



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Cookies and milk are seen as a classic holiday duo by more than four in five Americans

New fairlife/Ipsos Poll finds that when eating cookies, most prefer to pair with a rich and creamy glass of milk over any other beverage

#### Topline Findings

**Washington, DC, December 16, 2020** — A new fairlife/Ipsos poll finds that many Americans will turn to food for comfort this holiday season, with 85% agreeing that traditional holiday foods can help to reestablish normalcy this holiday season and a similar proportion saying that no matter what else is different this year, their favorite holiday foods are something they will be enjoying. Thinking about holiday foods more specifically, 84% agree that milk and cookies are a classic holiday duo – and three quarters admit they will most likely be indulging in holiday cookies this year. When eating cookies, most Americans would prefer to pair with a rich and creamy glass of milk over any other type of beverage.

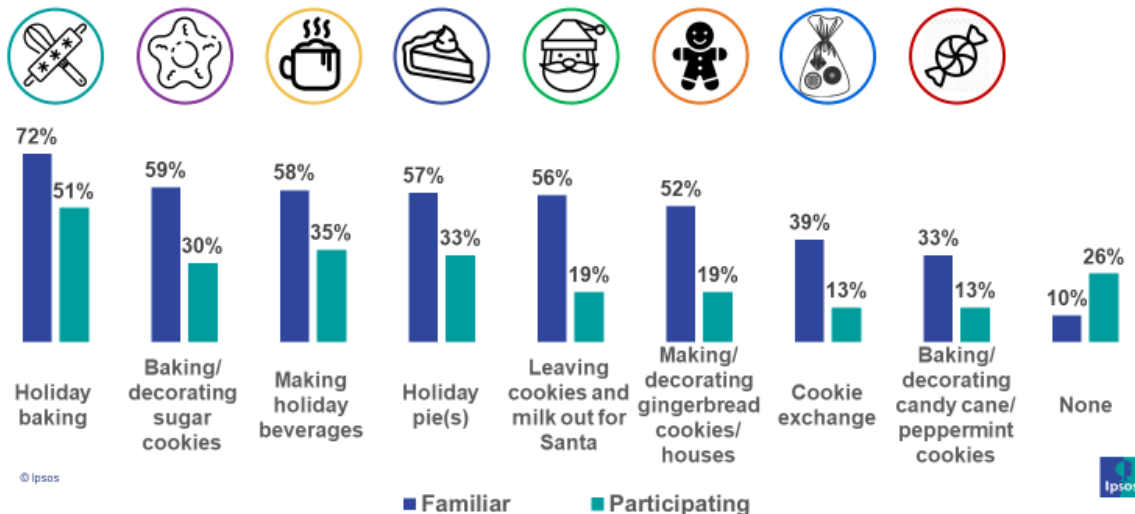
#### Detailed Findings

1. More than eight in ten Americans agree that traditional holiday foods can help to reestablish normalcy this holiday season (85%) – and another 85% say that no matter what else has to change about the holidays this year, they will be enjoying their favorite holiday foods.
  - Three quarters (75%) also believe that this year, it is more important than ever to celebrate (or start) holiday traditions – with women (78% vs. 71% of men), middle aged adults (79% of those aged 35-54 vs. 70% of those aged 55+), and parents (84% vs. 72% of those with no children living at home) especially likely to feel this way.
  - From a list of eight holiday traditions included in the survey, Americans are most familiar with holiday baking (72%), followed by baking/decorating sugar cookies (59%), making holiday beverages (58%), holiday pies (57%), leaving cookies and milk out for Santa (56%), and making/decorating gingerbread cookies/houses (52%). Fewer are familiar with cookie exchanges (39%) and baking/decorating candy cane/peppermint cookies (33%) while only 10% say that they have never heard of any of these. Women are consistently more likely than men to say that they are familiar with all of these.
  - When it comes to taking part in these same holiday traditions, just over half plan to do some holiday baking this year (51%). Roughly a third plan to make holiday beverages (35%), holiday pies (33%), and/or sugar cookies (30%), and one in five say that they will be leaving cookies and milk out for Santa (19%) and/or making/decorating gingerbread cookies/houses (19%). Leaving milk and cookies out for Santa is especially popular among younger adults (26% of those aged 18-34) and parents (44%).

