

## Tea Study

# Detailed tables

### 5. For what reasons do you drink hot tea?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: Drink tea						
Unweighted Base	828	565	221	377	828	0
Weighted Base	787	539	207	359	787	-**
I like tea/ I enjoy it	234 30%	184 34%	69 33%	98 27%	234 30%	0 -
Relax/ soothing	127 16%	80 15%	39 19%	76 21%	127 16%	0 -
It's a warm/ hot drink	120 15%	74 14%	37 18%	65 18%	120 15%	0 -
Good for health/ wellness	111 14%	62 12%	35 17%	69 19%	111 14%	0 -
Flavour/ tastes good	111 14%	86 16%	25 12%	54 15%	111 14%	0 -
Alternative to coffee	87 11%	64 12%	23 11%	35 10%	87 11%	0 -
After a meal	64 8%	44 8%	19 9%	26 7%	64 8%	0 -
Social occasions	46 6%	33 6%	12 6%	20 6%	46 6%	0 -
Thirsty	40 5%	25 5%	13 6%	20 6%	40 5%	0 -
Tradition/ habit	27 3%	21 4%	9 4%	8 2%	27 3%	0 -
For refreshment	25 3%	21 4%	10 5%	16 4%	25 3%	0 -
Don't drink coffee	10 1%	8 2%	2 1%	3 1%	10 1%	0 -
Other	60 8%	37 7%	13 6%	29 8%	60 8%	0 -
No reason	18 2%	5 1%	3 2%	8 2%	18 2%	0 -

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### 5. For what reasons do you drink hot tea?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine A	Teas without caffeine B	Herbal teas C	Yes D	No E
(DK/NS)	10 1%	9 2% C	2 1%	2 0	10 1%	0 -

## Tea Study

### 6. Why do you not drink hot tea?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: Never drink tea						
Unweighted Base	227	0	0	0	0	227
Weighted Base	213	-**	-**	-**	-**	213
Don't like tea	72 34%	0 -	0 -	0 -	0 -	72 34%
Don't like the taste	54 25%	0 -	0 -	0 -	0 -	54 25%
Prefer coffee	26 12%	0 -	0 -	0 -	0 -	26 12%
I do drink hot tea	19 9%	0 -	0 -	0 -	0 -	19 9%
Don't like hot beverages	15 7%	0 -	0 -	0 -	0 -	15 7%
Medical / health reasons	11 5%	0 -	0 -	0 -	0 -	11 5%
Not interested	7 3%	0 -	0 -	0 -	0 -	7 3%
Never tried it	5 3%	0 -	0 -	0 -	0 -	5 3%
Other	9 4%	0 -	0 -	0 -	0 -	9 4%
None/ no reason	11 5%	0 -	0 -	0 -	0 -	11 5%
(DK/NS)	3 2%	0 -	0 -	0 -	0 -	3 2%

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### 7. Why do you only drink hot tea occasionally?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: Only drink hot tea occasionally						
Unweighted Base	827	564	220	376	827	0
Weighted Base	785	538	205	358	785	-**
Prefer coffee	175 22%	142 26% BC	39 19%	78 22%	175 22%	0 -
I do drink hot tea regularly	122 15%	87 16%	34 17%	56 16%	122 15%	0 -
Only drink tea occasionally/ that's my habit	99 13%	71 13%	25 12%	49 14%	99 13%	0 -
Don't like hot tea	41 5%	23 4%	9 4%	22 6%	41 5%	0 -
Prefer water	38 5%	24 5%	15 7%	27 8% A	38 5%	0 -
Don't drink hot beverages often	36 5%	23 4%	13 6%	19 5%	36 5%	0 -
I like hot tea	35 4%	25 5%	15 7% C	11 3%	35 4%	0 -
It is relaxing/ soothing	31 4%	15 3%	12 6% A	16 5%	31 4%	0 -
Want variety	22 3%	18 3%	4 2%	6 2%	22 3%	0 -
Not convenient/ preparation is too time consuming	21 3%	13 2%	8 4%	10 3%	21 3%	0 -
Do not like caffeine content	17 2%	13 2%	3 2%	8 2%	17 2%	0 -
Not always available	15 2%	9 2%	3 2%	10 3%	15 2%	0 -
Only drink it when I feel cold	14 2%	8 2%	3 1%	5 1%	14 2%	0 -
It is good for your health	14 2%	9 2%	4 2%	6 2%	14 2%	0 -

