

THE POWER OF TEA

Drinking tea may lead to a fuller life; American brilliance is alive and well.



While tea drinkers may differ over their love for orange spice or English breakfast, they can certainly agree on a thirst for adventure. A new survey by Tetley* finds that tea drinkers are more likely than those without a love for the beverage to try new things in their daily lives and beyond. Whether they're hopping on a plane to explore a new location, joining a club full of people they've never met, or even trying new restaurants on a regular basis, they find fulfillment in multiple interests, and satisfaction in relaxing over a hot cup of tea.

The survey also examined the state of brilliance in the U.S., finding that Americans view their country as being on par if not above average compared to the rest of the world in this respect; states in the Northeast and West seem to be leading the charge. Recent innovations like smartphones, hybrid cars, and even hair transplants top the list as the strongest signs of brilliance today.

**An online survey of nationally representative Americans; "non-tea drinkers" refers to Americans who never drink tea"; "tea drinkers" refers to Americans who drink tea less often than once a month or more often.*



BRANCHING OUT

Tea drinkers are more apt to take chances and try new things.

2

Tea drinkers are more likely to...*



Have traveled to a new location in the last 11 months
38% vs. 32%

Take a class to learn a new skill
47% vs. 30%



Join a club or team with strangers
19% vs. 14%

*Compared to non-tea drinkers

1

Thrill-Seekers. Americans who drink tea are more likely than non-tea drinkers (27% vs. 17%) to feel that it's important for them to be adventurous.

- *This is more of a priority for male than female tea drinkers (31% vs. 25%), 18-29-year-olds than those who are 30+ (43% vs. 23%), and parents than non-parents (31% vs. 26%).*

Globe-Trotters. More tea drinkers than those who never drink tea (43% vs. 38%) also say that traveling makes them happy.

- *Over two in five (45%) non-parents who drink tea feel this way, compared to 36 percent of those with children.*

Exploring New Places. It follows, then, that more drinkers than non-drinkers (69% vs. 62%) would be interested in traveling to a place that they've never visited before and more drinkers (38% vs. 32%) have done this just in the past 11 months!

- *More tea-drinking women than men (73% vs. 65%) would consider a trip to a location they've never been.*

Apt to Try New Activities. Tea drinkers are also more open than non-drinkers to taking a class to learn a new skill (47% vs. 30%) or joining a social club or sports team with strangers (19% vs. 14%).

- *A class to learn a new skill would be appealing to more women than men who drink tea (54% vs. 39%) and more parents than non-parents (53% vs. 45%).*



3

Daring When They Dine Out. Americans who love tea also tend to incorporate more adventure into their daily lives. For example, more tea drinkers than non-drinkers (31% vs. 18%) have eaten at a new restaurant in the past three weeks.

- *More 18-29-year-old tea drinkers than those who are 30+ (45% vs. 27%) have done this in the past three weeks.*

Brave with Beverages. More drinkers than non-drinkers (37% vs. 20%) have tried a brand new drink in the last three weeks.

- *This is more common among those who drink tea at least once a month (38%, vs. 34% of those who drink less often).*
- *More male than female (40% vs. 35%) and 18-29-year-old than 30+ (57% vs. 32%) tea drinkers have taken this recent action.*

Eager Eaters. Drinkers are also more likely than non-drinkers (42% vs. 27%) to have tried a new food they've never had before in the last three weeks.

