

 MORNING CONSULT

# IDFA

POLLING PRESENTATION

August 2019

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*Survey Research*

—

Morning Consult's advanced survey research technology collects data at unprecedented scale, speed, and accuracy.

 **ORGANIZE**

*Data Intelligence*

—

Morning Consult's proprietary visualization and analysis software informs strategy and enhances campaigns.

 **SHARE**

*Media Platform*

—

Morning Consult's media platform and email briefings reach key decision makers in media, government, and industry.

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## Key Points

- 1 Adults, across key demographics, prefer reduced fat 2% milk over other types of milk; whole milk ranks second. Thirty-six percent of adults believe 2% milk is the most nutritious, while 31% believe whole milk is the most nutritious.
- 2 More than three-quarters (77%) of adults found it important to have a variety of options to choose from when purchasing types of milk.
- 3 Half of adults report that it is important that the public school their child attends offers low-fat flavored milk with school meals. Adults feel similarly about fuller-fat milk with school meals. 53% believe it is important that milks like 2% and whole are offered at school.
- 4 Nearly three quarters of adults almost never order groceries online for pickup or delivery, while 78% shop for groceries in person more or at least once a week.
- 5 Nearly all adults are able to purchase the type of milk they prefer.
- 6 SNAP participants are the only demographic that report preferring whole milk for them or their family (42%). SNAP participants also report that they believe whole milk is the most nutritious (46%), the only demographic to do so.

### Methodology

This poll was conducted between August 16-August 18, 2019 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

# Contents



**Nutrition**



**Milk Variety**



**Milk Preference**

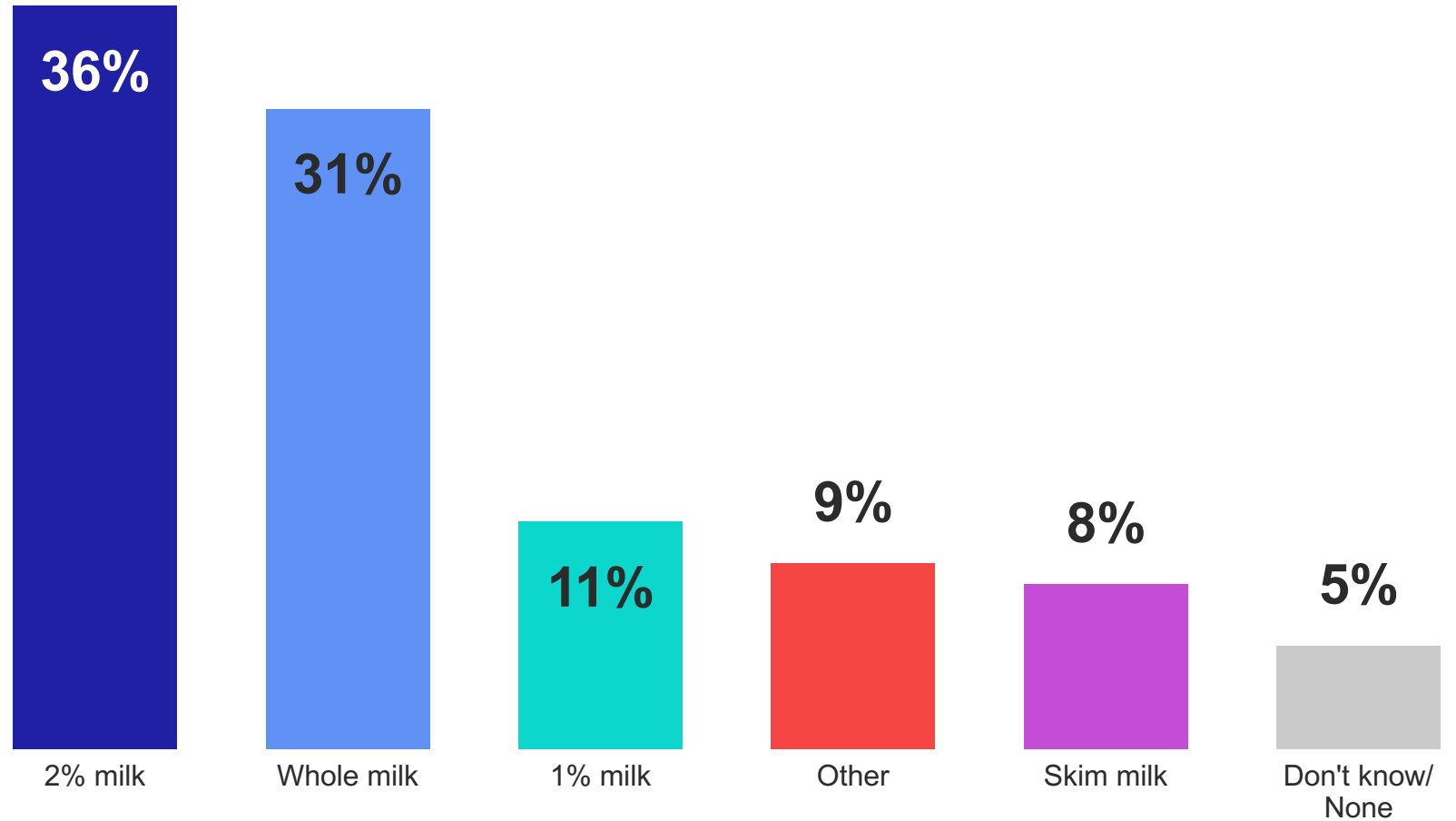


**Food Pyramid**

## Nutrition

**Thirty-six percent of adults believe 2% milk is the most nutritious, while 31% believe whole milk is the most nutritious.**

