

Supplementary Materials

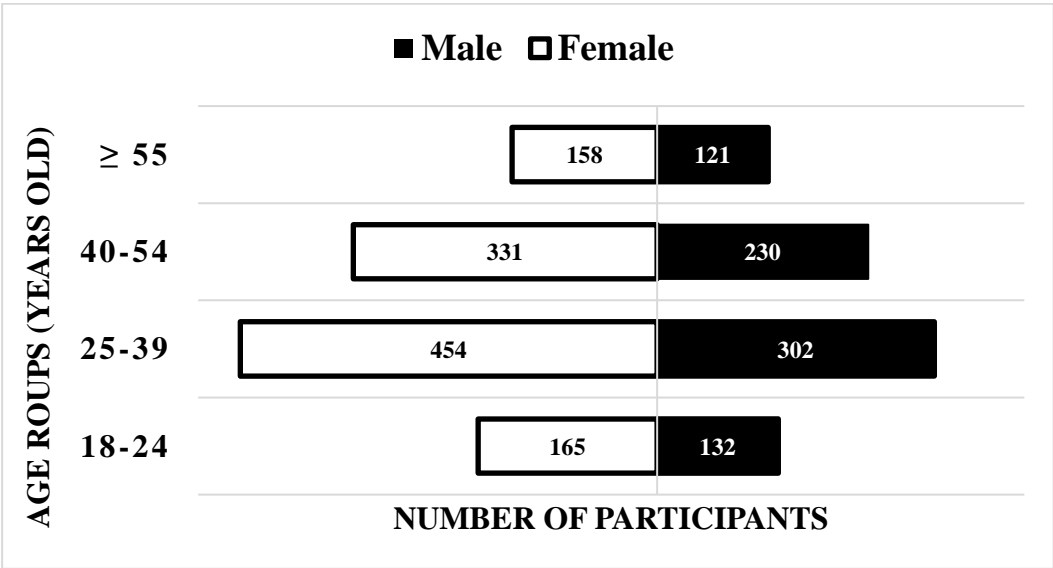


Figure S1: The age pyramid of the survey participants (*n*: 1930)

