

J0903544-22-04 04 JUN - 10 JUN 2010
DAIRY FARMING

Table 1
Q.DF01
WHICH IF ANY OF THESE WORDS, PHRASES OR IMAGES COME TO MIND WHEN YOU THINK OF MILK?
BASE: ALL ADULTS AGED 15+

| | SEX | | AGE | | | | | FREQUENCY OF PURCHASE | | | | | SOCIAL GRADE | | | | |
|------------------------|-------------|----------|------------|-----------|-----------|-----------|-----------|-----------------------|--------------------------|-----------------------|---------------------------|-----------|--------------|--------|--------|--------|--------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-17 (c) | 18-34 (d) | 35-54 (e) | 55-64 (f) | 65+ (g) | SEVERAL TIMES A WEEK (h) | ABOUT ONCE A WEEK (i) | LESS THAN ONCE A WEEK (j) | NEVER (k) | EVER (l) | AB (m) | C1 (n) | C2 (o) | DE (p) |
| UNWEIGHTED BASE | 2019 | 986 | 1033 | 61 | 535 | 622 | 353 | 448 | 1299 | 528 | 70 | 62 | 1957 | 413 | 653 | 466 | 487 |
| WEIGHTED BASE | 2019 | 979 | 1040 | 95* | 544 | 691 | 292 | 397 | 1290 | 518 | 75* | 68* | 1951 | 538 | 580 | 423 | 477 |
| | 100% | 48% | 52% | 5%* | 27% | 34% | 14% | 20% | 64% | 26% | 4%* | 3%* | 97% | 27% | 29% | 21% | 24% |
| FRESH | 1407 | 697 | 710 | 58 | 383 | 514 | 192 | 260 | 953 | 345 | 48 | 38 | 1368 | 385 | 410 | 264 | 347 |
| | 70% | 71% | 68% | 61% | 70% | 74%cfg | 66% | 66% | 74%ikl | 67% | 64% | 56% | 70%k | 72%o | 71%o | 62% | 73%o |
| HEALTHY | 1052 | 516 | 536 | 49 | 278 | 385 | 143 | 198 | 717 | 258 | 26 | 36 | 1016 | 286 | 320 | 213 | 233 |
| | 52% | 53% | 52% | 51% | 51% | 56% | 49% | 50% | 56%ijl | 50%j | 34% | 53%j | 52%j | 53% | 55%p | 50% | 49% |
| COWS GRAZING IN FIELDS | 956 | 467 | 489 | 51 | 237 | 316 | 156 | 196 | 622 | 247 | 35 | 25 | 931 | 288 | 286 | 198 | 184 |
| | 47% | 48% | 47% | 54% | 44% | 46% | 53%de | 49% | 48% | 48% | 46% | 36% | 48% | 54%p | 49%p | 47%p | 39% |
| NATURAL | 786 | 405 | 381 | 32 | 193 | 293 | 128 | 141 | 540 | 185 | 28 | 13 | 773 | 258 | 218 | 162 | 148 |
| | 39% | 41%b | 37% | 34% | 35% | 42%dg | 44%dg | 36% | 42%ikl | 36%k | 37%k | 19% | 40%ik | 48%nop | 38%p | 38%p | 31% |
| BRITISH | 501 | 219 | 282 | 14 | 126 | 165 | 78 | 117 | 347 | 112 | 19 | 18 | 483 | 144 | 169 | 89 | 99 |
| | 25% | 22% | 27%a | 15% | 23% | 24% | 27% | 30%cd | 27%il | 22% | 25% | 27% | 25% | 27%p | 29%op | 21% | 21% |
| PASTURE | 485 | 239 | 246 | 15 | 109 | 186 | 79 | 95 | 312 | 123 | 16 | 15 | 470 | 162 | 150 | 87 | 86 |
| | 24% | 24% | 24% | 16% | 20% | 27%cd | 27%cd | 24% | 24% | 24% | 21% | 22% | 24% | 30%op | 26%p | 20% | 18% |
| POPULAR WITH CHILDREN | 412 | 184 | 229 | 18 | 124 | 176 | 45 | 50 | 292 | 92 | 12 | 6 | 406 | 117 | 115 | 96 | 84 |
| | 20% | 19% | 22% | 19% | 23%fg | 25%fg | 15% | 13% | 23%ikl | 18% | 16% | 9% | 21%k | 22% | 20% | 23% | 18% |
| EXPENSIVE | 75 | 40 | 35 | 3 | 32 | 18 | 10 | 12 | 43 | 26 | 4 | 1 | 74 | 16 | 22 | 19 | 19 |
| | 4% | 4% | 3% | 3% | 6%eg | 3% | 3% | 3% | 3% | 5% | 2% | 4% | 4% | 3% | 4% | 4% | 4% |
| HAS ADDED CHEMICALS | 47 | 25 | 22 | 3 | 10 | 20 | 8 | 6 | 29 | 9 | 6 | 4 | 43 | 13 | 13 | 11 | 10 |
| | 2% | 3% | 2% | 3% | 2% | 3% | 3% | 2% | 2% | 2% | 7%hil | 6%i | 2% | 2% | 2% | 3% | 2% |
| SEMI-SKIMMED | 6 | 2 | 4 | - | - | 4 | - | 2 | 1 | 5 | - | - | 6 | 5 | 1 | - | - |
| | * | * | * | - | - | 1% | - | * | * | 1%hl | - | - | *h | 1% | * | - | - |
| TEA/CUP OF TEA | 5 | 2 | 3 | - | 1 | - | 1 | 3 | 3 | 3 | - | - | 5 | 1 | 1 | - | 3 |
| | * | * | * | - | * | - | * | 1%e | * | 1% | - | - | * | * | * | - | 1% |
| SKIMMED | 5 | 4 | 1 | - | - | 2 | - | 3 | 1 | 2 | 2 | - | 5 | 2 | 2 | - | 1 |
| | * | * | * | - | - | * | - | 1% | * | * | 3%hil | - | *h | * | * | - | * |
| CEREALS/CORNFLAKES | 4 | 2 | 2 | - | * | 3 | 1 | - | 2 | 2 | - | - | 4 | 1 | 2 | 1 | - |
| | * | * | * | - | * | * | * | - | * | * | - | - | * | * | * | * | - |
| ORGANIC | 3 | 2 | 1 | - | - | 3 | - | - | 2 | 1 | - | - | 3 | 2 | 1 | - | - |
| | * | * | * | - | - | * | - | - | * | * | - | - | * | * | * | - | - |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/ij/kl - m/n/o/p
 Overlap formulae used. * small base

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WHICH IF ANY OF THESE WORDS, PHRASES OR IMAGES COME TO MIND WHEN YOU THINK OF MILK?
BASE: ALL ADULTS AGED 15+

| | SEX | | AGE | | | | | FREQUENCY OF PURCHASE | | | | | SOCIAL GRADE | | | | |
|---------------------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|-----------------------------------|--------------------------------|---------------------------------------|--------------|-------------|--------------|-----------|-----------|-----------|-----|
| | MALE (a) | FEMALE (b) | 15-17 (c) | 18-34 (d) | 35-54 (e) | 55-64 (f) | 65+ (g) | SEVERAL TIMES A WEEK (h) | ABOUT ONCE A WEEK (i) | LESS THAN ONCE A WEEK (j) | NEVER (k) | EVER (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | |
| WEIGHTED BASE | 2019 | 979 | 1040 | 95* | 544 | 691 | 292 | 397 | 1290 | 518 | 75* | 68* | 1951 | 538 | 580 | 423 | 477 |
| | 100% | 48% | 52% | 5%* | 27% | 34% | 14% | 20% | 64% | 26% | 4%* | 3%* | 97% | 27% | 29% | 21% | 24% |
| OTHER | 20 | 5 | 15 | - | 4 | 7 | 5 | 4 | 13 | 4 | 1 | 3 | 17 | 10 | 6 | 1 | 3 |
| | 1% | 1% | 1% | - | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 4%il | 1% | 2%o | 1% | * | 1% |
| DON'T KNOW | 65 | 27 | 37 | 2 | 14 | 22 | 13 | 14 | 24 | 16 | - | 5 | 59 | 19 | 12 | 16 | 17 |
| | 3% | 3% | 4% | 2% | 3% | 3% | 4% | 4% | 2% | 3% | - | 8%hjl | 3%h | 3% | 2% | 4% | 4% |
| QUALITY OF DRINK (NET) | 1705 | 842 | 863 | 74 | 468 | 599 | 234 | 329 | 1134 | 419 | 66 | 49 | 1656 | 449 | 485 | 357 | 415 |
| | 84% | 86% | 83% | 79% | 86%f | 87%f | 80% | 83% | 88%ikl | 81% | 87% | 73% | 85%ik | 83% | 84% | 84% | 87% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l - m/n/o/p
 Overlap formulae used. * small base

