



# DAIRY OPTIONS & MILK IN SCHOOL MEALS

Registered Voters with Children in Public Schools

SEPTEMBER 2022

## KEY FINDINGS

### Federal Nutrition Program Participants

1. Nine-in-ten voters with children in public schools and federal nutrition program participants with children in public schools ***purchase milk, cheese, and butter at the grocery store.***
2. Three-fourths of federal nutrition program participants say that the ***following dairy products are affordable***: milk (73%), yogurt (78%), butter (76%), and cheese (74%)
3. Given a half-price discount, more than half of SNAP program beneficiaries ***would buy more milk (54%), yogurt (49%), and cheese (59%).***

### Voters with Children in Public Schools

1. Ninety-two percent of voters with children in public schools say it ***should be a priority*** for the federal government to ensure children have access to fresh milk in public schools.
  - Slightly more than half of voters with children in public schools believe this should be a ***top priority*** for the federal government.
2. Seventy percent of voters with children in public schools say it is ***important to have low-fat flavored milk options*** in school meals.
  - Nearly four-in-ten voters with children in public schools strongly oppose banning low-fat flavored milk from being served in public schools.
3. Nine-in-ten voters with children in public schools found the following message on providing milk to children for school meals in their community convincing:
  - Milk contributes to stronger and healthier bones, lower blood pressure, and reduced risk of cardiovascular disease. Milk is the leading source of calcium, vitamin D, and potassium for American children ages 2 to 18.
4. After messaging, there was a ***seven percent increase*** in support among voters with children in public schools for including low-fat flavored milk in school meals.
5. Eighty-seven percent of voters with children in public schools believe ***white milk is healthy*** for their children to consume in school, second only to water. Seventy-two percent believe ***low-fat flavored milk is healthy*** for their children to consume in school.
6. Ninety-one percent of voters with children in public schools say making sure school meals are healthy and nutritious for children in their community is a priority for them, while nearly ***half say this is a top priority*** for them.





## METHODOLOGY

This poll was conducted between September 1-September 6, 2022 among a sample of 1,666 Registered Voters with Children in Public Schools, including 709 voters that participate in at least one federal nutrition feeding program.

The interviews were conducted online and the data were weighted to approximate a target sample of Registered Voters with Children in Public Schools. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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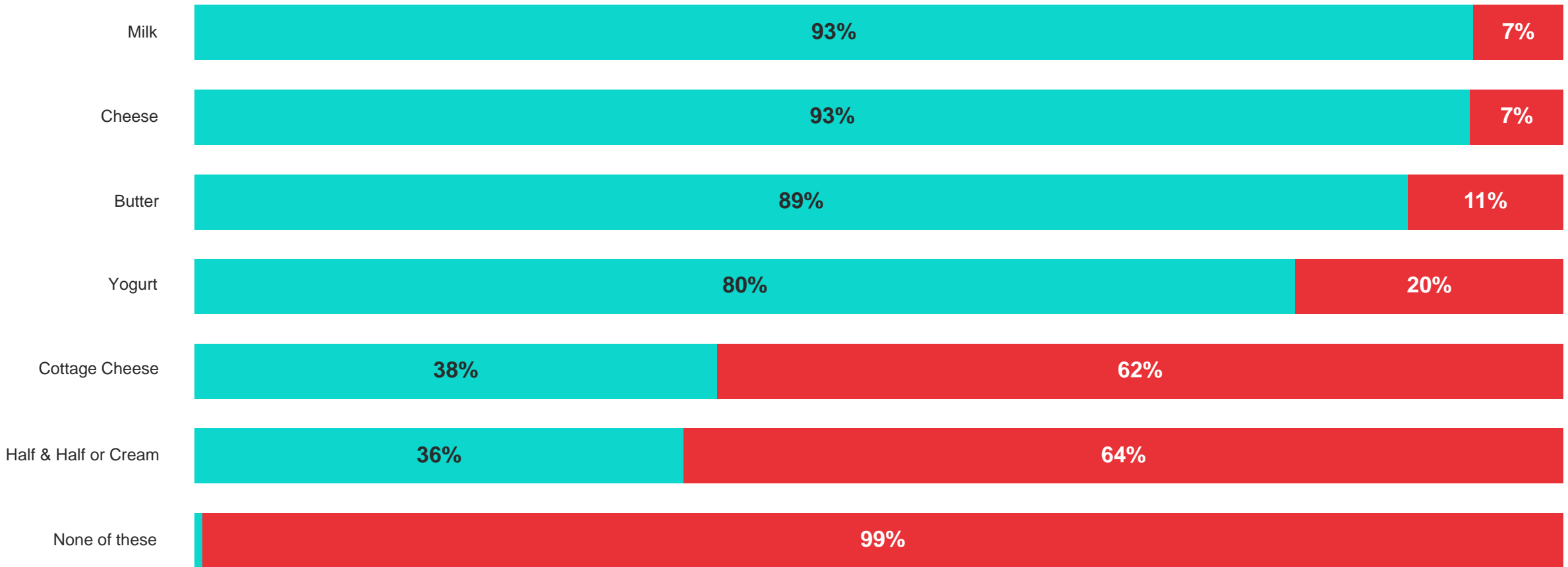


DAIRY PURCHASE HABITS & NUTRITION

Nine-in-ten voters with children in public schools typically buy milk (93%), cheese (93%), and butter (89%)

Which of the following dairy products do you and/or your family typically buy? Please select all that apply. **Voters with Children in Public Schools | N = 1,666**

Selected Not Selected



## DAIRY PURCHASE HABITS & NUTRITION

Voters with children in public schools have similar dairy purchase habits across the demographic groups listed.

Which of the following dairy products do you and/or your family typically buy? Please select all that apply.

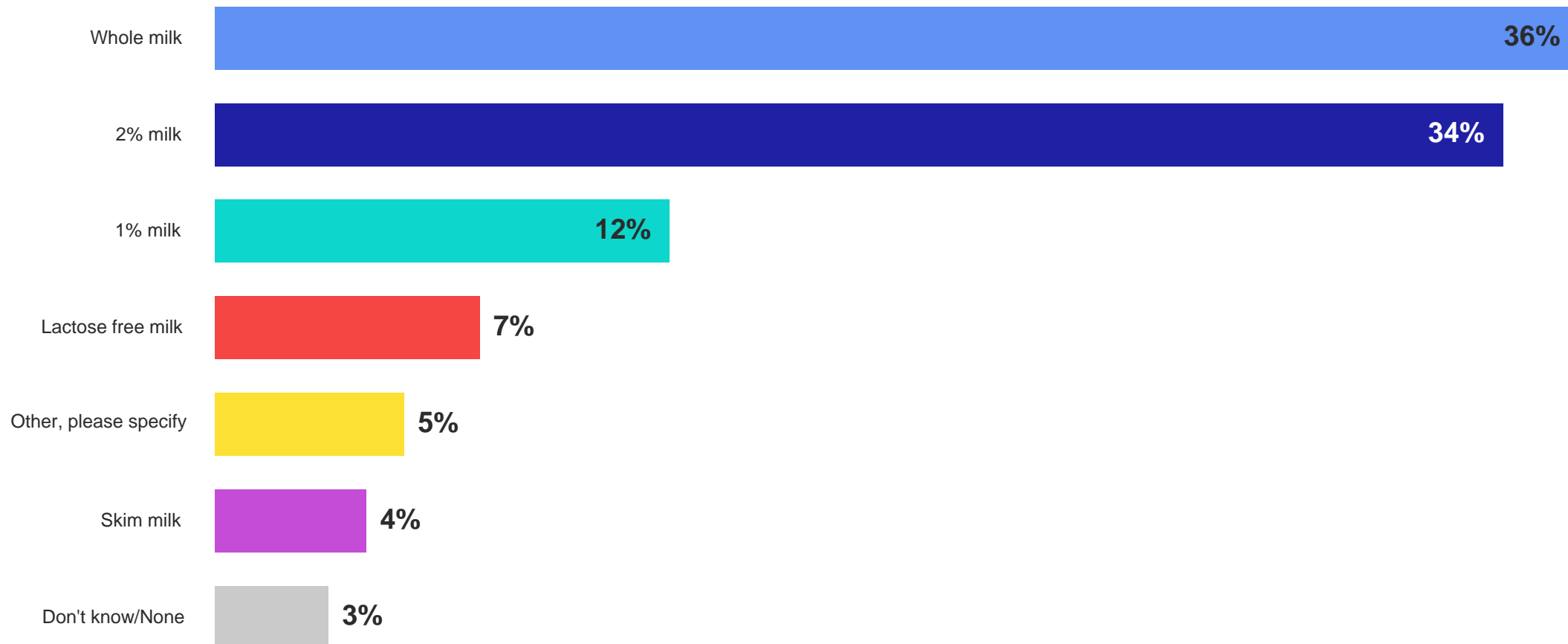
% Selected	Voters	Parents			Shoppers	Federal Nutrition Program Participants			
	Registered Voters with Children in Public Schools	Elementary School Parents	Middle School Parents	High School Parents	Grocery Shoppers	All Federal Nutrition Program Participants	SNAP & WIC Participants	SNAP Participants	WIC Participants
Cheese	93%	94%	94%	94%	93%	91%	92%	93%	86%
Milk	93%	94%	94%	93%	93%	93%	94%	94%	96%
Butter	89%	88%	90%	88%	89%	89%	88%	88%	87%
Yogurt	80%	82%	82%	80%	81%	77%	78%	78%	83%
Cottage Cheese	38%	35%	40%	41%	38%	39%	39%	38%	38%
Half & Half or Cream	36%	38%	35%	37%	36%	37%	37%	38%	34%
None of these	1%	1%	1%	1%	1%	0%	0%	0%	1%

Data reflects the % selected among each group.

DAIRY PURCHASE HABITS & NUTRITION

One-third of voters with children in public schools find whole milk (36%) and 2% milk (34%) to be the most nutritious. Only four percent believe skim milk (4%) 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? **Voters with Children in Public Schools | N = 1,666**



DAIRY PURCHASE HABITS & NUTRITION

More voters with children in public schools on federal nutrition programs than other demographic groups listed 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?

<i>% Selected</i>	<i>Voters</i>	<i>Parents</i>			<i>Shoppers</i>	<i>Federal Nutrition Program Participants</i>			
<i>Milk Type</i>	<i>Registered Voters with Children in Public Schools</i>	<i>Elementary School Parents</i>	<i>Middle School Parents</i>	<i>High School Parents</i>	<i>Grocery Shoppers</i>	<i>All Federal Nutrition Program Participants</i>	<i>SNAP &amp; WIC Participants</i>	<i>SNAP Participants</i>	<i>WIC Participants</i>
Skim milk	4%	3%	5%	5%	4%	3%	3%	3%	4%
1% milk	12%	9%	13%	13%	11%	10%	8%	8%	9%
2% milk	34%	34%	32%	36%	34%	33%	31%	32%	30%
Whole milk	36%	39%	35%	33%	36%	41%	42%	44%	40%
Lactose free milk	7%	7%	5%	6%	6%	8%	9%	8%	14%
Other, please specify	5%	5%	5%	5%	5%	4%	4%	4%	2%
Don't know/None	3%	2%	4%	2%	3%	2%	2%	2%	2%

Data reflects the % selected as most nutritious among each group.



DAIRY PURCHASE HABITS & NUTRITION

Northeastern voters with children in public schools express more belief than voters of other regions that whole milk is the most nutritious for their family.

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?

% Selected	Voters	Gender		Age			Party ID		
		Registered Voters with Children in Public Schools	Gender: Male	Gender: Female	Age: 18-34	Age: 35-44	Age: 45-64	PID: Dem (no lean)	PID: Ind (no lean)
Skim milk	4%	4%	5%	4%	4%	5%	5%	4%	4%
1% milk	12%	11%	12%	9%	12%	13%	13%	11%	11%
2% milk	34%	35%	33%	33%	32%	37%	32%	33%	37%
Whole milk	36%	37%	35%	39%	37%	33%	35%	33%	39%
Lactose free milk	7%	7%	6%	8%	6%	7%	7%	7%	5%
Other, please specify	5%	5%	5%	6%	5%	4%	5%	8%	2%
Don't know/None	3%	2%	3%	2%	4%	2%	3%	4%	1%

% Selected	Voters	Community Type			Region			
		Registered Voters with Children in Public Schools	Community: Urban	Community: Suburban	Community: Rural	4-Region: Northeast	4-Region: Midwest	4-Region: South
Skim milk	4%	3%	5%	5%	5%	6%	4%	3%
1% milk	12%	10%	13%	10%	16%	15%	9%	10%
2% milk	34%	33%	36%	32%	26%	36%	35%	38%
Whole milk	36%	39%	30%	43%	41%	31%	38%	32%
Lactose free milk	7%	9%	7%	4%	6%	5%	6%	10%
Other, please specify	5%	4%	6%	4%	5%	5%	4%	4%
Don't know/None	3%	3%	3%	2%	1%	2%	3%	3%

Data reflects the % selected as most nutritious among each group.

DAIRY PURCHASE HABITS & NUTRITION

Almond milk was a common answer among those who chose the “other” option for the most nutritious milk.

