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4. Products Associated with Dairy Milk - Not Associated with Dairy Milk Summary

4. Products Associated with Dairy Milk - Not Associated with Dairy Milk Summary

5A_1. Please indicate how frequently you purchase each of the following? - Skim (fat free)

5A_1. Please indicate how frequently you purchase each of the following? - Skim (fat free)

5A_1. Please indicate how frequently you purchase each of the following? - Skim (fat free)

5A_2. Please indicate how frequently you purchase each of the following? - 1% (reduced fat)

5A_2. Please indicate how frequently you purchase each of the following? - 1% (reduced fat)

5A_2. Please indicate how frequently you purchase each of the following? - 1% (reduced fat)

5A_3. Please indicate how frequently you purchase each of the following? - 2% (reduced fat)

5A_3. Please indicate how frequently you purchase each of the following? - 2% (reduced fat)

5A_3. Please indicate how frequently you purchase each of the following? - 2% (reduced fat)

5A_4. Please indicate how frequently you purchase each of the following? - Whole

5A_4. Please indicate how frequently you purchase each of the following? - Whole

5A_4. Please indicate how frequently you purchase each of the following? - Whole

5A_5. Please indicate how frequently you purchase each of the following? - Almond

5A_5. Please indicate how frequently you purchase each of the following? - Almond

5A_5. Please indicate how frequently you purchase each of the following? - Almond

5A_6. Please indicate how frequently you purchase each of the following? - Soy

5A_6. Please indicate how frequently you purchase each of the following? - Soy

5A_6. Please indicate how frequently you purchase each of the following? - Soy

5A_7. Please indicate how frequently you purchase each of the following? - Coconut

5A_7. Please indicate how frequently you purchase each of the following? - Coconut

5A_7. Please indicate how frequently you purchase each of the following? - Coconut

5A_8. Please indicate how frequently you purchase each of the following? - Cashew

5A_8. Please indicate how frequently you purchase each of the following? - Cashew

5A_8. Please indicate how frequently you purchase each of the following? - Cashew

5A_9. Please indicate how frequently you purchase each of the following? - Rice

5A_9. Please indicate how frequently you purchase each of the following? - Rice

5A_9. Please indicate how frequently you purchase each of the following? - Rice

5A_10. Please indicate how frequently you purchase each of the following? - Pea Milk

5A_10. Please indicate how frequently you purchase each of the following? - Pea Milk

5A_10. Please indicate how frequently you purchase each of the following? - Pea Milk

5A_11. Please indicate how frequently you purchase each of the following? - Dairy Milk (Net)

5A_11. Please indicate how frequently you purchase each of the following? - Dairy Milk (Net)

5A_11. Please indicate how frequently you purchase each of the following? - Dairy Milk (Net)

5A_12. Please indicate how frequently you purchase each of the following? - Plant-Based Dairy Milk (Net)

5A_12. Please indicate how frequently you purchase each of the following? - Plant-Based Dairy Milk (Net)

5A_12. Please indicate how frequently you purchase each of the following? - Plant-Based Dairy Milk (Net)

5A. Please indicate how frequently you purchase each of the following? - Mean Summary

5A. Please indicate how frequently you purchase each of the following? - Mean Summary

5A. Please indicate how frequently you purchase each of the following? - Mean Summary

5B. And which of the following have you consumed in the past 6 months?

5B. And which of the following have you consumed in the past 6 months?

5B. And which of the following have you consumed in the past 6 months?

5B. And which of the following have you consumed in the past 6 months? - Total Respondents

5B. And which of the following have you consumed in the past 6 months? - Total Respondents

5B. And which of the following have you consumed in the past 6 months? - Total Respondents

6_1. Based on what you know or have heard, please select the statements that apply to each of the following types of milk. - Dairy Milk

6_1. Based on what you know or have heard, please select the statements that apply to each of the following types of milk. - Dairy Milk

6_1. Based on what you know or have heard, please select the statements that apply to each of the following types of milk. - Dairy Milk

6_2. Based on what you know or have heard, please select the statements that apply to each of the following types of milk. - Plant-Based Milk

6_2. Based on what you know or have heard, please select the statements that apply to each of the following types of milk. - Plant-Based Milk

6_2. Based on what you know or have heard, please select the statements that apply to each of the following types of milk. - Plant-Based Milk

7. Thinking about ... would you say that ... contains... - Grid Table - More than Dairy Milk

7. Thinking about ... would you say that ... contains... - Grid Table - About the same as Dairy Milk

7. Thinking about ... would you say that ... contains... - Grid Table - Less than Dairy Milk

7_1_1. Thinking about ... would you say that ... contains... - Almond milk - Protein

7_1_1. Thinking about ... would you say that ... contains... - Almond milk - Protein

7_1_1. Thinking about ... would you say that ... contains... - Almond milk - Protein

7_1_2. Thinking about ... would you say that ... contains... - Almond milk - Calories

7_1_2. Thinking about ... would you say that ... contains... - Almond milk - Calories

7_3_1. Thinking about ... would you say that ... contains... - Coconut milk - Protein

7_3_1. Thinking about ... would you say that ... contains... - Coconut milk - Protein

7_3_2. Thinking about ... would you say that ... contains... - Coconut milk - Calories

7_3_2. Thinking about ... would you say that ... contains... - Coconut milk - Calories

7_3_2. Thinking about ... would you say that ... contains... - Coconut milk - Calories

7_3_3. Thinking about ... would you say that ... contains... - Coconut milk - Fat

7_3_3. Thinking about ... would you say that ... contains... - Coconut milk - Fat

7_3_3. Thinking about ... would you say that ... contains... - Coconut milk - Fat

7_3_4. Thinking about ... would you say that ... contains... - Coconut milk - Vitamins

7_3_4. Thinking about ... would you say that ... contains... - Coconut milk - Vitamins

7_3_4. Thinking about ... would you say that ... contains... - Coconut milk - Vitamins

7_3_5. Thinking about ... would you say that ... contains... - Coconut milk - Key nutrients such as calcium and potassium

7_3_5. Thinking about ... would you say that ... contains... - Coconut milk - Key nutrients such as calcium and potassium

7_3_5. Thinking about ... would you say that ... contains... - Coconut milk - Key nutrients such as calcium and potassium

7_3_6. Thinking about ... would you say that ... contains... - Coconut milk - Sugar

7_3_6. Thinking about ... would you say that ... contains... - Coconut milk - Sugar

7_3_6. Thinking about ... would you say that ... contains... - Coconut milk - Sugar

8_1. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk? - Dairy Milk

8_1. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk? - Dairy Milk

8_1. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk? - Dairy Milk

8_2. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk? - Plant-Based Milk

8_2. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk? - Plant-Based Milk

8_2. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk? - Plant-Based Milk

9. Below are some reasons why a manufacturer would label a product "milk" even though the product may not contain dairy milk. Please select the reasons why you believe a manufacturer would label a product "milk" even though it does not contain dairy milk?

9. Below are some reasons why a manufacturer would label a product "milk" even though the product may not contain dairy milk. Please select the reasons why you believe a manufacturer would label a product "milk" even though it does not contain dairy milk?

9. Below are some reasons why a manufacturer would label a product "milk" even though the product may not contain dairy milk. Please select the reasons why you believe a manufacturer would label a product "milk" even though it does not contain dairy milk?

11. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Neither More or Less Inclined to Purchase Summary

12. Dairy milk contains 9 essential nutrients and vitamins. Would you say that plant-based milk contains...?

12. Dairy milk contains 9 essential nutrients and vitamins. Would you say that plant-based milk contains...?

12. Dairy milk contains 9 essential nutrients and vitamins. Would you say that plant-based milk contains...?

13. Now, I'd like to know how likely you would be to purchase vegan cheese if it were labeled as a "cultured nut product". Even if you do not purchase vegan cheese, we are still interested in your opinions.

13. Now, I'd like to know how likely you would be to purchase vegan cheese if it were labeled as a "cultured nut product". Even if you do not purchase vegan cheese, we are still interested in your opinions.

13. Now, I'd like to know how likely you would be to purchase vegan cheese if it were labeled as a "cultured nut product". Even if you do not purchase vegan cheese, we are still interested in your opinions.

14_1. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 100% juice from oranges

14_1. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 100% juice from oranges

14_1. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 100% juice from oranges

14_2. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 50% juice from oranges

14_2. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 50% juice from oranges

14_2. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 50% juice from oranges

14_3. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 25% juice from oranges

14_3. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 25% juice from oranges

14_3. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 25% juice from oranges

14_4. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Less than 25% juice from oranges

14_4. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Less than 25% juice from oranges

14_4. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Less than 25% juice from oranges

14_5. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Orange-flavored beverage containing fruit juice but not from oranges

14_5. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Orange-flavored beverage containing fruit juice but not from oranges

14_5. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Orange-flavored beverage containing fruit juice but not from oranges

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly Agree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly Agree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly Agree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Agree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Agree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Agree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Agree/Neither Agree or Disagree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Agree/Neither Agree or Disagree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Agree/Neither Agree or Disagree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Disagree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Disagree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Disagree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly Disagree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly Disagree Summary

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly Disagree Summary

Household Income

Household Income

Household Income

Gender

Gender

Gender

Age

Age

Age

Region

Region

Region

Education

Education

Education

Age & Presence Of Children

Age & Presence Of Children

Age & Presence Of Children

Marital Status

Marital Status

Marital Status

Employment

Employment

Employment

Race

Race

Race

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Metro status

Metro status

Metro status

2 The national data framework

	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	
Annex A: Environmental indicators																								
Annex B: Socio-economic indicators																								
Annex C: Governance indicators																								
Annex D: Quality of life indicators																								
Annex E: Climate indicators																								
Annex F: Resource indicators																								
Annex G: Health indicators																								
Annex H: Education indicators																								
Annex I: Innovation indicators																								
Annex J: Digital indicators																								
Annex K: Energy indicators																								
Annex L: Air quality indicators																								
Annex M: Water indicators																								
Annex N: Land indicators																								
Annex O: Biodiversity indicators																								
Annex P: Marine indicators																								
Annex Q: Circularity indicators																								
Annex R: Skills indicators																								
Annex S: Gender indicators																								
Annex T: Social indicators																								
Annex U: Income indicators																								
Annex V: Mobility indicators																								
Annex W: Housing indicators																								
Annex X: Energy efficiency indicators																								
Annex Y: Energy security indicators																								
Annex Z: Energy transition indicators																								
Annex AA: Energy performance indicators																								
Annex AB: Energy infrastructure indicators																								
Annex AC: Energy access indicators																								
Annex AD: Energy equity indicators																								
Annex AE: Energy justice indicators																								
Annex AF: Energy governance indicators																								
Annex AG: Energy security of supply indicators																								
Annex AH: Energy security of demand indicators																								
Annex AI: Energy security of investment indicators																								
Annex AJ: Energy security of infrastructure indicators																								
Annex AK: Energy security of technology indicators																								
Annex AL: Energy security of human resources indicators																								
Annex AM: Energy security of financial resources indicators																								
Annex AN: Energy security of institutional resources indicators																								
Annex AO: Energy security of legal resources indicators																								
Annex AP: Energy security of cultural resources indicators																								
Annex AQ: Energy security of social resources indicators																								
Annex AR: Energy security of environmental resources indicators																								
Annex AS: Energy security of knowledge resources indicators																								
Annex AT: Energy security of innovation resources indicators																								
Annex AU: Energy security of leadership resources indicators																								
Annex AV: Energy security of communication resources indicators																								
Annex AW: Energy security of infrastructure resources indicators																								
Annex AX: Energy security of technology resources indicators																								
Annex AY: Energy security of human resources resources indicators																								
Annex AZ: Energy security of financial resources resources indicators																								
Annex BA: Energy security of institutional resources resources indicators																								
Annex BB: Energy security of legal resources resources indicators																								
Annex BC: Energy security of cultural resources resources indicators																								
Annex BD: Energy security of social resources resources indicators																								
Annex BE: Energy security of environmental resources resources indicators																								
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3. What does Nutrition Mean to You

	Total	Gender		Age			Household Income		Region				
		Male	Female	18-34	35-54	55+	Under \$50k	550k+	Northeast	Midwest	South	West	
		A	B	C	D	E	F	G	H	I	J	K	
Base: All Respondents (unwt)	2010	959	1051	559	733	718	820	1190	408	435	697	470	
Base: All Respondents (wt)	2010	969	1041	593	692	725	746	1264	358	423	754	475	
DIT (Net)	81	39	42	20	32	29	26	55	8	18	30	25	
Proper portion size/ serving size	32	14	17	10	10	11	10	21	4	6	15	7	
Diet (unspecified)	9	6	3	1	6	2	1	8	-	2	3	3	
Eating in moderation	19	8	11	4	9	6	8	11	1	4	4	10	
Paying attention to calories/ controlling caloric intake	26	13	13	6	9	11	9	17	2	9	8	7	
HEALTH (Net)	1414	603	811	385	487	542	542	871	248	311	528	326	
Healthy/ nutritious/ good for you	495	205	290	119	184	193	204	291	77	109	189	119	
Being healthy/ healthy lifestyle	135	49	86	36	56	59	60	96	25	28	58	24	
Keeps you healthy/ not sick/ keeps you going	156	82	74	48	50	58	48	108	29	36	46	44	
Health (unspecified)	99	37	23	24	23	12	28	32	10	14	20	16	
Eating right/ healthy/ more nutritious/ whole foods	493	196	297	105	169	219	176	317	87	115	183	108	
A complete/ balanced/ healthy diet	227	95	132	87	75	65	68	159	45	49	76	57	
Eating from the 4 food groups/ pyramid	18	6	12	6	6	7	9	9	2	4	8	3	
Good for a longer life/ extends your lifespan	5	1	4	4	1	-	4	2	-	2	2	1	
INGREDIENTS/ VITAMINS/ NUTRIENTS (Net)	421	188	232	93	164	163	150	261	69	95	156	101	
VITAMINS & NUTRIENTS (Subnet)	284	134	150	54	108	122	102	181	41	70	108	67	
Good amount of nutrients	88	42	46	25	32	31	34	54	12	22	33	20	
Good amount of calcium	16	5	11	1	7	8	7	9	-	5	7	3	
Good amount of vitamins	197	89	109	32	79	87	71	126	30	45	74	48	
Good amount of minerals	99	41	58	14	33	33	28	71	15	27	36	21	
INGREDIENTS (Subnet)	196	80	115	51	78	66	73	123	37	46	70	44	
Good amount of vegetables	78	23	55	29	29	20	35	43	15	13	34	17	
Good amount of fruits	58	14	44	20	25	13	31	27	11	13	22	12	
Good amount of grain/ fiber	26	4	22	3	11	13	7	19	6	5	9	7	
Good amount of meat/ fish	23	6	17	8	9	6	8	14	3	6	8	6	
Good amount of dairy/ cheeses	26	13	13	10	7	9	9	17	4	5	12	6	
Good amount of protein	79	31	48	18	30	31	22	57	18	23	23	15	
Good amount of carbohydrates	24	14	9	6	7	10	5	18	4	6	7	6	
Good amount of (healthy) fat/ less saturated fats	41	24	17	6	16	19	12	29	9	8	17	8	
Good amount of sugar/ less sugars	19	12	7	3	10	5	7	12	6	2	6	5	
Good amount of sodium/ lowering salt intake	8	6	2	1	3	4	2	6	-	-	3	5	
MISCELLANEOUS (Net)	369	186	183	124	116	129	142	227	59	67	135	108	
Food (incl. any specified mentions)	149	69	60	36	42	62	62	86	22	32	56	38	
It's essential/ important/ necessary	137	58	79	64	49	24	44	93	24	22	51	41	
All/ everything	11	9	2	7	1	3	4	7	3	3	4	1	
Good for everyone/ all ages (incl. any specified mentions)	16	4	12	8	4	4	4	12	3	-	7	6	
All natural/ organic/ no additives/ preservatives	44	21	23	12	15	16	20	24	6	8	13	17	
Exercise/ staying active	24	10	13	14	6	4	12	12	5	3	6	10	
NEGATIVE MENTIONS (Net)	27	13	15	13	10	4	12	15	8	4	11	5	
Not something I care for/ follow	13	6	7	8	4	1	4	9	6	1	3	3	
Other negative mentions	15	7	9	6	6	3	8	7	2	3	8	2	
Other	123	60	63	49	36	38	41	82	21	29	40	33	
Nothing	35	24	11	14	14	6	13	22	10	7	8	10	
Don't know	76	55	21	38	26	12	17	59	23	10	29	14	
Sigma	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	
	154%	142%	165%	150%	166%	156%	152%	156%	151%	160%	150%	159%	

Field Dates: 08/10/08/14

Statistics:

Overlap formula used

- Column Proportions:

- Column Totals (N): A,B,C,D,E,F,G,H,I,J,K

- Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

- Column Totals (N): A,B,C,D,E,F,G,H,I,J,K

- Minimum Base: 30 (**), Small Base: 100 (*)

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3. What does Nutrition Mean to You

	Children in Household				Education				Employment Status				Marital Status				Race				
	Total		No college degree		College degree		Full Time		Part Time		Not Emp.		Married		Other		White		Other		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: All Respondents (n=667)	2010	514	1496	1171	839	909	200	446	465	1028	982	1696	314								
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1658	502								
DIET (N=)	81	20	61	30	42	41	6	16	17	43	18	70	11								
Proper portion size/ serving size	32	6	26	15	16	15	2	9	6	18	13	30	2								
Diet (unspecified)	9	6	2	5	4	5		2	2	7	2	9									
Eating in moderation	10	3	14	11	8	11	1	4	3	7	17	14	5								
Paying attention to calories/ controlling caloric intake	26	5	21	11	15	14	5	2	6	13	13	21	5								
HEALTH (N=)	1414	346	1067	791	623	618	153	317	325	712	701	1061	353								
Healthy/ nutritious/ good for you	70%	66%	72%	71%	70%	66%	77%	74%	73%	68%	72%	70%	70%								
Being healthy/ healthy lifestyle	49%	32	103	81	54	57	23	34	21	57	78	101	34								
Keeps you healthy/ not sick/ keeps you going	156	35	121	81	76	73	21	31	32	79	77	127	30								
Health (unspecified)	59	16	43	39	30	24	3	21	10	26	33	32	27								
Eating right/ healthy/ more nutritious/ whole foods	493	112	381	276	217	218	51	99	124	266	227	382	111								
A complete/ balanced/ healthy diet	227	69	158	94	133	111	31	48	37	118	100	167	60								
Eating from the 4 food groups/ pyramid	18	7	11	10	8	5	2	7	4	11	7	15	3								
Good for a longer life/ extends your lifespan	5	2	4	3	2	3	1	2		2	3	5									
INGREDIENTS/ VITAMINS/ NUTRIENTS (N=)	421	115	306	214	207	192	44	100	85	221	200	317	103								
VITAMINS & NUTRIENTS (Subset)	284	74	210	130	154	129	30	64	60	153	131	221	59								
Good amount of nutrients	88	29	60	41	45	47	8	19	14	46	43	70	18								
Good amount of calcium	10	2	14	5	11	9	2	3	3	9	7	12	4								
Good amount of vitamins	197	51	147	93	105	87	22	46	43	106	92	152	46								
Good amount of minerals	99	18	81	43	56	30	14	24	31	58	41	78	21								
INGREDIENTS (Subset)	196	59	137	106	89	83	21	51	40	103	93	137	58								
Good amount of vegetables	78	26	52	51	28	34	13	18	13	34	44	50	28								
Good amount of fruits	58	18	40	41	17	19	12	17	10	28	30	37	21								
Good amount of grains/ fiber	26	6	20	13	13	6	6	8	7	14	12	13	14								
Good amount of meats/ fish	23	8	15	16	7	6	8	5	4	8	15	12	10								
Good amount of dairy/ cheeses	26	7	19	16	10	9	5	10	2	11	15	14	12								
Good amount of protein	29	26	53	28	15	20	10	19	21	47	32	60	19								
Good amount of carbohydrates	24	7	17	11	11	7	4	5	8	18	8	17	7								
Good amount of (healthy) fat/ less saturated fat	41	9	32	17	25	20	9	7	12	25	16	30	12								
Good amount of sugars/ less sugars	19	5	14	9	10	9	4	3	4	8	11	17	3								
Good amount of sodium/ lowering salt intake	8	1	7	3	5	2	2	2	2	5	3	5	3								
MISCELLANEOUS (N=)	369	115	254	219	150	165	41	81	82	196	173	272	98								
Food (incl. any specified mentions)	149	26	123	83	66	53	11	27	17	51	58	110	39								
It's essential/ important/ necessary	137	56	81	82	55	72	17	33	14	62	74	106	30								
All/ everything	11	7	4	4	7	5	2	1	2	8	3	6	5								
Good for everyone/ all ages (incl. any specified mentions)	16	11	5	13	3	4	2	8	2	12	4	11	5								
All natural/ organic/ no additives/ preservatives	44	9	35	33	11	18	7	12	6	20	24	33	11								
Exercise/ staying active	24	10	14	12	11	14	4	5	1	10	14	13	11								
NEGATIVE MENTIONS (N=)	27	8	19	21	6	9	3	9	6	6	21	20	7								
Not something I care for/ follow	13	4	9	13		7	2	2	2	2	11	12	1								
Other negative mentions	15	5	11	9	6	3	2	7	4	5	10	9	6								
Other	123	41	82	67	56	58	14	20	10	62	41	88	35								
Nothing	35	4	31	26	9	19	1	12	3	17	17	22	13								
Don't know	76	31	45	31	45	48	5	13	9	48	27	57	19								
Sigma	3100	830	2270	1672	1428	1357	365	700	677	1603	1497	2303	797								
	164%	158%	153%	150%	150%	145%	183%	163%	152%	154%	154%	153%	150%								

Field Dates: 08/16/08/14

Statistics:

Over/Up formulas used

c Columns Proportions:

Columns Tested (N): A/B/C/D/E/F/G/H/I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

c Columns Means:

Columns Tested (N): A/B/C/D/E/F/G/H/I/J/K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3. What does Nutrition Mean to You

	Mutually Exclusive				Part 6 Means		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users			
	Total	Purchase Count (Net) (Once a Year or More Often)	Purchase Based Min (Once a Year or More Often)	Purchase Based Max (Once a Year or More Often)	P6M Daily Purchase	P6M Daily Based Min Purchase	Parents with Kids under the age of 12 (Total P6M)	Do Not Have Kids under the age of 12 (Total P6M)	Count (Total) under the age of 12 (Total P6M)	Count (Total) under the age of 12 (Total P6M)	Count (Total) under the age of 12 (Total P6M)	Count (Total) under the age of 12 (Total P6M)
	A	B	C	D	E	F	G	H	I	J	K	
Base: All Respondents (n=2010)	2010	961	752	101	1774	773	374	1636	853	220	633	
Base: All Respondents (n=2010)	2010	914	789	110	1769	818	354	1616	899	243	656	
DIET (Net)	83	36	32	4	71	35	16	65	36	11	25	
Proper portion size / serving size	2%	1%	1%	4%	1%	2%	2%	2%	2%	2%	1%	
Diet (unspecified)	0	2	6	0	0	6	4	5	6	4	3	
Eating in moderation	1%	1%	1%	0	1%	1%	1%	1%	1%	1%	1%	
Paying attention to calories/controlling caloric intake	2%	1%	1%	0	1%	1%	1%	1%	1%	1%	1%	
HEALTH (Net)	1414	656	542	71	1253	538	253	1165	613	158	474	
Healthy/nutritious/ good for you	495	249	180	22	448	174	76	439	202	40	162	
Being healthy/ healthy lifestyle	155	69	48	10	118	50	21	114	59	11	48	
Keeps you healthy/ not sick/ keeps you going	8%	3%	3%	10%	8%	8%	7%	8%	9%	8%	9%	
Health (unspecified)	59	24	26	2	52	28	12	48	28	5	23	
Eating right/ healthy/ more nutritious/ whole foods	25%	26%	20%	28%	24%	21%	22%	25%	21%	17%	23%	
A complete/balanced/ healthy diet	11%	9%	15%	12%	12%	14%	14%	11%	15%	16%	14%	
Eating from the 4 food groups pyramid	1%	1%	1%	0	1%	1%	1%	1%	1%	1%	1%	
Good for a longer life/ extends your lifespan	5	0	4	0	5	2	2	4	4	2	2	
INGREDIENTS/ VITAMINS/ NUTRIENTS (Net)	421	181	174	29	368	180	84	336	204	57	147	
VITAMINS & NUTRIENTS (Subnet)	14%	14%	14%	10%	14%	14%	13%	14%	14%	14%	15%	
Good amount of nutrients	88	33	42	9	76	43	20	69	32	18	34	
Good amount of calcium	16	6	6	1	13	7	1	14	7	1	6	
Good amount of vitamins	197	95	74	10	176	77	34	183	84	16	68	
Good amount of minerals	99	55	34	4	88	33	12	87	38	7	31	
INGREDIENTS (Subnet)	196	82	83	14	173	88	46	149	97	29	68	
Good amount of vegetables	78	33	36	4	68	34	24	54	40	14	26	
Good amount of fruits	58	25	26	3	49	24	17	41	30	10	20	
Good amount of grain/ fiber	26	12	10	2	18	11	5	22	12	2	10	
Good amount of meat/ fish	23	5	16	0	21	14	6	17	16	6	10	
Good amount of dairy/ cheese	26	9	15	1	24	14	5	21	17	5	11	
Good amount of protein	79	33	31	6	70	35	20	59	37	11	26	
Good amount of carbohydrates	24	13	5	4	20	8	7	17	9	5	4	
Good amount of (healthy) fat/ less saturated fat	41	23	12	4	38	14	7	34	16	4	12	
Good amount of sugars/ less sugars	19	12	6	1	18	6	4	15	6	2	4	
Good amount of sodium/ lowering salt intake	8	5	1	0	8	2	1	7	1	0	1	
MISCELLANEOUS (Net)	369	153	163	21	317	171	98	271	184	68	116	
Food (incl. any specified mentions)	76	36	36	5	72	36	20	62	36	16	26	
It's essential/ important/ necessary	137	46	79	7	122	80	47	90	86	39	48	
All/ everything	16	3	11	1	15	10	10	6	12	8	4	
Good for everyone/ all ages (incl. any specified mentions)	44	17	15	7	32	19	7	37	22	5	18	
All natural/ organic/ no additives/ preservatives	24	8	10	4	20	13	8	16	14	3	11	
Exercise/ staying active	27	16	8	1	25	9	7	21	9	4	5	
NEGATIVE MENTIONS (Net)	13	10	2	0	12	2	3	10	2	2	3	
Not something I care for/ follow	15	7	6	1	14	7	3	12	7	2	5	
Other	123	37	70	7	110	64	36	87	77	31	47	
Nothing	35	16	12	2	27	14	2	32	14	1	13	
Don't know	76	28	38	2	67	43	21	55	41	15	26	
None	154%	133%	159%	162%	155%	157%	161%	153%	160%	162%	159%	

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

- Column Totals (N): A/B/C/D/E/F/G/H/I/J

- Minimum Base: 30 (*), Small Base: 100 (*)

- Column Means:

- Column Totals (N): A/B/C/D/E/F/G/H/I/J

- Minimum Base: 30 (*), Small Base: 100 (*)

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4_1. Products Associated with Dairy Milk - Blue Diamond Almond Breeze

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	419	215	204	176	144	99	169	250	77	77	174	91
	21%	22%	20%	30%	21%	14%	23%	20%	22%	18%	23%	19%
Do not associate with Dairy Milk				DE	E							
	1591	754	837	417	549	625	577	1014	281	346	580	384
	79%	78%	80%	70%	79%	86%	77%	80%	78%	82%	77%	81%
Sigma				C	CD							
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. Products Associated with Dairy Milk - Blue Diamond Almond Breeze

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	419	138	282	259	160	211	54	102	53	205	215	258	161
	21%	26%	19%	23%	18%	23%	27%	24%	12%	20%	22%	17%	32%
Do not associate with Dairy Milk		B		D		H	H	H					K
	1591	389	1202	855	736	723	146	328	394	836	755	1250	340
Sigma	79%	74%	81%	77%	82%	77%	73%	76%	88%	80%	78%	83%	68%
		A		C					EFG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. Products Associated with Dairy Milk - Blue Diamond Almond Breeze

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	419	133	233	14	389	228	105	315	246	75	172
	21%	15%	30%	12%	22%	28%	27%	19%	27%	31%	26%
			ACDGHJ	*	AG	ACDG	ACG	A	ACDG	ACDG	ACDG
Do not associate with Dairy Milk	1591	781	556	96	1380	591	289	1302	652	168	484
	79%	85%	70%	88%	78%	72%	73%	81%	73%	69%	74%
		BDEFGHIJ		BEFHJI*	BEHIJ			BDEFHIJ	B		B
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. Products Associated with Dairy Milk - Bolthouse Farms Plant Milk

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	635	320	315	246	211	177	233	403	119	107	254	155
	32%	33%	30%	42%	31%	24%	31%	32%	33%	25%	34%	33%
Do not associate with Dairy Milk				DE	E				I		I	I
	1375	649	726	346	481	547	513	861	239	316	500	320
	68%	67%	70%	58%	69%	76%	69%	68%	67%	75%	66%	67%
Sigma				C	CD					HJK		
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. Products Associated with Dairy Milk - Bolthouse Farms Plant Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	635	190	445	359	276	335	79	119	102	308	327	440	196
	32%	36%	30%	32%	31%	36%	40%	28%	23%	30%	34%	29%	39%
Do not associate with Dairy Milk		B				GH	GH						K
	1375	336	1039	755	620	599	121	311	345	732	642	1069	306
	68%	64%	70%	68%	69%	64%	60%	72%	77%	70%	66%	71%	61%
Sigma		A						EF	EF			L	
	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. Products Associated with Dairy Milk - Bolthouse Farms Plant Milk

	Total	Mutally Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	635	253	298	21	579	305	141	494	318	93	225
	32%	28%	38%	19%	33%	37%	36%	31%	35%	38%	34%
			ACDGHJ	*	ACG	ACDGHJ	AC	AC	ACG	ACG	ACG
Do not associate with Dairy Milk	1375	661	491	89	1190	513	252	1122	580	149	431
	68%	72%	62%	81%	67%	63%	64%	69%	65%	62%	66%
		BDEFGHIJ		BDEFGHIJ*	BE			BDEHIJ	BE		BE
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. Products Associated with Dairy Milk - Califia Almond Milk

	Demographics											
	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I	J	K	
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	356	187	169	146	127	82	137	219	70	61	146	79
	18%	19%	16%	25%	18%	11%	18%	17%	19%	14%	19%	17%
Do not associate with Dairy Milk				DE	E							
	1654	782	872	447	565	642	609	1045	288	362	608	395
	82%	81%	84%	75%	82%	89%	82%	83%	81%	86%	81%	83%
Sigma				C	CD							
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. Products Associated with Dairy Milk - Califia Almond Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	356	117	239	220	135	181	40	89	45	180	175	203	153
	18%	22%	16%	20%	15%	19%	20%	21%	10%	17%	18%	13%	30%
Do not associate with Dairy Milk		B		D		H	H	H					K
	1654	410	1244	894	760	753	159	340	401	860	794	1305	349
	82%	78%	84%	80%	85%	81%	80%	79%	90%	83%	82%	87%	70%
Sigma		A		C					EFG			L	
	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. Products Associated with Dairy Milk - Califia Almond Milk

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	356	110	199	10	328	194	88	268	209	63	146
	18%	12%	25%	9%	19%	24%	22%	17%	23%	26%	22%
			ACDGHJ	*	ACG	ACDG	ACG	A	ACDG	ACDG	ACDG
Do not associate with Dairy Milk	1654	804	590	100	1440	624	306	1348	690	180	510
	82%	88%	75%	91%	81%	76%	78%	83%	77%	74%	78%
		BDEFGHIJ		BDEFHIJ*	BEHIJ			BDEFHIJ	B		B
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. Products Associated with Dairy Milk - Great Value Milk

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	1933	914	1018	540	678	715	732	1201	337	419	719	458
	96%	94%	98%	91%	98%	99%	98%	95%	94%	99%	95%	96%
Do not associate with Dairy Milk			A		C	C	G			HJK		
	77	55	23	53	14	10	14	63	21	5	35	17
	4%	6%	2%	9%	2%	1%	2%	5%	6%	1%	5%	4%
Sigma		B		DE				F	I		I	I
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. Products Associated with Dairy Milk - Great Value Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	1933	494	1439	1084	849	885	193	419	436	995	938	1455	478
	96%	94%	97%	97%	95%	95%	96%	98%	98%	96%	97%	96%	95%
		A	B	C	D			E	E				
Do not associate with Dairy Milk	77	33	44	30	47	49	7	11	10	46	31	53	24
	4%	6%	3%	3%	5%	5%	4%	2%	2%	4%	3%	4%	5%
		B			C	GH							
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. Products Associated with Dairy Milk - Great Value Milk

	Total	Mutally Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	1933	905	739	101	1710	760	366	1567	841	218	623
	96%	99%	94%	92%	97%	93%	93%	97%	94%	90%	95%
		BCDEFGHIJ	I	*	BCEFHIJ		I	BCEFHIJ	I		EHI
Do not associate with Dairy Milk	77	9	49	9	58	58	28	50	58	25	33
	4%	1%	6%	8%	3%	7%	7%	3%	6%	10%	5%
			ADG	ADG*	A	ADGJ	ADG	A	ADGJ	ABDFGHIJ	ADG
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_5. Products Associated with Dairy Milk - Horizon Organic Milk

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	1841	880	961	523	648	670	667	1174	331	386	679	445
	92%	91%	92%	88%	94%	92%	89%	93%	92%	91%	90%	94%
Do not associate with Dairy Milk				C	C		F					
	169	89	80	70	45	54	79	91	27	38	75	30
	8%	9%	8%	12%	6%	8%	11%	7%	8%	9%	10%	6%
Sigma				DE			G					
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_5. Products Associated with Dairy Milk - Horizon Organic Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	1841	488	1353	1010	831	858	182	389	411	966	875	1392	449
	92%	93%	91%	91%	93%	92%	91%	91%	92%	93%	90%	92%	90%
Do not associate with Dairy Milk	169	39	131	104	65	76	17	40	35	75	95	117	52
	8%	7%	9%	9%	7%	8%	9%	9%	8%	7%	10%	8%	10%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_5. Products Associated with Dairy Milk - Horizon Organic Milk

	Total	Mutally Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	1841	828	731	100	1627	750	366	1475	831	225	606
	92%	91%	93%	91%	92%	92%	93%	91%	92%	93%	92%
Do not associate with Dairy Milk				*	A						
	169	86	58	10	142	68	28	141	68	17	50
	8%	9%	7%	9%	8%	8%	7%	9%	8%	7%	8%
Sigma		D		*							
	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_6. Products Associated with Dairy Milk - Lactaid Milk

	Gender		Age			Household Income		Region				
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	1225	588	637	335	406	484	440	786	210	244	475	297
	61%	61%	61%	56%	59%	67%	59%	62%	59%	58%	63%	62%
Do not associate with Dairy Milk						CD						
	785	381	404	258	286	241	306	479	148	179	279	178
	39%	39%	39%	44%	41%	33%	41%	38%	41%	42%	37%	38%
Sigma				E	E							
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_6. Products Associated with Dairy Milk - Lactaid Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	1225	309	916	674	551	571	120	232	303	633	592	890	335
	61%	59%	62%	61%	62%	61%	60%	54%	68%	61%	61%	59%	67%
						G			EG				K
Do not associate with Dairy Milk	785	218	567	440	345	364	80	198	144	408	377	619	166
	39%	41%	38%	39%	38%	39%	40%	46%	32%	39%	39%	41%	33%
						H		EH				L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_6. Products Associated with Dairy Milk - Lactaid Milk

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	1225	504	510	77	1059	535	223	1002	588	151	436
	61%	55%	65%	70%	60%	65%	57%	62%	65%	62%	67%
			ADF	AF*	A	ADF		AD	ADFG	F	ADFG
Do not associate with Dairy Milk	785	410	278	33	709	283	171	614	311	92	220
	39%	45%	35%	30%	40%	35%	43%	38%	35%	38%	33%
		BCDEGHJ		*	BEGHJ		BCEHIJ	HJ			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_7. Products Associated with Dairy Milk - Left Field Farms Milk

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	1866	885	980	525	645	696	694	1172	334	389	697	446
	93%	91%	94%	89%	93%	96%	93%	93%	93%	92%	92%	94%
Do not associate with Dairy Milk	144	84	61	68	48	29	52	92	24	35	57	29
	7%	9%	6%	11%	7%	4%	7%	7%	7%	8%	8%	6%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_7. Products Associated with Dairy Milk - Left Field Farms Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	1866	478	1388	1033	832	857	186	393	430	959	907	1406	460
	93%	91%	94%	93%	93%	92%	93%	91%	96%	92%	94%	93%	92%
Do not associate with Dairy Milk	144	49	95	81	63	77	14	37	17	81	63	103	42
	7%	9%	6%	7%	7%	8%	7%	9%	4%	8%	6%	7%	8%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_7. Products Associated with Dairy Milk - Left Field Farms Milk

	Total	Mutally Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	1866	855	729	100	1646	750	354	1512	828	216	612
	93%	94%	92%	91%	93%	92%	90%	94%	92%	89%	93%
		FI		*	FI			FI			EH
Do not associate with Dairy Milk	144	59	60	10	122	68	40	104	70	27	44
	7%	6%	8%	9%	7%	8%	10%	6%	8%	11%	7%
				*		J	ADG		J	ADG	
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_8. Products Associated with Dairy Milk - Lifeway Milk Smoothie

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	760	353	408	249	266	245	254	506	135	141	296	188
	38%	36%	39%	42%	38%	34%	34%	40%	38%	33%	39%	40%
				E				F				
Do not associate with Dairy Milk	1250	616	633	344	426	479	492	758	223	282	458	286
	62%	64%	61%	58%	62%	66%	66%	60%	62%	67%	61%	60%
						C		G				
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_8. Products Associated with Dairy Milk - Lifeway Milk Smoothie

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	760	220	541	394	367	388	79	155	138	386	375	533	228
	38%	42%	36%	35%	41%	42%	40%	36%	31%	37%	39%	35%	45%
					C	H							K
Do not associate with Dairy Milk	1250	307	943	721	529	546	121	275	309	655	595	976	274
	62%	58%	64%	65%	59%	58%	60%	64%	69%	63%	61%	65%	55%
				D					E			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_8. Products Associated with Dairy Milk - Lifeway Milk Smoothie

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	760	262	373	61	657	399	169	591	434	121	313
	38%	29%	47%	55%	37%	49%	43%	37%	48%	50%	48%
			ADG	ADG*	A	ADG	AD	A	ADG	ADFG	ADG
Do not associate with Dairy Milk	1250	651	416	49	1111	419	224	1025	465	122	343
	62%	71%	53%	45%	63%	51%	57%	63%	52%	50%	52%
		BCDEFGHIJ		*	BCEFHIJ		I	BCEHIJ			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_9. Products Associated with Dairy Milk - Living Harvest Hemp Milk

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	327	177	150	154	110	63	124	202	57	58	143	68
	16%	18%	14%	26%	16%	9%	17%	16%	16%	14%	19%	14%
Do not associate with Dairy Milk		B		DE	E						I	
	1683	792	891	439	583	662	621	1062	301	365	611	407
Sigma	84%	82%	86%	74%	84%	91%	83%	84%	84%	86%	81%	86%
			A		C	CD				J		
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_9. Products Associated with Dairy Milk - Living Harvest Hemp Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	327	116	211	184	142	176	36	78	36	153	174	190	137
	16%	22%	14%	17%	16%	19%	18%	18%	8%	15%	18%	13%	27%
Do not associate with Dairy Milk	1683	411	1272	930	753	758	164	351	411	888	795	1319	365
	84%	78%	86%	83%	84%	81%	82%	82%	92%	85%	82%	87%	73%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_9. Products Associated with Dairy Milk - Living Harvest Hemp Milk

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	327	95	194	5	310	181	88	238	200	64	135
	16%	10%	25%	5%	18%	22%	22%	15%	22%	27%	21%
			ACDEGHJ	*	ACG	ACDG	ACDG	AC	ACDG	ACDG	ACG
Do not associate with Dairy Milk	1683	819	594	105	1459	638	305	1378	699	178	521
	84%	90%	75%	95%	82%	78%	78%	85%	78%	73%	79%
		BDEFGHIJ		BDEFGHIJ*	BEFHI	B		BDEFHIJ	B		B
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_10. Products Associated with Dairy Milk - Nesquik Chocolate Milk

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	1715	779	936	512	593	610	645	1070	292	363	643	417
	85%	80%	90%	86%	86%	84%	87%	85%	82%	86%	85%	88%
Do not associate with Dairy Milk			A									H
	295	190	105	81	99	114	101	194	66	60	111	58
	15%	20%	10%	14%	14%	16%	13%	15%	18%	14%	15%	12%
Sigma		B							K			
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_10. Products Associated with Dairy Milk - Nesquik Chocolate Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	1715	459	1256	969	747	787	186	381	361	870	845	1270	445
	85%	87%	85%	87%	83%	84%	93%	89%	81%	84%	87%	84%	89%
Do not associate with Dairy Milk	295	67	227	146	149	147	14	48	86	171	124	238	57
	15%	13%	15%	13%	17%	16%	7%	11%	19%	16%	13%	16%	11%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_10. Products Associated with Dairy Milk - Nesquik Chocolate Milk

	Total	Mutally Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	1715	759	695	95	1519	717	342	1374	790	208	583
	85%	83%	88%	86%	86%	88%	87%	85%	88%	86%	89%
			AG	*	A	AG			AG		ADG
Do not associate with Dairy Milk	295	155	94	15	249	101	52	243	109	35	73
	15%	17%	12%	14%	14%	12%	13%	15%	12%	14%	11%
		BDEHJ		*	J			BEHJ			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_11. Products Associated with Dairy Milk - Rice Dream Rice Drink

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	256	156	100	123	87	45	82	173	57	34	109	55
	13%	16%	10%	21%	13%	6%	11%	14%	16%	8%	15%	12%
Do not associate with Dairy Milk		B		DE	E				I		I	
	1754	813	941	470	605	679	664	1091	301	389	645	419
	87%	84%	90%	79%	87%	94%	89%	86%	84%	92%	85%	88%
Sigma		A		C	CD					HJ		
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_11. Products Associated with Dairy Milk - Rice Dream Rice Drink

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	256	97	158	133	123	151	33	52	19	143	113	154	102
	13%	18%	11%	12%	14%	16%	17%	12%	4%	14%	12%	10%	20%
Do not associate with Dairy Milk		B				H	H	H					K
	1754	430	1325	982	773	783	167	377	428	898	857	1355	400
Sigma	87%	82%	89%	88%	86%	84%	83%	88%	96%	86%	88%	90%	80%
		A							EFG			L	
	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_11. Products Associated with Dairy Milk - Rice Dream Rice Drink

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	256	58	170	5	239	169	76	180	174	62	112
	13%	6%	21%	4%	14%	21%	19%	11%	19%	25%	17%
			ACDGHJ	*	ACG	ACDGJ	ACDG	AC	ACDGJ	ACDFGHJ	ACDG
Do not associate with Dairy Milk	1754	855	619	106	1529	649	318	1437	725	181	544
	87%	94%	79%	96%	86%	79%	81%	89%	81%	75%	83%
		BDEFGHIJ		BDEFGHIJ*	BEFHJ		I	BDEFHIJ	BI		BEHI
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_12. Products Associated with Dairy Milk - Ripple

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	289	152	137	128	100	60	88	201	53	49	105	82
	14%	16%	13%	22%	14%	8%	12%	16%	15%	11%	14%	17%
Do not associate with Dairy Milk				DE	E			F				I
	1721	817	904	465	592	664	658	1064	305	375	649	393
	86%	84%	87%	78%	86%	92%	88%	84%	85%	89%	86%	83%
				C	CD	G				K		
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_12. Products Associated with Dairy Milk - Ripple

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	289	103	186	158	131	169	42	54	24	153	135	173	116
	14%	19%	13%	14%	15%	18%	21%	12%	5%	15%	14%	11%	23%
Do not associate with Dairy Milk		B				GH	GH	H					K
	1721	424	1297	956	765	765	158	376	422	887	834	1336	386
Sigma	86%	81%	87%	86%	85%	82%	79%	88%	95%	85%	86%	89%	77%
		A						EF	EFG			L	
	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_12. Products Associated with Dairy Milk - Ripple

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	289	77	175	15	255	178	83	206	190	64	126
	14%	8%	22%	14%	14%	22%	21%	13%	21%	26%	19%
			ADGJ	*	AG	ADGJ	ADG	A	ADGJ	ACDFG	ADG
Do not associate with Dairy Milk	1721	837	614	95	1514	640	311	1410	709	179	530
	86%	92%	78%	86%	86%	78%	79%	87%	79%	74%	81%
		BDEFGHIJ		I*	BEFHJI		I	BDEFHIJ			BEH
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_13. Products Associated with Dairy Milk - Silk Chocolate Soy Milk

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	420	233	187	184	148	87	161	258	76	66	188	91
	21%	24%	18%	31%	21%	12%	22%	20%	21%	16%	25%	19%
Do not associate with Dairy Milk		B		DE	E						IK	
	1590	736	854	409	544	637	585	1006	282	358	566	384
	79%	76%	82%	69%	79%	88%	78%	80%	79%	84%	75%	81%
Sigma		A		C	CD					J		J
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_13. Products Associated with Dairy Milk - Silk Chocolate Soy Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	420	146	273	250	170	218	60	91	50	215	205	249	170
	21%	28%	18%	22%	19%	23%	30%	21%	11%	21%	21%	17%	34%
Do not associate with Dairy Milk		B				H	GH	H					K
	1590	380	1210	864	726	716	140	338	396	826	764	1259	331
Sigma	79%	72%	82%	78%	81%	77%	70%	79%	89%	79%	79%	83%	66%
		A						F	EFG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_13. Products Associated with Dairy Milk - Silk Chocolate Soy Milk

	Total	Mutally Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	420	139	236	13	392	231	108	311	249	85	163
	21%	15%	30%	12%	22%	28%	28%	19%	28%	35%	25%
			ACDGHJ	*	ACG	ACDGJ	ACDG	A	ACDGJ	ACDEFGHJ	ACG
Do not associate with Dairy Milk	1590	774	553	97	1377	587	285	1305	650	157	493
	79%	85%	70%	88%	78%	72%	72%	81%	72%	65%	75%
		BDEFGHIJ		BDEFHIJ*	BEFHI	I	I	BDEFHIJ	BI		BEHI
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_14. Products Associated with Dairy Milk - Silk Nut Milk

	Gender											
	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I	J	K	
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	428	234	193	179	153	96	162	266	77	70	186	95
	21%	24%	19%	30%	22%	13%	22%	21%	22%	17%	25%	20%
Do not associate with Dairy Milk		B		DE	E						I	
	1582	735	848	414	540	628	584	998	281	353	568	380
Sigma	79%	76%	81%	70%	78%	87%	78%	79%	78%	83%	75%	80%
			A		C	CD				J		
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_14. Products Associated with Dairy Milk - Silk Nut Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	428	145	283	253	175	224	54	93	56	221	207	266	162
	21%	28%	19%	23%	20%	24%	27%	22%	13%	21%	21%	18%	32%
Do not associate with Dairy Milk	1582	382	1201	862	721	710	145	337	390	820	763	1243	340
	79%	72%	81%	77%	80%	76%	73%	78%	87%	79%	79%	82%	68%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_14. Products Associated with Dairy Milk - Silk Nut Milk

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	428	127	244	16	397	241	106	322	260	83	177
	21%	14%	31%	15%	22%	30%	27%	20%	29%	34%	27%
			ACDGHJ	*	AG	ACDG	ACG	A	ACDG	ACDFG	ACDG
Do not associate with Dairy Milk	1582	787	545	94	1372	577	288	1294	639	160	479
	79%	86%	69%	85%	78%	70%	73%	80%	71%	66%	73%
		BDEFGHIJ		BEFHJ*	BEHIJ		I	BDEFHIJ	B		B
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_15. Products Associated with Dairy Milk - SO Coconut Milk

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	316	164	151	132	107	77	124	192	62	55	133	66
	16%	17%	15%	22%	15%	11%	17%	15%	17%	13%	18%	14%
Do not associate with Dairy Milk				DE	E							
	1694	805	890	461	586	648	622	1072	296	369	621	409
	84%	83%	85%	78%	85%	89%	83%	85%	83%	87%	82%	86%
Sigma				C	CD							
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_15. Products Associated with Dairy Milk - SO Coconut Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	316	115	200	188	128	168	29	75	44	169	147	192	124
	16%	22%	14%	17%	14%	18%	15%	17%	10%	16%	15%	13%	25%
		B				H		H					K
Do not associate with Dairy Milk	1694	412	1283	927	767	766	170	355	403	872	822	1316	378
	84%	78%	86%	83%	86%	82%	85%	83%	90%	84%	85%	87%	75%
		A							EG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_15. Products Associated with Dairy Milk - SO Coconut Milk

	Total	Mutally Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	316	89	189	6	295	180	88	227	196	69	127
	16%	10%	24%	6%	17%	22%	22%	14%	22%	28%	19%
			ACDEGHJ	*	ACG	ACDGJ	ACDG	AC	ACDGJ	ACDEFGHJ	ACG
Do not associate with Dairy Milk	1694	824	599	104	1473	639	305	1389	703	174	529
	84%	90%	76%	94%	83%	78%	78%	86%	78%	72%	81%
		BDEFGHIJ		BDEFGHIJ*	BEFHI	BI	I	BDEFHIJ	BI		BEHI
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_16. Products Associated with Dairy Milk - Starbucks Frappuccino

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	916	416	500	372	297	247	334	582	178	155	334	249
	46%	43%	48%	63%	43%	34%	45%	46%	50%	37%	44%	52%
Do not associate with Dairy Milk			A	DE	E				I		I	IJ
	1094	553	541	221	395	478	412	682	180	269	420	226
	54%	57%	52%	37%	57%	66%	55%	54%	50%	63%	56%	48%
Sigma		B			C	CD				HJK	K	
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_16. Products Associated with Dairy Milk - Starbucks Frappuccino

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	916	274	642	486	430	451	103	217	146	436	480	664	252
	46%	52%	43%	44%	48%	48%	51%	50%	33%	42%	49%	44%	50%
		B				H	H	H			I		
Do not associate with Dairy Milk	1094	253	841	629	466	484	97	213	301	604	490	845	249
	54%	48%	57%	56%	52%	52%	49%	50%	67%	58%	51%	56%	50%
			A						EFG	J			
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_16. Products Associated with Dairy Milk - Starbucks Frappuccino

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	916	318	459	70	787	495	218	697	529	154	375
	46%	35%	58%	64%	44%	60%	55%	43%	59%	63%	57%
Do not associate with Dairy Milk			ADG	ADG*	A	ABDGJ	ADG	A	ADG	ADFG	ADG
	1094	596	330	40	982	323	175	919	370	89	281
	54%	65%	42%	36%	56%	40%	45%	57%	41%	37%	43%
Sigma		BCDEFGHIJ	E	*	BCEFHIJ		I	BCEFHIJ			E
	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_17. Products Associated with Dairy Milk - T.G. Lee Milk

	Demographics											
	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I	J	K	
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	1902	913	988	534	663	705	713	1188	339	407	706	449
	95%	94%	95%	90%	96%	97%	96%	94%	95%	96%	94%	95%
Do not associate with Dairy Milk				C	C							
	108	56	53	59	29	20	33	76	19	16	48	25
	5%	6%	5%	10%	4%	3%	4%	6%	5%	4%	6%	5%
Sigma				DE								
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_17. Products Associated with Dairy Milk - T.G. Lee Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	1902	484	1417	1059	843	877	188	403	433	982	919	1437	465
	95%	92%	96%	95%	94%	94%	94%	94%	97%	94%	95%	95%	93%
Do not associate with Dairy Milk			A						EG				
	108	42	66	56	53	57	11	27	13	58	50	72	37
	5%	8%	4%	5%	6%	6%	6%	6%	3%	6%	5%	5%	7%
Sigma		B				H		H					
	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_17. Products Associated with Dairy Milk - T.G. Lee Milk

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	1902	886	732	99	1683	752	359	1542	831	216	615
	95%	97%	93%	90%	95%	92%	91%	95%	92%	89%	94%
		BCDEFGHIJ		*	BEFHI			BCEFHIJ			EH
Do not associate with Dairy Milk	108	28	57	11	86	66	35	74	68	26	41
	5%	3%	7%	10%	5%	8%	9%	5%	8%	11%	6%
			ADG	AG*	A	ADGJ	ADG	A	ADGJ	ADG	AG
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_18. Products Associated with Dairy Milk - Wallaby Organic