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Ipsos MORI

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Table 2
Q.DF01
WHICH IF ANY OF THESE WORDS, PHRASES OR IMAGES COME TO MIND WHEN YOU THINK OF MILK?
BASE: ALL ADULTS AGED 15+

| | TOTAL | STANDARD REGION | | | | | | | | | | | | |
|---------------------------|-------------|-----------------|----------------------|------------------------------|-------------------------|-------------------------|-----------------------|----------------------|----------------------|--------------------------|-----------------|-----------------|----------------|---------------------------|
| | | NORTH (a) | NORTH WEST (b) | YORKS & HUMBERSIDE (c) | WEST MIDLANDS (d) | EAST MIDLANDS (e) | EAST ANGLIA (f) | SOUTH WEST (g) | SOUTH EAST (h) | GREATER LONDON (i) | WALES (j) | SCOTLAND (k) | ENGLAND (l) | ENGLAND & WALES (m) |
| UNWEIGHTED BASE | 2019 | 110 | 229 | 195 | 214 | 125 | 37 | 130 | 396 | 275 | 116 | 192 | 1711 | 1827 |
| WEIGHTED BASE | 2019 | 106* | 219 | 173 | 212 | 121 | 80* | 178 | 394 | 259 | 100 | 176 | 1743 | 1843 |
| | 100% | 5%* | 11% | 9% | 11% | 6% | 4%* | 9% | 20% | 13% | 5% | 9% | 86% | 91% |
| FRESH | 1407 | 79 | 172 | 130 | 161 | 86 | 42 | 126 | 265 | 151 | 67 | 127 | 1213 | 1279 |
| | 70% | 74%fi | 79%fhijm | 75%fi | 76%fhilm | 71%i | 53% | 71%gi | 67%gi | 58% | 67% | 72%fi | 70%fi | 69%fi |
| HEALTHY | 1052 | 63 | 136 | 93 | 98 | 69 | 27 | 114 | 193 | 113 | 53 | 93 | 906 | 959 |
| | 52% | 59%dfi | 62%dfhilm | 53%fi | 46% | 57%fi | 34% | 64%dfhil | 49% | 44% | 53% | 53% | 52%fi | 52%fi |
| COWS GRAZING IN FIELDS | 956 | 47 | 114 | 100 | 94 | 49 | 35 | 109 | 188 | 79 | 62 | 78 | 816 | 878 |
| | 47% | 45%i | 52%i | 58%adehi klm | 44%i | 41% | 44% | 61%adehi klm | 48%i | 30% | 62%adehi klm | 45%i | 47%i | 48%il |
| NATURAL | 786 | 42 | 90 | 77 | 70 | 39 | 36 | 90 | 162 | 79 | 32 | 70 | 684 | 716 |
| | 39% | 39% | 41%i | 44%dij | 33% | 33% | 45% | 51%deijl m | 41%i | 31% | 31% | 40% | 39%di | 39%i |
| BRITISH | 501 | 29 | 49 | 56 | 44 | 31 | 21 | 73 | 95 | 30 | 37 | 37 | 427 | 464 |
| | 25% | 27%i | 22%i | 32%bdhik lm | 21%i | 25%i | 26%i | 41%abdeh iklm | 24%i | 12% | 37%bdhik lm | 21%i | 25%i | 25%il |
| PASTURE | 485 | 22 | 59 | 48 | 40 | 19 | 21 | 67 | 97 | 32 | 30 | 49 | 406 | 435 |
| | 24% | 21%i | 27%ei | 28%dei | 19% | 15% | 27%i | 38%adehi lm | 25%ei | 12% | 30%dei | 28%dei | 23%ei | 24%ei |
| POPULAR WITH CHILDREN | 412 | 22 | 47 | 34 | 40 | 21 | 36 | 42 | 78 | 28 | 23 | 42 | 347 | 370 |
| | 20% | 21%i | 21%i | 20%i | 19%i | 17% | 45%abcde ghijklm | 23%gi | 20%gi | 11% | 23%gi | 24%gi | 20%gi | 20%gi |
| EXPENSIVE | 75 | 8 | 5 | 10 | 7 | 8 | - | 8 | 11 | 8 | 5 | 5 | 65 | 70 |
| | 4% | 8%bhklm | 2% | 5% | 3% | 7% | - | 4% | 3% | 3% | 5% | 3% | 4% | 4% |
| HAS ADDED CHEMICALS | 47 | 3 | 6 | 4 | 5 | 2 | - | 6 | 13 | 3 | 4 | 1 | 43 | 46 |
| | 2% | 3% | 3% | 2% | 2% | 2% | - | 3% | 3%k | 1% | 4%k | * | 2% | 3% |
| SEMI-SKIMMED | 6 | - | - | - | - | 1 | - | - | 1 | 2 | - | 2 | 4 | 4 |
| | * | - | - | - | - | 1% | - | - | * | 1% | - | 1%lm | * | * |
| TEA/CUP OF TEA | 5 | - | - | - | 1 | - | - | - | 2 | 1 | - | 1 | 4 | 4 |
| | * | - | - | - | 1% | - | - | - | 1% | * | - | * | * | * |
| SKIMMED | 5 | - | - | - | 1 | - | - | 2 | 2 | - | - | - | 5 | 5 |
| | * | - | - | - | * | - | - | 1% | * | - | - | - | * | * |
| CEREALS/CORNFLAKES | 4 | - | - | - | - | - | - | - | 2 | 1 | - | 1 | 4 | 4 |
| | * | - | - | - | - | - | - | - | 1% | * | - | * | * | * |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

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BASE: ALL ADULTS AGED 15+

| | TOTAL | STANDARD REGION | | | | | | | | | | | | |
|---------------------------|-------------|-----------------|----------------------|------------------------------|-------------------------|-------------------------|-----------------------|----------------------|----------------------|--------------------------|--------------|-----------------|----------------|---------------------------|
| | | NORTH (a) | NORTH WEST (b) | YORKS & HUMBERSIDE (c) | WEST MIDLANDS (d) | EAST MIDLANDS (e) | EAST ANGLIA (f) | SOUTH WEST (g) | SOUTH EAST (h) | GREATER LONDON (i) | WALES (j) | SCOTLAND (k) | ENGLAND (l) | ENGLAND & WALES (m) |
| WEIGHTED BASE | 2019 | 106* | 219 | 173 | 212 | 121 | 80* | 178 | 394 | 259 | 100 | 176 | 1743 | 1843 |
| | 100% | 5%* | 11% | 9% | 11% | 6% | 4%* | 9% | 20% | 13% | 5% | 9% | 86% | 91% |
| ORGANIC | 3 | - | - | - | - | - | - | - | 2 | - | - | 1 | 2 | 2 |
| | * | - | - | - | - | - | - | - | 1%lm | - | - | 1% | * | * |
| OTHER | 20 | 2 | 1 | - | 1 | 1 | - | 2 | 3 | 1 | 1 | 9 | 10 | 11 |
| | 1% | 1% | * | - | * | 1% | - | 1% | 1% | * | 1% | 5%bcdhil | 1% | 1% |
| DON'T KNOW | 65 | 4 | 7 | - | 4 | 3 | 2 | - | 11 | 26 | 5 | 2 | 57 | 62 |
| | 3% | 4%cg | 3%cg | - | 2% | 3%c | 2% | - | 3%c | 10%bcdegh | 5%cg | 1% | 3%cg | 3%cg |
| QUALITY OF DRINK (NET) | 1705 | 95 | 196 | 156 | 179 | 105 | 63 | 165 | 327 | 196 | 77 | 146 | 1482 | 1559 |
| | 84% | 89%ij | 90%hijlm | 90%hijlm | 84%i | 87%ij | 79% | 93%dfhij | 83%i | 76% | 77% | 83% | 85%ij | 85%ij |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
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Table 3
Q.DF02
AND ON AVERAGE HOW OFTEN, IF AT ALL, DO YOU BUY MILK?
BASE: ALL ADULTS AGED 15+

