5. For what reasons do you drink hot tea?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Drink tea												
Unweighted Base	828	116	85	81	315	170	61	228	344	233	357	471
Weighted Base	787	115	82*	55*	310	175	51*	223	300	245	355	432
I like tea/ I enjoy it	234	41	26	15	93	37	21	55	91	81	82	152
	30%	36%	32%	27%	30%	21%	41%	24%	30%	33%	23%	35%
		E			E		E			G		J
Relax/ soothing	127	13	21	9	53	28	3	50	55	20	46	81
	16%	12%	25%	16%	17%	16%	7%	23%	18%	8%	13%	19%
			AF					I	I			J
It's a warm/ hot drink	120	11	11	10	53	29	6	47	44	27	49	71
	15%	10%	13%	19%	17%	16%	12%	21%	15%	11%	14%	16%
								I				
Good for health/ wellness	111	11	8	8	42	36	6	33	45	32	41	70
	14%	10%	10%	15%	13%	21%	11%	15%	15%	13%	12%	16%
						ABD						
Flavour/ tastes good	111	14	11	7	43	30	6	30	50	30	45	66
	14%	13%	13%	13%	14%	17%	11%	14%	17%	12%	13%	15%
Alternative to coffee	87	21	10	6	39	8	3	20	31	35	43	44
	11%	18%	12%	11%	12%	4%	7%	9%	10%	14%	12%	10%
		E	E	E	E							
After a meal	64	6	3	3	28	20	3	19	19	23	32	32
	8%	5%	4%	5%	9%	12%	7%	9%	6%	9%	9%	7%
						B						
Social occasions	46	8	1	6	23	5	4	8	19	18	26	20
	6%	7%	1%	11%	7%	3%	8%	4%	6%	7%	7%	5%
				BE	BE		B					
Thirsty	40	8	5	4	18	2	3	10	13	15	22	18
	5%	7%	6%	8%	6%	1%	5%	5%	4%	6%	6%	4%
		E	E	E	E							
Tradition/ habit	27	4	1	3	12	6	2	9	8	11	15	12
	3%	4%	1%	6%	4%	3%	3%	4%	3%	5%	4%	3%
For refreshment	25	2	2	1	16	0	3	6	3	14	9	16
	3%	2%	3%	3%	5%	-	5%	3%	1%	6%	2%	4%
			E	E	E		E			H		
Don't drink coffee	10	0	2	0	6	2	0	5	4	1	5	5
	1%	-	2%	-	2%	1%	-	2%	1%	0	1%	1%

5. For what reasons do you drink hot tea?

_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Other	60	3	3	1	36	14	5	13	25	19	28	33
	8%	2%	3%	1%	12%	8%	9%	6%	8%	8%	8%	8%
					ABC	C	AC					
No reason	18	2	3	1	3	9	1	6	3	8	6	12
	2%	1%	4%	1%	1%	5%	1%	3%	1%	3%	2%	3%
						D						
(DK/NS)	10	4	1	1	3	2	0	5	4	2	7	3
	1%	4%	1%	1%	1%	1%	-	2%	1%	1%	2%	1%

Tea Study

6. Why do you not drink hot tea?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Never drink tea												
Unweighted Base	227	16	15	19	70	68	39	73	100	45	126	101
Weighted Base	213	17**	15**	13**	69*	72*	27*	70*	86*	49*	129	84*
Don't like tea	72	7	6	5	21	27	7	26	30	14	37	36
	34%	38%	38%	37%	30%	38%	27%	37%	35%	28%	29%	42%
												J
Don't like the taste	54	3	1	4	18	20	8	22	17	13	32	21
	25%	19%	8%	29%	25%	28%	30%	31%	20%	27%	25%	26%
Prefer coffee	26	0	1	2	8	13	1	4	11	10	20	6
	12%	-	8%	19%	12%	18%	4%	5%	13%	20%	15%	7%
										G		
I do drink hot tea	19	3	0	0	3	7	5	1	8	8	14	5
	9%	19%	-	-	4%	10%	19%	2%	9%	16%	11%	6%
							D			G		
Don't like hot beverages	15	3	0	2	6	2	1	9	4	2	12	3
	7%	19%	-	18%	9%	3%	5%	13%	5%	4%	9%	4%
Medical / health reasons	11	1	2	1	5	2	1	2	7	2	5	6
	5%	5%	11%	10%	7%	3%	2%	3%	8%	4%	4%	7%
Not interested	7	2	0	1	1	3	0	4	1	2	3	4
	3%	10%	-	7%	2%	4%	-	6%	1%	4%	2%	5%
Never tried it	5	0	1	0	1	3	1	2	2	1	4	2
	3%	-	4%	-	1%	4%	3%	3%	2%	1%	3%	2%
Other	9	0	1	0	2	5	1	2	5	2	5	4
	4%	-	8%	-	3%	7%	5%	3%	6%	4%	4%	5%
None/ no reason	11	0	3	0	6	0	1	3	4	2	9	2
	5%	-	23%	-	9%	-	4%	5%	4%	5%	7%	3%
					E							
(DK/NS)	3	0	0	0	2	1	0	1	1	1	2	1
	2%	-	-	-	3%	1%	-	1%	1%	2%	2%	1%

