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## HealthSaver 2008 Caffeinated Cities Survey Fact Sheet

- The overall purpose of this annual 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 2005 telephone interviews, lasting between five and seven minutes, were conducted between July 1 and Aug. 21, 2008. No incentive was offered and the sponsor of the research was not revealed. The margin of error is +/- 2 percent.
- Tampa is the most caffeinated city in the country, followed closely by Seattle, Chicago, New York and Los Angeles.
- Riverside/San Bernadino is the least caffeinated city, followed by Atlanta, San Diego, Minneapolis/St. Paul and Dallas.
- The survey considered numerous caffeine sources, like coffee, tea, sodas, energy drinks, chocolate, pain relievers and caffeine pills.
- Seattle ranked No. 1 nationwide in coffee consumption alone, with 55 percent saying this elixir of alertness would be the most difficult caffeine product to give up.
- Other cities surveyed include Baltimore, Miami, Boston, Houston, Phoenix, San Francisco, Washington, D.C., Detroit, Philadelphia and St. Louis.
- 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.

For the second straight year, nearly one-half of all respondents nationwide said they drink caffeinated coffee every day, while caffeinated cola and tea tied with a 20 percent daily consumption rate. Chocolate ranked 4<sup>th</sup> for daily consumption.

**Most Caffeinated Cities**

**2008**

1. Tampa
2. Seattle
3. Chicago
4. New York
5. Los Angeles

**2007**

1. Chicago
2. Tampa
3. Miami
4. Phoenix
5. Atlanta

**Least Caffeinated Cities**

**2008**

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

**2007**

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

**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 Bernadino
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 Bernadino
4. San Diego
5. Philadelphia

**2007**

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

### **Most Energy Drink Consumption**

*Red Bull, Monster etc.*

**2008**

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

**2007**

1. Riverside/San Bernadino
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 Bernadino
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

## 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**.

### 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

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### **About Affinion Group**

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