ENERGY DRINK CONSUMPTION

2013 Research Report

Conducted by Ipsos on behalf of the Canadian Beverage Association

GAME CHANGERS

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Executive Summary

This report draws upon research conducted in 2013 by Ipsos on behalf of the Canadian Beverage Association, in consultation with Health Canada, as part of gathering needed in-market information under the Temporary Marketing Authorizations (TMAs) issued for caffeinated energy drinks beginning in fall 2011. Health Canada anticipated being able to develop and finalize the regulatory amendments by 2016 that would fully incorporate energy drinks into the food regulations.

Energy drink consumption among Canadians polled is relatively low, particularly when understood in the context of broader caffeine consumption. In 2013, our survey showed that only 16% of the 15,151 polled have ever consumed two or more energy drinks in their lifetime (the qualifying threshold at which a respondent was labelled a consumer of energy drinks), with 84% of those surveyed either having consumed only one in their lifetime, or none at all, meaning they are a non-consumer.

When examining energy-drink consumption among the total population of consumers and non-consumers polled, weekly consumption ranges from 0.1 energy drink servings (defined as 250ml) per week on average among those surveyed aged 31+ to a high of 1.1 energy drink servings consumed on average by males aged 15-18. As shown in the detailed findings which follow, within all demographic groups studied consumption of energy drinks comprises a relatively small proportion of overall caffeine-containing beverage servings consumed.

By comparison, coffee-based beverages are consumed with greater frequency by every demographic group studied, ranging from a low of 1.7 servings per week among males aged 12-14 to a high of 12.2 servings per week among men aged 31+. Even among the highest-frequency group of energy-drink consumers among the general population, males aged 15-18, the number of servings of coffee-based beverages consumed is three-times greater than that of energy drinks, and their iced-tea servings consumption is nearly four-times greater than that of energy drinks.

Focusing on only those who have consumed energy drinks at least twice or more in their lifetime:

- Among the 16% of those Canadians polled who are designated as consuming energy drinks, the average number of energy drink containers consumed is 2.9 per month, with most youth subsets slightly above the average, and most adult groups slightly below the average.
- Among **youth** who consume, those aged 12-14 have consumed in the last month on average 4.4 (female) and 4.5 (male) containers of energy drinks, and those aged 15-18 have consumed in the last month on average 4.3 (female) and 5.1 (male) energy drinks.
- Among **adults** who consume, on average for the 19-30 age group men are consuming 3.6 containers of energy drink per month, while women aged 19-30 are consuming 1.9 per month. Men aged 31+ are consuming 2.1 per month, and women aged 31+ are consuming 1.7 per month on average.

On days when energy drinks are consumed, 94% of surveyed energy drink consumers drink only one or fewer containers, while only 6% say they typically consume more than 1 container on these days, meaning that the overwhelming majority of energy drink consumers (>94%) are observing the product label's recommendation to moderate their consumption of these beverages, based on the size and number of containers consumed in a day, on days when they consume.

Most respondents perceive that energy drinks are high in caffeine; however, many appear to overestimate the amount of caffeine actually found in energy drinks. The general belief among surveyed energy drink consumers is that energy drinks have more caffeine than coffee-based beverages, which in many cases is an erroneous understanding.

Background

Shortly after the federal government's Natural Health Products Regulations (NHPR) were approved in 2004, numerous caffeinated energy drinks came onto the Canadian market under the NHPR framework.

In the years following, Health Canada subsequently determined that based on public perception, history of use, product representation to consumers, and product format, such caffeinated energy drinks actually fit the definition of a food as defined by Health Canada's classification guidance. Subsequent to this determination, in October 2011, the Minister of Health announced the Department's intention to classify and regulate caffeinated energy drinks as foods.[1] Caffeinated energy drinks are defined as having a caffeine concentration between 200 and 400 mg/litre[2] and packaged in containers greater than 125ml.

While Health Canada determined in 2011 that there are no immediate safety concerns[3] regarding such energy drinks, Health Canada noted there were a number of outstanding information gaps needing to be addressed in order to develop and finalize the regulatory requirements for these products. One such information gap was consumption patterns of energy drinks in the dietary context as food.

Health Canada determined that the Temporary Marketing Authorization (TMA) regulatory mechanism was the most appropriate regulatory tool to gather the necessary information while allowing these products to be marketed temporarily under specific conditions. Beginning in late 2011, all caffeinated energy drinks then in the Canadian marketplace were transitioned over to the food regulatory framework using TMAs. The needed in-market information would be gathered during the 2011-2016 TMA period. Health Canada anticipated being able to develop and finalize the regulatory amendments by 2016 that would fully incorporate energy drinks into the food regulations.[4]

Under the TMA conditions, Health Canada allowed energy drink makers to voluntarily work together collectively to gather the requested information. Canadian Beverage Association members that had energy drink products subsequently worked collectively through CBA to gather information regarding consumption patterns of those people who actually consume energy drinks. Health Canada had an advisory role in the development of the research protocol. The methodology and survey instrument were developed in discussion with Health Canada, and were accepted by Health Canada as meeting the requirements established as part the conditions of the TMAs held by CBA members.

The research was conducted in April through June 2013 and the results were submitted to Health Canada in late 2013 for review and sign-off under the TMA requirements. In fall 2014 Health Canada indicated the submitted research results met the approved protocol and TMA requirements. Health Canada is currently still working towards development of the regulatory amendments to fully incorporate energy drinks within the food regulations.

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[1] Government of Canada (2011, October 6). Harper Government Announces New Measures to Support Families – New Approach on Energy Drinks. Retrieved from https://www.canada.ca/en/news/archive/2011/10/harper-government-announces-new-measures-support-families-new-approach-energy-drinks.html.

[2] Government of Canada (2014, September 24). Category Specific Guidance for Temporary Marketing Authorization – Caffeinated Energy Drinks. Retrieved from https://www.canada.ca/en/health-canada/services/food-nutrition/legislation-guidelines/guidance-documents/category-specific-guidance-temporary-marketing-authorization-caffeinated-energy-drinks.html#s1.1.

[3] Government of Canada (2014, September 24). Category Specific Guidance for Temporary Marketing Authorization – Caffeinated Energy Drinks. Retrieved from https://www.canada.ca/en/health-canada/services/food-nutrition/legislation-guidelines/guidance-documents/category-specific-guidance-temporary-marketing-authorization-caffeinated-energy-drinks.html#s1.0.

[4] *2011-2015 meetings with Health Canada.*

Methodology

This report draws upon research conducted in 2013 by Ipsos on behalf of the Canadian Beverage Association which did so in consultation with Health Canada as part of the agreed-to Temporary Marketing Authorizations for caffeinated energy drinks. The sample was not designed to reflect the broader population of Canadians; rather, given the relatively low incidence of energy-drink consumption among the overall population, the sample was designed to oversample energy-drink consumers, in order to achieve a minimum sample size of energy-drink consumers at a particular threshold of consumption (2 or more in their lifetime) within stratified age and gender groups. This methodology was designed by Ipsos in consultation with the CBA, its members and Health Canada, to ensure at least 150 interviews among consumers in each youth segment, and 250 interviews among consumers in each adult segment.

The survey was conducted online via the Ipsos I-Say panel and partner panels. In total, n = 15,151 Canadians were interviewed in order to find the desired sample size of respondents considered to be consumers of energy drinks. For the purposes of this survey, a consumer of energy drinks was defined as someone who has consumed two (2) or more energy drinks within their lifetime. Of that total Canadians polled, 84% reported that they had only ever consumed one (18%) or had never consumed any energy drinks (66%) in their lifetime.

Interviews were conducted between April 8th and June 4th, 2013, online, with the survey length among consumers of energy drinks (n = 2,373) averaging 10 minutes. Given that the national population parameters of energy drink consumers aged 12+ in Canada is unknown, no weighting has been applied to the data. As such, the data will be reported by demographic segment, within which attitudes and behaviours are more homogenous. All surveys are subject to other forms of non-random error including coverage and response bias based on data-collection mode. Ipsos estimates the accuracy of non-probability-based quota sampling using a Bayesian credibility interval.

The following table below shows the number of interviews conducted and the number of energy drink consumers identified, with corresponding qualifying incidence rates credibility intervals.

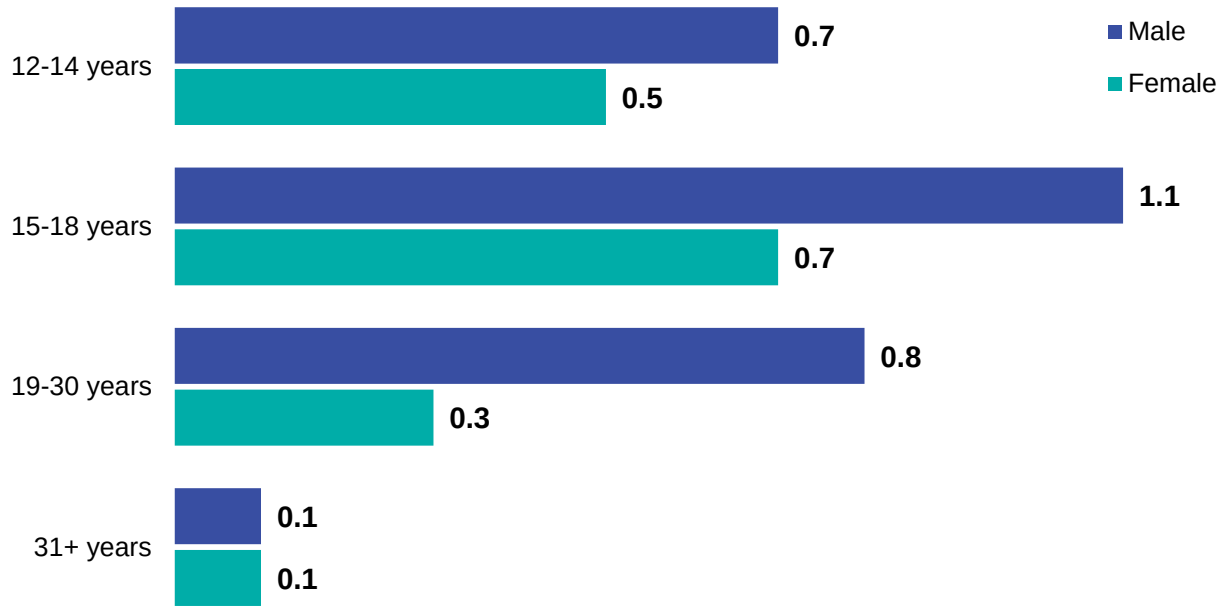
Table 1 - Sample Size, Qualifying Incidence and Credibility Intervals by Segment

Segment	Number of Interviews	Number of Consumers who Qualified	% who Have Consumed 2+ Energy Drinks in their Lifetime	Credibility Interval Points within Segment
Males 12-14	378	154	41%	+/- 9
Females 12-14	428	151	35%	+/- 9.1
Males 15-18	400	203	51%	+/- 7.8
Females 15-18	370	172	47%	+/- 8.5
Men 19-30	402	254	63%	+/- 7.0
Women 19-30	831	451	54%	+/- 5.3
Men 31+	5,677	576	10%	+/- 4.7
Women 31+	6,665	412	6%	+/- 2.3