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### Holiday baking is the most recognized holiday tradition, one that half of Americans are planning to participate in this year

When it comes to different holiday traditions, please select those you are familiar with and those you will be participating in this upcoming holiday season.

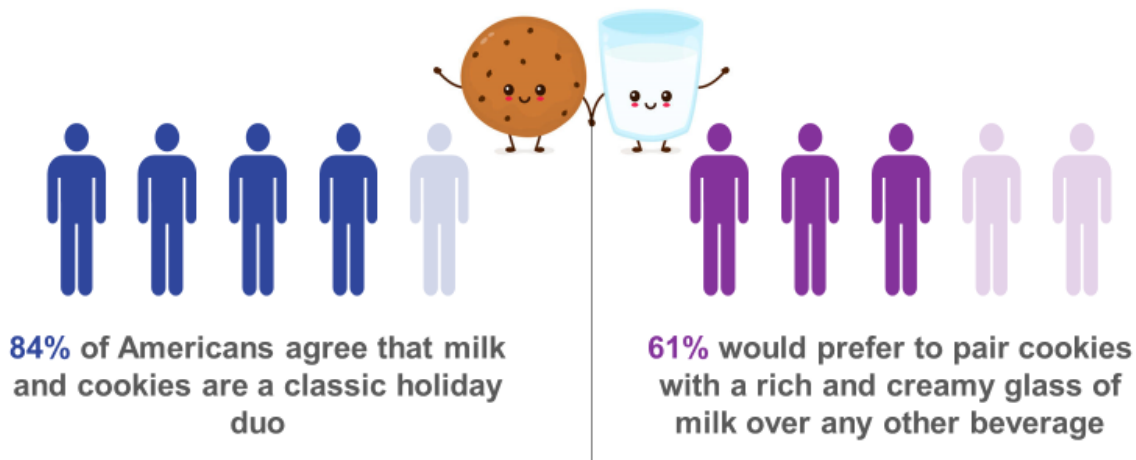


2. There is consensus among Americans that milk and cookies are a classic holiday duo (84%). In fact, when eating cookies, six in ten say that they would prefer to pair this treat with a rich and creamy glass of milk over any other type of beverage (61%).
  - Three quarters admit that they will most likely be indulging in holiday cookies this holiday season (77%) and nearly as many say that they have a favorite/go-to holiday cookie that they like to indulge in (70%). Adults under the age of 35 and parents stand out as being especially likely to say they have a favorite holiday cookie - and to plan on indulging this year - compared to older adults and those with no children living at home.
  - Two thirds (65%) also report that they will most likely be baking holiday cookies this holiday season – and this proportion jumps to at least three quarters among adults between the ages of 18-34 (77%) and parents (80%).

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### Most Americans agree that milk and cookies are a classic holiday duo

A rich and creamy glass of milk is the preferred beverage to pair with cookies for six in ten Americans



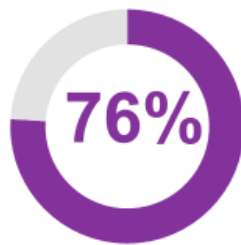
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3. Though 81% agree that the holiday season can make it hard to eat healthy, three quarters (76%) say that they will do their best to maintain a healthy lifestyle, while still indulging in holiday classics. Roughly half say that having milk that contains more protein than regular milk (50%) and less sugar (46%) would help make some of their holiday traditions even better (e.g., enjoying milk and cookies, baking, etc.).
  - To maintain a healthier lifestyle during the holiday season, most Americans - especially men (63%), the more affluent (70% of those with a household income of \$100,000 or more), parents (71%), and those with a college degree (64%) – report looking at nutritional facts labels when shopping to understand the nutrient content such as the amount of fat, sugar, fiber, and protein contained in different food/beverages (59%).
  - Similarly, nearly half (49%) also report looking for foods with labels that say 'reduced sugar' or 'sugar-free' as 'better for you' options in trying to maintain a healthy lifestyle during the holiday season.

