



Whole and 2% Milk: *Parents' Perceptions and Support for Serving in Public Schools*

Polling by **Morning Consult** on behalf of **The International Dairy Foods Association**

— JANUARY 2024



Methodology

This poll was conducted between January 18-20, 2024, among a sample of 629 Parents with children in public school. The data were weighted to approximate a target sample of Parents with children in public school based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 4 percentage points.

Key Takeaways

1

Most parents of children in K-12 public schools view milk as an important component of children's daily nutritional intake. Four-in-five serve whole or 2% milk at home.

Parents agree whole and 2% milks are healthy (86%), wholesome (83%), nutritious (83%), and tasty (80%).

2

Awareness that whole or 2% milk is not currently served in public school cafeterias is low. In fact, parents are more likely to believe those milk products are available to students than others that *are* currently served.

Most parents *strongly agree* whole and 2% milk should be available to children attending their community's public schools.

3

After learning whole and 2% milks are not lunchtime options in public schools, parents overwhelmingly support making them available to students (89%).

Very few parents oppose offering whole or 2% milk alongside low-fat, fat-free, and lactose-free milk options (7%).



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Whole Milk in Public Schools

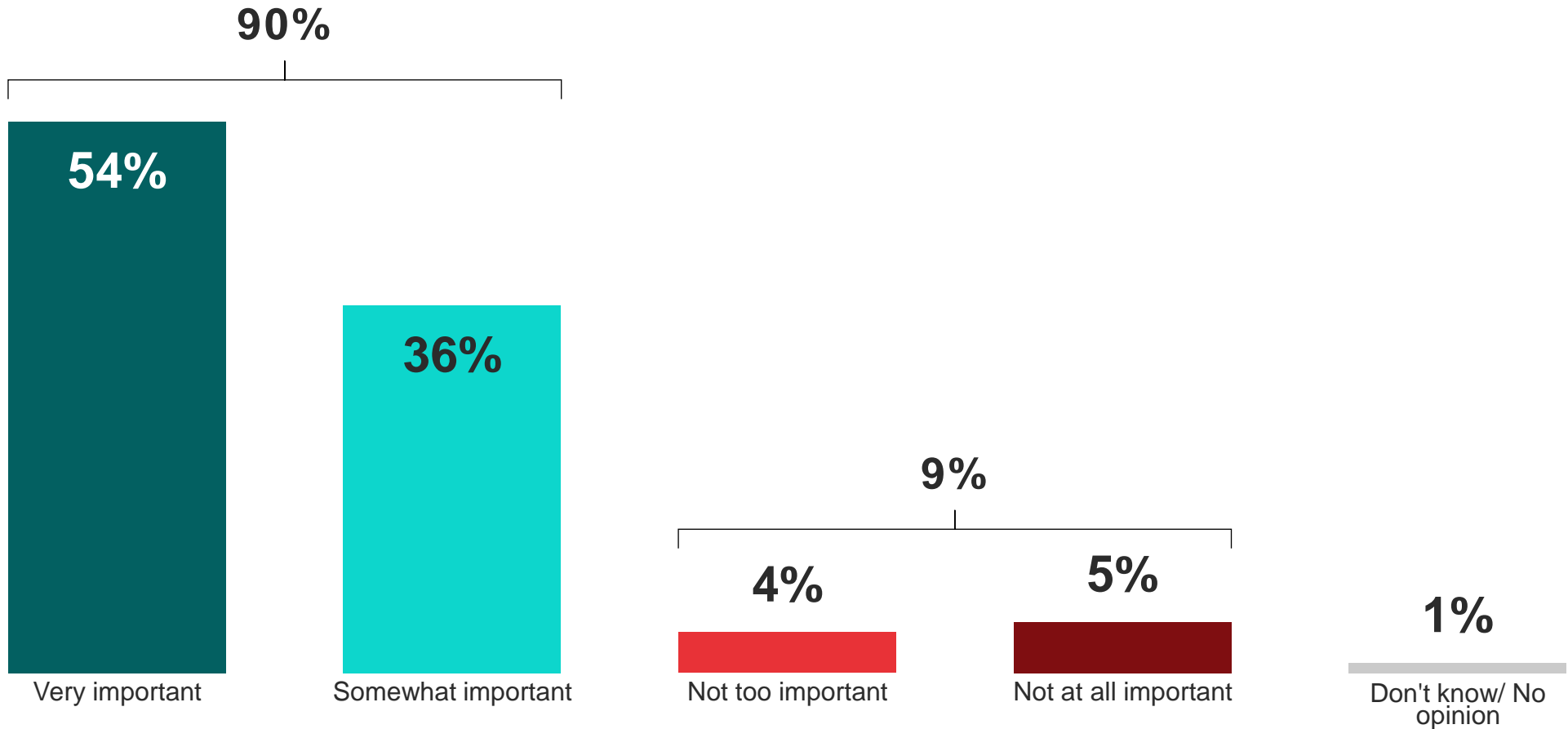
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Appendix

WHOLE MILK & NUTRITION

Parents view drinking milk as an important component of children's daily nutritional intake, with most rating it *very important*.

