



Caffeine: Consumer Consumption Habits and Safety Perceptions

March 2022

Methodology

One thousand interviews were conducted among adults ages 18+ from February 3 to February 8, 2022 and were weighted to ensure proportional results.

The Bayesian confidence level for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error ± 3.1 at the 95% confidence level.

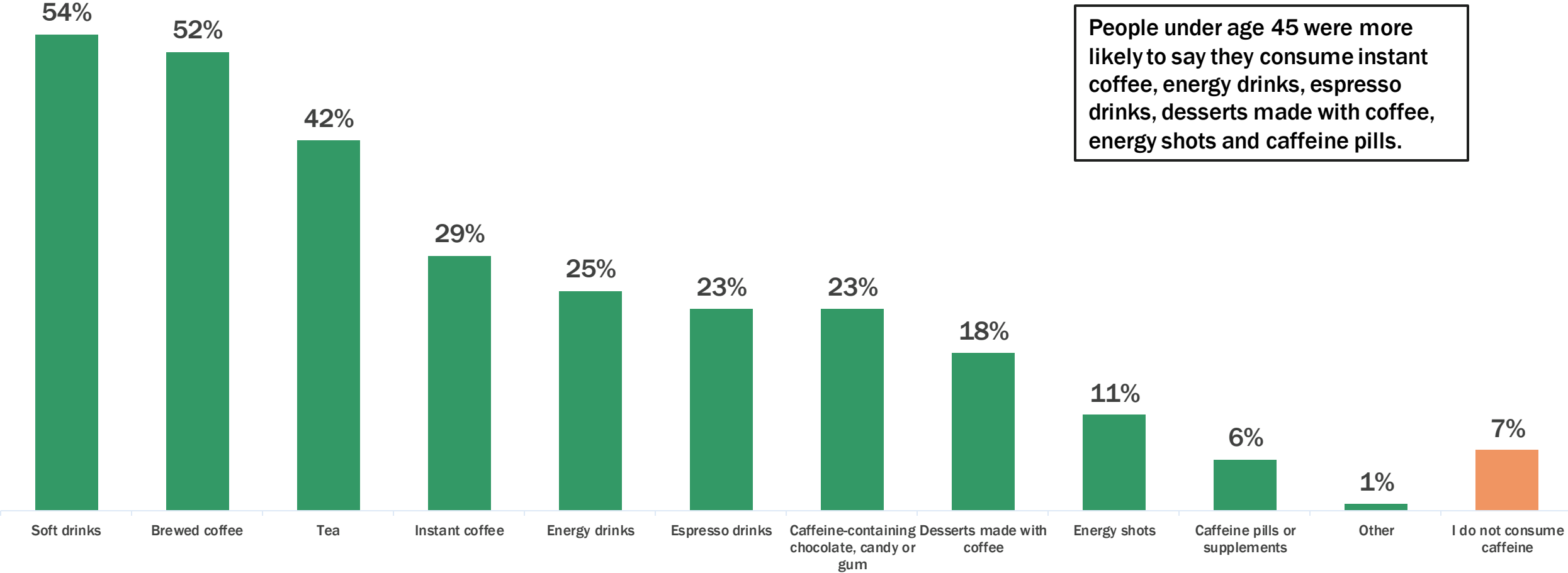
Statistical Significance

Something is statistically significant if the result cannot be attributed to random chance. Statistical significance in this presentation should be compared within each demographic (e.g. age, race, gender, etc.).

For example, if the responses from female respondents is considered to be significant, it is in relation to male respondents and not necessarily other demographic groups.



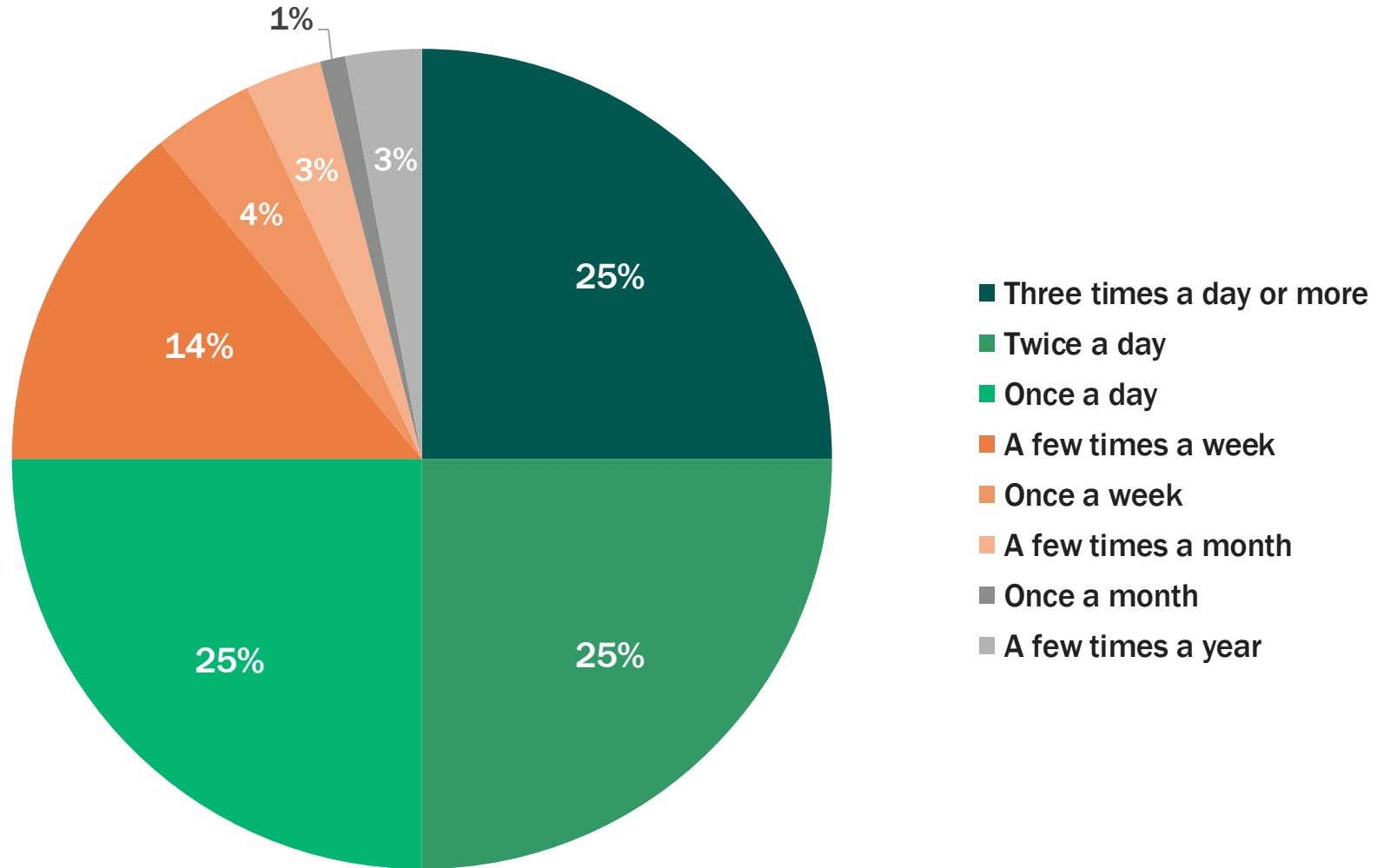
Over 9 in 10 U.S. adults consume caffeine; soft drinks, brewed coffee and tea are the most popular sources



People under age 45 were more likely to say they consume instant coffee, energy drinks, espresso drinks, desserts made with coffee, energy shots and caffeine pills.

