

YouGov / Trimedia Survey Results

Sample Size: 2005

Fieldwork: 27th - 30th November 2009

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base 2005	1015	990	171	329	423	421	661	995	1010	467	281	180	252	522	100	203
All GB Adults 2005	962	1043	241	309	389	365	702	1103	902	493	329	192	257	459	100	174

Approxiamtely, how often, if at all, do you eat dairy products such as cheese, yoghurt or milk etc?

A few times a day	39%	35%	43%	39%	33%	43%	41%	38%	39%	40%	39%	36%	38%	34%	43%	41%	42%
Once a day	41%	42%	39%	37%	45%	41%	40%	41%	41%	40%	39%	42%	43%	44%	38%	44%	40%
Weekly	15%	17%	13%	13%	16%	13%	15%	16%	15%	16%	16%	17%	15%	16%	14%	12%	15%
Monthly	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	2%	2%	-	1%	1%	-
Less often	1%	2%	1%	4%	1%	1%	1%	1%	1%	2%	2%	1%	-	2%	2%	1%	1%
Never	2%	3%	2%	4%	4%	1%	2%	2%	3%	2%	2%	2%	3%	4%	2%	-	2%

Have you actively been cutting back on your consumption of dairy products recently?

Unweighted Base	1980	999	981	166	324	419	417	654	986	994	459	278	180	248	514	99	202
All GB Adults who eat dairy products	1977	946	1031	232	305	386	361	693	1089	888	485	327	192	251	451	99	172
Yes, I have	21%	20%	23%	11%	15%	15%	24%	29%	19%	23%	21%	23%	18%	18%	23%	28%	18%
No, I have not	79%	80%	77%	89%	85%	85%	76%	71%	81%	77%	79%	77%	82%	82%	77%	72%	82%

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Sample Size: 2005

Fieldwork: 27th - 30th November 2009

	Total	Working Status						Marital Status						Children in household				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	Refused	0	1	2	3+	Refused
Unweighted Base	2005	1012	304	86	304	62	237	999	248	183	48	480	47	1377	269	205	84	70
All GB Adults	2005	998	304	89	319	65	230	980	251	181	54	494	45	1382	273	201	76	72

Approxiamtely, how often, if at all, do you eat dairy products such as cheese, yoghurt or milk etc?

A few times a day	39%	36%	41%	43%	42%	40%	44%	39%	39%	42%	54%	38%	31%	38%	37%	45%	52%	36%
Once a day	41%	43%	41%	36%	43%	28%	33%	43%	42%	34%	34%	39%	48%	42%	38%	37%	35%	38%
Weekly	15%	15%	13%	14%	13%	20%	19%	15%	14%	15%	7%	17%	18%	15%	18%	13%	12%	16%
Monthly	1%	1%	1%	2%	1%	5%	1%	0%	1%	4%	2%	1%	-	1%	2%	-	-	-
Less often	1%	2%	0%	2%	0%	6%	2%	1%	1%	2%	-	3%	2%	1%	1%	0%	1%	3%
Never	2%	3%	3%	3%	1%	2%	1%	2%	3%	2%	3%	3%	1%	2%	4%	4%	-	6%

Have you actively been cutting back on your consumption of dairy products recently?

Unweighted Base	1980	999	301	84	303	59	234	992	246	179	48	469	46	1361	264	204	83	68
All GB Adults who eat dairy products	1977	982	303	87	318	61	226	972	249	178	54	481	44	1361	270	201	75	70
Yes, I have	21%	19%	20%	8%	28%	33%	24%	25%	14%	25%	23%	16%	22%	23%	18%	17%	14%	27%
No, I have not	79%	81%	80%	92%	72%	67%	76%	75%	86%	75%	77%	84%	78%	78%	82%	83%	86%	73%

	Gender		Age					Social Grade		Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2005	1015	990	171	329	423	421	661	995	1010	467	281	180	252	522	100	203
All GB Adults	2005	962	1043	241	309	389	365	702	1103	902	493	329	192	257	459	100	174

You stated that you had been cutting back on your consumption of dairy products...

Which, if any, of the following explain why this is?
(Please tick all that apply)

	Unweighted Base																
	414	194	220	20	47	70	97	180	187	227	93	61	30	46	120	27	37
All GB Adults who eat dairy products and have been cutting back recently	418	185	233	26	44	60	88	200	210	208	102	74	34	46	104	28	31
I am on a diet	29%	23%	34%	11%	30%	28%	37%	28%	28%	29%	36%	26%	28%	26%	24%	22%	39%
I'm allergic to milk/ milk products	8%	4%	12%	9%	13%	9%	9%	7%	12%	5%	6%	2%	5%	13%	13%	13%	4%
I don't like the taste of dairy products	3%	1%	6%	8%	6%	4%	4%	2%	4%	3%	5%	6%	4%	1%	2%	5%	1%
I think dairy products are fattening and bad for my health	48%	55%	43%	42%	40%	48%	49%	51%	44%	53%	44%	67%	33%	42%	52%	38%	42%
Other	21%	25%	19%	39%	24%	26%	18%	19%	21%	21%	21%	16%	35%	21%	19%	23%	26%
Don't know	3%	2%	4%	19%	4%	-	-	3%	2%	4%	3%	4%	-	7%	2%	-	4%

To what extent do you agree or disagree with the following statement?

