

Tea Study

Detailed tables

5. For what reasons do you drink hot tea?

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

	EDUCATION								INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+			
		A	B	C	D	E	F	G			
Base: Drink tea											
Unweighted Base	828	79	171	287	281	181	235	266			
Weighted Base	787	77*	161	272	268	179	225	247			
I like tea/ I enjoy it	234 30%	22 28%	55 34%	79 29%	76 28%	45 25%	65 29%	73 29%			
Relax/ soothing	127 16%	10 13%	23 14%	47 17%	46 17%	31 17%	30 13%	50 20% F			
It's a warm/ hot drink	120 15%	12 16%	15 9%	42 16%	50 18% B	27 15%	33 14%	44 18%			
Good for health/ wellness	111 14%	6 8%	21 13%	42 16%	42 16%	28 16%	34 15%	30 12%			
Flavour/ tastes good	111 14%	10 14%	20 12%	42 15%	37 14%	23 13%	35 15%	37 15%			
Alternative to coffee	87 11%	10 13%	13 8%	31 11%	32 12%	15 8%	33 15%	28 11%			
After a meal	64 8%	8 10%	9 6%	23 9%	24 9%	17 9%	24 11%	15 6%			
Social occasions	46 6%	3 3%	6 4%	16 6%	20 7%	5 3%	14 6%	21 9% E			
Thirsty	40 5%	6 7%	7 4%	15 6%	11 4%	12 7%	8 3%	15 6%			
Tradition/ habit	27 3%	2 3%	4 2%	10 4%	11 4%	12 7% F	5 2%	9 4%			
For refreshment	25 3%	2 2%	5 3%	7 3%	10 4%	8 4%	9 4%	5 2%			
Don't drink coffee	10 1%	1 2%	1 1%	3 1%	5 2%	0 -	5 2%	4 2%			
Other	60 8%	7 9%	14 8%	19 7%	20 7%	15 8%	21 10%	15 6%			

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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/F/G
Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
No reason	18 2%	2 2%	7 4%	5 2%	3 1%	5 3%	5 2%	6 2%
(DK/NS)	10 1%	2 2%	3 2%	1 0	3 1%	1 0	4 2%	2 1%

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6. Why do you not drink hot tea?

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

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Never drink tea								
Unweighted Base	227	39	55	86	44	55	77	62
Weighted Base	213	38*	49*	80*	44*	51*	74*	59*
Don't like tea	72 34%	11 29%	17 35%	26 33%	18 41%	13 26%	25 35%	22 37%
Don't like the taste	54 25%	10 26%	8 15%	27 34% B	9 20%	15 30%	19 26%	14 23%
Prefer coffee	26 12%	5 12%	5 10%	5 6%	11 24% C	5 11%	10 14%	8 14%
I do drink hot tea	19 9%	6 15%	4 8%	4 5%	3 7%	9 17% G	5 7%	2 3%
Don't like hot beverages	15 7%	3 8%	2 4%	7 8%	4 9%	5 10%	2 3%	6 11%
Medical / health reasons	11 5%	2 5%	3 5%	5 6%	2 4%	3 6%	4 5%	2 3%
Not interested	7 3%	3 8%	2 4%	1 1%	1 2%	0 -	4 5%	3 5%
Never tried it	5 3%	1 2%	2 4%	3 3%	0 -	1 1%	3 4%	0 -
Other	9 4%	3 7%	2 4%	3 3%	2 4%	3 6%	1 1%	3 6%
None/ no reason	11 5%	1 2%	3 7%	6 7%	1 2%	3 6%	4 6%	1 2%
(DK/NS)	3 2%	0 -	2 5%	0 -	1 2%	1 2%	1 2%	1 2%

