YouGov Survey Results

Sample Size - 2320 GB Adults

Fieldwork : 23th - 24th April 2014

	Total	Gender		Age					Social Grade	
	Base	**Male**	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**ABC1**	**C2DE**
Which, if any, of the following types of tea do you ever drink? (Please tick all that apply)										
Unweighted base	2320	1106	1214	305	309	395	513	798	1249	1071
Base: All GB Adults	2320	1114	1206	278	372	416	441	812	1276	1044
English breakfast tea	52%	50%	53%	47%	53%	49%	53%	53%	59%	42%
Earl Grey tea	22%	22%	22%	26%	25%	20%	22%	21%	26%	18%
Darjeeling tea	8%	8%	8%	6%	10%	7%	7%	8%	11%	5%
Assam tea	9%	10%	8%	9%	12%	5%	9%	10%	12%	6%
Peppermint tea	16%	10%	22%	18%	18%	19%	15%	14%	19%	13%
Herbal tea	15%	11%	20%	15%	17%	16%	16%	14%	17%	13%
Fruit tea	19%	11%	26%	19%	20%	23%	19%	16%	20%	17%
Green tea	23%	21%	24%	30%	25%	22%	20%	21%	24%	21%
Chai tea	7%	6%	8%	13%	10%	9%	7%	3%	8%	7%
Camomile tea	11%	8%	14%	14%	13%	10%	11%	9%	12%	10%
Decaffeinated tea	10%	7%	12%	7%	10%	12%	7%	11%	9%	10%
Other	16%	18%	14%	9%	12%	16%	20%	19%	14%	18%
Not applicable – I never drink tea	18%	21%	15%	27%	21%	16%	19%	14%	15%	22%
In general, how do you like to drink your tea? (Please tick the option that BEST applies)										
Unweighted base	1900	868	1032	229	246	329	416	680	1060	840
Base: All GB Adults who drink tea	1901	877	1023	204	292	352	358	695	1083	818
With no milk and no sugar/ sweetener	16%	13%	18%	15%	15%	18%	14%	16%	17%	15%
With no milk but with sugar	4%	3%	4%	6%	5%	2%	2%	4%	3%	4%
With no milk but with sweetener	2%	3%	2%	2%	4%	2%	1%	2%	2%	2%
With milk but no sugar/ sweetener	46%	44%	47%	33%	43%	42%	49%	50%	51%	39%
With milk and sugar	22%	28%	17%	37%	26%	26%	21%	15%	17%	30%
With milk and sweetener	10%	9%	10%	5%	5%	10%	12%	12%	9%	10%
Other	1%	1%	1%	2%	2%	0%	0%	1%	1%	1%
REBASED										
Unweighted base	2320	1106	1214	305	309	395	513	798	1249	1071
Base: All GB Adults who drink tea	2320	1114	1206	278	372	416	441	812	1276	1044
With no milk and no sugar/ sweetener	13%	10%	16%	11%	12%	15%	12%	14%	14%	12%
With no milk but with sugar	3%	2%	4%	5%	4%	1%	2%	3%	3%	3%
With no milk but with sweetener	2%	2%	1%	2%	3%	2%	0%	1%	2%	1%
With milk but no sugar/ sweetener	37%	35%	40%	24%	33%	36%	40%	43%	43%	30%
With milk and sugar	18%	22%	15%	27%	21%	22%	17%	13%	14%	23%
With milk and sweetener	8%	7%	9%	4%	4%	8%	9%	10%	8%	8%
Other	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%
Not applicable – I never drink tea	18%	21%	15%	27%	21%	16%	19%	14%	15%	22%

Cell Contents (Column Percentage)