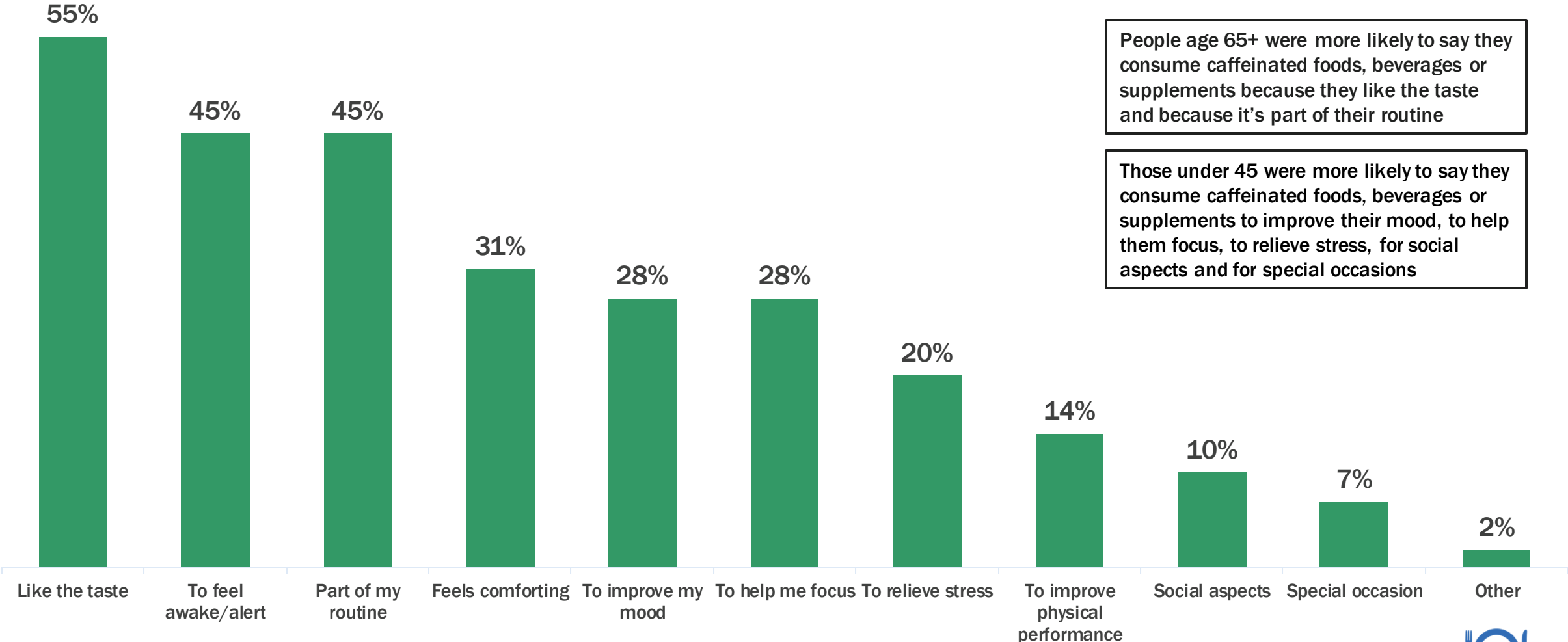
Which of the following sources of caffeine do you consume? Select all that apply. If you do not consume caffeine, select the last option in this list. n=1000

Three in 4 caffeine consumers have it at least once a day; a quarter say they consume it three times a day or more



[If not "I do not consume caffeine" in Q1] How often do you consume foods, beverages or supplements with caffeine? n=928

The most common reasons for consuming caffeinated products are enjoying the taste, to feel awake/alert and because it's part of a routine



People age 65+ were more likely to say they consume caffeinated foods, beverages or supplements because they like the taste and because it's part of their routine

Those under 45 were more likely to say they consume caffeinated foods, beverages or supplements to improve their mood, to help them focus, to relieve stress, for social aspects and for special occasions

[If A-H in Q2] What are your reasons for consuming caffeinated foods, beverages or supplements? Select all that apply. n=928



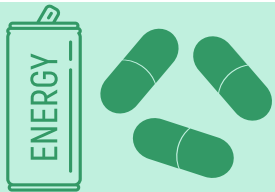
Reasons for consuming caffeine vary depending on product type



Those who consume **soft drinks** and **tea** were more likely to say that they consume caffeinated products because they like the taste, feels comforting and to improve their mood



Those who consume **brewed coffee** were more likely to say that they consume caffeinated products because they like the taste, to feel awake/alert and because it's part of their routine

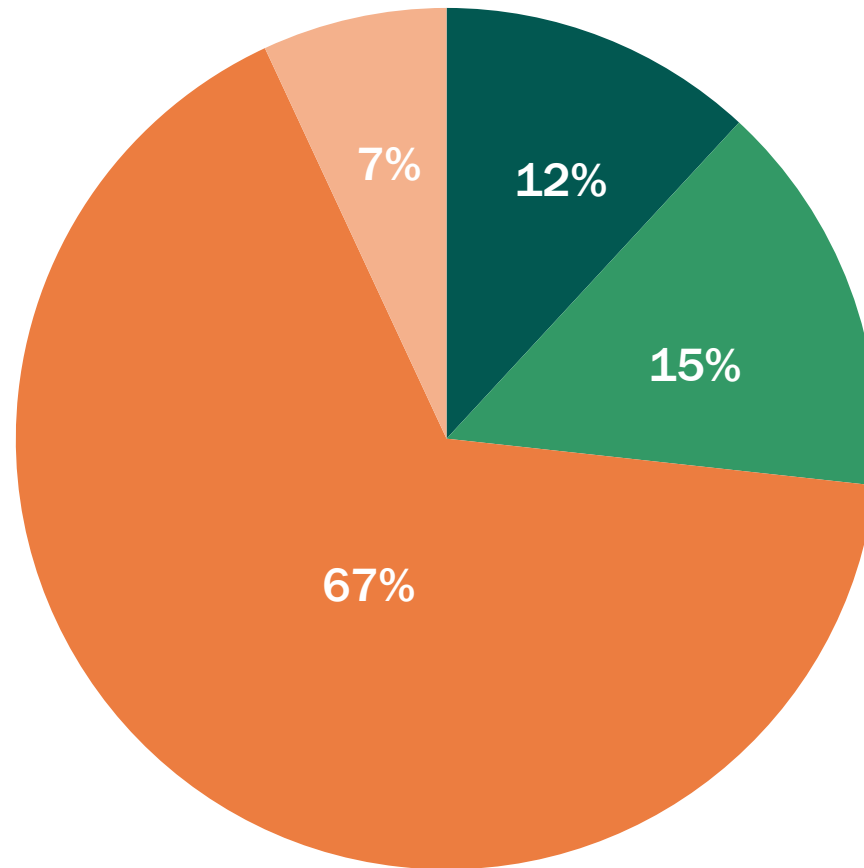


Those who consume **energy shots**, **energy drinks** and **caffeine pills** were more likely to say that they consume caffeinated products to improve their mood, to help them focus, to relieve stress, to improve physical performance, for social aspects and for special occasion



Those who consume **desserts made with coffee** were more likely to say that they consume caffeinated products because it feels comforting, to relieve stress, to improve physical performance, for social aspects and for special occasion

Two in 3 believe that caffeine is safe when consumed in moderation; far fewer believe it's safe in high amounts



- Caffeine is safe, no matter how much is consumed
- Caffeine is safe in high amounts, if a person is able to tolerate it
- Caffeine is safe when consumed in moderation
- Any amount of caffeine is unsafe