7. Why do you only drink hot tea occasionally?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Only drink hot tea occasionally												
Unweighted Base	827	115	85	81	315	170	61	227	344	233	356	471
Weighted Base	785	113	82*	55*	310	175	51*	221	300	245	353	432
Prefer coffee	175	26	21	12	68	36	12	43	74	55	76	99
	22%	23%	26%	23%	22%	21%	24%	19%	25%	23%	22%	23%
I do drink hot tea regularly	122	20	8	8	60	15	11	18	42	56	48	74
	15%	18% E	10%	14%	19% BE	9%	21% E	8%	14% G	23% GH	14%	17%
Only drink tea occasionally/ that's my habit	99	20	9	7	19	38	5	26	37	33	44	55
	13%	18% D	11%	13% D	6%	22% BDF	9%	12%	12%	13%	13%	13%
Don't like hot tea	41	9	4	3	11	12	2	11	17	12	15	27
	5%	8% D	5%	5%	4%	7%	3%	5%	6%	5%	4%	6%
Prefer water	38	7	6	4	15	4	3	14	13	10	16	22
	5%	6%	7%	7% E	5%	2%	6%	6%	4%	4%	5%	5%
Don't drink hot beverages often	36	7	3	3	12	6	5	25	8	3	13	23
	5%	6%	3%	6%	4%	3%	11% DE	11% HI	3%	1%	4%	5%
I like hot tea	35	6	2	2	14	8	3	8	11	16	11	23
	4%	5%	2%	4%	5%	4%	6%	4%	4%	7%	3%	5%
It is relaxing/ soothing	31	1	1	2	12	14	1	9	13	7	16	15
	4%	1%	1%	3%	4%	8% AB	1%	4%	4%	3%	4%	4%
Want variety	22	1	1	2	15	4	0	6	11	4	13	10
	3%	1%	1%	4%	5%	2%	-	3%	4%	2%	4%	2%
Not convenient/ preparation is too time consuming	21	1	6	0	9	5	1	11	7	4	10	11
	3%	1%	7% AC	-	3%	3%	1%	5%	2%	2%	3%	3%
Do not like caffeine content	17	3	2	0	7	2	3	4	8	5	7	10
	2%	3%	3%	-	2%	1%	6% CE	2%	3%	2%	2%	2%
Not always available	15	2	2	2	3	6	0	7	5	3	8	7
	2%	2%	3%	3%	1%	3%	-	3%	2%	1%	2%	2%
Only drink it when I feel cold	14	1	1	2	5	4	2	5	6	4	4	10
	2%	1%	1%	3%	2%	2%	4%	2%	2%	2%	1%	2%
It is good for your health	14	2	0	1	7	4	0	2	4	7	8	6
	2%	2%	-	2%	2%	2%	-	1%	1%	3%	2%	1%

Tea Study

7. Why do you only drink hot tea occasionally?

_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Prefer juice	11 1%	0 -	3 3%	0 -	6 2%	1 1%	2 3% A	5 2%	5 2%	1 0	9 3% K	2 0
Only drink it when ill	10 1%	0 -	1 1%	0 -	8 3%	1 1%	0 -	5 2%	2 1%	4 1%	3 1%	7 2%
Don't like the taste	8 1%	0 -	0 -	0 -	2 1%	6 3% D	0 -	3 1%	3 1%	2 1%	4 1%	4 1%
Coffee is more available/ handier	5 1%	2 1%	1 1%	0 -	1 0	1 1%	1 1%	2 1%	3 1%	0 -	5 2% K	0 -
Other	102 13%	10 9%	12 15%	4 8%	47 15%	21 12%	8 16%	37 17%	33 11%	30 12%	56 16% K	46 11%
No reason	9 1%	1 1%	2 3% E	0 -	5 2%	0 -	1 1%	2 1%	6 2%	1 0	8 2% K	1 0
(DK/NS)	43 6%	5 5%	7 9%	7 12% ADEF	14 4%	9 5%	1 2%	14 6%	14 5%	13 5%	20 6%	24 5%

