



## BBC and AgriBriefing – Dairy Poll – January 2019

Methodology: ComRes surveyed 2,012 British adults online between 9th and 10th January 2019. Data were weighted to be representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules. Full tables at [www.comresglobal.com](http://www.comresglobal.com)

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### REPUTATION | COMMUNICATIONS | PUBLIC POLICY

Four Millbank | London | SW1P 3JA | T. +44 (0)20 7871 8660

Rond-Point Schuman / Schumanplein 6 | Box 5 | 1040 Bruxelles | T. +32 (0)2 234 63 82

51 /F Raffles City | No.268 Xi Zang Middle Road | HuangPu District Shanghai | 200001 China | T. +86 (0)21 2312 7674

## Dairy Products Survey

### ONLINE Fieldwork: 9th-10th January 2019

Absolutes/col percents

Table 1

**Q.1 Has your attitude to eating or drinking dairy products (foods made from milk, cheese, cream etc.) changed over the past two years?**

**Please indicate which ONE of the following most applies:**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2012	965	1047	192	331	342	337	320	490	523	679	810	508	495	466	543	323	805
Weighted base	2012	982	1030	223	348	322	356	298	466	571	677	764	549	565	408	489	339	822
NET: More positive	259 13%	149 15%B	110 11%	44 20%FGH	59 17%FGH	55 17%FGH	34 10%	26 9%	41 9%	103 18%JK	89 13%K	68 9%	82 15%	65 12%	51 13%	61 12%	60 18%	117 14%
I feel more positive about eating/drinking dairy products so have increased my intake of dairy products	101 5%	58 6%b	43 4%	16 7%FH	29 8%FH	22 7%FH	9 3%	14 5%h	11 2%	45 8%JK	31 5%	25 3%	25 4%	25 4%	25 6%	26 5%	21 6%	48 6%
I feel more positive about eating/drinking dairy products but have not changed my intake of dairy products	159 8%	91 9%B	68 7%	28 13%FGH	30 9%G	33 10%Gh	25 7%	12 4%	30 7%	58 10%K	58 9%K	42 6%	57 10% mNo	40 7%	26 6%	34 7%	40 12%	69 8%
My view about eating/drinking dairy products has not changed over the past two years	1405 70%	704 72%b	700 68%	97 44%	201 58%C	222 69%CD	267 75%CD	241 81% CDEF	377 81% CDEF	299 52%	489 72% l	617 81% lJ	384 70%	384 68%	293 72%	343 70%	211 62%	559 68% p
I feel more negative about eating/drinking dairy products so have cut down on my intake of dairy products	206 10%	65 7%	140 14%A	51 23% DEFGH	41 12% Gh	26 8%	36 10% G	15 5%	36 8%	93 16% JK	61 9%	52 7%	58 11% n	76 13% NO	29 7%	43 9%	36 11%	80 10%
I feel more negative about eating/drinking dairy products so have become a vegan	33 2%	7 1%	26 2%A	11 5% EFGH	13 4% EFGH	2 *	5 1%	1 *	1 *	25 4% JK	6 1%	2 *	6 1%	10 2%	8 2%	8 2%	5 1%	19 2%
NET: More negative	238 12%	72 7%	166 16%A	63 28% DEFGH	55 16% EGH	27 8%	40 11% G	16 5%	38 8%	117 21% JK	67 10% k	54 7%	64 12%	86 15% NO	37 9%	51 10%	41 12%	99 12%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Dairy Products Survey

### ONLINE Fieldwork: 9th-10th January 2019

Absolutes/col percents

Table 1

**Q.1 Has your attitude to eating or drinking dairy products (foods made from milk, cheese, cream etc.) changed over the past two years?**

**Please indicate which ONE of the following most applies:**

**Base: All respondents**

	<u>Gender</u>			<u>Age</u>									<u>Social Grade</u>				<u>Employment Sector</u>	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Weighted base	2012	982	1030	223	348	322	356	298	466	571	677	764	549	565	408	489	339	822
Don't know	110	56	54	19	33	17	15	15	10	52	32	25	20	30	26	34	26	48
	5%	6%	5%	9% <sup>fH</sup>	9% <sup>eFGH</sup>	5% <sup>H</sup>	4%	5% <sup>H</sup>	2%	9% <sup>JK</sup>	5%	3%	4%	5%	6% <sup>L</sup>	7% <sup>L</sup>	8%	6%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Dairy Products Survey