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### Most Americans say they will do their best to stay healthy this holiday season, while still indulging in holiday classics



of Americans say they will do their best to maintain a healthy lifestyle this holiday season, while still indulging in holiday classics

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To what extent do you agree or disagree with the following statements? % Strongly/somewhat agree

Having milk that contains more protein than regular milk would help make some of my holiday traditions even better (e.g., enjoying milk and cookies, baking, etc.)

50%

Having milk that contains less sugar than regular milk would help make some of my holiday traditions even better (e.g., enjoying milk and cookies, baking, etc.)

46%



*These are the findings from an Ipsos poll conducted November 13 - 16, 2020 on behalf of fairlife. For the survey, a sample of 1,003 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.*

**For full results, please refer to the following annotated questionnaire:**

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### Full Annotated Questionnaire

1. Thinking about the holiday season, to what extent do you agree or disagree with the following statements?

%Strongly/Somewhat agree	Total (N=1,003)
No matter what else we have to change about the holidays this year, I will be enjoying my favorite holiday foods	85%
Traditional holiday foods can help to reestablish normalcy this holiday season	85%
The holiday season can make it hard to eat healthy	81%
This holiday season, I will do my best to maintain my healthy lifestyle, while still indulging in holiday classics	76%
This year, it is more important than ever to celebrate (or start) holiday traditions	75%
To maintain a healthier lifestyle during the holiday season, I look at nutritional facts labels when shopping to understand the nutrient content such as the amount of fat, sugar, fiber, and protein contained in different food/beverages	59%
To maintain a healthy lifestyle during the holiday season, I look for foods with labels that say 'reduced sugar' or 'sugar-free' as better for you options	49%

- a. This year, it is more important than ever to celebrate (or start) holiday traditions

	Total (N=1,003)
Strongly agree	26%
Somewhat agree	49%
Somewhat disagree	18%
Strongly disagree	7%
Strongly/somewhat agree	75%
Strongly/somewhat disagree	25%

- b. Traditional holiday foods can help to reestablish normalcy this holiday season

	Total (N=1,003)
Strongly agree	27%
Somewhat agree	58%
Somewhat disagree	13%
Strongly disagree	3%
Strongly/somewhat agree	85%
Strongly/somewhat disagree	15%

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- c. No matter what else we have to change about the holidays this year, I will be enjoying my favorite holiday foods

	<b>Total (N=1,003)</b>
Strongly agree	32%
Somewhat agree	54%
Somewhat disagree	12%
Strongly disagree	3%
Strongly/somewhat agree	85%
Strongly/somewhat disagree	15%

- d. The holiday season can make it hard to eat healthy

	<b>Total (N=1,003)</b>
Strongly agree	32%
Somewhat agree	50%
Somewhat disagree	14%
Strongly disagree	5%
Strongly/somewhat agree	81%
Strongly/somewhat disagree	19%

- e. To maintain a healthy lifestyle during the holiday season, I look for foods with labels that say 'reduced sugar' or 'sugar-free' as better for you options

	<b>Total (N=1,003)</b>
Strongly agree	13%
Somewhat agree	36%
Somewhat disagree	30%
Strongly disagree	21%
Strongly/somewhat agree	49%
Strongly/somewhat disagree	51%

- f. To maintain a healthier lifestyle during the holiday season, I look at nutritional facts labels when shopping to understand the nutrient content such as the amount of fat, sugar, fiber, and protein contained in different food/beverages

	<b>Total (N=1,003)</b>
Strongly agree	19%
Somewhat agree	40%
Somewhat disagree	27%
Strongly disagree	14%
Strongly/somewhat agree	59%
Strongly/somewhat disagree	41%

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- g. This holiday season, I will do my best to maintain my healthy lifestyle, while still indulging in holiday classics

	<b>Total (N=1,003)</b>
Strongly agree	22%
Somewhat agree	54%
Somewhat disagree	17%
Strongly disagree	7%
Strongly/somewhat agree	76%
Strongly/somewhat disagree	24%

2. When it comes to different holiday traditions, please select those you are familiar with and those you will be participating in this upcoming holiday season.