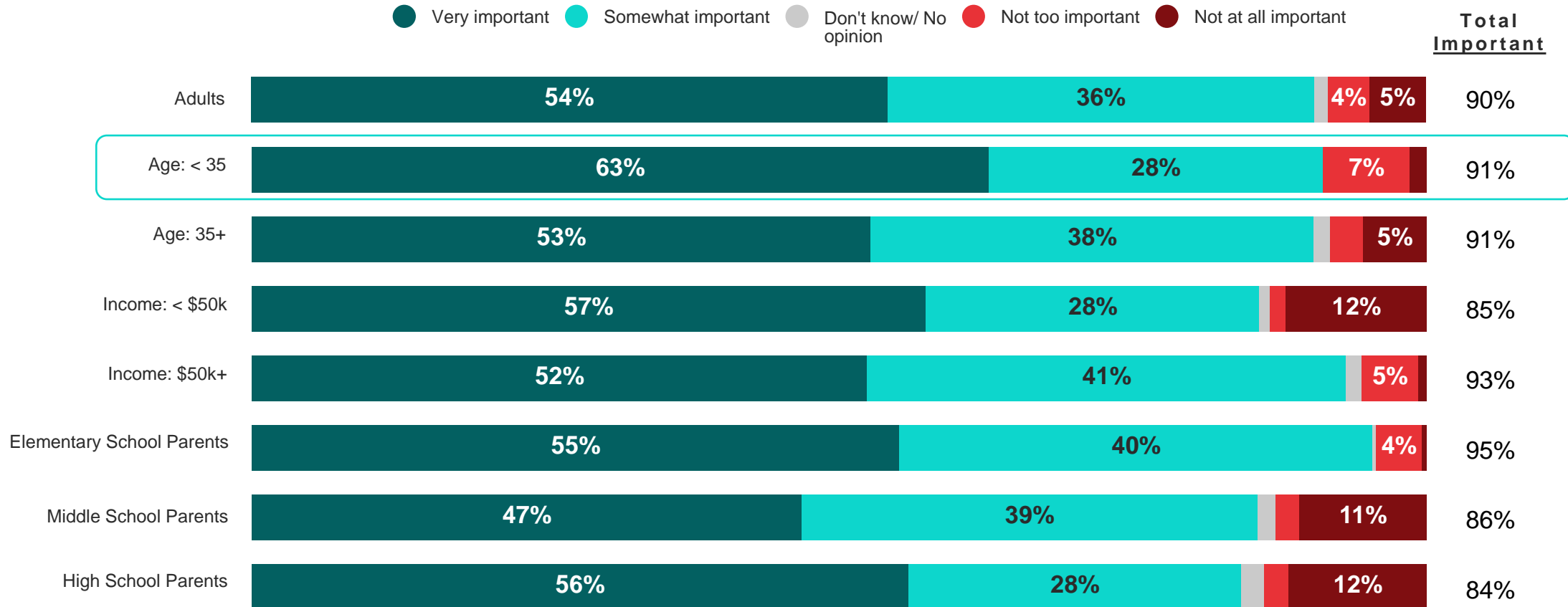
How important, if at all, do you believe drinking milk is for children's daily nutritional intake?
Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=629)



WHOLE MILK & NUTRITION

Younger (<35) parents are particularly zealous in their belief that milk is *very important* for a child's nutritional intake relative to other groups.

How important, if at all, do you believe drinking milk is for children's daily nutritional intake?
 Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=629)



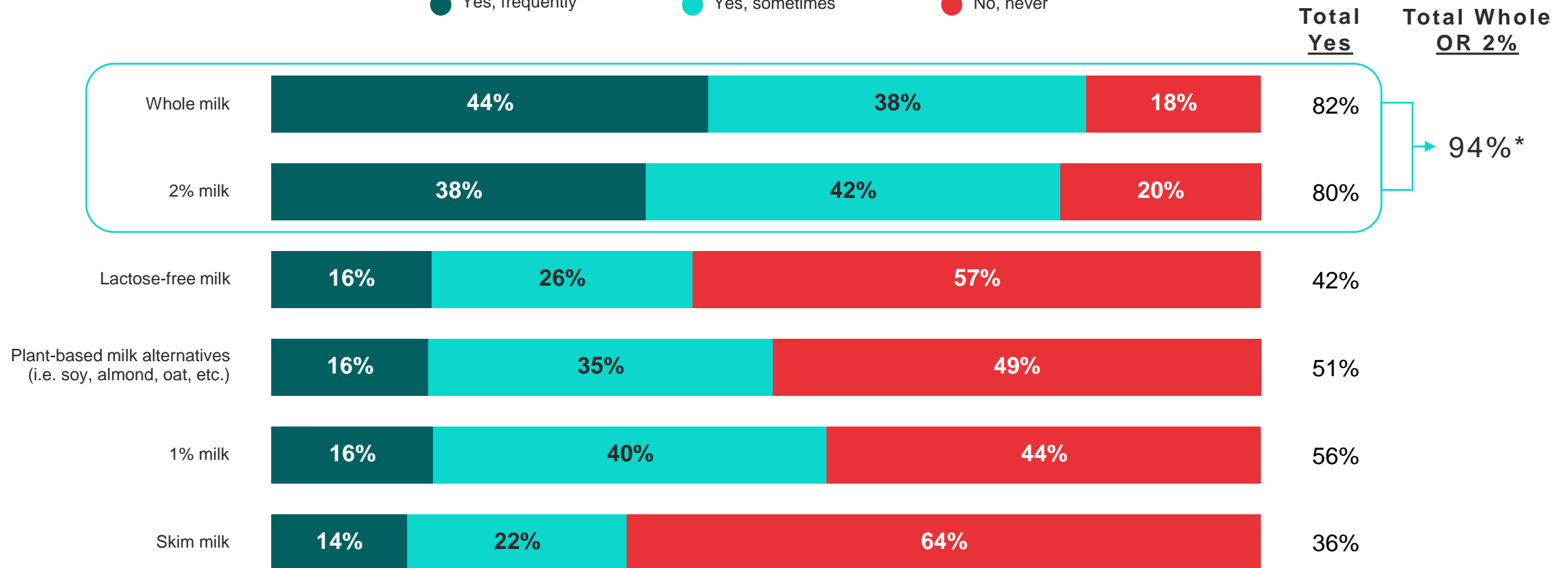
Total important = % Very important + % Somewhat important

WHOLE MILK & NUTRITION

Four-in-five parents surveyed serve whole and/or 2% milk to their children at home – more than other milk products tested.