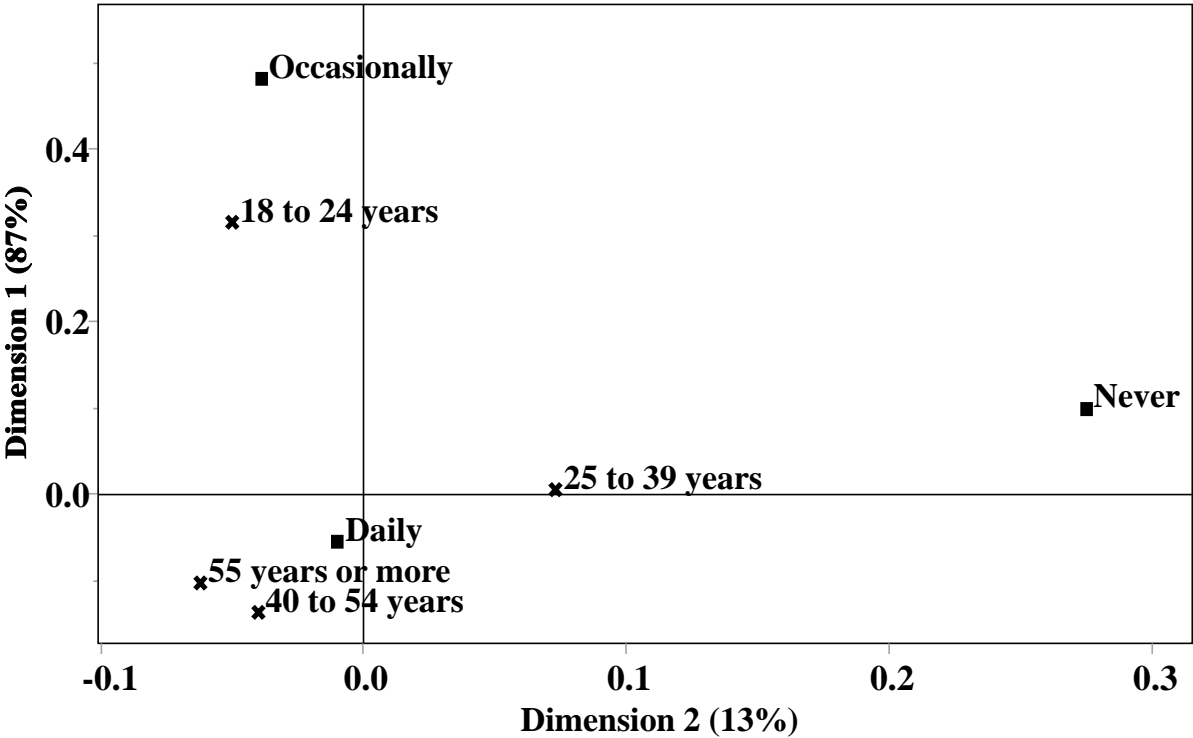


Figure S2: The correspondence analysis for consumption habits and age groups (*n*: 1930)

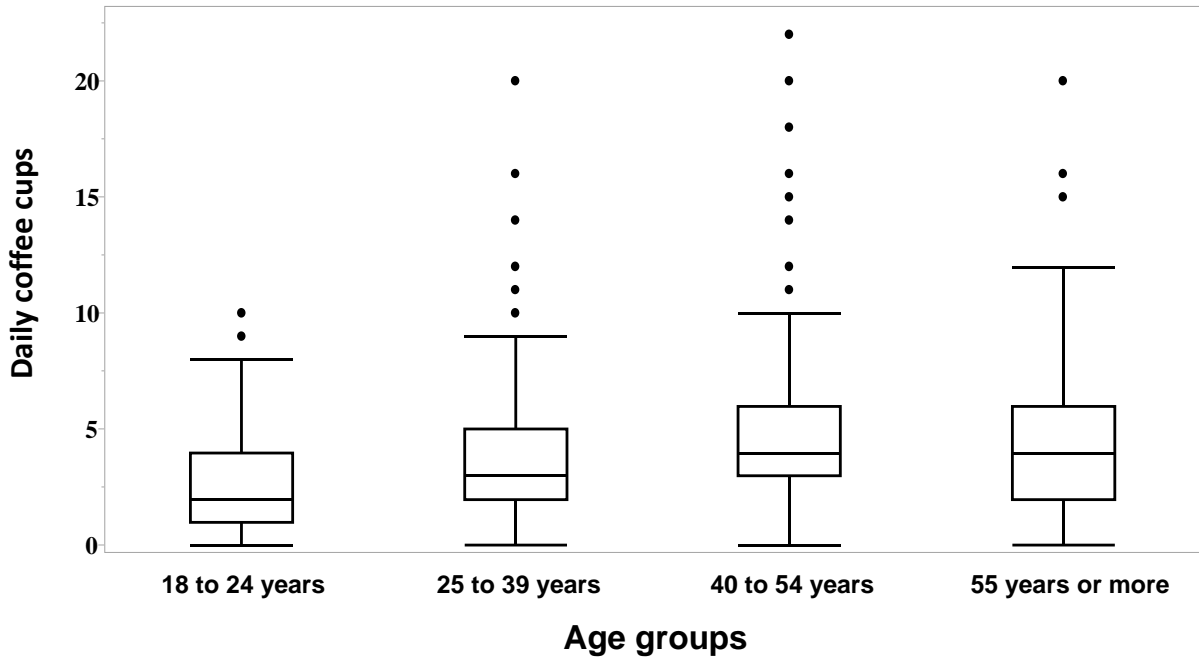


Figure S3: The Box plots of daily cups in different age groups for occasionally and daily coffee consumers (n : 1845)

