Objective:
- To determine motives for coffee consumption at an individual level

Hypotheses:
- The most frequent coffee drinkers will cite habit as the primary reason for consumption, while less frequent drinkers will cite more diverse reasons
- More frequent coffee drinkers will be more likely to experience physiological symptoms of caffeine addiction

Methods:
- After completing a coffee tasting, participants answered a six item survey regarding their frequency of coffee use, physiological symptoms of coffee addiction, and perceived motivation for drinking coffee

Results:
- Of those who drink coffee 3+ times per day, the most common reason for doing so was habit (4 of 10)
- Of those who drink coffee once a week, the most common reason for doing so was taste (12 of 14)
- Frequency/headache correlation: $r = .41, p < .005$
- Frequency/irritability correlation: $r = .52, p < .001$

A collaborative effort: This research was conducted by Nathaniel Burgess, with help from Alexis Dyer, in conjunction with Sophie LaRochelle, Stephanie Pennino, and Mingxuan Zhang, authors of *Kopi Luwak Shows Better Taste Profile*. Faculty advisors were Dr. Corbett and Dr. McMaster-Schuyler.