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? **Other, please specify | N = 81 (5% of total respondents)**

NON-DAIRY MILKS

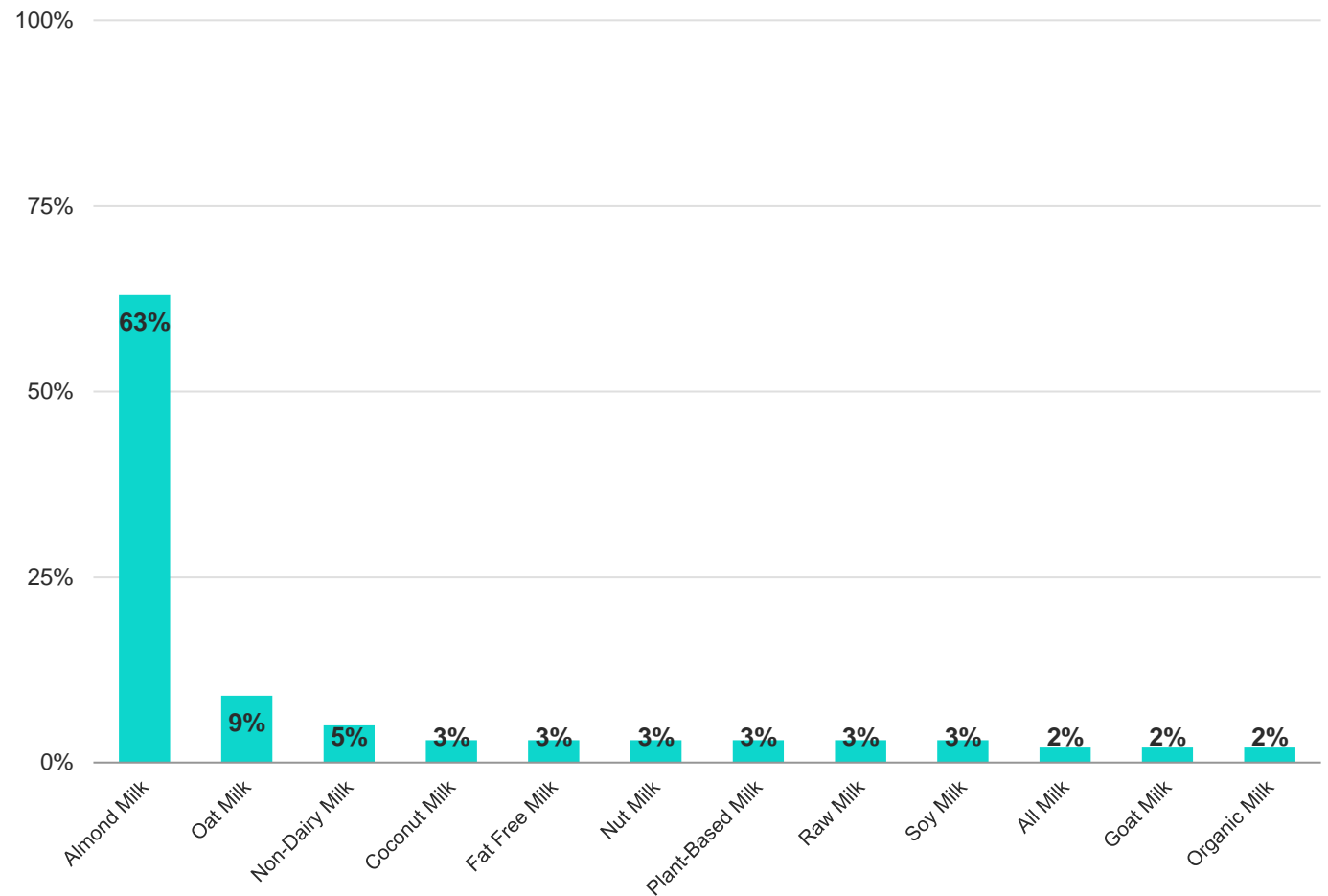
“Almond milk and/or coconut milk.”

“Other. Nut milk. Oat milk.”

OTHER MILKS

“Goat milk.”

“Raw milk.”



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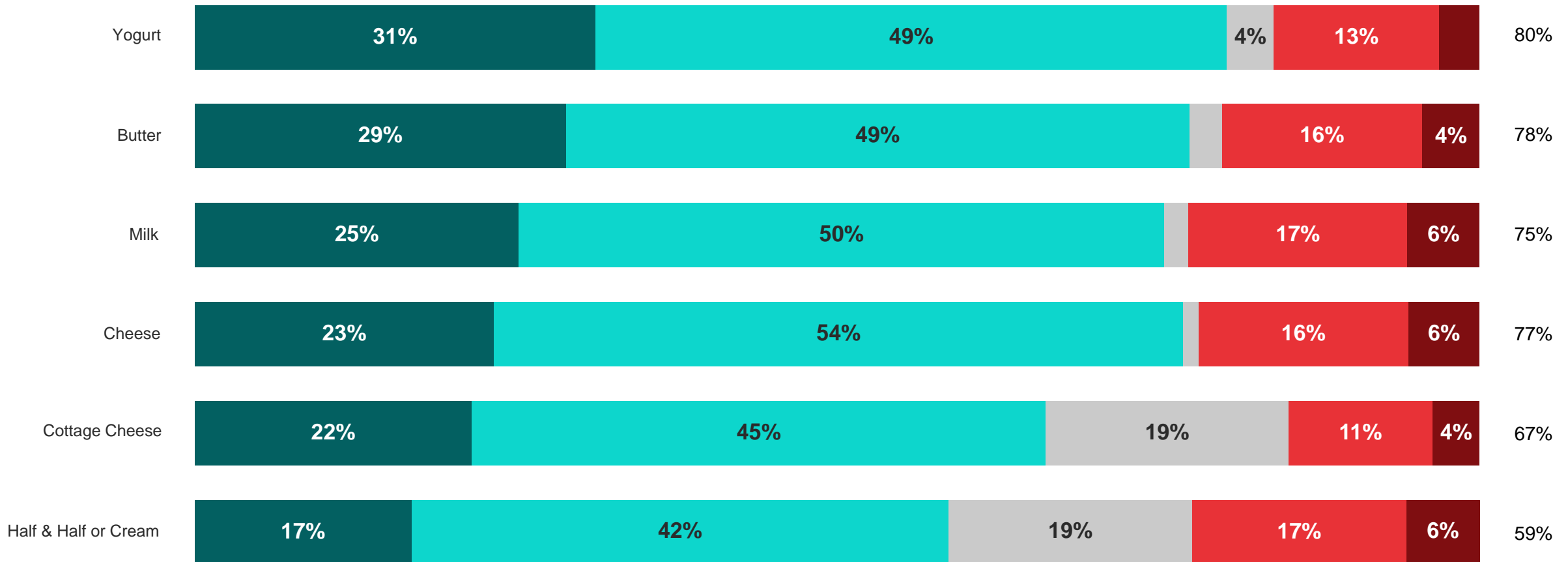
DAIRY AFFORDABILITY

At least three-fourths of voters with children in public schools find yogurt (80%), butter (78%), cheese (77%), and milk (75%) affordable.

Regardless of whether you buy the following dairy food items, how affordable, if at all, do you think each item is? **Voters with Children in Public Schools | N = 1,666**

● Very affordable   
 ● Somewhat affordable   
 ● Don't know/No opinion   
 ● Somewhat unaffordable   
 ● Very unaffordable

**Total Affordable**



Total Affordable = Very affordable + Somewhat affordable

## DAIRY AFFORDABILITY

Voters with children in public schools on federal nutrition programs find each of the dairy products slightly less affordable than voters broadly with children in public schools.

Regardless of whether you buy the following dairy food items, how affordable, if at all, do you think each item is?

Total Affordable	Voters	Parents			Shoppers	Federal Nutrition Program Participants			
Dairy Type	Registered Voters with Children in Public Schools	Elementary School Parents	Middle School Parents	High School Parents	Grocery Shoppers	All Federal Nutrition Program Participants	SNAP & WIC Participants	SNAP Participants	WIC Participants
Cheese	77%	77%	76%	76%	77%	74%	73%	72%	83%
Milk	75%	76%	71%	76%	76%	73%	71%	70%	81%
Butter	78%	78%	76%	77%	77%	76%	77%	76%	75%
Yogurt	80%	81%	80%	80%	81%	78%	77%	77%	80%
Cottage Cheese	67%	65%	67%	65%	67%	63%	59%	59%	61%
Half & Half or Cream	59%	58%	57%	60%	59%	53%	51%	51%	58%

Data reflects the total affordable for each dairy item among each group. | Total Affordable = Very affordable + Somewhat affordable

DAIRY AFFORDABILITY

Voters with children in public schools across all demographics listed find half & half or cream as **the least affordable** of the dairy items tested.

Regardless of whether you buy the following dairy food items, how affordable, if at all, do you think each item is?

Total Affordable	Voters	Gender		Age			Party ID		
Dairy Type	Registered Voters with Children in Public Schools	Gender: Male	Gender: Female	Age: 18-34	Age: 35-44	Age: 45-64	PID: Dem (no lean)	PID: Ind (no lean)	PID: Rep (no lean)
Cheese	77%	80%	74%	75%	76%	79%	81%	74%	74%
Milk	75%	79%	72%	73%	75%	77%	79%	72%	73%
Butter	78%	80%	75%	80%	75%	79%	82%	75%	74%
Yogurt	80%	80%	80%	77%	79%	83%	83%	80%	78%
Cottage Cheese	67%	71%	62%	61%	65%	70%	67%	64%	67%
Half & Half or Cream	59%	63%	55%	59%	57%	60%	61%	53%	60%

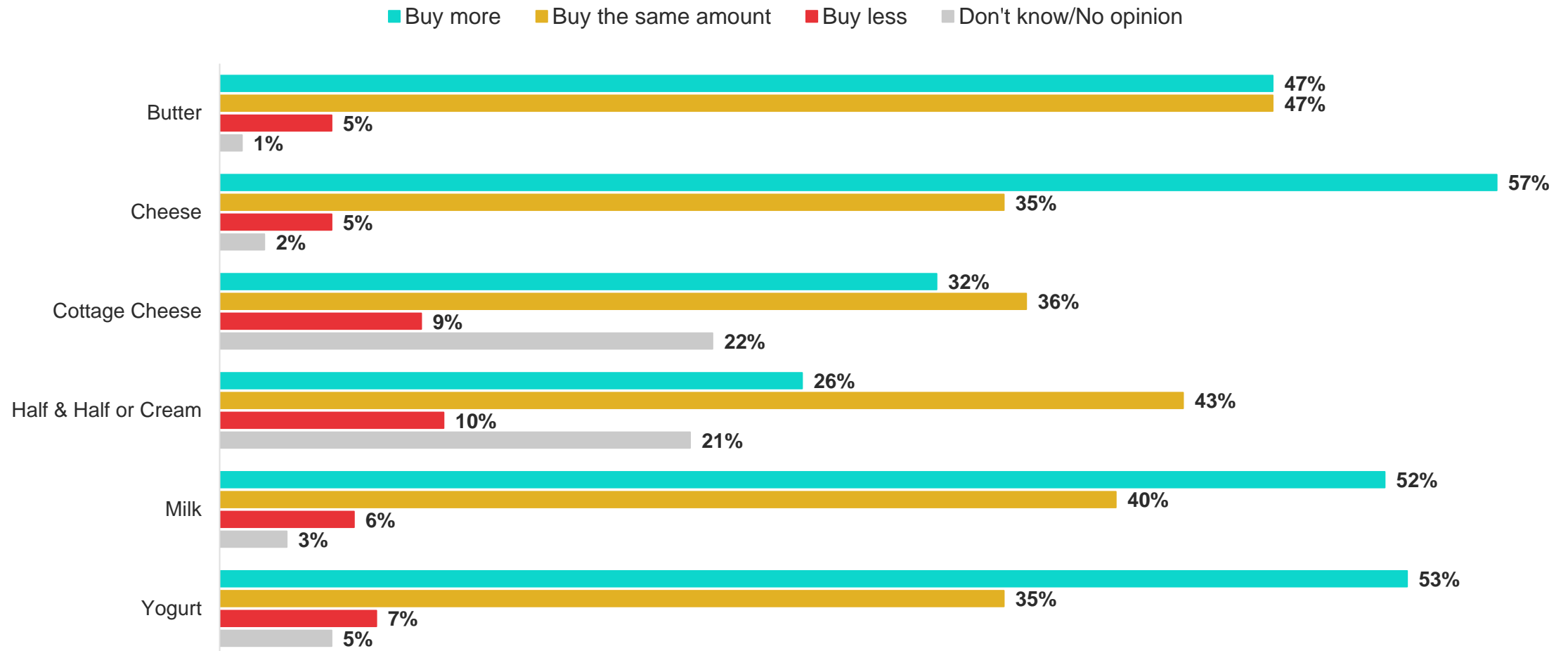
Total Affordable	Voters	Community Type			Region			
Dairy Type	Registered Voters with Children in Public Schools	Community: Urban	Community: Suburban	Community: Rural	4-Region: Northeast	4-Region: Midwest	4-Region: South	4-Region: West
Cheese	77%	80%	78%	71%	80%	77%	77%	72%
Milk	75%	76%	78%	71%	76%	72%	77%	76%
Butter	78%	82%	77%	74%	76%	73%	79%	79%
Yogurt	80%	84%	82%	74%	86%	76%	82%	74%
Cottage Cheese	67%	69%	66%	63%	66%	68%	61%	74%
Half & Half or Cream	59%	65%	60%	49%	57%	55%	59%	63%

Data reflects the total affordable for each dairy item among each group. | Total Affordable = Very affordable + Somewhat affordable

DAIRY AFFORDABILITY

Given a discount, at least nine-in-ten voters with children in public schools that participate in federal nutrition programs **would buy the same amount or more** cheese (92%), milk (92%), or yogurt (88%).

If you were to receive a discount that would allow you to buy dairy products at half the price, would you buy more, less, or the same amount of the following dairy products? **Voters that Participate in Federal Nutrition Programs | N = 709**