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Associate with Dairy Milk	1123	529	594	362	386	374	387	736	197	227	424	275
	56%	55%	57%	61%	56%	52%	52%	58%	55%	54%	56%	58%
Do not associate with Dairy Milk				E				F				
	887	440	447	231	306	350	358	528	161	197	330	199
Sigma	44%	45%	43%	39%	44%	48%	48%	42%	45%	46%	44%	42%
					C	G						
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4_18. Products Associated with Dairy Milk - Wallaby Organic

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Associate with Dairy Milk	1123	320	803	586	537	545	119	233	226	574	549	810	313
	56%	61%	54%	53%	60%	58%	59%	54%	51%	55%	57%	54%	62%
Do not associate with Dairy Milk		B			C	H							K
	887	206	681	529	358	389	81	197	220	466	421	698	189
Sigma	44%	39%	46%	47%	40%	42%	41%	46%	49%	45%	43%	46%	38%
		A		D					E			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4_18. Products Associated with Dairy Milk - Wallaby Organic

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Associate with Dairy Milk	1123	428	513	66	981	523	251	872	579	169	411
	56%	47%	65%	60%	55%	64%	64%	54%	64%	69%	63%
Do not associate with Dairy Milk			ADG	A*	A	ADG	ADG	A	ADG	ADFG	ADG
	887	486	276	44	787	295	143	744	320	74	246
	44%	53%	35%	40%	45%	36%	36%	46%	36%	31%	37%
		BCDEFGHIJ		*	BEFHJI		I	BEFHJI			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Products Associated with Dairy Milk - Associated with Dairy Milk Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Blue Diamond Almond Breeze	419	215	204	176	144	99	169	250	77	77	174	91
	21%	22%	20%	30%	21%	14%	23%	20%	22%	18%	23%	19%
				DE	E							
Bothouse Farms Plant Milk	635	320	315	246	211	177	233	403	119	107	254	155
	32%	33%	30%	42%	31%	24%	31%	32%	33%	25%	34%	33%
				DE	E				I		I	I
Califia Almond Milk	356	187	169	146	127	82	137	219	70	61	146	79
	18%	19%	16%	25%	18%	11%	18%	17%	19%	14%	19%	17%
				DE	E							
Great Value Milk	1933	914	1018	540	678	715	732	1201	337	419	719	458
	96%	94%	98%	91%	98%	99%	98%	95%	94%	99%	95%	96%
			A	C	C	G			HJK			
Horizon Organic Milk	1841	880	961	523	648	670	667	1174	331	386	679	445
	92%	91%	92%	88%	94%	92%	89%	93%	92%	91%	90%	94%
				C	C		F					
Lactaid Milk	1225	588	637	335	406	484	440	786	210	244	475	297
	61%	61%	61%	56%	59%	67%	59%	62%	59%	58%	63%	62%
						CD						
Left Field Farms Milk	1866	885	980	525	645	696	694	1172	334	389	697	446
	93%	91%	94%	89%	93%	96%	93%	93%	93%	92%	92%	94%
			A	C	CD							
Lifeway Milk Smoothie	760	353	408	249	266	245	254	506	135	141	296	188
	38%	36%	39%	42%	38%	34%	34%	40%	38%	33%	39%	40%
				E				F				
Living Harvest Hemp Milk	327	177	150	154	110	63	124	202	57	58	143	68
	16%	18%	14%	26%	16%	9%	17%	16%	16%	14%	19%	14%
		B	DE	E						I		
Nesquik Chocolate Milk	1715	779	936	512	593	610	645	1070	292	363	643	417
	85%	80%	90%	86%	86%	84%	87%	85%	82%	86%	85%	88%
			A									H
Rice Dream Rice Drink	256	156	100	123	87	45	82	173	57	34	109	55
	13%	16%	10%	21%	13%	6%	11%	14%	16%	8%	15%	12%
		B	DE	E					I		I	
Ripple	289	152	137	128	100	60	88	201	53	49	105	82
	14%	16%	13%	22%	14%	8%	12%	16%	15%	11%	14%	17%
				DE	E			F				I
Silk Chocolate Soy Milk	420	233	187	184	148	87	161	258	76	66	188	91
	21%	24%	18%	31%	21%	12%	22%	20%	21%	16%	25%	19%
		B	DE	E							IK	
Silk Nut Milk	428	234	193	179	153	96	162	266	77	70	186	95
	21%	24%	19%	30%	22%	13%	22%	21%	22%	17%	25%	20%
		B	DE	E							I	
SO Coconut Milk	316	164	151	132	107	77	124	192	62	55	133	66
	16%	17%	15%	22%	15%	11%	17%	15%	17%	13%	18%	14%
				DE	E							
Starbucks Frappuccino	916	416	500	372	297	247	334	582	178	155	334	249
	46%	43%	48%	63%	43%	34%	45%	46%	50%	37%	44%	52%
			A	DE	E				I		I	IJ
T.G. Lee Milk	1902	913	988	534	663	705	713	1188	339	407	706	449
	95%	94%	95%	90%	96%	97%	96%	94%	95%	96%	94%	95%
				C	C							
Wallaby Organic	1123	529	594	362	386	374	387	736	197	227	424	275
	56%	55%	57%	61%	56%	52%	52%	58%	55%	54%	56%	58%
				E				F				

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Products Associated with Dairy Milk - Associated with Dairy Milk Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Blue Diamond Almond Breeze	419	138	282	259	160	211	54	102	53	205	215	258	161
	21%	26%	19%	23%	18%	23%	27%	24%	12%	20%	22%	17%	32%
		B		D		H	H	H					K
Bolthouse Farms Plant Milk	635	190	445	359	276	335	79	119	102	308	327	440	196
	32%	36%	30%	32%	31%	36%	40%	28%	23%	30%	34%	29%	39%
		B				GH	GH						K
Califia Almond Milk	356	117	239	220	135	181	40	89	45	180	175	203	153
	18%	22%	16%	20%	15%	19%	20%	21%	10%	17%	18%	13%	30%
		B		D		H	H	H					K
Great Value Milk	1933	494	1439	1084	849	885	193	419	436	995	938	1455	478
	96%	94%	97%	97%	95%	95%	96%	98%	98%	96%	97%	96%	95%
			A	D				E	E				
Horizon Organic Milk	1841	488	1353	1010	831	858	182	389	411	966	875	1392	449
	92%	93%	91%	91%	93%	92%	91%	91%	92%	93%	90%	92%	90%
Lactaid Milk	1225	309	916	674	551	571	120	232	303	633	592	890	335
	61%	59%	62%	61%	62%	61%	60%	54%	68%	61%	61%	59%	67%
						G			EG				K
Left Field Farms Milk	1866	478	1388	1033	832	857	186	393	430	959	907	1406	460
	93%	91%	94%	93%	93%	92%	93%	91%	96%	92%	94%	93%	92%
									EG				
Lifeway Milk Smoothie	760	220	541	394	367	388	79	155	138	386	375	533	228
	38%	42%	36%	35%	41%	42%	40%	36%	31%	37%	39%	35%	45%
				C		H							K
Living Harvest Hemp Milk	327	116	211	184	142	176	36	78	36	153	174	190	137
	16%	22%	14%	17%	16%	19%	18%	18%	8%	15%	18%	13%	27%
		B				H	H	H					K
Nesquik Chocolate Milk	1715	459	1256	969	747	787	186	381	361	870	845	1270	445
	85%	87%	85%	87%	83%	84%	93%	89%	81%	84%	87%	84%	89%
							EH	H					
Rice Dream Rice Drink	256	97	158	133	123	151	33	52	19	143	113	154	102
	13%	18%	11%	12%	14%	16%	17%	12%	4%	14%	12%	10%	20%
		B				H	H	H					K
Ripple	289	103	186	158	131	169	42	54	24	153	135	173	116
	14%	19%	13%	14%	15%	18%	21%	12%	5%	15%	14%	11%	23%
		B				GH	GH	H					K
Silk Chocolate Soy Milk	420	146	273	250	170	218	60	91	50	215	205	249	170
	21%	28%	18%	22%	19%	23%	30%	21%	11%	21%	21%	17%	34%
		B				H	GH	H					K
Silk Nut Milk	428	145	283	253	175	224	54	93	56	221	207	266	162
	21%	28%	19%	23%	20%	24%	27%	22%	13%	21%	21%	18%	32%
		B				H	H	H					K
SO Coconut Milk	316	115	200	188	128	168	29	75	44	169	147	192	124
	16%	22%	14%	17%	14%	18%	15%	17%	10%	16%	15%	13%	25%
		B				H		H					K
Starbucks Frappuccino	916	274	642	486	430	451	103	217	146	436	480	664	252
	46%	52%	43%	44%	48%	48%	51%	50%	33%	42%	49%	44%	50%
		B				H	H	H			I		
T.G. Lee Milk	1902	484	1417	1059	843	877	188	403	433	982	919	1437	465
	95%	92%	96%	95%	94%	94%	94%	94%	97%	94%	95%	95%	93%
			A						EG				
Wallaby Organic	1123	320	803	586	537	545	119	233	226	574	549	810	313
	56%	61%	54%	53%	60%	58%	59%	54%	51%	55%	57%	54%	62%
		B			C	H							K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Products Associated with Dairy Milk - Associated with Dairy Milk Summary

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More	Purchase Plant-Based Milk (Net) (Once a Year or More	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Blue Diamond Almond Breeze	419	133	233	14	389	228	105	315	246	75	172
	21%	15%	30%	12%	22%	28%	27%	19%	27%	31%	26%
			ACDGHJ	*	AG	ACDG	ACG	A	ACDG	ACDG	ACDG
Bolthouse Farms Plant Milk	635	253	298	21	579	305	141	494	318	93	225
	32%	28%	38%	19%	33%	37%	36%	31%	35%	38%	34%
			ACDGHJ	*	ACG	ACDGHJ	AC	AC	ACG	ACG	ACG
Califia Almond Milk	356	110	199	10	328	194	88	268	209	63	146
	18%	12%	25%	9%	19%	24%	22%	17%	23%	26%	22%
			ACDGHJ	*	ACG	ACDG	ACG	A	ACDG	ACDG	ACDG
Great Value Milk	1933	905	739	101	1710	760	366	1567	841	218	623
	96%	99%	94%	92%	97%	93%	93%	97%	94%	90%	95%
		BCDEFGHIJ	I	*	BCEFHJ		I	BCEFHJ	I		EHI
Horizon Organic Milk	1841	828	731	100	1627	750	366	1475	831	225	606
	92%	91%	93%	91%	92%	92%	93%	91%	92%	93%	92%
				*	A						
Lactaid Milk	1225	504	510	77	1059	535	223	1002	588	151	436
	61%	55%	65%	70%	60%	65%	57%	62%	65%	62%	67%
			ADF	AF*	A	ADF		AD	ADFG	F	ADFG
Left Field Farms Milk	1866	855	729	100	1646	750	354	1512	828	216	612
	93%	94%	92%	91%	93%	92%	90%	94%	92%	89%	93%
		FI		*	FI			FI			EH
Lifeway Milk Smoothie	760	262	373	61	657	399	169	591	434	121	313
	38%	29%	47%	55%	37%	49%	43%	37%	48%	50%	48%
			ADG	ADG*	A	ADG	AD	A	ADG	ADFG	ADG
Living Harvest Hemp Milk	327	95	194	5	310	181	88	238	200	64	135
	16%	10%	25%	5%	18%	22%	22%	15%	22%	27%	21%
			ACDEGHJ	*	ACG	ACDG	ACDG	AC	ACDG	ACDG	ACG
Nesquik Chocolate Milk	1715	759	695	95	1519	717	342	1374	790	208	583
	85%	83%	88%	86%	86%	88%	87%	85%	88%	86%	89%
			AG	*	A	AG			AG		ADG
Rice Dream Rice Drink	256	58	170	5	239	169	76	180	174	62	112
	13%	6%	21%	4%	14%	21%	19%	11%	19%	25%	17%
			ACDGHJ	*	ACG	ACDGJ	ACDG	AC	ACDGJ	ACDFGHJ	ACDG
Ripple	289	77	175	15	255	178	83	206	190	64	126
	14%	8%	22%	14%	14%	22%	21%	13%	21%	26%	19%
			ADGJ	*	AG	ADGJ	ADG	A	ADGJ	ACDFG	ADG
Silk Chocolate Soy Milk	420	139	236	13	392	231	108	311	249	85	163
	21%	15%	30%	12%	22%	28%	28%	19%	28%	35%	25%
			ACDGHJ	*	ACG	ACDGJ	ACDG	A	ACDGJ	ACDEFGHJ	ACG
Silk Nut Milk	428	127	244	16	397	241	106	322	260	83	177
	21%	14%	31%	15%	22%	30%	27%	20%	29%	34%	27%
			ACDGHJ	*	AG	ACDG	ACG	A	ACDG	ACDFG	ACDG
SO Coconut Milk	316	89	189	6	295	180	88	227	196	69	127
	16%	10%	24%	6%	17%	22%	22%	14%	22%	28%	19%
			ACDEGHJ	*	ACG	ACDGJ	ACDG	AC	ACDGJ	ACDEFGHJ	ACG
Starbucks Frappuccino	916	318	459	70	787	495	218	697	529	154	375
	46%	35%	58%	64%	44%	60%	55%	43%	59%	63%	57%
			ADG	ADG*	A	ABDGJ	ADG	A	ADG	ADFG	ADG
T.G. Lee Milk	1902	886	732	99	1683	752	359	1542	831	216	615
	95%	97%	93%	90%	95%	92%	91%	95%	92%	89%	94%
		BCDEFGHIJ		*	BEFHI			BCEFHJ			EH
Wallaby Organic	1123	428	513	66	981	523	251	872	579	169	411
	56%	47%	65%	60%	55%	64%	64%	54%	64%	69%	63%
			ADG	A*	A	ADG	ADG	A	ADG	ADFG	ADG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Products Associated with Dairy Milk - Not Associated with Dairy Milk Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Blue Diamond Almond Breeze	1591	754	837	417	549	625	577	1014	281	346	580	384
	79%	78%	80%	70%	79%	86%	77%	80%	78%	82%	77%	81%
					C	CD						
Bothouse Farms Plant Milk	1375	649	726	346	481	547	513	861	239	316	500	320
	68%	67%	70%	58%	69%	76%	69%	68%	67%	75%	66%	67%
					C	CD				HJK		
Califia Almond Milk	1654	782	872	447	565	642	609	1045	288	362	608	395
	82%	81%	84%	75%	82%	89%	82%	83%	81%	86%	81%	83%
					C	CD						
Great Value Milk	77	55	23	53	14	10	14	63	21	5	35	17
	4%	6%	2%	9%	2%	1%	2%	5%	6%	1%	5%	4%
		B		DE				F	I		I	I
Horizon Organic Milk	169	89	80	70	45	54	79	91	27	38	75	30
	8%	9%	8%	12%	6%	8%	11%	7%	8%	9%	10%	6%
				DE			G					
Lactaid Milk	785	381	404	258	286	241	306	479	148	179	279	178
	39%	39%	39%	44%	41%	33%	41%	38%	41%	42%	37%	38%
				E	E							
Left Field Farms Milk	144	84	61	68	48	29	52	92	24	35	57	29
	7%	9%	6%	11%	7%	4%	7%	7%	7%	8%	8%	6%
		B		DE	E							
Lifeway Milk Smoothie	1250	616	633	344	426	479	492	758	223	282	458	286
	62%	64%	61%	58%	62%	66%	66%	60%	62%	67%	61%	60%
					C	G						
Living Harvest Hemp Milk	1683	792	891	439	583	662	621	1062	301	365	611	407
	84%	82%	86%	74%	84%	91%	83%	84%	84%	86%	81%	86%
			A		C	CD				J		
Nesquik Chocolate Milk	295	190	105	81	99	114	101	194	66	60	111	58
	15%	20%	10%	14%	14%	16%	13%	15%	18%	14%	15%	12%
		B							K			
Rice Dream Rice Drink	1754	813	941	470	605	679	664	1091	301	389	645	419
	87%	84%	90%	79%	87%	94%	89%	86%	84%	92%	85%	88%
			A		C	CD				HJ		
Ripple	1721	817	904	465	592	664	658	1064	305	375	649	393
	86%	84%	87%	78%	86%	92%	88%	84%	85%	89%	86%	83%
					C	CD	G			K		
Silk Chocolate Soy Milk	1590	736	854	409	544	637	585	1006	282	358	566	384
	79%	76%	82%	69%	79%	88%	78%	80%	79%	84%	75%	81%
			A		C	CD				J		J
Silk Nut Milk	1582	735	848	414	540	628	584	998	281	353	568	380
	79%	76%	81%	70%	78%	87%	78%	79%	78%	83%	75%	80%
			A		C	CD				J		
SO Coconut Milk	1694	805	890	461	586	648	622	1072	296	369	621	409
	84%	83%	85%	78%	85%	89%	83%	85%	83%	87%	82%	86%
					C	CD						
Starbucks Frappuccino	1094	553	541	221	395	478	412	682	180	269	420	226
	54%	57%	52%	37%	57%	66%	55%	54%	50%	63%	56%	48%
		B			C	CD				HJK	K	
T.G. Lee Milk	108	56	53	59	29	20	33	76	19	16	48	25
	5%	6%	5%	10%	4%	3%	4%	6%	5%	4%	6%	5%
				DE								
Wallaby Organic	887	440	447	231	306	350	358	528	161	197	330	199
	44%	45%	43%	39%	44%	48%	48%	42%	45%	46%	44%	42%
						C	G					

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Products Associated with Dairy Milk - Not Associated with Dairy Milk Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Blue Diamond Almond Breeze	1591	389	1202	855	736	723	146	328	394	836	755	1250	340
	79%	74%	81%	77%	82%	77%	73%	76%	88%	80%	78%	83%	68%
			A		C				EFG			L	
Bolthouse Farms Plant Milk	1375	336	1039	755	620	599	121	311	345	732	642	1069	306
	68%	64%	70%	68%	69%	64%	60%	72%	77%	70%	66%	71%	61%
			A					EF	EF			L	
Califia Almond Milk	1654	410	1244	894	760	753	159	340	401	860	794	1305	349
	82%	78%	84%	80%	85%	81%	80%	79%	90%	83%	82%	87%	70%
			A		C				EFG			L	
Great Value Milk	77	33	44	30	47	49	7	11	10	46	31	53	24
	4%	6%	3%	3%	5%	5%	4%	2%	2%	4%	3%	4%	5%
			B		C	GH							
Horizon Organic Milk	169	39	131	104	65	76	17	40	35	75	95	117	52
	8%	7%	9%	9%	7%	8%	9%	9%	8%	7%	10%	8%	10%
Lactaid Milk	785	218	567	440	345	364	80	198	144	408	377	619	166
	39%	41%	38%	39%	38%	39%	40%	46%	32%	39%	39%	41%	33%
						H		EH				L	
Left Field Farms Milk	144	49	95	81	63	77	14	37	17	81	63	103	42
	7%	9%	6%	7%	7%	8%	7%	9%	4%	8%	6%	7%	8%
						H		H					
Lifeway Milk Smoothie	1250	307	943	721	529	546	121	275	309	655	595	976	274
	62%	58%	64%	65%	59%	58%	60%	64%	69%	63%	61%	65%	55%
				D					E			L	
Living Harvest Hemp Milk	1683	411	1272	930	753	758	164	351	411	888	795	1319	365
	84%	78%	86%	83%	84%	81%	82%	82%	92%	85%	82%	87%	73%
			A						EFG			L	
Nesquik Chocolate Milk	295	67	227	146	149	147	14	48	86	171	124	238	57
	15%	13%	15%	13%	17%	16%	7%	11%	19%	16%	13%	16%	11%
						F			FG				
Rice Dream Rice Drink	1754	430	1325	982	773	783	167	377	428	898	857	1355	400
	87%	82%	89%	88%	86%	84%	83%	88%	96%	86%	88%	90%	80%
			A						EFG			L	
Ripple	1721	424	1297	956	765	765	158	376	422	887	834	1336	386
	86%	81%	87%	86%	85%	82%	79%	88%	95%	85%	86%	89%	77%
			A					EF	EFG			L	
Silk Chocolate Soy Milk	1590	380	1210	864	726	716	140	338	396	826	764	1259	331
	79%	72%	82%	78%	81%	77%	70%	79%	89%	79%	79%	83%	66%
			A					F	EFG			L	
Silk Nut Milk	1582	382	1201	862	721	710	145	337	390	820	763	1243	340
	79%	72%	81%	77%	80%	76%	73%	78%	87%	79%	79%	82%	68%
			A						EFG			L	
SO Coconut Milk	1694	412	1283	927	767	766	170	355	403	872	822	1316	378
	84%	78%	86%	83%	86%	82%	85%	83%	90%	84%	85%	87%	75%
			A						EG			L	
Starbucks Frappuccino	1094	253	841	629	466	484	97	213	301	604	490	845	249
	54%	48%	57%	56%	52%	52%	49%	50%	67%	58%	51%	56%	50%
			A						EFG	J			
T.G. Lee Milk	108	42	66	56	53	57	11	27	13	58	50	72	37
	5%	8%	4%	5%	6%	6%	6%	6%	3%	6%	5%	5%	7%
			B				H		H				
Wallaby Organic	887	206	681	529	358	389	81	197	220	466	421	698	189
	44%	39%	46%	47%	40%	42%	41%	46%	49%	45%	43%	46%	38%
			A		D				E			L	

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Products Associated with Dairy Milk - Not Associated with Dairy Milk Summary

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Blue Diamond Almond Breeze	1591	781	556	96	1380	591	289	1302	652	168	484
	79%	85%	70%	88%	78%	72%	73%	81%	73%	69%	74%
		BDEFGHIJ		BEFHJ*	BEHIJ			BDEFGHIJ	B		B
Bolthouse Farms Plant Milk	1375	661	491	89	1190	513	252	1122	580	149	431
	68%	72%	62%	81%	67%	63%	64%	69%	65%	62%	66%
		BDEFGHIJ		BDEFGHIJ*	BE			BDEFGHIJ	BE		BE
Califia Almond Milk	1654	804	590	100	1440	624	306	1348	690	180	510
	82%	88%	75%	91%	81%	76%	78%	83%	77%	74%	78%
		BDEFGHIJ		BDEFGHIJ*	BEHIJ			BDEFGHIJ	B		B
Great Value Milk	77	9	49	9	58	58	28	50	58	25	33
	4%	1%	6%	8%	3%	7%	7%	3%	6%	10%	5%
			ADG	ADG*	A	ADGJ	ADG	A	ADGJ	ABDFGHJ	ADG
Horizon Organic Milk	169	86	58	10	142	68	28	141	68	17	50
	8%	9%	7%	9%	8%	8%	7%	9%	8%	7%	8%
		D		*							
Lactaid Milk	785	410	278	33	709	283	171	614	311	92	220
	39%	45%	35%	30%	40%	35%	43%	38%	35%	38%	33%
		BCDEFGHJ		*	BEGHJ		BCEHIJ	HJ			
Left Field Farms Milk	144	59	60	10	122	68	40	104	70	27	44
	7%	6%	8%	9%	7%	8%	10%	6%	8%	11%	7%
				*		J	ADG		J	ADG	
Lifeway Milk Smoothie	1250	651	416	49	1111	419	224	1025	465	122	343
	62%	71%	53%	45%	63%	51%	57%	63%	52%	50%	52%
		BCDEFGHIJ		*	BCEFHJ		I	BCEHIJ			
Living Harvest Hemp Milk	1683	819	594	105	1459	638	305	1378	699	178	521
	84%	90%	75%	95%	82%	78%	78%	85%	78%	73%	79%
		BDEFGHIJ		BDEFGHIJ*	BEFHI	B		BDEFGHIJ	B		B
Nesquik Chocolate Milk	295	155	94	15	249	101	52	243	109	35	73
	15%	17%	12%	14%	14%	12%	13%	15%	12%	14%	11%
		BDEHJ		*	J			BEHJ			
Rice Dream Rice Drink	1754	855	619	106	1529	649	318	1437	725	181	544
	87%	94%	79%	96%	86%	79%	81%	89%	81%	75%	83%
		BDEFGHIJ		BDEFGHIJ*	BEFHJ		I	BDEFGHIJ	BI		BEHI
Ripple	1721	837	614	95	1514	640	311	1410	709	179	530
	86%	92%	78%	86%	86%	78%	79%	87%	79%	74%	81%
		BDEFGHIJ		I*	BEFHJ		I	BDEFGHIJ			BEH
Silk Chocolate Soy Milk	1590	774	553	97	1377	587	285	1305	650	157	493
	79%	85%	70%	88%	78%	72%	72%	81%	72%	65%	75%
		BDEFGHIJ		BDEFGHIJ*	BEFHI	I	I	BDEFGHIJ	BI		BEHI
Silk Nut Milk	1582	787	545	94	1372	577	288	1294	639	160	479
	79%	86%	69%	85%	78%	70%	73%	80%	71%	66%	73%
		BDEFGHIJ		BEFHJ*	BEHIJ		I	BDEFGHIJ	B		B
SO Coconut Milk	1694	824	599	104	1473	639	305	1389	703	174	529
	84%	90%	76%	94%	83%	78%	78%	86%	78%	72%	81%
		BDEFGHIJ		BDEFGHIJ*	BEFHI	BI	I	BDEFGHIJ	BI		BEHI
Starbucks Frappuccino	1094	596	330	40	982	323	175	919	370	89	281
	54%	65%	42%	36%	56%	40%	45%	57%	41%	37%	43%
		BCDEFGHIJ	E	*	BCEFHJ		I	BCEFHJ			E
T.G. Lee Milk	108	28	57	11	86	66	35	74	68	26	41
	5%	3%	7%	10%	5%	8%	9%	5%	8%	11%	6%
			ADG	AG*	A	ADGJ	ADG	A	ADGJ	ADG	AG
Wallaby Organic	887	486	276	44	787	295	143	744	320	74	246
	44%	53%	35%	40%	45%	36%	36%	46%	36%	31%	37%
		BCDEFGHIJ		*	BEFHJ		I	BEFHJ			

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_1. Please indicate how frequently you purchase each of the following? - Skim (fat free)

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Ever (Net)	1089	573	516	336	376	377	362	727	195	243	400	251
	54%	59%	50%	57%	54%	52%	49%	57%	54%	57%	53%	53%
		B						F				
Past Year (Subnet)	927	508	419	304	308	316	307	620	169	202	346	209
	46%	52%	40%	51%	44%	44%	41%	49%	47%	48%	46%	44%
		B		DE				F				
Past 6 month (Sub-Subnet)	822	463	359	273	270	279	272	550	151	176	312	184
	41%	48%	35%	46%	39%	39%	36%	44%	42%	41%	41%	39%
		B		DE				F				
Once a month or more (Sub-Sub-Subnet)	706	408	298	234	231	241	237	469	133	152	262	159
	35%	42%	29%	39%	33%	33%	32%	37%	37%	36%	35%	34%
		B						F				
Once a week or more often (52)	333	194	139	111	111	112	102	231	73	82	119	58
	17%	20%	13%	19%	16%	15%	14%	18%	20%	19%	16%	12%
		B						F	K	K		
Once every 2 or 3 weeks (17)	240	142	98	74	84	82	82	158	43	40	92	66
	12%	15%	9%	12%	12%	11%	11%	12%	12%	9%	12%	14%
		B										
Once a month/every four weeks (12)	133	73	61	49	36	48	53	81	17	30	51	35
	7%	8%	6%	8%	5%	7%	7%	6%	5%	7%	7%	7%
Once every 2 or 3 months (4)	75	37	38	27	32	16	24	51	12	12	34	18
	4%	4%	4%	5%	5%	2%	3%	4%	3%	3%	4%	4%
					E							
Once every 4 to 6 months (2)	41	18	23	12	7	21	11	30	6	11	17	7
	2%	2%	2%	2%	1%	3%	1%	2%	2%	3%	2%	1%
						D						
Once or twice a year (1)	105	45	60	30	38	37	34	70	19	27	34	26
	5%	5%	6%	5%	5%	5%	5%	6%	5%	6%	4%	5%
Less often than once a year (0.5)	162	65	97	32	69	61	56	106	25	41	54	42
	8%	7%	9%	5%	10%	8%	7%	8%	7%	10%	7%	9%
					C							
Never (0)	921	396	525	257	316	348	384	538	163	180	354	224
	46%	41%	50%	43%	46%	48%	51%	43%	46%	43%	47%	47%
			A				G					
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	11.7	14.1	9.5	13.1	11.3	11	10.1	12.7	13.5	12.8	11.4	9.9
		B						F	K	K		

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_1. Please indicate how frequently you purchase each of the following? - Skim (fat free)

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Ever (Net)	1089	299	790	535	553	538	123	198	229	571	518	817	272
	54%	57%	53%	48%	62%	58%	62%	46%	51%	55%	53%	54%	54%
					C	G	GH						
Past Year (Subnet)	927	264	663	458	469	460	104	167	196	498	429	684	243
	46%	50%	45%	41%	52%	49%	52%	39%	44%	48%	44%	45%	48%
					C	G	G						
Past 6 month (Sub-Subnet)	822	238	585	410	412	412	95	148	168	441	382	603	219
	41%	45%	39%	37%	46%	44%	47%	34%	38%	42%	39%	40%	44%
					C	GH	GH						
Once a month or more (Sub-Sub-Subnet)	706	211	495	357	349	345	83	132	146	390	316	521	185
	35%	40%	33%	32%	39%	37%	41%	31%	33%	38%	33%	35%	37%
		B			C		G			J			
Once a week or more often (52)	333	119	213	173	160	157	33	72	71	210	122	255	78
	17%	23%	14%	16%	18%	17%	17%	17%	16%	20%	13%	17%	16%
		B								J			
Once every 2 or 3 weeks (17)	240	52	188	124	116	120	29	41	50	119	121	170	69
	12%	10%	13%	11%	13%	13%	15%	10%	11%	11%	12%	11%	14%
Once a month/every four weeks (12)	133	39	94	60	73	69	20	19	26	61	72	96	37
	7%	7%	6%	5%	8%	7%	10%	4%	6%	6%	7%	6%	7%
					C		G						
Once every 2 or 3 months (4)	75	21	54	31	44	51	7	10	8	33	42	49	26
	4%	4%	4%	3%	5%	5%	3%	2%	2%	3%	4%	3%	5%
					C	GH							
Once every 4 to 6 months (2)	41	6	35	22	19	15	5	6	14	17	24	33	8
	2%	1%	2%	2%	2%	2%	3%	1%	3%	2%	2%	2%	2%
Once or twice a year (1)	105	27	78	48	56	49	9	19	28	58	47	81	24
	5%	5%	5%	4%	6%	5%	5%	4%	6%	6%	5%	5%	5%
Less often than once a year (0.5)	162	34	127	77	85	78	20	31	33	73	89	133	29
	8%	7%	9%	7%	9%	8%	10%	7%	7%	7%	9%	9%	6%
Never (0)	921	228	693	579	342	396	76	231	218	469	452	692	229
	46%	43%	47%	52%	38%	42%	38%	54%	49%	45%	47%	46%	46%
				D				EF	F				
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	11.7	14.6	10.7	10.8	12.8	12.1	12.7	11.1	11.1	13.4	9.9	11.7	11.6
		B			C					J			

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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SA_1. Please indicate how frequently you purchase each of the following? - Skim (fat free)

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Ever (Net)	1089	446	548	-	1032	500	212	877	548	140	408
	54%	49%	69%	-	58%	61%	54%	54%	61%	58%	62%
		C	ACDEFGHIJ	*	ACG	ACFG	C	AC	ACFG	C	ACFG
Past Year (Subnet)	927	380	499	-	899	453	188	739	499	131	368
	46%	42%	63%	-	51%	55%	48%	46%	56%	54%	56%
		C	ACDEFGHIJ	*	ACG	ACDFG	C	AC	ACDFG	ACF	ACDFG
Past 6 month (Sub-Subnet)	822	350	435	-	822	396	169	654	435	114	321
	41%	38%	55%	-	46%	48%	43%	40%	48%	47%	49%
		C	ACDEFGHIJ	*	ACG	ACG	C	C	ACG	AC	ACG
Once a month or more (Sub-Sub-Subnet)	706	318	355	-	706	329	151	555	355	99	256
	35%	35%	45%	-	40%	40%	38%	34%	40%	41%	39%
		C	ACDEFGHIJ	*	ACG	ACG	C	C	CG	C	CG
Once a week or more often (52)	333	162	160	-	333	147	86	247	160	57	103
	17%	18%	20%	-	19%	18%	22%	15%	18%	23%	16%
		CG	CEGHJ	*	CG	CJ	CGJ	C	CJ	CGHJ	C
Once every 2 or 3 weeks (17)	240	115	107	-	240	101	32	208	107	18	89
	12%	13%	14%	-	14%	12%	8%	13%	12%	7%	14%
		CF	CFHI	*	CFI	CFI	C	CFI	CFI	C	CFHI
Once a month/every four weeks (12)	133	41	89	-	133	81	34	100	89	25	64
	7%	5%	11%	-	8%	10%	9%	6%	10%	10%	10%
			ACDGH	*	ACG	ACDG	AC	AC	ACDG	AC	ACG
Once every 2 or 3 months (4)	75	19	55	-	75	44	14	62	55	13	42
	4%	2%	7%	-	4%	5%	4%	4%	6%	5%	6%
			ACDEFGH	*	A	ACG		A	ACDG	AC	ACDG
Once every 4 to 6 months (2)	41	13	25	-	41	23	4	37	25	2	23
	2%	1%	3%	-	2%	3%	1%	2%	3%	1%	4%
			AFI	*	A	F		A	F		AFG
Once or twice a year (1)	105	30	64	-	77	57	19	85	64	17	47
	5%	3%	8%	-	4%	7%	5%	5%	7%	7%	7%
			ACDFGH	*	A	ACD		ACD	ACDG	AC	ACDG
Less often than once a year (0.5)	162	66	49	-	133	48	24	138	49	9	40
	8%	7%	6%	-	8%	6%	6%	9%	5%	4%	6%
		C	CH	*	CHI	C	CI	BCDEHIJ	C		C
Never (0)	921	468	241	110	736	318	182	739	351	103	248
	46%	51%	31%	100%	42%	39%	46%	46%	39%	42%	38%
		BDEGHJ		ABDEFGHIJ	B	B	BEHJ	BDEHJ	B	B	B
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	11.7	12.1	14.6	-	13.3	13	14	11.2	12.9	14.9	12.1
		C	ACDEGHJ	*	ACG	CG	CG	C	CG	CG	C

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_2. Please indicate how frequently you purchase each of the following? - 1% (reduced fat)

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Ever (Net)	1145	586	560	374	389	383	396	750	224	240	406	275
	57%	60%	54%	63%	56%	53%	53%	59%	63%	57%	54%	58%
Past Year (Subnet)		B		DE				F	J			
	919	478	441	327	314	278	308	610	193	173	324	229
	46%	49%	42%	55%	45%	38%	41%	48%	54%	41%	43%	48%
Past 6 month (Sub-Subnet)		B		DE	E			F	IJ			
	789	416	373	297	275	217	262	527	174	139	273	203
	39%	43%	36%	50%	40%	30%	35%	42%	49%	33%	36%	43%
Once a month or more (Sub-Sub-Subnet)		B		DE	E			F	IJ			I
	583	318	266	235	203	146	192	391	136	95	188	165
	29%	33%	26%	40%	29%	20%	26%	31%	38%	22%	25%	35%
Once a week or more often (52)		B		DE	E			F	IJ			IJ
	225	125	101	83	87	56	76	149	56	40	73	57
	11%	13%	10%	14%	13%	8%	10%	12%	16%	10%	10%	12%
Once every 2 or 3 weeks (17)				E	E				IJ			
	224	122	102	103	63	58	69	155	44	31	77	72
	11%	13%	10%	17%	9%	8%	9%	12%	12%	7%	10%	15%
Once a month/every four weeks (12)				DE					I			IJ
	134	71	63	49	52	32	47	87	36	23	38	36
	7%	7%	6%	8%	8%	4%	6%	7%	10%	5%	5%	8%
Once every 2 or 3 months (4)				E	E				IJ			
	130	64	66	42	47	42	41	89	24	29	50	26
	6%	7%	6%	7%	7%	6%	6%	7%	7%	7%	7%	6%
Once every 4 to 6 months (2)												
	75	33	42	20	25	30	29	46	14	15	35	12
	4%	3%	4%	3%	4%	4%	4%	4%	4%	4%	5%	2%
Once or twice a year (1)												
	130	62	68	30	39	61	46	84	19	34	52	26
	6%	6%	7%	5%	6%	8%	6%	7%	5%	8%	7%	5%
Less often than once a year (0.5)						C						
	227	108	119	47	75	104	87	139	31	67	82	47
	11%	11%	11%	8%	11%	14%	12%	11%	9%	16%	11%	10%
Never (0)										HJK		
	865	383	481	219	304	342	350	514	134	183	348	199
	43%	40%	46%	37%	44%	47%	47%	41%	37%	43%	46%	42%
Sigma			A		C	C	G				H	
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	9	10.2	7.9	11.7	9.5	6.3	8.1	9.5	11.8	7.4	7.8	10.1
		B		E	E				IJ			IJ

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_2. Please indicate how frequently you purchase each of the following? - 1% (reduced fat)

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Ever (Net)	1145	332	814	590	555	565	127	225	229	583	563	849	297
	57%	63%	55%	53%	62%	60%	64%	52%	51%	56%	58%	56%	59%
		B			C	GH	GH						
Past Year (Subnet)	919	291	627	478	441	464	109	181	165	475	444	669	250
	46%	55%	42%	43%	49%	50%	55%	42%	37%	46%	46%	44%	50%
		B			C	GH	GH						
Past 6 month (Sub-Subnet)	789	262	527	413	375	409	95	152	132	408	381	566	223
	39%	50%	36%	37%	42%	44%	48%	35%	30%	39%	39%	38%	44%
		B				GH	GH						K
Once a month or more (Sub-Sub-Subnet)	583	213	370	317	266	295	74	121	93	315	268	418	165
	29%	40%	25%	28%	30%	32%	37%	28%	21%	30%	28%	28%	33%
		B				H	H	H					
Once a week or more often (52)	225	93	133	132	93	109	21	54	41	130	95	159	66
	11%	18%	9%	12%	10%	12%	10%	13%	9%	13%	10%	11%	13%
		B											
Once every 2 or 3 weeks (17)	224	76	148	116	108	116	30	41	36	120	104	159	65
	11%	14%	10%	10%	12%	12%	15%	10%	8%	12%	11%	11%	13%
		B				H	H						
Once a month/every four weeks (12)	134	44	90	69	65	70	23	26	16	65	69	100	34
	7%	8%	6%	6%	7%	7%	12%	6%	3%	6%	7%	7%	7%
						H	GH						
Once every 2 or 3 months (4)	130	31	99	58	73	76	16	20	18	64	66	91	39
	6%	6%	7%	5%	8%	8%	8%	5%	4%	6%	7%	6%	8%
					C	GH							
Once every 4 to 6 months (2)	75	18	57	38	37	38	5	11	21	29	46	56	19
	4%	3%	4%	3%	4%	4%	2%	3%	5%	3%	5%	4%	4%
											I		
Once or twice a year (1)	130	30	100	64	66	55	14	28	33	67	63	103	27
	6%	6%	7%	6%	7%	6%	7%	7%	7%	6%	7%	7%	5%
Less often than once a year (0.5)	227	40	187	113	114	101	18	44	64	108	119	180	47
	11%	8%	13%	10%	13%	11%	9%	10%	14%	10%	12%	12%	9%
			A										
Never (0)	865	195	669	524	340	369	73	205	218	458	407	660	205
	43%	37%	45%	47%	38%	40%	36%	48%	49%	44%	42%	44%	41%
			A	D				EF	EF				
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	9	13	7.5	9.1	8.9	9.6	9.8	9.3	7	9.6	8.3	8.5	10.4
		B				H							

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_2. Please indicate how frequently you purchase each of the following? - 1% (reduced fat)

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Ever (Net)	1145	464	578	-	1089	519	240	906	578	159	419
	57%	51%	73%	-	62%	63%	61%	56%	64%	65%	64%
		C	ACDEFGHIJ	*	ACG	ACG	AC	AC	ACG	ACG	ACG
Past Year (Subnet)	919	359	508	-	899	454	211	708	508	149	359
	46%	39%	64%	-	51%	56%	54%	44%	57%	61%	55%
		C	ACDEFGHIJ	*	ACG	ACDG	ACG	AC	ACDG	ACDFG	ACG
Past 6 month (Sub-Subnet)	789	305	442	-	789	401	190	599	442	135	307
	39%	33%	56%	-	45%	49%	48%	37%	49%	56%	47%
		C	ACDEFGHIJ	*	ACG	ACDG	ACG	AC	ACDG	ACDFG	ACG
Once a month or more (Sub-Sub-Subnet)	583	232	319	-	583	295	154	429	319	106	213
	29%	25%	40%	-	33%	36%	39%	27%	35%	44%	32%
		C	ACDEGHJ	*	ACG	ACGJ	ACDG	C	ACGJ	ACDEGHJ	ACG
Once a week or more often (52)	225	106	106	-	225	99	64	161	106	40	66
	11%	12%	13%	-	13%	12%	16%	10%	12%	16%	10%
		C	CGHJ	*	CGJ	CJ	ACEGHJ	C	CJ	CGHJ	C
Once every 2 or 3 weeks (17)	224	84	128	-	224	117	57	167	128	43	84
	11%	9%	16%	-	13%	14%	15%	10%	14%	18%	13%
		C	ACDEGHJ	*	ACG	ACG	AC	C	ACG	ACDG	ACG
Once a month/every four weeks (12)	134	43	85	-	134	78	33	101	85	23	62
	7%	5%	11%	-	8%	10%	8%	6%	9%	9%	9%
			ACDGH	*	ACG	ACDG	AC	AC	ACDG	AC	ACG
Once every 2 or 3 months (4)	130	39	86	-	130	74	25	105	86	22	64
	6%	4%	11%	-	7%	9%	6%	7%	10%	9%	10%
			ACDEFGH	*	ACG	ACG	C	AC	ACDG	AC	ACDG
Once every 4 to 6 months (2)	75	34	38	-	75	32	11	64	38	7	31
	4%	4%	5%	-	4%	4%	3%	4%	4%	3%	5%
				*					C		C
Once or twice a year (1)	130	54	66	-	110	53	21	109	66	14	52
	6%	6%	8%	-	6%	7%	5%	7%	7%	6%	8%
		C	CDEH	*	C	C	C	C	C	C	C
Less often than once a year (0.5)	227	106	70	-	190	65	28	198	70	10	60
	11%	12%	9%	-	11%	8%	7%	12%	8%	4%	9%
		CEFHI	CHI	*	CEFHI	CI	CI	BCDEFHIJ	CI		CHI
Never (0)	865	449	211	110	679	299	154	711	321	84	237
	43%	49%	27%	100%	38%	37%	39%	44%	36%	35%	36%
		BDEFGHIJ		ABDEFGHIJ	B	B	B	BDEHIJ	B	B	B
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	9	8.5	11.7	-	10.2	10.4	12.3	8.2	10.3	13.2	9.2
		C	ACDEGHJ	*	ACG	ACGJ	ACDGHJ	C	CGJ	ACDEGHJ	C

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_3. Please indicate how frequently you purchase each of the following? - 2% (reduced fat)

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Ever (Net)	1427	707	720	443	483	501	507	920	253	322	507	345
	71%	73%	69%	75%	70%	69%	68%	73%	71%	76%	67%	73%
								F		J		
Past Year (Subnet)	1247	621	626	412	427	408	431	816	222	273	437	315
	62%	64%	60%	69%	62%	56%	58%	65%	62%	64%	58%	66%
				DE				F				J
Past 6 month (Sub-Subnet)	1126	573	553	375	396	355	386	740	203	249	392	282
	56%	59%	53%	63%	57%	49%	52%	59%	57%	59%	52%	59%
		B		E	E			F				J
Once a month or more (Sub-Sub-Subnet)	896	468	428	297	326	274	307	589	167	197	307	226
	45%	48%	41%	50%	47%	38%	41%	47%	47%	47%	41%	48%
		B		E	E			F				J
Once a week or more often (52)	404	197	207	140	156	108	131	274	75	108	134	87
	20%	20%	20%	24%	23%	15%	17%	22%	21%	26%	18%	18%
				E	E			F		JK		
Once every 2 or 3 weeks (17)	311	173	138	92	108	111	104	207	53	61	101	97
	15%	18%	13%	16%	16%	15%	14%	16%	15%	14%	13%	20%
		B										IJ
Once a month/every four weeks (12)	181	97	83	64	62	55	73	108	39	28	71	42
	9%	10%	8%	11%	9%	8%	10%	9%	11%	7%	9%	9%
Once every 2 or 3 months (4)	122	57	65	50	34	39	43	79	18	28	44	33
	6%	6%	6%	8%	5%	5%	6%	6%	5%	7%	6%	7%
				D								
Once every 4 to 6 months (2)	107	48	59	28	37	42	35	72	18	24	41	24
	5%	5%	6%	5%	5%	6%	5%	6%	5%	6%	5%	5%
Once or twice a year (1)	122	48	74	37	31	53	46	76	20	24	45	33
	6%	5%	7%	6%	4%	7%	6%	6%	5%	6%	6%	7%
						D						
Less often than once a year (0.5)	180	86	94	31	56	93	76	104	31	49	70	30
	9%	9%	9%	5%	8%	13%	10%	8%	9%	12%	9%	6%
						CD				K		
Never (0)	583	262	321	150	209	223	239	344	105	101	247	130
	29%	27%	31%	25%	30%	31%	32%	27%	29%	24%	33%	27%
							G			I		
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	14.6	15.3	14	16.8	15.8	11.7	13.1	15.5	15.1	17	13.1	14.5
				E	E			F		J		

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_3. Please indicate how frequently you purchase each of the following? - 2% (reduced fat)

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Ever (Net)	1427	406	1021	776	651	667	158	312	290	736	691	1074	353
	71%	77%	69%	70%	73%	71%	79%	73%	65%	71%	71%	71%	70%
		B				H	H	H					
Past Year (Subnet)	1247	369	878	694	554	593	146	277	231	636	611	928	319
	62%	70%	59%	62%	62%	63%	73%	65%	52%	61%	63%	62%	64%
		B				H	EH	H					
Past 6 month (Sub-Subnet)	1126	347	779	624	501	536	134	252	204	591	534	844	281
	56%	66%	53%	56%	56%	57%	67%	59%	46%	57%	55%	56%	56%
		B				H	EH	H					
Once a month or more (Sub-Sub-Subnet)	896	293	603	517	379	420	109	209	158	490	406	671	225
	45%	56%	41%	46%	42%	45%	55%	49%	35%	47%	42%	45%	45%
		B				H	EH	H		J			
Once a week or more often (52)	404	141	263	253	152	190	53	104	57	229	176	314	90
	20%	27%	18%	23%	17%	20%	26%	24%	13%	22%	18%	21%	18%
		B		D		H	H	H					
Once every 2 or 3 weeks (17)	311	100	211	175	137	142	38	62	69	170	141	231	80
	15%	19%	14%	16%	15%	15%	19%	14%	16%	16%	15%	15%	16%
		B											
Once a month/every four weeks (12)	181	53	128	90	91	88	18	42	32	91	90	126	55
	9%	10%	9%	8%	10%	9%	9%	10%	7%	9%	9%	8%	11%
Once every 2 or 3 months (4)	122	35	88	64	58	69	5	28	20	60	62	90	32
	6%	7%	6%	6%	6%	7%	2%	7%	5%	6%	6%	6%	6%
						F							
Once every 4 to 6 months (2)	107	19	88	43	64	46	20	15	26	41	66	83	25
	5%	4%	6%	4%	7%	5%	10%	3%	6%	4%	7%	5%	5%
					C		EG				I		
Once or twice a year (1)	122	23	99	69	52	57	12	25	27	44	77	84	38
	6%	4%	7%	6%	6%	6%	6%	6%	6%	4%	8%	6%	8%
											I		
Less often than once a year (0.5)	180	37	143	82	97	74	12	35	59	100	80	146	34
	9%	7%	10%	7%	11%	8%	6%	8%	13%	10%	8%	10%	7%
					C				EFG				
Never (0)	583	121	462	338	245	267	42	117	156	304	278	435	148
	29%	23%	31%	30%	27%	29%	21%	27%	35%	29%	29%	29%	30%
			A						EFG				
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	14.6	18.7	13.2	15.8	13.1	14.8	18.5	16.7	10.5	15.7	13.5	14.9	13.8
		B		D		H	EH	H		J			

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_3. Please indicate how frequently you purchase each of the following? - 2% (reduced fat)

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Ever (Net)	1427	633	665	-	1361	601	295	1132	665	184	481
	71%	69%	84%	-	77%	73%	75%	70%	74%	76%	73%
		C	ACDEFGHIJ	*	ACEGHJ	CG	AC	C	CG	C	CG
Past Year (Subnet)	1247	550	618	-	1222	541	269	978	618	176	442
	62%	60%	78%	-	69%	66%	68%	61%	69%	72%	67%
		C	ACDEFGHIJ	*	ACG	ACG	ACG	C	ACEG	ACG	ACG
Past 6 month (Sub-Subnet)	1126	494	558	-	1126	493	253	873	558	169	389
	56%	54%	71%	-	64%	60%	64%	54%	62%	69%	59%
		C	ACDEFGHIJ	*	ACGJ	ACG	ACG	C	ACEGJ	ACEFGHIJ	CG
Once a month or more (Sub-Sub-Subnet)	896	409	427	-	896	381	219	677	427	145	282
	45%	45%	54%	-	51%	47%	56%	42%	48%	60%	43%
		CG	ACDEGHJ	*	ACEGJ	CGJ	ACEGHJ	C	CGJ	ACDEGHJ	C
Once a week or more often (52)	404	195	178	-	404	155	107	297	178	64	114
	20%	21%	23%	-	23%	19%	27%	18%	20%	26%	17%
		CG	CEGHJ	*	CEGHJ	C	ACEGHJ	C	CJ	CEGHJ	C
Once every 2 or 3 weeks (17)	311	139	155	-	311	138	71	241	155	48	106
	15%	15%	20%	-	18%	17%	18%	15%	17%	20%	16%
		C	ACEGHJ	*	ACG	C	C	C	C	C	C
Once a month/every four weeks (12)	181	75	95	-	181	88	41	139	95	33	62
	9%	8%	12%	-	10%	11%	11%	9%	11%	14%	9%
		C	ACGHJ	*	ACG	C	C	C	C	ACG	C
Once every 2 or 3 months (4)	122	46	65	-	122	54	21	101	65	14	51
	6%	5%	8%	-	7%	7%	5%	6%	7%	6%	8%
		C	ACEGH	*	AC	C	C	C	C	C	C
Once every 4 to 6 months (2)	107	38	65	-	107	58	13	95	65	9	56
	5%	4%	8%	-	6%	7%	3%	6%	7%	4%	9%
			ACDFGHI	*	ACF	ACF		AC	ACFI		ACDFGH
Once or twice a year (1)	122	56	60	-	97	48	17	105	60	7	53
	6%	6%	8%	-	5%	6%	4%	6%	7%	3%	8%
		C	CDEFHI	*	C	C		CD	CI		CDEFHI
Less often than once a year (0.5)	180	83	48	-	139	60	26	154	48	8	39
	9%	9%	6%	-	8%	7%	7%	10%	5%	3%	6%
		BCHI	CH	*	BCHI	BCHI	CI	BCDEHIJ	C		C
Never (0)	583	281	124	110	408	217	98	485	234	59	175
	29%	31%	16%	100%	23%	27%	25%	30%	26%	24%	27%
		BDF		ABDEFGHIJ	B	BD	B	BDEHJ	BD	B	BD
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	14.6	15.1	17.1	-	16.6	14.5	18.8	13.6	15	19.1	13.5
		CG	CEGHJ	*	ACEGHJ	C	ACEGHJ	C	CGJ	ACEGHJ	C

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_4. Please indicate how frequently you purchase each of the following? - Whole