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

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Already drink a lot of tea	67 7% 	18 13% BEF	3 3%	5 8%	31 8% E	8 3%	2 2%	11 4%	26 7%	29 10% G	20 4%	47 9% J
Different flavours	59 6%	5 4%	7 7%	2 2%	14 4%	26 10% ACD	6 7%	28 10% HI	17 4%	13 4%	29 6%	30 6%
If it were healthier/ good for me	38 4%	6 4%	3 3%	1 2%	20 5%	6 3%	3 4%	15 5%	14 4%	9 3%	21 4%	18 3%
Cold weather	38 4%	4 3%	2 2%	1 1%	13 3%	12 5%	6 7%	14 5%	15 4%	9 3%	12 2%	26 5% J
I drink tea when I want to	25 3%	3 2%	3 3%	1 1%	7 2%	11 4%	1 1%	2 1%	10 3%	12 4% G	16 3%	9 2%
Social occasions	24 2%	4 3%	2 2%	3 4%	8 2%	5 2%	1 1%	6 2%	6 2%	10 3%	11 2%	13 2%
If tea was more available	23 2%	4 3%	1 1%	2 2%	5 1%	11 4% D	1 1%	10 4% I	11 3%	2 1%	10 2%	14 3%
If coffee was less available	23 2%	0 -	1 1%	1 1%	12 3% A	8 3% A	1 1%	6 2%	7 2%	9 3%	14 3%	9 2%
If I was sick	14 1%	0 -	2 3%	1 1%	8 2%	3 1%	0 -	8 3% H	2 1%	3 1%	8 2%	6 1%
Cheaper prices	13 1%	0 -	1 1%	1 1%	11 3% E	0 -	1 2% E	7 3% I	5 1%	1 0	7 2%	6 1%
Other	159 16%	18 14%	11 12%	10 15%	72 19%	38 15%	9 12%	58 20% I	66 17% I	29 10%	85 18%	74 14%
Nothing/ I wouldn't drink more hot tea	424 42%	55 42%	43 45%	33 49% E	161 42%	90 36%	42 54% DE	113 39%	172 45%	128 44%	203 42%	221 43%
(DK/NS)	127 13%	18 13%	20 21% D	8 12%	36 9%	36 15%	9 12%	31 10%	50 13%	43 15%	67 14%	60 12%

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/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Tastes good	575	106	65	50	205	104	44	180	227	157	272	303
	57%	80%	67%	74%	54%	42%	57%	61%	59%	54%	56%	59%
		BDEF	DE	DEF	E		E					
Relaxing, soothing	556	100	61	40	199	114	43	174	217	155	247	309
	56%	75%	63%	59%	53%	46%	55%	59%	56%	53%	51%	60%
		BCDEF	E	E								J
Easy to prepare	468	99	55	40	153	80	42	135	179	145	231	237
	47%	75%	57%	59%	40%	32%	54%	46%	46%	49%	48%	46%
		BCDEF	DE	DE	E		DE					
Good for health	408	78	38	37	151	73	31	141	149	111	205	203
	41%	59%	39%	54%	40%	30%	40%	48%	39%	38%	42%	39%
		BDEF		BDE	E			HI				
Affordable	351	75	39	32	123	46	36	119	117	111	168	182
	35%	57%	40%	47%	33%	19%	46%	40%	30%	38%	35%	35%
		BDE	E	DE	E		DE	H		H		
Provides a break, an escape	343	66	38	28	114	69	28	90	154	92	168	175
	34%	50%	39%	41%	30%	28%	36%	31%	40%	31%	35%	34%
		DEF		DE					GI			
Variety of flavours/blends	304	60	40	27	105	49	24	115	111	70	147	157
	30%	45%	41%	40%	28%	20%	30%	39%	29%	24%	30%	30%
		DEF	DE	DE	E		E	HI				
Less caffeine than coffee	294	54	33	26	123	37	21	95	108	84	152	142
	29%	41%	34%	38%	33%	15%	27%	32%	28%	29%	31%	27%
		EF	E	E	E		E					
Chance to socialize	281	58	34	25	92	48	25	74	111	93	122	160
	28%	44%	35%	37%	24%	19%	32%	25%	29%	32%	25%	31%
		DE	DE	DE			E					J
Contains anti-oxidants	248	43	28	18	102	42	16	72	101	72	113	135
	25%	32%	29%	26%	27%	17%	20%	24%	26%	25%	23%	26%
		E	E		E							
It's a 'pick me up'	237	48	18	23	93	36	18	72	78	83	97	140
	24%	37%	19%	34%	25%	14%	24%	24%	20%	28%	20%	27%
		BDE		BE	E		E			H		J
No calories	230	46	25	21	82	35	20	65	91	68	93	137
	23%	35%	26%	31%	22%	14%	26%	22%	24%	23%	19%	27%
		DE	E	E	E		E					J
Contains flavonoids	129	26	11	14	59	11	8	29	55	42	56	72
	13%	20%	11%	20%	16%	4%	11%	10%	14%	14%	12%	14%
		E	E	E	E		E					

Tea Study

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/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Trendy, popular	71	12	6	5	24	18	5	13	30	26	34	37
	7%	9%	6%	8%	6%	7%	7%	4%	8%	9%	7%	7%
										G		
Sophisticated	69	10	5	7	19	23	6	20	20	27	25	44
	7%	8%	5%	10%	5%	9%	7%	7%	5%	9%	5%	9%
						D						J
None of the above	71	7	9	6	30	11	8	9	34	24	42	30
	7%	6%	9%	9%	8%	5%	10%	3%	9%	8%	9%	6%
									G	G		
(DK/NS)	13	0	0	0	3	9	2	2	5	6	5	9
	1%	-	-	-	1%	4%	2%	1%	1%	2%	1%	2%
						AD						