Which of the following types of milk do you serve to your children at home?
 Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=629)

● Yes, frequently ● Yes, sometimes ● No, never



Total Yes = % Yes, frequently + % Yes, sometimes

*% Total yes for whole milk AND/OR 2% milk

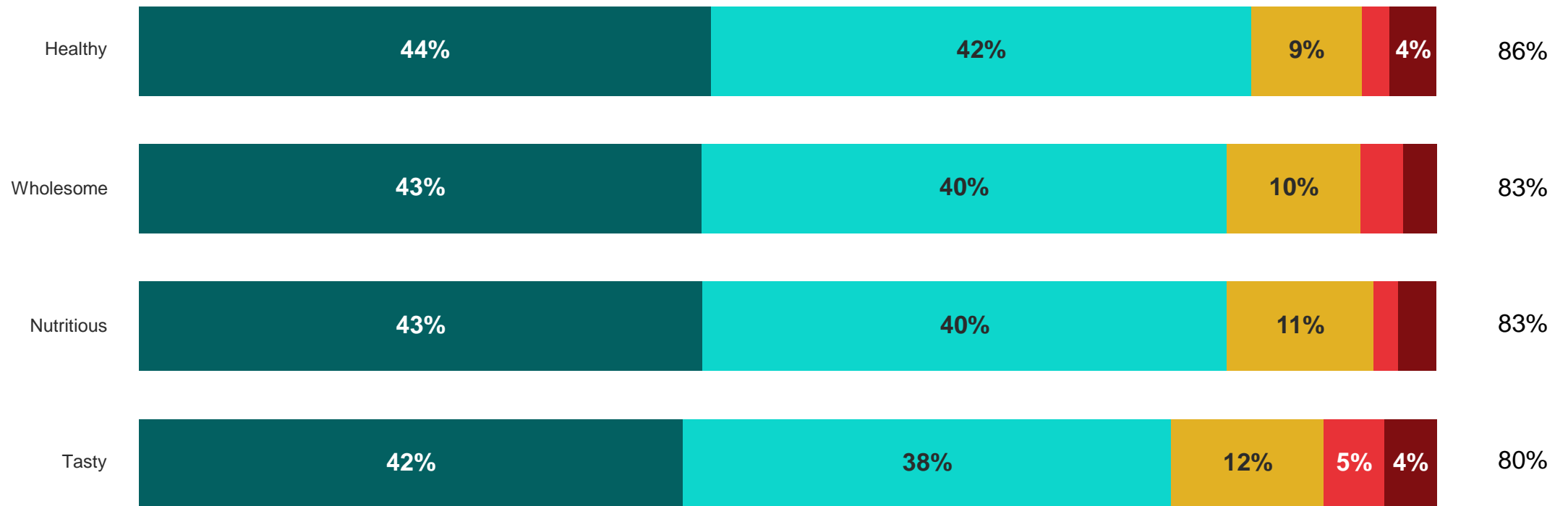
WHOLE MILK & NUTRITION

Large majorities of parents surveyed view whole and 2% milks as healthy, wholesome, nutritious, and tasty.

Do you agree or disagree that each of the following words describe whole and 2% milk?
Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=629)

● Strongly agree ● Somewhat agree ● Neither agree nor disagree ● Somewhat disagree ● Strongly disagree

Total Agree



Total Agree = % Strongly agree + % Somewhat agree

WHOLE MILK & NUTRITION

Parents of high school students are more likely than others to *strongly agree* the positive descriptors tested apply to whole and 2% milk (esp. *wholesome*).

Do you agree or disagree that each of the following words describe whole and 2% milk?
 Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=629)

	Adults	Age: < 35	Age: 35+	Income: < \ \$50k	Income: \ \$50k+	Elementary School Parents	Middle School Parents	High School Parents
<i>Healthy</i>	44%	48%	43%	47%	43%	46%	40%	45%
<i>Nutritious</i>	43%	41%	44%	44%	43%	42%	45%	50%
<i>Wholesome</i>	43%	47%	43%	46%	42%	44%	42%	54%
<i>Tasty</i>	42%	42%	42%	44%	41%	41%	43%	52%

% Strongly agree



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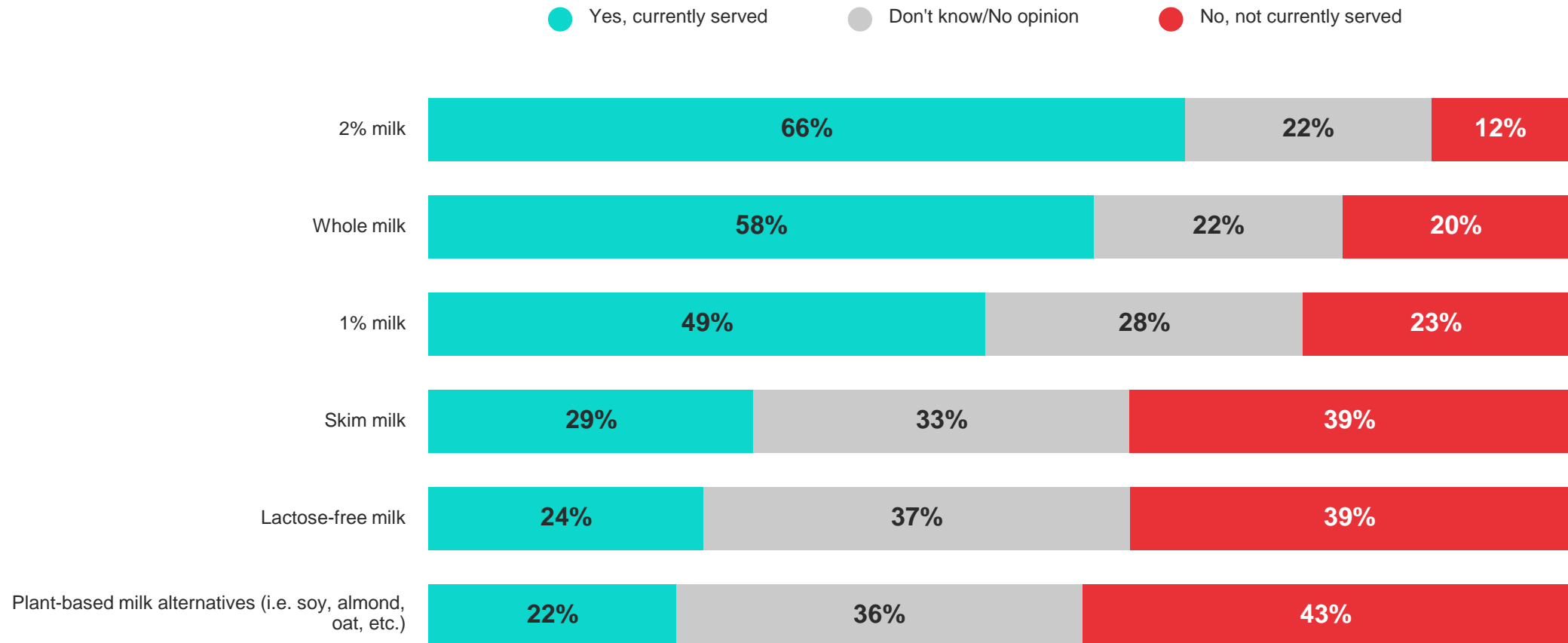
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WHOLE MILK IN PUBLIC SCHOOLS

Most parents of public-school students believe whole (58%) and/or 2% milk (66%) is currently served in their children's school cafeterias.

