

## YouGov SixthSense Survey Results

Sample Size: 2271

Fieldwork: 30th March - 1st April 2010

	Gender		Social Grade		Region								
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	2271	1139	1132	1109	1162	535	337	501	225	231	144	238	60
All UK adults	2271	1104	1167	1249	1022	543	366	502	211	282	111	191	66

Please indicate whether you agree or disagree with the following statements.

### Dairy products are natural so aren't too bad for me

Strongly agree	14%	15%	14%	14%	15%	11%	14%	16%	15%	15%	14%	16%	15%
Agree	50%	53%	48%	51%	49%	54%	57%	48%	49%	44%	50%	46%	44%
Neither agree not disagree	23%	22%	24%	21%	25%	22%	22%	24%	20%	27%	26%	21%	26%
Disagree	11%	10%	12%	12%	10%	11%	6%	10%	17%	12%	9%	14%	15%
Strongly disagree	2%	1%	2%	2%	1%	3%	1%	1%	0%	1%	1%	3%	-

### I try to restrict my dairy intake because it impacts on my cholesterol levels

Strongly agree	4%	3%	5%	3%	5%	4%	4%	4%	7%	4%	3%	5%	1%
Agree	22%	21%	24%	23%	22%	23%	20%	24%	22%	18%	18%	28%	28%
Neither agree not disagree	34%	36%	33%	34%	35%	36%	38%	32%	33%	38%	31%	30%	24%
Disagree	32%	32%	31%	33%	30%	28%	33%	30%	30%	35%	38%	34%	40%
Strongly disagree	8%	9%	7%	8%	8%	9%	5%	11%	8%	5%	10%	3%	6%

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**Dairy products are good for children**

Strongly agree	20%	17%	23%	21%	20%	20%	21%	22%	20%	18%	18%	16%	29%
Agree	62%	60%	63%	63%	60%	65%	60%	60%	64%	58%	62%	67%	51%
Neither agree not disagree	15%	20%	11%	13%	18%	12%	15%	15%	15%	22%	17%	14%	16%
Disagree	2%	2%	2%	2%	2%	2%	3%	1%	1%	2%	2%	3%	3%
Strongly disagree	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	0%	-

**Which of the following words or phrases would you normally associate with milk? Please choose all that apply.**

Comforting	30%	27%	32%	32%	27%	30%	31%	28%	31%	32%	31%	26%	33%
Traditional	56%	54%	57%	55%	56%	59%	57%	57%	52%	48%	47%	58%	59%
Healthy	59%	59%	58%	60%	57%	59%	63%	57%	60%	53%	54%	59%	75%
Fattening	10%	11%	10%	10%	11%	11%	8%	10%	10%	13%	9%	13%	10%
Refreshing	33%	40%	27%	31%	36%	33%	30%	34%	34%	33%	31%	43%	35%
Nutritious	65%	62%	69%	68%	62%	67%	66%	66%	63%	64%	64%	62%	66%
Natural	60%	62%	59%	61%	59%	61%	65%	64%	63%	53%	52%	53%	54%
Filling	16%	13%	18%	15%	17%	16%	16%	13%	18%	17%	16%	18%	13%
Essential	34%	30%	38%	35%	33%	34%	38%	33%	38%	30%	32%	26%	46%
Pure	26%	25%	26%	25%	27%	25%	25%	23%	31%	26%	25%	27%	36%
Fresh	58%	58%	59%	57%	60%	61%	59%	54%	61%	55%	56%	60%	70%
Childhood	29%	24%	33%	27%	30%	31%	30%	25%	33%	26%	26%	27%	44%
None of these	4%	4%	3%	4%	3%	3%	3%	2%	6%	5%	8%	3%	2%

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Which of the following words or phrases, if any, would you normally associate with cream?

Traditional	38%	40%	35%	37%	38%	38%	38%	39%	38%	39%	31%	37%	33%
Christmas	50%	46%	53%	51%	48%	47%	49%	53%	55%	45%	43%	51%	53%
Healthy	4%	5%	3%	4%	4%	5%	4%	4%	3%	4%	1%	3%	8%
Fattening	66%	60%	71%	68%	63%	68%	65%	65%	62%	62%	67%	66%	73%
Natural	23%	28%	18%	23%	22%	22%	25%	25%	20%	24%	22%	20%	21%
Indulgent	59%	52%	66%	63%	54%	60%	64%	56%	59%	58%	61%	54%	59%
Rich	53%	52%	55%	53%	54%	54%	57%	51%	56%	54%	53%	45%	58%
Expensive	8%	8%	7%	7%	8%	8%	8%	7%	11%	4%	10%	6%	6%
Pure	13%	14%	11%	12%	13%	12%	12%	14%	16%	12%	12%	10%	16%
Fresh	29%	33%	25%	27%	31%	31%	28%	29%	30%	26%	26%	25%	41%
Versatile	24%	20%	28%	25%	23%	24%	22%	25%	23%	23%	24%	26%	30%
Other	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	2%	1%	-
None of these	4%	5%	3%	4%	5%	4%	3%	4%	5%	6%	7%	5%	-

Which of the following words or phrases, if any, would you normally associate with yoghurt?

Healthy	71%	67%	74%	72%	69%	71%	72%	72%	75%	64%	61%	71%	77%
Fattening	5%	5%	4%	4%	6%	4%	4%	4%	7%	4%	4%	4%	18%
Indulgent	8%	10%	7%	7%	11%	7%	12%	6%	7%	11%	8%	9%	8%
Refreshing	31%	31%	32%	31%	32%	35%	31%	29%	31%	28%	32%	32%	36%
Nutritious	47%	44%	51%	49%	46%	46%	51%	46%	49%	45%	47%	47%	47%
Natural	44%	45%	43%	45%	44%	45%	47%	45%	46%	40%	45%	39%	41%
Convenient	46%	36%	55%	48%	43%	46%	47%	47%	46%	42%	40%	44%	63%
Pure	10%	11%	10%	10%	11%	9%	9%	10%	10%	17%	8%	9%	14%
Fresh	25%	25%	26%	24%	27%	26%	25%	24%	25%	27%	24%	24%	31%
Filling	9%	7%	11%	8%	11%	7%	11%	8%	10%	8%	15%	11%	15%
For children	20%	17%	22%	16%	24%	18%	21%	19%	21%	21%	15%	24%	22%
None of these	8%	10%	6%	8%	8%	8%	8%	7%	6%	10%	12%	8%	-

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Which of the following words or phrases, if any, would you normally associate with cheese?

Traditional	59%	62%	57%	60%	59%	61%	60%	60%	59%	55%	57%	57%	69%
Fattening	57%	50%	64%	60%	54%	59%	58%	55%	57%	61%	60%	54%	57%
Natural	42%	46%	38%	44%	39%	43%	43%	44%	38%	41%	33%	40%	45%
Indulgent	18%	16%	19%	17%	19%	17%	19%	15%	16%	22%	21%	18%	22%
Rich	23%	23%	24%	21%	26%	23%	21%	21%	22%	34%	22%	20%	28%
Expensive	15%	16%	14%	12%	19%	17%	19%	14%	17%	11%	16%	13%	13%
Tasty	74%	72%	77%	77%	71%	76%	72%	77%	74%	69%	70%	74%	80%
Versatile	50%	45%	55%	54%	45%	50%	52%	51%	50%	46%	53%	49%	45%
For children	13%	11%	16%	13%	14%	14%	14%	11%	17%	13%	11%	15%	13%
None of these	4%	5%	3%	3%	5%	4%	4%	3%	4%	4%	8%	4%	-