YouGov
What the world thinks

Milk/Healthy Eating
Fieldwork Dates: 19th - 22nd October 2018

Conducted by YouGov
On behalf of Editorial

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1237 adults. Fieldwork was undertaken between 19th - 22nd October 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Editorial
Milk/Heathly Eating
US_nat Sample: 19th - 22nd October 2018

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N

calimilk. Which ONE of the following is your MOST preferred milk?

	Total	Male A	Female B	18 to 34 C	35 to 54 D	55+ E	Northeast F	Midwest G	South H	West I	White J	Black K	Hispanic L	Other (NET) M	No HS, High school graduate N
Unweighted base	1237	556	681	365	379	493	222	267	464	284	808	164	166	99	460
Base: All US adults	1226	607	619	371	382	473	215	266	462	282	794	149	186	97	511
Dairy milk	64%	69% B	60%	58%	65%	69% C	63%	71% H	62%	64%	68% K.M	53%	64%	57% *	66%
Almond milk	12%	10%	15% A	16% E	13%	9%	14%	8%	15% G.I	10%	10%	20% J	15%	14% *	11%
Oat milk	1%	1%	0%	1%	1%	-	0%	0%	1%	0%	1%	-	-	2% *	-
Coconut milk	3%	3%	3%	3%	4% E	2%	2%	2%	4%	3%	3%	3%	4%	3% *	2%
Soy milk	3%	2%	3%	5% E	2%	2%	3%	3%	2%	5% H	3%	1%	0%	11% J.K.L*	2%
Rice milk	1%	1%	0%	2% E	1%	-	1%	1%	1%	1%	1%	-	2%	- *	0%
Pea milk	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	- *	0%
Other type of milk	4%	3%	4%	2%	4%	4%	4%	3%	3%	3%	3%	4%	5%	2% *	4%
Don't know/not sure	2%	2%	2%	4% E	2%	1%	3%	2%	3%	1%	2%	3%	3%	1% *	3%
Not applicable - I don't have a preferred milk	10%	9%	11%	8%	8%	13% C.D	9%	8%	10%	13%	10%	15% L	6%	10% *	12% P

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

caliagree_1. I prefer eating organic foods

	Total	Male A	Female B	18 to 34 C	35 to 54 D	55+ E	Northeast F	Midwest G	South H	West I	White J	Black K	Hispanic L	Other (NET) M	No HS, High school graduate N
Unweighted base	1237	556	681	365	379	493	222	267	464	284	808	164	166	99	460
Base: All US adults	1226	607	619	371	382	473	215	266	462	282	794	149	186	97	511
Strongly agree	13%	11%	15%	15% E	14%	10%	16%	12%	13%	12%	13%	16%	12%	12% *	9%
Somewhat agree	19%	19%	19%	23% E	18%	16%	20%	17%	19%	20%	19%	13%	22%	24% K*	15%
Neither agree nor disagree	30%	34% B	26%	31%	33%	27%	28%	30%	28%	34%	29%	36%	27%	27% *	29%
Somewhat disagree	12%	11%	13%	9%	10%	15% C.D	11%	14%	12%	11%	12%	12%	11%	14% *	12%
Strongly disagree	23%	23%	23%	18%	21%	28% C.D	21%	23%	25%	21%	24%	18%	20%	22% *	29% O.P.Q
Don't know/not sure	4%	3%	5%	4%	3%	3%	4%	5%	4%	2%	3%	5% J	8% *	2%	6% O.P.Q
Net: Agree	32%	30%	34%	38% E	32%	27%	36%	29%	32%	31%	32%	29%	34%	35% *	24%
Net: Disagree	35%	34%	35%	27%	32%	43% C.D	32%	37%	36%	33%	36%	30%	32%	36% *	41% P.Q

caliagree_2. I try to avoid eating gluten

	Total	Male A	Female B	18 to 34 C	35 to 54 D	55+ E	Northeast F	Midwest G	South H	West I	White J	Black K	Hispanic L	Other (NET) M	No HS, High school graduate N
Unweighted base	1237	556	681	365	379	493	222	267	464	284	808	164	166	99	460
Base: All US adults	1226	607	619	371	382	473	215	266	462	282	794	149	186	97	511
Strongly agree	7%	7%	8%	8%	7%	7%	10%	6%	7%	7%	7%	11%	8%	10% *	7%
Somewhat agree	10%	10%	9%	10%	12% E	7%	11% I	7%	13% G.I	5%	9%	15% J	8%	10% *	10%
Neither agree nor disagree	26%	27%	25%	26%	25%	27%	24%	21%	28%	30% G	24%	30%	36% J.M	22% *	30% P.Q

Editorial
Milk/Heathly Eating

US_nat Sample: 19th - 22nd October 2018

	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

calimilk. Which ONE of the following is your MOST preferred milk?