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/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Contains flavonoids	94	16	8	6	37	19	9	29	37	28	39	56
	9%	12%	8%	9%	10%	8%	11%	10%	10%	10%	8%	11%
Contains anti-oxidants	301	40	28	16	119	80	18	90	127	78	147	153
	30%	30%	29%	23%	31%	32%	23%	31%	33%	27%	31%	30%
Don't know what these terms mean	56	5	2	9	23	16	1	15	21	16	21	35
	6%	4%	2%	13%	6%	7%	2%	5%	5%	5%	4%	7%
				ABDEF								
None of the above	607	86	63	42	225	137	54	177	229	184	297	310
	61%	65%	66%	61%	59%	56%	70%	60%	59%	63%	61%	60%
							E					
(DK/NS)	11	1	0	0	2	8	0	2	3	6	6	5
	1%	1%	-	-	1%	3%	-	1%	1%	2%	1%	1%
						D						

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/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Very important	525	78	42	28	206	133	39	145	228	141	228	297
	52%	59%	43%	41%	54%	54%	51%	49%	59%	48%	47%	57%
		BC			C	C			GI			J
Somewhat important	180	24	24	15	57	46	14	77	64	36	88	92
	18%	19%	25%	23%	15%	19%	18%	26%	16%	12%	18%	18%
			D					HI				
Not very important	124	13	13	9	51	26	12	38	38	43	66	58
	12%	10%	13%	13%	13%	11%	15%	13%	10%	15%	14%	11%
Not at all important	164	16	18	15	65	38	12	33	55	69	96	68
	16%	12%	18%	22%	17%	16%	15%	11%	14%	24%	20%	13%
				A						GH	K	
(DK/NS)	7	0	1	1	1	4	1	0	2	4	5	2
	1%	-	1%	1%	0	2%	1%	-	1%	1%	1%	0
										G		
Summary												
Top2box (Very/Somewhat Important)	705	103	65	43	263	178	53	222	292	177	316	389
	70%	78%	68%	63%	69%	72%	68%	76%	75%	60%	65%	75%
		C						I	I			J
Low2box (Not at all/Not Very Important)	288	30	31	24	115	65	23	71	93	112	162	126
	29%	22%	32%	36%	30%	26%	30%	24%	24%	38%	33%	24%
				A						GH	K	

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/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Very important	575	78	43	31	224	154	45	158	228	175	246	330
	58%	59%	45%	45%	59%	62%	59%	54%	59%	60%	51%	64%
		BC			BC	BC						J
Somewhat important	228	35	32	17	76	50	18	86	88	49	111	117
	23%	27%	33%	25%	20%	20%	23%	29%	23%	17%	23%	23%
			DE					HI				
Not very important	81	9	10	6	31	20	4	28	29	22	47	34
	8%	7%	11%	8%	8%	8%	6%	10%	8%	7%	10%	7%
Not at all important	107	9	11	13	47	18	9	20	38	43	72	35
	11%	7%	11%	19%	12%	7%	11%	7%	10%	15%	15%	7%
				AE	E					G	K	
(DK/NS)	9	0	1	1	1	5	1	0	3	5	7	2
	1%	-	1%	2%	0	2%	1%	-	1%	2%	1%	0
						D				G	K	
Summary												
Top2box (Very/Somewhat Important)	803	113	75	48	300	204	63	245	316	224	356	447
	80%	86%	78%	70%	79%	83%	82%	83%	82%	76%	74%	86%
		C				C		I				J
Low2box (Not at all/Not Very Important)	188	19	21	19	78	38	13	49	67	65	120	68
	19%	14%	22%	28%	21%	15%	17%	17%	17%	22%	25%	13%
				AE							K	

Tea Study

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/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
TOP2BOX SUMMARY - (Very/Somewhat Important)												
Artificial flavour	705	103	65	43	263	178	53	222	292	177	316	389
	70%	78%	68%	63%	69%	72%	68%	76%	75%	60%	65%	75%
		C						I	I			J
Natural flavour	803	113	75	48	300	204	63	245	316	224	356	447
	80%	86%	78%	70%	79%	83%	82%	83%	82%	76%	74%	86%
		C				C		I				J
LOW2BOX SUMMARY - (Not at all/Not Very Important)												
Artificial flavour	288	30	31	24	115	65	23	71	93	112	162	126
	29%	22%	32%	36%	30%	26%	30%	24%	24%	38%	33%	24%
				A						GH	K	
Natural flavour	188	19	21	19	78	38	13	49	67	65	120	68
	19%	14%	22%	28%	21%	15%	17%	17%	17%	22%	25%	13%
				AE							K	