Part 1: Caffeinated Beverage Consumption in Canada

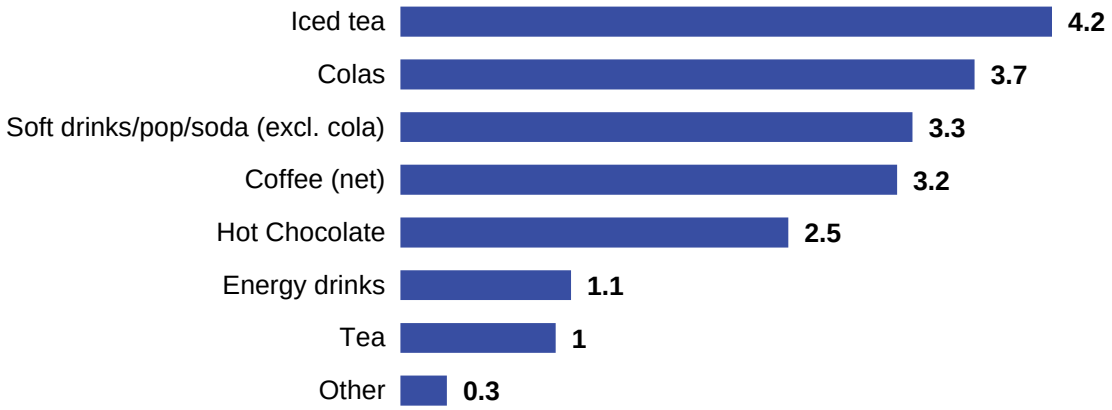
Energy drinks represent a small proportion of caffeinated beverages consumed among those surveyed in Canada. Looking at each of the demographic segments studied across the total sample of Canadians polled (both energy drink consumers and non-consumers; n=15,151), energy drink consumption on average ranges from a low of 0.1 servings/week on average among those aged 31+ (both men and women) to a high of 1.1 servings/week of energy drinks among males aged 15-18. For the purposes of this question which is comparing energy-drink consumption against other sources of caffeine, a serving was defined as 250ml.

Figure 1 - Average Number of Energy Drinks Consumed Per Week (By Segment)



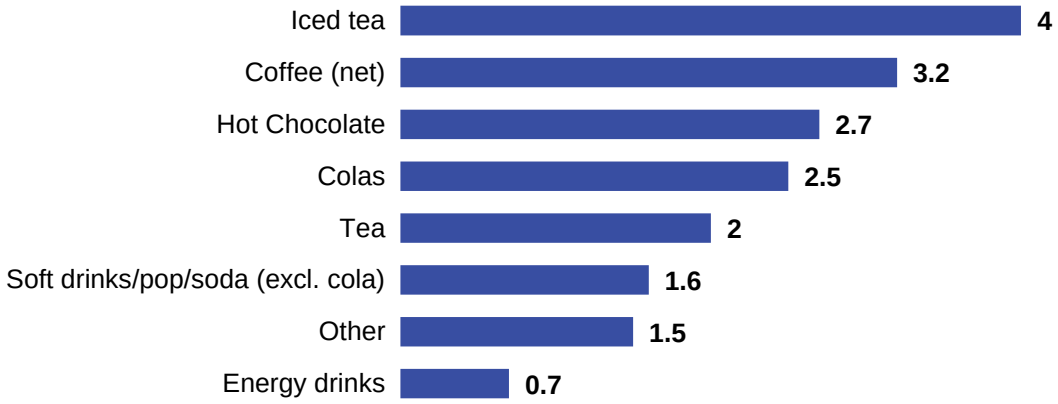
By comparison, energy drinks are consumed in lesser quantities, on average per week, than other caffeinated beverages. Even when examining the highest consumption group of consumers (males aged 15-18) and comparing their energy drink consumption (1.1 servings) on average with their weekly consumption of iced tea (4.2), colas (3.7), caffeine-containing soft drinks excluding colas (3.3), coffee (3.2), hot chocolate (2.5), tea (1) or other caffeinated beverages (0.3), out of a total of 19 servings of caffeinated products per week only 1.1 servings are coming from energy drinks.

Figure 2 - Average Servings of Caffeinated Beverages Per Week (Males 15-18 Years)



A similar trend holds true among females aged 15-18, who consume on average 0.7 servings of energy drinks per week. This is just a small fraction (<4%) of the total servings of caffeinated beverages consumed per week, through iced tea (4 servings per week), coffee (3.2), hot chocolate (2.7), colas (2.5), tea (2), caffeine-containing soft drinks excluding colas (1.6) or other caffeinated beverages (1.5). Energy drinks comprise 0.7 250ml servings of the 18.2 servings of caffeinated products per week consumed, or less than 4% of all caffeine servings consumed.

Figure 3 - Average Servings of Caffeinated Beverages Per Week (Females 15-18 Years)



The data also show that caffeine consumption is greater among the survey's older age segments than younger segments, primarily driven by coffee and tea, while overall energy drink consumption among the overall population studied declines past 18 years of age, with the relative share of energy drinks reducing to negligible amounts past age 30. For males, the average number of energy drinks consumed by 19-30-year-olds is 0.8 servings per week, which drops to 0.1 servings among those over the age of 30. Among females, the average number of energy drink servings consumed by 19-30-year-olds is 0.3, dropping further to 0.1 among women over the age of 30.

By comparison, weekly coffee consumption amongst those surveyed in the 19-30 segment is 6.3 servings for males and 5.8 for females, and for the 31 and older segment it reaches 12.2 for males and 11 for females.

The table below shows the number of servings of caffeinated beverages consumed by surveyed Canadians within each demographic segment on average each week. Energy drink consumption is higher for both men and women in the 15-18 year-old segment, but is lower among the 19-30 year old segment, and is virtually non-existent past the age of 30. Coffee consumption amongst those surveyed, however, is higher among each progressive age segment, for both men and women.

Table 2 - Average Number of Caffeinated Beverages Consumed Per Week (By Segment and Product Category)

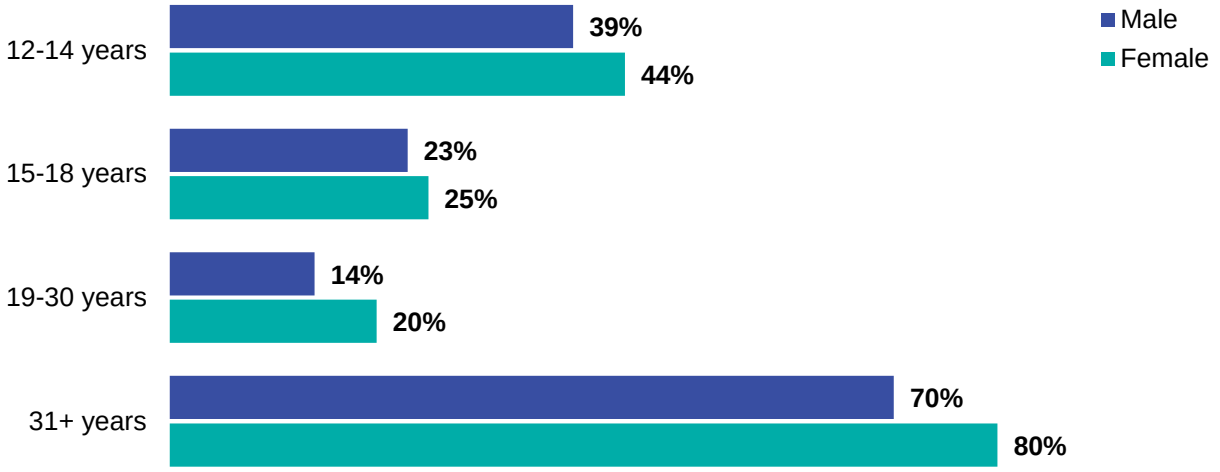
NUMBER OF CAFFEINATED BEVERAGES CONSUMED IN A WEEK - by product category per population segment

AGE:		**12-14**		**15-18**		**19-30**		**31+**	
Summary - Mean (Incl.0)	**TOTAL**	**Male**	**Female**	**Male**	**Female**	**Male**	**Female**	**Male**	**Female**
Base (n=)	*15151*	*378*	*428*	*400*	*370*	*402*	*831*	*5677*	*6665*
COFFEE [NET]	**10.1**	**1.7**	**2**	**3.2**	**3.2**	**6.3**	**5.8**	**12.2**	**11**
Coffee made at home	8.2	0.8	0.8	1.5	1.1	3.7	3.5	10	9.3
Coffee-house coffee (Starbucks, Tim Horton's, etc)	1.4	0.5	0.6	1.1	1.2	1.8	1.5	1.8	1.2
Specialty coffees (e.g. chai lattes, espressos, Frappuccino's, iced cappuccinos)	0.5	0.4	0.6	0.6	0.9	0.8	0.8	0.4	0.5
Tea	4.6	1.1	1.2	1	2	2.8	3.6	4.2	5.9
Iced tea	4.5	3.5	2.1	4.2	4	1	3	5.8	4.4
Soft drinks/pop/soda (excluding cola)	2.7	3.4	2.8	3.3	1.6	4.5	0.7	3.4	2.2
Colas	2.3	3.1	2.1	3.7	2.5	2.9	2.2	2.8	1.8
Hot Chocolate	2.1	4	2.5	2.5	2.7	0.5	1.9	2.7	1.8
Energy drinks	0.2	0.7	0.5	1.1	0.7	0.8	0.3	0.1	0.1
Other	5.3	4.5	3.8	0.3	1.5	2	9.6	4.6	6

Part 2: Incidence of Lifetime Energy Drink Consumption in Canada

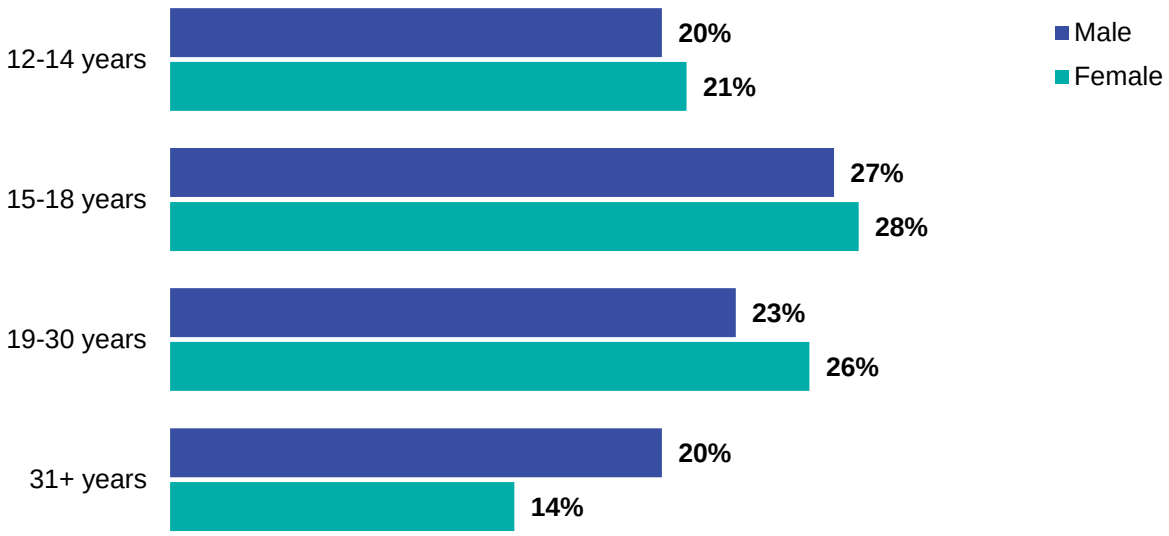
Varied proportions (14%-80%, depending on segment) of the population have never tried an energy drink, including roughly four in ten Canadians surveyed aged 12-14, and one quarter of Canadians polled aged 15-18. While the proportion of those who have never had an energy drink in their lifetime falls to 20% or less among those aged 19-30, the vast majority (70-80%) of those over the age of 30 have never tried an energy drink. The chart below outlines the proportion of the population in each demographic segment who have never consumed an energy drink.

