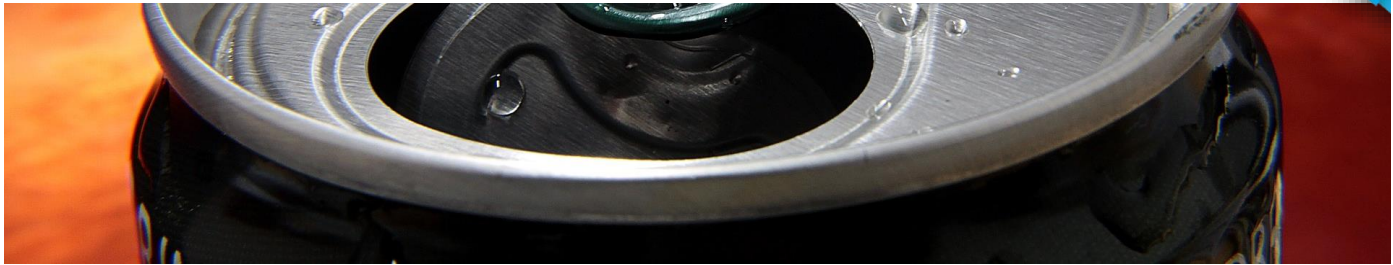


Deep Dive Results

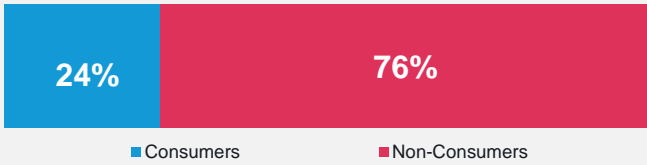
Energy Drinks

In April 2019 we asked our urban community in Northern Ireland all about their views on Energy Drinks in-light of increasing pressures facing the sector with regards to healthiness and consumer well-being . Here's a snapshot of what they told us. For the full results please contact us on 028 9032 2333.



ENERGY DRINK CONSUMPTION

24% are consumers of energy drinks on at least a monthly basis



HEALTHY SOFT DRINKS

50%

Always Choose or choose healthy soft drinks most of the time

74%

Low/No sugar is what Urbanites look for when choosing a healthy soft drink

52%

Are aware of news about the impact of excessive energy drinks on health

ENERGY DRINK OCCASIONS

57% At work (and 13% when studying)

29% Whilst out and about in general

32% On the road when it's a long journey

21% As a treat and 24% as part of a meal deal

DIET ENERGY CONSUMPTION

36%

of energy drinkers are consuming more diet / light / zero sugar energy drinks than this time last year.



BAN ON ENERGY DRINKS TO CHILDREN

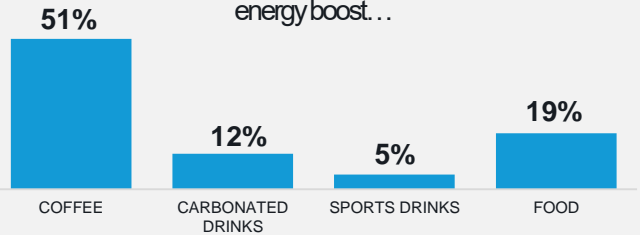
61% of energy drink consumers are in favour of a ban to <16s

51% of non-energy drink non-consumers are in favour of a ban to <16s

18% feel young people need educated on the risks but not banned

NON-CONSUMERS ENERGY SOURCES

Energy drink non-consumers turn to the following for a quick energy boost...



DRINKS TYPE OCCASIONS

48% Think energy, sports and protein drinks are for different occasions.

DRINK TYPE DIFFERENCES

52% Think energy drinks are very different from sports & protein drinks.

EXERCISE AND SPORTS DRINKS

39% say sports drinks are suitable for consumption around exercise.