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### 7. Why do you only drink hot tea occasionally?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Prefer juice	11 1%	7 1%	5 2%	8 2%	11 1%	0 -
Only drink it when ill	10 1%	9 2%	3 2%	2 1%	10 1%	0 -
Don't like the taste	8 1%	4 1%	3 1%	1 0	8 1%	0 -
Coffee is more available/ handier	5 1%	5 1%	2 1%	3 1%	5 1%	0 -
Other	102 13%	64 12%	27 13%	39 11%	102 13%	0 -
No reason	9 1%	8 1%	1 0	4 1%	9 1%	0 -
(DK/NS)	43 6%	24 4%	11 5%	18 5%	43 6%	0 -

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### 8. What would encourage you to drink [more] hot tea?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Already drink a lot of tea	67 7%	50 9%	21 10%	28 8%	63 8%	4 2%
Different flavours	59 6%	22 4%	13 6%	23 6%	42 5%	17 8%
If it were healthier/ good for me	38 4%	20 4%	4 2%	19 5%	33 4%	6 3%
Cold weather	38 4%	19 3%	10 5%	17 5%	35 4%	3 1%
I drink tea when I want to	25 3%	13 2%	4 2%	9 3%	19 2%	6 3%
Social occasions	24 2%	17 3%	7 3%	8 2%	22 3%	2 1%
If tea was more available	23 2%	18 3%	2 1%	9 2%	21 3%	2 1%
If coffee was less available	23 2%	13 2%	5 3%	6 2%	16 2%	7 3%
If I was sick	14 1%	5 1%	5 2%	6 2%	13 2%	2 1%
Cheaper prices	13 1%	6 1%	9 4%	4 1%	13 2%	0 -
Other	159 16%	92 17%	41 20%	61 17%	129 16%	29 14%
Nothing/ I wouldn't drink more hot tea	424 42%	215 40%	75 36%	142 40%	311 40%	113 53%
(DK/NS)	127 13%	69 13%	21 10%	36 10%	102 13%	25 12%

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### 9. Which of the following benefits of tea, if any, [are/would be] important to you?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Tastes good	575 57%	369 68%	155 75% AC	230 64%	509 65% E	65 31%
Relaxing, soothing	556 56%	346 64%	141 68%	232 64%	492 62% E	64 30%
Easy to prepare	468 47%	297 55%	114 55%	186 52%	412 52% E	56 26%
Good for health	408 41%	209 39%	108 52% A	174 48% A	331 42% E	77 36%
Affordable	351 35%	217 40%	97 47% C	138 39%	302 38% E	49 23%
Provides a break, an escape	343 34%	219 41%	105 51% AC	144 40%	306 39% E	37 18%
Variety of flavours/blends	304 30%	178 33%	100 48% A	162 45% A	267 34% E	37 17%
Less caffeine than coffee	294 29%	160 30%	100 49% AC	116 32%	252 32% E	42 20%
Chance to socialize	281 28%	178 33%	77 37%	117 33%	246 31% E	36 17%
Contains anti-oxidants	248 25%	149 28%	77 37% AC	106 30%	220 28% E	28 13%
It's a 'pick me up'	237 24%	150 28%	69 34%	101 28%	208 26% E	29 14%
No calories	230 23%	124 23%	73 35% AC	103 29% A	197 25% E	33 15%
Contains flavonoids	129 13%	83 15%	45 22% AC	54 15%	119 15% E	10 5%
Trendy, popular	71 7%	39 7%	18 9%	25 7%	58 7% E	13 6%

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### 9. Which of the following benefits of tea, if any, [are/would be] important to you?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine A	Teas without caffeine B	Herbal teas C	Yes D	No E
Sophisticated	69 7%	39 7%	18 9%	31 9%	57 7%	12 6%
None of the above	71 7%	14 3%	7 4%	11 3%	25 3%	47 22% D
(DK/NS)	13 1%	1 0	0 -	3 1%	3 0	10 5% D



