



CONSUMER ATTITUDES ABOUT LABELING COW'S MILK, PLANT BASED AND NON-DAIRY ALTERNATIVES

The International Food Information Council Foundation
October 2018

*Data Collection Conducted via Online Survey of American Adults by Lincoln Park Strategies
This research was supported by Danone North America PBC*

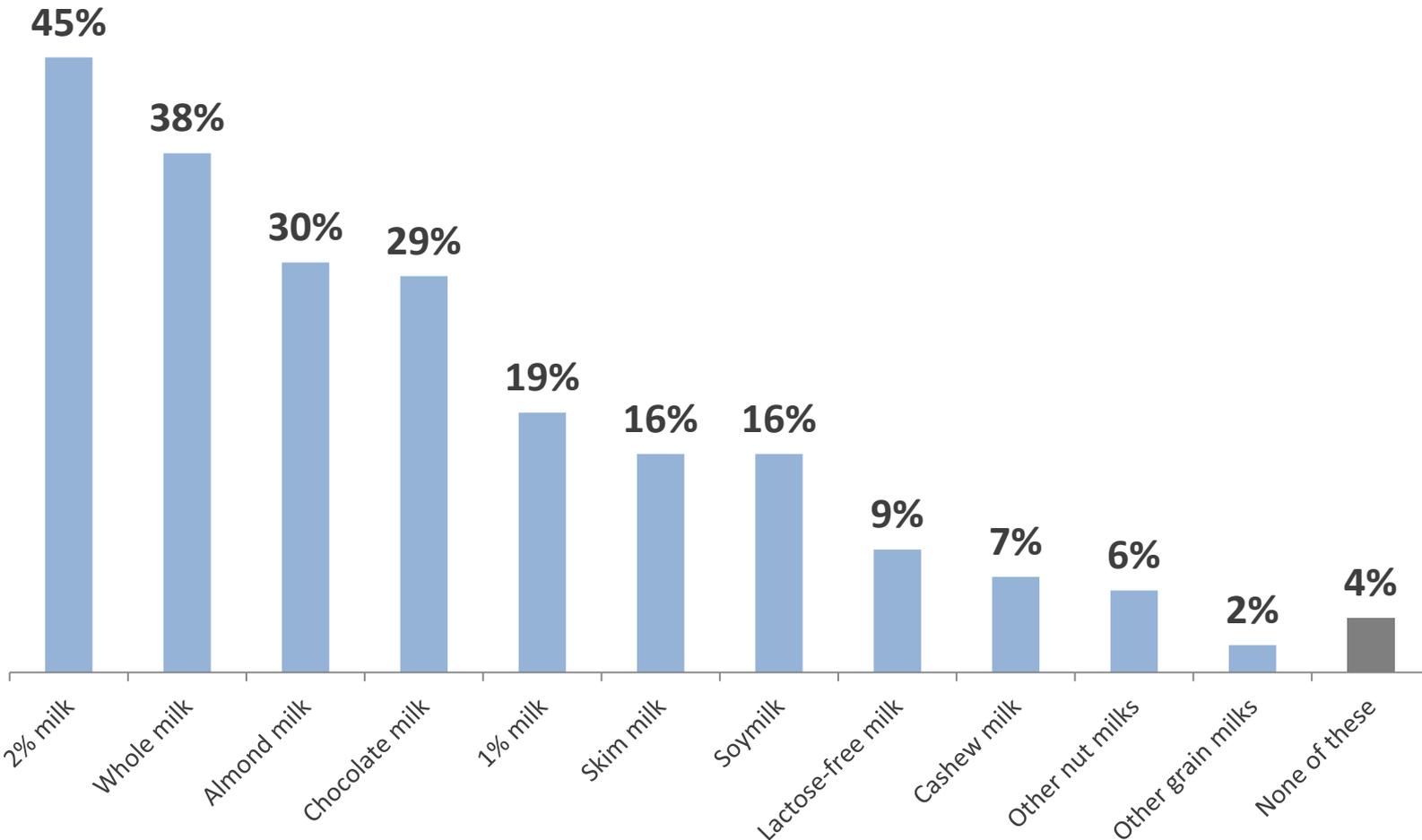
KEY FINDINGS

1,000 interviews among adults were conducted from August 4-6, 2018 and were weighted to ensure proportional results. The Bayesian confidence interval for 1,000 interviews is 3.5, which is roughly equivalent to a margin of error of ± 3.1 at the 95% confidence level.

