N* = 27, 48% female, 52% male

ECDC: *N* = 49, 60% female, 40% male

Independent Variables

Location (*Starbucks, ECDC)*
Sex (*male, female)*
Time of day *(morning, afternoon)*

Figure 1: Appearance and Time of Day

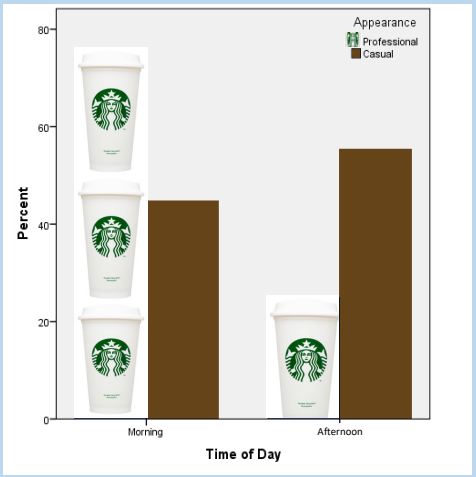
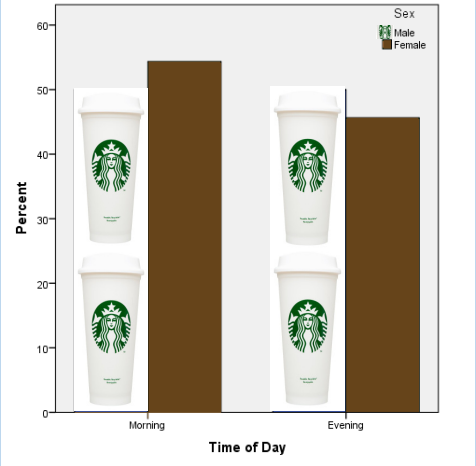


Figure 2: Time of Day and Sex



Results

The main finding is that there is a relationship between appearance and time of day.

There is a correlation between age (demographic) and time of day, *r*pb = -.27, *N* = 76, *p* = .016. The age of participants is greater in the morning than the evening time of day.

Figure 1 shows a relationship between that more people in professional dress rather than casual dress frequented coffee shops more in the morning. Chi-square of $\chi^2(1, N = 76) = 5.45$, $p = .02$ with a small effect size, Cramer's $V = .27$.

Figure 2 show that there was no relationship between time of day and sex. $\chi^2 (1, N = 76) = 1.26$, $p = .26$, Cramer's $V = .13$.

Discussion

Our data supports our first hypothesis. We found that more professionally dressed people went to coffee shops in the morning than those casually dressed.

For our second hypothesis we fail to reject the null hypothesis. We thought that more females would visit the coffee shops in the evening, but our data did not support any association between time of day and sex of the participants.

Limitations for our study could include counting individuals multiple times, the popularity of Starbucks' drive-thru, and that most research on coffee pertains to the comparison of other drugs on individuals (i.e. smoking, drinking, etc.)

Our results do not support past research, indicating that more males visited coffee shops in the mornings (Adan, Prat, & Sanchez-Turet, 2008; Chang and Choi, 2016). However, there has been little research on comparing clothing appearance and the time of day in these settings.

Future research could include a larger sample of participants, observing at a single location with fewer limitations, and reporting for longer periods of time. We would like to distribute a self-report survey for participants to record coffee consumption habits.

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