

Dairy Farmers

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General Mills

OM8. Which do you enjoy most during your day?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Breakfast	188 19%	82 17%	106 21%	35 12%	69 17%	84 27% CD	16 17%	50 18%	91 20%	31 19%
Lunch	93 9%	40 8%	53 10%	36 12%	32 8%	26 8%	9 10%	30 11%	36 8%	18 11%
Dinner	634 63% B	327 67%	307 60%	182 62%	259 65%	192 62%	60 62%	184 65%	286 63%	103 63%
Snacking	85 9%	41 8%	45 9%	42 14% E	36 9% E	6 2%	11 11%	19 7%	43 10%	12 8%

Detailed tables

General Mills

OM9. I often skip eating a meal at?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

Detailed tables

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Weighted	1044	457	587	243	439	360	106	304	475	159
	1000	490	510	294	396	308	97*	282	456	164
Breakfast										
Yes	442 44%	230 47%	212 42%	156 53% E	206 52% E	80 26%	45 47% I	140 50% I	203 45% I	53 32%
No	558 56%	260 53%	298 58%	138 47%	190 48%	228 74% CD	52 53%	142 50%	253 55%	111 68% FGH
Lunch										
Yes	366 37%	179 36%	187 37%	88 30%	173 44% CE	105 34%	49 51% GHI	103 36%	160 35%	54 33%
No	634 63%	311 64%	323 63%	206 70% D	223 56%	203 66% D	48 49%	180 64% F	296 65% F	111 67% F
Dinner										
Yes	73 7%	32 6%	42 8%	25 9%	32 8%	16 5%	9 9%	31 11% H	21 5%	13 8%
No	927 93%	458 94%	468 92%	269 91%	365 92%	292 95%	88 91%	252 89%	435 95% G	152 92%
Any meal										
Yes	654 65%	326 67%	327 64%	193 65% E	292 74% CE	168 54%	72 74% I	200 71% I	294 65% I	87 53%
No	346 35%	163 33%	183 36%	102 35% D	104 26%	140 46% CD	25 26%	82 29%	162 35%	77 47% FGH

General Mills

OM9. [Yes Summary] I often skip eating a meal at?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Any meal	654 65%	326 67%	327 64%	193 65%	292 74%	168 54%	72 74%	200 71%	294 65%	87 53%
Breakfast	442 44%	230 47%	212 42%	156 53%	206 52%	80 26%	45 47%	140 50%	203 45%	53 32%
Lunch	366 37%	179 36%	187 37%	88 30%	173 44%	105 34%	49 51%	103 36%	160 35%	54 33%
Dinner	73 7%	32 6%	42 8%	25 9%	32 8%	16 5%	9 9%	31 11%	21 5%	13 8%

Detailed tables

General Mills

OM10. When I do snack, I typically snack...?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
In the morning	132 13%	67 14%	65 13%	55 19% E	51 13% E	25 8%	7 8%	30 11%	70 15%	24 15%
In the afternoon	453 45%	199 41%	255 50% A	163 55% DE	166 42%	124 40%	44 45%	128 45%	203 44%	79 48%
In the evening	600 60%	312 64% B	288 56%	180 61%	237 60%	183 59%	65 68%	163 58%	280 61%	91 55%
Before bed	245 24%	138 28% B	107 21%	99 34% DE	96 24% E	50 16%	27 28%	60 21%	122 27%	36 22%
(Dk/Ns)	2 0	0 0	1 0	0 -	1 0	0 0	0 -	1 0	0 -	0 0

