



International  
**Food Information**  
Council

# IFIC Consumer Research

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Understanding Fluid Milk  
& Dairy Food  
Consumption Patterns to  
Enhance Diet Quality &  
Nutrition Equity

**May 2024**



# Research Support

Support for this consumer research project was provided to the International Food Information Council (IFIC) through an unrestricted grant from the International Dairy Foods Association and the National Milk Producers Federation.



## METHODOLOGY

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Data was collected from November 17-28, 2023 via an online survey of 3,032 Americans ages 18 years to 80+ years. Fielding included quotas by race or ethnicity as well as [Supplemental Nutrition Assistance Program \(SNAP\) eligibility](#), with an oversample on non-White and SNAP-eligible (i.e. low-income) populations. For this IFIC study, respondents were considered “[SNAP-eligible](#)” based on the self-reported household size and total household income, which is how the United States Department of Agriculture (USDA) calculates SNAP eligibility.

The results were weighted to be reflective of the American population ages 18 years and older, as seen in the [2022 Current Population Survey \(which is defined by the U.S. Census Bureau and the U.S. Bureau of Labor Statistics\)](#). Specifically, results were weighted by age, gender, and region, as well as income, and race/ethnicity.

Callouts of statistical significance in this report focus on comparisons among generations, parental status, gender, SNAP eligibility status, race/ethnicity, as well as race/ethnicity by SNAP eligibility status, and are denoted with a ↑ symbol. Statistical significance is reported with at least a 95% confidence interval. The results for groups with a sample size under 75 are withheld.

The survey was conducted by Greenwald Research using Dynata’s consumer panel.

### **SUGGESTED CITATION:**

International Food Information Council (IFIC). Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity. May 2024.

# INTRODUCTION

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While public health, medical, and nutrition professionals often cite the consumption of low-fat and fat-free dairy products as being significant contributors to positive health outcomes, dairy consumption, specifically milk, continues to decline. These declining consumption trends are seen across the general population, but more specifically among Black and Indigenous People of Color (BIPOC) subpopulations. Increased dairy consumption among all populations can positively contribute to nutrient equitability (availability, accessibility, and affordability) goals that support enhanced health for all Americans.

The overwhelming majority of the U.S. population (90%) does not meet **Dietary Guidelines for Americans (DGA)** recommendations for dairy, which is between two and three cup equivalents per day. The Guidelines encourage healthy dietary patterns that promote the consumption of key nutrients that Americans should consume more frequently, which include vitamin D, calcium, and potassium—all of which are found in dairy products. Specifically, the Guidelines note, “Most individuals would benefit by increasing intake of dairy in fat-free or low-fat forms, whether from milk (including lactose-free milk), yogurt, and cheese.”

Data from **the National Health and Nutrition Examination Survey (NHANES)** indicates racial and ethnic disparities in dairy intake exist among Americans, and interventions are needed to improve adherence to DGA recommendations. However, **researchers often** cite that in North America, adult lactose intolerance is highly prevalent among Native American, Asian or Pacific Islander, Black, and Latino ethnic groups. Additionally, **research has shown** that many people in these racial or ethnic groups perceive that they are lactose intolerant and avoid dairy products due to this perception.

While many affirm the affordability and accessibility of dairy products to the public, this consumer research from the International Food Information Council (IFIC) explores new considerations for increasing dairy consumption as part of a healthy eating pattern, including potential consumption barriers that may be uniquely attributable to race, ethnicity and/or income level. Results from this IFIC consumer research can assist in developing education about dairy’s nutrient profile and health benefits, including considerations for promoting lactose-free dairy consumption, effectively reaching BIPOC consumers as well as the general public.

## Taste is the top motivator for dairy consumption.

When provided with several factors that could influence dairy consumption such as taste, price, healthfulness, and convenience, the top reason cited for cheese, yogurt, and milk consumption was liking the taste (72%, 61%, and 50% respectively). Affordability, bone/dental health, digestive health, habit, household demand, and protein were also noteworthy dairy consumption motivators.

**BIPOC and non-BIPOC:** For milk specifically, significantly more Non-Hispanic White (52%) and Latino people (50%) report taste as the top driver of milk consumption compared with Black (43%) and Asian or Pacific Islander people (37%). Milk consumption motivators for race or ethnic groups, at all income levels, show that significantly more Non-Hispanic White people (42%) report “habit/it’s something I’ve always consumed” compared with Black people (34%). Significantly more Non-Hispanic White people (28%) at all income levels report “others in my household like it so it’s often in the house” as a reason for milk consumption compared with Black people (23%).

**Those With and Without Children:** Significantly more people with children under the age of 18 years (30%) report household demand as a consumption driver compared with those without children (24%). Significantly more survey takers without children report affordability as a top consumption driver (35%) than people with children of any age (28%).

**SNAP and Not SNAP-Eligible:** A notable but non-statistically significant data point was that approximately 30% of all races and ethnicities and all income levels cite affordability as a reason for consuming milk. A similar percentage of SNAP-eligible (29%) and Not SNAP-eligible (31%) households also reported affordability as a motivator.

**Additional Taste Insights (Generations and Gender):** In comparison to Gen Z (36%), significantly more Boomers (56%), Gen X (50%), and Millennials (48%) say liking the taste is why they consume milk. Significantly more men (56%) say liking the taste is why they consume milk than women (43%).

## Public health messages about the healthfulness of consuming dairy have reached many people.

The majority of survey takers (78%) believe that dairy is an essential part of a healthy and balanced diet. A similar percentage (72%) of survey takers agree that the “positive health benefits of dairy outweigh any health concerns [they] have.”

**BIPOC and non-BIPOC:** Among those who believe that dairy is an essential part of a healthy and balanced diet, a closer examination of race and ethnicity shows that significantly more Non-Hispanic White people believe this compared with Latino people (80% versus 74%). Significantly more Non-Hispanic White people (74%) agree with the statement, “that the “positive health benefits of dairy outweigh any health concerns [they] have” when compared with Black people (65%).

**SNAP and Not SNAP-Eligible:** Significantly more people in Not SNAP-eligible households agree that dairy is essential to a healthy and balanced diet than those in SNAP-eligible households (78% versus 74%). Significantly more people in households that are Not SNAP-eligible (74%) agree with the statement, “that the “positive health benefits of dairy outweigh any health concerns [they] have” when compared with those in SNAP-eligible households (61%).

### Additional Public Health Messaging Insights (Generations and Gender):

Significantly more Boomers (84%), Gen X (80%), and Millennials (76%) believe that dairy is an essential part of a healthy and balanced diet compared with Gen Z (61%). Also, significantly more Boomers believe this than Millennials. Significantly more men (82%) believe that dairy is an essential part of a healthy and balanced diet than women (74%). Significantly more men (77%) agree with the statement, “that the “positive health benefits of dairy outweigh any health concerns [they] have” than women (67%).

## Protein is a top consumption driver for cheese, milk, and yogurt. Calcium and vitamin D are the most recognized nutritional components in dairy.

Those who consume yogurt are drawn to it because it is a good source of protein (48%). A similar percentage say this about milk (45%) and slightly fewer about cheese (39%). Attention to the protein in dairy can likely be attributed to the percentage that report they are actively trying to include protein in their diet (48%).

Survey takers are also aware of the nutritional offerings of dairy beyond protein. When asked, “To the best of your knowledge, which of the following vitamins, minerals, and nutrients can you get from dairy?”, the most well-known nutrients are calcium, known by 86% of survey takers, and vitamin D, known by 74% of survey takers. Protein ranked third, with 58% of survey takers recognizing it as a component of dairy.

**BIPOC and non-BIPOC:** Examining the awareness of nutritional offerings further shows that at all income levels, significantly more Asian or Pacific Islander (90%) and Non-Hispanic White people (87%) have knowledge about calcium availability in dairy products compared with Black people (81%). Additionally, significantly more Non-Hispanic White people (76%) are aware of vitamin D availability in dairy compared with Latino people (67%). Similarly, significantly more Black people (79%) are aware of vitamin D availability compared with Latino (67%) and Asian or Pacific Islander people (69%). Lastly, at all income levels, protein availability is known by significantly more Latino people (61%) than Black people (52%).

**Those With and Without Children:** Significantly more people without children (52%) say they consume yogurt because it is a good source of protein compared to people who have children under 18 years old (41%). Significantly more people with children under two years old (83%) are aware of vitamin D availability in dairy products than people who do not have children (68%).

**SNAP and Not SNAP-Eligible:** Significantly more SNAP-eligible Non-Hispanic White people (87%) have knowledge about calcium availability in dairy products compared to SNAP-eligible Black people (77%). Significantly more SNAP-eligible Non-Hispanic White people (78%) and SNAP-eligible Black people (77%) have knowledge about vitamin D availability in dairy products compared to SNAP-eligible Latino people (61%). Significantly more people in households that are Not SNAP-eligible (50%) consume yogurt because it’s a good source of protein sources compared with those in SNAP-eligible households (41%).

**Additional Nutrition Knowledge Insights (Generations and Gender):** Significantly more Boomers (52%) and Gen X (46%) say they consume milk because it is a good source of protein than Gen Z (33%). Significantly more Boomers (58%) consume yogurt because it is a good source of protein than Gen Z (44%), Millennials (42%), and Gen X (49%). Additionally, significantly more Boomers (84%) and Gen X (84%) are aware of vitamin D availability in dairy products than Millennials (69%) and Gen Z (45%). There was no significant differences observed between genders.

## Cheese is the most often consumed dairy food or beverage, followed by butter, milk, then yogurt. Lactose-free milk is consumed considerably less often.

The majority of survey respondents reported consuming cheese (90%), butter (85%), milk (75%), and yogurt (60%) at least once a week. Additionally, only 21% of survey takers reported consuming lactose-free milk at least once weekly.

**BIPOC and non-BIPOC:** Significantly more Latino (63%) and Asian or Pacific Islander people (66%) consume yogurt weekly compared with Black people (56%). Significantly more Latino (91%) and Non-Hispanic White people (91%) eat cheese weekly compared with Black (83%) and Asian or Pacific Islander people (81%). Significantly more Non-Hispanic White (86%), Latino (85%), and Black people (86%) eat butter at least once a week compared with Asian or Pacific Islander people (74%).

Significantly more Latino (29%) and Black people (24%) consume lactose-free milk weekly compared with Non-Hispanic White people (18%). Also, significantly more Latino (29%) people consume lactose-free milk weekly compared with Asian or Pacific Islander people (21%).

**With and Without Children:** Significantly more people with children reported consuming milk at least once a week (78%) compared with people without children (71%). The response was similar for butter consumption (88% versus 80%, respectively). Significantly more people with children under 18 years old (67%) reported that they consumed yogurt at least once per week. No differences between these groups were reported for weekly cheese consumption. Significantly more people who have children under 18 years old (32%) report having lactose-free milk weekly compared with people without children (20%). Significantly more people who have children (89%) consume butter weekly compared with people who do not have children (80%).

**SNAP and Not SNAP-Eligible:** Significantly more SNAP-eligible Non-Hispanic White (76%) and SNAP-eligible Latino people (83%) report consuming milk at least once per week compared with SNAP-eligible Black people (66%). Also, significantly more SNAP-eligible Latino people (83%) consume milk at this rate compared with SNAP-eligible Asian or Pacific Islander people (67%).

Significantly more people who are Not SNAP-eligible (62%) consume yogurt at least once per week than SNAP-eligible people (47%). Significantly more SNAP-eligible Latino people (55%) consume yogurt weekly compared with SNAP-eligible Black people (40%). Significantly more people who are Not SNAP-eligible eat cheese weekly compared with SNAP-eligible people (86%). Significantly more SNAP-eligible Non-Hispanic White (88%) and SNAP-eligible Latino people (88%) consume cheese weekly than SNAP-eligible Black people (77%). Significantly more SNAP-eligible Non-Hispanic White (87%) and SNAP-eligible Black people (83%) consume butter weekly compared with SNAP-eligible Asian or Pacific Islander people (68%).

Significantly more people living in households that are Not SNAP-eligible report consuming lactose-free milk at least once per week (22%) compared with those in SNAP-eligible households (17%). Significantly more SNAP-eligible Latino people (26%) consume lactose-free milk weekly compared with Non-Hispanic White people (14%).

**Additional Consumption Insights (Generations and Gender):** Significantly more men (81%) consume milk weekly compared with women (70%). Significantly more Millennials (93%) eat cheese weekly compared to Boomers (87%). Significantly more Gen X (61%) and Millennials (67%) say that they consumed yogurt weekly compared with Boomers (53%). Also, significantly more Millennials (67%) consumed yogurt at this rate compared with Gen Z (55%). Significantly more Millennials consume butter weekly (88%) compared with Gen Z (79%) and Boomers (83%).

## Bone and dental health are dairy health benefits that the majority of people recognize, yet other health benefits associated with dairy are less well known.

Most people have heard about the health benefits associated with dairy consumption. The top two benefits that people believe to be true are bone health (90%) and dental health (79%). However, some health benefits of dairy consumption are less well known, including the promotion of a healthy immune system (65%), heart health (54%), and maintaining healthy blood pressure (51%).

**BIPOC and non-BIPOC:** Significantly more Non-Hispanic White people (81%) believe dairy can promote dental health compared with Asian or Pacific Islander people (72%).

**SNAP and Not SNAP-Eligible:** Significantly more SNAP-eligible Non-Hispanic White people (92%) believe dairy can promote bone health compared with SNAP-eligible Asian or Pacific Islander people (79%).

### Additional Nutrition Knowledge Insights (Generations and Gender):

Significantly more Boomers (95%), Gen X (91%), and Millennials (89%) believe that dairy can promote bone health compared with Gen Z (81%). Also, significantly more men (93%) believe this than women (88%). Significantly more Gen X (82%) and Boomers (81%) believe dairy can support dental health than Gen Z (69%).

## More than two in three Americans say they have never consumed lactose-free milk, lactose-free flavored milk, and other lactose-free dairy products.

More than six in ten (64%) survey takers report never consuming lactose-free milk, lactose-free flavored milk (76%), and lactose-free dairy products other than milk (68%). This is worth noting given that Non-White populations suffer from lactose intolerance at disproportionately [higher rates than Non-Hispanic White people](#).

**BIPOC and non-BIPOC:** By race and ethnicity, significantly more Non-Hispanic White survey takers (71%) report that they have never consumed lactose-free milk compared with Asian or Pacific Islander (59%), Black (55%), and Latino (53%) people.

**With and Without Children:** Significantly more people without children (64%) report never having lactose-free milk compared with people who have children under 18 years old (51%).

**SNAP and Not SNAP-Eligible:** Significantly more SNAP-eligible survey takers (70%) report that they have never consumed lactose-free milk compared with Not SNAP-eligible survey takers (63%). Significantly more SNAP-eligible Non-Hispanic White survey takers (75%) report that they have never consumed lactose-free milk compared with SNAP-eligible Asian or Pacific Islander (68%), SNAP-eligible Black (62%), and SNAP-eligible Latino (57%) people.

### Additional Lactose-free Milk Consumption Insights (Generations and Gender):

Significantly more Boomers (81%) and Gen X (66%) have never consumed lactose-free milk compared with Gen Z (48%) and Millennials (52%). Also, significantly more Boomers (81%) have never had lactose-free milk than Gen X (66%). There were no significant differences between genders.



## Dairy consumption trends over the past decade show more people report decreases in milk consumption than those who report increases. Yogurt and cheese see the largest net positive consumption reports.

Survey responses reveal that slightly more people (28%) report decreasing consumption of milk than report increasing it (26%) over the past 10 years. A larger net decrease was reported for flavored milk consumption (18% increase versus 25% decrease). When comparing reported decreases and increases in consumption of dairy products besides milk over the past decade, the data show the largest net increases for cheese (24%) and yogurt (19%).

**BIPOC and non-BIPOC:** Significantly more Black people (32%) report increasing their milk consumption compared with Latino people (23%). Further analysis of these reported milk consumption patterns shows that significantly more Latino (33%) and Black people (32%) reported a decrease in milk consumption over the past decade compared with Non-Hispanic White people (26%). Significantly more Black people (34%) reported increasing their butter consumption compared with Latino people (25%).

**Those With and Without Children:** Significantly more survey takers with children (37%) increased their milk consumption compared with those without children (24%). Significantly more survey takers without children (17%) reported a major decrease in milk consumption over the past decade when compared with those with children under the age of 18 years (11%). More people with children (47%) also report increasing their yogurt consumption than people without children (34%). Similarly, for cheese consumption, significantly more people who have children (47%) increased consumption compared with those without children (35%).

**SNAP and Not SNAP-Eligible:** Further analysis of these consumption patterns over the past decade shows that significantly more people who reside in households that are Not SNAP-eligible (38%) reported increasing their yogurt consumption in comparison with SNAP-eligible survey takers (31%). Also, significantly more people who reside in households that are Not SNAP-eligible (29%) report decreasing their milk consumption compared with SNAP-eligible (24%) households.

**Additional Consumption Trend Insights (Generations and Gender):** Significantly more women (31%) report decreasing their milk consumption over the last 10 years compared with men (25%). Significantly more Gen Z (31%), Millennials (39%), and Gen X (22%) report increasing their milk consumption than Boomers (16%). Significantly more Gen X (33%) and Gen Z (36%) report decreasing their milk consumption in the past decade compared to Millennials (24%) and Boomers (25%). Significantly more Millennials (47%) report increasing their yogurt consumption over the past decade compared with Gen X (32%) and Boomers (31%).

## Neither culture nor religion discourage dairy consumption.

Religious beliefs and/or cultural practices within individual ethnic groups can potentially impact dietary choices as they may influence many facets of an individual's food and beverage choices. This combined with the fact that lactose intolerance is more prevalent among BIPOC communities, gave cause for this research to ask survey takers if their inherited culture or religion encouraged or discouraged them from consuming dairy. Notably, 45% of survey takers said that their culture or religion neither encouraged nor discouraged the consumption of dairy.

**With and Without Children:** Significantly more people with children under the age of 18 years (40%) said that their culture or religion encouraged dairy consumption than people without children (28%). Significantly more people without children (48%) said neither culture nor religion influenced their dairy consumption compared with people with children under 18 years old (38%).

**SNAP and Not SNAP-Eligible:** Significantly more people who are Not SNAP-eligible (32%) cited that their culture or religion encouraged dairy consumption than SNAP-eligible people (24%).

**Additional Culture and Religion Impact Insights (Generations and Gender):** Significantly more Millennials (40%) said their culture or religion encouraged dairy consumption compared with Gen X (26%) and Boomers (24%). Significantly more people Boomers (49%) and Gen X (48%) cited that neither culture nor religion impacted their dairy consumption compared with Millennials (39%). There were no significant differences between genders.

## Lactose intolerance and/or dairy allergy/sensitivities are more often reported in BIPOC households than in Non-Hispanic White households.

Survey takers were asked if they were lactose intolerant or if they have an allergy/sensitivity related to dairy. Sixteen percent of survey takers said they were lactose intolerant and 9% said they have an allergy/sensitivity to dairy. Twenty percent of survey takers said that someone in their home was lactose intolerant and 7% said someone in their home has an allergy/sensitivity to dairy.

**BIPOC and non-BIPOC:** Significantly more Latino (31%), Black (30%), and Asian or Pacific Islander (30%) people reported being lactose intolerant and/or having a dairy allergy/sensitivity compared with Non-Hispanic White people (19%).

Additionally, Latino people (31%) report someone in their homes as lactose intolerant or having a dairy allergy/sensitivity significantly more often than Non-Hispanic White people (23%).

**SNAP and Not SNAP-Eligible:** SNAP-Eligible Latino people (32%) and SNAP-eligible Black (33%) people report being lactose intolerant and/or having a dairy allergy/sensitivity compared with SNAP-eligible Non-Hispanic White people (22%).

**Additional Lactose Intolerance Insights (Generations and Gender):** Significantly more Gen X (23%), Millennials (26%), and Gen Z (41%) report being lactose intolerant and/or having a dairy allergy/sensitivity compared with Boomers (15%). Gen Z (41%) also report this condition more than Gen X (23%) and Millennials (26%). There were no significant differences between genders.

## Milk reaching its expiration date prior to consumption is a top consumption barrier. However, more than one in three do not cite a definitive reason for why they do not consume milk and other dairy foods and beverages more often, suggesting “passive avoidance.”

When survey takers were asked why they do not consume milk, yogurt, and/or cheese more than they do currently, many reasons were cited but no definitive single barrier emerged. An extensive list of potential consumption barriers was provided, including convenience, healthfulness, price, shelf-life, and taste, along with potential concerns such as animal welfare and environmental impact. Still, the top reason cited for not consuming more milk, yogurt, and/or cheese was “none of the above” (37%, 36%, and 32%, respectively), suggesting “passive avoidance.” Among those who provided a reason, the most common obstacle to consuming milk more often was it reaches its expiration date before consumption (19%); for yogurt, it was disliking the taste (19%); and for cheese, it was because they are trying to limit saturated fat intake (19%).

**BIPOC and non-BIPOC:** Significantly more Non-Hispanic White people (40%) are “passive avoiders” of milk compared with Asian or Pacific Islander (30%) and Latino (31%) people.

**SNAP and Not SNAP-Eligible:** Significantly more SNAP-eligible Non-Hispanic White people (39%) are “passive avoiders” than SNAP-eligible Black people (29%).

**Those With and Without Children:** Significantly more survey takers with no children (23%) say milk reaching its expiration date before it is consumed is why they do not consume milk more often compared with people with children under 18 years old (14%). Significantly more survey takers with children (40%) are “passive avoiders” of milk, yogurt, and/or cheese compared with people without children (31%).

**Additional Consumption Barrier Insights (Generations and Gender):** Significantly more men (43%) are “passive avoiders” than women (31%). Significantly more Gen X (39%), Millennials (34%), and Boomers (41%) are “passive avoiders” than Gen Z (22%). Boomers (41%) also report this more than Millennials (34%).

## Doctors and healthcare professionals, including registered dietitians, are the most trusted source of information about the healthfulness of dairy, yet they are not the most prevalent.

Eighty-eight percent of survey takers say that doctors or healthcare professionals are a trustworthy source of information about the healthfulness of dairy; similarly, 84% say this about registered dietitians or nutritionists. Behind these two groups of health professionals, government agencies such as the Food and Drug Administration or the US Department of Agriculture rank third (68%). In contrast, the least trustworthy source of information about the healthfulness of dairy is social media (25%). Friends and family are cited as the most common source of information about dairy's healthfulness however, doctors or healthcare professionals and registered dietitians are cited as being less commonly encountered sources.

**BIPOC and non-BIPOC:** Significantly more Asian or Pacific Islander people (76%) find government agencies trustworthy for information about the healthfulness of dairy compared with Black (66%) and Latino (63%) people. Significantly more Latino (31%) and Black people (28%) encounter dairy information from social media compared with Non-Hispanic White people (20%). Significantly more Latino (34%), Black (32%), and Asian or Pacific Islander people (38%) encounter information from friends and family than Non-Hispanic White people (26%). Significantly more Latino (31%) and Black (28%) people are likely to get dairy information from social media than Non-Hispanic White people (20%). In addition, significantly more Latino people (24%) report getting dairy information from food manufacturer websites than all other races or ethnicities.

**Those With and Without Children:** Several sources of information about the healthfulness of dairy were noted as being more trustworthy among those with children under the age of 18 years compared with those without children, including family and friends (72% versus 59%, respectively), health/nutrition websites (71% versus 58%, respectively), and food company/manufacturer (51% versus 40%, respectively). This suggests that people with children under the age of 18 years may be more likely to seek out and trust multiple sources of dairy information.

**SNAP and Not SNAP-Eligible:** People in households that are Not SNAP-eligible view several sources of information about the healthfulness of dairy as more trustworthy than their SNAP-eligible counterparts. These include doctors/health professionals (89% versus 80%, respectively); registered dietitians (86% versus 77%, respectively); government agencies (70% versus 56%, respectively); health/nutrition websites (64% versus 58%, respectively); news story headlines (49% versus 42%, respectively); and social media (26% versus 21% respectively). Significantly more SNAP-eligible Black (27%) and SNAP-eligible Latino people (31%) encounter information from social media compared with SNAP-eligible Non-Hispanic White people (17%).

**Additional Insights on Dairy Information Sources (Generations and Gender):** Significantly more men (29%) cite social media as a trustworthy source than women (22%). Also, significantly more men (71%) cite government agencies as trustworthy sources compared with women (64%). Significantly more Boomers say that doctors and registered dietitians are trustworthy (92% and 85%, respectively) compared with Millennials (84% and 81%, respectively). Significantly more Millennials (40%), Gen Z (27%), and Gen X (22%) cite social media as a trustworthy source than Boomers (13%). Also, significantly more Gen Z (41%), Millennials (34%), and Gen X (27%) encounter information from social media compared with Boomers (8%).

## IMPLICATIONS

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Taste is the top driver of food and beverage purchase decisions reported in the annual [IFIC Food & Health Survey](#). Taste is also a top driver of dairy consumption. However, taste appears to be more of a driver of yogurt and cheese consumption than milk consumption. Bone and dental health, digestive health, protein content, habit, household demand, and affordability were also noteworthy consumption motivators of these three dairy products. Specifically, significantly more Non-Hispanic White households report habitual consumption of dairy, while affordability was valued by all households. Non-Hispanic White and Latino people noted that the milk demand of others within their household drives their consumption. The importance of affordability among all households, regardless of race, ethnicity or income, shows that all Americans seek value and are likely managing budgets while grocery shopping. Of note, [nutrient cost analysis of NHANES data](#) indicates that dairy products are the least expensive sources of calcium and vitamin D in the diet; additionally, potassium, magnesium, and vitamin A were considered “low-cost” as well.

While taste and affordability are important to Americans, perceptions of dairy’s healthfulness should not be overlooked. While most Americans believe that dairy is an essential part of a healthful diet, Non-Hispanic White populations believe this more than other races or ethnicities. It is worth noting that people living in households that are Not SNAP-eligible are more likely to believe this compared with their SNAP-eligible counterparts. Thus, BIPOC populations as well as SNAP-eligible households may benefit most from enhanced education efforts about the health benefits associated with consistent dairy consumption. Educational efforts could be refined to put greater emphasis on messages going beyond bone health to highlight lesser-known health benefits from dairy consumption such as maintain healthy blood pressure, heart health, and a healthy immune system.

USDA [consumption trend data](#) show overall milk consumption has notably decreased over the past decade, and the results of this IFIC consumer study show that Latino and Black people report decreasing their consumption of milk more than Non-Hispanic White people over a similar period. Results from this study also show that lactose-free milk and other lactose-free dairy products are among the least consumed dairy foods and beverages for all race or ethnic groups. Furthermore, more than half of Latino, Black and Asian/Pacific Island people in this study report that they have never consumed lactose-free milk, and a higher percentage report never consuming lactose-free dairy products other than milk. Given this, as well as the [prevalence of lactose intolerance among many BIPOC populations](#), education opportunities about lactose-free dairy product availability, as well as for initiatives to support increased access to lactose-free dairy products, exist for all populations.

Examination of consumption barriers is important when aiming to develop effective strategies to reach diverse populations with messages that encourage dairy consumption. Insights from this IFIC study suggest that it is important to consider both the prevalence of lactose intolerance within all populations and the prevalence of the underconsumption of lactose-free dairy products. For those that are lactose intolerant, messages that aim to increase dairy consumption within healthy eating patterns among BIPOC populations should include the digestive benefits of consuming lactose-free dairy along with its nutritional equivalency to regular dairy products. Enhanced knowledge about lactose-free dairy being a healthy and easily digestible alternative to traditional dairy products may lead to improved consumption trends (and potentially to related positive health outcomes) in communities heavily impacted by lactose intolerance and dairy sensitivities/allergies.

