

KRC RESEARCH

To: MilkPEP

From: KRC Research

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

Date: May 2012

Following are the key results from the West 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 West Region only (n=220); national results were provided under separate cover.

KEY FINDINGS

- Awareness of the school milk debate is moderate among moms in the West and familiarity with the issue appears somewhat limited.
 - Fewer than half (46%) of moms are aware of the school milk debate. Furthermore, these moms tend to be somewhat (50%) rather than very (26%) familiar with the issue.
- However, it appears that schools in the West have taken some form of action on the school milk debate issue within the past 6 months.
 - More than a third (38%) of moms indicates that their child's school or school district has taken some type of action on the school milk debate issue. Less than a third (32%) indicate their child's school or school district has done nothing, while 37 percent are unsure.
- And, opposition to their child's school or school district no longer offering chocolate milk is not that strong.
 - Fewer than half (49%) of moms oppose their child's school or school district no longer offering chocolate milk in the cafeteria. One in four (26%) is in favor of

such removal while a similar proportion (25%) is noncommittal.

- West Region moms believe that school meals should be appealing as well as nutritious; that decisions cannot be made on calories and sugar alone. However, these moms seem less inclined to encourage beverage and meal choice among their children, particularly in terms of chocolate milk.
 - Nine out of ten moms (91%) agree it is important that school meals be as appealing to kids as they are nutritious.
 - More than four out of five (87%) agree that it is important to look at the entire nutrient package each choice offers, not just calories and sugar, while an equal proportion agrees that food choices need to be practical so they don't end up being thrown away (87%).
 - However, while a majority of moms (83%) agree that chocolate milk is a beverage their children like to drink, fewer believe chocolate milk should be one of the healthy choices available at school (74%).
- In fact, moms in the West appear less receptive to the idea of including chocolate milk in their child's diet.
 - More than a third disagrees with the idea that their child would drink less milk if chocolate milk was not a choice (36%).
- Yet, being informed about how chocolate milk is as nutritious as white milk makes a sizeable proportion of West region moms feel more positive about the beverage.
 - A 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.
 - A slightly smaller proportion (83%) feels 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.
 - A similar proportion (81%) feels more positive about chocolate milk after being told 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%).
- Word-of-mouth is strong among West Region moms.
 - Almost two out of five (39%) of those moms aware of the school milk debate indicate they learned of the issue from friends, family, parents and/or co-workers.
 - Television commands a slightly smaller proportion (34%) of target moms.

DETAILED TABLES

Awareness and Support of “The Chocolate Milk Debate”

Aware of school milk debate:	Total
Yes	46%
No	54%

(Those aware)	Total
Very familiar	26%
Somewhat familiar	50%
Not very familiar	23%
Not at all familiar	1%
NET: Familiar	76%
NET: Not Familiar	24%

Where saw/heard about school milk debate:	Total
Friends, family, parents, or co-workers	39%
Television	34%
Online (general)	20%
Information from the school administration	18%
Parenting magazines	12%
Mom blogs	12%
National newspapers (E.G. USA Today, etc.)	10%
Radio programming	9%
Local newspapers	9%
Blogs in general	8%
Magazines in general	8%
Pediatrician, or other children’s healthcare provider	7%
Other (SPECIFY)	4%
Not sure	10%

Action taken by school/school district	Total
Stopped offering chocolate milk in the school cafeteria or lunch line	9%
Reduced days or occasions when chocolate milk is offered in the school cafeteria or lunch line	17%
Debated the issue of whether or not to stop offering chocolate milk	12%
None of the above	32%
Not sure	37%

Support of/Opposition to school stop offering chocolate milk:	Total
Strongly support	13%
Somewhat support	13%
Neither support nor oppose	25%
Somewhat oppose	24%
Strongly oppose	25%
NET: Support	26%
NET: Oppose	49%

Attitudes Toward Chocolate Milk

Total	NET: Agree	NET: Disagree	Neither
Chocolate milk is a beverage my children like to drink.	83%	7%	10%
Kids need healthy choices at school including chocolate milk.	74%	10%	16%
My child should be able to choose which beverage to drink at school.	73%	14%	13%
Chocolate milk is a healthy way to get my kids the nutrients they need.	68%	17%	15%
Chocolate milk has all the nutrition of white milk.	68%	14%	18%
I do not want choices being taken away from my child at school.	65%	12%	23%
The combined nutrients in chocolate milk outweigh the added sugar.	56%	20%	24%
It's important that chocolate milk is available for my child at school.	55%	20%	25%
My child would drink less milk overall if chocolate milk was not a choice.	47%	36%	17%
Chocolate milk contains too much sugar.	43%	29%	29%