Figure 4 - Percentage Who Have Never Tried an Energy Drink (By Segment)



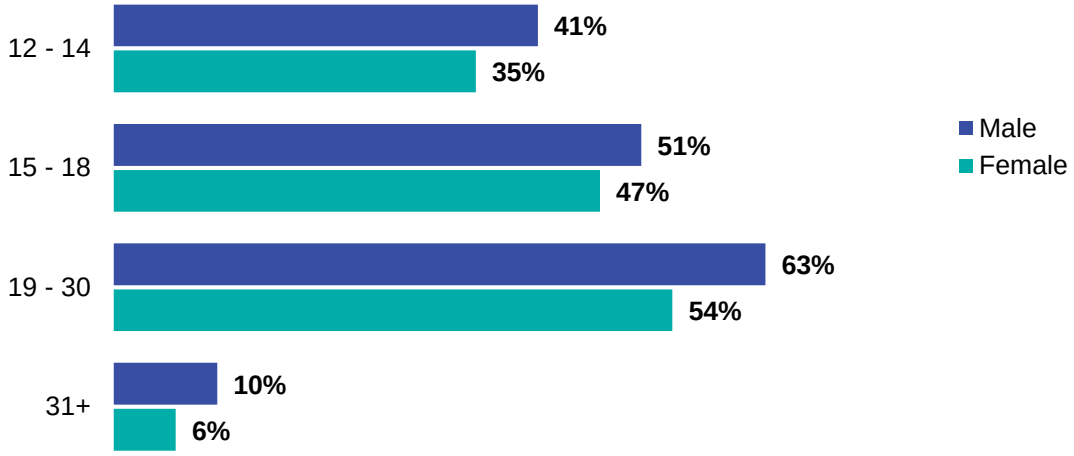
Some (14%-28%) of those surveyed have only tried an energy drink once. Among youth this ranges from 20% among males aged 12-14 to 28% among females aged 15-18. Many adults have tried an energy drink just once, ranging from 14% among women over the age of 30 to 26% among women aged 19-30. The chart below shows the proportion of Canadians polled, by segment, who have tried an energy drink just once.

Figure 5 - Percentage Who Have Tried an Energy Drink Only Once (By Segment)



Lifetime consumption of two or more energy drinks is relatively low among surveyed youth aged 12-14 (35%-41%), but is slightly higher among those aged 15-18 (47%-51%), and is highest among young adults aged 19-30 (54%-63%). Consumption is considerably lower among those over the age of 30 (6%-10%). In every age category amongst those surveyed, men are slightly more likely than women to have consumed energy drinks at least twice in their lives. The chart below outlines the proportion of Canadians polled, by segment, who have consumed an energy drink at least twice in their life.

Figure 6 - Percentage Who Have Consumed Two or More Energy Drinks (By Segment)

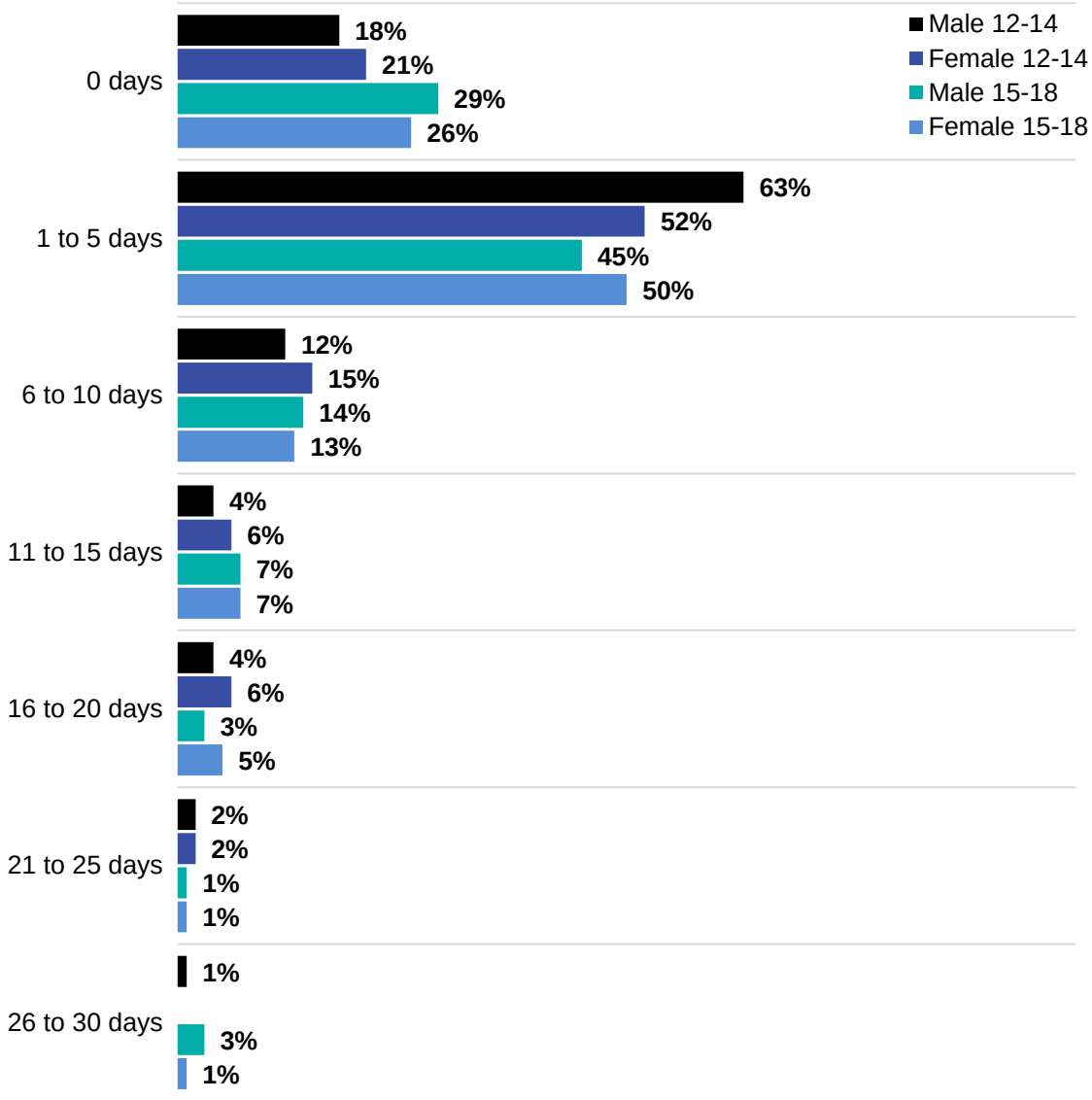


The remainder of this report (Parts 3-6) is focused solely on the **16% of surveyed consumers who reported having consumed 2 or more energy drinks in their lifetime** – and not the general population of Canadians polled.

Part 3: Consumption Habits among Canadian Youth who Consume Energy Drinks

Among youth who have consumed two (2) or more energy drinks in their lifetime (43% of the total number of youth surveyed), roughly one quarter (18%-29%) say they have not consumed any energy drinks in the past 30 days. Very few (7%-8%) say they have consumed an energy drink on at least half of the days in the past month. Most (74%-81%) surveyed consumers of energy drinks say they've consumed them on fewer than 5 days in the last month, if at all.

Figure 7 - Number of Days in the Last Month an Energy Drink Has Been Consumed (By Youth Segment)



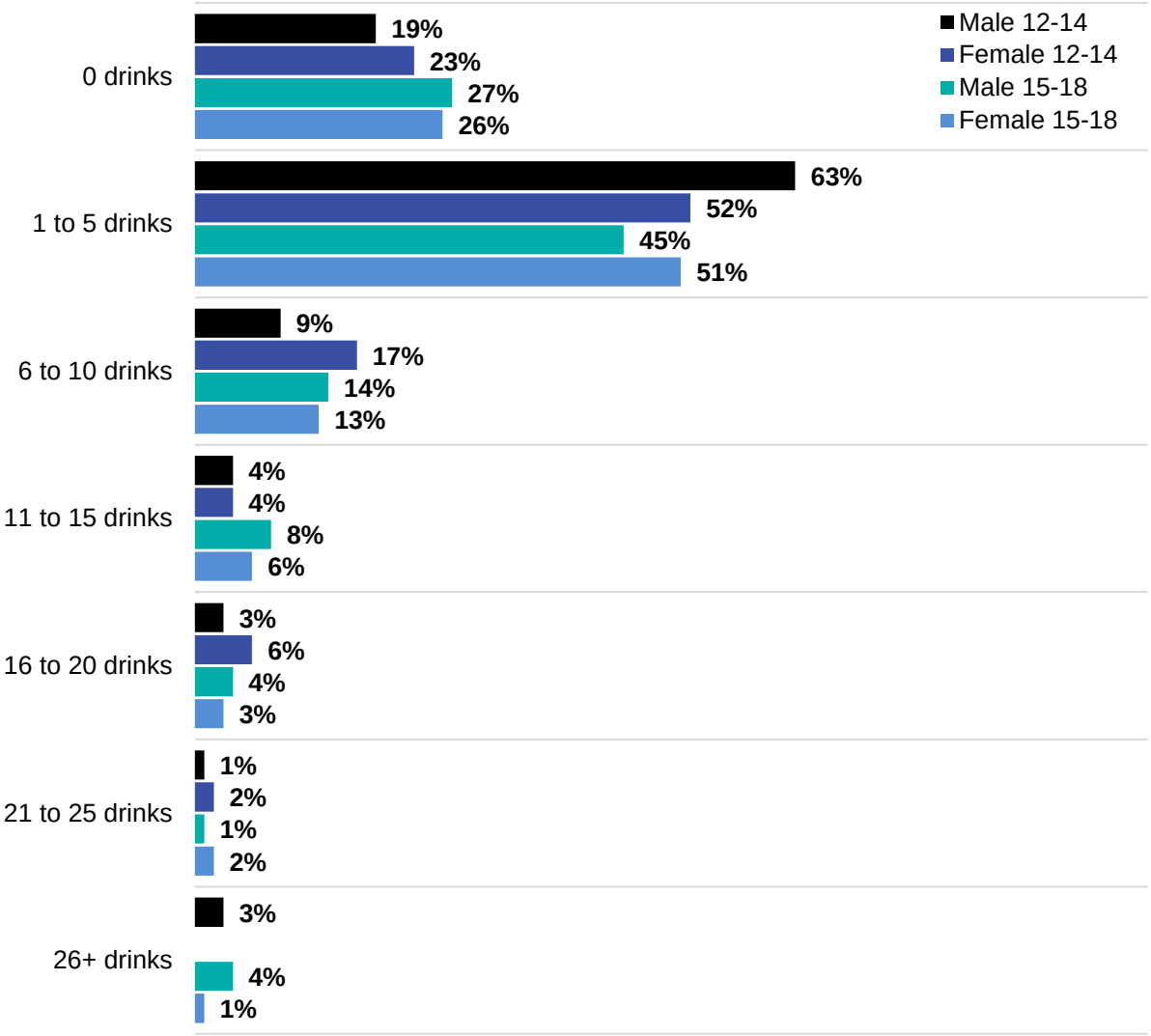
The average number of days per month an energy drink is consumed is 3.9 for males surveyed aged 12-14, 4.8 for females aged 12-14, 4.4 for males aged 15-18 and 4.3 for females aged 15-18.