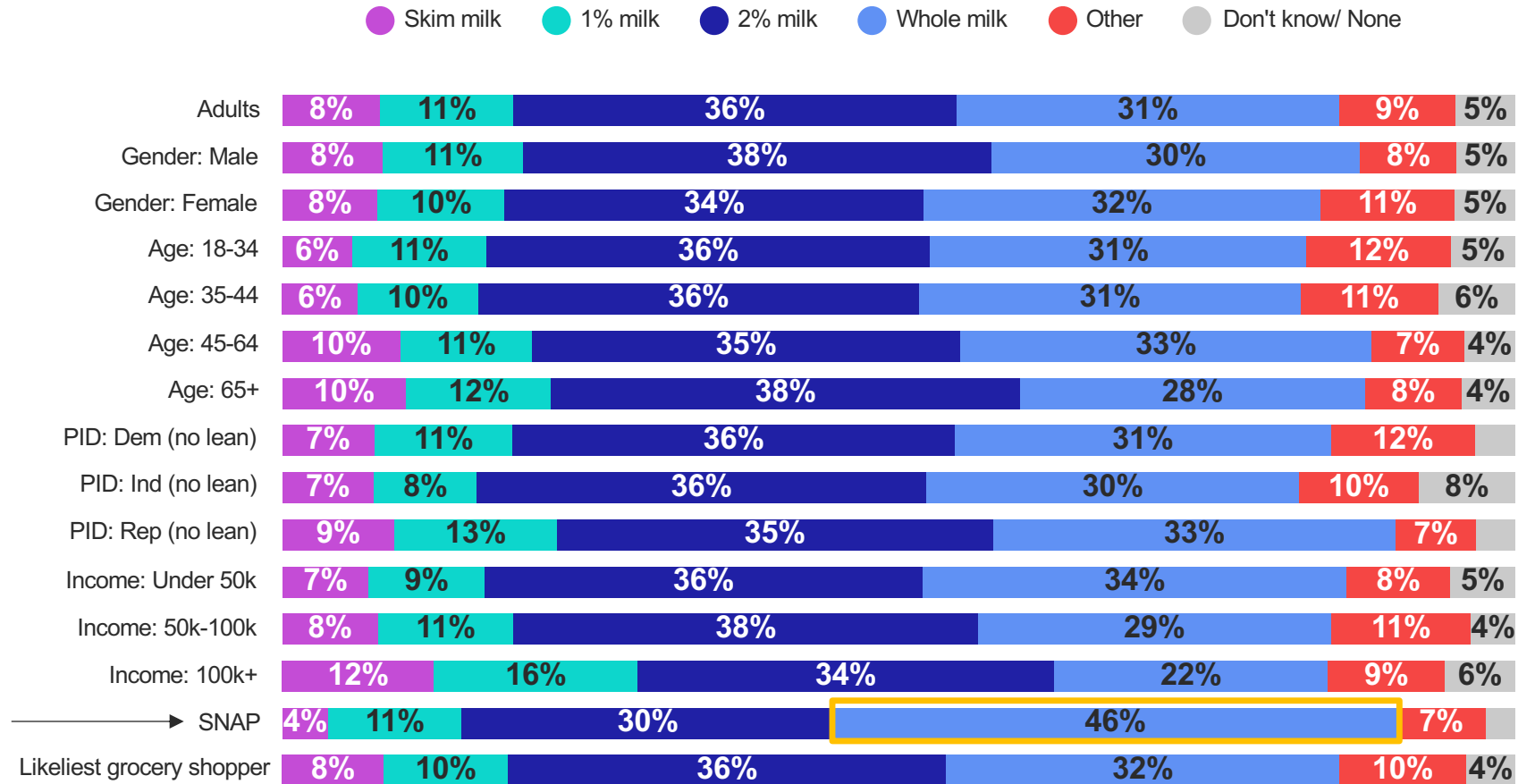
*Thinking about the type of milk you buy, which of the following do you believe to be the most nutritious for you and/or your family?*



# Nutrition

## Forty-six percent of SNAP believe whole milk to be the most nutritious milk. Additionally, SNAP participants are the only demographic to believe this.

Thinking about the type of milk you buy, which of the following do you believe to be the most nutritious for you and/or your family?



# Contents



**Nutrition**



**Milk Variety**



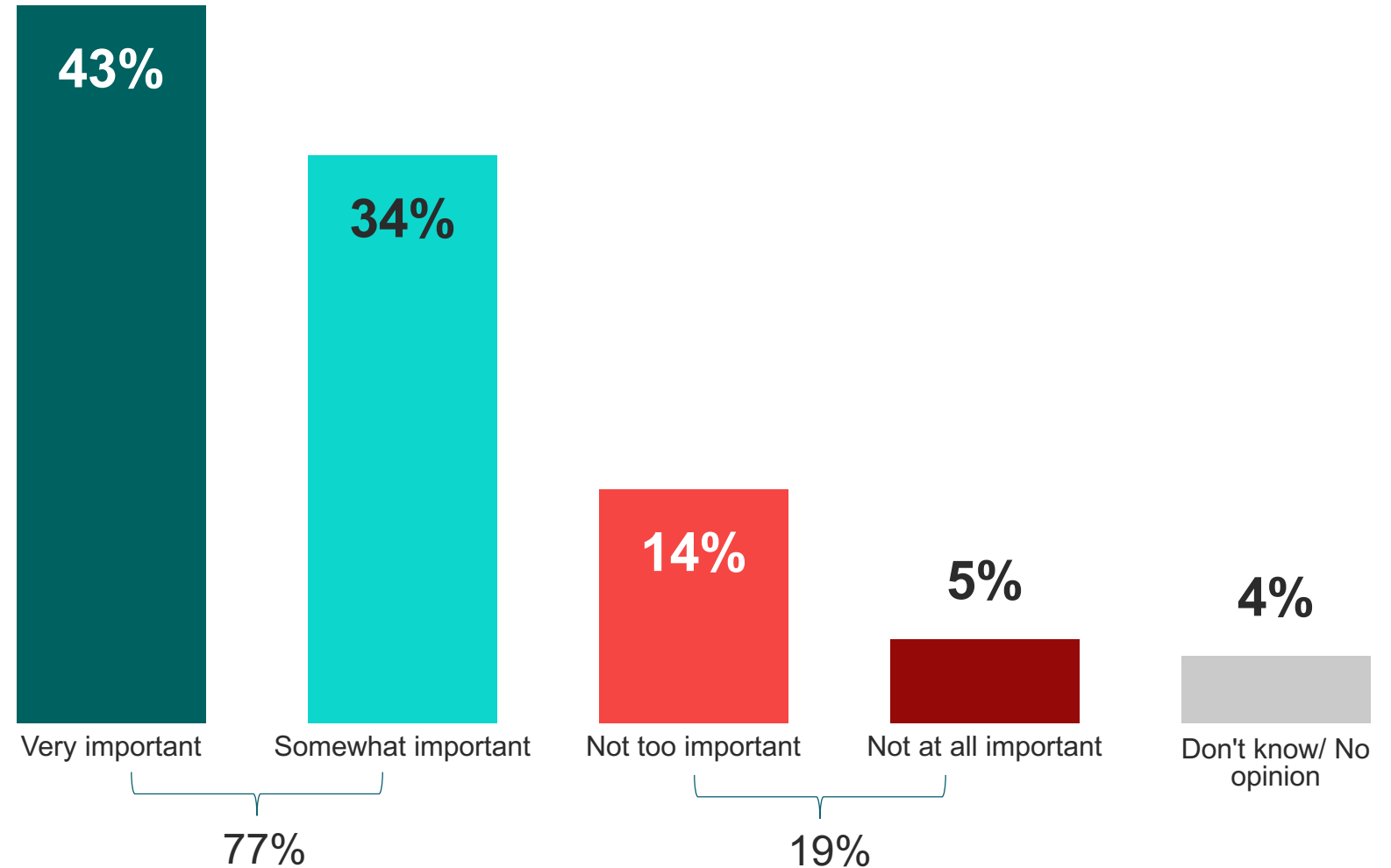
**Milk Preference**



**Food Pyramid**

## More than three-quarters (77%) of adults found it important to have a variety of options to choose from when purchasing type of milk.