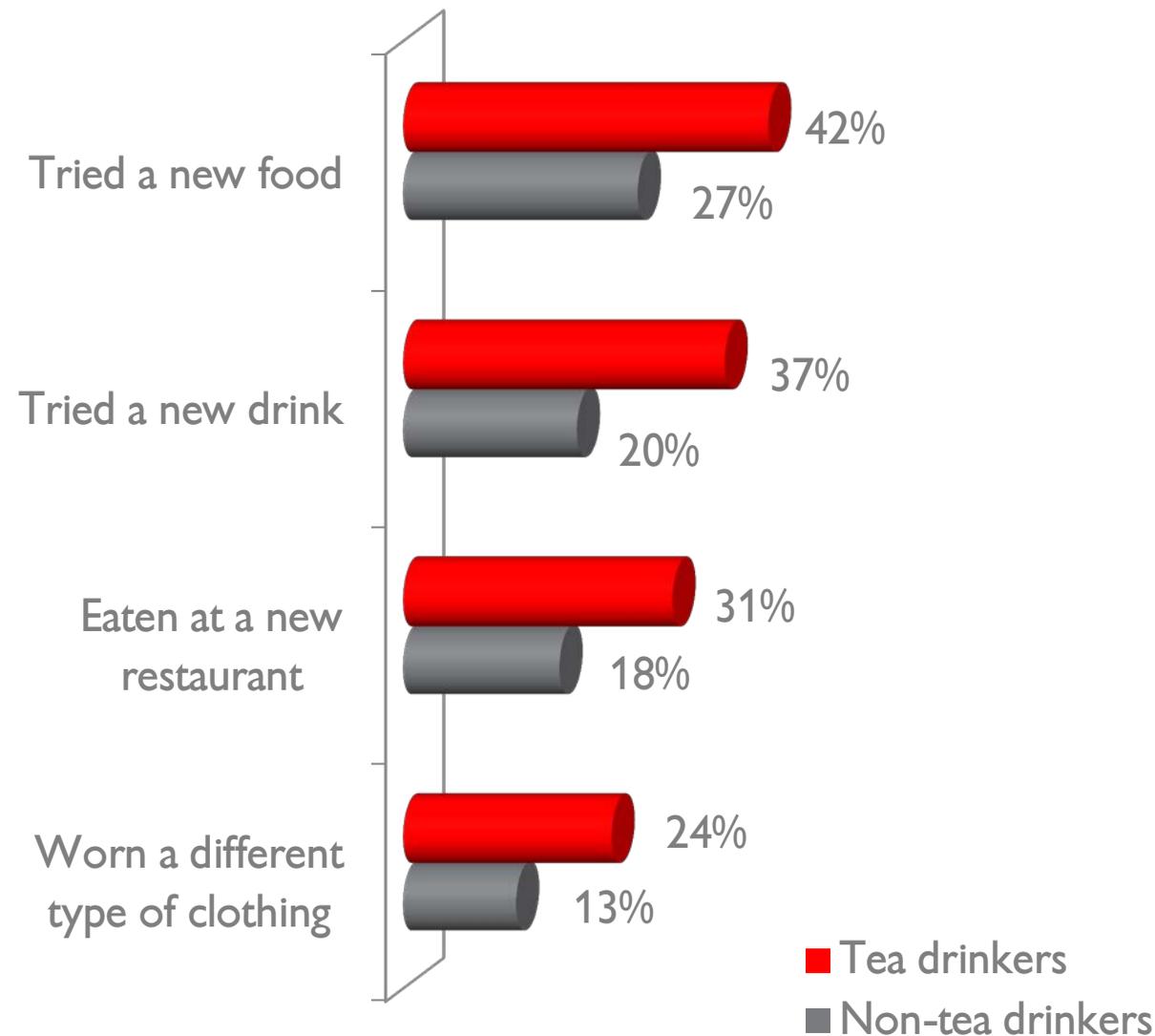
- *More tea-drinking parents than non-parents (54% vs. 37%) have eaten a brand new food this recently.*

Varying Their Wardrobes. More drinkers than non-drinkers (24% vs. 13%) have worn a piece of clothing that's not their typical style in the last three weeks.

- *Almost twice as many tea-drinking parents as non-parents (34% vs. 19%) have done this in the past three weeks.*

4

In the last three weeks, I have...



3

Hobbies are a bigger part of tea drinkers' lives*

It's important that I have many hobbies or interests
35% vs. 31%

I would be interested in a new hobby or activity
51% vs. 35%

I have tried a new hobby or activity in the last three weeks
21% vs. 8%

*Compared to non-tea drinkers

3

4

Open to New Experiences. It follows, then, that more tea drinkers than those who never drink tea (40% vs. 27%) say that trying new things makes them happy.

- *This outlook is shared by more monthly tea drinkers than those who have tea less often (42% vs. 31%).*
- *More female than male (43% vs. 36%) tea drinkers feel this way.*

Mixing it Up. Making time for hobbies also seems to be more popular among tea drinkers, as more of them (35% vs. 31%) say it's important that they have many interests.

- *Those who drink tea at least monthly are more likely to feel this way than less frequent tea drinkers (37% vs. 30%).*
- *This sentiment is stronger among 18-29-year-old tea drinkers than those who are 30+ (45% vs. 33%).*

Always Looking for More. Additionally, tea drinkers are more likely than their tea-averse counterparts (51% vs. 35%) to express interest in taking up a new hobby or activity.

- *This is a more exciting prospect for tea drinkers who are female (55%, vs. 46% of males) and parents (59%, vs. 47% of non-parents).*

Adding Activities. In fact, three times as many drinkers than non-drinkers (21% vs. 8%) have tried a new hobby in the last three weeks.