### ONLINE Fieldwork: 9th-10th January 2019

Absolutes/col percents

Table 2

**Q.1 Has your attitude to eating or drinking dairy products (foods made from milk, cheese, cream etc.) changed over the past two years?**

**Please indicate which ONE of the following most applies:**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2012	160	110	1742	80	238	175	150	145	210	238	307	199
Weighted base	2012	175	101*	1736	85*	231	169	179	147	193	272	282	179
NET: More positive	259 13%	20 11%	12 12%	228 13%	12 14%	36 16%JI	30 18%JL	23 13%	17 12%	16 8%	43 16%JL	29 10%	21 12%
I feel more positive about eating/drinking dairy products so have increased my intake of dairy products	101 5%	10 6%	3 3%	88 5%	2 3%	10 4%	11 7%j	13 7%J	8 6%	5 2%	17 6%j	13 4%	8 5%
I feel more positive about eating/drinking dairy products but have not changed my intake of dairy products	159 8%	10 6%	8 8%	140 8%	10 11%l	26 11%ahijL	19 11%jl	10 6%	9 6%	11 6%	26 10%	16 6%	13 7%
My view about eating/ drinking dairy products has not changed over the past two years	1405 70%	131 75%EK	75 75%EK	1198 69%	49 59%	166 72%Ek	113 67%	123 69%	100 68%	143 74%EK	170 63%	208 74%EK	126 70%e
I feel more negative about eating/drinking dairy products so have cut down on my intake of dairy products	206 10%	16 9%	7 7%	182 10%	15 18%aBFghIM	16 7%	16 9%	16 9%	15 10%	21 11%	40 15%bFm	28 10%	16 9%
I feel more negative about eating/drinking dairy products so have become a vegan	33 2%	1 *	1 1%	31 2%	2 2%	2 1%	1 1%	7 4%AFgL	4 2%	4 2%	5 2%	3 1%	3 2%
NET: More negative	238 12%	17 10%	8 8%	213 12%	17 20%ABFGLm	18 8%	17 10%	23 13%	19 13%	25 13%f	45 17%aBFglm	30 11%	19 11%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Dairy Products Survey**  
**ONLINE Fieldwork: 9th-10th January 2019**

Absolutes/col percents

Table 2

**Q.1 Has your attitude to eating or drinking dairy products (foods made from milk, cheese, cream etc.) changed over the past two years?**

**Please indicate which ONE of the following most applies:**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2012	175	101*	1736	85*	231	169	179	147	193	272	282	179
Don't know	110 5%	7 4%	5 5%	97 6%	6 7%	12 5%	9 5%	9 5%	12 8%	9 5%	13 5%	15 5%	13 7%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

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**Dairy Products Survey**  
**ONLINE Fieldwork: 9th-10th January 2019**

Absolutes/col percents

Table 3

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**Summary Table**

**Base: All respondents/ female respondents who feel more negative now**

	Factors								
	Medical reasons, e.g. allergies and intolerances	Healthy living choice	Environmental concerns	Concerns over ethical farming practices	I prefer the taste of non-dairy alternatives	Price of non-dairy alternatives	To lose weight	For my skin	While I was pregnant
Unweighted base	238	238	238	238	238	238	238	238	238
Weighted base	238	238	238	238	238	238	238	238	238
NET: At least to some extent	122 51%	218 92%	180 75%	186 78%	100 42%	69 29%	125 52%	110 46%	6 3%
To a great extent	59 25%	100 42%	96 40%	101 42%	26 11%	19 8%	47 20%	44 19%	3 1%
To some extent	62 26%	118 50%	84 35%	85 36%	74 31%	50 21%	78 33%	66 28%	4 2%
To no extent	106 45%	17 7%	48 20%	40 17%	123 51%	155 65%	105 44%	118 50%	130 55%
Don't know	10 4%	2 1%	11 5%	12 5%	16 7%	15 6%	8 3%	10 4%	101 43%

**Dairy Products Survey**  
**ONLINE Fieldwork: 9th-10th January 2019**

Absolutes/col percents

Table 4

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**Medical reasons, e.g. allergies and intolerances**