| | SEX | | AGE | | | | | FREQUENCY OF PURCHASE | | | | | SOCIAL GRADE | | | | |
|-------------------------------|-------------|-------------|---------------|--------------|--------------|--------------|--------------|-----------------------|-----------------------------------|--------------------------------|---------------------------------------|--------------|--------------|-----------|-----------|-----------|-----------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-17 (c) | 18-34 (d) | 35-54 (e) | 55-64 (f) | 65+ (g) | SEVERAL TIMES A WEEK (h) | ABOUT ONCE A WEEK (i) | LESS THAN ONCE A WEEK (j) | NEVER (k) | EVER (l) | AB (m) | C1 (n) | C2 (o) | DE (p) |
| UNWEIGHTED BASE | 2019 | 986 | 1033 | 61 | 535 | 622 | 353 | 448 | 1299 | 528 | 70 | 62 | 1957 | 413 | 653 | 466 | 487 |
| WEIGHTED BASE | 2019 | 979 | 1040 | 95* | 544 | 691 | 292 | 397 | 1290 | 518 | 75* | 68* | 1951 | 538 | 580 | 423 | 477 |
| | 100% | 48% | 52% | 5%* | 27% | 34% | 14% | 20% | 64% | 26% | 4%* | 3%* | 97% | 27% | 29% | 21% | 24% |
| SEVERAL TIMES A WEEK | 1290 | 613 | 677 | 55 | 349 | 465 | 187 | 235 | 1290 | - | - | - | 1290 | 363 | 353 | 266 | 308 |
| | 64% | 63% | 65% | 58% | 64% | 67%g | 64% | 59% | 100%ijkl | - | - | - | 66%ijk | 67%n | 61% | 63% | 64% |
| ABOUT ONCE A WEEK | 518 | 247 | 270 | 22 | 131 | 159 | 77 | 129 | - | 518 | - | - | 518 | 131 | 168 | 106 | 112 |
| | 26% | 25% | 26% | 24% | 24% | 23% | 26% | 32%de | - | 100%hijkl | - | - | 27%hjk | 24% | 29% | 25% | 24% |
| LESS THAN ONCE A WEEK | 75 | 42 | 33 | 2 | 24 | 28 | 7 | 15 | - | - | 75 | - | 75 | 21 | 29 | 17 | 8 |
| | 4% | 4% | 3% | 2% | 4% | 4% | 2% | 4% | - | - | 100%hikl | - | 4%hi | 4% | 5%p | 4%p | 2% |
| NEVER | 68 | 42 | 26 | 12 | 21 | 19 | 7 | 10 | - | - | - | 68 | - | 13 | 17 | 14 | 24 |
| | 3% | 4%b | 2% | 12%defg | 4% | 3% | 2% | 3% | - | - | - | 100%hijl | - | 2% | 3% | 3% | 5%m |
| VARIES / DEPENDS | 48 | 22 | 26 | 4 | 14 | 9 | 15 | 7 | - | - | - | - | 48 | 5 | 9 | 18 | 16 |
| | 2% | 2% | 3% | 4% | 3% | 1% | 5%eg | 2% | - | - | - | - | 2%hi | 1% | 2% | 4%mn | 3%mn |
| DON'T KNOW | 19 | 13 | 7 | - | 5 | 12 | 1 | 2 | - | - | - | - | 19 | 4 | 4 | 2 | 8 |
| | 1% | 1% | 1% | - | 1% | 2% | * | * | - | - | - | - | 1%hi | 1% | 1% | 1% | 2% |
| ALL THOSE THAT BUY MILK (NET) | 1951 | 937 | 1014 | 83 | 522 | 672 | 286 | 387 | 1290 | 518 | 75 | - | 1951 | 525 | 563 | 410 | 453 |
| | 97% | 96% | 98%a | 88% | 96%c | 97%c | 98%c | 97%c | 100%k | 100%k | 100%k | - | 100%k | 98%p | 97% | 97% | 95% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/ij/kl - m/n/o/p
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Table 4
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AND ON AVERAGE HOW OFTEN, IF AT ALL, DO YOU BUY MILK?
BASE: ALL ADULTS AGED 15+

| | TOTAL | STANDARD REGION | | | | | | | | | | | | |
|----------------------------------|-------------|-----------------|----------------------|------------------------------|-------------------------|-------------------------|-------------------------|----------------------|----------------------|--------------------------|---------------------|-----------------|----------------|---------------------------|
| | | NORTH (a) | NORTH WEST (b) | YORKS & HUMBERSIDE (c) | WEST MIDLANDS (d) | EAST MIDLANDS (e) | EAST ANGLIA (f) | SOUTH WEST (g) | SOUTH EAST (h) | GREATER LONDON (i) | WALES (j) | SCOTLAND (k) | ENGLAND (l) | ENGLAND & WALES (m) |
| UNWEIGHTED BASE | 2019 | 110 | 229 | 195 | 214 | 125 | 37 | 130 | 396 | 275 | 116 | 192 | 1711 | 1827 |
| WEIGHTED BASE | 2019 | 106* | 219 | 173 | 212 | 121 | 80* | 178 | 394 | 259 | 100 | 176 | 1743 | 1843 |
| | 100% | 5%* | 11% | 9% | 11% | 6% | 4%* | 9% | 20% | 13% | 5% | 9% | 86% | 91% |
| SEVERAL TIMES A WEEK | 1290 | 63 | 140 | 118 | 132 | 73 | 41 | 124 | 248 | 154 | 75 | 123 | 1093 | 1167 |
| | 64% | 59% | 64% | 68% | 62% | 60% | 52% | 69% | 63% | 60% | 75% adefh ilm | 70% i | 63% | 63% l |
| ABOUT ONCE A WEEK | 518 | 27 | 59 | 42 | 60 | 33 | 13 | 45 | 108 | 70 | 20 | 40 | 458 | 477 |
| | 26% | 25% | 27% | 24% | 28% | 27% | 16% | 25% | 27% | 27% | 20% | 23% | 26% | 26% |
| LESS THAN ONCE A WEEK | 75 | 8 | 3 | 3 | 9 | 3 | 9 | 6 | 19 | 10 | 1 | 5 | 69 | 70 |
| | 4% | 7% bcj | 1% | 2% | 4% | 2% | 11% bcjlm | 3% | 5% b | 4% | 1% | 3% | 4% b | 4% b |
| NEVER | 68 | 7 | 13 | 3 | 5 | 7 | 1 | 3 | 13 | 4 | 4 | 7 | 57 | 61 |
| | 3% | 6% i | 6% cilm | 2% | 2% | 6% i | 1% | 2% | 3% | 2% | 4% | 4% | 3% | 3% |
| VARIES / DEPENDS | 48 | 2 | 3 | 3 | 6 | 2 | 16 | - | 6 | 9 | - | 1 | 48 | 48 |
| | 2% | 2% | 2% | 2% | 3% | 2% | 20% abcdeg hijklm | - | 2% | 4% gk | - | * | 3% | 3% |
| DON'T KNOW | 19 | - | * | 4 | - | 3 | - | - | 1 | 12 | - | - | 19 | 19 |
| | 1% | - | * | 2% dh | - | 2% dh | - | - | * | 5% abdghj klm | - | - | 1% h | 1% |
| ALL THOSE THAT BUY MILK (NET) | 1951 | 100 | 205 | 170 | 207 | 114 | 79 | 175 | 381 | 255 | 96 | 169 | 1686 | 1782 |
| | 97% | 94% | 94% | 98% b | 98% | 94% | 99% | 98% | 97% | 98% abe | 96% | 96% | 97% b | 97% b |

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Table 5
Q.DF03
THERE IS A PROPOSAL FOR A NEW DAIRY FARM IN THE UK, WHICH WOULD PRODUCE MILK FROM AROUND EIGHT THOUSAND COWS IN LARGE INDOOR DAIRY SHEDS. THE COWS WOULD SPEND MOST OF THE TIME INDOORS, ONLY BEING ABLE TO GRAZE OUTDOORS WHEN THEY ARE NOT ABLE TO PRODUCE MILK. HOW OFTEN, IF AT ALL, WOULD YOU BUY MILK IF IT WERE PRODUCED IN THIS WAY?
BASE: ALL THOSE THAT BUY MILK

| | SEX | | AGE | | | | | FREQUENCY OF PURCHASE | | | | | SOCIAL GRADE | | | | |
|-------------------------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|-----------------------------------|--------------------------------|---------------------------------------|--------------|-------------|--------------|-----------|-----------|-----------|-------|
| | MALE (a) | FEMALE (b) | 15-17 (c) | 18-34 (d) | 35-54 (e) | 55-64 (f) | 65+ (g) | SEVERAL TIMES A WEEK (h) | ABOUT ONCE A WEEK (i) | LESS THAN ONCE A WEEK (j) | NEVER (k) | EVER (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | |
| UNWEIGHTED BASE | 1957 | 947 | 1010 | 53 | 515 | 607 | 345 | 437 | 1299 | 528 | 70 | - | 1957 | 403 | 634 | 454 | 466 |
| WEIGHTED BASE | 1951 | 937 | 1014 | 83* | 522 | 672 | 286 | 387 | 1290 | 518 | 75* | -** | 1951 | 525 | 563 | 410 | 453 |
| | 100% | 48% | 52% | 4%* | 27% | 34% | 15% | 20% | 66% | 27% | 4%* | -** | 100% | 27% | 29% | 21% | 23% |
| SEVERAL TIMES A WEEK | 246 | 138 | 108 | 13 | 91 | 77 | 31 | 35 | 223 | 18 | 4 | - | 246 | 54 | 75 | 54 | 63 |
| | 13% | 15%b | 11% | 16% | 17%efg | 11% | 11% | 9% | 17%ijl | 3% | 6% | - | 13%i | 10% | 13% | 13% | 14% |
| ABOUT ONCE A WEEK | 152 | 84 | 68 | 8 | 47 | 49 | 21 | 27 | 51 | 94 | 4 | - | 152 | 32 | 41 | 31 | 48 |
| | 8% | 9% | 7% | 10% | 9% | 7% | 7% | 7% | 4% | 18%hjl | 5% | - | 8%h | 6% | 7% | 8% | 11%mn |
| LESS THAN ONCE A WEEK | 111 | 67 | 44 | 6 | 41 | 34 | 16 | 14 | 64 | 26 | 12 | - | 111 | 23 | 36 | 29 | 23 |
| | 6% | 7%b | 4% | 8% | 8%g | 5% | 6% | 4% | 5% | 5% | 16%hil | - | 6%h | 4% | 6% | 7% | 5% |
| NEVER | 1199 | 519 | 680 | 33 | 282 | 436 | 188 | 261 | 816 | 323 | 47 | - | 1199 | 362 | 362 | 236 | 239 |
| | 61% | 55% | 67%a | 40% | 54% | 65%acd | 66%acd | 67%ccd | 63%l | 62% | 63% | - | 61% | 69%op | 64%op | 58% | 53% |
| VARIES / DEPENDS | 155 | 83 | 72 | 14 | 44 | 43 | 24 | 29 | 87 | 35 | 5 | - | 155 | 34 | 28 | 48 | 44 |
| | 8% | 9% | 7% | 17%deg | 8% | 6% | 8% | 8% | 7% | 7% | 7% | - | 8%h | 7% | 5% | 12%mn | 10%n |
| DON'T KNOW | 88 | 46 | 42 | 8 | 18 | 34 | 7 | 21 | 50 | 21 | 3 | - | 88 | 20 | 21 | 11 | 36 |
| | 5% | 5% | 4% | 10%df | 3% | 5% | 2% | 5%f | 4% | 4% | 3% | - | 5% | 4% | 4% | 3% | 8%mno |
| ALL THOSE THAT BUY MILK (NET) | 752 | 418 | 334 | 50 | 241 | 237 | 98 | 127 | 474 | 194 | 28 | - | 752 | 163 | 201 | 174 | 214 |
| | 39% | 45%b | 33% | 60%efg | 46%efg | 35% | 34% | 33% | 37% | 38% | 37% | - | 39%h | 31% | 36% | 42%mn | 47%mn |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/ij/kl - m/n/o/p
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ipsos MORI

