

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.

US_nat Sample: 19th - 22nd October 2018

Calimilik. Which ONE of the following is your MOST preferred milk?	er		Age			Regi	on						
Calimilk Which ONE of the following is your MOST preferred milk? 1237 556	Female 18 to 3		18 to 34 35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduat
### Base: All US adults 1226 607	в с		C D	E	F	G	н	ı	J	К	L	М	N
Unweighted base 1237 556 607		the following is your MOST preferred		Milk/Healthy									
Base: All US adults	681 365	Hamilahted been	365 379	Eating 493	222	267	464	284	808	164	166	99	460
Dairy milk	619 371			493	215	266	462	282	794	149	186	97	511
Almond milk 12% 10% Oat milk 11% 11% Coconut milk 3% 3% 3% Soy milk 3% 2% Rice milk 11% 11% Pea milk 11% 00% Other type of milk 4% 3% Don't know/not sure 2% 2% Not applicable - I don't have a preferred milk 10% 9% To what extent do you agree or disagree with each of the ollowing statements? Please select one option on each row. saliagree_1. I prefer eating organic foods Unweighted base Base: All US adults 1226 607 Strongly agree 13% 11% Neither agree nor disagree 30% 34% Neither agree nor disagree 23% 23% Don't know/not sure 4% 3% Net: Agree 32% 30% Net: Disagree 35% 34% Plase: All US adults 1226 507 Strongly disagree 23% 30% Net: Disagree 35% 34% Purweighted base 32% 30% Net: Disagree 35% 34% Plase: All US adults 1226 607 Net: Disagree 35% 34% Plase: All US adults 1226 607 Net: Disagree 35% 34%	60% 58%			69%	63%	71%	62%	64%	68%	53%	64%	57%	66%
Oat milk				С		н			K.M			*	
Coconut milk 3% 3% 3%	15% 16% A E	Almond milk	16% 13%	9%	14%	8%	15% G.I	10%	10%	20% J	15%	14%	11%
Soy milk 3% 2% Rice milk 1% 1% 1% 1% 1% 1% 1% 0% 0	0% 1%	Oat milk		-	0%	0%	1%	0%	1%	-	-	2%	-
Rice milk	3% 3%	Coconut milk	3% 4%	2%	2%	2%	4%	3%	3%	3%	4%	* 3%	2%
Rice milk			E									*	
Pea milk	3% 5% E	Soy milk		2%	3%	3%	2%	5% H	3%	1%	0%	11% J.K.L*	2%
Other type of milk	0% 2% E	Rice milk		-	1%	1%	1%	1%	1%	-	2%	-	0%
Don't know/not sure 2% 2%	1% 1%	Pea milk		0%	1%	1%	0%	0%	0%	1%	1%	-	0%
Not applicable - I don't have a preferred milk	4% 2%	Other type of milk	2% 4%	4%	4%	3%	3%	3%	3%	4%	5%	2%	4%
o what extent do you agree or disagree with each of the oblowing statements? Please select one option on each row. Somewhat agree	2% 4%	Don't know/not sure		1%	3%	2%	3%	1%	2%	3%	3%	1%	3%
Dillowing statements? Please select one option on each row. 237 556	11% E	Not applicable - I don't have a preferred milk		13% C.D	9%	8%	10%	13%	10%	15%	6%	10%	12% P
Base: All US adults 1226 607 Strongly agree 13% 11% Somewhat agree 19% 19% Neither agree nor disagree 30% 34% B	004	ng organic foods	005	100	000	207	40.4	204	000	404	100		400
Strongly agree 13% 11% Somewhat agree 19% 19% Neither agree nor disagree 30% 34% B	681 365 619 371			493 473	222 215	267 266	464 462	284 282	808 794	164 149	166 186	99	460 511
Somewhat agree 19% 19% Neither agree nor disagree 30% 34% B			15% 14%	10%	16%	12%	13%	12%	13%	16%	12%	12%	9%
Neither agree nor disagree 30% 34% B	E		E									*	
B	19% 23% E	Somewhat agree		16%	20%	17%	19%	20%	19%	13%	22%	24% K*	15%
Somewhat disagree 12% 11% Strongly disagree 23% 23% Don't know/not sure 4% 3% Net: Agree 32% 30% Net: Disagree 35% 34% alliagree_2. I try to avoid eating gluten	26% 31%	Neither agree nor disagree	31% 33%	27%	28%	30%	28%	34%	29%	36%	27%	27%	29%
Don't know/not sure	13% 9%	Somewhat disagree	9% 10%	15% C.D	11%	14%	12%	11%	12%	12%	11%	14%	12%
Net: Agree 32% 30% Net: Disagree 35% 34% alliagree_2. I try to avoid eating gluten	23% 18%	Strongly disagree	18% 21%	28%	21%	23%	25%	21%	24%	18%	20%	22%	29%
Net: Disagree 35% 34% aliagree_2. I try to avoid eating gluten Unweighted base 1237 556 Base: All US adults 1226 607	5% 4%	Don't know/not sure	4% 3%	C.D 3%	4%	5%	4%	2%	3%	5%	8%	2%	O.P.Q 6%
aliagree_2. I try to avoid eating gluten Unweighted base 1237 556 Base: All US adults 1226 607	34% 38%	Net: Agree	38% 32%	27%	36%	29%	32%	31%	32%	29%	J 34%	* 35%	O.P.Q 24%
aliagree_2.1 try to avoid eating gluten Unweighted base 1237 556 Base: All US adults 1226 607	E	-		43%	32%	37%	36%	33%	36%	30%	32%	* 36%	41%
Unweighted base 1237 556 Base: All US adults 1226 607	3070 2176		2.70	C.D	52/6	J. /6	50/6	55.76	50/6	5576	JZ /6	*	P.Q
Base: All US adults 1226 607													
	681 365 619 371			493 473	222 215	267 266	464 462	284 282	808 794	164 149	166 186	99	460 511
	8% 8%	Strongly agree		7%	10%	6%	462 7%	7%	794	149	186	10%	7%
												*	
Somewhat agree 10% 10%	9% 10%		E	7%	11% I	7%	13% G.I	5%	9%	15% J	8%	10%	10%
Neither agree nor disagree 26% 27%	25% 26%	Neither agree nor disagree	26% 25%	27%	24%	21%	28%	30% G	24%	30%	36% J.M	22%	30% P.Q