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Unweighted base	1237	418	232	127	607	24	133	49	356	68	316	921	485	324	258
Base: All US adults	1226	388	210	117	589	23	126	47	373	67	308	918	487	319	249
Dairy milk	64%	63%	64%	63%	69% T.V.W	51% **	59%	65% *	61%	52% *	64%	65%	62%	68% AC	70% Z.AC
Almond milk	12%	14%	13%	12%	10%	21% **	16% R	15% *	14%	20% R*	15%	12%	14%	12%	11%
Oat milk	1%	0% N	1%	2% N.O	1%	- **	1%	- *	0%	2% *	1%	0%	0%	0%	1%
Coconut milk	3%	4%	3%	2%	2%	4% **	3%	4% *	3%	6% *	5% Y	2%	3%	3%	4%
Soy milk	3%	2%	4%	7% N.O	3%	9% **	2%	4% *	3%	1% *	3%	3%	3%	2%	3%
Rice milk	1%	1%	1%	1%	1%	- **	-	- *	0%	- *	2% Y	0%	1%	-	1% AA
Pea milk	1%	0%	1%	-	0%	- **	-	- *	1%	4% R.T.V*	0%	1%	0%	1%	1%
Other type of milk	4%	2%	4%	5%	4%	- **	4%	2% *	3%	6% *	2%	4%	4%	3%	3%
Don't know/not sure	2%	3%	2%	-	1%	- **	3% R	2% *	5% R	3% *	1%	3%	3%	2%	1%
Not applicable - I don't have a preferred milk	10%	10%	7%	8%	10%	14% **	11%	8% *	11%	6% *	7%	11%	10%	9%	6%

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

caliagree_1. I prefer eating organic foods

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Unweighted base	1237	418	232	127	607	24	133	49	356	68	316	921	485	324	258
Base: All US adults	1226	388	210	117	589	23	126	47	373	67	308	918	487	319	249
Strongly agree	13%	12%	21% N.O	18% N	11%	11% **	13%	9% *	15%	17% *	15%	12%	13%	13%	15%
Somewhat agree	19%	20% N	23% N	26% N	17%	22% **	20%	19% *	21%	22% *	21%	18%	17%	20%	22%
Neither agree nor disagree	30%	30%	28%	32%	32% W	21% **	23%	27% *	32% W	19% *	28%	30%	29%	26%	33%
Somewhat disagree	12%	13%	12%	9%	14% V	21% **	9%	10% *	9%	15% *	10%	12%	11%	15%	11%
Strongly disagree	23%	21% P	14%	15%	23%	26% **	27%	31% *	20%	22% *	21%	23%	25% AB	24% AB	17%
Don't know/not sure	4%	3%	1%	-	3%	- **	8% R.V	4% *	3%	5% *	4%	3%	6% AA.AB	1%	2%
Net: Agree	32%	33% N	45% N.O	45% N.O	28%	33% **	33%	28% *	36% R	39% *	36%	31%	30%	33%	38% Z.AC
Net: Disagree	35%	35% P.Q	26%	23%	37% V	46% **	36%	41% *	29%	37% *	32%	36%	36% AB	39% AB	28%

caliagree_2. I try to avoid eating gluten

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Unweighted base	1237	418	232	127	607	24	133	49	356	68	316	921	485	324	258
Base: All US adults	1226	388	210	117	589	23	126	47	373	67	308	918	487	319	249
Strongly agree	7%	7%	9%	7%	8%	8% **	11%	4% *	6%	8% *	12% Y	6%	8%	6%	9%
Somewhat agree	10%	8%	11%	8%	9%	19% **	7%	10% *	10%	14% *	12%	9%	11%	8%	11%
Neither agree nor disagree	26%	26%	21%	19%	23%	21% **	28%	38% R.W*	31% R.W	18% *	24%	27%	27% AB	24%	20%

Editorial
Milk/Heathly Eating
US_nat Sample: 19th - 22nd October 2018

	Total	Prefer not to say
		AC

calimilk. Which ONE of the following is your MOST preferred milk?

	Total	Prefer not to say
Unweighted base	1237	170
Base: All US adults	1226	170
Dairy milk	64%	58%
Almond milk	12%	12%
Oat milk	1%	-
Coconut milk	3%	1%
Soy milk	3%	4%
Rice milk	1%	1%
Pea milk	1%	-
Other type of milk	4%	4%
Don't know/not sure	2%	3%
Not applicable - I don't have a preferred milk	10%	18% Z.AA.AB

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

caliagree_1. I prefer eating organic foods

	Total	Prefer not to say
Unweighted base	1237	170
Base: All US adults	1226	170
Strongly agree	13%	10%
Somewhat agree	19%	17%
Neither agree nor disagree	30%	36% AA
Somewhat disagree	12%	9%
Strongly disagree	23%	23%
Don't know/not sure	4%	4%
Net: Agree	32%	28%
Net: Disagree	35%	32%

caliagree_2. I try to avoid eating gluten

	Total	Prefer not to say
Unweighted base	1237	170
Base: All US adults	1226	170
Strongly agree	7%	6%
Somewhat agree	10%	7%
Neither agree nor disagree	26%	37% Z.AA.AB