J09035544-22-04 04 JUN - 10 JUN 2010
DAIRY FARMING

Table 6
Q.DF03
THERE IS A PROPOSAL FOR A NEW DAIRY FARM IN THE UK, WHICH WOULD PRODUCE MILK FROM AROUND EIGHT THOUSAND COWS IN LARGE INDOOR DAIRY SHEDS. THE COWS WOULD SPEND MOST OF THE TIME INDOORS, ONLY BEING ABLE TO GRAZE OUTDOORS WHEN THEY ARE NOT ABLE TO PRODUCE MILK. HOW OFTEN, IF AT ALL, WOULD YOU BUY MILK IF IT WERE PRODUCED IN THIS WAY?
BASE: ALL THOSE THAT BUY MILK

| | TOTAL | STANDARD REGION | | | | | | | | | | | | |
|----------------------------------|-------|-----------------|----------------------|------------------------------|-------------------------|-------------------------|-----------------------|----------------------|----------------------|--------------------------|--------------|-----------------|----------------|---------------------------|
| | | NORTH (a) | NORTH WEST (b) | YORKS & HUMBERSIDE (c) | WEST MIDLANDS (d) | EAST MIDLANDS (e) | EAST ANGLIA (f) | SOUTH WEST (g) | SOUTH EAST (h) | GREATER LONDON (i) | WALES (j) | SCOTLAND (k) | ENGLAND (l) | ENGLAND & WALES (m) |
| UNWEIGHTED BASE | 1957 | 104 | 217 | 193 | 209 | 119 | 36 | 127 | 384 | 270 | 111 | 187 | 1659 | 1770 |
| WEIGHTED BASE | 1951 | 100* | 205 | 170 | 207 | 114 | 79* | 175 | 381 | 255 | 96 | 169 | 1686 | 1782 |
| | 100% | 5%* | 11% | 9% | 11% | 6% | 4%* | 9% | 20% | 13% | 5% | 9% | 86% | 91% |
| SEVERAL TIMES A WEEK | 246 | 14 | 25 | 14 | 24 | 11 | 6 | 14 | 52 | 51 | 5 | 30 | 210 | 216 |
| | 13% | 14% | 12% | 8% | 12% | 10% | 7% | 8% | 14%j | 20%bcdegh jlm | 6% | 18%cgjlm | 12%j | 12%j |
| ABOUT ONCE A WEEK | 152 | 8 | 21 | 8 | 14 | 5 | 3 | 12 | 29 | 33 | 6 | 14 | 132 | 138 |
| | 8% | 8% | 10% | 5% | 7% | 4% | 4% | 7% | 8% | 13%cdehlm | 7% | 8% | 8% | 8% |
| LESS THAN ONCE A WEEK | 111 | 6 | 12 | 9 | 12 | 11 | 10 | 8 | 12 | 19 | 4 | 9 | 99 | 102 |
| | 6% | 6% | 6% | 5% | 6% | 10%h | 13%h | 4% | 3% | 8%h | 4% | 5% | 6%h | 6%h |
| NEVER | 1199 | 62 | 121 | 110 | 142 | 75 | 51 | 137 | 242 | 85 | 70 | 104 | 1024 | 1095 |
| | 61% | 62%i | 59%i | 65%i | 69%ilm | 65%i | 64%i | 78%abceh iklm | 63%i | 34% | 74%biklm | 62%i | 61%i | 61%il |
| VARIES / DEPENDS | 155 | 8 | 19 | 15 | 9 | 8 | 10 | 2 | 29 | 38 | 9 | 8 | 137 | 147 |
| | 8% | 8%g | 9%g | 9%g | 4% | 7%g | 12%g | 1% | 8%g | 15%degkh lm | 10%g | 5% | 8%dg | 8%dg |
| DON'T KNOW | 88 | 2 | 8 | 14 | 7 | 4 | - | 2 | 18 | 28 | 1 | 4 | 83 | 84 |
| | 5% | 2% | 4% | 8%adjkl m | 3% | 4% | - | 1% | 5% | 11%abdefg hijklm | 1% | 2% | 5%g | 5%g |
| ALL THOSE THAT BUY MILK (NET) | 752 | 37 | 84 | 60 | 65 | 39 | 28 | 38 | 140 | 169 | 25 | 65 | 661 | 687 |
| | 39% | 38%g | 41%gj | 35%g | 31% | 35%g | 36% | 22% | 37%g | 66%abcde fghijklm | 26% | 38%gj | 39%dgjm | 39%dgj |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/l/g/h/i/j/k/l/m
Overlap formulae used. * small base

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Ipsos MORI

J09035544-22-04 04 JUN - 10 JUN 2010
DAIRY FARMING

Table 7
Q.DF04
AND NOT INCLUDING PRICE, WHICH ONE OF THESE IS MOST IMPORTANT TO YOU IN CHOOSING WHICH MILK TO BUY..?
BASE: ALL THOSE THAT BUY MILK

| | SEX | | AGE | | | | | FREQUENCY OF PURCHASE | | | | | SOCIAL GRADE | | | | |
|---|-------------|------------------|------------------|--------------|--------------|--------------|-----------------|-----------------------------------|--------------------------------|---------------------------------------|--------------|-------------|-----------------|------------------|------------------|-----------------|------------------|
| | MALE (a) | FEMALE (b) | 15-17 (c) | 18-34 (d) | 35-54 (e) | 55-64 (f) | 65+ (g) | SEVERAL TIMES A WEEK (h) | ABOUT ONCE A WEEK (i) | LESS THAN ONCE A WEEK (j) | NEVER (k) | EVER (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | |
| UNWEIGHTED BASE | 1957 | 947 | 1010 | 53 | 515 | 607 | 345 | 437 | 1299 | 528 | 70 | - | 1957 | 403 | 634 | 454 | 466 |
| WEIGHTED BASE | 1951 | 937 | 1014 | 83* | 522 | 672 | 286 | 387 | 1290 | 518 | 75* | ** | 1951 | 525 | 563 | 410 | 453 |
| | 100% | 48% | 52% | 4%* | 27% | 34% | 15% | 20% | 66% | 27% | 4%* | ** | 100% | 27% | 29% | 21% | 23% |
| FRESHNESS / SELL- BY DATE | 1348 | 687 | 661 | 60 | 372 | 456 | 197 | 263 | 890 | 369 | 54 | - | 1348 | 335 | 401 | 285 | 328 |
| | 69% | 73% ^b | 65% | 73% | 71% | 68% | 69% | 68% | 69% | 71% | 72% | - | 69% | 64% | 71% ^m | 69% | 72% ^m |
| THE WELFARE OF THE COWS FROM WHICH THE MILK COMES | 439 | 166 | 273 | 16 | 104 | 152 | 68 | 99 | 307 | 107 | 17 | - | 439 | 140 | 123 | 89 | 87 |
| | 22% | 18% | 27% ^a | 19% | 20% | 23% | 24% | 26% ^d | 24% | 21% | 22% | - | 22% | 27% ^p | 22% | 22% | 19% |
| THE NUMBER OF VITAMINS OR ANTIOXIDANTS IN THE MILK | 56 | 29 | 26 | 3 | 20 | 22 | 4 | 6 | 39 | 17 | - | - | 56 | 16 | 14 | 17 | 8 |
| | 3% | 3% | 3% | 4% | 4% | 3% | 1% | 2% | 3% | 3% | - | - | 3% | 3% | 3% | 4% ^p | 2% |
| THE DESIGN OF THE PACKAGING | 13 | 8 | 5 | - | 5 | 4 | 3 | 2 | 6 | 4 | 2 | - | 13 | 5 | 2 | 5 | 1 |
| | 1% | 1% | * | - | 1% | 1% | 1% | * | * | 1% | 2% | - | 1% | 1% | * | 1% | * |
| ORGANIC | 5 | 3 | 3 | - | 3 | 2 | - | 1 | 5 | - | - | - | 5 | 2 | 2 | - | 2 |
| | * | * | * | - | * | * | - | * | * | - | - | - | * | * | * | - | * |
| LOW FAT/LOW IN CALORIES | 4 | 1 | 3 | - | 2 | 1 | 1 | - | 1 | 3 | - | - | 4 | 1 | 1 | 1 | 1 |
| | * | * | * | - | * | * | * | - | * | 1% ^h | - | - | * ^h | * | * | * | * |
| OTHER | 16 | 6 | 9 | - | 1 | 5 | 5 | 6 | 14 | 2 | - | - | 16 | 8 | 5 | 1 | 2 |
| | 1% | 1% | 1% | - | * | 1% | 2% ^d | 1% ^d | 1% | * | - | - | 1% | 2% ^o | 1% | * | * |
| DON'T KNOW | 30 | 12 | 17 | - | 8 | 14 | 4 | 4 | 12 | 8 | 1 | - | 30 | 10 | 5 | 5 | 9 |
| | 2% | 1% | 2% | - | 2% | 2% | 1% | 1% | 1% | 2% | 1% | - | 2% ^h | 2% | 1% | 1% | 2% |
| NONE OF THESE | 41 | 24 | 17 | 4 | 9 | 17 | 4 | 7 | 16 | 9 | 2 | - | 41 | 7 | 11 | 8 | 15 |
| | 2% | 3% | 2% | 4% | 2% | 3% | 1% | 2% | 1% | 2% | 3% | - | 2% ^h | 1% | 2% | 2% | 3% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l - m/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ipsos MORI