Further exploration of “passive avoiders” in all ethnic groups would be useful, specifically within Latino and Asian or Pacific Islanders populations where passive avoidance was higher in comparison to other ethnicities or races. Of note, study results indicate that neither culture nor religion negatively impact dairy consumption. In fact, the data show that some people are encouraged to consume dairy due to their culture and/or religion.

After assessing what drives or prohibits dairy consumption among various populations, insights regarding information sources consumers use and trust most can be leveraged to develop outreach strategies for diverse populations. Overall, people receive information about the healthfulness of dairy from friends and family, social media as well as health and nutrition websites most often. However, while friends and family are the most prevalent sources of this information, they are not the most trusted source. Specifically, perceived trustworthiness of information shared by family and friends lags behind that of doctors and healthcare professionals, registered dietitians, and government agencies. This trend has also been observed in the annual *IFIC Food & Health Survey*—while people may receive information more frequently from some sources because they are common touchpoints, people do not always trust that information.

Education and communication strategies should likely include increased consumer touchpoints with their most trusted information sources, potentially generating greater awareness of diverse dairy food and beverage options. This is especially true for trusted sources such as doctors and healthcare professionals, registered dietitians, government agencies, and health/nutrition websites, as these sources may need support to be equipped with messages, platforms, and opportunities to reach all races and ethnicities. Results from this IFIC consumer research can assist in developing education and messaging about the health benefits of dairy consumption and lactose-free dairy foods and beverages to effectively reach BIPOC consumers as well as the broader public.



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## SUMMARY

This IFIC consumer research study provides crucial insights into what drives the general population, including BIPOC populations, to consume and/or avoid dairy foods and beverages.

Knowing more about what drives or inhibits dairy consumption can assist stakeholders' efforts in enhancing consumer education; identifying trusted and effective outreach partners; and increasing knowledge about the nutritional value and health benefits; and addressing potential barriers associated with consuming recommended amounts of dairy as part of a healthy dietary pattern.

The prevalence of lactose-intolerance among BIPOC communities, concerns about expiration dates, and goals to reduce saturated fat intake present opportunities to increase awareness of and accessibility to lactose-free, reduced- and non-fat, as well as innovative dairy products that safely extend expiration dates, making consuming the recommended amount of dairy and ultimately, increasing diet quality actionable and achievable for all Americans.





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# Perceptions About Dairy

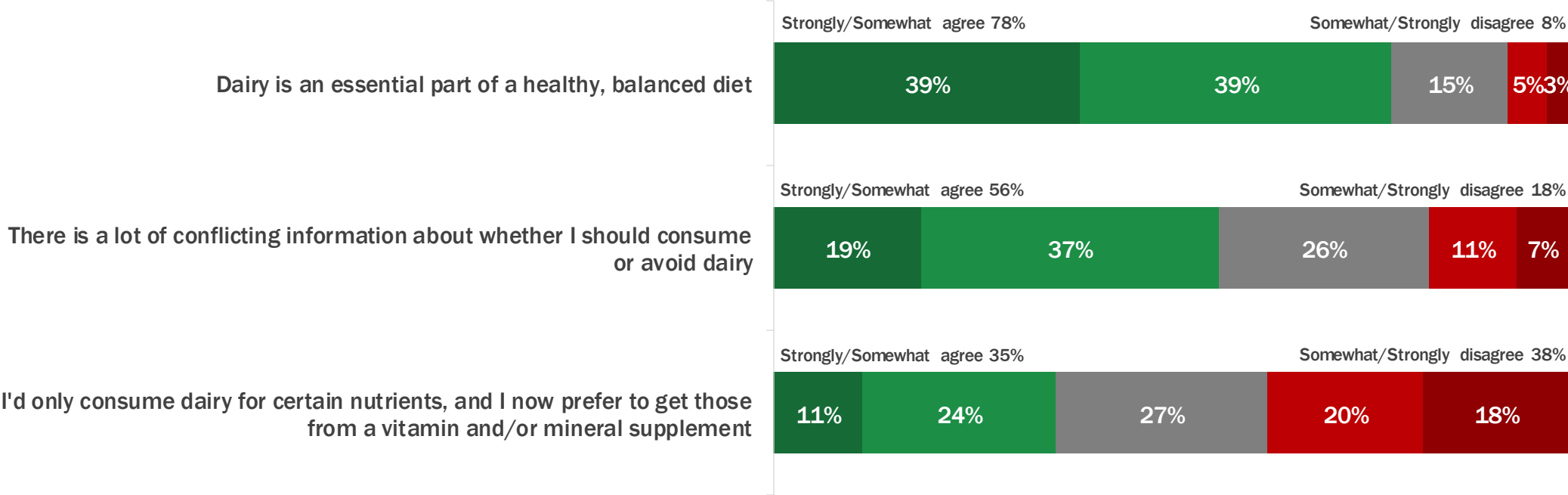


# About eight in ten agree that dairy is essential for a healthy, balanced diet.

More than half agree that there is a lot of conflicting information about consuming dairy.

## Perceptions of Dairy: Agree/Disagree

■ Strongly agree  
 ■ Somewhat agree  
 ■ Neither agree nor disagree  
 ■ Somewhat disagree  
 ■ Strongly disagree

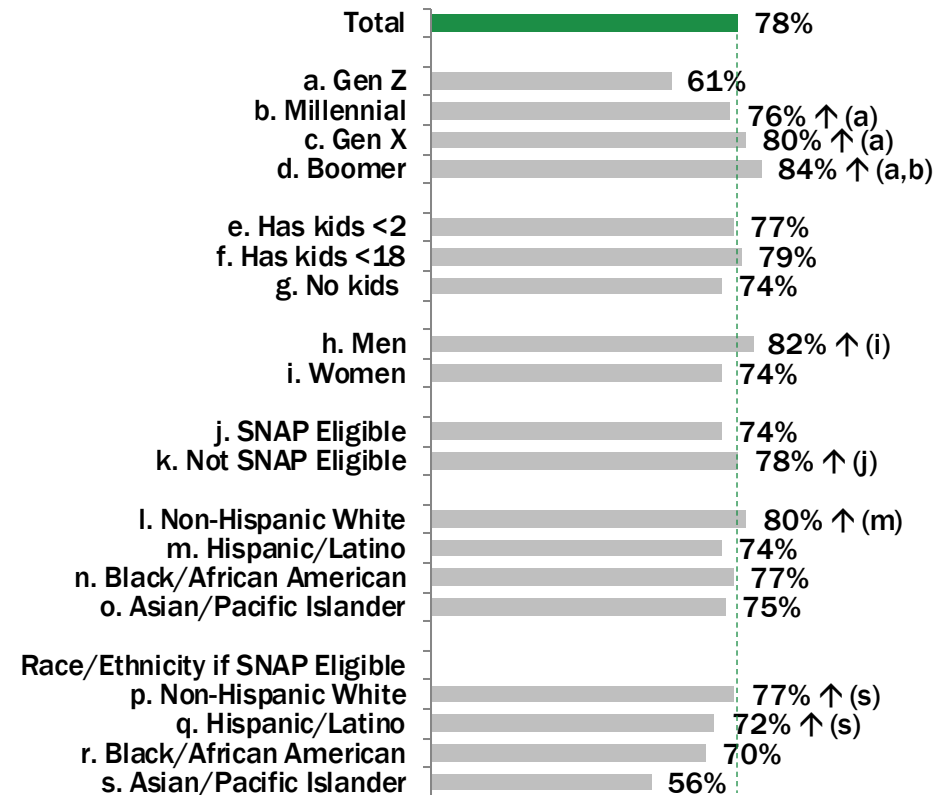


Q40. To what extent do you agree or disagree with the following? (n=3032)



# Non-Hispanic White, SNAP-eligible Non-Hispanic White, SNAP-eligible Latino, and people who are Not SNAP-eligible, are more likely to believe that dairy is an essential part of a healthy diet.

## Dairy is an essential part of a healthy, balanced diet Strongly/somewhat agree by subgroup



Q40. To what extent do you agree or disagree with the following? (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

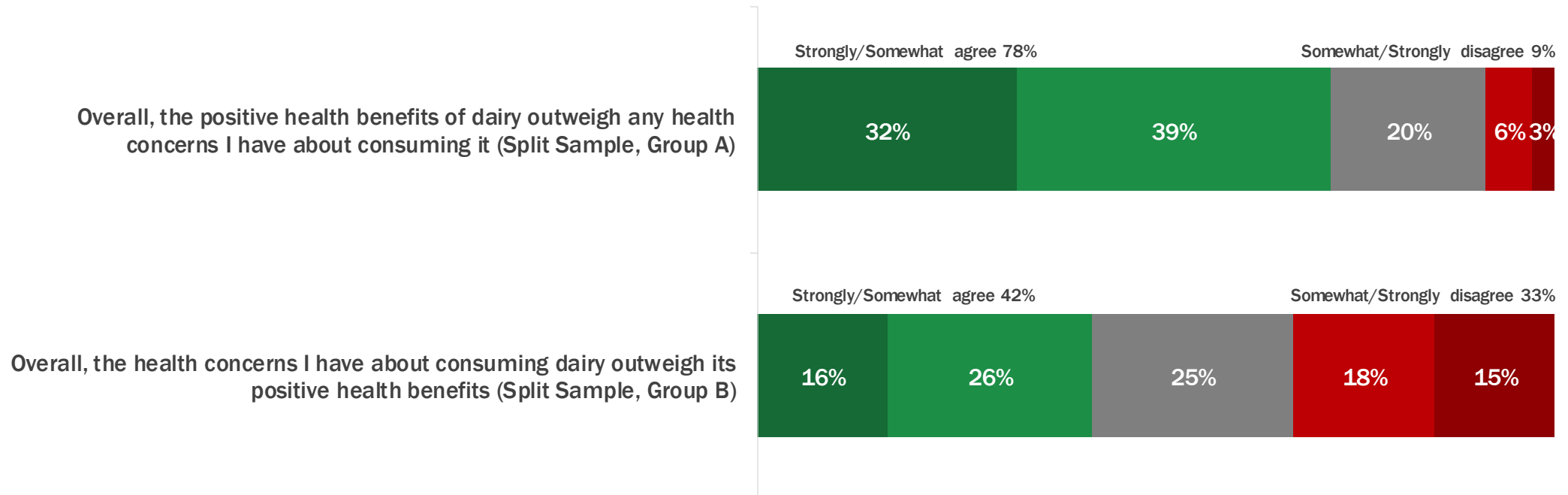
Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Nearly eight in ten agree that benefits of consuming dairy outweigh health concerns.

Conversely, slightly more than four in ten agree that health concerns about consuming dairy outweigh health benefits.

## Perceptions of Dairy: Agree/Disagree

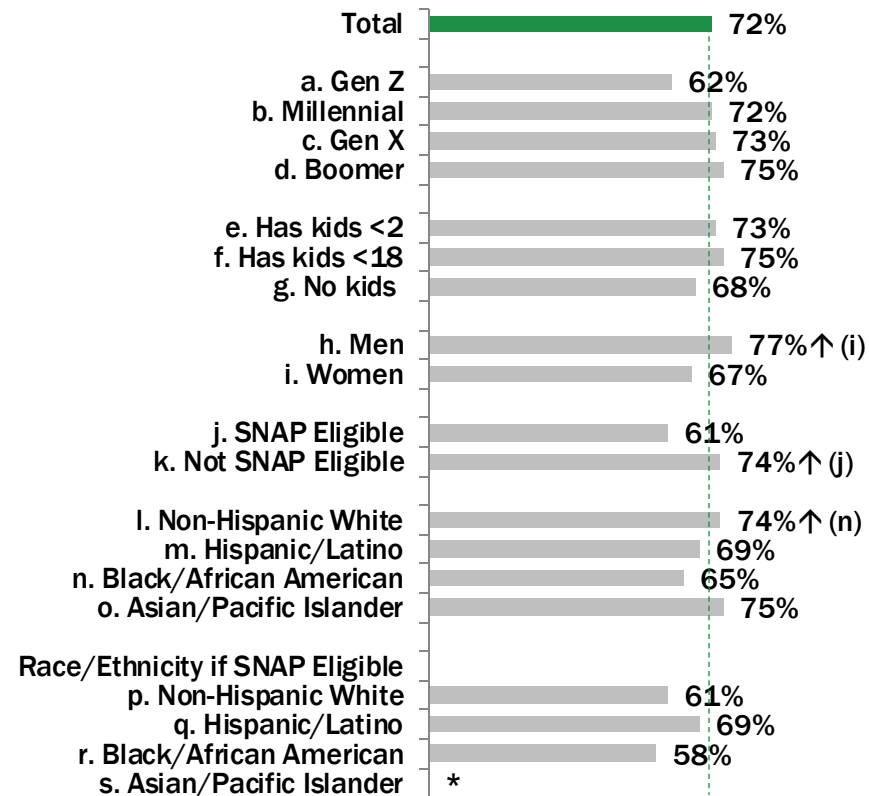
■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree



Q40. To what extent do you agree or disagree with the following? SPLIT SAMPLE: Group A (n=1510) and Group B (n=1522)

# Those who are Not SNAP-eligible and Non-Hispanic White people are more likely to believe the positive health benefits of consuming dairy outweigh health concerns.

Overall, the positive health benefits of dairy outweigh any health concerns I have about consuming it  
*Strongly/somewhat agree by subgroup*



Q40. To what extent do you agree or disagree with the following? (n=1510)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

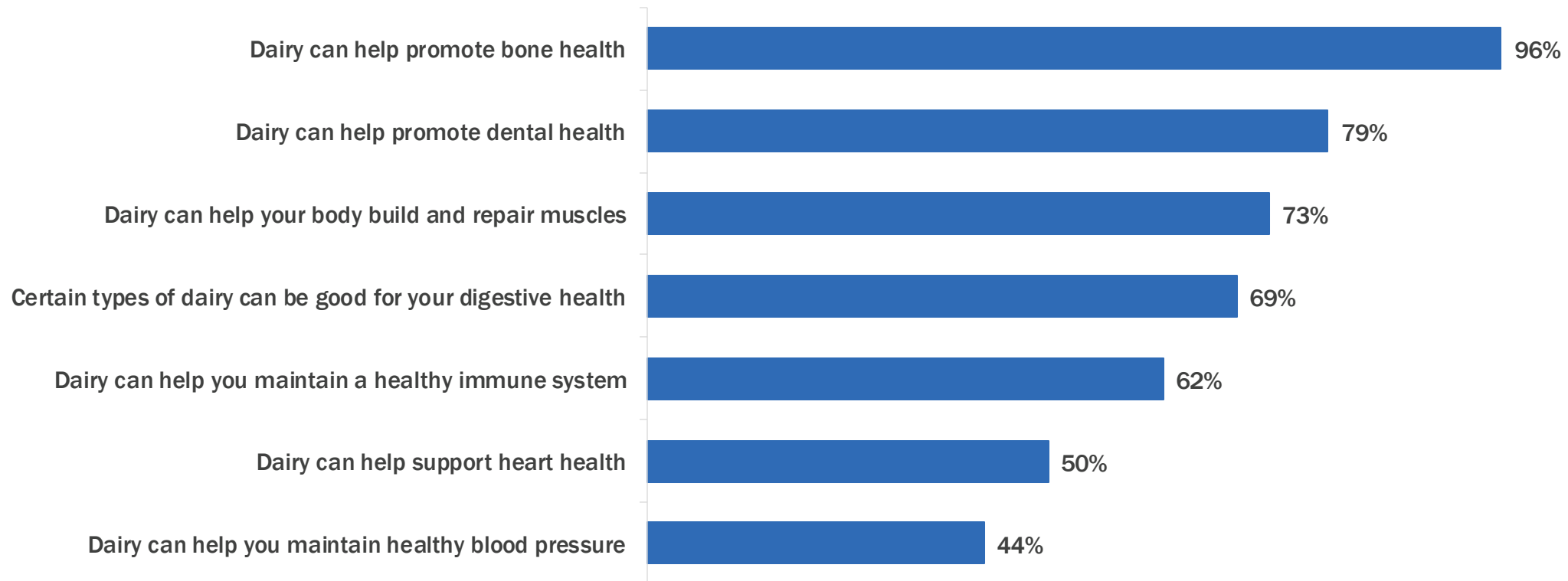
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Bone health and dental health are the benefits most often heard about dairy.

Other health benefits associated with dairy, such as maintaining healthy blood pressure, are less well known.

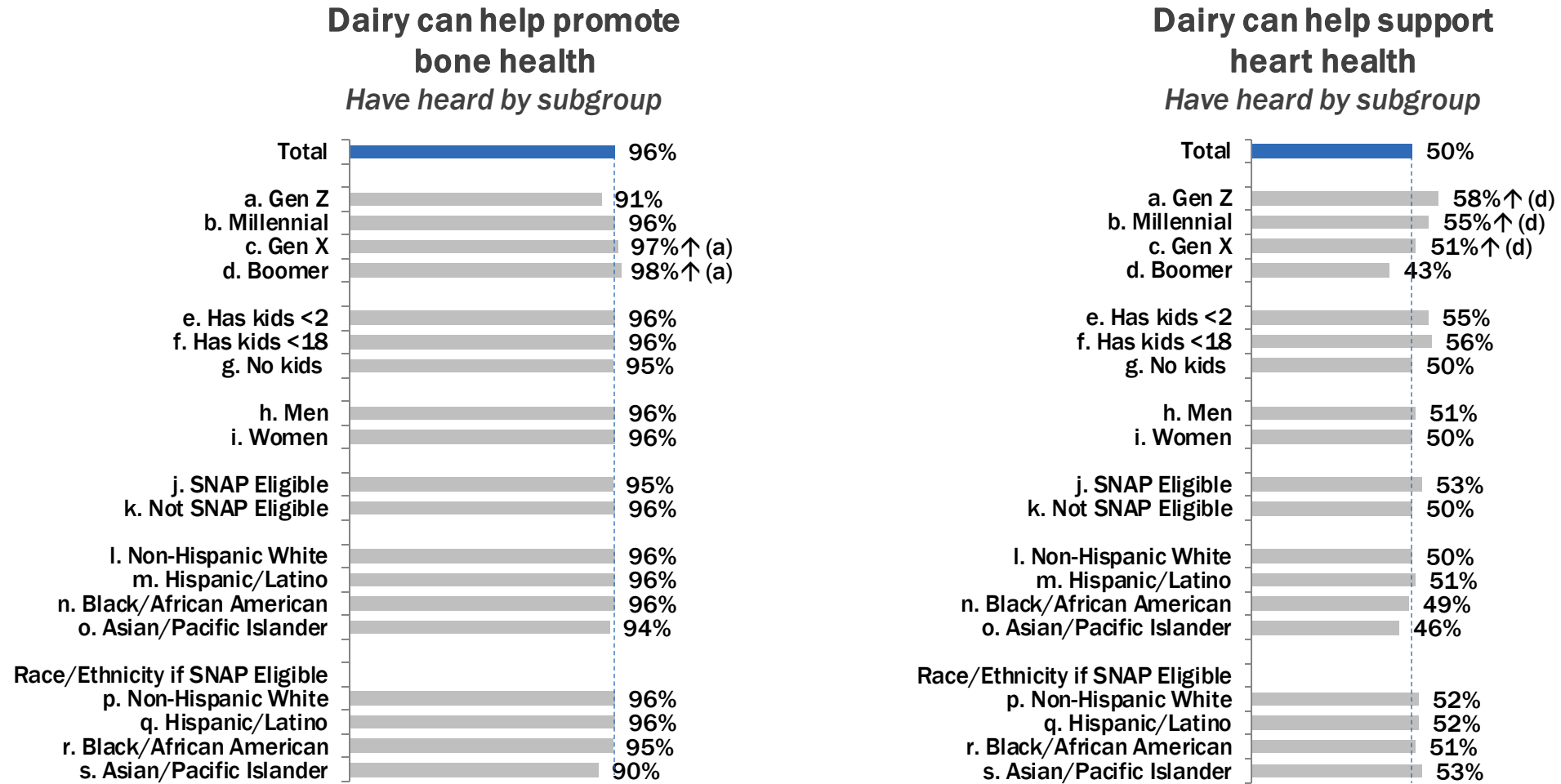
**Positive Health Beliefs About Dairy: Have Heard**



Q33. For each of the following statements, please indicate if this is something you've heard about milk or other dairy products before. (n=3032)

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

## No significant differences were observed by parental status, SNAP eligibility, or race/ethnicity among those who have heard certain positive statements about dairy.



Q33. For each of the following statements, please indicate if this is something you've heard about milk or other dairy products before. (n=3032)

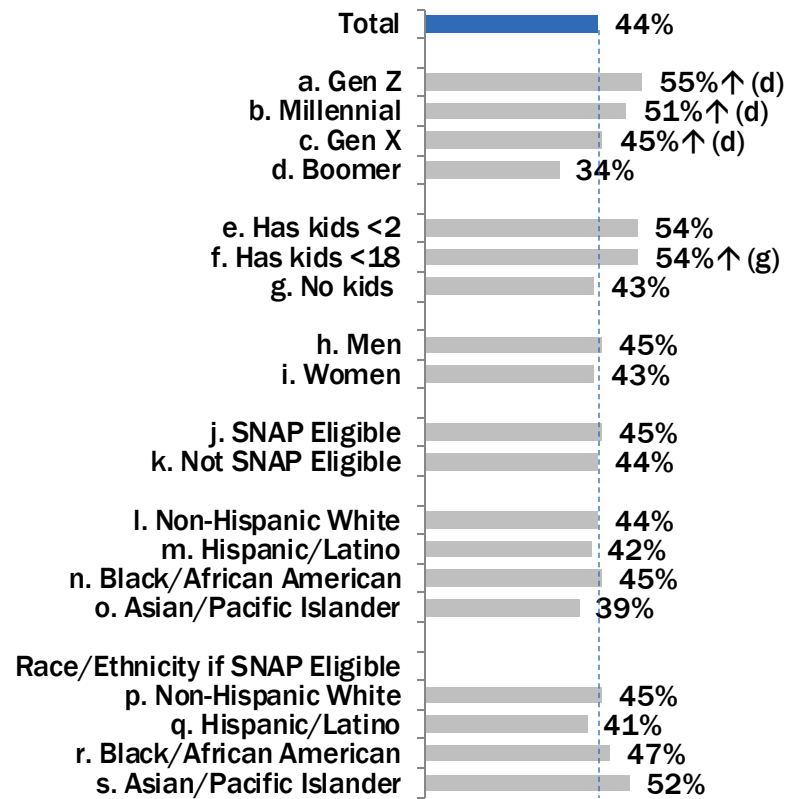
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# People who have children under the age of 18 are more likely to have heard, “Dairy can help you maintain healthy blood pressure.”

## Dairy can help you maintain healthy blood pressure Have heard by subgroup



Q33. For each of the following statements, please indicate if this is something you've heard about milk or other dairy products before. (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

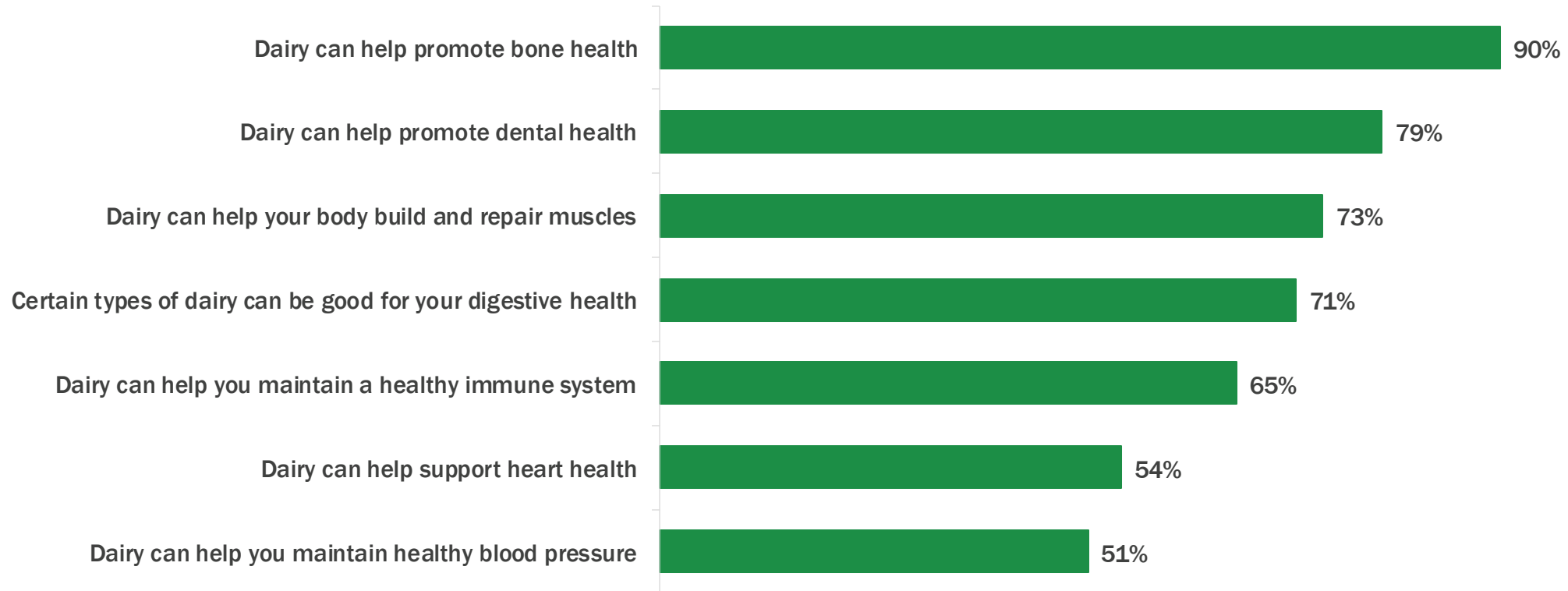
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Bone health and dental health are the benefits most often believed about dairy.

Given that some health benefits of consuming dairy are less well known, fewer people believe them to be true.