- *More 18-29-year-olds than 30+ tea drinkers (42% vs. 14%) have taken on a new hobby in the past three weeks.*

LIVING IT UP

Many Americans who drink tea have more satisfying lives than those who don't drink tea.

1

High Activity Levels. Tea drinkers are also more likely than non-drinkers (**83% vs. 72%**) to fit exercise into their lives. In fact, more drinkers than non-drinkers (**26% vs. 22%**) say that physical activity makes them happy.



2

83% of tea drinkers exercise, vs. **72%** of non-tea drinkers





3

Securing “Me Time.” Nine in ten (90%) of those who drink tea make a point of taking even a little bit of time for themselves each day, compared to 83 percent of non-drinkers.

- *Ninety-two percent of those who drink tea at least once a month also give themselves “me time” daily, compared to 83 percent of tea drinkers who don’t have this beverage monthly.*



4

A Calming Effect. Tea drinking also seems to put millions of Americans into a more tranquil state. More than half (53%) of tea drinkers report that the act of drinking tea usually makes them feel relaxed.

- *Far fewer tea drinkers say that they feel relaxed when drinking coffee (30%), water (30%), or juice (21%).*
- *More female than male tea drinkers (58% vs. 48%) say that tea relaxes them, as do more of those who drink tea at least monthly (56%, vs. 46% of drinkers who have tea less often).*

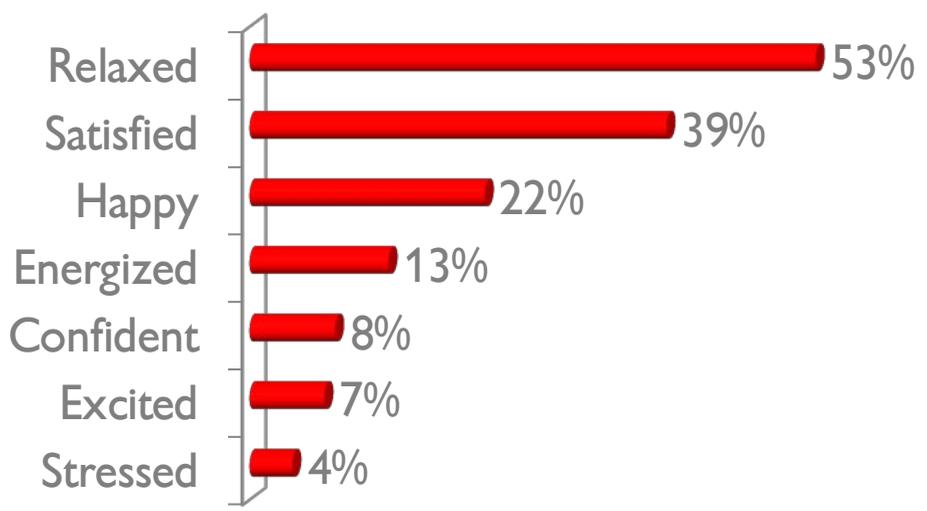
The Best Beverage. This is likely why almost three in ten (28%) tea drinkers reach for a cup of tea when they want to relax.

Fulfilling Drink. Almost four in ten (39%) drinkers also report that the act of drinking tea usually makes them feel satisfied. Fewer tea drinkers (32%) say that coffee satisfies them in the same way.

- *Four in ten (40%) drinkers who have tea at least monthly feel satisfied afterwards, vs. 34 percent of those who drink tea but less often than once a month.*

5

Drinking tea usually makes me feel...*



*Among tea drinkers



NATIONAL BRILLIANCE

People associate brilliance with intelligence and innovation.

1

Smarts Matter. Over half of the nation believes that a person’s brilliance is indicated by their education (58%) or career (52%). Standardized tests (43%) rate lower in the ability to measure brilliance.

