

**WSPA / Ipsos MORI Survey**  
**June 2010**

**Topline Results – 14/06/2010**

**Methodology:**

- Results based on 2019 face-to-face interviews conducted in-home with adults aged 15+ in Great Britain on Ipsos MORI's weekly omnibus ('Capibus') survey
- Fieldwork was conducted from 4-10 June 2010.
- Results are based on all respondents (2,019) unless otherwise stated
- Data is weighted to the known profile of the Great Britain (15+) population
- Where results do not sum to 100%, this may be due to multiple responses or computer rounding
- An asterisk ( \* ) indicates a score of less than 0.5% but greater than zero

Q1 Which if any of these words, phrases or images come to mind when you think of milk?  
You can read out any letters that apply.

Base = 2,019

	%
Fresh	70
Healthy	52
Cows grazing in fields	47
Natural	39
British	25
Pasture	24
Popular with children	20
Expensive	4
Has added chemicals	2
Other	1
Don't know	3
Semi-skimmed	*
Tea/Cup of tea	*
Skimmed	*
Cereals/Cornflakes	*
Organic	*
None of these	0
('Quality of drink')**	(84)

\*\* 'Quality of drink' is the combination of 'Fresh', 'Healthy', and 'Natural'

Q2 **And on average how often, if at all, do you buy milk ?**

	%
Base = 2,019	
Several times a week	64
About once a week	26
Less than once a week	4
Never	3
Varies / depends	2
Don't know	1
(Milk buyers - total)	(97)

ASK ALL MILK BUYERS

Q3 **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 milk buyers (1,957)	
Several times a week	13
About once a week	8
Less than once a week	6
Never	61
Varies / depends	8
Don't know	5

ASK ALL MILK BUYERS

Q4 **And not including price, which one of these is most important to you in choosing which milk to buy..?**

	%
Base: All milk buyers (1,957)	
Freshness / sell-by date	69
The welfare of the cows from which the milk comes	22
The number of vitamins or antioxidants in the milk	3
The design of the packaging	1
Other (WRITE IN)	1
Organic	*
Low Fat/Low in Calories	*
None of these	2
Don't know	2

