

YouGov Survey Results

Sample Size: 1595 GB Adults
Fieldwork: 24th - 25th July 2018

	Gender		Age				Social Grade		Region					Frequency of tea		Colour of tea						Order of milk				
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Once or more a day	Less often	A+B	C	D	E	F	G+H	Don't know	Milk first	Milk last	Don't know	
Weighted Sample 1595	772	823	179	673	378	365	909	686	214	517	341	384	139	919	307	77	101	238	580	181	53	17	202	794	6	
Unweighted Sample 1595	672	923	135	640	412	408	985	610	143	556	365	389	142	969	282	74	87	238	607	184	57	18	212	791	7	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How often, if at all, do you drink tea?

More than five times a day	11	10	11	2	8	17	14	9	13	10	11	14	10	6	19	0	16	15	16	15	8	13	0	20	13	34	
Three or four times a day	21	21	22	9	17	24	31	24	18	16	23	25	21	16	37	0	19	19	32	28	31	18	11	33	27	15	
Once or twice a day	26	23	28	27	25	22	29	27	24	26	27	25	22	28	44	0	33	33	30	35	30	36	27	28	35	0	
Once every couple of days	5	6	5	9	7	4	3	6	4	6	5	5	6	6	0	28	3	7	9	6	10	3	4	7	7	13	
Once every three to four days	3	3	2	3	4	2	0	3	3	6	2	1	3	4	0	14	3	2	1	5	4	2	10	4	3	0	
Once every five to six days	2	2	1	2	2	2	1	2	2	3	2	3	1	0	0	9	9	3	2	2	0	0	0	1	2	14	
Once a week or less often	9	11	8	17	11	7	4	9	9	10	8	8	10	15	0	49	17	16	9	10	13	26	25	8	12	12	
I don't drink tea	22	22	21	29	23	21	18	19	25	20	21	19	26	25	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	2	0	2	2	1	0	1	1	3	1	0	1	1	0	0	0	6	0	0	4	2	23	0	1	13	

Which of the following ingredients do you ideally have in your tea?

[Not asked to those who said 'I don't drink tea'; n=1265]

Milk	80	83	77	73	82	83	77	80	80	81	78	83	80	80	83	75	29	81	83	87	89	66	7	100	100	100
White sugar	24	27	21	37	29	18	15	21	27	29	23	24	22	22	21	34	11	23	22	27	26	18	0	21	27	0
Brown sugar	4	4	3	7	4	4	2	4	4	10	4	2	1	1	4	4	9	6	4	3	2	3	0	1	3	15
Sweetener or similar	13	11	14	6	12	12	18	12	14	7	13	16	15	8	13	13	10	10	7	13	20	16	19	13	12	0
Something else [See Tab 1]	4	3	5	9	2	2	6	5	3	6	5	3	3	1	4	3	0	4	6	4	1	6	0	0	2	0
None of these	10	9	11	14	9	8	12	12	7	10	10	9	10	11	9	13	54	7	8	5	5	15	48	0	0	0
Don't know	1	2	1	4	2	0	0	1	2	1	2	0	1	2	0	1	0	4	1	0	0	1	33	0	0	0

When making a cup of tea with milk, do you tend to put the milk in first or last?

[Asked only to those who ideally have milk in their tea, and who drink tea; n=1010]

Milk first	20	20	20	4	15	24	32	19	21	21	23	24	15	12	21	17	14	17	16	21	20	42	100	100	0	0
Milk last	79	80	79	96	84	74	68	80	78	79	76	75	84	88	78	82	86	83	83	79	79	56	0	0	100	0
Don't know	1	0	1	0	0	1	0	1	1	0	1	1	1	0	0	1	0	0	1	1	0	2	0	0	0	100

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking at the image, which colour shown comes closest to how strong you like your tea to be?

[Not asked to those who said 'I don't drink tea'; n=1265]

A	3	5	2	7	4	3	2	4	3	2	4	3	4	3	3	4	55	0	0	0	0	0	0	0	0	0	0	1	2	0
B	3	4	2	1	2	5	2	3	2	4	4	2	1	1	3	4	45	0	0	0	0	0	0	0	0	0	1	2	0	
C	8	10	6	12	8	6	9	7	10	13	8	6	7	10	7	9	0	100	0	0	0	0	0	0	0	7	9	0		
D	19	20	18	24	15	23	20	18	21	18	19	20	21	14	20	17	0	0	100	0	0	0	0	0	0	16	21	28		
E	47	43	50	37	47	48	48	48	44	45	49	46	43	52	49	42	0	0	0	100	0	0	0	0	0	52	50	46		
F	14	13	16	16	18	9	13	14	15	10	12	18	17	15	14	16	0	0	0	0	100	0	0	0	0	16	16	13		
G	3	3	4	1	2	4	5	3	4	5	2	3	4	0	3	4	0	0	0	0	0	72	0	0	5	2	13			
H	1	1	2	1	1	1	2	1	1	1	1	1	2	2	1	2	0	0	0	0	0	28	0	0	2	0	0			
Don't know	1	1	2	2	2	0	0	2	1	2	2	0	1	4	1	2	0	0	0	0	0	0	100	0	0	1	0	0		

Thinking about what might be considered a "standard" tea (i.e. not Earl Grey or a fruit tea, etc), which teabag brand do you think makes the best tea?

[See Tab 2 for written results]

Yorkshire	25	23	27	25	23	27	28	24	26	24	25	30	22	21	27	20	17	24	36	24	20	17	18	26	27	18
PG Tips	22	22	23	26	26	21	15	20	25	21	19	24	27	27	22	22	17	25	20	22	28	18	22	24	22	17
Tetley	16	15	16	20	17	15	14	16	15	16	17	14	17	17	15	18	9	20	13	17	18	16	5	12	18	18
Supermarket own brand	7	7	8	1	7	8	10	8	7	8	8	5	9	10	9	3	9	2	9	9	6	6	0	9	8	0
Twinings	6	7	6	10	7	7	3	8	5	9	7	6	3	9	6	8	12	9	5	7	6	1	0	6	6	0
Typhoo	4	4	5	1	3	5	8	4	5	4	4	4	6	4	5	4	6	5	4	4	5	8	5	7	3	0
No favourite	2	3	2	1	1	3	3	2	2	2	2	3	1	0	2	3	3	1	3	2	2	2	0	2	2	16
Clipper	2	2	1	2	2	1	2	2	1	3	2	0	1	0	2	2	0	0	1	2	2	3	0	2	2	31
Only drink Earl Grey or other types of tea	1	1	1	1	2	0	1	1	1	0	2	0	2	0	1	2	2	1	0	1	2	4	19	0	1	0
Don't use tea bags	1	2	1	2	1	0	3	2	0	2	2	0	1	3	2	1	5	1	2	1	1	4	0	2	1	0
Ringtons	1	1	1	0	1	1	3	1	1	2	1	1	1	0	2	0	0	0	2	1	1	3	6	1	1	0
Scottish Blend	1	1	1	0	1	1	1	1	1	0	2	2	1	0	1	2	3	0	1	1	0	0	0	1	1	0
Red Label	1	2	0	0	1	1	1	1	1	0	2	0	1	3	1	1	1	3	1	1	1	0	0	1	1	0
Other brands	4	4	4	7	3	2	6	5	3	4	6	4	1	2	3	6	12	4	4	2	4	5	21	1	3	0
Don't know	5	6	4	5	5	7	3	5	6	5	4	5	7	5	4	10	4	6	2	6	6	11	5	5	5	0