- According to a representative survey of Americans, a significant majority of people understand correctly which products contain and which do not contain milk from cows when shopping for various types of products labeled using the word “milk”.
- Without looking at labels, when asked if certain products contain cow’s milk, less than 1 in 10 believe that coconut, soy, almond, cashew, and rice milks contain cow’s milk. Conversely, a large majority of respondents understand there is cow’s milk in whole, chocolate, nonfat, and skim milks.
- Similarly, when looking at front labels of cow’s milk and plant-based products, less than 1 in 10 believe that branded versions of soy milk, almond milk, cashew milk, and rice milk contain milk from cows. Conversely, more than 3 in 5 respondents believe that branded chocolate milk, organic milk, butter, and lactose-free milk contain milk from cows.

TYPES OF MILK PURCHASED

Which of the following products have you purchased for yourself or others in your household in the past 3 months? Please choose all that apply.

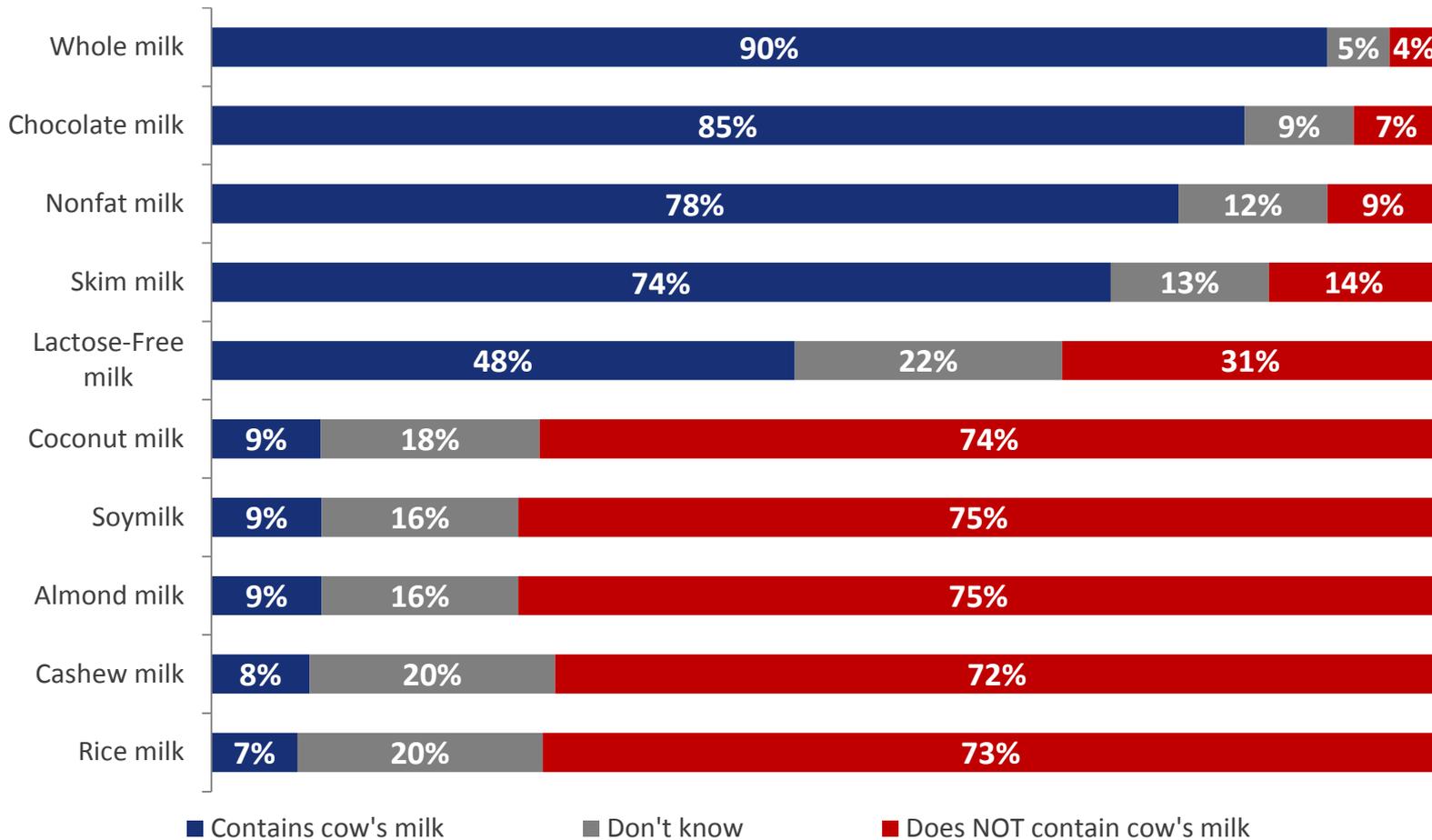


GROCERIES: TYPES OF MILK PURCHASED

Which of the following products have you purchased for yourself or others in your household in the past 3 months? Please choose all that apply.

