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Contact: Jill Notini
t 202.872.5955 x318
jnotini@aham.org



1111 19th Street NW > Suite 402 > Washington, DC 20036
t 202.872.5955 f 202.872.9354 www.aham.org

AHAM CONSUMER RESEARCH DETAILS EFFECTS OF ECONOMY ON COFFEE DRINKERS

WASHINGTON, D.C. (August 6, 2009)- A new consumer research study published by the Association of Home Appliance Manufacturers (AHAM) details the impact of the US economy on portable appliance usage among owners of small appliances.

According to the research, 26% of espresso/cappuccino coffeemaker owners stated that they have used their appliance significantly more in the past 1-2 years due to the economy. Also, 21% of single-serve coffeemaker owners have used more on this appliance more due to economic conditions. Only 9% of auto-drip coffeemaker owners have used their appliance more frequently.

57% of espresso/cappuccino coffeemaker owners said that they somewhat or strongly agree that they use their appliance to save money over coffeeshop prices. Espresso/cappuccino coffeemaker owners may be saving up to \$1,000 per year by brewing their coffee at home.

Espresso/cappuccino coffeemakers and Single-serve coffeemakers are fairly recent purchases, with more than 75% of the appliances purchased within the past 4 years.

AHAM's new Portable Appliance Saturation and Usage Study is based on a nationally representative sample of more than 2,500 households and was conducted by The Stevenson Company for AHAM members. The study examines the saturation, usage and product purchase factors of 17 portable appliance categories.

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The Association of Home Appliance Manufacturers (AHAM) is a not-for-profit trade association representing manufacturers of major and portable home appliances, floor care appliances and suppliers to the industry and is headquartered in Washington, DC. You can visit the AHAM web site at <http://www.aham.org>.