

In this study, we sought to answer what factors determine coffee prices. We began our research by visiting seven coffee shops within a two mile radius of Reed and gathering information on the coffee prices of three different coffee drinks (basic coffee, latte, and cappuccino). We also gathered information on others factor that we thought might affect the price of coffee. The prices and sizes were located on menu boards and other factors such as seating, hours of operation, menu size, and merchandise were observed on site. /We asked employees questions regarding whether or not a shop was chain operated. We compiled our data on excel and calculated the price per ounce of each size and coffee type. After that we averaged each coffee shop's price per ounce for the different coffee drinks. Then, we related a compilation of these average coffee prices to each of the other variables by setting price as the dependent variable in a number of graphs.

Our results showed that the large the serving, the lower the price per ounce. We also found that there were positive correlations between coffee prices and chain operation, merchandise, and total hours open per week. The amount of seating of seating available did not seem to affect the price of coffee. The size of the menu had a generally indeterminate effect on the price of coffee, but our results show that there may be a slight negative correction between these variables. Conclusively, we cannot necessarily prove causation between these variable and coffee price, but we can determine which variables have strong correlations with the price of coffee.