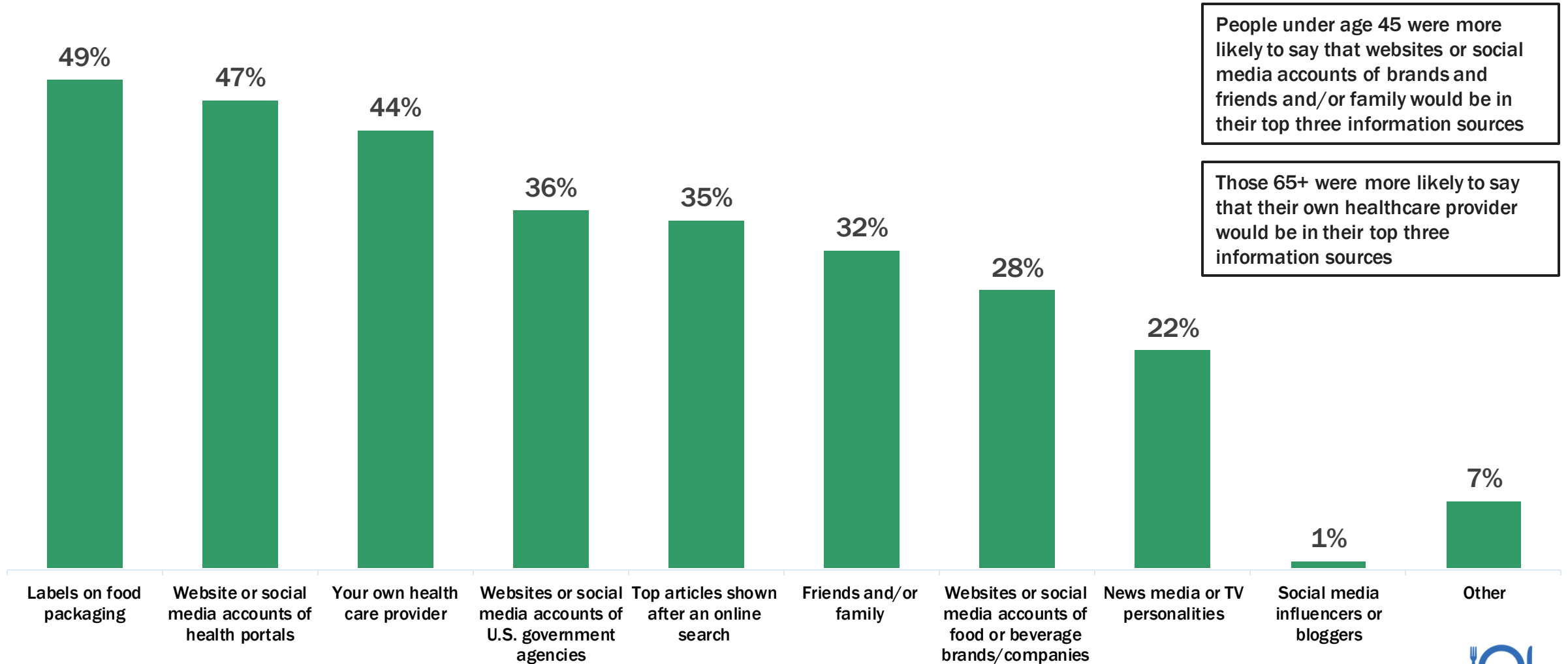
Those under 45 were more likely to say, “Caffeine is safe, no matter how much is consumed” and to say “Caffeine is safe in high amounts, if a person is able to tolerate it”

People age 65+ were more likely to say, “caffeine is safe when consumed in moderation”

Those without a college degree were more likely to say “any amount of caffeine is unsafe”

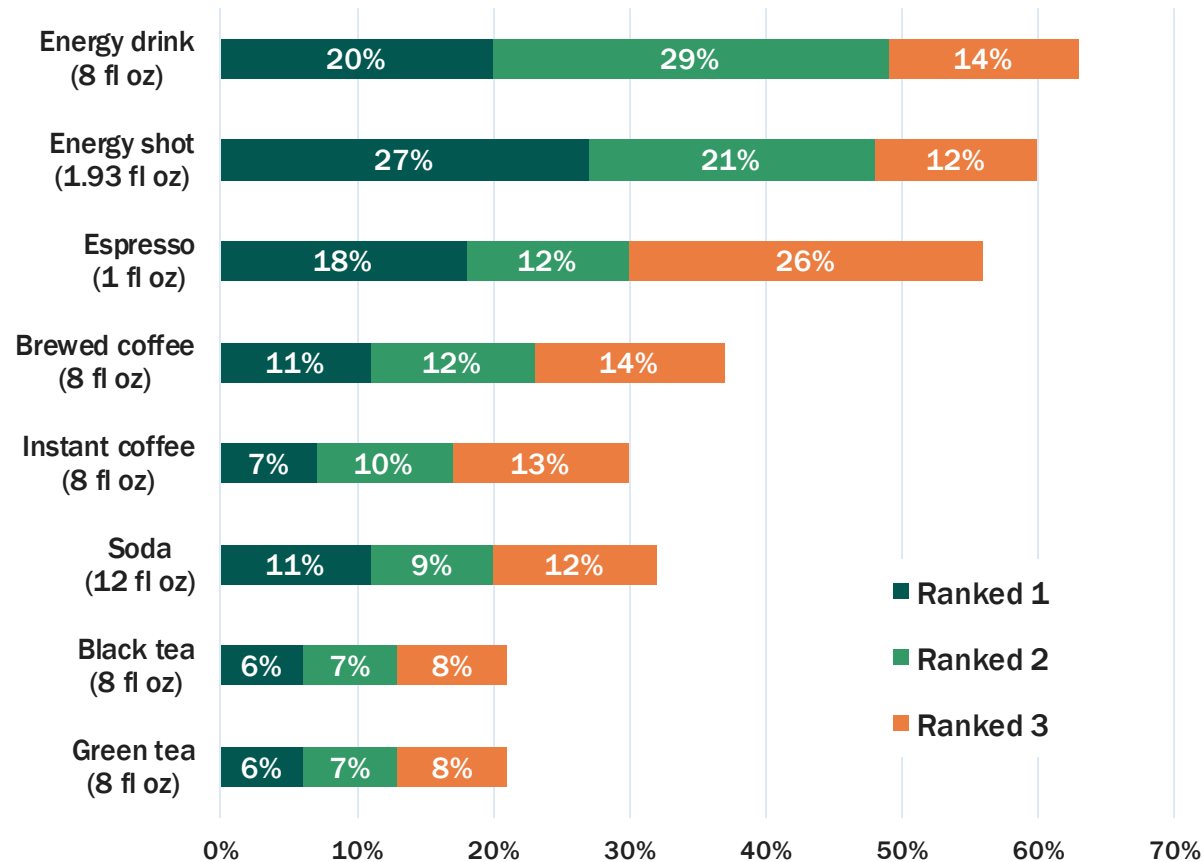
Which of the following best describes your beliefs surrounding the safety of caffeine consumption in healthy adults? n=1000

On-package labels, health-focused websites/social media and health care providers are top sources of caffeine safety information



If you were looking for information on the safety of caffeine, which of these would you be most likely to use as an information source? Select your top 3 options. n=1000

Energy drinks, energy shots and espresso are commonly perceived to be highest in caffeine