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Ever (Net)	1305	667	638	425	446	434	480	825	231	241	524	310
	65%	69%	61%	72%	64%	60%	64%	65%	64%	57%	69%	65%
Past Year (Subnet)		B		DE					I		I	I
	1100	568	532	392	376	331	423	677	191	189	457	263
	55%	59%	51%	66%	54%	46%	57%	54%	53%	45%	61%	55%
Past 6 month (Sub-Subnet)		B		DE	E				I		HI	I
	976	505	471	360	330	286	378	598	168	162	409	237
	49%	52%	45%	61%	48%	39%	51%	47%	47%	38%	54%	50%
Once a month or more (Sub-Sub-Subnet)		B		DE	E				I		HI	I
	775	405	371	282	281	212	319	456	131	123	324	197
	39%	42%	36%	48%	41%	29%	43%	36%	37%	29%	43%	42%
Once a week or more often (52)		B		DE	E		G		I		I	I
	374	181	193	153	134	87	157	217	55	53	171	95
	19%	19%	19%	26%	19%	12%	21%	17%	15%	13%	23%	20%
Once every 2 or 3 weeks (17)		B		DE	E				I		HI	I
	261	156	105	83	100	78	101	160	56	37	95	73
	13%	16%	10%	14%	14%	11%	14%	13%	16%	9%	13%	15%
Once a month/every four weeks (12)		B		DE	E				I		HI	I
	141	68	73	46	48	47	61	80	20	33	58	29
	7%	7%	7%	8%	7%	6%	8%	6%	6%	8%	8%	6%
Once every 2 or 3 months (4)		B		DE	E				I		HI	I
	120	58	62	54	27	39	41	79	28	21	47	25
	6%	6%	6%	9%	4%	5%	5%	6%	8%	5%	6%	5%
Once every 4 to 6 months (2)		B		DE	E				I		HI	I
	81	42	39	24	23	35	18	63	10	17	38	15
	4%	4%	4%	4%	3%	5%	2%	5%	3%	4%	5%	3%
Once or twice a year (1)		B		DE	E		F		I		HI	I
	124	63	61	32	46	45	45	79	22	27	48	26
	6%	7%	6%	5%	7%	6%	6%	6%	6%	6%	6%	6%
Less often than once a year (0.5)		B		DE	E		F		I		HI	I
	205	99	107	33	69	103	57	148	40	52	67	46
	10%	10%	10%	6%	10%	14%	8%	12%	11%	12%	9%	10%
Never (0)		B		DE	E		F		I		HI	I
	705	303	402	168	247	290	266	439	127	183	230	165
	35%	31%	39%	28%	36%	40%	36%	35%	36%	43%	31%	35%
Sigma		B	A	C	C				HJK			
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	13.2	13.7	12.6	17.3	13.6	9.3	14.6	12.3	11.7	9.3	15.3	14.1
				DE	E		G				HI	I

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_4. Please indicate how frequently you purchase each of the following? - Whole

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Ever (Net)	1305	373	932	747	558	632	137	286	250	671	634	939	366
	65%	71%	63%	67%	62%	68%	69%	66%	56%	64%	65%	62%	73%
		B				H	H	H					K
Past Year (Subnet)	1100	338	762	648	451	532	111	260	197	561	539	776	324
	55%	64%	51%	58%	50%	57%	56%	60%	44%	54%	56%	51%	65%
		B		D		H	H	H					K
Past 6 month (Sub-Subnet)	976	317	659	586	390	474	95	243	164	500	477	692	284
	49%	60%	44%	53%	44%	51%	48%	57%	37%	48%	49%	46%	57%
		B		D		H	H	H					K
Once a month or more (Sub-Sub-Subnet)	775	275	500	497	279	377	71	200	127	408	367	544	231
	39%	52%	34%	45%	31%	40%	36%	47%	28%	39%	38%	36%	46%
		B		D		H		FH					K
Once a week or more often (52)	374	155	219	255	119	166	38	117	53	195	179	249	125
	19%	29%	15%	23%	13%	18%	19%	27%	12%	19%	18%	16%	25%
		B		D		H	H	EH					K
Once every 2 or 3 weeks (17)	261	84	177	160	101	143	26	50	41	140	121	190	70
	13%	16%	12%	14%	11%	15%	13%	12%	9%	13%	12%	13%	14%
						H							
Once a month/every four weeks (12)	141	37	104	82	58	68	7	33	32	73	68	105	35
	7%	7%	7%	7%	7%	7%	4%	8%	7%	7%	7%	7%	7%
Once every 2 or 3 months (4)	120	25	95	47	72	61	15	22	21	56	64	87	33
	6%	5%	6%	4%	8%	7%	8%	5%	5%	5%	7%	6%	6%
					C								
Once every 4 to 6 months (2)	81	16	64	42	39	36	9	21	16	35	46	61	20
	4%	3%	4%	4%	4%	4%	4%	5%	3%	3%	5%	4%	4%
Once or twice a year (1)	124	21	103	62	61	58	16	17	33	61	62	83	40
	6%	4%	7%	6%	7%	6%	8%	4%	7%	6%	6%	6%	8%
			A						G				
Less often than once a year (0.5)	205	35	170	99	106	100	26	26	54	110	96	163	42
	10%	7%	11%	9%	12%	11%	13%	6%	12%	11%	10%	11%	8%
			A			G	G		G				
Never (0)	705	154	551	367	338	302	63	144	196	370	335	570	135
	35%	29%	37%	33%	38%	32%	31%	34%	44%	36%	35%	38%	27%
			A						EFG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	13.2	19.2	11	15.6	10.2	13.2	13.1	17.4	9	13.3	13	12	16.7
		B		D		H	H	EFH					K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_4. Please indicate how frequently you purchase each of the following? - Whole

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Ever (Net)	1305	575	611	-	1259	546	285	1020	611	186	425
	65%	63%	78%	-	71%	67%	72%	63%	68%	77%	65%
		C	ACDEFGHJ	*	ACEGHJ	CG	ACEGJ	C	ACGJ	ACEGHJ	C
Past Year (Subnet)	1100	491	538	-	1083	472	259	841	538	173	365
	55%	54%	68%	-	61%	58%	66%	52%	60%	71%	56%
		C	ACDEGHJ	*	ACGJ	CG	ACEGHJ	C	ACEGJ	ACDEFGHJ	C
Past 6 month (Sub-Subnet)	976	443	476	-	976	422	242	734	476	158	318
	49%	48%	60%	-	55%	52%	62%	45%	53%	65%	49%
		CG	ACDEGHJ	*	ACGJ	CGJ	ACDEGHJ	C	CGJ	ACDEGHJ	C
Once a month or more (Sub-Sub-Subnet)	775	369	364	-	775	321	206	569	364	129	235
	39%	40%	46%	-	44%	39%	52%	35%	41%	53%	36%
		CG	ACEGHJ	*	ACEGHJ	CGJ	ABCDEGHJ	C	CGJ	ACDEGHJ	C
Once a week or more often (52)	374	186	168	-	374	143	119	255	168	67	101
	19%	20%	21%	-	21%	17%	30%	16%	19%	28%	15%
		CGJ	CEGHJ	*	CEGJ	C	ABCDEGHJ	C	CGJ	BCDEGHJ	C
Once every 2 or 3 weeks (17)	261	124	123	-	261	113	59	201	123	39	85
	13%	14%	16%	-	15%	14%	15%	12%	14%	16%	13%
		C	CEGHJ	*	CG	C	C	C	C	C	C
Once a month/every four weeks (12)	141	60	73	-	141	66	28	113	73	23	50
	7%	7%	9%	-	8%	8%	7%	7%	8%	9%	8%
		C	CGHJ	*	ACG	C	C	C	C	C	C
Once every 2 or 3 months (4)	120	42	67	-	120	63	24	96	67	21	47
	6%	5%	9%	-	7%	8%	6%	6%	8%	9%	7%
			ACDGH	*	ACG	AC	C	AC	AC	C	C
Once every 4 to 6 months (2)	81	31	45	-	81	37	12	69	45	8	36
	4%	3%	6%	-	5%	5%	3%	4%	5%	3%	6%
			CEFH	*	A	C			C		C
Once or twice a year (1)	124	48	61	-	107	50	17	107	61	15	46
	6%	5%	8%	-	6%	6%	4%	7%	7%	6%	7%
		C	CDEFH	*	C	C		AC	C	C	C
Less often than once a year (0.5)	205	84	74	-	177	73	25	180	74	14	60
	10%	9%	9%	-	10%	9%	6%	11%	8%	6%	9%
		C	CH	*	CF	C	C	ACDFHI	C	C	C
Never (0)	705	339	177	110	509	272	109	596	287	56	231
	35%	37%	22%	100%	29%	33%	28%	37%	32%	23%	35%
		BDFHI		ABDEFGHJ	B	BDFI	B	BDEFHI	BDI		BDFHI
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	13.2	14	15.4	-	14.9	12.9	19.5	11.6	13.5	18.7	11.6
		CGJ	CEGHJ	*	CEGHJ	CJ	ABCDEGHJ	C	CGJ	ABCDEGHJ	C

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_5. Please indicate how frequently you purchase each of the following? - Almond

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Ever (Net)	953	481	472	378	340	235	309	645	172	170	357	255
	47%	50%	45%	64%	49%	32%	41%	51%	48%	40%	47%	54%
Past Year (Subnet)				DE	E			F	I		I	I
	817	413	404	350	294	173	246	571	154	132	311	220
	41%	43%	39%	59%	42%	24%	33%	45%	43%	31%	41%	46%
Past 6 month (Sub-Subnet)				DE	E			F	I		I	I
	723	381	343	323	255	145	210	513	137	107	273	206
	36%	39%	33%	55%	37%	20%	28%	41%	38%	25%	36%	43%
Once a month or more (Sub-Sub-Subnet)		B		DE	E			F	I		I	I
	512	276	237	233	183	96	140	373	100	76	190	146
	25%	28%	23%	39%	26%	13%	19%	29%	28%	18%	25%	31%
Once a week or more often (52)		B		DE	E			F	I		I	I
	161	81	81	85	49	28	48	113	33	25	67	36
	8%	8%	8%	14%	7%	4%	6%	9%	9%	6%	9%	7%
Once every 2 or 3 weeks (17)				DE	E			F	I		I	I
	190	117	72	67	85	38	52	138	37	24	69	60
	9%	12%	7%	11%	12%	5%	7%	11%	10%	6%	9%	13%
Once a month/every four weeks (12)		B		E	E			F	I		I	I
	161	78	83	82	49	30	40	122	30	27	53	51
	8%	8%	8%	14%	7%	4%	5%	10%	8%	6%	7%	11%
Once every 2 or 3 months (4)				DE	E			F	I		I	I
	121	59	62	48	42	32	38	83	23	15	45	39
	6%	6%	6%	8%	6%	4%	5%	7%	6%	4%	6%	8%
Once every 4 to 6 months (2)				E								I
	90	45	44	43	30	16	32	57	14	16	39	21
	4%	5%	4%	7%	4%	2%	4%	5%	4%	4%	5%	4%
Once or twice a year (1)				E								I
	94	33	61	27	39	28	36	58	17	25	38	14
	5%	3%	6%	4%	6%	4%	5%	5%	5%	6%	5%	3%
Less often than once a year (0.5)		A										
	136	68	68	28	46	62	62	74	18	38	46	34
	7%	7%	7%	5%	7%	9%	8%	6%	5%	9%	6%	7%
Never (0)						C						
	1057	488	569	215	352	490	437	619	186	254	397	220
	53%	50%	55%	36%	51%	68%	59%	49%	52%	60%	53%	46%
Sigma					C	CD	G			HJK		
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	7.2	7.8	6.6	11.5	7	3.7	5.6	8.1	8	5.2	7.4	7.8
				DE	E			F	I		I	I

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_5. Please indicate how frequently you purchase each of the following? - Almond

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Ever (Net)	953	305	648	447	506	538	95	194	126	518	435	677	277
	47%	58%	44%	40%	56%	58%	48%	45%	28%	50%	45%	45%	55%
		B			C	FGH	H	H					K
Past Year (Subnet)	817	279	538	378	439	471	86	167	93	443	374	576	241
	41%	53%	36%	34%	49%	50%	43%	39%	21%	43%	39%	38%	48%
		B			C	GH	H	H					K
Past 6 month (Sub-Subnet)	723	254	469	321	402	436	72	140	76	399	324	511	213
	36%	48%	32%	29%	45%	47%	36%	32%	17%	38%	33%	34%	42%
		B			C	FGH	H	H					K
Once a month or more (Sub-Sub-Subnet)	512	188	324	226	287	326	45	86	56	293	220	362	150
	25%	36%	22%	20%	32%	35%	23%	20%	12%	28%	23%	24%	30%
		B			C	FGH	H	H		J			K
Once a week or more often (52)	161	60	101	72	89	103	13	33	13	89	72	115	46
	8%	11%	7%	6%	10%	11%	6%	8%	3%	9%	7%	8%	9%
		B			C	H		H					
Once every 2 or 3 weeks (17)	190	64	125	85	105	120	17	28	25	112	78	130	60
	9%	12%	8%	8%	12%	13%	9%	6%	6%	11%	8%	9%	12%
		B			C	GH							
Once a month/every four weeks (12)	161	63	98	68	93	103	15	25	18	91	70	117	44
	8%	12%	7%	6%	10%	11%	8%	6%	4%	9%	7%	8%	9%
		B			C	GH							
Once every 2 or 3 months (4)	121	39	82	60	62	61	19	25	16	60	61	92	29
	6%	7%	6%	5%	7%	7%	10%	6%	4%	6%	6%	6%	6%
							H						
Once every 4 to 6 months (2)	90	27	63	36	54	48	7	29	5	45	44	57	33
	4%	5%	4%	3%	6%	5%	4%	7%	1%	4%	5%	4%	7%
					C	H	H	H					K
Once or twice a year (1)	94	25	69	57	36	35	14	27	17	45	49	65	29
	5%	5%	5%	5%	4%	4%	7%	6%	4%	4%	5%	4%	6%
Less often than once a year (0.5)	136	26	110	69	67	67	10	27	33	75	61	101	35
	7%	5%	7%	6%	7%	7%	5%	6%	7%	7%	6%	7%	7%
Never (0)	1057	221	835	667	390	396	104	236	320	522	534	832	225
	53%	42%	56%	60%	44%	42%	52%	55%	72%	50%	55%	55%	45%
		A		D			E	E	EFG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	7.2	9.9	6.2	5.8	8.9	9.7	6.2	6.2	3.2	7.8	6.5	6.8	8.4
		B			C	FGH	H	H					

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_5. Please indicate how frequently you purchase each of the following? - Almond

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the age of 12
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Ever (Net)	953 47%	- -	723 92%	99 90%	799 45%	753 92%	235 60%	718 44%	822 91%	217 89%	605 92%
			ADFG	ADFG*	A	ADFG	ADG	A	ADFG	ADFG	ADFG
Past Year (Subnet)	817 41%	- -	703 89%	94 86%	683 39%	737 90%	217 55%	600 37%	797 89%	215 89%	581 89%
			ADFG	ADFG*	A	ADFGH	ADG	A	ADFG	ADFG	ADFG
Past 6 month (Sub-Subnet)	723 36%	- -	616 78%	88 80%	601 34%	723 88%	200 51%	523 32%	704 78%	199 82%	505 77%
			ADFG	ADFG*	AG	ABCFGHJ	ADG	A	ADFG	ADFG	ADFG
Once a month or more (Sub-Sub-Subnet)	512 25%	- -	426 54%	73 66%	412 23%	512 63%	144 37%	368 23%	499 56%	143 59%	356 54%
			ADFG	ABCFGHJ*	A	ABCFGHJ	ADG	A	ABDFG	ADFG	ADFG
Once a week or more often (52)	161 8%	- -	125 16%	34 31%	119 7%	161 20%	46 12%	115 7%	159 18%	46 19%	113 17%
			ADG	ABCFGHJ*	A	ABCFGHJ	ADG	A	ABDFG	ADFG	ADG
Once every 2 or 3 weeks (17)	190 9%	- -	157 20%	25 23%	152 9%	190 23%	48 12%	142 9%	183 20%	48 20%	134 20%
			ADFG	ADFG*	A	ABCFGHJ	AD	A	ADFG	ADFG	ADFG
Once a month/every four weeks (12)	161 8%	- -	144 18%	14 13%	142 8%	161 20%	50 13%	111 7%	158 18%	49 20%	109 17%
			ADFG	A*	AG	ADFGHJ	ADG	A	ADFG	ADFG	ADG
Once every 2 or 3 months (4)	121 6%	- -	106 13%	12 11%	106 6%	121 15%	33 8%	88 5%	118 13%	33 14%	85 13%
			ADFG	AG*	A	ADFGH	A	A	ADFG	ADFG	ADG
Once every 4 to 6 months (2)	90 4%	- -	84 11%	3 3%	83 5%	90 11%	23 6%	66 4%	87 10%	22 9%	64 10%
			ACDFGH	A*	A	ACDFGH	A	A	ACDFG	ADFG	ACDG
Once or twice a year (1)	94 5%	- -	86 11%	6 6%	83 5%	14 2%	17 4%	77 5%	93 10%	17 7%	76 12%
			ADEFG	AE*	AE	A	AE	AE	ADEFG	AEF	ADEFG
Less often than once a year (0.5)	136 7%	- -	20 3%	5 5%	116 7%	16 2%	18 5%	118 7%	25 3%	2 1%	24 4%
			A	AI*	ABEHJ	A	AEI	ABEHJ	AEI		ABEH
Never (0)	1057 53%	914 100%	66 8%	11 10%	970 55%	65 8%	158 40%	898 56%	77 9%	26 11%	51 8%
		BCDEFGHJ		*	BCEFHJ		BCEHIJ	BCEFHJ			
Sigma	2010 100%	914 100%	789 100%	110 100%	1769 100%	818 100%	394 100%	1616 100%	899 100%	243 100%	656 100%
Summary											
Mean	7.2	-	14.7	22.1	6.3	17.4	10.2	6.4	15.6	16.5	15.2
			ADFG	ABCFGHJ*	A	ABCFGHJ	ADG	A	ABDFG	ADFG	ADFG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_6. Please indicate how frequently you purchase each of the following? - Soy

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Ever (Net)	586	338	248	255	202	129	176	411	117	95	216	158
	29%	35%	24%	43%	29%	18%	24%	32%	33%	22%	29%	33%
Past Year (Subnet)		B		DE	E			F	I		I	I
	456	273	183	217	156	84	129	328	95	58	184	119
	23%	28%	18%	37%	23%	12%	17%	26%	27%	14%	24%	25%
Past 6 month (Sub-Subnet)		B		DE	E			F	I		I	I
	381	240	141	196	126	59	110	271	73	49	157	102
	19%	25%	14%	33%	18%	8%	15%	21%	20%	11%	21%	22%
Once a month or more (Sub-Sub-Subnet)		B		DE	E			F	I		I	I
	250	165	84	129	80	40	62	188	51	22	112	65
	12%	17%	8%	22%	12%	6%	8%	15%	14%	5%	15%	14%
Once a week or more often (52)		B		DE	E			F	I		I	I
	61	35	26	39	15	7	18	43	7	6	28	20
	3%	4%	3%	7%	2%	1%	2%	3%	2%	1%	4%	4%
Once every 2 or 3 weeks (17)		B		DE	E			F	I		I	I
	109	83	26	62	31	16	23	86	26	6	43	35
	5%	9%	3%	11%	5%	2%	3%	7%	7%	1%	6%	7%
Once a month/every four weeks (12)		B		DE	E			F	I		I	I
	80	48	32	28	34	18	21	59	18	10	41	11
	4%	5%	3%	5%	5%	2%	3%	5%	5%	2%	5%	2%
Once every 2 or 3 months (4)		B		DE	E			F	I		I	I
	69	35	34	31	26	12	26	43	14	18	19	18
	3%	4%	3%	5%	4%	2%	4%	3%	4%	4%	2%	4%
Once every 4 to 6 months (2)		B		DE	E			F	I		I	I
	62	40	22	36	20	6	21	41	9	8	26	19
	3%	4%	2%	6%	3%	1%	3%	3%	2%	2%	4%	4%
Once or twice a year (1)		B		DE	E			F	I		I	I
	75	33	42	21	30	25	19	56	22	9	28	17
	4%	3%	4%	3%	4%	3%	3%	4%	6%	2%	4%	3%
Less often than once a year (0.5)		B		DE	E			F	I		I	I
	130	65	65	39	46	46	47	83	22	37	31	40
	6%	7%	6%	6%	7%	6%	6%	7%	6%	9%	4%	8%
Never (0)		B		DE	E			F	I		I	I
	1424	631	793	338	491	595	570	853	241	329	538	316
	71%	65%	76%	57%	71%	82%	76%	68%	67%	78%	71%	67%
Sigma		B		DE	E			F	I		I	I
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.2	4.2	2.4	6.2	2.8	1.3	2.4	3.8	3.1	1.6	3.8	4
		B		DE	E			F	I		I	I

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_6. Please indicate how frequently you purchase each of the following? - Soy

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Ever (Net)	586	200	387	244	342	354	50	117	66	317	269	386	200
	29%	38%	26%	22%	38%	38%	25%	27%	15%	30%	28%	26%	40%
		B			C	FGH	H	H					K
Past Year (Subnet)	456	164	292	187	269	289	43	86	38	249	207	283	173
	23%	31%	20%	17%	30%	31%	21%	20%	9%	24%	21%	19%	35%
		B			C	FGH	H	H					K
Past 6 month (Sub-Subnet)	381	144	237	157	223	249	30	74	27	213	168	235	145
	19%	27%	16%	14%	25%	27%	15%	17%	6%	20%	17%	16%	29%
		B			C	FGH	H	H					K
Once a month or more (Sub-Sub-Subnet)	250	103	147	98	152	172	11	46	21	141	109	153	97
	12%	20%	10%	9%	17%	18%	6%	11%	5%	14%	11%	10%	19%
		B			C	FGH		H					K
Once a week or more often (52)	61	24	37	26	35	42	-	14	5	29	32	31	30
	3%	5%	2%	2%	4%	4%	-	3%	1%	3%	3%	2%	6%
		B				FH		F					K
Once every 2 or 3 weeks (17)	109	53	56	38	71	82	4	15	8	76	33	71	38
	5%	10%	4%	3%	8%	9%	2%	4%	2%	7%	3%	5%	8%
		B			C	FGH				J			
Once a month/every four weeks (12)	80	26	54	34	46	49	7	16	8	36	44	50	29
	4%	5%	4%	3%	5%	5%	4%	4%	2%	3%	4%	3%	6%
						H							
Once every 2 or 3 months (4)	69	21	47	31	37	42	9	16	3	38	31	49	20
	3%	4%	3%	3%	4%	4%	4%	4%	1%	4%	3%	3%	4%
						H	H	H					
Once every 4 to 6 months (2)	62	20	42	28	34	36	10	12	4	34	28	34	28
	3%	4%	3%	3%	4%	4%	5%	3%	1%	3%	3%	2%	6%
						H	H	H					K
Once or twice a year (1)	75	20	55	30	46	39	13	12	11	36	39	47	28
	4%	4%	4%	3%	5%	4%	6%	3%	2%	3%	4%	3%	6%
					C		H						
Less often than once a year (0.5)	130	35	95	57	73	65	7	30	27	68	62	103	27
	6%	7%	6%	5%	8%	7%	4%	7%	6%	7%	6%	7%	5%
					C								
Never (0)	1424	327	1097	870	554	580	149	313	381	724	700	1123	301
	71%	62%	74%	78%	62%	62%	75%	73%	85%	70%	72%	74%	60%
		A		D			E	E	EFG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.2	5	2.6	2.4	4.3	4.8	1.1	3.1	1.2	3.4	3.1	2.5	5.4
		B			C	FGH		FH					K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_6. Please indicate how frequently you purchase each of the following? - Soy

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Ever (Net)	586	-	454	57	493	475	148	438	511	133	378
	29%	-	58%	51%	28%	58%	38%	27%	57%	55%	58%
			ADFG	ADFG*	A	ADFG	ADG	A	ADFG	ADFG	ADFG
Past Year (Subnet)	456	-	399	47	387	427	119	337	446	118	328
	23%	-	51%	43%	22%	52%	30%	21%	50%	49%	50%
			ADFG	ADFG*	A	ADFGH	ADG	A	ADFG	ADFG	ADFG
Past 6 month (Sub-Subnet)	381	-	331	42	324	381	106	274	373	106	268
	19%	-	42%	38%	18%	47%	27%	17%	42%	43%	41%
			ADFG	ADG*	AG	ABDFGHJ	ADG	A	ADFG	ADFG	ADFG
Once a month or more (Sub-Sub-Subnet)	250	-	212	32	210	250	79	171	244	79	165
	12%	-	27%	29%	12%	31%	20%	11%	27%	32%	25%
			ADFG	ADG*	AG	ABDFGHJ	ADG	A	ADFG	ADFG	ADG
Once a week or more often (52)	61	-	51	7	51	61	16	45	59	16	42
	3%	-	7%	7%	3%	7%	4%	3%	7%	7%	6%
			ADG	A*	A	ADFGH	A	A	ADG	ADFG	ADG
Once every 2 or 3 weeks (17)	109	-	93	15	92	109	44	65	108	44	64
	5%	-	12%	14%	5%	13%	11%	4%	12%	18%	10%
			ADGJ	ADG*	AG	ABDGHJ	ADG	A	ADGJ	ABDFGHJ	ADG
Once a month/every four weeks (12)	80	-	68	9	68	80	18	62	77	18	59
	4%	-	9%	8%	4%	10%	5%	4%	9%	7%	9%
			ADFG	AG*	A	ADFGH	A	A	ADFG	ADFG	ADFG
Once every 2 or 3 months (4)	69	-	59	8	56	69	14	55	67	13	54
	3%	-	7%	7%	3%	8%	3%	3%	7%	5%	8%
			ADFG	A*	A	ADFGH	A	A	ADFG	A	ADFG
Once every 4 to 6 months (2)	62	-	60	2	58	62	14	48	62	14	48
	3%	-	8%	2%	3%	8%	4%	3%	7%	6%	7%
			ADFG	A*	A	ACDFG	A	A	ADFG	AF	ACDFG
Once or twice a year (1)	75	-	68	5	62	47	12	63	73	12	60
	4%	-	9%	5%	4%	6%	3%	4%	8%	5%	9%
			ADEFG	A*	A	ADFG	A	A	ADEFG	A	ADEFG
Less often than once a year (0.5)	130	-	55	10	107	48	29	101	65	15	50
	6%	-	7%	9%	6%	6%	7%	6%	7%	6%	8%
			AE	A*	A	A	A	A	AE	A	AE
Never (0)	1424	914	335	54	1276	343	246	1178	388	110	278
	71%	100%	42%	49%	72%	42%	62%	73%	43%	45%	42%
		BCEDFGHJ		*	BCEFHJ		BCEHIJ	BCEFHJ			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	3.2	-	7	7.2	3.1	7.9	4.9	2.8	7	7.9	6.7
			ADFG	ADG*	A	ABDFGHJ	ADG	A	ADFG	ADFG	ADG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_7. Please indicate how frequently you purchase each of the following? - Coconut

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Ever (Net)	580	315	265	255	213	112	174	406	111	99	213	157
	29%	33%	25%	43%	31%	16%	23%	32%	31%	23%	28%	33%
		B		DE	E			F	I			I
Past Year (Subnet)	472	257	215	221	175	76	138	334	98	70	177	127
	23%	27%	21%	37%	25%	10%	18%	26%	27%	17%	24%	27%
		B		DE	E			F	I		I	I
Past 6 month (Sub-Subnet)	394	226	168	196	140	58	110	284	84	51	147	112
	20%	23%	16%	33%	20%	8%	15%	22%	23%	12%	19%	24%
		B		DE	E			F	I		I	I
Once a month or more (Sub-Sub-Subnet)	245	154	91	136	76	33	66	178	52	31	105	56
	12%	16%	9%	23%	11%	5%	9%	14%	15%	7%	14%	12%
		B		DE	E			F	I		I	I
Once a week or more often (52)	65	53	13	49	14	2	17	48	16	3	27	19
	3%	5%	1%	8%	2%	*	2%	4%	5%	1%	4%	4%
		B		DE	E				I		I	I
Once every 2 or 3 weeks (17)	88	55	33	46	32	10	20	68	20	14	37	17
	4%	6%	3%	8%	5%	1%	3%	5%	5%	3%	5%	4%
		B		DE	E			F				
Once a month/every four weeks (12)	92	46	45	41	30	21	30	62	16	15	41	19
	5%	5%	4%	7%	4%	3%	4%	5%	5%	3%	5%	4%
				E								
Once every 2 or 3 months (4)	101	49	52	44	41	17	27	74	24	7	32	38
	5%	5%	5%	7%	6%	2%	4%	6%	7%	2%	4%	8%
				E	E				I		I	IJ
Once every 4 to 6 months (2)	48	23	25	16	23	9	16	32	8	13	10	17
	2%	2%	2%	3%	3%	1%	2%	2%	2%	3%	1%	4%
					E							J
Once or twice a year (1)	78	31	47	25	35	18	28	50	14	19	30	15
	4%	3%	5%	4%	5%	2%	4%	4%	4%	4%	4%	3%
					E							
Less often than once a year (0.5)	108	58	50	33	38	37	36	72	13	28	36	30
	5%	6%	5%	6%	5%	5%	5%	6%	4%	7%	5%	6%
Never (0)	1430	654	776	338	480	612	572	858	247	325	541	318
	71%	67%	75%	57%	69%	84%	77%	68%	69%	77%	72%	67%
			A		C	CD	G			HK		
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.3	4.7	2	6.9	2.7	0.9	2.4	3.8	4.2	1.5	3.6	3.7
		B		DE	E			F	I		I	I

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_7. Please indicate how frequently you purchase each of the following? - Coconut

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Ever (Net)	580	218	361	253	327	354	58	112	55	319	261	403	177
	29%	41%	24%	23%	36%	38%	29%	26%	12%	31%	27%	27%	35%
		B			C	FGH	H	H					K
Past Year (Subnet)	472	186	286	201	271	295	46	92	38	263	210	316	156
	23%	35%	19%	18%	30%	32%	23%	21%	9%	25%	22%	21%	31%
		B			C	FGH	H	H					K
Past 6 month (Sub-Subnet)	394	160	234	158	236	258	33	71	31	229	165	265	128
	20%	30%	16%	14%	26%	28%	17%	17%	7%	22%	17%	18%	26%
		B			C	FGH	H	H		J			K
Once a month or more (Sub-Sub-Subnet)	245	100	145	99	145	163	18	48	16	137	108	155	90
	12%	19%	10%	9%	16%	17%	9%	11%	4%	13%	11%	10%	18%
		B			C	FGH	H	H					K
Once a week or more often (52)	65	29	36	28	37	48	4	12	2	33	32	36	29
	3%	5%	2%	3%	4%	5%	2%	3%	*	3%	3%	2%	6%
		B				H		H					K
Once every 2 or 3 weeks (17)	88	41	47	25	63	61	11	11	5	54	34	65	23
	4%	8%	3%	2%	7%	7%	5%	2%	1%	5%	3%	4%	5%
		B			C	GH	H						
Once a month/every four weeks (12)	92	31	61	46	46	53	3	26	9	50	42	54	38
	5%	6%	4%	4%	5%	6%	2%	6%	2%	5%	4%	4%	8%
						FH		FH					K
Once every 2 or 3 months (4)	101	46	55	37	64	64	9	16	12	69	32	75	26
	5%	9%	4%	3%	7%	7%	5%	4%	3%	7%	3%	5%	5%
		B			C	H				J			
Once every 4 to 6 months (2)	48	14	34	21	27	32	6	7	4	22	26	36	12
	2%	3%	2%	2%	3%	3%	3%	2%	1%	2%	3%	2%	2%
						H							
Once or twice a year (1)	78	26	52	43	35	37	13	21	7	34	44	51	28
	4%	5%	4%	4%	4%	4%	7%	5%	2%	3%	5%	3%	5%
						H	H	H					
Less often than once a year (0.5)	108	32	76	52	55	59	12	20	17	57	51	87	21
	5%	6%	5%	5%	6%	6%	6%	5%	4%	5%	5%	6%	4%
Never (0)	1430	308	1122	861	569	580	142	318	391	721	709	1105	325
	71%	59%	76%	77%	64%	62%	71%	74%	88%	69%	73%	73%	65%
		A		D			E	E	EFG				L
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.3	5.3	2.6	2.4	4.4	4.9	2.4	2.8	0.8	3.5	3.1	2.7	5
		B			C	FGH	H	H					K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_7. Please indicate how frequently you purchase each of the following? - Coconut

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Ever (Net)	580	-	464	55	492	489	165	414	519	154	365
	29%	-	59%	50%	28%	60%	42%	26%	58%	63%	56%
			ADFGJ	ADG*	AG	ADFGHJ	ADG	A	ADFG	ACDFG	ADFG
Past Year (Subnet)	472	-	411	50	396	443	140	332	461	138	323
	23%	-	52%	45%	22%	54%	36%	21%	51%	57%	49%
			ADFGJ	ADG*	AG	ADFGHJ	ADG	A	ADFG	ADFG	ADFG
Past 6 month (Sub-Subnet)	394	-	336	48	327	394	119	275	384	117	267
	20%	-	43%	44%	18%	48%	30%	17%	43%	48%	41%
			ADFG	ADFG*	AG	ABDFGHJ	ADG	A	ADFG	ADFG	ADFG
Once a month or more (Sub-Sub-Subnet)	245	-	209	32	203	245	72	173	241	72	168
	12%	-	27%	29%	11%	30%	18%	11%	27%	30%	26%
			ADFG	ADG*	A	ABDFGHJ	ADG	A	ADFG	ADFG	ADFG
Once a week or more often (52)	65	-	61	4	59	65	20	46	65	20	45
	3%	-	8%	3%	3%	8%	5%	3%	7%	8%	7%
			ADG	A*	A	ADG	A	A	ADG	ADFG	ADG
Once every 2 or 3 weeks (17)	88	-	74	11	71	88	29	59	85	29	55
	4%	-	9%	10%	4%	11%	7%	4%	9%	12%	8%
			ADG	ADG*	A	ABDFGHJ	ADG	A	ADG	ADFG	ADG
Once a month/every four weeks (12)	92	-	75	17	72	92	24	68	92	24	68
	5%	-	9%	15%	4%	11%	6%	4%	10%	10%	10%
			ADFG	ADFG*	A	ABDFG	A	A	ADFG	ADFG	ADFG
Once every 2 or 3 months (4)	101	-	85	10	83	101	34	67	96	32	63
	5%	-	11%	9%	5%	12%	9%	4%	11%	13%	10%
			ADG	AG*	A	ABDFGHJ	ADG	A	ADG	ADFG	ADG
Once every 4 to 6 months (2)	48	-	41	6	41	48	12	36	47	12	35
	2%	-	5%	6%	2%	6%	3%	2%	5%	5%	5%
			ADG	AG*	A	ADFG	A	A	ADG	ADG	ADG
Once or twice a year (1)	78	-	76	2	70	49	21	57	78	21	56
	4%	-	10%	2%	4%	6%	5%	4%	9%	9%	9%
			ACDEFGH	A*	A	ADG	A	A	ACDEFG	ACDFG	ACDEG
Less often than once a year (0.5)	108	-	53	5	96	46	25	82	58	16	42
	5%	-	7%	4%	5%	6%	6%	5%	6%	6%	6%
			A	A*	A	A	A	A	A	A	A
Never (0)	1430	914	325	55	1276	329	228	1202	380	89	291
	71%	100%	41%	50%	72%	40%	58%	74%	42%	37%	44%
		BCDEFGHJ		I*	BCEFHJ		BEHIJ	BCDEFHJ	E		BE
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	3.3	-	7.4	5.8	3.2	8	5.1	2.9	7.2	8.2	6.9
			ADFG	ADG*	AG	ADFGHJ	ADG	A	ADFG	ADFG	ADG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_8. Please indicate how frequently you purchase each of the following? - Cashew

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Ever (Net)	458	269	190	207	166	85	130	328	90	73	158	137
	23%	28%	18%	35%	24%	12%	17%	26%	25%	17%	21%	29%
		B		DE	E			F	I			IJ
Past Year (Subnet)	349	217	133	180	117	53	93	256	67	51	131	101
	17%	22%	13%	30%	17%	7%	12%	20%	19%	12%	17%	21%
		B		DE	E			F	I		I	I
Past 6 month (Sub-Subnet)	279	190	89	156	88	35	65	214	57	40	104	78
	14%	20%	9%	26%	13%	5%	9%	17%	16%	10%	14%	16%
		B		DE	E			F	I		I	I
Once a month or more (Sub-Sub-Subnet)	189	133	57	115	57	17	39	150	41	18	80	51
	9%	14%	5%	19%	8%	2%	5%	12%	11%	4%	11%	11%
		B		DE	E			F	I		I	I
Once a week or more often (52)	52	34	18	39	12	2	10	42	10	5	18	19
	3%	3%	2%	7%	2%	*	1%	3%	3%	1%	2%	4%
		B		DE	E			F				I
Once every 2 or 3 weeks (17)	69	52	17	35	27	7	14	55	18	5	32	14
	3%	5%	2%	6%	4%	1%	2%	4%	5%	1%	4%	3%
		B		E	E			F	I		I	
Once a month/every four weeks (12)	68	47	21	41	18	9	15	54	13	8	29	18
	3%	5%	2%	7%	3%	1%	2%	4%	4%	2%	4%	4%
		B		DE				F				
Once every 2 or 3 months (4)	57	35	22	25	21	12	16	41	8	11	18	21
	3%	4%	2%	4%	3%	2%	2%	3%	2%	3%	2%	4%
				E								
Once every 4 to 6 months (2)	33	22	10	16	10	6	10	23	9	12	6	6
	2%	2%	1%	3%	2%	1%	1%	2%	2%	3%	1%	1%
		B		E					J	J		
Once or twice a year (1)	70	27	44	24	29	17	28	43	10	10	27	23
	3%	3%	4%	4%	4%	2%	4%	3%	3%	2%	4%	5%
Less often than once a year (0.5)	109	52	57	28	49	32	37	72	23	23	27	36
	5%	5%	5%	5%	7%	4%	5%	6%	6%	5%	4%	8%
												J
Never (0)	1552	700	851	386	526	640	616	936	268	350	596	337
	77%	72%	82%	65%	76%	88%	83%	74%	75%	83%	79%	71%
			A		C	CD	G			HK	K	
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	2.5	3.5	1.6	5.5	2.1	0.5	1.4	3.2	2.9	1.2	2.6	3.3
		B		DE	E			F	I		I	I

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_8. Please indicate how frequently you purchase each of the following? - Cashew

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Ever (Net)	458	167	291	180	278	294	50	74	39	255	203	312	146
	23%	32%	20%	16%	31%	32%	25%	17%	9%	25%	21%	21%	29%
		B			C	GH	H	H					K
Past Year (Subnet)	349	137	212	136	214	237	36	51	26	195	154	223	127
	17%	26%	14%	12%	24%	25%	18%	12%	6%	19%	16%	15%	25%
		B			C	GH	H	H					K
Past 6 month (Sub-Subnet)	279	116	163	110	169	200	26	34	18	158	122	183	97
	14%	22%	11%	10%	19%	21%	13%	8%	4%	15%	13%	12%	19%
		B			C	FGH	H	H					K
Once a month or more (Sub-Sub-Subnet)	189	85	104	72	117	142	17	18	12	107	82	115	74
	9%	16%	7%	6%	13%	15%	9%	4%	3%	10%	8%	8%	15%
		B			C	FGH	H						K
Once a week or more often (52)	52	23	29	26	26	37	2	9	3	29	22	37	15
	3%	4%	2%	2%	3%	4%	1%	2%	1%	3%	2%	2%	3%
		B				H							
Once every 2 or 3 weeks (17)	69	33	36	21	48	53	5	6	5	39	30	35	34
	3%	6%	2%	2%	5%	6%	3%	1%	1%	4%	3%	2%	7%
		B			C	GH							K
Once a month/every four weeks (12)	68	29	39	25	43	52	9	3	4	38	30	43	25
	3%	6%	3%	2%	5%	6%	5%	1%	1%	4%	3%	3%	5%
		B			C	GH	GH						
Once every 2 or 3 months (4)	57	22	36	23	34	36	6	9	6	35	22	42	16
	3%	4%	2%	2%	4%	4%	3%	2%	1%	3%	2%	3%	3%
					C	H							
Once every 4 to 6 months (2)	33	9	24	15	18	23	3	6	-	16	17	26	7
	2%	2%	2%	1%	2%	2%	2%	2%	-	2%	2%	2%	1%
						H	H	H					
Once or twice a year (1)	70	21	49	26	45	36	10	17	8	38	32	40	30
	3%	4%	3%	2%	5%	4%	5%	4%	2%	4%	3%	3%	6%
					C								K
Less often than once a year (0.5)	109	30	79	45	64	58	14	24	13	60	49	89	20
	5%	6%	5%	4%	7%	6%	7%	6%	3%	6%	5%	6%	4%
					C	H	H						
Never (0)	1552	360	1192	934	618	640	150	355	407	785	767	1197	355
	77%	68%	80%	84%	69%	68%	75%	83%	91%	75%	79%	79%	71%
		A	D					E	EFG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.5	4.3	1.9	2	3.3	4	1.9	1.6	0.7	2.8	2.3	2.2	3.5
		B			C	FGH	H						K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_8. Please indicate how frequently you purchase each of the following? - Cashew

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Ever (Net)	458	-	356	54	379	392	126	332	410	115	294
	23%	-	45%	49%	21%	48%	32%	21%	46%	47%	45%
			ADFG	ADFG*	A	ABDFGHJ	ADG	A	ADFG	ADFG	ADFG
Past Year (Subnet)	349	-	292	48	286	337	102	247	340	101	240
	17%	-	37%	44%	16%	41%	26%	15%	38%	42%	37%
			ADFG	ADFG*	A	ABDFGHJ	ADG	A	ADFG	ADFG	ADFG
Past 6 month (Sub-Subnet)	279	-	231	41	227	279	88	191	272	87	185
	14%	-	29%	37%	13%	34%	22%	12%	30%	36%	28%
			ADFG	ADFG*	AG	ABDFGHJ	ADG	A	ADFG	ABDFG	ADG
Once a month or more (Sub-Sub-Subnet)	189	-	161	27	158	189	66	123	188	66	122
	9%	-	20%	24%	9%	23%	17%	8%	21%	27%	19%
			ADG	ADG*	AG	ABDFGHJ	ADG	A	ADGJ	ABDFGHJ	ADG
Once a week or more often (52)	52	-	40	11	38	52	18	34	51	18	33
	3%	-	5%	10%	2%	6%	5%	2%	6%	8%	5%
			ADG	ADG*	A	ABDG	ADG	A	ADG	ADFG	ADG
Once every 2 or 3 weeks (17)	69	-	61	7	61	69	24	45	68	24	44
	3%	-	8%	7%	3%	8%	6%	3%	8%	10%	7%
			ADG	A*	AG	ADGJ	ADG	A	ADG	ADFG	ADG
Once a month/every four weeks (12)	68	-	59	9	59	68	23	45	68	23	45
	3%	-	8%	8%	3%	8%	6%	3%	8%	10%	7%
			ADG	ADG*	AG	ADG	ADG	A	ADG	ADFG	ADG
Once every 2 or 3 months (4)	57	-	41	12	40	57	16	42	52	15	38
	3%	-	5%	11%	2%	7%	4%	3%	6%	6%	6%
			ADG	ADFG*	A	ABDFGH	AD	A	ADG	ADG	ADG
Once every 4 to 6 months (2)	33	-	29	3	29	33	7	26	32	6	26
	2%	-	4%	3%	2%	4%	2%	2%	4%	2%	4%
			ADG	A*	A	ADFG	A	A	ADG	A	ADG
Once or twice a year (1)	70	-	62	7	59	58	14	56	69	14	54
	3%	-	8%	6%	3%	7%	4%	3%	8%	6%	8%
			ADFG	A*	A	ADFG	A	A	ADFG	AF	ADFG
Less often than once a year (0.5)	109	-	64	6	93	55	24	85	69	15	55
	5%	-	8%	5%	5%	7%	6%	5%	8%	6%	8%
			ADEG	A*	A	A	A	A	ADEG	A	ADEG
Never (0)	1552	914	433	56	1390	426	268	1284	489	128	362
	77%	100%	55%	51%	79%	52%	68%	79%	54%	53%	55%
		BCDEFGHIJ	E	*	BCEFHJ		BCEHIJ	BCEFHJ	E		E
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	2.5	-	5.3	7.6	2.3	6.2	4.4	2.1	5.6	7.1	5
			ADG	ADFG*	A	ABDFGHJ	ADG	A	ADGJ	ABDFG	ADG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_9. Please indicate how frequently you purchase each of the following? - Rice

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Ever (Net)	365	238	127	186	119	60	106	259	66	56	128	115
	18%	25%	12%	31%	17%	8%	14%	20%	18%	13%	17%	24%
		B		DE	E			F				IJ
Past Year (Subnet)	255	177	78	154	79	22	61	194	51	30	92	82
	13%	18%	8%	26%	11%	3%	8%	15%	14%	7%	12%	17%
		B		DE	E			F	I		I	IJ
Past 6 month (Sub-Subnet)	214	166	48	137	62	14	44	170	44	22	83	65
	11%	17%	5%	23%	9%	2%	6%	13%	12%	5%	11%	14%
		B		DE	E			F	I		I	I
Once a month or more (Sub-Sub-Subnet)	139	119	20	88	44	7	28	111	34	12	58	34
	7%	12%	2%	15%	6%	1%	4%	9%	10%	3%	8%	7%
		B		DE	E			F	I		I	I
Once a week or more often (52)	38	32	6	27	10	-	9	28	9	1	15	13
	2%	3%	1%	5%	1%	-	1%	2%	2%	*	2%	3%
		B		DE	E				I		I	I
Once every 2 or 3 weeks (17)	51	46	5	34	16	1	7	44	12	5	24	11
	3%	5%	*	6%	2%	*	1%	3%	3%	1%	3%	2%
		B		DE	E			F				
Once a month/every four weeks (12)	50	41	9	26	18	6	11	39	14	6	19	11
	3%	4%	1%	4%	3%	1%	1%	3%	4%	2%	3%	2%
		B		E	E			F				
Once every 2 or 3 months (4)	47	33	14	34	10	2	8	38	4	7	18	17
	2%	3%	1%	6%	1%	*	1%	3%	1%	2%	2%	4%
		B		DE	E			F				
Once every 4 to 6 months (2)	29	14	15	15	8	6	8	20	5	3	7	14
	1%	1%	1%	3%	1%	1%	1%	2%	1%	1%	1%	3%
				E								IJ
Once or twice a year (1)	41	11	30	17	17	7	17	24	7	8	9	17
	2%	1%	3%	3%	2%	1%	2%	2%	2%	2%	1%	4%
			A	E								J
Less often than once a year (0.5)	110	60	49	32	40	38	45	65	15	26	36	33
	5%	6%	5%	5%	6%	5%	6%	5%	4%	6%	5%	7%
Never (0)	1645	732	914	406	574	665	640	1005	292	368	626	360
	82%	75%	88%	69%	83%	92%	86%	80%	82%	87%	83%	76%
			A	C	CD		G			K	K	
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	1.9	3.2	0.6	4.2	1.6	0.2	1.1	2.3	2.4	0.6	2	2.3
		B		DE	E			F	I		I	I

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_9. Please indicate how frequently you purchase each of the following? - Rice

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Ever (Net)	365	149	216	141	224	241	37	53	34	203	162	242	123
	18%	28%	15%	13%	25%	26%	19%	12%	8%	19%	17%	16%	24%
		B			C	GH	H	H					K
Past Year (Subnet)	255	119	136	90	165	180	26	36	13	152	103	159	97
	13%	23%	9%	8%	18%	19%	13%	8%	3%	15%	11%	11%	19%
		B			C	GH	H	H		J			K
Past 6 month (Sub-Subnet)	214	106	108	72	142	162	18	25	9	130	84	139	75
	11%	20%	7%	6%	16%	17%	9%	6%	2%	12%	9%	9%	15%
		B			C	FGH	H	H		J			K
Once a month or more (Sub-Sub-Subnet)	139	73	66	44	95	109	9	17	5	88	51	91	48
	7%	14%	4%	4%	11%	12%	4%	4%	1%	8%	5%	6%	10%
		B			C	FGH	H	H		J			K
Once a week or more often (52)	38	20	18	18	19	30	1	5	2	25	12	25	13
	2%	4%	1%	2%	2%	3%	*	1%	*	2%	1%	2%	3%
		B				H							
Once every 2 or 3 weeks (17)	51	28	23	11	40	44	4	3	1	33	18	34	17
	3%	5%	2%	1%	4%	5%	2%	1%	*	3%	2%	2%	3%
		B			C	GH	H						
Once a month/every four weeks (12)	50	26	25	14	36	35	4	9	3	29	21	32	18
	3%	5%	2%	1%	4%	4%	2%	2%	1%	3%	2%	2%	4%
		B			C	H							
Once every 2 or 3 months (4)	47	19	27	16	31	37	6	2	1	22	24	28	19
	2%	4%	2%	1%	3%	4%	3%	*	*	2%	2%	2%	4%
		B			C	GH	GH						
Once every 4 to 6 months (2)	29	14	15	12	16	17	3	6	3	20	9	20	9
	1%	3%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%
		B											
Once or twice a year (1)	41	13	29	18	23	18	8	11	5	23	19	20	22
	2%	2%	2%	2%	3%	2%	4%	3%	1%	2%	2%	1%	4%
							H						K
Less often than once a year (0.5)	110	29	80	50	60	60	12	17	20	50	59	84	26
	5%	6%	5%	4%	7%	6%	6%	4%	5%	5%	6%	6%	5%
Never (0)	1645	378	1267	974	671	694	162	377	413	838	807	1266	379
	82%	72%	85%	87%	75%	74%	81%	88%	92%	81%	83%	84%	76%
		A		D				E	EFG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	1.9	3.7	1.2	1.3	2.6	3.2	1	1.1	0.3	2.3	1.4	1.6	2.6
		B			C	FGH		H		J			

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_9. Please indicate how frequently you purchase each of the following? - Rice

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Ever (Net)	365 18%	- -	293 37%	30 27%	314 18%	305 37%	113 29%	252 16%	323 36%	104 43%	219 33%
			ADFGJ	ADG*	AG	ADFGJ	ADG	A	ADFGJ	ACDFGHJ	ADG
Past Year (Subnet)	255 13%	- -	229 29%	23 21%	224 13%	247 30%	91 23%	164 10%	252 28%	91 38%	161 24%
			ADFGJ	ADG*	AG	ADFGHJ	ADG	A	ADGJ	ABCDEFHJ	ADG
Past 6 month (Sub-Subnet)	214 11%	- -	193 24%	18 16%	192 11%	214 26%	84 21%	130 8%	211 23%	84 35%	127 19%
			ADGJ	AG*	AG	ACDGHJ	ADG	A	ADGJ	ABCDEFHJ	ADG
Once a month or more (Sub-Sub-Subnet)	139 7%	- -	124 16%	13 11%	123 7%	139 17%	59 15%	80 5%	136 15%	59 24%	78 12%
			ADGJ	AG*	AG	ADGHJ	ADG	A	ADGJ	ABCDEFHJ	ADG
Once a week or more often (52)	38 2%	- -	36 5%	1 1%	36 2%	38 5%	12 3%	25 2%	38 4%	12 5%	25 4%
			ADG	A*	AG	ADG	A	A	ADG	ADG	ADG
Once every 2 or 3 weeks (17)	51 3%	- -	42 5%	8 8%	42 2%	51 6%	24 6%	27 2%	50 6%	24 10%	26 4%
			ADGJ	ADG*	AG	ADGJ	ADG	A	ADGJ	ABDEFHJ	ADG
Once a month/every four weeks (12)	50 3%	- -	45 6%	3 3%	45 3%	50 6%	22 6%	28 2%	48 5%	22 9%	27 4%
			ADGJ	A*	AG	ADGJ	ADG	A	ADGJ	ADFGHJ	ADG
Once every 2 or 3 months (4)	47 2%	- -	44 6%	2 2%	44 2%	47 6%	17 4%	30 2%	46 5%	17 7%	29 4%
			ADG	A*	AG	ADG	AG	A	ADG	ADFG	ADG
Once every 4 to 6 months (2)	29 1%	- -	25 3%	3 3%	25 1%	29 4%	8 2%	20 1%	28 3%	8 3%	20 3%
			ADG	A*	A	ADG	A	A	ADG	ADG	ADG
Once or twice a year (1)	41 2%	- -	36 5%	5 5%	32 2%	33 4%	7 2%	34 2%	41 5%	7 3%	34 5%
			ADFG	A*	A	ADFG	A	A	ADFG	A	ADFG
Less often than once a year (0.5)	110 5%	- -	64 8%	7 6%	90 5%	58 7%	22 6%	88 5%	71 8%	13 5%	58 9%
			ADG	A*	A	AD	A	A	ADG	A	ADEG
Never (0)	1645 82%	914 100%	496 63%	80 73%	1454 82%	513 63%	281 71%	1364 84%	576 64%	139 57%	437 67%
		BCDEFHJ		I*	BCEFHJ		BEHI	BCDEFHJ	I		BEHI
Sigma	2010 100%	914 100%	789 100%	110 100%	1769 100%	818 100%	394 100%	1616 100%	899 100%	243 100%	656 100%
Summary											
Mean	1.9	-	4.4	2.4	1.9	4.6	3.6	1.4	4.1	5.8	3.5
			ADGJ	A*	AG	ADGHJ	ADG	A	ADGJ	ACDFGHJ	ADG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_10. Please indicate how frequently you purchase each of the following? - Pea Milk

