

Detailed tables

Thinking of your patients 4 to 12 years of age, what percentage would you say consume less than the 2 servings of milk products per day as recommended by Canada's Food Guide to Healthy Eating?

Proportions/Means: Columns Tested (5% risk level) - A/B - * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER	
		Male	Female
		A	B
Base: All respondents	100	59*	41*
None	2 2%	0 -	2 5%
1%-10%	30 30%	18 31%	12 29%
11%-20%	21 21%	9 15%	12 29%
21%-30%	21 21%	14 24%	7 17%
31%-40%	7 7%	4 7%	3 7%
41%-50%	12 12%	10 17%	2 5%
51%-60%	4 4%	2 3%	2 5%
61%-70%	1 1%	1 2%	0 -
71%-80%	1 1%	1 2%	0 -
81%-90%	1 1%	0 -	1 2%
Median	20	25	20
Mean (Incl 0)	25.5	27.4	22.8
Std.Dev	18.79	18.80	18.67
Std.Err	1.88	2.45	2.92
Mean (Excl 0)	26.0	27.4	24.0
Std.Dev	18.62	18.80	18.39
Std.Err	1.88	2.45	2.94

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What are some of the reasons these 4 to 12 year old patients do not consume the recommended daily servings of milk products?

Proportions/Mean: Columns Tested (5% risk level) - A/B -

* small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER	
		Male	Female
		A	B
Base: All respondents	100	59*	41*
Have allergies/ lactose intolerance	49 49%	31 53%	18 44%
Don't like the taste	65 65%	41 69%	24 59%
Parents don't provide	33 33%	24 41%	9 22%
Lack of knowledge/ information	15 15%	8 14%	7 17%
Don't like it (unspecified)	4 4%	1 2%	3 7%
Economic reasons	11 11%	7 12%	4 10%
Drink juice/ fruit drinks instead	19 19%	8 14%	11 27%
Poor eating habits - junk food/ pop etc.	18 18%	10 17%	8 20%
Culture/ Cultural habits	2 2%	2 3%	0 -
Peer pressure	3 3%	3 5%	0 -
Accessibility	4 4%	3 5%	1 2%
Convenience to take to school	3 3%	1 2%	2 5%
Other	9 9%	3 5%	6 15%
None/No more	1 1%	0 -	1 2%

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What are some of the reasons these 4 to 12 year old patients do not consume the recommended daily servings of milk products?

Proportions/Mean: Columns Tested (5% risk level) - A/B - * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER	
		Male A	Female B
(DK/NS)	1 1%	0 -	1 2%

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Which do you feel is more nutritionally beneficial to your patients 4 to 12 years of age? Is it:

Proportions/Means: Columns Tested (5% risk level) - A/B - * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER	
		Male A	Female B
Base: All respondents	100	59*	41*
Chocolate Milk	81 81%	48 81%	33 80%
Unsweetened fruit juice	3 3%	3 5%	0 -
Or are they equally nutritionally beneficial?	15 15%	8 14%	7 17%
(DK/NS)	1 1%	0 -	1 2%

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Why do you feel chocolate milk is more nutritionally beneficial than unsweetened fruit juice?

Proportions/Means: Columns Tested (5% risk level) - A/B - * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER	
		Male	Female
		A	B
Base: Chocolate milk is more nutritionally beneficial	81*	48*	33*
Less sugar	6 7%	1 2%	5 15% A
More calcium	51 63%	26 54%	25 76%
More vitamin D	26 32%	14 29%	12 36%
Vitamin content (unspecified)	8 10%	6 13%	2 6%
More Vitamin A	2 2%	2 4%	0 -
Protein content	47 58%	24 50%	23 70%
More calories	7 9%	5 10%	2 6%
Has some fat content	25 31%	13 27%	12 36%
More complete than juice	5 6%	4 8%	1 3%
Contains more nutrients	9 11%	4 8%	5 15%
Mineral content	5 6%	2 4%	3 9%
Carbohydrate content	4 5%	4 8%	0 -
Dairy component	3 4%	2 4%	1 3%
Same nutritional value as milk	3 4%	2 4%	1 3%

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Why do you feel chocolate milk is more nutritionally beneficial than unsweetened fruit juice?

Proportions/Means: Columns Tested (5% risk level) - A/B - * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER	
		Male A	Female B
Other	16 20%	11 23%	5 15%

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If you knew/Knowing that a serving of chocolate milk contained the same amount of sugar as a serving of unsweetened fruit juice, while maintaining all of the benefits of regular milk, would you recommend chocolate milk to your patients as part of their balanced diet?

Proportions/Means: Columns Tested (5% risk level) - A/B * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER	
		Male A	Female B
Base: All respondents	100	59*	41*
YES	85 85%	51 86%	34 83%
NO	15 15%	8 14%	7 17%

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Do you think your 4 to 12 year old patients who aren't drinking enough milk would drink more milk if they were offered chocolate milk to drink instead of regular milk?

Proportions/Means: Columns Tested (5% risk level) - A/B * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER	
		Male A	Female B
Base: All respondents	100	59*	41*
Yes	86 86%	51 86%	35 85%
No	14 14%	8 14%	6 15%

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Would you recommend chocolate milk over regular milk for these patients?

Proportions/Means: Columns Tested (5% risk level) - A/B * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER	
		Male A	Female B
Base: All respondents	100	59*	41*
Yes	58 58%	31 53%	27 66%
No	41 41%	27 46%	14 34%
(DK/NS)	1 1%	1 2%	0 -

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Which of the following would you recommend to parents as the best source of calcium for children 4 to 12 years of age?

Proportions/Means: Columns Tested (5% risk level) - A/B * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER	
		Male A	Female B
Base: All respondents	100	59*	41*
1 cup of Broccoli	1 1%	1 2%	0 -
An 8 oz glass of regular milk	96 96%	57 97%	39 95%
An 8 oz glass of calcium enriched fruit juice	2 2%	1 2%	1 2%
(DK/NS)	1 1%	0 -	1 2%

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With equal size servings, which contains more sugar?

Proportions/Mean: Columns Tested (5% risk level) - A/B * small base; ** very small base (under 30) ineligible for sig testing

	Total	GENDER	
		Male A	Female B
Base: All respondents	100	59*	41*
Chocolate Milk	39 39%	24 41%	15 37%
Unsweetened fruit juice	42 42%	25 42%	17 41%
Or do they contain equal amounts of sugar	18 18%	9 15%	9 22%
(DK/NS)	1 1%	1 2%	0 -