Tea Study

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/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
NONE	250	34	25	14	113	47	18	100	93	51	111	139
	25%	26%	26%	20%	30% E	19%	23%	34% HI	24% I	17%	23%	27%
1	37	4	4	7	13	5	3	7	7	20	15	21
	4%	3%	4%	10% ADE	4%	2%	4%	2%	2%	7% GH	3%	4%
2	40	7	2	3	13	9	5	13	11	14	15	24
	4%	6%	2%	4%	3%	4%	7%	5%	3%	5%	3%	5%
3	41	7	5	2	13	12	2	14	12	11	16	25
	4%	5%	5%	4%	3%	5%	3%	5%	3%	4%	3%	5%
4	52	4	8	3	24	9	4	11	19	18	24	27
	5%	3%	8%	4%	6%	4%	5%	4%	5%	6%	5%	5%
5	86	12	10	4	31	22	6	20	30	34	40	46
	9%	9%	10%	6%	8%	9%	8%	7%	8%	11%	8%	9%
6	52	7	3	4	19	14	6	8	26	17	25	27
	5%	5%	3%	6%	5%	5%	7%	3%	7% G	6%	5%	5%
7	55	9	3	4	19	16	4	17	22	15	29	26
	6%	7%	4%	6%	5%	6%	5%	6%	6%	5%	6%	5%
8	77	9	3	7	28	24	6	20	32	24	40	37
	8%	7%	3%	10%	7%	10% B	8%	7%	8%	8%	8%	7%
9	62	15	5	6	18	15	3	16	20	25	30	32
	6%	11% D	5%	9%	5%	6%	4%	6%	5%	9%	6%	6%
10	223	21	27	13	72	72	17	56	105	57	124	99
	22%	16%	28% A	19%	19%	29% AD	22%	19%	27% GI	19%	26% K	19%
(DK/NS)	26	3	2	1	15	2	3	10	9	7	14	12
	3%	2%	3%	2%	4% E	1%	4% E	3%	2%	2%	3%	2%
Summary												
Mean	5.1	4.9	5.1	5.1	4.6	5.9 AD	5.0	4.4	5.5 G	5.3 G	5.5 K	4.8

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/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
NONE	394 39%	38 29%	37 38%	21 32%	128 34%	135 55% ABCD	35 45% AD	129 44% I	162 42% I	93 32%	210 43% K	183 36%
1	74 7%	14 11%	4 4%	10 15% BDEF	25 7%	17 7%	3 4%	25 9%	24 6%	24 8%	42 9%	32 6%
2	111 11%	15 11%	10 10%	10 15%	42 11%	29 12%	6 7%	27 9%	35 9%	45 15% GH	57 12%	54 10%
3	66 7%	10 8%	3 3%	5 8%	28 7%	16 7%	4 5%	23 8%	22 6%	20 7%	27 6%	39 8%
4	58 6%	10 8%	4 4%	4 6%	22 6%	12 5%	4 6%	12 4%	27 7%	16 5%	30 6%	27 5%
5	73 7%	7 6%	9 10%	4 5%	31 8%	13 5%	8 11%	19 7%	26 7%	26 9%	32 7%	41 8%
6	27 3%	5 3% E	4 4% E	1 2%	15 4% E	1 0	2 3% E	2 1%	13 3% G	11 4% G	10 2%	18 3%
7	26 3%	4 3%	5 5%	2 2%	10 3%	4 2%	1 2%	11 4%	6 2%	7 2%	5 1%	21 4% J
8	35 4%	8 6% E	3 3%	5 7% EF	15 4% E	3 1%	1 1%	12 4%	16 4%	5 2%	16 3%	19 4%
9	28 3%	5 4% E	4 4%	2 2%	12 3%	2 1%	3 4% E	8 3%	5 1%	14 5% H	8 2%	20 4% J
10	83 8%	13 10%	10 10%	3 5%	37 10%	14 5%	7 9%	15 5%	41 11% G	25 9%	32 7%	51 10%
(DK/NS)	26 3%	3 2%	5 5% E	1 1%	14 4% E	2 1%	2 3%	10 3%	9 2%	6 2%	14 3%	12 2%
Summary												
Mean	2.9	3.4 E	3.4 E	2.8 E	3.3 E	1.8	2.9 E	2.5	2.9	3.1 G	2.4	3.3 J

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

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
NONE	653	89	67	41	229	176	51	143	270	225	322	330
	65%	67%	70%	60%	60%	71%	66%	49%	70%	77%	67%	64%
						CD			G	G		
1	114	21	13	8	43	18	12	44	40	28	52	63
	11%	16%	13%	12%	11%	7%	16%	15%	10%	9%	11%	12%
		E					E	I				
2	75	12	6	5	34	16	2	26	30	13	30	45
	8%	9%	6%	7%	9%	6%	2%	9%	8%	4%	6%	9%
					F			I				
3	30	4	1	3	11	10	0	10	9	9	12	18
	3%	3%	1%	5%	3%	4%	-	4%	2%	3%	3%	3%
				F								
4	10	3	0	1	3	0	3	6	1	2	5	5
	1%	2%	-	2%	1%	-	4%	2%	0	1%	1%	1%
		E		E			BDE	H				
5	29	0	1	2	18	6	2	18	9	2	14	15
	3%	-	1%	3%	5%	2%	3%	6%	2%	1%	3%	3%
				A	A		A	HI				
6	10	0	1	0	5	3	1	4	4	2	7	3
	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
7	9	0	1	1	3	4	1	6	2	2	4	5
	1%	-	1%	1%	1%	1%	1%	2%	0	1%	1%	1%
8	9	0	1	0	5	3	0	7	2	0	6	3
	1%	-	1%	-	1%	1%	-	2%	0	-	1%	1%
								HI				
10	33	1	1	4	14	10	3	16	12	5	15	18
	3%	1%	1%	6%	4%	4%	4%	5%	3%	2%	3%	3%
				A				I				
(DK/NS)	28	3	5	2	14	2	2	13	8	6	17	11
	3%	2%	5%	3%	4%	1%	3%	5%	2%	2%	4%	2%
			E		E							
Summary												
Mean	1.1	0.6	0.7	1.4	1.3	1.1	1.1	1.8	0.9	0.6	1.1	1.1
				AB	AB	A		HI	I			

