

YouGov Survey Results

Sample Size : 1204 US Adults

Fieldwork : 23th - 25th April 2014

Total	Gender		Age					Region			
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	Northeast	Midwest	South	West

Which, if any, of the following types of tea do you ever drink? (Please tick all that apply)

Unweighted base	1204	554	650	122	214	207	157	504	213	269	428	294
Base: All US Adults	1201	593	608	135	232	214	147	473	217	260	429	294
English breakfast tea	22%	18%	25%	19%	23%	20%	18%	24%	26%	15%	19%	29%
Earl Grey tea	26%	26%	26%	17%	27%	25%	26%	29%	28%	20%	20%	38%
Darjeeling tea	8%	8%	8%	6%	10%	7%	6%	9%	11%	7%	7%	9%
Assam tea	2%	2%	3%	1%	6%	2%	1%	2%	4%	3%	2%	3%
Peppermint tea	18%	16%	20%	17%	19%	19%	25%	16%	24%	17%	14%	21%
Herbal tea	33%	30%	36%	30%	33%	36%	36%	32%	36%	32%	29%	38%
Fruit tea	21%	19%	22%	28%	20%	24%	21%	18%	22%	20%	19%	23%
Green tea	52%	50%	53%	50%	52%	53%	50%	52%	49%	50%	52%	54%
Chai tea	17%	13%	21%	23%	18%	19%	22%	12%	22%	17%	14%	19%
Camomile tea	23%	19%	26%	18%	23%	28%	26%	21%	24%	18%	20%	29%
Decaffeinated tea	19%	15%	22%	12%	13%	18%	22%	22%	22%	18%	20%	14%
Other	18%	17%	18%	11%	16%	17%	17%	21%	13%	17%	19%	19%
Not applicable – I never drink tea	23%	25%	20%	28%	25%	21%	23%	21%	23%	26%	23%	21%

In general, how do you like to drink your tea? (Please tick the option that BEST applies)

Unweighted base	917	400	517	87	155	161	120	394	166	196	325	230
Base: All US Adults who drink tea	923	441	481	97	172	168	113	373	167	193	330	233
With no milk and no sugar/ sweetener	29%	31%	28%	28%	31%	19%	29%	33%	25%	33%	25%	35%
With no milk but with sugar	27%	30%	24%	27%	30%	40%	20%	23%	23%	28%	31%	24%
With no milk but with sweetener	18%	17%	19%	18%	14%	15%	27%	19%	21%	16%	20%	16%
With milk but no sugar/ sweetener	2%	2%	3%	4%	1%	4%	1%	3%	3%	2%	3%	2%
With milk and sugar	9%	7%	11%	10%	13%	9%	6%	8%	15%	6%	8%	9%
With milk and sweetener	6%	5%	6%	8%	4%	5%	9%	5%	6%	7%	6%	5%
Other	8%	8%	9%	6%	9%	7%	9%	9%	8%	8%	7%	11%

REBASED

Unweighted base	1201	553	648	122	213	207	156	503	213	268	426	294
Base: All US Adults who drink tea	1198	592	606	135	231	214	146	472	217	260	427	294
With no milk and no sugar/ sweetener	22%	23%	22%	20%	23%	15%	22%	26%	20%	25%	19%	28%
With no milk but with sugar	21%	23%	19%	19%	22%	31%	15%	18%	18%	21%	24%	19%
With no milk but with sweetener	14%	13%	15%	13%	10%	12%	21%	15%	16%	12%	15%	12%
With milk but no sugar/ sweetener	2%	2%	2%	3%	0%	3%	1%	2%	2%	2%	2%	1%
With milk and sugar	7%	5%	9%	7%	9%	7%	4%	6%	11%	4%	6%	7%
With milk and sweetener	4%	4%	5%	6%	3%	4%	7%	4%	4%	5%	5%	4%
Other	6%	6%	7%	4%	6%	5%	7%	7%	6%	6%	6%	8%
Not applicable – I never drink tea	23%	25%	21%	28%	25%	21%	23%	21%	23%	26%	23%	21%