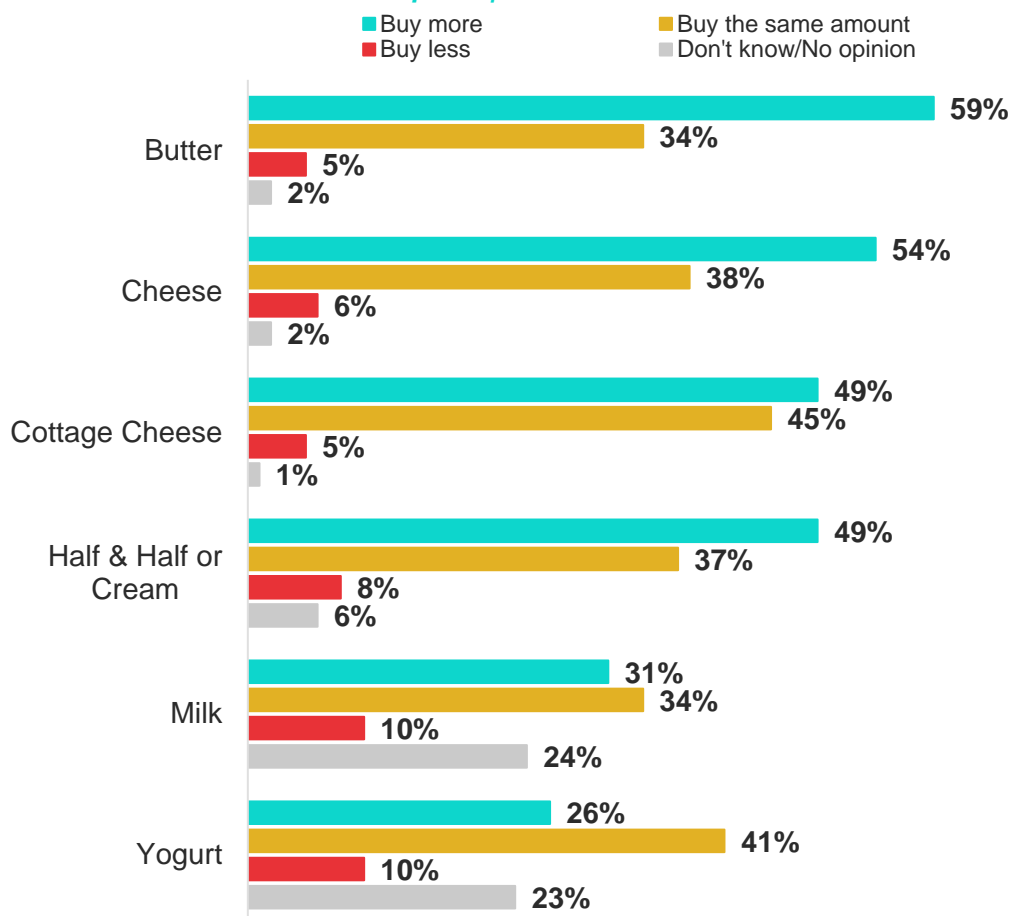


DAIRY AFFORDABILITY

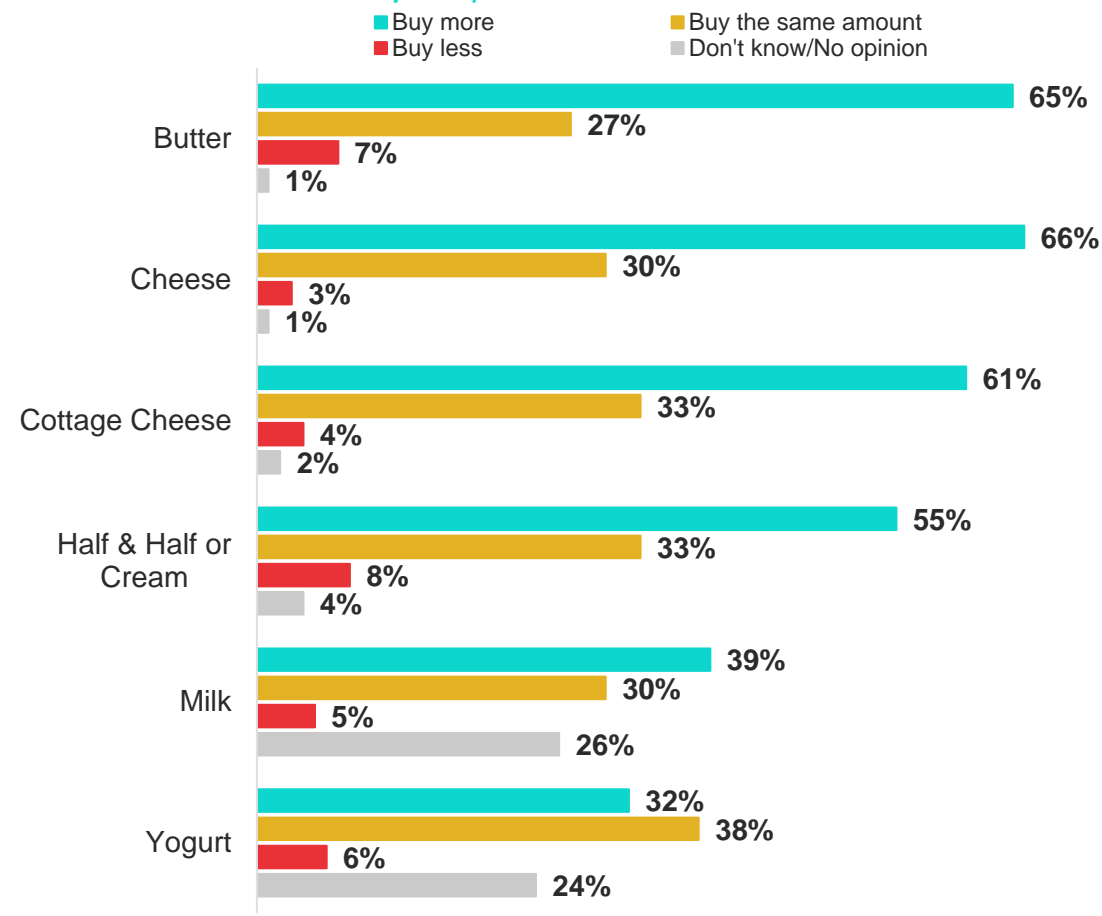
At least half of SNAP participants with children in public schools **would buy more** cheese (54%), cottage cheese (49%), and half and half or cream (49%) if they were to receive a half-price discount.

If you were to receive a discount that would allow you to buy dairy products at half the price, would you buy more, less, or the same amount of the following dairy products?

SNAP Participants | N = 445



WIC Participants | N = 113





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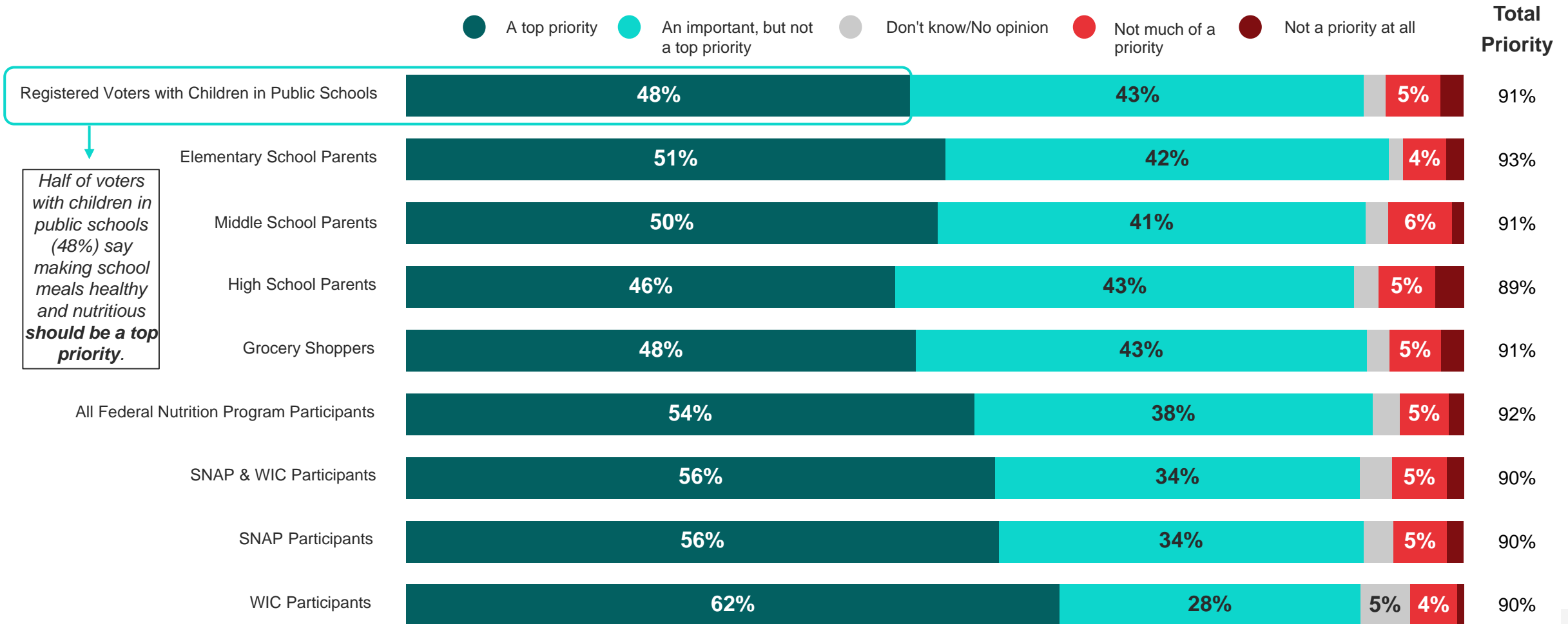


HEALTH & NUTRITION WHILE IN SCHOOL

Nine-in-ten voters with children in public schools across each demographic group listed believe **it is a priority** to make sure school meals are healthy and nutritious for children in their community.

How much of a priority for you, if at all, is making sure public school meals are healthy and nutritious for children in your community?

● A top priority   
 ● An important, but not a top priority   
 ● Don't know/No opinion   
 ● Not much of a priority   
 ● Not a priority at all



Half of voters with children in public schools (48%) say making school meals healthy and nutritious should be a top priority.

Total Priority = A top priority + An important, but not a top priority

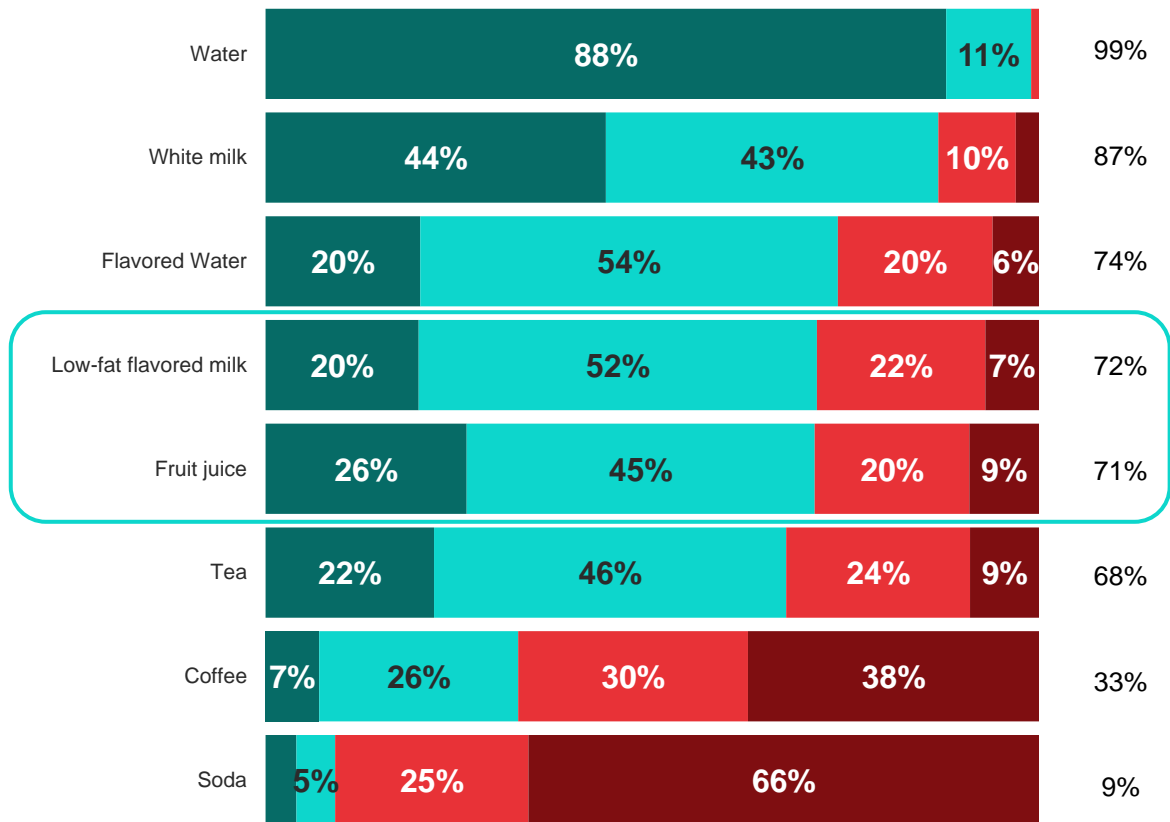
HEALTH & NUTRITION WHILE IN SCHOOL

Voters and grocery shoppers with children in public schools **believe fruit juice and low-fat flavored milk are equally as healthy** for children in their community to consume in school.

How healthy, if at all, do you think the following beverages are for children in your community to consume while in school?

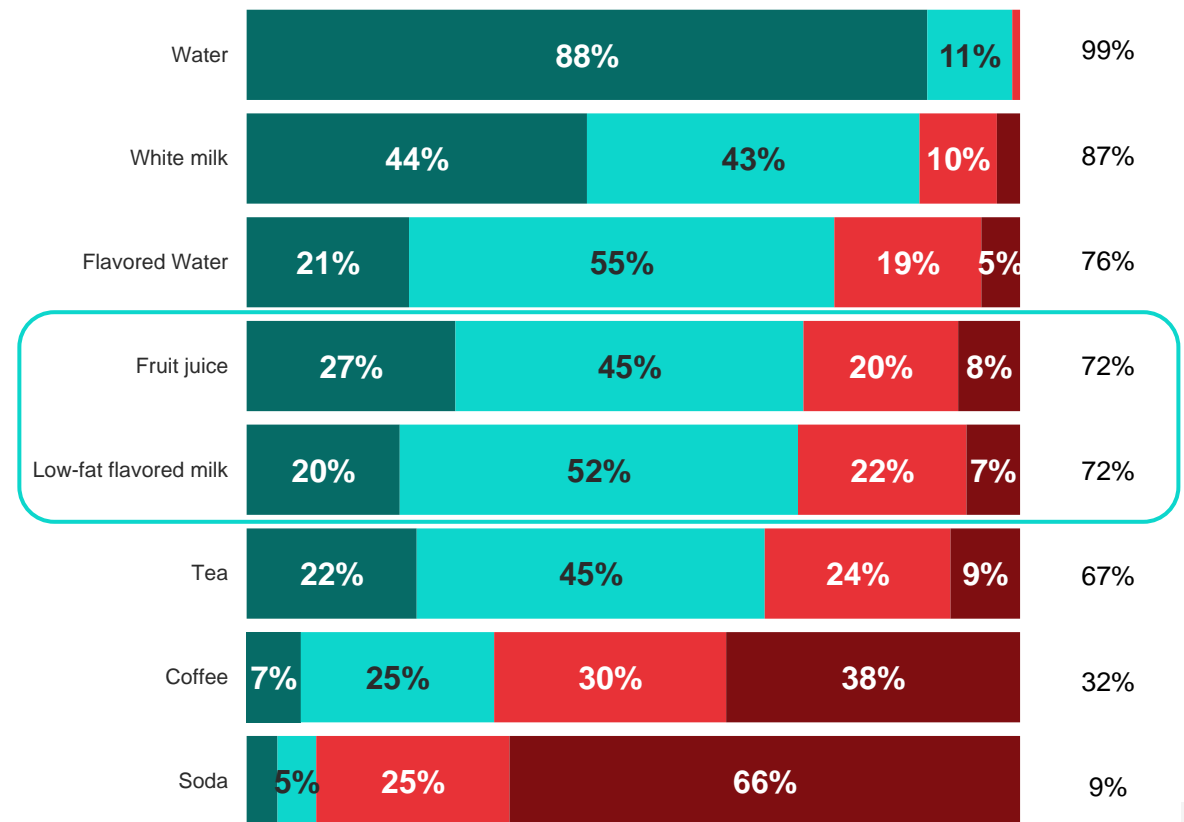
Registered Voters with Children in Public Schools | N = 1,666