*How important is it to you that you have a variety of options to choose from when it comes to purchasing the type of milk you and/or your family prefer?*



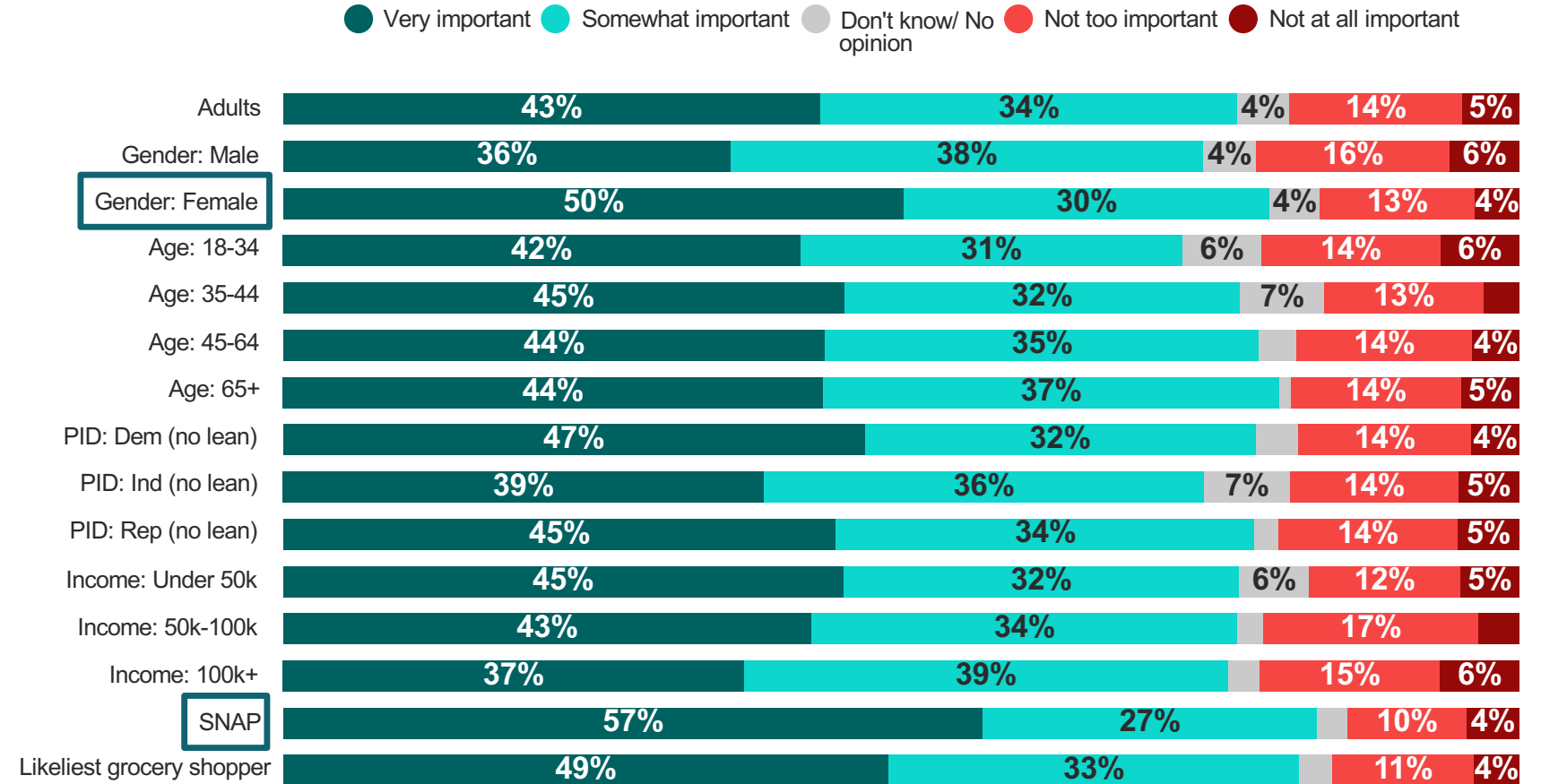
## Milk Variety



# Milk Variety

**Adults across key demographics agree that it is important to have a variety of options of milk to choose from. However, 50% of women and 57% of SNAP participants believe it is *very important*.**

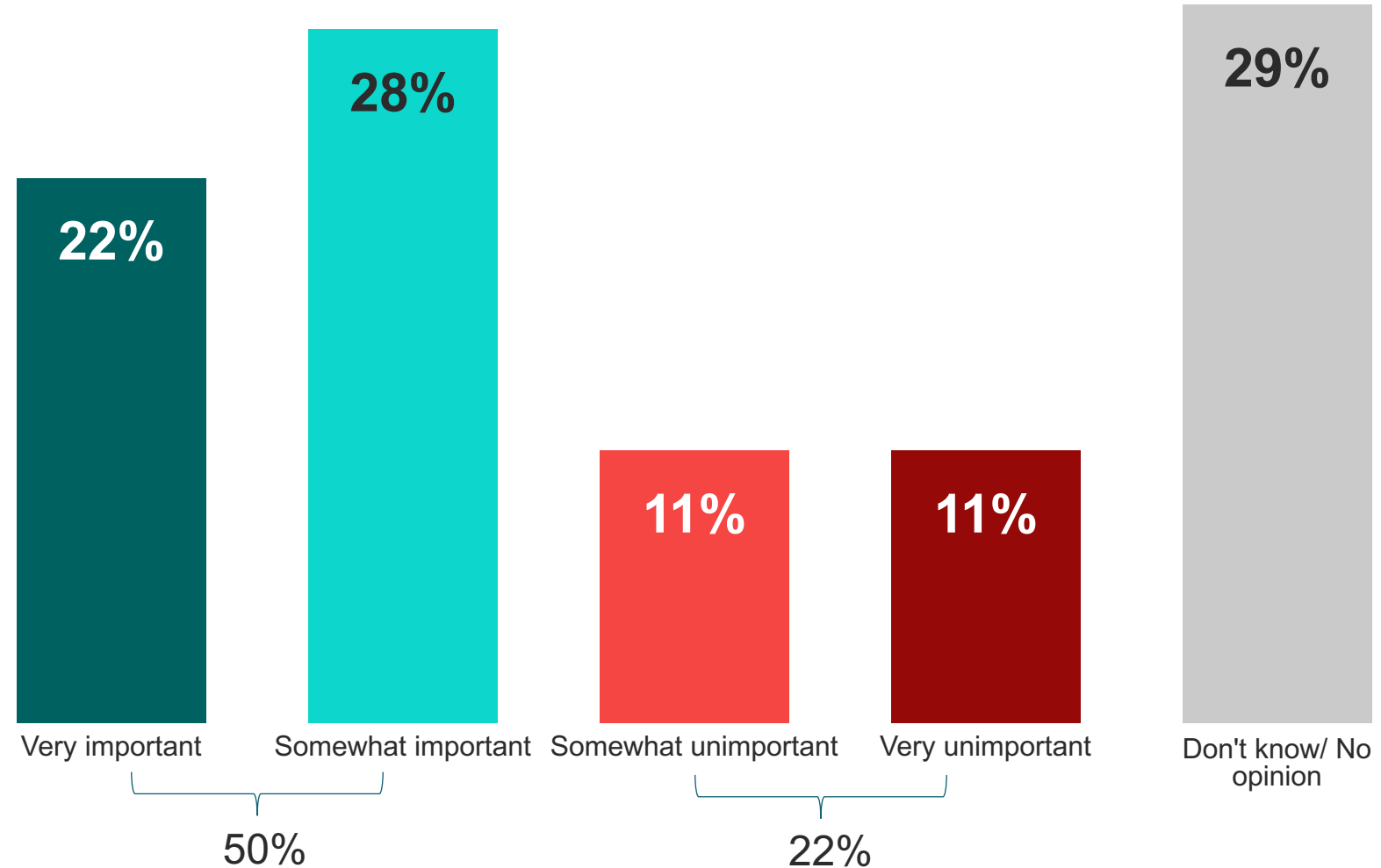
*How important is it to you that you have a variety of options to choose from when it comes to purchasing the type of milk you and/or your family prefer?*