Table 3. Average Number of Days per Month Energy Drink Has Been Consumed (By Youth Segment)

	Male 12-14	Female 12-14	Male 15-18	Female 15-18
Average Number of Days	3.9	4.8	4.4	4.3

Regarding the number of energy drinks consumed in the last 30 days, again, roughly one quarter (19%-27%) of those youth surveyed who consume energy drinks say they've had none within the last month. The vast majority (72%-81%) say they've consumed fewer than 5 energy drinks, if any, in the last 30 days.

Figure 8 - Number of Energy Drinks Consumed in the Last Month (By Youth Segment)



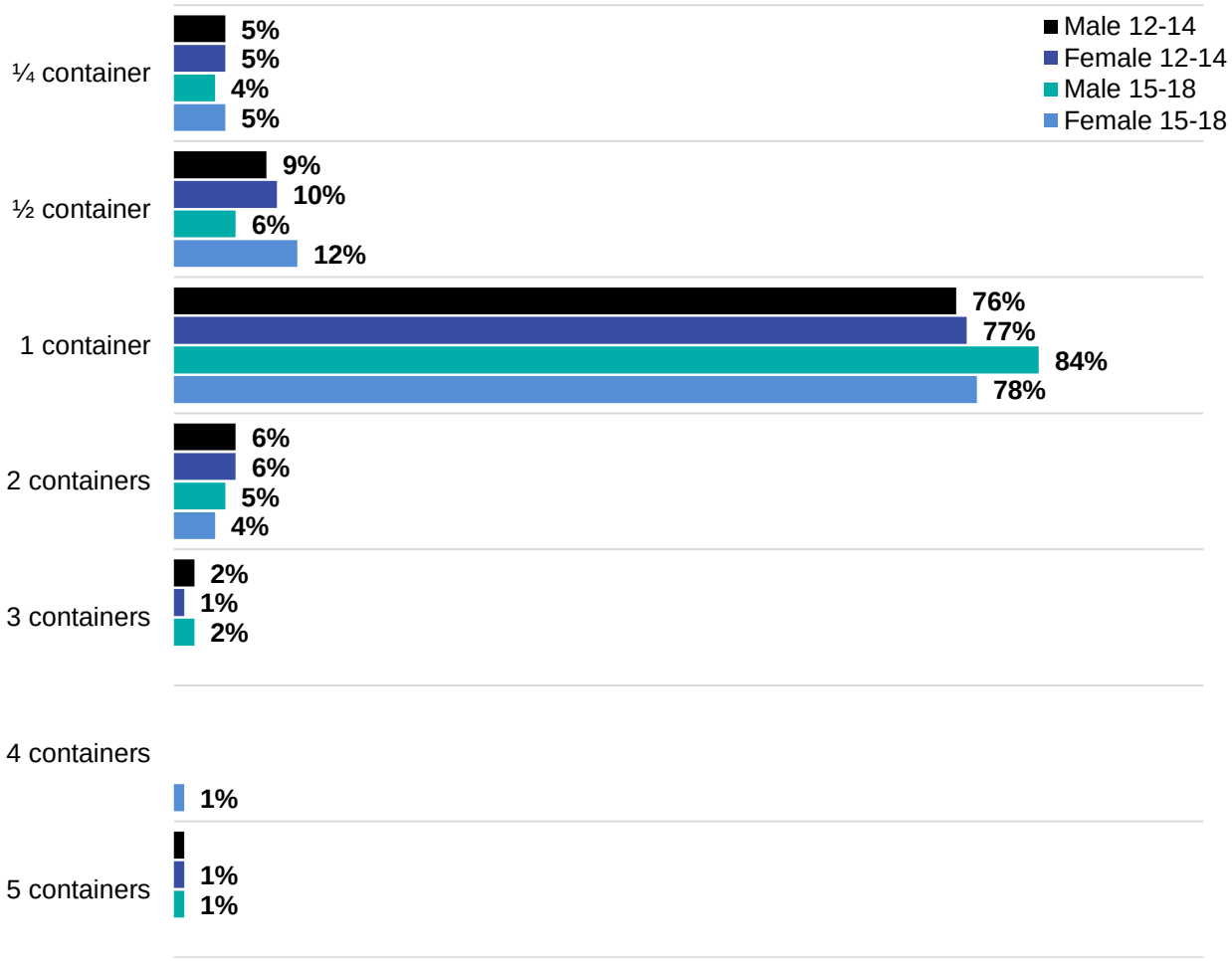
On average, polled males aged 12-14 have consumed 4.5 containers of energy drinks in the last month, females aged 12-14 have consumed 4.4, males aged 15-18 have consumed 5.1 on average, and females aged 15-18 have consumed 4.3 on average. Clearly these products are being consumed relatively infrequently by the surveyed youth, with the average youth consumer of energy drinks drinking roughly one (1) per week.

Table 4. Average Number of Energy Drinks Consumed in the Last Month (By Youth Segment)

	Male 12-14	Female 12-14	Male 15-18	Female 15-18
Average Number of Drinks	4.5	4.4	5.1	4.3

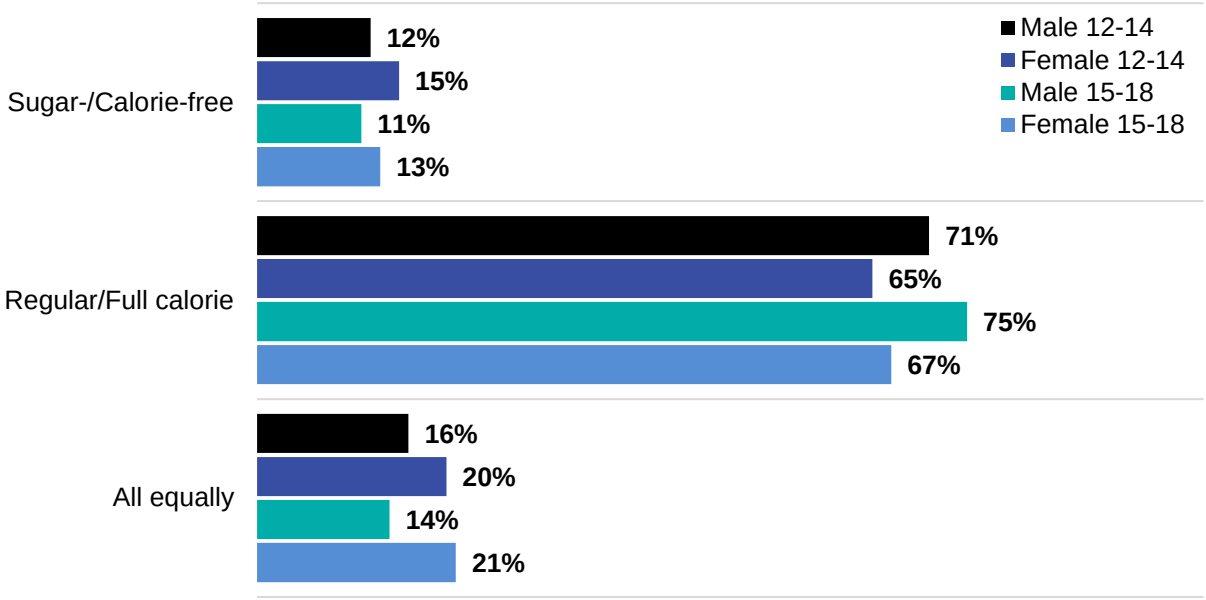
On those days when they do consume energy drinks, the vast majority of surveyed youth (90%+) say they are consuming one (1) container or less. Indeed, at least one in ten of those polled indicate that they do not finish the entire beverage. Fewer than one in ten of the youth surveyed say that they have more than one energy drink on any given day that they actually consumed any energy drink, reflecting the relative moderation in which these drinks are consumed by most youth.

Figure 9 - Number of Containers Consumed on Days Energy Drinks are Consumed (By Youth Segment)



Among youth energy drink consumers polled, the survey also revealed that some youth typically consume sugar/calorie-free energy drinks, including 12% of males aged 12-14, 15% of females aged 12-14, 11% of males aged 15-18 and 13% of females aged 15-19. Another 14% to 21%, depending on age and gender, consume sugar/calorie-free options in roughly equal proportions to regular/full-calorie energy drinks. Roughly two in three (65%-71%) consumers of energy drinks surveyed only typically consume regular/full-calorie energy drinks.

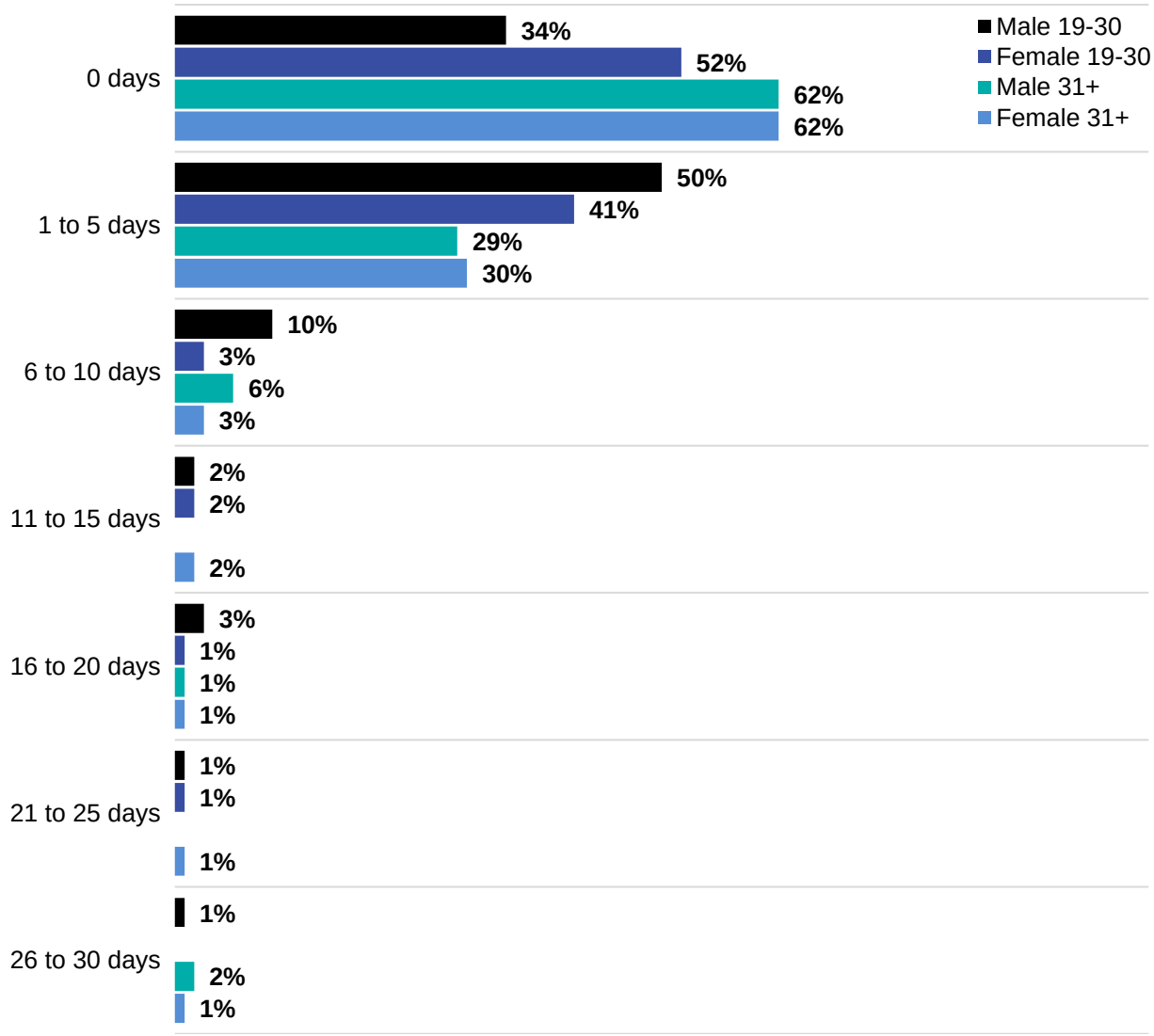
Figure 10 - Type of Energy Drink Typically Consumed (By Youth Segment)