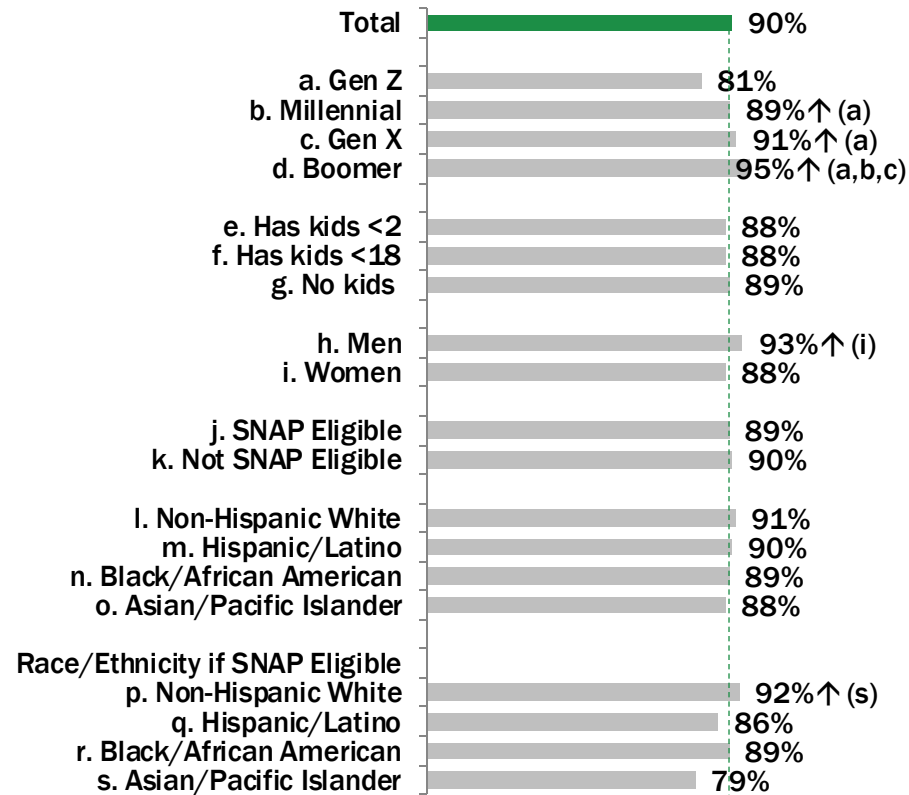
**Positive Health Beliefs About Dairy: Believes To Be True**



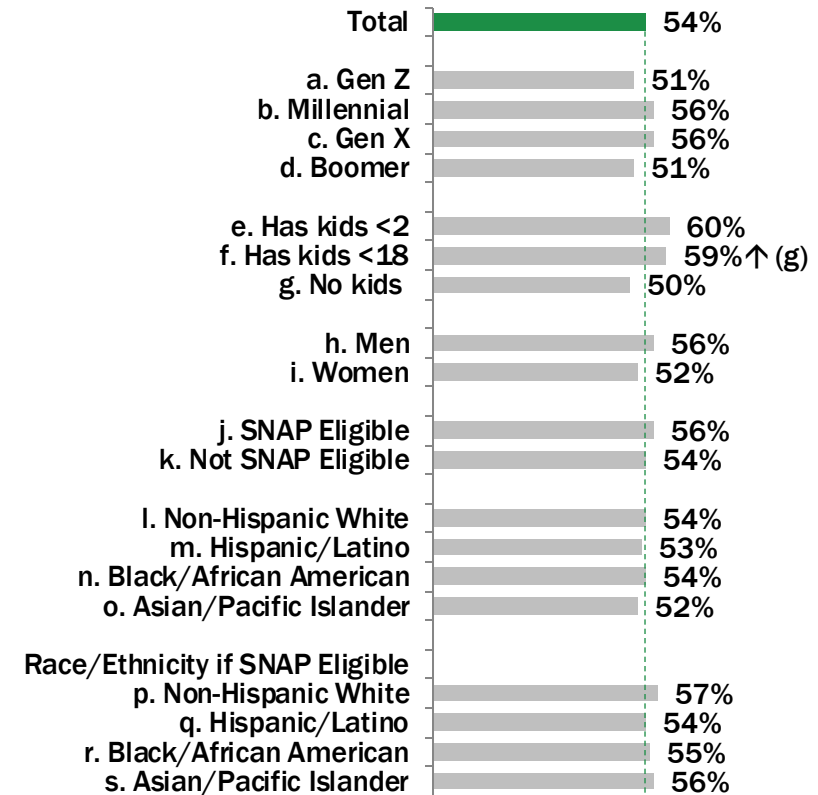
Q33. For each of the following statements, do you believe this to be true? (n=3032)

# SNAP-eligible Non-Hispanic White people are more likely to believe “Dairy can help promote bone health.” People with children under age 18 are more likely to believe “Dairy can help support heart health.”

**Dairy can help promote bone health**  
*Believes by subgroup*



**Dairy can help support heart health**  
*Believes by subgroup*



Q33. For each of the following statements, do you believe this to be true? (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

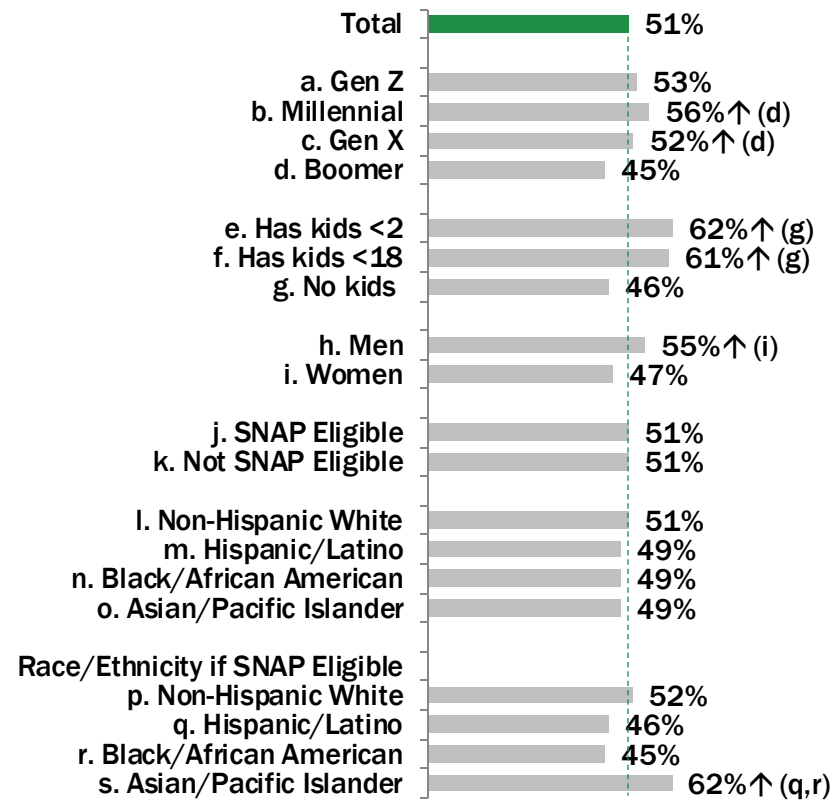
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity



# People who have children under the age of 18 and SNAP-eligible Asian and Pacific Islander people are more likely to believe "Dairy can help you maintain healthy blood pressure."

## Dairy can help you maintain healthy blood pressure Believes by subgroup



Q33. For each of the following statements, do you believe this to be true? (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

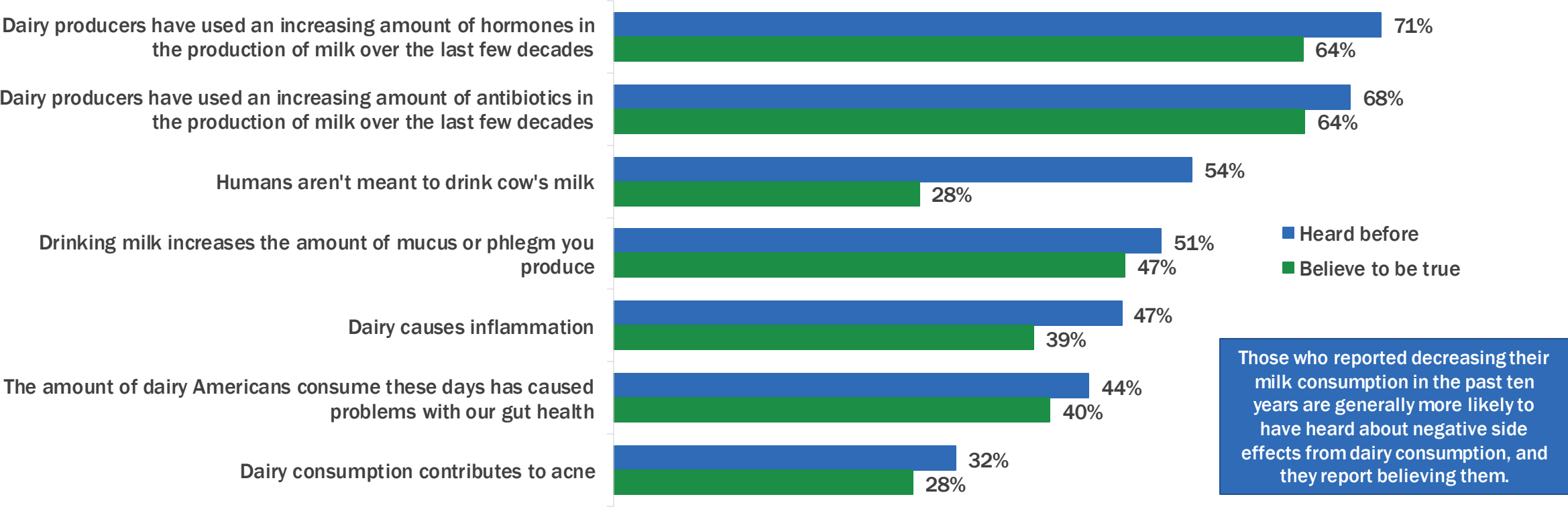
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Nearly seven in ten have heard that use of antibiotics and hormones in milk production is increasing over the last few decades. Most who have heard this believe it to be true.

The biggest gap between what people have heard/what they believe about dairy is “Humans aren’t meant to drink cow’s milk.”

## Negative Beliefs About Dairy: Have Heard and/or Believes To Be True



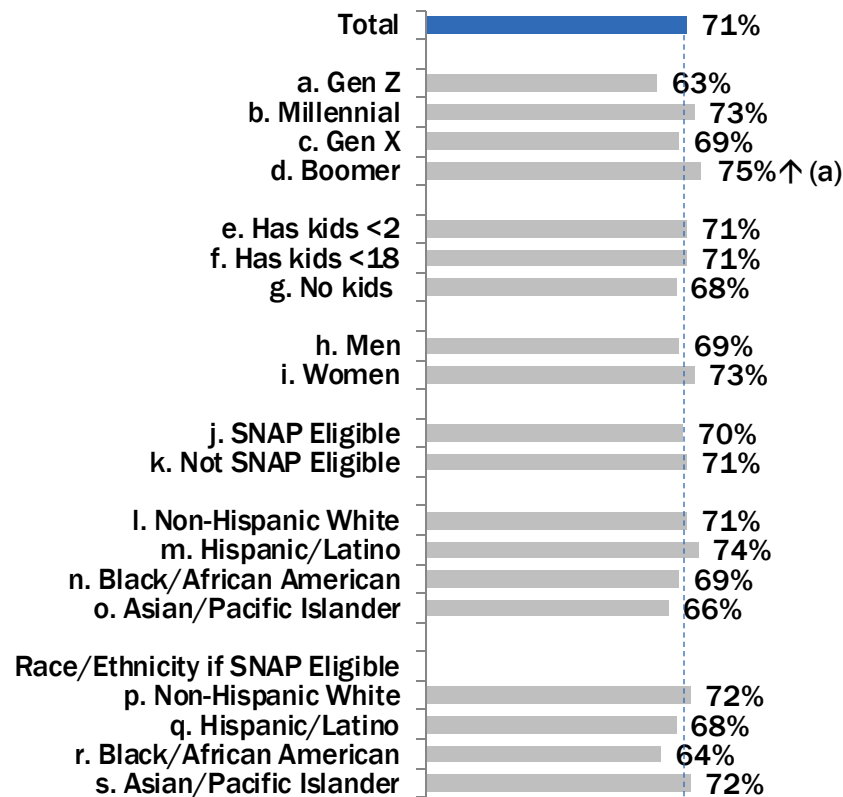
Q41. For each of the following statements, please indicate if this is something you've heard about dairy before. (n=3032)

Q41. Do you believe this to be true? (n=3032)

# Latino and SNAP-eligible Non-Hispanic White people are more likely to have heard “Dairy producers have used an increasing amount of antibiotics in the production of milk over the last few decades.”

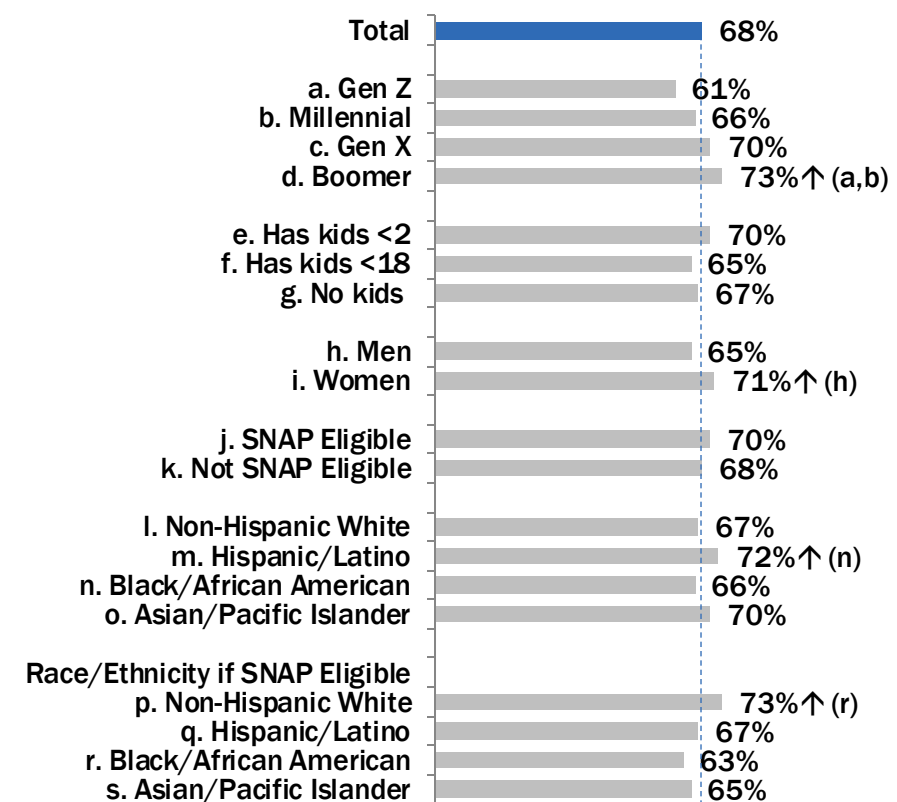
“Dairy producers have used an increasing amount of hormones in the production of milk over the last few decades”

*Have heard by subgroup*



“Dairy producers have used an increasing amount of antibiotics in the production of milk over the last few decades”

*Have heard by subgroup*



Q41. For each of the following statements, please indicate if this is something you've heard about dairy before. (n=3032)

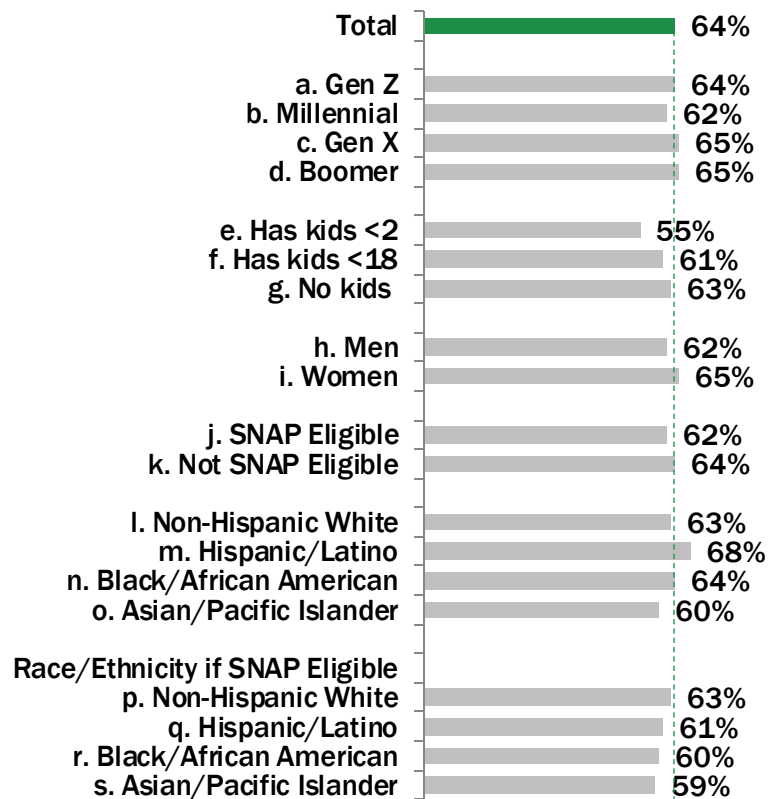
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

## No significant differences were observed by parental status, SNAP eligibility, or race/ethnicity among those who believe these two negative statements about dairy.

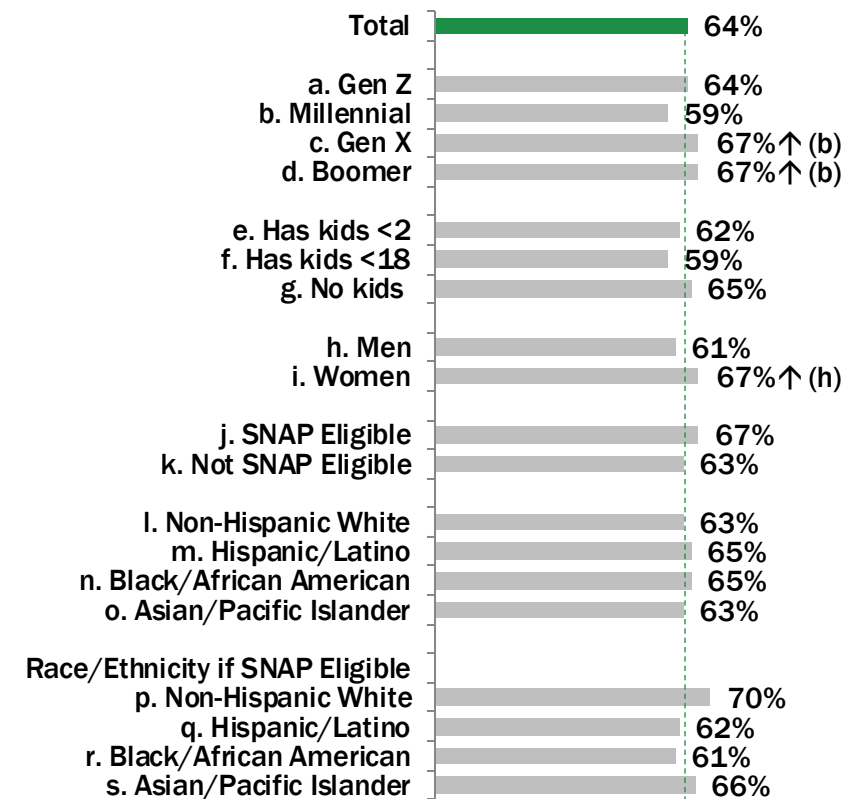
“Dairy producers have used an increasing amount of hormones in the production of milk over the last few decades”

*Believes by subgroup*



“Dairy producers have used an increasing amount of antibiotics in the production of milk over the last few decades”

*Believes by subgroup*



Q41. Do you believe this to be true? (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity



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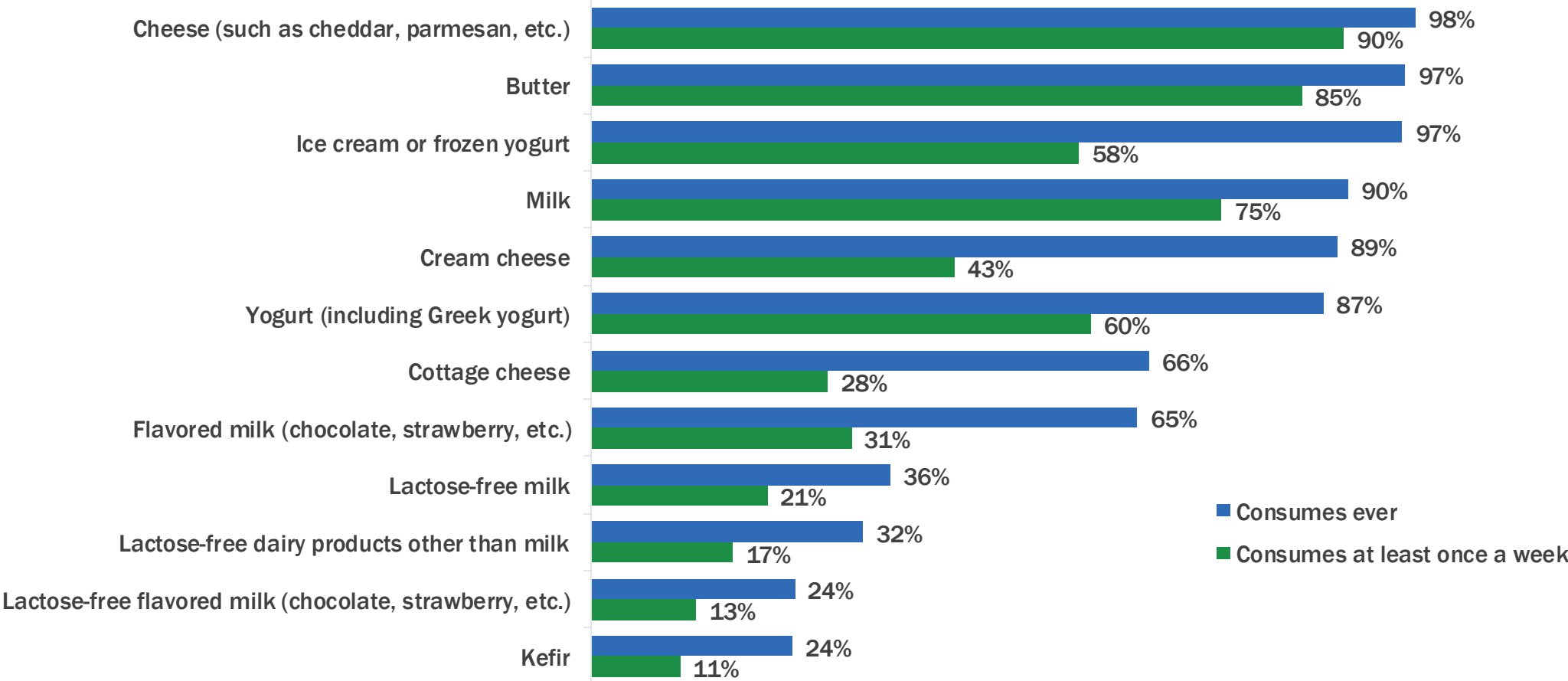
# Understanding Dairy Consumption



# Cheese is the most often consumed dairy product, followed by butter, ice cream and frozen yogurt, then milk.

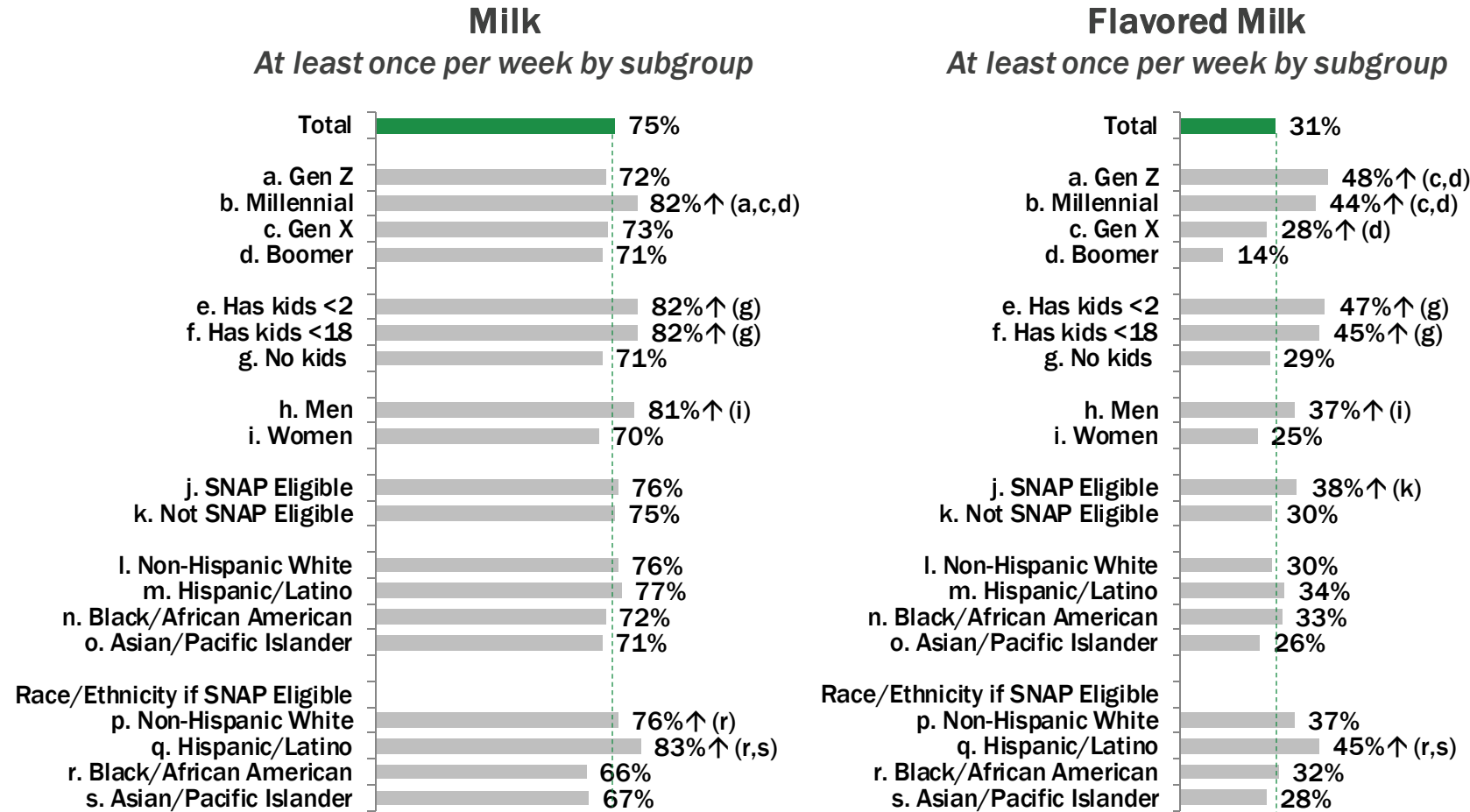
However, lactose-free milk (including flavored milk) and lactose-free dairy products are consumed considerably less often.