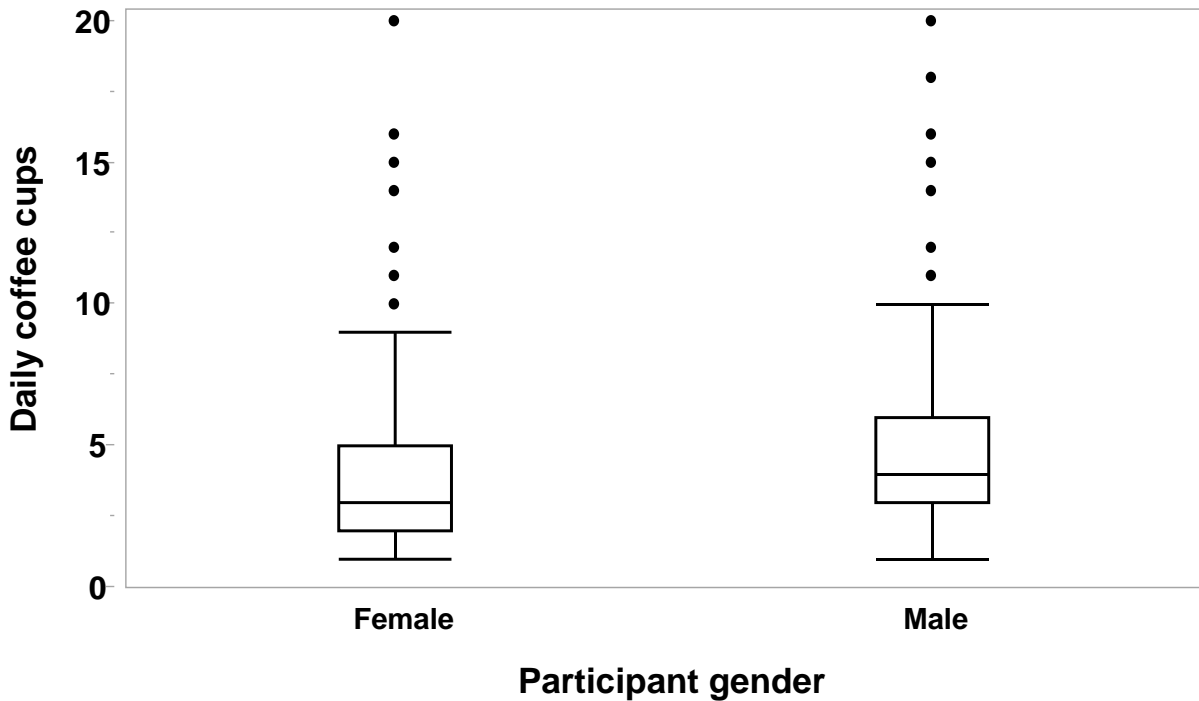


Figure S4: The Box plots of occasionally and daily coffee consumption (cups / day) for men and women (n : 1838)