Part 4: Consumption Habits among Canadian Adults who Consume Energy Drinks

Among adults aged 19+ surveyed who have consumed two (2) or more energy drinks in their lifetime (12% of the total number of adults surveyed), the energy drink consumption data suggest there are two primary groups of people: men aged 19-30, and then everyone else. For example, while a majority (52%) of women aged 19-30 and a majority (62%) of both genders over the age of 30 say they have not consumed an energy drink in the last 30 days, only a third of men (34%) who have previously consumed energy drinks say that they have not consumed an energy drink in the last 30 days. Still, even among men aged 19-30, the vast majority (84%) have consumed an energy drink on 5 or fewer of the last 30 days, if at all.

Figure 11 - Number of Days in the Last Month an Energy Drink Has Been Consumed (By Adult Segment)



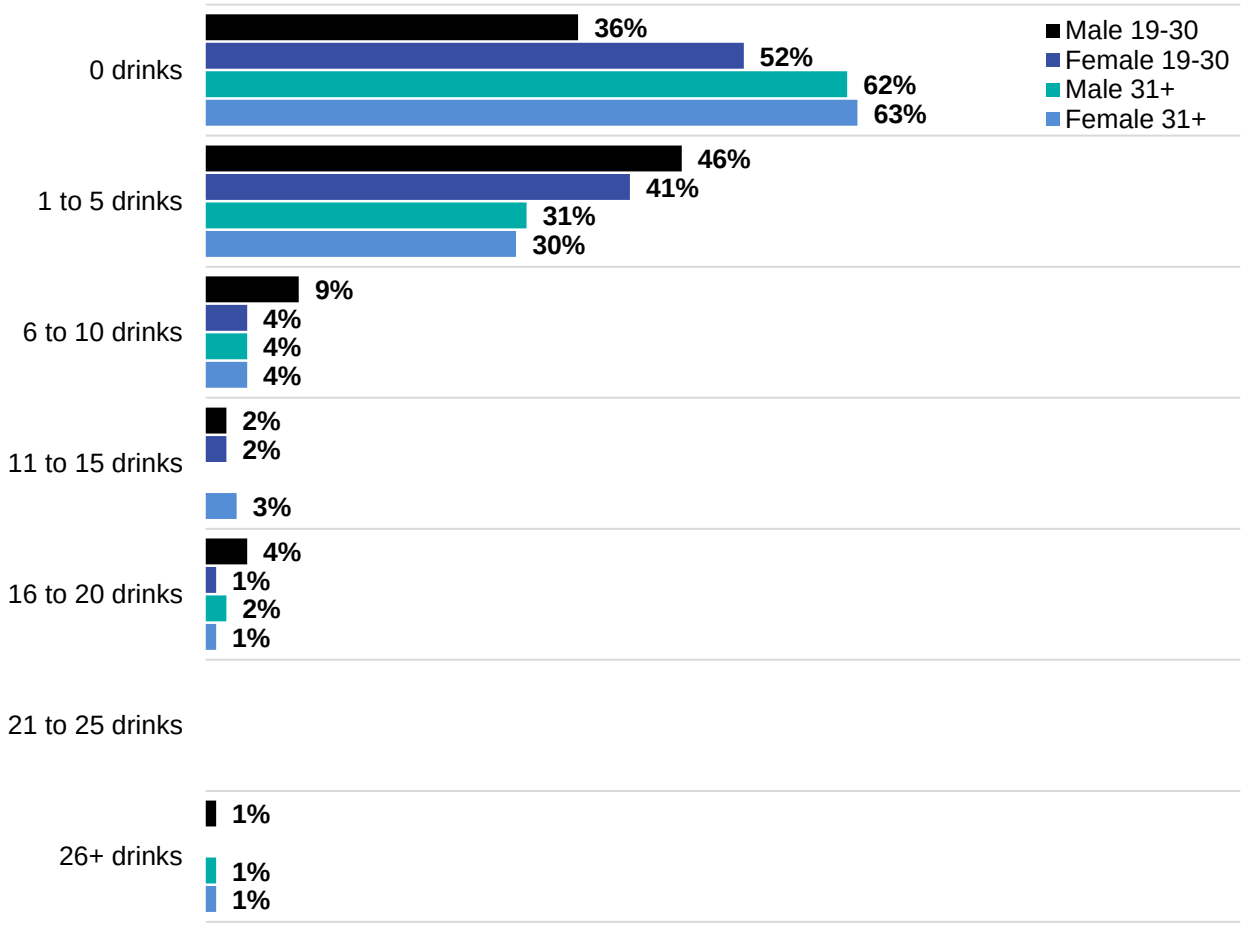
Among consumers of energy drinks surveyed, the average number of days per month an energy drink is consumed is 3.5 for males aged 19-30, 1.9 for females aged 19-30, 2.2 for males aged 31+ and 1.8 for females aged 31+.

Table 5. Average Number of Days per Month Energy Drink Has Been Consumed (By Adult Segment)

	Male 19-30	Female 19-30	Male 31+	Female 31+
Average Number of Days	3.5	1.9	2.2	1.8

Among consumers of energy drinks polled, regarding the number of energy drink containers consumed in the last 30 days, the vast majority of adult consumers have had five (5) or fewer, if any, across every demographic segment. Even among men aged 19-30, only 7% consume more than 10 energy drinks in a month.

Figure 12 - Number of Energy Drinks Consumed in the Last Month (By Adult Segment)



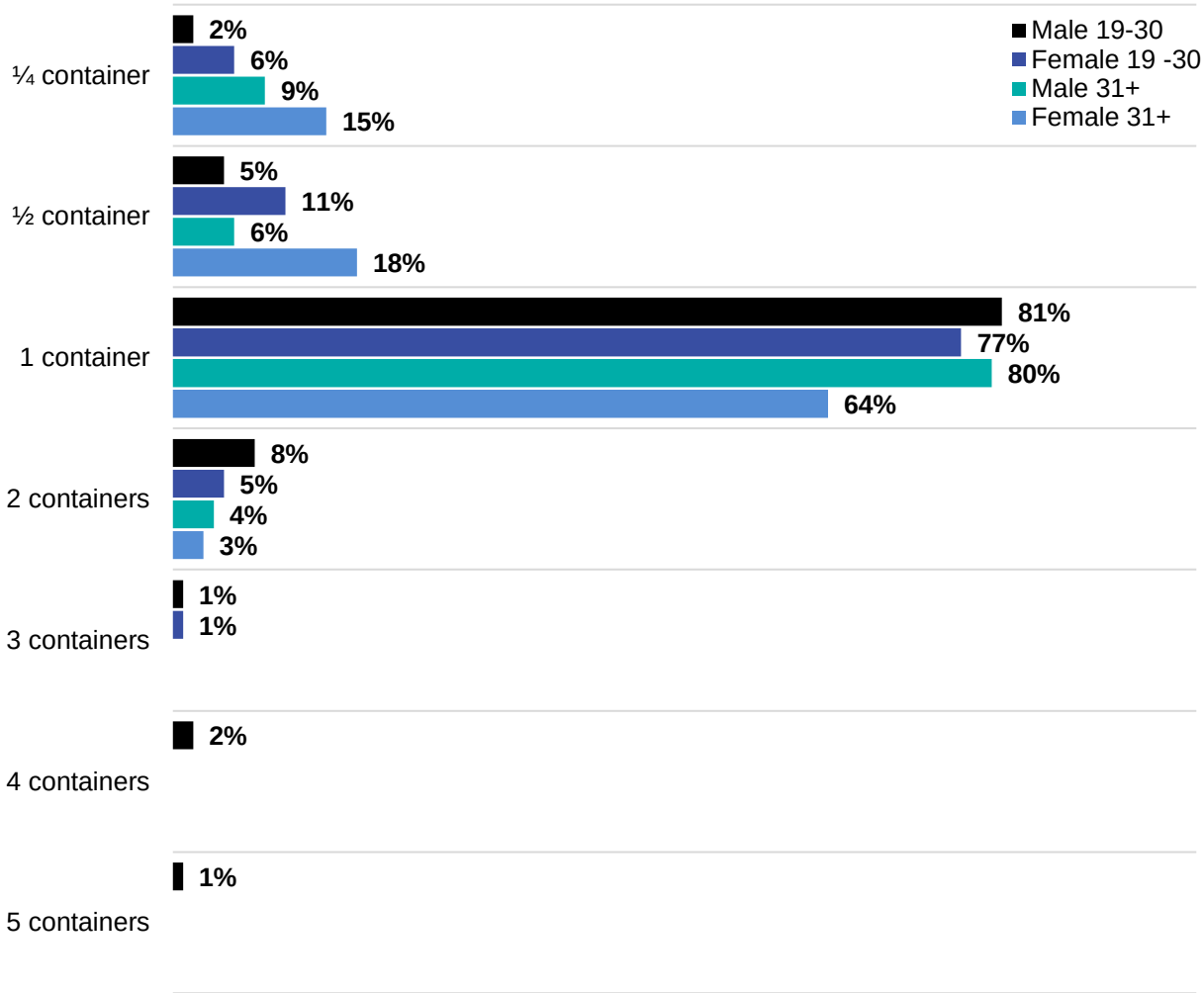
Among those polled, men aged 19-30 are consuming 3.6 energy drink containers per month on average, women aged 19-30 are consuming 1.9 per month, men aged 31+ are consuming 2.1 per month, and women aged 31+ are consuming 1.7 per month on average.