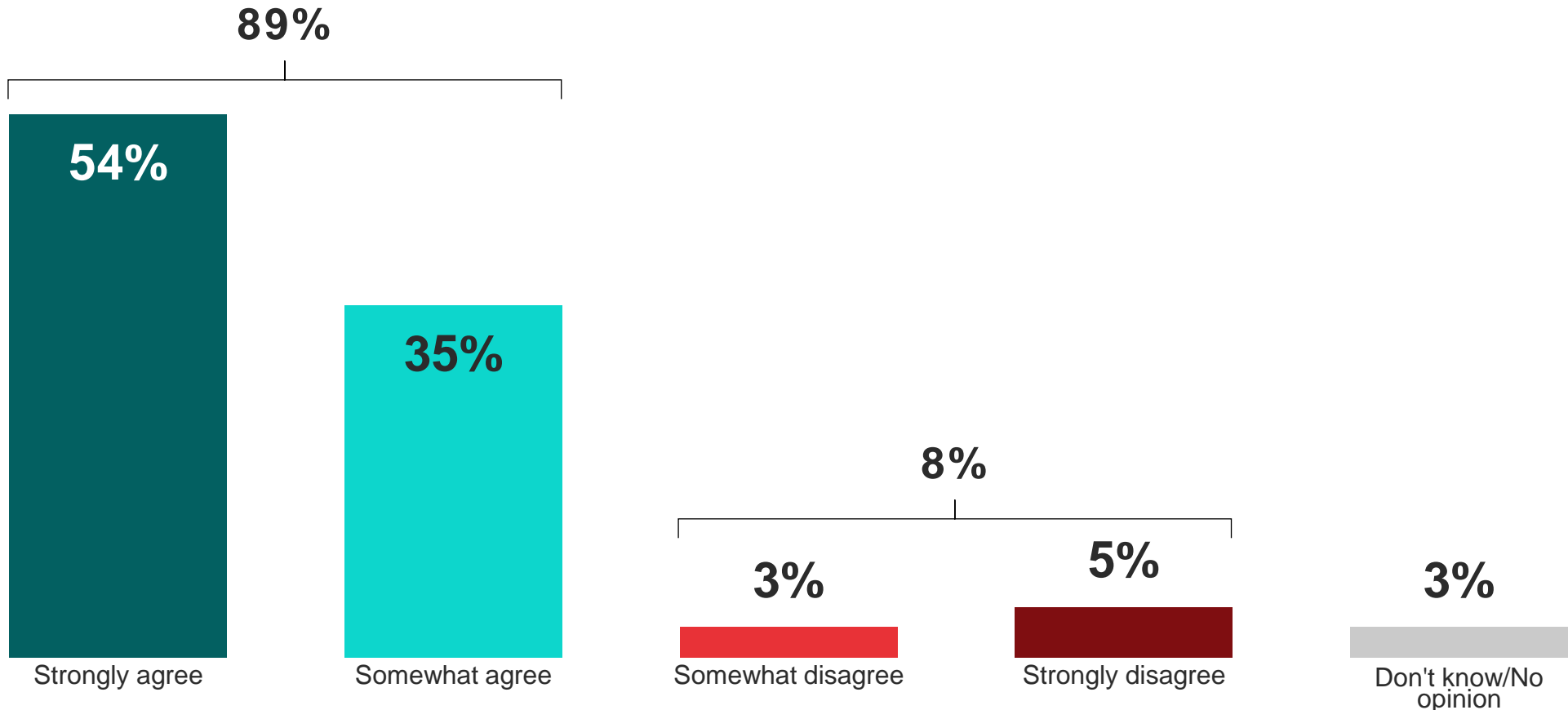
As far as you know, which of the following milk products are served in public school cafeterias in the United States?
Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=629)



WHOLE MILK IN PUBLIC SCHOOLS

More than half of parents surveyed *strongly agree* whole milk and 2% milk should be options for children in public schools.

