

YouGov Survey Results
Sample Size - 1090 German Adults
 Fieldwork : 23th - 25th April 2014

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

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

	Unweighted base	1090	551	539	111	159	208	210	402
Base: All German Adults	1090	529	561	109	154	199	202	427	
English breakfast tea	12%	13%	11%	11%	13%	11%	15%	11%	
Earl Grey tea	32%	33%	30%	36%	36%	29%	30%	31%	
Darjeeling tea	29%	29%	29%	19%	31%	24%	31%	33%	
Assam tea	19%	22%	16%	8%	21%	15%	24%	20%	
Peppermint tea	56%	52%	59%	49%	58%	58%	57%	55%	
Herbal tea	48%	39%	55%	36%	50%	54%	49%	46%	
Fruit tea	58%	52%	64%	63%	55%	63%	62%	54%	
Green tea	42%	41%	44%	44%	44%	43%	42%	41%	
Chai tea	18%	14%	21%	24%	27%	20%	15%	13%	
Camomile tea	38%	36%	40%	35%	44%	41%	35%	36%	
Decaffeinated tea	3%	2%	3%	1%	3%	2%	4%	2%	
Other	17%	13%	21%	16%	16%	17%	22%	15%	
Not applicable – I never drink tea	10%	13%	8%	10%	12%	11%	9%	10%	

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

	Unweighted base	980	478	502	100	141	186	191	362
Base: All German Adults who drink tea	978	460	518	97	136	178	184	383	
With no milk and no sugar/ sweetener	39%	32%	45%	48%	42%	40%	33%	38%	
With no milk but with sugar	33%	41%	26%	28%	29%	35%	38%	32%	
With no milk but with sweetener	14%	12%	16%	12%	8%	12%	12%	19%	
With milk but no sugar/ sweetener	3%	2%	4%	3%	8%	3%	1%	2%	
With milk and sugar	5%	7%	4%	4%	7%	6%	8%	3%	
With milk and sweetener	2%	2%	2%	-	1%	1%	3%	2%	
Other	4%	5%	4%	6%	4%	3%	5%	4%	

REBASED

	Unweighted base	1090	551	539	111	159	208	210	402
Base: All German Adults who drink tea	1090	529	561	109	154	199	202	427	
With no milk and no sugar/ sweetener	35%	28%	42%	43%	37%	36%	30%	34%	
With no milk but with sugar	29%	35%	24%	25%	26%	31%	34%	29%	
With no milk but with sweetener	13%	11%	15%	11%	7%	11%	11%	17%	
With milk but no sugar/ sweetener	3%	2%	4%	3%	7%	3%	1%	2%	
With milk and sugar	4%	6%	3%	4%	6%	5%	7%	3%	
With milk and sweetener	2%	2%	2%	-	1%	1%	3%	2%	
Other	4%	4%	4%	5%	4%	3%	5%	4%	
Not applicable – I never drink tea	10%	13%	8%	10%	12%	11%	9%	10%	

Region															
Baden-Württemberg	Bayern	Berlin	Brandenburg	Bremen	Hamburg	Hessen	Mecklenburg-Vorpommern	Niedersachsen	Nordrhein-Westfalen	Rheinland-Pfalz	Saarland	Sachsen	Sachsen-Anhalt	Schleswig-Holstein	Thüringen

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

Unweighted base	132	157	52	42	8	31	85	24	99	247	55	12	50	33	44	19
Base: All German Adults	141	163	46	35	9	24	80	23	105	237	54	13	59	33	37	31
English breakfast tea	14%	15%	4%	7%	40%	26%	14%	3%	10%	9%	16%	18%	11%	4%	16%	13%
Earl Grey tea	31%	41%	36%	22%	49%	41%	35%	28%	34%	26%	41%	14%	28%	18%	33%	22%
Darjeeling tea	23%	32%	40%	17%	61%	29%	38%	41%	29%	29%	33%	25%	28%	15%	27%	22%
Assam tea	12%	19%	32%	8%	50%	21%	23%	25%	22%	20%	21%	20%	14%	9%	22%	9%
Peppermint tea	59%	60%	50%	57%	49%	45%	54%	54%	61%	51%	54%	36%	62%	58%	46%	68%
Herbal tea	50%	53%	53%	41%	40%	49%	43%	43%	55%	35%	47%	25%	64%	54%	48%	60%
Fruit tea	60%	60%	63%	58%	80%	61%	50%	75%	58%	51%	52%	45%	73%	72%	58%	68%
Green tea	42%	51%	48%	43%	31%	43%	39%	37%	39%	35%	37%	39%	57%	44%	48%	54%
Chai tea	16%	20%	21%	2%	10%	31%	11%	25%	22%	12%	29%	-	23%	15%	32%	23%
Camomile tea	42%	43%	41%	28%	60%	39%	36%	37%	36%	36%	39%	24%	33%	45%	30%	36%
Decaffeinated tea	1%	3%	2%	-	-	5%	5%	3%	3%	3%	-	-	4%	2%	2%	9%
Other	15%	15%	15%	16%	-	29%	19%	12%	14%	18%	22%	7%	20%	18%	22%	13%
Not applicable – I never drink tea	4%	9%	6%	14%	-	14%	8%	3%	12%	15%	17%	25%	8%	6%	16%	9%