J09035544-22-04 04 JUN - 10 JUN 2010
DAIRY FARMING

Table 8
Q.DF04
AND NOT INCLUDING PRICE, WHICH ONE OF THESE IS MOST IMPORTANT TO YOU IN CHOOSING WHICH MILK TO BUY..?
BASE: ALL THOSE THAT BUY MILK

| | TOTAL | STANDARD REGION | | | | | | | | | | | | |
|---|-------------|--------------------|----------------------|------------------------------|-------------------------|-------------------------|-----------------------|----------------------|----------------------|--------------------------|--------------|-----------------|----------------|---------------------------|
| | | NORTH (a) | NORTH WEST (b) | YORKS & HUMBERSIDE (c) | WEST MIDLANDS (d) | EAST MIDLANDS (e) | EAST ANGLIA (f) | SOUTH WEST (g) | SOUTH EAST (h) | GREATER LONDON (i) | WALES (j) | SCOTLAND (k) | ENGLAND (l) | ENGLAND & WALES (m) |
| UNWEIGHTED BASE | 1957 | 104 | 217 | 193 | 209 | 119 | 36 | 127 | 384 | 270 | 111 | 187 | 1659 | 1770 |
| WEIGHTED BASE | 1951 | 100* | 205 | 170 | 207 | 114 | 79* | 175 | 381 | 255 | 96 | 169 | 1686 | 1782 |
| | 100% | 5%* | 11% | 9% | 11% | 6% | 4%* | 9% | 20% | 13% | 5% | 9% | 86% | 91% |
| FRESHNESS / SELL- BY DATE | 1348 | 83 | 139 | 117 | 127 | 79 | 69 | 104 | 263 | 177 | 67 | 123 | 1158 | 1225 |
| | 69% | 84%bcdeg hijklm | 68% | 69% | 61% | 69% | 87%bcdeg hijlm | 60% | 69% | 69% | 70% | 72%dg | 69%dg | 69%dg |
| THE WELFARE OF THE COWS FROM WHICH THE MILK COMES | 439 | 14 | 46 | 41 | 52 | 18 | 4 | 61 | 103 | 45 | 25 | 30 | 384 | 409 |
| | 22% | 14% | 22%f | 24%af | 25%af | 16% | 5% | 35%abefi klm | 27%aefik lm | 18% | 27%af | 17% | 23%afi | 23%afi |
| THE NUMBER OF VITAMINS OR ANTIOXIDANTS IN THE MILK | 56 | 2 | * | 7 | 9 | 7 | 1 | 8 | 3 | 9 | 2 | 8 | 46 | 48 |
| | 3% | 2% | * | 4%bh | 4%bh | 6%bhlm | 2% | 4%bh | 1% | 4%bh | 2% | 5%bh | 3%bh | 3%bh |
| THE DESIGN OF THE PACKAGING | 13 | - | 1 | - | 7 | - | - | - | - | 2 | - | 4 | 10 | 10 |
| | 1% | - | * | - | 3%bcghlm | - | - | - | - | 1% | - | 2%chlm | 1% | 1% |
| ORGANIC | 5 | - | 1 | - | - | - | 2 | - | 3 | - | - | - | 5 | 5 |
| | * | - | * | - | - | - | 2% | - | 1% | - | - | - | * | * |
| LOW FAT/LOW IN CALORIES | 4 | - | - | - | 2 | - | - | - | - | - | - | 2 | 2 | 2 |
| | * | - | - | - | 1%lm | - | - | - | - | - | - | 1%lm | * | * |
| OTHER | 16 | 1 | 6 | - | - | - | 3 | 1 | 1 | 3 | - | 2 | 14 | 14 |
| | 1% | 1% | 3%cdhlm | - | - | - | 4%h | * | * | 1% | - | 1% | 1% | 1% |
| DON'T KNOW | 30 | - | 10 | - | 5 | 1 | - | - | 3 | 10 | - | 1 | 29 | 29 |
| | 2% | - | 5%acghjklm | - | 3%c | 1% | - | - | 1% | 4%cghjkl m | - | 1% | 2% | 2% |
| NONE OF THESE | 41 | - | 3 | 6 | 5 | 9 | - | 2 | 5 | 9 | 2 | 1 | 38 | 40 |
| | 2% | - | 1% | 3%k | 2% | 8%abdghk lm | - | 1% | 1% | 3%k | 2% | * | 2% | 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base