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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/F/G
Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Only drink hot tea occasionally								
Unweighted Base	827	79	171	287	280	181	235	265
Weighted Base	785	77*	161	272	266	179	225	245
Prefer coffee	175 22%	15 19%	34 21%	61 23%	64 24%	40 23%	50 22%	63 26%
I do drink hot tea regularly	122 15%	12 16%	17 11%	45 17%	45 17%	32 18%	36 16%	32 13%
Only drink tea occasionally/ that's my habit	99 13%	9 12%	26 16%	31 11%	32 12%	20 11%	35 16%	25 10%
Don't like hot tea	41 5%	2 2%	11 7%	13 5%	14 5%	8 5%	13 6%	11 5%
Prefer water	38 5%	3 4%	5 3%	18 6%	12 5%	9 5%	11 5%	10 4%
Don't drink hot beverages often	36 5%	3 3%	8 5%	16 6%	9 3%	9 5%	10 4%	13 5%
I like hot tea	35 4%	6 8%	7 4%	8 3%	15 5%	11 6%	8 3%	6 2%
It is relaxing/ soothing	31 4%	7 9%	5 3%	13 5%	6 2%	10 6%	7 3%	7 3%
Want variety	22 3%	3 3%	7 4%	6 2%	6 2%	2 1%	5 2%	12 5%
Not convenient/ preparation is too time consuming	21 3%	0 -	5 3%	12 4%	3 1%	6 3%	6 3%	4 2%
Do not like caffeine content	17 2%	1 1%	3 2%	7 3%	6 2%	3 1%	6 2%	8 3%
Not always available	15 2%	0 -	7 4%	3 1%	5 2%	6 3%	5 2%	4 2%
Only drink it when I feel cold	14 2%	3 4%	1 1%	5 2%	6 2%	5 3%	2 1%	3 1%

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Detailed tables

7. Why do you only drink hot tea occasionally?

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

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
It is good for your health	14 2%	4 5% C	4 2%	3 1%	4 1%	3 2%	1 0	4 1%
Prefer juice	11 1%	0 -	1 1%	4 2%	6 2%	3 1%	6 3%	2 1%
Only drink it when ill	10 1%	0 -	1 1%	5 2%	4 1%	2 1%	2 1%	3 1%
Don't like the taste	8 1%	1 1%	2 1%	2 1%	3 1%	2 1%	2 1%	4 2%
Coffee is more available/ handier	5 1%	1 1%	0 -	2 1%	2 1%	0 -	1 0	4 2%
Other	102 13%	9 12%	21 13%	29 11%	42 16%	26 15%	29 13%	34 14%
No reason	9 1%	1 2%	1 1%	5 2%	2 1%	4 2%	1 0	3 1%
(DK/NS)	43 6%	5 7%	7 5%	18 7%	11 4%	7 4%	11 5%	15 6%

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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/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
Already drink a lot of tea	67 7%	4 4%	8 4%	29 8% B	25 8%	17 7%	21 7%	17 6%
Different flavours	59 6%	10 9% D	15 7%	23 7%	11 3%	16 7%	19 7%	15 5%
If it were healthier/ good for me	38 4%	4 3%	7 3%	18 5%	10 3%	15 6% F	7 2%	10 3%
Cold weather	38 4%	7 6%	9 4%	10 3%	11 4%	11 5%	9 3%	10 3%
I drink tea when I want to	25 3%	6 5% C	7 4% C	3 1%	8 3%	5 2%	7 2%	7 2%
Social occasions	24 2%	1 1%	3 1%	12 3%	7 2%	5 2%	4 1%	12 4% F
If tea was more available	23 2%	0 -	5 2%	8 2%	10 3%	3 1%	10 3%	9 3%
If coffee was less available	23 2%	3 2%	3 1%	7 2%	11 3%	5 2%	8 3%	9 3%
If I was sick	14 1%	1 1%	5 2%	4 1%	5 2%	8 3% G	3 1%	2 1%
Cheaper prices	13 1%	0 -	5 2%	3 1%	6 2%	4 2%	1 0	6 2% F
Other	159 16%	13 12%	29 14%	62 18%	52 17%	41 18%	54 18%	48 16%
Nothing/ I wouldn't drink more hot tea	424 42%	44 39%	83 39%	154 44%	138 44%	81 35%	116 39%	145 47% EF
(DK/NS)	127 13%	23 20% CD	38 18% CD	34 10%	31 10%	33 14%	45 15% G	28 9%