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

_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
NONE	905	118	85	64	336	236	67	256	357	267	439	467
	91%	89%	88%	94%	89%	96% ABDF	87%	87%	92% G	91%	91%	90%
1	33	4	3	3	18	3	2	10	8	13	14	18
	3%	3%	3%	4%	5% E	1%	2%	3%	2%	4%	3%	4%
2	16	4	1	0	8	2	1	6	5	5	9	8
	2%	3%	1%	-	2%	1%	2%	2%	1%	2%	2%	1%
3	5	0	1	1	2	1	0	2	2	0	2	2
	0	-	1%	1%	1%	0	-	1%	1%	-	0	0
4	4	1	1	0	1	0	1	2	1	1	1	3
	0	1%	1%	-	0	-	1%	1%	0	0	0	1%
5	1	0	0	0	0	1	0	1	0	0	1	0
	0	-	-	-	-	0	-	0	-	-	0	-
6	1	1	0	0	0	0	0	0	1	0	1	0
	0	1%	-	-	-	-	-	-	0	-	0	-
8	1	0	0	0	0	1	0	0	1	0	1	0
	0	-	-	-	-	0	-	-	0	-	0	-
9	2	0	0	0	0	0	2	0	0	2	0	2
	0	-	-	-	-	-	2% DE	-	-	1%	-	0
10	2	0	1	0	0	1	0	1	1	0	0	2
	0	-	1%	-	-	0	-	0	0	-	-	0
(DK/NS)	30	4	5	1	13	3	5	14	10	6	16	14
	3%	3%	5% E	1%	4%	1%	6% E	5%	3%	2%	3%	3%
Summary												
Mean	0.2	0.2	0.2	0.1	0.1	0.1	0.3	0.2	0.1	0.1	0.1	0.2

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

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
NONE	823	105	81	59	318	198	64	231	337	235	392	431
	82%	79%	83%	87%	84%	80%	83%	79%	87%	80%	81%	83%
									GI			
1	16	3	1	1	6	4	1	2	6	8	6	10
	2%	2%	1%	1%	2%	2%	2%	1%	1%	3%	1%	2%
2	26	7	2	0	8	9	1	7	9	10	14	12
	3%	5%	2%	-	2%	4%	1%	2%	2%	3%	3%	2%
		C										
3	16	5	2	2	4	3	0	9	2	4	4	11
	2%	4%	2%	2%	1%	1%	-	3%	0	2%	1%	2%
		D						H				
4	12	0	3	1	1	6	2	5	4	3	5	7
	1%	-	3%	1%	0	2%	3%	2%	1%	1%	1%	1%
			D			D	D					
5	14	3	0	1	6	4	2	7	4	3	9	5
	1%	2%	-	1%	2%	1%	2%	2%	1%	1%	2%	1%
6	11	1	0	0	2	7	1	2	0	9	7	4
	1%	1%	-	-	1%	3%	1%	1%	-	3%	2%	1%
						D				GH		
7	7	2	1	1	2	0	1	4	1	2	5	2
	1%	2%	1%	1%	1%	-	1%	1%	0	1%	1%	0
		E										
8	10	0	1	2	3	3	1	3	3	3	5	5
	1%	-	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%
				A								
9	10	2	0	1	3	4	0	4	5	0	7	3
	1%	1%	-	2%	1%	2%	-	2%	1%	-	1%	1%
								I	I			
10	10	0	0	0	4	7	0	3	2	5	6	5
	1%	-	-	-	1%	3%	-	1%	1%	2%	1%	1%
(DK/NS)	43	5	7	2	22	3	5	16	12	12	23	20
	4%	4%	7%	2%	6%	1%	6%	6%	3%	4%	5%	4%
			E		E		E					
Summary												
Mean	0.7	0.7	0.4	0.6	0.5	1.0	0.6	0.8	0.5	0.7	0.8	0.6
						BD		H				

Tea Study

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

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Coffee (includes specialty coffees such as espresso, latte, etc...)	5.1	4.9	5.1	5.1	4.6	5.9	5.0	4.4	5.5	5.3	5.5	4.8
						AD			G	G	K	
Tea (includes specialty, herbal, de-caffeinated, etc...)	2.9	3.4	3.4	2.8	3.3	1.8	2.9	2.5	2.9	3.1	2.4	3.3
		E	E	E	E		E			G		J
Hot chocolate	1.1	0.6	0.7	1.4	1.3	1.1	1.1	1.8	0.9	0.6	1.1	1.1
				AB	AB	A		HI	I			
Cider	0.2	0.2	0.2	0.1	0.1	0.1	0.3	0.2	0.1	0.1	0.1	0.2
Other hot beverage	0.7	0.7	0.4	0.6	0.5	1.0	0.6	0.8	0.5	0.7	0.8	0.6
						BD		H				