**Base: All respondents who feel more negative now**

	Gender		Age							Social Grade				Employment Sector				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	238	77	161	55	54	30	39	19	41	109	69	60	58	76	44	60	38	96
Weighted base	238	72*	166	63*	55*	27**	40*	16**	38*	117*	67*	54*	64*	86*	37*	51*	41*	99*
NET: At least to some extent	122 51%	36 50%	86 52%	29 46%	21 38%	17 64%	21 51%	10 61%	25 65% <small>cD</small>	50 42%	38 56% <small>i</small>	34 64% <small>l</small>	32 49%	40 47%	24 65% <small>m</small>	25 50%	18 44%	51 51%
To a great extent	59 25%	14 19%	46 28%	15 24%	12 22%	7 28%	12 29%	3 16%	11 28%	27 23%	19 28%	13 25%	12 18%	15 18%	15 40% <small>LM</small>	18 34% <small>IM</small>	7 18%	30 30%
To some extent	62 26%	22 31%	40 24%	14 22%	9 16%	10 36%	9 22%	7 45%	14 37% <small>D</small>	22 19%	19 28%	21 39% <small>l</small>	20 31% <small>o</small>	25 29%	9 25%	8 16%	10 26%	21 21%
To no extent	106 45%	34 47%	72 44%	29 46%	32 58% <small>H</small>	9 33%	19 46%	6 39%	12 31%	61 52% <small>K</small>	28 41%	18 34%	28 43%	43 50%	12 33%	24 46%	19 47%	45 46%
Don't know	10 4%	2 3%	8 5%	5 8%	2 4%	1 3%	1 3%	- -	1 4%	7 6%	2 3%	1 2%	5 7%	3 3%	1 2%	2 4%	4 9%	3 3%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

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**Dairy Products Survey**  
**ONLINE Fieldwork: 9th-10th January 2019**

Absolutes/col percents

Table 5

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**Medical reasons, e.g. allergies and intolerances**

**Base: All respondents who feel more negative now**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	238	17	9	212	14	22	19	18	19	25	39	34	22
Weighted base	238	17**	8**	213	17**	18**	17**	23**	19**	25**	45*	30*	19**
NET: At least to some extent	122 51%	7 43%	1 18%	113 53%	10 60%	9 50%	7 39%	16 70%	10 52%	9 37%	20 44%	20 66%k	12 65%
To a great extent	59 25%	4 25%	- -	55 26%	3 20%	4 26%	3 18%	11 47%	5 25%	3 13%	8 18%	11 37%k	6 33%
To some extent	62 26%	3 18%	1 18%	58 27%	7 39%	4 24%	4 21%	5 23%	5 27%	6 24%	12 26%	9 30%	6 32%
To no extent	106 45%	10 57%	5 65%	91 43%	5 28%	9 50%	10 61%	7 30%	8 45%	14 55%	23 50%l	8 28%	7 35%
Don't know	10 4%	- -	1 17%	9 4%	2 12%	- -	- -	- -	1 3%	2 9%	3 6%	2 6%	- -

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Dairy Products Survey**  
**ONLINE Fieldwork: 9th-10th January 2019**

Absolutes/col percents

Table 6

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**Healthy living choice**

**Base: All respondents who feel more negative now**

	Gender		Age							Social Grade				Employment Sector				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	238	77	161	55	54	30	39	19	41	109	69	60	58	76	44	60	38	96
Weighted base	238	72*	166	63*	55*	27**	40*	16**	38*	117*	67*	54*	64*	86*	37*	51*	41*	99*
NET: At least to some extent	218 92%	70 97%b	148 89%	55 88%	48 88%	24 87%	39 95%	16 100%	37 98%d	103 88%	62 92%	53 99%l	61 96%	78 91%	34 90%	45 89%	38 93%	90 91%
To a great extent	100 42%	26 36%	74 45%	33 52%H	24 43%	11 42%	17 42%	4 26%	11 29%	56 48%K	28 42%	15 28%	24 38%	37 43%	18 49%	20 40%	20 48%	45 45%
To some extent	118 50%	44 61%B	74 45%	23 36%	24 45%	12 45%	21 53%	12 74%	26 69%CD	47 40%	34 50%	38 70%IJ	37 58%	41 48%	15 41%	25 49%	18 45%	45 46%
To no extent	17 7%	2 2%	16 9%a	7 12%	7 12%h	2 6%	1 3%	-	1 2%	14 12%K	3 4%	1 1%	3 4%	7 8%	3 7%	5 10%	3 7%	8 8%
Don't know	2 1%	1 1%	2 1%	-	-	2 7%	1 1%	-	-	-	2 4%i	-	-	1 1%	1 2%	1 1%	-	1 1%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

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**Dairy Products Survey**  
**ONLINE Fieldwork: 9th-10th January 2019**