YouGov Survey Results

Sample Size - 2320 GB Adults

Fieldwork : 23th - 24th April 2014

	Region						
	North	Midlands	East	London	South	Wales	Scotland
Which, if any, of the following types of tea do you ever drink? (Please tick all that apply)							
Unweighted base	504	320	186	343	456	123	388
Base: All GB Adults	571	380	223	297	531	116	202
English breakfast tea	51%	51%	49%	55%	54%	50%	48%
Earl Grey tea	22%	19%	15%	28%	24%	14%	26%
Darjeeling tea	7%	5%	9%	12%	9%	6%	9%
Assam tea	8%	7%	11%	13%	9%	6%	11%
Peppermint tea	13%	10%	15%	23%	20%	16%	18%
Herbal tea	16%	11%	14%	23%	14%	13%	17%
Fruit tea	18%	19%	15%	22%	22%	13%	18%
Green tea	21%	21%	18%	30%	23%	16%	24%
Chai tea	6%	5%	5%	11%	9%	5%	8%
Camomile tea	10%	8%	9%	22%	10%	7%	13%
Decaffeinated tea	10%	7%	12%	10%	10%	9%	11%
Other	17%	18%	12%	13%	15%	22%	19%
Not applicable – I never drink tea	20%	19%	23%	15%	16%	18%	18%
In general, how do you like to drink your tea? (Please tick the option that BEST applies)							
Unweighted base	402	258	148	290	385	100	317
Base: All GB Adults who drink tea	458	310	171	254	449	95	165
With no milk and no sugar/ sweetener	14%	14%	10%	20%	18%	8%	25%
With no milk but with sugar	5%	2%	5%	3%	3%	5%	4%
With no milk but with sweetener	2%	3%	2%	2%	2%	-	3%
With milk but no sugar/ sweetener	48%	43%	52%	43%	46%	55%	33%
With milk and sugar	20%	27%	18%	24%	21%	24%	25%
With milk and sweetener	11%	11%	12%	7%	9%	7%	9%
Other	1%	-	1%	2%	1%	1%	2%
REBASED							
Unweighted base	504	320	186	343	456	123	388
Base: All GB Adults who drink tea	571	380	223	297	531	116	202
With no milk and no sugar/ sweetener	11%	11%	8%	17%	15%	7%	20%
With no milk but with sugar	4%	2%	3%	3%	3%	4%	3%
With no milk but with sweetener	1%	3%	1%	2%	2%	-	2%
With milk but no sugar/ sweetener	39%	35%	40%	37%	39%	45%	27%
With milk and sugar	16%	22%	14%	20%	18%	19%	20%
With milk and sweetener	9%	9%	9%	6%	8%	5%	7%
Other	1%	-	1%	2%	1%	1%	2%
Not applicable – I never drink tea	20%	19%	23%	15%	16%	18%	18%

YouGov Survey Results

Sample Size - 2320 GB Adults

Fieldwork : 23th - 24th April 2014

						Government Region							
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Which, if any, of the following types of tea do you ever drink? (Please tick all that apply)												
Unweighted base	90	217	197	143	177	186	343	266	190	123	388	-
Base: All GB Adults	107	242	222	171	209	223	297	310	221	116	202	-
English breakfast tea	52%	45%	57%	52%	51%	49%	55%	54%	54%	50%	48%	-
Earl Grey tea	25%	18%	24%	20%	18%	15%	28%	25%	24%	14%	26%	-
Darjeeling tea	3%	6%	9%	1%	8%	9%	12%	9%	8%	6%	9%	-
Assam tea	4%	7%	11%	8%	6%	11%	13%	9%	10%	6%	11%	-
Peppermint tea	10%	12%	15%	15%	7%	15%	23%	22%	17%	16%	18%	-
Herbal tea	18%	14%	16%	12%	10%	14%	23%	14%	15%	13%	17%	-
Fruit tea	15%	16%	21%	18%	19%	15%	22%	23%	20%	13%	18%	-
Green tea	19%	21%	23%	26%	17%	18%	30%	24%	22%	16%	24%	-
Chai tea	5%	6%	7%	5%	6%	5%	11%	10%	6%	5%	8%	-
Camomile tea	9%	7%	13%	8%	8%	9%	22%	9%	10%	7%	13%	-
Decaffeinated tea	6%	10%	11%	6%	8%	12%	10%	9%	12%	9%	11%	-
Other	19%	13%	21%	20%	16%	12%	13%	14%	16%	22%	19%	-
Not applicable – I never drink tea	15%	26%	15%	21%	17%	23%	15%	16%	15%	18%	18%	-
In general, how do you like to drink your tea? (Please tick the option that BEST applies)												
Unweighted base	76	158	168	113	145	148	290	223	162	100	317	-
Base: All GB Adults who drink tea	91	178	190	135	174	171	254	261	188	95	165	-
With no milk and no sugar/ sweetener	11%	16%	13%	15%	13%	10%	20%	17%	20%	8%	25%	-
With no milk but with sugar	7%	3%	5%	4%	1%	5%	3%	2%	4%	5%	4%	-
With no milk but with sweetener	4%	1%	1%	6%	1%	2%	2%	3%	1%	-	3%	-
With milk but no sugar/ sweetener	48%	50%	46%	44%	43%	52%	43%	50%	40%	55%	33%	-
With milk and sugar	18%	15%	26%	21%	31%	18%	24%	20%	22%	24%	25%	-
With milk and sweetener	11%	14%	8%	10%	11%	12%	7%	7%	12%	7%	9%	-
Other	-	1%	1%	-	-	1%	2%	1%	-	1%	2%	-
REBASED												
Unweighted base	90	217	197	143	177	186	343	266	190	123	388	-
Base: All GB Adults who drink tea	107	242	222	171	209	223	297	310	221	116	202	-
With no milk and no sugar/ sweetener	9%	12%	11%	12%	11%	8%	17%	14%	17%	7%	20%	-
With no milk but with sugar	6%	2%	4%	3%	1%	3%	3%	2%	4%	4%	3%	-
With no milk but with sweetener	4%	1%	1%	5%	1%	1%	2%	2%	1%	-	2%	-
With milk but no sugar/ sweetener	41%	37%	40%	35%	36%	40%	37%	42%	34%	45%	27%	-
With milk and sugar	16%	11%	22%	17%	26%	14%	20%	17%	19%	19%	20%	-
With milk and sweetener	10%	10%	7%	8%	9%	9%	6%	6%	11%	5%	7%	-
Other	-	1%	1%	-	-	1%	2%	1%	-	1%	2%	-
Not applicable – I never drink tea	15%	26%	15%	21%	17%	23%	15%	16%	15%	18%	18%	-