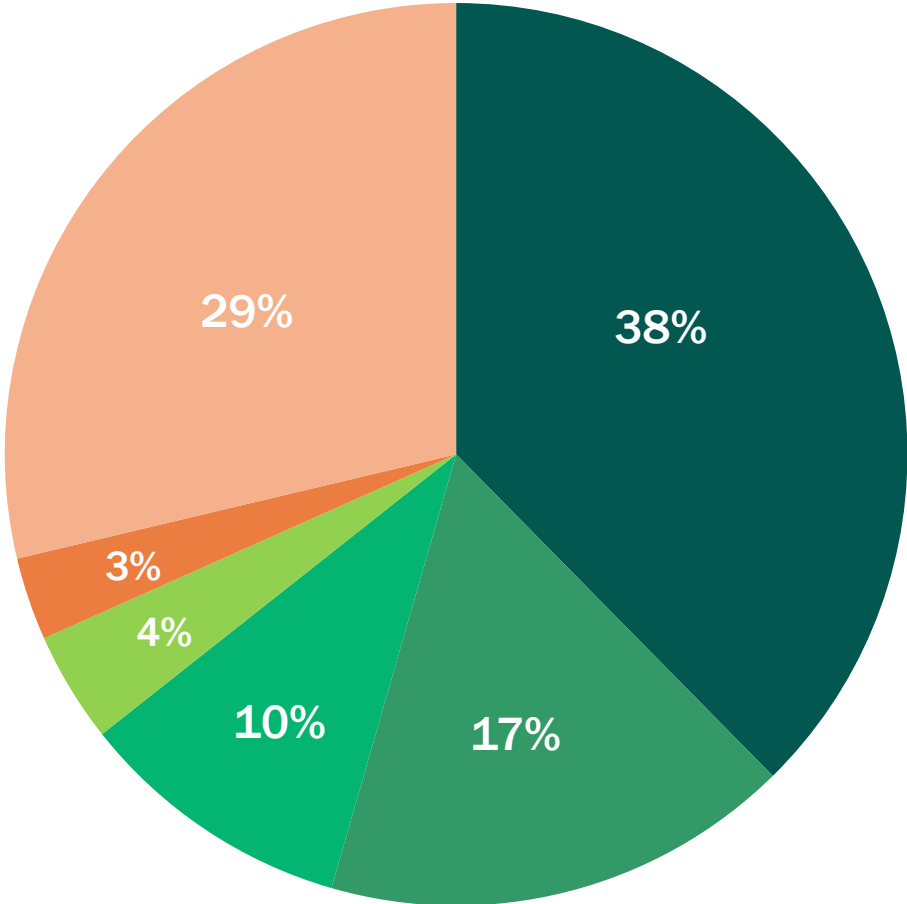
Caffeine Content of Select Beverages:

1. Energy Shot (1.93 fl oz): 200 – 210 mg
2. Brewed Coffee (8 fl oz): 96 mg
3. Energy Drink (8 fl oz): 72–77 mg
4. Espresso (1 fl oz): 63.6 mg
5. Instant Coffee (8 fl oz): 62.4 mg
6. Black Tea (8 oz): 48 mg
7. Soda (12 fl oz cola): 33.5 mg
8. Green Tea (8 fl oz): 28.8 mg

Source: USDA 2019 Food Data Central Database; see: [Sources & Amounts - Everything Caffeine \(foodinsight.org\)](#)

Please rank the following beverages based on the amount of caffeine you think they contain, with 1=the beverage with the highest amount of caffeine and 8=the beverage with the lowest amount of caffeine. n=943

Most Americans underestimate or are not sure of how much caffeine is safe to consume



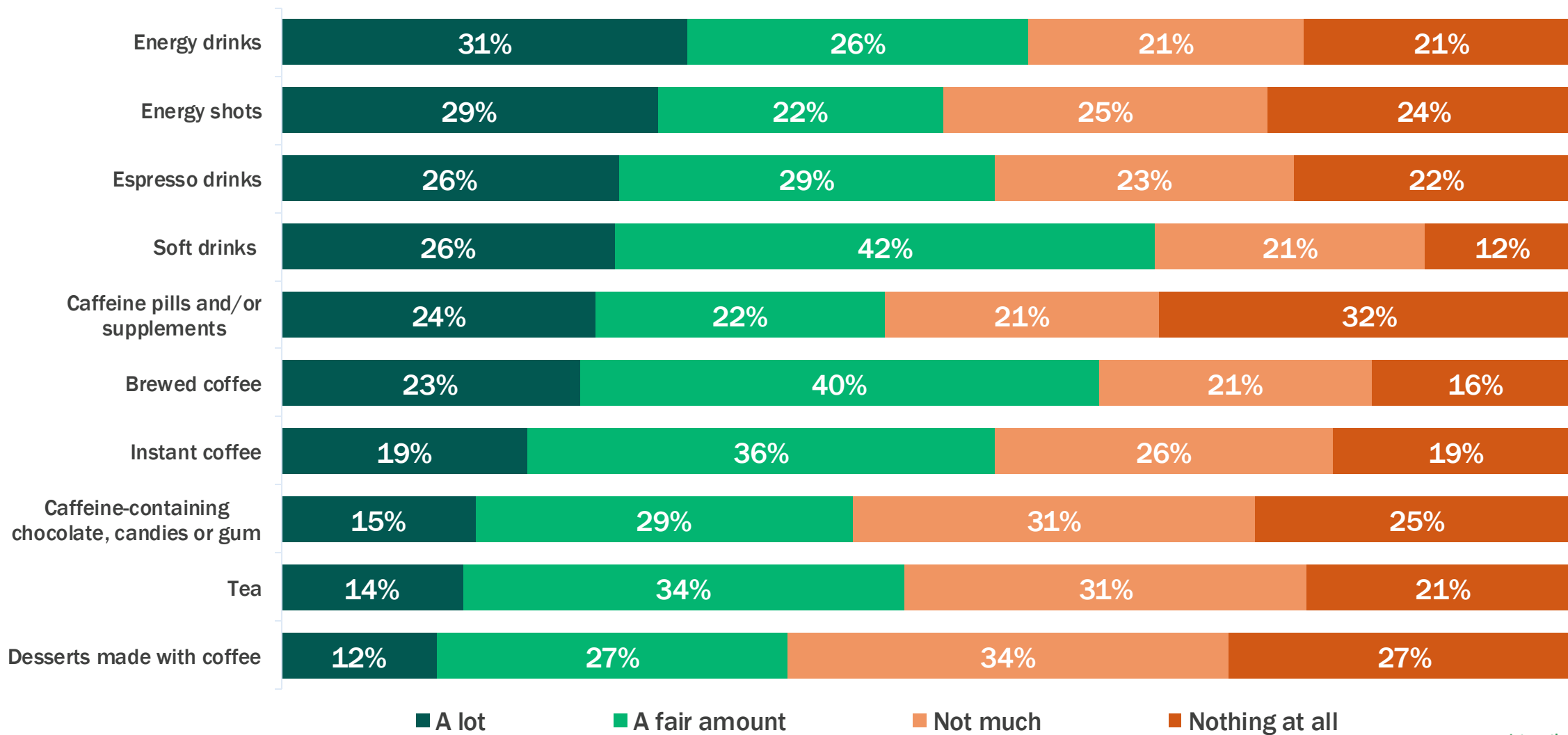
- Up to 200 mg/day (about 2 cups of brewed coffee or 1 liter of soda)
- Up to 300 mg/day (about 3 cups of brewed coffee or 1.5 liters of soda)
- Up to 400 mg/day (about 4 cups of brewed coffee or 2 liters of soda)
- Up to 500 mg/day (about 5 cups of brewed coffee or 2.5 liters of soda)
- More than 500 mg/day (more than 5 cups of brewed coffee or 2.5 liters of soda)
- I don't know

For healthy adults, the U.S. Food and Drug Administration has cited 400 milligrams a day as an amount not generally associated with dangerous, negative effects.
Source: [FDA](#), 2018

*The American College of Obstetricians & Gynecologists recommends that pregnant women limit their caffeine consumption to 200 mg per day.
Source: [ACOG](#), 2020