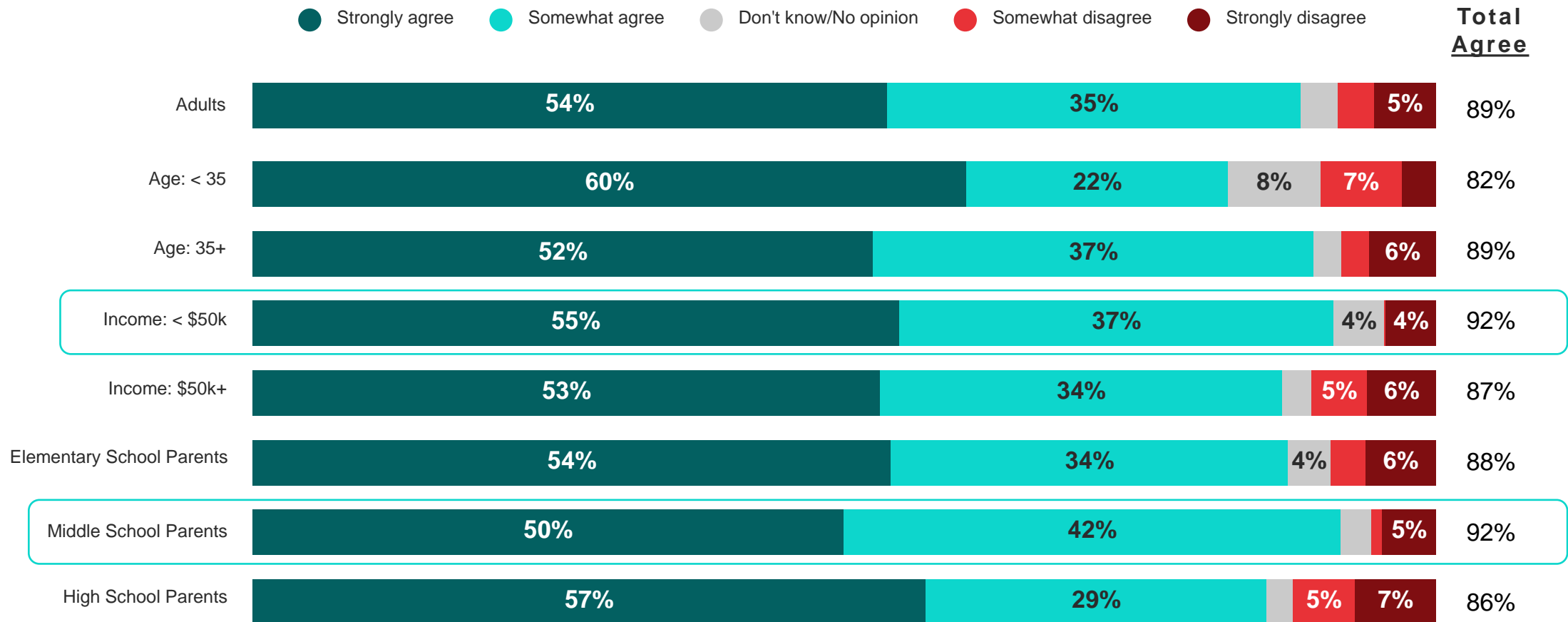
Do you agree or disagree that whole milk and 2% milk should be an option for children in public school meals in your community?
Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=629)



WHOLE MILK IN PUBLIC SCHOOLS

Majorities of parents across key demographic groups *strongly agree* whole and 2% milk should be available to students in their community's public schools.

Do you agree or disagree that whole milk and 2% milk should be an option for children in public school meals in your community?
 Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=629)



Total agree = % Strongly agree + % Somewhat agree



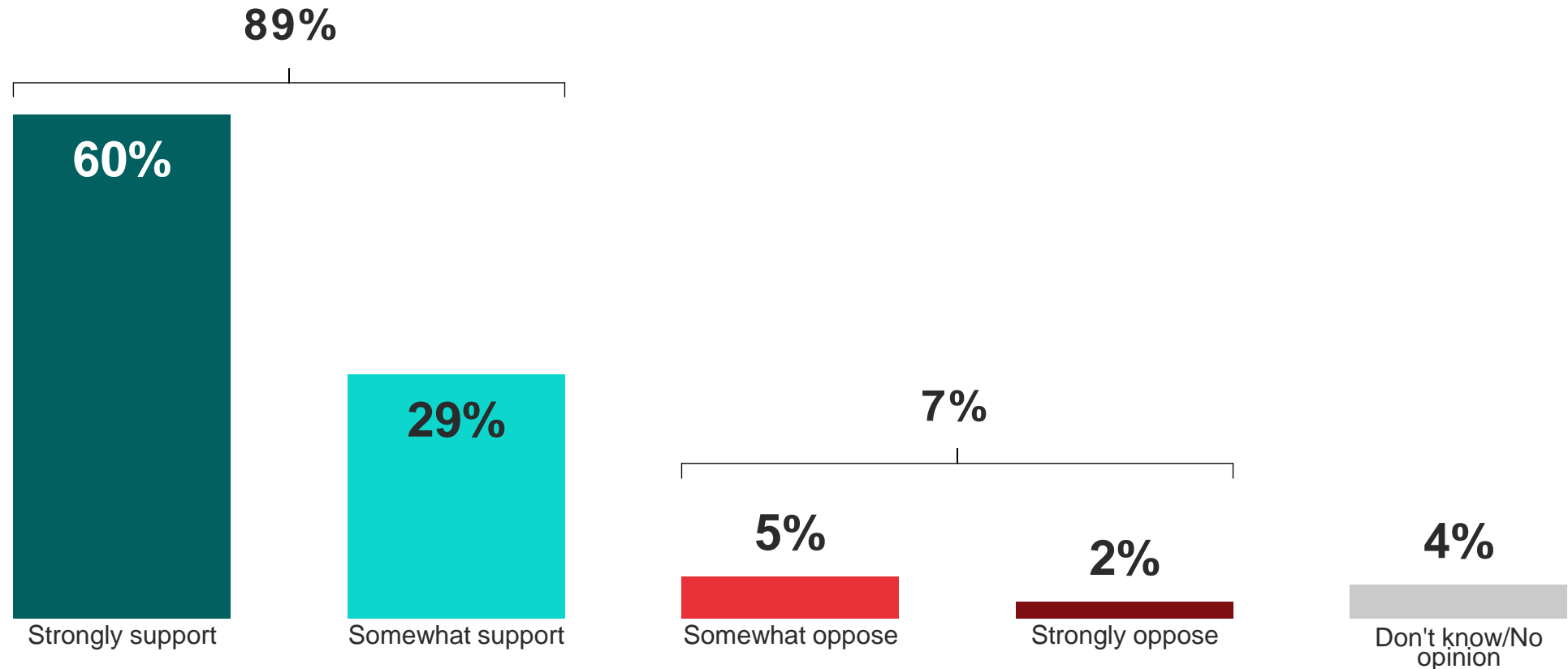
***Whole Milk for Healthy Kids Act* definition provided to all respondents:**

As you may know, whole milk and 2% milk have not been served in U.S. public schools since 2010. ***The Whole Milk for Healthy Kids Act*** would allow public schools to offer whole and 2% milk, in addition to reduced-fat, low-fat, fat-free, and lactose-free milk options, during school meals.

WHOLE MILK IN PUBLIC SCHOOLS

Nine-in-ten parents of children in K-12 public schools support legislation to allow public schools to offer whole and 2% milk during meals.