Absolutes/col percents

Table 7

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**Healthy living choice**

**Base: All respondents who feel more negative now**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	238	17	9	212	14	22	19	18	19	25	39	34	22
Weighted base	238	17**	8**	213	17**	18**	17**	23**	19**	25**	45*	30*	19**
NET: At least to some extent	218 92%	14 81%	7 81%	198 93%	17 100%	18 100%	13 75%	20 86%	19 100%	22 87%	44 96%	30 98%	17 90%
To a great extent	100 42%	8 46%	4 52%	88 41%	5 27%	8 43%	7 38%	12 51%	10 54%	12 49%	18 40%	11 36%	6 32%
To some extent	118 50%	6 35%	2 29%	110 52%	12 73%	10 57%	6 36%	8 35%	9 46%	10 38%	26 56%	19 62%	11 58%
To no extent	17 7%	2 13%	2 19%	14 6%	-	-	4 25%	3 14%	-	3 13%	1 2%	-	2 10%
Don't know	2 1%	1 5%	-	2 1%	-	-	-	-	-	-	1 2%	1 2%	-

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Dairy Products Survey**  
**ONLINE Fieldwork: 9th-10th January 2019**

Absolutes/col percents

Table 8

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**Environmental concerns**

**Base: All respondents who feel more negative now**

	Gender		Age							Social Grade				Employment Sector				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	238	77	161	55	54	30	39	19	41	109	69	60	58	76	44	60	38	96
Weighted base	238	72*	166	63*	55*	27**	40*	16**	38*	117*	67*	54*	64*	86*	37*	51*	41*	99*
NET: At least to some extent	180 75%	56 77%	124 75%	50 80%	47 86%fh	20 72%	28 70%	8 49%	27 71%	97 83%jK	48 71%	34 64%	49 77%	69 80%n	23 62%	38 75%	32 78%	76 77%
To a great extent	96 40%	26 36%	70 42%	33 52%H	30 56%fH	7 25%	14 35%	3 20%	9 24%	63 54%JK	21 31%	12 23%	20 32%	46 53%LO	14 37%	16 31%	19 46%	44 44%
To some extent	84 35%	30 41%	54 33%	18 28%	17 31%	13 48%	14 35%	5 30%	18 47%c	34 29%	27 40%	22 42%	29 45%Mn	23 27%	9 25%	22 44%mn	13 32%	32 33%
To no extent	48 20%	15 21%	33 20%	11 17%	5 8%	3 10%	11 27%D	8 51%	11 28%D	15 13%	14 20%	19 35%lj	13 21%	13 16%	10 26%	11 22%	6 16%	18 18%
Don't know	11 5%	2 2%	9 6%	2 3%	3 5%	5 18%	1 3%	-	*	5 4%	6 9%k	*	1 2%	4 4%	4 12%L	2 3%	3 6%	5 5%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dairy Products Survey

### ONLINE Fieldwork: 9th-10th January 2019

Absolutes/col percents

Table 9

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**Environmental concerns**

**Base: All respondents who feel more negative now**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	238	17	9	212	14	22	19	18	19	25	39	34	22
Weighted base	238	17**	8**	213	17**	18**	17**	23**	19**	25**	45*	30*	19**
NET: At least to some extent	180 75%	10 59%	7 84%	163 76%	15 87%	14 81%	13 75%	18 76%	12 66%	20 81%	33 73%	21 68%	17 90%
To a great extent	96 40%	9 52%	4 48%	83 39%	9 51%	6 34%	7 39%	4 18%	4 22%	10 38%	23 51%	11 36%	10 52%
To some extent	84 35%	1 8%	3 35%	80 37%	6 37%	8 47%	6 36%	13 58%	8 44%	11 43%	10 22%	10 32%	7 38%
To no extent	48 20%	4 25%	1 16%	42 20%	2 13%	3 17%	4 25%	5 21%	5 28%	3 13%	9 19%	9 28%	2 10%
Don't know	11 5%	3 15%	-	8 4%	-	* 3%	-	1 3%	1 6%	1 6%	3 7%	1 4%	-

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Dairy Products Survey**  
**ONLINE Fieldwork: 9th-10th January 2019**

Absolutes/col percents

Table 10

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**Concerns over ethical farming practices**