Dairy products contain calcium, which can help to build strong bones for life.

Strongly agree	37%	31%	42%	38%	36%	47%	33%	33%	37%	36%	38%	36%	41%	30%	35%	46%	41%
Agree	51%	53%	50%	44%	54%	47%	57%	52%	53%	50%	50%	55%	53%	55%	52%	38%	47%
Neither agree nor disagree	9%	11%	7%	12%	7%	5%	8%	11%	8%	10%	9%	7%	5%	11%	9%	14%	9%
Disagree	0%	1%	0%	1%	-	0%	0%	1%	1%	0%	-	0%	1%	-	1%	1%	-
Strongly disagree	0%	0%	0%	-	1%	0%	1%	-	0%	0%	-	-	1%	2%	-	-	0%
Don't know	2%	3%	1%	5%	2%	0%	1%	2%	1%	3%	2%	2%	1%	2%	3%	1%	2%

	Total	Working Status					Marital Status						Children in household					
		Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Di vorced	Widowed	Never Married	Refused	0	1	2	3+
Unweighted Base	2005	1012	304	86	304	62	237	999	248	183	48	480	47	1377	269	205	84	70
All GB Adults	2005	998	304	89	319	65	230	980	251	181	54	494	45	1382	273	201	76	72

You stated that you had been cutting back on your consumption of dairy products...

Which, if any, of the following explain why this is?
(Please tick all that apply)

	Unweighted Base	414	190	61	6	84	17	56	235	40	41	11	78	9	306	45	35	13	15
All GB Adults who eat dairy products and have been cutting back recently	418	186	60	7	90	20	55	243	34	44	12	75	10	306	48	34	11	19	
I am on a diet	29%	28%	19%	10%	37%	30%	32%	33%	29%	24%	26%	19%	22%	28%	30%	31%	59%	19%	
I'm allergic to milk/ milk products	8%	10%	8%	-	9%	-	6%	8%	1%	8%	4%	14%	13%	9%	6%	6%	-	14%	
I don't like the taste of dairy products	3%	3%	6%	-	2%	-	7%	3%	7%	7%	-	4%	-	3%	9%	-	-	-	
I think dairy products are fattening and bad for my health	48%	45%	48%	95%	50%	47%	52%	50%	59%	44%	73%	37%	48%	46%	41%	67%	56%	70%	
Other	21%	19%	31%	57%	10%	33%	27%	17%	14%	25%	29%	35%	19%	22%	20%	21%	4%	16%	
Don't know	3%	5%	-	-	3%	8%	-	3%	5%	3%	-	2%	11%	3%	6%	-	-	-	

To what extent do you agree or disagree with the following statement?

Dairy products contain calcium, which can help to build strong bones for life.

Strongly agree	37%	36%	38%	30%	35%	36%	43%	37%	41%	36%	35%	35%	40%	36%	39%	37%	41%	38%
Agree	51%	53%	51%	55%	52%	55%	43%	53%	48%	51%	52%	52%	41%	51%	50%	55%	54%	49%
Neither agree nor disagree	9%	9%	8%	10%	10%	7%	9%	9%	9%	8%	10%	9%	13%	10%	7%	4%	4%	7%
Disagree	0%	1%	0%	-	0%	-	1%	0%	-	1%	-	1%	-	0%	1%	1%	1%	-
Strongly disagree	0%	0%	0%	-	-	3%	1%	0%	-	1%	-	1%	4%	0%	0%	1%	-	2%
Don't know	2%	1%	2%	5%	3%	-	3%	2%	2%	3%	2%	3%	2%	2%	3%	3%	-	4%

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All GB Adults	2005	962	1043	241	309	389	365	702	1103	902	493	329	192	257	459	100	174

Which, if any, of the following types of foods (aside from dairy) do you think are a good source of calcium? (Please tick all that apply)