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Ipsos MORI

J0903544-22-04 04 JUN - 10 JUN 2010
DAIRY FARMING

Table 9
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

| | SEX | | AGE | | | | | FREQUENCY OF PURCHASE | | | | | SOCIAL GRADE | | | | |
|------------------------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|-----------------------------------|--------------------------------|---------------------------------------|--------------|-------------|--------------|-----------|-----------|-----------|--------|
| | MALE (a) | FEMALE (b) | 15-17 (c) | 18-34 (d) | 35-54 (e) | 55-64 (f) | 65+ (g) | SEVERAL TIMES A WEEK (h) | ABOUT ONCE A WEEK (i) | LESS THAN ONCE A WEEK (j) | NEVER (k) | EVER (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | |
| UNWEIGHTED BASE | 2019 | 986 | 1033 | 61 | 535 | 622 | 353 | 448 | 1299 | 528 | 70 | 62 | 1957 | 413 | 653 | 466 | 487 |
| WEIGHTED BASE | 2019 | 979 | 1040 | 95* | 544 | 691 | 292 | 397 | 1290 | 518 | 75* | 68* | 1951 | 538 | 580 | 423 | 477 |
| | 100% | 48% | 52% | 5%* | 27% | 34% | 14% | 20% | 64% | 26% | 4%* | 3%* | 97% | 27% | 29% | 21% | 24% |
| SEX | | | | | | | | | | | | | | | | | |
| MALE | 979 | 979 | - | 49 | 273 | 342 | 143 | 173 | 613 | 247 | 42 | 42 | 937 | 276 | 264 | 226 | 213 |
| | 48% | 100%b | - | 51% | 50%g | 49% | 49% | 43% | 48% | 48% | 56% | 62%hl | 48% | 51% | 46% | 53%np | 45% |
| FEMALE | 1040 | - | 1040 | 46 | 271 | 349 | 149 | 225 | 677 | 270 | 33 | 26 | 1014 | 263 | 316 | 197 | 265 |
| | 52% | - | 100%a | 49% | 50% | 51% | 51% | 57%d | 52%k | 52% | 44% | 38% | 52%k | 49% | 54%o | 47% | 55%o |
| AGE | | | | | | | | | | | | | | | | | |
| 15-17 | 95 | 49 | 46 | 95 | - | - | - | - | 55 | 22 | 2 | 12 | 83 | 25 | 31 | 20 | 19 |
| | 5% | 5% | 4% | 100%defg | - | - | - | - | 4% | 4% | 3% | 17%hijl | 4% | 5% | 5% | 5% | 4% |
| 18-34 | 544 | 273 | 271 | - | 544 | - | - | - | 349 | 131 | 24 | 21 | 522 | 101 | 170 | 130 | 143 |
| | 27% | 28% | 26% | - | 100%cefg | - | - | - | 27% | 25% | 31% | 31% | 27% | 19% | 29%lm | 31%lm | 30%lm |
| 35-54 | 691 | 342 | 349 | - | - | 691 | - | - | 465 | 159 | 28 | 19 | 672 | 237 | 181 | 145 | 128 |
| | 34% | 35% | 34% | - | - | 100%cdfg | - | - | 36%i | 31% | 37% | 27% | 34%i | 44%nop | 31% | 34%p | 27% |
| 55-64 | 292 | 143 | 149 | - | - | - | 292 | - | 187 | 77 | 7 | 7 | 286 | 85 | 87 | 56 | 64 |
| | 14% | 15% | 14% | - | - | - | 100%cdeg | - | 15% | 15% | 9% | 10% | 15% | 16% | 15% | 13% | 13% |
| 65+ | 397 | 173 | 225 | - | - | - | - | 397 | 235 | 129 | 15 | 10 | 387 | 91 | 112 | 72 | 122 |
| | 20% | 18% | 22%a | - | - | - | - | 100%cdef | 18% | 25%hl | 20% | 15% | 20%h | 17% | 19% | 17% | 26%mmo |
| FREQUENCY OF PURCHASE | | | | | | | | | | | | | | | | | |
| SEVERAL TIMES A WEEK | 1290 | 613 | 677 | 55 | 349 | 465 | 187 | 235 | 1290 | - | - | - | 1290 | 363 | 353 | 266 | 308 |
| | 64% | 63% | 65% | 58% | 64% | 67%g | 64% | 59% | 100%ijkl | - | - | - | 66%ijk | 67%n | 61% | 63% | 64% |
| ABOUT ONCE A WEEK | 518 | 247 | 270 | 22 | 131 | 159 | 77 | 129 | - | 518 | - | - | 518 | 131 | 168 | 106 | 112 |
| | 26% | 25% | 26% | 24% | 24% | 23% | 26% | 32%de | - | 100%hijkl | - | - | 27%hjk | 24% | 29% | 25% | 24% |
| LESS THAN ONCE A WEEK | 75 | 42 | 33 | 2 | 24 | 28 | 7 | 15 | - | - | 75 | - | 75 | 21 | 29 | 17 | 8 |
| | 4% | 4% | 3% | 2% | 4% | 4% | 2% | 4% | - | - | 100%hikl | - | 4%hi | 4% | 5%p | 4%p | 2% |
| NEVER | 68 | 42 | 26 | 12 | 21 | 19 | 7 | 10 | - | - | - | 68 | - | 13 | 17 | 14 | 24 |
| | 3% | 4%b | 2% | 12%defg | 4% | 3% | 2% | 3% | - | - | - | 100%hijl | - | 2% | 3% | 3% | 5%lm |
| EVER | 1951 | 937 | 1014 | 83 | 522 | 672 | 286 | 387 | 1290 | 518 | 75 | - | 1951 | 525 | 563 | 410 | 453 |
| | 97% | 96% | 98%a | 88% | 96%c | 97%c | 98%c | 97%c | 100%k | 100%k | 100%k | - | 100%k | 98%p | 97% | 97% | 95% |
| SOCIAL GRADE | | | | | | | | | | | | | | | | | |
| AB | 538 | 276 | 263 | 25 | 101 | 237 | 85 | 91 | 363 | 131 | 21 | 13 | 525 | 538 | - | - | - |
| | 27% | 28% | 25% | 26% | 18% | 34%dg | 29%d | 23% | 28% | 25% | 28% | 19% | 27% | 100%nop | - | - | - |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/ij/kl - m/n/o/p
Overlap formulae used. * small base

J0903544-22-04 04 JUN - 10 JUN 2010
DAIRY FARMING

Table 9
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

| | SEX | | AGE | | | | | FREQUENCY OF PURCHASE | | | | | SOCIAL GRADE | | | | |
|------------------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|-----------------------------------|--------------------------------|---------------------------------------|--------------|-------------|--------------|--------------------|-------------------|------------------|--------------------|
| | MALE (a) | FEMALE (b) | 15-17 (c) | 18-34 (d) | 35-54 (e) | 55-64 (f) | 65+ (g) | SEVERAL TIMES A WEEK (h) | ABOUT ONCE A WEEK (i) | LESS THAN ONCE A WEEK (j) | NEVER (k) | EVER (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | |
| WEIGHTED BASE | 2019 | 979 | 1040 | 95* | 544 | 691 | 292 | 397 | 1290 | 518 | 75* | 68* | 1951 | 538 | 580 | 423 | 477 |
| | 100% | 48% | 52% | 5%* | 27% | 34% | 14% | 20% | 64% | 26% | 4%* | 3%* | 97% | 27% | 29% | 21% | 24% |
| C1 | 580 | 264 | 316 | 31 | 170 | 181 | 87 | 112 | 353 | 168 | 29 | 17 | 563 | - | 580 | - | - |
| | 29% | 27% | 30% | 32% | 31% | 26% | 30% | 28% | 27% | 33%hl | 39% | 25% | 29%h | - | 100%mop | - | - |
| C2 | 423 | 226 | 197 | 20 | 130 | 145 | 56 | 72 | 266 | 106 | 17 | 14 | 410 | - | - | 423 | - |
| | 21% | 23%b | 19% | 21% | 24%g | 21% | 19% | 18% | 21% | 20% | 22% | 20% | 21% | - | - | 100%mnp | - |
| DE | 477 | 213 | 265 | 19 | 143 | 128 | 64 | 122 | 308 | 112 | 8 | 24 | 453 | - | - | - | 477 |
| | 24% | 22% | 25% | 20% | 26%e | 19% | 22% | 31%ef | 24%j | 22% | 11% | 36%hijl | 23%j | - | - | - | 100%mno |
| STANDARD REGION | | | | | | | | | | | | | | | | | |
| NORTH | 106 | 52 | 54 | 7 | 32 | 41 | 12 | 14 | 63 | 27 | 8 | 7 | 100 | 21 | 35 | 19 | 32 |
| | 5% | 5% | 5% | 7% | 6% | 6% | 4% | 3% | 5% | 5% | 10% | 10% | 5% | 4% | 6% | 4% | 7% |
| NORTH WEST | 219 | 105 | 113 | 9 | 69 | 69 | 29 | 41 | 140 | 59 | 3 | 13 | 205 | 66 | 63 | 29 | 60 |
| | 11% | 11% | 11% | 10% | 13% | 10% | 10% | 10% | 11% | 11% | 3% | 19%hjl | 11% | 12%o | 11%o | 7% | 13%o |
| YORKS & HUMBERSIDE | 173 | 83 | 91 | 7 | 60 | 54 | 26 | 27 | 118 | 42 | 3 | 3 | 170 | 35 | 49 | 30 | 59 |
| | 9% | 8% | 9% | 7% | 11%g | 8% | 9% | 7% | 9% | 8% | 4% | 5% | 9% | 7% | 8% | 7% | 12%mno |
| WEST MIDLANDS | 212 | 105 | 108 | 6 | 49 | 85 | 31 | 41 | 132 | 60 | 9 | 5 | 207 | 67 | 61 | 42 | 43 |
| | 11% | 11% | 10% | 7% | 9% | 12% | 11% | 10% | 10% | 12% | 12% | 8% | 11% | 12% | 11% | 10% | 9% |
| EAST MIDLANDS | 121 | 58 | 63 | 5 | 34 | 40 | 15 | 27 | 73 | 33 | 3 | 7 | 114 | 20 | 39 | 27 | 35 |
| | 6% | 6% | 6% | 6% | 6% | 6% | 5% | 7% | 6% | 6% | 4% | 10% | 6% | 4% | 7% ^m | 6% | 7% ^m |
| EAST ANGLIA | 80 | 39 | 41 | - | 9 | 36 | 26 | 8 | 41 | 13 | 9 | 1 | 79 | 25 | 18 | 23 | 13 |
| | 4% | 4% | 4% | - | 2% | 5%cdg | 9%cddeg | 2% | 3% | 2% | 12%hikl | 2% | 4%hi | 5% | 3% | 6% ^p | 3% |
| SOUTH WEST | 178 | 86 | 92 | 2 | 38 | 63 | 30 | 45 | 124 | 45 | 6 | 3 | 175 | 55 | 56 | 42 | 26 |
| | 9% | 9% | 9% | 2% | 7% | 9% | 10% | 11%cd | 10% | 9% | 8% | 5% | 9% | 10% ^p | 10% ^p | 10% ^p | 5% |
| SOUTH EAST | 394 | 191 | 203 | 35 | 96 | 123 | 59 | 81 | 248 | 108 | 19 | 13 | 381 | 148 | 108 | 83 | 55 |
| | 20% | 20% | 20% | 37%defg | 18% | 18% | 20% | 20% | 19% | 21% | 25% | 19% | 20% | 27% ^{nop} | 19% ^p | 20% ^p | 12% |
| GREATER LONDON | 259 | 128 | 131 | 15 | 89 | 89 | 27 | 39 | 154 | 70 | 10 | 4 | 255 | 56 | 82 | 59 | 61 |
| | 13% | 13% | 13% | 16% | 16%fg | 13% | 9% | 10% | 12% | 13% | 13% | 6% | 13% | 10% | 14% | 14% | 13% |
| WALES | 100 | 49 | 51 | 2 | 29 | 26 | 15 | 28 | 75 | 20 | 1 | 4 | 96 | 17 | 28 | 26 | 29 |
| | 5% | 5% | 5% | 2% | 5% | 4% | 5% | 7% ^e | 6% ^l | 4% | 2% | 7% | 5% | 3% | 5% | 6% ^m | 6% ^m |
| SCOTLAND | 176 | 84 | 92 | 6 | 38 | 65 | 21 | 47 | 123 | 40 | 5 | 7 | 169 | 27 | 41 | 44 | 64 |
| | 9% | 9% | 9% | 6% | 7% | 9% | 7% | 12%df | 10% | 8% | 7% | 10% | 9% | 5% | 7% | 10% ^m | 13% ^{mno} |
| ENGLAND | 1743 | 846 | 896 | 87 | 477 | 600 | 257 | 322 | 1093 | 458 | 69 | 57 | 1686 | 494 | 512 | 353 | 384 |
| | 86% | 86% | 86% | 92% | 88%g | 87%g | 88%g | 81% | 85% | 88% | 91% | 83% | 86%h | 92% ^{op} | 88% ^{op} | 83% | 80% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l - m/n/o/p
Overlap formulae used. * small base