**Dairy Consumption Frequency**



Q13. Please select how often you consume the following dairy products. (n=3032)

**Those with children under age 18, SNAP-eligible Non-Hispanic White people, and SNAP-eligible Latino people are more likely to consume milk weekly. Those with children under age 18, SNAP-eligible people, and SNAP-eligible Latino people are more likely to consume flavored milk weekly.**



Q13. Please select how often you consume the following dairy products. (n=3032)

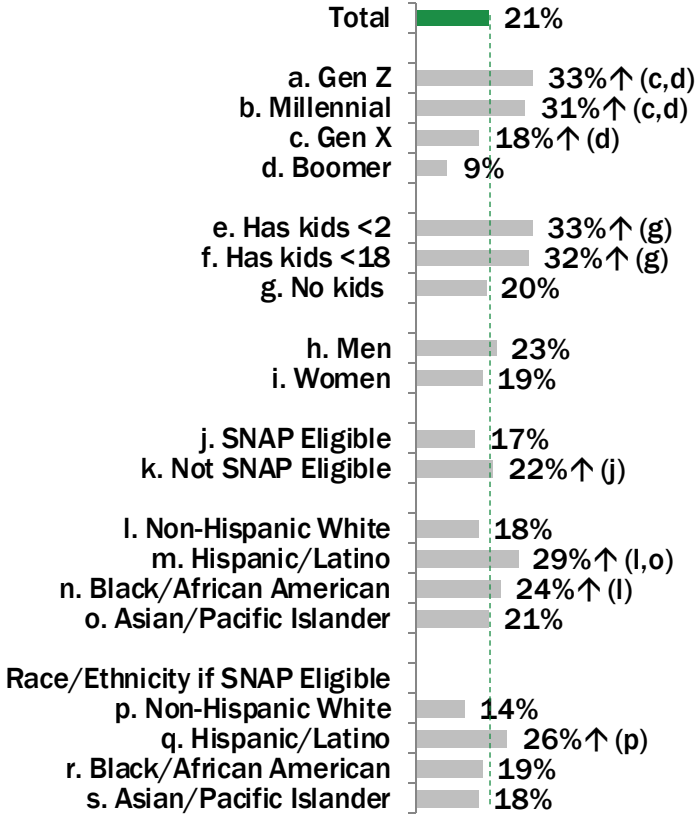
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

**Those with children under the age of 18, Latino, Black, and SNAP-eligible Latino people, and people who are Not SNAP-eligible are more likely to consume lactose-free milk weekly.**

**Lactose-free Milk**  
At least once per week by subgroup



Q13. Please select how often you consume the following dairy products. (n=3032)

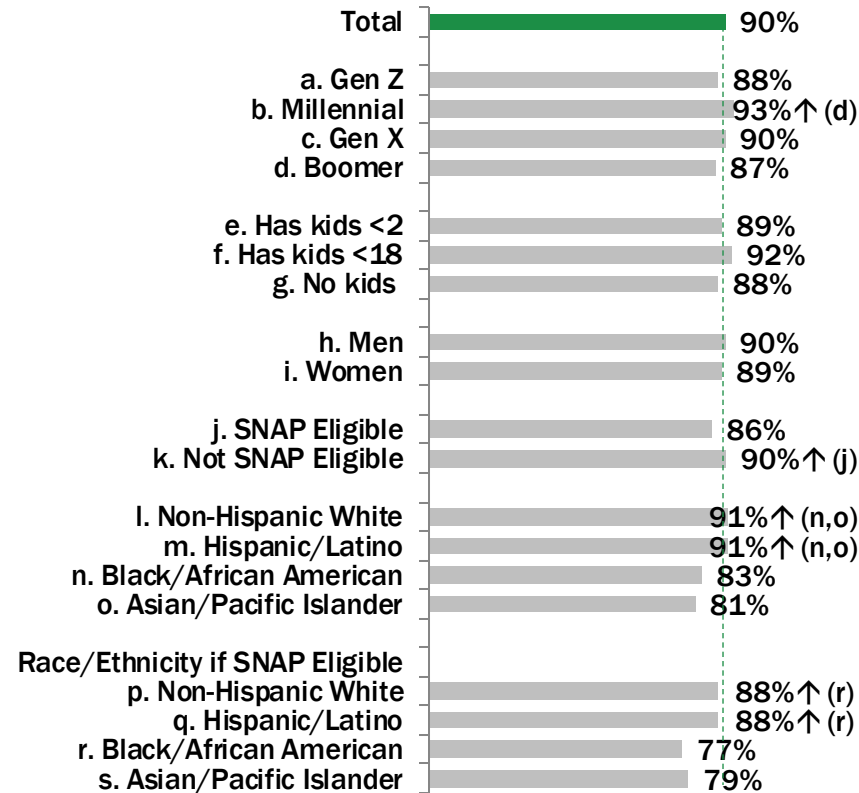
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.



# Non-Hispanic White, Latino, SNAP-eligible Non-Hispanic White, SNAP-eligible Latino, and people who are Not SNAP-eligible are more likely to eat cheese weekly.

**Cheese (such as cheddar, parmesan, etc.)**  
*At least once per week by subgroup*



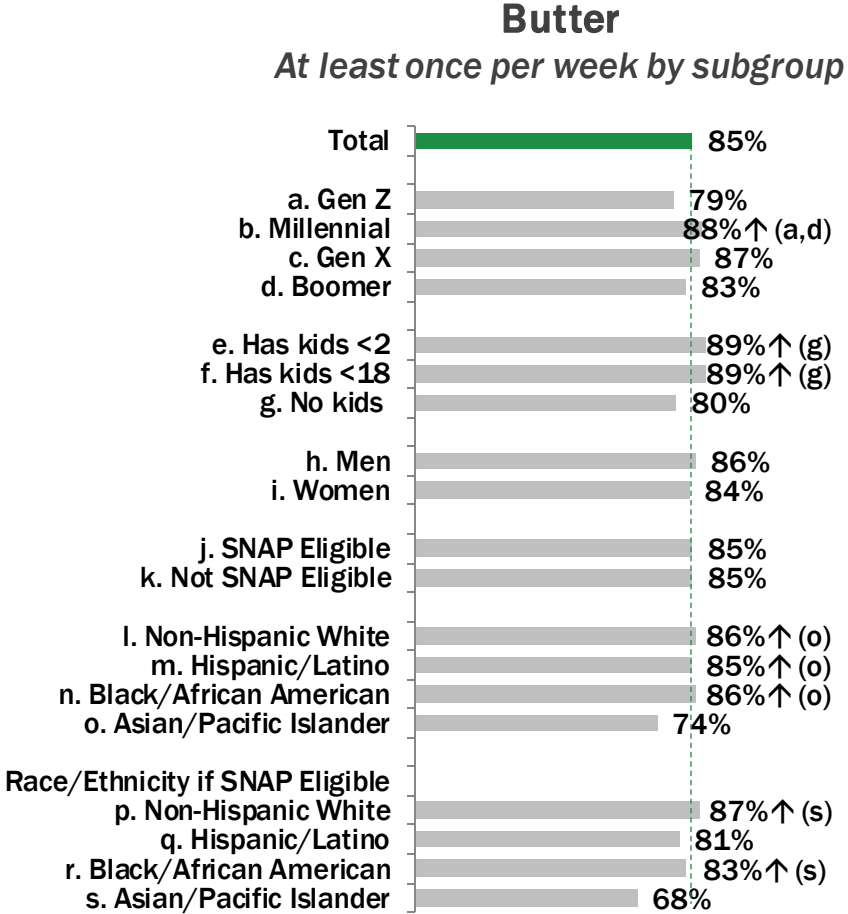
Q13. Please select how often you consume the following dairy products. (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

**Those with children under the age of 18, Non-Hispanic White, Latino, Black, SNAP-eligible Non-Hispanic White, and SNAP-eligible Black people are more likely to eat butter weekly.**

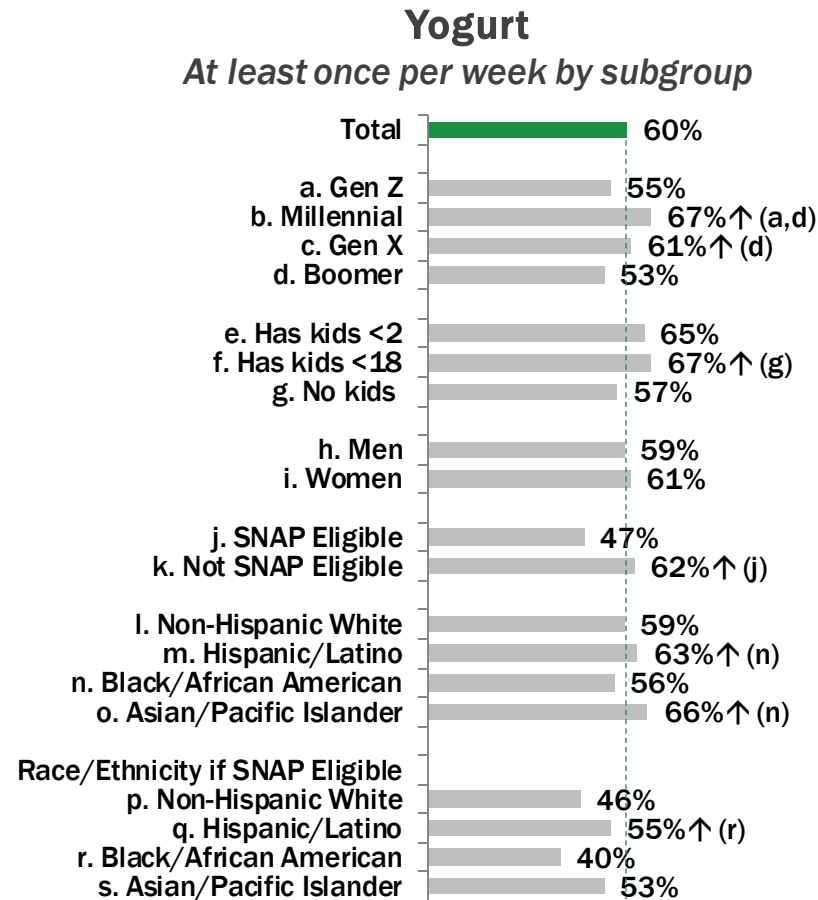


Q13. Please select how often you consume the following dairy products. (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

# People who have children under the age of 18, Latino, Asian or Pacific Islander, SNAP-eligible Latino, and people who are Not SNAP-eligible are more likely to eat yogurt weekly.



Q13. Please select how often you consume the following dairy products. (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

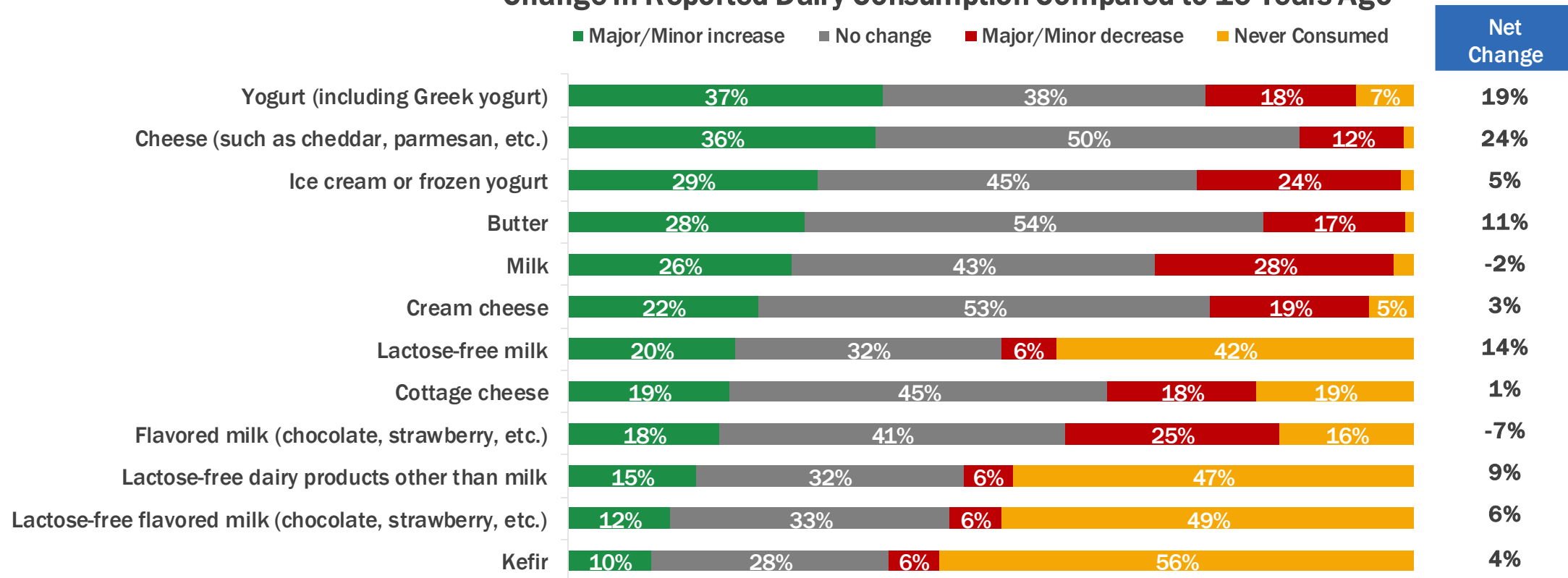
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Milk and flavored milk are the only dairy categories that experienced a net decrease in reported consumption over the past decade.

Nearly half have never consumed lactose-free milk, lactose-free flavored milk, and other lactose-free dairy products.

### Change in Reported Dairy Consumption Compared to 10 Years Ago

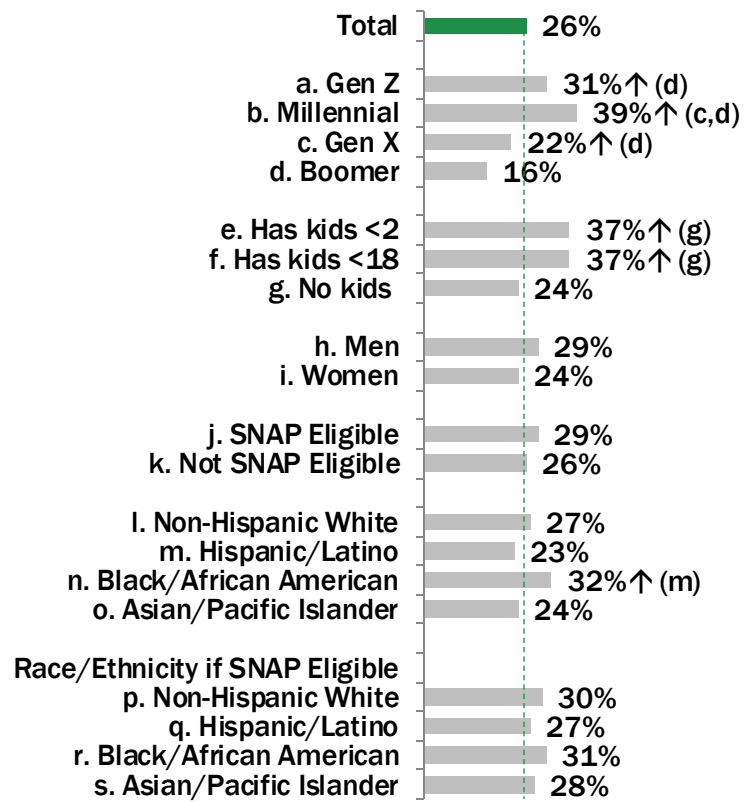


Q14. Compared to 10 years ago, have you noticed a change in your consumption of the following dairy products? (n=3032)

People with children under the age of 18 and Black people are more likely to have increased milk consumption in the last ten years. Latino and Black people, and people who are Not SNAP-eligible are more likely to have decreased their milk consumption in the last ten years.

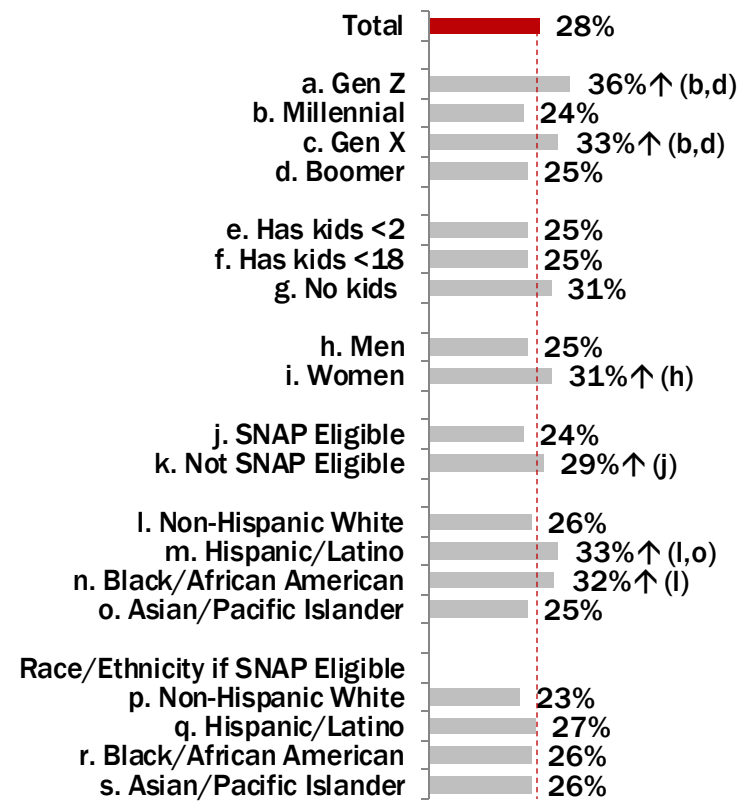
### Milk Consumption Change in Last 10 Years

Major/Minor increase by subgroup



### Milk Consumption Change in Last 10 Years

Major/Minor decrease by subgroup



Q14. Compared to 10 years ago, have you noticed a change in your consumption of the following dairy products? (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

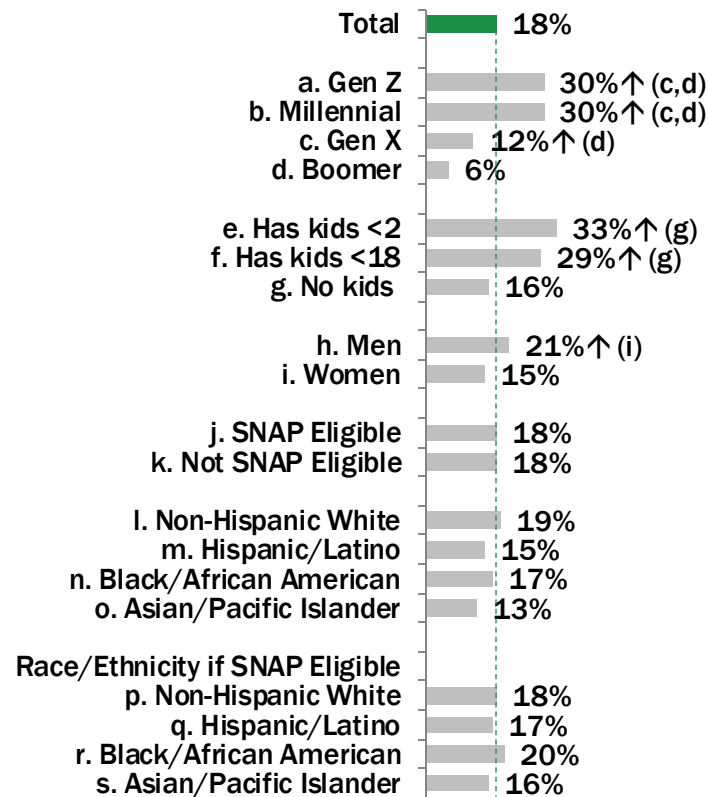
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

**People with children under the age of 18 are more likely to have increased flavored milk consumption in the last ten years. Black people and SNAP-eligible Black people are more likely to have decreased their flavored milk consumption in the last ten years.**

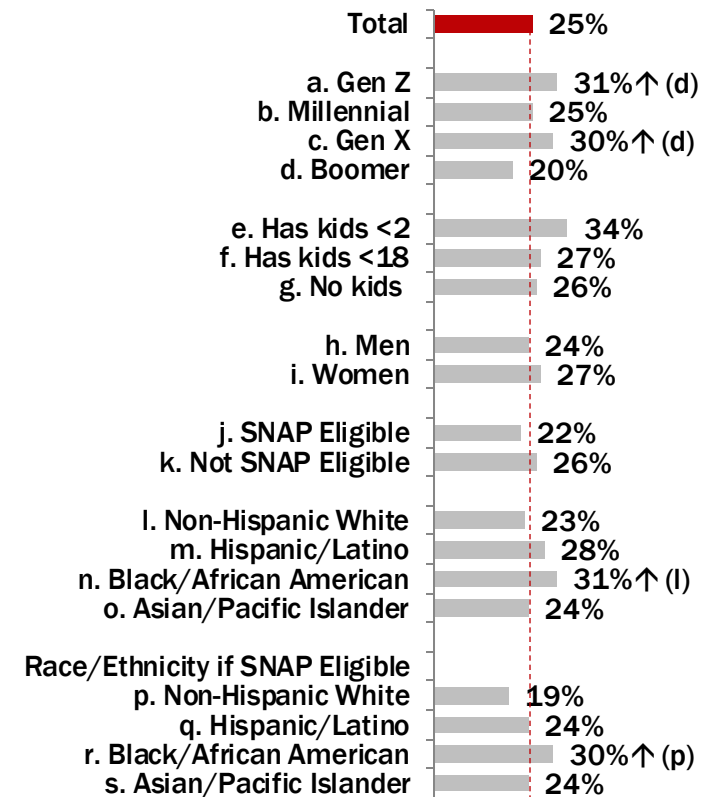
**Flavored Milk Consumption Change in Last 10 Years**

*Major/Minor increase by subgroup*



**Flavored Milk Consumption Change in Last 10 Years**

*Major/Minor decrease by subgroup*



Q14. Compared to 10 years ago, have you noticed a change in your consumption of the following dairy products? (n=3032)

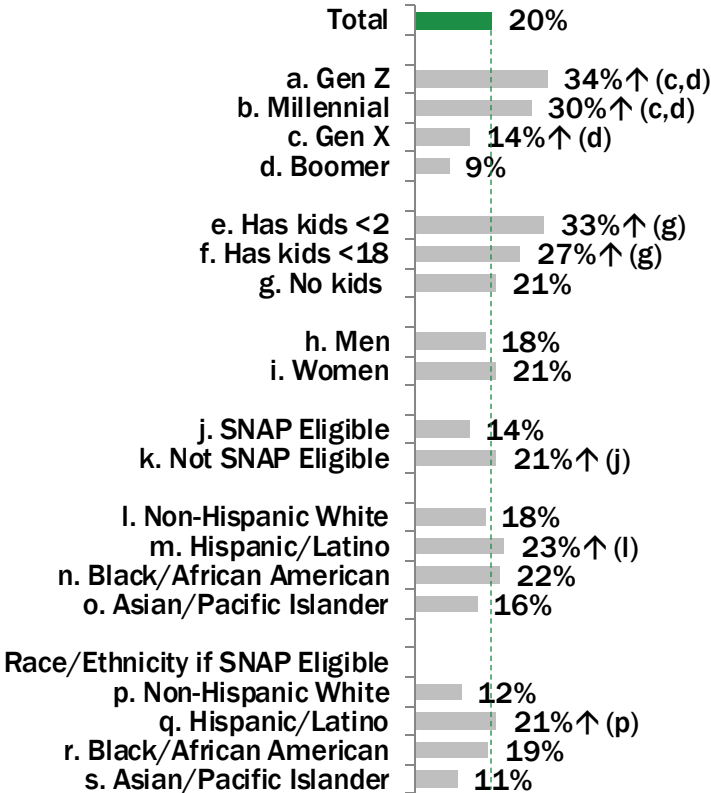
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# People with children under age 18, Latino, SNAP-eligible Latino, and people who are Not SNAP-eligible are more likely to have increased lactose-free milk consumption in the last ten years.

**Lactose-Free Milk Consumption Change in Last 10 Years**  
*Major/Minor increase by subgroup*



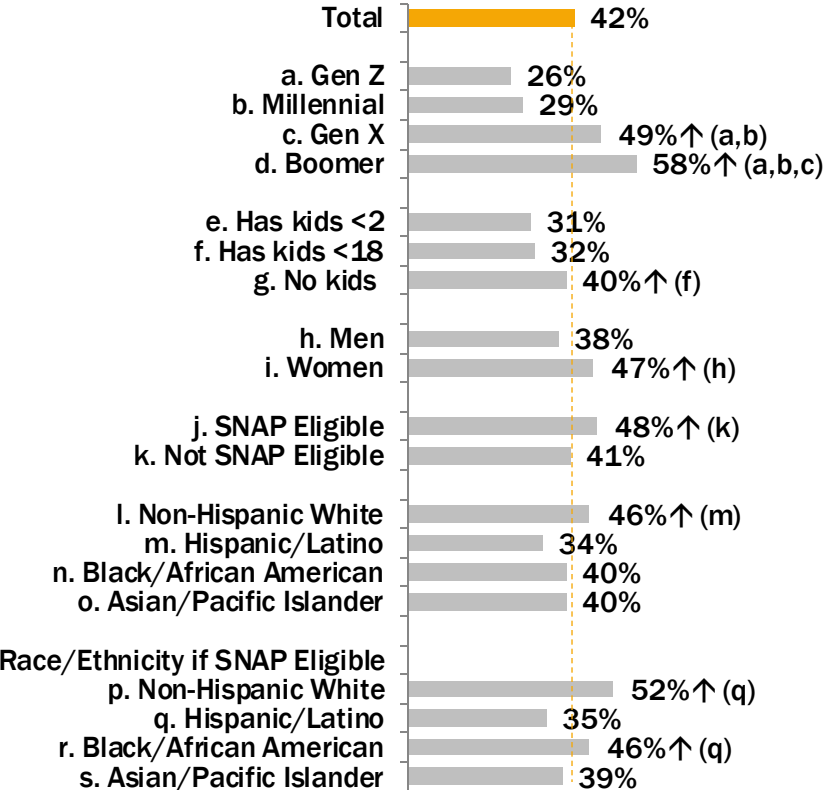
Q14. Compared to 10 years ago, have you noticed a change in your consumption of the following dairy products? (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

**People without children, SNAP-eligible, Non-Hispanic White, SNAP-eligible Non-Hispanic White, and SNAP-eligible Black people are more likely to have never consumed lactose-free milk consumption in the last ten years.**

**Lactose-Free Milk Consumption Change in Last 10 Years**  
*Never consumed by subgroup*



Q14. Compared to 10 years ago, have you noticed a change in your consumption of the following dairy products? (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

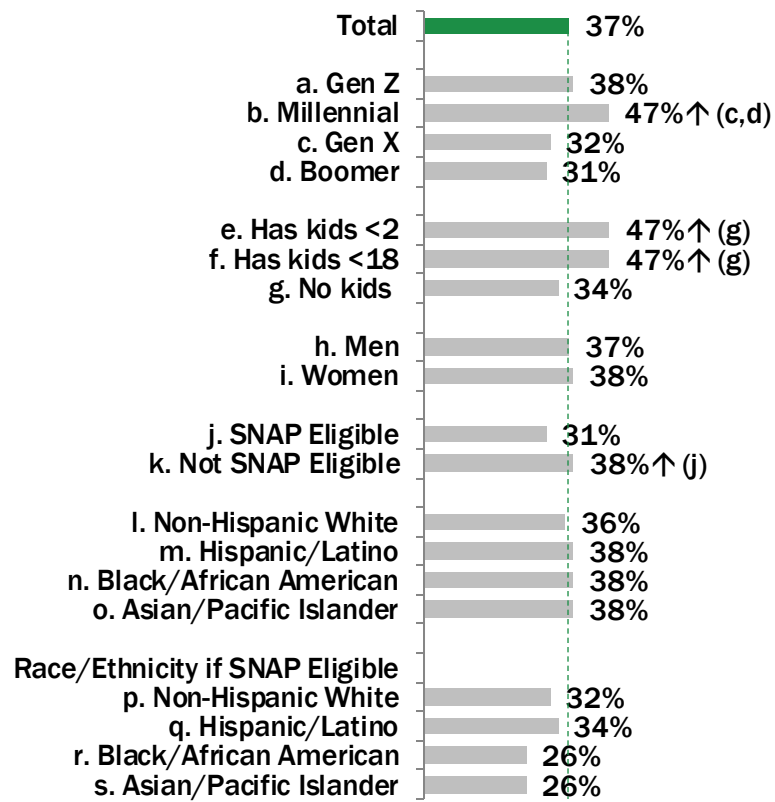
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.



People with children under the age of 18 and people who are Not SNAP-eligible are more likely to have increased yogurt consumption in the last ten years. People with children under the age of 18 are more likely to have increased cheese consumption in the last ten years.