**Half of adults report that it is important that the public school their child attends offers low-fat 1% flavored milk with school meals. However, 29% are unsure.**

*How important or unimportant is it to your child that public schools offer them the option of having low-fat flavored milk with school meals (i.e. chocolate or strawberry milk)?*

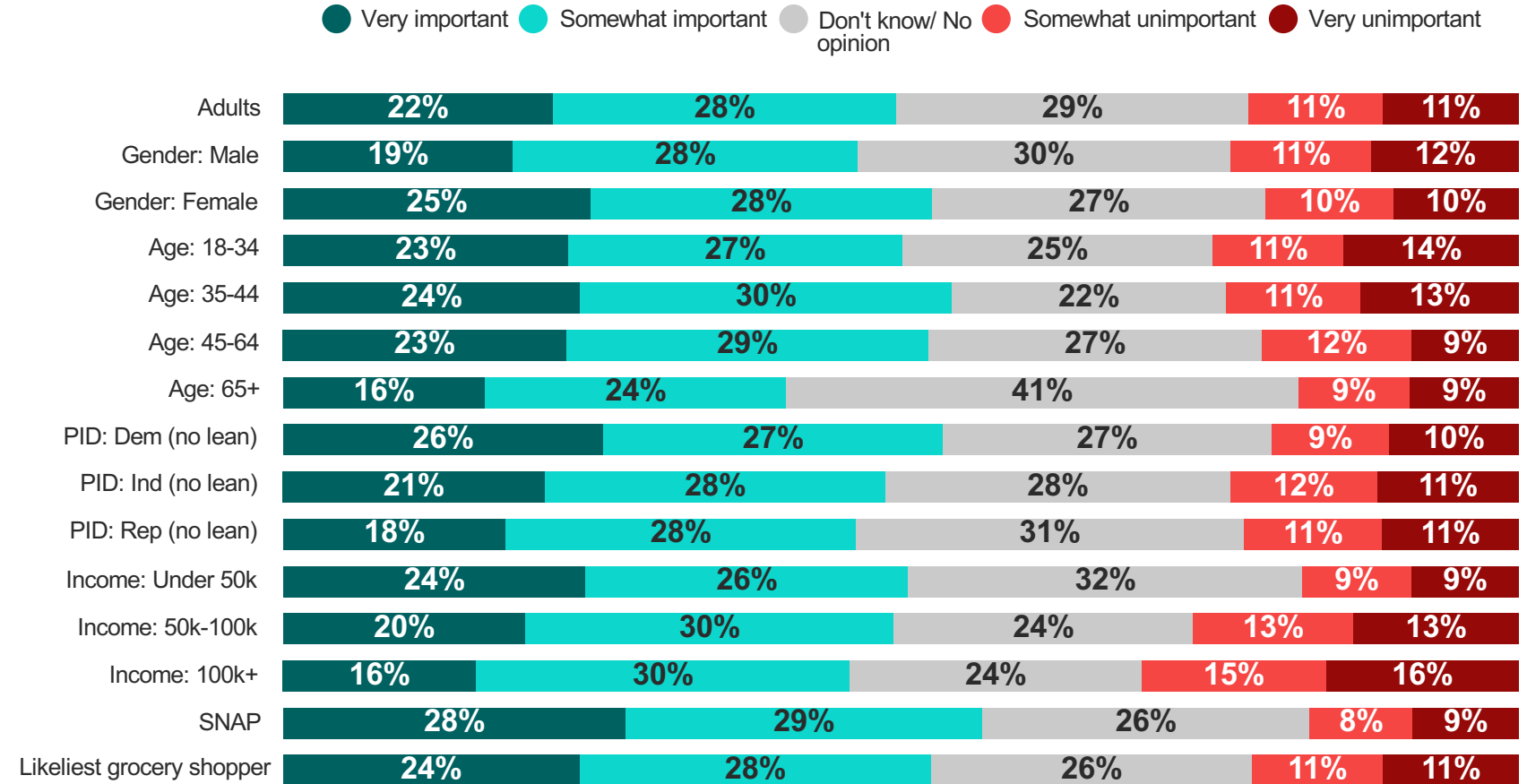
## Milk Variety



# Milk Variety

## Adults across key demographics believe it is important that the public school their child attends offers 1% low-fat flavored milk with meals.