Very healthy Somewhat healthy Not too healthy Not healthy at all Total Healthy



Grocery Shoppers | N = 1,635

Very healthy Somewhat healthy Not too healthy Not healthy at all Total Healthy



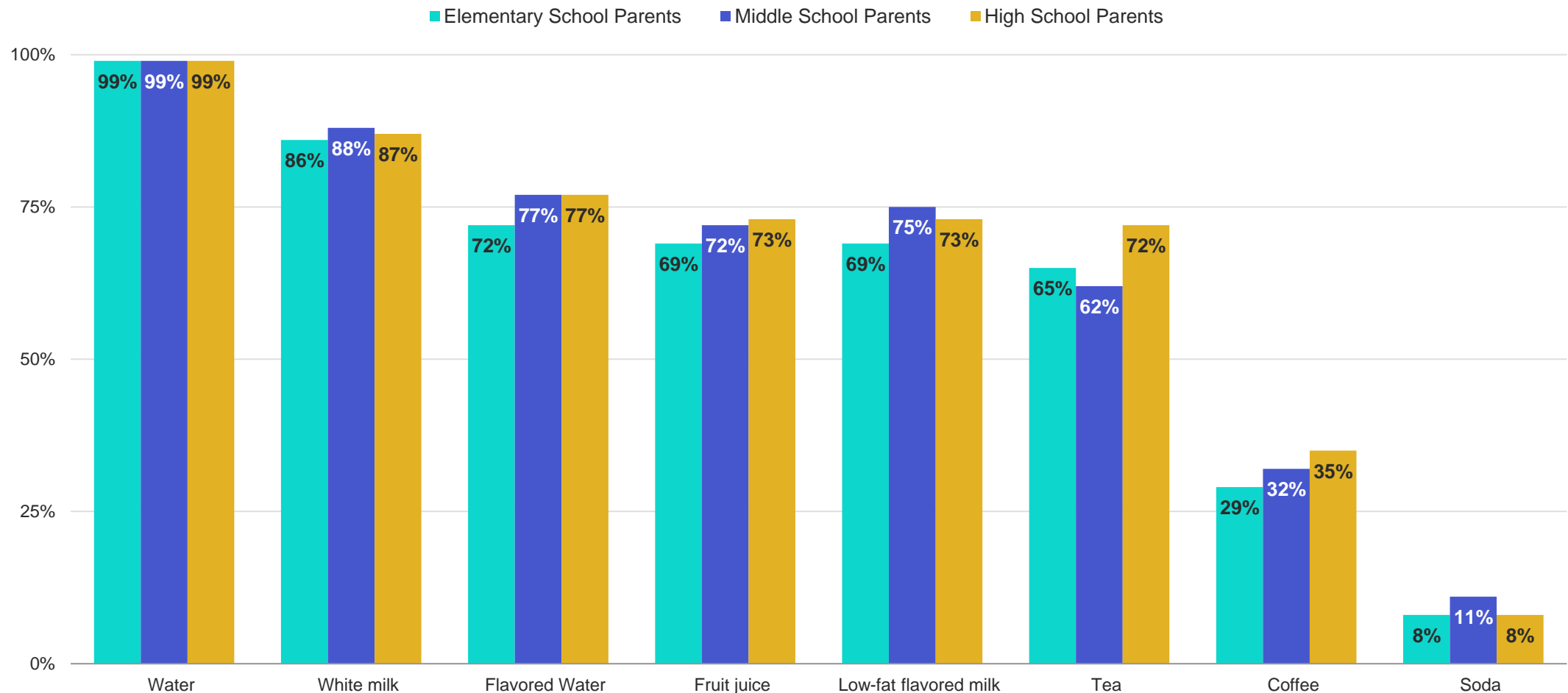
Total Healthy = Very healthy + Somewhat healthy

Grocery Shoppers = Almost all the grocery shopping + Most of the grocery shopping + About half of the grocery shopping

HEALTH & NUTRITION WHILE IN SCHOOL

Three-fourths of middle school parents (75%) and high school parents (73%) say low-fat flavored milk is healthy for children in their community to consume in school.

How healthy, if at all, do you think the following beverages are for children in your community to consume while in school?

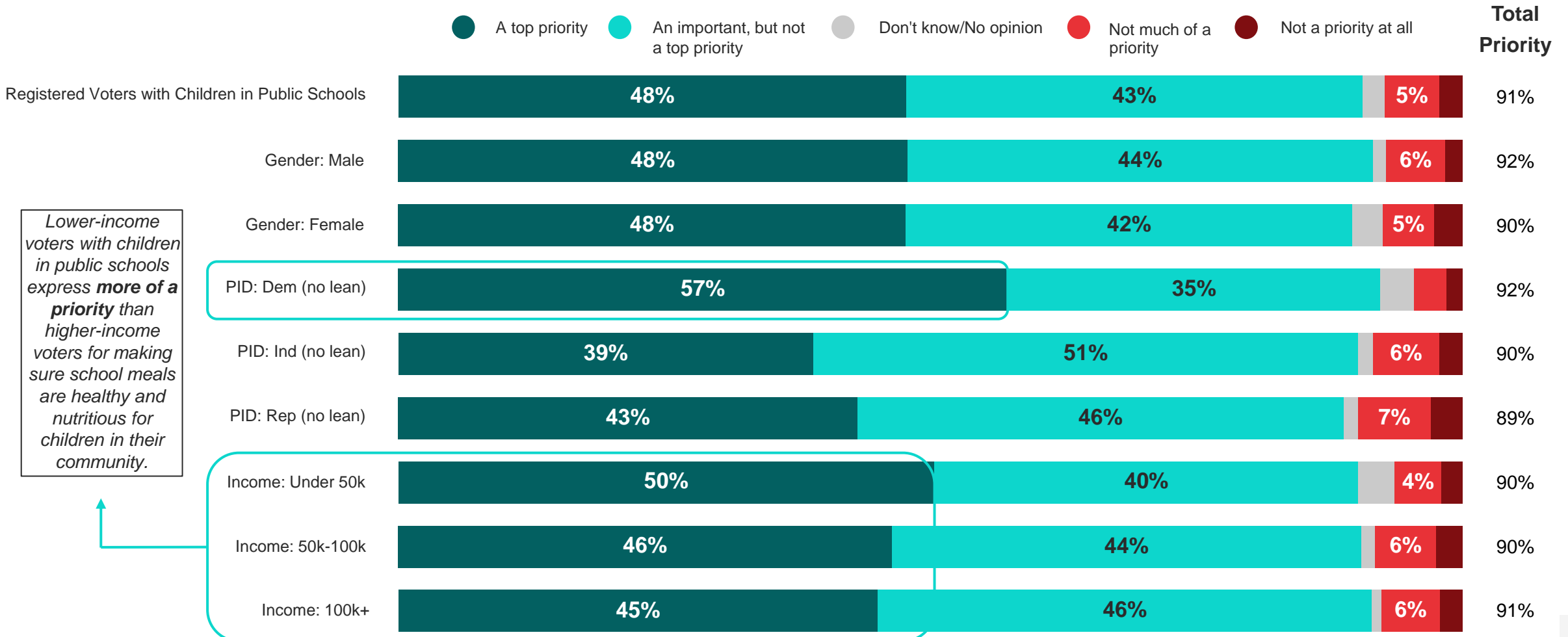


Data reflects total healthy for each beverage among each group. | Total Healthy = Very healthy + Somewhat healthy

HEALTH & NUTRITION WHILE IN SCHOOL

Three-in-five Democrat voters with children in public schools (57%) classify making sure school meals are healthy and nutritious for children in their community **as a top priority**.

How much of a priority for you, if at all, is making sure public school meals are healthy and nutritious for children in your community?



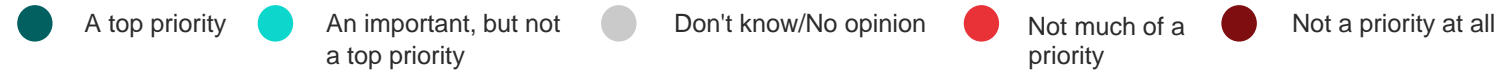
Lower-income voters with children in public schools express **more of a priority** than higher-income voters for making sure school meals are healthy and nutritious for children in their community.

Total Priority = A top priority + An important, but not a top priority

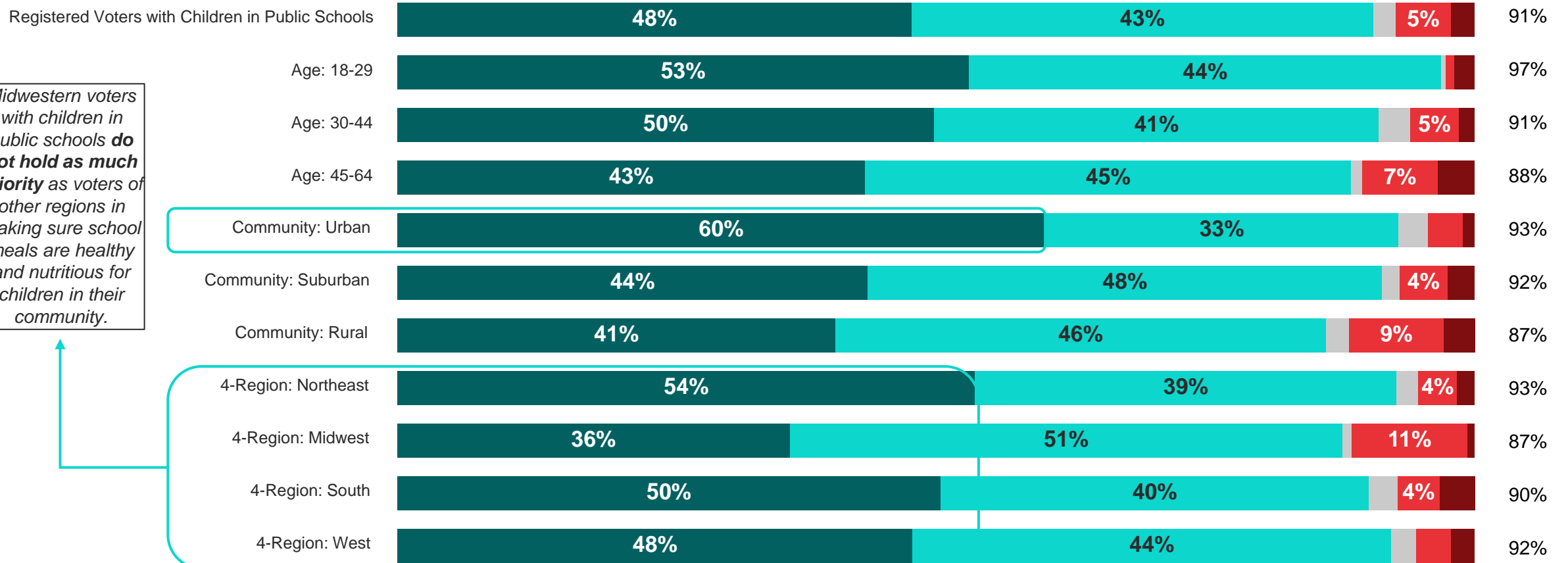
HEALTH & NUTRITION WHILE IN SCHOOL

More urban voters with children in public schools (60%) classify making sure school meals are healthy and nutritious for children in their community **as a top priority** than suburban (44%) and rural (41%) voters.

How much of a priority for you, if at all, is making sure public school meals are healthy and nutritious for children in your community?



Total Priority



Midwestern voters with children in public schools **do not hold as much priority** as voters of other regions in making sure school meals are healthy and nutritious for children in their community.

Total Priority = A top priority + An important, but not a top priority

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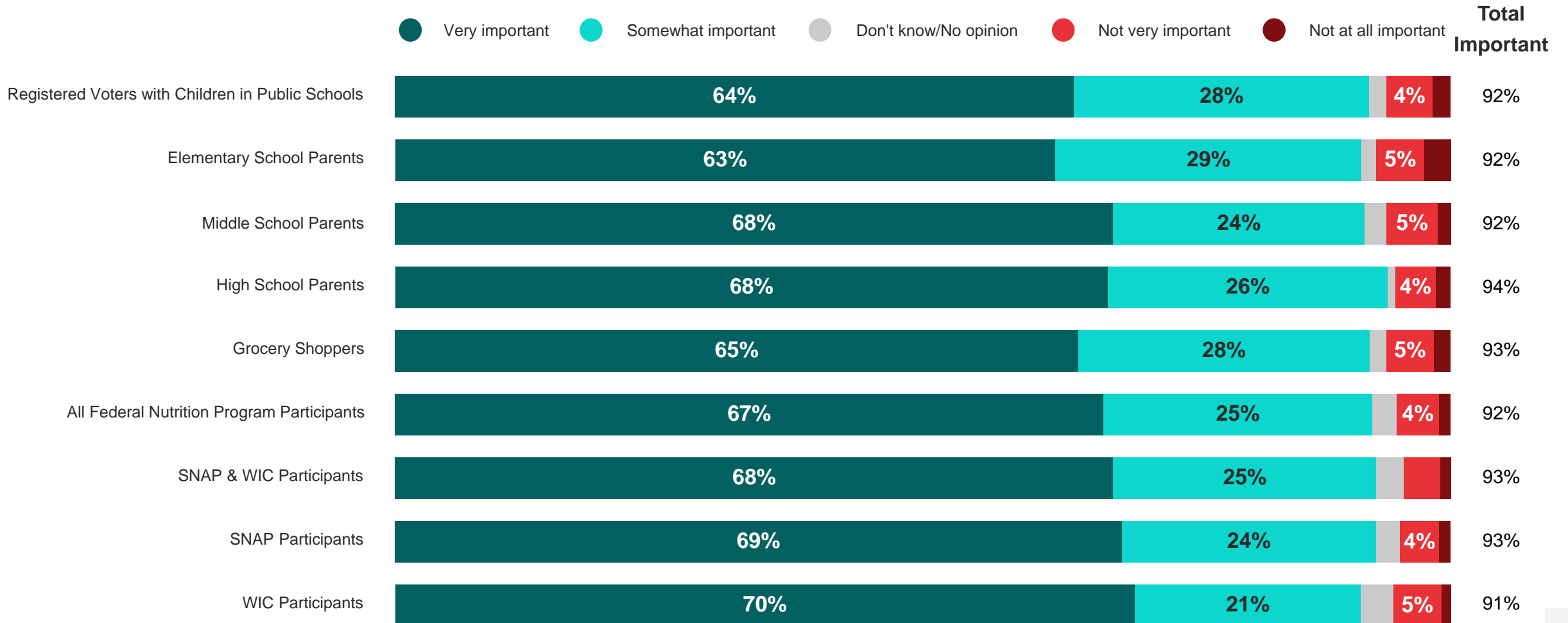
MILK IN SCHOOL MEALS



MILK IN SCHOOL MEALS

Nine-in-ten voters with children in public schools across each demographic group listed believe **providing children milk in school meals is important** for their daily nutritional intake.

How important, if at all, do you believe providing milk to children for public school meals is for their daily nutritional intake?