Detailed tables

General Mills

Detailed tables

OM11_1. (Over the past few years, I am snacking more than I used to) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Over the past few years, I am snacking more than I used to										
Strongly agree	94 9%	36 7%	58 11% A	39 13% E	37 9%	18 6%	18 18% GHI	23 8%	40 9%	14 9%
Somewhat agree	286 29%	140 29%	146 29%	99 34% E	114 29%	73 24%	19 19%	85 30% F	139 30% F	44 27%
Somewhat disagree	377 38%	198 41%	179 35%	104 35%	170 43% E	102 33%	32 33%	119 42%	160 35%	66 40%
Strongly disagree	242 24%	116 24%	127 25%	52 18%	75 19%	115 37% CD	29 29% G	55 19%	118 26%	40 25%
Summary										
Top2Box - Agree	380 38%	176 36%	205 40%	138 47% DE	150 38% E	91 30%	36 38%	108 38%	178 39%	58 35%
Low2Box - Disagree	620 62%	314 64%	306 60%	156 53%	246 62% C	217 70% CD	60 62%	174 62%	278 61%	107 65%

General Mills

Detailed tables

OM11_2. (The snacks that I typically eat are generally becoming less healthy) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
The snacks that I typically eat are generally becoming less healthy										
Strongly agree	67 7%	26 5%	42 8%	29 10% E	26 7%	12 4%	13 13% GH	18 6%	27 6%	10 6%
Somewhat agree	290 29%	152 31%	139 27%	96 33% E	125 32% E	68 22%	28 29%	88 31%	133 29%	42 25%
Somewhat disagree	426 43%	220 45%	206 40%	128 44%	179 45%	118 38%	35 36%	121 43%	195 43%	75 46%
Strongly disagree	217 22%	92 19%	124 24% A	41 14%	65 17%	110 36% CD	21 22%	56 20%	102 22%	38 23%
Summary										
Top2Box - Agree	357 36%	177 36%	180 35%	125 43% E	151 38% E	80 26%	40 42%	105 37%	160 35%	52 31%
Low2Box - Disagree	643 64%	313 64%	330 65%	169 57%	245 62%	228 74% CD	56 58%	177 63%	297 65%	113 69%

General Mills

Detailed tables

OM11_3. (I have enough time to eat breakfast, lunch, and dinner each day) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
I have enough time to eat breakfast, lunch, and dinner each day										
Strongly agree	393 39%	188 38%	205 40%	75 26%	118 30%	199 64% CD	49 51% GH	108 38%	168 37%	68 41%
Somewhat agree	333 33%	167 34%	166 32%	98 33%	151 38% E	84 27%	23 24%	94 33%	163 36% F	52 32%
Somewhat disagree	177 18%	89 18%	88 17%	71 24% E	88 22% E	19 6%	15 16%	52 18%	78 17%	31 19%
Strongly disagree	97 10%	46 9%	51 10%	51 17% DE	40 10% E	7 2%	9 9%	29 10%	46 10%	13 8%
Summary										
Top2Box - Agree	726 73%	355 73%	371 73%	173 59%	269 68% C	283 92% CD	73 75%	202 71%	332 73%	120 73%
Low2Box - Disagree	274 27%	134 27%	139 27%	121 41% DE	127 32% E	25 8%	24 25%	81 29%	125 27%	44 27%

General Mills

Detailed tables

OM11_4. (I like to have a bedtime snack) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
I like to have a bedtime snack										
Strongly agree	161 16%	87 18%	74 15%	61 21% E	59 15%	42 14%	27 28% GHI	41 14%	77 17%	16 10%
Somewhat agree	307 31%	174 35% B	134 26%	104 35% E	125 31%	78 25%	28 29%	84 30%	138 30%	57 35%
Somewhat disagree	278 28%	129 26%	149 29%	80 27%	120 30%	77 25%	19 20%	89 31% F	127 28%	43 26%
Strongly disagree	254 25%	101 21%	153 30% A	49 17%	93 24%	111 36% CD	22 23%	69 25%	115 25%	48 29%
Summary										
Top2Box - Agree	468 47%	260 53% B	208 41%	165 56% DE	183 46% E	120 39%	55 57% G	125 44%	215 47%	74 45%
Low2Box - Disagree	532 53%	229 47%	302 59% A	129 44%	213 54% C	188 61% CD	42 43%	158 56% F	241 53%	90 55%