US_nat Sample: 19th - 22nd October 2018

What the world thinks	Education				Marital Status			Children under the age of 18		Income					
	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+
		0	Р	Q	R	s	т	U	٧	w	Х	Y	z	AA	AB
calimilk. Which ONE of the following is your MOST preferred															
milk?															
Unweighted base	1237	418	232	127	607	24	133	49 47	356	68 67	316	921	485	324	258
Base: All US adults	1226 64%	388 63%	210 64%	117 63%	589 69%	23 51%	126 59%	65%	373 61%	52%	308 64%	918 65%	487 62%	319 68%	249 70%
Dairy milk	64%	63%	64%	63%	7.V.W	31%	59%	00% *	61%	52%	04%	65%	62%	AC	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%	1% N	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 1.1 prefer eating organic foods															
Unweighted base	1237	418	232	127	607	24	133	49	356	68	240				
Base: All US adults	1226	388	210								310	921	485	324	258
Strongly agree	13%			11/	589	23		47	373		316 308	921 918	485 487	324 319	258 249
		12%	21% N.O	117 18% N	589 11%	23 11% **	126 13%	47 9% *	373 15%	67 17% *	308 15%	921 918 12%	485 487 13%	324 319 13%	258 249 15%
Somewhat agree	19%	12%	21% N.O 23%	18% N 26%		11%	126	9%		67 17%	308	918	487	319	249
Somewhat agree Neither agree nor disagree	19%	12%	21% N.O	18% N	11%	11% ** 22%	126 13%	9% * 19%	15%	67 17% * 22%	308 15%	918 12%	487 13%	319 13%	249 15%
		12% 20% N	21% N.O 23% N	18% N 26% N	11% 17% 32%	11% ** 22% ** 21%	126 13% 20%	9% * 19% * 27%	15% 21% 32%	67 17% • 22% •	308 15% 21%	918 12% 18%	487 13% 17%	319 13% 20%	249 15% 22%
Neither agree nor disagree	30%	12% 20% N 30%	21% N.O 23% N 28%	18% N 26% N 32%	11% 17% 32% W 14%	11% 22% 21% 21%	126 13% 20% 23%	9% * 19% * 27% * 10%	15% 21% 32% W	67 17% * 22% * 19% *	308 15% 21% 28%	918 12% 18% 30%	487 13% 17% 29%	319 13% 20% 26%	249 15% 22% 33%
Neither agree nor disagree Somewhat disagree	30% 12%	12% 20% N 30% 13%	21% N.O 23% N 28%	18% N 26% N 32%	11% 17% 32% W 14% V	11% 22% 21% 21% 26%	126 13% 20% 23% 9%	9%	15% 21% 32% W 9%	67 17% • 22% • 19% • 15% •	308 15% 21% 28% 10%	918 12% 18% 30%	487 13% 17% 29% 11%	319 13% 20% 26% 15%	249 15% 22% 33% 11%
Neither agree nor disagree Somewhat disagree Strongly disagree	30% 12% 23%	12% 20% N 30% 13%	21% N.O 23% N 28% 12%	18% N 26% N 32% 9%	11% 17% 32% W 14% V 23%	11% 22% 21% 21% 26%	126 13% 20% 23% 9% 27% 8%	9% 19% 27% 10% 31%	15% 21% 32% W 9% 20%	67 17% - 22% - 19% - 15% -	308 15% 21% 28% 10% 21%	918 12% 18% 30% 12% 23%	487 13% 17% 29% 11% 25% AB 6%	319 13% 20% 26% 15% 24% AB	249 15% 22% 33% 11%
Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/not sure	30% 12% 23% 4%	12% 20% N 30% 13% 21% P 3% 33%	21% N.O 23% N 28% 12% 14%	18% N 26% N 32% 9% 15%	11% 17% 32% W 14% V 23% 3%	11% 22% 21% 21% 26% 33%	126 13% 20% 23% 9% 27% 8% R.V	9% . 19% . 27% . 10% . 31% . 4% .	15% 21% 32% W 9% 20% 3% 36%	67 17% • 22% • 19% • 15% • 22% • 5%	308 15% 21% 28% 10% 21% 4%	918 12% 18% 30% 12% 23% 3%	487 13% 17% 29% 11% 25% AB 6% AAAB	319 13% 20% 26% 15% 24% AB 1%	249 15% 22% 33% 11% 17% 2% 38%
Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/not sure Net: Agree Net: Disagree	30% 12% 23% 4% 32%	12% 20% N 30% 13% 21% P 3% N 33% N 35%	21% N.O 23% N 28% 12% 14% 14% 1%	18% N 26% N 32% 9% 15%	11% 17% 32% W 14% V 23% 3% 3% 28%	11% 22% 21% 21% 26% 33% 46%	126 13% 20% 23% 9% 27% 8% R.V 33%	9% . 19% . 27% . 10% . 31% . 4% .	15% 21% 32% W 9% 20% 3% 36% R	67 17% 22% 19% 15% 22% 5% 5% 39%	308 15% 21% 28% 10% 21% 4% 36%	918 12% 18% 30% 12% 23% 3% 31%	487 13% 17% 29% 11% 25% AB 6% AAAB 30%	319 13% 20% 26% 15% 24% AB 1% 33%	249 15% 22% 33% 11% 17% 2% 38% Z.AC
Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/not sure Net: Agree Net: Disagree	30% 12% 23% 4% 32%	12% 20% N 30% 13% 21% P 3% N 33% N 35%	21% N.O 23% N 28% 12% 14% 14% 1%	18% N 26% N 32% 9% 15%	11% 17% 32% W 14% V 23% 3% 3% 28%	11% 22% 21% 21% 26% 33% 46%	126 13% 20% 23% 9% 27% 8% R.V 33%	9% . 19% . 27% . 10% . 31% . 4% .	15% 21% 32% W 9% 20% 3% 36% R	67 17% 22% 19% 15% 22% 5% 5% 39%	308 15% 21% 28% 10% 21% 4% 36%	918 12% 18% 30% 12% 23% 3% 31%	487 13% 17% 29% 11% 25% AB 6% AAAB 30%	319 13% 20% 26% 15% 24% AB 1% 33%	249 15% 22% 33% 11% 17% 2% 38% Z.AC
Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/not sure Net: Agree Net: Disagree	30% 12% 23% 4% 32% 35%	12% 20% N 30% 13% 21% P 3% N 33% N 35% P-Q	21% N.O 23% N 28% 12% 14% 1% 45% N.O 26%	18% N 26% N 32% 9% 15% - 45% N.O 23%	11% 17% 32% W 14% V 23% 3% 28%	11% 22% 21% 21% 26% 33% 46%	126 13% 20% 23% 9% 27% 8% R.V 33% 36%	9% - 19% - 27% - 10% - 31% - 4% - 28% - 11%	15% 21% 32% W 9% 20% 3% 36% R 29%	67 17% - 22% - 19% - 15% - 22% - 5% - 39% -	308 15% 21% 28% 10% 21% 4% 36% 32%	918 12% 18% 30% 12% 23% 33% 31% 36%	487 13% 17% 29% 11% 25% AB 6% AAAB 30% 36% AB	319 13% 20% 26% 15% 24% AB 1% 33% 39% AB	249 15% 22% 33% 11% 17% 2% 38% Z.AC 28%
Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/not sure Net: Agree Net: Disagree callagree_2. I try to avoid eating gluten Unweighted base	30% 12% 23% 4% 32% 35%	12% 20% N 30% 13% 21% P 3% N 33% N 35% P.Q	21% N.O 23% N 28% 12% 14% 14% 1% 45% N.O 26%	18% N 26% N 32% 9% 15% - 45% N.O 23%	11% 17% 32% W 14% V 23% 3% 28% V 607	11% 22% 21% 21% 26% 33% 46%	126 13% 20% 23% 9% 27% 8% R.V 33% 36%	9% . 19% . 27% . 10% . 31% . 4% . 28% .	15% 21% 32% W 9% 20% 3% 36% R 29%	67 17% • 22% • 19% • 15% • 22% • 5% • 39%	308 15% 21% 28% 10% 21% 4% 36% 32%	918 12% 18% 30% 12% 23% 33% 31% 36%	487 13% 17% 29% 11% 25% AB 6% AA AB 30% AB	319 13% 20% 26% 15% 24% AB 1% 33% 39% AB	249 15% 22% 33% 11% 17% 2% 38% Z.AC 28%