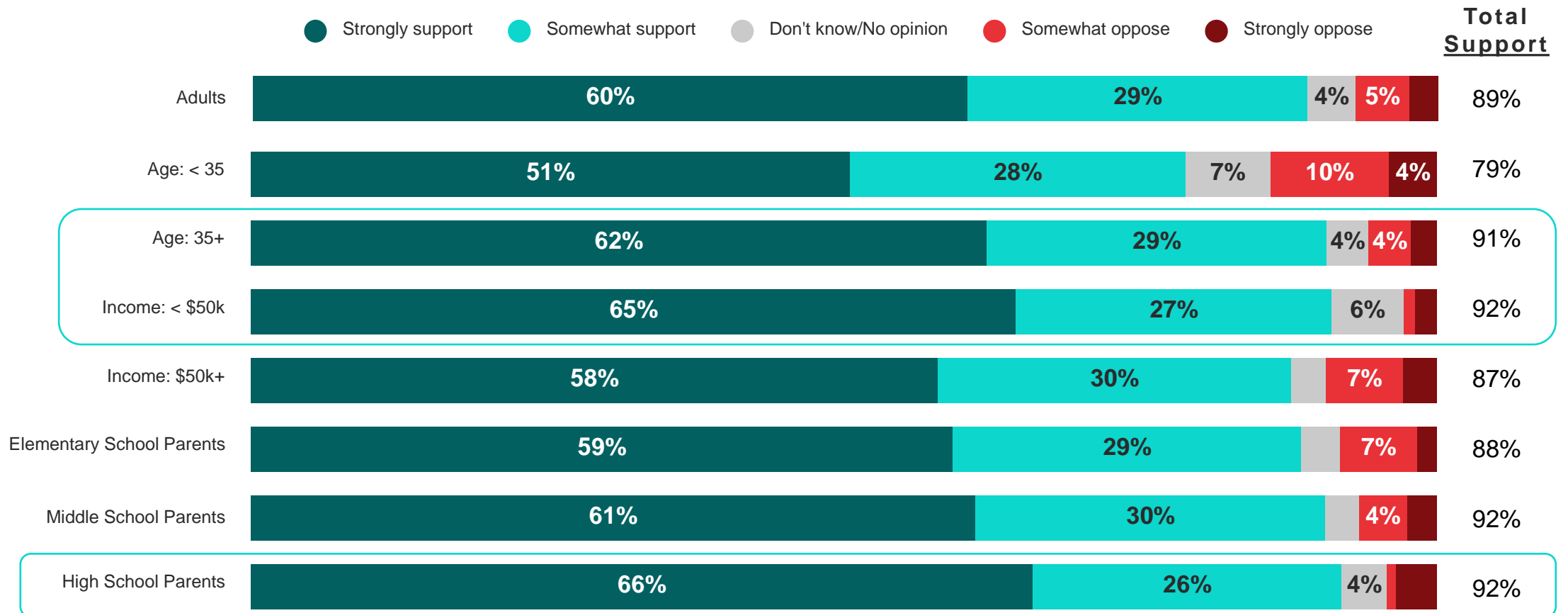
Do you support or oppose allowing public schools to offer whole and 2% milk for children for public school meals in addition to low-fat, fat-free, and lactose-free milk options? Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=629)



WHOLE MILK IN PUBLIC SCHOOLS

Support for offering whole and 2% milk alongside other options in public schools is especially high among older parents, lower (<\$50k) earners, and those with children in high school.

Do you support or oppose allowing public schools to offer whole and 2% milk for children for public school meals in addition to low-fat, fat-free, and lactose-free milk options? *Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=629)*



Total agree = % Strongly support + % Somewhat support



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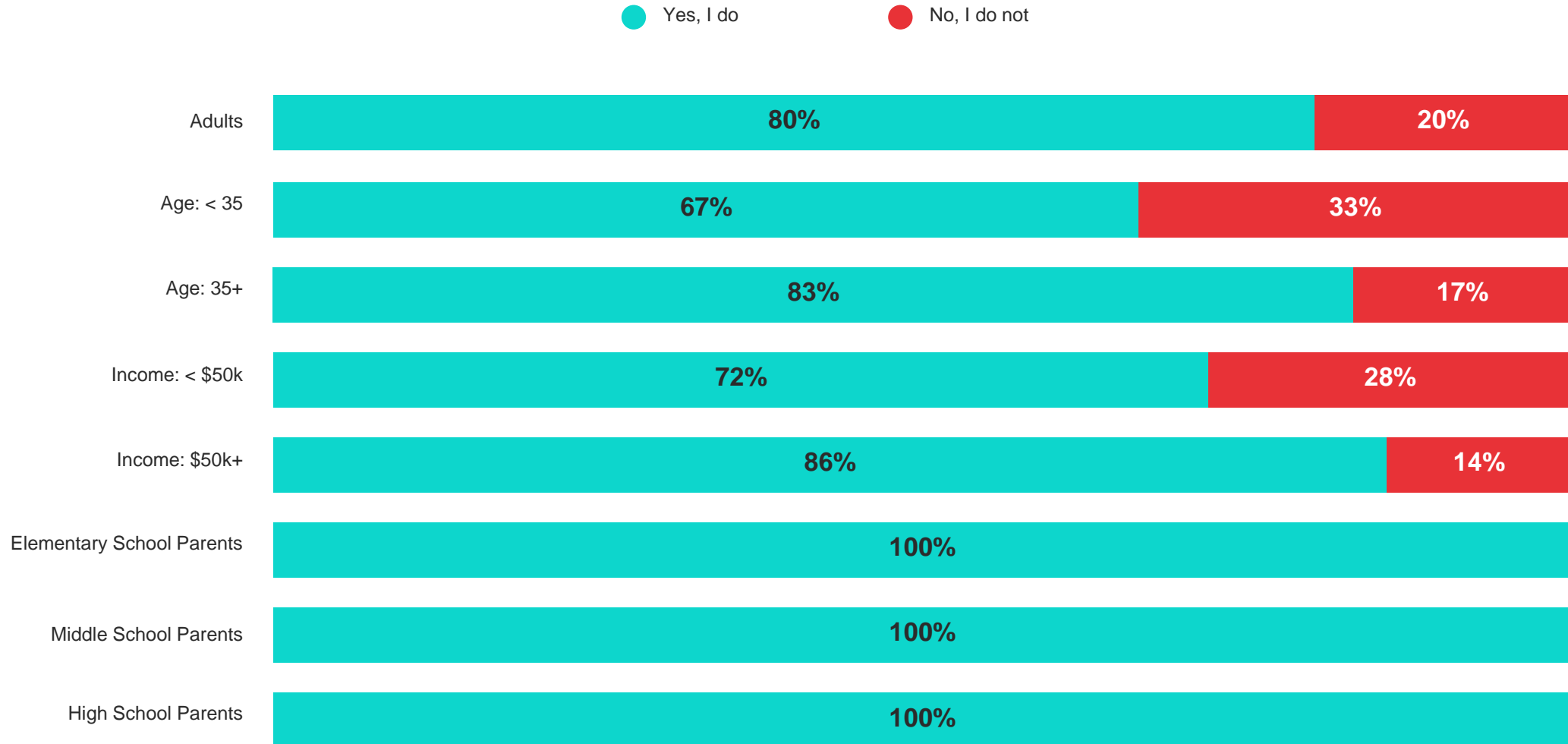
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APPENDIX

