

PUBLIC POLL FINDINGS AND METHODOLOGY

Two in five Americans admit that they have purchased chocolate milk for someone in their household that they ended up drinking

New Organic Valley/Ipsos poll finds that two thirds agree enjoying chocolate milk is a healthy way to indulge during COVID-19

Topline Findings

Washington, DC, March 30, 2021 — A new Organic Valley/Ipsos poll finds that 39% of Americans admit that they have purchased chocolate milk for someone in their household that they ended up drinking – with men (46%), adults under the age of 35 (50%), and parents (58%) especially likely to report they are guilty of this. Many see chocolate milk as a healthy option when they want to treat themselves / indulge, and 61% say that they can feel good about indulging in chocolate milk during the pandemic, as they know they are getting a range of vitamins and minerals required to stay healthy. When it comes to personal drinking styles, Americans are much more likely to say that they drink chocolate milk slowly, like a fine wine (49%) versus chugging it quickly, whether from the carton or a glass (31%). While most Americans drink chocolate milk occasionally, it is a regular part of the typical eating / drinking habits of more than one in ten (13%) – including 6% who say that to them, chocolate milk is like a day without sunshine (i.e., they drink it every day). In fact, more than a third agree that if they had the choice, they would drink chocolate milk every day.

Detailed Findings

1. The vast majority of Americans disagree that chocolate milk is just for kids (82% vs. 18% who agree). Most are on the same page when it comes to seeing chocolate milk as a healthy option when they want to treat themselves / indulge (63%) – and a similar proportion agree that enjoying chocolate milk is a healthy way to indulge during the pandemic (63%).
 - Seven in ten also agree that chocolate milk is a good way to satisfy their chocolate craving and still get plenty of vitamins and nutrients (72%), and 71% see it as a good option when they want something sweet but don't want to rely on candy.
 - 2020 was a tough year for many, and as such 78% feel as though they deserve to treat themselves. Six in ten agree that they can feel good about indulging in chocolate milk during the pandemic, as they are getting a range of vitamins and minerals needed to stay healthy (61%).
 - There is consensus in America when it comes to the belief that there is something very comforting about drinking chocolate milk (71%). One in four report that they turn to chocolate milk to help cope emotionally with the stresses of COVID-19 (25%). Men (31% vs. 19% of women), young adults (34% of those aged 18-34 vs. 15% of those aged 55 and over), parents (42% vs. 20% of those with no children living at home), and organic parents more specifically (50% vs. 26% of non-organic parents) are among those most likely to say they turn to chocolate milk to help them deal with pandemic related stress.
 - Two in five (39%) admit that they have purchased chocolate milk for someone in their household that they ended up drinking – with men (46%), adults under the age of 35 (50%), and parents (58%) especially likely to report they are guilty of this.

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Chocolate milk is **NOT** just for kids

There is no denying that there is something very comforting about drinking chocolate milk – and one in four adults say that they have turned to chocolate milk to help them cope with pandemic related stress



82% disagree that chocolate milk is just for kids



71% agree that there is something very comforting about drinking chocolate milk



25% say they turn to chocolate milk to help them cope emotionally with the stresses of COVID-19

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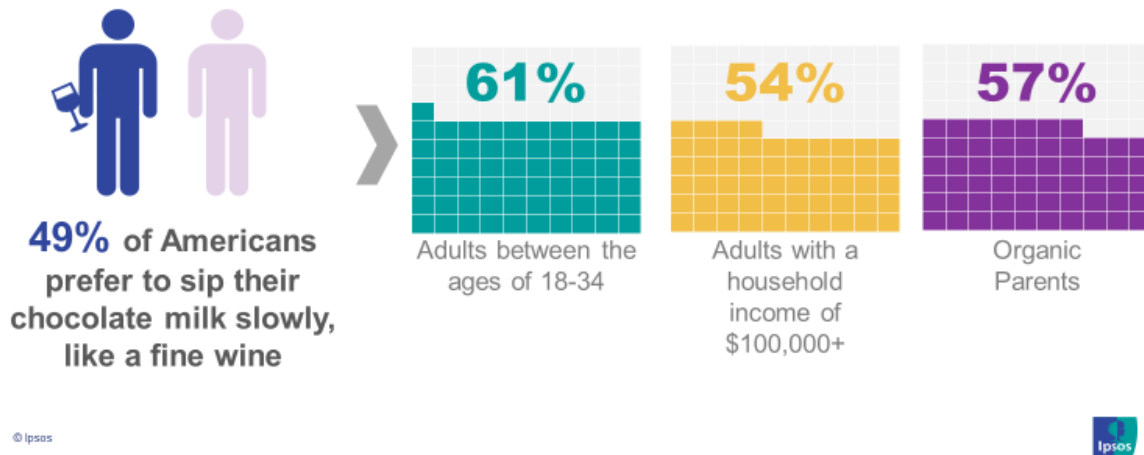