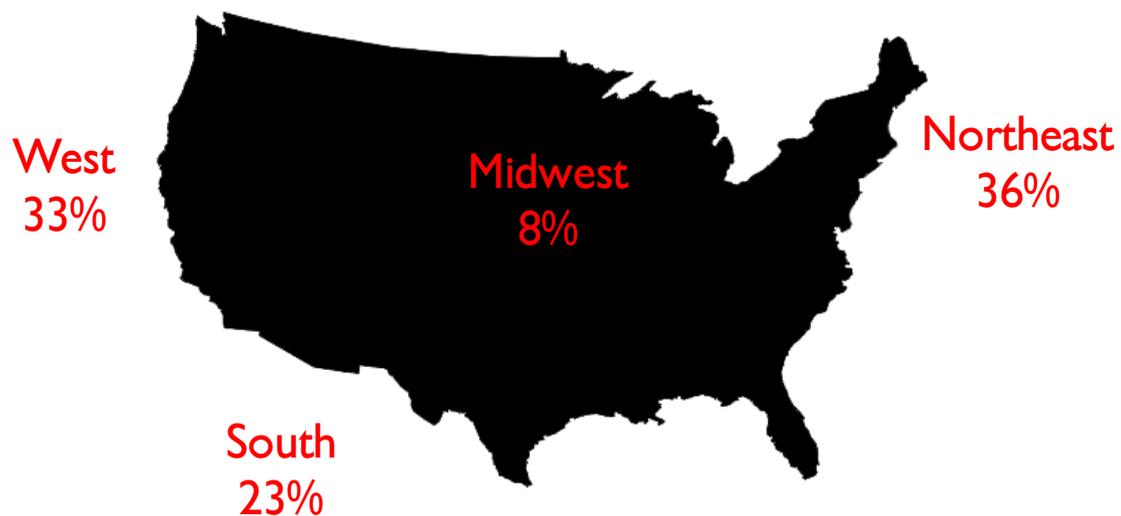
- *More Southerners than those in other regions (63% vs. 56%) to cite education as a marker of brilliance.*

Keeping Up Appearances. And we must be doing something right in this respect. Almost three in four (74%) Americans think that the U.S. is just as brilliant as, if not more brilliant than other countries across the globe.

- *More men than women (38% vs. 29%) believe that the U.S. is more brilliant than other nations.*

2

The most brilliant state is in the...



3

Center of Brilliance. Almost two in five Americans believe that states in the Northeast (36%) and the West (33%) are most connected to brilliance in this country, with California (20%) and New York (19%) coming in on top.

- *More men than women (37% vs. 29%) name states in the West as having the strongest association with brilliance, while more females than males (38% vs. 33%) say the same about states in the Northeast.*



3

The Best Gadget Around. For almost two in five (36%) Americans, smartphones are the most brilliant technological development in recent history, beating out other devices such as tablets (9%) and DVRs (6%).

- *Four in ten (40%) Americans 50 and older see the smartphone as the most brilliant recent piece of technology, vs. 33 percent of 18-49-year-olds.*
- *More Westerners than those in other regions (45% vs. 34%) feel this way about smartphones.*

Cutting-Edge Companies. It may come as no surprise, then, that smartphone makers Microsoft (64%) and Apple (62%) tie for brilliant brands, with online brands like Google (51%) and Amazon (47%) following.

4

The Road to Success. One in four (25%) believe that hybrid cars are the biggest recent reflection of brilliance in the automotive industry, especially in comparison to features like automatic parking (19%) and navigation systems (13%).

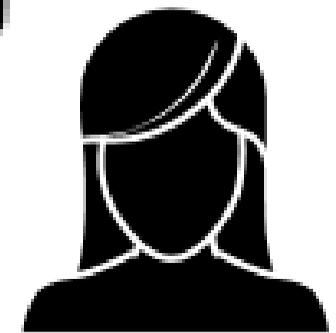
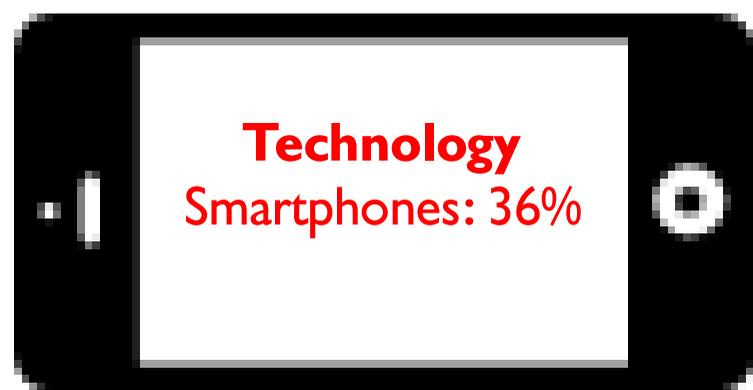
- *Nearly a third (32%) of Westerners feel this way about hybrid cars, compared to 23 percent of the rest of the nation.*

Looking Good. Advancements that make small but important tweaks to our appearance, such as hair transplants (27%), push-up bras (16%), Spanx (14%) and electrolysis (14%), are rated the most brilliant recent developments in the fashion/beauty world.

- *More women than men (20% vs. 8%) feel this way about Spanx, while more men than women (18% vs. 13%) feel that push-up bras are the most brilliant recent invention.*

5

The most brilliant recent developments in:



POPULARITY CONTEST

America chooses the nation's most brilliant public figures.