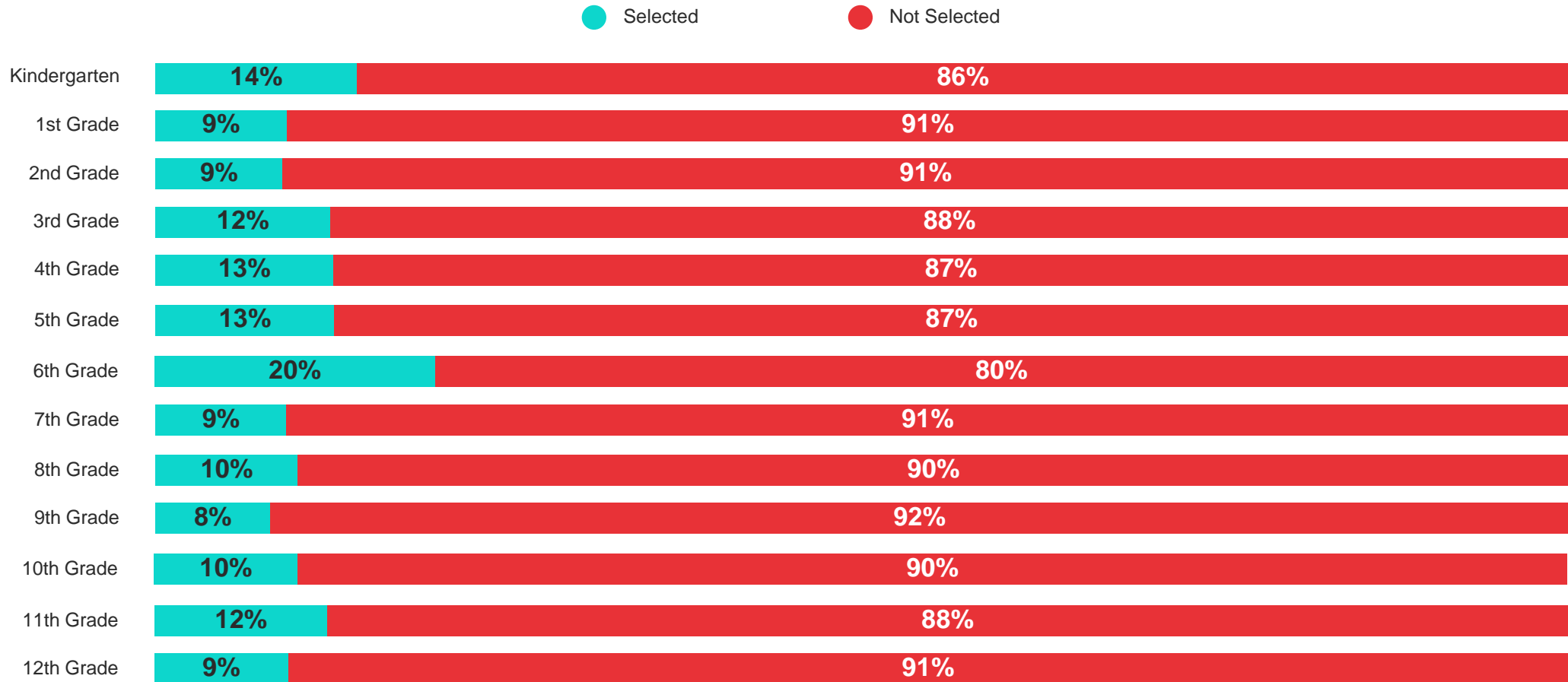
Do you currently have a child (or multiple) enrolled in a public K-12 school?



*Asked of all parents with children at home (n=784)