J09035544-22-04 04 JUN - 10 JUN 2010
DAIRY FARMING

Table 9
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

| | SEX | | AGE | | | | | FREQUENCY OF PURCHASE | | | | | SOCIAL GRADE | | | | |
|----------------------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|-----------------------------------|--------------------------------|---------------------------------------|--------------|-------------|--------------|-----------|-----------|-----------|--|
| | MALE (a) | FEMALE (b) | 15-17 (c) | 18-34 (d) | 35-54 (e) | 55-64 (f) | 65+ (g) | SEVERAL TIMES A WEEK (h) | ABOUT ONCE A WEEK (i) | LESS THAN ONCE A WEEK (j) | NEVER (k) | EVER (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | |
| WEIGHTED BASE | | | | | | | | | | | | | | | | | |
| 2019 | 979 | 1040 | 95* | 544 | 691 | 292 | 397 | 1290 | 518 | 75* | 68* | 1951 | 538 | 580 | 423 | 477 | |
| 100% | 48% | 52% | 5%* | 27% | 34% | 14% | 20% | 64% | 26% | 4%* | 3%* | 97% | 27% | 29% | 21% | 24% | |
| ENGLAND & WALES | | | | | | | | | | | | | | | | | |
| 1843 | 895 | 948 | 89 | 506 | 626 | 272 | 350 | 1167 | 477 | 70 | 61 | 1782 | 511 | 539 | 379 | 413 | |
| 91% | 91% | 91% | 94% | 93%g | 91% | 93%g | 88% | 90% | 92% | 93% | 90% | 91% | 95%op | 93%p | 90% | 87% | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j/k/l - m/n/o/p
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Ipsos MORI

J09035544-22-04 04 JUN - 10 JUN 2010
DAIRY FARMING

Table 10
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

| | TOTAL | STANDARD REGION | | | | | | | | | | | | |
|------------------------------|---------------------------|-----------------|----------------------|------------------------------|-------------------------|-------------------------|--------------------------|----------------------|----------------------|--------------------------|-----------------------|---------------------|----------------|---------------------------|
| | | NORTH (a) | NORTH WEST (b) | YORKS & HUMBERSIDE (c) | WEST MIDLANDS (d) | EAST MIDLANDS (e) | EAST ANGLIA (f) | SOUTH WEST (g) | SOUTH EAST (h) | GREATER LONDON (i) | WALES (j) | SCOTLAND (k) | ENGLAND (l) | ENGLAND & WALES (m) |
| UNWEIGHTED BASE | 2019 | 110 | 229 | 195 | 214 | 125 | 37 | 130 | 396 | 275 | 116 | 192 | 1711 | 1827 |
| WEIGHTED BASE | 2019 | 106* | 219 | 173 | 212 | 121 | 80* | 178 | 394 | 259 | 100 | 176 | 1743 | 1843 |
| | 100% | 5%* | 11% | 9% | 11% | 6% | 4%* | 9% | 20% | 13% | 5% | 9% | 86% | 91% |
| SEX | | | | | | | | | | | | | | |
| MALE | 979 48% | 52 49% | 105 48% | 83 48% | 105 49% | 58 48% | 39 49% | 86 48% | 191 48% | 128 49% | 49 49% | 84 48% | 846 49% | 895 49% |
| FEMALE | 1040 52% | 54 51% | 113 52% | 91 52% | 108 51% | 63 52% | 41 51% | 92 52% | 203 52% | 131 51% | 51 51% | 92 52% | 896 51% | 948 51% |
| AGE | | | | | | | | | | | | | | |
| 15-17 | 95 5% | 7 7%g | 9 4% | 7 4% | 6 3% | 5 4% | - - | 2 1% | 35 9%bcdgjk lm | 15 6%g | 2 2% | 6 3% | 87 5%g | 89 5% |
| 18-34 | 544 27% | 32 30%f | 69 32%dfgk | 60 35%dfghk lm | 49 23% | 34 28%f | 9 11% | 38 21% | 96 24% | 89 35%dfghk lm | 29 29%f | 38 22% | 477 27%f | 506 27%l |
| 35-54 | 691 34% | 41 39% | 69 32% | 54 31% | 85 40%hj | 40 33% | 36 45%j | 63 36% | 123 31% | 89 34% | 26 26% | 65 37% | 600 34% | 626 34% |
| 55-64 | 292 14% | 12 12% | 29 13% | 26 15% | 31 15% | 15 12% | 26 33%abcde hijklm | 30 17% | 59 15% | 27 10% | 15 15% | 21 12% | 257 15%i | 272 15%i |
| 65+ | 397 20% | 14 13% | 41 19% | 27 15% | 41 19% | 27 22% | 8 11% | 45 25%aci | 81 20% | 39 15% | 28 28%acfil m | 47 27%acfil m | 322 18% | 350 19%l |
| FREQUENCY OF PURCHASE | | | | | | | | | | | | | | |
| SEVERAL TIMES A WEEK | 1290 64% | 63 59% | 140 64% | 118 68% | 132 62% | 73 60% | 41 52% | 124 69% | 248 63% | 154 60% | 75 75%adefh ilm | 123 70%i | 1093 63% | 1167 63%l |
| ABOUT ONCE A WEEK | 518 26% | 27 25% | 59 27% | 42 24% | 60 28% | 33 27% | 13 16% | 45 25% | 108 27% | 70 27% | 20 20% | 40 23% | 458 26% | 477 26% |
| LESS THAN ONCE A WEEK | 75 4% | 8 7%bcj | 3 1% | 3 2% | 9 4% | 3 2% | 9 11%bcjlm | 6 3% | 19 5%b | 10 4% | 1 1% | 5 3% | 69 4%b | 70 4%b |
| NEVER | 68 3% | 7 6%i | 13 6%ciim | 3 2% | 5 2% | 7 6%i | 1 1% | 3 2% | 13 3% | 4 2% | 4 4% | 7 4% | 57 3% | 61 3% |
| EVER | 1951 97% | 100 94% | 205 94% | 170 98%b | 207 98% | 114 94% | 79 99% | 175 98% | 381 97% | 255 98%abe | 96 96% | 169 96% | 1686 97%b | 1782 97%b |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
Overlap formulae used. * small base