General Mills

Detailed tables

OM11_5. (Because of time constraints, I find myself snacking more often than I used to) What is the extent to which you agree with the following statements?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Because of time constraints, I find myself snacking more often than I used to										
Strongly agree	66 7%	28 6%	38 7%	33 11% DE	23 6%	9 3%	14 14% GHI	20 7%	23 5%	9 5%
Somewhat agree	207 21%	95 19%	112 22%	90 31% DE	80 20% E	36 12%	23 24%	52 18%	95 21%	38 23%
Somewhat disagree	415 42%	211 43%	205 40%	114 39%	200 51% CE	102 33%	23 24%	131 46% F	193 42% F	69 42% F
Strongly disagree	312 31%	156 32%	156 31%	57 20%	93 24%	161 52% CD	37 38%	80 28%	146 32%	49 30%
Summary										
Top2Box - Agree	272 27%	123 25%	149 29%	123 42% DE	103 26% E	46 15%	37 38% GH	72 26%	117 26%	46 28%
Low2Box - Disagree	728 73%	367 75%	361 71%	171 58%	293 74% C	262 85% CD	60 62%	210 74% F	339 74% F	118 72%

General Mills

Detailed tables

OM11_6. (I feel guilty when I snack in between meals) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
I feel guilty when I snack in between meals										
Strongly agree	95 9%	33 7%	62 12% A	26 9%	35 9%	32 11%	18 19% GH	22 8%	35 8%	20 12%
Somewhat agree	275 28%	122 25%	153 30%	85 29%	94 24%	97 31% D	19 20%	73 26%	135 30%	48 29%
Somewhat disagree	334 33%	164 33%	171 33%	89 30%	149 38%	96 31%	29 29%	101 36%	150 33%	55 33%
Strongly disagree	296 30%	172 35% B	124 24%	94 32%	118 30%	83 27%	31 32%	86 31%	137 30%	41 25%
Summary										
Top2Box - Agree	370 37%	155 32%	215 42% A	111 38%	129 33%	129 42% D	37 38%	95 34%	169 37%	68 42%
Low2Box - Disagree	630 63%	335 68% B	295 58%	183 62%	267 67% E	179 58%	60 62%	188 66%	287 63%	96 58%

General Mills

Detailed tables

OM11. (Top2box Agree Summary) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
I have enough time to eat breakfast, lunch, and dinner each day	726	355	371	173	269	283	73	202	332	120
	73%	73%	73%	59%	68% C	92% CD	75%	71%	73%	73%
I like to have a bedtime snack	468	260	208	165	183	120	55	125	215	74
	47%	53% B	41%	56% DE	46% E	39%	57% G	44%	47%	45%
Over the past few years, I am snacking more than I used to	380	176	205	138	150	91	36	108	178	58
	38%	36%	40%	47% DE	38% E	30%	38%	38%	39%	35%
I feel guilty when I snack in between meals	370	155	215	111	129	129	37	95	169	68
	37%	32%	42% A	38%	33%	42% D	38%	34%	37%	42%
The snacks that I typically eat are generally becoming less healthy	357	177	180	125	151	80	40	105	160	52
	36%	36%	35%	43% E	38% E	26%	42%	37%	35%	31%
Because of time constraints, I find myself snacking more often than I used to	272	123	149	123	103	46	37	72	117	46
	27%	25%	29%	42% DE	26% E	15%	38% GH	26%	26%	28%