2. When it comes to personal drinking styles, Americans are much more likely to say that they drink chocolate milk slowly, like a fine wine (49%) versus chugging it quickly, whether from the carton or a glass (31%). Younger adults (61% of those aged 18-34), those with a household income of \$100,000 or more (54%), and organic parents (57%) are among those most likely to sit back and take the time to appreciate a glass of chocolate milk.
 - Looking at favorite ways to enjoy chocolate milk, a majority of Americans say they prefer to enjoy it out of a regular glass (56%). Enjoying chocolate milk in a cold, frosty glass (22%) and while watching a favorite TV show (16%) are popular options for roughly one in five, while out of the carton (11%) and standing in front of the fridge (9%) round out the top five mentions.
 - Two in five (43%) Americans have added an ingredient to their chocolate milk to give it a bit of “zing”. The most common ingredients added include whipped cream (17%), ice cubes (15%), ice cream (14%) and coffee (14%). Nearly six in ten (59%), however, would consider adding some “zing” to their chocolate milk, with ice cream (29%), whipped cream (26%), coffee (19%), ice cubes (17%), caramel sauce (12%), peanut butter (11%), and cinnamon (10%) seen as appealing by at least one in ten.

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Nearly half of Americans prefer to sip their chocolate milk slow like a fine wine vs. 31% who prefer to chug it quickly

Younger adults, the more affluent, and organic parents are particularly likely to take their time when enjoying a glass of chocolate milk



3. For about half of those surveyed, chocolate milk is a rare treat that they enjoy once in a blue moon (48%). One in four instead say that they drink chocolate milk occasionally, such as when it's on sale or when they have a craving (24%). For more than one in ten, however, chocolate milk is a regular part of their typical eating / drinking habits (13%) – including 6% who say that to them, chocolate milk is like a day without sunshine (i.e., they drink it every day). Those most likely to drink it every day are young adults (12% of those aged 18-34), those in the lower income bracket (10% of those with a household income less than \$50,000), and those with children living at home (10%).
 - When is the best time of day to drink chocolate milk? According to the survey, a quarter of Americans say that they like to enjoy chocolate milk at *any time* throughout the day (23%). Enjoying a glass of chocolate milk in the evening (19% - including 12% who prefer a glass before bed) or in the morning (18%) is preferred by roughly one in five.
 - Americans are slightly more likely to say that they most enjoy chocolate throughout the day as a snack (18%) than they are to drink it *with* a snack (15%). One in ten say that they are most likely to enjoy a glass of chocolate milk late at night when everyone in their household is in bed (10%).
 - Saturdays are when adults are most likely to serve themselves chocolate milk (35%) – followed at a distance by Sunday (22%). Among parents, Saturdays also stand out as the day of the week when they are most likely to serve a glass to their kids (34%), with Friday (17%) and Sunday (15%) rounding out the top three.
 - More than half (53%) say that they would take a glass of chocolate milk over a glass of wine any day – especially men (59% vs. 48% of women) and parents (60% vs. 51% of those with no kids).

