

Breaking News: Rupert bicyclist killed in collision with truck

[Home](#) / [News](#) / [Region](#)

[Don't ask me](#)

COLUMN: Men, women and caffeine make the world go round

- [Story](#)
- [Discussion](#)

By Steve Crump | Posted: Sunday, January 17, 2010 1:00 am | (0) Comments

Font Size:

[Default font size](#)

[Larger font size](#)

Suddenly, it all makes sense. The trade journal Behavioral Pharmacology last week published research that shows men are far more sensitive — and responsive — to caffeine than women.

Actually, the study was of adolescent boys and girls, so you have to factor raging hormones into the results. Still, it's revealing about caffeine and gender.

Ladies, think of all the annoying things the man in your life does. Snoring? Addiction to sports on a big-screen TV? Leaving his underwear on the bathroom floor? Boorishness? Multitasking while talking to you on the phone? Failing to put the toilet seat down? All, to a greater or lesser degree, can be linked to caffeine.

Behavioral Pharmacology looked at how caffeinated beverages affected those between 12 and 17. It found that boys would work significantly longer at a computer game to win a caffeinated soda than girls would.

Jennifer Temple, neurobiologist at the University of Buffalo, said she expected caffeinated drinks to work most strongly on those in the study who routinely consumed the most caffeine, regardless of sex. Instead, the results revealed a relationship between gender and the desire for caffeinated soda.

"We aren't sure (why boys responded more), but we speculate that it could have to do with circulating hormones and their effect on the metabolism of caffeine," Temple said.

Also, the fact that guys will swallow anything with "Unleash the beast" written on the can.

My highly unscientific research at Starbucks tells me that coffee has become, by and large, a woman's drink. It's hard, after all, to overcaffeinate on a cup of joe because it's usually hot and can't be gulped.

But guys, we're swillers and guzzlers. That's why men dominate the energy drinks market.

How else do you explain the fact that the No. 1 mixed alcoholic beverage among men under 30 in this country is the Bull Blaster, which consists of Jagermeister — a 70-proof, licorice-flavored spirit — and Red Bull, a carbonated energy drink?

"If you're looking to get messed up, that's the way to go," bartender Cherie Skipalis told the Great Falls, Mont., Tribune.

"It tastes like (crap)," said bar owner Jaza Kralich.

That's no impediment to men, of course, who don't take the time to taste.

It was ever thus. My dad and my grandfather were industrial-strength coffee chuggers, and so was I when I was in the Navy. If you're assigned to the graveyard shift on a ship that's being gently rocked back and forth by the waves, you'd better be caffeinated.

Now, of course, coffee has become boutique-ized — a beverage to be savored, like wine. Most guys just don't have the time.

I was visiting my son's dormitory at Boise State one time, and ran across a kid sitting in the lounge with a row of Diet Pepsi cans arrayed on the table in front of him. He'd read for awhile, and then swallow a whole can of pop without coming up for air.

After he stopped coughing and choking, I asked him if all that caffeine was keeping him alert.

"The caffeine? No," he replied. "But when the fizz comes out your nose, that keeps you awake."

Steve Crump may be reached at 735-3223. Hear him on KLIX-1310 at 8:30 a.m. Friday.

Posted in [Local](#) on *Sunday, January 17, 2010 1:00 am* Updated: 11:43 pm.

[Share This Story](#)

Print Email ShareThis

Similar Stories

- Rupert bicyclist killed in collision with truck
- Preparing for the worst
- New regulations for livestock waste proposed
- Burley Council approves Renova lease deferment
- H&W: Cuts won't impact child-safety services
- Judge rejects Johnson's bid for freedom after claiming innocence for '93 homicides
- Shoshone Council sells police car, discusses Otter visit
- 5th District Court news

Sponsored Links

[Shop Billabong Clothing For Men, Women And Kids](#)

Clothes online for Men,
www.ronjonsurfshop.com

[Award Winning Caffeine Free Tea](#)

Jiaogulan is a great tasting naturally sweet herbal tea used for
www.immortalitea.com

[Save On Skin Bracer](#)

Save on health care & beauty items for men & women 24/7.
www.nationwidecampus.com

Ads by Yahoo!