Editorial
Milk/Heathly Eating

US_nat Sample: 19th - 22nd October 2018

	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Somewhat disagree	14%	14%	14%	11%	14%	16%	14%	15%	14%	13%	15%	13%	12%	14% *	13%
Strongly disagree	38%	38%	38%	38%	39%	38%	36%	45% H	33%	43% H	42% K.L	25%	30%	42% K*	33%
Don't know/not sure	5%	4%	6%	6%	3%	5%	4%	7% I	5%	2% I	4%	7%	7%	2% *	7% P.Q
Net: Agree	17%	17%	17%	18%	19%	14%	21% G.I	13%	20% G.I	12%	15%	26% J.L	16%	20% *	17%
Net: Disagree	52%	52%	52%	49%	53%	54%	50%	59% H	47%	56% H	57% K.L	38%	41%	56% K.L*	46%

caliagree_3. I probably eat more healthily than most people

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1237	556	681	365	379	493	222	267	464	284	808	164	166	99	460
Base: All US adults	1226	607	619	371	382	473	215	266	462	282	794	149	186	97	511
Strongly agree	10%	11%	10%	10%	10%	11%	10%	9%	11%	10%	11%	11%	8%	11% *	9%
Somewhat agree	25%	26%	24%	19%	28% C	28% C	23%	20%	25%	31% G	26%	22%	25%	26% *	18%
Neither agree nor disagree	29%	29%	29%	28%	28%	30%	30%	29%	28%	30%	28%	31%	33%	28% *	32% P.Q
Somewhat disagree	19%	19%	18%	21%	15%	20%	19%	25% H.I	16%	18%	20%	14%	15%	20% *	18%
Strongly disagree	15%	14%	16%	17% E	17% E	11%	15% I	15% I	18% I	9%	14%	19%	16%	13% *	19% P.Q
Don't know/not sure	2%	2%	3%	4% E	2%	1%	2%	3%	2%	2%	1%	3%	4% J	2% *	4% O.P
Net: Agree	35%	37%	34%	30%	37% C	39% C	34%	29%	37% G	42% G	37%	33%	32%	37% *	27%
Net: Disagree	34%	33%	34%	38% E	32%	31%	34%	40% I	33%	27%	34%	33%	31%	33% *	37% P.Q

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*))

Editorial
Milk/Heathly Eating

US_nat Sample: 19th - 22nd October 2018

	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Somewhat disagree	14%	14%	18%	13%	16% V	25% **	14%	14% *	10%	13% *	10%	15% X	15%	12%	16%
Strongly disagree	38%	40% N	39%	51% N.O.P	39%	22% **	33%	32% *	39%	40% *	39%	38%	32%	47% Z.AC	42% Z
Don't know/not sure	5%	4%	2%	2%	4%	5% **	6%	2% *	5%	7% *	4%	5%	7% AA.AB	2%	3%
Net: Agree	17%	16%	20%	16%	17%	27% **	18%	14% *	15%	22% *	23% Y	15%	19%	14%	20%
Net: Disagree	52%	54% N	57% N	63% N	55%	47% **	47%	46% *	49%	53% *	49%	53%	47%	59% Z.AC	58% Z.AC

caliagree_3. I probably eat more healthily than most people

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	1237	418	232	127	607	24	133	49	356	68	316	921	485	324	258
Base: All US adults	1226	388	210	117	589	23	126	47	373	67	308	918	487	319	249
Strongly agree	10%	7% N.O	16% N.O	17%	11%	8% **	15% V	13% *	8%	12% *	11%	10%	9%	11%	14% Z
Somewhat agree	25%	23% N.O	39% N.O	37%	29% V	17% **	23%	20% *	21%	24% *	29%	24%	21%	26%	32% Z
Neither agree nor disagree	29%	32% P	20%	22%	31% T	33% **	18%	33% T*	30% T	25% *	25%	30%	27%	29%	29%
Somewhat disagree	19%	23% P	14%	15%	16%	19% **	24% R	18% *	21%	18% *	15%	20%	22%	18%	16%
Strongly disagree	15%	14% Q	10%	6%	11%	22% **	18% R	16% *	18% R	18% *	18% Y	14%	19% AB	16% AB	8%
Don't know/not sure	2%	1%	-	1%	2%	- **	3%	- *	3%	3% *	3%	2%	3%	1%	1%
Net: Agree	35%	30% N.O	55% N.O	55%	40% V	25% **	37%	33% *	29%	36% *	40%	34%	30%	37% Z	47% Z.AA.AC
Net: Disagree	34%	37% P.Q	25%	22%	28%	41% **	42% R	34% *	39% R	36% *	33%	34%	40% AB.AC	33% AB	24%

Cell Contents (Col

![YouGov - What the world thinks]

	Total	Prefer not to say
Somewhat disagree	14%	11%
Strongly disagree	38%	33%
Don't know/not sure	5%	6% AA
Net: Agree	17%	13%
Net: Disagree	52%	44%

caliagree_3. I probably eat more healthily than most people

	Total	Prefer not to say
Unweighted base	1237	170
Base: All US adults	1226	170
Strongly agree	10%	9%
Somewhat agree	25%	24%
Neither agree nor disagree	29%	33%
Somewhat disagree	19%	16%
Strongly disagree	15%	12%
Don't know/not sure	2%	6% AA.AB
Net: Agree	35%	34%
Net: Disagree	34%	28%

Cell Contents (Col