**Base: All respondents who feel more negative now**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	238	77	161	55	54	30	39	19	41	109	69	60	58	76	44	60	38	96
Weighted base	238	72*	166	63*	55*	27**	40*	16**	38*	117*	67*	54*	64*	86*	37*	51*	41*	99*
NET: At least to some extent	186 78%	57 79%	129 77%	48 77%	49 90% <small>cFH</small>	23 83%	28 70%	10 62%	27 73%	98 83% <small>k</small>	51 75%	37 70%	49 76%	71 83% <small>N</small>	24 65%	41 81%	32 79%	80 81%
To a great extent	101 42%	24 34%	77 46% <small>a</small>	27 43% <small>h</small>	34 63% <small>cH</small>	6 20%	23 58% <small>H</small>	2 15%	8 22%	61 52% <small>K</small>	29 43% <small>K</small>	11 20%	22 35%	45 53% <small>ln</small>	12 33%	21 41%	18 43%	52 52%
To some extent	85 36%	33 46% <small>B</small>	52 31%	22 35% <small>F</small>	15 27% <small>f</small>	17 63%	5 12%	7 47%	19 50% <small>DF</small>	37 31%	22 32%	26 49% <small>lj</small>	26 41%	26 30%	12 33%	20 40%	14 35%	28 29%
To no extent	40 17%	14 19%	26 16%	8 13%	4 8%	2 7%	10 25% <small>D</small>	6 38%	9 25% <small>D</small>	12 11%	12 18%	15 29% <small>l</small>	14 22%	10 11%	9 24% <small>m</small>	7 14%	8 19%	13 13%
Don't know	12 5%	1 2%	11 7%	6 9%	1 2%	3 9%	2 5%	-	1 2%	7 6%	5 7%	1 1%	1 2%	5 6%	4 10% <small>l</small>	2 5%	1 2%	6 6%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dairy Products Survey

### ONLINE Fieldwork: 9th-10th January 2019

Absolutes/col percents

Table 11

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**Concerns over ethical farming practices**

**Base: All respondents who feel more negative now**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	238	17	9	212	14	22	19	18	19	25	39	34	22
Weighted base	238	17**	8**	213	17**	18**	17**	23**	19**	25**	45*	30*	19**
NET: At least to some extent	186 78%	13 79%	7 84%	166 78%	17 100%	13 76%	12 71%	19 80%	13 69%	21 82%	35 77%	20 66%	17 86%
To a great extent	101 42%	7 43%	4 48%	90 42%	12 71%	8 44%	8 46%	6 25%	5 25%	11 42%	17 38%	12 38%	12 63%
To some extent	85 36%	6 35%	3 35%	76 36%	5 29%	6 31%	4 24%	13 55%	8 44%	10 40%	18 39%	8 28%	4 23%
To no extent	40 17%	3 18%	1 16%	36 17%	-	3 18%	3 20%	2 8%	6 31%	4 18%	6 14%	8 27%	3 14%
Don't know	12 5%	1 3%	-	12 6%	-	1 7%	2 10%	3 12%	-	-	4 9%	2 7%	-

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dairy Products Survey

### ONLINE Fieldwork: 9th-10th January 2019

Absolutes/col percents

Table 12

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**I prefer the taste of non-dairy alternatives**

**Base: All respondents who feel more negative now**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	238	77	161	55	54	30	39	19	41	109	69	60	58	76	44	60	38	96
Weighted base	238	72*	166	63*	55*	27**	40*	16**	38*	117*	67*	54*	64*	86*	37*	51*	41*	99*
NET: At least to some extent	100 42%	27 37%	73 44%	36 58%fH	27 50%H	8 29%	15 36%	3 20%	10 28%	63 54%JK	23 33%	14 25%	25 39%	38 44%	17 45%	20 39%	22 54%	41 42%
To a great extent	26 11%	8 11%	18 11%	10 16%f	10 19%F	- -	1 4%	- -	4 11%	20 17%J	1 2%	4 8%	5 8%	11 13%	3 7%	7 14%	5 12%	14 14%
To some extent	74 31%	19 26%	55 33%	26 42%H	17 31%	8 29%	13 32%	3 20%	6 17%	43 37%K	21 31%	10 18%	20 31%	27 32%	14 37%	13 25%	17 42%	28 28%
To no extent	123 51%	40 55%	83 50%	24 39%	24 43%	16 59%	23 57%	11 67%	25 66%CD	48 41%	39 58%I	36 66%I	35 54%	42 49%	18 49%	27 54%	17 42%	51 51%
Don't know	16 7%	5 7%	11 6%	2 3%	4 7%	3 12%	3 7%	2 13%	2 6%	6 5%	6 9%	4 8%	4 7%	6 6%	2 6%	4 8%	2 4%	7 7%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Dairy Products Survey**  
**ONLINE Fieldwork: 9th-10th January 2019**