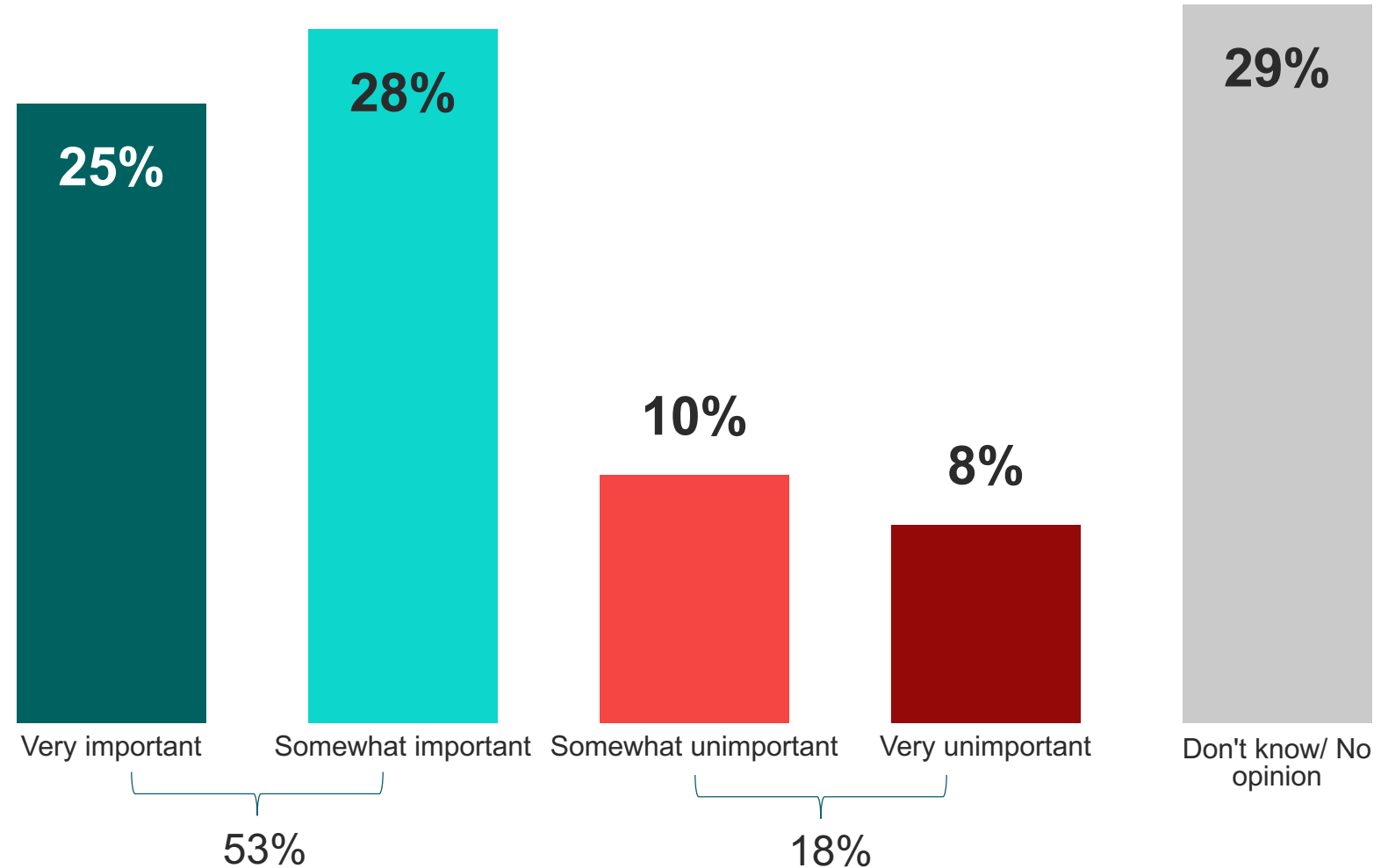
How important or unimportant is it to your child that public schools offer then the option of having low-fat flavored milk with school meals (i.e. chocolate or strawberry milk)?



## Adults feel similarly about fuller-fat milk with school meals. 53% believe it is important that milks like 2% and whole are offered at school.

*How important is it to your child that public schools offer him/her the option of fuller-fat milk with school meals (i.e. 2% and whole milk)?*

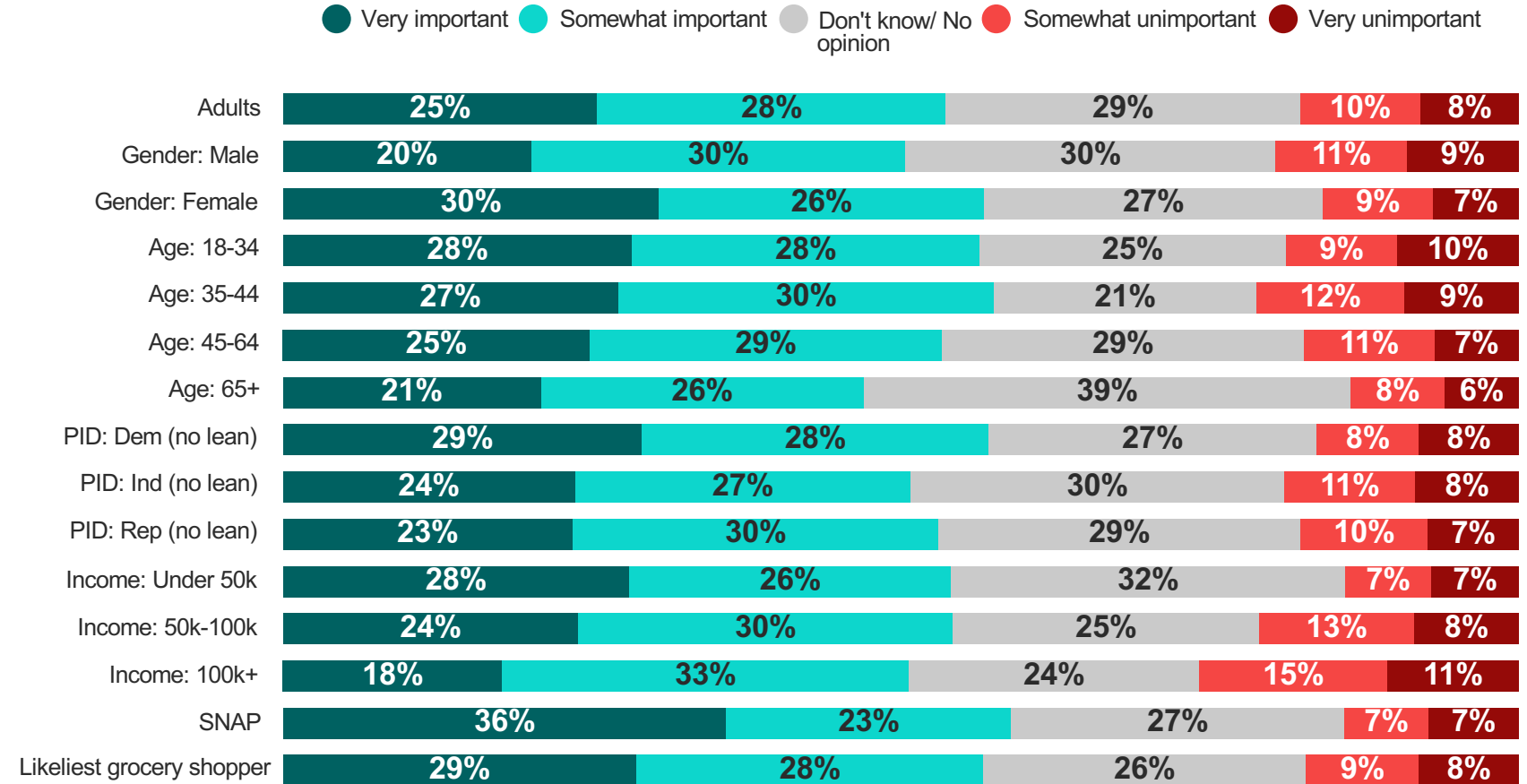
### Milk Variety



# Milk Variety

## Adults across key demographics believe it is important that the public school their child attends offers fuller-fat milk with school meals.