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

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

	EDUCATION								INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+			
		A	B	C	D	E	F	G			
Base: All respondents											
Unweighted Base	1055	118	226	373	325	236	312	328			
Weighted Base	1000	115	211	352	312	230	299	306			
Tastes good	575 57%	64 56%	123 59%	194 55%	188 60%	127 55%	177 59%	179 58%			
Relaxing, soothing	556 56%	54 47%	119 56%	193 55%	187 60% A	133 58%	178 59%	173 57%			
Easy to prepare	468 47%	55 48%	106 50% C	144 41%	160 51% C	119 52%	136 45%	147 48%			
Good for health	408 41%	41 36%	93 44%	131 37%	140 45% C	108 47% F	115 38%	131 43%			
Affordable	351 35%	50 43% C	78 37%	110 31%	111 36%	95 41% G	111 37%	96 31%			
Provides a break, an escape	343 34%	40 35%	75 36%	121 34%	104 33%	83 36%	99 33%	109 36%			
Variety of flavours/blends	304 30%	25 22%	69 33% A	98 28%	110 35% AC	70 30%	89 30%	105 34%			
Less caffeine than coffee	294 29%	39 34%	63 30%	93 26%	97 31%	78 34%	80 27%	95 31%			
Chance to socialize	281 28%	36 31%	62 29%	91 26%	93 30%	69 30%	96 32%	85 28%			
Contains anti-oxidants	248 25%	17 15%	46 22%	90 26% A	94 30% AB	44 19%	67 22%	94 31% EF			
It's a 'pick me up'	237 24%	25 22%	59 28%	74 21%	78 25%	64 28%	73 24%	66 22%			
No calories	230 23%	21 18%	59 28%	77 22%	71 23%	62 27% F	56 19%	79 26% F			
Contains flavonoids	129 13%	13 11%	29 14%	43 12%	42 14%	29 13%	38 13%	41 14%			

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Detailed tables

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
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Trendy, popular	71 7%	19 17% BCD	19 9% C	16 5%	15 5%	26 11% FG	16 5%	12 4%
Sophisticated	69 7%	13 11% C	17 8%	16 5%	23 7%	23 10% G	22 7%	13 4%
None of the above	71 7%	11 10%	9 4%	30 8%	21 7%	12 5%	18 6%	29 10%
(DK/NS)	13 1%	5 4% CD	3 2%	4 1%	1 0	4 2%	1 0	1 0

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

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

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
Contains flavonoids	94 9%	11 9%	22 10%	33 9%	29 9%	31 13%	29 10%	25 8%
Contains anti-oxidants	301 30%	24 21%	58 28%	118 34%	99 32%	65 28%	99 33%	96 31%
Don't know what these terms mean	56 6%	6 5%	17 8%	19 5%	13 4%	15 7%	16 5%	16 5%
None of the above	607 61%	77 67%	124 59%	207 59%	193 62%	136 59%	173 58%	189 62%
(DK/NS)	11 1%	3 3%	4 2%	1 0	2 1%	4 2%	1 0	1 0

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

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
Very important	525 52%	44 38%	113 54%	182 52%	181 58%	101 44%	163 54%	172 56%
			A	A	A		E	E
Somewhat important	180 18%	21 18%	33 16%	65 19%	61 20%	43 19%	60 20%	55 18%
Not very important	124 12%	23 20%	33 16%	36 10%	32 10%	44 19%	28 9%	32 10%
		CD				FG		
Not at all important	164 16%	25 22%	30 14%	69 20%	37 12%	40 18%	47 16%	47 16%
		D		D				
(DK/NS)	7 1%	3 2%	3 1%	0 -	1 0	1 0	2 1%	0 -
		CD	C					
Summary								
Top2box (Very/Somewhat Important)	705 70%	64 56%	145 69%	247 70%	242 78%	144 63%	222 74%	226 74%
		A	A	A	ABC		E	E
Low2box (Not at all/Not Very Important)	288 29%	48 41%	62 30%	105 30%	69 22%	85 37%	75 25%	79 26%
		BCD		D		FG		