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Ever (Net)	261	203	59	155	85	21	65	196	54	42	88	77
	13%	21%	6%	26%	12%	3%	9%	16%	15%	10%	12%	16%
		B		DE	E			F	I			I
Past Year (Subnet)	203	161	42	138	60	5	39	164	50	20	75	58
	10%	17%	4%	23%	9%	1%	5%	13%	14%	5%	10%	12%
		B		DE	E			F	I		I	I
Past 6 month (Sub-Subnet)	179	145	34	123	54	1	30	148	43	18	65	53
	9%	15%	3%	21%	8%	*	4%	12%	12%	4%	9%	11%
		B		DE	E			F	I		I	I
Once a month or more (Sub-Sub-Subnet)	112	99	13	77	35	-	19	93	26	10	41	34
	6%	10%	1%	13%	5%	-	2%	7%	7%	2%	5%	7%
		B		DE	E			F	I		I	I
Once a week or more often (52)	39	34	6	31	9	-	6	33	9	2	16	12
	2%	3%	1%	5%	1%	-	1%	3%	2%	*	2%	3%
		B		DE	E			F	I		I	I
Once every 2 or 3 weeks (17)	37	33	3	24	13	-	6	31	9	6	13	9
	2%	3%	*	4%	2%	-	1%	2%	2%	1%	2%	2%
		B		E	E			F				
Once a month/every four weeks (12)	36	32	4	22	13	-	7	29	8	3	11	13
	2%	3%	*	4%	2%	-	1%	2%	2%	1%	1%	3%
		B		E	E			F				I
Once every 2 or 3 months (4)	32	26	6	22	9	1	3	29	8	4	8	11
	2%	3%	1%	4%	1%	*	*	2%	2%	1%	1%	2%
		B		DE	E			F				
Once every 4 to 6 months (2)	35	20	15	25	10	-	8	26	8	3	16	7
	2%	2%	1%	4%	1%	-	1%	2%	2%	1%	2%	2%
				DE	E							
Once or twice a year (1)	24	16	8	14	6	4	8	16	7	2	10	5
	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%
				E								
Less often than once a year (0.5)	59	42	17	17	25	17	26	32	4	22	13	19
	3%	4%	2%	3%	4%	2%	4%	3%	1%	5%	2%	4%
		B								HJ		HJ
Never (0)	1749	766	982	438	607	703	681	1068	304	381	666	398
	87%	79%	94%	74%	88%	97%	91%	84%	85%	90%	88%	84%
			A		C	CD	G			HK		
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	1.7	3	0.4	4.1	1.3	*	0.7	2.2	2.1	0.6	1.7	2.1
		B		DE	E			F	I		I	I

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_10. Please indicate how frequently you purchase each of the following? - Pea Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Ever (Net)	261	118	143	90	171	190	19	40	13	149	112	168	93
	13%	22%	10%	8%	19%	20%	10%	9%	3%	14%	12%	11%	19%
		B			C	FGH	H	H					K
Past Year (Subnet)	203	107	96	66	137	162	15	21	5	124	79	124	78
	10%	20%	6%	6%	15%	17%	7%	5%	1%	12%	8%	8%	16%
		B			C	FGH	H	H		J			K
Past 6 month (Sub-Subnet)	179	98	80	56	123	145	15	16	3	113	65	116	63
	9%	19%	5%	5%	14%	15%	7%	4%	1%	11%	7%	8%	12%
		B			C	FGH	H	H		J			K
Once a month or more (Sub-Sub-Subnet)	112	68	43	33	79	92	10	7	3	76	36	83	28
	6%	13%	3%	3%	9%	10%	5%	2%	1%	7%	4%	6%	6%
		B			C	GH	H			J			
Once a week or more often (52)	39	25	14	11	28	33	2	3	1	28	11	29	11
	2%	5%	1%	1%	3%	4%	1%	1%	*	3%	1%	2%	2%
		B			C	GH				J			
Once every 2 or 3 weeks (17)	37	25	12	11	26	29	4	3	1	26	10	26	11
	2%	5%	1%	1%	3%	3%	2%	1%	*	3%	1%	2%	2%
		B			C	GH				J			
Once a month/every four weeks (12)	36	18	17	11	24	29	4	2	1	21	14	29	7
	2%	4%	1%	1%	3%	3%	2%	*	*	2%	1%	2%	1%
		B			C	GH							
Once every 2 or 3 months (4)	32	19	13	12	20	27	4	1	-	22	10	17	15
	2%	4%	1%	1%	2%	3%	2%	*	-	2%	1%	1%	3%
		B				GH	H						K
Once every 4 to 6 months (2)	35	11	24	11	24	26	1	8	-	15	19	16	19
	2%	2%	2%	1%	3%	3%	1%	2%	-	1%	2%	1%	4%
					C	H		H					K
Once or twice a year (1)	24	9	15	10	14	17	-	5	2	11	14	8	16
	1%	2%	1%	1%	2%	2%	-	1%	*	1%	1%	1%	3%
													K
Less often than once a year (0.5)	59	11	47	24	34	28	5	18	7	25	33	44	15
	3%	2%	3%	2%	4%	3%	2%	4%	2%	2%	3%	3%	3%
								H					
Never (0)	1749	409	1340	1025	724	745	180	390	434	891	857	1340	408
	87%	78%	90%	92%	81%	80%	90%	91%	97%	86%	88%	89%	81%
		A		D			E	E	EFG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	1.7	3.9	0.9	0.9	2.6	3	1.2	0.6	0.2	2.2	1.1	1.6	1.9
		B			C	FGH	H			J			

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_10. Please indicate how frequently you purchase each of the following? - Pea Milk

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Ever (Net)	261 13%	- -	216 27%	16 15%	236 13%	225 28%	93 24%	168 10%	232 26%	85 35%	147 22%
			ACDGHJ	A*	AG	ACDGHJ	ADG	A	ACDGJ	ABCDEFGHIJ	ADG
Past Year (Subnet)	203 10%	- -	189 24%	13 12%	186 11%	199 24%	83 21%	120 7%	203 23%	83 34%	120 18%
			ACDGHJ	A*	AG	ACDGHJ	ADG	A	ACDGJ	ABCDEFGHIJ	ADG
Past 6 month (Sub-Subnet)	179 9%	- -	168 21%	11 10%	166 9%	179 22%	78 20%	101 6%	179 20%	78 32%	101 15%
			ACDGHJ	A*	AG	ACDGHJ	ADG	A	ACDGJ	ABCDEFGHIJ	ADG
Once a month or more (Sub-Sub-Subnet)	112 6%	- -	104 13%	7 7%	104 6%	112 14%	55 14%	56 3%	112 12%	55 23%	56 9%
			ADGJ	A*	AG	ADGHJ	ADGJ	A	ADGJ	ABCDEFGHIJ	ADG
Once a week or more often (52)	39 2%	- -	35 4%	4 4%	35 2%	39 5%	20 5%	19 1%	39 4%	20 8%	19 3%
			ADGJ	AG*	AG	ADGJ	ADG	A	ADGJ	ABDEFGHJ	AG
Once every 2 or 3 weeks (17)	37 2%	- -	34 4%	2 2%	34 2%	37 4%	19 5%	18 1%	37 4%	19 8%	18 3%
			ADGJ	A*	AG	ADGJ	ADG	A	ADGJ	ABDEFGHJ	AG
Once a month/every four weeks (12)	36 2%	- -	35 4%	1 *	35 2%	36 4%	16 4%	19 1%	36 4%	16 7%	19 3%
			ADGJ	*	AG	ADGJ	ADG	A	ADGJ	ACDFGJ	AG
Once every 2 or 3 months (4)	32 2%	- -	31 4%	1 1%	31 2%	32 4%	13 3%	19 1%	32 4%	13 6%	19 3%
			ADG	A*	AG	ADGJ	ADG	A	ADG	ADG	AG
Once every 4 to 6 months (2)	35 2%	- -	33 4%	2 2%	31 2%	35 4%	9 2%	26 2%	35 4%	9 4%	26 4%
			ADG	A*	A	ADG	A	A	ADG	A	ADG
Once or twice a year (1)	24 1%	- -	22 3%	3 2%	20 1%	20 3%	5 1%	19 1%	24 3%	5 2%	19 3%
			ADG	A*	A	ADG	A	A	ADG	A	ADG
Less often than once a year (0.5)	59 3%	- -	26 3%	3 3%	51 3%	26 3%	11 3%	48 3%	29 3%	2 1%	27 4%
			AI	A*	A	A	AI	A	A	A	A
Never (0)	1749 87%	914 100%	573 73%	94 85%	1532 87%	593 72%	300 76%	1448 90%	667 74%	158 65%	509 78%
		BCDEFGHIJ	I	BEHI*	BEFHIJ	I	I	BDEFHIJ	BEI		BEHI
Sigma	2010 100%	914 100%	789 100%	110 100%	1769 100%	818 100%	394 100%	1616 100%	899 100%	243 100%	656 100%
Summary											
Mean	1.7	-	3.9 ADGJ	2.6 AG*	1.7 AG	4.1 ADGJ	4.2 ADGJ	1.1 A	3.7 ADGJ	6.7 ABCDEFGHIJ	2.6 ADG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_11. Please indicate how frequently you purchase each of the following? - Dairy Milk (Net)

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Ever (Net)	1857	892	965	539	643	675	681	1176	331	400	696	430
	92%	92%	93%	91%	93%	93%	91%	93%	92%	95%	92%	91%
Past Year (Subnet)	1819	872	947	531	630	658	668	1151	324	392	681	422
	90%	90%	91%	90%	91%	91%	90%	91%	90%	93%	90%	89%
Past 6 month (Sub-Subnet)	1769	851	918	516	614	639	643	1126	314	377	665	412
	88%	88%	88%	87%	89%	88%	86%	89%	88%	89%	88%	87%
Once a month or more (Sub-Sub-Subnet)	1650	802	847	477	581	592	592	1058	302	355	608	385
	82%	83%	81%	80%	84%	82%	79%	84%	84%	84%	81%	81%
Once a week or more often (52)	956	474	482	319	345	292	325	631	185	203	364	204
	48%	49%	46%	54%	50%	40%	44%	50%	52%	48%	48%	43%
Once every 2 or 3 weeks (17)	512	259	253	122	183	207	187	324	91	108	173	139
	25%	27%	24%	21%	26%	29%	25%	26%	25%	26%	23%	29%
Once a month/every four weeks (12)	182	70	112	36	53	93	80	102	25	44	71	42
	9%	7%	11%	6%	8%	13%	11%	8%	7%	10%	9%	9%
Once every 2 or 3 months (4)	74	31	43	27	19	28	34	40	9	14	33	18
	4%	3%	4%	5%	3%	4%	5%	3%	3%	3%	4%	4%
Once every 4 to 6 months (2)	45	17	27	11	14	19	17	28	3	9	24	9
	2%	2%	3%	2%	2%	3%	2%	2%	1%	2%	3%	2%
Once or twice a year (1)	50	21	29	16	16	19	25	25	10	15	16	10
	2%	2%	3%	3%	2%	3%	3%	2%	3%	3%	2%	2%
Less often than once a year (0.5)	38	20	18	8	13	17	12	26	7	8	15	7
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%
Never (0)	153	77	76	54	50	50	65	88	27	23	58	45
	8%	8%	7%	9%	7%	7%	9%	7%	8%	5%	8%	9%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary	30.4	31	29.8	32.4	31.5	27.6	28.5	31.5	32.3	30.7	30.4	28.6
Mean				E	E			F	K			

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_11. Please indicate how frequently you purchase each of the following? - Dairy Milk (Net)

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Ever (Net)	1857	503	1354	1041	816	847	191	406	413	969	888	1396	461
	92%	96%	91%	93%	91%	91%	96%	95%	92%	93%	92%	93%	92%
		B						E					
Past Year (Subnet)	1819	500	1319	1032	787	823	190	402	404	953	866	1363	456
	90%	95%	89%	93%	88%	88%	95%	94%	90%	92%	89%	90%	91%
		B		D				E	E				
Past 6 month (Sub-Subnet)	1769	499	1270	1009	760	800	184	392	393	934	835	1336	433
	88%	95%	86%	91%	85%	86%	92%	91%	88%	90%	86%	89%	86%
		B		D				E	E	J			
Once a month or more (Sub-Sub-Subnet)	1650	479	1170	956	694	738	177	375	359	897	753	1250	399
	82%	91%	79%	86%	77%	79%	89%	87%	80%	86%	78%	83%	80%
		B		D				EH	EH	J			
Once a week or more often (52)	956	346	610	577	379	435	98	245	177	556	400	724	231
	48%	66%	41%	52%	42%	47%	49%	57%	40%	53%	41%	48%	46%
		B		D		H	H	EH		J			
Once every 2 or 3 weeks (17)	512	116	396	285	226	219	62	98	132	270	242	397	115
	25%	22%	27%	26%	25%	23%	31%	23%	30%	26%	25%	26%	23%
								E	EG				
Once a month/every four weeks (12)	182	17	165	93	89	84	16	32	50	71	111	129	53
	9%	3%	11%	8%	10%	9%	8%	7%	11%	7%	11%	9%	11%
			A								I		
Once every 2 or 3 months (4)	74	7	67	33	42	43	4	12	15	24	51	52	22
	4%	1%	5%	3%	5%	5%	2%	3%	3%	2%	5%	3%	4%
			A								I		
Once every 4 to 6 months (2)	45	13	32	21	24	19	3	5	19	13	32	33	12
	2%	2%	2%	2%	3%	2%	1%	1%	4%	1%	3%	2%	2%
									EG		I		
Once or twice a year (1)	50	1	49	23	27	23	7	10	11	19	31	28	23
	2%	*	3%	2%	3%	2%	3%	2%	2%	2%	3%	2%	4%
			A										K
Less often than once a year (0.5)	38	3	35	8	30	24	1	4	9	17	21	33	5
	2%	1%	2%	1%	3%	3%	*	1%	2%	2%	2%	2%	1%
			A		C								
Never (0)	153	24	129	74	79	87	9	24	34	71	82	112	41
	8%	4%	9%	7%	9%	9%	4%	5%	8%	7%	8%	7%	8%
			A			G							
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	30.4	38.4	27.5	32.5	27.8	29.5	32.1	34.6	27.3	33.1	27.4	30.7	29.4
		B		D			H	EH		J			

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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SA_11. Please indicate how frequently you purchase each of the following? - Dairy Milk (Net)

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Ever (Net)	1857	914	789	-	1769	714	374	1483	789	226	563
	92%	100%	100%	-	100%	87%	95%	92%	88%	93%	86%
		CEFGHIJ	CEFGHIJ	*	CEFGHIJ	C	CEHJ	CEHJ	CJ	CEHJ	C
Past Year (Subnet)	1819	914	789	-	1769	692	371	1447	789	226	563
	90%	100%	100%	-	100%	85%	94%	90%	88%	93%	86%
		CEFGHIJ	CEFGHIJ	*	CEFGHIJ	C	CEGHJ	CEJ	CEJ	CEHJ	C
Past 6 month (Sub-Subnet)	1769	897	764	-	1769	669	371	1398	764	225	539
	88%	98%	97%	-	100%	82%	94%	86%	85%	93%	82%
		CEFGHIJ	CEFGHIJ	*	ABCEFGHIJ	C	CEGHJ	CEJ	CEJ	CEGHJ	C
Once a month or more (Sub-Sub-Subnet)	1650	847	698	-	1650	608	358	1292	698	213	485
	82%	93%	88%	-	93%	74%	91%	80%	78%	88%	74%
		BCEGHJ	CEGHJ	*	BCEGHJ	C	CEGHJ	CEJ	CEJ	CEGHJ	C
Once a week or more often (52)	956	481	415	-	956	363	264	691	415	154	262
	48%	53%	53%	-	54%	44%	67%	43%	46%	63%	40%
		CEGHJ	CEGHJ	*	CEGHJ	CJ	ABCDEGHJ	C	CEJ	ABCDEGHJ	C
Once every 2 or 3 weeks (17)	512	272	202	-	512	172	80	432	202	49	153
	25%	30%	26%	-	29%	21%	20%	27%	22%	20%	23%
		CEFGHIJ	CEFH	*	BCEFGHIJ	C	C	CEFHJ	CE	C	C
Once a month/every four weeks (12)	182	94	80	-	182	73	13	169	80	11	70
	9%	10%	10%	-	10%	9%	3%	10%	9%	4%	11%
		CFI	CFHI	*	CFI	CFI		CFI	CFI		CFHI
Once every 2 or 3 months (4)	74	32	40	-	74	36	4	70	40	4	36
	4%	4%	5%	-	4%	4%	1%	4%	4%	1%	6%
		F	FI	*	F	CFI		F	CFI		CFHI
Once every 4 to 6 months (2)	45	18	26	-	45	25	9	36	26	9	18
	2%	2%	3%	-	3%	3%	2%	2%	3%	4%	3%
				*							
Once or twice a year (1)	50	17	25	-	-	23	1	49	25	1	24
	2%	2%	3%	-	-	3%	*	3%	3%	*	4%
		DF	DFI	*		DFI		ADFI	DFI	D	DFHI
Less often than once a year (0.5)	38	-	-	-	-	22	2	36	-	-	-
	2%	-	-	-	-	3%	1%	2%	-	-	-
				*		ABDFHIJ	ABDH	ABDHJ			
Never (0)	153	-	-	110	-	104	20	133	110	17	93
	8%	-	-	100%	-	13%	5%	8%	12%	7%	14%
				ABDEFGHIJ		ABDFGI	ABD	ABD	ABDFGI	ABD	ABDFGHI
				*							
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	30.4	33.9	33.3	-	34.5	28	38.9	28.3	29.2	37	26.3
		CEGHJ	CEGHJ	*	CEGHJ	CJ	ABCDEGHJ	CJ	CEJ	BCEGHJ	C

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_12. Please indicate how frequently you purchase each of the following? - Plant-Based Dairy Milk (Net)

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Ever (Net)	1048	519	529	409	378	262	343	706	186	189	393	281
	52%	54%	51%	69%	55%	36%	46%	56%	52%	45%	52%	59%
				DE	E			F			I	IJ
Past Year (Subnet)	922	453	469	381	337	204	283	639	166	153	350	252
	46%	47%	45%	64%	49%	28%	38%	51%	46%	36%	46%	53%
				DE	E			F	I		I	I
Past 6 month (Sub-Subnet)	818	423	395	352	290	176	238	580	149	123	308	237
	41%	44%	38%	59%	42%	24%	32%	46%	42%	29%	41%	50%
		B		DE	E			F	I		I	HIJ
Once a month or more (Sub-Sub-Subnet)	622	334	288	276	220	127	171	451	115	95	237	174
	31%	34%	28%	47%	32%	17%	23%	36%	32%	22%	31%	37%
		B		DE	E			F	I		I	I
Once a week or more often (52)	235	137	99	134	71	30	58	178	50	31	94	60
	12%	14%	9%	23%	10%	4%	8%	14%	14%	7%	12%	13%
		B		DE	E			F	I		I	I
Once every 2 or 3 weeks (17)	228	130	98	83	95	50	62	166	38	27	93	71
	11%	13%	9%	14%	14%	7%	8%	13%	11%	6%	12%	15%
		B		E	E			F			I	I
Once a month/every four weeks (12)	158	67	91	59	54	46	51	107	27	37	51	44
	8%	7%	9%	10%	8%	6%	7%	8%	8%	9%	7%	9%
				E								
Once every 2 or 3 months (4)	116	50	66	46	38	32	40	77	20	17	39	40
	6%	5%	6%	8%	6%	4%	5%	6%	6%	4%	5%	8%
				E								I
Once every 4 to 6 months (2)	80	39	40	31	32	17	28	52	14	11	32	23
	4%	4%	4%	5%	5%	2%	4%	4%	4%	3%	4%	5%
				E	E							
Once or twice a year (1)	104	30	74	28	47	28	45	59	17	30	42	15
	5%	3%	7%	5%	7%	4%	6%	5%	5%	7%	6%	3%
		A			E						K	
Less often than once a year (0.5)	126	67	60	28	40	58	60	66	20	36	42	29
	6%	7%	6%	5%	6%	8%	8%	5%	5%	8%	6%	6%
						C		G				
Never (0)	962	450	512	184	315	463	403	558	172	235	361	193
	48%	46%	49%	31%	45%	64%	54%	44%	48%	55%	48%	41%
					C	CD		G		JK	K	
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	9.4	10.8	8	15.8	9	4.4	6.6	11	10.4	6.3	9.7	10.7
		B		DE	E			F	I		I	I

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_12. Please indicate how frequently you purchase each of the following? - Plant-Based Dairy Milk (Net)

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Ever (Net)	1048	337	712	509	540	576	108	225	140	568	480	747	301
	52%	64%	48%	46%	60%	62%	54%	52%	31%	55%	50%	50%	60%
		B			C	GH	H	H		J			K
Past Year (Subnet)	922	314	608	437	485	515	101	198	109	503	419	648	274
	46%	60%	41%	39%	54%	55%	50%	46%	24%	48%	43%	43%	55%
		B			C	GH	H	H					K
Past 6 month (Sub-Subnet)	818	286	532	370	448	478	84	165	92	454	364	578	240
	41%	54%	36%	33%	50%	51%	42%	38%	21%	44%	38%	38%	48%
		B			C	FGH	H	H		J			K
Once a month or more (Sub-Sub-Subnet)	622	227	395	279	343	384	54	116	68	350	272	431	191
	31%	43%	27%	25%	38%	41%	27%	27%	15%	34%	28%	29%	38%
		B			C	FGH	H	H		J			K
Once a week or more often (52)	235	96	139	96	139	157	17	44	17	133	102	164	72
	12%	18%	9%	9%	16%	17%	9%	10%	4%	13%	11%	11%	14%
		B			C	FGH	H	H					
Once every 2 or 3 weeks (17)	228	86	142	103	125	140	23	38	27	135	93	150	78
	11%	16%	10%	9%	14%	15%	12%	9%	6%	13%	10%	10%	15%
		B			C	GH	H			J			K
Once a month/every four weeks (12)	158	44	114	80	78	87	14	34	24	81	77	117	41
	8%	8%	8%	7%	9%	9%	7%	8%	5%	8%	8%	8%	8%
						H							
Once every 2 or 3 months (4)	116	42	75	55	61	55	21	25	15	64	52	96	20
	6%	8%	5%	5%	7%	6%	11%	6%	3%	6%	5%	6%	4%
		B					EH						
Once every 4 to 6 months (2)	80	18	62	35	45	39	8	24	8	40	39	51	29
	4%	3%	4%	3%	5%	4%	4%	6%	2%	4%	4%	3%	6%
						H		H					
Once or twice a year (1)	104	28	76	67	37	37	17	33	17	49	55	70	34
	5%	5%	5%	6%	4%	4%	8%	8%	4%	5%	6%	5%	7%
							EH	EH					
Less often than once a year (0.5)	126	23	104	72	54	61	7	27	32	66	61	99	27
	6%	4%	7%	6%	6%	6%	4%	6%	7%	6%	6%	7%	5%
Never (0)	962	190	772	606	356	359	92	205	306	472	489	761	201
	48%	36%	52%	54%	40%	38%	46%	48%	69%	45%	50%	50%	40%
			A	D				E	EF		I	L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	9.4	13.7	7.8	7.3	11.9	12.8	7.9	8.3	3.9	10.2	8.5	8.7	11.4
		B			C	FGH	H	H		J			K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5A_12. Please indicate how frequently you purchase each of the following? - Plant-Based Dairy Milk (Net)

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers Parents with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Ever (Net)	1048	-	789	110	872	818	263	786	899	243	656
	52%	-	100%	100%	49%	100%	67%	49%	100%	100%	100%
			ADFG	ADFG*	A	ADFG	ADG	A	ADFG	ADFG	ADFG
Past Year (Subnet)	922	-	789	110	764	818	244	678	899	243	656
	46%	-	100%	100%	43%	100%	62%	42%	100%	100%	100%
			ADFG	ADFG*	A	ADFG	ADG	A	ADFG	ADFG	ADFG
Past 6 month (Sub-Subnet)	818	-	692	104	669	818	226	592	796	224	572
	41%	-	88%	95%	38%	100%	57%	37%	89%	92%	87%
			ADFG	ADFG*	A	ABCFGHJI	ADG	A	ADFG	ABDFG	ADFG
Once a month or more (Sub-Sub-Subnet)	622	-	518	87	501	622	178	443	606	178	428
	31%	-	66%	79%	28%	76%	45%	27%	67%	73%	65%
			ADFG	ABDFGHI*	A	ABDFGHI	ADG	A	ABDFG	ABDFG	ADFG
Once a week or more often (52)	235	-	188	42	181	235	74	162	230	74	156
	12%	-	24%	38%	10%	29%	19%	10%	26%	30%	24%
			ADFG	ABDFGHI*	A	ABDFGHI	ADG	A	ABDFG	ABDFG	ADG
Once every 2 or 3 weeks (17)	228	-	194	29	187	228	70	158	223	70	152
	11%	-	25%	26%	11%	28%	18%	10%	25%	29%	23%
			ADFG	ADG*	A	ABDFGHI	ADG	A	ADFG	ADFG	ADG
Once a month/every four weeks (12)	158	-	137	17	132	158	34	124	154	33	120
	8%	-	17%	15%	7%	19%	9%	8%	17%	14%	18%
			ADFG	ADG*	A	ABDFGHI	A	A	ADFG	ADFG	ADFG
Once every 2 or 3 months (4)	116	-	98	15	96	116	34	83	113	33	80
	6%	-	12%	14%	5%	14%	9%	5%	13%	13%	12%
			ADFG	ADG*	A	ABDFGHI	ADG	A	ADFG	ADFG	ADG
Once every 4 to 6 months (2)	80	-	76	2	73	80	14	66	78	14	64
	4%	-	10%	2%	4%	10%	3%	4%	9%	6%	10%
			ACDFGHI	A*	A	ACDFGHI	A	A	ACDFG	AF	ACDFG
Once or twice a year (1)	104	-	97	6	95	-	19	85	103	19	84
	5%	-	12%	5%	5%	-	5%	5%	11%	8%	13%
			ADEFGI	AE*	AE		AE	AE	ADEFG	AEF	ACDEFG
Less often than once a year (0.5)	126	-	-	-	108	-	18	108	-	-	-
	6%	-	-	-	6%	-	5%	7%	-	-	-
				*	ABCEHIJ		ABEHIJ	ABCEHIJ			
Never (0)	962	914	-	-	897	-	131	831	-	-	-
	48%	100%	-	-	51%	-	33%	51%	-	-	-
		BCDEFGHIJ		*	BCEFHJI		BCEHIJ	BCEFHJI			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	9.4	-	19.4	26.7	8.4	22.8	14.3	8.2	20.3	23.1	19.3
			ADFG	ABDFGHI*	A	ABDFGHI	ADG	A	ABDFG	ABDFGHI	ADFG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5A. Please indicate how frequently you purchase each of the following? - Mean Summary

	Mean Summary											
	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I	J	K	
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Skim (fat free)	11.7	14.1	9.5	13.1	11.3	11	10.1	12.7	13.5	12.8	11.4	9.9
		B						F	K	K		
1% (reduced fat)	9	10.2	7.9	11.7	9.5	6.3	8.1	9.5	11.8	7.4	7.8	10.1
		B		E	E				IJ			IJ
2% (reduced fat)	14.6	15.3	14	16.8	15.8	11.7	13.1	15.5	15.1	17	13.1	14.5
				E	E			F		J		
Whole	13.2	13.7	12.6	17.3	13.6	9.3	14.6	12.3	11.7	9.3	15.3	14.1
				DE	E		G				HI	I
Almond	7.2	7.8	6.6	11.5	7	3.7	5.6	8.1	8	5.2	7.4	7.8
				DE	E			F	I		I	I
Soy	3.2	4.2	2.4	6.2	2.8	1.3	2.4	3.8	3.1	1.6	3.8	4
		B		DE	E			F	I		I	I
Coconut	3.3	4.7	2	6.9	2.7	0.9	2.4	3.8	4.2	1.5	3.6	3.7
		B		DE	E			F	I		I	I
Cashew	2.5	3.5	1.6	5.5	2.1	0.5	1.4	3.2	2.9	1.2	2.6	3.3
		B		DE	E			F	I		I	I
Rice	1.9	3.2	0.6	4.2	1.6	0.2	1.1	2.3	2.4	0.6	2	2.3
		B		DE	E			F	I		I	I
Pea Milk	1.7	3	0.4	4.1	1.3	*	0.7	2.2	2.1	0.6	1.7	2.1
		B		DE	E			F	I		I	I
Dairy Milk (Net)	30.4	31	29.8	32.4	31.5	27.6	28.5	31.5	32.3	30.7	30.4	28.6
				E	E			F	K			
Plant-Based Dairy Milk (Net)	9.4	10.8	8	15.8	9	4.4	6.6	11	10.4	6.3	9.7	10.7
		B		DE	E			F	I		I	I

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5A. Please indicate how frequently you purchase each of the following? - Mean Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Skim (fat free)	11.7	14.6	10.7	10.8	12.8	12.1	12.7	11.1	11.1	13.4	9.9	11.7	11.6
		B			C					J			
1% (reduced fat)	9	13	7.5	9.1	8.9	9.6	9.8	9.3	7	9.6	8.3	8.5	10.4
		B				H							
2% (reduced fat)	14.6	18.7	13.2	15.8	13.1	14.8	18.5	16.7	10.5	15.7	13.5	14.9	13.8
		B		D		H	EH	H		J			
Whole	13.2	19.2	11	15.6	10.2	13.2	13.1	17.4	9	13.3	13	12	16.7
		B		D		H	H	EFH					K
Almond	7.2	9.9	6.2	5.8	8.9	9.7	6.2	6.2	3.2	7.8	6.5	6.8	8.4
		B			C	FGH	H	H					
Soy	3.2	5	2.6	2.4	4.3	4.8	1.1	3.1	1.2	3.4	3.1	2.5	5.4
		B			C	FGH		FH					K
Coconut	3.3	5.3	2.6	2.4	4.4	4.9	2.4	2.8	0.8	3.5	3.1	2.7	5
		B			C	FGH	H	H					K
Cashew	2.5	4.3	1.9	2	3.3	4	1.9	1.6	0.7	2.8	2.3	2.2	3.5
		B			C	FGH	H						K
Rice	1.9	3.7	1.2	1.3	2.6	3.2	1	1.1	0.3	2.3	1.4	1.6	2.6
		B			C	FGH		H		J			
Pea Milk	1.7	3.9	0.9	0.9	2.6	3	1.2	0.6	0.2	2.2	1.1	1.6	1.9
		B			C	FGH	H			J			
Dairy Milk (Net)	30.4	38.4	27.5	32.5	27.8	29.5	32.1	34.6	27.3	33.1	27.4	30.7	29.4
		B		D			H	EH		J			
Plant-Based Dairy Milk (Net)	9.4	13.7	7.8	7.3	11.9	12.8	7.9	8.3	3.9	10.2	8.5	8.7	11.4
		B			C	FGH	H	H		J			K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5A. Please indicate how frequently you purchase each of the following? - Mean Summary

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Skim (fat free)	11.7	12.1	14.6	-	13.3	13	14	11.2	12.9	14.9	12.1
		C	ACDEGHJ	*	ACG	CG	CG	C	CG	CG	C
1% (reduced fat)	9	8.5	11.7	-	10.2	10.4	12.3	8.2	10.3	13.2	9.2
		C	ACDEGHJ	*	ACG	ACGJ	ACDGHJ	C	CGJ	ACDEGHJ	C
2% (reduced fat)	14.6	15.1	17.1	-	16.6	14.5	18.8	13.6	15	19.1	13.5
		CG	CEGHJ	*	ACEGHJ	C	ACEGHJ	C	CGJ	ACEGHJ	C
Whole	13.2	14	15.4	-	14.9	12.9	19.5	11.6	13.5	18.7	11.6
		CGJ	CEGHJ	*	CEGHJ	CJ	ABCDEGHJ	C	CGJ	ABCDEGHJ	C
Almond	7.2	-	14.7	22.1	6.3	17.4	10.2	6.4	15.6	16.5	15.2
			ADFG	ABDEFGHJ *	A	ABDFGHJ	ADG	A	ABDFG	ADFG	ADFG
Soy	3.2	-	7	7.2	3.1	7.9	4.9	2.8	7	7.9	6.7
			ADFG	ADG*	A	ABDFGHJ	ADG	A	ADFG	ADFG	ADG
Coconut	3.3	-	7.4	5.8	3.2	8	5.1	2.9	7.2	8.2	6.9
			ADFG	ADG*	AG	ADFGHJ	ADG	A	ADFG	ADFG	ADG
Cashew	2.5	-	5.3	7.6	2.3	6.2	4.4	2.1	5.6	7.1	5
			ADG	ADFG*	A	ABDFGHJ	ADG	A	ADGJ	ABDFG	ADG
Rice	1.9	-	4.4	2.4	1.9	4.6	3.6	1.4	4.1	5.8	3.5
			ADGJ	A*	AG	ADGHJ	ADG	A	ADGJ	ACDFGHJ	ADG
Pea Milk	1.7	-	3.9	2.6	1.7	4.1	4.2	1.1	3.7	6.7	2.6
			ADGJ	AG*	AG	ADGJ	ADGJ	A	ADGJ	ABCDEFGHJ	ADG
Dairy Milk (Net)	30.4	33.9	33.3	-	34.5	28	38.9	28.3	29.2	37	26.3
		CEGHJ	CEGHJ	*	CEGHJ	CJ	ABCDEGHJ	CJ	CEJ	BCEGHJ	C
Plant-Based Dairy Milk (Net)	9.4	-	19.4	26.7	8.4	22.8	14.3	8.2	20.3	23.1	19.3
			ADFG	ABDFGHJ*	A	ABDFGHJ	ADG	A	ABDFGJ	ABDFGHJ	ADFG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5B. And which of the following have you consumed in the past 6 months?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Answering (unwtd)	1917	910	1007	534	705	678	767	1150	386	415	669	447
Base: All Answering (wtd)	1917	917	1000	565	667	685	698	1219	337	401	726	454
Dairy Milk (Net)	1709	834	875	489	595	626	625	1084	308	372	645	384
	89%	91%	87%	86%	89%	91%	90%	89%	91%	93%	89%	85%
		B				C			K	K		
Skim (fat free)	428	256	172	134	132	163	128	301	78	114	156	80
	22%	28%	17%	24%	20%	24%	18%	25%	23%	28%	21%	18%
		B						F		JK		
1% (reduced fat)	481	246	235	170	186	125	161	320	123	98	142	119
	25%	27%	24%	30%	28%	18%	23%	26%	36%	24%	20%	26%
				E	E				IJK			J
2% (reduced fat)	874	418	456	249	317	309	298	576	161	209	301	203
	46%	46%	46%	44%	48%	45%	43%	47%	48%	52%	41%	45%
										J		
Whole	725	357	368	240	251	234	305	420	122	113	322	167
	38%	39%	37%	42%	38%	34%	44%	34%	36%	28%	44%	37%
				E			G		I		HIK	I
Plant-Based Dairy Milk (Net)	694	355	339	308	240	146	201	493	137	101	268	189
	36%	39%	34%	55%	36%	21%	29%	40%	41%	25%	37%	42%
				DE	E			F	I		I	I
Almond	530	259	272	228	194	109	159	371	109	83	191	147
	28%	28%	27%	40%	29%	16%	23%	30%	32%	21%	26%	32%
				DE	E			F	I			I
Soy	184	103	82	80	68	37	49	135	36	23	78	48
	10%	11%	8%	14%	10%	5%	7%	11%	11%	6%	11%	11%
				E	E			F	I		I	I
Coconut	236	132	104	106	96	33	58	178	56	29	87	64
	12%	14%	10%	19%	14%	5%	8%	15%	17%	7%	12%	14%
		B		E	E			F	I		I	I
Cashew	102	55	47	41	43	18	28	74	19	22	31	31
	5%	6%	5%	7%	6%	3%	4%	6%	6%	5%	4%	7%
				E	E							
Rice	53	37	17	27	22	5	8	45	13	3	24	13
	3%	4%	2%	5%	3%	1%	1%	4%	4%	1%	3%	3%
		B		E	E			F	I		I	
Pea Milk	43	35	8	25	19	-	5	38	12	4	21	6
	2%	4%	1%	4%	3%	-	1%	3%	3%	1%	3%	1%
		B		E	E			F	I			
Sigma	3657	1897	1761	1298	1325	1033	1199	2458	728	698	1353	878
	191%	207%	176%	230%	199%	151%	172%	202%	216%	174%	186%	193%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5B. And which of the following have you consumed in the past 6 months?

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	1917	510	1407	1120	797	868	192	429	428	994	923	1619	298
Base: All Answering (wtd)	1917	523	1394	1067	851	892	192	415	419	1008	910	1444	473
Dairy Milk (Net)	1709	474	1235	974	735	762	175	386	385	902	808	1299	410
	89%	91%	89%	91%	86%	85%	92%	93%	92%	89%	89%	90%	87%
				D				E	E				
Skim (fat free)	428	114	314	180	249	205	42	72	110	254	174	340	88
	22%	22%	23%	17%	29%	23%	22%	17%	26%	25%	19%	24%	19%
				C		G			G	J			
1% (reduced fat)	481	155	326	248	233	244	58	90	89	253	228	360	121
	25%	30%	23%	23%	27%	27%	30%	22%	21%	25%	25%	25%	26%
		B				H	GH						
2% (reduced fat)	874	253	621	497	377	385	106	205	179	462	412	678	196
	46%	48%	45%	47%	44%	43%	55%	49%	43%	46%	45%	47%	41%
							EH						
Whole	725	218	507	460	265	329	70	191	135	357	368	519	206
	38%	42%	36%	43%	31%	37%	36%	46%	32%	35%	40%	36%	43%
				D				EH					K
Plant-Based Dairy Milk (Net)	694	239	455	312	382	420	69	128	77	381	313	499	195
	36%	46%	33%	29%	45%	47%	36%	31%	18%	38%	34%	35%	41%
		B			C	FGH	H	H					
Almond	530	173	357	244	286	321	53	97	59	281	249	396	134
	28%	33%	26%	23%	34%	36%	28%	23%	14%	28%	27%	27%	28%
		B			C	GH	H	H					
Soy	184	67	118	71	113	129	13	27	15	101	84	115	69
	10%	13%	8%	7%	13%	14%	7%	7%	4%	10%	9%	8%	15%
		B			C	FGH							K
Coconut	236	102	134	81	154	157	25	35	18	142	94	165	71
	12%	20%	10%	8%	18%	18%	13%	8%	4%	14%	10%	11%	15%
		B			C	GH	H	H		J			
Cashew	102	34	67	42	60	67	12	14	9	54	48	73	28
	5%	7%	5%	4%	7%	8%	6%	3%	2%	5%	5%	5%	6%
					C	GH	H						
Rice	53	26	27	14	40	38	6	5	5	37	16	39	14
	3%	5%	2%	1%	5%	4%	3%	1%	1%	4%	2%	3%	3%
		B			C	GH				J			
Pea Milk	43	24	19	15	28	35	4	4	-	30	13	32	11
	2%	5%	1%	1%	3%	4%	2%	1%	-	3%	1%	2%	2%
		B			C	GH	H			J			
Sigma	3657	1166	2492	1852	1805	1910	389	740	618	1971	1686	2717	940
	191%	223%	179%	174%	212%	214%	203%	178%	148%	196%	185%	188%	199%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5B. And which of the following have you consumed in the past 6 months?

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Answering (unwtd)	1917	944	750	96	1774	773	370	1547	846	220	626
Base: All Answering (wtd)	1917	897	787	104	1769	818	390	1528	891	243	648
Dairy Milk (Net)	1709	897	705	-	1709	610	350	1359	705	205	500
	89%	100%	90%	-	97%	75%	90%	89%	79%	84%	77%
		BCDEFGHIJ	CEHIJ	*	BCEFGHIJ	C	CEHIJ	CEHJ	CEJ	CE	CE
Skim (fat free)	428	200	204	-	428	187	79	349	204	52	153
	22%	22%	26%	-	24%	23%	20%	23%	23%	21%	24%
		C	CEFH	*	CG	C	C	C	C	C	C
1% (reduced fat)	481	197	253	-	481	228	114	367	253	79	175
	25%	22%	32%	-	27%	28%	29%	24%	28%	32%	27%
		C	ACDEGHJ	*	ACG	ACG	AC	C	ACG	ACG	C
2% (reduced fat)	874	427	382	-	874	330	183	691	382	113	269
	46%	48%	49%	-	49%	40%	47%	45%	43%	46%	42%
		CEJ	CEHJ	*	CEGHJ	C	CE	CEJ	CE	C	C
Whole	725	386	293	-	725	252	167	558	293	92	200
	38%	43%	37%	-	41%	31%	43%	37%	33%	38%	31%
		BCEGHJ	CEHJ	*	BCEGHJ	C	CEHJ	CEHJ	CE	CE	C
Plant-Based Dairy Milk (Net)	694	-	568	104	545	694	188	506	672	187	485
	36%	-	72%	100%	31%	85%	48%	33%	75%	77%	75%
			ADFG	ABDEFGHIJ *	A	ABDEFGHIJ	ADG	AD	ABDFG	ADFG	ABDFG
Almond	530	-	425	86	410	530	137	394	512	135	377
	28%	-	54%	83%	23%	65%	35%	26%	57%	56%	58%
			ADFG	ABDEFGHIJ *	A	ABDEFGHIJ	ADG	AD	ABDFG	ADFG	ABDFG
Soy	184	-	148	30	143	184	52	133	178	51	128
	10%	-	19%	29%	8%	23%	13%	9%	20%	21%	20%
			ADFG	ABDEFGHIJ *	A	ABDEFGHIJ	ADG	A	ABDFG	ADFG	ADFG
Coconut	236	-	187	41	178	236	79	157	227	78	150
	12%	-	24%	39%	10%	29%	20%	10%	26%	32%	23%
			ADG	ABDEFGHIJ *	A	ABDEFGHIJ	ADG	A	ABDFG	ABDFG	ADG
Cashew	102	-	74	24	70	102	27	75	98	26	72
	5%	-	9%	23%	4%	12%	7%	5%	11%	11%	11%
			ADG	ABDEFGHIJ *	A	ABDFGH	AD	AD	ABDFG	ADFG	ADG
Rice	53	-	47	6	47	53	21	33	53	21	32
	3%	-	6%	6%	3%	7%	5%	2%	6%	9%	5%
			ADG	A*	AG	ADGJ	ADG	A	ADG	ADFG	ADG
Pea Milk	43	-	34	9	32	43	22	21	43	22	21
	2%	-	4%	8%	2%	5%	6%	1%	5%	9%	3%
			ADG	ADGJ*	AG	ADGJ	ADG	A	ADGJ	ABDEFGHIJ	ADG
Sigma	3657	1210	2048	196	3388	2145	880	2777	2244	668	1576
	191%	135%	260%	188%	192%	262%	226%	182%	252%	275%	243%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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5B. And which of the following have you consumed in the past 6 months? - Total Respondents

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Dairy Milk (Net)	1709	834	875	489	595	626	625	1084	308	372	645	384
	85%	86%	84%	82%	86%	86%	84%	86%	86%	88%	86%	81%
										K		
Skim (fat free)	428	256	172	134	132	163	128	301	78	114	156	80
	21%	26%	17%	23%	19%	22%	17%	24%	22%	27%	21%	17%
		B						F		JK		
1% (reduced fat)	481	246	235	170	186	125	161	320	123	98	142	119
	24%	25%	23%	29%	27%	17%	22%	25%	34%	23%	19%	25%
				E	E					IJK		J
2% (reduced fat)	874	418	456	249	317	309	298	576	161	209	301	203
	43%	43%	44%	42%	46%	43%	40%	46%	45%	49%	40%	43%
								F		J		
Whole	725	357	368	240	251	234	305	420	122	113	322	167
	36%	37%	35%	40%	36%	32%	41%	33%	34%	27%	43%	35%
				E			G		I		HIK	I
Plant-Based Dairy Milk (Net)	694	355	339	308	240	146	201	493	137	101	268	189
	35%	37%	33%	52%	35%	20%	27%	39%	38%	24%	35%	40%
				DE	E			F	I		I	I
Almond	530	259	272	228	194	109	159	371	109	83	191	147
	26%	27%	26%	38%	28%	15%	21%	29%	30%	20%	25%	31%
				DE	E			F	I			I
Soy	184	103	82	80	68	37	49	135	36	23	78	48
	9%	11%	8%	13%	10%	5%	7%	11%	10%	6%	10%	10%
				E	E			F	I		I	I
Coconut	236	132	104	106	96	33	58	178	56	29	87	64
	12%	14%	10%	18%	14%	5%	8%	14%	16%	7%	12%	13%
		B		E	E			F	I		I	I
Cashew	102	55	47	41	43	18	28	74	19	22	31	31
	5%	6%	5%	7%	6%	3%	4%	6%	5%	5%	4%	6%
				E	E							
Rice	53	37	17	27	22	5	8	45	13	3	24	13
	3%	4%	2%	5%	3%	1%	1%	4%	3%	1%	3%	3%
		B		E	E			F	I		I	I
Pea Milk	43	35	8	25	19	-	5	38	12	4	21	6
	2%	4%	1%	4%	3%	-	1%	3%	3%	1%	3%	1%
		B		E	E			F	I			
No Answer	93	52	41	28	25	40	48	45	21	23	28	21
	5%	5%	4%	5%	4%	5%	6%	4%	6%	5%	4%	4%
							G					
Sigma	3750	1948	1801	1326	1350	1073	1247	2503	750	721	1380	898
	187%	201%	173%	224%	195%	148%	167%	198%	209%	170%	183%	189%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5B. And which of the following have you consumed in the past 6 months? - Total Respondents

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Dairy Milk (Net)	1709	474	1235	974	735	762	175	386	385	902	808	1299	410
	85%	90%	83%	87%	82%	82%	88%	90%	86%	87%	83%	86%	82%
		B		D				E					
Skim (fat free)	428	114	314	180	249	205	42	72	110	254	174	340	88
	21%	22%	21%	16%	28%	22%	21%	17%	25%	24%	18%	23%	18%
				C				G		J			
1% (reduced fat)	481	155	326	248	233	244	58	90	89	253	228	360	121
	24%	29%	22%	22%	26%	26%	29%	21%	20%	24%	24%	24%	24%
		B				H	GH						
2% (reduced fat)	874	253	621	497	377	385	106	205	179	462	412	678	196
	43%	48%	42%	45%	42%	41%	53%	48%	40%	44%	43%	45%	39%
		B					EH	H					
Whole	725	218	507	460	265	329	70	191	135	357	368	519	206
	36%	41%	34%	41%	30%	35%	35%	44%	30%	34%	38%	34%	41%
		B		D				EH					K
Plant-Based Dairy Milk (Net)	694	239	455	312	382	420	69	128	77	381	313	499	195
	35%	45%	31%	28%	43%	45%	35%	30%	17%	37%	32%	33%	39%
		B		C		FGH	H	H					
Almond	530	173	357	244	286	321	53	97	59	281	249	396	134
	26%	33%	24%	22%	32%	34%	26%	23%	13%	27%	26%	26%	27%
		B		C		GH	H	H					
Soy	184	67	118	71	113	129	13	27	15	101	84	115	69
	9%	13%	8%	6%	13%	14%	7%	6%	3%	10%	9%	8%	14%
		B		C		FGH							K
Coconut	236	102	134	81	154	157	25	35	18	142	94	165	71
	12%	19%	9%	7%	17%	17%	13%	8%	4%	14%	10%	11%	14%
		B		C		GH	H	H		J			
Cashew	102	34	67	42	60	67	12	14	9	54	48	73	28
	5%	6%	5%	4%	7%	7%	6%	3%	2%	5%	5%	5%	6%
				C		GH	H						
Rice	53	26	27	14	40	38	6	5	5	37	16	39	14
	3%	5%	2%	1%	4%	4%	3%	1%	1%	4%	2%	3%	3%
		B		C		GH				J			
Pea Milk	43	24	19	15	28	35	4	4	-	30	13	32	11
	2%	4%	1%	1%	3%	4%	2%	1%	-	3%	1%	2%	2%
		B		C		GH	H			J			
No Answer	93	4	89	48	45	42	8	15	28	33	60	64	28
	5%	1%	6%	4%	5%	5%	4%	3%	6%	3%	6%	4%	6%
			A							I			
Sigma	3750	1169	2580	1900	1849	1952	397	754	646	2004	1746	2781	969
	187%	222%	174%	171%	207%	209%	199%	175%	145%	193%	180%	184%	193%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5B. And which of the following have you consumed in the past 6 months? - Total Respondents

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Dairy Milk (Net)	1709	897	705	-	1709	610	350	1359	705	205	500
	85%	98%	89%	-	97%	75%	89%	84%	78%	84%	76%
		BCDEFGHIJ	CEGHIJ	*	BCEFGHIJ	C	CEGHIJ	CEHJ	CEJ	CEHJ	C
Skim (fat free)	428	200	204	-	428	187	79	349	204	52	153
	21%	22%	26%	-	24%	23%	20%	22%	23%	21%	23%
		C	CEFGHIJ	*	ACG	C	C	C	C	C	C
1% (reduced fat)	481	197	253	-	481	228	114	367	253	79	175
	24%	22%	32%	-	27%	28%	29%	23%	28%	32%	27%
		C	ACDEGHIJ	*	ACG	ACG	ACG	C	ACG	ACG	ACG
2% (reduced fat)	874	427	382	-	874	330	183	691	382	113	269
	43%	47%	48%	-	49%	40%	47%	43%	42%	46%	41%
		CEG	CEGHIJ	*	ACEGHIJ	C	CE	C	CE	C	C
Whole	725	386	293	-	725	252	167	558	293	92	200
	36%	42%	37%	-	41%	31%	42%	35%	33%	38%	31%
		CEGHIJ	CEHJ	*	BCEGHIJ	C	CEGHIJ	CEJ	CE	CE	C
Plant-Based Dairy Milk (Net)	694	-	568	104	545	694	188	506	672	187	485
	35%	-	72%	95%	31%	85%	48%	31%	75%	77%	74%
			ADFG	ABDEFGHIJ *	A	ABDEFGHIJ	ADG	A	ABDFG	ADFG	ADFG
Almond	530	-	425	86	410	530	137	394	512	135	377
	26%	-	54%	79%	23%	65%	35%	24%	57%	56%	57%
			ADFG	ABDEFGHIJ *	A	ABDEFGHIJ	ADG	A	ABDFG	ADFG	ABDFG
Soy	184	-	148	30	143	184	52	133	178	51	128
	9%	-	19%	28%	8%	23%	13%	8%	20%	21%	19%
			ADFG	ADFG*	A	ABDFGHIJ	ADG	A	ADFG	ADFG	ADFG
Coconut	236	-	187	41	178	236	79	157	227	78	150
	12%	-	24%	37%	10%	29%	20%	10%	25%	32%	23%
			ADG	ABDFGHIJ*	A	ABDFGHIJ	ADG	A	ABDFGJ	ABDFGHIJ	ADG
Cashew	102	-	74	24	70	102	27	75	98	26	72
	5%	-	9%	22%	4%	12%	7%	5%	11%	11%	11%
			ADG	ABDEFGHIJ *	A	ABDFGH	AD	AD	ABDFG	ADFG	ADG
Rice	53	-	47	6	47	53	21	33	53	21	32
	3%	-	6%	5%	3%	7%	5%	2%	6%	9%	5%
			ADG	A*	AG	ADGJ	ADG	A	ADG	ADFG	ADG
Pea Milk	43	-	34	9	32	43	22	21	43	22	21
	2%	-	4%	8%	2%	5%	6%	1%	5%	9%	3%
			ADGJ	ADGJ*	AG	ADGJ	ADG	A	ADGJ	ABDEFGHIJ	ADG
No Answer	93	17	2	6	-	-	4	89	8	-	8
	5%	2%	*	5%	-	-	1%	5%	1%	-	1%
		BDE	DE	ABDEFHIJ*			DEI	ABDEFHIJ	BDE		BDE
Sigma	3750	1227	2050	202	3388	2145	884	2865	2252	668	1584
	187%	134%	260%	183%	192%	262%	225%	177%	250%	275%	241%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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6_1. Based on what you know or have heard, please select the statements that apply to each of the following types of milk. - Dairy Milk