How important is it to your child that public schools offer him/her the option of fuller-fat milk with school meals (i.e. 2% and whole milk)?



# Contents



**Nutrition**



**Milk Variety**



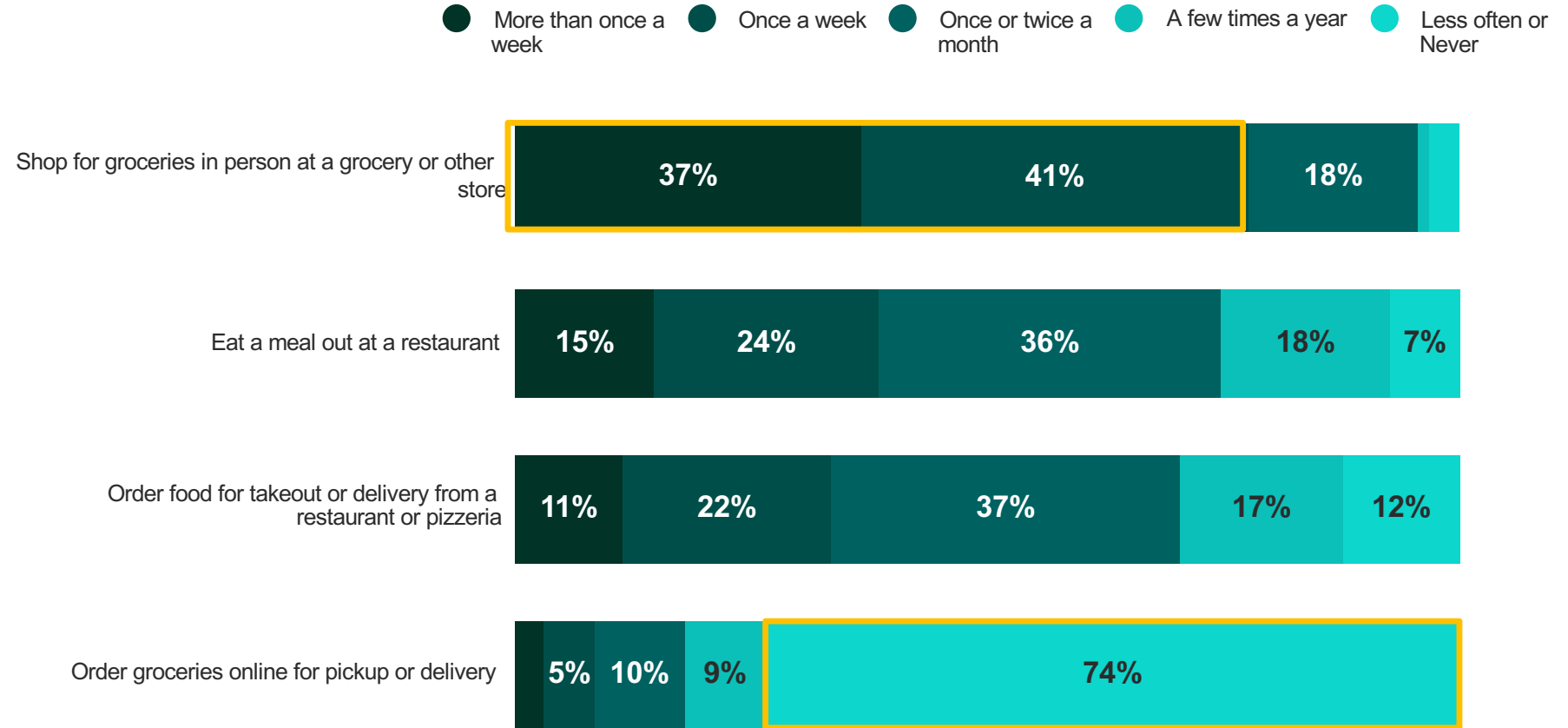
**Milk Preference**



**Food Pyramid**

# Nearly three quarters of adults almost never order groceries online for pickup or delivery. While 78% shop for groceries in person more or at least once a week.

How often do you or your family do each of the following?

