

YouGov Survey Results
Sample Size - 1007 Swedish Adults

Fieldwork : 23th - 24th April 2014

Total	Gender		Age					Region				
	Female	Male	18 to 24	25 to 34	35 to 44	45 to 54	55+	Stockholm	North middle Sweden	North Sweden	South middle Sweden	Skåne, Halland and Blekinge

EMT_Q1. Which, if any, of the following types of tea do you ever drink? (Please tick all that apply)

Unweighted base	1007	500	507	77	192	167	227	344	232	167	121	300	187
All Swedish Adults	1007	498	509	84	210	161	216	336	226	180	122	300	180
English breakfast tea	36%	36%	36%	29%	28%	37%	37%	42%	39%	39%	31%	34%	35%
Earl Grey tea	54%	53%	55%	45%	47%	48%	53%	64%	58%	55%	63%	47%	52%
Darjeeling tea	14%	14%	14%	9%	10%	16%	12%	17%	18%	15%	5%	14%	14%
Assam tea	5%	5%	4%	4%	2%	7%	5%	6%	6%	6%	2%	5%	5%
Peppermint tea	10%	11%	10%	14%	14%	12%	9%	7%	12%	13%	10%	9%	8%
Herbal tea	18%	23%	12%	31%	21%	19%	19%	11%	23%	22%	12%	14%	17%
Fruit tea	34%	44%	25%	45%	41%	43%	30%	26%	34%	30%	37%	35%	36%
Green tea	34%	37%	31%	39%	38%	37%	34%	29%	44%	30%	27%	30%	36%
Chai tea	17%	21%	13%	25%	25%	24%	14%	9%	22%	12%	16%	18%	17%
Camomile tea	12%	14%	10%	17%	15%	17%	7%	10%	15%	11%	10%	10%	13%
Decaffeinated tea	4%	6%	2%	8%	5%	6%	2%	3%	7%	6%	-	2%	4%
Other	16%	17%	15%	10%	15%	20%	21%	14%	15%	15%	19%	16%	15%
Not applicable – I never drink tea	18%	14%	21%	22%	19%	19%	20%	13%	17%	20%	14%	18%	18%

EMT_Q2. In general, how do you like to drink your tea? (Please tick the option that BEST applies)

Unweighted base	831	431	400	60	158	135	180	298	193	135	104	246	153
All Swedish Adults who drink tea	829	429	400	65	170	130	172	291	189	144	104	245	148
With no milk and no sugar/ sweetener	44%	43%	46%	41%	48%	45%	40%	46%	46%	37%	43%	46%	48%
With no milk but with sugar	14%	11%	17%	9%	10%	12%	14%	18%	14%	17%	16%	10%	17%
With no milk but with sweetener	9%	9%	8%	6%	10%	5%	8%	11%	5%	9%	11%	11%	8%
With milk but no sugar/ sweetener	18%	21%	14%	20%	18%	19%	19%	15%	20%	20%	12%	17%	16%
With milk and sugar	8%	7%	10%	8%	9%	11%	10%	6%	8%	12%	11%	7%	4%
With milk and sweetener	3%	4%	2%	6%	3%	2%	5%	2%	4%	1%	3%	4%	4%
Other	4%	5%	4%	10%	3%	5%	6%	2%	4%	5%	4%	5%	3%

REBASED

Unweighted base	1007	500	507	77	192	167	227	344	232	167	121	300	187
All Swedish Adults	1007	498	509	84	210	161	216	336	226	180	122	300	180
With no milk and no sugar/ sweetener	37%	37%	36%	32%	39%	36%	32%	40%	38%	29%	37%	38%	39%
With no milk but with sugar	11%	10%	13%	7%	8%	10%	11%	15%	11%	13%	14%	8%	14%
With no milk but with sweetener	7%	8%	7%	5%	8%	4%	6%	9%	4%	7%	9%	9%	7%
With milk but no sugar/ sweetener	14%	18%	11%	15%	14%	16%	15%	13%	17%	16%	10%	14%	13%
With milk and sugar	7%	6%	8%	6%	7%	9%	8%	5%	6%	10%	10%	6%	4%
With milk and sweetener	3%	4%	1%	5%	2%	2%	4%	2%	3%	1%	2%	3%	3%
Other	4%	4%	3%	7%	2%	4%	4%	2%	3%	4%	4%	4%	2%
Not applicable – I never drink tea	18%	14%	21%	22%	19%	19%	20%	13%	17%	20%	14%	18%	18%