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

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
Very important	575 58%	66 58%	128 61%	201 57%	174 56%	134 58%	180 60%	168 55%
Somewhat important	228 23%	22 19%	47 22%	78 22%	80 26%	51 22%	75 25%	73 24%
Not very important	81 8%	10 9%	18 9%	25 7%	27 9%	26 11%	16 5%	25 8%
Not at all important	107 11%	14 13%	14 7%	46 13%	30 10%	17 8%	26 9%	38 12%
(DK/NS)	9 1%	3 2%	3 1%	2 0	1 0	2 1%	2 1%	1 0
Summary								
Top2box (Very/Somewhat Important)	803 80%	88 76%	175 83%	279 79%	254 81%	185 80%	255 85%	241 79%
Low2box (Not at all/Not Very Important)	188 19%	24 21%	33 16%	72 20%	57 18%	44 19%	42 14%	63 21%

Tea Study

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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/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
TOP2BOX SUMMARY - (Very/Somewhat Important)								
Artificial flavour	705 70%	64 56%	145 69%	247 70%	242 78%	144 63%	222 74%	226 74%
Natural flavour	803 80%	88 76%	175 83%	279 79%	254 81%	185 80%	255 85%	241 79%
LOW2BOX SUMMARY - (Not at all/Not Very Important)								
Artificial flavour	288 29%	48 41%	62 30%	105 30%	69 22%	85 37%	75 25%	79 26%
Natural flavour	188 19%	24 21%	33 16%	72 20%	57 18%	44 19%	42 14%	63 21%

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

	EDUCATION								INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+			
		A	B	C	D	E	F	G			
Base: All respondents											
Unweighted Base	1055	118	226	373	325	236	312	328			
Weighted Base	1000	115	211	352	312	230	299	306			
NONE	250 25%	26 23%	55 26%	83 24%	85 27%	67 29%	68 23%	71 23%			
1	37 4%	7 6%	6 3%	11 3%	12 4%	10 4%	10 3%	6 2%			
2	40 4%	6 5%	10 5%	12 3%	11 3%	11 5%	13 4%	10 3%			
3	41 4%	3 3%	12 6%	15 4%	10 3%	10 4%	8 3%	11 4%			
4	52 5%	11 10% D	10 5%	18 5%	12 4%	13 6%	21 7%	12 4%			
5	86 9%	5 4%	21 10%	39 11% A	21 7%	24 10%	24 8%	20 7%			
6	52 5%	9 8%	8 4%	19 5%	16 5%	16 7% F	6 2%	21 7% F			
7	55 6%	5 4%	11 5%	16 5%	24 8%	7 3%	17 6%	21 7%			
8	77 8%	5 5%	14 6%	28 8%	29 9%	11 5%	28 9%	31 10% E			
9	62 6%	5 4%	9 4%	26 7%	22 7%	11 5%	16 5%	26 8%			
10	223 22%	30 27%	50 24%	74 21%	65 21%	46 20%	77 26%	71 23%			
(DK/NS)	26 3%	2 2%	6 3%	12 3%	5 2%	5 2%	11 4%	5 2%			
Summary											
Mean	5.1	5.1	5.0	5.2	5.1	4.5	5.4 E	5.6 E			

