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## National Survey Ranks Atlanta as the Second Least Caffeinated City, No. 1 for Energy Drinks

Norwalk, Conn., Jan. 13, 2009 – The second annual **HealthSaver Caffeinated Cities Survey**, commissioned by HealthSaver, a national emerging health care discount service, found that Atlanta is the second least caffeinated city in the country, compared to 19 other major American cities. In 2007, Atlanta ranked as the fifth *most* caffeinated city. In this survey, Tampa ranked No. 1 as the most caffeinated city, while Riverside/San Bernardino is the least caffeinated.

Contributing to Atlanta’s new ranking is a decrease in consumption of chocolate (ranked No. 1 for least likely), and pain relievers containing caffeine (No. 3 least likely). The highest numbers of caffeine intake involved energy drinks. Research showed Atlanta had the highest number of respondents who admitted drinking energy drinks on a daily basis.

The **HealthSaver 2008 Caffeinated Cities Survey**, released today, was conducted 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.

“With the advent of rich, high-end coffees, soaring popularity of energy drinks and national fascination with green tea, our HealthSaver Caffeinated Cities Survey has brewed up some very interesting trends, findings and results,” said Brad Eggleston, vice president of HealthSaver.

“This groundbreaking research is an important tool to help educate about the health benefits of moderate caffeine consumption in the United States.”

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.

“Even though at one time coffee was considered harmful to your health, at this point there is no compelling research to indicate that, in fact, is true.” said Dr. Peter R. Martin, Professor of Psychiatry and Pharmacology and the Director of the Institute of Coffee Studies, Vanderbilt School of Medicine. “Newer studies actually prove coffee in moderation is good for one’s health.”

Here’s the buzz on the most and least wired cities:

### Most Caffeinated Cities

2008	2007
1. Tampa	1. Chicago
2. Seattle	2. Tampa
3. Chicago	3. Miami
4. New York	4. Phoenix
5. Los Angeles	5. Atlanta

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**Least Caffeinated Cities  
2008**

1. Riverside/San Bernardino
2. Atlanta
3. San Diego
4. Minneapolis/St. Paul
5. Dallas

**2007**

1. San Francisco
2. Philadelphia
3. New York
4. Detroit
5. Baltimore

Other cities surveyed in 2008 include Baltimore, Miami, Boston, Houston, Phoenix, San Francisco, Washington, D.C., Detroit, Philadelphia and St. Louis.

For the second year in a row, **Seattle ranked No. 1 in coffee consumption**, with 55 percent of residents surveyed saying this elixir of alertness would be the most difficult caffeine product to give up.

Nearly one-half (49 percent) of all respondents nationwide said they drink caffeinated coffee every day, while cola and tea tied with a 20 percent daily consumption rate. Sweets containing chocolate ranked fourth among caffeine products, with a 13 percent daily consumption, the survey found.

Some key survey findings:

**Most Coffee Consumption**

*Regular coffee & specialty coffee drinks*

**2008**

1. Seattle
2. Miami
3. San Francisco
4. Los Angeles
5. Tampa

**2007**

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

**Least Coffee Consumption**

*Regular coffee & specialty coffee drinks*

**2008**

1. St. Louis
2. Riverside/San Bernardino
3. Houston
4. Phoenix
5. Detroit

**2007**

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

**Most Cola Consumption**

*Regular Coke, regular Pepsi, Mountain Dew*

**2008**

1. Houston
2. Minneapolis/St. Paul
3. St. Louis
4. Chicago
5. Washington, D.C.

**2007**

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

**Least Cola Consumption**

*Regular Coke, regular Pepsi, Mountain Dew*

**2008**

1. New York
2. San Francisco
3. Riverside/San Bernardino
4. Boston
5. San Diego

**2007**

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

**Most Tea Consumption**

*Green tea, iced tea, black tea*

**2008**

1. New York
2. Tampa
3. Baltimore
4. Boston
5. Atlanta

**2007**

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

**Least Tea Consumption**

*Green tea, iced tea, black tea*

**2008**

1. Minneapolis/St. Paul
2. Miami
3. San Francisco
4. Detroit
5. Seattle

**2007**

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

**Most Chocolate Consumption**

*Candy, ice cream, cake, cookies*

**2008**

1. Seattle
2. Phoenix
3. Chicago
4. Detroit
5. Boston

**2007**

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

**Least Chocolate Consumption**

*Candy, ice cream, cake, cookies*

**2008**

1. Atlanta
2. Dallas
3. Riverside/San Bernardino
4. San Diego
5. Philadelphia

**2007**

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

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### **Most Energy Drink Consumption**