Table 6. Average Number of Energy Drinks Consumed in the Past Month (By Adult Segment)

	Male 19-30	Female 19-30	Male 31+	Female 31+
Average Number of Drinks	3.6	1.9	2.1	1.7

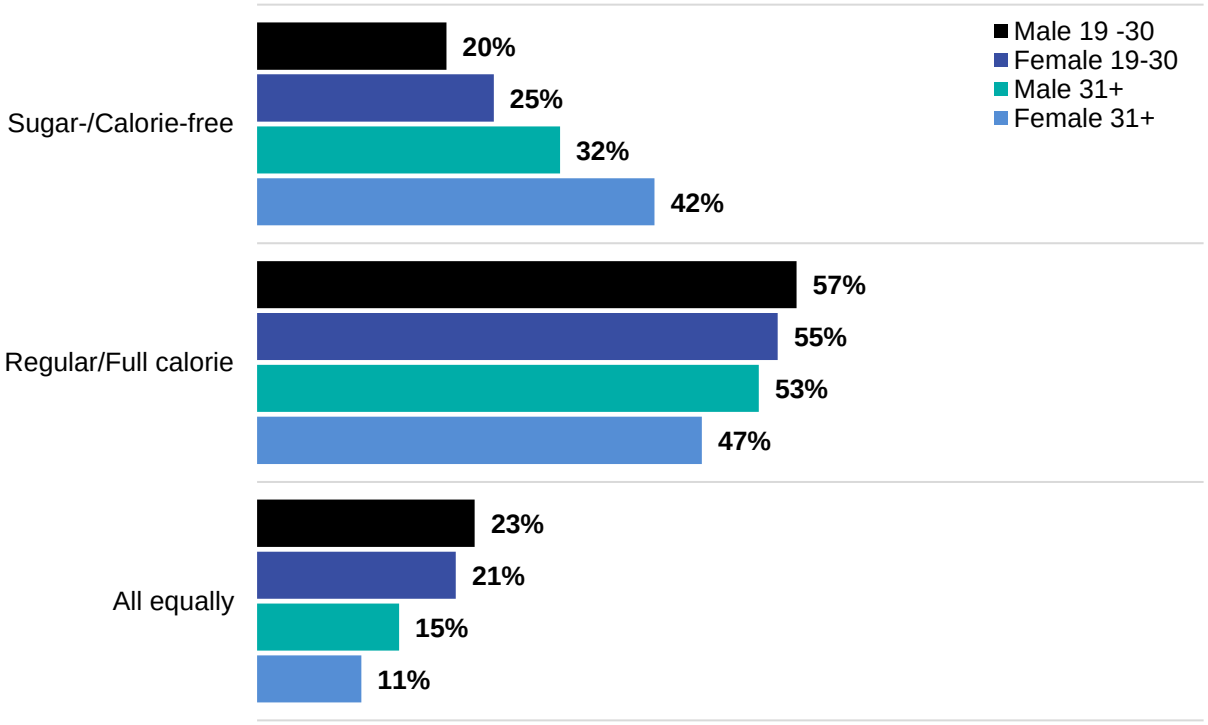
On days when they do consume energy drinks, the vast majority (88%+) of the surveyed consumers of energy drinks say they are consuming one (1) container or less, while very few consume more than two containers. Even among men aged 19-30, only 12% have more than one container of energy drink on days when they consume. Interestingly, one in three (33%) women over the age of 30 don't even consume the entire contents of the energy drink container on days when they do consume, consuming only half or even less.

Figure 13 - Number of Containers Consumed on Days Energy Drinks are Consumed (By Adult Segment)



Among adult energy drink consumers, the survey also revealed that many of those adults polled typically consume sugar/calorie-free energy drinks (in higher proportions than youth), including 20% of males aged 19-30, 25% of females aged 19-30, 32% of males aged 31+ and 42% of females aged 31+. Another 11% to 23%, depending on age and gender, consume sugar/calorie-free options in roughly equal proportions to regular/full-calorie energy drinks. This leaves only a slim majority of consumers aged 19-30 (55%-57%), and roughly half (47%-53%) of consumers aged 31+ who typically consume regular/full-calorie options.

Figure 14 - Type of Energy Drink Typically Consumed (By Adult Segment)

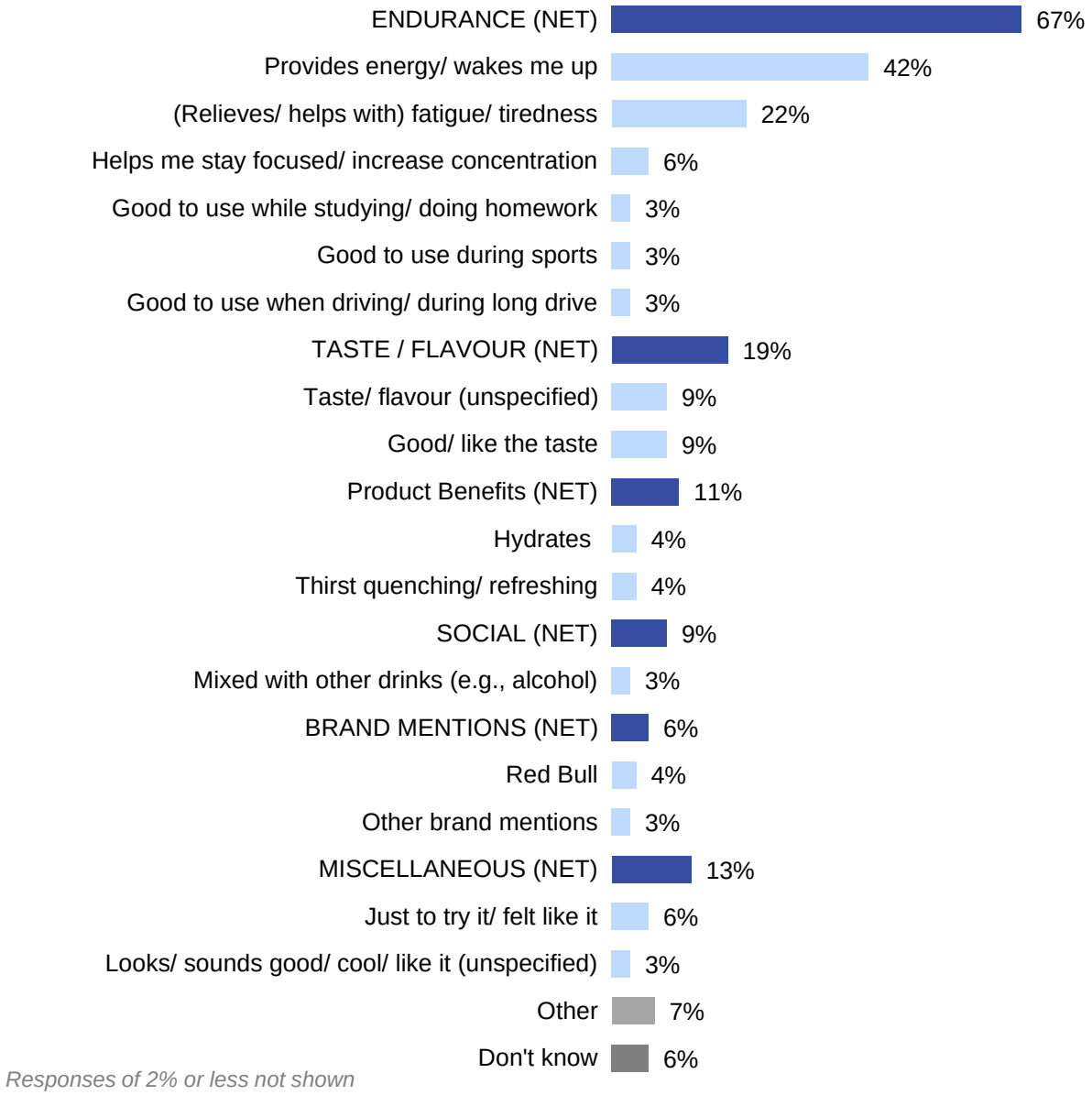


Part 5: Reasons for Consuming Energy Drinks

Respondents were asked on an open-ended, unaided basis why they consume energy drinks. Verbatims were then examined by Ipsos staff and coded into like categories.

The most commonly cited reasons, unaided, among consumers of energy drinks are that it provides energy or wakes them up (42%), that it helps with fatigue (22%), and that they like the taste/flavour (19%). Very few say they drink this category of beverage primarily to stay hydrated (4%), while playing sports (3%), or to mix with other drinks such as alcoholic beverages (3%).

Figure 15 - Reasons for Consuming Energy Drinks



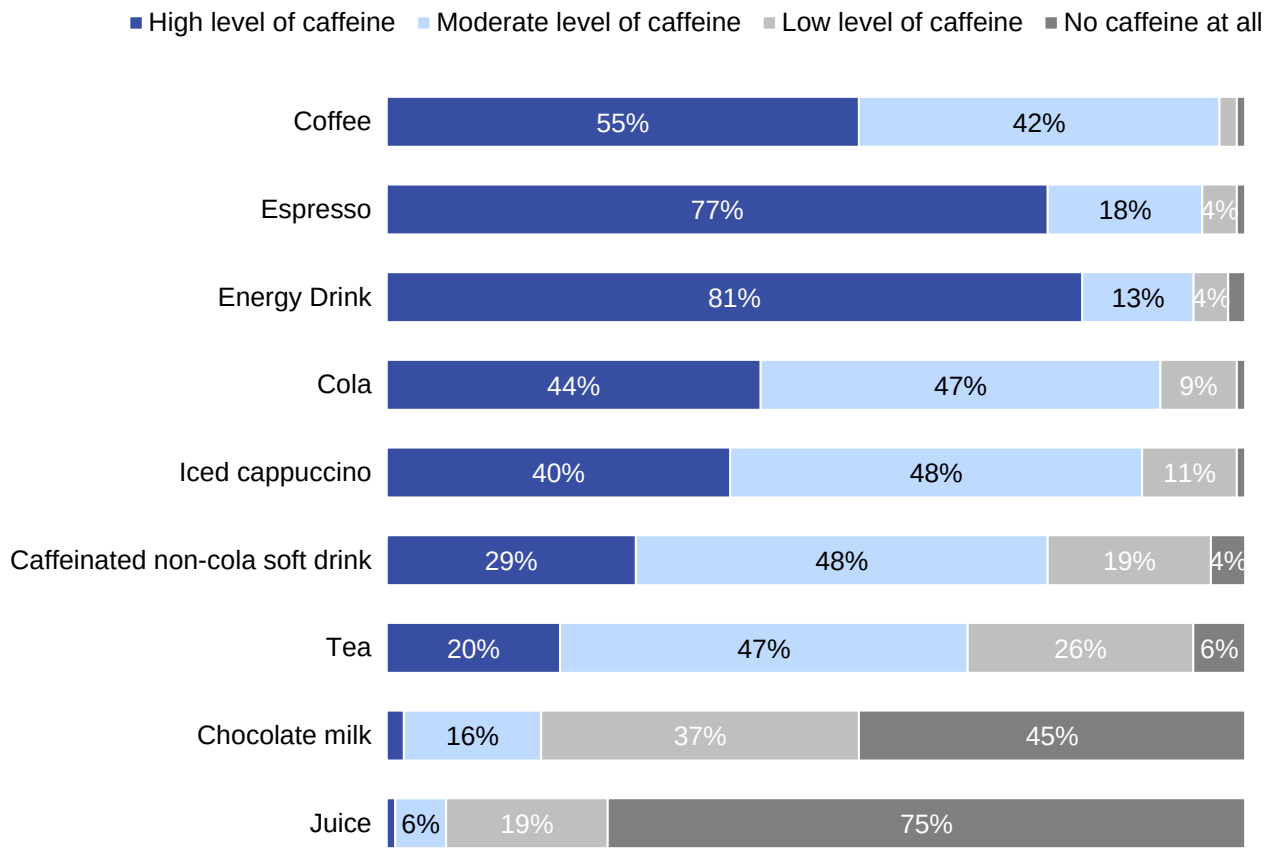
Responses of 2% or less not shown

Part 6: Understanding of Caffeine Content in Energy Drinks

While consumers of energy drinks polled appear to have a broad understanding of caffeine in more traditional caffeine-containing beverages (for example, knowing that coffee has more caffeine than tea, which has more caffeine than chocolate milk), when it comes to where energy drinks specifically fit within the spectrum, they are less accurate.

