

KRC RESEARCH

To: MilkPEP

From: KRC Research

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

Date: May 2012

Following are the key results from the South 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 South Region only (n=360); national results were provided under separate cover.

KEY FINDINGS

- Awareness of the school milk debate is moderate among South Region moms and familiarity with the issue appears limited.
 - About two moms in five (42%) are aware of the school milk debate. Furthermore, these moms tend to be somewhat (62%) rather than very (23%) familiar with the issue.
- This could be due to the fact that relatively few schools or school districts within the South Region have taken any action on the school milk debate issue within the past 6 months.
 - About one in four moms (23%) indicates that her child's school or school district has taken some type of action on the school milk debate issue. However, 42 percent indicate their child's school or school district has done nothing.
 - More than a third (38%) are unsure if any action has been taken at their child's school.
- Nonetheless, support for the removal of chocolate milk from school lunch menus is low. A healthy majority of moms agrees that their children enjoy chocolate milk, it is an

important part of their diet, and it should be included within the choice of beverages offered by school cafeterias.

- More than half, 56 percent, either strongly (32%) or somewhat (24%) oppose their child's school or school district stop offering chocolate milk in their cafeteria and lunch line. Less than 1 in 5 (19%) is in favor of removing chocolate milk from school lunch menus.
- More than three fourths of moms agree that kids need healthy choices at school, including chocolate milk; chocolate milk is a beverage their children like to drink; and their child should be able to choose which beverage to drink in school.
- Four out of five (80%) 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.
- In fact, many moms believe in looking at the entire offering, including the appeal and practicality of school meals, not just sugar and calories when evaluating school menu offerings.
 - Nine out of ten (91%) 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. A similar proportion (84%) agrees that food choices should not be made on calories and sugar alone; it's important to look at the entire nutrient package each choice offers.
- And, knowing that chocolate milk is as nutritious as white milk makes moms in the South feel more positive about the beverage.
 - A majority (84%) 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.
 - More than three fourths feel more positive about chocolate milk 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 (77%) or 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 (76%).
- Television is the primary media outlet through which South Region moms learned about the school milk debate.
 - Among those aware of the school milk debate issue, 48 percent identify television as their source of information. However, word-of-mouth (34%) and local newspaper articles (26%) are relatively 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	42%
No	58%

(Those Aware)	Total
Very familiar	23%
Somewhat familiar	62%
Not very familiar	15%
Not at all familiar	1%
NET: Familiar	84%
NET: Not Familiar	16%

Where saw/heard about school milk debate:	Total
Television	48%
Friends, family, parents, or co-workers	34%
Local newspapers	26%
Online (general)	17%
Information from the school administration	16%
Mom blogs	14%
National newspapers (E.G. USA Today, etc.)	12%
Parenting magazines	11%
Magazines in general	8%
Blogs in general	8%
Radio programming	7%
Pediatrician, or other children’s healthcare provider	5%
Other (SPECIFY)	3%
Not sure	3%

Action taken by school/school district:	Total
Stopped offering chocolate milk in the school cafeteria or lunch line	3%
Reduced days or occasions when chocolate milk is offered in the school cafeteria or lunch line	8%
Debated the issue of whether or not to stop offering chocolate milk	12%
None of the above	42%
Not sure	38%

Support of/Opposition to school stop offering chocolate milk:	Total
Strongly support	7%
Somewhat support	12%
Neither support nor oppose	25%
Somewhat oppose	24%
Strongly oppose	32%
NET: Support	19%
NET: Oppose	56%

Attitudes Toward Chocolate Milk

Total:	NET: Agree	NET: Disagree	Neither
Kids need healthy choices at school including chocolate milk.	82%	4%	15%
Chocolate milk is a beverage my children like to drink.	79%	11%	10%
My child should be able to choose which beverage to drink at school.	78%	9%	13%
Chocolate milk has all the nutrition of white milk.	74%	8%	18%
Chocolate milk is a healthy way to get my kids the nutrients they need.	72%	10%	19%
I do not want choices being taken away from my child at school.	72%	8%	19%
The combined nutrients in chocolate milk outweigh the added sugar.	62%	13%	26%
It's important that chocolate milk is available for my child at school.	59%	16%	25%
My child would drink less milk overall if chocolate milk was not a choice.	53%	26%	22%
Chocolate milk contains too much sugar.	31%	36%	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%	3%	13%
The amount of added sugar in an 8-ounce serving of chocolate milk has been reduced by 30 percent in the past 5 years.	77%	3%	20%
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.	76%	4%	20%
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%	6%	22%
Nearly all (95%) of 8-ounce servings of chocolate milk served in schools have 150 calories or less.*	70%	4%	26%
This fall, all of the chocolate milk that will be served for school lunch will be fat free.	70%	8%	23%
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%	14%	18%
The average 8-ounce serving of chocolate milk served in schools contains 31 more calories than the comparable serving of white milk.*	47%	16%	38%