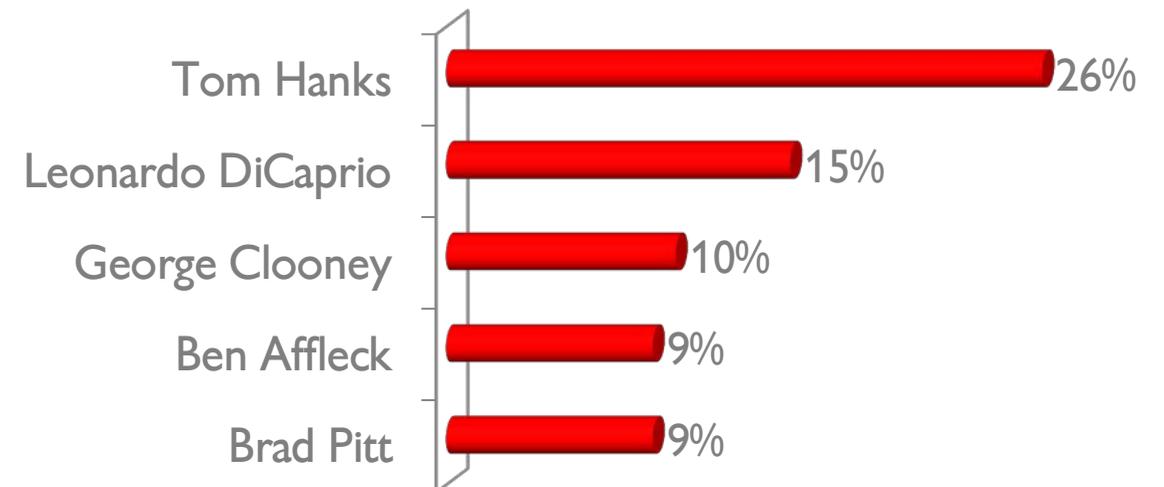
1

The Best Leading Men. Perennial favorites Tom Hanks (26%) and Leonardo DiCaprio (15%) come in first and second, respectively, as the most brilliant actors working today. Despite his recent casting as Batman, Ben Affleck (9%) is far less likely to earn this title.

- *Tom Hanks is favored by more men than women (29% vs. 24%), while more females than males choose Ben Affleck (11% vs. 5%) and George Clooney (12% vs. 8%).*
- *Almost a third (31%) of 50+ Americans feel this way about Tom Hanks, compared to 23 percent of their 18-49-year-old counterparts, while Leonardo DiCaprio is more popular among 18-29-year-olds than 30+ Americans (21% vs. 13%).*

2

The five most brilliant actors right now





3

Fine Females. One in three (33%) Americans feel that the revered Meryl Streep is the most brilliant actress right now; another 15 percent believe that recent Oscar winner Anne Hathaway also wins for most brilliant.

- *More women than men (38% vs. 27%) and more 50+ Americans than those who are 18-49 (49% vs. 21%) feel this way about Meryl Streep.*

Musical Merit. And in the music world, current chart-toppers Justin Timberlake (16%) and Taylor Swift (13%) rate as the most brilliant musicians. (A24)

5

Sporting Success. Two athletes with major wins in their respective sports this year, Serena Williams (23%) and LeBron James (15%), earn the vote for today's most brilliant athletes.

- *More women than men (31% vs. 15%) and more 50+ Americans than 18-49-year-olds (30% vs. 18%) see Serena Williams as the best example of brilliance in sports right now.*

Winning the Vote. The two most recent people to run for President on the Democratic ticket, Barack Obama (28%) and Hillary Clinton (24%), are voted the most brilliant politicians working today.

- *Almost twice as many women than men (30% vs. 16%) view Hillary Clinton this way.*

4

The most brilliant...

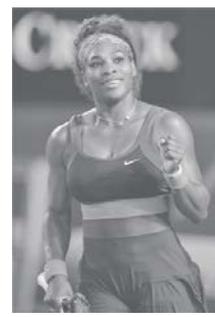
Actress
Meryl Streep
33%



Musician
Justin Timberlake
16%



Athlete
Serena Williams
23%



Politician
Barack Obama
28%





Margin of Error = +/- 3.1 Percent
Sample = 1,000 Nationally Representative Americans Ages 18 and Over

About The Survey The Tetley Tea Brilliance Survey was conducted between September 9th and September 16th, 2013 among 1,000 nationally representative Americans ages 18 and over, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

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