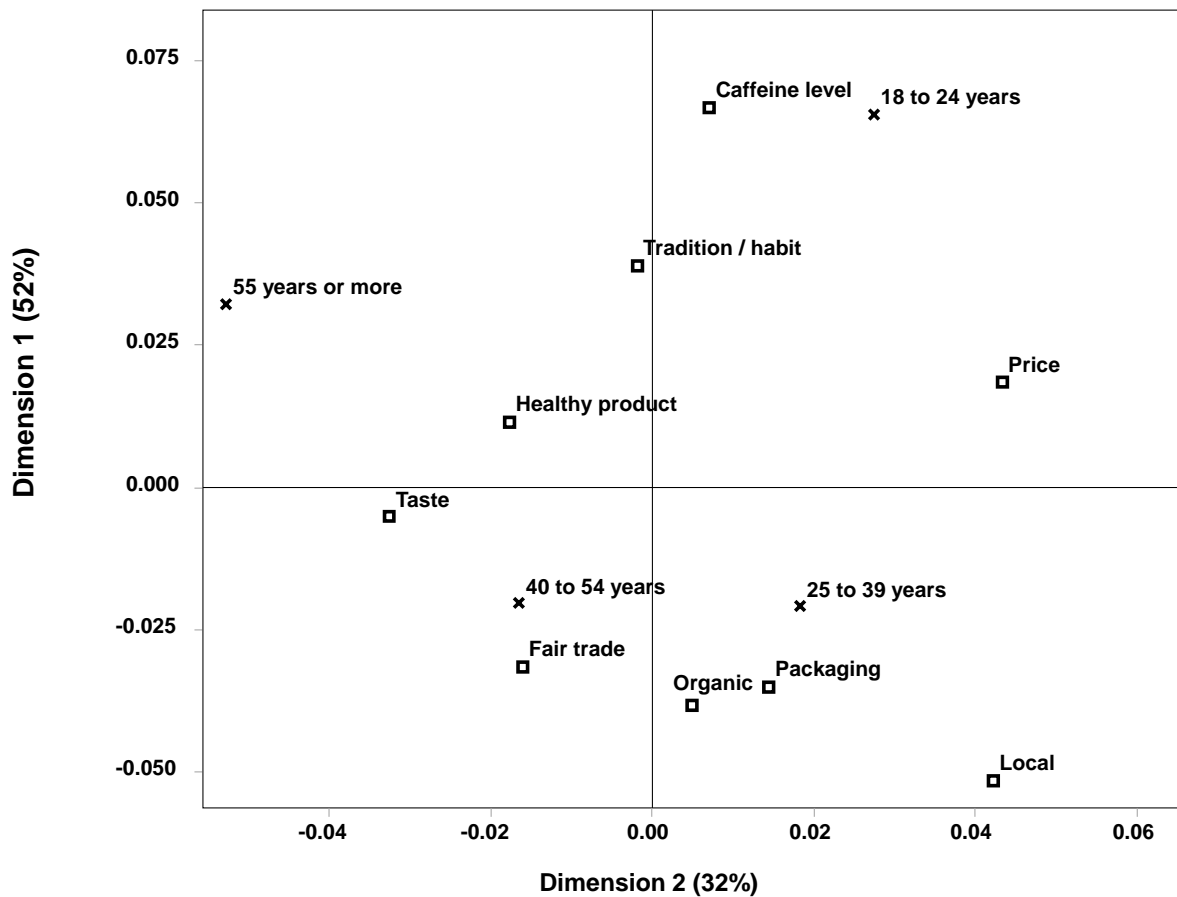


Figure S5: The correspondence analysis for brand selection criteria and age groups (*n*: 1263).

Table S1: The number of participants in each age group according to coffee consumption habits (*n*: 1930)

		Coffee consumption habits		
Group		Daily (<i>n</i> : 1672)	Never (<i>n</i> :85)	Occasionally (<i>n</i> : 173)
Age group (years old)	18-24, <i>n</i> :327	254 (77.7%)	14 (4.3%)	59 (18.0%)
	25-39, <i>n</i> :762	651 (85.4%)	45 (5.9%)	66 (8.7%)
	40-54, <i>n</i> :561	513 (91.4%)	18 (3.2%)	30 (5.4%)
	>55, <i>n</i> :280	254 (90.7%)	8 (2.9%)	18 (6.4%)

Table S2: The number of men and women according to coffee consumption habits (*n*: 1923)

Gender	Daily	Never	Occasionally
Women, <i>n</i> :1138	975 (85.7%)	62 (5.4%)	101 (8.9%)
Men, <i>n</i> :785	690 (87.9%)	23 (2.9%)	72 (9.2%)

Table S3: The frequency of coffee consumption for smokers and non-smokers (*n*: 1721)

	Participants' consumption (%)		
	Daily	Never	Occasionally
Non-smokers <i>n</i> :1497	1319 (88.1%)	44 (2.9%)	134 (9.0%)
Smokers <i>n</i> :224	209 (93.3%)	3 (1.3%)	12 (5.4%)

Table S4: The habits of coffee consumption in different Belgian institutes (*n*: 1930)

		Participants' consumption (%)		
		Daily	Never	Occasionally
Institutes	Institute (A) <i>n</i> :204	147 (72.1%)	31 (15.2%)	26 (12.7%)
	Institute (B) <i>n</i> :145	122 (84.1%)	9 (6.2%)	14 (9.7%)
	University (A) <i>n</i> :618	530 (85.8%)	23 (3.7%)	65 (10.5%)
	University (B) <i>n</i> :340	303 (89.1%)	11 (3.2%)	26 (7.6%)
	Other <i>n</i> :623	570 (91.5%)	11 (1.8%)	42 (6.7%)

Table S5: The number of men and women in each loyalty category (*n*: 1653)

		Loyalty categories				
		A little	A lot	Fully	Not at all	Somewhat
Gender	Women	206 (61.9%)	253 (64.0%)	75 (58.1%)	195 (52.5%)	235 (55.3%)
	Men	127 (38.1%)	143 (36.0%)	54 (41.9%)	175 (47.5%)	190 (44.7%)