Total Important = Very important + Somewhat important

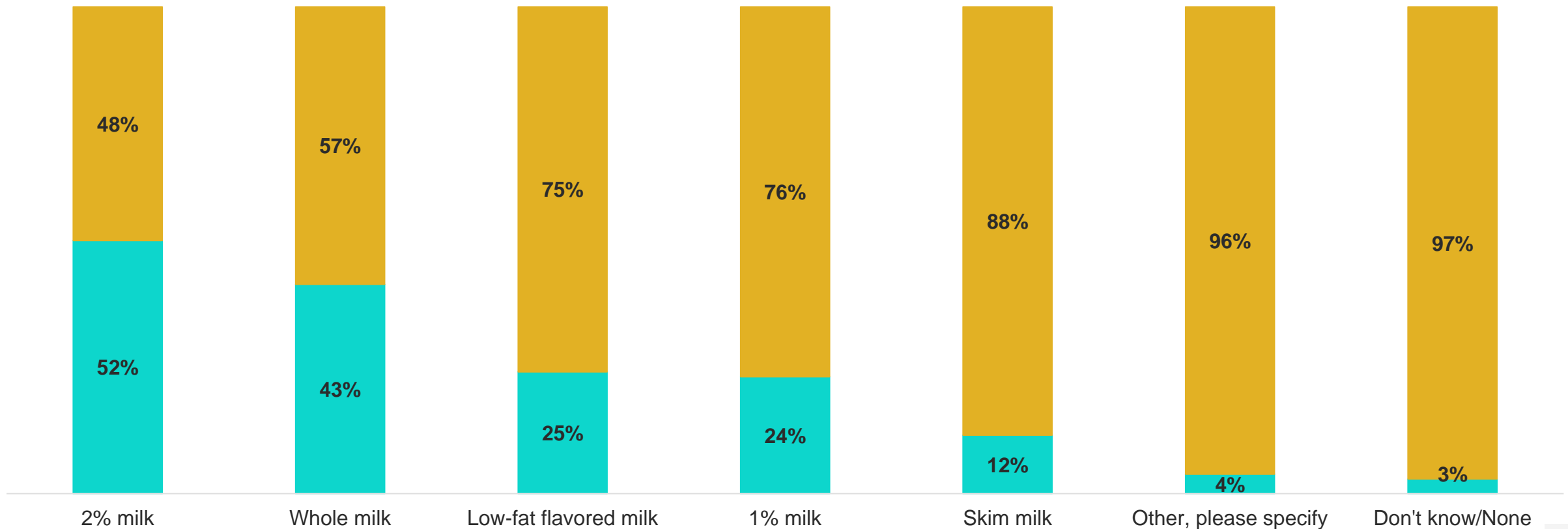


MILK IN SCHOOL MEALS

Half of voters with children in public schools (52%) believe schools should serve 2% milk to students and four-in-ten (43%) believe schools should serve whole milk to students.

Which of the following types of milk do you believe schools should serve to students? Please select all that apply. **Voters with Children in Public Schools | N = 1,666**

Selected Not Selected



## MILK IN SCHOOL MEALS

Slightly more voters with children in public schools on federal nutrition programs than voters broadly believe schools should serve low-fat flavored milk to students.

Which of the following types of milk do you believe schools should serve to students? Please select all that apply.

Milk Type	Voters	Parents			Shoppers	Federal Nutrition Program Participants			
	Registered Voters with Children in Public Schools	Elementary School Parents	Middle School Parents	High School Parents	Grocery Shoppers	All Federal Nutrition Program Participants	SNAP & WIC Participants	SNAP Participants	WIC Participants
Skim milk	12%	13%	13%	12%	12%	9%	10%	10%	16%
1% milk	24%	23%	27%	25%	24%	23%	23%	23%	22%
2% milk	52%	53%	50%	53%	52%	51%	51%	51%	49%
Whole milk	43%	44%	45%	40%	43%	48%	50%	51%	50%
Low-fat flavored milk	25%	26%	26%	26%	26%	31%	31%	31%	36%
Other, please specify	4%	5%	3%	4%	4%	5%	5%	5%	3%
Don't know/None	3%	3%	3%	3%	3%	2%	2%	2%	3%

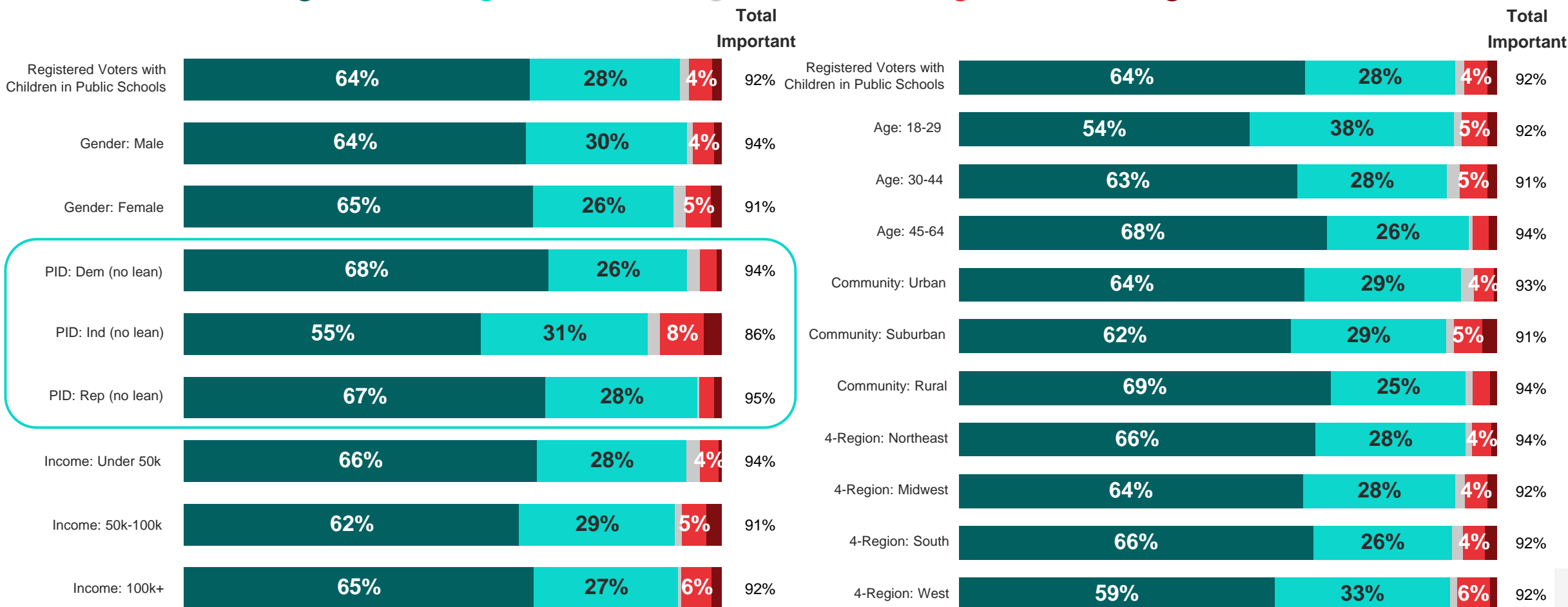
Data reflects the % selected among each group.

MILK IN SCHOOL MEALS

Independent voters with children in public schools (86%) rate the importance of providing children milk in schools for their daily nutritional intake lower than Democrats (94%) and Republicans (95%).

How important, if at all, do you believe providing milk to children for public school meals is for their daily nutritional intake?

Very important    Somewhat important    Don't know/No opinion    Not very important    Not at all important

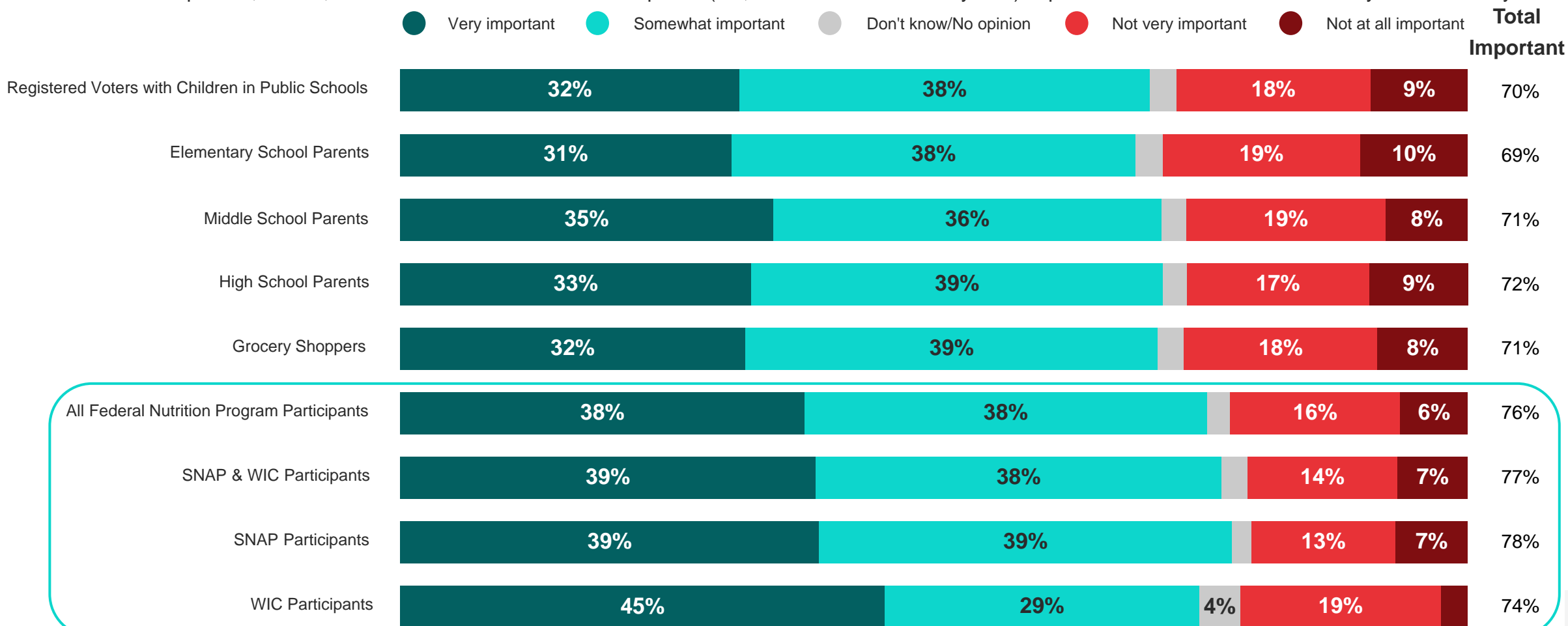


Total Important = Very important + Somewhat important

MILK IN SCHOOL MEALS

Three-fourths of voters on federal nutrition programs (76%), SNAP participants (78%), and WIC participants (74%) with children in public schools believe it is important to have low-fat flavored milk options in school meals.

How important, if at all, is it to have low-fat flavored milk options (i.e., chocolate or strawberry milk) in public school meals for children in your community?

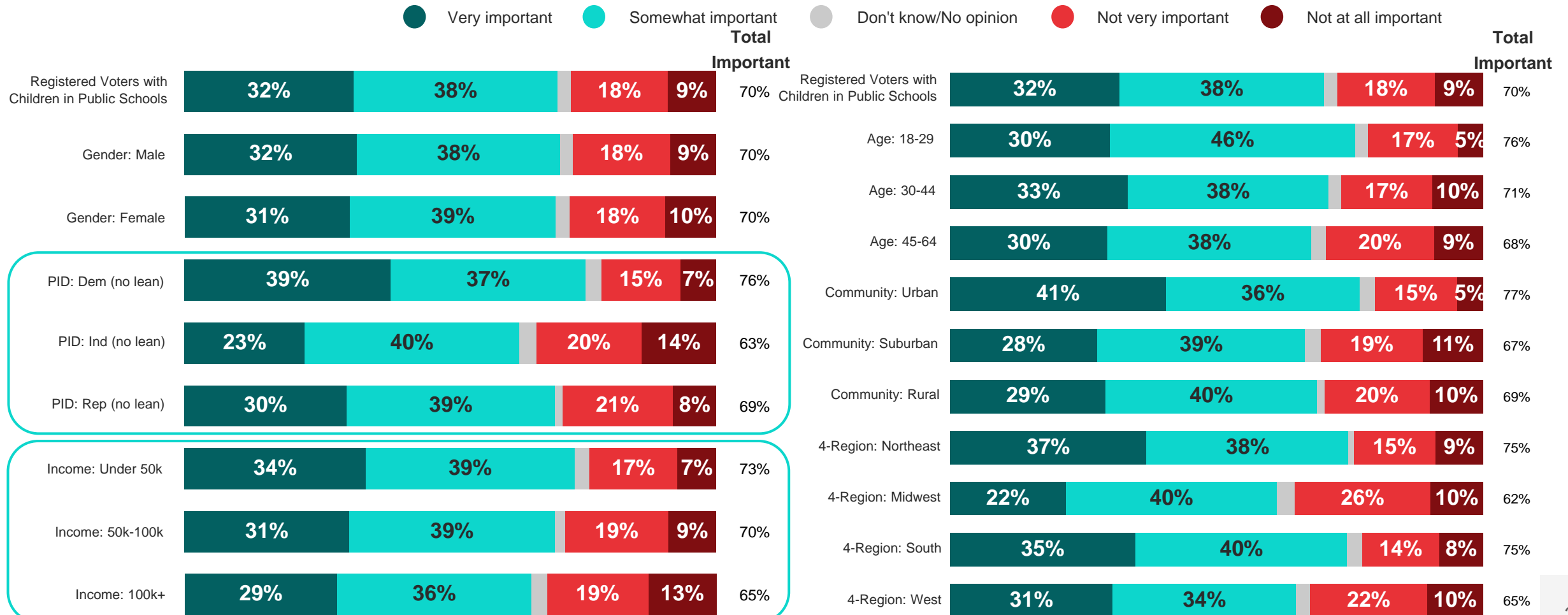


Total Important = Very important + Somewhat important

MILK IN SCHOOL MEALS

Lower-income voters and Democrat voters with children in public schools **note more importance** than their counterparts for providing low-fat flavored milk options in school meals. Differences in the level of importance are also seen among voters of various age groups, community types, and regions.

How important, if at all, is it to have low-fat flavored milk options (i.e., chocolate or strawberry milk) in public school meals for children in your community?