2_1. I'm going to read you a list of different types of tea. For each one, plase 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/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Most often	40	5	5	6	19	3	2	10	18	10	9	31
	4%	4%	5%	9%	5%	1%	3%	4%	5%	3%	2%	6%
			E	E	E							J
Regularly	29	6	2	2	16	1	1	8	7	9	10	19
	3%	5%	2%	3%	4%	0	2%	3%	2%	3%	2%	4%
		E		E	E							
Occasionally	109	20	15	6	46	14	10	39	40	29	39	71
	11%	15%	15%	8%	12%	6%	13%	13%	10%	10%	8%	14%
		E	E		E		E					J
Never	818	100	76	53	298	228	64	235	321	242	424	395
	82%	76%	78%	78%	79%	92%	83%	80%	83%	82%	88%	76%
						ABCDF					K	
(DK/NS)	4	1	0	1	0	2	0	1	0	3	2	2
	0	1%	-	1%	-	1%	-	0	-	1%	0	0
				D								

Tea Study

2_2. I'm going to read you a list of different types of tea. For each one, plase 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/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Most often	80	15	7	3	40	15	1	25	30	25	36	44
	8%	12%	7%	4%	10%	6%	1%	8%	8%	8%	8%	9%
		CF	F		F							
Regularly	42	8	6	4	15	8	2	9	25	8	19	23
	4%	6%	6%	6%	4%	3%	3%	3%	6%	3%	4%	4%
									GI			
Occasionally	266	51	32	20	107	42	14	74	100	85	119	147
	27%	38%	33%	29%	28%	17%	19%	25%	26%	29%	25%	28%
		DEF	EF	E	E							
Never	602	57	52	40	215	178	60	184	230	172	303	300
	60%	43%	53%	59%	57%	72%	78%	63%	59%	59%	63%	58%
				A	A	ABCD	ABCD					
(DK/NS)	9	1	0	1	2	5	0	1	2	4	7	3
	1%	1%	-	2%	1%	2%	-	0	1%	1%	1%	1%

2_3. I'm going to read you a list of different types of tea. For each one, plase 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/F - G/H/I - J/K
Overlap formulae used.   * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Most often	22	2	4	1	13	1	1	10	4	7	7	15
	2%	2%	4%	1%	3%	0	1%	3%	1%	2%	1%	3%
			E		E			H				
Regularly	31	8	3	1	12	5	2	11	11	9	13	18
	3%	6%	3%	1%	3%	2%	2%	4%	3%	3%	3%	3%
		E										
Occasionally	189	32	22	15	82	30	8	41	77	65	76	113
	19%	24%	23%	22%	22%	12%	10%	14%	20%	22%	16%	22%
		EF	EF	EF	EF				G	G		J
Never	755	90	68	51	271	209	67	232	293	210	384	371
	76%	68%	70%	75%	71%	85%	86%	79%	76%	72%	79%	72%
						ABCD	ABD	I			K	
(DK/NS)	3	0	0	1	1	2	0	0	0	2	3	0
	0	-	-	1%	0	1%	-	-	-	1%	1%	-

Tea Study

2_4. I'm going to read you a list of different types of tea. For each one, plase tell me whether you drink it most often, regularly, occasionally, or never. Green tea

_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

				REGION					AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Most often	60	10	6	2	27	12	3	20	22	17	30	31
	6%	7%	7%	4%	7%	5%	3%	7%	6%	6%	6%	6%
Regularly	58	15	4	3	21	13	2	20	19	18	33	25
	6%	11%	5%	4%	6%	5%	3%	7%	5%	6%	7%	5%
		DF										
Occasionally	319	54	42	26	125	60	13	93	125	99	146	173
	32%	41%	43%	38%	33%	24%	17%	32%	32%	34%	30%	33%
		EF	EF	EF	EF							
Never	561	54	44	36	206	162	58	161	220	159	273	288
	56%	41%	46%	54%	54%	65%	75%	55%	57%	54%	56%	56%
					A	ABCD	ABCD					
(DK/NS)	1	0	0	1	0	0	1	0	1	1	1	0
	0	-	-	1%	-	-	1%	-	0	0	0	-
				D								

2_5. I'm going to read you a list of different types of tea. For each one, plase 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/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Most often	91	15	15	10	36	11	4	34	37	17	28	62
	9%	11%	16%	14%	10%	4%	6%	11%	10%	6%	6%	12%
		E	EF	E	E			I				J
Regularly	72	13	7	2	23	24	3	20	24	27	28	44
	7%	10%	8%	3%	6%	10%	4%	7%	6%	9%	6%	9%
Occasionally	337	50	35	19	120	93	20	99	132	99	142	195
	34%	38%	36%	28%	32%	38%	25%	34%	34%	34%	29%	38%
						F						J
Never	496	55	39	36	198	118	50	140	193	148	281	215
	50%	41%	40%	53%	52%	48%	65%	48%	50%	50%	58%	42%
					AB		ABDE				K	
(DK/NS)	3	0	0	1	1	2	0	1	0	2	3	0
	0	-	-	1%	0	1%	-	0	-	1%	1%	-