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# Detailed tables

### 10. Would having any of the following terms on tea packaging encourage you to drink [more] tea?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Contains flavonoids	94 9%	51 9%	31 15% A	46 13% A	85 11% E	10 5%
Contains anti-oxidants	301 30%	170 32%	75 36%	134 37% A	254 32% E	46 22%
Don't know what these terms mean	56 6%	34 6%	14 7%	16 4%	50 6% E	6 3%
None of the above	607 61%	320 59% B	109 53%	200 56%	453 58% D	154 72%
(DK/NS)	11 1%	6 1%	2 1%	2 0	9 1%	2 1%

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11\_1. Some teas contain 'natural flavouring', that is flavour drawn from extracts of the actual ingredient. For this type of tea, do you think it is very important, somewhat important, not very important or not at all important that the front label clearly includes ARTIFICIAL FLAVOUR?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Very important	525 52%	284 53%	113 55%	212 59%	427 54%	98 46%
Somewhat important	180 18%	101 19%	37 18%	74 20%	142 18%	38 18%
Not very important	124 12%	68 13%	31 15%	38 11%	101 13%	23 11%
Not at all important	164 16%	85 16%	25 12%	35 10%	115 15%	49 23%
(DK/NS)	7 1%	2 0	0 -	1 0	3 0	4 2%
Summary						
Top2box (Very/Somewhat Important)	705 70%	385 71%	151 73%	286 80%	569 72%	136 64%
Low2box (Not at all/Not Very Important)	288 29%	153 28%	56 27%	72 20%	216 27%	72 34%

## Tea Study

# Detailed tables

11\_2. Some teas contain 'natural flavouring', that is flavour drawn from extracts of the actual ingredient. For this type of tea, do you think it is very important, somewhat important, not very important or not at all important that the front label clearly includes NATURAL FLAVOUR?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
<b>Base: All respondents</b>						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Very important	575 58%	311 58%	127 61%	223 62%	462 59%	113 53%
Somewhat important	228 23%	132 25%	54 26%	86 24%	185 24%	42 20%
Not very important	81 8%	40 7%	13 6%	26 7%	65 8%	16 8%
Not at all important	107 11%	55 10% BC	12 6%	23 7%	71 9%	35 17% D
(DK/NS)	9 1%	2 0	1 0	1 0	3 0	5 3% D
<b>Summary</b>						
Top2box (Very/Somewhat Important)	803 80%	443 82%	181 88% A	309 86% A	647 82% E	156 73%
Low2box (Not at all/Not Very Important)	188 19%	95 18% BC	25 12%	49 14%	136 17%	52 24% D

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**11sum. Some teas contain 'natural flavouring', that is flavour drawn from extracts of the actual ingredient. For this type of tea, do you think it is very important, somewhat important, not very important or not at all important that the front label clearly includes ...? [SUMMARY TABLE]**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
TOP2BOX SUMMARY - (Very/Somewhat Important)						
Artificial flavour	705 70%	385 71%	151 73%	286 80%	569 72%	136 64%
Natural flavour	803 80%	443 82%	181 88%	309 86%	647 82%	156 73%
LOW2BOX SUMMARY - (Not at all/Not Very Important)						
Artificial flavour	288 29%	153 28%	56 27%	72 20%	216 27%	72 34%
Natural flavour	188 19%	95 18%	25 12%	49 14%	136 17%	52 24%