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Ipsos MORI

J09035544-22-04 04 JUN - 10 JUN 2010
DAIRY FARMING

Table 10
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

| | TOTAL | STANDARD REGION | | | | | | | | | | | | |
|------------------------|----------------------------|-----------------------------|-----------------------------|------------------------------|-----------------------------|-----------------------------|----------------------------|-----------------------------|-----------------------------|--------------------------|--------------|----------------------|----------------------------|---------------------------|
| | | NORTH (a) | NORTH WEST (b) | YORKS & HUMBERSIDE (c) | WEST MIDLANDS (d) | EAST MIDLANDS (e) | EAST ANGLIA (f) | SOUTH WEST (g) | SOUTH EAST (h) | GREATER LONDON (i) | WALES (j) | SCOTLAND (k) | ENGLAND (l) | ENGLAND & WALES (m) |
| WEIGHTED BASE | 2019 100% | 106* 5%* | 219 11% | 173 9% | 212 11% | 121 6% | 80* 4%* | 178 9% | 394 20% | 259 13% | 100 5% | 176 9% | 1743 86% | 1843 91% |
| SOCIAL GRADE | | | | | | | | | | | | | | |
| AB | 538 27% | 21 20% | 66 30%ceijk | 35 20% | 67 31%aceij k | 20 16% | 25 31%k | 55 31%cejk | 148 38%aceij klm | 56 22% | 17 17% | 27 15% | 494 28%ceijk m | 511 28%ceijk |
| C1 | 580 29% | 35 33% | 63 29% | 49 28% | 61 29% | 39 32% | 18 23% | 56 31% | 108 27% | 82 32% | 28 28% | 41 23% | 512 29% | 539 29% |
| C2 | 423 21% | 19 18% | 29 13% | 30 17% | 42 20% | 27 22%b | 23 29%b | 42 23%b | 83 21%b | 59 23%b | 26 26%b | 44 25%b | 353 20%b | 379 21%b |
| DE | 477 24% | 32 30%gh | 60 28%ghl | 59 34%dfghi lm | 43 20% | 35 29%gh | 13 16% | 26 14% | 55 14% | 61 24%gh | 29 29%gh | 64 36%dfghi lm | 384 22%gh | 413 22%gh |
| STANDARD REGION | | | | | | | | | | | | | | |
| NORTH | 106 5% | 106 100%bcdefg hijklm | - | - | - | - | - | - | - | - | - | - | 106 6%bcdegh ijklm | 106 6%bcdeghijk |
| NORTH WEST | 219 11% | - | 219 100%acdefghi jklm | - | - | - | - | - | - | - | - | - | 219 13%acdef ghijklm | 219 12%acdefghijk |
| YORKS & HUMBERSIDE | 173 9% | - | - | 173 100%abdefg hijklm | - | - | - | - | - | - | - | - | 173 10%abdegh ijklm | 173 9%abdeghijk |
| WEST MIDLANDS | 212 11% | - | - | - | 212 100%abcefg hijklm | - | - | - | - | - | - | - | 212 12%abcef ghijklm | 212 12%abcefgghijk |
| EAST MIDLANDS | 121 6% | - | - | - | - | 121 100%abcdfg hijklm | - | - | - | - | - | - | 121 7%abcdgh ijklm | 121 7%abcdghijk |
| EAST ANGLIA | 80 4% | - | - | - | - | - | 80 100%abcdeg hijklm | - | - | - | - | - | 80 5%abcdeg hijk | 80 4%abcdeghijk |
| SOUTH WEST | 178 9% | - | - | - | - | - | - | 178 100%abcdef hijklm | - | - | - | - | 178 10%abcde hijklm | 178 10%abcdehijk |
| SOUTH EAST | 394 20% | - | - | - | - | - | - | - | 394 100%abcdef gijklm | - | - | - | 394 23%abcde fgijklm | 394 21%abcdefgijk |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/l/g/h/i/j/k/l/m
Overlap formulae used. * small base

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Ipsos MORI

J09035544-22-04 04 JUN - 10 JUN 2010
DAIRY FARMING

Table 10
DEMOGRAPHICS
BASE: ALL ADULTS AGED 15+

| | TOTAL | STANDARD REGION | | | | | | | | | | | | |
|----------------------|-------------|-----------------|----------------------|------------------------------|-------------------------|-------------------------|-----------------------|----------------------|----------------------|--------------------------|----------------------|----------------------|--------------------|---------------------------|
| | | NORTH (a) | NORTH WEST (b) | YORKS & HUMBERSIDE (c) | WEST MIDLANDS (d) | EAST MIDLANDS (e) | EAST ANGLIA (f) | SOUTH WEST (g) | SOUTH EAST (h) | GREATER LONDON (i) | WALES (j) | SCOTLAND (k) | ENGLAND (l) | ENGLAND & WALES (m) |
| WEIGHTED BASE | 2019 | 106* | 219 | 173 | 212 | 121 | 80* | 178 | 394 | 259 | 100 | 176 | 1743 | 1843 |
| | 100% | 5%* | 11% | 9% | 11% | 6% | 4%* | 9% | 20% | 13% | 5% | 9% | 86% | 91% |
| GREATER LONDON | 259 | - | - | - | - | - | - | - | - | 259 | - | - | 259 | 259 |
| | 13% | - | - | - | - | - | - | - | - | 100%abcdef ghijklm | - | - | 15%abcde fghjkm | 14%abcdefghijk |
| WALES | 100 | - | - | - | - | - | - | - | - | - | 100 | - | - | 100 |
| | 5% | - | - | - | - | - | - | - | - | - | 100%abcdef ghiklm | - | - | 5%abcdeghikl |
| SCOTLAND | 176 | - | - | - | - | - | - | - | - | - | - | 176 | - | - |
| | 9% | - | - | - | - | - | - | - | - | - | - | 100%abcdef ghijlm | - | - |
| ENGLAND | 1743 | 106 | 219 | 173 | 212 | 121 | 80 | 178 | 394 | 259 | - | - | 1743 | 1743 |
| | 86% | 100%jkm | 100%jkm | 100%jkm | 100%jkm | 100%jkm | 100%jk | 100%jkm | 100%jkm | 100%jkm | - | - | 100%jkm | 95%jk |
| ENGLAND & WALES | 1843 | 106 | 219 | 173 | 212 | 121 | 80 | 178 | 394 | 259 | 100 | - | 1743 | 1843 |
| | 91% | 100%k | 100%k | 100%k | 100%k | 100%k | 100%k | 100%k | 100%k | 100%k | 100%k | - | 100%k | 100%k |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 Overlap formulae used. * small base

| | Page | Table | Title | Base Description | Base |
|---|------|-------|---|---------------------------------------|------|
| ● | 1 | 1 | Q.DF01 WHICH IF ANY OF THESE WORD; PHRAS OR IMAGE; COME TO MIND WHEN YOU | BASE: ALL ADULT; AGED 15+ | 2019 |
| ● | 2 | 1 | Q.DF01 WHICH IF ANY OF THESE WORD; PHRAS OR IMAGE; COME TO MIND WHEN YOU | BASE: ALL ADULT; AGED 15+ | 2019 |
| ● | 3 | 2 | Q.DF01 WHICH IF ANY OF THESE WORD; PHRAS OR IMAGE; COME TO MIND WHEN YOU | BASE: ALL ADULT; AGED 15+ | 2019 |

| | Page | Table | Title | Base | Base |
|---|------|-------|--|--|------|
| ● | 4 | 2 | Q.DF01 WHICH IF ANY OF THESE WORDS; PHRAS OR IMAGE; COME TO MIND WHEN YOU | BASE: ALL ADULTS; AGED 15+ | 2019 |
| ● | 5 | 3 | Q.DF02 AND ON AVERA HOW OFTEN IF AT ALL, DO | BASE: ALL ADULTS; AGED 15+ | 2019 |
| ● | 6 | 4 | Q.DF02 AND ON AVERA HOW OFTEN IF AT ALL, DO | BASE: ALL ADULTS; AGED 15+ | 2019 |

| | Page | Table | Title | Base Description | Base |
|---|------|-------|---|--|------|
| ● | 7 | 5 | Q.DF03 THERE IS A PROPC FOR A NEW DAIRY FARM IN THE UK, WHICH WOULD PRODU MILK FROM AROUN EIGHT THOUS COWS IN LARGE INDOOI DAIRY SHEDS | BASE: ALL THOSE THAT BUY MILK | 1957 |

| | Page | Table | Title | Base | Base |
|---|------|-------|---|--|------|
| ● | 8 | 6 | Q.DF03 THERE IS A PROPC FOR A NEW DAIRY FARM IN THE UK, WHICH WOULD PRODU MILK FROM AROUN EIGHT THOUS COWS IN LARGE INDOOI DAIRY SHEDS | BASE: ALL THOSE THAT BUY MILK | 1957 |
| ● | 9 | 7 | Q.DF04 AND NOT INCLUE PRICE, WHICH ONE OF THESE IS MOST IMPOR TO | BASE: ALL THOSE THAT BUY MILK | 1957 |

| | Page | Table | Title | Base | Base |
|---|------|-------|--|--|------|
| ● | 10 | 8 | Q.DF04 AND NOT INCLUDE PRICE, WHICH ONE OF THESE IS MOST IMPOR- TO | BASE: ALL THOSE THAT BUY MILK | 1957 |
| ● | 11 | 9 | DEMOG / SEX / AGE / FREQU OF PURCH / DEMOG / STAND. REGION | BASE: ALL ADULTS AGED 15+ | 2019 |
| ● | 12 | 9 | DEMOG / STAND. REGION | BASE: ALL ADULTS AGED 15+ | 2019 |
| ● | 13 | 9 | DEMOG | BASE: ALL ADULTS AGED 15+ | 2019 |
| ● | 14 | 10 | DEMOG / SEX / AGE / FREQU OF PURCH | BASE: ALL ADULTS AGED 15+ | 2019 |

| | Page | Table | Title | Base | Base |
|---|------|-------|--|---------------------------------------|------|
| ● | 15 | 10 | DEMOG / SOCIAL GRADE / STAND. | BASE: ALL ADULTS AGED 15+ | 2019 |
| ● | 16 | 10 | DEMOG | BASE: ALL ADULTS AGED 15+ | 2019 |