	Region											
	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I	J	K	
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
It is reasonably priced	1065	479	586	278	333	454	386	679	157	261	407	240
	53%	49%	56%	47%	48%	63%	52%	54%	44%	62%	54%	51%
			A			CD				HJK	H	
It is healthy	1290	603	687	298	428	564	472	817	216	300	485	289
	64%	62%	66%	50%	62%	78%	63%	65%	60%	71%	64%	61%
				C		CD				HJK		
It is nutritious	1301	614	687	303	455	543	464	836	221	300	475	305
	65%	63%	66%	51%	66%	75%	62%	66%	62%	71%	63%	64%
				C		CD				HJ		
It tastes good	1332	631	702	347	437	548	491	841	228	299	500	305
	66%	65%	67%	59%	63%	76%	66%	67%	64%	71%	66%	64%
						CD						
It is safe to consume	1216	576	640	302	403	511	442	774	206	284	448	277
	60%	59%	62%	51%	58%	71%	59%	61%	58%	67%	59%	58%
				C		CD				HJK		
It is a good source of calcium	1501	660	841	362	512	627	569	932	251	340	549	362
	75%	68%	81%	61%	74%	86%	76%	74%	70%	80%	73%	76%
			A		C	CD				HJ		
It is a good source of vitamins and minerals	1219	554	665	281	411	527	468	751	215	276	449	279
	61%	57%	64%	47%	59%	73%	63%	59%	60%	65%	60%	59%
			A		C	CD						
It contains the 9 essential vitamins and minerals	731	336	395	177	233	320	254	476	131	169	299	132
	36%	35%	38%	30%	34%	44%	34%	38%	37%	40%	40%	28%
						CD				K	K	K
It is a good source of protein	1055	483	572	258	359	438	393	662	185	235	383	251
	52%	50%	55%	44%	52%	60%	53%	52%	52%	56%	51%	53%
			A		C	CD						
It has a limited number of ingredients	723	326	397	150	241	332	253	470	130	171	253	168
	36%	34%	38%	25%	35%	46%	34%	37%	36%	40%	34%	35%
				C		CD				J		
It contains no added sugar	664	321	343	141	211	311	229	435	120	144	243	157
	33%	33%	33%	24%	31%	43%	31%	34%	34%	34%	32%	33%
				C		CD						
It is all natural	828	428	400	168	286	375	293	536	163	186	301	178
	41%	44%	38%	28%	41%	52%	39%	42%	46%	44%	40%	38%
			B		C	CD				K		
It contains no artificial ingredients	598	283	315	133	171	294	204	394	97	136	233	132
	30%	29%	30%	22%	25%	41%	27%	31%	27%	32%	31%	28%
						CD						
It contains no additives	428	218	210	90	138	200	160	268	76	97	174	80
	21%	23%	20%	15%	20%	28%	21%	21%	21%	23%	23%	17%
						CD				K	K	
It is produced in an environmentally responsible way	441	232	210	97	119	225	159	282	67	99	184	90
	22%	24%	20%	16%	17%	31%	21%	22%	19%	23%	24%	19%
						CD						
It comes from a sustainable food source	692	358	335	152	228	313	247	446	112	187	248	146
	34%	37%	32%	26%	33%	43%	33%	35%	31%	44%	33%	31%
				C		CD				HJK		
Manufacturers are transparent about how the milk is produced	390	216	174	126	93	171	144	246	73	84	149	84
	19%	22%	17%	21%	13%	24%	19%	19%	20%	20%	20%	18%
			B		D	D						
It is low in calories	294	145	149	66	101	127	109	185	59	71	108	56
	15%	15%	14%	11%	15%	17%	15%	15%	16%	17%	14%	12%
						C						
It is low in fat	360	180	180	88	128	144	122	238	59	102	120	79
	18%	19%	17%	15%	19%	20%	16%	19%	17%	24%	16%	17%
						C				HJK		
It contains artificial ingredients	215	99	116	95	80	40	80	135	40	45	80	49
	11%	10%	11%	16%	12%	5%	11%	11%	11%	11%	11%	10%
				DE	E							
Sigma	16343	7740	8604	3913	5368	7062	5940	10403	2806	3787	6088	3661
	813%	799%	827%	660%	775%	975%	796%	823%	784%	895%	807%	771%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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6_1. Based on what you know or have heard, please select the statements that apply to each of the following types of milk. - Dairy Milk

	Children in Household		Education		Employment Status				Marital Status		Race		
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
It is reasonably priced	1065 53%	269 51%	796 54%	608 55%	457 51%	442 47%	112 56%	241 56%	269 60%	582 56%	483 50%	842 56%	223 44%
								E	E	J		L	
It is healthy	1290 64%	314 60%	975 66%	727 65%	563 63%	543 58%	117 59%	278 65%	351 79%	701 67%	589 61%	1017 67%	273 54%
			A					E	EFG	J		L	
It is nutritious	1301 65%	328 62%	973 66%	716 64%	584 65%	558 60%	133 67%	264 61%	345 77%	697 67%	603 62%	1016 67%	285 57%
									EFG			L	
It tastes good	1332 66%	355 67%	977 66%	770 69%	562 63%	578 62%	139 70%	281 65%	334 75%	695 67%	637 66%	1035 69%	297 59%
				D					EG			L	
It is safe to consume	1216 60%	300 57%	916 62%	684 61%	532 59%	521 56%	124 62%	251 58%	320 72%	626 60%	590 61%	951 63%	265 53%
									EFG			L	
It is a good source of calcium	1501 75%	368 70%	1133 76%	833 75%	669 75%	651 70%	147 74%	325 76%	378 85%	796 76%	706 73%	1178 78%	323 64%
			A						EFG			L	
It is a good source of vitamins and minerals	1219 61%	299 57%	920 62%	691 62%	528 59%	516 55%	121 60%	266 62%	316 71%	637 61%	582 60%	963 64%	256 51%
									E	EFG		L	
It contains the 9 essential vitamins and minerals	731 36%	170 32%	561 38%	420 38%	310 35%	333 36%	72 36%	145 34%	180 40%	376 36%	354 37%	566 37%	165 33%
It is a good source of protein	1055 52%	264 50%	791 53%	566 51%	489 55%	467 50%	104 52%	219 51%	264 59%	561 54%	494 51%	795 53%	260 52%
									EG				
It has a limited number of ingredients	723 36%	163 31%	560 38%	385 35%	338 38%	306 33%	60 30%	152 35%	205 46%	417 40%	306 32%	608 40%	115 23%
			A						EFG	J		L	
It contains no added sugar	664 33%	161 31%	503 34%	360 32%	304 34%	262 28%	54 27%	140 33%	207 46%	375 36%	289 30%	526 35%	138 27%
									EFG	J		L	
It is all natural	828 41%	189 36%	639 43%	441 40%	387 43%	347 37%	62 31%	169 39%	250 56%	449 43%	379 39%	642 43%	187 37%
			A						EFG				
It contains no artificial ingredients	598 30%	139 26%	458 31%	330 30%	268 30%	236 25%	57 28%	113 26%	192 43%	358 34%	240 25%	476 32%	122 24%
									EFG	J		L	
It contains no additives	428 21%	101 19%	327 22%	244 22%	184 21%	167 18%	37 18%	98 23%	127 28%	248 24%	180 19%	338 22%	90 18%
									EF	J			
It is produced in an environmentally responsible way	441 22%	94 18%	347 23%	278 25%	164 18%	168 18%	34 17%	99 23%	139 31%	251 24%	191 20%	345 23%	96 19%
			A	D					EFG	J			
It comes from a sustainable food source	692 34%	168 32%	524 35%	401 36%	292 33%	285 30%	65 32%	148 34%	196 44%	384 37%	309 32%	577 38%	115 23%
									EFG	J		L	
Manufacturers are transparent about how the milk is produced	390 19%	91 17%	299 20%	232 21%	158 18%	160 17%	42 21%	76 18%	112 25%	205 20%	184 19%	300 20%	90 18%
									EG				
It is low in calories	294 15%	80 15%	214 14%	175 16%	119 13%	117 13%	36 18%	57 13%	83 19%	162 16%	132 14%	226 15%	68 13%
									EG				
It is low in fat	360 18%	93 18%	268 18%	196 18%	164 18%	165 18%	41 21%	67 16%	87 20%	197 19%	164 17%	280 19%	81 16%
It contains artificial ingredients	215 11%	75 14%	140 9%	108 10%	107 12%	121 13%	29 14%	41 9%	24 5%	109 10%	106 11%	148 10%	67 13%
			B			H	H	H					
Sigma	16343 813%	4021 763%	12322 831%	9164 822%	7179 802%	6945 744%	1587 795%	3430 798%	4381 981%	8827 848%	7517 775%	12829 850%	3515 701%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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6_1. Based on what you know or have heard, please select the statements that apply to each of the following types of milk. - Dairy Milk

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
It is reasonably priced	1065	523	390	38	965	374	202	863	428	117	311
	53%	57%	49%	35%	55%	46%	51%	53%	48%	48%	47%
		BCDEGHU	CEH	*	BCEHU	C	C	BCEHU	CE		C
It is healthy	1290	679	456	29	1201	425	234	1056	484	133	351
	64%	74%	58%	26%	68%	52%	59%	65%	54%	55%	53%
		BCDEFGHU	CEHU	*	BCEFGHU	C	CE	BCEHU	CE	C	C
It is nutritious	1301	665	462	35	1192	437	240	1061	497	133	364
	65%	73%	59%	32%	67%	53%	61%	66%	55%	55%	55%
		BCDEFGHU	CEHU	*	BCEFGHU	C	CEI	BCEHU	CE	C	C
It tastes good	1332	696	490	34	1253	453	265	1067	524	150	374
	66%	76%	62%	31%	71%	55%	67%	66%	58%	62%	57%
		BCDEFGHU	CEHU	*	BCEFGHU	C	CEHU	BCEHU	CE	C	C
It is safe to consume	1216	637	429	32	1127	402	225	991	461	118	343
	60%	70%	54%	29%	64%	49%	57%	61%	51%	48%	52%
		BCDEFGHU	CEH	*	BCEFGHU	C	CEI	BCEHU	CE	C	CE
It is a good source of calcium	1501	740	560	57	1358	547	281	1221	616	161	455
	75%	81%	71%	52%	77%	67%	71%	76%	69%	66%	69%
		BCDEFGHU	CEH	*	BCEFHU	C	CI	BCEHU	CE	C	C
It is a good source of vitamins and minerals	1219	633	434	32	1113	407	219	1001	466	122	344
	61%	69%	55%	29%	63%	50%	56%	62%	52%	50%	52%
		BCDEFGHU	CEH	*	BCEFHU	C	CI	BCEHU	CE	C	C
It contains the 9 essential vitamins and minerals	731	370	263	25	669	250	123	608	288	66	222
	36%	40%	33%	23%	38%	31%	31%	38%	32%	27%	34%
		BCDEFGHU	E	*	BCEFHU			BCEHU			CE
It is a good source of protein	1055	510	387	42	953	387	198	857	429	109	319
	52%	56%	49%	38%	54%	47%	50%	53%	48%	45%	49%
		BCEGHU		*	BCEHU		I	BCEHU			
It has a limited number of ingredients	723	355	257	30	647	250	125	598	287	70	217
	36%	39%	33%	27%	37%	31%	32%	37%	32%	29%	33%
		BEFHU		*	BEHU			BEHU			
It contains no added sugar	664	323	234	30	590	245	115	549	263	64	199
	33%	35%	30%	27%	33%	30%	29%	34%	29%	26%	30%
		BEFHI		*	BEH			BEHU			
It is all natural	828	417	286	29	752	278	134	695	315	74	242
	41%	46%	36%	26%	42%	34%	34%	43%	35%	30%	37%
		BCDEFHUI	E	*	BCEFHU			BCEFHU			CE
It contains no artificial ingredients	598	310	224	16	557	214	105	492	240	64	176
	30%	34%	28%	14%	32%	26%	27%	30%	27%	26%	27%
		BCDEFGHU	CEH	*	BCEHU	C	C	CEHU	C	C	C
It contains no additives	428	214	159	18	388	156	66	362	177	46	131
	21%	23%	20%	16%	22%	19%	17%	22%	20%	19%	20%
		F		*	F			EF			
It is produced in an environmentally responsible way	441	251	146	10	418	130	67	375	155	45	110
	22%	27%	18%	9%	24%	16%	17%	23%	17%	19%	17%
		BCDEFGHU	CEH	*	BCEFHU			BCEFHU	CE		C
It comes from a sustainable food source	692	365	242	13	642	229	124	568	255	72	184
	34%	40%	31%	12%	36%	28%	32%	35%	28%	29%	28%
		BCDEFGHU	CEHU	*	BCEHU	C	C	BCEHU	C	C	C
Manufacturers are transparent about how the milk is produced	390	180	158	14	358	152	68	322	172	46	126
	19%	20%	20%	13%	20%	19%	17%	20%	19%	19%	19%
				*							
It is low in calories	294	157	109	7	278	103	59	235	116	38	78
	15%	17%	14%	6%	16%	13%	15%	15%	13%	15%	12%
		CEGHU		*	CEGHU		C	CJ		C	
It is low in fat	360	190	135	5	350	120	68	293	140	39	100
	18%	21%	17%	5%	20%	15%	17%	18%	16%	16%	15%
		CEGHU	CEH	*	BCEGHU	C	C	CEJ	C	C	C
It contains artificial ingredients	215	50	113	30	165	135	56	159	144	45	99
	11%	5%	14%	28%	9%	17%	14%	10%	16%	18%	15%
			ADG	ABDEFGHU*	A	ABDG	ADG	A	ABDG	ADFG	ADG
Sigma	16343	8264	5932	525	14976	5693	2973	13371	6457	1711	4746
	813%	904%	752%	477%	847%	696%	755%	827%	718%	704%	724%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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6_2. Based on what you know or have heard, please select the statements that apply to each of the following types of milk. - Plant-Based Milk

	Gender			Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I	J	K	
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
It is reasonably priced	340	163	177	132	107	101	109	231	66	54	140	79
	17%	17%	17%	22%	15%	14%	15%	18%	18%	13%	19%	17%
				DE					I		I	
It is healthy	1090	470	620	338	389	364	405	686	197	238	398	257
	54%	48%	60%	57%	56%	50%	54%	54%	55%	56%	53%	54%
			A	E	E							
It is nutritious	967	449	519	315	332	320	360	607	175	197	359	237
	48%	46%	50%	53%	48%	44%	48%	48%	49%	47%	48%	50%
				E								
It tastes good	574	253	321	209	198	167	219	354	110	110	214	141
	29%	26%	31%	35%	29%	23%	29%	28%	31%	26%	28%	30%
			A	DE	E							
It is safe to consume	1116	500	616	316	383	417	418	698	177	253	420	266
	56%	52%	59%	53%	55%	58%	56%	55%	50%	60%	56%	56%
			A							H		
It is a good source of calcium	484	212	272	175	164	146	182	302	90	92	184	118
	24%	22%	26%	29%	24%	20%	24%	24%	25%	22%	24%	25%
				DE								
It is a good source of vitamins and minerals	806	344	462	264	266	276	299	507	143	174	290	198
	40%	35%	44%	45%	38%	38%	40%	40%	40%	41%	39%	42%
			A	E								
It contains the 9 essential vitamins and minerals	407	195	212	155	132	119	147	260	69	80	150	108
	20%	20%	20%	26%	19%	16%	20%	21%	19%	19%	20%	23%
				DE								
It is a good source of protein	748	325	422	219	272	256	270	477	157	160	272	159
	37%	34%	41%	37%	39%	35%	36%	38%	44%	38%	36%	34%
			A							JK		
It has a limited number of ingredients	534	238	296	146	180	208	189	345	104	101	201	128
	27%	25%	28%	25%	26%	29%	25%	27%	29%	24%	27%	27%
It contains no added sugar	386	164	222	136	128	122	147	239	59	74	164	90
	19%	17%	21%	23%	18%	17%	20%	19%	16%	17%	22%	19%
			A	E								
It is all natural	763	344	419	248	269	245	289	474	133	164	281	185
	38%	35%	40%	42%	39%	34%	39%	37%	37%	39%	37%	39%
				E								
It contains no artificial ingredients	389	163	225	139	124	126	170	218	58	64	175	92
	19%	17%	22%	23%	18%	17%	23%	17%	16%	15%	23%	19%
			A	DE			G				HI	
It contains no additives	338	151	187	125	118	94	139	199	64	65	133	75
	17%	16%	18%	21%	17%	13%	19%	16%	18%	15%	18%	16%
				E								
It is produced in an environmentally responsible way	627	277	349	209	184	234	252	374	102	136	242	146
	31%	29%	34%	35%	27%	32%	34%	30%	29%	32%	32%	31%
			A	D		D						
It comes from a sustainable food source	933	424	508	245	294	394	337	596	177	201	343	212
	46%	44%	49%	41%	42%	54%	45%	47%	49%	48%	45%	45%
						CD						
Manufacturers are transparent about how the milk is produced	365	164	201	118	104	142	147	218	55	83	151	75
	18%	17%	19%	20%	15%	20%	20%	17%	15%	20%	20%	16%
It is low in calories	786	352	434	258	261	267	286	500	128	182	303	173
	39%	36%	42%	44%	38%	37%	38%	40%	36%	43%	40%	36%
			A	E								
It is low in fat	823	378	445	241	254	327	310	513	139	187	308	188
	41%	39%	43%	41%	37%	45%	42%	41%	39%	44%	41%	40%
						D						
It contains artificial ingredients	395	204	191	116	118	161	155	240	83	85	138	89
	20%	21%	18%	20%	17%	22%	21%	19%	23%	20%	18%	19%
						D						
Sigma	12868	5770	7098	4106	4277	4485	4830	8038	2286	2701	4866	3015
	640%	595%	682%	692%	618%	619%	648%	636%	639%	638%	645%	635%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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6_2. Based on what you know or have heard, please select the statements that apply to each of the following types of milk. - Plant-Based Milk

	Children in Household		Education		Employment Status				Marital Status		Race		
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
It is reasonably priced	340 17%	97 18%	242 16%	177 16%	163 18%	174 19%	46 23%	67 16%	53 12%	172 17%	167 17%	234 15%	106 21%
						H	GH						K
It is healthy	1090 54%	291 55%	800 54%	614 55%	477 53%	504 54%	118 59%	261 61%	208 46%	552 53%	538 56%	815 54%	276 55%
						H	H	EH					
It is nutritious	967 48%	262 50%	705 48%	510 46%	457 51%	458 49%	113 57%	203 47%	194 43%	505 49%	462 48%	708 47%	260 52%
					C		H						
It tastes good	574 29%	160 30%	414 28%	303 27%	271 30%	282 30%	63 31%	134 31%	96 21%	292 28%	282 29%	423 28%	151 30%
						H	H	H					
It is safe to consume	1116 56%	281 53%	835 56%	589 53%	527 59%	496 53%	118 59%	242 56%	260 58%	577 55%	539 56%	851 56%	265 53%
					C								
It is a good source of calcium	484 24%	132 25%	352 24%	259 23%	225 25%	242 26%	49 25%	118 27%	75 17%	241 23%	243 25%	357 24%	127 25%
						H	H	H					
It is a good source of vitamins and minerals	806 40%	215 41%	591 40%	426 38%	380 42%	369 40%	99 50%	181 42%	156 35%	421 41%	384 40%	619 41%	187 37%
							EH						
It contains the 9 essential vitamins and minerals	407 20%	134 25%	273 18%	231 21%	176 20%	197 21%	47 23%	91 21%	71 16%	203 20%	204 21%	285 19%	121 24%
		B					H						
It is a good source of protein	748 37%	191 36%	557 38%	400 36%	348 39%	351 38%	69 35%	181 42%	147 33%	385 37%	363 37%	557 37%	191 38%
								H					
It has a limited number of ingredients	534 27%	127 24%	407 27%	283 25%	250 28%	243 26%	46 23%	120 28%	124 28%	271 26%	263 27%	422 28%	112 22%
It contains no added sugar	386 19%	107 20%	280 19%	213 19%	173 19%	172 18%	43 22%	98 23%	73 16%	185 18%	201 21%	270 18%	117 23%
								H					K
It is all natural	763 38%	206 39%	556 38%	446 40%	317 35%	360 39%	79 40%	185 43%	139 31%	356 34%	407 42%	545 36%	218 43%
						H		H			I		K
It contains no artificial ingredients	389 19%	109 21%	279 19%	224 20%	165 18%	183 20%	45 22%	97 23%	63 14%	192 18%	196 20%	288 19%	100 20%
						H	H	H					
It contains no additives	338 17%	106 20%	232 16%	193 17%	145 16%	182 19%	37 19%	74 17%	44 10%	161 15%	177 18%	235 16%	102 20%
		B				H	H	H					
It is produced in an environmentally responsible way	627 31%	140 27%	487 33%	363 33%	264 29%	273 29%	73 36%	151 35%	130 29%	294 28%	333 34%	474 31%	153 30%
		A									I		
It comes from a sustainable food source	933 46%	204 39%	729 49%	479 43%	453 51%	422 45%	86 43%	190 44%	234 53%	515 49%	418 43%	755 50%	178 36%
		A			C				EG	J		L	
Manufacturers are transparent about how the milk is produced	365 18%	95 18%	269 18%	207 19%	158 18%	160 17%	42 21%	79 18%	83 19%	190 18%	174 18%	269 18%	96 19%
It is low in calories	786 39%	209 40%	577 39%	425 38%	361 40%	362 39%	88 44%	175 41%	161 36%	410 39%	376 39%	589 39%	197 39%
It is low in fat	823 41%	201 38%	622 42%	482 43%	341 38%	344 37%	93 47%	187 43%	198 44%	446 43%	377 39%	626 41%	197 39%
				D			E	E	E				
It contains artificial ingredients	395 20%	101 19%	294 20%	215 19%	180 20%	161 17%	39 19%	83 19%	112 25%	213 20%	182 19%	296 20%	99 20%
									E				
Sigma	12868 640%	3368 639%	9500 641%	7039 632%	5829 651%	5936 635%	1394 698%	2917 679%	2621 587%	6581 632%	6287 649%	9616 637%	3252 648%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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6_2_Based on what you know or have heard, please select the statements that apply to each of the following types of milk. - Plant-Based Milk

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
It is reasonably priced	340 17%	65 7%	214 27%	35 ADFG	276 ADFG*	238 A	75 ADFG	264 A	249 ADFG	60 ADFG	189 ADFG
It is healthy	1090 54%	405 44%	500 63%	77 ADFGI	952 ADFG*	524 A	217 ADFGI	873 A	576 ADFGI	137 A	439 ABDEFGHI
It is nutritious	967 48%	335 37%	472 60%	72 ADFG	840 ADFG*	499 A	188 ADFG	779 A	544 ADFG	132 AF	412 ABDFGH
It tastes good	574 29%	89 10%	350 44%	83 ADFG	449 ABDEFGHIJ*	414 A	126 ABDFGHI	448 AD	433 AD	104 ADFG	329 ADFG
It is safe to consume	1116 56%	425 46%	501 63%	72 ADFG	973 A*	515 A	218 ADFG	898 A	573 ADFG	148 AF	424 ADFG
It is a good source of calcium	484 24%	107 12%	295 37%	41 ADFG	416 ADG*	321 A	105 ADFGH	380 A	336 ADFG	85 ADG	250 ADFG
It is a good source of vitamins and minerals	806 40%	286 31%	381 48%	55 ADFG	695 A*	402 A	159 ADFG	647 A	436 ADFG	109 AF	327 ADFG
It contains the 9 essential vitamins and minerals	407 20%	126 14%	213 27%	28 ADG	351 A*	226 ADG	100 ADG	307 A	242 ADG	73 ADG	169 ADG
It is a good source of protein	748 37%	271 30%	344 44%	61 ADFG	647 ADFGI*	369 A	146 ADFG	602 A	405 ADFG	97 AF	308 ADFG
It has a limited number of ingredients	534 27%	182 20%	261 33%	36 ADFG	466 A*	268 A	95 ADFG	439 A	297 ADFG	72 AF	225 ADFG
It contains no added sugar	386 19%	134 15%	190 24%	32 ADG	331 ADG*	209 A	83 ADG	303 A	222 ADG	56 A	166 ADG
It is all natural	763 38%	302 33%	330 42%	60 ADG	661 ABDFGHI*	358 A	153 ADG	610 A	389 ABDG	92 ABDG	298 ABDG
It contains no artificial ingredients	389 19%	139 15%	182 23%	36 ADG	335 ADFGI*	198 A	79 ADG	309 A	218 ADG	50 ADG	168 ADG
It contains no additives	338 17%	117 13%	163 21%	30 ADG	294 ADG*	180 A	81 ADG	257 A	193 ADG	53 A	141 ADG
It is produced in an environmentally responsible way	627 31%	257 28%	261 33%	61 ABDEFGHIJ*	533 ADG	288 ADG	110 ADG	516 ADG	322 ADG	72 ADG	250 ADG
It comes from a sustainable food source	933 46%	382 42%	393 50%	60 ADFI	810 AF*	407 AF	151 ADFI	782 ADG	453 ADG	101 ADG	353 ABDEFGHI
Manufacturers are transparent about how the milk is produced	365 18%	130 14%	175 22%	28 ADG	318 A*	193 A	74 ADG	290 A	203 ADG	55 A	148 ADG
It is low in calories	786 39%	306 33%	344 44%	63 ADG	677 ABDEFGHI*	368 A	165 ADG	621 A	408 ABDG	99 ABDG	308 ABDG
It is low in fat	823 41%	333 36%	361 46%	52 ADG	724 A	365 AD	157 A	666 A	413 ADFG	100 ADG	312 ADFG
It contains artificial ingredients	395 20%	207 23%	139 18%	14 BDEGHJ	355 * EHJ	133 EHJ	76 EHJ	318 EHJ	153 EHJ	49 EHJ	103 EHJ
Sigma	12868 640%	4599 503%	6068 769%	996 905%	11101 628%	6473 791%	2559 650%	10310 638%	7064 786%	1745 719%	5319 811%

Field Dates: 08/10-08/14
 Statistics:
 Overlap formulae used
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G/H/I/J
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G/H/I/J
 Minimum Base: 30 (**), Small Base: 100 (*)

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7. Thinking about ... would you say that ... contains... - Grid Table - More than Dairy Milk

	Almond milk	Soy milk	Coconut milk
	A	B	C
Base: All Respondents (unwtd)	2010	2010	2010
Base: All Respondents (wtd)	2010	2010	2010
Protein	597	486	328
	30%	24%	16%
	BC	C	
Calories	282	247	430
	14%	12%	21%
			AB
Fat	217	177	428
	11%	9%	21%
			AB
Vitamins	438	329	322
	22%	16%	16%
	BC		
Key nutrients such as calcium and potassium	332	290	299
	17%	14%	15%
Sugar	549	449	654
	27%	22%	33%
	B		AB

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C

Minimum Base: 30 (**), Small Base: 100 (*)

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7. Thinking about ... would you say that ... contains... - Grid Table - About the same as Dairy Milk

	Almond milk	Soy milk	Coconut milk
	A	B	C
Base: All Respondents (unwtd)	2010	2010	2010
Base: All Respondents (wtd)	2010	2010	2010
Protein	956	1013	926
	48%	50%	46%
Calories	775	804	784
	39%	40%	39%
Fat	610	621	655
	30%	31%	33%
Vitamins	1128	1141	1107
	56%	57%	55%
Key nutrients such as calcium and potassium	1038	1039	1022
	52%	52%	51%
Sugar	665	732	720
	33%	36%	36%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C

Minimum Base: 30 (**), Small Base: 100 (*)

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7. Thinking about ... would you say that ... contains... - Grid Table - Less than Dairy Milk

	Almond milk	Soy milk	Coconut milk
	A	B	C
Base: All Respondents (unwtd)	2010	2010	2010
Base: All Respondents (wtd)	2010	2010	2010
Protein	456	511	757
	23%	25%	38%
			AB
Calories	952	960	796
	47%	48%	40%
	C	C	
Fat	1183	1211	927
	59%	60%	46%
	C	C	
Vitamins	443	539	581
	22%	27%	29%
		A	A
Key nutrients such as calcium and potassium	640	681	689
	32%	34%	34%
Sugar	796	830	636
	40%	41%	32%
	C	C	

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_1. Thinking about ... would you say that ... contains... - Almond milk - Protein

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	597	273	324	247	214	136	232	365	119	123	224	132
	30%	28%	31%	42%	31%	19%	31%	29%	33%	29%	30%	28%
About the same as Dairy Milk	956	448	509	225	310	421	360	596	171	199	358	228
	48%	46%	49%	38%	45%	58%	48%	47%	48%	47%	47%	48%
Less than Dairy Milk	456	248	208	121	168	167	153	303	68	101	172	115
	23%	26%	20%	20%	24%	23%	21%	24%	19%	24%	23%	24%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_1. Thinking about ... would you say that ... contains... - Almond milk - Protein

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	597	189	408	336	261	319	65	139	75	292	305	409	188
	30%	36%	28%	30%	29%	34%	32%	32%	17%	28%	31%	27%	37%
		B					H	H	H				K
About the same as Dairy Milk	956	225	732	528	428	407	86	200	263	515	441	746	211
	48%	43%	49%	47%	48%	44%	43%	47%	59%	50%	45%	49%	42%
			A						EFG			L	
Less than Dairy Milk	456	113	344	250	206	208	49	91	108	233	223	353	103
	23%	21%	23%	22%	23%	22%	25%	21%	24%	22%	23%	23%	21%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_1. Thinking about ... would you say that ... contains... - Almond milk - Protein

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	597	203	295	48	518	319	156	442	343	103	241
	30%	22%	37%	44%	29%	39%	40%	27%	38%	42%	37%
			ADG	ADG*	AG	ADG	ADG	A	ADG	ADG	ADG
About the same as Dairy Milk	956	463	351	39	854	358	156	800	390	93	296
	48%	51%	44%	35%	48%	44%	40%	49%	43%	38%	45%
		BCEFHI		*	BCEFHI			BCEFHIJ			
Less than Dairy Milk	456	247	143	23	396	142	82	375	166	47	119
	23%	27%	18%	21%	22%	17%	21%	23%	18%	19%	18%
		BDEFGHIJ		*	BEHJ			BEHJ			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_2. Thinking about ... would you say that ... contains... - Almond milk - Calories

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	282	148	134	108	68	106	99	183	68	65	84	65
	14%	15%	13%	18%	10%	15%	13%	14%	19%	15%	11%	14%
				D		D			J			
About the same as Dairy Milk	775	381	394	191	284	300	280	495	138	171	288	178
	39%	39%	38%	32%	41%	41%	38%	39%	39%	40%	38%	37%
				C		C						
Less than Dairy Milk	952	440	513	294	340	318	366	586	152	188	381	232
	47%	45%	49%	50%	49%	44%	49%	46%	42%	44%	51%	49%
										H		
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_2. Thinking about ... would you say that ... contains... - Almond milk - Calories

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	282	72	210	161	122	137	25	52	69	147	135	207	75
	14%	14%	14%	14%	14%	15%	13%	12%	15%	14%	14%	14%	15%
About the same as Dairy Milk	775	208	567	421	355	376	82	142	175	426	349	594	181
	39%	40%	38%	38%	40%	40%	41%	33%	39%	41%	36%	39%	36%
Less than Dairy Milk	952	246	706	533	419	421	92	237	203	467	485	707	245
	47%	47%	48%	48%	47%	45%	46%	55%	45%	45%	50%	47%	49%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_2. Thinking about ... would you say that ... contains... - Almond milk - Calories

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	282	131	119	14	260	121	59	223	133	38	95
	14%	14%	15%	13%	15%	15%	15%	14%	15%	16%	15%
About the same as Dairy Milk	775	390	276	23	697	270	142	634	299	79	219
	39%	43%	35%	20%	39%	33%	36%	39%	33%	33%	33%
		BCDEFGHJ	CH	*	BCEHJ	C	C	BCEHJ	C		C
Less than Dairy Milk	952	393	393	74	811	427	193	759	467	126	341
	47%	43%	50%	67%	46%	52%	49%	47%	52%	52%	52%
			AD	ABDEFGHJ *	A	ABDG		A	ABDG		ADG
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_3. Thinking about ... would you say that ... contains... - Almond milk - Fat

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	217	122	95	92	52	72	70	147	42	48	74	52
	11%	13%	9%	16%	8%	10%	9%	12%	12%	11%	10%	11%
		B		DE								
About the same as Dairy Milk	610	301	309	164	233	214	231	379	123	117	221	150
	30%	31%	30%	28%	34%	29%	31%	30%	34%	28%	29%	32%
Less than Dairy Milk	1183	546	637	337	407	439	445	738	192	259	459	273
	59%	56%	61%	57%	59%	61%	60%	58%	54%	61%	61%	57%
										H		
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_3. Thinking about ... would you say that ... contains... - Almond milk - Fat

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	217	70	147	116	101	126	15	32	44	124	93	166	50
	11%	13%	10%	10%	11%	13%	8%	7%	10%	12%	10%	11%	10%
						G							
About the same as Dairy Milk	610	161	450	336	274	278	64	138	130	326	284	472	138
	30%	30%	30%	30%	31%	30%	32%	32%	29%	31%	29%	31%	28%
Less than Dairy Milk	1183	297	887	662	521	530	121	260	273	591	593	870	313
	59%	56%	60%	59%	58%	57%	61%	60%	61%	57%	61%	58%	62%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_3. Thinking about ... would you say that ... contains... - Almond milk - Fat

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	217	94	105	7	202	103	55	161	112	39	73
	11%	10%	13%	6%	11%	13%	14%	10%	12%	16%	11%
			GJ	*	G	G			G	ACG	
About the same as Dairy Milk	610	295	228	19	550	222	114	496	248	65	183
	30%	32%	29%	18%	31%	27%	29%	31%	28%	27%	28%
		CE	CH	*	CEH		C	CE	C		C
Less than Dairy Milk	1183	524	455	84	1016	493	225	958	539	139	400
	59%	57%	58%	76%	57%	60%	57%	59%	60%	57%	61%
				ABDEFGHIJ		B		D	B		B
				*							
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_4. Thinking about ... would you say that ... contains... - Almond milk - Vitamins

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	438	201	237	205	155	79	168	270	85	88	147	119
	22%	21%	23%	35%	22%	11%	23%	21%	24%	21%	19%	25%
				DE	E							
About the same as Dairy Milk	1128	543	586	292	383	453	435	693	190	235	445	258
	56%	56%	56%	49%	55%	62%	58%	55%	53%	56%	59%	54%
						CD						
Less than Dairy Milk	443	225	218	96	154	193	142	301	83	101	162	97
	22%	23%	21%	16%	22%	27%	19%	24%	23%	24%	21%	20%
				C	C	C	F					
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_4. Thinking about ... would you say that ... contains... - Almond milk - Vitamins

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	438	138	301	247	191	230	54	105	50	207	231	293	145
	22%	26%	20%	22%	21%	25%	27%	24%	11%	20%	24%	19%	29%
		B				H	H	H					K
About the same as Dairy Milk	1128	284	844	636	492	503	111	243	271	596	532	861	268
	56%	54%	57%	57%	55%	54%	56%	57%	61%	57%	55%	57%	53%
									E				
Less than Dairy Milk	443	105	338	231	212	200	35	82	126	237	206	355	88
	22%	20%	23%	21%	24%	21%	17%	19%	28%	23%	21%	24%	18%
									EFG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_4. Thinking about ... would you say that ... contains... - Almond milk - Vitamins

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	438	139	222	42	370	251	114	324	264	82	181
	22%	15%	28%	38%	21%	31%	29%	20%	29%	34%	28%
			ADG	ADGJ*	A	ABDGJ	ADG	A	ADG	ADFG	ADG
About the same as Dairy Milk	1128	526	435	53	1002	437	198	930	488	120	368
	56%	58%	55%	48%	57%	53%	50%	58%	54%	49%	56%
		F		*	F			EF			
Less than Dairy Milk	443	249	133	15	397	130	81	362	147	41	106
	22%	27%	17%	13%	22%	16%	21%	22%	16%	17%	16%
		BCDEFGHIJ		*	BEHJ		E	BEHJ			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_5. Thinking about ... would you say that ... contains... - Almond milk - Key nutrients such as calcium and potassium

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	332	151	181	155	109	68	141	191	57	71	125	79
	17%	16%	17%	26%	16%	9%	19%	15%	16%	17%	17%	17%
				DE	E		G					
About the same as Dairy Milk	1038	495	543	272	362	404	381	657	188	202	415	233
	52%	51%	52%	46%	52%	56%	51%	52%	52%	48%	55%	49%
Less than Dairy Milk	640	323	316	165	222	253	223	416	113	151	213	163
	32%	33%	30%	28%	32%	35%	30%	33%	32%	36%	28%	34%
							C			J		
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_5. Thinking about ... would you say that ... contains... - Almond milk - Key nutrients such as calcium and potassium

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	332	105	227	189	143	175	30	95	31	147	185	224	108
	17%	20%	15%	17%	16%	19%	15%	22%	7%	14%	19%	15%	22%
		B				H	H	H		I			K
About the same as Dairy Milk	1038	272	766	589	449	464	105	215	254	536	502	782	256
	52%	52%	52%	53%	50%	50%	53%	50%	57%	52%	52%	52%	51%
									E				
Less than Dairy Milk	640	150	490	336	303	294	64	119	162	357	282	502	137
	32%	28%	33%	30%	34%	32%	32%	28%	36%	34%	29%	33%	27%
									G	J			
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_5. Thinking about ... would you say that ... contains... - Almond milk - Key nutrients such as calcium and potassium

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	332	85	188	36	270	214	89	244	224	70	154
	17%	9%	24%	33%	15%	26%	23%	15%	25%	29%	23%
			ADG	ADGJ*	A	ABDGJ	ADG	A	ADG	ADFG	ADG
About the same as Dairy Milk	1038	449	428	45	926	442	190	848	474	118	355
	52%	49%	54%	41%	52%	54%	48%	52%	53%	49%	54%
			CFH	*	A	C		AC	C		C
Less than Dairy Milk	640	380	173	28	574	163	115	525	201	54	147
	32%	42%	22%	26%	32%	20%	29%	32%	22%	22%	22%
		BCDEFGHIJ	E	*	BEHIJ		BEHIJ	BEHIJ	E		E
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_6. Thinking about ... would you say that ... contains... - Almond milk - Sugar

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	549	293	257	151	170	229	203	346	98	118	190	144
	27%	30%	25%	25%	24%	32%	27%	27%	27%	28%	25%	30%
		B				CD						
About the same as Dairy Milk	665	321	344	177	261	227	224	441	125	126	257	157
	33%	33%	33%	30%	38%	31%	30%	35%	35%	30%	34%	33%
					CE							
Less than Dairy Milk	796	355	441	266	262	268	319	477	135	179	307	174
	40%	37%	42%	45%	38%	37%	43%	38%	38%	42%	41%	37%
			A	DE								
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_6. Thinking about ... would you say that ... contains... - Almond milk - Sugar

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	549	150	399	325	224	241	49	104	154	307	242	419	130
	27%	28%	27%	29%	25%	26%	25%	24%	34%	30%	25%	28%	26%
									EFG				
About the same as Dairy Milk	665	182	483	335	330	338	67	133	127	360	305	508	157
	33%	35%	33%	30%	37%	36%	34%	31%	28%	35%	31%	34%	31%
					C	H							
Less than Dairy Milk	796	195	601	455	341	355	83	192	166	373	423	581	215
	40%	37%	41%	41%	38%	38%	41%	45%	37%	36%	44%	39%	43%
								EH			I		
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1_6. Thinking about ... would you say that ... contains... - Almond milk - Sugar

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	549	296	178	23	495	180	108	441	201	64	137
	27%	32%	23%	20%	28%	22%	27%	27%	22%	27%	21%
		BCDEGHJ		*	BEHJ		EHJ	BEHJ			
About the same as Dairy Milk	665	308	269	26	594	263	136	529	294	81	213
	33%	34%	34%	23%	34%	32%	35%	33%	33%	34%	32%
				*							
Less than Dairy Milk	796	310	342	62	680	375	149	647	404	97	307
	40%	34%	43%	56%	38%	46%	38%	40%	45%	40%	47%
			AD	ABDFGHI*	A	ABDFG		AD	ABDFG		ABDFG
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_1. Thinking about ... would you say that ... contains... - Soy milk - Protein

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	486	243	243	181	175	130	184	302	97	107	172	110
	24%	25%	23%	30%	25%	18%	25%	24%	27%	25%	23%	23%
				E	E							
About the same as Dairy Milk	1013	453	561	270	330	413	373	640	182	206	394	232
	50%	47%	54%	46%	48%	57%	50%	51%	51%	49%	52%	49%
			A			CD						
Less than Dairy Milk	511	274	237	142	187	182	189	322	79	110	188	133
	25%	28%	23%	24%	27%	25%	25%	25%	22%	26%	25%	28%
		B										
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_1. Thinking about ... would you say that ... contains... - Soy milk - Protein

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	486	146	340	268	218	259	46	107	73	242	243	339	146
	24%	28%	23%	24%	24%	28%	23%	25%	16%	23%	25%	22%	29%
						H		H					K
About the same as Dairy Milk	1013	238	776	560	453	442	102	221	248	519	494	769	245
	50%	45%	52%	50%	51%	47%	51%	51%	56%	50%	51%	51%	49%
			A						E				
Less than Dairy Milk	511	143	368	286	225	233	51	102	126	279	232	400	111
	25%	27%	25%	26%	25%	25%	26%	24%	28%	27%	24%	27%	22%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_1. Thinking about ... would you say that ... contains... - Soy milk - Protein

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	486	163	239	49	412	270	113	372	288	82	206
	24%	18%	30%	44%	23%	33%	29%	23%	32%	34%	31%
			ADG	ABDEFGHJ*	A	ABDG	ADG	A	ABDG	ADFG	ADG
About the same as Dairy Milk	1013	479	388	36	900	382	173	841	425	104	321
	50%	52%	49%	33%	51%	47%	44%	52%	47%	43%	49%
		CEFI	CEH	*	CEFHI	C		CEFHI	C		C
Less than Dairy Milk	511	272	161	25	456	166	108	403	186	57	129
	25%	30%	20%	23%	26%	20%	27%	25%	21%	24%	20%
		BDEGHJ		*	BEHJ		BEHJ	BEHJ			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_2. Thinking about ... would you say that ... contains... - Soy milk - Calories

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	247	145	102	100	77	70	84	163	64	49	76	58
	12%	15%	10%	17%	11%	10%	11%	13%	18%	12%	10%	12%
About the same as Dairy Milk	804	391	413	212	277	314	299	504	133	185	299	187
	40%	40%	40%	36%	40%	43%	40%	40%	37%	44%	40%	39%
Less than Dairy Milk	960	433	526	281	338	341	362	597	161	189	380	230
	48%	45%	51%	47%	49%	47%	49%	47%	45%	45%	50%	48%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_2. Thinking about ... would you say that ... contains... - Soy milk - Calories

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	247	79	167	141	106	149	24	28	47	140	107	173	74
	12%	15%	11%	13%	12%	16%	12%	6%	11%	13%	11%	11%	15%
						GH	G						
About the same as Dairy Milk	804	196	608	418	385	360	76	173	195	433	370	626	177
	40%	37%	41%	38%	43%	39%	38%	40%	44%	42%	38%	42%	35%
					C								
Less than Dairy Milk	960	252	708	555	404	425	101	230	204	468	492	709	250
	48%	48%	48%	50%	45%	46%	50%	53%	46%	45%	51%	47%	50%
								EH			I		
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_2. Thinking about ... would you say that ... contains... - Soy milk - Calories

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	247	107	117	8	232	114	60	187	125	43	81
	12%	12%	15%	7%	13%	14%	15%	12%	14%	18%	12%
			GJ	*	G				G	ACG	
About the same as Dairy Milk	804	370	311	40	711	323	135	669	350	83	268
	40%	40%	39%	36%	40%	39%	34%	41%	39%	34%	41%
		F		*	F			F			
Less than Dairy Milk	960	437	361	63	825	381	199	761	424	117	307
	48%	48%	46%	57%	47%	47%	50%	47%	47%	48%	47%
				*							
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_3. Thinking about ... would you say that ... contains... - Soy milk - Fat

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	177	99	78	77	51	49	63	114	36	35	68	39
	9%	10%	8%	13%	7%	7%	8%	9%	10%	8%	9%	8%
				DE								
About the same as Dairy Milk	621	321	300	183	231	207	219	402	119	135	232	135
	31%	33%	29%	31%	33%	29%	29%	32%	33%	32%	31%	28%
Less than Dairy Milk	1211	549	662	333	411	468	463	748	203	253	455	300
	60%	57%	64%	56%	59%	65%	62%	59%	57%	60%	60%	63%
			A			C						
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_3. Thinking about ... would you say that ... contains... - Soy milk - Fat

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	177	63	114	101	76	107	12	24	34	104	73	124	53
	9%	12%	8%	9%	8%	11%	6%	6%	8%	10%	8%	8%	11%
		B				G							
About the same as Dairy Milk	621	176	446	329	293	304	66	126	125	327	294	492	130
	31%	33%	30%	29%	33%	33%	33%	29%	28%	31%	30%	33%	26%
												L	
Less than Dairy Milk	1211	288	924	685	527	523	122	279	287	609	603	893	319
	60%	55%	62%	61%	59%	56%	61%	65%	64%	58%	62%	59%	64%
			A					E	E				
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_3. Thinking about ... would you say that ... contains... - Soy milk - Fat

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	177	73	94	7	166	91	49	129	100	38	62
	9%	8%	12%	6%	9%	11%	12%	8%	11%	16%	9%
			ADGJ	*	G	G	AG		GJ	ACDGJ	
About the same as Dairy Milk	621	289	244	25	554	244	121	500	268	70	199
	31%	32%	31%	22%	31%	30%	31%	31%	30%	29%	30%
				*							
Less than Dairy Milk	1211	552	451	79	1049	483	224	987	530	135	395
	60%	60%	57%	72%	59%	59%	57%	61%	59%	56%	60%
				BDEFHIJ*				BD	B		B
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_4. Thinking about ... would you say that ... contains... - Soy milk - Vitamins

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	329	155	174	149	116	64	131	198	75	58	131	64
	16%	16%	17%	25%	17%	9%	18%	16%	21%	14%	17%	14%
About the same as Dairy Milk	1141	537	605	309	378	454	437	705	191	260	423	268
	57%	55%	58%	52%	55%	63%	59%	56%	53%	61%	56%	56%
Less than Dairy Milk	539	277	262	135	198	206	178	361	92	105	200	142
	27%	29%	25%	23%	29%	28%	24%	29%	26%	25%	27%	30%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7.2_4. Thinking about ... would you say that ... contains... - Soy milk - Vitamins

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	329	107	222	187	142	192	28	73	36	157	172	220	110
	16%	20%	15%	17%	16%	21%	14%	17%	8%	15%	18%	15%	22%
		B				H		H					K
About the same as Dairy Milk	1141	269	872	635	507	500	122	238	282	574	567	852	289
	57%	51%	59%	57%	57%	54%	61%	55%	63%	55%	59%	57%	58%
			A						EG				
Less than Dairy Milk	539	151	389	292	247	243	50	119	128	309	230	437	103
	27%	29%	26%	26%	28%	26%	25%	28%	29%	30%	24%	29%	21%
										J		L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_4. Thinking about ... would you say that ... contains... - Soy milk - Vitamins

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	329	102	171	32	273	191	89	240	203	66	137
	16%	11%	22%	29%	15%	23%	23%	15%	23%	27%	21%
			ADG	ADG*	A	ADGJ	ADG	A	ADG	ADFG	ADG
About the same as Dairy Milk	1141	508	445	58	1007	456	187	955	503	120	383
	57%	56%	56%	53%	57%	56%	47%	59%	56%	49%	58%
		F	FI	*	FI	F		ADFI	F		FH
Less than Dairy Milk	539	303	173	20	489	171	118	421	193	57	136
	27%	33%	22%	18%	28%	21%	30%	26%	21%	23%	21%
		BCDEGHJI		*	BEGHJ		BCEHIJ	BEHJ			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_5. Thinking about ... would you say that ... contains... - Soy milk - Key nutrients such as calcium and potassium

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	290	151	139	130	101	59	117	172	52	51	119	67
	14%	16%	13%	22%	15%	8%	16%	14%	14%	12%	16%	14%
About the same as Dairy Milk	1039	491	549	304	342	394	374	665	184	220	398	238
	52%	51%	53%	51%	49%	54%	50%	53%	51%	52%	53%	50%
Less than Dairy Milk	681	328	353	160	249	272	255	426	122	152	237	169
	34%	34%	34%	27%	36%	38%	34%	34%	34%	36%	31%	36%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_5. Thinking about ... would you say that ... contains... - Soy milk - Key nutrients such as calcium and potassium

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	290	88	202	167	123	170	30	58	32	130	160	182	107
	14%	17%	14%	15%	14%	18%	15%	14%	7%	12%	17%	12%	21%
About the same as Dairy Milk	1039	267	773	576	464	451	114	226	248	537	503	786	253
	52%	51%	52%	52%	52%	48%	57%	53%	56%	52%	52%	52%	51%
Less than Dairy Milk	681	172	509	372	309	313	56	145	166	374	307	540	141
	34%	33%	34%	33%	35%	34%	28%	34%	37%	36%	32%	36%	28%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_5. Thinking about ... would you say that ... contains... - Soy milk - Key nutrients such as calcium and potassium

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	290	82	155	31	239	177	67	223	186	44	142
	14%	9%	20%	29%	13%	22%	17%	14%	21%	18%	22%
			ADG	ADFG*	A	ABDG	A	A	ADG	A	ADG
About the same as Dairy Milk	1039	457	413	53	918	426	195	845	465	127	338
	52%	50%	52%	48%	52%	52%	49%	52%	52%	52%	52%
				*							
Less than Dairy Milk	681	375	221	26	612	215	132	549	247	71	176
	34%	41%	28%	24%	35%	26%	34%	34%	28%	29%	27%
		BCDEFGHIJ		*	BEHJ		BEH	BEHJ			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_6. Thinking about ... would you say that ... contains... - Soy milk - Sugar

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	449	236	212	150	131	167	164	284	76	90	138	145
	22%	24%	20%	25%	19%	23%	22%	23%	21%	21%	18%	30%
About the same as Dairy Milk				D								HIJ
	732	371	361	186	274	272	255	476	137	164	277	153
	36%	38%	35%	31%	40%	38%	34%	38%	38%	39%	37%	32%
Less than Dairy Milk				C	C							
	830	362	468	257	288	285	326	503	144	169	339	177
	41%	37%	45%	43%	42%	39%	44%	40%	40%	40%	45%	37%
Sigma			A								K	
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_6. Thinking about ... would you say that ... contains... - Soy milk - Sugar

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	449	135	314	263	186	217	44	79	108	243	206	343	106
	22%	26%	21%	24%	21%	23%	22%	18%	24%	23%	21%	23%	21%
About the same as Dairy Milk	732	196	536	367	365	340	72	157	163	419	313	564	167
	36%	37%	36%	33%	41%	36%	36%	36%	36%	40%	32%	37%	33%
					C					J			
Less than Dairy Milk	830	196	633	485	345	376	83	195	175	379	451	601	228
	41%	37%	43%	44%	39%	40%	42%	45%	39%	36%	46%	40%	46%
											I		
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2_6. Thinking about ... would you say that ... contains... - Soy milk - Sugar