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## 1\_1. Out of the past 10 hot beverages that you have drunk, how many have been Coffee (includes specialty coffees such as espresso, latte, etc...)?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
NONE	250 25%	121 23%	66 32% AC	94 26%	197 25%	52 25%
1	37 4%	22 4%	10 5%	16 5%	34 4% E	3 1%
2	40 4%	23 4%	10 5%	12 3%	30 4%	9 4%
3	41 4%	22 4%	13 6%	23 7% A	38 5% E	3 2%
4	52 5%	31 6%	12 6%	13 4%	45 6%	7 3%
5	86 9%	54 10%	26 12%	49 14% A	80 10% E	6 3%
6	52 5%	37 7% B	6 3%	25 7% B	46 6%	6 3%
7	55 6%	39 7%	8 4%	20 6%	52 7% E	3 1%
8	77 8%	59 11% C	17 8%	25 7%	71 9% E	6 3%
9	62 6%	32 6%	9 4%	26 7%	48 6%	14 7%
10	223 22%	96 18% B	26 13%	52 15%	137 17%	86 40% D
(DK/NS)	26 3%	4 1%	3 2%	3 1%	8 1%	18 8% D
<b>Summary</b>						
Mean	5.1	5.1 BC	4.0	4.7 B	4.9	6.0 D

## Tea Study

# Detailed tables

### 1\_2. Out of the past 10 hot beverages that you have drunk, how many have been Tea (includes specialty, herbal, de-caffeinated, etc...)?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
NONE	394 39%	139 26%	46 22%	94 26%	221 28%	172 81%
1	74 7%	47 9%	19 9%	35 10%	67 9%	6 3%
2	111 11%	80 15%	27 13%	45 12%	106 14%	4 2%
3	66 7%	44 8%	16 8%	28 8%	63 8%	3 2%
4	58 6%	37 7%	13 6%	31 9%	56 7%	2 1%
5	73 7%	51 10%	26 12%	32 9%	71 9%	2 1%
6	27 3%	16 3%	7 3%	12 3%	25 3%	2 1%
7	26 3%	14 3%	11 5%	16 5%	26 3%	0 -
8	35 4%	26 5%	10 5%	17 5%	34 4%	2 1%
9	28 3%	26 5%	7 4%	12 3%	28 4%	0 -
10	83 8%	54 10%	23 11%	33 9%	81 10%	2 1%
(DK/NS)	26 3%	4 1%	2 1%	4 1%	9 1%	17 8%
Summary						D
Mean	2.9	3.6	3.9	3.5	3.5	0.4

# Tea Study

# Detailed tables

## 1\_3. Out of the past 10 hot beverages that you have drunk, how many have been Hot chocolate?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
NONE	653 65%	365 68%	125 60%	233 65%	527 67%	126 59%
1	114 11%	77 14%	36 17%	43 12%	100 13%	15 7%
2	75 8%	45 8%	17 8%	36 10%	67 8%	8 4%
3	30 3%	15 3%	7 4%	13 4%	23 3%	7 3%
4	10 1%	4 1%	1 1%	4 1%	8 1%	3 1%
5	29 3%	14 3%	10 5%	12 3%	24 3%	5 2%
6	10 1%	4 1%	2 1%	4 1%	6 1%	4 2%
7	9 1%	3 1%	4 2%	3 1%	8 1%	1 0
8	9 1%	6 1%	1 0	4 1%	7 1%	2 1%
10	33 3%	5 1%	3 1%	4 1%	9 1%	23 11%
(DK/NS)	28 3%	2 0	1 1%	3 1%	8 1%	20 9%
Summary						
Mean	1.1	0.8	1.1 A	1.0	0.9	1.9 D

# Tea Study

# Detailed tables

## 1\_4. Out of the past 10 hot beverages that you have drunk, how many have been Cider?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
NONE	905 91%	504 93% BC	183 89%	322 90%	720 92% E	185 87%
1	33 3%	14 3%	11 5% A	20 5% A	30 4% E	2 1%
2	16 2%	9 2%	6 3%	6 2%	12 2%	4 2%
3	5 0	3 0	1 1%	2 0	5 1%	0 -
4	4 0	2 0	1 1%	2 1%	3 0	1 0
5	1 0	0 -	0 -	0 -	0 -	1 0
6	1 0	0 -	1 0	1 0	1 0	0 -
8	1 0	0 -	0 -	1 0	1 0	0 -
9	2 0	2 0	0 -	0 -	2 0	0 -
10	2 0	1 0	1 0	2 1%	2 0	0 -
(DK/NS)	30 3%	4 1%	2 1%	4 1%	11 1%	20 9% D
Summary						
Mean	0.2	0.1	0.2	0.2	0.2	0.1