Children and Nutrition

Influence on beverage selection for child:	NET: Strongly	NET: Not Strongly	Neither
Overall nutrient content	81%	7%	12%
Sugar content	77%	7%	16%
Artificial ingredients	68%	12%	21%
High fructose corn syrup or HFCS	67%	12%	21%
Sugar alternatives (like aspartame, sucralose, stevia)**	66%	10%	24%
Fat content	64%	15%	21%
Sodium content	56%	19%	25%
Calories	56%	19%	25%

Total	NET: Agree	NET: Disagree	Neither
It is important that school meals be as appealing to kids as they are nutritious.	91%	1%	8%
Well intended changes can backfire. Food choices need to be practical so they don't end up being thrown away.	86%	2%	13%
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.	84%	4%	12%
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.	80%	7%	14%

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)	77%	19%	4%
Soda	43%	43%	15%
Diet soda	13%	25%	63%

Frequency of drinking milk:	Total
Every day	63%
A few times per week	24%
Once a week	2%
Less than once a week, but at least once a month	4%
Less than once a month	3%
Never	4%
NET: More than once a week	88%
NET: Once a week or less	8%

Where drink milk:	White Milk	Chocolate Milk
At home	87%	70%
At school	67%	69%
At other places such as, restaurants, team sport events, or out with friends, etc.	19%	26%
Not sure	2%	3%

Important School Issues

SUMMARY TABLE	
MEAN SCORES (Lower the score, the more important)	Total
Students' Academic Performance	2.9
Qualifications of Teaching Staff	3.1
Qualifications of Principal and Key Staff	4.0
The School's Policy on Bullying	4.8
Nutritional Content of School Meals	5.3
The Amount of Physical Activity Students Receive in PE Class	5.9
School Budgets	6.0
Availability of music and arts programs	6.0
School Bus Routing Policy	7.1

Respondent Demographics

Age	Total
Less than 25 years old	1%
25 to 34 years old	29%
35 to 44 years old	40%
45 to 54 years old	26%
55-64 years old	3%
65+	-
Don't know/refused	1%

Ages of Children in Household	Total
Less than 6 years old	36%
6-12 years old	84%
13 to 17 years old	70%
Prefer not to answer	1%

Education/last grade of school completed:	Total
Did not graduate high school	3%
High school graduate	24%
Some college (no degree)	28%
Associate's degree (2-years)	13%
Bachelor's degree (4-years)	24%
Graduate or professional school	8%
Prefer not to answer	1%
NET: Less than college degree	67%
NET: College degree+	32%

Marital Status	Total
Single	12%
Married	68%
Separated, widowed or divorced	13%
Engaged	1%
Living with partner	6%
Prefer not to answer	-

Household Income:	Total
Less than \$25,000	15%
\$25,000 to less than \$50,000	33%
\$50,000 to less than \$75,000	25%
\$75,000 to less than \$100,000	12%
\$100,000 to less than \$150,000	5%
\$150,000 to less than \$200,000	3%
\$200,000 or more	2%
Prefer not to answer	5%
<i>NET: Less than \$50,000</i>	<i>48%</i>
<i>NET: \$50,000 and over</i>	<i>47%</i>

Racial/Cultural Background:	Total
White or Caucasian	67%
Black or African American	20%
Hispanic or Latino	6%
American Indian or Alaskan Native	2%
Asian (e.g., Asian Indian, Chinese, Filipino, Japanese Korean, Vietnamese)	3%
Native Hawaiian or other Pacific Islander	-
Other ethnic origin	1%
Prefer not to answer	1%

Research Methodology

<u>March 2012</u>	
Sample	360 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.*