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	449	195	183	21	400	184	104	344	204	68	135
	22%	21%	23%	19%	23%	23%	26%	21%	23%	28%	21%
			J	*					J		
About the same as Dairy Milk	732	347	289	27	652	290	138	594	315	89	226
	36%	38%	37%	24%	37%	35%	35%	37%	35%	37%	34%
		C	CH	*	C	C		C	C		
Less than Dairy Milk	830	372	318	62	717	344	152	678	380	85	295
	41%	41%	40%	56%	41%	42%	39%	42%	42%	35%	45%
				ABDEFGHIJ		I			BI		BDHI
				*							
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_1. Thinking about ... would you say that ... contains... - Coconut milk - Protein

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	328	167	160	145	105	77	123	204	71	63	124	70
	16%	17%	15%	25%	15%	11%	17%	16%	20%	15%	16%	15%
				DE	E							
About the same as Dairy Milk	926	455	471	245	318	363	362	564	172	199	344	210
	46%	47%	45%	41%	46%	50%	48%	45%	48%	47%	46%	44%
						C						
Less than Dairy Milk	757	347	410	203	270	285	261	496	115	161	286	195
	38%	36%	39%	34%	39%	39%	35%	39%	32%	38%	38%	41%
												H
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_1. Thinking about ... would you say that ... contains... - Coconut milk - Protein

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	328	94	234	196	132	182	37	65	43	163	165	227	100
	16%	18%	16%	18%	15%	19%	19%	15%	10%	16%	17%	15%	20%
						H	H	H					
About the same as Dairy Milk	926	244	681	514	412	419	93	196	218	466	459	704	221
	46%	46%	46%	46%	46%	45%	47%	45%	49%	45%	47%	47%	44%
Less than Dairy Milk	757	189	568	405	351	333	69	169	185	411	346	577	180
	38%	36%	38%	36%	39%	36%	35%	39%	41%	40%	36%	38%	36%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_1. Thinking about ... would you say that ... contains... - Coconut milk - Protein

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	328	115	162	29	279	184	76	252	192	55	137
	16%	13%	21%	27%	16%	23%	19%	16%	21%	23%	21%
			ADG	ADG*	A	ABDG	A	A	ADG	ADG	ADG
About the same as Dairy Milk	926	422	366	44	818	377	172	753	410	108	302
	46%	46%	46%	40%	46%	46%	44%	47%	46%	44%	46%
				*							
Less than Dairy Milk	757	377	261	36	671	257	146	611	297	80	217
	38%	41%	33%	33%	38%	31%	37%	38%	33%	33%	33%
		BDEGHJ		*	BEHJ			BEHJ	E		
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_2. Thinking about ... would you say that ... contains... - Coconut milk - Calories

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	430	202	228	134	118	178	143	286	94	93	138	105
	21%	21%	22%	23%	17%	25%	19%	23%	26%	22%	18%	22%
About the same as Dairy Milk	784	402	382	214	291	279	299	485	140	164	310	170
	39%	42%	37%	36%	42%	38%	40%	38%	39%	39%	41%	36%
Less than Dairy Milk	796	365	431	246	283	267	303	493	124	166	306	199
	40%	38%	41%	41%	41%	37%	41%	39%	35%	39%	41%	42%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_2. Thinking about ... would you say that ... contains... - Coconut milk - Calories

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	430	104	325	219	211	205	43	69	113	239	191	336	93
	21%	20%	22%	20%	24%	22%	21%	16%	25%	23%	20%	22%	19%
						G			G				
About the same as Dairy Milk	784	204	580	438	346	392	75	162	155	412	372	578	206
	39%	39%	39%	39%	39%	42%	38%	38%	35%	40%	38%	38%	41%
						H							
Less than Dairy Milk	796	219	578	457	339	337	82	198	179	390	406	594	202
	40%	41%	39%	41%	38%	36%	41%	46%	40%	37%	42%	39%	40%
								E					
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_2. Thinking about ... would you say that ... contains... - Coconut milk - Calories

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	430	205	162	24	377	167	86	344	185	54	131
	21%	22%	20%	21%	21%	20%	22%	21%	21%	22%	20%
About the same as Dairy Milk	784	364	320	35	699	327	129	655	355	74	281
	39%	40%	41%	32%	40%	40%	33%	40%	39%	30%	43%
		FI	FI	*	FI	FI		FI	FI		CEFHI
Less than Dairy Milk	796	346	307	52	692	324	179	618	359	115	244
	40%	38%	39%	47%	39%	40%	45%	38%	40%	47%	37%
				*			ABDGJ		J	ABDEGHJ	
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_3. Thinking about ... would you say that ... contains... - Coconut milk - Fat

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	428	195	234	133	122	173	130	298	83	80	168	97
	21%	20%	22%	22%	18%	24%	17%	24%	23%	19%	22%	20%
						D		F				
About the same as Dairy Milk	655	338	317	193	235	226	255	400	133	145	229	147
	33%	35%	30%	33%	34%	31%	34%	32%	37%	34%	30%	31%
									J			
Less than Dairy Milk	927	437	490	267	335	325	361	566	142	198	357	230
	46%	45%	47%	45%	48%	45%	48%	45%	40%	47%	47%	49%
											H	H
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_3. Thinking about ... would you say that ... contains... - Coconut milk - Fat

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	428	114	315	227	202	208	33	78	108	246	182	327	102
	21%	22%	21%	20%	23%	22%	16%	18%	24%	24%	19%	22%	20%
										J			
About the same as Dairy Milk	655	181	474	367	288	302	79	141	132	347	308	485	170
	33%	34%	32%	33%	32%	32%	40%	33%	29%	33%	32%	32%	34%
							H						
Less than Dairy Milk	927	232	695	521	406	423	88	210	206	447	480	697	230
	46%	44%	47%	47%	45%	45%	44%	49%	46%	43%	49%	46%	46%
											I		
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_3. Thinking about ... would you say that ... contains... - Coconut milk - Fat

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	428	182	179	30	374	188	88	341	210	65	145
	21%	20%	23%	28%	21%	23%	22%	21%	23%	27%	22%
About the same as Dairy Milk	655	312	261	19	590	260	125	530	280	80	200
	33%	34%	33%	18%	33%	32%	32%	33%	31%	33%	30%
		C	CH	*	C	C	C	C	C	C	C
Less than Dairy Milk	927	419	348	60	805	370	181	746	409	98	311
	46%	46%	44%	55%	46%	45%	46%	46%	45%	40%	47%
				I*			I				B
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_4. Thinking about ... would you say that ... contains... - Coconut milk - Vitamins

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	322	143	179	153	112	57	127	195	60	67	123	71
	16%	15%	17%	26%	16%	8%	17%	15%	17%	16%	16%	15%
About the same as Dairy Milk				DE	E							
	1107	547	561	302	375	430	432	676	188	233	436	250
	55%	56%	54%	51%	54%	59%	58%	53%	53%	55%	58%	53%
Less than Dairy Milk						C						
	581	279	302	138	205	238	187	393	110	123	195	153
Sigma	29%	29%	29%	23%	30%	33%	25%	31%	31%	29%	26%	32%
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_4. Thinking about ... would you say that ... contains... - Coconut milk - Vitamins

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	322	98	224	185	136	166	41	87	28	149	173	216	106
	16%	19%	15%	17%	15%	18%	21%	20%	6%	14%	18%	14%	21%
						H	H	H					K
About the same as Dairy Milk	1107	289	819	638	470	499	108	241	260	568	539	810	297
	55%	55%	55%	57%	52%	53%	54%	56%	58%	55%	56%	54%	59%
Less than Dairy Milk	581	140	440	291	289	269	51	102	158	324	257	483	98
	29%	27%	30%	26%	32%	29%	25%	24%	35%	31%	27%	32%	20%
					C				EFG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_4. Thinking about ... would you say that ... contains... - Coconut milk - Vitamins

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	322 16%	105 11%	159 20%	38 35%	261 15%	184 22%	75 19%	247 15%	197 22%	50 21%	147 22%
			ADG	ABDEFGHIJ *	A	ABDG	AD	A	ABDG	AD	ADG
About the same as Dairy Milk	1107 55%	487 53%	449 57%	50 46%	979 55%	457 56%	205 52%	903 56%	499 56%	139 57%	360 55%
				*							
Less than Dairy Milk	581 29%	322 35%	181 23%	21 20%	528 30%	177 22%	113 29%	467 29%	202 23%	54 22%	149 23%
		BCDEFGHIJ		*	BEHIJ		BEHI	BEHJ			
Sigma	2010 100%	914 100%	789 100%	110 100%	1769 100%	818 100%	394 100%	1616 100%	899 100%	243 100%	656 100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_5. Thinking about ... would you say that ... contains... - Coconut milk - Key nutrients such as calcium and potassium

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	299	149	150	132	102	65	125	174	61	69	95	74
	15%	15%	14%	22%	15%	9%	17%	14%	17%	16%	13%	16%
About the same as Dairy Milk				DE	E							
	1022	492	530	290	339	393	382	641	171	213	415	224
Less than Dairy Milk	51%	51%	51%	49%	49%	54%	51%	51%	48%	50%	55%	47%
											HK	
Sigma	689	328	361	171	252	266	239	450	127	142	244	176
	34%	34%	35%	29%	36%	37%	32%	36%	35%	33%	32%	37%
Sigma				C	C							
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_5. Thinking about ... would you say that ... contains... - Coconut milk - Key nutrients such as calcium and potassium

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	299	98	202	179	120	160	34	67	39	144	155	196	103
	15%	19%	14%	16%	13%	17%	17%	15%	9%	14%	16%	13%	21%
		B					H	H	H				K
About the same as Dairy Milk	1022	255	767	569	453	480	96	213	233	508	514	764	258
	51%	48%	52%	51%	51%	51%	48%	50%	52%	49%	53%	51%	51%
Less than Dairy Milk	689	174	514	367	322	294	69	150	175	389	300	548	141
	34%	33%	35%	33%	36%	31%	35%	35%	39%	37%	31%	36%	28%
									E	J		L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_5. Thinking about ... would you say that ... contains... - Coconut milk - Key nutrients such as calcium and potassium

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	299	95	152	32	244	171	76	223	183	51	132
	15%	10%	19%	29%	14%	21%	19%	14%	20%	21%	20%
			ADG	ADG*	A	ADG	ADG	A	ABDG	ADG	ADG
About the same as Dairy Milk	1022	439	417	58	901	436	177	845	475	113	361
	51%	48%	53%	52%	51%	53%	45%	52%	53%	47%	55%
			F	*	AF	F		AF	F		ADFH
Less than Dairy Milk	689	380	220	21	624	211	140	548	241	78	163
	34%	42%	28%	19%	35%	26%	36%	34%	27%	32%	25%
		BCDEGHIJ	EJ	*	BCEHJ		BCEHJ	BCEHJ	J	CE	
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_6. Thinking about ... would you say that ... contains... - Coconut milk - Sugar

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More than Dairy Milk	654	319	335	193	185	276	232	421	117	148	223	166
	33%	33%	32%	33%	27%	38%	31%	33%	33%	35%	30%	35%
About the same as Dairy Milk						D						
	720	373	347	207	274	238	250	470	146	154	276	144
	36%	39%	33%	35%	40%	33%	34%	37%	41%	36%	37%	30%
Less than Dairy Milk		B			E				K			
	636	277	359	193	233	210	263	373	96	121	255	165
Sigma	32%	29%	35%	33%	34%	29%	35%	30%	27%	29%	34%	35%
			A				G				H	H
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_6. Thinking about ... would you say that ... contains... - Coconut milk - Sugar

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More than Dairy Milk	654	176	478	372	282	305	70	112	167	356	298	508	146
	33%	33%	32%	33%	31%	33%	35%	26%	37%	34%	31%	34%	29%
						G			G				
About the same as Dairy Milk	720	181	539	369	351	357	68	147	148	373	347	543	176
	36%	34%	36%	33%	39%	38%	34%	34%	33%	36%	36%	36%	35%
					C								
Less than Dairy Milk	636	170	467	373	263	273	62	170	131	312	325	457	179
	32%	32%	31%	34%	29%	29%	31%	40%	29%	30%	33%	30%	36%
								EH					
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3_6. Thinking about ... would you say that ... contains... - Coconut milk - Sugar

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More than Dairy Milk	654	322	244	25	591	238	133	521	269	77	192
	33%	35%	31%	23%	33%	29%	34%	32%	30%	32%	29%
		CEGHJ		*	EHJ						
About the same as Dairy Milk	720	328	299	31	636	298	132	588	330	86	244
	36%	36%	38%	29%	36%	36%	34%	36%	37%	35%	37%
				*							
Less than Dairy Milk	636	264	246	54	541	282	128	508	300	80	220
	32%	29%	31%	49%	31%	34%	33%	31%	33%	33%	34%
				ABDEFGHIJ		ABD		A	B		
				*							
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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8.1. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk? - Dairy Milk

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Taste	1301	598	703	322	437	543	498	803	226	301	489	285
	65%	62%	68%	54%	63%	75%	67%	64%	63%	71%	65%	60%
Price	1072	484	588	305	366	400	466	606	177	255	398	243
	53%	50%	56%	51%	53%	55%	62%	48%	49%	60%	53%	51%
Health	866	420	446	225	288	353	322	544	141	199	321	205
	43%	43%	43%	38%	42%	49%	43%	43%	39%	47%	43%	43%
Nutrition	1007	443	564	242	340	425	383	623	169	221	390	226
	50%	46%	54%	41%	49%	59%	51%	49%	47%	52%	52%	48%
Safety of the product	673	314	359	162	224	287	261	413	112	147	270	144
	34%	32%	35%	27%	32%	40%	35%	33%	31%	35%	36%	30%
Manufacturers are transparent about how the milk is produced	327	139	188	102	97	128	126	201	51	66	130	81
	16%	14%	18%	17%	14%	18%	17%	16%	14%	16%	17%	17%
Lactose-free	232	120	112	86	78	68	83	149	36	35	99	62
	12%	12%	11%	14%	11%	9%	11%	12%	10%	8%	13%	13%
Satisfies entire family	826	342	484	231	275	320	283	543	145	170	318	194
	41%	35%	47%	39%	40%	44%	38%	43%	40%	40%	42%	41%
Digestive benefits	382	186	195	125	120	137	164	217	56	66	157	102
	19%	19%	19%	21%	17%	19%	22%	17%	16%	16%	21%	22%
Animal welfare	290	126	165	112	103	75	118	172	52	51	103	84
	14%	13%	16%	19%	15%	10%	16%	14%	15%	12%	14%	18%
Wide variety of uses	764	314	450	196	221	347	290	475	121	196	286	161
	38%	32%	43%	33%	32%	48%	39%	38%	34%	46%	38%	34%
Longer shelf life	337	159	178	112	109	116	156	181	53	66	139	78
	17%	16%	17%	19%	16%	16%	21%	14%	15%	16%	18%	16%
None of these	98	52	46	27	37	34	44	54	23	18	39	18
	5%	5%	4%	5%	5%	5%	6%	4%	7%	4%	5%	4%
Sigma	8175	3696	4479	2249	2694	3232	3195	4980	1363	1789	3137	1885
	407%	381%	430%	379%	389%	446%	428%	394%	381%	423%	416%	397%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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8_1. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk? - Dairy Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Taste	1301	321	980	761	540	548	133	282	338	689	612	1023	278
	65%	61%	66%	68%	60%	59%	67%	66%	76%	66%	63%	68%	55%
				D				E	EFG			L	
Price	1072	271	801	654	418	439	122	261	250	522	550	790	282
	53%	51%	54%	59%	47%	47%	61%	61%	56%	50%	57%	52%	56%
				D			E	E	E		I		
Health	866	236	629	487	379	374	96	184	212	464	402	648	217
	43%	45%	42%	44%	42%	40%	48%	43%	48%	45%	41%	43%	43%
									E				
Nutrition	1007	263	743	567	439	419	105	222	261	538	468	779	228
	50%	50%	50%	51%	49%	45%	52%	52%	58%	52%	48%	52%	45%
								E	E				
Safety of the product	673	178	495	391	283	277	78	136	183	355	318	506	168
	34%	34%	33%	35%	32%	30%	39%	32%	41%	34%	33%	34%	33%
							E		EG				
Manufacturers are transparent about how the milk is produced	327	83	244	200	127	137	41	78	71	166	161	247	80
	16%	16%	16%	18%	14%	15%	21%	18%	16%	16%	17%	16%	16%
Lactose-free	232	65	167	123	109	123	23	45	41	103	129	127	105
	12%	12%	11%	11%	12%	13%	11%	11%	9%	10%	13%	8%	21%
											I		K
Satisfies entire family	826	267	559	505	321	338	93	204	192	486	341	640	186
	41%	51%	38%	45%	36%	36%	47%	47%	43%	47%	35%	42%	37%
		B		D			E	E	E	J			
Digestive benefits	382	116	266	224	158	166	55	81	80	191	191	267	114
	19%	22%	18%	20%	18%	18%	27%	19%	18%	18%	20%	18%	23%
							EGH						
Animal welfare	290	95	195	172	119	150	32	66	42	133	158	201	90
	14%	18%	13%	15%	13%	16%	16%	15%	9%	13%	16%	13%	18%
		B				H	H	H					
Wide variety of uses	764	179	585	426	338	298	85	167	214	416	349	634	130
	38%	34%	39%	38%	38%	32%	43%	39%	48%	40%	36%	42%	26%
							E	E	EG			L	
Longer shelf life	337	83	253	212	125	161	37	63	76	143	194	216	121
	17%	16%	17%	19%	14%	17%	18%	15%	17%	14%	20%	14%	24%
				D							I		K
None of these	98	18	80	52	45	55	9	15	19	49	49	81	17
	5%	3%	5%	5%	5%	6%	4%	4%	4%	5%	5%	5%	3%
Sigma	8175	2176	5999	4774	3401	3484	907	1805	1979	4255	3920	6159	2016
	407%	413%	404%	428%	380%	373%	454%	420%	443%	409%	404%	408%	402%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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8_1. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk? - Dairy Milk

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Taste	1301	677	481	28	1219	434	237	1064	509	140	369
	65%	74%	61%	25%	69%	53%	60%	66%	57%	58%	56%
		BCDEFGHIJ	CEHJ	*	BCEFGHIJ	C	CE	BCEHIJ	CE	C	CE
Price	1072	537	391	26	994	368	205	867	417	113	305
	53%	59%	50%	24%	56%	45%	52%	54%	46%	46%	46%
		BCDEFGHIJ	CEHJ	*	BCEFGHIJ	C	CEI	BCEHIJ	C	C	C
Health	866	417	352	25	808	327	171	695	377	104	273
	43%	46%	45%	22%	46%	40%	43%	43%	42%	43%	42%
		CE	CEHJ	*	CEGHJ	C	C	C	CE	C	C
Nutrition	1007	486	402	28	938	373	201	806	429	126	304
	50%	53%	51%	25%	53%	46%	51%	50%	48%	52%	46%
		CEGHJ	CEHJ	*	CEGHJ	C	C	CE	CE	C	C
Safety of the product	673	320	257	24	616	251	133	540	281	84	197
	34%	35%	33%	22%	35%	31%	34%	33%	31%	35%	30%
		C		*	CEHJ		C	CJ		C	
Manufacturers are transparent about how the milk is produced	327	138	143	23	289	149	64	263	166	46	119
	16%	15%	18%	21%	16%	18%	16%	16%	18%	19%	18%
				*							
Lactose-free	232	61	121	27	190	141	46	186	148	39	108
	12%	7%	15%	24%	11%	17%	12%	11%	16%	16%	17%
			ADG	ADFG*	A	ABDFG	A	A	ABDFG	ADF	ADG
Satisfies entire family	826	419	331	6	806	286	209	617	337	123	214
	41%	46%	42%	5%	46%	35%	53%	38%	37%	51%	33%
		CEGHJ	CEGHJ	*	BCEGHJ	C	ABCDEGHJ	CJ	CEJ	BCEGHJ	C
Digestive benefits	382	137	185	23	341	186	93	288	208	70	138
	19%	15%	23%	21%	19%	23%	24%	18%	23%	29%	21%
			ADG	*	AG	ADG	AG	A	ADGJ	ADFG	AG
Animal welfare	290	92	154	15	258	154	65	226	169	50	119
	14%	10%	20%	13%	15%	19%	16%	14%	19%	21%	18%
			ADG	*	A	ADG	A	A	ADG	ADFG	ADG
Wide variety of uses	764	388	300	10	718	267	133	632	310	79	231
	38%	42%	38%	9%	41%	33%	34%	39%	35%	33%	35%
		CEFGHIJ	CEHJ	*	CEFHIJ	C	C	CEHJ	CE	C	C
Longer shelf life	337	150	141	10	311	134	60	277	151	37	114
	17%	16%	18%	9%	18%	16%	15%	17%	17%	15%	17%
				*							C
None of these	98	21	13	42	30	57	12	86	55	6	49
	5%	2%	2%	38%	2%	7%	3%	5%	6%	2%	7%
				ABDEFGHIJ		ABDFHI		ABD	ABDFI		ABDFGHI
Sigma	8175	3844	3272	285	7517	3129	1629	6545	3557	1018	2539
	407%	421%	415%	259%	425%	383%	414%	405%	396%	419%	387%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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8_2. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk? - Plant-Based Milk

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Taste	727 36%	306 32%	421 40%	232 39%	263 38%	232 32%	282 38%	445 35%	129 36%	146 34%	269 36%	184 39%
Price	602 30%	288 30%	314 30%	201 34%	225 32%	176 24%	250 34%	352 28%	109 31%	110 26%	229 30%	152 32%
Health	741 37%	334 34%	407 39%	245 41%	263 38%	233 32%	298 40%	443 35%	126 35%	152 36%	281 37%	182 38%
Nutrition	737 37%	318 33%	419 40%	267 45%	254 37%	216 30%	294 39%	443 35%	122 34%	165 39%	273 36%	178 37%
Safety of the product	469 23%	206 21%	263 25%	157 26%	155 22%	157 22%	191 26%	278 22%	91 25%	100 24%	161 21%	117 25%
Manufacturers are transparent about how the milk is produced	316 16%	147 15%	169 16%	118 20%	104 15%	94 13%	116 16%	200 16%	56 16%	60 14%	132 18%	69 14%
Lactose-free	518 26%	258 27%	260 25%	185 31%	160 23%	173 24%	187 25%	331 26%	81 23%	109 26%	188 25%	140 29%
Satisfies entire family	319 16%	135 14%	184 18%	116 19%	121 18%	82 11%	106 14%	213 17%	51 14%	52 12%	134 18%	82 17%
Digestive benefits	553 28%	234 24%	319 31%	188 32%	175 25%	190 26%	229 31%	324 26%	91 25%	118 28%	209 28%	135 28%
Animal welfare	323 16%	139 14%	184 18%	112 19%	104 15%	107 15%	131 18%	192 15%	62 17%	62 15%	118 16%	81 17%
Wide variety of uses	380 19%	165 17%	215 21%	123 21%	142 20%	115 16%	144 19%	236 19%	56 16%	70 17%	156 21%	98 21%
Longer shelf life	588 29%	245 25%	343 33%	169 28%	189 27%	231 32%	228 31%	360 28%	106 30%	125 30%	221 29%	136 29%
None of these	489 24%	250 26%	239 23%	92 15%	172 25%	225 31%	183 24%	306 24%	79 22%	128 30%	182 24%	100 21%
Sigma	6762 336%	3025 312%	3736 359%	2205 372%	2327 336%	2230 308%	2638 354%	4123 326%	1158 324%	1397 330%	2553 339%	1653 348%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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8.2. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk? - Plant-Based Milk

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Taste	727 36%	208 39%	519 35%	408 37%	319 36%	342 37%	87 44%	161 37%	136 30%	366 35%	361 37%	536 36%	191 38%
Price	602 30%	169 32%	433 29%	340 30%	262 29%	287 31%	65 33%	149 35%	100 22%	282 27%	320 33%	409 27%	193 38%
Health	741 37%	208 40%	533 36%	409 37%	332 37%	349 37%	94 47%	167 39%	131 29%	369 35%	372 38%	520 34%	221 44%
Nutrition	737 37%	205 39%	533 36%	399 36%	338 38%	356 38%	94 38%	159 37%	128 29%	358 34%	380 39%	542 36%	195 39%
Safety of the product	469 23%	138 26%	331 22%	274 25%	195 22%	208 22%	61 30%	108 25%	92 21%	234 23%	235 24%	351 23%	118 23%
Manufacturers are transparent about how the milk is produced	316 16%	96 18%	220 15%	160 14%	156 17%	151 16%	35 18%	70 16%	60 13%	156 15%	160 17%	221 15%	95 19%
Lactose-free	518 26%	143 27%	376 25%	270 24%	248 28%	248 27%	53 26%	112 26%	105 24%	264 25%	254 26%	346 23%	172 34%
Satisfies entire family	319 16%	130 25%	189 13%	177 16%	142 16%	150 16%	44 22%	74 17%	51 11%	187 18%	132 14%	227 15%	92 18%
Digestive benefits	553 28%	147 28%	406 27%	307 28%	246 27%	244 26%	73 36%	135 31%	101 23%	267 26%	286 29%	388 26%	165 33%
Animal welfare	323 16%	89 17%	234 16%	171 15%	152 17%	150 16%	42 21%	70 16%	61 14%	154 15%	169 17%	248 16%	75 15%
Wide variety of uses	380 19%	117 22%	263 18%	198 18%	181 20%	186 20%	47 24%	85 20%	62 14%	194 19%	186 19%	267 18%	113 22%
Longer shelf life	588 29%	155 29%	433 29%	307 28%	281 31%	275 29%	52 26%	115 27%	146 33%	309 30%	280 29%	438 29%	150 30%
None of these	489 24%	115 22%	374 25%	293 26%	196 22%	200 21%	40 20%	103 24%	145 33%	258 25%	231 24%	424 28%	65 13%
Sigma	6762 336%	1919 364%	4842 326%	3713 333%	3049 340%	3148 337%	786 394%	1509 351%	1318 295%	3397 326%	3365 347%	4917 326%	1844 368%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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8_2. Which of the following are important in your decision to purchase dairy milk and/or plant-based milk? - Plant-Based Milk

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Taste	727 36%	190 21%	404 51%	64 58%	615 35%	429 52%	161 41%	566 35%	468 52%	130 53%	338 52%
			ADFG	ADFG*	A	ADFG	AD	A	ADFG	ADFG	ADFG
Price	602 30%	206 23%	284 36%	47 42%	519 29%	307 38%	131 33%	470 29%	331 37%	86 35%	244 37%
			ADG	ADG*	A	ADG	A	A	ADG	A	ADG
Health	741 37%	217 24%	377 48%	72 65%	621 35%	414 51%	155 39%	586 36%	449 50%	112 46%	337 51%
			ADFG	ABDEFGHIJ *	A	ABDFG	A	A	ABDFG	ADFG	ABDFG
Nutrition	737 37%	198 22%	401 51%	68 62%	614 35%	430 53%	161 41%	576 36%	468 52%	130 54%	338 52%
			ADFG	ADFG*	A	ADFG	AD	A	ADFG	ADFG	ADFG
Safety of the product	469 23%	140 15%	233 30%	50 45%	390 22%	262 32%	105 27%	364 22%	283 31%	84 34%	199 30%
			ADG	ABDEFGHJ*	A	ABDG	AD	A	ABDG	ADFG	ADG
Manufacturers are transparent about how the milk is produced	316 16%	83 9%	164 21%	39 36%	258 15%	186 23%	71 18%	245 15%	203 23%	61 25%	142 22%
			ADG	ABDEFGHJ*	A	ABDG	A	A	ABDG	ADFG	ADG
Lactose-free	518 26%	136 15%	272 35%	54 49%	421 24%	301 37%	99 25%	419 26%	327 36%	80 33%	247 38%
			ADFG	ABDEFGHIJ *	A	ABDFG	A	AD	ABDFG	ADF	ABDFG
Satisfies entire family	319 16%	83 9%	182 23%	26 23%	279 16%	197 24%	98 25%	221 14%	208 23%	77 32%	131 20%
			ADGJ	AG*	AG	ADGJ	ADG	A	ADGJ	ABDEFGHJ	ADG
Digestive benefits	553 28%	147 16%	303 38%	55 50%	467 26%	332 41%	113 29%	440 27%	358 40%	89 37%	269 41%
			ADFG	ADFG*	A	ABDFG	A	A	ABDFG	ADFG	ADFG
Animal welfare	323 16%	96 10%	170 22%	33 30%	273 15%	182 22%	64 16%	259 16%	203 23%	54 22%	149 23%
			ADFG	ADFG*	A	ADFG	A	A	ADFG	ADF	ADFG
Wide variety of uses	380 19%	103 11%	210 27%	33 30%	323 18%	228 28%	87 22%	292 18%	244 27%	73 30%	170 26%
			ADG	ADG*	A	ADFG	A	A	ADG	ADFG	ADG
Longer shelf life	588 29%	154 17%	308 39%	56 51%	481 27%	336 41%	127 32%	461 29%	365 41%	95 39%	269 41%
			ADFG	ADFG*	A	ADFG	AD	A	ABDFG	ADFG	ADFG
None of these	489 24%	411 45%	30 4%	4 4%	452 26%	28 3%	81 21%	408 25%	35 4%	13 5%	22 3%
		BCDEFGHIJ		*	BCEFHJ		BCEHIJ	BCEHIJ			
Sigma	6762 336%	2164 237%	3339 423%	601 546%	5712 323%	3633 444%	1453 369%	5308 328%	3940 438%	1084 446%	2856 435%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Below are some reasons why a manufacturer would label a product "milk" even though the product may not contain dairy milk. Please select the reasons why you believe a manufacturer would label a product "milk" even though it does not contain dairy milk?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
It tastes like dairy milk	916	418	498	293	320	303	364	552	158	200	354	204
	46%	43%	48%	49%	46%	42%	49%	44%	44%	47%	47%	43%
Priced similar to dairy milk	326	191	134	125	115	86	136	189	68	55	133	70
	16%	20%	13%	21%	17%	12%	18%	15%	19%	13%	18%	15%
Nutrition is similar to dairy milk	1057	482	575	325	338	394	416	641	173	234	433	217
	53%	50%	55%	55%	49%	54%	56%	51%	48%	55%	57%	46%
As safe as dairy milk	640	317	323	179	208	253	254	386	112	154	252	122
	32%	33%	31%	30%	30%	35%	34%	31%	31%	36%	33%	26%
Quality is similar to dairy milk	867	378	489	238	306	323	331	536	142	191	330	204
	43%	39%	47%	40%	44%	45%	44%	42%	40%	45%	44%	43%
Substitutable for cooking and baking	826	336	489	227	265	333	330	495	126	170	331	198
	41%	35%	47%	38%	38%	46%	44%	39%	35%	40%	44%	42%
Sigma	4631	2123	2508	1386	1553	1692	1831	2800	779	1003	1833	1016
	230%	219%	241%	234%	224%	234%	246%	221%	218%	237%	243%	214%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Below are some reasons why a manufacturer would label a product "milk" even though the product may not contain dairy milk. Please select the reasons why you believe a manufacturer would label a product "milk" even though it does not contain dairy milk?

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
It tastes like dairy milk	916	249	667	521	395	434	86	209	187	442	474	666	250
	46%	47%	45%	47%	44%	46%	43%	49%	42%	42%	49%	44%	50%
										I			
Priced similar to dairy milk	326	97	229	185	140	167	32	66	60	154	172	205	120
	16%	18%	15%	17%	16%	18%	16%	15%	13%	15%	18%	14%	24%
												K	
Nutrition is similar to dairy milk	1057	254	803	580	477	456	117	244	240	512	545	775	282
	53%	48%	54%	52%	53%	49%	59%	57%	54%	49%	56%	51%	56%
			A				E	E		I			
As safe as dairy milk	640	168	472	366	275	272	69	140	160	320	320	461	179
	32%	32%	32%	33%	31%	29%	34%	32%	36%	31%	33%	31%	36%
								E					
Quality is similar to dairy milk	867	216	651	497	370	390	85	192	199	446	421	654	213
	43%	41%	44%	45%	41%	42%	43%	45%	44%	43%	43%	43%	42%
Substitutable for cooking and baking	826	196	629	443	382	337	84	208	197	448	378	642	183
	41%	37%	42%	40%	43%	36%	42%	48%	44%	43%	39%	43%	37%
								E	E				
Sigma	4631	1179	3452	2593	2038	2056	474	1059	1043	2321	2310	3403	1228
	230%	224%	233%	233%	228%	220%	237%	246%	234%	223%	238%	226%	245%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

9. Below are some reasons why a manufacturer would label a product "milk" even though the product may not contain dairy milk. Please select the reasons why you believe a manufacturer would label a product "milk" even though it does not contain dairy milk?

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
It tastes like dairy milk	916	383	378	59	795	408	187	729	437	115	322
	46%	42%	48%	53%	45%	50%	48%	45%	49%	47%	49%
			A	*	A	ADG		A	ADG		ADG
Priced similar to dairy milk	326	114	164	12	293	165	69	256	175	46	130
	16%	12%	21%	11%	17%	20%	18%	16%	19%	19%	20%
			ACDGH	*	A	ACDG	A	A	ACDG	A	ACDG
Nutrition is similar to dairy milk	1057	447	462	61	943	475	192	865	523	130	393
	53%	49%	59%	56%	53%	58%	49%	54%	58%	54%	60%
			ADFG	*	A	ADFG		A	ADFG		ADFG
As safe as dairy milk	640	276	275	33	575	284	129	511	308	89	219
	32%	30%	35%	30%	33%	35%	33%	32%	34%	37%	33%
				*	A						
Quality is similar to dairy milk	867	348	368	60	741	396	166	700	428	109	319
	43%	38%	47%	54%	42%	48%	42%	43%	48%	45%	49%
			AD	AD*	A	ADFG		A	ADG		ADG
Substitutable for cooking and baking	826	374	302	58	703	324	141	684	360	82	278
	41%	41%	38%	53%	40%	40%	36%	42%	40%	34%	42%
				BDEFHI*				BDI	B		BH
Sigma	4631	1942	1949	282	4050	2052	885	3746	2231	569	1662
	230%	213%	247%	256%	229%	251%	225%	232%	248%	234%	253%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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10. How much do you agree or disagree that plant-based milks have the same nutritional content as dairy milk products?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Strongly/Somewhat Agree (Net)	832	422	410	316	291	226	300	532	141	161	316	215
	41%	44%	39%	53%	42%	31%	40%	42%	39%	38%	42%	45%
Strongly Agree (5)				DE	E							
	261	150	111	130	97	34	92	169	47	42	102	70
	13%	15%	11%	22%	14%	5%	12%	13%	13%	10%	14%	15%
Somewhat Agree (4)				B	DE	E						
	571	272	299	185	194	192	208	363	94	119	213	145
	28%	28%	29%	31%	28%	26%	28%	29%	26%	28%	28%	31%
Neither Agree or Disagree (3)	645	278	367	135	213	297	258	388	120	143	255	127
	32%	29%	35%	23%	31%	41%	35%	31%	33%	34%	34%	27%
Strongly/Somewhat Disagree (Net)			A	C	CD					K	K	
	532	269	263	142	189	202	188	344	98	119	183	132
	26%	28%	25%	24%	27%	28%	25%	27%	27%	28%	24%	28%
Somewhat Disagree (2)												
	351	154	197	90	127	133	115	236	67	78	116	91
	17%	16%	19%	15%	18%	18%	15%	19%	19%	18%	15%	19%
Strongly Disagree (1)	182	115	67	52	61	69	74	108	31	42	68	42
	9%	12%	6%	9%	9%	9%	10%	9%	9%	10%	9%	9%
		B										
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.2	3.2	3.2	3.4	3.2	3	3.2	3.2	3.2	3.1	3.2	3.2
				DE	E							

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10. How much do you agree or disagree that plant-based milks have the same nutritional content as dairy milk products?

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Strongly/Somewhat Agree (Net)	832	241	591	425	407	439	91	173	129	435	397	581	251
	41%	46%	40%	38%	45%	47%	45%	40%	29%	42%	41%	39%	50%
		B			C	GH	H	H					K
Strongly Agree (5)	261	98	163	124	136	159	25	55	21	133	128	173	88
	13%	19%	11%	11%	15%	17%	13%	13%	5%	13%	13%	11%	17%
		B			C	H	H	H					K
Somewhat Agree (4)	571	144	427	300	271	280	65	118	109	302	269	408	163
	28%	27%	29%	27%	30%	30%	33%	27%	24%	29%	28%	27%	33%
Neither Agree or Disagree (3)	645	147	498	386	260	251	60	149	185	327	318	495	150
	32%	28%	34%	35%	29%	27%	30%	35%	41%	31%	33%	33%	30%
			A	D				E	EF				
Strongly/Somewhat Disagree (Net)	532	138	394	304	229	244	49	108	132	278	254	432	100
	26%	26%	27%	27%	26%	26%	24%	25%	30%	27%	26%	29%	20%
												L	
Somewhat Disagree (2)	351	89	262	186	164	159	32	71	88	185	166	279	72
	17%	17%	18%	17%	18%	17%	16%	17%	20%	18%	17%	18%	14%
Strongly Disagree (1)	182	49	133	117	65	85	17	37	44	94	88	153	29
	9%	9%	9%	11%	7%	9%	8%	9%	10%	9%	9%	10%	6%
				D								L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.2	3.3	3.2	3.1	3.3	3.3	3.3	3.2	2.9	3.2	3.2	3.1	3.4
				C	H	H	H						K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10. How much do you agree or disagree that plant-based milks have the same nutritional content as dairy milk products?

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Strongly/Somewhat Agree (Net)	832 41%	219 24%	473 60%	75 68%	711 40%	517 63%	178 45%	654 40%	548 61%	135 56%	413 63%
			ADFG	ADFG*	A	ABDFGHI	A	A	ADFG	ADFG	ABDFG
Strongly Agree (5)	261 13%	36 4%	170 22%	40 37%	205 12%	206 25%	72 18%	188 12%	210 23%	61 25%	149 23%
			ADG	ABDFGHI*	A	ABDFGH	ADG	A	ABDFG	ADFG	ADG
Somewhat Agree (4)	571 28%	183 20%	304 38%	35 32%	506 29%	311 38%	106 27%	466 29%	338 38%	74 31%	264 40%
			ADFGI	A*	A	ADFGI	A	A	ADFGI	A	ADFGHI
Neither Agree or Disagree (3)	645 32%	382 42%	159 20%	19 17%	562 32%	158 19%	111 28%	535 33%	178 20%	54 22%	125 19%
		BCDEFGHIJ		*	BCEHIJ		BCEHIJ	BCEHIJ			
Strongly/Somewhat Disagree (Net)	532 26%	313 34%	156 20%	16 15%	495 28%	143 18%	105 27%	427 26%	172 19%	54 22%	118 18%
		BCDEFGHIJ	E	*	BCEGHJ		BCEHJ	BCEHJ	E		
Somewhat Disagree (2)	351 17%	173 19%	133 17%	6 5%	330 19%	110 13%	70 18%	280 17%	139 15%	40 16%	99 15%
		CE	CEH	*	CEGHJ	C	CE	CE	CE	C	C
Strongly Disagree (1)	182 9%	139 15%	23 3%	10 10%	165 9%	34 4%	35 9%	147 9%	34 4%	15 6%	19 3%
		BDEFGHIJ		BEHJ*	BEHJ	BJ	BEHIJ	BEHJ	BJ	B	
Sigma	2010 100%	914 100%	789 100%	110 100%	1769 100%	818 100%	394 100%	1616 100%	899 100%	243 100%	656 100%
Summary											
Mean	3.2	2.8	3.6	3.8	3.1	3.7	3.3	3.2	3.6	3.5	3.6
			ADFG	ADFG*	A	ABDFGH	AD	A	ADFG	ADFG	ADFG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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11_1. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Plant-based Juice

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More inclined to purchase	535	278	257	262	170	102	182	353	88	105	209	132
	27%	29%	25%	44%	25%	14%	24%	28%	25%	25%	28%	28%
Less inclined to purchase	771	393	377	174	237	360	296	474	142	156	291	182
	38%	41%	36%	29%	34%	50%	40%	38%	40%	37%	39%	38%
Neither more or less inclined to purchase	705	298	407	157	286	262	268	437	128	162	255	160
	35%	31%	39%	27%	41%	36%	36%	35%	36%	38%	34%	34%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11_1. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Plant-based Juice

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More inclined to purchase	535	183	352	286	249	290	74	113	58	276	259	379	156
	27%	35%	24%	26%	28%	31%	37%	26%	13%	27%	27%	25%	31%
Less inclined to purchase	771	154	617	430	341	328	66	150	227	393	377	603	168
	38%	29%	42%	39%	38%	35%	33%	35%	51%	38%	39%	40%	33%
Neither more or less inclined to purchase	705	190	515	399	306	316	60	167	161	371	334	527	178
	35%	36%	35%	36%	34%	34%	30%	39%	36%	36%	34%	35%	35%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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11_1. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Plant-based Juice

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More inclined to purchase	535	121	313	59	440	344	146	388	372	112	259
	27%	13%	40%	54%	25%	42%	37%	24%	41%	46%	40%
			ADG	ABDEFGHJ*	A	ABDG	ADG	A	ABDG	ADFG	ADG
Less inclined to purchase	771	468	212	18	702	214	106	664	231	53	178
	38%	51%	27%	17%	40%	26%	27%	41%	26%	22%	27%
		BCDEFGHIJ		*	BCEFGHIJ		I	BCEFGHIJ			C
Neither more or less inclined to purchase	705	324	264	32	627	259	141	564	296	78	219
	35%	36%	33%	29%	35%	32%	36%	35%	33%	32%	33%
				*	E						
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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11_2. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Plant-based Beverage

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More inclined to purchase	481	233	248	218	161	101	163	318	76	83	188	134
	24%	24%	24%	37%	23%	14%	22%	25%	21%	20%	25%	28%
Less inclined to purchase	803	406	397	195	241	366	314	489	144	161	306	193
	40%	42%	38%	33%	35%	51%	42%	39%	40%	38%	41%	41%
Neither more or less inclined to purchase	726	329	397	180	290	257	269	457	138	179	261	148
	36%	34%	38%	30%	42%	35%	36%	36%	39%	42%	35%	31%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11_2. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Plant-based Beverage

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More inclined to purchase	481	166	315	239	241	257	54	106	64	257	224	333	148
	24%	31%	21%	21%	27%	28%	27%	25%	14%	25%	23%	22%	29%
Less inclined to purchase	803	166	637	465	338	341	74	161	227	409	394	623	180
	40%	32%	43%	42%	38%	37%	37%	37%	51%	39%	41%	41%	36%
Neither more or less inclined to purchase	726	195	531	410	316	336	72	163	156	375	352	552	174
	36%	37%	36%	37%	35%	36%	36%	38%	35%	36%	36%	37%	35%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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11_2. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Plant-based Beverage

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More inclined to purchase	481	79	302	69	376	357	132	349	371	105	266
	24%	9%	38%	63%	21%	44%	33%	22%	41%	43%	41%
			ADG	ABDEFGHIJ *	A	ABDFGHJ	ADG	A	ABDFG	ADFG	ADG
Less inclined to purchase	803	513	190	10	743	181	113	690	200	48	152
	40%	56%	24%	9%	42%	22%	29%	43%	22%	20%	23%
		BCDEFGHIJ	CH	*	BCEFHJ	C	CEHI	BCEFHJ	C	C	C
Neither more or less inclined to purchase	726	322	297	31	650	281	149	577	328	90	238
	36%	35%	38%	28%	37%	34%	38%	36%	36%	37%	36%
			E	*					E		
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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11_3. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Plant-based Drink

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More inclined to purchase	493	245	248	228	163	102	183	310	83	84	187	138
	25%	25%	24%	38%	24%	14%	25%	25%	23%	20%	25%	29%
Less inclined to purchase	803	415	388	194	255	354	304	499	151	170	309	174
	40%	43%	37%	33%	37%	49%	41%	39%	42%	40%	41%	37%
Neither more or less inclined to purchase	714	309	405	171	274	268	259	455	123	169	258	163
	35%	32%	39%	29%	40%	37%	35%	36%	34%	40%	34%	34%
			A		C	C						
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11_3. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Plant-based Drink

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More inclined to purchase	493	161	332	249	244	264	57	107	65	237	256	343	150
	25%	31%	22%	22%	27%	28%	29%	25%	15%	23%	26%	23%	30%
Less inclined to purchase	803	180	623	455	349	352	73	165	214	417	386	624	180
	40%	34%	42%	41%	39%	38%	36%	38%	48%	40%	40%	41%	36%
Neither more or less inclined to purchase	714	186	528	411	303	318	70	159	168	386	327	542	171
	35%	35%	36%	37%	34%	34%	35%	37%	38%	37%	34%	36%	34%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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11_3. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Plant-based Drink

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More inclined to purchase	493	80	311	72	386	370	131	362	383	109	274
	25%	9%	39%	65%	22%	45%	33%	22%	43%	45%	42%
			ADFG	ABDEFGHIJ *	A	ABDFGHJ	ADG	A	ABDFG	ADFG	ADFG
Less inclined to purchase	803	512	201	13	748	188	123	681	214	56	158
	40%	56%	25%	12%	42%	23%	31%	42%	24%	23%	24%
		BCDEFGHIJ	CEH	*	BCEFHJ	C	BCEHIJ	BCEFHJ	C	C	C
Neither more or less inclined to purchase	714	322	277	26	635	259	140	574	302	77	225
	35%	35%	35%	23%	36%	32%	35%	36%	34%	32%	34%
		C	CEH	*	CE		C	CE	CE	C	C
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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11. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - More Inclined to Purchase Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Plant-based Juice	535	278	257	262	170	102	182	353	88	105	209	132
	27%	29%	25%	44%	25%	14%	24%	28%	25%	25%	28%	28%
Plant-based Beverage	481	233	248	218	161	101	163	318	76	83	188	134
	24%	24%	24%	37%	23%	14%	22%	25%	21%	20%	25%	28%
Plant-based Drink	493	245	248	228	163	102	183	310	83	84	187	138
	25%	25%	24%	38%	24%	14%	25%	25%	23%	20%	25%	29%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - More Inclined to Purchase Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Plant-based Juice	535	183	352	286	249	290	74	113	58	276	259	379	156
	27%	35%	24%	26%	28%	31%	37%	26%	13%	27%	27%	25%	31%
Plant-based Beverage		B				H	GH	H					K
	481	166	315	239	241	257	54	106	64	257	224	333	148
	24%	31%	21%	21%	27%	28%	27%	25%	14%	25%	23%	22%	29%
Plant-based Drink		B				H	H	H					K
	493	161	332	249	244	264	57	107	65	237	256	343	150
	25%	31%	22%	22%	27%	28%	29%	25%	15%	23%	26%	23%	30%
		B				H	H	H					K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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11. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - More Inclined to Purchase Summary

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Plant-based Juice	535	121	313	59	440	344	146	388	372	112	259
	27%	13%	40%	54%	25%	42%	37%	24%	41%	46%	40%
			ADG	ABDEFGHJ*	A	ABDG	ADG	A	ABDG	ADFG	ADG
Plant-based Beverage	481	79	302	69	376	357	132	349	371	105	266
	24%	9%	38%	63%	21%	44%	33%	22%	41%	43%	41%
			ADG	ABDEFGHJ*	A	ABDFGHJ	ADG	A	ABDFG	ADFG	ADG
Plant-based Drink	493	80	311	72	386	370	131	362	383	109	274
	25%	9%	39%	65%	22%	45%	33%	22%	43%	45%	42%
			ADFG	ABDEFGHJ*	A	ABDFGHJ	ADG	A	ABDFG	ADFG	ADFG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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11. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Less Inclined to Purchase Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Plant-based Juice	771	393	377	174	237	360	296	474	142	156	291	182
	38%	41%	36%	29%	34%	50%	40%	38%	40%	37%	39%	38%
Plant-based Beverage	803	406	397	195	241	366	314	489	144	161	306	193
	40%	42%	38%	33%	35%	51%	42%	39%	40%	38%	41%	41%
Plant-based Drink	803	415	388	194	255	354	304	499	151	170	309	174
	40%	43%	37%	33%	37%	49%	41%	39%	42%	40%	41%	37%
		B				CD						

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Less Inclined to Purchase Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Plant-based Juice	771	154	617	430	341	328	66	150	227	393	377	603	168
	38%	29%	42%	39%	38%	35%	33%	35%	51%	38%	39%	40%	33%
Plant-based Beverage	803	166	637	465	338	341	74	161	227	409	394	623	180
	40%	32%	43%	42%	38%	37%	37%	37%	51%	39%	41%	41%	36%
Plant-based Drink	803	180	623	455	349	352	73	165	214	417	386	624	180
	40%	34%	42%	41%	39%	38%	36%	38%	48%	40%	40%	41%	36%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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11. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Less Inclined to Purchase Summary

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Plant-based Juice	771	468	212	18	702	214	106	664	231	53	178
	38%	51%	27%	17%	40%	26%	27%	41%	26%	22%	27%
		BCDEFGHIJ		*	BCEFHJI		I	BCEFHJI			C
Plant-based Beverage	803	513	190	10	743	181	113	690	200	48	152
	40%	56%	24%	9%	42%	22%	29%	43%	22%	20%	23%
		BCDEFGHIJ	CH	*	BCEFHJI	C	CEHI	BCEFHJI	C	C	C
Plant-based Drink	803	512	201	13	748	188	123	681	214	56	158
	40%	56%	25%	12%	42%	23%	31%	42%	24%	23%	24%
		BCDEFGHIJ	CEH	*	BCEFHJI	C	BCEHIJ	BCEFHJI	C	C	C

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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11. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Neither More or Less Inclined to Purchase Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Plant-based Juice	705	298	407	157	286	262	268	437	128	162	255	160
	35%	31%	39%	27%	41%	36%	36%	35%	36%	38%	34%	34%
Plant-based Beverage	726	329	397	180	290	257	269	457	138	179	261	148
	36%	34%	38%	30%	42%	35%	36%	36%	39%	42%	35%	31%
Plant-based Drink	714	309	405	171	274	268	259	455	123	169	258	163
	35%	32%	39%	29%	40%	37%	35%	36%	34%	40%	34%	34%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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11. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Neither More or Less Inclined to Purchase Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Plant-based Juice	705	190	515	399	306	316	60	167	161	371	334	527	178
	35%	36%	35%	36%	34%	34%	30%	39%	36%	36%	34%	35%	35%
Plant-based Beverage	726	195	531	410	316	336	72	163	156	375	352	552	174
	36%	37%	36%	37%	35%	36%	36%	38%	35%	36%	36%	37%	35%
Plant-based Drink	714	186	528	411	303	318	70	159	168	386	327	542	171
	35%	35%	36%	37%	34%	34%	35%	37%	38%	37%	34%	36%	34%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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11. Thinking about plant-based milk, how likely would you be to purchase each of the following. Even if you have not purchased plant-based milk products, we are still interested in your opinions. - Neither More or Less Inclined to Purchase Summary

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Plant-based Juice	705	324	264	32	627	259	141	564	296	78	219
	35%	36%	33%	29%	35%	32%	36%	35%	33%	32%	33%
Plant-based Beverage				*	E						
	726	322	297	31	650	281	149	577	328	90	238
	36%	35%	38%	28%	37%	34%	38%	36%	36%	37%	36%
Plant-based Drink			E	*					E		
	714	322	277	26	635	259	140	574	302	77	225
	35%	35%	35%	23%	36%	32%	35%	36%	34%	32%	34%
		C	CEH	*	CE		C	CE	CE		C

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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12. Dairy milk contains 9 essential nutrients and vitamins. Would you say that plant-based milk contains...?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
More essential nutrients than dairy milk	194	107	87	99	73	22	67	128	37	44	67	47
	10%	11%	8%	17%	10%	3%	9%	10%	10%	10%	9%	10%
The same number of essential nutrients as dairy milk				DE	E							
	362	195	167	127	120	115	128	234	66	75	134	86
	18%	20%	16%	21%	17%	16%	17%	18%	18%	18%	18%	18%
About 6 essential nutrients		B		E								
	152	79	73	70	54	29	43	109	22	26	63	41
About 3 essential nutrients	8%	8%	7%	12%	8%	4%	6%	9%	6%	6%	8%	9%
				DE	E			F				
	76	47	29	30	33	13	35	40	15	8	24	28
It depends on the source of plant-based milk	4%	5%	3%	5%	5%	2%	5%	3%	4%	2%	3%	6%
		B		E	E							I
	555	230	325	146	193	216	198	358	105	119	204	127
It depends on the brand of plant-based milk	28%	24%	31%	25%	28%	30%	26%	28%	29%	28%	27%	27%
			A									
	103	47	56	27	30	45	49	53	13	28	39	23
Don't know	5%	5%	5%	5%	4%	6%	7%	4%	4%	7%	5%	5%
							G					
	569	264	305	93	191	285	227	342	100	123	223	123
Sigma	28%	27%	29%	16%	28%	39%	30%	27%	28%	29%	30%	26%
				C	CD							
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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12. Dairy milk contains 9 essential nutrients and vitamins. Would you say that plant-based milk contains...?

