

KRC RESEARCH

To: MilkPEP

From: KRC Research

Subject: Key Findings – Flavored Milk Moms Survey – North Central

Date: May 2012

Following are the key results from the North Central Region of a nationwide online tracking survey among 1,000 moms of school-aged children, ages 18 and over, conducted March 9 – 14, 2012. The purpose of the research is to understand moms' attitudes and perceptions toward chocolate milk and determine to what degree target moms are aware of the growing debate surrounding chocolate milk as a menu offering in school lunch lines and cafeterias. Results provided below are for the North Central Region only; national results were provided under separate cover.

KEY FINDINGS

- Awareness of the school milk debate is moderate among North Central Region moms and familiarity with the issue appears limited.
 - About two moms in five (41%) are aware of the school milk debate. Furthermore, these moms tend to be somewhat (56%) rather than very (26%) familiar with the issue. Nearly a fifth (18%) are not familiar.
 - Of those who are aware, half (49%) have heard about the debate on TV and more than a third (36%) have heard about it from friends, family, parents or co-workers. About a fifth (18%) learned about the debate through local newspapers.
- The lack of awareness could be due to the fact that relatively few schools or school districts within the North Central Region have taken any action on the school milk debate issue within the past 6 months.
 - About one in four moms (20%) indicates that their child's school or school district has taken some type of action on the school milk debate issue. However, 50 percent indicate their child's school or school district has done nothing.

- A third (32%) are unsure if any action has been taken at their child's school.
- There is little support for the banning of chocolate milk in schools. Large majorities of moms agree that their kids like to drink chocolate milk and that they should have choices in schools, especially healthy choices like chocolate milk.
 - The majority (55%) opposes the removal of chocolate milk in school cafeterias, with 30% strongly opposing it. Less than a fifth (18%) supports the decision to eliminate chocolate milk from cafeterias.
 - Four in five moms agree that chocolate milk is a beverage their kids like to drink, that their kids should be able to choose what beverage they drink in school, and that their kids need healthy choices in school including chocolate milk.
 - Nearly three in four (72%) agree that they don't want choices being taken away from their kids at school, chocolate milk is a healthy way to get their kids the nutrients they need, and chocolate milk has all the nutrition of white milk.
- In fact, many moms in the North Central region believe that the choice of school meals should not depend on sugar and calorie content, alone.
 - Nine out of ten (92%) moms agree that it is important that school meals be as appealing to kids as they are nutritious.
 - More than four out of five (86%) agree that food choices need to be practical so they don't end up being thrown away and that well-intended changes can backfire.
 - Eight in ten (81%) agree that removing chocolate milk from a child's diet does not significantly reduce added sugar intake, but it does remove critical nutrients children need for growth and development.

DETAILED TABLES

Awareness and Support of “The Chocolate Milk Debate”

Aware of school milk debate?	Total
Yes	41%
No	59%

(Those Aware)	Total
Very familiar	26%
Somewhat familiar	56%
Not very familiar	16%
Not at all familiar	2%
NET: Familiar	82%
NET: Not Familiar	18%

Where saw/heard about school milk debate:	Total
Television	49%
Friends, family, parents, or co-workers	36%
Online (general)	22%
Local newspapers	18%
National newspapers (E.G. USA Today, etc.)	15%
Parenting magazines	14%
Information from the school administration	11%
Mom blogs	8%
Radio programming	7%
Blogs in general	6%
Pediatrician, or other children’s healthcare provider	4%
Magazines in general	4%
Other (SPECIFY)	4%
Not sure	6%

Action taken by school/school district:	Total
Stopped offering chocolate milk in the school cafeteria or lunch line	4%
Reduced days or occasions when chocolate milk is offered in the school cafeteria or lunch line	10%
Debated the issue of whether or not to stop offering chocolate milk	6%
None of the above	50%
Not sure	32%

Support of/Opposition to school stop offering chocolate milk:	Total
Strongly support	8%
Somewhat support	10%
Neither support nor oppose	27%
Somewhat oppose	25%
Strongly oppose	30%
NET: Support	18%
NET: Oppose	55%

Attitudes Toward Chocolate Milk

Total:	NET: Agree	NET: Disagree	Neither
Chocolate milk is a beverage my children like to drink.	83%	9%	8%
My child should be able to choose which beverage to drink at school.	81%	8%	11%
Kids need healthy choices at school including chocolate milk.	79%	6%	15%
I do not want choices being taken away from my child at school.	72%	11%	17%
Chocolate milk is a healthy way to get my kids the nutrients they need.	72%	12%	17%
Chocolate milk has all the nutrition of white milk.	72%	10%	18%
The combined nutrients in chocolate milk outweigh the added sugar.	63%	15%	22%
It's important that chocolate milk is available for my child at school.	59%	20%	22%
My child would drink less milk overall if chocolate milk was not a choice.	47%	37%	16%
Chocolate milk contains too much sugar.	33%	34%	33%