*Red Bull, Monster etc.*

**2008**

1. Atlanta
2. Riverside/San Bernardino
3. Tampa
4. Seattle
5. San Diego

**2007**

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

### **Least Energy Drink Consumption**

*Red Bull, Monster etc.*

**2008**

1. Dallas (tie)
1. Baltimore (tie)
3. Washington, D.C
4. Detroit
5. Philadelphia & St. Louis (tie)

**2007**

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

### **Cities Most Likely To Say Caffeine Is Good For You**

**2008**

1. New York
2. Miami
3. Baltimore
4. Minneapolis/St. Paul
5. Tampa

**2007**

1. Seattle
2. Chicago
3. Miami
4. San Diego
5. Boston

### **Cities Most Likely To Say Caffeine Is Bad For You**

**2008**

1. Detroit
2. Pheonix
3. Riverside/San Bernardino
4. St. Louis
5. Houston

**2007**

1. Los Angeles
2. Riverside/San Bernardino
3. San Francisco
4. New York
5. Atlanta

### **Cities Most Addicted To Caffeine**

**2008**

1. Seattle
2. Philadelphia
3. Phoenix
4. St. Louis
5. Los Angeles & Boston (tie)

**2007**

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

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**Cities Least Addicted To Caffeine  
2008**

1. Chicago
2. Tampa
3. San Francisco
4. Houston
5. Riverside/San Bernadino

**2007**

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

Consumers tipped their coffee cups on a variety of caffeine-related trends:

- For the second straight year, nearly one-half of all respondents (42 percent) said **coffee/specialty drinks** would be **the hardest to give up**.
- **Men** are much **more likely** than women (47 percent vs. 39 percent) to say coffee would be the hardest to give up, similar to the first annual survey.
- **Nearly three-fourths (72 percent)** of all respondents said they are **not addicted** to caffeine.
- Among age groups, the older the consumer, the more likely they are to say coffee would be the most difficult caffeinated product to give up, a pattern similar to that found last year.

**Other key findings of the study:**

- **Women** are **more likely** than men to say they **are addicted to caffeine** (29 percent of women vs. 24 percent of men).
- **A majority** (64 percent) said they **consume about the same amount of caffeine** as they did a year ago.
- **More than one-fourth** (28 percent) **consume less caffeine** now than 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**, 53 percent said it is because they are seeking to **improve their health**; and nearly one-fourth (24 percent) of those consuming less caffeine are doing so because of a change of **diet**/currently on a **diet plan**.
- **More than one-fourth** said they consume **more** caffeine than a year ago because their everyday routine is **more** demanding. Another six percent said it was because they have more access to caffeine, and 2 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** (12 percent) or **over their ideal weight** (54 percent). **Only four** percent said they were **under their ideal weight**.

HealthSaver, an emerging health care discount program, offers savings on prescriptions, vision care, complementary and alternative health care treatments, vitamins and supplements by mail and more than 1,500 fitness clubs nationwide, including select Bally Total Fitness, World Gym and Ladies Workout Express locations.

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## **Survey Methodology**

Prince Market Research, an independent marketing research company, was commissioned to conduct a nationally representative telephone study with consumers in 20 major metropolitan areas in the U.S. to learn more about their use of caffeine in everyday beverages and food. All telephone calls were conducted between July 1 and Aug. 21, 2008, during which period, a total of 2,005 interviews, lasting between of five and seven minutes, were completed. No incentive was offered and the sponsor of the research was not revealed. The margin of error is +/- 2 percent.

## **About HealthSaver**

HealthSaver offers discounts of 20 percent on vision care, as well as discounts of 10 to 50 percent on prescriptions at participating pharmacies, 20 percent off complementary and alternative health care treatments and fitness club benefits. HealthSaver also offers discounts of 10 to 35 percent on dental care services at some 42,000 participating provider locations nationwide, including routine cleanings, X-rays, fillings, orthodontics, and even popular cosmetic dentistry procedures such as teeth whitening. Members can also save from 5 to 50 percent off vitamins and supplements by mail. Discounts are based upon reasonable and customary costs or manufacturers suggested retail price (MSRP) and are only available from participating providers. HealthSaver is not an insurance product or service. More information about HealthSaver is available online at [www.healthsaver.com](http://www.healthsaver.com) or toll free by calling 1-800-7HEALTH (1-800-743-2584). HealthSaver is offered by Affinion Group, a leader in the membership, insurance and loyalty marketing businesses, providing products and services that touch the lives of millions of Americans.

## **About Affinion Group**

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