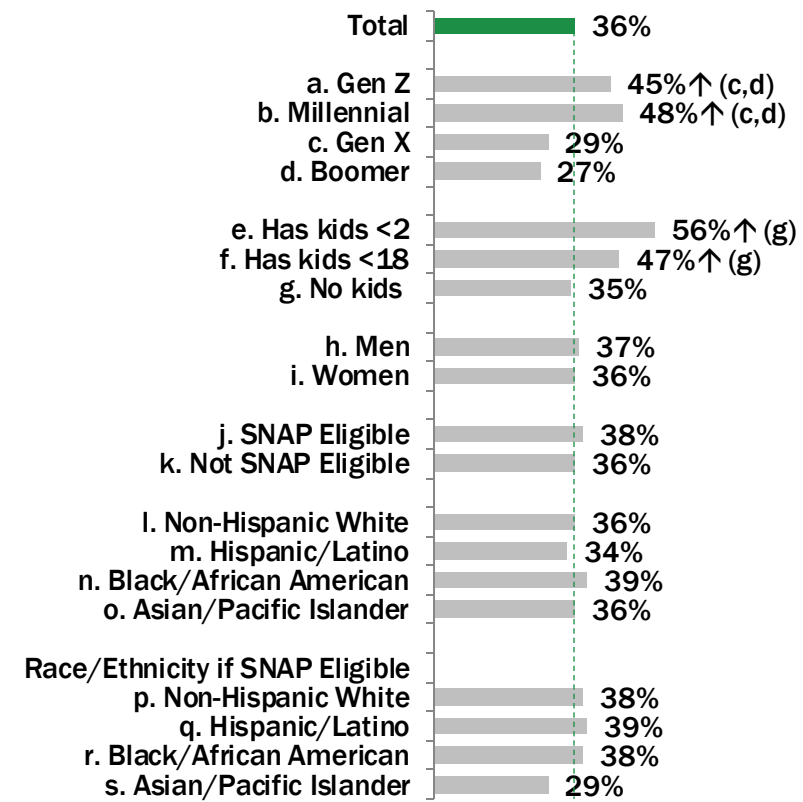
### Yogurt Consumption Change in Last 10 Years

Major/Minor increase by subgroup



### Cheese Consumption Change in Last 10 Years

Major/Minor increase by subgroup



Q14. Compared to 10 years ago, have you noticed a change in your consumption of the following dairy products? (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

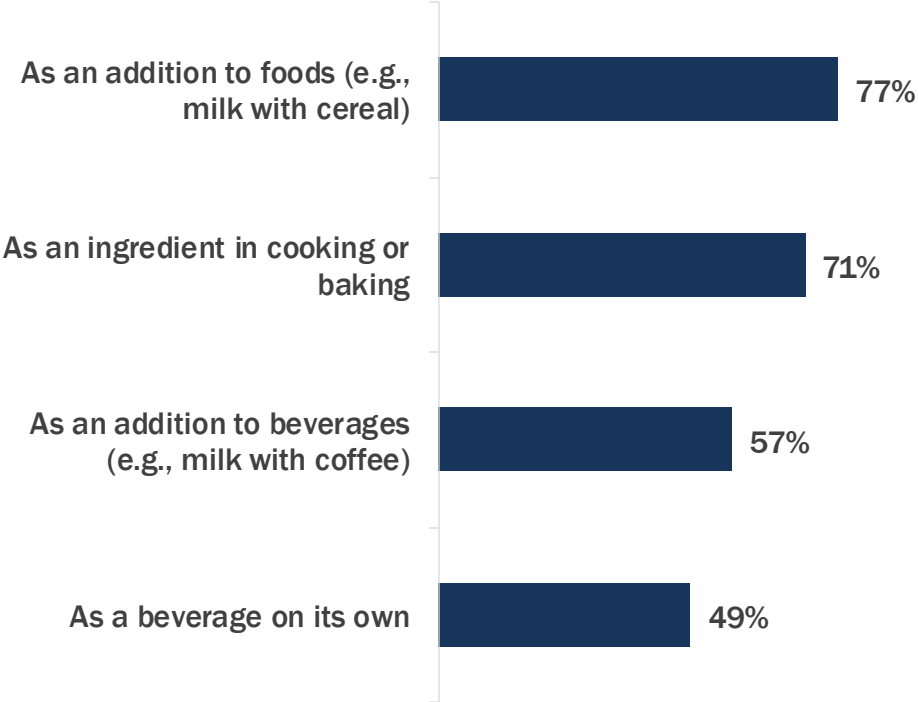
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

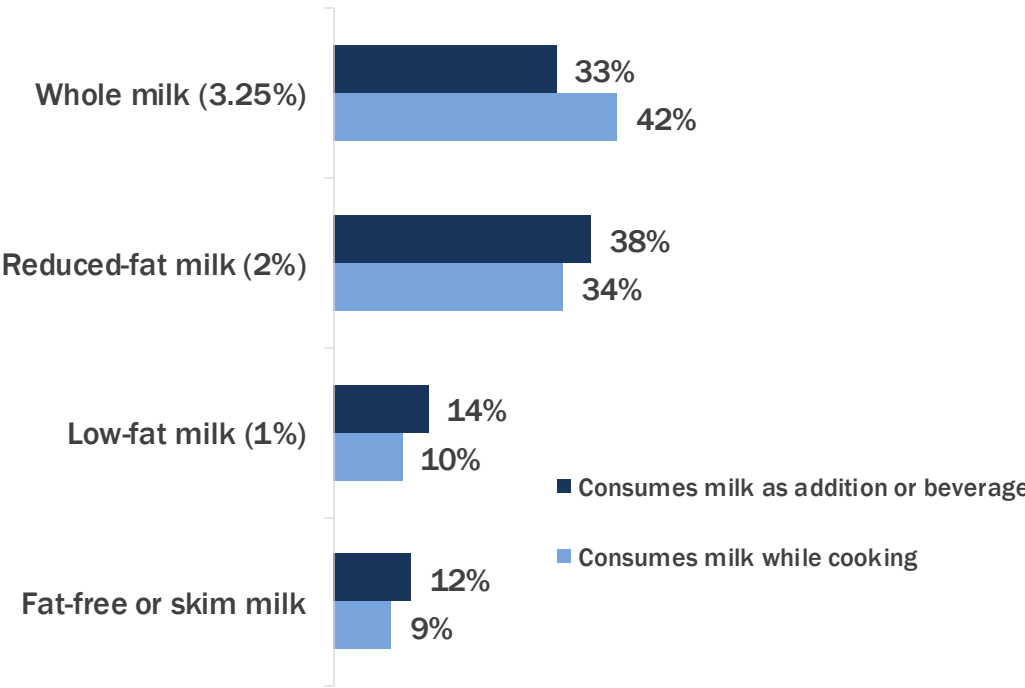
# Among milk consumers, milk is consumed more regularly as an addition to foods, beverages, and in cooking or baking, than it is consumed on its own.

Whole and reduced-fat milk are the most preferred levels of fat content, with whole milk more often used while cooking and reduced-fat milk used as an addition to foods or beverages.

**Circumstances for Milk Consumption**  
(Of Those Who Consume Milk)



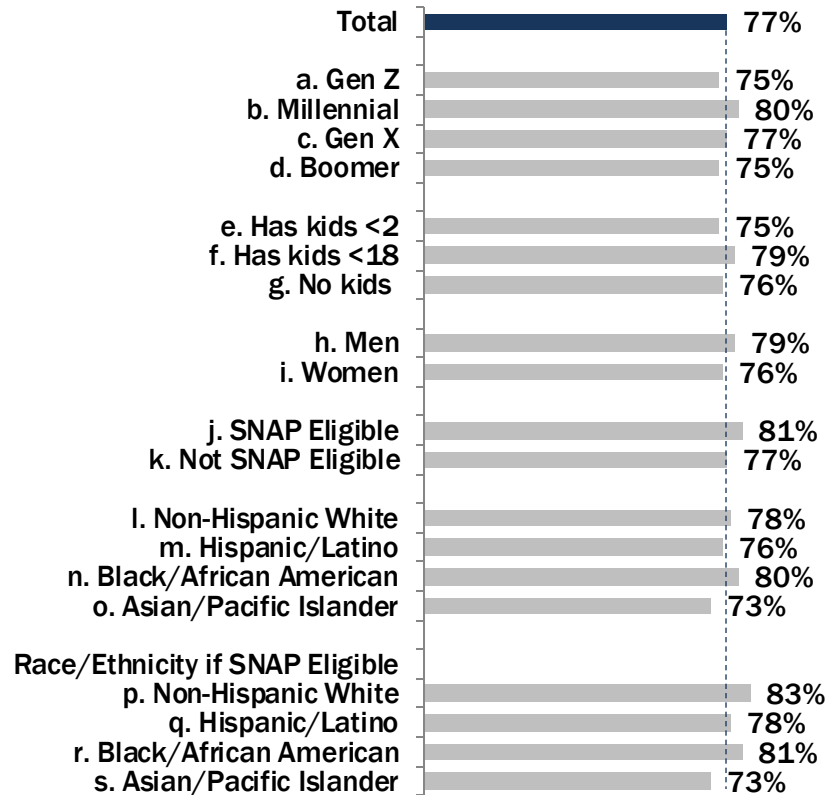
**Preferred Fat-Content of Milk**  
(Of Those Who Consume Milk as Addition/Beverage or While Cooking)



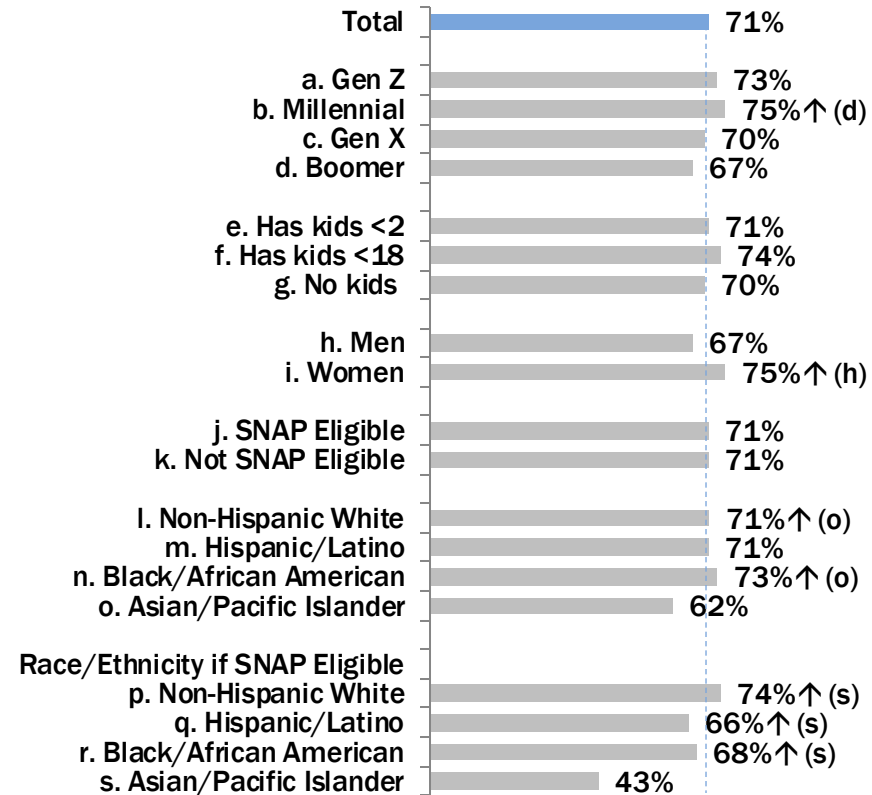
Q15. Under which of the following circumstances, if any, do you typically consume milk? Please select all that apply. (n=2842) FILTER: CONSUMES MILK  
 Q16. When you drink dairy milk (or add it to foods or beverages), what is your preferred level of fat-content? (n=2646) FILTER: CONSUMES MILK AS ADDITION OR BEVERAGE  
 Q17. When you cook with dairy milk, what is your preferred level of fat-content? (n=1965) FILTER: CONSUMES MILK WHEN COOKING / Note: "Other", "None of the above" and "I have no preference" responses not shown.

# Non-Hispanic White, Black, SNAP-eligible Non-Hispanic White, SNAP-eligible Latino, and SNAP-eligible Black people are more likely to consume milk as an ingredient in cooking or baking.

**As an Addition to Foods**  
By subgroup



**As an Ingredient in Cooking or Baking**  
By subgroup



Q15. Under which of the following circumstances, if any, do you typically consume milk? Please select all that apply. (n=2842) FILTER: CONSUMES MILK

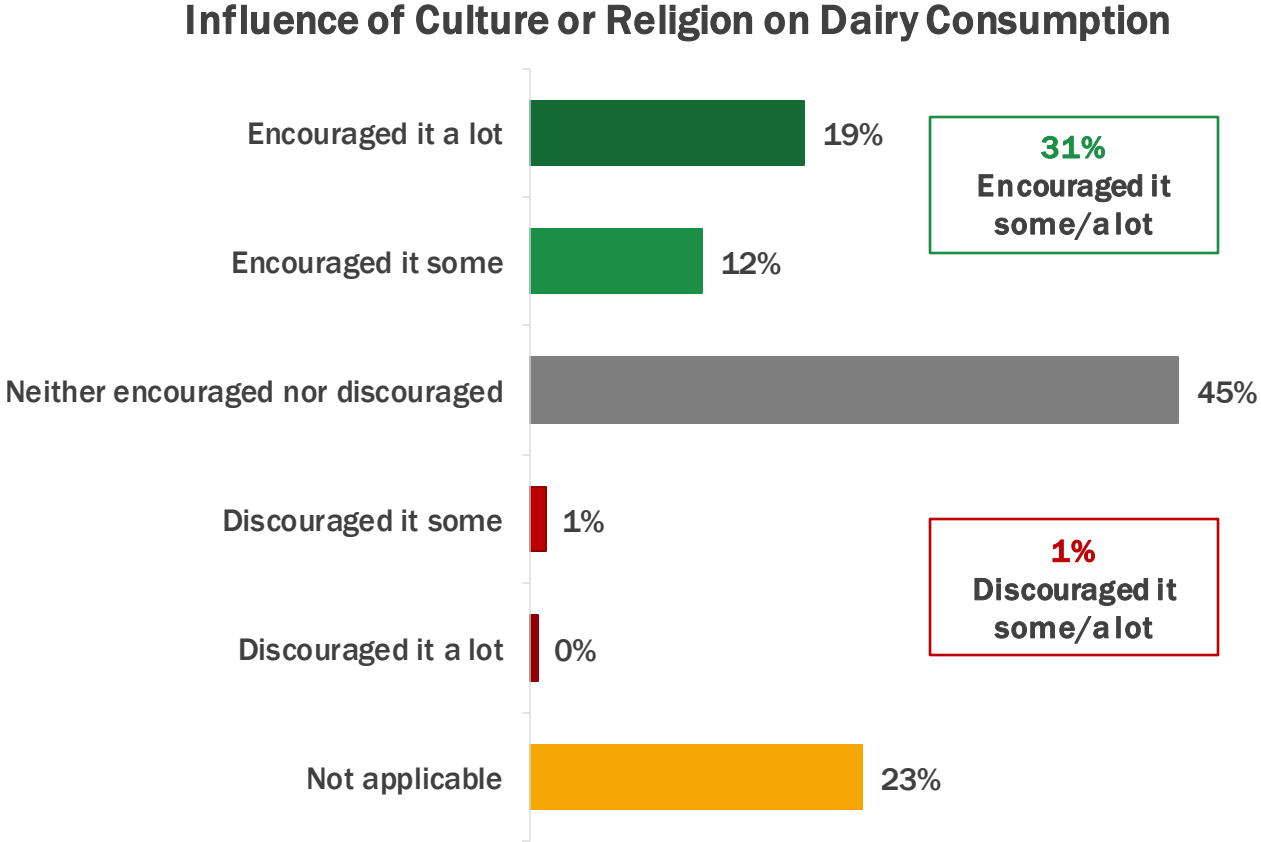
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# For nearly half of Americans, the culture or religion that they grew up in neither encouraged nor discouraged their consumption of dairy.

Nearly a third say consumption was encouraged by their culture or religion.

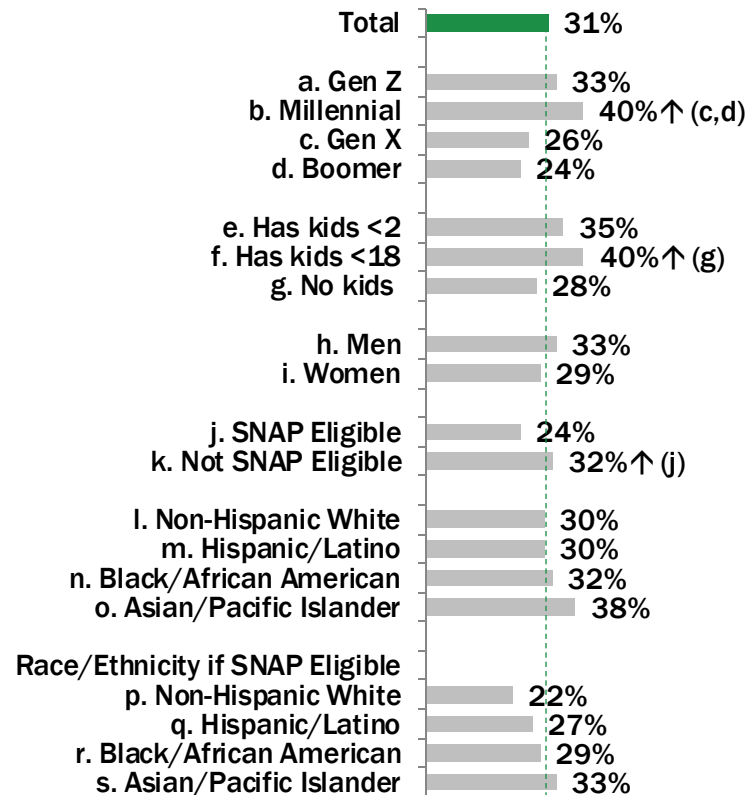


Q18. Did the culture or religion you grew up in encourage or discourage you from consuming dairy? (n=3032)

**People with children under the age of 18 and people who are Not SNAP-eligible are more likely to say culture or religion encouraged dairy consumption. People without children are more likely to say neither culture nor religion impacted dairy consumption.**

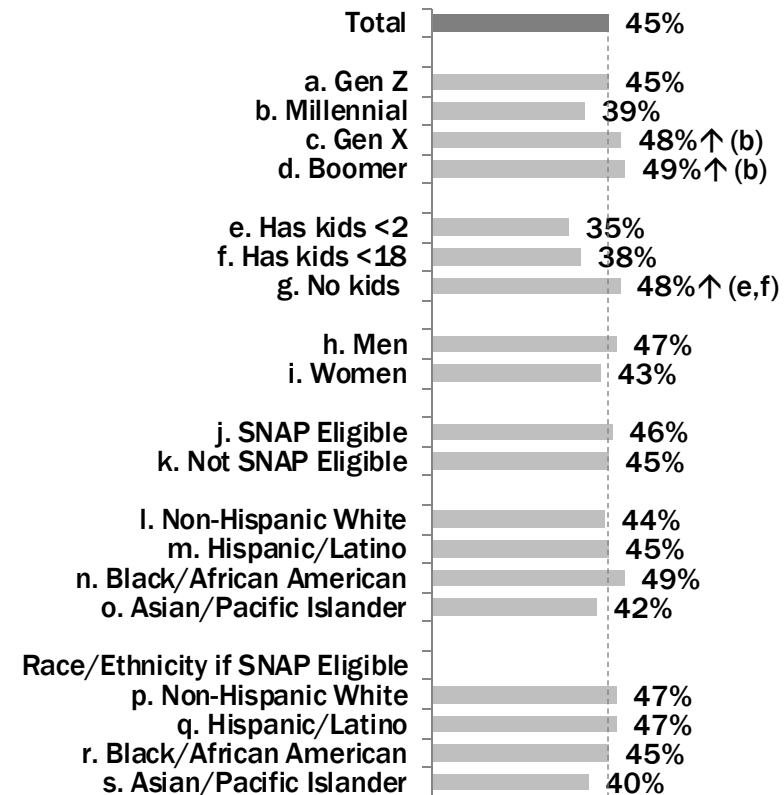
### Influence of Culture or Religion on Dairy Consumption

*Encouraged it a lot/some by subgroup*



### Influence of Culture or Religion on Dairy Consumption

*Neither encouraged nor discouraged by subgroup*



Q18. Did the culture or religion you grew up in encourage or discourage you from consuming dairy? (n=3032)

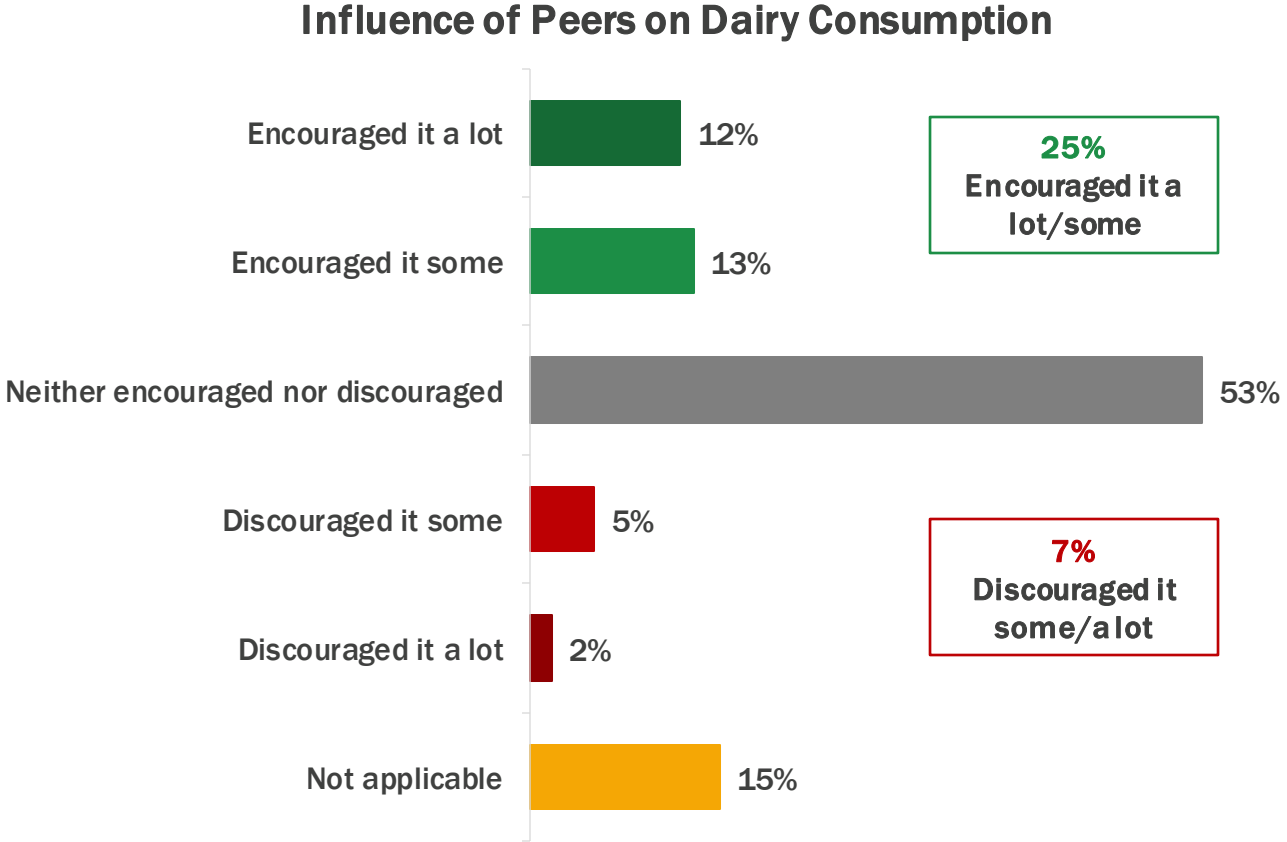
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Over half of Americans say the beliefs and habits of the people around them neither encouraged nor discouraged their dairy consumption.

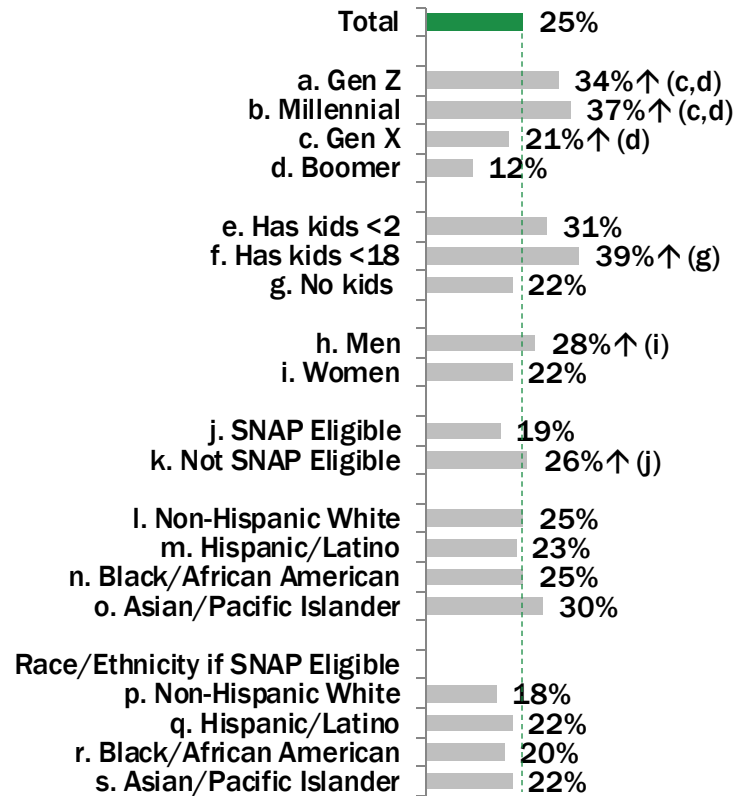
A quarter say consumption was encouraged by the beliefs and habits of the people around them.



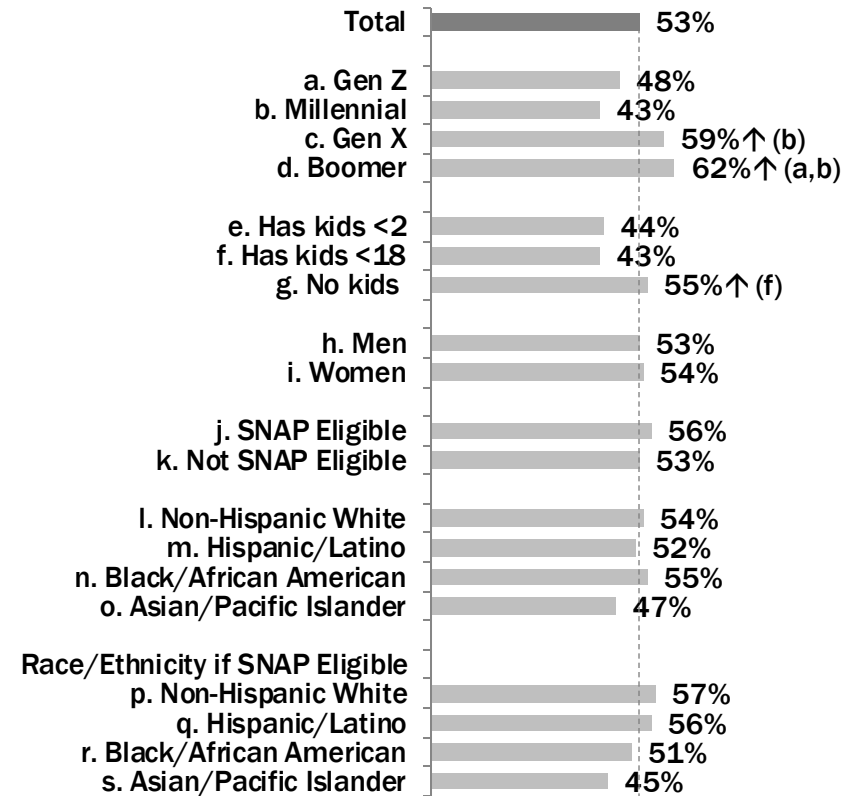
Q19. Have the beliefs and habits of people around you encouraged or discouraged your consumption of dairy? (n=3032)

People with children under the age of 18 and people who are Not SNAP-eligible are more likely to say peers encouraged dairy consumption. People without children are more likely to say peers had no impact on dairy consumption.