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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	

EMT_Q1. Which, if any, of the following types of tea do you ever drink? (Please tick all that apply)

Unweighted base	366	543	141	50	101	176	347	345	177	118	39	163	176
All Swedish Adults	363	543	141	50	103	178	345	342	174	120	39	162	178
English breakfast tea	100%	57%	77%	84%	51%	48%	49%	49%	51%	46%	45%	33%	-
Earl Grey tea	85%	100%	88%	84%	62%	58%	67%	64%	60%	61%	55%	53%	-
Darjeeling tea	30%	23%	100%	76%	28%	20%	18%	24%	25%	28%	28%	18%	-
Assam tea	12%	8%	27%	100%	15%	11%	6%	10%	12%	13%	7%	10%	-
Peppermint tea	15%	12%	21%	31%	100%	31%	17%	22%	26%	42%	28%	11%	-
Herbal tea	24%	19%	26%	39%	54%	100%	30%	38%	43%	58%	52%	23%	-
Fruit tea	46%	42%	45%	40%	58%	58%	100%	50%	59%	51%	57%	33%	-
Green tea	46%	40%	58%	67%	71%	74%	50%	100%	65%	71%	62%	42%	-
Chai tea	25%	19%	30%	43%	44%	42%	30%	33%	100%	42%	35%	25%	-
Camomile tea	15%	14%	24%	31%	49%	39%	18%	25%	29%	100%	38%	11%	-
Decaffeinated tea	5%	4%	8%	6%	11%	12%	7%	7%	8%	12%	100%	4%	-
Other	15%	16%	21%	31%	17%	21%	15%	20%	24%	15%	18%	100%	-
Not applicable – I never drink tea	-	-	-	-	-	-	-	-	-	-	-	-	100%

EMT_Q2. In general, how do you like to drink your tea? (Please tick the option that BEST applies)

Unweighted base	366	543	141	50	101	176	347	345	177	118	39	163	-
All Swedish Adults who drink tea	363	543	141	50	103	178	345	342	174	120	39	162	-
With no milk and no sugar/ sweetener	43%	43%	44%	47%	54%	53%	41%	51%	42%	49%	47%	40%	-
With no milk but with sugar	12%	15%	10%	8%	8%	6%	14%	9%	7%	9%	5%	13%	-
With no milk but with sweetener	6%	8%	4%	6%	8%	6%	8%	9%	9%	9%	5%	8%	-
With milk but no sugar/ sweetener	20%	18%	27%	30%	19%	21%	17%	18%	27%	19%	28%	19%	-
With milk and sugar	12%	10%	7%	4%	2%	5%	9%	6%	6%	6%	8%	7%	-
With milk and sweetener	3%	3%	2%	2%	3%	4%	4%	2%	5%	2%	-	5%	-
Other	4%	3%	5%	4%	7%	5%	6%	5%	5%	5%	9%	8%	-

REBASED

Unweighted base	366	543	141	50	101	176	347	345	177	118	39	163	176
All Swedish Adults	363	543	141	50	103	178	345	342	174	120	39	162	178
With no milk and no sugar/ sweetener	43%	43%	44%	47%	54%	53%	41%	51%	42%	49%	47%	40%	-
With no milk but with sugar	12%	15%	10%	8%	8%	6%	14%	9%	7%	9%	5%	13%	-
With no milk but with sweetener	6%	8%	4%	6%	8%	6%	8%	9%	9%	9%	5%	8%	-
With milk but no sugar/ sweetener	20%	18%	27%	30%	19%	21%	17%	18%	27%	19%	28%	19%	-
With milk and sugar	12%	10%	7%	4%	2%	5%	9%	6%	6%	6%	8%	7%	-
With milk and sweetener	3%	3%	2%	2%	3%	4%	4%	2%	5%	2%	-	5%	-
Other	4%	3%	5%	4%	7%	5%	6%	5%	5%	5%	9%	8%	-
Not applicable – I never drink tea	-	-	-	-	-	-	-	-	-	-	-	-	100%