Tea Study

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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
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
NONE	394 39%	48 42%	94 44% D	141 40%	106 34%	92 40%	134 45%	119 39%
1	74 7%	9 8%	13 6%	22 6%	29 9%	22 10% F	11 4%	31 10% F
2	111 11%	13 12%	21 10%	36 10%	39 13%	25 11%	33 11%	35 12%
3	66 7%	6 5%	13 6%	23 6%	24 8%	11 5%	20 7%	24 8%
4	58 6%	9 8%	8 4%	21 6%	20 6%	12 5%	12 4%	18 6%
5	73 7%	10 8%	13 6%	36 10% D	14 5%	18 8%	21 7%	17 6%
6	27 3%	2 2%	5 2%	10 3%	9 3%	5 2%	15 5% G	5 2%
7	26 3%	2 2%	6 3%	7 2%	11 4%	5 2%	6 2%	6 2%
8	35 4%	2 2%	7 3%	13 4%	12 4%	11 5%	11 4%	8 3%
9	28 3%	3 3%	5 2%	10 3%	10 3%	6 2%	8 3%	8 3%
10	83 8%	9 8%	16 8%	24 7%	33 11%	18 8%	20 7%	28 9%
(DK/NS)	26 3%	2 2%	9 4%	9 2%	5 2%	6 3%	9 3%	5 2%
Summary								
Mean	2.9	2.6	2.6	2.8	3.2	2.8	2.7	2.7

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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/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
NONE	653 65%	84 73%	142 67%	223 63%	197 63%	141 61%	193 65%	206 67%
1	114 11%	11 9%	21 10%	38 11%	44 14%	23 10%	34 12%	39 13%
2	75 8%	6 5%	10 5%	31 9%	28 9%	16 7%	27 9%	18 6%
3	30 3%	3 3%	4 2%	15 4%	7 2%	5 2%	12 4%	7 2%
4	10 1%	2 1%	0 -	7 2%	2 1%	7 3%	2 1%	1 0
5	29 3%	1 1%	9 4%	12 3%	8 3%	13 5%	6 2%	7 2%
6	10 1%	1 1%	3 1%	1 0	5 2%	3 1%	1 0	4 1%
7	9 1%	2 1%	3 1%	1 0	4 1%	3 2%	4 1%	2 1%
8	9 1%	1 1%	2 1%	2 1%	4 1%	1 0	2 1%	6 2%
10	33 3%	2 2%	10 5%	12 3%	9 3%	12 5%	10 3%	8 3%
(DK/NS)	28 3%	2 2%	7 4%	11 3%	6 2%	6 3%	9 3%	7 2%
Summary								
Mean	1.1	0.8	1.2	1.1	1.1	1.5 G	1.1	1.0

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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/F/G
Overlap formulae used.

	EDUCATION								INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+			
		A	B	C	D	E	F	G			
Base: All respondents											
Unweighted Base	1055	118	226	373	325	236	312	328			
Weighted Base	1000	115	211	352	312	230	299	306			
NONE	905 91%	104 91%	185 88%	319 91%	287 92%	200 87%	271 91%	285 93%			
1	33 3%	3 3%	9 4%	6 2%	14 4%	13 6% F	6 2%	9 3%			
2	16 2%	2 2%	3 1%	7 2%	4 1%	4 2%	7 2%	2 1%			
3	5 0	1 1%	1 0	3 1%	0 -	1 0	3 1%	2 1%			
4	4 0	0 -	1 0	2 1%	1 0	1 1%	1 0	1 0			
5	1 0	0 -	0 -	1 0	0 -	1 0	0 -	0 -			
6	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	1 0			
8	1 0	0 -	0 -	1 0	0 -	1 0	0 -	0 -			
9	2 0	0 -	0 -	2 0	0 -	2 1%	0 -	0 -			
10	2 0	1 1%	1 0	0 -	0 -	0 -	2 1%	0 -			
(DK/NS)	30 3%	2 2%	10 5%	10 3%	7 2%	8 4%	10 3%	6 2%			
Summary											
Mean	0.2	0.2	0.2	0.2	0.1	0.2 G	0.2	0.1			

