

# KRC RESEARCH

To: MilkPEP

From: KRC Research

Subject: Key Findings – Flavored Milk Moms Survey – Northeast Region

Date: May 2012

Following are the key results from the Northeast 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 Northeast Region only (n=190); national results were provided under separate cover.

## KEY FINDINGS

- Awareness of the school milk debate is moderate among Northeast Region moms; however, familiarity with the issue is quite dense.
  - Somewhat more than two moms in five (45%) are aware of the school milk debate. Four out of five of these moms (81%) indicate they are familiar with the school milk debate; in fact, 37 percent indicate they are very familiar with the issue.
- This is interesting given that relatively few schools or school districts within the Northeast Region have taken any action on the school milk debate issue within the past 6 months.
  - One fourth of moms (26%) indicate that their child's school or school district has taken some type of action on the school milk debate issue in the past 6 months. Almost two in five (39%) indicate their child's school or school district has done nothing, while about a third (36%) is unsure.
- Nonetheless, support for the removal of chocolate milk from school lunch menus is low, although a segment of moms is uncommitted.

- More than half of Northeast Region moms (56%) are opposed to their child's school or school district no longer offering chocolate milk in their cafeteria or lunch line. Only 16 percent are in favor of this, yet 28 percent are uncommitted.
- Northeast Region moms believe in looking at the entire offering, including the appeal and practicality of school meals, not just calories and sugar content. Furthermore, a sizeable majority embrace the idea of providing choice to their children when it comes to school lunch, including their beverage.
  - More than nine out of ten (93%) agree that it is important that school meals be as appealing to kids as they are nutritious.
  - A slightly smaller proportion (89%) agrees that it is important to look at the entire nutrient package, not just calories and sugar alone, while a similar proportion (86%) agrees that food choices need to be practical so they don't end up being thrown away.
  - About four out of five (79%) agree that kids need healthy choices at school, including chocolate milk, while a similar proportion (77%) agrees that their child should be able to choose which beverage to drink at school.
- Knowing that chocolate milk is as nutritious as white milk makes Northeast moms feel more positive about the beverage.
  - An overwhelming majority (87%) indicates that knowing that chocolate milk contains the same 9 essential nutrients as white milk, including calcium, vitamin D and potassium makes them feel more positive about chocolate milk.
  - Slightly fewer, 83 percent, indicate that knowing that the amount of added sugar in an 8-ounce serving of chocolate milk has been reduced by 30 percent in the past 5 years makes them feel more positive about chocolate milk.
  - A similar proportion (81%) feels more positive about chocolate milk knowing that the recently reauthorized Child Nutrition Act recognizes the importance of low-fat and fat free milk – including fat free chocolate milk – as a nutrient-rich part of school meals.
- Television is the primary media outlet through which Northeast Region moms learned about the school milk debate.
  - Among those aware of the school milk debate issue, 43 percent identify television as their source of information. However, word-of-mouth (37%) and local newspaper articles (31%) are strong as well in terms of generating information about the school milk debate among moms.

## DETAILED TABLES

### Awareness and Support of “The Chocolate Milk Debate”

Aware of school milk debate:	Total
Yes	45%
No	55%

Those aware:	Total
Very familiar	37%
Somewhat familiar	44%
Not very familiar	19%
Not at all familiar	-
<b>NET: Familiar</b>	<b>81%</b>
<b>NET: Not Familiar</b>	<b>19%</b>

Where saw/heard about school milk debate:	Total
Television	43%
Friends, family, parents, or co-workers	37%
Local newspapers	31%
Online (general)	23%
Parenting magazines	22%
Information from the school administration	21%
National newspapers (E.G. USA Today, etc.)	14%
Pediatrician, or other children’s healthcare provider	14%
Mom blogs	14%
Blogs in general	10%
Radio programming	9%
Magazines in general	9%
Other (SPECIFY)	6%
Not sure	6%

<b>Action taken by school/school district:</b>	<b>Total</b>
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	9%
Debated the issue of whether or not to stop offering chocolate milk	13%
None of the above	39%
Not sure	36%

<b>Support of/Opposition to school stop offering chocolate milk:</b>	<b>Total</b>
Strongly support	11%
Somewhat support	6%
Neither support nor oppose	28%
Somewhat oppose	27%
Strongly oppose	28%
<b><i>NET: Support</i></b>	<b><i>16%</i></b>
<b><i>NET: Oppose</i></b>	<b><i>56%</i></b>

*Attitudes Toward Chocolate Milk*

<b>Total</b>	<b>NET: Agree</b>	<b>NET: Disagree</b>	<b>Neither</b>
Kids need healthy choices at school including chocolate milk.	79%	7%	14%
Chocolate milk is a beverage my children like to drink.	76%	10%	14%
My child should be able to choose which beverage to drink at school.	77%	11%	12%
I do not want choices being taken away from my child at school.	74%	6%	20%
Chocolate milk is a healthy way to get my kids the nutrients they need.	72%	8%	20%
Chocolate milk has all the nutrition of white milk.	69%	11%	20%
The combined nutrients in chocolate milk outweigh the added sugar.	66%	14%	20%
It's important that chocolate milk is available for my child at school.	57%	21%	23%
My child would drink less milk overall if chocolate milk was not a choice.	52%	30%	18%
Chocolate milk contains too much sugar.	31%	38%	31%