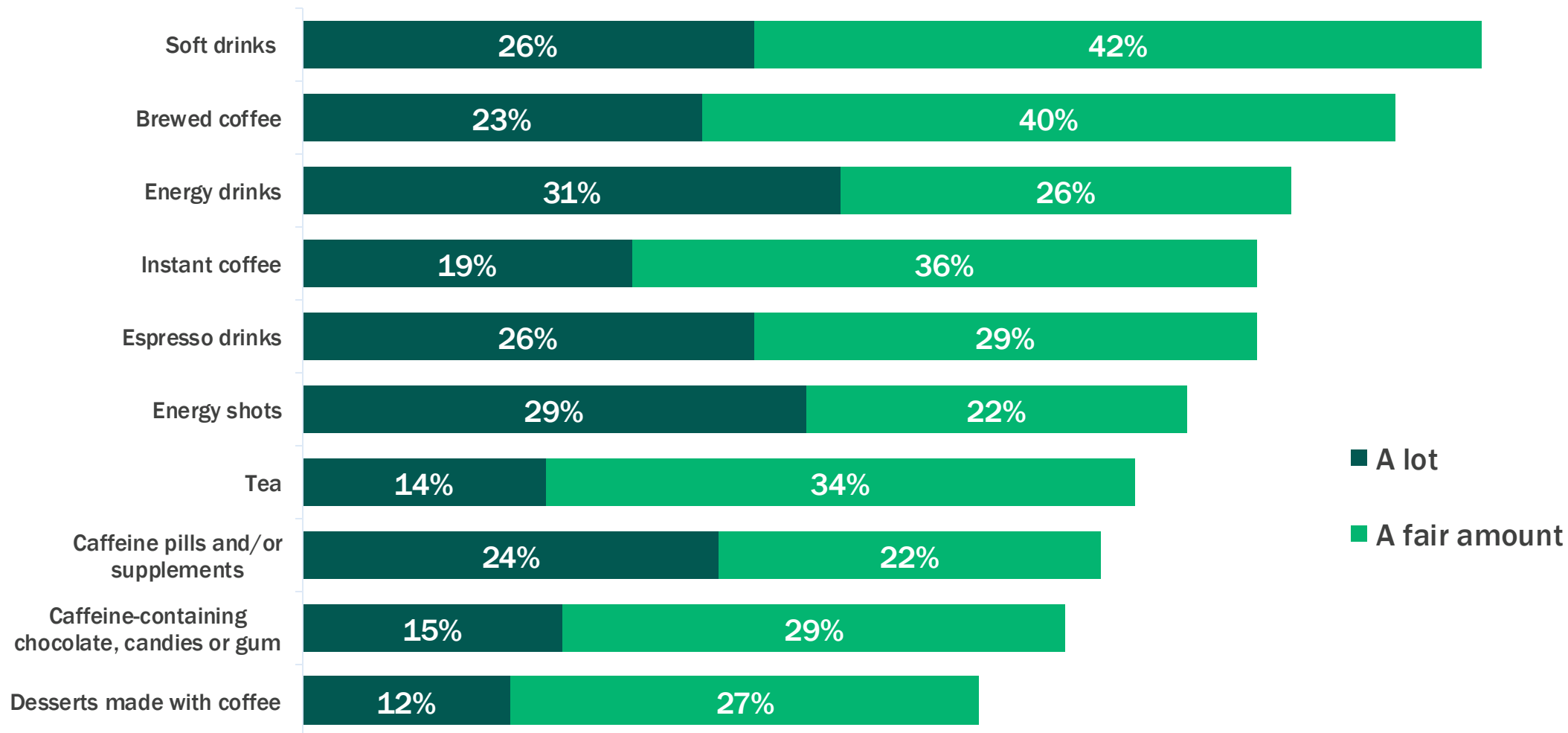
Which would you perceive to be a safe amount of caffeine for a healthy adult to consume on a daily basis? n=1000

Americans most frequently report knowing about the caffeine content in soft drinks, coffee and energy drinks; less is known about caffeine in foods and supplements



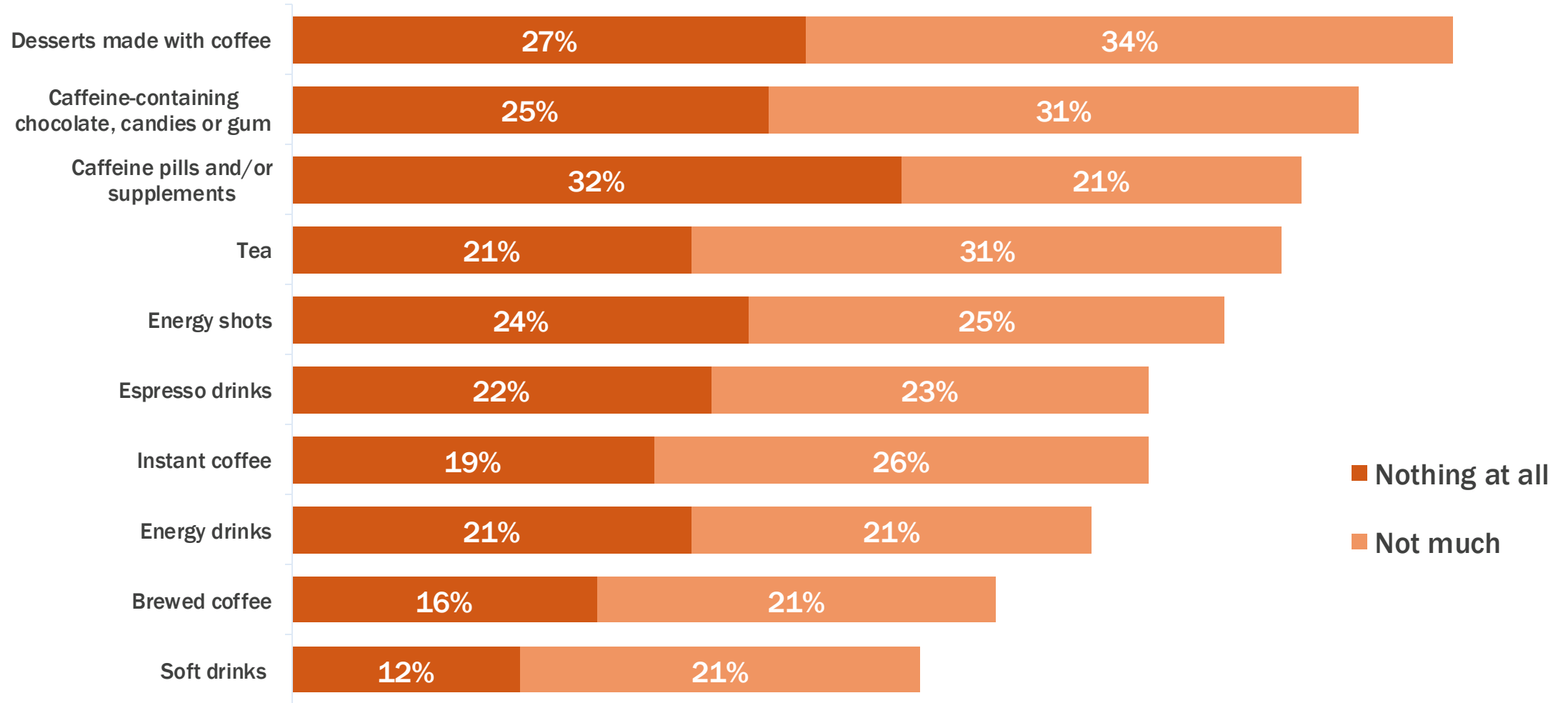
How much would you say you know about the amount of caffeine in the following products?
n=1000

Americans most frequently report knowing about the caffeine content in soft drinks, coffee and energy drinks