Sardines	22%	16%	28%	8%	14%	23%	27%	28%	22%	23%	21%	22%	20%	23%	23%	35%	21%
Spinach	21%	18%	23%	19%	19%	25%	21%	20%	20%	21%	20%	22%	19%	23%	19%	24%	22%
White bread	15%	14%	16%	8%	8%	16%	17%	18%	14%	15%	14%	15%	19%	16%	13%	8%	19%
Baked beans	13%	11%	16%	12%	7%	12%	14%	17%	13%	14%	16%	13%	12%	13%	11%	14%	16%
Orange juice	10%	9%	12%	11%	10%	14%	9%	10%	9%	12%	9%	11%	6%	13%	9%	14%	17%
Almonds	16%	13%	20%	12%	15%	18%	17%	17%	17%	15%	14%	16%	18%	20%	14%	22%	18%
Pasta	7%	10%	5%	6%	6%	8%	6%	9%	6%	9%	9%	7%	3%	7%	7%	7%	10%
Cereal	23%	20%	26%	15%	17%	24%	25%	28%	23%	24%	23%	25%	21%	24%	23%	20%	25%
None of these	8%	7%	9%	12%	9%	9%	9%	6%	9%	6%	8%	10%	11%	3%	10%	6%	4%
Don't know	37%	43%	32%	51%	45%	31%	35%	35%	36%	39%	38%	36%	38%	40%	37%	32%	37%

To what extent do you agree or disagree with the following statement?

It doesn't really matter to my overall health if I don't get enough calcium in my diet.

Strongly agree	1%	1%	0%	2%	0%	0%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	1%
Agree	3%	3%	3%	3%	4%	3%	4%	3%	3%	3%	3%	1%	0%	6%	4%	4%	1%
Neither agree nor disagree	20%	22%	18%	22%	19%	19%	22%	19%	17%	24%	20%	20%	20%	23%	18%	28%	19%
Disagree	48%	49%	48%	49%	50%	51%	45%	48%	51%	45%	50%	54%	44%	43%	50%	37%	51%
Strongly disagree	23%	18%	28%	14%	21%	23%	25%	27%	24%	22%	23%	20%	31%	22%	23%	25%	21%
Don't know	4%	7%	2%	10%	6%	3%	3%	3%	4%	5%	3%	4%	4%	6%	4%	6%	7%

Total	Working Status						Marital Status						Children in household					
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Unweighted Base	2005	1012	304	86	304	62	237	999	248	183	48	480	47	1377	269	205	84	70
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Which, if any, of the following types of foods (aside from dairy) do you think are a good source of calcium? (Please tick all that apply)

Sardines	22%	20%	27%	7%	29%	18%	26%	25%	23%	26%	17%	16%	34%	23%	25%	16%	25%	28%
Spinach	21%	20%	21%	15%	21%	22%	26%	21%	22%	21%	16%	20%	16%	20%	22%	20%	28%	21%
White bread	15%	13%	17%	8%	18%	24%	16%	17%	9%	17%	16%	11%	24%	15%	14%	12%	17%	16%
Baked beans	13%	12%	14%	5%	19%	12%	15%	15%	14%	16%	7%	9%	14%	14%	13%	11%	13%	16%
Orange juice	10%	9%	12%	9%	9%	15%	16%	10%	13%	13%	17%	8%	13%	10%	12%	11%	14%	11%
Almonds	16%	15%	17%	10%	19%	21%	18%	17%	19%	15%	16%	14%	16%	17%	12%	15%	18%	20%
Pasta	7%	7%	10%	7%	10%	5%	4%	9%	8%	6%	2%	6%	4%	7%	10%	6%	8%	5%
Cereal	23%	19%	28%	18%	33%	19%	28%	26%	24%	27%	30%	16%	26%	23%	24%	23%	25%	26%
None of these	8%	10%	8%	8%	3%	10%	6%	8%	6%	9%	4%	10%	4%	8%	6%	12%	2%	4%
Don't know	37%	39%	32%	53%	34%	39%	35%	34%	36%	35%	39%	46%	25%	38%	38%	37%	35%	33%

To what extent do you agree or disagree with the following statement?

It doesn't really matter to my overall health if I don't get enough calcium in my diet.

Strongly agree	1%	1%	0%	-	1%	-	0%	1%	-	1%	-	1%	-	1%	1%	1%	1%	-
Agree	3%	3%	4%	2%	2%	7%	3%	3%	4%	1%	6%	4%	2%	3%	4%	2%	3%	4%
Neither agree nor disagree	20%	20%	23%	16%	17%	23%	23%	19%	22%	21%	21%	21%	9%	20%	21%	21%	28%	11%
Disagree	48%	49%	44%	56%	51%	49%	44%	50%	45%	44%	49%	47%	61%	48%	50%	50%	48%	53%
Strongly disagree	23%	22%	26%	16%	25%	18%	28%	23%	23%	30%	19%	20%	26%	25%	19%	21%	16%	25%
Don't know	4%	5%	3%	10%	4%	4%	2%	4%	6%	3%	6%	6%	2%	4%	5%	5%	4%	6%