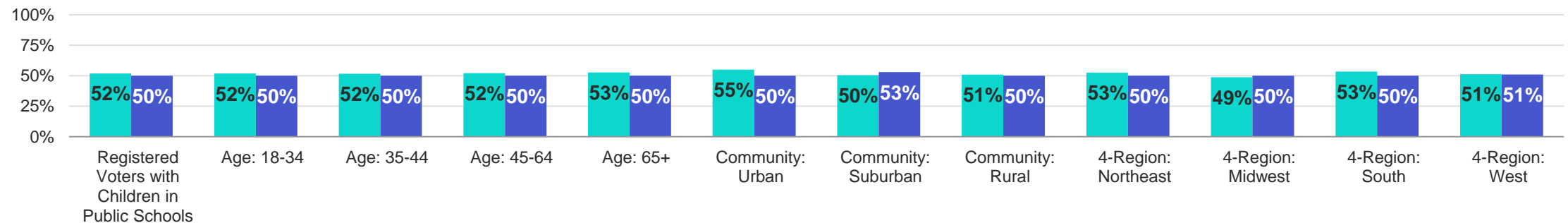
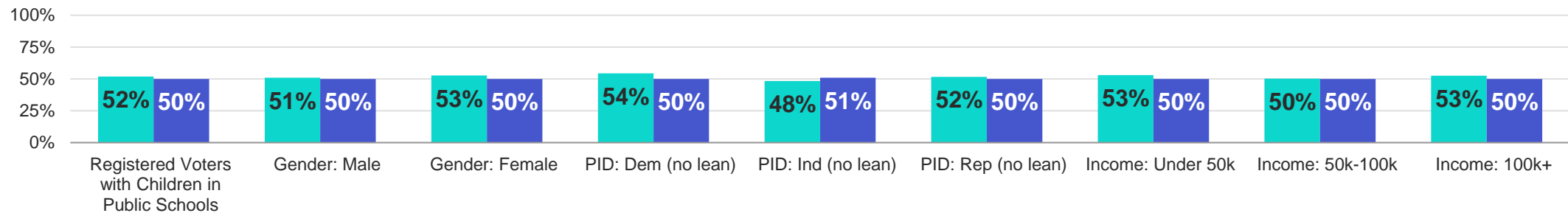
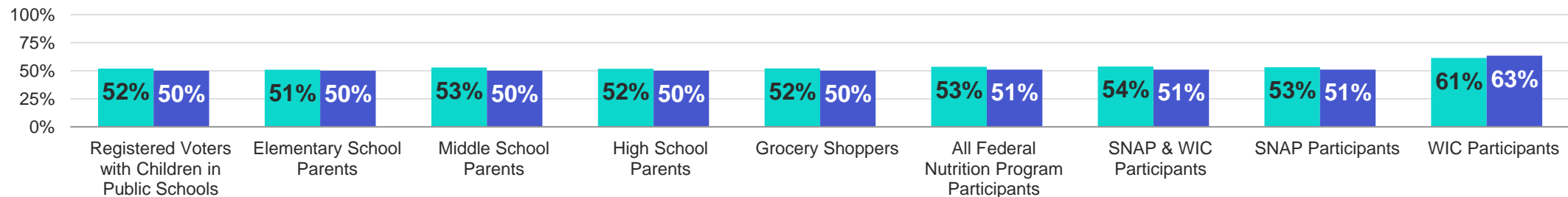
Total Important = Very important + Somewhat important

MILK IN SCHOOL MEALS

Summary statistics among voters with children in public schools and listed demographic groups for the percentage of milk intake they believe students participating in school meals receive at school.

What percent of their milk intake do you believe students participating in school meals receive from school meals?

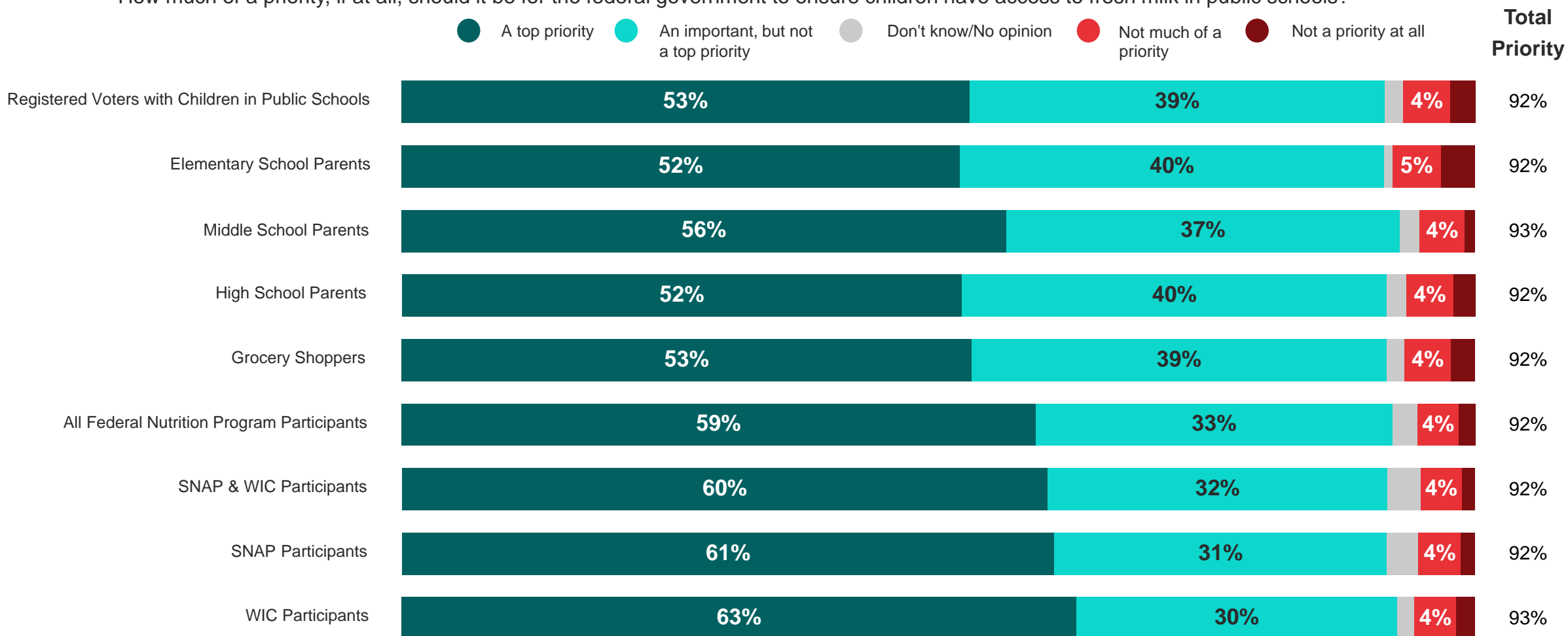
■ Mean ■ Median



MILK IN SCHOOL MEALS

Slightly more than half of voters with children in public schools (53%) and three-in-five voters with children in public schools on federal nutrition programs (59%) say ensuring children have access to fresh milk in public schools **should be a top priority** for the federal government.

How much of a priority, if at all, should it be for the federal government to ensure children have access to fresh milk in public schools?

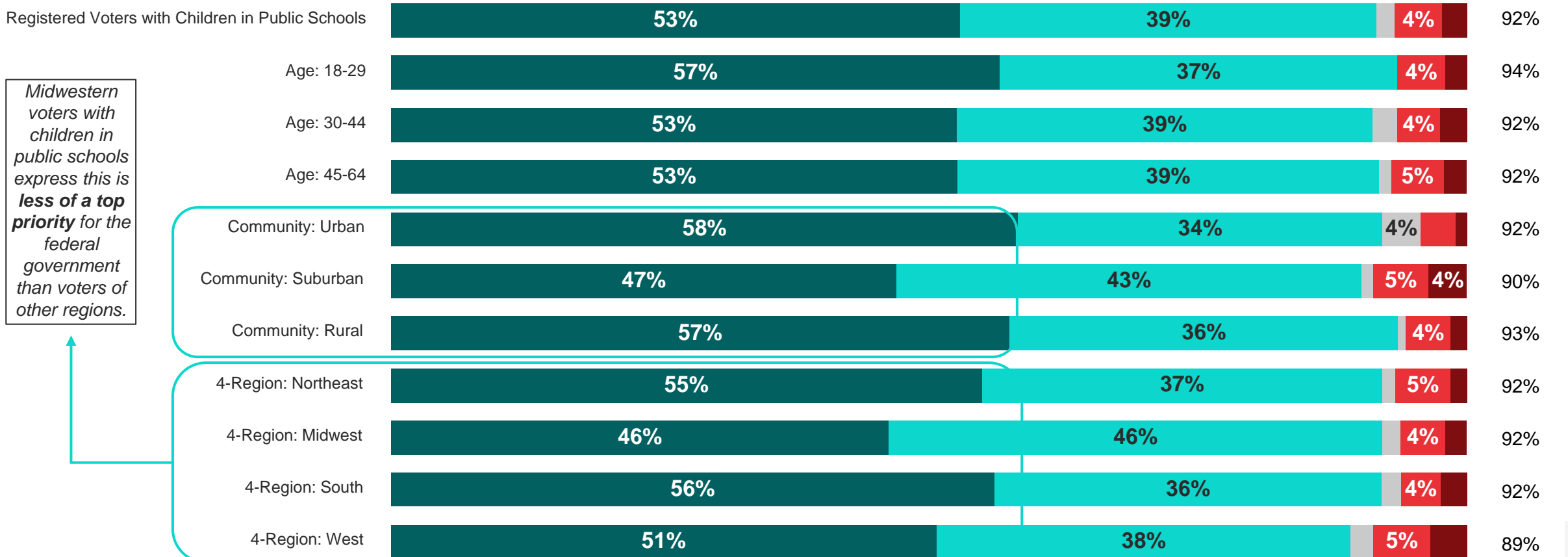
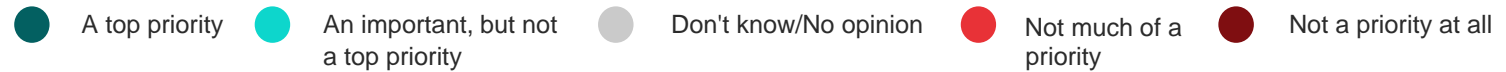


Total Priority = A top priority + An important, but not a top priority

MILK IN SCHOOL MEALS

Three-in-five urban (58%) and rural (57%) voters with children in public schools say ensuring children have access to fresh milk in public schools **should be a top priority** for the federal government. Only half of suburban (47%) voters with children in public schools agree this is a top priority.

How much of a priority, if at all, should it be for the federal government to ensure children have access to fresh milk in public schools?



Midwestern voters with children in public schools express this is **less of a top priority** for the federal government than voters of other regions.

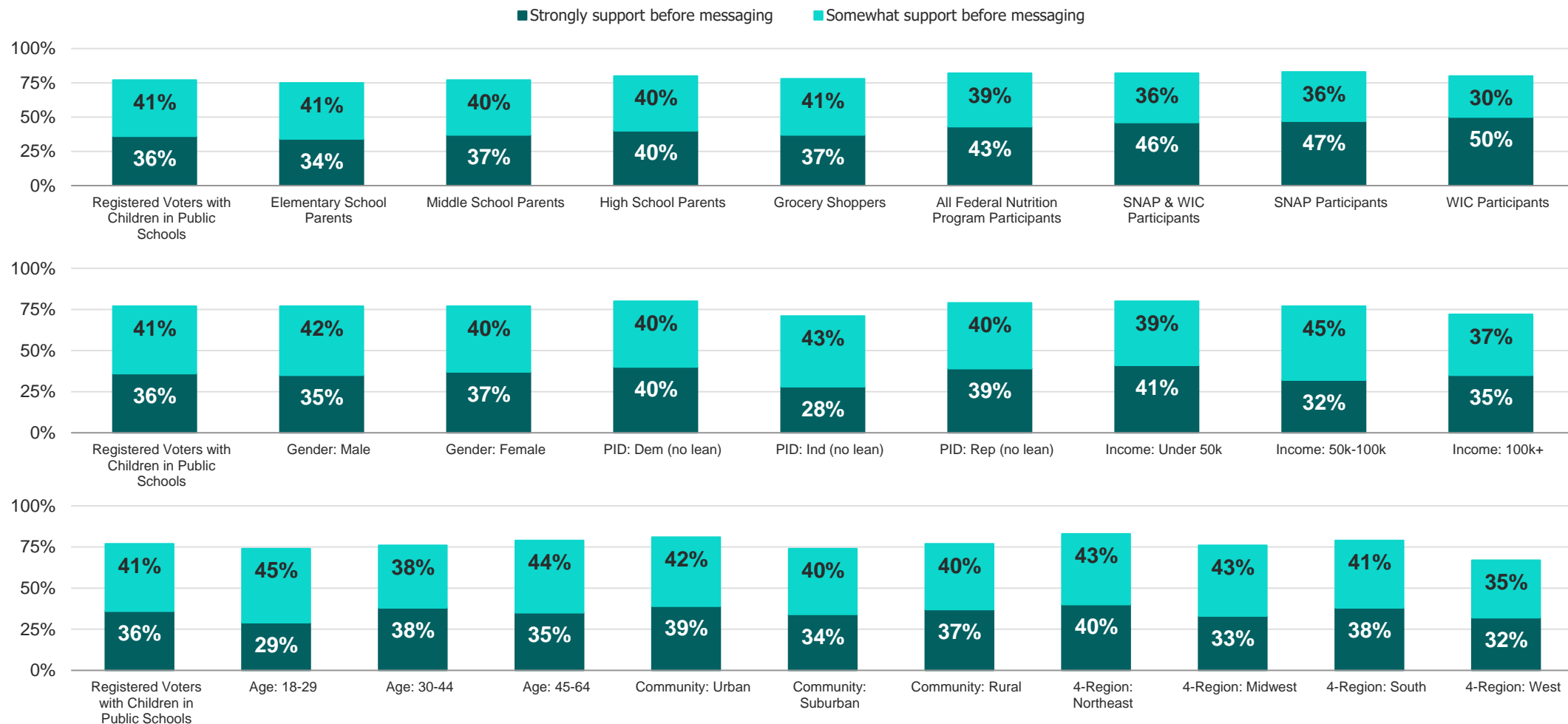
Total Priority = A top priority + An important, but not a top priority



MILK IN SCHOOL MEALS

Differences in support levels for including low-fat flavored milk in school meals exists among voters with children in public schools across several demographic groups.

Do you support or oppose including low-fat flavored milk (i.e., chocolate or strawberry milk) in public school meals for children in your community?



Voters on federal nutrition programs with children in public schools express **higher levels of strong support** for including low-fat flavored milk in school meals than voters broadly.

Higher-income voters and Independent voters with children in public schools are **less supportive** of including low-fat flavored milk options in school meals than their counterparts.

Western voters with children in public schools are **significantly less supportive** of including low-fat flavored milk options in school meals than voters from other regions.

Total Support = Strongly support + Somewhat support

## MILK IN SCHOOL MEALS

Voters with children in public schools on federal nutrition programs express a **higher level of being very convinced** than voters broadly by the message on low-fat flavored milk leading to children drinking more milk and receiving more vitamins and nutrients throughout the day.

How convincing, if at all, are the following statements when thinking about including milk in public school meals for children in your community?