**Influence of Peers on Dairy Consumption**  
Encouraged it a lot/some by subgroup



**Influence of Peers on Dairy Consumption**  
Neither encouraged nor discouraged by subgroup



Q19. Have the beliefs and habits of people around you encouraged or discouraged your consumption of dairy? (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

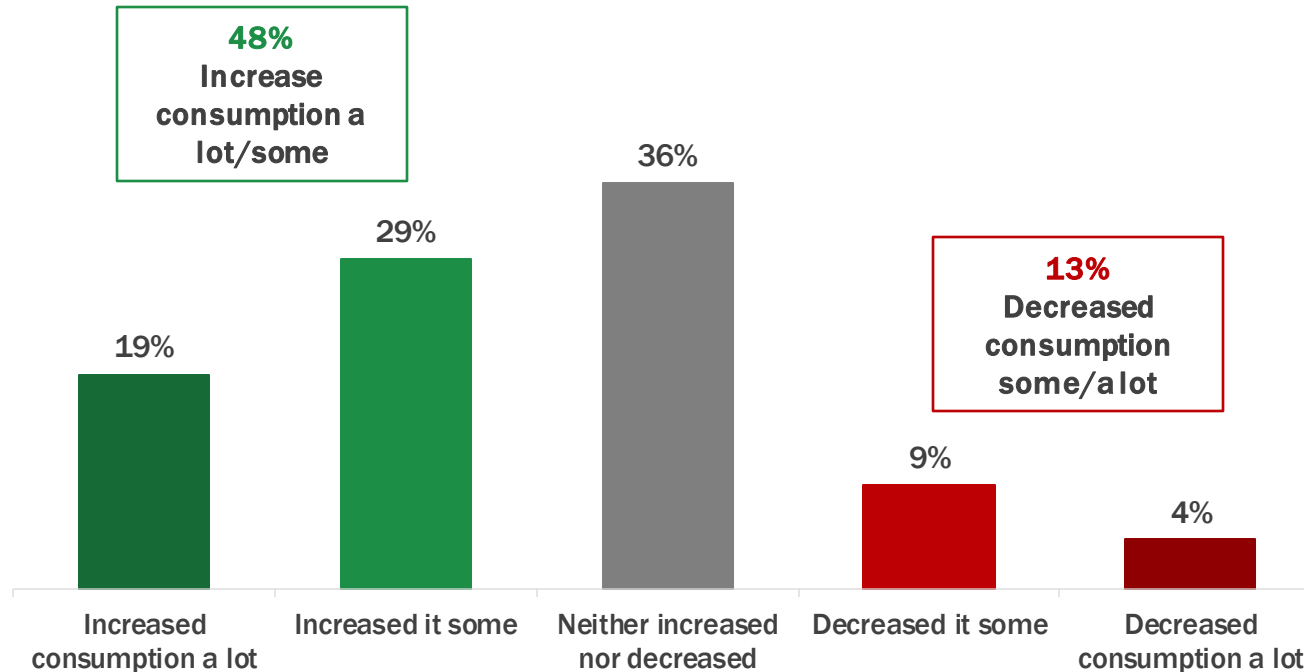
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

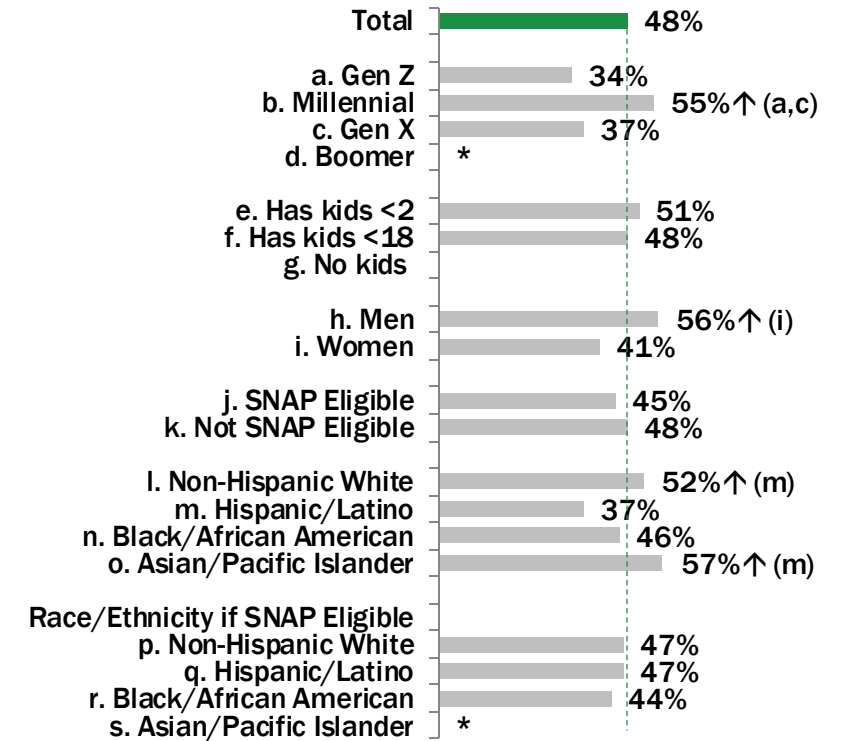
# Nearly half increased their consumption of dairy products after having children.

Non-Hispanic White and Asian or Pacific Islander people are more likely to report increases in dairy consumption after having children.

**Change in Dairy Consumption After Having Children**  
(Of Those With Children Under 18 Years)



**Increased a lot/some**  
*By Subgroups*



Q20. How has your consumption of dairy products changed after having children? (n=922) FILTER: HAS CHILDREN UNDER 18 / Note: "Not applicable" response not shown.

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

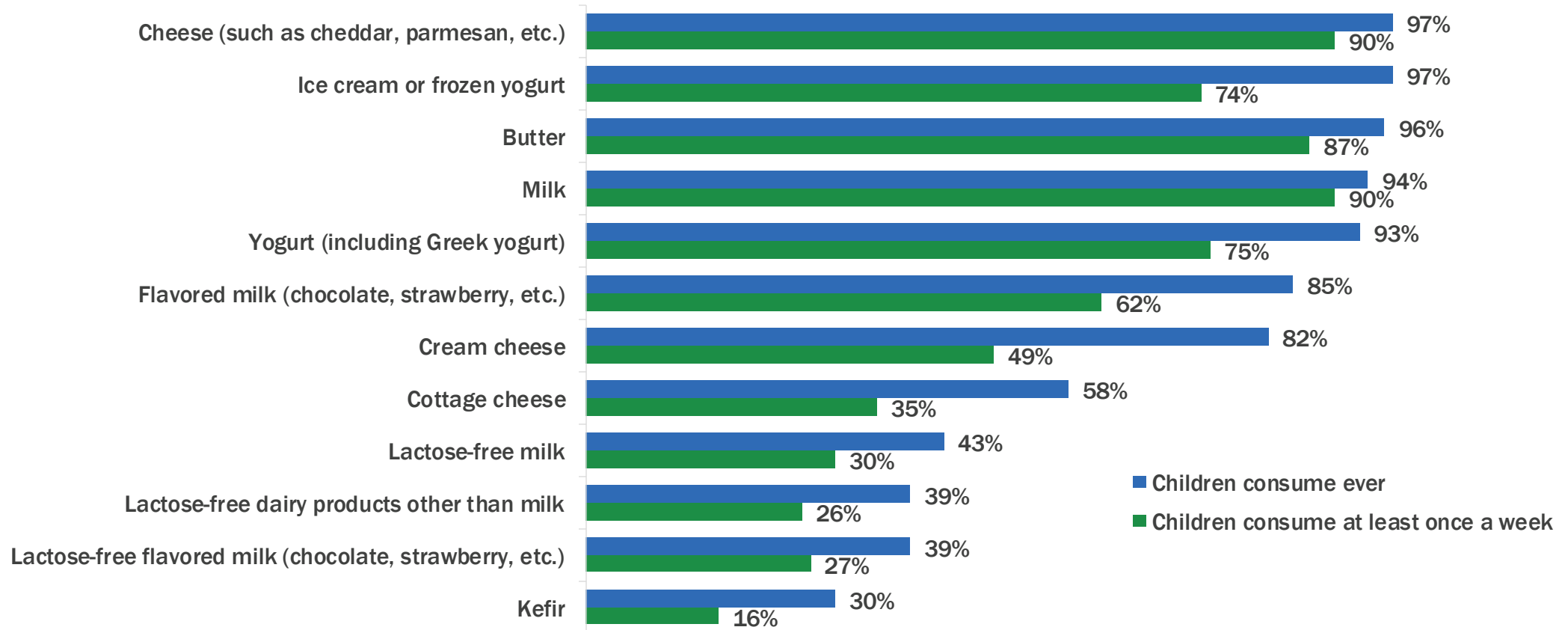
Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity



# Like themselves, nearly all parents say their children have consumed cheese, butter, ice cream or frozen yogurt, and yogurt at some point in their life.

Nine in ten parents report that their children consume milk at least once a week.

**Parental Reporting of Their Children’s Dairy Consumption Frequency**  
(Of Those With Children Under 18 Years)

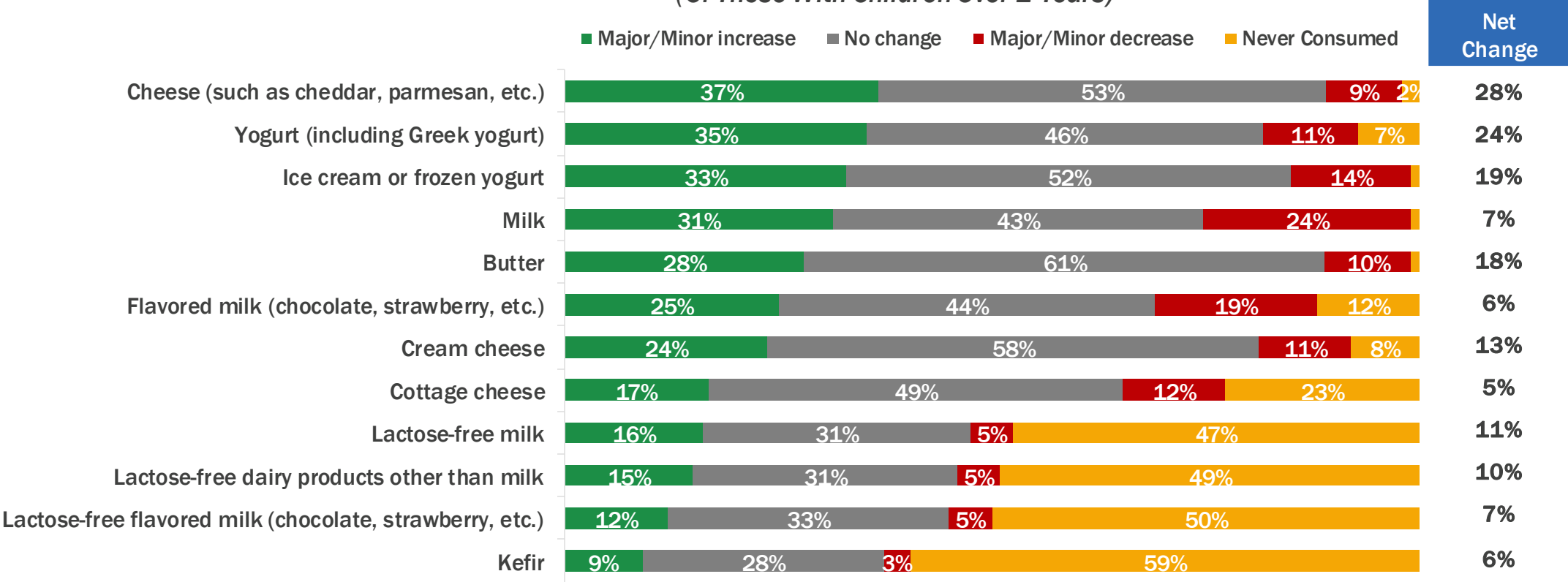


Q21. Please select how often your child or children who are under 18 consume(s) the following dairy products. (n=922) FILTER: HAS CHILDREN UNDER 18

# As their children get older, more parents report decreases in their children’s milk and flavored milk consumption compared with other dairy products.

Similar to their own consumption patterns, nearly half of parents say their children have never had lactose-free dairy products.

**Parental Reporting of Change in Children’s Dairy Consumption As They Age**  
(Of Those With Children Over 2 Years)

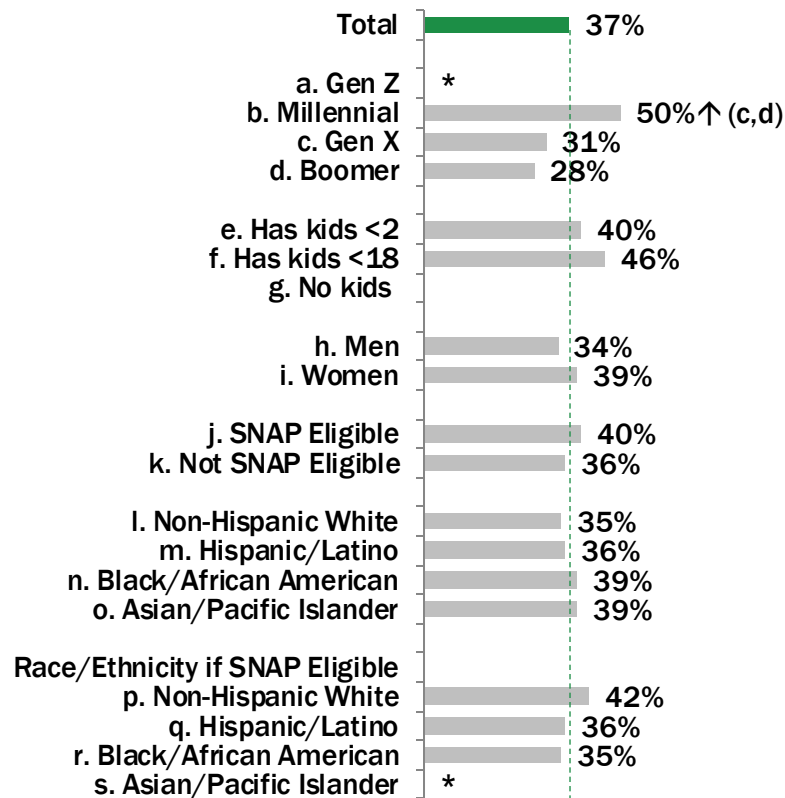


Q22. As your child or children have gotten older, have you noticed a change in their consumption of following dairy products? (n=1633) FILTER: HAS CHILDREN OVER 2 YEARS OLD

# No significant differences were observed by parental status, SNAP eligibility, or race/ethnicity among people who report their child has increased cheese or yogurt consumption as they grew older.

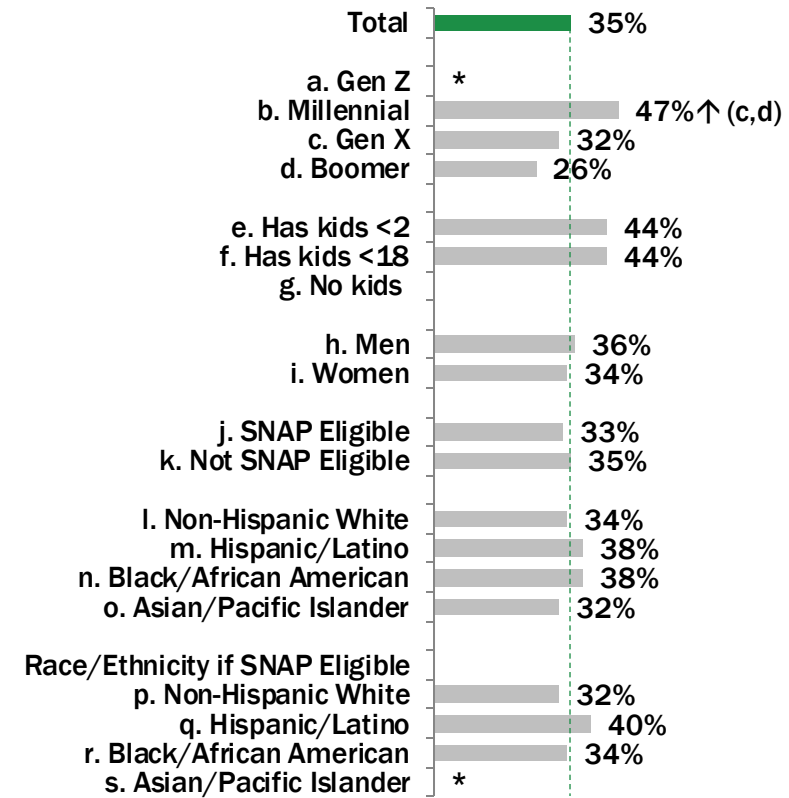
## Parental Reporting Of Their Childrens' Change in Cheese Consumption as They Age

Major/Minor increase by subgroup



## Parental Reporting Of Their Childrens' Change in Yogurt Consumption as They Age

Major/Minor increase by subgroup



Q22. As your child or children have gotten older, have you noticed a change in their consumption of following dairy products? (n=1633) FILTER: HAS CHILDREN OVER 2 YEARS OLD

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

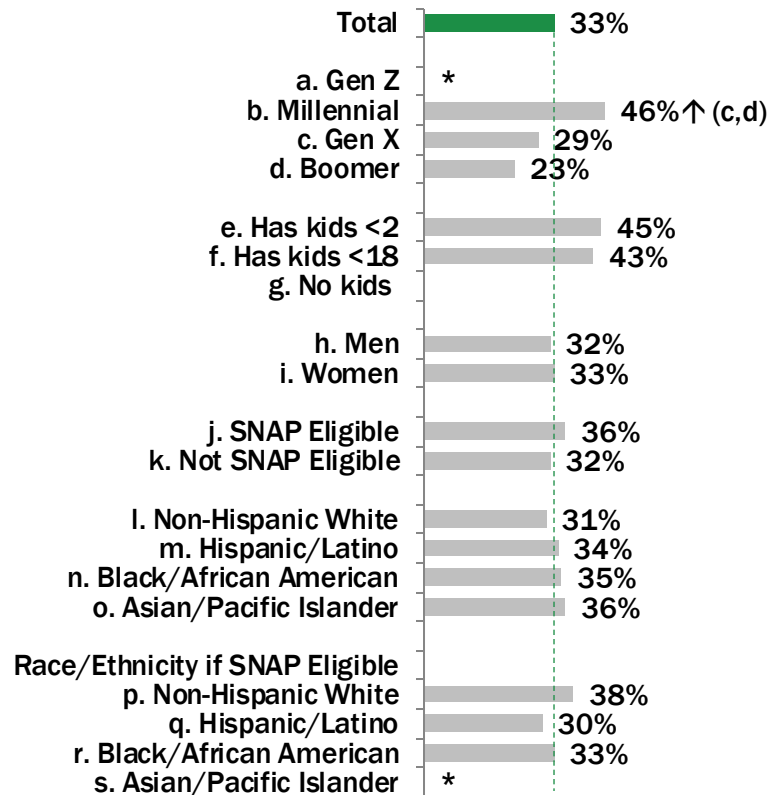
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# No significant differences were observed by parental status, SNAP eligibility, or race/ethnicity among people who report their child has increased ice cream or milk consumption as they grew older.

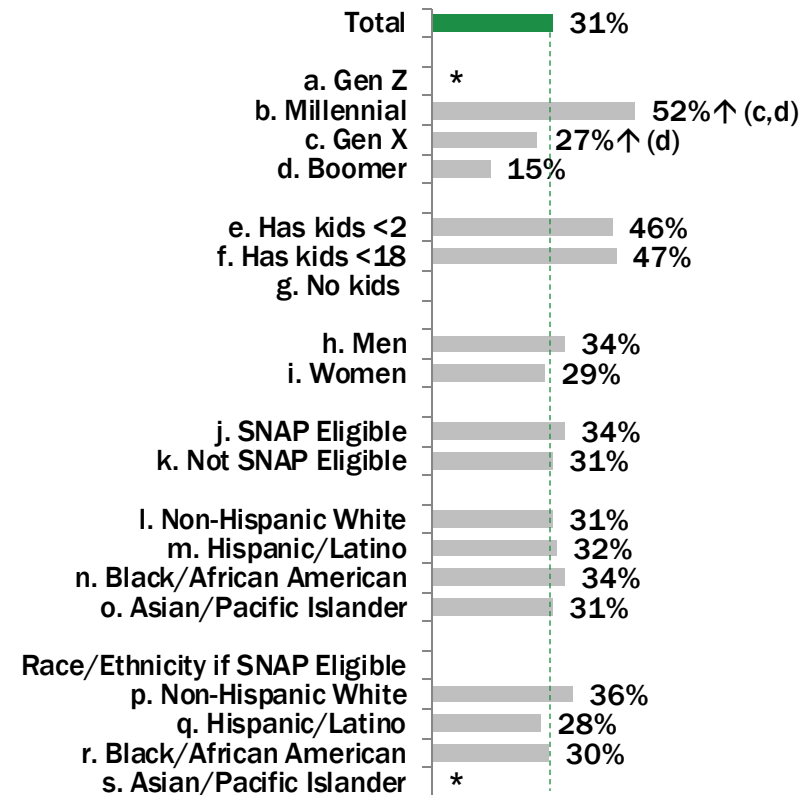
## Parental Reporting Of Their Childrens' Change in Ice Cream Consumption as They Age

Major/Minor increase by subgroup



## Parental Reporting Of Their Childrens' Change in Milk Consumption as They Age

Major/Minor increase by subgroup



Q22. As your child or children have gotten older, have you noticed a change in their consumption of following dairy products? (n=1633) FILTER: HAS CHILDREN OVER 2 YEARS OLD

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity



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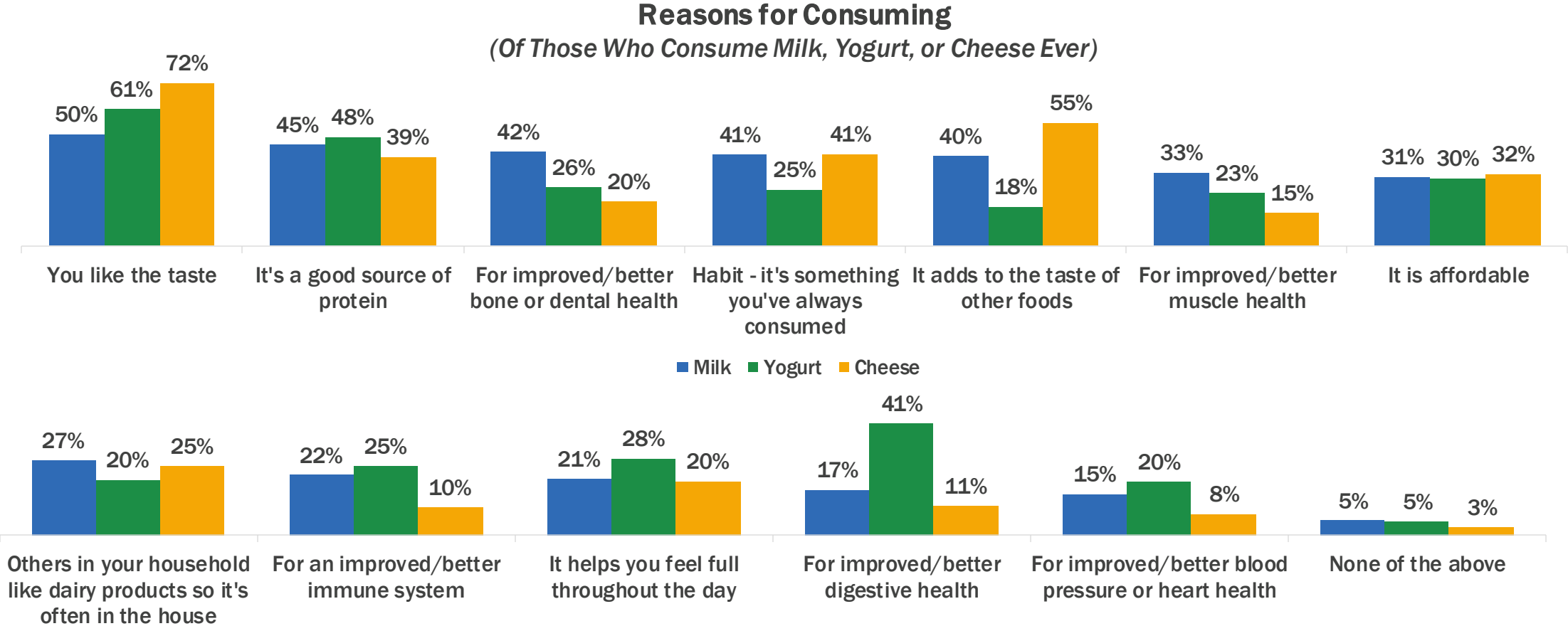
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# Motivations For Dairy Consumption



# Taste is the top motivator for milk, yogurt, and cheese consumption.

Other top motivators include affordability, bone/dental and digestive health, habit, and protein content.

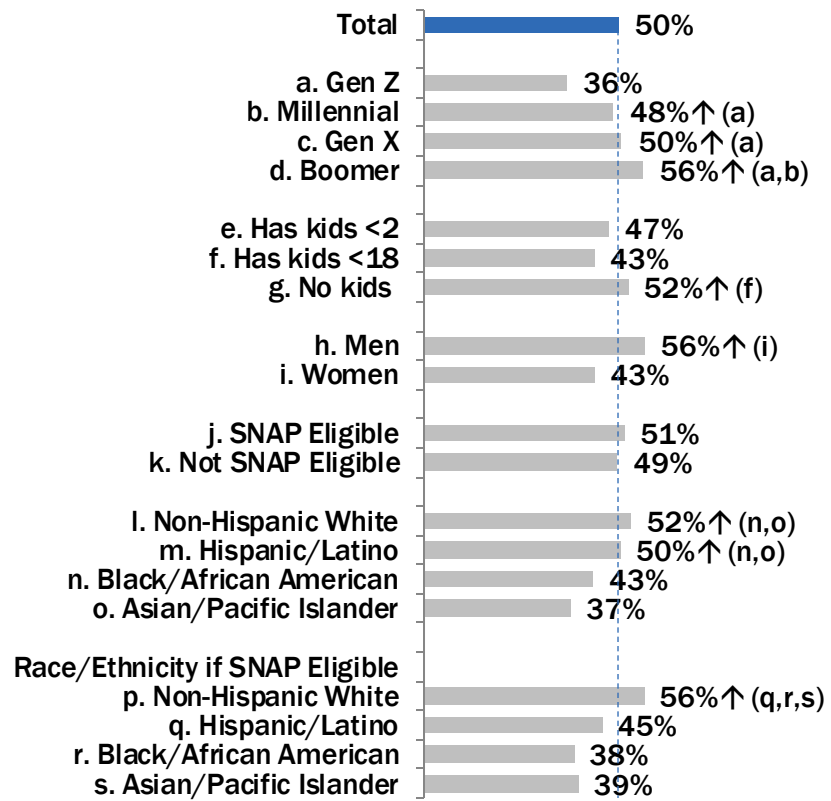


Q23. Which of the following are reasons why you consume milk, yogurt, and/or cheese? (Milk, n=2842; Yogurt, n=2609; Cheese, n=2958)  
 FILTER: CONSUMES ANY MILK / FILTER: CONSUMES YOGURT (INCLUDING GREEK YOGURT) / FILTER: CONSUMES CHEESE (SUCH AS CHEDDAR, PARMESAN, ETC.)