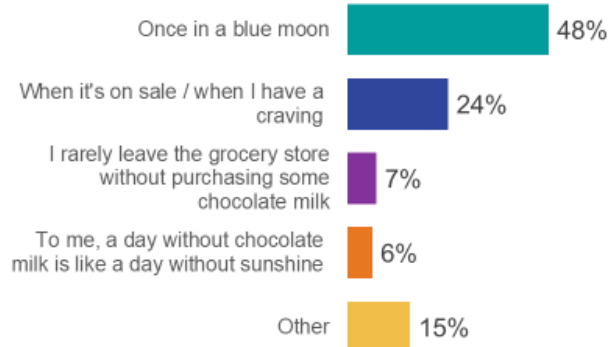
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- Additionally, more than one in three adults confirm that if they had the choice, they would drink chocolate milk every day (37%). This jumps to 50% among parents.

More than one in ten Americans say that chocolate milk is a regular part of their typical eating/drinking habits

However, more than a third confirm that if they had the choice, they would drink chocolate milk every day

Which of the following best describes how you incorporate chocolate milk into your typical eating/drinking habits?



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37% agree that if they had the choice, they would drink chocolate milk everyday

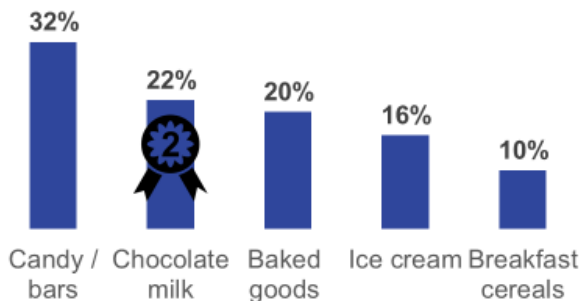


- When it comes to parents specifically, half (53%) say it is their children who drink chocolate milk the most in their household. However, 21% admit that they are the ones who drink the most chocolate milk – particularly dads (28%) and younger parents (31% of those aged 18-34). One in seven say their spouse/partner drinks the most chocolate milk (16%), while 3% point a finger to the 'chocolate milk phantom'.
 - One in five parents (19%) say that one of their favorite ways to enjoy chocolate milk is as a time to bond with their kids.
 - Parents were asked to rank five items that contain chocolate in order of how their children prefer to enjoy chocolate. Looking at the results for the #1 ranked, one in five (22%) parents say their children prefer to enjoy chocolate by drinking chocolate milk, behind only 32% who say that their children prefer to consumer chocolate in the form of candy / bars. Another 20% rank chocolate baked goods as their kids' top choice, while fewer say that their children prefer to consume chocolate in the form of ice cream (16%) or breakfast cereals (10%).
 - When it comes to how parents prefer their children consume chocolate, chocolate milk is a clear winner, with 43% ranking this as their #1 choice. Results are more evenly split among the other items, with candy / bars (17%) and ice cream (16%) rounding out the top three, followed closely by chocolate breakfast cereal (14%) and baked goods (10%).

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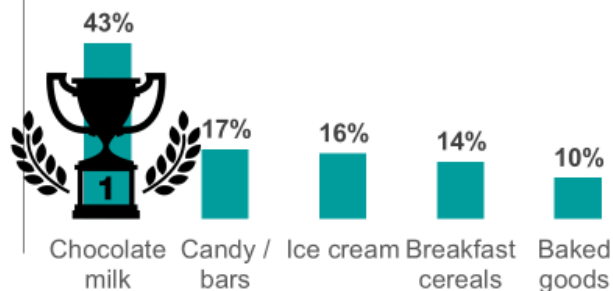
Chocolate milk ranks second as the top way to consume chocolate among children – and is the top choice when it comes to parental preference

Below is a list of five chocolate items. Please rank the items first by thinking about how **your children** prefer to enjoy chocolate. % Rank #1



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Below is a list of five chocolate items. Now, please rank them by how **you prefer that your children** enjoy chocolate. % Rank #1