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

Unweighted base	125	145	49	36	8	27	78	23	87	214	47	10	47	30	37	17
Base: All German Adults who drink tea	135	149	44	30	9	20	74	23	93	202	45	10	54	31	31	28
With no milk and no sugar/ sweetener	48%	40%	47%	44%	10%	28%	32%	43%	33%	34%	43%	42%	41%	49%	31%	42%
With no milk but with sugar	28%	34%	21%	27%	50%	44%	34%	42%	33%	35%	23%	24%	39%	23%	42%	36%
With no milk but with sweetener	11%	15%	19%	17%	10%	10%	16%	6%	19%	12%	20%	18%	10%	17%	11%	22%
With milk but no sugar/ sweetener	3%	2%	4%	-	20%	-	4%	-	4%	4%	7%	16%	3%	-	-	-
With milk and sugar	5%	4%	5%	-	9%	3%	11%	3%	7%	6%	5%	-	3%	2%	7%	-
With milk and sweetener	2%	-	5%	-	-	-	2%	-	1%	3%	-	-	3%	-	2%	-
Other	3%	5%	-	12%	-	15%	2%	6%	2%	5%	3%	-	-	9%	7%	-

REBASED

Unweighted base	132	157	52	42	8	31	85	24	99	247	55	12	50	33	44	19
Base: All German Adults who drink tea	141	163	46	35	9	24	80	23	105	237	54	13	59	33	37	31
With no milk and no sugar/ sweetener	46%	37%	44%	38%	10%	24%	30%	42%	29%	29%	36%	32%	38%	46%	26%	38%
With no milk but with sugar	27%	31%	19%	23%	50%	38%	31%	40%	29%	30%	19%	18%	36%	21%	35%	33%
With no milk but with sweetener	10%	14%	18%	15%	10%	9%	15%	6%	17%	10%	16%	13%	9%	16%	9%	20%
With milk but no sugar/ sweetener	3%	1%	4%	-	20%	-	3%	-	4%	3%	6%	12%	3%	-	-	-
With milk and sugar	5%	4%	4%	-	9%	2%	10%	3%	6%	5%	4%	-	3%	2%	5%	-
With milk and sweetener	2%	-	5%	-	-	-	2%	-	1%	3%	-	-	3%	-	2%	-
Other	3%	5%	-	11%	-	12%	2%	6%	2%	5%	3%	-	-	9%	6%	-
Not applicable – I never drink tea	4%	9%	6%	14%	-	14%	8%	3%	12%	15%	17%	25%	8%	6%	16%	9%

Which, if any, of the following types of tea do you ever drink? (Please tick 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	140	353	333	214	609	520	638	458	199	413	29	186	110
Base: All German Adults	131	344	319	204	608	518	637	462	192	411	27	183	112
English breakfast tea	100%	27%	28%	34%	15%	17%	15%	19%	27%	17%	43%	14%	-
Earl Grey tea	70%	100%	70%	73%	38%	41%	36%	48%	50%	42%	56%	37%	-
Darjeeling tea	68%	65%	100%	76%	35%	38%	31%	44%	47%	38%	47%	34%	-
Assam tea	52%	43%	49%	100%	22%	25%	19%	28%	34%	25%	37%	25%	-
Peppermint tea	71%	66%	67%	65%	100%	77%	70%	66%	73%	82%	77%	65%	-
Herbal tea	68%	61%	61%	63%	66%	100%	61%	65%	73%	70%	85%	60%	-
Fruit tea	71%	66%	62%	61%	73%	75%	100%	69%	70%	74%	71%	63%	-
Green tea	67%	64%	63%	64%	50%	58%	50%	100%	69%	59%	66%	48%	-
Chai tea	39%	28%	28%	32%	23%	27%	21%	29%	100%	24%	47%	23%	-
Camomile tea	53%	51%	49%	51%	56%	56%	48%	53%	52%	100%	58%	52%	-
Decaffeinated tea	9%	4%	4%	5%	3%	5%	3%	4%	7%	4%	100%	4%	-
Other	20%	20%	20%	22%	19%	21%	18%	19%	22%	23%	30%	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	140	353	333	214	609	520	638	458	199	413	29	186	-
Base: All German Adults who drink tea	131	344	319	204	608	518	637	462	192	411	27	183	-
With no milk and no sugar/ sweetener	35%	42%	38%	33%	37%	43%	38%	45%	41%	43%	17%	42%	-
With no milk but with sugar	32%	30%	32%	35%	34%	29%	34%	30%	22%	32%	25%	32%	-
With no milk but with sweetener	7%	12%	13%	10%	15%	15%	15%	13%	17%	13%	22%	12%	-
With milk but no sugar/ sweetener	8%	3%	4%	5%	2%	3%	2%	2%	4%	2%	8%	1%	-
With milk and sugar	9%	8%	7%	10%	5%	5%	5%	4%	8%	4%	19%	3%	-
With milk and sweetener	4%	2%	2%	4%	2%	1%	2%	1%	3%	1%	6%	3%	-
Other	4%	4%	3%	4%	4%	4%	4%	5%	5%	4%	2%	8%	-

REBASED

Unweighted base	140	353	333	214	609	520	638	458	199	413	29	186	110
Base: All German Adults who drink tea	131	344	319	204	608	518	637	462	192	411	27	183	112
With no milk and no sugar/ sweetener	35%	42%	38%	33%	37%	43%	38%	45%	41%	43%	17%	42%	-
With no milk but with sugar	32%	30%	32%	35%	34%	29%	34%	30%	22%	32%	25%	32%	-
With no milk but with sweetener	7%	12%	13%	10%	15%	15%	15%	13%	17%	13%	22%	12%	-
With milk but no sugar/ sweetener	8%	3%	4%	5%	2%	3%	2%	2%	4%	2%	8%	1%	-
With milk and sugar	9%	8%	7%	10%	5%	5%	5%	4%	8%	4%	19%	3%	-
With milk and sweetener	4%	2%	2%	4%	2%	1%	2%	1%	3%	1%	6%	3%	-
Other	4%	4%	3%	4%	4%	4%	4%	5%	5%	4%	2%	8%	-
Not applicable – I never drink tea	-	-	-	-	-	-	-	-	-	-	-	-	100%