

# Alcohol mixed with energy drink consumption patterns, motivations, and outcomes in CSB/SJU students

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## Introduction

Wide-awake drunk, or blackout in a can? In recent years combining alcohol with energy drinks has become popular. Consuming energy drinks mixed with alcohol (EDmA) is linked to an increase in alcohol poisoning, extensive hangovers, and blackouts.

## Purpose

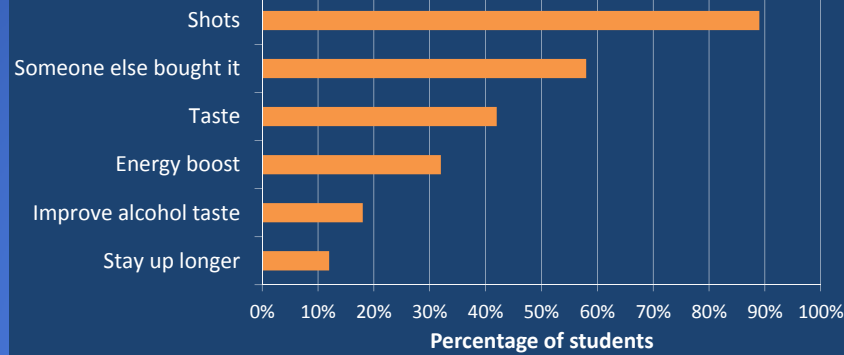
The purpose of this study was to determine the intake patterns of EDmA, in CSB/SJU students.

## Methods

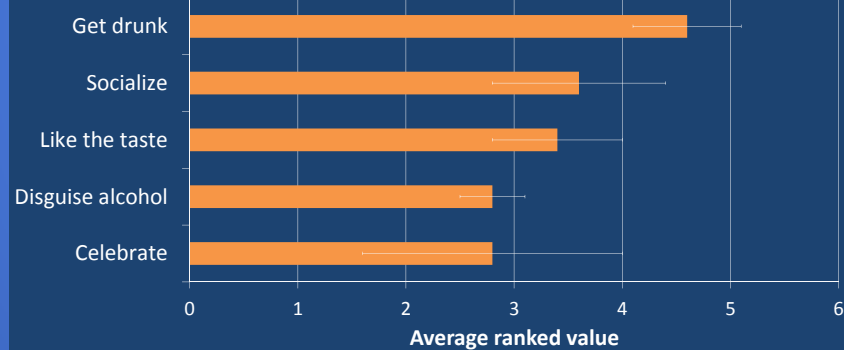
- Participants were 94 CSB/SJU students
- A written survey was completed, which questioned student's patterns, motivations, and outcomes of consuming EDmA
- The 11 question survey was completed anonymously over the course of two evenings at a local bar.
- A 5 point scale (1 = least significant/disagree and 5 = most significant/agree) was used to determine the reasons why students consume EDmA and what effects students witness or experience by consuming EDmA.



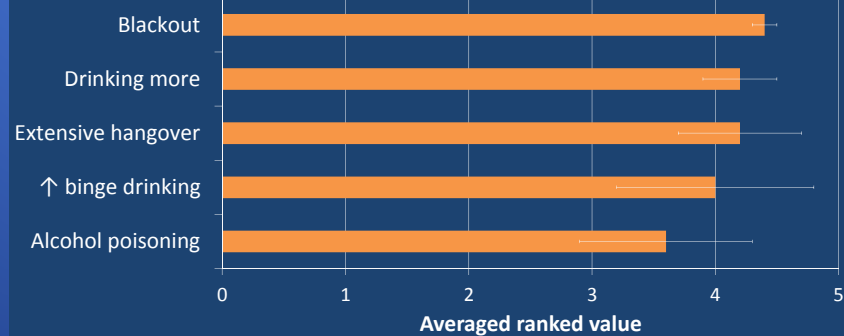
Why CSB/SJU students choose EDmA



Top 5 reasons to drink EDmA



Top 5 experiences after consuming EDmA



## Results

- 100% of the students admitted to consuming an EDmA.
- 64 out of 94 (68%) students reported consuming EDmA "often", and averaged 1-2 EDmA per occasion.
- 48% of students agree that consuming EDmA will get you drunk faster.
- The number one reason students consume EDmA is to get drunk.
- Students reported blackouts, drinking more than expected, extensive hangover, and alcohol poisoning most often.



## Conclusion

- 96% of the students recognize that consuming EDmA is more risky than alcohol alone, but do not know why.
- Consuming EDmA can also lead to risky behaviors, like drinking and driving, using illegal substances, and impulsive sexual behavior.
- Students need to become more aware of the many negative effects and why consuming EDmA is more risky.

## Acknowledgements

- CSB/SJU voluntary participants
- Kyle Schneider for allowing me to use his facility