% Very Convincing	Voters	Parents			Shoppers	Federal Nutrition Program Participants			
	Registered Voters with Children in Public Schools	Elementary School Parents	Middle School Parents	High School Parents	Grocery Shoppers	All Federal Nutrition Program Participants	SNAP & WIC Participants	SNAP Participants	WIC Participants
When schools offer low-fat flavored milks like chocolate milk, kids drink more milk and acquire more vitamins and nutrients throughout the day.	37%	37%	41%	36%	38%	43%	43%	44%	42%
When schools offer low-fat flavored milks, more children finish their meals and throw less food away, thereby helping kids get the nutrients they need.	32%	32%	37%	31%	33%	35%	35%	36%	38%
The chocolate milk offered in schools today contains 50% less added sugar than it did a decade ago and contains more vitamins and nutrients than fruit juice.	32%	30%	38%	32%	32%	35%	36%	37%	34%
Low-fat flavored milk provides the same essential nutrients as fat-free flavored milk and the difference in fat, saturated fat, and calories is modest. Both low-fat and fat-free milk supply three of the four nutrients of public health concern for under-consumption: calcium, vitamin D and potassium.	34%	33%	38%	31%	34%	37%	38%	38%	46%
Offering milk in school meals plays an important role in the diet and nutrition of children because milk contains 13 essential vitamins and nutrients that children need for growth, development, healthy immune function, and overall wellness.	49%	48%	55%	48%	50%	51%	51%	53%	53%
Milk contributes to stronger and healthier bones, lower blood pressure, and reduced risk of cardiovascular disease. Milk is the leading source of calcium, vitamin D, and potassium for American children ages 2 to 18.	53%	52%	56%	55%	54%	56%	59%	60%	63%
School meal programs are critically important to students' milk intake. For low-income children ages 1-18, 77 percent of their daily milk intake comes from school meals, which are therefore essential to closing nutrient gaps.	46%	45%	50%	45%	47%	48%	47%	47%	48%

Data reflects % selected as very convincing for each message among each group.

MILK IN SCHOOL MEALS

Independent voters with children in public schools express a **significantly lower level of being very convinced** than Democrat and Republican voters by the message on the importance of school meal programs on students' milk intake.

How convincing, if at all, are the following statements when thinking about including milk in public school meals for children in your community?

% Very Convincing	Voters	Gender		Age			Party ID		
		Registered Voters with Children in Public Schools	Gender: Male	Gender: Female	Age: 18-34	Age: 35-44	Age: 45-64	PID: Dem (no lean)	PID: Ind (no lean)
When schools offer low-fat flavored milks like chocolate milk, kids drink more milk and acquire more vitamins and nutrients throughout the day.	37%	35%	39%	37%	39%	35%	43%	31%	35%
When schools offer low-fat flavored milks, more children finish their meals and throw less food away, thereby helping kids get the nutrients they need.	32%	35%	29%	31%	35%	29%	38%	24%	31%
The chocolate milk offered in schools today contains 50% less added sugar than it did a decade ago and contains more vitamins and nutrients than fruit juice.	32%	31%	32%	32%	31%	32%	36%	27%	30%
Low-fat flavored milk provides the same essential nutrients as fat-free flavored milk and the difference in fat, saturated fat, and calories is modest. Both low-fat and fat-free milk supply three of the four nutrients of public health concern for under-consumption: calcium, vitamin D and potassium.	34%	31%	36%	34%	33%	33%	37%	29%	34%
Offering milk in school meals plays an important role in the diet and nutrition of children because milk contains 13 essential vitamins and nutrients that children need for growth, development, healthy immune function, and overall wellness.	49%	45%	53%	47%	49%	51%	50%	44%	53%
Milk contributes to stronger and healthier bones, lower blood pressure, and reduced risk of cardiovascular disease. Milk is the leading source of calcium, vitamin D, and potassium for American children ages 2 to 18.	53%	49%	57%	50%	53%	56%	54%	49%	56%
School meal programs are critically important to students' milk intake. For low-income children ages 1-18, 77 percent of their daily milk intake comes from school meals, which are therefore essential to closing nutrient gaps.	46%	41%	52%	42%	47%	47%	51%	35%	49%

Data reflects % selected as very convincing for each message among each group.

MILK IN SCHOOL MEALS

Urban and Northeastern voters with children in public schools express a **higher level of being very convinced** than their counterparts by the message on low-fat flavored milk leading to children drinking more milk and receiving more vitamins and nutrients throughout the day.

How convincing, if at all, are the following statements when thinking about including milk in public school meals for children in your community?

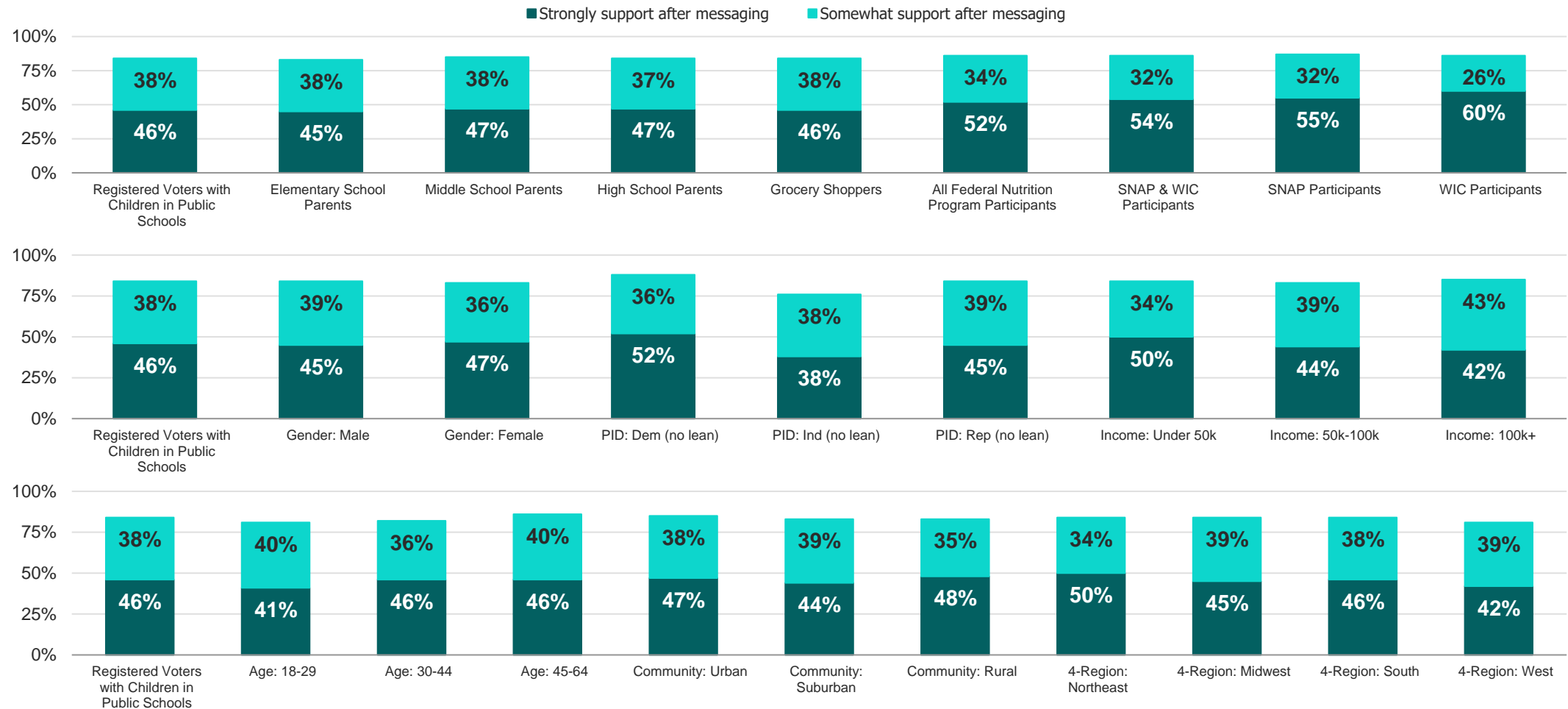
% Very Convincing	Voters	Community Type			Region			
Message	Registered Voters with Children in Public Schools	Community: Urban	Community: Suburban	Community: Rural	4-Region: Northeast	4-Region: Midwest	4-Region: South	4-Region: West
When schools offer low-fat flavored milks like chocolate milk, kids drink more milk and acquire more vitamins and nutrients throughout the day.	37%	43%	35%	35%	41%	34%	38%	33%
When schools offer low-fat flavored milks, more children finish their meals and throw less food away, thereby helping kids get the nutrients they need.	32%	37%	29%	33%	30%	30%	34%	32%
The chocolate milk offered in schools today contains 50% less added sugar than it did a decade ago and contains more vitamins and nutrients than fruit juice.	32%	35%	30%	32%	32%	28%	34%	30%
Low-fat flavored milk provides the same essential nutrients as fat-free flavored milk and the difference in fat, saturated fat, and calories is modest. Both low-fat and fat-free milk supply three of the four nutrients of public health concern for under-consumption: calcium, vitamin D and potassium.	34%	34%	32%	35%	38%	31%	34%	29%
Offering milk in school meals plays an important role in the diet and nutrition of children because milk contains 13 essential vitamins and nutrients that children need for growth, development, healthy immune function, and overall wellness.	49%	46%	49%	54%	48%	52%	49%	47%
Milk contributes to stronger and healthier bones, lower blood pressure, and reduced risk of cardiovascular disease. Milk is the leading source of calcium, vitamin D, and potassium for American children ages 2 to 18.	53%	50%	52%	60%	52%	57%	54%	49%
School meal programs are critically important to students' milk intake. For low-income children ages 1-18, 77 percent of their daily milk intake comes from school meals, which are therefore essential to closing nutrient gaps.	46%	44%	47%	48%	48%	48%	47%	43%

Data reflects % selected as very convincing for each message among each group.

MILK IN SCHOOL MEALS

# Differences in support levels for including low-fat flavored milk in school meals exists among voters with children in public schools across several demographic groups.

After learning more about the nutritional and health benefits of milk, do you support or oppose including low-fat flavored milk (i.e., chocolate or strawberry milk) in public school meals for children in your community?



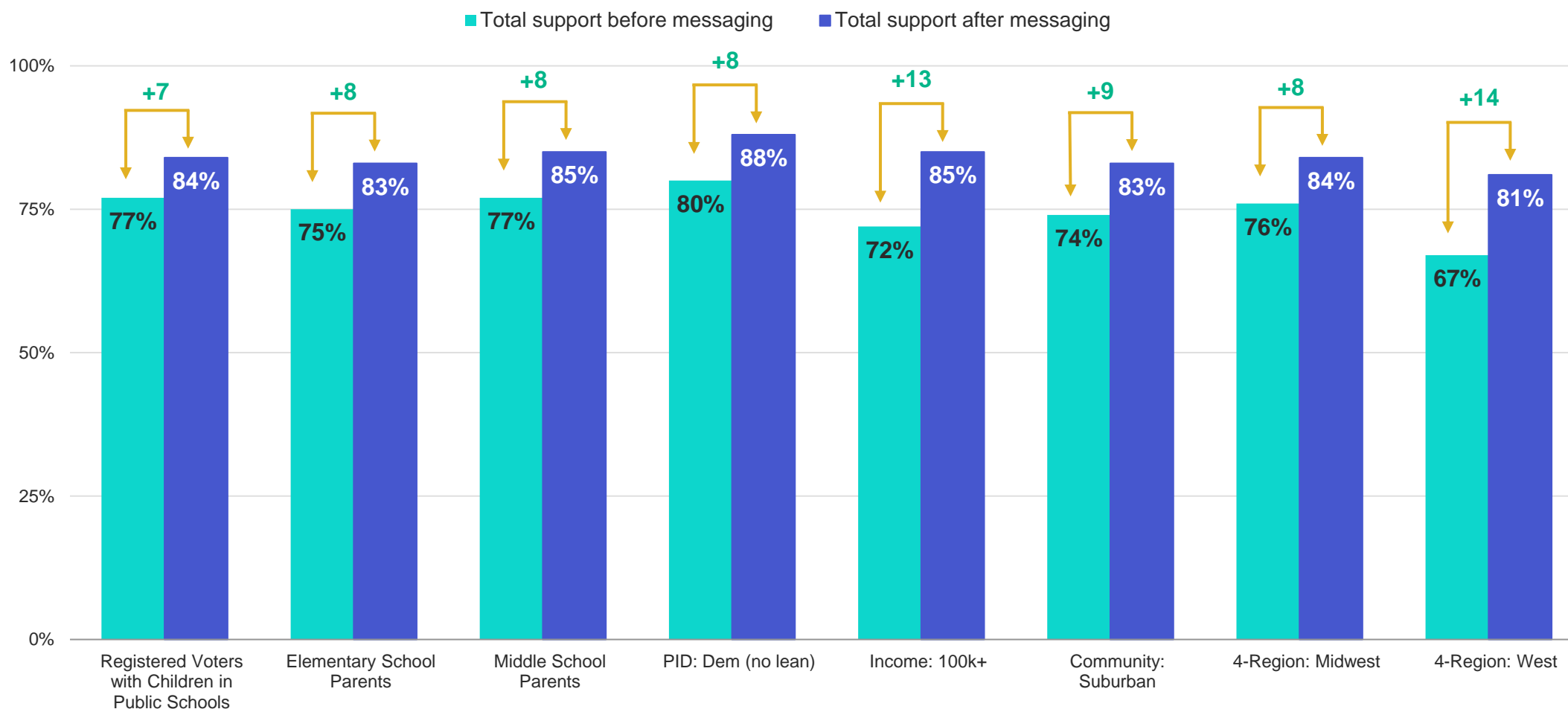
After learning more, half of Democrat voters (52%) and low-income voters (50%) with children in public schools **strongly support** including low-fat flavored milk options in school meals.