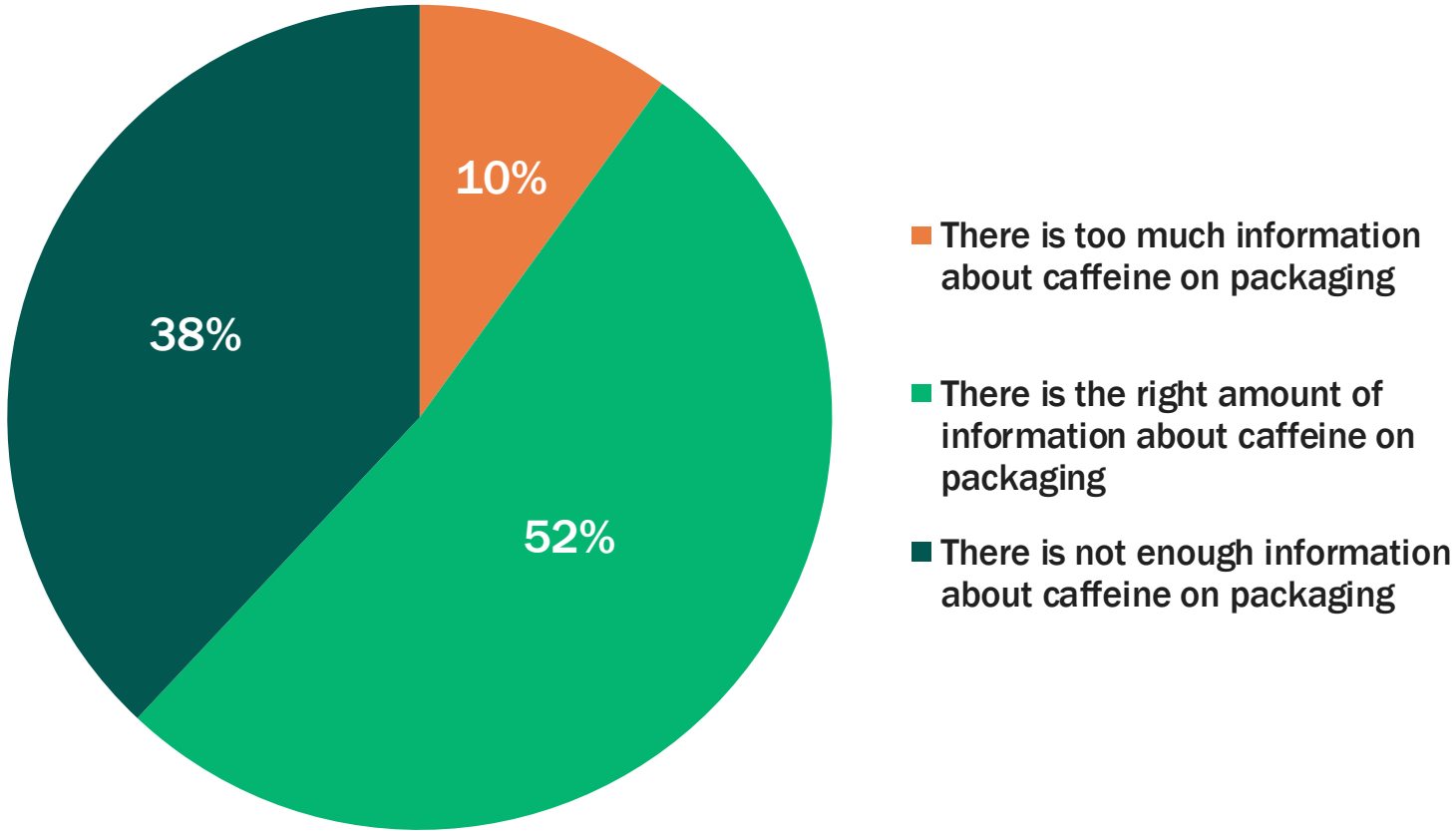
How much would you say you know about the amount of caffeine in the following products? n=1000

Less is known about the caffeine content of foods and supplements



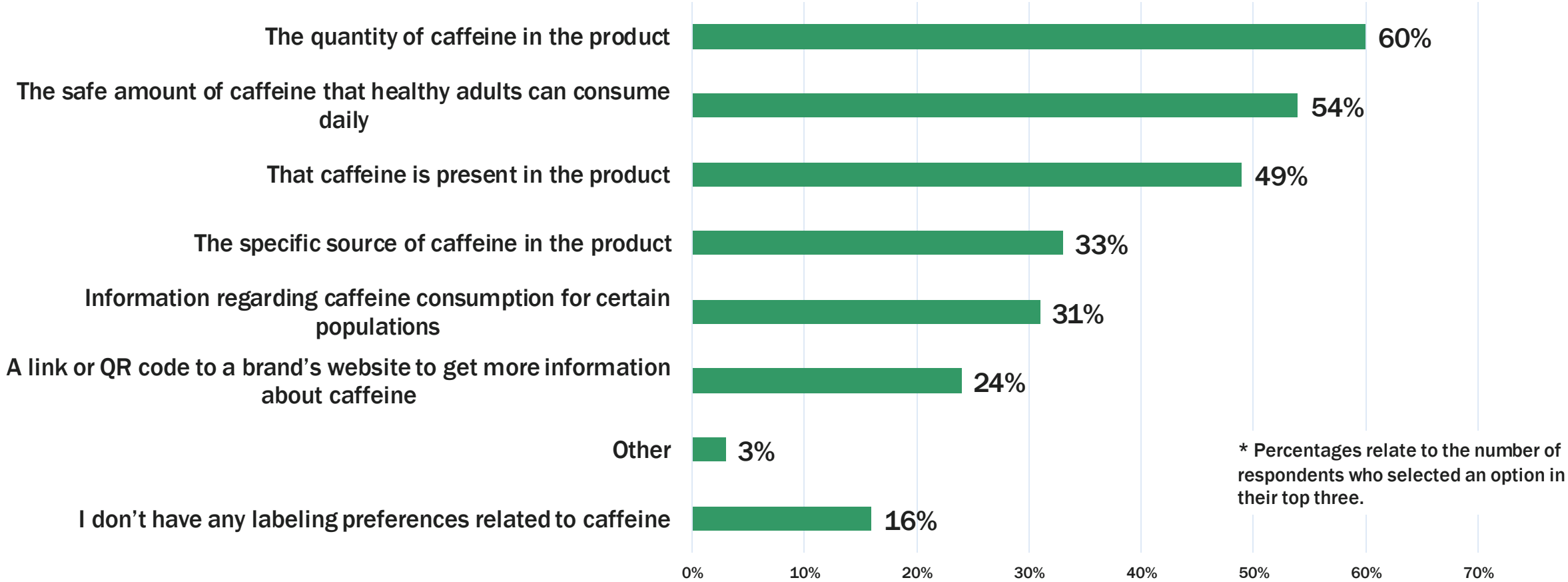
How much would you say you know about the amount of caffeine in the following products? n=1000

Over half believe that there is the right amount of information about caffeine on packaging



Which of the following best describes your opinion on caffeine-related labels and claims on food and beverage packaging? n=1000

Information on quantity, safe amount and presence of caffeine are viewed as most important to see on food packaging



What information, if any, do you think are most important to see on the packages of foods or beverages with caffeine? Select your top 3. n=1000

Appendix

Q1. Which of the following sources of caffeine do you consume? Select all that apply. If you do not consume caffeine, select the last option in this list

	Soft drinks	Brewed coffee,	Tea (black or green)	Instant coffee,	Energy drinks	Caffeine-containing candy	Espresso drinks	Desserts made with coffee	Energy shots	Caffeine pills	Other	I do not consume caffeine
Total	54%	52%	42%	29%	25%	23%	23%	18%	11%	6%	1%	7%
Men	50%	53%	39%	25%	25%	24%	17% ↓	14%	13%	8%	1%	7%
Women	57%	51%	44%	33%	25%	22%	28% ↑	21%	9%	5%	0%	8%
Less than \$40K	55%	49%	38%	30%	21%	21%	17% ↓	14%	7% ↓	4% ↓	1%	9%
\$40K-\$79K	53%	58%	50% ↑	28%	24%	20%	25%	17%	11%	6%	1%	5%
\$80K+	52%	51%	40%	31%	33% ↑	34% ↑	29%	25% ↑	21% ↑	14% ↑	0%	4%
White	54%	57% ↑	41%	25% ↓	21%	23%	19%	15%	11%	7%	1%	8%
African American	49%	31% ↓	45%	30%	28%	23%	22%	21%	13%	7%	0%	11%
Hispanic/Latinx	58%	47%	39%	39%	36% ↑	25%	30%	22%	8%	4%	0%	5%
Under 45	55%	44% ↓	42%	38% ↑	38% ↑	27% ↑	32% ↑	25% ↑	17% ↑	11% ↑	0%	7%
45-64	59%	56%	40%	22% ↓	18% ↓	19%	18%	13%	9%	3% ↓	0%	8%
65+	41% ↓	64% ↑	45%	20% ↓	7% ↓	21%	9% ↓	9% ↓	0% ↓	1% ↓	1%	8%
Non-college	54%	51%	39%	29%	25%	20% ↓	22%	16%	9% ↓	4% ↓	1%	8%
College	52%	55%	47%	30%	24%	28% ↑	25%	20%	15% ↑	12% ↑	1%	6%

Q2. [If A-K in Q1] How often do you consume foods, beverages or supplements with caffeine?

