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HealthSaver 2007 Caffeinated Cities Survey Fact Sheet

- The overall purpose of this research was to determine the caffeine consumption habits and attitudes of consumers across the U.S., and to learn more about cultural views and health benefits of this morning pick-me-up, afternoon alert booster and late-night indulgence
- Prince Market Research (PMR) an independent marketing research company, was commissioned to conduct a nationally representative telephone study with consumers in 20 major metro areas in the U.S. to learn more about their use of caffeine in everyday beverages and food.
- A total of 2035 telephone interviews, lasting an average of five minutes, were conducted between Aug. 1 and Sept. 18, 2007. No incentive was offered and the sponsor of the research was not revealed. The margin of error is +/- 2 percent.
- Chicago is the most caffeinated city in the country, followed closely by Tampa, Miami, Phoenix and Atlanta.
- San Francisco/Oakland is the least caffeinated city, followed by Philadelphia, New York, Detroit and Baltimore.
- The survey considered numerous caffeine sources, like coffee, tea, sodas, energy drinks, chocolate, pain relievers and caffeine pills.
- Seattle/Tacoma ranked No. 1 nationwide in coffee consumption alone, with 58 percent saying this elixir of alertness would be the most difficult caffeine product to give up.
- Other cities surveyed include Houston, Boston, St. Louis, Seattle, Los Angeles, Riverside, Calif., Washington, D.C, San Diego, Minneapolis/St. Paul and Dallas/Ft Worth.
- The health benefits of caffeine are plentiful and well-documented in numerous studies in recent years. Coffee and tea, in particular, have emerged as good health food sources that can lower the risk of diabetes, heart disease, Parkinson's disease, colon cancer, and cirrhosis of the liver, as well as lift your mood, treat headaches and even lower risk of cavities. Caffeine also enhances athleticism, endurance and performance, according to health care experts.

- One-half of all respondents nationwide said they drink caffeinated coffee every day, while caffeinated cola was next with a 21 percent daily consumption rate.

Most Coffee Consumption

Regular coffee & specialty coffee drinks

1. Seattle/Tacoma
2. Boston
3. Houston
4. Chicago
5. Miami

Least Coffee Consumption

1. Dallas/Ft. Worth
2. New York
3. St. Louis
4. Atlanta
5. Philadelphia

Most Cola Consumption

Regular Coke, regular Pepsi, Mountain Dew

1. Chicago
2. Dallas/Ft. Worth
3. St. Louis
4. Atlanta
5. Tampa

Least Cola Consumption

1. Philadelphia
2. New York
3. Miami
4. Seattle/Tacoma
5. San Francisco/Oakland

Most Tea Consumption

Green tea, iced tea, black tea

1. Miami
2. Tampa
3. Washington, D.C.
4. Philadelphia
5. Atlanta

Least Tea Consumption

1. Minneapolis/St. Paul
2. Detroit
3. San Francisco/Oakland
4. Seattle/Tacoma
5. Boston

Most Chocolate Consumption

Candy, ice cream, cake, cookies

1. Chicago
2. Atlanta
3. Minneapolis/St. Paul
4. Phoenix
5. St. Louis

Least Chocolate Consumption

1. Los Angeles
2. Riverside/San Bernardino
3. Houston
4. Miami
5. Dallas/Ft. Worth

Most Energy Drink Consumption

Red Bull, etc.

1. Riverside/San Bernardino
2. Los Angeles
3. Chicago
4. Miami
5. New York

Least Energy Drink Consumption

1. Philadelphia
2. San Francisco/Oakland
3. Houston
4. Dallas/Ft. Worth
5. Boston

Cities Most Likely To Say Caffeine Is Good For You

1. Seattle/Tacoma
2. Chicago
3. Miami

Cities Most Likely To Say Caffeine Is Bad For You

1. Los Angeles
2. Riverside/San Bernardino
3. San Francisco/Oakland

4. San Diego
5. Boston

4. New York
5. Atlanta

Cities Most Addicted To Caffeine Caffeine

1. Boston
2. Minneapolis
3. San Diego
4. Chicago
5. Atlanta

Cities Least Addicted To

1. New York
2. Philadelphia
3. Miami
4. Houston
5. Tampa

Other key findings of the study:

- Nearly **one-half of all respondents** (44 percent) said **coffee** would be **the hardest to give up**.
- **Men** are slightly **more likely** than women (47 percent vs. 42 percent) to say coffee would be the hardest to give up.
- Overall **71 percent** of all respondents said they are **not addicted** to caffeine.
- Among age groups, the **older the group**, the more likely they are to say **coffee** would be the **most difficult caffeinated product to give up**.
- **Women** are **more likely** than men to say they **are addicted to caffeine** (31 percent of women vs. 26 percent of men).
- A majority (60 percent) said they consume about the same amount of caffeine as they did a year ago.
- The **younger** the age group, the more likely they are to say they consume **more** caffeine than a year ago.
- Among respondents **consuming less caffeine**, 39 percent said it is because they are seeking to **improve their health**; and one-fourth (25 percent) of those consuming less caffeine are doing so because of a change of **diet**/currently on a **diet plan**.
- **Most** who said they consume **more** caffeine than a year ago said they do so because their everyday routine is **more** demanding. Another 15 percent said it was because they have more access to caffeine, and six percent said they consume more because of fatigue due to sleep problems.
- **Over** one-half of respondents said they are **way over their ideal weight** (9 percent) or **over their ideal weight** (54 percent). **Less than** one percent said they were **way under their ideal weight**.

About HealthSaver

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