Absolutes/col percents

Table 13

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**I prefer the taste of non-dairy alternatives**

**Base: All respondents who feel more negative now**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	238	17	9	212	14	22	19	18	19	25	39	34	22
Weighted base	238	17**	8**	213	17**	18**	17**	23**	19**	25**	45*	30*	19**
NET: At least to some extent	100 42%	7 41%	2 29%	90 42%	6 37%	5 30%	7 42%	10 44%	8 43%	10 38%	26 58%l	10 35%	7 37%
To a great extent	26 11%	2 14%	1 10%	23 11%	4 27%	- -	3 20%	5 21%	1 3%	1 3%	4 10%	2 7%	2 11%
To some extent	74 31%	4 26%	2 19%	68 32%	2 11%	5 30%	4 23%	5 23%	7 40%	9 36%	22 48%l	8 27%	5 26%
To no extent	123 51%	9 54%	5 64%	108 51%	11 63%	12 70%	10 58%	11 46%	9 46%	13 52%	15 33%	18 58%K	11 56%
Don't know	16 7%	1 5%	1 6%	15 7%	- -	- -	- -	2 10%	2 11%	2 10%	4 9%	2 7%	1 7%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Dairy Products Survey

### ONLINE Fieldwork: 9th-10th January 2019

Absolutes/col percents

Table 14

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**Price of non-dairy alternatives**

**Base: All respondents who feel more negative now**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	238	77	161	55	54	30	39	19	41	109	69	60	58	76	44	60	38	96
Weighted base	238	72*	166	63*	55*	27**	40*	16**	38*	117*	67*	54*	64*	86*	37*	51*	41*	99*
NET: At least to some extent	69 29%	21 29%	47 29%	23 37%	14 25%	7 27%	8 20%	5 28%	12 31%	37 31%	15 23%	16 30%	12 19%	24 28%	13 35%l	19 37%L	13 32%	29 29%
To a great extent	19 8%	3 5%	15 9%	9 15%dh	2 3%	2 7%	3 8%	1 7%	1 3%	11 10%	5 8%	2 4%	6 10%	5 5%	4 11%	4 7%	9 21%Q	6 6%
To some extent	50 21%	18 24%	32 19%	14 22%	12 22%	5 20%	5 13%	3 21%	10 28%	26 22%	10 15%	14 26%	6 9%	19 22%l	9 24%L	16 31%L	4 11%	22 23%
To no extent	155 65%	48 66%	107 64%	37 60%	39 70%	18 66%	27 67%	10 61%	24 65%	76 65%	45 67%	34 64%	49 76%nO	55 65%	21 57%	29 58%	26 64%	63 64%
Don't know	15 6%	3 5%	11 7%	2 3%	3 5%	2 7%	5 13%c	2 11%	1 4%	5 4%	7 11%	3 6%	3 5%	7 8%	3 8%	3 5%	2 4%	7 7%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dairy Products Survey

### ONLINE Fieldwork: 9th-10th January 2019

Absolutes/col percents

Table 15

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**Price of non-dairy alternatives**

**Base: All respondents who feel more negative now**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	238	17	9	212	14	22	19	18	19	25	39	34	22
Weighted base	238	17**	8**	213	17**	18**	17**	23**	19**	25**	45*	30*	19**
NET: At least to some extent	69 29%	5 31%	2 27%	61 29%	7 44%	8 43%	6 36%	6 28%	5 25%	6 22%	13 28%	7 23%	4 19%
To a great extent	19 8%	1 3%	1 16%	17 8%	4 22%	2 10%	2 9%	1 6%	2 12%	1 4%	4 9%	1 4%	- -
To some extent	50 21%	5 27%	1 11%	44 21%	4 22%	6 33%	5 27%	5 22%	2 13%	5 18%	9 19%	6 19%	4 19%
To no extent	155 65%	10 61%	5 58%	140 66%	9 56%	10 57%	10 60%	15 63%	12 64%	18 71%	29 63%	23 75%	15 77%
Don't know	15 6%	1 9%	1 15%	12 6%	- -	- -	1 4%	2 9%	2 11%	2 7%	4 9%	1 2%	1 4%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dairy Products Survey

