**For Immediate Release**

**Alcoholic beverages preferred by 11% of college students when studying for finals.**

But water was the overall #1 drink choice.

**MAY 12, 2015** – In a study by TextbookRush.com of over 2000 college students, water was selected as the drink of choice by 26.0% of all students studying for finals, followed by coffee at 24.3% and pop/soda at 11.6%.

At the other end of the spectrum, milk came in dead last for both genders at 1.5% for each.

There were some significant differences between females and males responding to the survey. Water and coffee were the top two options selected by both genders. However, tea was #3 for females, favored by 12.7% compared to males at 8.2%. Pop/soda was #3 for males with 9.9%.

Alcoholic beverages stood out in the survey results comprising 10.6% of all responses. Liquor: 4.2%, Beer: 3.4%, Wine: 3.0%. **Alcoholic drinks were chosen by males at more than 2 to 1 ratio to females: 17.8% vs. 7.9%.** However, among alcoholic drinks, wine was favored by females 3.7% compared to males at 1.5%.

The results on energy drinks were perhaps surprising with only 5.9% of all students choosing that category.

Kasey Marquardt, a certified Health and Fitness Specialist through the University of South Florida, says “Water is always the best option. Not only does it keep your body and brain hydrated, which promotes more effective studying and brain function, but it will help keep fatigue levels low which can improve effective studying time. Coffee and tea may be slightly dehydrating. The caffeine will give you a small boost of energy but may make you crash later; effective studying will be nearly impossible when you feel the crash”.

The study was conducted by TextbookRush to gain insights on students’ everyday study habits. Over 2,000 students replied including over 1,500 females and over 500 males. For the complete results and methodology of the study, visit http://www.textbookrush.com/collegiatestudies/drinkstudy.aspx.

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