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## 1\_5. Out of the past 10 hot beverages that you have drunk, how many have been Other hot beverage?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
NONE	823 82%	480 89% BC	170 82%	302 84%	670 85% E	154 72%
1	16 2%	9 2%	1 0	8 2% B	12 2%	4 2%
2	26 3%	17 3%	6 3%	13 4%	25 3% E	1 0
3	16 2%	6 1%	7 3% A	7 2%	13 2%	3 1%
4	12 1%	5 1%	4 2%	5 1%	10 1%	2 1%
5	14 1%	6 1%	5 2%	4 1%	11 1%	3 1%
6	11 1%	6 1%	3 1%	1 0	8 1%	3 1%
7	7 1%	3 0	2 1%	4 1%	6 1%	1 0
8	10 1%	1 0	2 1%	4 1%	6 1%	5 2%
9	10 1%	1 0	2 1% A	5 1% A	6 1%	4 2%
10	10 1%	0 -	1 1%	1 0	3 0	7 3% D
(DK/NS)	43 4%	8 1%	3 1%	8 2%	17 2%	26 12% D
<b>Summary</b>						
Mean	0.7	0.3	0.8 A	0.6 A	0.5	1.1 D

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**1mean. Out of the past 10 hot beverages that you have drunk, how many have been ...?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Coffee (includes specialty coffees such as espresso, latte, etc...)	5.1	5.1	4.0	4.7	4.9	6.0
		BC		B		D
Tea (includes specialty, herbal, decaffeinated, etc...)	2.9	3.6	3.9	3.5	3.5	0.4
					E	
Hot chocolate	1.1	0.8	1.1	1.0	0.9	1.9
			A			D
Cider	0.2	0.1	0.2	0.2	0.2	0.1
Other hot beverage	0.7	0.3	0.8	0.6	0.5	1.1
			A	A		D

## Tea Study

# Detailed tables

2\_1. I'm going to read you a list of different types of tea. For each one, please tell me whether you drink it most often, regularly, occasionally, or never. De-caffeinated tea

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Most often	40 4%	12 2%	29 14% AC	23 7% A	40 5% E	0 -
Regularly	29 3%	16 3%	25 12% AC	18 5% A	29 4% E	0 -
Occasionally	109 11%	80 15%	68 33% AC	63 17%	109 14% E	0 -
Never	818 82%	429 80% BC	84 41%	253 70% B	606 77%	212 100% D
(DK/NS)	4 0	2 0	1 1%	2 1%	3 0	1 0

## Tea Study

# Detailed tables

2.2. I'm going to read you a list of different types of tea. For each one, please tell me whether you drink it most often, regularly, occasionally, or never. Earl Grey

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Most often	80 8%	61 11% C	23 11%	28 8%	80 10% E	0 -
Regularly	42 4%	33 6%	13 6%	26 7%	42 5% E	0 -
Occasionally	266 27%	208 39% C	67 32%	118 33%	266 34% E	0 -
Never	602 60%	235 44%	102 50%	184 51% A	393 50% A	210 98% D
(DK/NS)	9 1%	2 0	2 1%	3 1%	6 1%	3 2%

## Tea Study

# Detailed tables

2.3. I'm going to read you a list of different types of tea. For each one, please tell me whether you drink it most often, regularly, occasionally, or never. English Breakfast

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Most often	22 2%	17 3%	6 3%	10 3%	22 3%	0 -
Regularly	31 3%	22 4%	7 3%	16 4%	31 4%	0 -
Occasionally	189 19%	156 29%	51 25%	90 25%	189 24%	0 -
Never	755 76%	343 64%	142 69%	243 68%	543 69%	212 100%
(DK/NS)	3 0	1 0	0 -	2 0	3 0	1 0

## Tea Study

# Detailed tables

2.4. I'm going to read you a list of different types of tea. For each one, please tell me whether you drink it most often, regularly, occasionally, or never. Green tea