APPENDIX

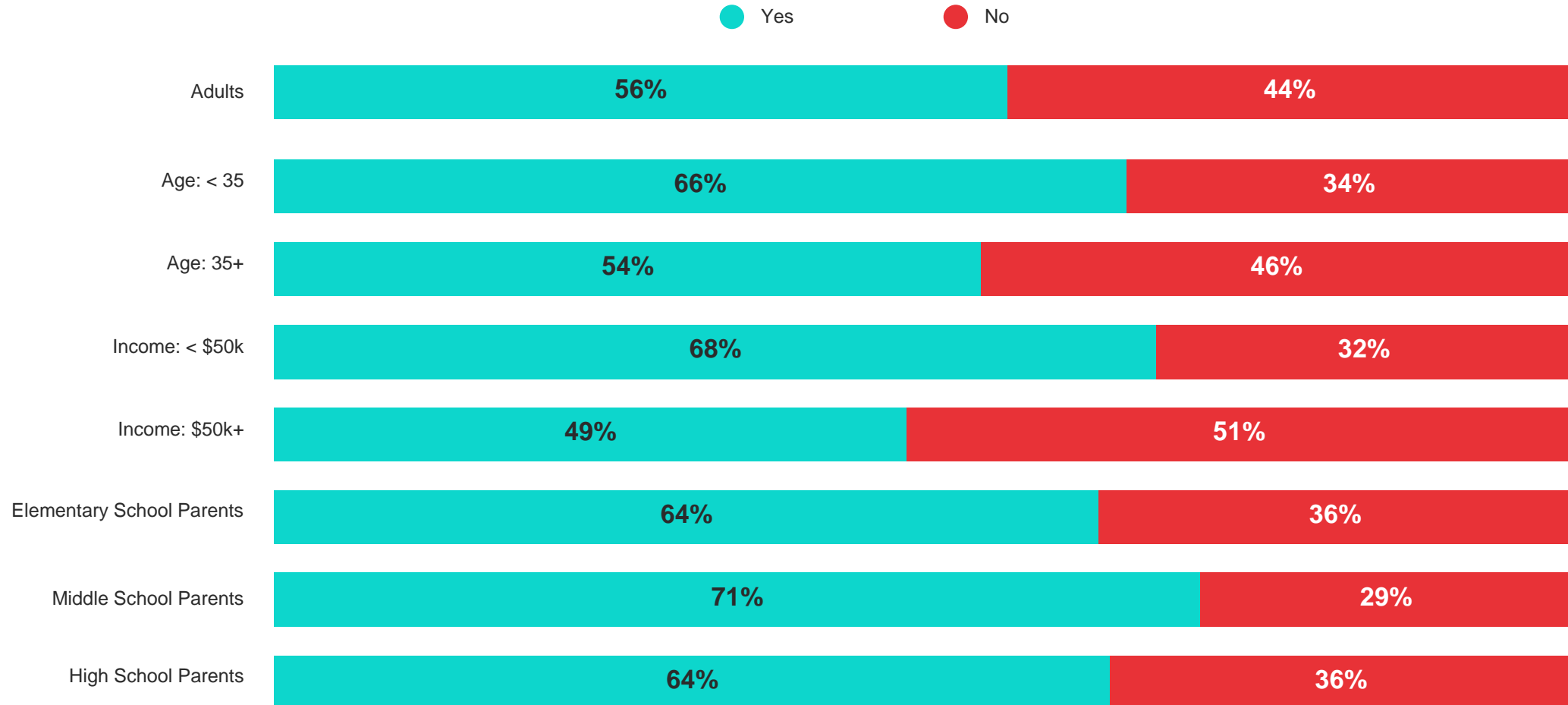
**What grade(s) are your child(ren) currently attending in public school this year?
*Select all that apply.***



**Asked of all parents with children enrolled in a public K-12 school (n=629)*

SECTION TITLE

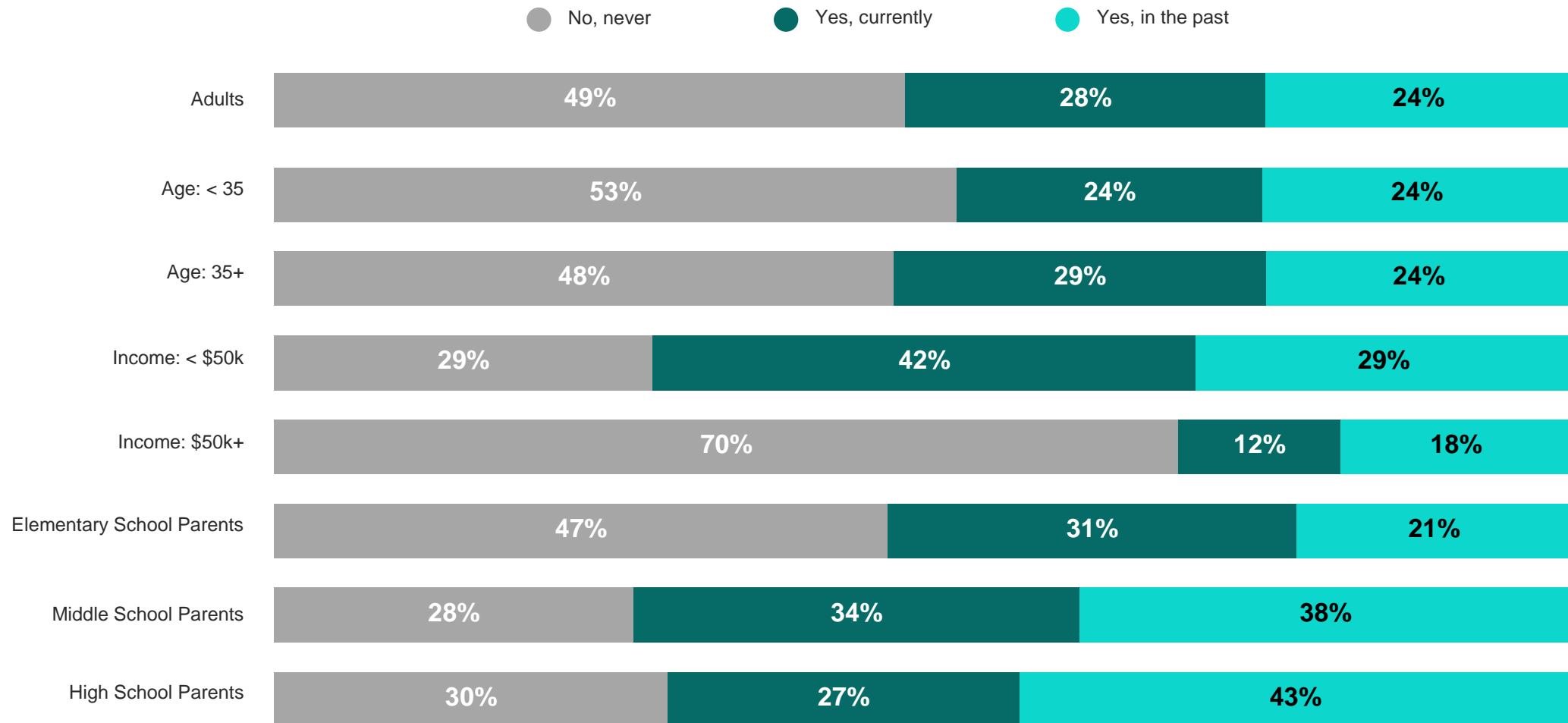
Does your child (or children) currently qualify for free or reduced-price meals at their school cafeteria(s)?



*Asked of all parents with children at home (n=784)

APPENDIX

Have you or anyone in your household ever participated in the SNAP benefits program (formerly known as Food Stamps)?





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