<b>% I am familiar with this tradition</b>	<b>Total (N=1,003)</b>
Holiday baking (e.g., cookies, pies, cakes, etc.)	72%
Baking/decorating sugar cookies	59%
Making holiday beverages (e.g. eggnog, hot cocoa, hot chocolate, etc.)	58%
Holiday pie(s)	57%
Leaving cookies and milk out for Santa	56%
Making/decorating gingerbread cookies/houses	52%
Cookie exchange	39%
Baking/decorating candy cane/peppermint cookies	33%
None of these	10%

<b>% I will be participating in this tradition</b>	<b>Total (N=1,003)</b>
Holiday baking (e.g., cookies, pies, cakes, etc.)	51%
Making holiday beverages (e.g. eggnog, hot cocoa, hot chocolate, etc.)	35%
Holiday pie(s)	33%
Baking/decorating sugar cookies	30%
Leaving cookies and milk out for Santa	19%
Making/decorating gingerbread cookies/houses	19%
Baking/decorating candy cane/peppermint cookies	13%
Cookie exchange	13%
None of these	26%

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3. To what extent do you agree or disagree with the following statements?

%Strongly/Somewhat agree	Total (N=1,003)
Milk and cookies are a classic holiday duo	84%
I will most likely be indulging in holiday cookies this holiday season	77%
When it comes to holiday treats, I have a favorite/go-to holiday cookie that I like to indulge in	70%
I will most likely be baking holiday cookies this holiday season	65%
When eating cookies, I would prefer to pair it with a rich and creamy glass of milk over any other type of beverage (e.g., soda, juice, hot beverage, water, etc.)	61%
Having milk that contains more protein than regular milk would help make some of my holiday traditions even better (e.g., enjoying milk and cookies, baking, etc.)	50%
Having milk that contains less sugar than regular milk would help make some of my holiday traditions even better (e.g., enjoying milk and cookies, baking, etc.)	46%

a. When eating cookies, I would prefer to pair it with a rich and creamy glass of milk over any other type of beverage (e.g., soda, juice, hot beverage, water, etc.)

	Total (N=1,003)
Strongly agree	27%
Somewhat agree	34%
Somewhat disagree	24%
Strongly disagree	15%
Strongly/somewhat agree	61%
Strongly/somewhat disagree	39%

b. I will most likely be baking holiday cookies this holiday season

	Total (N=1,003)
Strongly agree	29%
Somewhat agree	36%
Somewhat disagree	19%
Strongly disagree	16%
Strongly/somewhat agree	65%
Strongly/somewhat disagree	35%



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c. I will most likely be indulging in holiday cookies this holiday season

	<b>Total (N=1,003)</b>
Strongly agree	31%
Somewhat agree	46%
Somewhat disagree	17%
Strongly disagree	7%
Strongly/somewhat agree	77%
Strongly/somewhat disagree	23%

d. When it comes to holiday treats, I have a favorite/go-to holiday cookie that I like to indulge in

	<b>Total (N=1,003)</b>
Strongly agree	24%
Somewhat agree	46%
Somewhat disagree	22%
Strongly disagree	8%
Strongly/somewhat agree	70%
Strongly/somewhat disagree	30%

e. Milk and cookies are a classic holiday duo

	<b>Total (N=1,003)</b>
Strongly agree	39%
Somewhat agree	45%
Somewhat disagree	11%
Strongly disagree	5%
Strongly/somewhat agree	84%
Strongly/somewhat disagree	16%

f. Having milk that contains more protein than regular milk would help make some of my holiday traditions even better (e.g., enjoying milk and cookies, baking, etc.)

	<b>Total (N=1,003)</b>
Strongly agree	14%
Somewhat agree	36%
Somewhat disagree	36%
Strongly disagree	14%
Strongly/somewhat agree	50%
Strongly/somewhat disagree	50%

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- g. Having milk that contains less sugar than regular milk would help make some of my holiday traditions even better (e.g., enjoying milk and cookies, baking, etc.)

	<b>Total (N=1,003)</b>
Strongly agree	14%
Somewhat agree	32%
Somewhat disagree	35%
Strongly disagree	20%
Strongly/somewhat agree	46%
Strongly/somewhat disagree	54%

### About the Study

These are the findings from an Ipsos poll conducted November 13 - 16, 2020 on behalf of fairlife. For the survey, a sample of 1,003 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see [link](#) for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see [link](#) for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,003, DEFF=1.5, adjusted Confidence Interval= +/-5.0 percentage points for all respondents).

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