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YouGov Survey Results

Sample Size - 2320 GB Adults

Fieldwork : 23th - 24th April 2014

	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Which, if any, of the following types of tea do you ever drink? (Please tick all that apply)												
Unweighted base	1220	232	1452	143	473	82	170	952	226	204	58	464
Base: All GB Adults	1238	233	1471	114	491	73	171	975	241	195	60	453
English breakfast tea	54%	45%	53%	49%	53%	49%	44%	53%	55%	53%	48%	46%
Earl Grey tea	22%	18%	22%	40%	20%	31%	18%	22%	22%	24%	22%	22%
Darjeeling tea	9%	10%	9%	8%	6%	8%	4%	8%	9%	5%	10%	8%
Assam tea	10%	8%	10%	11%	9%	11%	4%	8%	10%	9%	9%	9%
Peppermint tea	16%	19%	17%	25%	13%	11%	18%	14%	21%	13%	21%	19%
Herbal tea	15%	18%	15%	23%	14%	19%	15%	13%	18%	15%	16%	17%
Fruit tea	19%	23%	19%	29%	15%	18%	20%	16%	21%	18%	23%	20%
Green tea	23%	24%	23%	39%	18%	26%	20%	20%	27%	21%	18%	24%
Chai tea	8%	4%	8%	19%	3%	5%	10%	6%	7%	7%	2%	11%
Camomile tea	10%	15%	10%	24%	9%	13%	14%	10%	12%	10%	16%	13%
Decaffeinated tea	10%	9%	10%	8%	10%	2%	13%	10%	13%	10%	9%	6%
Other	15%	18%	16%	12%	17%	21%	19%	16%	15%	18%	23%	15%
Not applicable – I never drink tea	18%	17%	18%	21%	16%	25%	19%	18%	15%	14%	9%	25%
In general, how do you like to drink your tea? (Please tick the option that BEST applies)												
Unweighted base	994	195	1189	117	399	60	135	782	192	173	52	351
Base: All GB Adults who drink tea	1011	193	1205	90	413	55	138	802	206	168	54	340
With no milk and no sugar/ sweetener	16%	18%	16%	17%	17%	4%	15%	16%	13%	16%	17%	19%
With no milk but with sugar	3%	5%	3%	6%	5%	1%	3%	4%	4%	3%	9%	4%
With no milk but with sweetener	2%	2%	2%	1%	2%	4%	-	1%	3%	3%	6%	2%
With milk but no sugar/ sweetener	48%	46%	48%	31%	46%	35%	38%	49%	44%	47%	36%	40%
With milk and sugar	23%	18%	22%	40%	16%	32%	29%	19%	23%	20%	14%	27%
With milk and sweetener	8%	10%	8%	5%	13%	22%	13%	9%	11%	12%	17%	8%
Other	1%	1%	1%	1%	1%	2%	2%	1%	2%	0%	1%	0%
REBASED												
Unweighted base	1220	232	1452	143	473	82	170	952	226	204	58	464
Base: All GB Adults who drink tea	1238	233	1471	114	491	73	171	975	241	195	60	453
With no milk and no sugar/ sweetener	13%	15%	13%	14%	15%	3%	12%	13%	11%	13%	15%	14%
With no milk but with sugar	2%	4%	3%	5%	4%	1%	2%	3%	3%	2%	8%	3%
With no milk but with sweetener	2%	2%	2%	1%	2%	3%	-	1%	2%	2%	5%	1%
With milk but no sugar/ sweetener	39%	39%	39%	24%	39%	26%	31%	41%	38%	40%	33%	30%
With milk and sugar	19%	15%	18%	32%	13%	24%	23%	16%	19%	17%	13%	20%
With milk and sweetener	6%	8%	6%	4%	11%	17%	11%	8%	10%	10%	15%	6%
Other	1%	1%	1%	1%	1%	1%	2%	1%	2%	0%	1%	0%
Not applicable – I never drink tea	18%	17%	18%	21%	16%	25%	19%	18%	15%	14%	9%	25%