Ipsos

5. The survey also featured a series of statements that respondents were required to rate as being true or false in order to gain insight into how well Americans know their chocolate milk. On average, Americans answered only 2.8 statements correctly out of 6. This includes 40% who answered 1 or 2 statements correctly compared to only 13% who answered 5 or 6 statements correctly.
 - When it comes to nutritional facts, most (62%) correctly believe that both chocolate and white milk contain 16 essential nutrients and Vitamin D – versus only 7% who think this is false and three in ten (30%) who don't know.
 - Not quite as many are aware that the combination of carbohydrates and protein in chocolate milk has been shown to help muscle recovery, making it a great post-workout drink (42% who correctly identify this as being true vs. 12% who think this is false and 46% who don't know). Fewer (35%) correctly believe chocolate milk is considered a complete protein, meaning it provides all nine essential amino acids your body needs (vs. 21% who think this is false and 44% who don't know).
 - More than a quarter of Americans (27%) falsely believe that chocolate milk is just cold hot chocolate (vs. 57% who correctly identify this as being false and 16% who don't know) – and one in ten are incorrect in thinking strawberry milk is more nutritious than chocolate milk (9%). When it comes to the nutritional benefits of strawberry vs. chocolate milk, nearly half admit that they don't know (48%) while 43% correctly identify this as being false.
 - Very few are aware that when chocolate milk was first invented, it was sold as medicine (14%). Instead, most Americans admit they don't know (68%) and 18% think this is false).

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These are the findings from an Ipsos poll conducted February 23 - 24, 2021 on behalf of Organic Valley. For the survey, a sample of 1,005 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:

Full Annotated Questionnaire

1. Have you purchased any organic food or beverages in the last 30 days?

	Total (N=1,005)
Yes	49%
No	47%
Don't know	4%

2. Please indicate whether you believe each of the following statements to be true or false. Asterisk (*) indicates the correct answer

Both chocolate and white milk contain 16 essential nutrients and Vitamin D

	Total (N=1,005)
True	62% *
False	7%
Don't know	30%

The combination of carbohydrates and protein in chocolate milk has been shown to help muscle recovery, making it a great post-workout drink

	Total (N=1,005)
True	42% *
False	12%
Don't know	46%

Chocolate milk is just cold hot chocolate

	Total (N=1,005)
True	27%
False	57% *
Don't know	16%

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Chocolate milk is considered a complete protein, meaning it provides all nine essential amino acids your body needs

	Total (N=1,005)
True	35% *
False	21%
Don't know	44%

Strawberry milk is more nutritious than chocolate milk

	Total (N=1,005)
True	9%
False	43% *
Don't know	48%

When chocolate milk was first invented, it was sold as medicine

	Total (N=1,005)
True	14% *
False	18%
Don't know	68%

3. When it comes to drinking chocolate milk, which of the following is closest to your drinking style?

	Total (N=1,005)
Chug it quickly, whether from the carton or a glass	31%
Sip it slowly, like a fine wine	49%
Other	19%

4. Which of the following best describes how you incorporate chocolate milk into your typical eating/drinking habits? Please pick the option that is closest to your view.

	Total (N=1,005)
Once in a blue moon (i.e., I drink it as a rare treat)	48%
When it's on sale / when I have a craving (i.e., I drink it occasionally)	24%
I rarely leave the grocery store without purchasing some chocolate milk (i.e., I drink it regularly)	7%
To me, a day without chocolate milk is like a day without sunshine (i.e., I drink it every day)	6%
Other	15%

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5. If you have chocolate milk at home, when are you most likely to enjoy a glass?

	Total (N=1,005)
<i>In the Evening (Net)</i>	19%
Before bed	12%
With my supper	7%
As a meal replacement	1%
<i>In the Morning (Net)</i>	18%
With breakfast	13%
As a breakfast replacement	6%
<i>Around Noon (Net)</i>	9%
With my lunch	8%
As a lunch replacement	2%
Throughout the day, as a snack	18%
Throughout the day, with a snack	15%
Late at night when everyone in my household is in bed	10%
After working out	6%
Before working out	3%
I like to enjoy chocolate milk at any time throughout the day	23%
Other	17%

6. What are your favorite ways to enjoy chocolate milk?

	Total (N=1,005)
In a regular glass	56%
In a cold, frosty glass	22%
While watching my favorite TV shows	16%
Out of the carton	11%
Standing in front of the fridge	9%
On ice	7%
Over breakfast cereal	6%
As a time to bond with my kids	6%
Paired with my favorite food such as ...	3%
Other	14%

7. Thinking about the people in your family/household, who drinks the most chocolate milk?

	Parents (N=228)
My children	53%
Me	21%
My spouse/partner	16%
The "chocolate milk phantom"	3%
Other	7%

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8. What day of the week are you most likely to serve yourself chocolate milk? / What day of the week are you most likely to serve your children chocolate milk?