Influence of Education on Perceptions of Chocolate Milk

Total March	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.	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%	1%	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%	5%	15%
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.**	76%	5%	19%
Nearly all (95%) of 8-ounce servings of chocolate milk served in schools have 150 calories or less.*	75%	5%	20%
This fall, all of the chocolate milk that will be served for school lunch will be fat free.	75%	9%	17%
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%	18%
The average 8-ounce serving of chocolate milk served in schools contains 31 more calories than the comparable serving of white milk.*	50%	17%	33%

Children and Nutrition

Total	NET: Strongly	NET: Not Strongly	Neither
Overall nutrient content	88%	5%	8%
Sugar content	85%	6%	9%
Artificial ingredients	76%	8%	15%
High fructose corn syrup or HFCS	75%	11%	14%
Sugar alternatives (like aspartame, sucralose, stevia)	73%	10%	17%
Fat content	66%	16%	18%
Sodium content	63%	14%	24%
Calories	57%	21%	21%

Total	NET: Agree	NET: Disagree	Neither
It is important that school meals be as appealing to kids as they are nutritious**	91%	3%	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.	87%	5%	9%
Well intended changes can backfire. Food choices need to be practical so they don't end up being thrown away.	87%	2%	10%
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%	9%	12%

Beverage Consumption among Children

Total	NET: Every Day/Few Times a week	NET: Once a week/Less than once a week	Never
Juice (100% juice)	72%	26%	2%
Soda	28%	53%	19%
Diet soda	12%	26%	62%

Frequency of drinking milk:	Total
Every day	73%
A few times per week	19%
Once a week	4%
Less than once a week, but at least once a month	1%
Less than once a month	1%
Never	2%
NET: More than once a week	91%
NET: Once a week or less	6%

Total	White Milk	Chocolate Milk
At home	96%	83%
At school	62%	54%
At other places such as, restaurants, team sport events, or out with friends, etc.	30%	34%
Not sure	-	1%

Important School Issues

SUMMARY TABLE	
MEAN SCORES (Lower the score, the more important)	Total
Students' Academic Performance	2.8
Qualifications of Teaching Staff	2.8
Qualifications of Principal and Key Staff	4.3
The School's Policy on Bullying	4.8
School Budgets	5.4
Nutritional Content of School Meals	5.6
Availability of Music and Arts Programs	5.7
The Amount of Physical Activity Students Receive in PE Class	5.8
School Bus Routing Policy	7.8

Respondent Demographics

Age	Total
Less than 25 years old	3%
25 to 34 years old	35%
35 to 44 years old	35%
45 to 54 years old	23%
55-64 years old	4%
65+	1%
Don't know/refused	-

Ages of Children in Household	Total
Less than 6 years old	47%
6-12 years old	99%
13 to 17 years old	72%
Prefer not to answer	-

Education/last grade of school completed:	Total
Did not graduate high school	3%
High school graduate	19%
Some college (no degree)	34%
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	68%
NET: College degree+	31%

Marital Status	Total
Single	9%
Married	65%
Separated, widowed or divorced	17%
Engaged	-
Living with partner	9%
Prefer not to answer	-

Household Income	Total
Less than \$25,000	16%
\$25,000 to less than \$50,000	26%
\$50,000 to less than \$75,000	22%
\$75,000 to less than \$100,000	17%
\$100,000 to less than \$150,000	12%
\$150,000 to less than \$200,000	3%
\$200,000 or more	1%
Prefer not to answer	4%
<i>NET: Less than \$50,000</i>	<i>42%</i>
<i>NET: \$50,000 and over</i>	<i>53%</i>

Racial/Cultural Background	Total
White or Caucasian	65%
Black or African American	7%
Hispanic or Latino	12%
American Indian or Alaskan Native	1%
Asian (e.g., Asian Indian, Chinese, Filipino, Japanese Korean, Vietnamese)	12%
Native Hawaiian or other Pacific Islander	2%
Other ethnic origin	-
Prefer not to answer	-

<u>March 2012</u>	
Sample	220 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.*