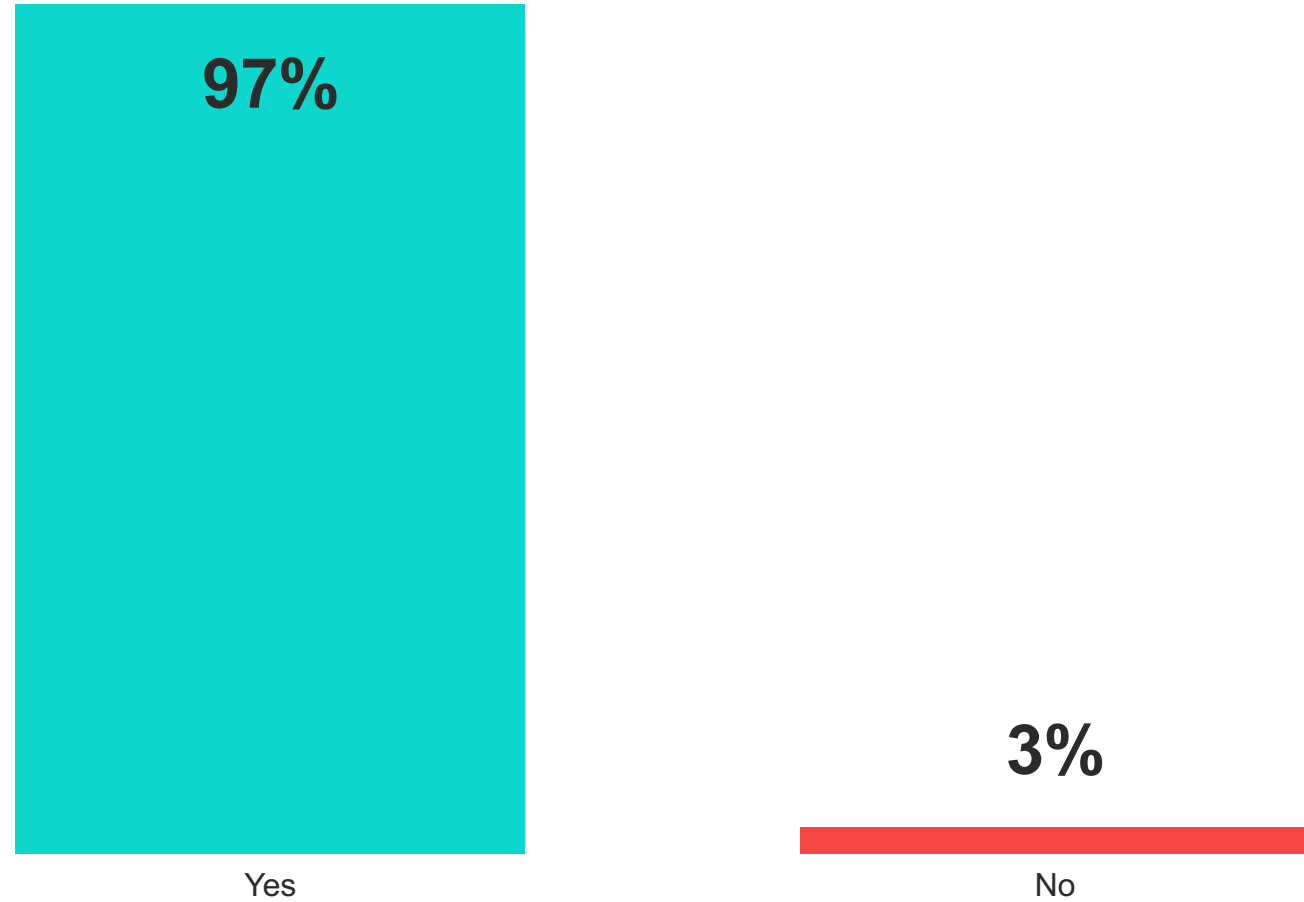


## Milk Preference

## Milk Preference

**Nearly all adults are able to purchase the type of milk they prefer.**

*Are you able to purchase the type of milk you and/or your family prefer?*

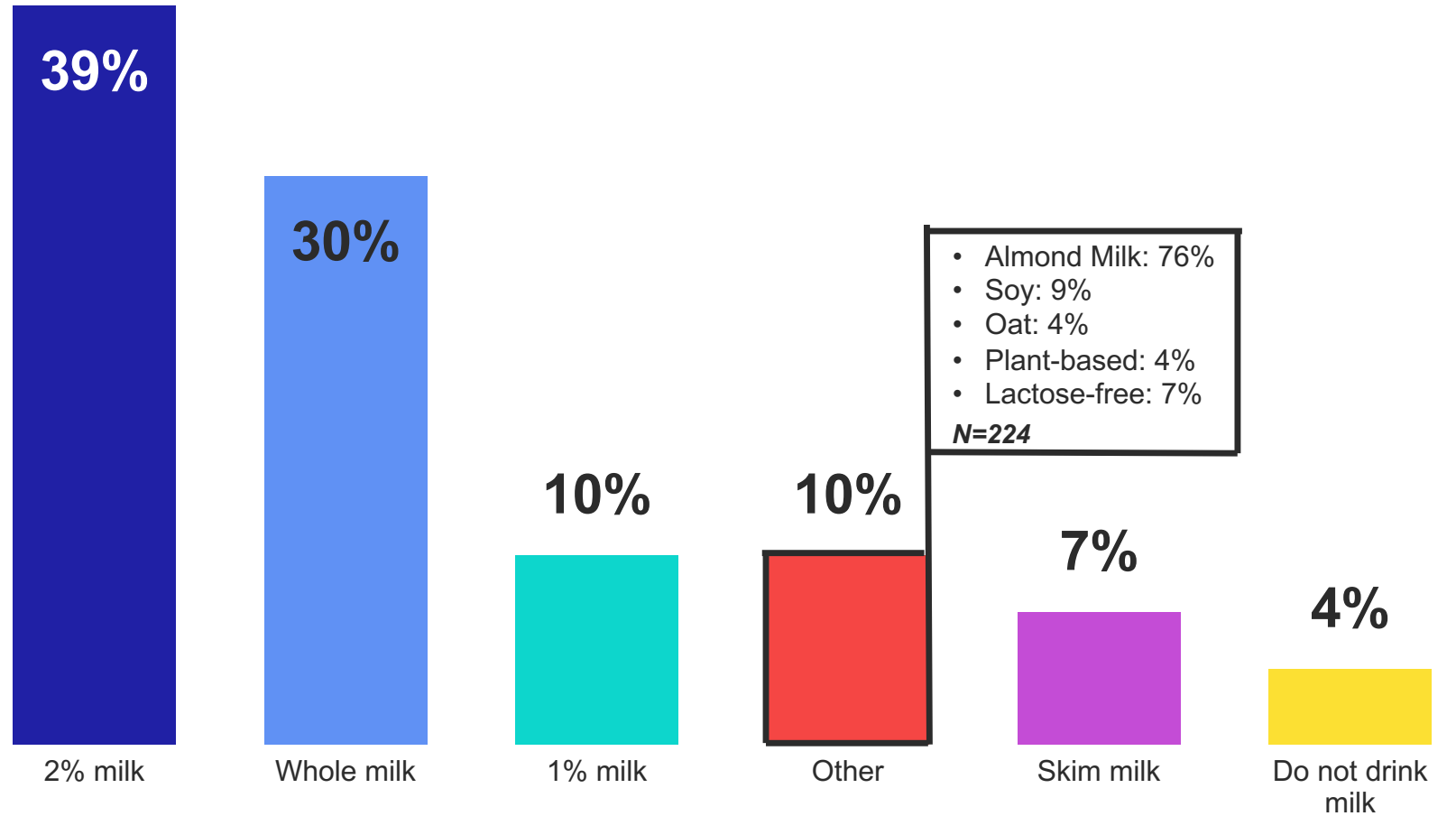




# Milk Preference

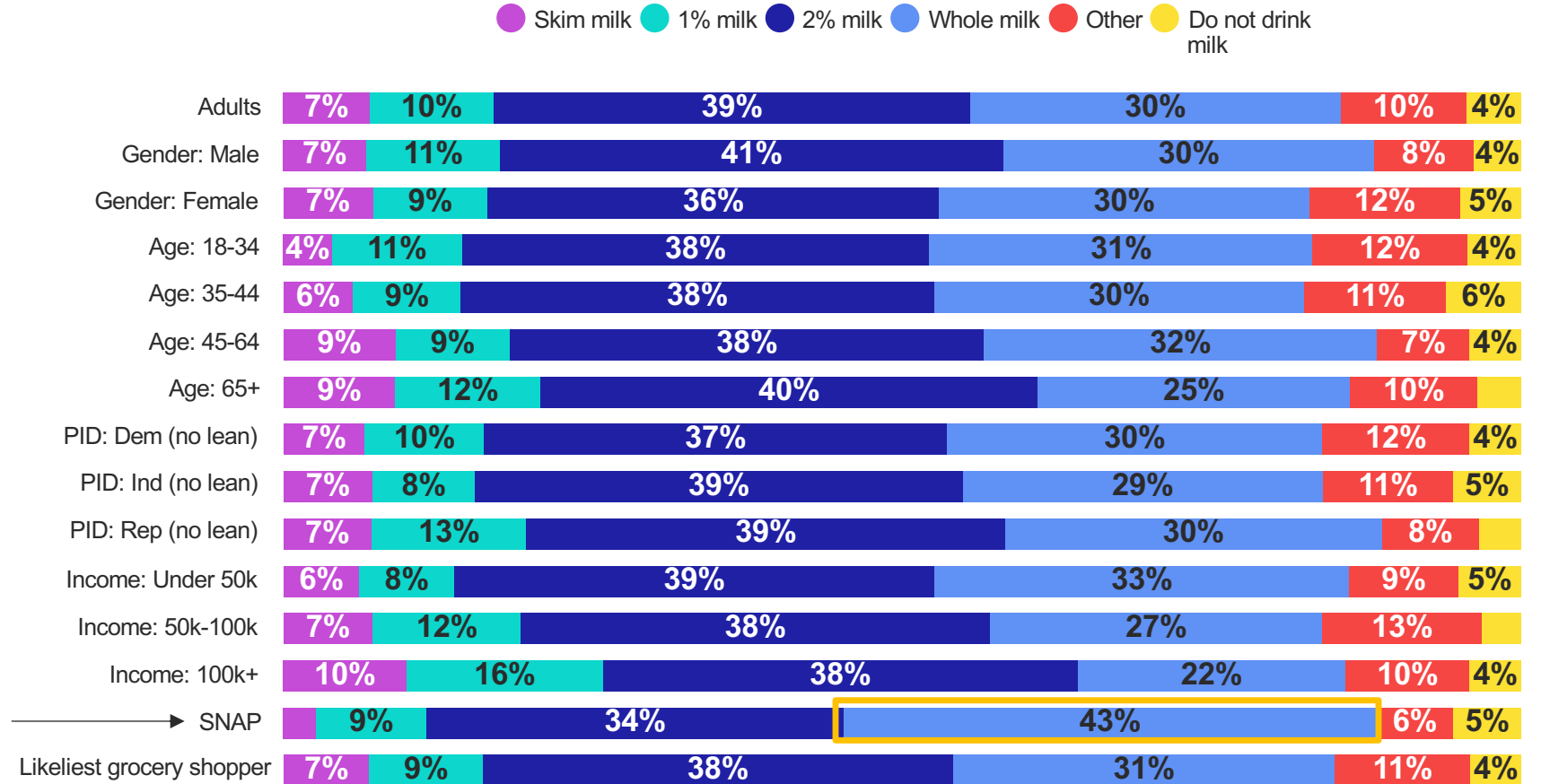
**Thirty-nine percent of adults prefer 2% milk, while 30% prefer whole milk.**

*Which of the following is your preferred milk for you and/or your family?*



# Adults largely prefer 2% milk over other types of milk. However, by a large margin, adults on in the SNAP program prefer whole milk--the only demographic to prefer whole.

Which of the following is your preferred milk for you and/or your family?