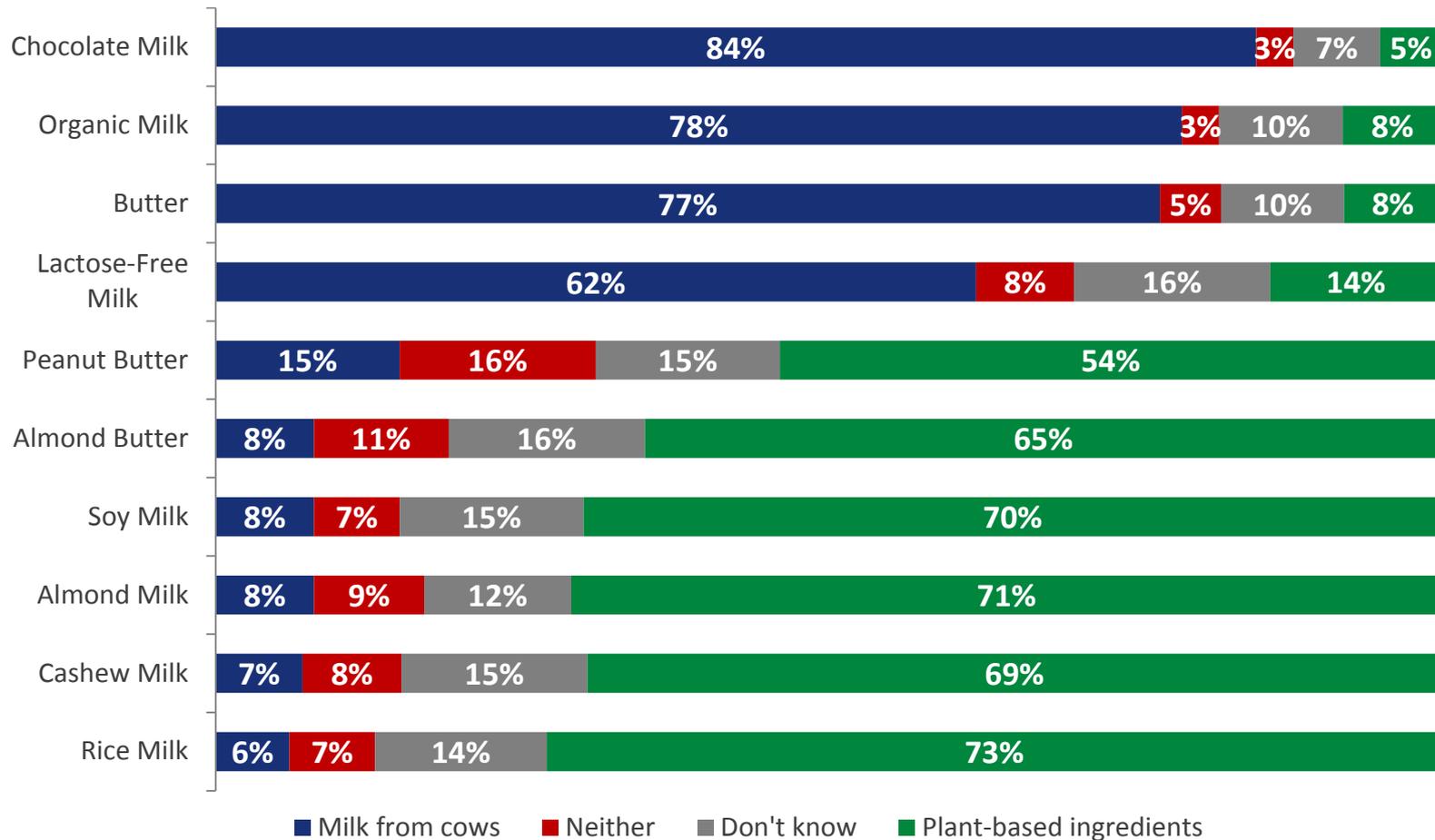
	Purchases non-dairy milks	Only purchases dairy milks
Total	38%	62%
Men	36%	64%
Women	39%	61%
Northeast	40%	60%
Midwest	30%	70%
South	36%	64%
West	45%	55%
Under 45	43%	57%
45-64	38%	62%
65+	21%	79%
White	32%	68%
People of color	48%	52%
Non-college	30%	70%
College	44%	56%

PRODUCTS THAT CONTAIN COW'S MILK



And of the products below which do you think contains cow's milk?

PRODUCT INGREDIENTS



You are now going to see a few more images of items you could find in the grocery store. For each, please indicate what ingredients you believe are likely to be in the product.



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