Tea Study

Detailed tables

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
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
NONE	823 82%	90 78%	166 79%	293 83%	268 86% B	183 80%	246 82%	263 86% E
1	16 2%	2 1%	1 0	8 2%	5 2%	3 2%	5 2%	5 2%
2	26 3%	1 1%	2 1%	11 3%	12 4% B	6 2%	7 2%	10 3%
3	16 2%	0 -	5 2%	8 2%	2 1%	6 2%	4 1%	3 1%
4	12 1%	5 4% C	4 2% C	0 -	4 1% C	5 2%	3 1%	3 1%
5	14 1%	2 2%	4 2%	7 2% D	1 0	2 1%	6 2%	4 1%
6	11 1%	3 2% C	5 2% C	1 0	3 1%	2 1%	7 2% G	1 0
7	7 1%	0 -	3 2%	2 1%	2 1%	2 1%	2 1%	1 0
8	10 1%	2 2%	3 1%	3 1%	2 1%	1 0	2 1%	3 1%
9	10 1%	1 1%	3 1%	1 0	5 2%	5 2%	2 1%	2 1%
10	10 1%	4 3% D	3 1% D	3 1%	0 -	3 1%	3 1%	1 0
(DK/NS)	43 4%	7 6%	12 6%	15 4%	8 3%	13 6%	14 5%	10 3%
Summary								
Mean	0.7	1.0 CD	0.9 CD	0.5	0.5	0.8 G	0.6	0.4

Tea Study

Detailed tables

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/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
Coffee (includes specialty coffees such as espresso, latte, etc...)	5.1	5.1	5.0	5.2	5.1	4.5	5.4	5.6
Tea (includes specialty, herbal, decaffeinated, etc...)	2.9	2.6	2.6	2.8	3.2	2.8	E 2.7	E 2.7
Hot chocolate	1.1	0.8	1.2	1.1	1.1	1.5 G	1.1	1.0
Cider	0.2	0.2	0.2	0.2	0.1	0.2 G	0.2	0.1
Other hot beverage	0.7	1.0 CD	0.9 CD	0.5	0.5	0.8 G	0.6	0.4

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/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
Most often	40 4%	3 3%	10 5%	14 4%	13 4%	13 6% G	8 3%	6 2%
Regularly	29 3%	2 2%	4 2%	13 4%	9 3%	5 2%	7 2%	7 2%
Occasionally	109 11%	10 8%	20 9%	41 12%	38 12%	29 13%	30 10%	36 12%
Never	818 82%	99 86%	178 84%	283 80%	249 80%	180 78%	254 85%	256 84%
(DK/NS)	4 0	1 1%	0 -	0 -	3 1%	3 1% F	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/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
Most often	80 8%	6 6%	12 6%	31 9%	31 10%	19 8%	24 8%	28 9%
Regularly	42 4%	1 1%	3 2%	16 5%	22 7%	10 4%	15 5%	12 4%
Occasionally	266 27%	21 19%	48 23%	93 26%	102 33%	44 19%	78 26%	92 30%
Never	602 60%	82 71%	147 70%	210 60%	154 49%	156 68%	181 60%	173 57%
(DK/NS)	9 1%	5 4%	0 -	2 1%	3 1%	2 1%	1 0	1 0