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Most often	60 6%	31 6%	22 10% A	30 8% A	60 8% E	0 - -
Regularly	58 6%	48 9%	20 10%	31 8%	58 7% E	0 - -
Occasionally	319 32%	222 41%	98 48%	165 46%	319 41% E	0 - -
Never	561 56%	238 44% BC	66 32%	133 37%	349 44% E	212 100% D
(DK/NS)	1 0	1 0	0 -	1 0	1 0	1 0

## Tea Study

# Detailed tables

2\_5. I'm going to read you a list of different types of tea. For each one, please tell me whether you drink it most often, regularly, occasionally, or never. Herbal tea (e.g. Chamomile)

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Most often	91 9%	28 5%	33 16% A	79 22% AB	91 12% E	0 -
Regularly	72 7%	47 9%	23 11%	59 17% AB	72 9% E	0 -
Occasionally	337 34%	229 43%	95 46%	202 56% AB	337 43% E	0 -
Never	496 50%	234 43% BC	56 27% C	17 5%	286 36%	211 99% D
(DK/NS)	3 0	1 0	0 -	1 0	1 0	2 1% D

## Tea Study

# Detailed tables

2.6. I'm going to read you a list of different types of tea. For each one, please tell me whether you drink it most often, regularly, occasionally, or never. Regular black tea (e.g. Orange Pekoe)

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Most often	155 15%	139 26% BC	37 18% C	45 13%	155 20% E	0 -
Regularly	95 10%	82 15% C	27 13%	34 10%	95 12% E	0 -
Occasionally	223 22%	161 30%	58 28%	115 32%	223 28% E	0 -
Never	524 52%	156 29%	84 41% A	162 45% A	312 40% D	212 100% D
(DK/NS)	2 0	1 0	1 0	2 0	2 0	1 0



## Tea Study

# Detailed tables

2.7. I'm going to read you a list of different types of tea. For each one, please tell me whether you drink it most often, regularly, occasionally, or never. Flavoured black tea (e.g. fruit or mint tea)

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used.

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: All respondents						
Unweighted Base	1055	565	221	377	828	227
Weighted Base	1000	539	207	359	787	213
Most often	29 3%	20 4%	7 3%	14 4%	29 4%	0 -
Regularly	17 2%	11 2%	7 3%	12 3%	17 2%	0 -
Occasionally	158 16%	116 21%	56 27%	103 29%	158 20%	0 -
Never	796 80%	392 73%	137 66%	230 64%	584 74%	212 100%
(DK/NS)	1 0	0 -	0 -	0 -	0 -	1 0

## Tea Study

### 3. Do you drink ...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: Drink tea						
Unweighted Base	828	565	221	377	828	0
Weighted Base	787	539	207	359	787	-**
Teas with caffeine	539 69%	539 100% BC	108 52%	198 55%	539 69%	0 -
Teas without caffeine	207 26%	108 20%	207 100% AC	118 33% A	207 26%	0 -
Herbal teas	359 46%	198 37%	118 57% A	359 100% AB	359 46%	0 -
(DK/NS)	26 3%	0 -	0 -	0 -	26 3%	0 -

# Detailed tables

## Tea Study

# Detailed tables

### 4. Where do you tend to drink hot tea? Do you...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

	Total	DRINK			TEA DRINKERS	
		Teas with caffeine	Teas without caffeine	Herbal teas	Yes	No
		A	B	C	D	E
Base: Drink tea						
Unweighted Base	828	565	221	377	828	0
Weighted Base	787	539	207	359	787	-**
Drink tea you have at home	672 85%	474 88%	187 91%	313 87%	672 85%	0 -
Drink tea at someone else's home	309 39%	223 41%	95 46%	156 44%	309 39%	0 -
Drink tea at restaurants	194 25%	132 24%	61 29%	102 28%	194 25%	0 -
Drink tea at work or in the office	184 23%	139 26%	51 25%	91 25%	184 23%	0 -
Drink tea at fast food restaurants/coffee houses/tea houses	134 17%	94 17%	38 18%	70 19%	134 17%	0 -
(DK/NS)	9 1%	2 0	0 -	4 1%	9 1%	0 -