Asked to assess whether a variety of beverages are high, medium, low or absent of caffeine, energy drinks were consistently pegged at the top of the list. Eight in ten (81%) believe that energy drinks are high in caffeine, followed by espresso (77%), coffee (55%), cola (44%), iced cappuccino (40%), non-cola caffeinated soft drinks (29%), tea (20%), chocolate milk (2%) and juice (1%).

Figure 16 - Perceived Levels of Caffeine



(Data 2% or less not labelled)

There was near uniformity across the demographic segments studied in the belief that energy drinks were high in caffeine, ranging from 75% of females aged 12-14 believing they are high in caffeine to 90% of women aged 19-30 believing this is the case. In every demographic group studied, a larger proportion thought that energy drinks were high in caffeine than thought coffee was high in caffeine.

Figure 17 - Perceived Levels of Caffeine (Aged 12-14 Years)

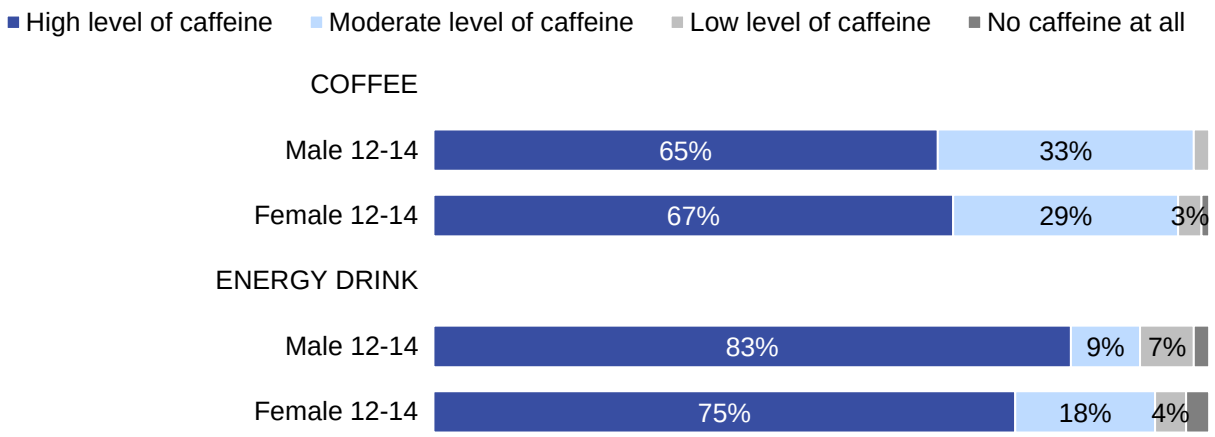


Figure 18 - Perceived Levels of Caffeine (Aged 15-18 Years)

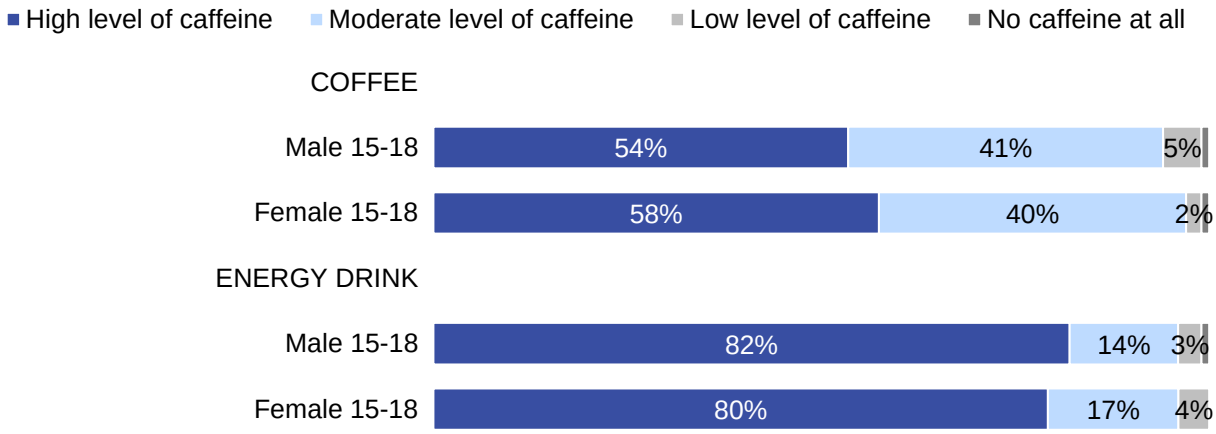


Figure 19 - Perceived Levels of Caffeine (Aged 19-30 Years)

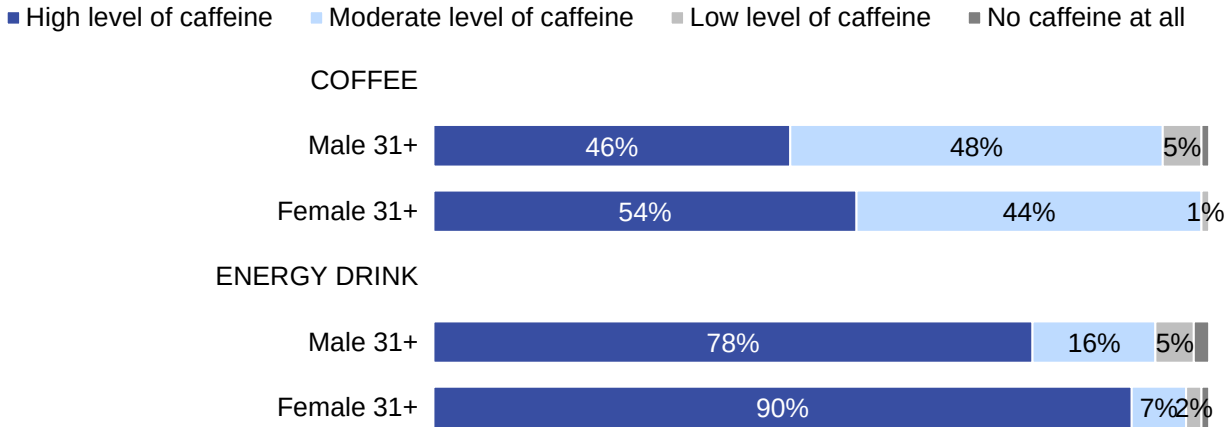
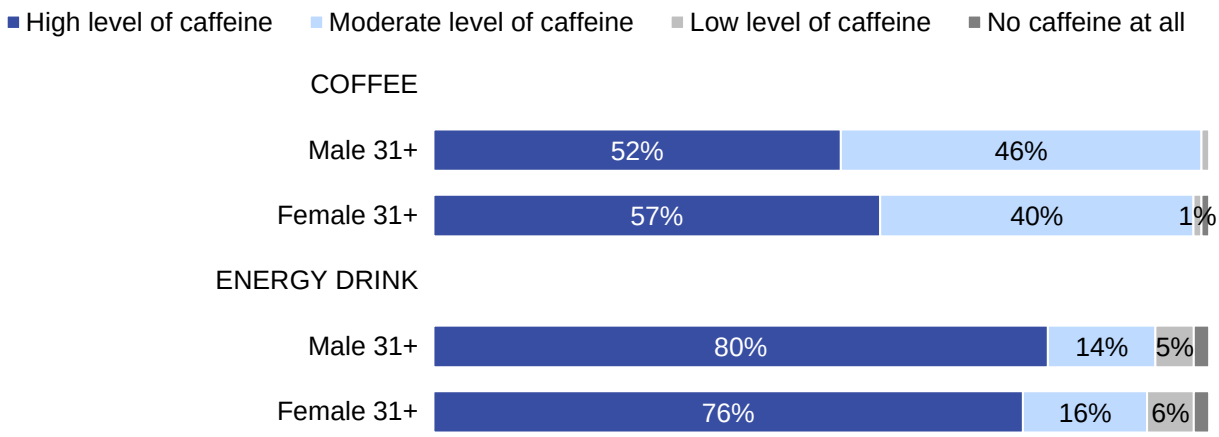
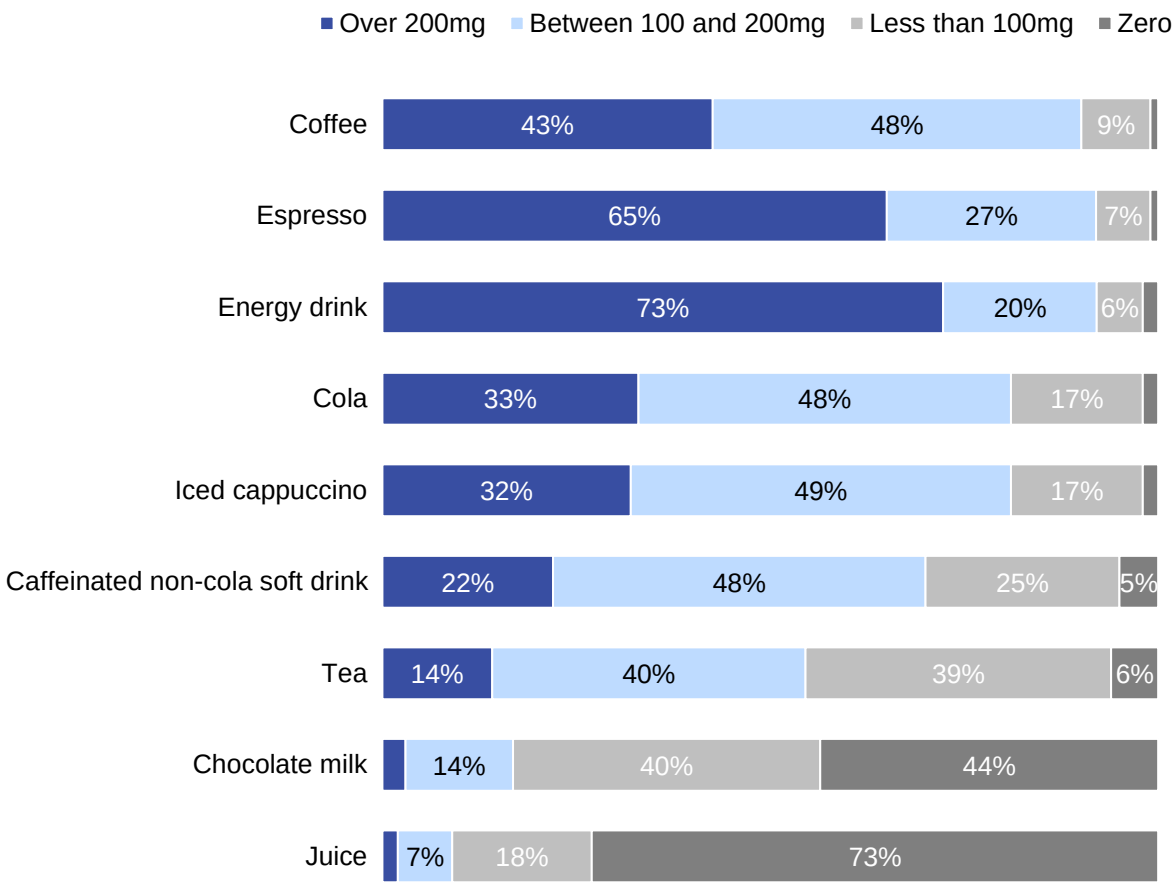


Figure 20 - Perceived Levels of Caffeine (Aged 31+ Years)



More specifically, 73% of energy drink consumers studied believe there to be more than 200mg of caffeine in a 250 ml serving of energy drink, compared to fewer who say the same about espresso (65%), coffee (43%), cola (33%), iced cappuccino (32%), non-cola soft drinks (22%), tea (14%), chocolate milk (3%) or juice (2%).