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
More essential nutrients than dairy milk	194	82	112	104	90	118	21	45	10	97	98	124	71
	10%	16%	8%	9%	10%	13%	10%	11%	2%	9%	10%	8%	14%
		B				H	H	H					K
The same number of essential nutrients as dairy milk	362	107	255	186	176	200	37	60	64	202	159	284	78
	18%	20%	17%	17%	20%	21%	19%	14%	14%	19%	16%	19%	15%
						GH							
About 6 essential nutrients	152	49	103	75	77	86	16	34	16	68	83	91	61
	8%	9%	7%	7%	9%	9%	8%	8%	4%	7%	9%	6%	12%
						H		H					K
About 3 essential nutrients	76	20	55	45	30	41	8	16	10	34	41	46	29
	4%	4%	4%	4%	3%	4%	4%	4%	2%	3%	4%	3%	6%
													K
It depends on the source of plant-based milk	555	130	425	294	261	239	69	114	133	282	273	429	126
	28%	25%	29%	26%	29%	26%	35%	26%	30%	27%	28%	28%	25%
						E							
It depends on the brand of plant-based milk	103	21	81	64	39	52	6	28	16	48	54	80	23
	5%	4%	5%	6%	4%	6%	3%	7%	4%	5%	6%	5%	5%
Don't know	569	117	452	347	222	198	42	132	196	308	261	455	113
	28%	22%	30%	31%	25%	21%	21%	31%	44%	30%	27%	30%	23%
			A	D				EF	EFG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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12. Dairy milk contains 9 essential nutrients and vitamins. Would you say that plant-based milk contains...?

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
More essential nutrients than dairy milk	194	48	108	25	163	130	64	130	133	52	80
	10%	5%	14%	22%	9%	16%	16%	8%	15%	22%	12%
			ADG	ADG*	AG	ABDGJ	ADG	A	ABDGJ	ABDEFGHJ	ADG
The same number of essential nutrients as dairy milk	362	108	199	25	318	219	95	266	224	67	157
	18%	12%	25%	22%	18%	27%	24%	16%	25%	28%	24%
			ADG	A*	AG	ADGHJ	ADG	A	ADG	ADG	ADG
About 6 essential nutrients	152	39	89	8	133	86	31	120	97	22	76
	8%	4%	11%	7%	8%	10%	8%	7%	11%	9%	12%
			ADG	*	A	ADG	A	A	ADG	A	ADG
About 3 essential nutrients	76	34	29	6	64	29	16	60	34	11	23
	4%	4%	4%	5%	4%	3%	4%	4%	4%	4%	4%
				*							
It depends on the source of plant-based milk	555	234	241	22	503	225	98	457	263	57	206
	28%	26%	31%	20%	28%	27%	25%	28%	29%	24%	31%
			EFI	*	A			A	E		ACE
It depends on the brand of plant-based milk	103	52	37	4	87	38	16	87	40	7	33
	5%	6%	5%	3%	5%	5%	4%	5%	4%	3%	5%
				*							
Don't know	569	398	86	21	501	93	73	496	107	26	82
	28%	44%	11%	19%	28%	11%	19%	31%	12%	11%	12%
		BCDEFGHIJ		BEH*	BEFHJ		BEHIJ	BCDEFHIJ	B		
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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13. Now, I'd like to know how likely you would be to purchase vegan cheese if it were labeled as a "cultured nut product". Even if you do not purchase vegan cheese, we are still interested in your opinions.

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Definitely/Probably Would Buy (Net)	383	226	157	193	132	58	110	273	77	56	150	100
	19%	23%	15%	33%	19%	8%	15%	22%	22%	13%	20%	21%
Definitely would buy (5)	161	88	73	88	48	24	44	117	33	19	75	34
	8%	9%	7%	15%	7%	3%	6%	9%	9%	5%	10%	7%
Probably would buy (4)	223	138	85	105	84	34	66	156	44	36	75	67
	11%	14%	8%	18%	12%	5%	9%	12%	12%	9%	10%	14%
Might or might not buy (3)	408	180	228	126	142	140	164	244	66	86	149	108
	20%	19%	22%	21%	21%	19%	22%	19%	18%	20%	20%	23%
Definitely/Probably Would Not Buy (Net)	1219	563	656	273	418	527	471	747	215	282	455	267
	61%	58%	63%	46%	60%	73%	63%	59%	60%	67%	60%	56%
Probably would not buy (2)	463	190	272	120	140	203	180	283	81	111	179	91
	23%	20%	26%	20%	20%	28%	24%	22%	23%	26%	24%	19%
Definitely would not buy (1)	756	373	383	154	278	324	292	464	134	171	275	176
	38%	38%	37%	26%	40%	45%	39%	37%	37%	40%	37%	37%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	2.3	2.4	2.2	2.8	2.3	1.9	2.2	2.4	2.3	2.1	2.3	2.3
		B		DE	E			F	I		I	I

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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13. Now, I'd like to know how likely you would be to purchase vegan cheese if it were labeled as a "cultured nut product". Even if you do not purchase vegan cheese, we are still interested in your opinions.

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Definitely/Probably Would Buy (Net)	383	152	231	171	212	254	36	60	33	207	176	260	123
	19%	29%	16%	15%	24%	27%	18%	14%	7%	20%	18%	17%	25%
		B			C	FGH	H	H					K
Definitely would buy (5)	161	60	100	77	84	104	11	37	9	94	67	114	46
	8%	11%	7%	7%	9%	11%	6%	9%	2%	9%	7%	8%	9%
		B				FH	H	H					
Probably would buy (4)	223	92	131	94	128	150	25	23	24	113	109	146	77
	11%	17%	9%	8%	14%	16%	13%	5%	5%	11%	11%	10%	15%
		B			C	GH	GH						K
Might or might not buy (3)	408	107	301	218	190	180	53	106	69	199	210	303	106
	20%	20%	20%	20%	21%	19%	27%	25%	15%	19%	22%	20%	21%
							EH	EH					
Definitely/Probably Would Not Buy (Net)	1219	268	951	725	493	500	110	264	345	635	583	946	273
	61%	51%	64%	65%	55%	54%	55%	61%	77%	61%	60%	63%	54%
			A	D				E	EFG			L	
Probably would not buy (2)	463	99	363	258	205	182	49	98	134	227	236	343	119
	23%	19%	25%	23%	23%	20%	24%	23%	30%	22%	24%	23%	24%
			A						EG				
Definitely would not buy (1)	756	168	587	467	288	318	61	166	210	408	348	602	154
	38%	32%	40%	42%	32%	34%	31%	39%	47%	39%	36%	40%	31%
			A	D					EFG			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.3	2.6	2.2	2.2	2.5	2.5	2.4	2.2	1.9	2.3	2.3	2.2	2.5
		B			C	GH	H	H					K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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13. Now, I'd like to know how likely you would be to purchase vegan cheese if it were labeled as a "cultured nut product". Even if you do not purchase vegan cheese, we are still interested in your opinions.

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Definitely/Probably Would Buy (Net)	383	45	279	47	318	310	117	266	326	107	219
	19%	5%	35%	43%	18%	38%	30%	16%	36%	44%	33%
			ADG	ADFG*	AG	ABDFGHJ	ADG	A	ADFGJ	ABDFGHJ	ADG
Definitely would buy (5)	161	13	114	28	121	139	50	111	143	46	97
	8%	1%	15%	26%	7%	17%	13%	7%	16%	19%	15%
			ADG	ABDFGHJ*	A	ABDFGJ	ADG	A	ABDG	ADFG	ADG
Probably would buy (4)	223	32	164	19	198	171	68	155	183	61	122
	11%	4%	21%	17%	11%	21%	17%	10%	20%	25%	19%
			ADG	AG*	AG	ADG	ADG	A	ADG	ADFG	ADG
Might or might not buy (3)	408	147	186	24	358	190	80	328	209	50	159
	20%	16%	24%	21%	20%	23%	20%	20%	23%	21%	24%
			ADG	*	A	AD		A	ADG		ADG
Definitely/Probably Would Not Buy (Net)	1219	721	324	39	1093	318	197	1022	364	86	278
	61%	79%	41%	36%	62%	39%	50%	63%	40%	36%	42%
		BCDEFGHIJ	E	*	BCEFHJ		BCEHIJ	BCEFHJ			E
Probably would not buy (2)	463	234	162	15	417	153	76	387	177	43	134
	23%	26%	20%	14%	24%	19%	19%	24%	20%	18%	20%
		BCEFHJ		*	BEH			BCEHJ			
Definitely would not buy (1)	756	488	163	24	676	165	121	635	187	43	143
	38%	53%	21%	22%	38%	20%	31%	39%	21%	18%	22%
		BCDEFGHIJ		*	BCEFHJ		BEHIJ	BCEFHJ			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	2.3	1.7	2.9	3.1	2.2	3	2.6	2.2	2.9	3.1	2.8
			ADFG	ADFG*	AG	ABDFGHJ	ADG	A	ADFGJ	ABDFGJ	ADFG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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14_1. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 100% juice from oranges

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	1936	925	1011	550	669	717	727	1209	347	415	726	449
	96%	95%	97%	93%	97%	99%	97%	96%	97%	98%	96%	95%
Strongly/Somewhat Agree (Subnet)					C	CD				K		
	1788	849	939	489	609	691	672	1116	322	384	672	410
	89%	88%	90%	82%	88%	95%	90%	88%	90%	91%	89%	86%
Strongly Agree (5)					C	CD				K		
	1570	725	845	419	537	614	598	972	280	346	590	354
	78%	75%	81%	71%	77%	85%	80%	77%	78%	82%	78%	75%
Somewhat Agree (4)			A		C	CD				K		
	218	124	94	69	72	77	74	144	41	39	81	57
	11%	13%	9%	12%	10%	11%	10%	11%	12%	9%	11%	12%
Neither Agree or Disagree (3)		B										
	148	75	73	62	60	26	54	94	25	30	54	38
	7%	8%	7%	10%	9%	4%	7%	7%	7%	7%	7%	8%
Strongly/Somewhat Disagree (Net)				E	E							
	74	44	30	43	24	8	19	55	11	9	28	26
	4%	5%	3%	7%	3%	1%	3%	4%	3%	2%	4%	5%
Somewhat Disagree (2)				DE	E						I	
	46	27	19	24	16	6	17	29	3	7	17	19
	2%	3%	2%	4%	2%	1%	2%	2%	1%	2%	2%	4%
Strongly Disagree (1)				E							H	
	28	17	11	19	8	1	3	26	8	2	11	6
	1%	2%	1%	3%	1%	*	*	2%	2%	*	2%	1%
Sigma				DE	E			F	I			
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	4.6	4.6	4.7	4.4	4.6	4.8	4.7	4.6	4.6	4.7	4.6	4.5
			A		C	CD	G			K		

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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14_1. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 100% juice from oranges

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	1936	500	1436	1087	848	889	189	419	439	1000	936	1460	476
	96%	95%	97%	98%	95%	95%	95%	97%	98%	96%	97%	97%	95%
Strongly/Somewhat Agree (Subnet)				D					EF				
	1788	456	1332	1003	785	818	172	378	420	935	853	1365	423
	89%	87%	90%	90%	88%	88%	86%	88%	94%	90%	88%	91%	84%
Strongly Agree (5)									EFG			L	
	1570	397	1173	883	687	703	154	336	377	817	753	1221	350
	78%	75%	79%	79%	77%	75%	77%	78%	84%	79%	78%	81%	70%
Somewhat Agree (4)									EFG			L	
	218	58	159	120	98	115	19	42	43	118	100	145	73
	11%	11%	11%	11%	11%	12%	9%	10%	10%	11%	10%	10%	15%
Neither Agree or Disagree (3)												K	
	148	44	104	85	63	71	17	41	19	66	82	95	53
	7%	8%	7%	8%	7%	8%	8%	10%	4%	6%	8%	6%	11%
Strongly/Somewhat Disagree (Net)						H		H					K
	74	27	47	27	47	45	11	11	7	40	34	49	26
	4%	5%	3%	2%	5%	5%	5%	3%	2%	4%	3%	3%	5%
Somewhat Disagree (2)				C		H	H						
	46	12	34	18	28	25	7	9	6	20	26	23	23
	2%	2%	2%	2%	3%	3%	3%	2%	1%	2%	3%	2%	4%
Strongly Disagree (1)				C								K	
	28	15	14	9	19	21	4	2	2	20	8	25	3
	1%	3%	1%	1%	2%	2%	2%	*	*	2%	1%	2%	1%
Sigma		B		C		GH							
	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	4.6	4.5	4.6	4.7	4.6	4.6	4.6	4.6	4.8	4.6	4.6	4.7	4.5
			A	D					EFG			L	

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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14_1. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 100% juice from oranges

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	1936	899	749	102	1711	770	372	1563	851	222	628
	96%	98%	95%	92%	97%	94%	95%	97%	95%	92%	96%
		BCDEFGHIJ	I	*	BCEFHI		I	BCEHI			EHI
Strongly/Somewhat Agree (Subnet)	1788	821	702	94	1585	715	335	1453	796	201	595
	89%	90%	89%	85%	90%	87%	85%	90%	89%	83%	91%
		FI	EFI	*	FI			EFI	EI		EFHI
Strongly Agree (5)	1570	738	595	85	1384	606	296	1274	681	172	509
	78%	81%	75%	78%	78%	74%	75%	79%	76%	71%	78%
		BDEFHI		*	EI			BEHI	E		E
Somewhat Agree (4)	218	83	107	8	201	109	38	179	115	30	86
	11%	9%	14%	8%	11%	13%	10%	11%	13%	12%	13%
		AD	*	A	A			A	A		A
Neither Agree or Disagree (3)	148	78	47	8	126	55	38	110	55	21	33
	7%	9%	6%	7%	7%	7%	10%	7%	6%	9%	5%
		DGJ		*	J	J	BHJ				
Strongly/Somewhat Disagree (Net)	74	15	40	9	57	48	21	53	48	21	28
	4%	2%	5%	8%	3%	6%	5%	3%	5%	8%	4%
			ADG	ADG*	A	ADGJ	AD	A	ADGJ	ABDFGJ	A
Somewhat Disagree (2)	46	11	27	4	40	30	9	37	30	8	22
	2%	1%	3%	3%	2%	4%	2%	2%	3%	3%	3%
			AD	*	A	ADG		A	AD		A
Strongly Disagree (1)	28	3	13	5	17	18	13	16	18	13	5
	1%	*	2%	5%	1%	2%	3%	1%	2%	5%	1%
			AJ	ADGJ*	A	ADGJ	ADGJ	A	ADGJ	ABDEGHJ	
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	4.6	4.7	4.6	4.5	4.6	4.5	4.5	4.6	4.6	4.4	4.6
		BDEFHI	EI	*	BEFHI		I	BEFHI	EI		BEHI

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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14_2. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 50% juice from oranges

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	1435	713	722	476	502	458	546	889	251	307	539	338
	71%	74%	69%	80%	72%	63%	73%	70%	70%	72%	72%	71%
Strongly/Somewhat Agree (Subnet)				DE	E							
	994	498	496	359	339	295	385	608	169	205	379	240
	49%	51%	48%	61%	49%	41%	52%	48%	47%	48%	50%	51%
Strongly Agree (5)				DE	E							
	277	147	130	128	93	57	102	176	37	62	105	74
	14%	15%	12%	22%	13%	8%	14%	14%	10%	15%	14%	16%
Somewhat Agree (4)				DE	E							H
	716	350	366	232	246	239	283	433	133	143	274	166
	36%	36%	35%	39%	36%	33%	38%	34%	37%	34%	36%	35%
Neither Agree or Disagree (3)												
	442	216	226	116	163	163	160	281	81	102	160	98
	22%	22%	22%	20%	23%	22%	22%	22%	23%	24%	21%	21%
Strongly/Somewhat Disagree (Net)												
	575	256	319	117	191	267	200	375	107	116	215	137
	29%	26%	31%	20%	28%	37%	27%	30%	30%	28%	28%	29%
Somewhat Disagree (2)				C	CD							
	360	151	209	80	106	174	131	229	66	73	142	79
	18%	16%	20%	13%	15%	24%	17%	18%	18%	17%	19%	17%
Strongly Disagree (1)			A			CD						
	215	105	110	38	85	93	70	145	41	44	73	57
	11%	11%	11%	6%	12%	13%	9%	11%	12%	10%	10%	12%
Sigma				C	C							
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	3.2	3.3	3.2	3.6	3.2	3	3.3	3.2	3.2	3.3	3.3	3.3
				DE	E							

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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14_2. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 50% juice from oranges

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	1435	400	1035	828	607	701	149	311	274	717	718	1035	400
	71%	76%	70%	74%	68%	75%	75%	72%	61%	69%	74%	69%	80%
Strongly/Somewhat Agree (Subnet)	994	294	700	582	412	501	106	213	173	497	497	707	287
	49%	56%	47%	52%	46%	54%	53%	49%	39%	48%	51%	47%	57%
Strongly Agree (5)	277	100	178	152	126	160	34	56	27	131	146	185	92
	14%	19%	12%	14%	14%	17%	17%	13%	6%	13%	15%	12%	18%
Somewhat Agree (4)	716	194	522	430	286	341	72	157	147	365	351	522	194
	36%	37%	35%	39%	32%	37%	36%	36%	33%	35%	36%	35%	39%
Neither Agree or Disagree (3)	442	107	335	246	196	199	43	99	100	221	221	328	113
	22%	20%	23%	22%	22%	21%	22%	23%	22%	21%	23%	22%	23%
Strongly/Somewhat Disagree (Net)	575	126	449	287	288	233	50	118	173	323	252	473	102
	29%	24%	30%	26%	32%	25%	25%	28%	39%	31%	26%	31%	20%
Somewhat Disagree (2)	360	72	288	185	175	144	31	73	111	191	169	284	75
	18%	14%	19%	17%	20%	15%	16%	17%	25%	18%	17%	19%	15%
Strongly Disagree (1)	215	55	161	102	113	89	19	45	61	132	83	189	26
	11%	10%	11%	9%	13%	10%	10%	11%	14%	13%	9%	13%	5%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	3.2	3.4	3.2	3.3	3.2	3.4	3.4	3.2	2.9	3.2	3.3	3.2	3.5
		B		D		H	H	H			I		K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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14_2. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 50% juice from oranges

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	1435	656	567	76	1279	586	296	1139	644	177	466
	71%	72%	72%	69%	72%	72%	75%	70%	72%	73%	71%
				*	G						
Strongly/Somewhat Agree (Subnet)	994	436	421	48	899	420	225	769	469	138	332
	49%	48%	53%	44%	51%	51%	57%	48%	52%	57%	51%
			AG	*	AG	G	ACDG		G	AG	
Strongly Agree (5)	277	103	131	20	247	140	80	198	151	51	100
	14%	11%	17%	18%	14%	17%	20%	12%	17%	21%	15%
			ADG	*	AG	ADG	ADG		ADG	ADG	AG
Somewhat Agree (4)	716	333	291	28	652	280	145	571	319	87	232
	36%	36%	37%	26%	37%	34%	37%	35%	35%	36%	35%
			E	*	G						
Neither Agree or Disagree (3)	442	220	146	28	379	166	71	371	174	40	134
	22%	24%	19%	26%	21%	20%	18%	23%	19%	16%	20%
		BDFHI		*	B			BDH			
Strongly/Somewhat Disagree (Net)	575	257	222	34	490	232	98	477	255	65	190
	29%	28%	28%	31%	28%	28%	25%	30%	28%	27%	29%
				*				D			
Somewhat Disagree (2)	360	163	140	15	311	138	54	306	156	33	123
	18%	18%	18%	14%	18%	17%	14%	19%	17%	14%	19%
				*				DF			
Strongly Disagree (1)	215	94	81	18	179	94	44	171	99	33	67
	11%	10%	10%	17%	10%	12%	11%	11%	11%	13%	10%
				*							
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	3.2	3.2	3.3	3.1	3.3	3.3	3.4	3.2	3.3	3.4	3.3
			G	*	AG		ADG		G		

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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14_3. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 25% juice from oranges

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	1021	516	505	371	360	291	396	625	186	198	390	246
	51%	53%	48%	62%	52%	40%	53%	49%	52%	47%	52%	52%
Strongly/Somewhat Agree (Subnet)				DE	E							
	597	313	284	219	219	159	223	374	108	118	226	145
	30%	32%	27%	37%	32%	22%	30%	30%	30%	28%	30%	31%
Strongly Agree (5)		B		E	E							
	145	83	62	68	59	18	58	87	28	18	62	38
	7%	9%	6%	11%	9%	3%	8%	7%	8%	4%	8%	8%
Somewhat Agree (4)				E	E						I	I
	452	230	222	151	160	141	165	287	80	100	164	108
	22%	24%	21%	25%	23%	19%	22%	23%	22%	24%	22%	23%
Neither Agree or Disagree (3)				E								
	424	203	221	152	141	131	173	251	78	81	164	101
	21%	21%	21%	26%	20%	18%	23%	20%	22%	19%	22%	21%
Strongly/Somewhat Disagree (Net)				E								
	989	453	536	222	333	434	350	639	172	225	364	228
	49%	47%	52%	38%	48%	60%	47%	51%	48%	53%	48%	48%
Somewhat Disagree (2)				C	CD							
	542	259	283	133	170	239	188	354	96	139	193	114
	27%	27%	27%	22%	25%	33%	25%	28%	27%	33%	26%	24%
Strongly Disagree (1)				CD						JK		
	447	194	253	90	163	195	162	285	76	86	171	114
	22%	20%	24%	15%	23%	27%	22%	23%	21%	20%	23%	24%
Sigma			A	C	C							
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	2.7	2.7	2.6	3	2.7	2.4	2.7	2.6	2.7	2.6	2.7	2.7
		B		DE	E							

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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14_3. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 25% juice from oranges

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	1021	295	726	582	439	512	111	220	178	508	513	686	335
	51%	56%	49%	52%	49%	55%	56%	51%	40%	49%	53%	45%	67%
Strongly/Somewhat Agree (Subnet)	597	192	405	348	249	309	64	124	100	334	263	405	192
	30%	36%	27%	31%	28%	33%	32%	29%	22%	32%	27%	27%	38%
Strongly Agree (5)	145	49	96	91	54	89	14	30	12	67	79	85	60
	7%	9%	6%	8%	6%	9%	7%	7%	3%	6%	8%	6%	12%
Somewhat Agree (4)	452	143	309	257	194	221	49	94	88	267	184	320	132
	22%	27%	21%	23%	22%	24%	25%	22%	20%	26%	19%	21%	26%
Neither Agree or Disagree (3)	424	104	320	234	190	203	47	96	78	174	250	281	143
	21%	20%	22%	21%	21%	22%	24%	22%	17%	17%	26%	19%	29%
Strongly/Somewhat Disagree (Net)	989	231	758	532	457	422	89	210	268	532	457	823	166
	49%	44%	51%	48%	51%	45%	44%	49%	60%	51%	47%	55%	33%
Somewhat Disagree (2)	542	126	416	299	243	239	58	105	141	277	265	436	106
	27%	24%	28%	27%	27%	26%	29%	24%	32%	27%	27%	29%	21%
Strongly Disagree (1)	447	106	341	233	214	184	31	105	128	256	191	386	60
	22%	20%	23%	21%	24%	20%	16%	24%	29%	25%	20%	26%	12%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.7	2.8	2.6	2.7	2.6	2.8	2.8	2.6	2.4	2.6	2.7	2.5	3.1
		B				H	H	H					K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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14_3. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - 25% juice from oranges

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	1021	450	428	52	923	442	219	802	481	137	343
	51%	49%	54%	48%	52%	54%	56%	50%	53%	57%	52%
			G	*	AG	G	A		G		
Strongly/Somewhat Agree (Subnet)	597	238	284	29	548	285	145	452	313	98	215
	30%	26%	36%	26%	31%	35%	37%	28%	35%	41%	33%
			ADGJ	*	AG	ADG	ADG		ADG	ACDG	AG
Strongly Agree (5)	145	45	85	10	128	86	36	110	94	30	65
	7%	5%	11%	9%	7%	11%	9%	7%	11%	12%	10%
			ADG	*	A	ADG	A	A	ADG	ADG	ADG
Somewhat Agree (4)	452	193	199	19	420	199	109	342	219	69	150
	22%	21%	25%	17%	24%	24%	28%	21%	24%	28%	23%
			G	*	AG	G	AG		G	G	
Neither Agree or Disagree (3)	424	213	144	24	374	157	74	350	168	39	129
	21%	23%	18%	21%	21%	19%	19%	22%	19%	16%	20%
			BDH	*	B			BH			
Strongly/Somewhat Disagree (Net)	989	463	360	58	846	376	175	814	418	105	313
	49%	51%	46%	52%	48%	46%	44%	50%	47%	43%	48%
			DF	*				BDEH			
Somewhat Disagree (2)	542	260	196	27	470	192	95	447	222	54	169
	27%	28%	25%	24%	27%	23%	24%	28%	25%	22%	26%
			E	*				E			
Strongly Disagree (1)	447	203	165	31	376	184	80	367	196	52	144
	22%	22%	21%	28%	21%	23%	20%	23%	22%	21%	22%
				*				D			
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	2.7	2.6	2.8	2.5	2.7	2.8	2.8	2.6	2.8	2.9	2.7
			ADG	*	AG	AG	AG		AG	AG	AG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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14_4. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Less than 25% juice from oranges

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	780	425	355	295	281	204	293	488	138	150	302	191
	39%	44%	34%	50%	41%	28%	39%	39%	39%	35%	40%	40%
Strongly/Somewhat Agree (Subnet)	388	224	164	162	138	88	136	252	67	81	136	104
	19%	23%	16%	27%	20%	12%	18%	20%	19%	19%	18%	22%
Strongly Agree (5)	112	59	53	50	44	18	42	70	22	14	44	33
	6%	6%	5%	8%	6%	2%	6%	6%	6%	3%	6%	7%
Somewhat Agree (4)	276	165	111	112	95	70	94	182	46	67	92	72
	14%	17%	11%	19%	14%	10%	13%	14%	13%	16%	12%	15%
Neither Agree or Disagree (3)	392	201	191	133	143	116	157	236	71	69	165	86
	20%	21%	18%	22%	21%	16%	21%	19%	20%	16%	22%	18%
Strongly/Somewhat Disagree (Net)	1230	544	686	298	411	521	453	777	220	274	452	284
	61%	56%	66%	50%	59%	72%	61%	61%	61%	65%	60%	60%
Somewhat Disagree (2)	590	271	318	146	181	263	222	367	96	144	209	141
	29%	28%	31%	25%	26%	36%	30%	29%	27%	34%	28%	30%
Strongly Disagree (1)	640	272	368	152	230	258	231	410	124	130	243	143
	32%	28%	35%	26%	33%	36%	31%	32%	35%	31%	32%	30%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	2.3	2.4	2.2	2.6	2.3	2.1	2.3	2.3	2.3	2.3	2.3	2.4

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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14_4. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Less than 25% juice from oranges

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	780	236	545	442	338	395	91	175	120	399	381	533	248
	39%	45%	37%	40%	38%	42%	46%	41%	27%	38%	39%	35%	49%
		B				H	H	H					K
Strongly/Somewhat Agree (Subnet)	388	131	257	211	178	209	43	82	54	213	175	270	119
	19%	25%	17%	19%	20%	22%	21%	19%	12%	20%	18%	18%	24%
		B				H	H	H					K
Strongly Agree (5)	112	39	74	68	44	71	5	23	12	55	57	73	39
	6%	7%	5%	6%	5%	8%	3%	5%	3%	5%	6%	5%	8%
						FH							
Somewhat Agree (4)	276	93	183	142	134	138	37	59	42	157	119	196	80
	14%	18%	12%	13%	15%	15%	19%	14%	9%	15%	12%	13%	16%
		B				H	H						
Neither Agree or Disagree (3)	392	104	288	231	161	186	48	93	66	187	206	263	129
	20%	20%	19%	21%	18%	20%	24%	22%	15%	18%	21%	17%	26%
						H	H	H					K
Strongly/Somewhat Disagree (Net)	1230	291	938	672	557	539	109	255	327	641	588	976	254
	61%	55%	63%	60%	62%	58%	54%	59%	73%	62%	61%	65%	51%
		A							EFG			L	
Somewhat Disagree (2)	590	126	463	336	253	261	56	113	161	288	301	457	133
	29%	24%	31%	30%	28%	28%	28%	26%	36%	28%	31%	30%	27%
		A							EG				
Strongly Disagree (1)	640	165	475	336	304	278	53	142	166	353	287	519	121
	32%	31%	32%	30%	34%	30%	27%	33%	37%	34%	30%	34%	24%
									EF			L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.3	2.5	2.3	2.3	2.3	2.4	2.4	2.3	2	2.3	2.3	2.2	2.6
		B				H	H	H					K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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14_4. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Less than 25% juice from oranges

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	780	337	345	30	708	346	176	604	375	112	263
	39%	37%	44%	27%	40%	42%	45%	37%	42%	46%	40%
			ACDGHJ	*	ACG	CG	ACG		CG	ACG	C
Strongly/Somewhat Agree (Subnet)	388	134	211	10	362	207	108	280	221	76	145
	19%	15%	27%	9%	20%	25%	27%	17%	25%	31%	22%
			ACDGHJ	*	ACG	ACDGJ	ACDG	A	ACDGJ	ACDGHJ	ACG
Strongly Agree (5)	112	30	73	6	102	72	30	82	79	25	53
	6%	3%	9%	5%	6%	9%	8%	5%	9%	10%	8%
			ADG	*	AG	ADG	A	A	ADG	ADG	ADG
Somewhat Agree (4)	276	103	138	4	260	135	77	199	143	51	92
	14%	11%	18%	4%	15%	16%	20%	12%	16%	21%	14%
			ACDGHJ	*	ACG	ACGJ	ACDGJ	C	ACGJ	ACDGJ	C
Neither Agree or Disagree (3)	392	203	134	20	346	139	68	324	154	36	118
	20%	22%	17%	18%	20%	17%	17%	20%	17%	15%	18%
			BDEGHI	*	B			BEH			
Strongly/Somewhat Disagree (Net)	1230	577	444	80	1061	472	218	1012	524	131	393
	61%	63%	56%	73%	60%	58%	55%	63%	58%	54%	60%
			BDFI	BDEFHIJ*	B			BDEFHI	B		B
Somewhat Disagree (2)	590	276	211	36	521	222	93	497	248	55	192
	29%	30%	27%	33%	29%	27%	24%	31%	28%	23%	29%
			F	*	F			BEFHI			
Strongly Disagree (1)	640	300	233	44	540	251	125	515	277	76	200
	32%	33%	30%	40%	31%	31%	32%	32%	31%	31%	31%
			D	*							
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	2.3	2.2	2.5	2	2.4	2.5	2.5	2.3	2.4	2.6	2.4
			ACDGHJ	*	ACG	ACDG	ACG		ACDG	ACDG	ACG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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14_5. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Orange-flavored beverage containing fruit juice but not from oranges

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	628	334	294	276	221	130	234	394	97	113	249	169
	31%	34%	28%	47%	32%	18%	31%	31%	27%	27%	33%	36%
Strongly/Somewhat Agree (Subnet)	351	205	146	184	111	56	127	224	52	65	140	94
	17%	21%	14%	31%	16%	8%	17%	18%	15%	15%	19%	20%
Strongly Agree (5)	142	89	54	88	39	15	49	93	25	25	49	43
	7%	9%	5%	15%	6%	2%	7%	7%	7%	6%	6%	9%
Somewhat Agree (4)	209	117	92	96	72	41	78	131	28	40	92	50
	10%	12%	9%	16%	10%	6%	10%	10%	8%	9%	12%	11%
Neither Agree or Disagree (3)	277	129	148	92	111	74	107	170	45	48	109	75
	14%	13%	14%	16%	16%	10%	14%	13%	12%	11%	14%	16%
Strongly/Somewhat Disagree (Net)	1382	635	747	317	471	594	512	870	261	310	505	306
	69%	66%	72%	53%	68%	82%	69%	69%	73%	73%	67%	64%
Somewhat Disagree (2)	437	221	217	118	137	182	172	265	80	93	176	89
	22%	23%	21%	20%	20%	25%	23%	21%	22%	22%	23%	19%
Strongly Disagree (1)	945	414	531	199	334	412	340	605	181	217	329	217
	47%	43%	51%	34%	48%	57%	46%	48%	51%	51%	44%	46%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	2.1	2.2	2	2.6	2.1	1.7	2.1	2.1	2	2	2.1	2.2
		B		DE	E					I	HI	

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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14_5. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Orange-flavored beverage containing fruit juice but not from oranges

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	628	199	429	362	266	332	72	145	79	295	332	399	229
	31%	38%	29%	32%	30%	36%	36%	34%	18%	28%	34%	26%	46%
Strongly/Somewhat Agree (Subnet)	351	121	230	198	153	209	42	68	32	166	185	216	135
	17%	23%	16%	18%	17%	22%	21%	16%	7%	16%	19%	14%	27%
Strongly Agree (5)	142	44	98	78	65	95	14	27	6	56	86	76	66
	7%	8%	7%	7%	7%	10%	7%	6%	1%	5%	9%	5%	13%
Somewhat Agree (4)	209	76	133	120	89	114	28	40	27	110	98	139	70
	10%	15%	9%	11%	10%	12%	14%	9%	6%	11%	10%	9%	14%
Neither Agree or Disagree (3)	277	78	199	164	112	123	30	77	47	129	148	183	94
	14%	15%	13%	15%	13%	13%	15%	18%	10%	12%	15%	12%	19%
Strongly/Somewhat Disagree (Net)	1382	328	1054	752	630	602	128	285	367	745	637	1110	273
	69%	62%	71%	68%	70%	64%	64%	66%	82%	72%	66%	74%	54%
Somewhat Disagree (2)	437	106	331	237	200	190	43	94	111	227	211	338	99
	22%	20%	22%	21%	22%	20%	22%	22%	25%	22%	22%	22%	20%
Strongly Disagree (1)	945	222	723	515	429	412	85	191	257	518	426	771	173
	47%	42%	49%	46%	48%	44%	42%	44%	57%	50%	44%	51%	35%
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	2.1	2.3	2	2.1	2.1	2.2	2.2	2.1	1.7	2	2.2	1.9	2.5
		B				H	H	H		I		K	

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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14_5. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Orange-flavored beverage containing fruit juice but not from oranges

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Strongly/Somewhat Agree/Neither Agree or Disagree (Net)	628	237	308	31	564	319	140	487	338	97	241
	31%	26%	39%	28%	32%	39%	36%	30%	38%	40%	37%
Strongly/Somewhat Agree (Subnet)	351	95	221	14	325	223	94	257	235	77	158
	17%	10%	28%	13%	18%	27%	24%	16%	26%	32%	24%
Strongly Agree (5)	142	30	97	8	126	97	35	107	105	26	79
	7%	3%	12%	7%	7%	12%	9%	7%	12%	11%	12%
Somewhat Agree (4)	209	65	124	6	199	125	60	149	130	51	79
	10%	7%	16%	5%	11%	15%	15%	9%	14%	21%	12%
Neither Agree or Disagree (3)	277	142	86	17	239	96	46	231	103	20	83
	14%	16%	11%	15%	14%	12%	12%	14%	11%	8%	13%
Strongly/Somewhat Disagree (Net)	1382	676	481	80	1205	499	253	1129	561	146	415
	69%	74%	61%	72%	68%	61%	64%	70%	62%	60%	63%
Somewhat Disagree (2)	437	221	148	18	394	136	84	353	165	47	118
	22%	24%	19%	16%	22%	17%	21%	22%	18%	19%	18%
Strongly Disagree (1)	945	455	334	62	811	363	169	776	396	99	297
	47%	50%	42%	56%	46%	44%	43%	48%	44%	41%	45%
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	2.1	1.9	2.4	1.9	2.1	2.3	2.3	2	2.3	2.4	2.3
			ACDGHJ	*	AG	ACDG	AG	A	ACDG	ACDFG	ACDG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly Agree Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
100% juice from oranges	1570	725	845	419	537	614	598	972	280	346	590	354
	78%	75%	81%	71%	77%	85%	80%	77%	78%	82%	78%	75%
			A		C	CD				K		
50% juice from oranges	277	147	130	128	93	57	102	176	37	62	105	74
	14%	15%	12%	22%	13%	8%	14%	14%	10%	15%	14%	16%
				DE	E							H
25% juice from oranges	145	83	62	68	59	18	58	87	28	18	62	38
	7%	9%	6%	11%	9%	3%	8%	7%	8%	4%	8%	8%
				E	E						I	I
Less than 25% juice from oranges	112	59	53	50	44	18	42	70	22	14	44	33
	6%	6%	5%	8%	6%	2%	6%	6%	6%	3%	6%	7%
				E	E							I
Orange-flavored beverage containing fruit juice but not from oranges	142	89	54	88	39	15	49	93	25	25	49	43
	7%	9%	5%	15%	6%	2%	7%	7%	7%	6%	6%	9%
		B		DE	E							

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly Agree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
100% juice from oranges	1570	397	1173	883	687	703	154	336	377	817	753	1221	350
	78%	75%	79%	79%	77%	75%	77%	78%	84%	79%	78%	81%	70%
									EFG			L	
50% juice from oranges	277	100	178	152	126	160	34	56	27	131	146	185	92
	14%	19%	12%	14%	14%	17%	17%	13%	6%	13%	15%	12%	18%
		B				H	H	H					K
25% juice from oranges	145	49	96	91	54	89	14	30	12	67	79	85	60
	7%	9%	6%	8%	6%	9%	7%	7%	3%	6%	8%	6%	12%
						H	H	H					K
Less than 25% juice from oranges	112	39	74	68	44	71	5	23	12	55	57	73	39
	6%	7%	5%	6%	5%	8%	3%	5%	3%	5%	6%	5%	8%
						FH							
Orange-flavored beverage containing fruit juice but not from oranges	142	44	98	78	65	95	14	27	6	56	86	76	66
	7%	8%	7%	7%	7%	10%	7%	6%	1%	5%	9%	5%	13%
						GH	H	H			I		K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly Agree Summary

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
100% juice from oranges	1570	738	595	85	1384	606	296	1274	681	172	509
	78%	81%	75%	78%	78%	74%	75%	79%	76%	71%	78%
		BDEFHI		*	EI			BEHI	E		E
50% juice from oranges	277	103	131	20	247	140	80	198	151	51	100
	14%	11%	17%	18%	14%	17%	20%	12%	17%	21%	15%
			ADG	*	AG	ADG	ADG		ADG	ADG	AG
25% juice from oranges	145	45	85	10	128	86	36	110	94	30	65
	7%	5%	11%	9%	7%	11%	9%	7%	11%	12%	10%
			ADG	*	A	ADG	A	A	ADG	ADG	ADG
Less than 25% juice from oranges	112	30	73	6	102	72	30	82	79	25	53
	6%	3%	9%	5%	6%	9%	8%	5%	9%	10%	8%
			ADG	*	AG	ADG	A	A	ADG	ADG	ADG
Orange-flavored beverage containing fruit juice but not from oranges	142	30	97	8	126	97	35	107	105	26	79
	7%	3%	12%	7%	7%	12%	9%	7%	12%	11%	12%
			ADG	*	A	ADG	A	A	ADG	A	ADG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Agree Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
100% juice from oranges	1788	849	939	489	609	691	672	1116	322	384	672	410
	89%	88%	90%	82%	88%	95%	90%	88%	90%	91%	89%	86%
					C	CD						
50% juice from oranges	994	498	496	359	339	295	385	608	169	205	379	240
	49%	51%	48%	61%	49%	41%	52%	48%	47%	48%	50%	51%
				DE	E							
25% juice from oranges	597	313	284	219	219	159	223	374	108	118	226	145
	30%	32%	27%	37%	32%	22%	30%	30%	30%	28%	30%	31%
		B		E	E							
Less than 25% juice from oranges	388	224	164	162	138	88	136	252	67	81	136	104
	19%	23%	16%	27%	20%	12%	18%	20%	19%	19%	18%	22%
		B		DE	E							
Orange-flavored beverage containing fruit juice but not from oranges	351	205	146	184	111	56	127	224	52	65	140	94
	17%	21%	14%	31%	16%	8%	17%	18%	15%	15%	19%	20%
		B		DE	E							

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Agree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
100% juice from oranges	1788	456	1332	1003	785	818	172	378	420	935	853	1365	423
	89%	87%	90%	90%	88%	88%	86%	88%	94%	90%	88%	91%	84%
									EFG			L	
50% juice from oranges	994	294	700	582	412	501	106	213	173	497	497	707	287
	49%	56%	47%	52%	46%	54%	53%	49%	39%	48%	51%	47%	57%
		B		D		H	H	H					K
25% juice from oranges	597	192	405	348	249	309	64	124	100	334	263	405	192
	30%	36%	27%	31%	28%	33%	32%	29%	22%	32%	27%	27%	38%
		B				H	H			J			K
Less than 25% juice from oranges	388	131	257	211	178	209	43	82	54	213	175	270	119
	19%	25%	17%	19%	20%	22%	21%	19%	12%	20%	18%	18%	24%
		B				H	H	H					K
Orange-flavored beverage containing fruit juice but not from oranges	351	121	230	198	153	209	42	68	32	166	185	216	135
	17%	23%	16%	18%	17%	22%	21%	16%	7%	16%	19%	14%	27%
		B				GH	H	H					K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Agree Summary

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
100% juice from oranges	1788	821	702	94	1585	715	335	1453	796	201	595
	89%	90%	89%	85%	90%	87%	85%	90%	89%	83%	91%
		FI	EFI	*	FI			EFI	EI		EFHI
50% juice from oranges	994	436	421	48	899	420	225	769	469	138	332
	49%	48%	53%	44%	51%	51%	57%	48%	52%	57%	51%
			AG	*	AG	G	ACDG		G	AG	
25% juice from oranges	597	238	284	29	548	285	145	452	313	98	215
	30%	26%	36%	26%	31%	35%	37%	28%	35%	41%	33%
			ADGJ	*	AG	ADG	ADG		ADG	ACDG	AG
Less than 25% juice from oranges	388	134	211	10	362	207	108	280	221	76	145
	19%	15%	27%	9%	20%	25%	27%	17%	25%	31%	22%
			ACDGHJ	*	ACG	ACDGJ	ACDG	A	ACDGJ	ACDGHJ	ACG
Orange-flavored beverage containing fruit juice but not from oranges	351	95	221	14	325	223	94	257	235	77	158
	17%	10%	28%	13%	18%	27%	24%	16%	26%	32%	24%
			ACDGHJ	*	AG	ACDGJ	ACDG	A	ACDGJ	ACDFG	ACDG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Agree/Neither Agree or Disagree Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
100% juice from oranges	1936	925	1011	550	669	717	727	1209	347	415	726	449
	96%	95%	97%	93%	97%	99%	97%	96%	97%	98%	96%	95%
50% juice from oranges	1435	713	722	476	502	458	546	889	251	307	539	338
	71%	74%	69%	80%	72%	63%	73%	70%	70%	72%	72%	71%
25% juice from oranges	1021	516	505	371	360	291	396	625	186	198	390	246
	51%	53%	48%	62%	52%	40%	53%	49%	52%	47%	52%	52%
Less than 25% juice from oranges	780	425	355	295	281	204	293	488	138	150	302	191
	39%	44%	34%	50%	41%	28%	39%	39%	39%	35%	40%	40%
Orange-flavored beverage containing fruit juice but not from oranges	628	334	294	276	221	130	234	394	97	113	249	169
	31%	34%	28%	47%	32%	18%	31%	31%	27%	27%	33%	36%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Agree/Neither Agree or Disagree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
100% juice from oranges	1936	500	1436	1087	848	889	189	419	439	1000	936	1460	476
	96%	95%	97%	98%	95%	95%	95%	97%	98%	96%	97%	97%	95%
				D					EF				
50% juice from oranges	1435	400	1035	828	607	701	149	311	274	717	718	1035	400
	71%	76%	70%	74%	68%	75%	75%	72%	61%	69%	74%	69%	80%
		B		D		H	H	H			I		K
25% juice from oranges	1021	295	726	582	439	512	111	220	178	508	513	686	335
	51%	56%	49%	52%	49%	55%	56%	51%	40%	49%	53%	45%	67%
		B				H	H	H					K
Less than 25% juice from oranges	780	236	545	442	338	395	91	175	120	399	381	533	248
	39%	45%	37%	40%	38%	42%	46%	41%	27%	38%	39%	35%	49%
		B				H	H	H					K
Orange-flavored beverage containing fruit juice but not from oranges	628	199	429	362	266	332	72	145	79	295	332	399	229
	31%	38%	29%	32%	30%	36%	36%	34%	18%	28%	34%	26%	46%
		B				H	H	H			I		K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Agree/Neither Agree or Disagree Summary

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
100% juice from oranges	1936	899	749	102	1711	770	372	1563	851	222	628
	96%	98%	95%	92%	97%	94%	95%	97%	95%	92%	96%
		BCDEFGHJ	I	*	BCEFHI		I	BCEHI			EHI
50% juice from oranges	1435	656	567	76	1279	586	296	1139	644	177	466
	71%	72%	72%	69%	72%	72%	75%	70%	72%	73%	71%
				*	G						
25% juice from oranges	1021	450	428	52	923	442	219	802	481	137	343
	51%	49%	54%	48%	52%	54%	56%	50%	53%	57%	52%
			G	*	AG	G	A		G		
Less than 25% juice from oranges	780	337	345	30	708	346	176	604	375	112	263
	39%	37%	44%	27%	40%	42%	45%	37%	42%	46%	40%
			ACDGHJ	*	ACG	CG	ACG		CG	ACG	C
Orange-flavored beverage containing fruit juice but not from oranges	628	237	308	31	564	319	140	487	338	97	241
	31%	26%	39%	28%	32%	39%	36%	30%	38%	40%	37%
			ADG	*	AG	ACDG	A	A	ADG	ADG	ADG

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Disagree Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
100% juice from oranges	74	44	30	43	24	8	19	55	11	9	28	26
	4%	5%	3%	7%	3%	1%	3%	4%	3%	2%	4%	5%
				DE	E							I
50% juice from oranges	575	256	319	117	191	267	200	375	107	116	215	137
	29%	26%	31%	20%	28%	37%	27%	30%	30%	28%	28%	29%
				C	CD							
25% juice from oranges	989	453	536	222	333	434	350	639	172	225	364	228
	49%	47%	52%	38%	48%	60%	47%	51%	48%	53%	48%	48%
				C	CD							
Less than 25% juice from oranges	1230	544	686	298	411	521	453	777	220	274	452	284
	61%	56%	66%	50%	59%	72%	61%	61%	61%	65%	60%	60%
			A	C	CD							
Orange-flavored beverage containing fruit juice but not from oranges	1382	635	747	317	471	594	512	870	261	310	505	306
	69%	66%	72%	53%	68%	82%	69%	69%	73%	73%	67%	64%
			A	C	CD				K	K		

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Disagree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
100% juice from oranges	74	27	47	27	47	45	11	11	7	40	34	49	26
	4%	5%	3%	2%	5%	5%	5%	3%	2%	4%	3%	3%	5%
					C	H	H						
50% juice from oranges	575	126	449	287	288	233	50	118	173	323	252	473	102
	29%	24%	30%	26%	32%	25%	25%	28%	39%	31%	26%	31%	20%
			A		C				EFG	J		L	
25% juice from oranges	989	231	758	532	457	422	89	210	268	532	457	823	166
	49%	44%	51%	48%	51%	45%	44%	49%	60%	51%	47%	55%	33%
			A						EFG			L	
Less than 25% juice from oranges	1230	291	938	672	557	539	109	255	327	641	588	976	254
	61%	55%	63%	60%	62%	58%	54%	59%	73%	62%	61%	65%	51%
			A						EFG			L	
Orange-flavored beverage containing fruit juice but not from oranges	1382	328	1054	752	630	602	128	285	367	745	637	1110	273
	69%	62%	71%	68%	70%	64%	64%	66%	82%	72%	66%	74%	54%
			A						EFG	J		L	

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly/Somewhat Disagree Summary

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
100% juice from oranges	74	15	40	9	57	48	21	53	48	21	28
	4%	2%	5%	8%	3%	6%	5%	3%	5%	8%	4%
			ADG	ADG*	A	ADGJ	AD	A	ADGJ	ABDFGJ	A
50% juice from oranges	575	257	222	34	490	232	98	477	255	65	190
	29%	28%	28%	31%	28%	28%	25%	30%	28%	27%	29%
				*				D			
25% juice from oranges	989	463	360	58	846	376	175	814	418	105	313
	49%	51%	46%	52%	48%	46%	44%	50%	47%	43%	48%
		DF		*				BDEH			
Less than 25% juice from oranges	1230	577	444	80	1061	472	218	1012	524	131	393
	61%	63%	56%	73%	60%	58%	55%	63%	58%	54%	60%
		BDFI		BDEFHIJ*	B			BDEFHI	B		B
Orange-flavored beverage containing fruit juice but not from oranges	1382	676	481	80	1205	499	253	1129	561	146	415
	69%	74%	61%	72%	68%	61%	64%	70%	62%	60%	63%
		BDEFGHIJ		E*	BEHIJ			BDEHIJ			

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly Disagree Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
100% juice from oranges	28	17	11	19	8	1	3	26	8	2	11	6
	1%	2%	1%	3%	1%	*	*	2%	2%	*	2%	1%
				DE	E			F	I			
50% juice from oranges	215	105	110	38	85	93	70	145	41	44	73	57
	11%	11%	11%	6%	12%	13%	9%	11%	12%	10%	10%	12%
				C	C							
25% juice from oranges	447	194	253	90	163	195	162	285	76	86	171	114
	22%	20%	24%	15%	23%	27%	22%	23%	21%	20%	23%	24%
			A	C	C							
Less than 25% juice from oranges	640	272	368	152	230	258	231	410	124	130	243	143
	32%	28%	35%	26%	33%	36%	31%	32%	35%	31%	32%	30%
			A	C	C							
Orange-flavored beverage containing fruit juice but not from oranges	945	414	531	199	334	412	340	605	181	217	329	217
	47%	43%	51%	34%	48%	57%	46%	48%	51%	51%	44%	46%
			A	C	CD					J		

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly Disagree Summary

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
100% juice from oranges	28	15	14	9	19	21	4	2	2	20	8	25	3
	1%	3%	1%	1%	2%	2%	2%	*	*	2%	1%	2%	1%
		B			C	GH							
50% juice from oranges	215	55	161	102	113	89	19	45	61	132	83	189	26
	11%	10%	11%	9%	13%	10%	10%	11%	14%	13%	9%	13%	5%
					C				E	J		L	
25% juice from oranges	447	106	341	233	214	184	31	105	128	256	191	386	60
	22%	20%	23%	21%	24%	20%	16%	24%	29%	25%	20%	26%	12%
								F	EF	J		L	
Less than 25% juice from oranges	640	165	475	336	304	278	53	142	166	353	287	519	121
	32%	31%	32%	30%	34%	30%	27%	33%	37%	34%	30%	34%	24%
									EF			L	
Orange-flavored beverage containing fruit juice but not from oranges	945	222	723	515	429	412	85	191	257	518	426	771	173
	47%	42%	49%	46%	48%	44%	42%	44%	57%	50%	44%	51%	35%
			A						EFG	J		L	

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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14. How much do you agree or disagree that a beverage can be labeled as "orange juice" if it contains... - Strongly Disagree Summary

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
100% juice from oranges	28	3	13	5	17	18	13	16	18	13	5
	1%	*	2%	5%	1%	2%	3%	1%	2%	5%	1%
			AJ	ADGJ*	A	ADGJ	ADGJ	A	ADGJ	ABDEGHJ	
50% juice from oranges	215	94	81	18	179	94	44	171	99	33	67
	11%	10%	10%	17%	10%	12%	11%	11%	11%	13%	10%
				*							
25% juice from oranges	447	203	165	31	376	184	80	367	196	52	144
	22%	22%	21%	28%	21%	23%	20%	23%	22%	21%	22%
				*				D			
Less than 25% juice from oranges	640	300	233	44	540	251	125	515	277	76	200
	32%	33%	30%	40%	31%	31%	32%	32%	31%	31%	31%
		D		*							
Orange-flavored beverage containing fruit juice but not from oranges	945	455	334	62	811	363	169	776	396	99	297
	47%	50%	42%	56%	46%	44%	43%	48%	44%	41%	45%
		BDFHI		BEFHJI*	B			BDH	B		B