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Which, if any, of the following types of tea do you ever drink? (Please check all that apply)													
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)

Unweighted base	265	306	105	31	223	403	247	607	208	264	230	217	284
Base: All US Adults	262	311	96	29	217	400	249	619	207	272	223	211	275
English breakfast tea	100%	61%	75%	77%	45%	37%	40%	33%	50%	46%	38%	22%	-
Earl Grey tea	72%	100%	77%	74%	48%	40%	42%	38%	56%	50%	43%	27%	-
Darjeeling tea	28%	24%	100%	61%	22%	15%	16%	13%	22%	17%	14%	9%	-
Assam tea	9%	7%	18%	100%	9%	4%	5%	4%	5%	3%	4%	5%	-
Peppermint tea	37%	33%	50%	64%	100%	39%	43%	29%	43%	44%	39%	20%	-
Herbal tea	57%	51%	61%	56%	72%	100%	65%	50%	63%	70%	56%	34%	-
Fruit tea	38%	34%	43%	39%	50%	40%	100%	31%	48%	39%	39%	18%	-
Green tea	77%	75%	82%	81%	82%	78%	76%	100%	82%	83%	73%	44%	-
Chai tea	39%	38%	46%	39%	41%	33%	40%	27%	100%	40%	32%	17%	-
Camomile tea	47%	43%	49%	32%	55%	48%	43%	36%	52%	100%	40%	19%	-
Decaffeinated tea	33%	31%	33%	33%	40%	31%	35%	26%	35%	33%	100%	15%	-
Other	18%	18%	19%	35%	20%	18%	15%	15%	17%	15%	14%	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	265	306	105	31	223	403	247	605	208	264	230	216	-
Base: All US Adults who drink tea	262	311	96	29	217	400	249	617	207	272	223	210	-
With no milk and no sugar/ sweetener	35%	37%	41%	45%	37%	36%	26%	32%	30%	35%	31%	24%	-
With no milk but with sugar	20%	24%	13%	12%	21%	24%	29%	27%	18%	24%	25%	30%	-
With no milk but with sweetener	16%	14%	14%	6%	17%	17%	20%	17%	19%	16%	19%	18%	-
With milk but no sugar/ sweetener	3%	2%	3%	6%	2%	3%	3%	2%	2%	2%	2%	3%	-
With milk and sugar	14%	12%	11%	21%	8%	8%	7%	8%	14%	10%	8%	6%	-
With milk and sweetener	7%	7%	8%	3%	6%	5%	9%	6%	11%	5%	7%	7%	-
Other	6%	5%	9%	7%	8%	6%	6%	7%	6%	7%	8%	13%	-

REBASED

Unweighted base	265	306	105	31	223	403	247	605	208	264	230	216	284
Base: All US Adults who drink tea	262	311	96	29	217	400	249	617	207	272	223	210	275
With no milk and no sugar/ sweetener	35%	37%	41%	45%	37%	36%	26%	32%	30%	35%	31%	24%	-
With no milk but with sugar	20%	24%	13%	12%	21%	24%	29%	27%	18%	24%	25%	30%	-
With no milk but with sweetener	16%	14%	14%	6%	17%	17%	20%	17%	19%	16%	19%	18%	-
With milk but no sugar/ sweetener	3%	2%	3%	6%	2%	3%	3%	2%	2%	2%	2%	3%	-
With milk and sugar	14%	12%	11%	21%	8%	8%	7%	8%	14%	10%	8%	6%	-
With milk and sweetener	7%	7%	8%	3%	6%	5%	9%	6%	11%	5%	7%	7%	-
Other	6%	5%	9%	7%	8%	6%	6%	7%	6%	7%	8%	13%	-
Not applicable – I never drink tea	-	-	-	-	-	-	-	-	-	-	-	-	100%