## Milk Preference

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**Nutrition**



**Milk Variety**



**Milk Preference**

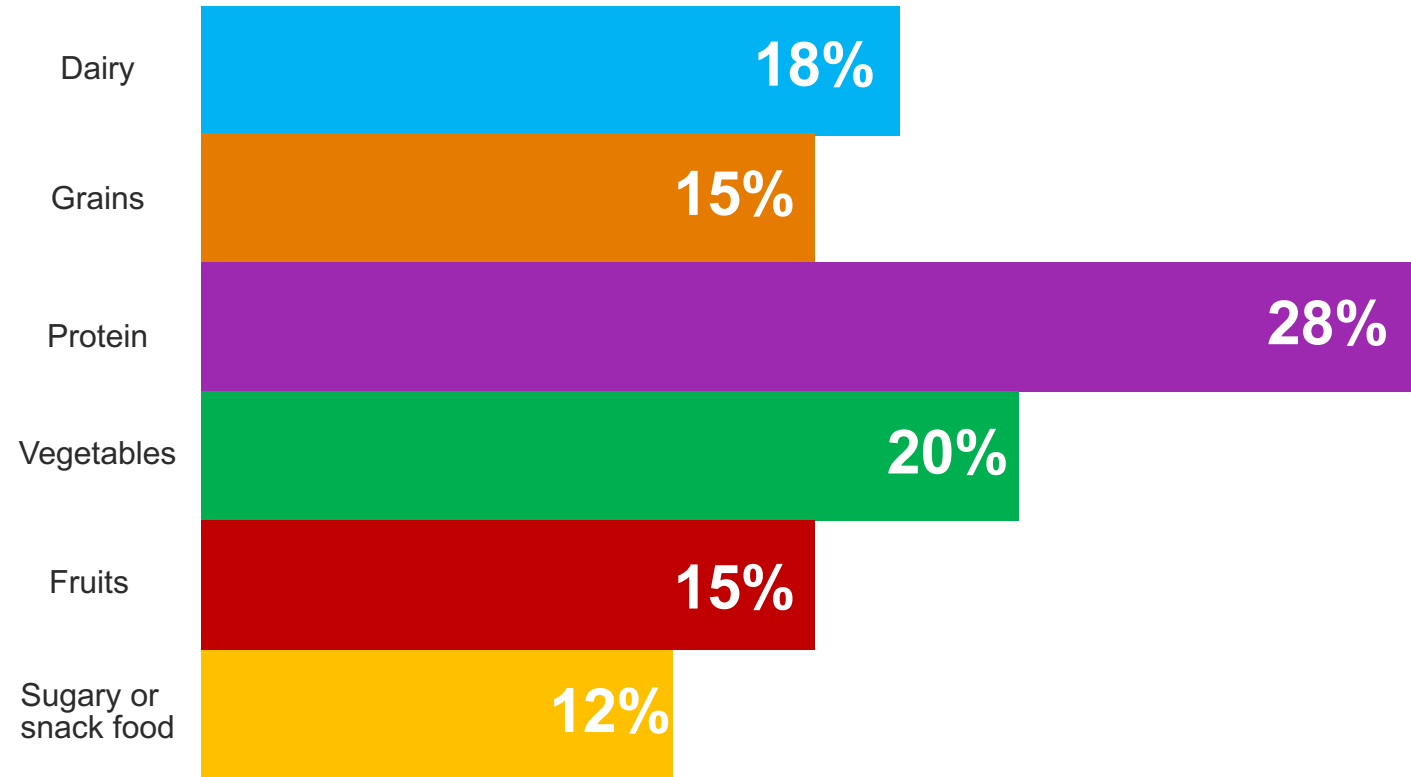


**Food Pyramid**

## Food Pyramid

**On average, 28% of adults grocery bags are filled with protein. While 18% is filled dairy products like milk, cheese, or yogurt.**

*Thinking about what you generally buy at the grocery store, what percentage of your groceries fall into the following food groups?*



*Percentages reflect the mean / average of each group that adults buy at the grocery store*

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