Influence of Education on Perceptions of Chocolate Milk

Total:	NET: Positive	NET: Negative	Neither
Chocolate milk contains the same 9 essential nutrients as white milk, including calcium, vitamin D and potassium, which are all “nutrients of concern” that most kids fail to get enough of.	84%	1%	14%
The amount of added sugar in an 8-ounce serving of chocolate milk has been reduced by 30 percent in the past 5 years.	80%	1%	19%
The recently reauthorized Child Nutrition Act, which sets guidelines for school lunch programs, recognizes the importance of low-fat and fat free milk – including fat free chocolate milk – as a nutrient-rich part of school meals.	77%	5%	18%
Research shows that chocolate milk contributes just 3% of added sugars to kids diets compared to sodas and fruit drinks, which account for half of the added sugar, and deliver less nutritional value.**	73%	7%	20%
This fall, all of the chocolate milk that will be served for school lunch will be fat free.**	73%	7%	20%
Kids drink more milk at school if chocolate milk is available. Multiple studies show when chocolate milk is removed from school cafeteria menus, overall milk consumption drops on average by 30+%.*	72%	10%	19%
Nearly all (95%) of 8-ounce servings of chocolate milk served in schools have 150 calories or less.	71%	3%	26%
The average 8-ounce serving of chocolate milk served in schools contains 31 more calories than the comparable serving of white milk.*	44%	17%	39%

Children and Nutrition

Influence on beverage selection for child:	NET: Strongly	NET: Not Strongly	Neither
Overall nutrient content	79%	6%	15%
Sugar content	77%	8%	15%
Artificial ingredients	66%	13%	22%
Sugar alternatives (like aspartame, sucralose, stevia)**	66%	13%	22%
High fructose corn syrup or HCFS	65%	13%	22%
Fat content	58%	16%	26%
Sodium content	52%	19%	29%
Calories	48%	23%	30%

Total	NET: Agree	NET: Disagree	Neither
It is important that school meals be as appealing to kids as they are nutritious**	92%	1%	7%
Food choices should not be made based on calories and sugar alone; it's important to look at the entire nutrient package each choice offers.**	86%	5%	10%
Well intended changes can backfire. Food choices need to be practical so they don't end up being thrown away.**	86%	3%	11%
Removing chocolate milk from a child's diet does not significantly reduce added sugar intake, but it does remove critical nutrients children need for growth and development.	81%	4%	15%

Beverage Consumption among Children

Frequency of drinking select beverages:	NET: Every Day/Few Times a week	NET: Once a week/Less than once a week	Never
Juice (100% juice)	73%	24%	3%
Soda	33%	50%	17%
Diet soda	14%	28%	58%

Frequency of drinking milk:	Total
Every day	77%
A few times per week	18%
Once a week	1%
Less than once a week, but at least once a month	2%
Less than once a month	1%
Never	1%
NET: More than once a week	94%
NET: Once a week or less	4%

Where drink milk:	White Milk	Chocolate Milk
At home	92%	73%
At school	70%	66%
At other places such as, restaurants, team sport events, or out with friends, etc.	27%	30%
Not sure	1%	3%

Important School Issues

SUMMARY TABLE	
MEAN SCORES (Lower the score, the more important)	Total
Qualifications of Teaching Staff	2.7
Students' Academic Performance	2.8
Qualifications of Principal and Key Staff	4.1
The School's Policy on Bullying	4.9
Nutritional Content of School Meals	5.2
Availability of Music and Arts Programs	5.8
The Amount of Physical Activity Students Receive in PE Class	6.0
School Budgets	6.1
School Bus Routing Policy	7.4

Respondent Demographics

Age	Total
Less than 25 years old	1%
25 to 34 years old	27%
35 to 44 years old	40%
45 to 54 years old	25%
55-64 years old	6%
65+	-
Don't know/refused	1%

Ages of Children in Household	Total
Less than 6 years old	34%
6-12 years old	97%
13 to 17 years old	68%
Prefer not to answer	2%

Education/last grade of school completed:	Total
Did not graduate high school	1%
High school graduate	23%
Some college (no degree)	28%
Associate's degree (2-years)	16%
Bachelor's degree (4-years)	23%
Graduate or professional school	7%
Prefer not to answer	1%
NET: Less than college degree	68%
NET: College degree+	31%

Marital Status	Total
Single	8%
Married	70%
Separated, widowed or divorced	13%
Engaged	2%
Living with partner	7%
Prefer not to answer	1%

Household Income:	Total
Less than \$25,000	17%
\$25,000 to less than \$50,000	24%
\$50,000 to less than \$75,000	30%
\$75,000 to less than \$100,000	17%
\$100,000 to less than \$150,000	6%
\$150,000 to less than \$200,000	2%
\$200,000 or more	-
Prefer not to answer	5%
<i>NET: Less than \$50,000</i>	<i>40%</i>
<i>NET: \$50,000 and over</i>	<i>55%</i>

Racial/Cultural Background:	Total
White or Caucasian	87%
Black or African American	8%
Hispanic or Latino	1%
American Indian or Alaskan Native	-
Asian (e.g., Asian Indian, Chinese, Filipino, Japanese Korean, Vietnamese)	1%
Native Hawaiian or other Pacific Islander	-
Other ethnic origin	-
Prefer not to answer	2%

Research Methodology

<u>March 2012</u>	
Sample	230 interviews with moms of kids in grades K-12 conducted online.
Dates of Interviews	March 9 to 14, 2012
Interview Length	8-10 minutes
Quotas	Quotas were set to ensure the sample matches the national distribution of consumers by census region. Gender quotas were set for K-12 students to ensure a fairly close distribution of respondents between males and females.
Method	Online opt-in panel

All numbers are given in percentages. Percentages may not total 100% due to rounding.

An asterisk after the percent () indicates percents above 0 but less than 0.5%.*

A dash (-) indicates 0 responses in that category.

*A (**) after the question indicates the question was not asked in 2011.*

A () after the question indicates the question wording was different in 2011.*