General Mills

Detailed tables

OM11. (Low2box Disagree Summary) What is the extent to which you agree with the following statements?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Because of time constraints, I find myself snacking more often than I used to	728	367	361	171	293	262	60	210	339	118
	73%	75%	71%	58%	74% C	85% CD	62%	74% F	74% F	72%
The snacks that I typically eat are generally becoming less healthy	643	313	330	169	245	228	56	177	297	113
	64%	64%	65%	57%	62%	74% CD	58%	63%	65%	69%
I feel guilty when I snack in between meals	630	335	295	183	267	179	60	188	287	96
	63%	68% B	58%	62%	67% E	58%	62%	66%	63%	58%
Over the past few years, I am snacking more than I used to	620	314	306	156	246	217	60	174	278	107
	62%	64%	60%	53%	62% C	70% CD	62%	62%	61%	65%
I like to have a bedtime snack	532	229	302	129	213	188	42	158	241	90
	53%	47%	59% A	44%	54% C	61% CD	43%	56% F	53%	55%
I have enough time to eat breakfast, lunch, and dinner each day	274	134	139	121	127	25	24	81	125	44
	27%	27%	27%	41% DE	32% E	8%	25%	29%	27%	27%

General Mills

OM12. How often would you say you eat in between meals?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Rarely	164 16%	96 20% B	68 13%	25 9%	66 17% C	73 24% CD	19 20%	51 18%	70 15%	24 15%
A few times a week	348 35%	165 34%	183 36%	91 31%	149 38%	108 35%	27 28%	100 36%	162 35%	58 36%
Once a day	238 24%	120 25%	118 23%	84 29% D	83 21%	70 23%	21 22%	67 24%	99 22%	50 31% H
A few times a day	199 20%	83 17%	116 23% A	70 24%	75 19%	52 17%	21 22%	51 18%	98 21%	28 17%
I'm almost always snacking on something	51 5%	25 5%	25 5%	23 8% E	22 6% E	6 2%	7 7% I	13 5%	27 6%	3 2%

Detailed tables

General Mills

Detailed tables

OM13. Of the following snacks, which have you snacked on within the last week?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Muffins	173 17%	91 19%	82 16%	68 23% DE	63 16%	42 14%	15 15%	53 19%	76 17%	29 18%
Candy or chocolate	393 39%	196 40%	196 38%	141 48% E	166 42% E	86 28%	39 40%	106 38%	174 38%	73 44%
Chips	483 48%	246 50%	237 46%	170 58% E	210 53% E	103 34%	47 48%	142 50%	221 48%	74 45%
Fruit	653 65%	298 61%	355 70% A	193 66%	242 61%	217 71% D	57 59%	170 60%	311 68% G	116 70% G
Vegetables	376 38%	166 34%	210 41% A	120 41%	146 37%	110 36%	36 37%	99 35%	181 40%	60 37%
Cookies	394 39%	218 44% B	176 34%	130 44% E	159 40%	105 34%	40 42%	109 39%	179 39%	65 39%
Cereal and milk	238 24%	108 22%	129 25%	84 28% E	95 24%	59 19%	29 30% I	60 21%	121 26% I	28 17%
Granola bars	267 27%	128 26%	139 27%	117 40% DE	103 26% E	47 15%	26 27%	72 25%	127 28%	42 26%
Donuts	143 14%	88 18% B	55 11%	60 20% E	58 15% E	25 8%	20 21% H	44 15%	57 12%	22 13%
Yogurt	337 34%	130 27%	207 41% A	107 37%	125 32%	105 34%	26 27%	87 31%	157 34%	67 41% FG
Cheese and crackers	421 42%	192 39%	229 45%	121 41%	157 40%	141 46%	47 49%	108 38%	191 42%	74 45%
Chocolate milk	103 10%	61 13% B	42 8%	48 16% E	43 11% E	12 4%	10 11%	28 10%	49 11%	15 9%
None of these	20 2%	10 2%	10 2%	6 2%	7 2%	7 2%	5 5% GH	4 1%	7 2%	4 2%