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

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
Most often	22 2%	3 3%	4 2%	10 3%	5 2%	5 2%	7 2%	8 2%
Regularly	31 3%	1 1%	4 2%	13 4%	13 4%	6 3%	9 3%	10 3%
Occasionally	189 19%	15 13%	36 17%	63 18%	73 24% A	36 15%	54 18%	68 22% E
Never	755 76%	94 82% D	166 79% D	267 76%	219 70%	181 79%	229 76%	219 72%
(DK/NS)	3 0	1 1%	0 -	0 -	2 1%	2 1%	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/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
Most often	60 6%	7 6%	8 4%	20 6%	25 8%	12 5%	12 4%	19 6%
Regularly	58 6%	4 4%	6 3%	20 6%	28 9% B	11 5%	20 7%	18 6%
Occasionally	319 32%	24 21%	60 29%	116 33% A	116 37% AB	69 30%	89 30%	112 37%
Never	561 56%	79 69% CD	136 65% CD	195 55% D	143 46%	138 60% G	178 59% G	156 51%
(DK/NS)	1 0	0 -	0 -	1 0	1 0	0 -	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/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
Most often	91 9%	5 4%	18 9%	37 11% A	30 10%	21 9%	23 8%	23 8%
Regularly	72 7%	5 4%	10 5%	24 7%	34 11% AB	19 8%	20 7%	19 6%
Occasionally	337 34%	31 27%	68 32%	111 32%	124 40% AC	79 34%	100 33%	110 36%
Never	496 50%	72 63% CD	115 54% D	179 51% D	124 40%	111 48%	156 52%	152 50%
(DK/NS)	3 0	2 1%	0 -	1 0	1 0	0 -	0 -	2 1%

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

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
Most often	155 15%	12 11%	31 15%	59 17%	51 16%	26 11%	53 18% E	49 16%
Regularly	95 10%	13 12%	17 8%	27 8%	35 11%	21 9%	27 9%	25 8%
Occasionally	223 22%	27 23%	46 22%	83 24%	66 21%	57 25%	63 21%	73 24%
Never	524 52%	63 55%	116 55%	182 52%	158 51%	126 55%	156 52%	158 52%
(DK/NS)	2 0	0 -	0 -	1 0	2 1%	0 -	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/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1055	118	226	373	325	236	312	328
Weighted Base	1000	115	211	352	312	230	299	306
Most often	29 3%	1 1%	7 4%	14 4%	7 2%	6 3%	10 3%	8 3%
Regularly	17 2%	3 2%	5 2%	3 1%	6 2%	3 1%	3 1%	7 2%
Occasionally	158 16%	11 10%	27 13%	58 16%	61 20% AB	32 14%	51 17%	55 18%
Never	796 80%	100 87% D	172 82%	278 79%	237 76%	189 82%	235 79%	235 77%
(DK/NS)	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0

Tea Study

Detailed tables

3. Do you drink ...

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

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: Drink tea								
Unweighted Base	828	79	171	287	281	181	235	266
Weighted Base	787	77*	161	272	268	179	225	247
Teas with caffeine	539 69%	49 63%	105 65%	193 71%	191 71%	104 58%	170 75%	179 73%
Teas without caffeine	207 26%	19 24%	43 27%	66 24%	77 29%	53 29%	54 24%	59 24%
Herbal teas	359 46%	25 32%	74 46%	123 45%	136 51%	86 48%	97 43%	113 46%
(DK/NS)	26 3%	3 4%	6 4%	11 4%	4 1%	10 6%	5 2%	4 2%

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/F/G
 Overlap formulae used. * small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Drink tea								
Unweighted Base	828	79	171	287	281	181	235	266
Weighted Base	787	77*	161	272	268	179	225	247
Drink tea you have at home	672 85%	65 84%	134 83%	236 87%	230 86%	154 86%	187 83%	207 84%
Drink tea at someone else's home	309 39%	28 37%	57 35%	109 40%	114 42%	74 41%	84 37%	97 39%
Drink tea at restaurants	194 25%	23 30% B	28 18%	62 23%	81 30% BC	44 25%	59 26%	63 25%
Drink tea at work or in the office	184 23%	10 12%	19 12%	67 25% AB	86 32% AB	29 16%	54 24%	72 29% E
Drink tea at fast food restaurants/coffee houses/tea houses	134 17%	16 21%	19 12%	49 18%	50 19%	38 21% G	39 17%	33 14%
(DK/NS)	9 1%	1 1%	3 2%	2 1%	2 1%	2 1%	2 1%	4 2%