Neither agree nor disagree Somewhat disagree Strongly disagree Don't know/not sure Net: Agree Net: Disagree callagree_2. I try to avoid eating gluten Unweighted base Base: All US adults	30% 12% 23% 4% 32% 35%	12% 20% N 30% 13% 21% P 3% N 35% P-Q	21% N.O 23% N 28% 12% 14% 14% 1% 45% N.O 26%	18% N 26% N 32% 9% 15% - 45% N.O 23%	11% 17% 32% W 14% V 23% 3% 28% V	11% 22% 21% 21% 26% 33% 46% 24 23 8%	126 13% 20% 23% 9% 27% 8% R.V 33% 36%	9% - 19% - 27% - 10% 31% - 4% - 48% - 41% - 49 47	15% 21% 32% W 9% 20% 3% 36% R 29%	67 17% . 22% . 19% . 15% . 22% . 5% . 39% .	308 15% 21% 28% 10% 21% 4% 36% 32%	918 12% 18% 30% 12% 23% 3% 31% 36%	487 13% 17% 29% 11% 25% AB 6% AAAB 30% 36% AB	319 13% 20% 26% 15% 24% AB 1% 33% AB	249 15% 22% 33% 11% 17% 2% 38% ZAC 28%

US_nat Sample: 19th - 22nd October 2018



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
agree or disagree with each of the		

To what extent do you agree or disagree with each of the following statements? Please select one option on each row. caliagree_1.1 prefer eating organic foods

i		
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

l		
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

US_nat Sample: 19th - 22nd October 2018



YouGov [°] What the world thinks		Ge	ender	Age			Region				Race					
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	
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% I	2%	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																
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	

US_nat Sample: 19th - 22nd October 2018



OUGOV Vhat the world thinks		Educat	ion			Marital Status						er the age of 18	Income		
	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+
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
agree_3. I probably eat more healthily than most people															
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%	16% N.O	17% N.O	11%	8%	15% V	13%	8%	12%	11%	10%	9%	11%	14% Z
Somewhat agree	25%	23%	39% N.O	37% N.O	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%	55% N.O	55% N.O	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

US_nat Sample: 19th - 22nd October 2018



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

caliagree_3. I probably eat more healthily than most people

lly than most people		
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