General Mills

Detailed tables

OM14. And of the following list, which type of snack food would you consider to be the healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Whole-grain cereal	531 53%	263 54%	268 52%	172 58% D	195 49%	162 52%	55 57%	141 50%	241 53%	94 57%
Granola bars or other cereal bars	275 27%	149 30%	126 25%	66 22%	121 31% C	87 28%	30 31% I	91 32% I	124 27% I	29 18%
Fruits	63 6%	31 6%	33 6%	20 7%	26 7%	17 6%	4 4%	14 5%	33 7%	13 8%
Fruits & vegetables	27 3%	4 1%	23 5% A	11 4%	7 2%	9 3%	1 1%	5 2%	16 3%	5 3%
Crackers	26 3%	12 3%	13 3%	6 2%	13 3%	7 2%	3 3%	9 3%	12 3%	2 1%
Vegetables	23 2%	8 2%	15 3%	9 3%	10 2%	4 1%	1 1%	6 2%	8 2%	9 5% H
Chips or other salty snacks	11 1%	8 2%	3 1%	4 1%	1 0	6 2% D	2 2% H	4 1%	1 0	5 3% H
Nuts	10 1%	0 -	10 2% A	0 -	5 1%	5 2%	0 -	5 2%	3 1%	2 1%
Cookies or other baked goods	9 1%	7 1%	2 0	2 1%	6 1%	2 1%	0 -	3 1%	6 1%	1 0
Trail mix	4 0	2 0	2 0	0 -	2 1%	1 0	0 -	0 -	2 0	2 1%
Popcorn	3 0	0 -	3 1%	0 -	2 0	2 1%	0 -	2 1%	1 0	0 -
Veggies and dip	2 0	0 -	2 0	1 0	1 0	0 -	0 -	1 0	1 0	0 -
Yogurt	1 0	1 0	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -
Other mentions	11 1%	4 1%	7 1%	3 1%	5 1%	4 1%	1 1%	2 1%	6 1%	2 1%

General Mills

Detailed tables

OM14. And of the following list, which type of snack food would you consider to be the healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
None	0	0	0	0	0	0	0	0	0	0
	0	0	-	-	-	0	-	-	-	0
(Dk/Ns)	6	1	5	2	3	2	0	0	4	2
	1%	0	1%	1%	1%	1%	-	-	1%	1%

General Mills

OM14a. And the second healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

Detailed tables

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Granola bars or other cereal bars	438 44%	225 46%	213 42%	145 49% E	175 44%	117 38%	42 43%	130 46%	190 42%	76 46%
Whole-grain cereal	285 28%	148 30%	136 27%	81 28%	123 31%	81 26%	24 25%	82 29%	144 32% I	35 21%
Crackers	130 13%	52 11%	79 15% A	35 12%	52 13%	44 14%	15 16%	36 13%	60 13%	19 12%
Fruits	45 5%	16 3%	30 6%	6 2%	21 5%	18 6% C	4 4%	10 3%	19 4%	12 8%
Cookies or other baked goods	30 3%	21 4% B	9 2%	6 2%	6 2%	18 6% CD	6 6% H	10 3%	8 2%	7 4%
Vegetables	28 3%	10 2%	17 3%	8 3%	6 2%	13 4% D	2 2%	5 2%	16 4%	5 3%
Chips or other salty snacks	8 1%	7 1%	2 0	2 1%	1 0	5 2% D	2 2%	2 1%	5 1%	0 -
Yogurt	8 1%	0 -	8 2% A	2 1%	2 0	4 1%	0 -	1 0	3 1%	4 2%
Nuts	7 1%	4 1%	2 0	3 1%	3 1%	0 -	1 1%	0 -	2 0	4 2% GH
Cheese	6 1%	4 1%	3 1%	2 1%	2 1%	1 0	0 -	2 1%	2 0	2 1%
Fruits & vegetables	5 0	0 -	5 1% A	0 -	2 1%	3 1%	1 1%	3 1%	1 0	0 -
Cheese and crackers	2 0	0 -	2 0	1 0	0 -	1 0	0 -	0 -	2 0	0 -
Popcorn	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -
Other mentions	5 1%	3 1%	2 0	1 0	3 1%	2 1%	0 -	3 1%	2 0	0 -