Me

	Total (N=1,005)
Monday	14%
Tuesday	5%
Wednesday	6%
Thursday	4%
Friday	13%
Saturday	35%
Sunday	22%

My children

	Parents (N=228)
Monday	13%
Tuesday	8%
Wednesday	7%
Thursday	6%
Friday	17%
Saturday	34%
Sunday	15%

9. The list below includes a range of different ingredients. Please select which ones you have ever added to a glass of chocolate milk to give it a bit of “zing”, and which ones you would consider adding (again, if you have already done so).

I have added this to a glass of chocolate milk before

	Total (N=1,005)
Whipped cream	17%
Ice cubes	15%
Ice cream	14%
Coffee	14%
Cinnamon	5%
Caramel sauce	4%
Peanut butter	3%
Condensed milk	3%
Hazelnut spread (e.g., Nutella)	3%
Coconut cream/coconut milk	2%
Salt	2%
Freshly squeezed orange juice	2%

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	Total (N=1,005)
Tapioca pearls/boba	2%
Hot sauce / cayenne pepper	1%
Other	2%
None of the above	57%

I would consider adding this to a glass of chocolate milk

	Total (N=1,005)
Ice cream	29%
Whipped cream	26%
Coffee	19%
Ice cubes	17%
Caramel sauce	12%
Peanut butter	11%
Cinnamon	10%
Hazelnut spread (e.g., Nutella)	7%
Condensed milk	7%
Coconut cream/coconut milk	6%
Tapioca pearls/boba	4%
Salt	4%
Hot sauce / cayenne pepper	1%
Freshly squeezed orange juice	1%
Other	1%
None of the above	41%

10. To what extent do you agree or disagree with the following statements:

% Strongly/somewhat agree

	Total (N=1,005)
Chocolate milk is a good way to satisfy my chocolate craving and still get plenty of vitamins and nutrients	72%
Chocolate milk is a good option when I want something sweet but don't want to rely on candy	71%
Enjoying chocolate milk is a healthy option when I want to treat myself / indulge	63%
I would take a glass of chocolate milk over a glass of wine any day	53%
I find chocolate milk hard to resist when I have it at home	49%
I've purchased chocolate milk for someone in my household that I ended up drinking	39%
If I had the choice, I would drink chocolate milk everyday	37%
Chocolate milk is just for children	18%

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	Total (N=1,005)
I've "stolen" chocolate milk I had purchased for my child(ren) <i>*Asked of parents only</i>	37%

11. Below is a list of five chocolate items. Please rank the items first by thinking about how your children prefer to enjoy chocolate.

Ranked #1

	Total (N=228)
Chocolate candy / bars	32%
Chocolate milk	22%
Chocolate baked goods (e.g., cakes, cookies, cupcakes)	20%
Chocolate ice cream	16%
Chocolate breakfast cereals	10%

12. Below is a list of five chocolate items. Now, please rank them by how you prefer that your children enjoy chocolate.

Ranked #1

	Total (N=228)
Chocolate milk	43%
Chocolate candy / bars	17%
Chocolate ice cream	16%
Chocolate breakfast cereals	14%
Chocolate baked goods (e.g., cakes, cookies, cupcakes)	10%

13. To what extent do you agree or disagree with the following statements:

% Strongly/somewhat agree

	Total (N=1,005)
2020 was a tough year, and I feel as though I deserve to treat myself	78%
There is something very comforting about drinking chocolate milk	71%
Enjoying chocolate milk is a healthy way to indulge during COVID-19	63%
I can feel good about indulging in chocolate milk during the pandemic, as I know I'm getting a range of vitamins and minerals that I need to stay healthy	61%
I turn to chocolate milk to help me cope emotionally with the stresses of COVID-19	25%



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About the Study

These are the findings from an Ipsos poll conducted February 23 - 24, 2021 on behalf of Organic Valley. For the survey, a sample of 1,005 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 ($n=1,005$, $DEFF=1.5$, adjusted Confidence Interval = ± 5.0 percentage points for all respondents).

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