### ONLINE Fieldwork: 9th-10th January 2019

Absolutes/col percents

Table 16

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**To lose weight**

**Base: All respondents who feel more negative now**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	238	77	161	55	54	30	39	19	41	109	69	60	58	76	44	60	38	96
Weighted base	238	72*	166	63*	55*	27**	40*	16**	38*	117*	67*	54*	64*	86*	37*	51*	41*	99*
NET: At least to some extent	125 52%	40 55%	85 51%	37 59% <sup>d</sup>	22 41%	10 38%	20 49%	12 75%	24 63% <sup>d</sup>	59 51%	30 44%	36 66% <sup>iJ</sup>	41 64% <sup>mO</sup>	41 48%	22 58%	22 43%	20 49%	50 50%
To a great extent	47 20%	12 16%	36 21%	18 28%	9 16%	5 18%	6 14%	2 12%	8 21%	27 23%	11 16%	10 18%	15 24%	15 17%	6 17%	11 21%	9 21%	18 19%
To some extent	78 33%	28 39%	49 30%	19 31%	13 25%	6 21%	14 34%	10 63%	16 42%	33 28%	19 29%	26 48% <sup>IJ</sup>	25 40% <sup>o</sup>	26 30%	15 41% <sup>o</sup>	11 22%	11 28%	31 31%
To no extent	105 44%	31 42%	75 45%	23 38%	30 55% <sup>c</sup>	15 55%	19 47%	3 22%	14 37%	54 46%	34 51% <sup>k</sup>	17 33%	22 34%	40 47%	14 38%	29 56% <sup>L</sup>	17 42%	46 47%
Don't know	8 3%	2 3%	6 4%	2 3%	2 4%	2 6%	2 4%	1 3%	- -	4 4%	3 5%	1 1%	1 2%	5 6%	1 4%	1 1%	3 8%	3 3%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dairy Products Survey

### ONLINE Fieldwork: 9th-10th January 2019

Absolutes/col percents

Table 17

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**To lose weight**

**Base: All respondents who feel more negative now**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	238	17	9	212	14	22	19	18	19	25	39	34	22
Weighted base	238	17**	8**	213	17**	18**	17**	23**	19**	25**	45*	30*	19**
NET: At least to some extent	125 52%	8 46%	4 53%	113 53%	12 73%	10 58%	10 59%	10 42%	7 36%	13 53%	30 65%	14 46%	7 37%
To a great extent	47 20%	3 16%	3 33%	42 20%	4 25%	4 22%	6 34%	5 21%	2 9%	5 21%	6 14%	6 19%	4 21%
To some extent	78 33%	5 30%	2 20%	71 33%	8 48%	6 36%	4 24%	5 22%	5 27%	8 31%	23 51%	8 27%	3 16%
To no extent	105 44%	9 54%	4 47%	92 43%	3 15%	7 42%	7 41%	13 58%	12 64%	11 42%	13 28%	14 47%	12 63%
Don't know	8 3%	- -	- -	8 4%	2 12%	- -	- -	- -	- -	1 5%	3 6%	2 7%	- -

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Dairy Products Survey**  
**ONLINE Fieldwork: 9th-10th January 2019**

Absolutes/col percents

Table 18

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**For my skin**

**Base: All respondents who feel more negative now**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	238	77	161	55	54	30	39	19	41	109	69	60	58	76	44	60	38	96
Weighted base	238	72*	166	63*	55*	27**	40*	16**	38*	117*	67*	54*	64*	86*	37*	51*	41*	99*
NET: At least to some extent	110 46%	24 34%	86 52%A	44 70%FH	30 55%FH	7 25%	13 33%	5 30%	12 31%	74 63%JK	20 29%	17 31%	30 47%	44 51%	18 47%	18 36%	17 42%	50 51%
To a great extent	44 19%	10 14%	34 20%	25 40%DFH	10 19%H	4 14%	5 13%H	- -	- -	35 30%JK	9 14%K	- -	14 23%	15 17%	7 17%	8 17%	7 18%	23 23%
To some extent	66 28%	14 19%	52 31%a	19 30%	20 36%	3 10%	8 19%	5 30%	12 31%	39 33%J	11 16%	17 31%j	16 25%	29 34%o	11 30%	10 19%	10 24%	27 27%
To no extent	118 50%	45 63%B	73 44%	19 30%	25 45%	17 62%	24 59%C	9 56%	25 66%Cd	44 37%	41 61%l	34 63%l	32 50%	38 45%	17 45%	31 61% <i>m</i>	24 58%	43 43%
Don't know	10 4%	3 4%	7 4%	- -	- -	3 13%	3 8%Cd	2 14%	1 3%	- -	7 10%l	3 6%l	2 2%	4 5%	3 8%	2 3%	- -	6 6%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Dairy Products Survey**  
**ONLINE Fieldwork: 9th-10th January 2019**