General Mills

OM14a. And the second healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
None	0	0	0	0	0	0	0	0	0	0
	0	0	-	-	-	0	-	-	-	0
(Dk/Ns)	3	0	2	2	1	0	0	1	1	1
	0	0	0	1%	0	0	-	0	0	0

Detailed tables

General Mills

Detailed tables

OM14. [Total Mentions] And of the following list, which type of snack food would you consider to be the healthiest? And the second healthiest?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Whole-grain cereal	815 82%	411 84%	404 79%	253 86% E	318 80%	242 79%	79 82%	223 79%	384 84%	128 78%
Granola bars or other cereal bars	712 71%	374 76% B	339 66%	211 72%	296 75% E	204 66%	72 74%	221 78% HI	314 69%	105 64%
Crackers	156 16%	64 13%	92 18% A	40 14%	65 16%	51 17%	18 19%	45 16%	72 16%	21 13%
Fruits	106 11%	45 9%	60 12%	26 9%	45 11%	35 11%	8 8%	23 8%	51 11%	24 15% G
Vegetables	51 5%	18 4%	33 6%	17 6%	16 4%	18 6%	3 3%	10 4%	24 5%	13 8%
Cookies or other baked goods	39 4%	28 6% B	11 2%	8 3%	12 3%	20 6% CD	6 6%	12 4%	14 3%	7 4%
Fruits & vegetables	29 3%	4 1%	25 5% A	11 4%	9 2%	9 3%	2 2%	6 2%	16 4%	5 3%
Chips or other salty snacks	19 2%	15 3% B	4 1%	6 2%	2 1%	11 4% D	4 4%	5 2%	6 1%	5 3%
Nuts	16 2%	4 1%	12 2%	3 1%	8 2%	5 2%	1 1%	5 2%	5 1%	6 3%
Yogurt	9 1%	1 0	8 2% A	2 1%	2 0	5 2%	0 -	2 1%	3 1%	4 2%
Cheese	6 1%	4 1%	3 1%	2 1%	2 1%	1 0	0 -	2 1%	2 0	2 1%
Popcorn	4 0	1 0	3 1%	0 -	2 0	2 1%	0 -	2 1%	2 0	0 -
Trail mix	4 0	2 0	2 0	0 -	2 1%	1 0	0 -	0 -	2 0	2 1%
Cheese and crackers	2 0	0 -	2 0	1 0	0 -	1 0	0 -	0 -	2 0	0 -

General Mills

Detailed tables

OM14. [Total Mentions] And of the following list, which type of snack food would you consider to be the healthiest? And the second healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Veggies and dip	2 0	0 -	2 0	1 0	1 0	0 -	0 -	1 0	1 0	0 -
Other mentions	15 2%	7 1%	8 2%	3 1%	8 2%	5 2%	1 1%	4 1%	8 2%	2 1%
None	0 0	0 0	0 -	0 -	0 -	0 0	0 -	0 -	0 -	0 0
(Dk/Ns)	1 0	0 -	1 0	1 0	0 -	0 -	0 -	0 -	1 0	0 -