2_6. I'm going to read you a list of different types of tea. For each one, plase 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/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Most often	155	29	16	10	77	12	11	32	62	55	57	98
	15%	22%	16%	15%	20%	5%	15%	11%	16%	19%	12%	19%
		E	E	E	E		E		G	G		J
Regularly	95	11	13	10	29	22	11	20	30	43	45	50
	10%	9%	13%	15%	8%	9%	14%	7%	8%	15%	9%	10%
				D						GH		
Occasionally	223	38	21	14	89	46	15	54	93	72	104	119
	22%	29%	22%	21%	24%	19%	20%	18%	24%	24%	22%	23%
		E										
Never	524	53	48	33	184	167	39	188	201	123	275	249
	52%	40%	49%	48%	49%	68%	51%	64%	52%	42%	57%	48%
						ABCDF		HI	I		K	
(DK/NS)	2	1	0	1	0	0	1	0	1	1	1	1
	0	1%	-	1%	-	-	1%	-	0	0	0	0
				D								

2_7. I'm going to read you a list of different types of tea. For each one, plase tell me whether you drink it most often, regularly, occasionally, or never. Flavoured black tea (e.g. fruit or mint tea)

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1055	132	100	100	385	238	100	301	444	278	483	572
Weighted Base	1000	132	97*	68*	379	247	77*	293	386	294	483	517
Most often	29	2	3	5	12	4	3	16	9	4	13	16
	3%	1%	3%	8%	3%	2%	3%	5%	2%	1%	3%	3%
				ADE				HI				
Regularly	17	4	0	1	8	3	0	3	10	2	9	8
	2%	3%	-	2%	2%	1%	-	1%	3%	1%	2%	2%
Occasionally	158	27	21	10	61	25	13	52	63	40	70	88
	16%	21%	22%	15%	16%	10%	17%	18%	16%	14%	14%	17%
		E	E		E							
Never	796	99	72	50	298	215	62	222	304	247	392	404
	80%	75%	75%	74%	79%	87%	80%	76%	79%	84%	81%	78%
						ABCD				G		
(DK/NS)	1	0	0	1	0	0	0	0	0	1	1	0
	0	-	-	1%	-	-	-	-	-	0	0	-
				D								

Tea Study

3. Do you drink ...

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Drink tea												
Unweighted Base	828	116	85	81	315	170	61	228	344	233	357	471
Weighted Base	787	115	82*	55*	310	175	51*	223	300	245	355	432
Teas with caffeine	539	81	60	36	227	98	37	142	217	172	248	291
	69%	71%	73%	66%	73%	56%	74%	64%	72%	70%	70%	67%
		E	E		E		E		G			
Teas without caffeine	207	47	28	18	83	15	15	70	71	58	84	123
	26%	41%	34%	33%	27%	9%	29%	31%	24%	24%	24%	28%
		DE	E	E	E		E	H				
Herbal teas	359	59	46	25	125	86	17	112	145	92	138	221
	46%	52%	56%	46%	40%	49%	34%	50%	48%	38%	39%	51%
		DF	DF					I	I			J
(DK/NS)	26	5	1	1	9	10	1	7	3	13	11	15
	3%	4%	1%	2%	3%	6%	1%	3%	1%	5%	3%	3%
										H		

Tea Study

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

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Drink tea												
Unweighted Base	828	116	85	81	315	170	61	228	344	233	357	471
Weighted Base	787	115	82*	55*	310	175	51*	223	300	245	355	432
Drink tea you have at home	672	103	76	51	270	128	45	187	256	210	289	383
	85%	89%	92%	91%	87%	74%	88%	84%	85%	86%	81%	89%
		E	E	E	E		E					J
Drink tea at someone else's home	309	64	30	27	120	45	23	85	115	101	119	190
	39%	55%	36%	50%	39%	26%	45%	38%	38%	41%	34%	44%
		BDE		E	E		E					J
Drink tea at restaurants	194	35	22	17	71	43	6	56	80	56	84	110
	25%	31%	26%	31%	23%	25%	12%	25%	27%	23%	24%	26%
		F		F								
Drink tea at work or in the office	184	36	16	10	85	25	12	54	93	31	81	103
	23%	31%	19%	19%	27%	14%	24%	24%	31%	13%	23%	24%
		E			E			I	I			
Drink tea at fast food restaurants/coffee houses/tea houses	134	25	12	10	61	18	7	51	50	30	54	80
	17%	22%	15%	18%	20%	11%	15%	23%	17%	12%	15%	18%
		E			E			I				
(DK/NS)	9	1	0	1	1	7	0	3	1	5	2	7
	1%	1%	-	1%	0	4%	-	1%	0	2%	1%	2%
						D						