**People without children, Non-Hispanic White, Latino, and SNAP-eligible Non-Hispanic White people are more likely to say liking the taste is why they consume milk. SNAP-eligible Non-Hispanic White people are more likely to say “it’s a good source of protein” for why they consume milk.**

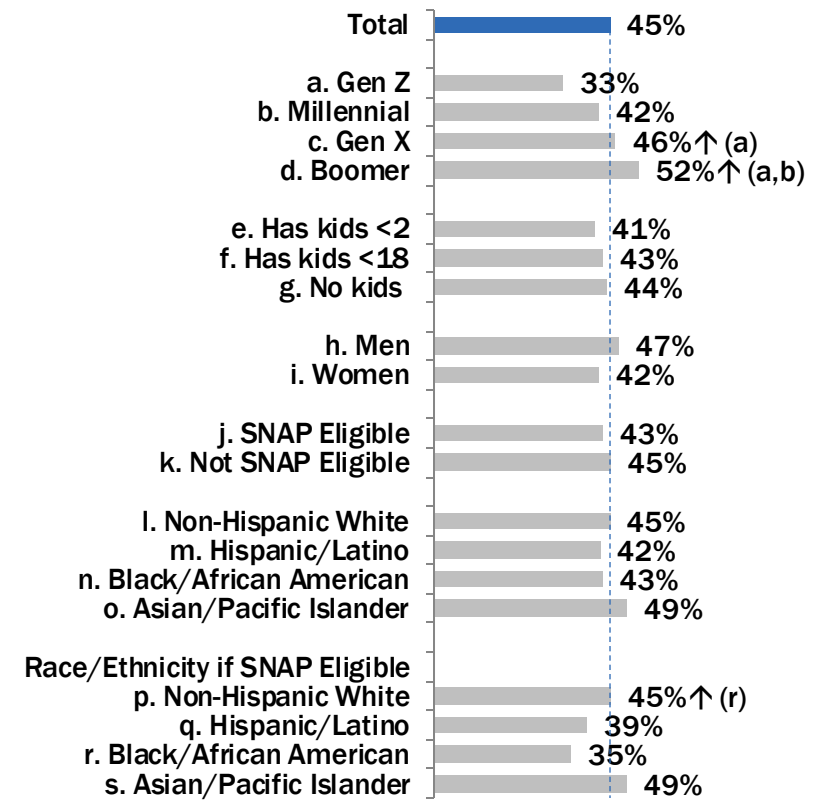
**“You like the taste”**

*Milk by subgroup*



**“It’s a good source of protein”**

*Milk by subgroup*



Q23. Which of the following are reasons why you consume milk, yogurt, and/or cheese? (Milk, n=2842) FILTER: CONSUMES ANY MILK

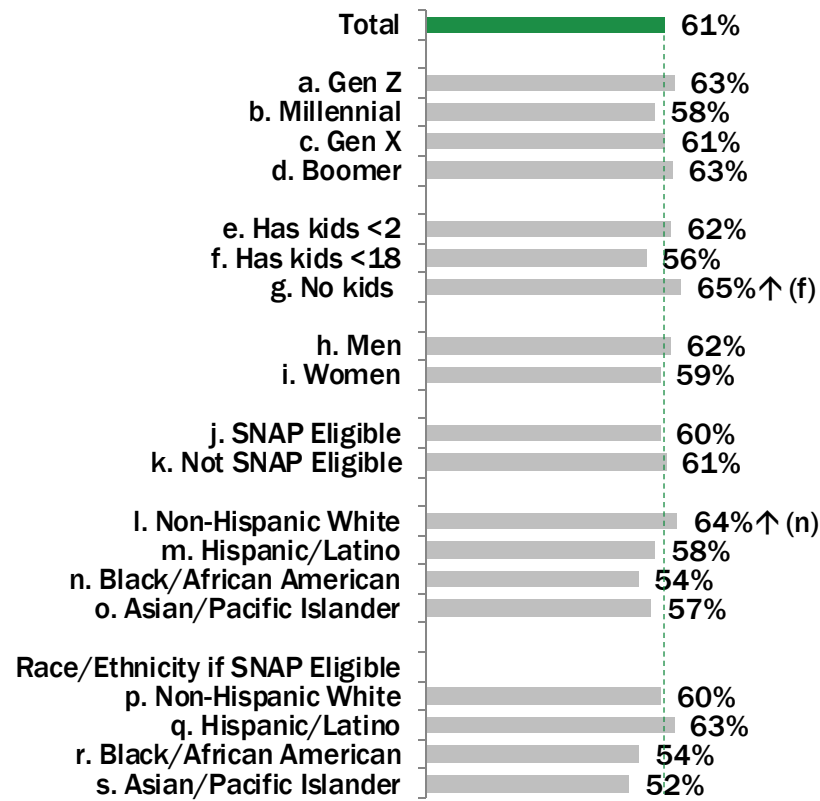
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

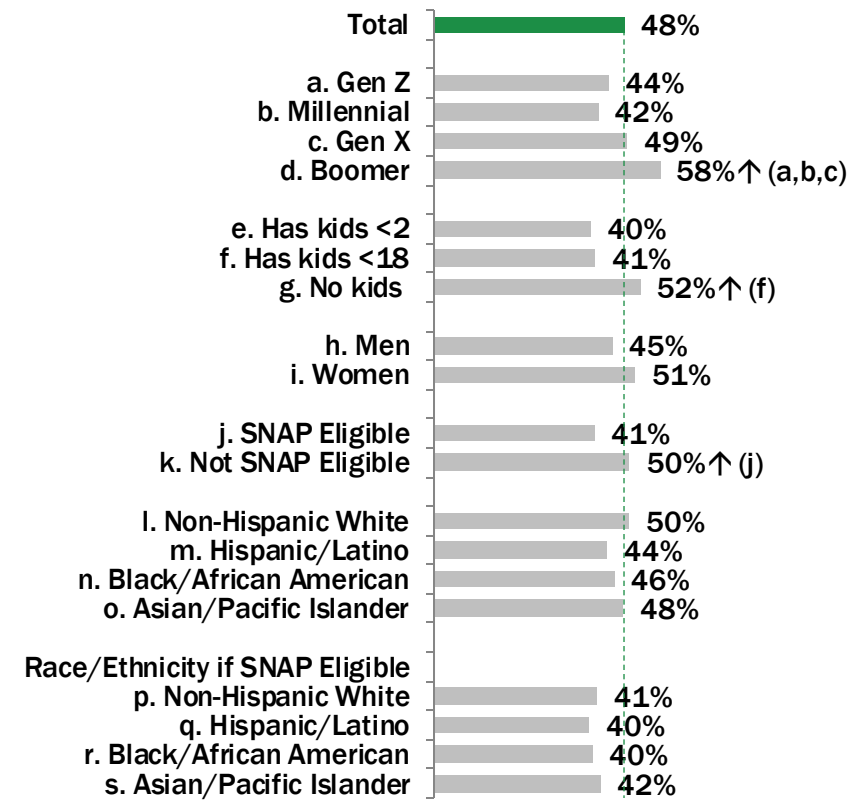
Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

People without children and non-Hispanic White people are more likely to say liking the taste is why they consume yogurt. People without children and people who are Not SNAP-eligible are more likely to say “it’s a good source of protein” for why they consume yogurt.

“You like the taste”  
Yogurt by subgroup



“It’s a good source of protein”  
Yogurt by subgroup



Q23. Which of the following are reasons why you consume milk, yogurt, and/or cheese? (Yogurt, n=2609) FILTER: CONSUMES ANY YOGURT

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

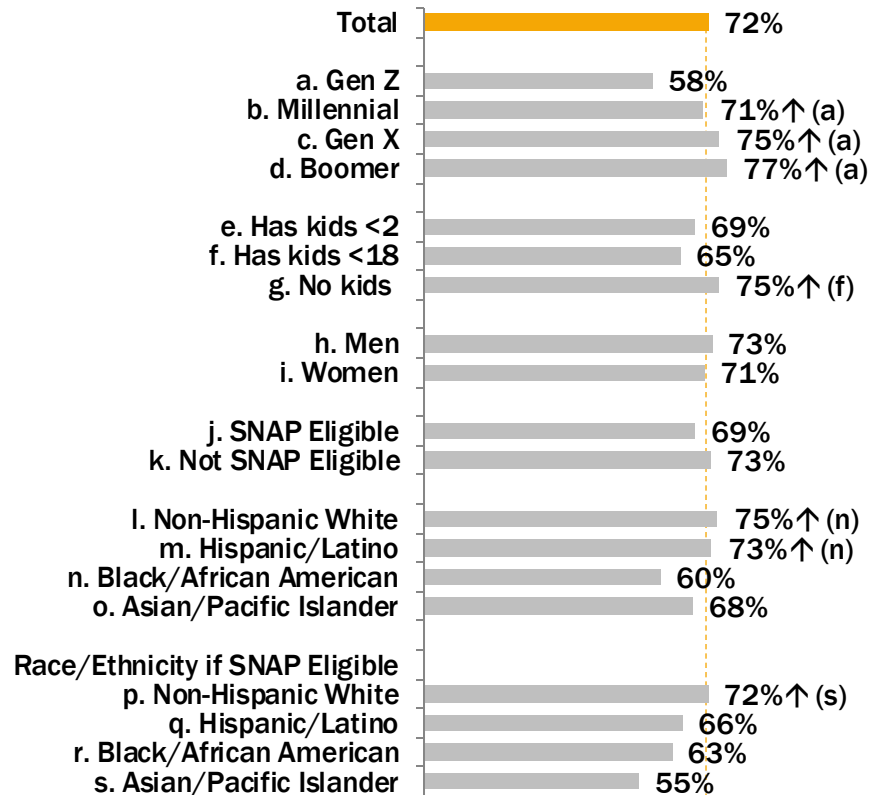
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

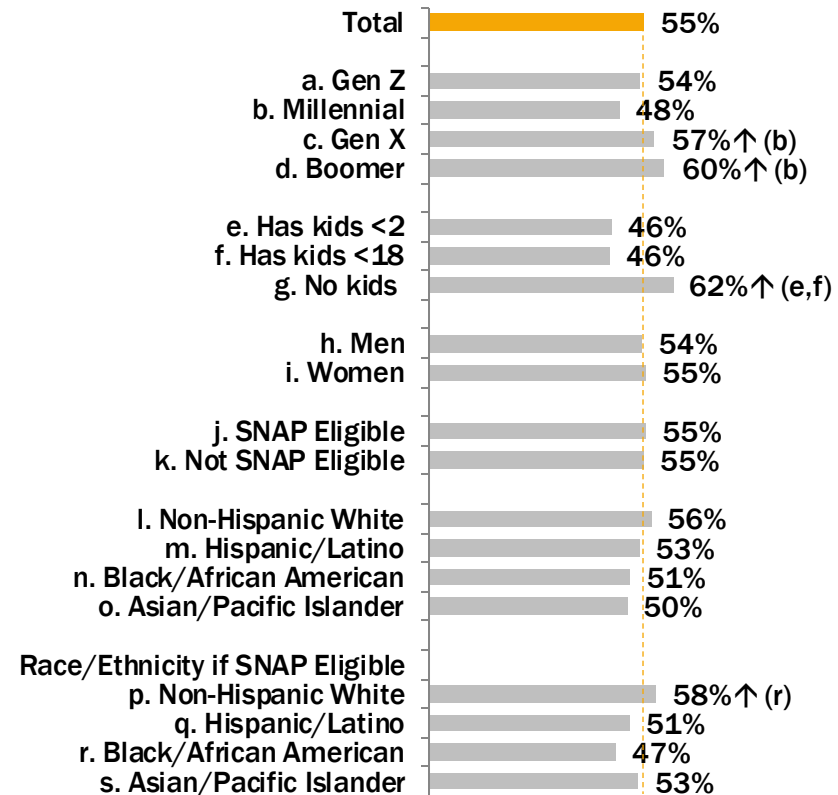


**People without children, Non-Hispanic White, Latino, and SNAP-eligible Non-Hispanic White people are more likely to say liking the taste is why they consume cheese. People without children and SNAP-eligible Non-Hispanic White people are more likely to say “it adds to the taste of other foods” for why they consume cheese.**

**“You like the taste”**  
Cheese by subgroup



**“It adds to the taste of other foods”**  
Cheese by subgroup



Q23. Which of the following are reasons why you consume milk, yogurt, and/or cheese? (Cheese, n=2958) FILTER: CONSUMES ANY CHEESE

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity



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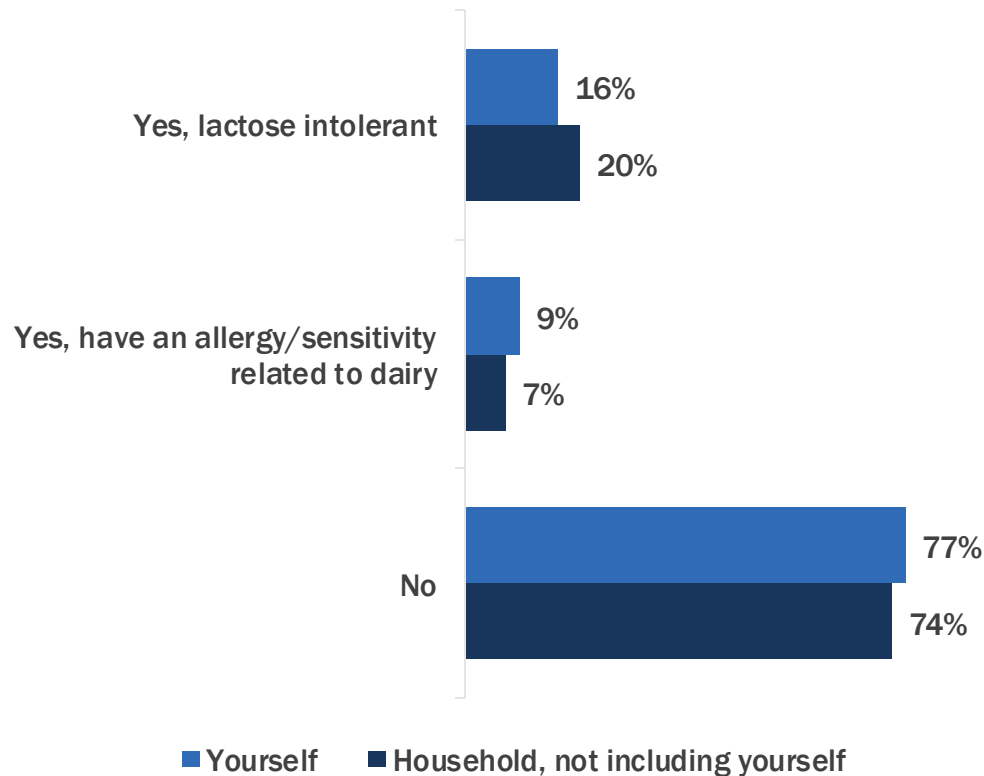
# Barriers To Dairy Consumption



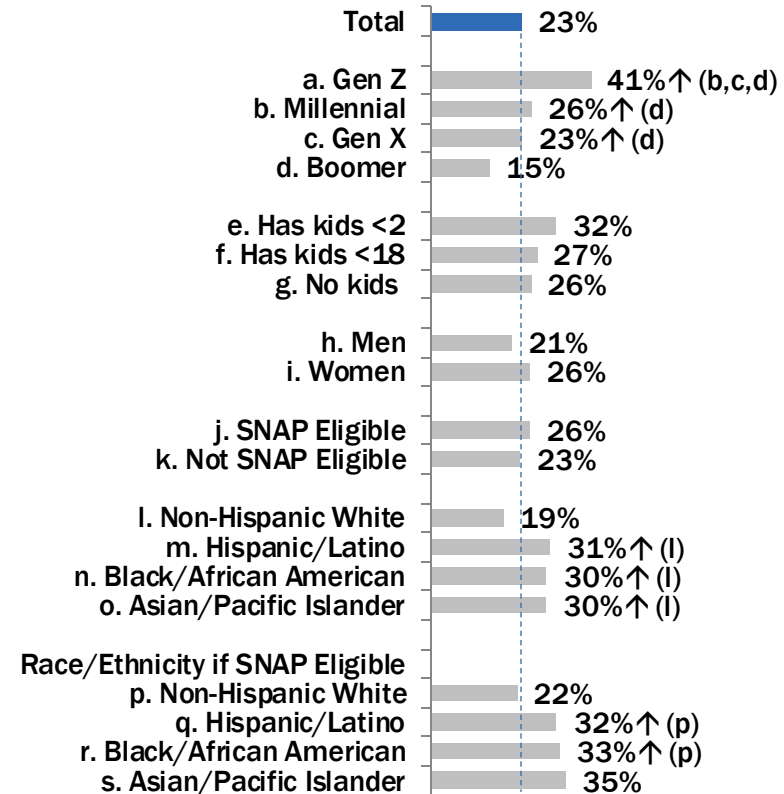
# Non-Hispanic White people are less likely to report lactose intolerance and/or dairy allergy/sensitivity in their household.

Latino, Asian or Pacific Islander, Black, SNAP-eligible Latino, and SNAP-eligible Black people are more likely to report lactose intolerance or allergy/sensitivity.

**Lactose Intolerance or Allergy/Sensitivity Related to Dairy?**



**Lactose Intolerance and/or Allergy/Sensitivity Yes by subgroup**



Q25. Are you lactose intolerant or do you have an allergy/sensitivity related to dairy? SELECT ALL THAT APPLY. (n=3032)

Q26. Not including yourself, is anyone else in your household lactose intolerant or do they have an allergy/sensitivity related to dairy? SELECT ALL THAT APPLY. (n=2368) FILTER: OTHERS IN HOUSEHOLD

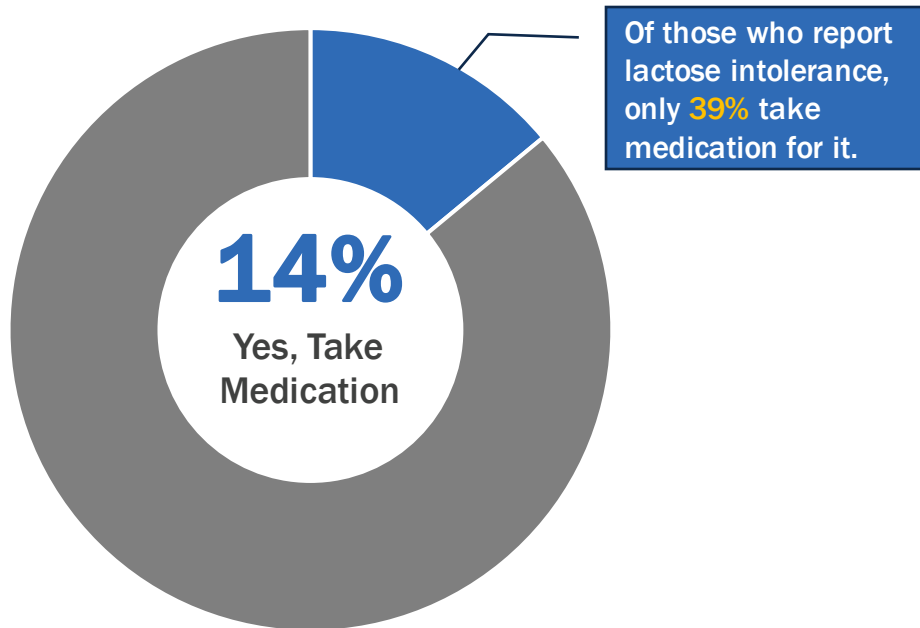
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

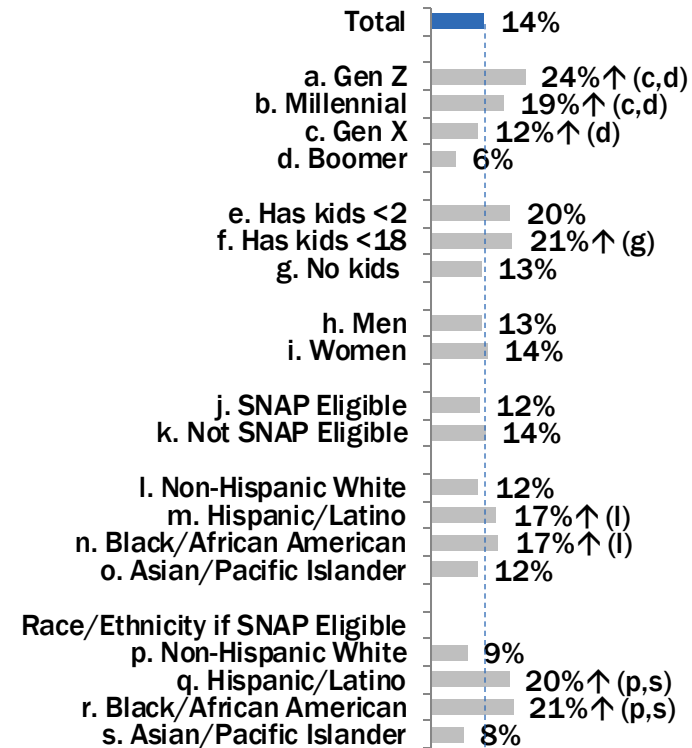
# One in seven use medication to help with dairy digestion.

Those who have children under the age of 18, Latino, Black, SNAP-eligible Latino, and SNAP-eligible Black people are more likely to say they take medication to aid dairy digestion.

Do you ever take medication (usually in the form of a pill or chewable tablet) that helps your body digest dairy?



Take Medication for Dairy  
Yes by subgroup



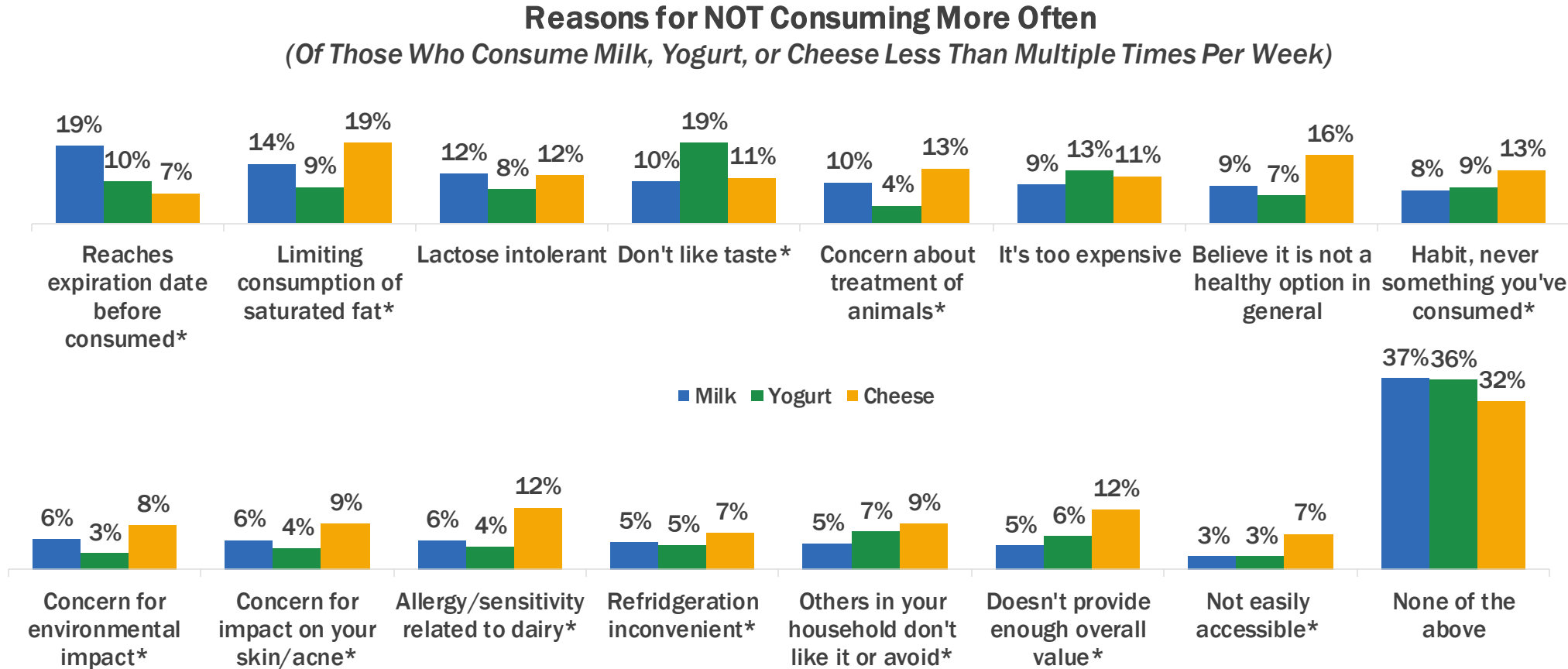
Q27. Do you ever take medication (usually in the form of a pill or chewable tablet) that helps your body digest dairy? (The medication usually helps prevent bloating, gas, and digestion issues that some people get when they consume dairy.) (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

# Milk reaching its expiration date prior to consumption is a top consumption barrier.

More than one in three do not cite a definitive reason for why they do not consuming milk and other dairy products more often, suggesting “passive avoidance.”



Q24. Which of the following are reasons why you don't consume milk, yogurt, and/or cheese more than you do currently? (Milk, n=2810; Yogurt, n=1348; Cheese, n=395)

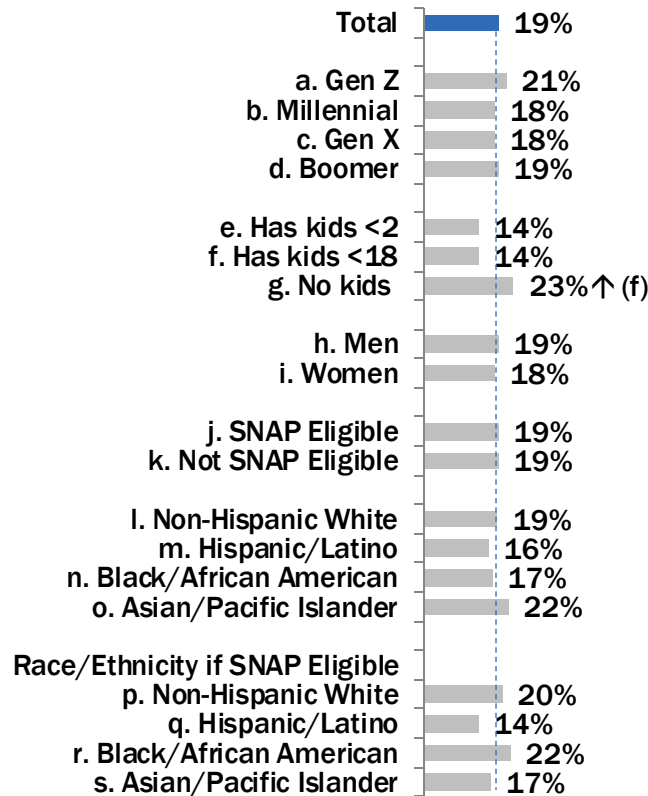
FILTER: CONSUMES MILK LESS THAN MULTI TIMES A WEEK / FILTER: CONSUMES YOGURT (INCLUDING GREEK YOGURT) / FILTER: CONSUMES CHEESE (SUCH AS CHEDDAR, PARMESAN, ETC.)

\*Abridged language

People without children are more likely to say milk “reaches its expiration date before it’s consumed” is why they don’t consume milk more often. Asian or Pacific Islander people are more likely to say “trying to limit consumption of saturated fat” is why they don’t consume milk more often.