Figure 21 - Amount of Caffeine Thought to Be in a 250ml serving of Caffeinated Beverages



Once again, among every demographic group studied, the prevailing belief is that energy drinks have more than 200mg of caffeine per 250 ml serving, ranging from 66% of men aged 19-30 who believe this to be true, to 78% of women aged 15 to 30 who believe this is the case. Fewer consumers of energy drinks believe that coffee has comparably high levels of caffeine.

Figure 22 - Amount of Caffeine Thought to Be in Caffeinated Beverages (Aged 12-14 Years)

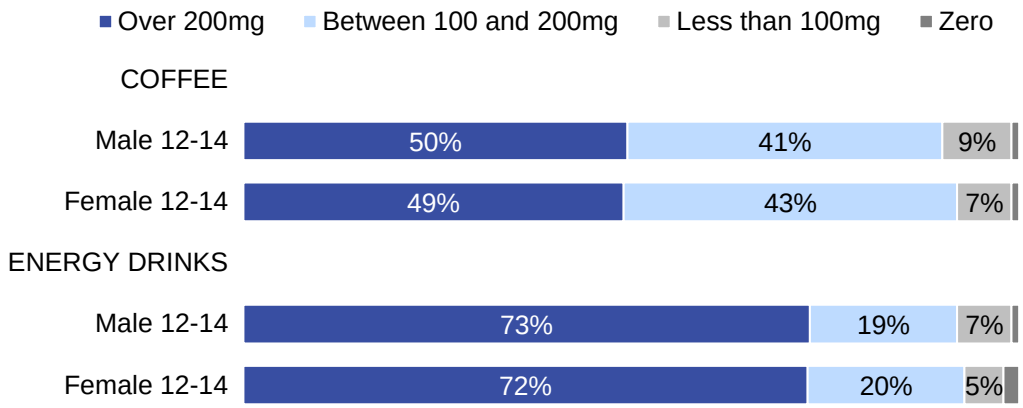


Figure 23 - Amount of Caffeine Thought to Be in Caffeinated Beverages (Aged 15-18 Years)

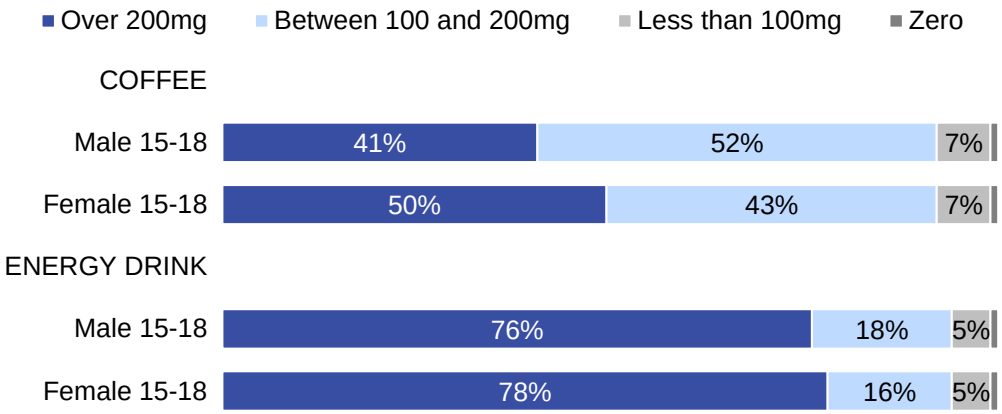


Figure 24 - Amount of Caffeine Thought to Be in Caffeinated Beverages (Aged 19-30)

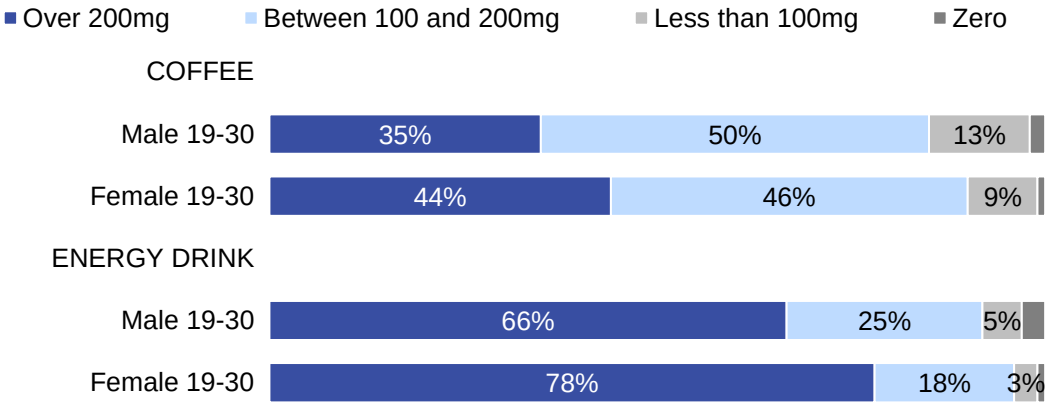
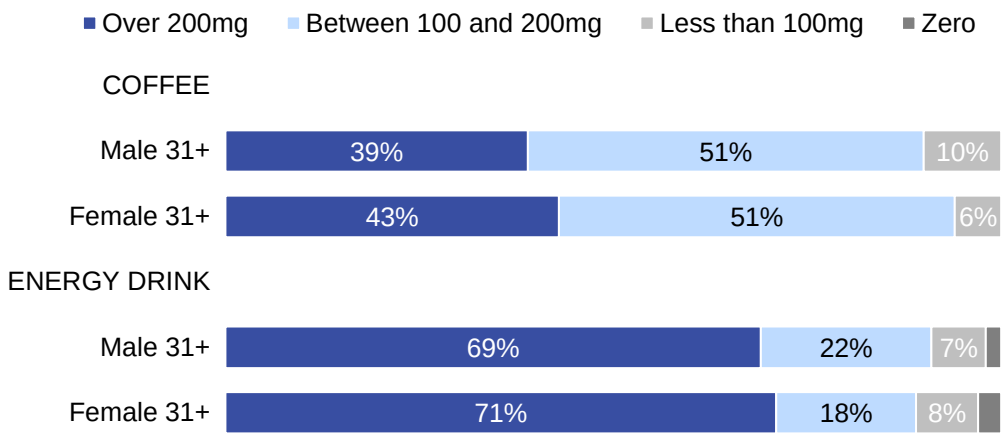


Figure 25 - Amount of Caffeine Thought to Be in Caffeinated Beverages (Aged 31+ Years)



The data reveal considerable misperceptions about the caffeine content of energy drinks. Nearly three quarters of those Canadians polled believe that a 250 ml serving of energy drink has more than 200mg of caffeine. However, in reality, a 250 ml serving of an energy drink contains only 80mg of caffeine. In fact, nearly all (93%) consumers believe that energy drinks have at least 100mg of caffeine in a 250 ml serving, thus widely overstating the caffeine content of typical energy drinks sold in Canada.

Table 3 - Caffeine Content Per Standard Serving

PRODUCT	STANDARD SERVING SIZE	CAFFEINE CONTENT (STANDARDIZED TO 250ML)
Hot coffeehouse coffee large 'blond' *	473ml (360 mg)	190mg /250ml
Home-brewed coffee **	237ml (179 mg)	189mg /250ml
Espresso double shot *	150 mg	150mg /double shot
Hot coffeehouse coffee small 'original' ***	286ml (140 mg)	122mg /250ml
Iced coffee large *	473ml (165 mg)	87mg /250ml
Energy drink ******	473ml (160 mg)	85mg /250ml
Energy drink ******	250ml (80 mg)	80mg /250ml
Hot steeped tea ***	286ml (90 mg)	79mg /250ml
Citrus-flavoured soft drink with added caffeine ******	591ml bottle (45–86 mg)	19mg-36mg /250ml
Cola 500ml bottle ******	48 mg	24mg /250ml
Chocolate milk ******	500ml carton (16 mg)	8mg /250ml

Sources for caffeine amounts below:

* Starbucks Coffee Company. (n.d.). Beverage Nutrition Information. Retrieved from https://globalassets.starbucks.com/assets/94fbcc2ab1e24359850fa1870fc988bc.pdf.

** Health Canada (2012, February 16). Caffeine in Food. Retrieved from https://www.canada.ca/en/health-canada/services/food-nutrition/food-safety/food-additives/caffeine-foods/foods.html.

*** Tim Hortons (2020). Tim Hortons Nutrition Information. Retrieved from https://company.timhortons.com/ca/en/menu/nutrition-and-wellness.php.

**** Typical product as sold in Canadian marketplace.

Conclusions

The data collected by Ipsos on behalf of the CBA through the research protocol developed in consultation with Health Canada about energy drink consumption in Canada is clear. Placed in the context of the broader caffeine-consumption landscape of Canada, only a small fraction of caffeine consumption among respondents studied is coming from energy drinks. This correlates with other research and information regarding energy drink consumption and sources of caffeine consumption.[5] The vast majority of those polled are consuming exponentially more caffeine from coffee and other sources than from energy drinks.

A majority of those under 15 and over 30 polled have never had more than one (1) energy drink in their lifetime. For those surveyed aged 15-30, roughly half have consumed at least two (2) energy drinks in their lifetime, however their continued use of these products is occasional or even sporadic. The average consumer of energy drinks studied is consuming these products only a few times a month, and very few could be considered regular consumers of these products.

Among youth polled who consume energy drinks, the average number of energy drink containers consumed per month ranges from 4.3 to 5.1, depending on one's age gender. Very few consume 10 or more a month. On days when they do consume an energy drink, the vast majority (90%-95%) of the youth surveyed consume only one (1) container of energy drink or less. Very few of the youth polled (less than 3%) have more than two energy drinks in one day.

Among adults polled who consume energy drinks, the average number of energy drink containers consumed in a month ranges from 1.7 to 3.6, depending on one's gender or age. Less than 10% of adult energy drink consumers consume more than 10 energy drinks per month. On the days when they do consume energy drinks, the vast majority of the adults studied consume one (1) container or less.

Energy drinks are perceived to be high in caffeine, and for many consumers polled the perceived amount of caffeine in energy drinks is overstated. The survey found there is a general lack of knowledge when it comes to properly assessing the relative amount of caffeine in caffeinated products, with respondents routinely placing energy drinks incorrectly ahead of coffee regarding caffeine content.

Overall, the data collected by Ipsos on behalf of the CBA demonstrates that energy drinks are consumed by only a subset of Canadians polled. Among those who consume energy drinks, their consumption of energy drinks is occasional. And on days when those polled do consume energy drinks, the volume consumed is moderate (generally one container or less).

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[5] Canadian Coffee Consumption 2019
[https://www.coffeeassoc.com/wp-content/uploads/2019/09/CAC-2019-Canadian-Drinking-Trends-Study-Infographic.pdf];
Mitchell et al "Beverage caffeine intakes in the U.S." 2013 Food and Chemical Toxicology
[https://www.sciencedirect.com/science/article/pii/S0278691513007175]

Canadian Beverage Association

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