*Influence of Education on Perceptions of Chocolate Milk*

<b>Total</b>	<b>NET: Positive</b>	<b>NET: Negative</b>	<b>Neither</b>
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.	87%	2%	11%
The amount of added sugar in an 8-ounce serving of chocolate milk has been reduced by 30 percent in the past 5 years.	83%	2%	15%
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.	81%	4%	16%
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.**	77%	6%	17%
Nearly all (95%) of 8-ounce servings of chocolate milk served in schools have 150 calories or less.*	76%	5%	19%
This fall, all of the chocolate milk that will be served for school lunch will be fat free.	74%	12%	14%
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+%.*	68%	13%	19%
The average 8-ounce serving of chocolate milk served in schools contains 31 more calories than the comparable serving of white milk.*	47%	18%	35%

## Children and Nutrition

<b>Total</b>	<b>NET: Strongly</b>	<b>NET: Not Strongly</b>	<b>Neither</b>
Overall nutrient content	85%	5%	11%
Sugar content	77%	9%	14%
Artificial ingredients	69%	11%	20%
High fructose corn syrup or HFCS	68%	13%	19%
Sugar alternatives (like aspartame, sucralose, stevia)	66%	13%	21%
Fat content	63%	15%	22%
Sodium content	59%	18%	23%
Calories	54%	22%	25%

<b>Total</b>	<b>NET: Agree</b>	<b>NET: Disagree</b>	<b>Neither</b>
It is important that school meals be as appealing to kids as they are nutritious**	93%	1%	6%
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.	89%	4%	7%
Well intended changes can backfire. Food choices need to be practical so they don't end up being thrown away.	86%	1%	13%
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.	79%	5%	15%

## Beverage Consumption among Children

<b>Frequency of drinking select beverages:</b>	<b>NET: Every Day/Few Times a week</b>	<b>NET: Once a week/Less than once a week</b>	<b>Never</b>
Juice (100% juice)	80%	16%	4%
Soda	33%	44%	23%
Diet soda	18%	24%	58%

<b>Frequency of drinking milk:</b>	<b>Total</b>
Every day	69%
A few times per week	22%
Once a week	2%
Less than once a week, but at least once a month	3%
Less than once a month	2%
Never	2%
<b>NET: More than once a week</b>	<b>92%</b>
<b>NET: Once a week or less</b>	<b>7%</b>

<b>Where drink milk:</b>	<b>White Milk</b>	<b>Chocolate Milk</b>
At home	93%	82%
At school	63%	61%
At other places such as, restaurants, team sport events, or out with friends, etc.	25%	30%
Not sure	1%	1%

*Important School Issues*

<b>SUMMARY TABLE</b>	
<b>MEAN SCORES (Lower the score, the more important)</b>	<b>Total</b>
Students' Academic Performance	2.8
Qualifications of Teaching Staff	3.2
Qualifications of Principal and Key Staff	4.2
The School's Policy on Bullying	4.8
Nutritional Content of School Meals	5.4
Availability of Music and Arts Programs	5.8
School Budgets	5.9
The Amount of Physical Activity Students Receive in PE Class	6.0
School Bus Routing Policy	7.1



## Respondent Demographics

Age	Total
Less than 25 years old	2%
25 to 34 years old	21%
35 to 44 years old	37%
45 to 54 years old	34%
55-64 years old	4%
65+	-
Don't know/refused	1%

Ages of Children in Household	Total
Less than 6 years old	36%
6-12 years old	75%
13 to 17 years old	74%
Prefer not to answer	1%

Education/highest grade of school completed:	Total
Did not graduate high school	1%
High school graduate	25%
Some college (no degree)	21%
Associate's degree (2-years)	9%
Bachelor's degree (4-years)	31%
Graduate or professional school	13%
Prefer not to answer	1%
<b>NET: Less than college degree</b>	<b>65%</b>
<b>NET: College degree+</b>	<b>44%</b>

Marital Status:	Total
Single	12%
Married	67%
Separated, widowed or divorced	13%
Engaged	1%
Living with partner	7%
Prefer not to answer	1%

<b>Household Income:</b>	<b>Total</b>
Less than \$25,000	14%
\$25,000 to less than \$50,000	20%
\$50,000 to less than \$75,000	26%
\$75,000 to less than \$100,000	13%
\$100,000 to less than \$150,000	14%
\$150,000 to less than \$200,000	6%
\$200,000 or more	3%
Prefer not to answer	4%
<b><i>NET: Less than \$50,000</i></b>	<b><i>42%</i></b>
<b><i>NET: \$50,000 and over</i></b>	<b><i>53%</i></b>

<b>Racial/Cultural Background</b>	<b>Total</b>
White or Caucasian	79%
Black or African American	11%
Hispanic or Latino	5%
American Indian or Alaskan Native	-
Asian (e.g., Asian Indian, Chinese, Filipino, Japanese Korean, Vietnamese)	2%
Native Hawaiian or other Pacific Islander	-
Other ethnic origin	3%
Prefer not to answer	1%

Research Methodology

<b><u>March 2012</u></b>	
<b>Sample</b>	190 interviews with moms of kids in grades K-12 conducted online.
<b>Dates of Interviews</b>	March 9 to 14, 2012
<b>Interview Length</b>	8-10 minutes
<b>Quotas</b>	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.
<b>Method</b>	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.*