	Three times a day or more	Twice a day	Once a day	A few times a week	Once a week	A few times a month	Once a month	A few times a year
Total	25%	25%	25%	14%	4%	3%	1%	3%
Men	26%	26%	26%	13%	3%	2%	0%	3%
Women	23%	25%	24%	14%	4%	5%	1%	3%
Less than \$40K	23%	27%	25%	15%	2%	4%	1%	4%
\$40K-\$79K	27%	22%	25%	12%	6%	3%	0%	4%
\$80K+	27%	27%	24%	16%	4%	2%	0%	0%
White	31% ↑	27%	24%	10% ↓	3%	2%	0%	3%
African American	19%	21%	24%	24% ↑	5%	4%	0%	3%
Hispanic/ Latinx	17%	23%	25%	20%	4%	8% ↑	0%	2%
Under 45	21%	24%	22%	18% ↑	6% ↑	6% ↑	1%	3%
45-64	32% ↑	26%	27%	10%	1%	2%	0%	3%
65+	21%	29%	31%	10%	3%	2%	0%	4%
Non-college	25%	25%	25%	13%	3%	4%	1%	4%
College	24%	27%	25%	14%	4%	3%	0%	2%

Q3. [If A-H in Q2] What are your reasons for consuming caffeinated foods, beverages or supplements? Select all that apply

	Like the taste	To feel awake/alert	Part of my routine	Feels comforting	To improve my mood	To help me focus	To relieve stress	To improve physical performance	Social aspects	Special occasion	Other
Total	55%	45%	45%	31%	28%	28%	20%	14%	10%	7%	2%
Men	50%	47%	45%	29%	26%	28%	18%	15%	9%	10%	1%
Women	61%	43%	44%	34%	31%	28%	22%	12%	10%	4%	3%
Less than \$40K	58%	44%	48%	32%	28%	25%	19%	12%	7%	3% ↓	3%
\$40K-\$79K	59%	47%	46%	33%	29%	27%	17%	14%	7%	7%	2%
\$80K+	44% ↓	46%	39%	29%	30%	36%	24%	19%	19% ↑	15% ↑	1%
White	58%	47%	49% ↑	32%	28%	28%	16% ↓	13%	10%	7%	2%
African American	56%	38%	32%	33%	32%	27%	35% ↑	13%	13%	8%	2%
Hispanic/Latinx	54%	41%	34%	29%	25%	24%	24%	15%	12%	5%	2%
Under 45	50% ↓	45%	36% ↓	31%	36% ↑	35% ↑	26% ↑	17%	13% ↑	11% ↑	1%
45-64	55%	48%	48%	33%	28%	27%	18%	14%	9%	5%	2%
65+	67% ↑	42%	60% ↑	31%	12% ↓	17% ↓	9% ↓	7% ↓	4% ↓	1% ↓	5% ↑
Non-college	58%	45%	44%	30%	27%	26%	19%	12%	8% ↓	5% ↓	2%
College	50%	46%	47%	33%	31%	32%	22%	17%	15% ↑	12% ↑	2%

Q1. Which of the following sources of caffeine do you consume? Select all that apply. If you do not consume caffeine, select the last option in this list (*Caffeine consumed by reasons*)

	Soft drinks	Brewed coffee,	Tea (black or green)	Instant coffee,	Energy drinks	Caffeine-containing candy	Espresso drinks	Desserts made with coffee	Energy shots	Caffeine pills	Other	I do not consume caffeine
Total	54%	52%	42%	29%	25%	23%	23%	18%	11%	6%	1%	7%
Like the taste	64% ↑	61% ↑	51% ↑	31%	25%	26%	25%	21%	10%	6%	1%	0%
To feel awake/alert	61%	71% ↑	47%	34%	33% ↑	28%	32% ↑	22%	15%	8%	1%	0%
Part of my routine	59%	69% ↑	46%	32%	27%	25%	27%	23%	9%	6%	0%	0%
Feels comforting	69% ↑	61%	55% ↑	40% ↑	28%	32% ↑	27%	25% ↑	13%	10%	1%	0%
To improve my mood	66% ↑	60%	53% ↑	43% ↑	44% ↑	35% ↑	36% ↑	23%	22% ↑	11% ↑	0%	0%
To help me focus	65%	63%	46%	41% ↑	45% ↑	33% ↑	35% ↑	25%	20% ↑	12% ↑	1%	0%
To relieve stress	62%	54%	52%	46% ↑	42% ↑	31%	35% ↑	29% ↑	24% ↑	14% ↑	0%	0%
To improve physical performance	53%	61%	47%	41%	51% ↑	40% ↑	34%	31% ↑	28% ↑	17% ↑	1%	0%
Social aspects	66%	67%	55%	48% ↑	40% ↑	48% ↑	46% ↑	42% ↑	30% ↑	15% ↑	1%	0%
Special occasion	64%	48%	61%	44%	50% ↑	50% ↑	29%	39% ↑	31% ↑	25% ↑	1%	0%
Other	53%	60%	58%	15%	24%	35%	14%	6%	0%	0%	0%	0%

Q4. Which of the following best describes your beliefs surrounding the safety of caffeine consumption in healthy adults?

	Caffeine is safe, no matter how much is consumed	Caffeine is safe in high amounts, if a person is able to tolerate it	Caffeine is safe when consumed in moderation	Any amount of caffeine is unsafe
Total	12%	15%	67%	7%
Men	16%	16%	64%	4%
Women	9%	14%	68%	9%
Less than \$40K	9%	13%	70%	8%
\$40K-\$79K	9%	17%	68%	7%
\$80K+	24% ↑	17%	56% ↓	3%
White	15%	14%	66%	5%
African American	11%	20%	57%	13%
Hispanic/ Latinx	7%	15%	69%	9%
Under 45	16% ↑	20% ↑	55% ↓	9%
45-64	12%	11%	70%	6%
65+	3% ↓	8% ↓	87% ↑	2% ↓
Non-college	11%	15%	66%	8% ↑
College	14%	15%	67%	3% ↓

Q5. If you were looking for information on the safety of caffeine, which of these would you be most likely to use as an information source? Select your top 3 options

	Websites or social media accounts of government agencies	Websites or social media accounts of brands	Website or social media accounts of health portals	Labels on food packaging	Top articles shown after an online search	Friends and/or family	Your own health care provider	News media or TV personalities	Social media influencers or bloggers	Other
Total	36%	28%	47%	49%	35%	32%	44%	22%	1%	7%
Men	38%	27%	47%	45%	36%	30%	46%	23%	2%	8%
Women	34%	29%	46%	52%	34%	34%	42%	22%	1%	6%
Less than \$40K	33%	28%	42%	56% ↑	32%	36%	43%	21%	1%	9% ↑
\$40K-\$79K	40%	23%	50%	44%	41%	29%	46%	19%	2%	5%
\$80K+	38%	34%	49%	41%	34%	30%	40%	31% ↑	1%	2%
White	36%	26%	50%	45%	35%	29%	49% ↑	21%	1%	8%
African American	33%	34%	38%	56%	36%	37%	35%	21%	4%	6%
Hispanic/Latinx	36%	31%	44%	54%	33%	37%	34%	25%	1%	5%
Under 45	41% ↑	33% ↑	44%	51%	31% ↓	38% ↑	30% ↓	25%	1%	5%
45-64	32%	29%	47%	46%	37%	29%	48%	24%	1%	7%
65+	32%	13% ↓	51%	47%	42%	25% ↓	66% ↑	12% ↓	1%	10%
Non-college	33%	28%	45%	51%	35%	34%	43%	21%	2%	7%
College	41%	27%	49%	44%	34%	29%	45%	25%	1%	5%

Q5. If you were looking for information on the safety of caffeine, which of these would you be most likely to use as an information source? Select your top 3 options

