

YA1. When you buy a tub of ice cream from the dairy freezer, how important is it to you that the product is real ice cream made from milk and not a frozen dessert made from vegetable oils?

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	1495	748	747	218	551	726	121	315	609	450
Weighted	1495	724	771	417	594	484	123*	333	630	410
Very important	833 56%	410 57%	423 55%	180 43%	329 55%	324 67%	65 53%	170 51%	372 59%	226 55%
Somewhat important	414 28%	188 26%	226 29%	136 33%	170 29%	109 22%	43 35%	103 31%	161 26%	108 26%
Not very important	174 12%	88 12%	86 11%	77 18%	64 11%	33 7%	10 8%	41 12%	70 11%	54 13%
Not at all important	73 5%	38 5%	36 5%	24 6%	31 5%	19 4%	6 5%	19 6%	26 4%	22 5%
Summary										
Top2Box - Important	1247 83%	598 83%	649 84%	316 76%	499 84%	432 89%	108 88%	272 82%	533 85%	334 82%
Low2Box - Not important	248 17%	125 17%	122 16%	101 24%	94 16%	52 11%	15 12%	60 18%	96 15%	76 18%

YA2. When serving ice cream to your children, do you prefer to serve real ice cream made from milk, or do you prefer to serve other frozen desserts made from vegetable oils?

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	1495	748	747	218	551	726	121	315	609	450
Weighted	1495	724	771	417	594	484	123*	333	630	410
I prefer to serve real ice cream made from milk	1437	689	748	410	565	463	121	323	607	386
	96%	95%	97%	98%	95%	96%	99%	97%	96%	94%
I prefer to serve other frozen desserts made from vegetable oils	58	34	24	7	29	21	2	10	23	23
	4%	5%	3%	2%	5%	4%	1%	3%	4%	6%

YA3. When companies switch their products from real ice cream made from milk to a frozen dessert made with vegetable oils under the same brand name without prominently advertising the changes to their consumers, which of the following statements reflect your beliefs about these actions.

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	1495	748	747	218	551	726	121	315	609	450
Weighted	1495	724	771	417	594	484	123*	333	630	410
Labeling regulations need to be strengthened so companies are required to more prominently communicate these changes to their consumers	856	412	445	223	331	302	62	179	383	232
	57%	57%	58%	54%	56%	62% CD	50%	54%	61%	57%
I feel deceived	657	354	303	148	268	240	41	108	300	208
	44%	49% B	39%	35%	45% C	50% C	33%	32%	48% FG	51% FG
I think these companies are trying to be tricky	578	296	282	176	217	185	50	117	244	168
	39%	41%	37%	42%	37%	38%	40%	35%	39%	41%
If the change is a good thing for consumers, why wouldn't these companies promote or advertise these changes	355	165	190	102	131	122	30	67	154	104
	24%	23%	25%	25%	22%	25%	25%	20%	24%	25%
It doesn't bother me	85	54	32	32	35	19	9	20	30	27
	6%	7% B	4%	8%	6%	4%	7%	6%	5%	7%
These companies are just making minor changes to their products	21	9	12	8	4	9	3	4	4	9
	1%	1%	2%	2%	1%	2%	3%	1%	1%	2%
None of the above	51	34	18	13	28	10	7	7	17	21
	3%	5% B	2%	3%	5% E	2%	5%	2%	3%	5%