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YouGov Survey Results

Sample Size - 2320 GB Adults

Fieldwork : 23th - 24th April 2014

	Children in Household						Social Media (monthly or more)			
	0	**1**	**2**	**3+**	**ALL WITH CHILDREN IN HOUSEHOLD (NET)**	**Refused**	**Facebook**	**LinkedIn**	**Google+**	**Twitter**
Which, if any, of the following types of tea do you ever drink? (Please tick all that apply)										
Unweighted base	1666	279	211	70	560	94	1489	284	166	544
Base: All GB Adults	1632	287	227	82	596	93	1466	287	160	526
English breakfast tea	53%	49%	49%	43%	48%	54%	52%	61%	44%	52%
Earl Grey tea	23%	20%	14%	21%	18%	26%	22%	30%	19%	23%
Darjeeling tea	9%	6%	6%	2%	5%	8%	8%	13%	6%	8%
Assam tea	10%	8%	6%	10%	7%	13%	9%	14%	8%	9%
Peppermint tea	17%	15%	15%	15%	15%	17%	17%	23%	14%	16%
Herbal tea	17%	11%	16%	9%	12%	17%	16%	22%	16%	16%
Fruit tea	19%	20%	19%	15%	19%	18%	21%	23%	19%	22%
Green tea	23%	24%	18%	16%	20%	33%	24%	28%	19%	23%
Chai tea	7%	6%	6%	11%	7%	11%	9%	11%	8%	9%
Camomile tea	11%	12%	10%	10%	11%	10%	12%	17%	14%	11%
Decaffeinated tea	9%	13%	11%	9%	12%	16%	11%	10%	13%	9%
Other	17%	15%	15%	11%	14%	14%	16%	15%	18%	13%
Not applicable – I never drink tea	18%	19%	20%	20%	19%	17%	17%	15%	16%	21%
In general, how do you like to drink your tea? (Please tick the option that BEST applies)										
Unweighted base	1365	227	176	54	457	78	1234	243	141	430
Base: All GB Adults who drink tea	1344	232	182	65	480	77	1218	244	135	417
With no milk and no sugar/ sweetener	17%	18%	10%	11%	14%	13%	15%	14%	18%	12%
With no milk but with sugar	3%	4%	2%	7%	4%	6%	3%	5%	5%	4%
With no milk but with sweetener	1%	2%	3%	11%	4%	1%	2%	3%	4%	2%
With milk but no sugar/ sweetener	47%	43%	42%	43%	43%	42%	44%	50%	38%	45%
With milk and sugar	20%	24%	32%	22%	27%	28%	25%	19%	26%	27%
With milk and sweetener	10%	8%	10%	7%	8%	6%	10%	9%	8%	9%
Other	1%	1%	-	-	0%	3%	1%	1%	1%	1%
REBASED										
Unweighted base	1666	279	211	70	560	94	1489	284	166	544
Base: All GB Adults who drink tea	1632	287	227	82	596	93	1466	287	160	526
With no milk and no sugar/ sweetener	14%	15%	8%	9%	11%	11%	13%	12%	15%	9%
With no milk but with sugar	3%	3%	2%	5%	3%	5%	3%	4%	4%	3%
With no milk but with sweetener	1%	2%	3%	8%	3%	1%	1%	2%	4%	2%
With milk but no sugar/ sweetener	39%	35%	34%	35%	34%	35%	36%	42%	32%	36%
With milk and sugar	17%	19%	26%	17%	22%	23%	21%	16%	22%	22%
With milk and sweetener	9%	6%	8%	6%	7%	5%	8%	7%	7%	7%
Other	1%	1%	-	-	0%	3%	1%	1%	1%	1%
Not applicable – I never drink tea	18%	19%	20%	20%	19%	17%	17%	15%	16%	21%