	Websites or social media accounts of government agencies	Websites or social media accounts of brands	Website or social media accounts of health portals	Labels on food packaging	Top articles shown after an online search	Friends and/or family	Your own health care provider	News media or TV personalities	Social media influencers or bloggers	Other
Total	36%	28%	47%	49%	35%	32%	44%	22%	1%	7%
Caffeine is safe no matter how much is consumed	37%	44% ↑	43%	48%	33%	42%	17% ↓	29%	1%	6%
Caffeine is safe in high amounts if a person is able to tolerate it	37%	35%	45%	41%	39%	37%	37%	22%	1%	5%
Caffeine is safe when consumed in moderation	37%	23% ↓	49%	50%	36%	29% ↓	50% ↑	20%	1%	6%
Any amount of caffeine is unsafe	25%	28%	36%	57%	20%	41%	42%	30%	4%	16% ↑

Q6. Please rank the following beverages based on the amount of caffeine you think they contain, with 1=the beverage with the highest amount of caffeine and 8=the beverage with the lowest amount of caffeine. Note: the size of each beverage is listed next to each option.
% Highest

	Energy drink	Energy shots	Espresso	Brewed coffee	Instant coffee	Soda	Black tea	Green tea
Total	20%	27%	18%	11%	7%	11%	6%	6%
Men	20%	27%	16%	14%	5%	10%	6%	6%
Women	20%	26%	20%	9%	9%	13%	6%	5%
Less than \$40K	18%	27%	18%	10%	9%	15% ↑	5%	7%
\$40K-\$79K	23%	27%	22%	10%	5%	9%	6%	3%
\$80K+	21%	27%	14%	15%	8%	8%	8%	8%
White	20%	30%	19%	12%	5%	9%	5%	4%
African American	19%	20%	14%	12%	12%	21%	9%	5%
Hispanic/ Latinx	26%	20%	16%	9%	9%	13%	6%	11% ↑
Under 45	22%	22% ↓	14% ↓	11%	11% ↑	16% ↑	8%	8% ↑
45-64	19%	29%	23%	11%	6%	9%	5%	3%
65+	21%	35% ↑	19%	12%	3% ↓	4% ↓	4%	3%
Non-college	20%	26%	18%	12%	8%	12%	6%	5%
College	20%	28%	19%	10%	6%	9%	7%	6%

Q7. Which would you perceive to be a safe amount of caffeine for a healthy adult to consume on a daily basis?

	Up to 200 milligrams (mg)/day (about 2 cups of brewed coffee or 1 liter of soda)	Up to 300 mg/day (about 3 cups of brewed coffee or 1.5 liters of soda)	Up to 400 mg/day (about 4 cups of brewed coffee or 2 liters of soda)	Up to 500 mg/day (about 5 cups of brewed coffee or 2.5 liters of soda)	More than 500 mg/day (more than 5 cups of brewed coffee or 2.5 liters of soda)	I don't know
Total	38%	17%	10%	4%	3%	29%
Men	36%	21%	12%	3%	3%	26%
Women	40%	13%	8%	5%	3%	32%
Less than \$40K	37%	16%	8%	2%	2%	35% ↑
\$40K-\$79K	43%	16%	12%	4%	2%	24%
\$80K+	38%	22%	11%	8% ↑	5%	15% ↓
White	36%	17%	10%	3%	3%	30%
African American	38%	18%	12%	9%	3%	20%
Hispanic/ Latinx	41%	15%	10%	3%	2%	28%
Under 45	37%	20%	13% ↑	7% ↑	3%	21% ↓
45-64	39%	14%	8%	2%	4%	33%
65+	39%	15%	5% ↓	2%	1% ↓	40% ↑
Non-college	36%	15%	10%	4%	3%	32% ↑
College	42%	20%	9%	5%	2%	22% ↓

Q8. How much would you say you know about the amount of caffeine in the following products? % A lot

	Energy drinks	Energy shots	Espresso	Soft drinks	Caffeine pills	Brewed coffee	Instant coffee	Caffeine containing candy	Tea	Desserts made with coffee
Total	31%	29%	26%	26%	24%	23%	19%	15%	14%	12%
Men	32%	31%	26%	27%	26%	23%	19%	15%	16%	12%
Women	30%	27%	27%	25%	23%	24%	19%	15%	13%	13%
Less than \$40K	29%	26%	23%	25%	21%	22%	20%	14%	13%	13%
\$40K-\$79K	30%	28%	23%	26%	26%	20%	16%	11%	12%	7% ↓
\$80K+	39%	37% ↑	36% ↑	30%	29%	33% ↑	26%	22% ↑	23% ↑	20% ↑
White	31%	28%	26%	25%	24%	24%	17%	14%	13%	12%
African American	26%	26%	23%	29%	24%	27%	26%	17%	22%	17%
Hispanic/Latinx	30%	35%	25%	29%	27%	23%	22%	16%	13%	14%
Under 45	34%	30%	27%	30%	25%	25%	24% ↑	18%	18% ↑	16% ↑
45-64	31%	30%	26%	26%	25%	23%	18%	15%	14%	13%
65+	27%	26%	23%	18% ↓	21%	20%	11% ↓	7% ↓	6% ↓	4% ↓
Non-college	30%	28%	24%	27%	24%	23%	19%	14%	13%	13%
College	34%	31%	30%	25%	26%	25%	20%	16%	17%	11%

Q9. Which of the following best describes your opinion on caffeine-related labels and claims on food and beverage packaging?

	There is too much information about caffeine on packaging	There is the right amount of information about caffeine on packaging	There is not enough information about caffeine on packaging
Total	10%	52%	38%
Men	12%	52%	36%
Women	7%	52%	41%
Less than \$40K	7% ↓	54%	39%
\$40K-\$79K	7%	53%	40%
\$80K+	19% ↑	46%	34%
White	10%	51%	39%
African American	12%	57%	32%
Hispanic/ Latinx	8%	49%	42%
Under 45	13% ↑	52%	35%
45-64	8%	54%	38%
65+	4% ↓	49%	47% ↑
Non-college	8%	53%	39%
College	12%	50%	38%

**Q10. What information, if any, do you think are most important to see on the packages of foods or beverages with caffeine?
Select your top 3. % Selected**

	Caffeine quantity	Amount adults can safely consume	Caffeine is present	Sources of caffeine	Affect on certain populations	Link or QR code	Other
Total	60%	53%	49%	33%	30%	24%	3%
Men	62%	54%	50%	35%	29%	25%	2%
Women	58%	53%	48%	32%	31%	23%	4%
Less than \$40K	56%	52%	52%	28% ↓	26%	21%	5%
\$40K-\$79K	64%	58%	48%	33%	32%	21%	2%
\$80K+	61%	55%	48%	44% ↑	35%	31% ↑	2%
White	60%	52%	50%	32%	28%	23%	2%
African American	55%	53%	42%	32%	48% ↑	32%	10% ↑
Hispanic/ Latinx	64%	59%	48%	38%	28%	23%	3%
Under 45	57%	52%	48%	36%	35% ↑	30% ↑	5%
45-64	60%	54%	47%	30%	28%	22%	2%
65+	64%	55%	55%	32%	23% ↓	14% ↓	1%
Non-college	58%	49% ↓	49%	32%	28%	23%	4%
College	63%	62% ↑	49%	36%	34%	26%	2%

Q10. What information, if any, do you think are most important to see on the packages of foods or beverages with caffeine? Select your top 3. % Selected

	Caffeine quantity	Amount adults can safely consume	Caffeine is present	Sources of caffeine	Affect on certain populations	Link or QR code	Other
Total	60%	53%	49%	33%	30%	24%	3%
There is too much information about caffeine on packaging	47%	57%	47%	38%	38%	39% ↑	4%
There is the right amount of information about caffeine on packaging	58%	49% ↓	49%	33%	30%	23%	3%
There is not enough information about caffeine on packaging	65%	59%	49%	33%	28%	22%	2%



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