

College Students and Energy Drinks

A Feasibility Report

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Feasibility Report Summary

After collecting data and surveying many students, we have collected enough data to provide a report informing you of the most popular energy drink with the University of North Texas students. The three energy drinks used to conduct this report are Monster, Red Bull, and Rockstar. We collected data on why each energy drink is appealing to students, and can now provide you with our recommendation of which energy drink is most popular.

We looked to see the amount of caffeine in each different energy drink, surveyed students asking about the taste, and what the cost of the drinks was. Our recommendation to you is Redbull. The information in this report will explain why.

Introduction

Whenever you walk into a gas station around the University of North Texas campus and are looking for an energy drink, there will always be a huge variety of options. It can be difficult to decide which energy drink to actually buy. Monster, Redbull, and Rockstar energy drinks are the three most popular energy drinks. We thought it would be interesting and beneficial to students to see which one is the most popular around UNT. A lot of factors play when deciding what to drink. The three factors that mattered most when choosing an energy drink were taste, caffeine, and price. So to help better understand which energy drink UNT students prefer, we have walked around campus and conducted surveys asking students what they like.

To complete the question of which energy drink UNT students prefer our survey included three options.

Option 1: Monster Energy Drink

Monster energy drinks pack a powerful punch but has a smooth drinking flavor. It has 160 mg of caffeine per 16 fl. oz can.

Option 2: Redbull Energy Drink

Red bull in our opinion is the best tasting energy drink. It has 80 mg of caffeine per 250 ml can.

Option 3: Rockstar Energy Drink

Rock star is the same size and has the same amount of caffeine as Monster. 160 mg per 16 fl. Oz can.

In the report that follows, we examine these options and recommend the most cost effective option when choosing what energy drink to buy.

Data Collection Methods

To support our recommendation, we used three different criteria to evaluate the most accurate recommendation possible. Our three criteria are

- The cost of the three different energy drink options
- Which energy drink tastes best
- The amount of caffeine in the different drinks

To gather the information for our three criteria, we researched and surveyed college students around the campus of the University of North Texas. We looked up the average prices for each energy drink and then compared them to see which one cost the most and

least. For our survey, we conducted a verbal survey to the students around campus and asked them what their favorite energy drink was out of the three, and which criteria was the reason they liked it.

For the amount of caffeine in each drink we looked at the amount of caffeine in each eight fluid ounces. We then looked at the pros and cons of each option and put together our results. The audience for our report is other college students, so they can make better choices on the energy drinks they choose or would like to try.

Results of the Evaluation

To determine the proper recommendation for the most popular energy drink among college students, we evaluated the results of our three criteria: the cost, taste, and amount of caffeine in each.

Cost of the Energy Drinks

Option 1 is the most expensive; options 2 and 3 are fairly similar. All numbers were acquired from www.consumerreports.org.

Option 1: *Redbull Energy Drink*

The cost of a Redbull energy drink averages about \$1.75 per 8.4 fl/oz which is 21 cents per ounce. (According to www.consumerreports.org)

Option 2: *Monster Energy Drink*

The cost of a Monster energy drink averages about \$1.00 per 8 fl/oz. This equates 13 cents per ounce.

Option 3: *Rockstar Energy Drink*

The cost of a Rockstar energy drink averages about \$1.00 per 8 fl/oz. This would make it 13 cents also per ounce.

Survey of Students on Campus

Option 1 was the most popular vote on campus according to our survey. We surveyed 100 students on campus to get the results below.

Option 1: *Redbull Energy Drink*

The most popular drink by a little over 10%. Out of 100 people, 51% preferred Redbull over the other energy drinks. 48% of people liked it because of the taste, another 3% liked it because of the amount of caffeine in it.

Option 2: Monster Energy Drink

Monster energy drink came in second place in the popularity contest. With 43% of 100 people saying they prefer Monster because of mostly the taste and the caffeine in it. The taste was the reason 23% of the students bought Monster. Another 16% say they like the amount of caffeine in it, and 4% prefer it because of the price.

Option 3: Rockstar Energy Drink

Rockstar energy is last place in our survey. Only 6% of people say they like Rockstar, 4% because of the taste and 2% because of the cost.

Table of Survey Percentages

| Energy Drink Survey Statistics | Redbull Energy Drink | Monster Energy Drink | Rockstar Energy Drink | Total % per Criteria |
|--------------------------------|----------------------|----------------------|-----------------------|----------------------|
| Taste | 48% | 23% | 4% | 75% |
| Amount of Caffeine | 3% | 16% | 0% | 19% |
| Cost of Drink | 0% | 4% | 2% | 6% |
| Total % per energy drink | 51% | 43% | 6% | |

Amount of Caffeine in the Energy Drinks

Option 2 was the most popular choice for caffeine as a cause of the drink being more popular. We used survey results and online research to come up with our evaluation of this criterion.

Option 1: Redbull Energy Drink

Redbull has the least amount of caffeine at 9.88 milligrams per ounce.

Option 2: Monster Energy Drink

Monster has the most amount of caffeine at 11.5 milligrams per ounce

Option 3: Rockstar Energy Drink

Rockstar has 10 milligrams of caffeine per ounce.

Actual test results from Consumer Reports (Tables)

| Brand | Caffeine per serving $\frac{mg}{serving}$ | Caffeine per ounce $\frac{mg}{oz}$ | Percent difference (from manufacturer published values) % |
|----------|--|---------------------------------------|---|
| Redbull | 83 | 9.88 | +3.75 |
| Rockstar | 80 | 10 | +0.0% |
| Monster | 92 | 11.5 | +15% |

From <http://www.consumerreports.org/cro/magazine/2012/12/the-buzz-on-energy-drink-caffeine/index.htm#energytable>

Published values from manufacturers (Tables)

| Brand | Serving size <i>oz</i> | Caffeine per serving $\frac{mg}{serving}$ | Caffeine per ounce $\frac{mg}{oz}$ |
|----------|---------------------------|--|---------------------------------------|
| Redbull | 8.4 | 80 | 9.52 |
| Rockstar | 8 | 80 | 10 |
| Monster | 8 | 80 | 10 |

<http://energydrink-us.redbull.com/content/caffeine>

<http://www.myfitnesspal.com/food/calories/rockstar-energy-drink-original-49658970>

<http://www.energyfiend.com/caffeine-content/monster>

Conclusion

Each of the three options has advantages and disadvantages. Option 1 (Monster energy drink) was popular for the amount of caffeine and its taste. Option 2 (Red bull energy drink) was the surveyed students favorite because of its taste. The amount of caffeine and cost was satisfying with most UNT students as well. Option 3 (Rock star energy drink) was the least favorite, with only six percent of students interviewed liked the drink. Based on our survey, taste played the biggest role in choosing an energy drink. We learned that students don't mind spending a little extra money to get a drink that tastes better.

Recommendation

Our recommendation as the best energy drink to buy would be Option 1. Redbull was the overall favorite because of the taste and caffeine in it.