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YouGov Survey Results

Sample Size - 2320 GB Adults

Fieldwork : 23th - 24th April 2014

	English breakfast tea	Earl Grey tea	Darjeeling tea	Assam tea	Peppermint tea	Herbal tea	Fruit tea	Green tea	Chai tea	Camomile tea	Decaffeinated tea	Other	Not applicable – I never drink tea
						Which, if any, of the following types of tea do you ever drink? (Please tick all that apply)								
Which, if any, of the following types of tea do you ever drink? (Please tick all that apply)													
Unweighted base	1195	546	195	236	397	390	443	547	189	279	243	381	420
Base: All GB Adults	1200	515	183	212	376	358	435	525	169	257	225	374	419
English breakfast tea	100%	75%	85%	87%	64%	63%	64%	65%	71%	63%	65%	25%	-
Earl Grey tea	32%	100%	74%	63%	44%	46%	42%	44%	63%	51%	36%	15%	-
Darjeeling tea	13%	26%	100%	56%	19%	24%	17%	19%	37%	25%	16%	6%	-
Assam tea	15%	26%	65%	100%	19%	25%	16%	19%	35%	23%	12%	5%	-
Peppermint tea	20%	32%	40%	34%	100%	57%	50%	39%	47%	63%	30%	9%	-
Herbal tea	19%	32%	47%	42%	55%	100%	53%	40%	51%	63%	27%	10%	-
Fruit tea	23%	35%	39%	33%	58%	64%	100%	42%	51%	57%	30%	11%	-
Green tea	29%	45%	54%	48%	54%	59%	51%	100%	56%	67%	33%	14%	-
Chai tea	10%	20%	34%	28%	21%	24%	20%	18%	100%	24%	13%	5%	-
Camomile tea	14%	25%	36%	28%	43%	45%	34%	33%	37%	100%	19%	6%	-
Decaffeinated tea	12%	16%	20%	13%	18%	17%	16%	14%	17%	16%	100%	4%	-
Other	8%	11%	12%	10%	9%	10%	10%	10%	11%	9%	7%	100%	-
Not applicable – I never drink tea	-	-	-	-	-	-	-	-	-	-	-	-	100%
In general, how do you like to drink your tea? (Please tick the option that BEST applies)													
Unweighted base	1195	546	195	236	397	390	443	547	189	279	243	381	
Base: All GB Adults who drink tea	1200	515	183	212	376	358	435	525	169	257	225	374	
With no milk and no sugar/ sweetener	12%	19%	17%	15%	30%	29%	26%	28%	22%	30%	12%	9%	-
With no milk but with sugar	3%	5%	4%	3%	4%	5%	7%	5%	5%	6%	4%	3%	-
With no milk but with sweetener	1%	3%	0%	1%	2%	3%	4%	4%	3%	4%	1%	1%	-
With milk but no sugar/ sweetener	53%	47%	54%	55%	45%	43%	43%	42%	41%	39%	52%	47%	-
With milk and sugar	21%	19%	14%	16%	11%	12%	11%	13%	19%	13%	20%	29%	-
With milk and sweetener	10%	7%	9%	7%	5%	5%	7%	7%	8%	5%	10%	11%	-
Other	1%	2%	2%	2%	2%	3%	2%	1%	3%	3%	1%	1%	-
REBASED													
Unweighted base	1195	546	195	236	397	390	443	547	189	279	243	381	420
Base: All GB Adults who drink tea	1200	515	183	212	376	358	435	525	169	257	225	374	419
With no milk and no sugar/ sweetener	12%	19%	17%	15%	30%	29%	26%	28%	22%	30%	12%	9%	-
With no milk but with sugar	3%	5%	4%	3%	4%	5%	7%	5%	5%	6%	4%	3%	-
With no milk but with sweetener	1%	3%	0%	1%	2%	3%	4%	4%	3%	4%	1%	1%	-
With milk but no sugar/ sweetener	53%	47%	54%	55%	45%	43%	43%	42%	41%	39%	52%	47%	-
With milk and sugar	21%	19%	14%	16%	11%	12%	11%	13%	19%	13%	20%	29%	-
With milk and sweetener	10%	7%	9%	7%	5%	5%	7%	7%	8%	5%	10%	11%	-
Other	1%	2%	2%	2%	2%	3%	2%	1%	3%	3%	1%	1%	-
Not applicable – I never drink tea	-	-	-	-	-	-	-	-	-	-	-	-	100%