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Under \$15K	152	54	98	58	45	50	152	-	16	30	71	35
	8%	6%	9%	10%	6%	7%	20%	-	4%	7%	9%	7%
			A				G				H	
\$15K to less than \$20K	71	28	43	18	23	31	71	-	10	20	27	14
	4%	3%	4%	3%	3%	4%	10%	-	3%	5%	4%	3%
							G					
\$20K to less than \$25K	97	37	60	34	31	32	97	-	13	23	37	23
	5%	4%	6%	6%	4%	4%	13%	-	4%	5%	5%	5%
							G					
\$25K to less than \$30K	89	37	52	21	27	41	89	-	11	30	32	16
	4%	4%	5%	4%	4%	6%	12%	-	3%	7%	4%	3%
							G			HK		
\$30K to less than \$40K	181	69	112	55	53	73	181	-	33	37	81	30
	9%	7%	11%	9%	8%	10%	24%	-	9%	9%	11%	6%
			A				G				K	
\$40K to less than \$50K	156	62	94	27	55	75	156	-	22	41	60	33
	8%	6%	9%	4%	8%	10%	21%	-	6%	10%	8%	7%
				C	C		G					
\$50K to less than \$75K	374	162	212	118	107	148	-	374	75	70	140	88
	19%	17%	20%	20%	16%	20%	-	30%	21%	16%	19%	19%
						D		F				
\$75K to less than \$100K	278	187	91	111	95	72	-	278	53	60	98	67
	14%	19%	9%	19%	14%	10%	-	22%	15%	14%	13%	14%
		B		DE				F				
\$100K to less than \$150K	422	225	197	101	166	155	-	422	92	85	136	109
	21%	23%	19%	17%	24%	21%	-	33%	26%	20%	18%	23%
		B		C				F	J			
\$150K or more	190	107	83	50	90	50	-	190	33	28	72	57
	9%	11%	8%	8%	13%	7%	-	15%	9%	7%	10%	12%
		B		CE				F				I
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Under \$50K	746	287	459	212	233	300	746	-	105	181	307	153
	37%	30%	44%	36%	34%	41%	100%	-	29%	43%	41%	32%
			A			D	G			HK	HK	
\$50K +	1264	682	582	381	459	424	-	1264	253	242	447	322
	63%	70%	56%	64%	66%	59%	-	100%	71%	57%	59%	68%
		B			E			F	IJ			IJ
Mean (,000)	79.5	86.8	72.8	77.5	88	73.1	27.5	110.2	85	73	76.5	86.1
		B			CE			F	IJ			IJ
STD. DEV.	59.94	59.17	59.89	61.42	64.54	52.87	13.21	55.45	57.5	55.05	60.95	63.42
STD. ERR.	1.34	1.9	1.86	2.52	2.45	1.96	0.48	1.56	3.04	2.68	2.22	2.91

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Under \$15K	152	18	134	131	21	17	24	89	23	19	133	98	54
	8%	4%	9%	12%	2%	2%	12%	21%	5%	2%	14%	7%	11%
		A	D				EH	EFH	E		I		K
\$15K to less than \$20K	71	10	62	60	12	12	18	21	21	9	62	46	25
	4%	2%	4%	5%	1%	1%	9%	5%	5%	1%	6%	3%	5%
		A	D				E	E	E		I		
\$20K to less than \$25K	97	16	80	78	18	24	15	35	23	30	67	71	25
	5%	3%	5%	7%	2%	3%	7%	8%	5%	3%	7%	5%	5%
			D				E	E	E		I		
\$25K to less than \$30K	89	9	80	68	21	37	10	23	19	20	69	70	19
	4%	2%	5%	6%	2%	4%	5%	5%	4%	2%	7%	5%	4%
		A	D								I		
\$30K to less than \$40K	181	37	144	135	46	77	9	48	46	73	107	117	64
	9%	7%	10%	12%	5%	8%	5%	11%	10%	7%	11%	8%	13%
			D					F	F		I		K
\$40K to less than \$50K	156	26	130	97	59	62	20	25	49	71	85	125	31
	8%	5%	9%	9%	7%	7%	10%	6%	11%	7%	9%	8%	6%
		A							EG				
\$50K to less than \$75K	374	102	272	221	153	167	34	72	101	198	176	283	91
	19%	19%	18%	20%	17%	18%	17%	17%	23%	19%	18%	19%	18%
									G				
\$75K to less than \$100K	278	95	183	128	150	169	20	46	44	188	90	216	62
	14%	18%	12%	12%	17%	18%	10%	11%	10%	18%	9%	14%	12%
		B			C	FGH				J			
\$100K to less than \$150K	422	142	280	143	279	241	35	52	94	307	115	328	93
	21%	27%	19%	13%	31%	26%	17%	12%	21%	30%	12%	22%	19%
		B			C	FG			G	J			
\$150K or more	190	73	117	54	137	130	14	20	27	125	66	154	36
	9%	14%	8%	5%	15%	14%	7%	5%	6%	12%	7%	10%	7%
		B			C	FGH				J			
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Under \$50K	746	116	630	569	177	228	97	241	180	222	523	527	219
	37%	22%	42%	51%	20%	24%	48%	56%	40%	21%	54%	35%	44%
		A	D				E	EH	E		I		K
\$50K +	1264	411	853	545	719	706	103	189	266	818	446	981	283
	63%	78%	58%	49%	80%	76%	52%	44%	60%	79%	46%	65%	56%
		B			C	FGH			G	J		L	
Mean (,000)	79.5	97.7	73.1	61	102.6	96.9	66.5	55.6	72	96.1	61.7	82	72
		B			C	FGH	G		G	J		L	
STD. DEV.	59.94	64.88	56.73	48.6	64.55	63.91	55.87	50.8	49.52	58.16	56.68	59.52	60.64
STD. ERR.	1.34	2.83	1.47	1.46	2.16	2.09	3.95	2.45	2.34	1.8	1.82	1.53	2.71

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Under \$15K	152	82	50	3	134	41	12	140	53	2	51
	8%	9%	6%	3%	8%	5%	3%	9%	6%	1%	8%
		DEFHI	EFI	*	EFI	I	I	BDEFHI	EFI		EFHI
\$15K to less than \$20K	71	38	20	3	63	23	4	68	24	1	23
	4%	4%	3%	3%	4%	3%	1%	4%	3%	*	4%
		FI	FI	*	FI	FI		BDEFHI	FI		FHI
\$20K to less than \$25K	97	51	32	3	87	35	9	87	35	3	32
	5%	6%	4%	3%	5%	4%	2%	5%	4%	1%	5%
		FI	I	*	FI	I		FHI	I		HI
\$25K to less than \$30K	89	43	29	7	71	33	6	83	35	1	34
	4%	5%	4%	6%	4%	4%	2%	5%	4%	1%	5%
		FI	FI	FI*	FI	FI		DFI	FI		BFHI
\$30K to less than \$40K	181	91	58	18	154	61	28	153	76	14	62
	9%	10%	7%	16%	9%	7%	7%	9%	8%	6%	9%
				BDEFGHIJ*					BE		BE
\$40K to less than \$50K	156	80	40	12	134	46	18	138	52	7	45
	8%	9%	5%	11%	8%	6%	5%	9%	6%	3%	7%
		BEFHI		BEFHI*	BEFHI			BDEFHI	B		BH
\$50K to less than \$75K	374	181	134	22	327	144	76	298	156	40	116
	19%	20%	17%	20%	19%	18%	19%	18%	17%	16%	18%
				*							
\$75K to less than \$100K	278	110	143	11	254	143	73	206	154	52	102
	14%	12%	18%	10%	14%	17%	18%	13%	17%	21%	16%
			ADGJ	*	AG	ADG	ADG		ADG	ACDG	G
\$100K to less than \$150K	422	170	182	26	371	187	105	317	208	83	125
	21%	19%	23%	24%	21%	23%	27%	20%	23%	34%	19%
			GJ	*	AG	GJ	ADGJ		AGJ	ABDEFGHJ	
\$150K or more	190	67	101	6	173	106	64	126	106	40	66
	9%	7%	13%	5%	10%	13%	16%	8%	12%	17%	10%
			ADGJ	*	AG	ACDGHJ	ACDGHJ		ADGJ	ACDGHJ	G
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Under \$50K	746	385	229	46	643	238	76	670	275	28	247
	37%	42%	29%	42%	36%	29%	19%	41%	31%	11%	38%
		BDEFHI	FI	BEFHI*	BEFHI	FI	I	BDEFHIJ	BFI		BEFHI
\$50K +	1264	529	560	64	1126	580	318	947	624	215	409
	63%	58%	71%	58%	64%	71%	81%	59%	69%	89%	62%
			ACDGHJ	*	AG	ACDGHJ	ABCDEGHJ		ACDGHJ	ABCDEFHJ	G
Mean (.000)	79.5	72.3	89.7	72.1	80.6	89.4	103	73.8	87.6	110.6	79
			ACDGHJ	*	AG	ACDGHJ	ABCDEGHJ		ACDGHJ	ABCDEFHJ	AG
STD. DEV.	59.94	57.1	62.82	48.86	60.83	62	68.17	56.32	61.53	62.38	59.03
STD. ERR.	1.34	1.89	2.24	4.66	1.45	2.17	3.44	1.4	2.05	4	2.3

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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Gender

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Male	969	969	-	297	339	333	287	682	177	198	348	246
	48%	100%	-	50%	49%	46%	38%	54%	49%	47%	46%	52%
Female		B						F				
	1041	-	1041	296	354	391	459	582	181	226	406	228
	52%	-	100%	50%	51%	54%	62%	46%	51%	53%	54%	48%
Sigma		A						G				
	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Gender

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Male	969	245	724	481	488	538	65	122	243	541	428	724	245
	48%	47%	49%	43%	54%	58%	33%	28%	54%	52%	44%	48%	49%
					C	FG			FG	J			
Female	1041	282	759	633	408	396	134	307	204	499	542	785	256
	52%	53%	51%	57%	46%	42%	67%	72%	46%	48%	56%	52%	51%
					D		EH	EH			I		
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Gender

	Total	Mutally Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Male	969	422	391	53	851	423	180	789	444	128	316
	48%	46%	50%	48%	48%	52%	46%	49%	49%	53%	48%
Female				*		ADFHJ		A		F	
	1041	492	397	57	918	395	214	827	455	115	340
	52%	54%	50%	52%	52%	48%	54%	51%	51%	47%	52%
Sigma		EG		*	E		EI		E		E
	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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Age

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
18 - 34 (Net)	593	297	296	593	-	-	212	381	108	103	208	174
	30%	31%	28%	100%	-	-	28%	30%	30%	24%	28%	37%
				DE								IJ
18 - 24	171	65	106	171	-	-	90	80	26	31	66	46
	8%	7%	10%	29%	-	-	12%	6%	7%	7%	9%	10%
			A	DE			G					
25 - 34	422	232	190	422	-	-	122	301	82	71	141	128
	21%	24%	18%	71%	-	-	16%	24%	23%	17%	19%	27%
			B	DE			F					IJ
35 - 54 (Net)	692	339	354	-	692	-	233	459	134	134	268	157
	34%	35%	34%	-	100%	-	31%	36%	37%	32%	36%	33%
				CE			F					
35 - 44	335	148	187	-	335	-	124	211	58	67	135	75
	17%	15%	18%	-	48%	-	17%	17%	16%	16%	18%	16%
				CE								
45 - 54	358	191	167	-	358	-	109	248	76	67	133	82
	18%	20%	16%	-	52%	-	15%	20%	21%	16%	18%	17%
				CE			F					
55 + (Net)	725	333	391	-	-	725	300	424	116	187	278	143
	36%	34%	38%	-	-	100%	40%	34%	32%	44%	37%	30%
						CD	G			HJK	K	
55 - 64	308	103	205	-	-	308	135	173	46	77	127	58
	15%	11%	20%	-	-	42%	18%	14%	13%	18%	17%	12%
			A			CD	G				K	
65+	417	231	186	-	-	417	165	252	70	110	151	86
	21%	24%	18%	-	-	58%	22%	20%	20%	26%	20%	18%
			B			CD				JK		
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	47.4	48.1	46.8	27.5	44.6	66.3	47.9	47.1	46.8	50	47.8	44.9
					C	CD				HK	K	
STD. DEV.	16.96	17.48	16.45	4.78	5.77	7.66	17.93	16.36	16.17	17.52	16.88	16.84
STD. ERR.	0.38	0.56	0.51	0.2	0.21	0.29	0.63	0.47	0.8	0.84	0.64	0.78
Median	47	46	47	28	45	66	48	46	46	50	48	41.48

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Age

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
18 - 34 (Net)	593	206	387	331	262	339	90	161	3	223	370	387	206
	30%	39%	26%	30%	29%	36%	45%	38%	1%	21%	38%	26%	41%
		B				H	H	H			I		K
18 - 24	171	19	151	130	40	45	46	79	-	24	147	97	73
	8%	4%	10%	12%	5%	5%	23%	18%	-	2%	15%	6%	15%
		A		D		H	EH	EH			I		K
25 - 34	422	187	236	201	221	294	44	82	3	199	224	290	133
	21%	35%	16%	18%	25%	31%	22%	19%	1%	19%	23%	19%	26%
		B			C	FGH	H	H					K
35 - 54 (Net)	692	298	395	360	333	428	67	174	23	391	301	496	196
	34%	57%	27%	32%	37%	46%	34%	41%	5%	38%	31%	33%	39%
		B				FH	H	H		J			
35 - 44	335	183	152	164	171	217	25	89	4	186	149	232	102
	17%	35%	10%	15%	19%	23%	12%	21%	1%	18%	15%	15%	20%
		B			C	FH	H	FH					K
45 - 54	358	115	243	196	162	211	42	85	18	205	153	264	94
	18%	22%	16%	18%	18%	23%	21%	20%	4%	20%	16%	17%	19%
		B				H	H	H		J			
55 + (Net)	725	23	701	424	301	167	43	94	421	427	298	625	99
	36%	4%	47%	38%	34%	18%	21%	22%	94%	41%	31%	41%	20%
		A							EFG	J		L	
55 - 64	308	13	295	195	113	123	25	78	82	163	144	262	46
	15%	2%	20%	18%	13%	13%	12%	18%	18%	16%	15%	17%	9%
		A		D				E	E			L	
65+	417	10	407	228	188	44	18	16	339	263	153	363	54
	21%	2%	27%	20%	21%	5%	9%	4%	76%	25%	16%	24%	11%
		A					EG		EFG	J		L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	47.4	38.7	50.5	47.4	47.4	42	40.4	41	68	50.6	44	49.5	41.1
			A						EFG	J		L	
STD. DEV.	16.96	9.38	17.95	17.45	16.35	12.65	16.32	15.4	8.24	15.7	17.61	16.84	15.75
STD. ERR.	0.38	0.41	0.46	0.51	0.56	0.42	1.15	0.73	0.39	0.49	0.56	0.41	0.89
Median	47	37	53	48	45	40	38	41	68	50	41	50	39

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Age

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
18 - 34 (Net)	593	174	335	43	516	352	192	401	377	134	244
	30%	19%	42%	39%	29%	43%	49%	25%	42%	55%	37%
			ADGJ	AG*	AG	ADGJ	ABDGHJ	A	ADGJ	ABCDEFGHIJ	ADG
18 - 24	171	64	86	10	152	89	17	153	96	10	87
	8%	7%	11%	10%	9%	11%	4%	9%	11%	4%	13%
			ADFI	*	AFI	ADFI		AFI	ADFI		ABDEFGHI
25 - 34	422	110	249	32	364	263	175	248	281	124	157
	21%	12%	32%	29%	21%	32%	44%	15%	31%	51%	24%
			ADGJ	AG*	AG	ADGJ	ABCDEGHJ	A	ADGJ	ABCDEFGHIJ	ADG
35 - 54 (Net)	692	302	290	39	614	290	197	496	330	108	221
	34%	33%	37%	36%	35%	35%	50%	31%	37%	45%	34%
			GJ	*	G	G	ABCDEGHJ		GJ	ABDEGHJ	
35 - 44	335	139	156	17	299	151	144	191	173	79	95
	17%	15%	20%	16%	17%	19%	37%	12%	19%	32%	14%
		G	ADGJ	*	G	GJ	ABCDEGHJ		GJ	ABCDEGHJ	G
45 - 54	358	163	134	22	315	138	53	305	157	30	127
	18%	18%	17%	20%	18%	17%	13%	19%	17%	12%	19%
				*	F			FI	I		BEFHI
55+ (Net)	725	438	164	28	639	176	5	720	192	1	191
	36%	48%	21%	26%	36%	21%	1%	45%	21%	*	29%
		BCDEFGHIJ	FI	FI*	BEFHJ	FI		BCDEFHIJ	FI		BEFHI
55 - 64	308	155	87	13	274	95	2	305	99	1	99
	15%	17%	11%	12%	15%	12%	1%	19%	11%	*	15%
		BEFHI	FI	FI*	BEFHI	FI		BDEFHIJ	FI		BEFHI
65+	417	282	77	16	365	81	2	415	92	-	92
	21%	31%	10%	14%	21%	10%	1%	26%	10%	-	14%
		BCDEFGHIJ	FI	FI*	BEFHJ	FI		BCDEFHIJ	FI		BEFHI
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Mean	47.4	52.2	41.5	43.3	47.4	41.6	36.1	50.2	41.8	35.2	44.2
		BCDEFGHIJ	FI	FI*	BCEFHJ	FI	I	BCDEFHIJ	FI		BEFHI
STD. DEV.	16.96	16.89	15.39	15.93	16.9	15.59	7.66	17.45	15.46	7.23	16.91
STD. ERR.	0.38	0.54	0.56	1.58	0.4	0.56	0.4	0.43	0.53	0.49	0.67
Median	47	53	38	41.13	47	38	35	52	38	34	44

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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Region

	Region											
	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I	J	K	
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Northeast	358	177	181	108	134	116	105	253	358	-	-	-
	18%	18%	17%	18%	19%	16%	14%	20%	100%	-	-	-
								F	JK			
Midwest	423	198	226	103	134	187	181	242	-	423	-	-
	21%	20%	22%	17%	19%	26%	24%	19%	-	100%	-	-
						CD	G			HJK		
South	754	348	406	208	268	278	307	447	-	-	754	-
	38%	36%	39%	35%	39%	38%	41%	35%	-	-	100%	-
							G				HIK	
West	475	246	228	174	157	143	153	322	-	-	-	475
	24%	25%	22%	29%	23%	20%	20%	25%	-	-	-	100%
				DE				F				HIJ
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Region

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Northeast	358	92	266	188	170	190	28	65	75	187	171	295	64
	18%	17%	18%	17%	19%	20%	14%	15%	17%	18%	18%	20%	13%
						G						L	
Midwest	423	91	333	229	194	182	56	85	100	209	214	355	69
	21%	17%	22%	21%	22%	20%	28%	20%	22%	20%	22%	24%	14%
			A				EG					L	
South	754	205	549	441	313	342	51	183	178	393	361	532	222
	38%	39%	37%	40%	35%	37%	25%	43%	40%	38%	37%	35%	44%
						F		F	F				K
West	475	140	335	256	218	219	65	97	93	251	224	327	148
	24%	27%	23%	23%	24%	23%	33%	23%	21%	24%	23%	22%	29%
							EGH						K
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Region

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Northeast	358	161	147	15	314	149	67	291	162	47	115
	18%	18%	19%	14%	18%	18%	17%	18%	18%	19%	18%
				*							
Midwest	423	226	132	17	377	123	66	357	149	34	115
	21%	25%	17%	15%	21%	15%	17%	22%	17%	14%	17%
		BDEFGHIJ		*	BEFHJI			BEHIJ	E		E
South	754	348	293	47	665	308	144	610	340	88	252
	38%	38%	37%	42%	38%	38%	37%	38%	38%	36%	38%
				*							
West	475	178	216	31	412	237	116	359	248	74	174
	24%	20%	27%	28%	23%	29%	29%	22%	28%	30%	27%
			ADG	*	A	ADG	ADG	A	ADG	ADG	AG
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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Education

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Grade School	4	2	2	1	1	2	3	1	*	1	3	-
	*	*	*	*	*	*	*	*	*	*	*	-
Some High School	32	9	23	11	12	9	29	3	4	4	18	6
	2%	1%	2%	2%	2%	1%	4%	*	1%	1%	2%	1%
							G					
Graduated High School	379	171	208	124	116	139	221	158	80	87	134	78
	19%	18%	20%	21%	17%	19%	30%	13%	22%	21%	18%	16%
							G					
Some College	472	202	270	125	149	198	225	247	61	92	192	127
	23%	21%	26%	21%	22%	27%	30%	20%	17%	22%	25%	27%
			A			CD	G				H	H
Associate's degree (AA, AS, etc.)	227	98	129	70	81	76	91	136	44	46	93	45
	11%	10%	12%	12%	12%	10%	12%	11%	12%	11%	12%	9%
Bachelor's degree (BA, BS, etc.)	549	277	271	160	202	186	132	417	96	122	189	141
	27%	29%	26%	27%	29%	26%	18%	33%	27%	29%	25%	30%
								F				
Post Graduate Degree	347	210	137	101	130	115	45	302	74	72	124	77
	17%	22%	13%	17%	19%	16%	6%	24%	21%	17%	16%	16%
		B						F				
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
No college degree	1114	481	633	331	360	424	569	545	188	229	441	256
	55%	50%	61%	56%	52%	58%	76%	43%	53%	54%	58%	54%
			A			D	G					
College degree	896	488	408	262	333	301	177	719	170	194	313	218
	45%	50%	39%	44%	48%	42%	24%	57%	47%	46%	42%	46%
		B			E			F				

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Education

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Grade School	4 *	- -	4 *	4 *	- -	- -	- -	4 1%	- -	2 *	3 *	2 *	3 1%
Some High School	32 2%	12 2%	20 1%	32 3%	- -	5 1%	2 1%	21 5%	4 1%	9 1%	23 2%	20 1%	12 2%
Graduated High School	379 19%	76 14%	304 20%	379 34%	- -	135 14%	42 21%	118 27%	85 19%	162 16%	217 22%	287 19%	93 18%
Some College	472 23%	115 22%	357 24%	472 42%	- -	153 16%	64 32%	135 31%	120 27%	207 20%	265 27%	347 23%	125 25%
Associate's degree (AA, AS, etc.)	227 11%	49 9%	178 12%	227 20%	- -	117 13%	22 11%	44 10%	45 10%	123 12%	104 11%	181 12%	46 9%
Bachelor's degree (BA, BS, etc.)	549 27%	157 30%	392 26%	- -	549 61%	304 33%	49 25%	82 19%	113 25%	336 32%	212 22%	406 27%	142 28%
Post Graduate Degree	347 17%	119 23%	228 15%	- -	347 39%	220 24%	20 10%	27 6%	80 18%	201 19%	146 15%	266 18%	81 16%
Sigma	2010 100%	527 100%	1483 100%	1114 100%	896 100%	934 100%	200 100%	430 100%	446 100%	1041 100%	969 100%	1508 100%	502 100%
Summary													
No college degree	1114 55%	251 48%	863 58%	1114 100%	- -	410 44%	130 65%	321 75%	253 57%	504 48%	611 63%	836 55%	278 55%
College degree	896 45%	276 52%	620 42%	- -	896 100%	524 56%	69 35%	109 25%	193 43%	537 52%	359 37%	672 45%	223 45%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Education

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Grade School	4 *	2 *	2 *	- -	4 *	2 *	- -	4 *	2 *	- -	2 *
Some High School	32 2%	21 2%	7 1%	2 2%	29 2%	9 1%	6 1%	26 2%	9 1%	2 1%	7 1%
Graduated High School	379 19%	224 25%	107 14%	12 11%	347 20%	102 13%	48 12%	331 20%	120 13%	19 8%	101 15%
Some College	472 23%	235 26%	176 22%	19 17%	431 24%	165 20%	81 21%	391 24%	195 22%	43 18%	153 23%
Associate's degree (AA, AS, etc.)	227 11%	100 11%	89 11%	16 14%	197 11%	92 11%	37 9%	190 12%	105 12%	27 11%	78 12%
Bachelor's degree (BA, BS, etc.)	549 27%	214 23%	236 30%	39 35%	458 26%	253 31%	123 31%	426 26%	274 31%	77 32%	197 30%
Post Graduate Degree	347 17%	117 13%	171 22%	22 20%	302 17%	195 24%	99 25%	248 15%	193 21%	75 31%	119 18%
Sigma	2010 100%	914 100%	789 100%	110 100%	1769 100%	818 100%	394 100%	1616 100%	899 100%	243 100%	656 100%
Summary											
No college degree	1114 55%	582 64%	382 48%	49 45%	1009 57%	370 45%	172 44%	943 58%	431 48%	91 37%	340 52%
College degree	896 45%	331 36%	407 52%	61 55%	760 43%	448 55%	222 56%	674 42%	468 52%	152 63%	316 48%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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Age & Presence Of Children

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Under 6 only	137 7%	40 4%	97 9%	90 15%	45 6%	1 *	33 4%	103 8%	15 4%	27 6%	45 6%	50 10%
6-12 Only	119 6%	77 8%	42 4%	42 7%	71 10%	6 1%	13 2%	107 8%	27 7%	17 4%	47 6%	29 6%
13-17 Only	109 5%	51 5%	57 6%	13 2%	82 12%	14 2%	33 4%	75 6%	22 6%	20 5%	46 6%	20 4%
Under 6 and 6-12	74 4%	30 3%	44 4%	30 5%	44 6%	- -	22 3%	52 4%	14 4%	9 2%	31 4%	20 4%
Under 6 and 13-17	11 1%	6 1%	5 *	8 1%	3 *	- -	1 *	10 1%	2 1%	1 *	4 1%	4 1%
6-12 and 13-17	60 3%	35 4%	25 2%	15 3%	43 6%	2 *	10 1%	50 4%	12 3%	11 3%	20 3%	17 4%
All 3	17 1%	6 1%	11 1%	7 1%	11 2%	- -	4 1%	13 1%	* *	4 1%	12 2%	1 *
None Under 18	1483 74%	724 75%	759 73%	387 65%	395 57%	701 97%	630 84%	853 68%	266 74%	333 79%	549 73%	335 71%
Sigma	2010 100%	969 100%	1041 100%	593 100%	692 100%	725 100%	746 100%	1264 100%	358 100%	423 100%	754 100%	475 100%
Summary												
With Kids	527 26%	245 25%	282 27%	206 35%	298 43%	23 3%	116 16%	411 32%	92 26%	91 21%	205 27%	140 29%
No Kids	1483 74%	724 75%	759 73%	387 65%	395 57%	701 97%	630 84%	853 68%	266 74%	333 79%	549 73%	335 71%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Age & Presence Of Children

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Under 6 only	137	137	-	59	78	71	21	45	-	105	32	98	39
	7%	26%	-	5%	9%	8%	10%	10%	-	10%	3%	6%	8%
		B			C	H	H	H		J			
6-12 Only	119	119	-	47	73	91	8	16	5	98	22	94	25
	6%	23%	-	4%	8%	10%	4%	4%	1%	9%	2%	6%	5%
		B			C	FGH	H	H		J			
13-17 Only	109	109	-	64	44	65	10	21	12	67	41	77	32
	5%	21%	-	6%	5%	7%	5%	5%	3%	6%	4%	5%	6%
		B				H							
Under 6 and 6-12	74	74	-	37	37	39	15	20	-	54	20	48	26
	4%	14%	-	3%	4%	4%	7%	5%	-	5%	2%	3%	5%
		B				H	H	H		J			
Under 6 and 13-17	11	11	-	8	3	9	1	2	-	9	2	8	3
	1%	2%	-	1%	*	1%	*	*	-	1%	*	1%	1%
		B											
6-12 and 13-17	60	60	-	26	34	34	4	21	1	51	9	53	6
	3%	11%	-	2%	4%	4%	2%	5%	*	5%	1%	4%	1%
		B				H	H	H		J			
All 3	17	17	-	11	6	9	1	7	-	14	3	11	6
	1%	3%	-	1%	1%	1%	*	2%	-	1%	*	1%	1%
		B						H		J			
None Under 18	1483	-	1483	863	620	616	141	298	429	643	840	1119	364
	74%	-	100%	77%	69%	66%	70%	69%	96%	62%	87%	74%	73%
			A	D					EFG	I			
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
With Kids	527	527	-	251	276	318	59	132	17	397	129	390	137
	26%	100%	-	23%	31%	34%	30%	31%	4%	38%	13%	26%	27%
		B			C	H	H	H		J			
No Kids	1483	-	1483	863	620	616	141	298	429	643	840	1119	364
	74%	-	100%	77%	69%	66%	70%	69%	96%	62%	87%	74%	73%
			A	D					EFG	I			

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Age & Presence Of Children

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Under 6 only	137	41	80	11	124	80	137	-	91	91	-
	7%	5%	10%	10%	7%	10%	35%	-	10%	37%	-
		GJ	ADGJ	GJ*	AGJ	ADGJ	ABCDEGHJ		ADGJ	ABCDEGHJ	
6-12 Only	119	34	69	6	110	74	110	10	75	69	6
	6%	4%	9%	6%	6%	9%	28%	1%	8%	29%	1%
		GJ	ADGJ	GJ*	AGJ	ADGJ	ABCDEGHJ		ADGJ	ABCDEGHJ	
13-17 Only	109	47	53	4	104	49	-	109	57	-	57
	5%	5%	7%	3%	6%	6%	-	7%	6%	-	9%
		FI	FI	FI*	FI	FI		ADFI	FI		ABDEFGHI
Under 6 and 6-12	74	31	39	-	73	37	74	-	39	39	-
	4%	3%	5%	-	4%	4%	19%	-	4%	16%	-
		GJ	GJ	*	GJ	CGJ	ABCDEGHJ		CGJ	ABCDEGHJ	
Under 6 and 13-17	11	2	9	-	11	8	11	-	9	9	-
	1%	*	1%	-	1%	1%	3%	-	1%	4%	-
		G	GJ	*	AGJ	GJ	ABDEGHJ		GJ	ABDEGHJ	
6-12 and 13-17	60	21	34	-	59	32	45	15	34	28	5
	3%	2%	4%	-	3%	4%	11%	1%	4%	12%	1%
		G	AGJ	*	AGJ	GJ	ABCDEGHJ		GJ	ABCDEGHJ	
All 3	17	10	7	-	17	7	17	-	7	7	-
	1%	1%	1%	-	1%	1%	4%	-	1%	3%	-
		GJ	GJ	*	GJ	GJ	ABDEGHJ		GJ	BDEGHJ	
None Under 18	1483	727	498	89	1270	532	-	1483	588	-	588
	74%	80%	63%	81%	72%	65%	-	92%	65%	-	90%
		BDEFHI	FI	BEFHI*	BEFHI	FI		ABCDEFHJI	BFI		ABCDEFHI
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
With Kids	527	187	291	21	499	286	394	133	311	243	68
	26%	20%	37%	19%	28%	35%	100%	8%	35%	100%	10%
		GJ	ACDGHJ	GJ*	AGJ	ACDGHJ	ABCDEGHJ		ACDGHJ	ABCDEGHJ	G
No Kids	1483	727	498	89	1270	532	-	1483	588	-	588
	74%	80%	63%	81%	72%	65%	-	92%	65%	-	90%
		BDEFHI	FI	BEFHI*	BEFHI	FI		ABCDEFHJI	BFI		ABCDEFHI

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Single	502	261	241	280	161	62	272	230	85	104	192	121
	25%	27%	23%	47%	23%	9%	36%	18%	24%	25%	25%	26%
Domestic Partnership	163	60	104	84	55	25	62	101	32	34	60	37
	8%	6%	10%	14%	8%	3%	8%	8%	9%	8%	8%	8%
Married	1041	541	499	223	391	427	222	818	187	209	393	251
	52%	56%	48%	38%	56%	59%	30%	65%	52%	49%	52%	53%
Widowed	92	27	65	-	11	81	54	38	11	23	39	19
	5%	3%	6%	-	2%	11%	7%	3%	3%	5%	5%	4%
Divorced or separated	212	81	132	7	76	130	136	77	43	53	70	46
	11%	8%	13%	1%	11%	18%	18%	6%	12%	13%	9%	10%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Married	1041	541	499	223	391	427	222	818	187	209	393	251
	52%	56%	48%	38%	56%	59%	30%	65%	52%	49%	52%	53%
Other	969	428	542	370	301	298	523	446	171	214	361	224
	48%	44%	52%	62%	44%	41%	70%	35%	48%	51%	48%	47%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Single	502	42	459	322	180	251	83	143	25	-	502	268	234
	25%	8%	31%	29%	20%	27%	42%	33%	6%	-	52%	18%	47%
		A	B	C	D	H	EH	EH		I		K	
Domestic Partnership	163	44	119	98	65	94	16	38	15	-	163	129	34
	8%	8%	8%	9%	7%	10%	8%	9%	3%	-	17%	9%	7%
						H	H	H		I			
Married	1041	397	643	504	537	490	79	189	283	1041	-	848	192
	52%	75%	43%	45%	60%	52%	39%	44%	63%	100%	-	56%	38%
		B			C	FG			EFG	J		L	
Widowed	92	10	82	55	37	15	8	7	61	-	92	80	11
	5%	2%	6%	5%	4%	2%	4%	2%	14%	-	9%	5%	2%
		A							EFG		I	L	
Divorced or separated	212	32	180	136	77	83	14	53	63	-	212	183	30
	11%	6%	12%	12%	9%	9%	7%	12%	14%	-	22%	12%	6%
		A		D					EF		I	L	
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Married	1041	397	643	504	537	490	79	189	283	1041	-	848	192
	52%	75%	43%	45%	60%	52%	39%	44%	63%	100%	-	56%	38%
		B			C	FG			EFG	J		L	
Other	969	129	840	611	359	444	121	241	164	-	969	660	309
	48%	25%	57%	55%	40%	48%	61%	56%	37%	-	100%	44%	62%
		A		D		H	EH	EH			I		K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Single	502	207	214	30	430	218	29	472	244	7	237
	25%	23%	27%	27%	24%	27%	7%	29%	27%	3%	36%
		FI	FI	FI*	FI	FI	I	ADFI	DFI		ABDEFGHI
Domestic Partnership	163	64	72	10	143	76	33	130	82	20	62
	8%	7%	9%	9%	8%	9%	9%	8%	9%	8%	9%
				*							
Married	1041	454	436	55	934	454	310	731	491	212	279
	52%	50%	55%	50%	53%	56%	79%	45%	55%	87%	43%
		GJ	AGJ	*	AGJ	AGJ	ABCDEGHJ		GJ	ABCDEFGHJ	
Widowed	92	64	12	3	77	12	3	89	15	-	15
	5%	7%	2%	3%	4%	1%	1%	5%	2%	-	2%
		BDEFGHIJ	I	I*	BEFHIJ		I	BDEFHIJ	I		BEH
Divorced or separated	212	124	54	12	185	58	18	195	66	4	62
	11%	14%	7%	11%	10%	7%	5%	12%	7%	2%	10%
		BDEFHIJ	I	FI*	BEFHI	I	I	BDEFHIJ	I		BEFHI
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
Married	1041	454	436	55	934	454	310	731	491	212	279
	52%	50%	55%	50%	53%	56%	79%	45%	55%	87%	43%
		GJ	AGJ	*	AGJ	AGJ	ABCDEGHJ		GJ	ABCDEFGHJ	
Other	969	460	353	55	835	364	84	886	408	31	377
	48%	50%	45%	50%	47%	44%	21%	55%	45%	13%	57%
		BDEFI	FI	FI*	FI	FI	I	ABDEFHI	FI		ABDEFHI

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Employed - full-time	816 41%	470 49%	345 33%	307 52%	388 56%	121 17%	187 25%	628 50%	165 46%	165 39%	306 41%	179 38%
Employed - part-time	200 10%	65 7%	134 13%	90 15%	67 10%	43 6%	97 13%	103 8%	28 8%	56 13%	51 7%	65 14%
Self-Employed	118 6%	68 7%	50 5%	32 5%	40 6%	46 6%	41 5%	78 6%	25 7%	17 4%	36 5%	40 8%
Retired	446 22%	243 25%	204 20%	3 1%	23 3%	421 58%	180 24%	266 21%	75 21%	100 24%	178 24%	93 20%
Student/Pupil	58 3%	21 2%	37 4%	51 9%	6 1%	1 *	31 4%	27 2%	13 4%	8 2%	28 4%	8 2%
Military	7 *	6 1%	1 *	1 *	6 1%	- -	2 *	5 *	- -	- -	3 *	4 1%
Homemaker	147 7%	9 1%	138 13%	47 8%	75 11%	25 3%	50 7%	96 8%	19 5%	28 7%	62 8%	37 8%
Currently Unemployed	203 10%	82 8%	121 12%	53 9%	85 12%	66 9%	152 20%	52 4%	28 8%	47 11%	84 11%	44 9%
(Dk/Ns)	16 1%	4 *	11 1%	10 2%	3 *	3 *	6 1%	9 1%	4 1%	1 *	7 1%	4 1%
Sigma	2010 100%	969 100%	1041 100%	593 100%	692 100%	725 100%	746 100%	1264 100%	358 100%	423 100%	754 100%	475 100%
Summary												
Full Time	934 46%	538 56%	396 38%	339 57%	428 62%	167 23%	228 31%	706 56%	190 53%	182 43%	342 45%	219 46%
Part Time	200 10%	65 7%	134 13%	90 15%	67 10%	43 6%	97 13%	103 8%	28 8%	56 13%	51 7%	65 14%
Not Emp.	430 21%	122 13%	307 30%	161 27%	174 25%	94 13%	241 32%	189 15%	65 18%	85 20%	183 24%	97 20%
Retired	446 22%	243 25%	204 20%	3 1%	23 3%	421 58%	180 24%	266 21%	75 21%	100 24%	178 24%	93 20%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Employed - full-time	816 41%	290 55%	526 35%	347 31%	469 52%	816 87%	-	-	-	428 41%	388 40%	604 40%	212 42%
		B			C	FGH							
Employed - part-time	200 10%	59 11%	141 9%	130 12%	69 8%	-	200 100%	-	-	79 8%	121 12%	140 9%	60 12%
				D			EGH				I		
Self-Employed	118 6%	28 5%	90 6%	63 6%	55 6%	118 13%	-	-	-	62 6%	56 6%	89 6%	29 6%
						FGH							
Retired	446 22%	17 3%	429 29%	253 23%	193 22%	-	-	-	446 100%	283 27%	164 17%	385 26%	62 12%
			A						EFG	J		L	
Student/Pupil	58 3%	6 1%	52 3%	47 4%	11 1%	-	-	58 13%	-	4 *	54 6%	21 1%	36 7%
			A	D				EFH		I		K	
Military	7 *	6 1%	1 *	2 *	5 1%	-	-	7 2%	-	6 1%	1 *	7 *	-
			B					EH					
Homemaker	147 7%	96 18%	51 3%	88 8%	59 7%	-	-	147 34%	-	121 12%	26 3%	113 7%	34 7%
			B					EFH		J			
Currently Unemployed	203 10%	24 5%	179 12%	169 15%	34 4%	-	-	203 47%	-	54 5%	149 15%	140 9%	63 13%
			A	D				EFH		I			
(Dk/Ns)	16 1%	1 *	15 1%	16 1%	-	-	-	16 4%	-	5 *	11 1%	10 1%	6 1%
				D				EFH					
Sigma	2010 100%	527 100%	1483 100%	1114 100%	896 100%	934 100%	200 100%	430 100%	446 100%	1041 100%	969 100%	1508 100%	502 100%
Summary													
Full Time	934 46%	318 60%	616 42%	410 37%	524 59%	934 100%	-	-	-	490 47%	444 46%	693 46%	241 48%
		B			C	FGH							
Part Time	200 10%	59 11%	141 9%	130 12%	69 8%	-	200 100%	-	-	79 8%	121 12%	140 9%	60 12%
				D			EGH				I		
Not Emp.	430 21%	132 25%	298 20%	321 29%	109 12%	-	-	430 100%	-	189 18%	241 25%	291 19%	139 28%
		B		D				EFH		I		K	
Retired	446 22%	17 3%	429 29%	253 23%	193 22%	-	-	-	446 100%	283 27%	164 17%	385 26%	62 12%
			A						EFG	J		L	

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Employed - full-time	816 41%	293 32%	371 47%	65 59%	692 39%	416 51%	218 55%	597 37%	436 49%	139 57%	297 45%
			ADG	ABDGHJ*	AG	ABDGHJ	ABDGHJ	A	ABDGJ	ABDGHJ	ADG
Employed - part-time	200 10%	88 10%	95 12%	4 4%	184 10%	84 10%	46 12%	153 9%	100 11%	29 12%	71 11%
			CEGH	*					C		C
Self-Employed	118 6%	45 5%	60 8%	5 4%	108 6%	62 8%	23 6%	96 6%	65 7%	17 7%	47 7%
				*	A	A					
Retired	446 22%	289 32%	85 11%	19 18%	393 22%	92 11%	3 1%	444 27%	104 12%	1 *	103 16%
		BCDEFGHIJ	FI	FI*	BEFHJ	FI		BDEFHIJ	FI		BEFHI
Student/Pupil	58 3%	21 2%	29 4%	4 4%	53 3%	30 4%	5 1%	53 3%	33 4%	4 2%	29 4%
			F	*	F	F		A	F		ADF
Military	7 *	2 *	5 1%	- -	7 *	5 1%	5 1%	1 *	5 1%	4 2%	1 *
			GJ	*	G	GJ	ADGJ		GJ	ADGJ	
Homemaker	147 7%	64 7%	65 8%	7 6%	136 8%	62 8%	80 20%	66 4%	72 8%	44 18%	28 4%
		GJ	GJ	*	GJ	GJ	ABCDEGHJ		GJ	ABCDEGHJ	
Currently Unemployed	203 10%	104 11%	74 9%	5 4%	182 10%	64 8%	12 3%	191 12%	78 9%	4 2%	74 11%
		EFI	EFI	*	EFI	FI		BCDEFHI	FI		BCEFHI
(Dk/Ns)	16 1%	7 1%	7 1%	- -	14 1%	4 1%	1 *	15 1%	7 1%	- -	7 1%
				*							E
Sigma	2010 100%	914 100%	789 100%	110 100%	1769 100%	818 100%	394 100%	1616 100%	899 100%	243 100%	656 100%
Summary											
Full Time	934 46%	338 37%	430 55%	70 64%	800 45%	478 58%	241 61%	693 43%	501 56%	156 64%	344 53%
			ADG	ADGJ*	AG	ABDGHJ	ABDGJ	A	ADGJ	ABDGHJ	ADG
Part Time	200 10%	88 10%	95 12%	4 4%	184 10%	84 10%	46 12%	153 9%	100 11%	29 12%	71 11%
			CEGH	*					C		C
Not Emp.	430 21%	199 22%	178 23%	16 15%	392 22%	165 20%	104 26%	326 20%	194 22%	56 23%	138 21%
			E	*	G		CEG		E		
Retired	446 22%	289 32%	85 11%	19 18%	393 22%	92 11%	3 1%	444 27%	104 12%	1 *	103 16%
		BCDEFGHIJ	FI	FI*	BEFHJ	FI		BDEFHIJ	FI		BEFHI

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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Race

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
White	1508	724	785	387	496	625	527	981	295	355	532	327
	75%	75%	75%	65%	72%	86%	71%	78%	82%	84%	71%	69%
				C	CD		F	JK	JK			
Black	247	111	135	99	89	59	126	121	23	34	156	35
	12%	11%	13%	17%	13%	8%	17%	10%	6%	8%	21%	7%
				E	E		G				HIK	
Asian	115	54	61	35	57	23	20	95	19	8	30	57
	6%	6%	6%	6%	8%	3%	3%	8%	5%	2%	4%	12%
				E			F	I				HIJ
Other	140	80	60	73	50	17	73	67	22	27	35	56
	7%	8%	6%	12%	7%	2%	10%	5%	6%	6%	5%	12%
				DE	E		G					HIJ
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
White	1508	724	785	387	496	625	527	981	295	355	532	327
	75%	75%	75%	65%	72%	86%	71%	78%	82%	84%	71%	69%
				C	CD		F	JK	JK			
Other	502	245	256	206	196	99	219	283	64	69	222	148
	25%	25%	25%	35%	28%	14%	29%	22%	18%	16%	29%	31%
				DE	E		G				HI	HI

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Race

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
White	1508	390	1119	836	672	693	140	291	385	848	660	1508	-
	75%	74%	75%	75%	75%	74%	70%	68%	86%	82%	68%	100%	-
						G			EFG	J		L	
Black	247	57	190	159	87	118	25	64	40	77	170	-	247
	12%	11%	13%	14%	10%	13%	12%	15%	9%	7%	18%	-	49%
				D				H			I		K
Asian	115	32	83	29	86	60	14	31	10	66	49	-	115
	6%	6%	6%	3%	10%	6%	7%	7%	2%	6%	5%	-	23%
					C	H	H	H					K
Other	140	48	91	90	50	64	21	44	11	50	90	-	140
	7%	9%	6%	8%	6%	7%	11%	10%	2%	5%	9%	-	28%
		B				H	H	H			I		K
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
White	1508	390	1119	836	672	693	140	291	385	848	660	1508	-
	75%	74%	75%	75%	75%	74%	70%	68%	86%	82%	68%	100%	-
						G			EFG	J		L	
Other	502	137	364	278	223	241	60	139	62	192	309	-	502
	25%	26%	25%	25%	25%	26%	30%	32%	14%	18%	32%	-	100%
						H	H	EH			I		K

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Race

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
White	1508	724	547	81	1336	578	292	1217	628	189	439
	75%	79%	69%	74%	76%	71%	74%	75%	70%	78%	67%
		BDEGHJ		*	BEHJ	J	J	BEHJ	J	BEHJ	
Black	247	103	108	22	206	111	38	209	130	19	111
	12%	11%	14%	20%	12%	14%	10%	13%	14%	8%	17%
			FI	ADFI*		I		D	DFI		ABDEFGHI
Asian	115	33	66	2	96	66	28	87	68	13	55
	6%	4%	8%	2%	5%	8%	7%	5%	8%	5%	8%
			ACDGH	*	A	ACDG	A	A	ACDG		ACDG
Other	140	54	68	5	131	63	36	104	74	22	52
	7%	6%	9%	5%	7%	8%	9%	6%	8%	9%	8%
			G	*	AG		A				
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary											
White	1508	724	547	81	1336	578	292	1217	628	189	439
	75%	79%	69%	74%	76%	71%	74%	75%	70%	78%	67%
		BDEGHJ		*	BEHJ	J	J	BEHJ	J	BEHJ	
Other	502	189	242	29	433	240	102	399	271	54	217
	25%	21%	31%	26%	24%	29%	26%	25%	30%	22%	33%
			ADGI	*	A	ADGI		A	ADGI		ADEFGHI

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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Are you of Hispanic Ethnicity?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
Yes	313	165	148	153	108	51	134	179	43	41	104	126
	16%	17%	14%	26%	16%	7%	18%	14%	12%	10%	14%	26%
No	1670	791	879	427	579	664	602	1069	311	377	637	346
	83%	82%	84%	72%	84%	92%	81%	85%	87%	89%	84%	73%
(Dk/Ns)	27	13	14	12	5	9	11	16	4	6	13	4
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Are you of Hispanic Ethnicity?

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
Yes	313	111	202	195	118	147	44	91	31	134	179	205	108
	16%	21%	14%	18%	13%	16%	22%	21%	7%	13%	18%	14%	22%
		B		D		H	H	EH			I		K
No	1670	411	1260	907	763	774	155	330	411	892	778	1295	376
	83%	78%	85%	81%	85%	83%	77%	77%	92%	86%	80%	86%	75%
		A				G			EFG	J		L	
(Dk/Ns)	27	5	22	12	14	13	1	8	4	14	12	9	18
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	4%
													K
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Are you of Hispanic Ethnicity?

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
Yes	313 16%	94 10%	156 20%	26 24%	279 16%	169 21%	89 22%	224 14%	182 20%	63 26%	119 18%
			ADG	AG*	AG	ADGJ	ADG	A	ADGJ	ABDGHJ	AG
No	1670 83%	810 89%	619 79%	82 75%	1465 83%	636 78%	300 76%	1370 85%	702 78%	176 72%	526 80%
		BCDEFGHIJ	I	*	BEFHI			BCDEFHIJ			EHI
(Dk/Ns)	27 1%	9 1%	13 2%	2 2%	24 1%	13 2%	5 1%	22 1%	15 2%	3 1%	11 2%
				*							
Sigma	2010 100%	914 100%	789 100%	110 100%	1769 100%	818 100%	394 100%	1616 100%	899 100%	243 100%	656 100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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Metro status

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	2010	959	1051	559	733	718	820	1190	408	435	697	470
Base: All Respondents (wtd)	2010	969	1041	593	692	725	746	1264	358	423	754	475
All <1M (Includes NON-METRO)	892	401	491	255	288	349	409	483	118	208	375	191
	44%	41%	47%	43%	42%	48%	55%	38%	33%	49%	50%	40%
			A			D	G			HK	HK	
1M-4.9M	610	300	310	176	211	224	204	406	84	136	192	198
	30%	31%	30%	30%	30%	31%	27%	32%	24%	32%	26%	42%
								F		HJ		HIJ
5M+	508	268	240	162	194	151	133	375	156	79	187	86
	25%	28%	23%	27%	28%	21%	18%	30%	43%	19%	25%	18%
		B		E	E			F		IJK	IK	
Sigma	2010	969	1041	593	692	725	746	1264	358	423	754	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Metro status

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	2010	514	1496	1171	839	909	200	446	455	1028	982	1696	314
Base: All Respondents (wtd)	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
All <1M (Includes NON-METRO)	892	221	671	557	335	395	88	196	213	451	441	714	178
	44%	42%	45%	50%	37%	42%	44%	46%	48%	43%	45%	47%	35%
				D								L	
1M-4.9M	610	148	462	300	310	288	57	123	143	324	287	454	157
	30%	28%	31%	27%	35%	31%	29%	29%	32%	31%	30%	30%	31%
				C									
5M+	508	158	350	257	251	252	55	111	91	266	242	341	167
	25%	30%	24%	23%	28%	27%	27%	26%	20%	26%	25%	23%	33%
		B			C	H							K
Sigma	2010	527	1483	1114	896	934	200	430	446	1041	969	1508	502
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Metro status

	Total	Mutually Exclusive			Past 6 Month Purchaser		With Kids Under 12 & Without Kids Under 12		Dual / Exclusive Users		
		Purchase Dairy Milk (Net) (Once a Year or More Often) AND NEVER	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	Purchase Plant-Based Milk (Net) (Once a Year or More Often) AND	P6M Dairy Milk (Net) Purchaser	P6M Plant-Based Milk (Net) Purchaser	Parents with Kids under the age of 12 (Total Pop)	Do Not Have Kids under the age of 12 (Total Pop)	Dual/Exclusive Plant-Based Purchasers (Total Pop)	Dual/Exclusive Plant Purchasers with Kids under the age of 12	Dual/Exclusive Plant Purchasers, Excluding Parents with kids under the
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	2010	961	752	101	1774	773	374	1636	853	220	633
Base: All Respondents (wtd)	2010	914	789	110	1769	818	394	1616	899	243	656
All <1M (Includes NON-METRO)	892	443	313	37	797	308	161	731	350	90	261
	44%	48%	40%	34%	45%	38%	41%	45%	39%	37%	40%
		BCDEFGHIJ		*	BEHIJ			BCEHJ			
1M-4.9M	610	275	234	39	530	262	107	503	273	59	214
	30%	30%	30%	36%	30%	32%	27%	31%	30%	24%	33%
				*		BHI					BH
5M+	508	195	242	34	442	248	126	382	276	94	181
	25%	21%	31%	30%	25%	30%	32%	24%	31%	39%	28%
			ADGJ	*	AG	ADG	ADG	A	ADGJ	ABDEFGHIJ	AG
Sigma	2010	914	789	110	1769	818	394	1616	899	243	656
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 08/10-08/14

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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