Absolutes/col percents

Table 19

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**For my skin**

**Base: All respondents who feel more negative now**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	238	17	9	212	14	22	19	18	19	25	39	34	22
Weighted base	238	17**	8**	213	17**	18**	17**	23**	19**	25**	45*	30*	19**
NET: At least to some extent	110 46%	9 51%	5 65%	96 45%	9 52%	9 50%	7 41%	11 46%	9 48%	7 28%	27 59%	12 41%	5 28%
To a great extent	44 19%	1 8%	4 49%	39 18%	5 28%	1 6%	* 2%	9 38%	2 9%	4 15%	13 29%l	3 11%	2 11%
To some extent	66 28%	7 43%	1 16%	57 27%	4 24%	8 44%	7 39%	2 8%	7 40%	3 14%	14 30%	9 30%	3 17%
To no extent	118 50%	7 44%	3 35%	108 51%	6 38%	9 50%	9 54%	11 46%	9 46%	18 72%	16 35%	17 55%k	14 72%
Don't know	10 4%	1 5%	-	9 4%	2 9%	-	1 4%	2 8%	1 6%	-	3 6%	1 4%	-

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dairy Products Survey

### ONLINE Fieldwork: 9th-10th January 2019

Absolutes/col percents

Table 20

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**While I was pregnant**

**Base: All female respondents who feel more negative now**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	161	-	161	44	36	18	29	12	22	80	47	34	40	51	28	42	27	63
Weighted base	166	-**	166	52*	38*	15**	30**	10**	20**	90*	45*	31**	45*	60*	24**	37*	30**	68*
NET: At least to some extent	6 4%	- -	6 4%	2 3%	3 7%	1 9%	1 3%	- -	- -	4 5%	2 5%	- -	- -	2 3%	2 10%	2 6%	1 4%	3 4%
To a great extent	3 2%	- -	3 2%	* 1%	1 4%	1 5%	- -	- -	- -	2 2%	1 2%	- -	- -	- -	1 3%	2 5%	* 1%	1 1%
To some extent	4 2%	- -	4 2%	1 2%	1 3%	1 4%	1 3%	- -	- -	2 2%	2 3%	- -	- -	2 3%	2 7%	* 1%	1 2%	2 3%
To no extent	130 79%	- -	130 79%	42 79%	27 72%	11 74%	25 81%	8 81%	18 87%	69 76%	36 79%	26 85%	38 84%	42 70%	18 73%	33 90%M	21 71%	54 79%
Don't know	29 18%	- -	29 18%	9 18%	8 21%	2 17%	5 16%	2 19%	3 13%	17 19%	7 16%	5 15%	7 16%	17 28%O	4 17%	1 4%	8 25%	12 17%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Dairy Products Survey

### ONLINE Fieldwork: 9th-10th January 2019

Absolutes/col percents

Table 21

**Q.2 To what extent, if at all, has each of the following factors influenced your consumption of dairy products over the past two years?**

**While I was pregnant**

**Base: All female respondents who feel more negative now**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	161	12	6	143	9	10	14	13	18	18	22	27	12
Weighted base	166	12**	6**	148	12**	8**	13**	17**	17**	18**	29**	25**	10**
NET: At least to some extent	6 4%	- -	- -	6 4%	1 9%	1 11%	1 5%	1 5%	- -	1 3%	- -	1 6%	1 10%
To a great extent	3 2%	- -	- -	3 2%	- -	* 5%	1 5%	1 5%	- -	- -	- -	1 3%	- -
To some extent	4 2%	- -	- -	4 3%	1 9%	* 5%	- -	- -	- -	1 3%	- -	1 3%	1 10%
To no extent	130 79%	10 88%	5 91%	115 77%	9 73%	6 77%	11 88%	13 76%	14 81%	12 67%	22 75%	20 82%	8 79%
Don't know	29 18%	1 12%	1 9%	27 18%	2 17%	1 12%	1 7%	3 19%	3 19%	6 30%	7 25%	3 12%	1 10%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\*\* very small base (under 30) ineligible for sig testing**