General Mills

Detailed tables

OM15. And of the following beverages, which would you say is the healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Milk	487 49%	221 45%	266 52%	137 47%	195 49%	154 50%	45 47%	149 53%	229 50%	64 39%
Juice	284 28%	175 36%	109 21%	65 22%	123 31%	95 31%	31 32%	83 29%	123 27%	47 29%
Water	114 11%	33 7%	81 16%	50 17%	44 11%	19 6%	9 9%	18 6%	59 13%	28 17%
Tea	86 9%	51 10%	34 7%	36 12%	22 6%	27 9%	6 6%	27 10%	33 7%	20 12%
Coffee	9 1%	3 1%	6 1%	2 1%	4 1%	3 1%	4 4%	3 1%	2 0	0 -
Herbal/ green tea	5 1%	2 0	3 1%	0 -	2 0	3 1%	0 -	0 -	4 1%	1 1%
Soy milk	4 0	2 0	3 1%	0 -	0 -	4 1%	2 2%	1 0	2 0	0 -
Soft drink	2 0	2 0	0 -	2 1%	0 -	0 -	0 -	0 -	0 -	2 1%
Other mentions	4 0	0 -	4 1%	1 0	2 1%	1 0	0 -	1 0	3 1%	1 0
(Dk/Ns)	5 0	1 0	4 1%	1 0	4 1%	0 -	0 -	1 1%	2 0	2 1%

General Mills

OM15a. And the second healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

Detailed tables

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Juice	468 47%	219 45%	249 49%	125 42%	192 48%	150 49%	47 48%	140 50%	221 48%	60 36%
Milk	331 33%	183 37%	148 29%	104 35%	132 33%	95 31%	37 39%	94 33%	140 31%	59 36%
Tea	115 11%	55 11%	60 12%	39 13%	34 9%	40 13%	6 6%	27 10%	56 12%	25 15%
Water	44 4%	11 2%	33 6%	15 5%	20 5%	8 3%	1 1%	11 4%	21 5%	10 6%
Coffee	17 2%	10 2%	7 1%	5 2%	7 2%	5 2%	2 2%	3 1%	6 1%	6 4%
Soft drink	10 1%	8 2%	2 0%	3 1%	3 1%	4 1%	2 2%	3 1%	4 1%	1 1%
Herbal/ green tea	6 1%	1 0%	5 1%	1 0%	4 1%	1 0%	1 1%	2 1%	3 1%	0 -
Soy milk	2 0%	1 0%	1 0%	0 -	1 0%	1 0%	0 -	0 -	2 0%	0 -
Other mentions	4 0%	1 0%	3 1%	0 -	2 1%	2 1%	1 1%	0 -	2 0%	1 1%
None	1 0%	0 -	1 0%	0 -	0 -	1 0%	0 -	1 0%	0 -	0 -
(Dk/Ns)	3 0%	0 -	3 1%	2 1%	1 0%	1 0%	0 -	1 0%	1 0%	1 1%

General Mills

Detailed tables

OM15. [Total Mentions] And of the following beverages, which would you say is the healthiest? And the second healthiest?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used. * small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1044	457	587	243	439	360	106	304	475	159
Weighted	1000	490	510	294	396	308	97*	282	456	164
Milk	816 82%	402 82%	414 81%	241 82%	325 82%	249 81%	83 85% I	243 86% I	369 81%	121 74%
Juice	751 75% B	394 81% B	357 70%	190 65%	315 80% C	245 79% C	77 80% I	223 79% I	344 75% I	107 65% FG
Tea	200 20% D	106 22% D	94 18%	75 26% D	57 14%	68 22% D	12 13%	54 19%	89 19%	45 27% F
Water	155 15% A	43 9% A	112 22% A	66 22% DE	61 15% E	28 9%	10 10%	28 10%	80 18% G	37 23% FG
Coffee	26 3% B	13 3% B	13 3%	7 3%	11 3%	8 3%	6 6% GH	6 2%	8 2%	6 4%
Soft drink	12 1% B	10 2% B	2 0	5 2%	3 1%	4 1%	2 2%	3 1%	4 1%	3 2%
Herbal/ green tea	11 1% B	3 1% B	8 2%	1 0	6 2%	4 1%	1 1%	2 1%	7 2%	1 1%
Soy milk	6 1% CD	2 1% CD	4 1%	0 -	1 0	5 2% CD	2 2%	1 0	3 1%	0 -
Other mentions	8 1%	1 0	7 1%	1 0	4 1%	3 1%	1 1%	1 0	4 1%	2 1%