Total Support = Strongly support + Somewhat support

MILK IN SCHOOL MEALS

## Demographic groups with the **most significant changes in support** before and after receiving messages.

After learning more about the nutritional and health benefits of milk, do you support or oppose including low-fat flavored milk (i.e., chocolate or strawberry milk) in public school meals for children in your community?



|  
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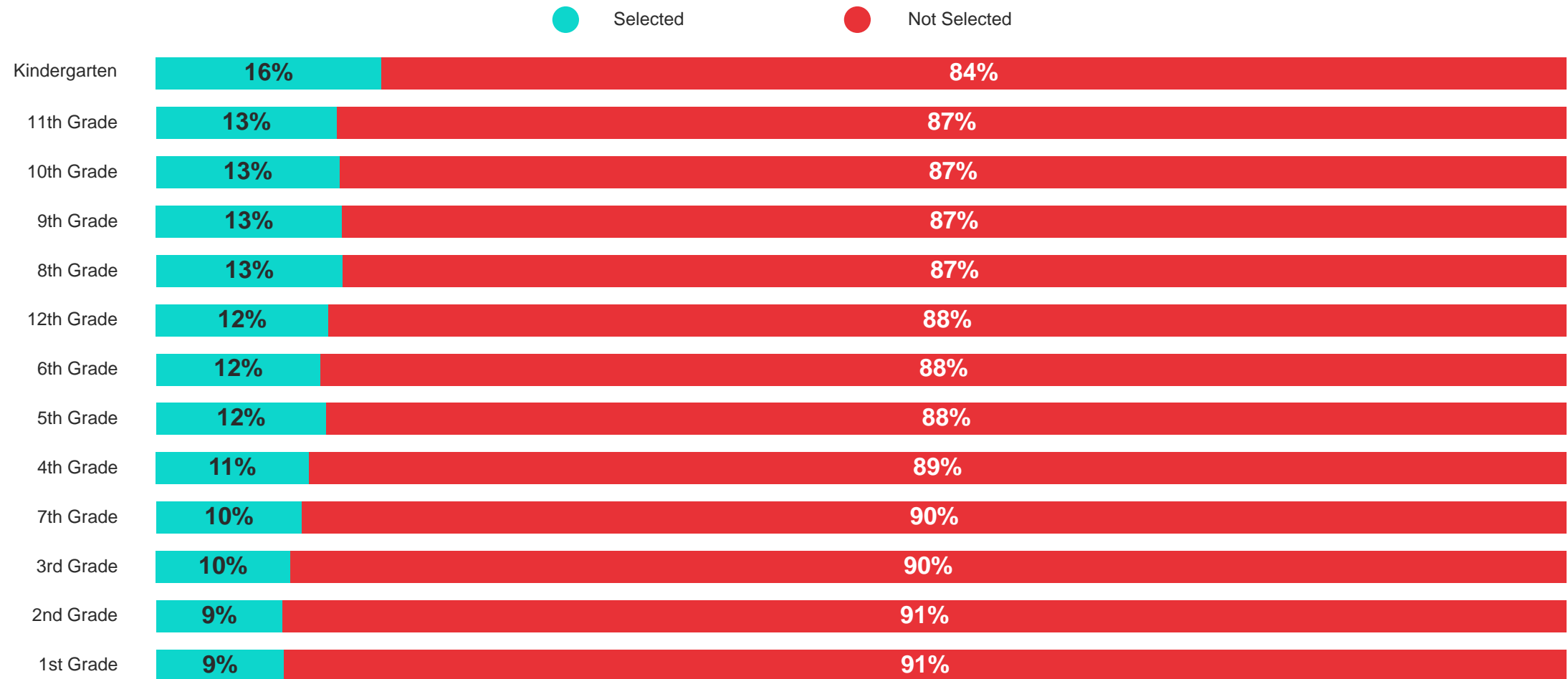
# APPENDIX



APPENDIX

## Breakdown of the grade level of voters' children in public schools.

What grade(s) are your children attending in the 2022-2023 school year? Select all that apply. [Voters with Children in Public Schools | N = 1,666](#)

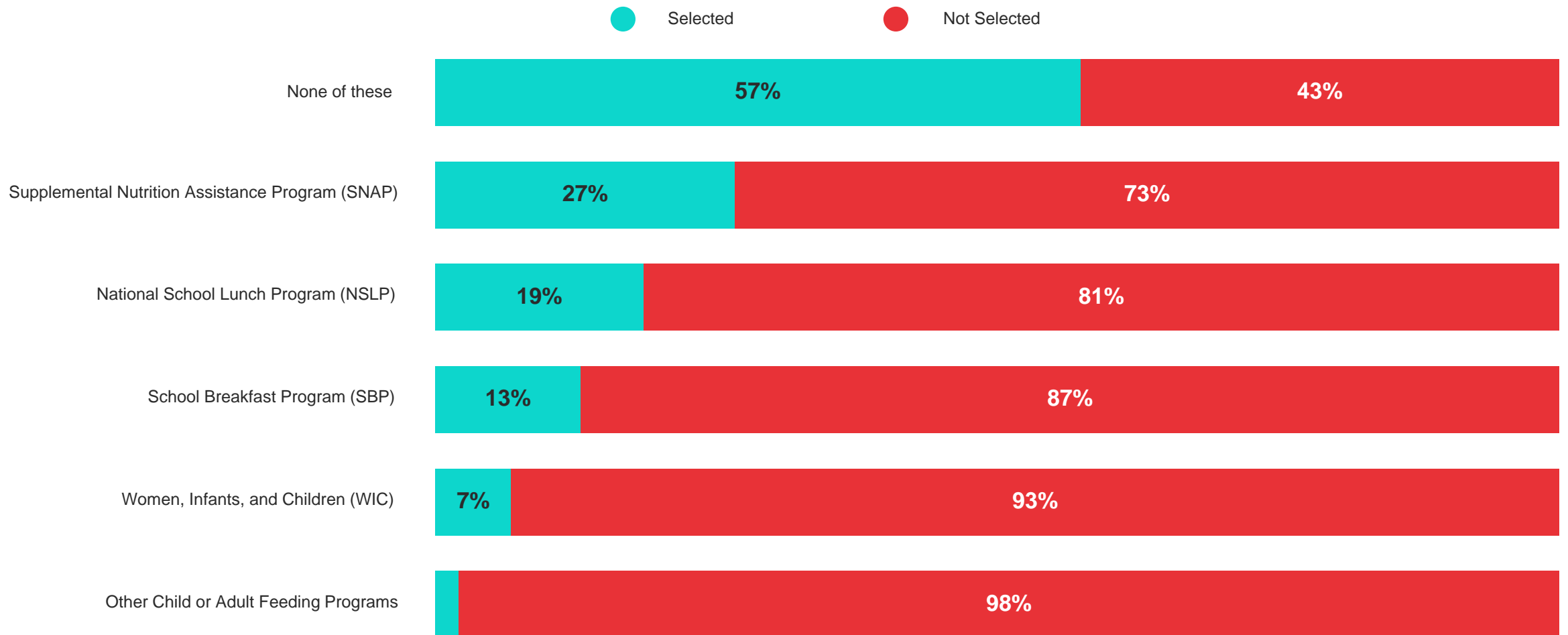




APPENDIX

## Breakdown of voters with children in public schools on federal nutrition programs.

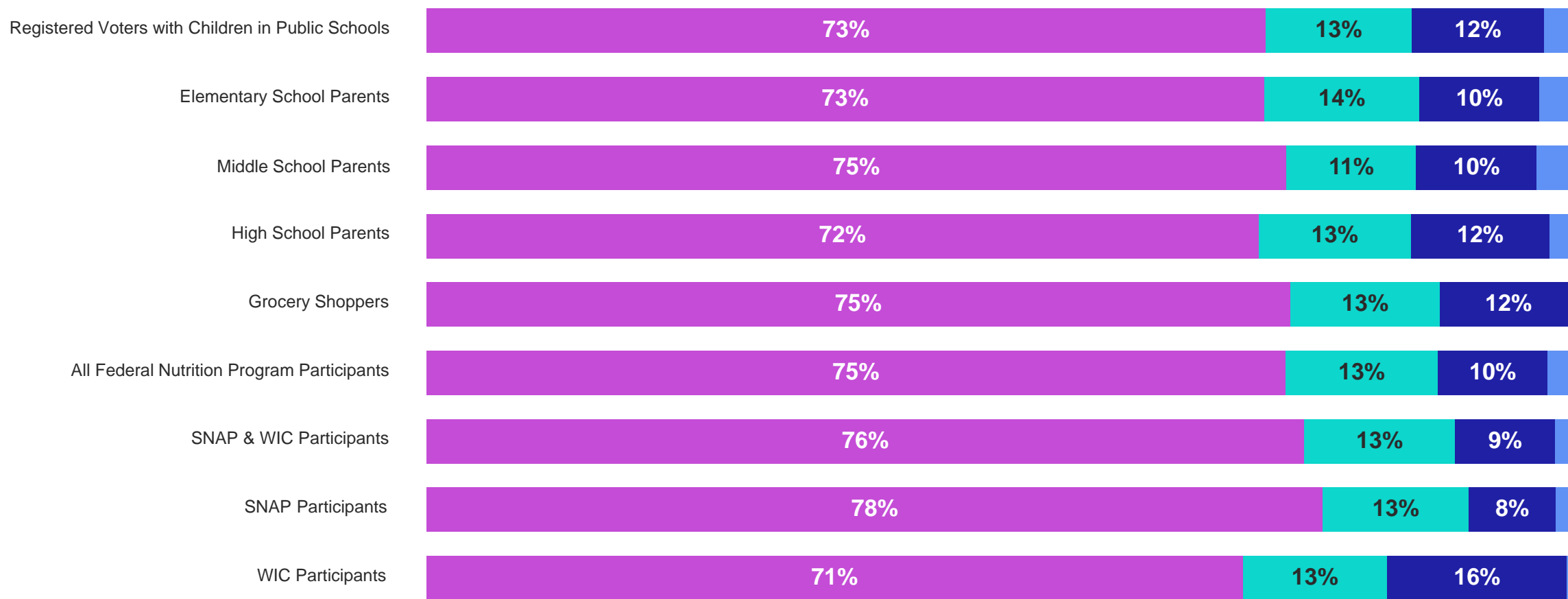
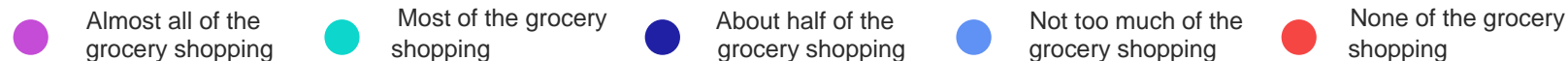
Do you or members of your immediate family participate in any of the following federal nutrition feeding programs? [Voters with Children in Public Schools | N = 1,666](#)



APPENDIX

# Breakdown of share of grocery shopping among various demographic groups.

Within your household, how much of the grocery shopping do you do? **Voters with Children in Public Schools | N = 1,666**



APPENDIX

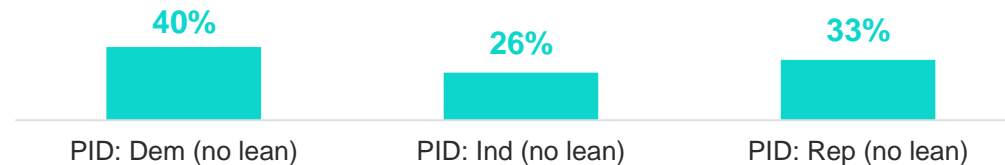
# Key demographic breakdown of respondents.

Registered Voters with Children in Public Schools

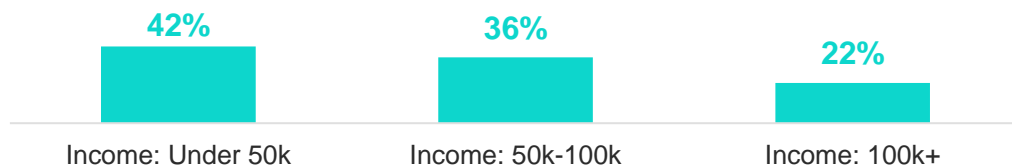
## GENDER



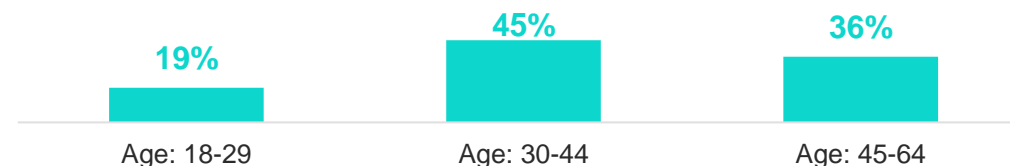
## PARTY ID



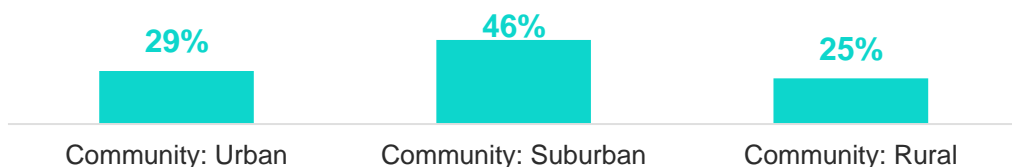
## INCOME



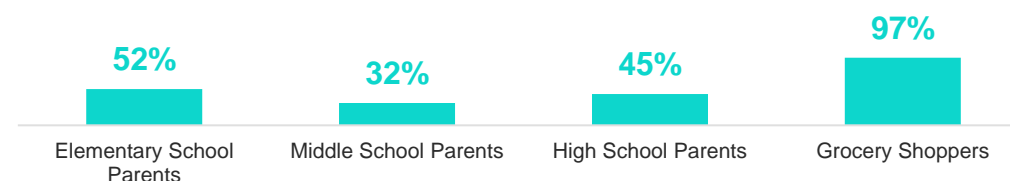
## AGE



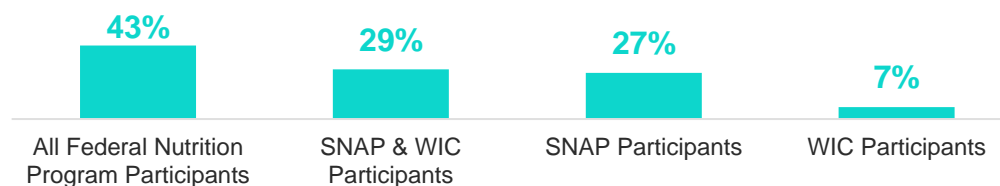
## COMMUNITY TYPE



## CUSTOM DEMOS



## CUSTOM DEMOS



\*Percentages calculated as N size out of total respondents.

APPENDIX

## Key demographic breakdown of respondents.

<i>Demo</i>	<i>N Size</i>	<i>MOE</i>
Registered Voters with Children in Public Schools	1,666	2%
Elementary School Parents	874	3%
Middle School Parents	530	4%
High School Parents	756	4%
Grocery Shoppers	1,619	2%
All Federal Nutrition Program Participants	709	4%
SNAP & WIC Participants	481	4%
SNAP Participants	445	5%
WIC Participants	113	9%

<i>Demo</i>	<i>N Size</i>	<i>MOE</i>
Gender: Male	792	3%
Gender: Female	874	3%
PID: Dem (no lean)	672	4%
PID: Ind (no lean)	440	5%
PID: Rep (no lean)	554	4%
Income: Under 50k	693	4%
Income: 50k-100k	598	4%
Income: 100k+	374	5%

<i>Demo</i>	<i>N Size</i>	<i>MOE</i>
Age: 18-29	109	9%
Age: 30-44	959	3%
Age: 45-64	596	4%
Community: Urban	489	4%
Community: Suburban	768	4%
Community: Rural	410	5%
4-Region: Northeast	346	5%
4-Region: Midwest	344	5%
4-Region: South	688	4%



INTELLIGENT DATA,  
INTELLIGENT DECISIONS