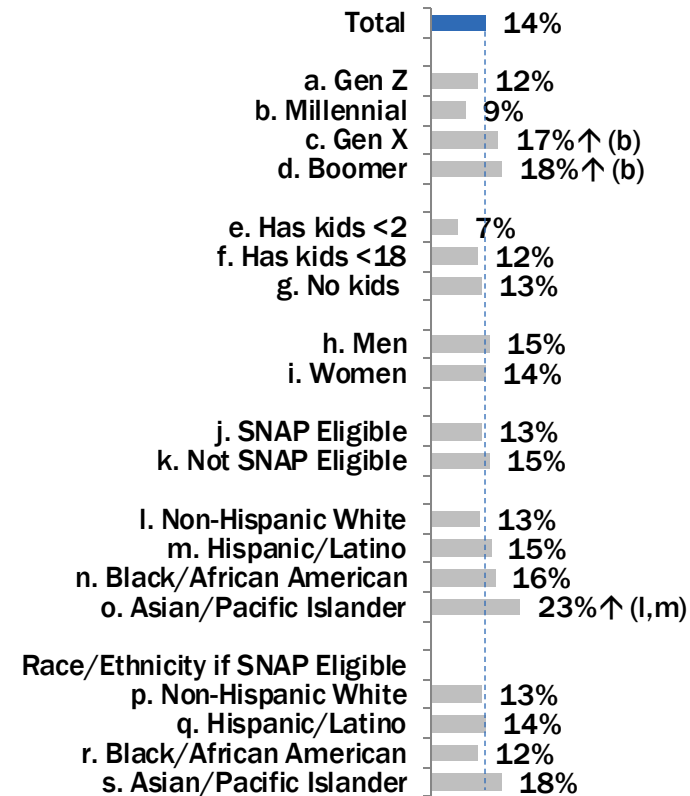
“Reaches expiration date before consumed”<sup>^</sup>

Milk by subgroup



“Limiting consumption of saturated fat”<sup>^</sup>

Milk by subgroup



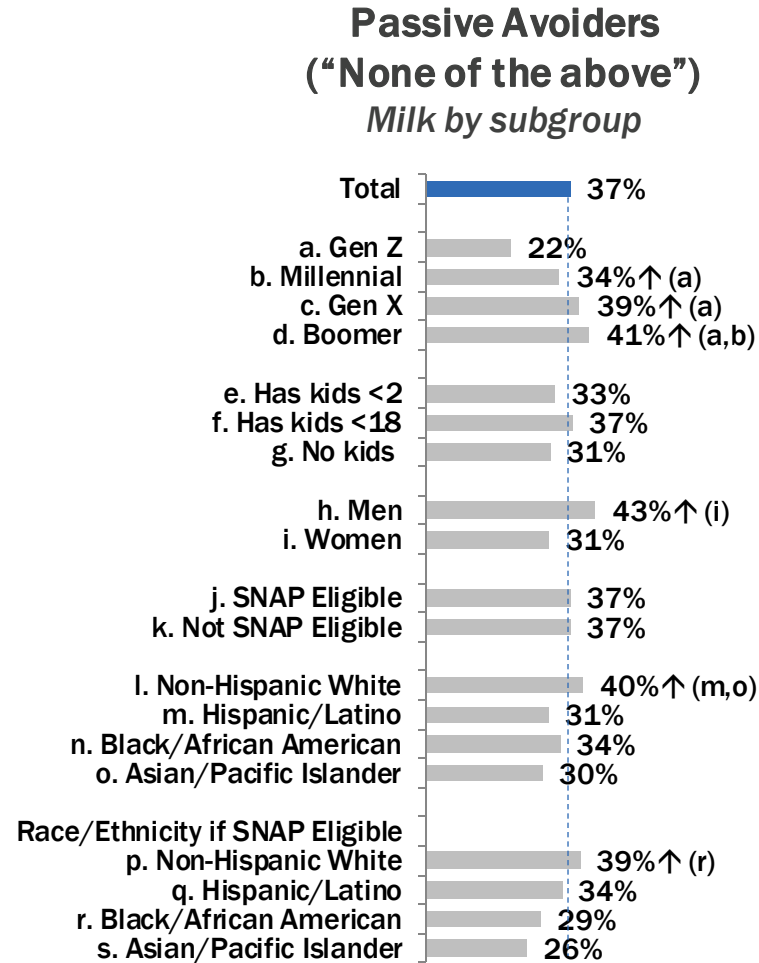
Q24. Which of the following are reasons why you don’t consume milk, yogurt, and/or cheese more than you do currently? (Milk, n=2810) FILTER: CONSUMES MILK LESS THAN MULTI TIMES A WEEK <sup>^</sup>Abridged language

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Those who are Non-Hispanic White and SNAP-eligible Non-Hispanic White people are more likely to be “passive avoiders” of milk.



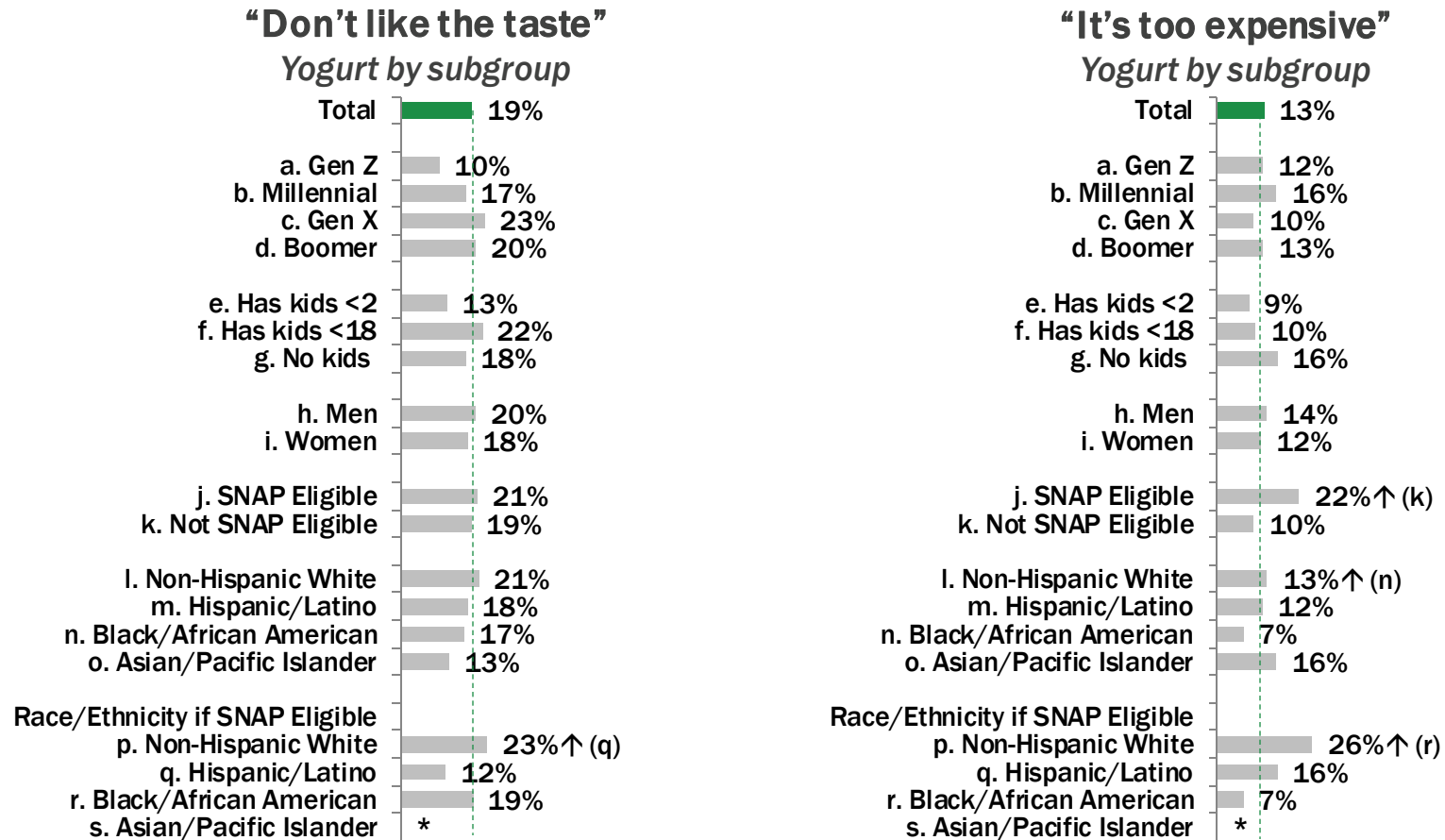
Q24. Which of the following are reasons why you don't consume milk, yogurt, and/or cheese more than you do currently? (Milk, n=2810) FILTER: CONSUMES MILK LESS THAN MULTI TIMES A WEEK ^Abridged language

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

**SNAP-eligible Non-Hispanic White people are more likely to say “don’t like the taste” for why they do not consume yogurt more often. SNAP-eligible, Non-Hispanic White, and SNAP-eligible Non-Hispanic White people are more likely to say “it’s too expensive” for why they don’t consume yogurt more often.**



Q24. Which of the following are reasons why you don’t consume milk, yogurt, and/or cheese more than you do currently? (Yogurt, n=1348) FILTER: CONSUMES YOGURT LESS THAN MULTI TIMES A WEEK

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

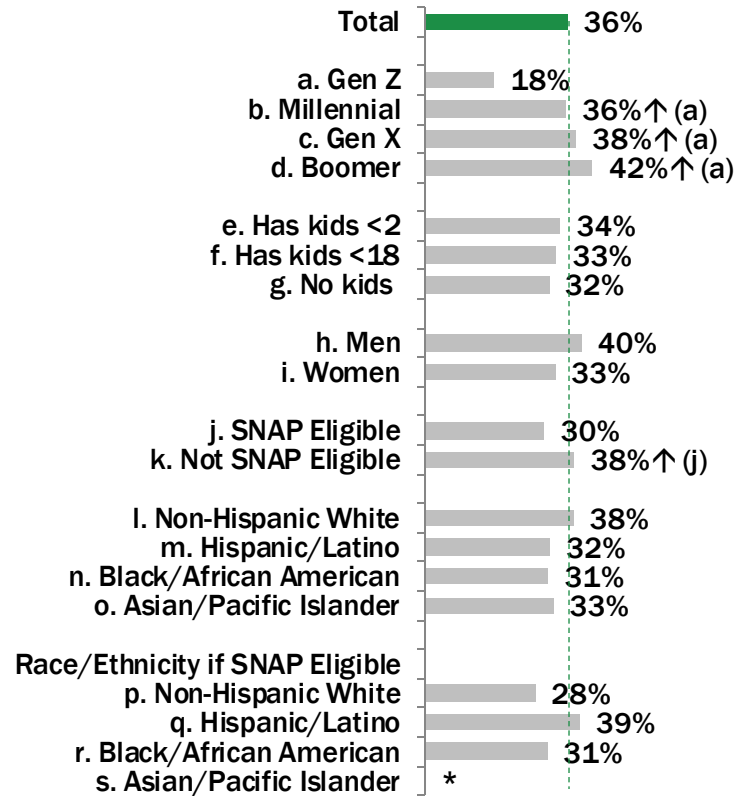
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity



# People who are Not SNAP-eligible are more likely to be “passive avoiders” of yogurt.

## Passive Avoiders (“None of the above”) Yogurt by subgroup



Q24. Which of the following are reasons why you don't consume milk, yogurt, and/or cheese more than you do currently? (Yogurt, n=1348) FILTER: CONSUMES YOGURT LESS THAN MULTI TIMES A WEEK

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

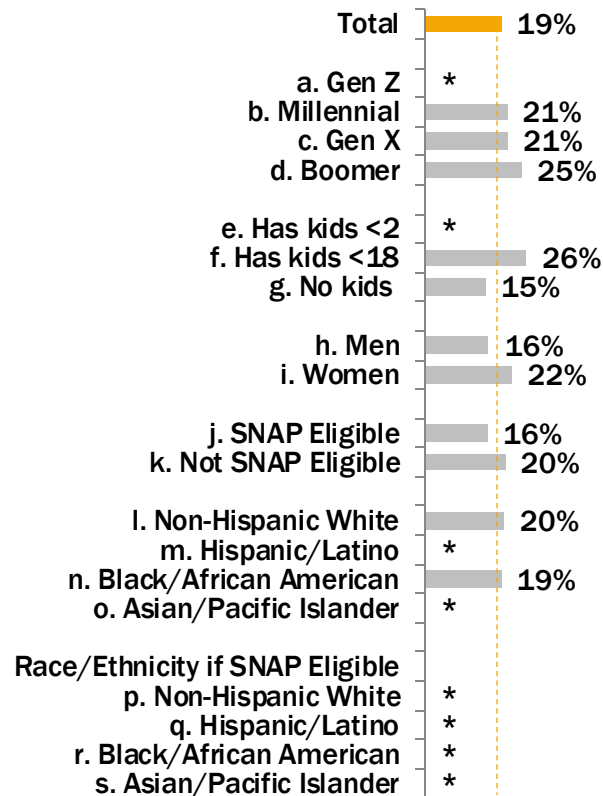
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

**No significant differences were observed by parental status, SNAP eligibility, or race/ethnicity among those who do not consume cheese more often due to trying to limit saturated fat intake and among those who believe cheese is not a healthy option.**

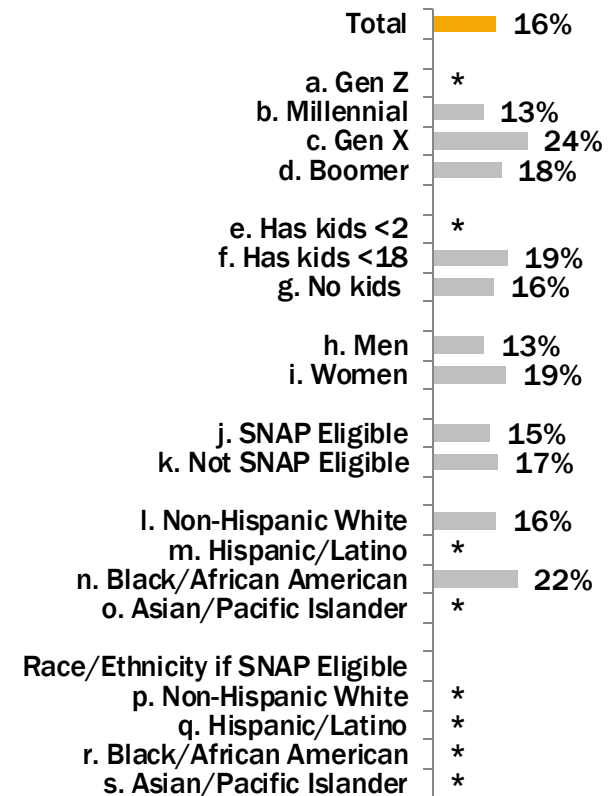
**“Limiting consumption of saturated fat<sup>^</sup>”**

*Cheese by subgroup*



**“Believe it is not a healthy option in general”**

*Cheese by subgroup*



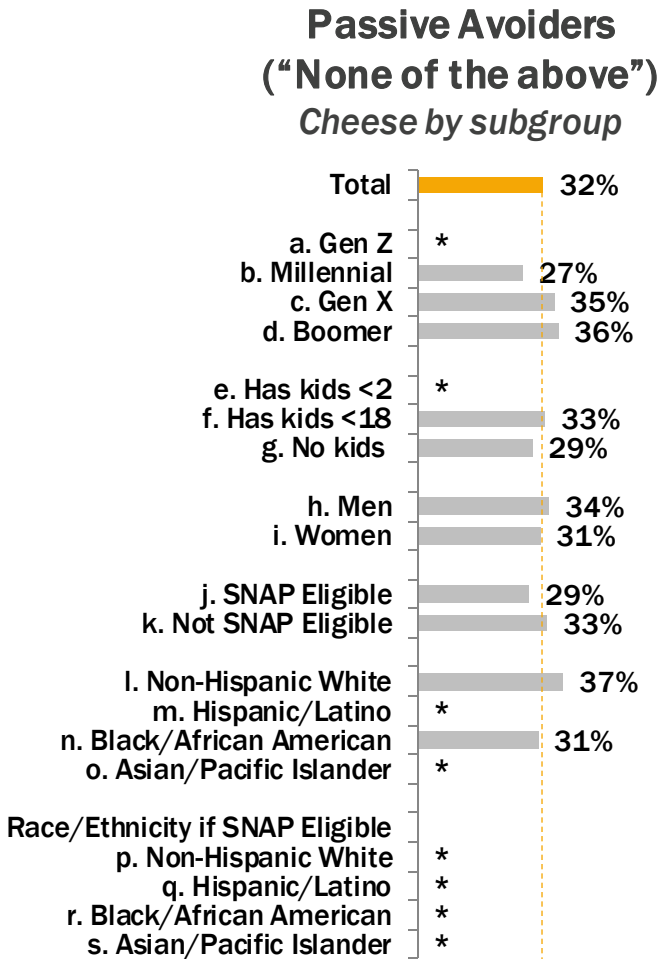
Q24. Which of the following are reasons why you don't consume milk, yogurt, and/or cheese more than you do currently? (Cheese, n=395) FILTER: CONSUMES CHEESE LESS THAN MULTI TIMES A WEEK ^Abridged language

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

No significant differences were observed by parental status, SNAP eligibility, or race/ethnicity among those who are “passive avoiders” of cheese.



Q24. Which of the following are reasons why you don't consume milk, yogurt, and/or cheese more than you do currently? (Cheese, n=395) FILTER: CONSUMES CHEESE LESS THAN MULTI TIMES A WEEK ^Abridged language

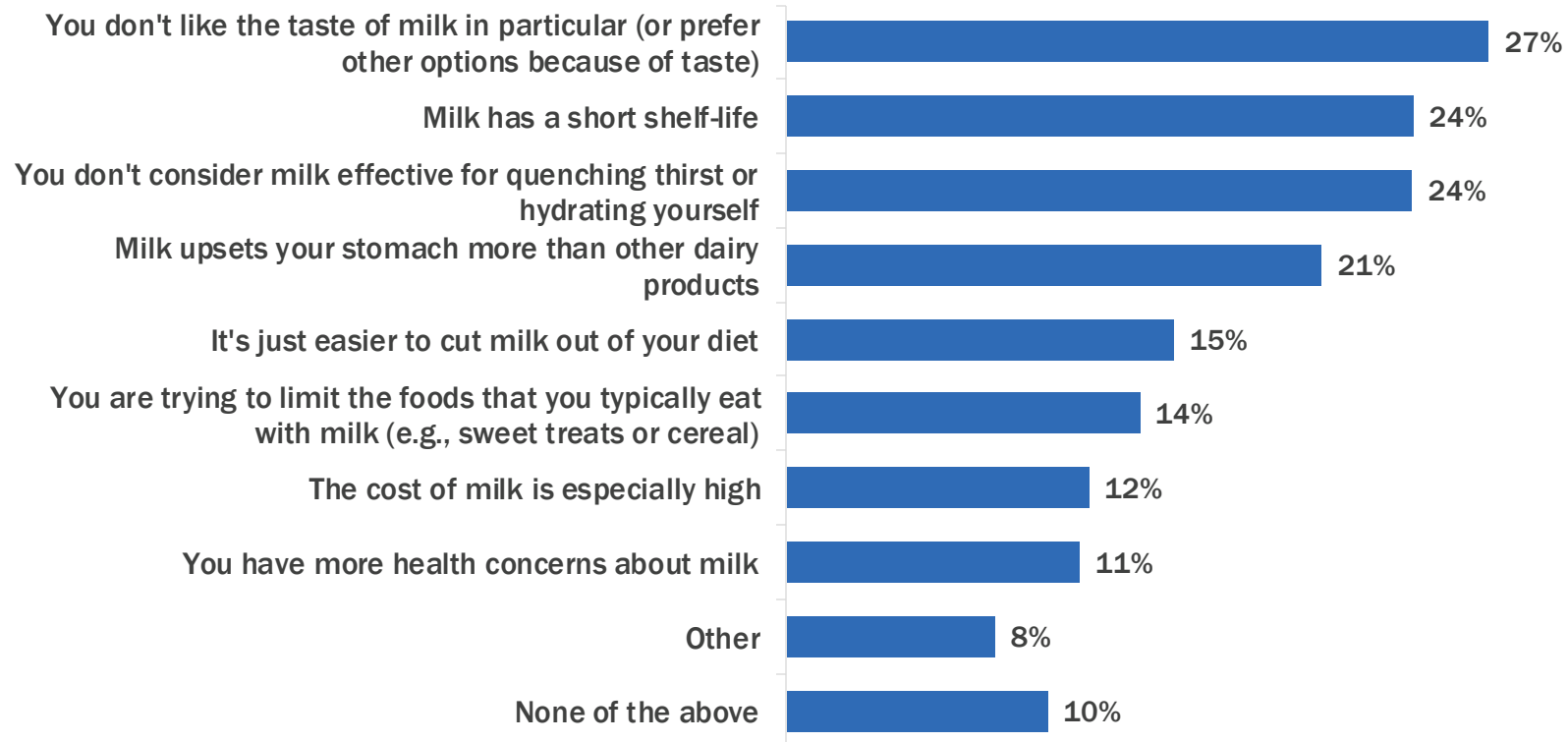
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

# One in four say they consume milk less than other dairy products because of the taste.

Nearly one in four also consume milk less than other dairy products because it has a short shelf-life; it does not quench thirst; and it upsets [their] stomach more than other dairy products.

## Rationale for Consuming Milk Less Than Other Dairy Products (Of Those Who Consume Milk Less Than Other Dairy Products)

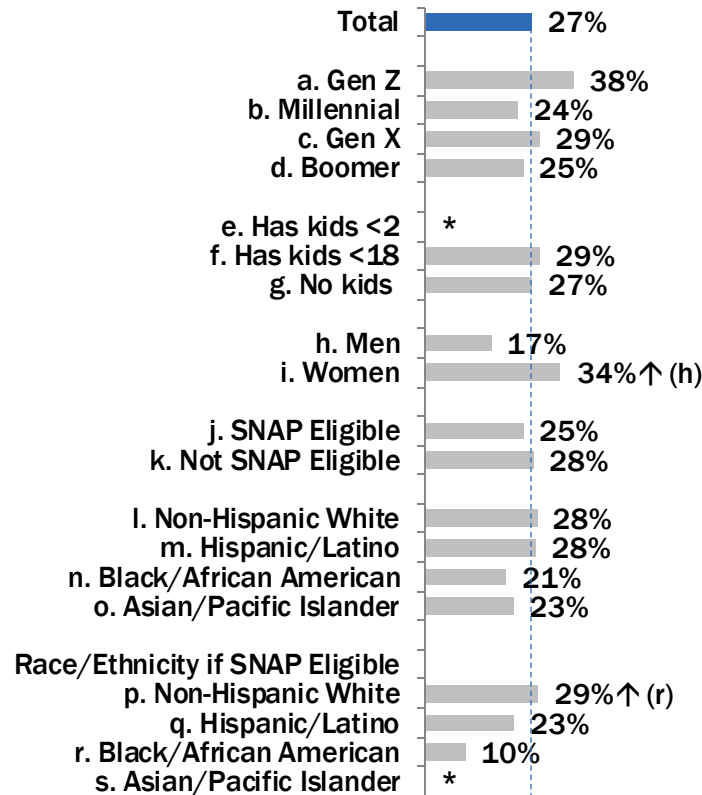


Q28. You indicated that you consume milk less than you do other dairy products. Why is that? Select all that apply. (n=1246) FILTER: CONSUMES MILK LESS THAN OTHER DAIRY PRODUCTS

# SNAP-eligible Non-Hispanic White people are more likely to cite not liking the taste for why they consume milk less than other dairy products.

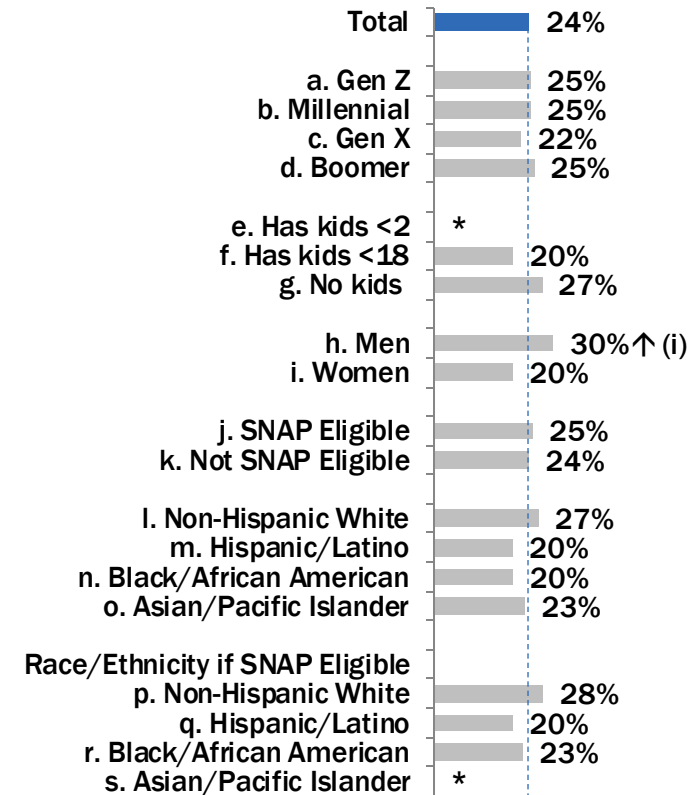
## “You don’t like the taste of milk in particular”<sup>^</sup>

By subgroup



## “Milk has a short shelf-life”

By subgroup



Q28. You indicated that you consume milk less than you do other dairy products. Why is that? Select all that apply. (n=1246) FILTER: CONSUMES MILK LESS THAN OTHER DAIRY PRODUCTS <sup>^</sup>Abridged language

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

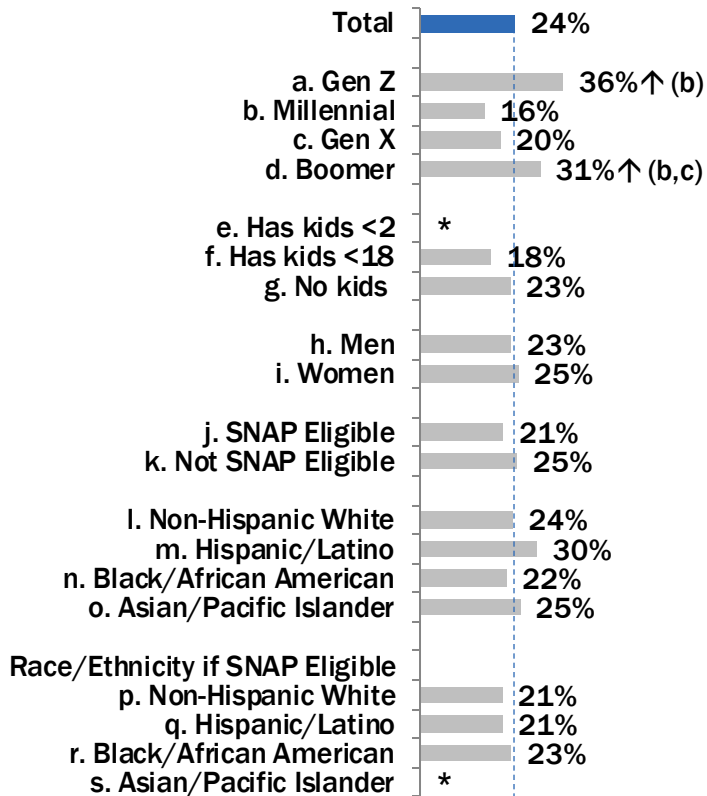
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Latino, Black, and SNAP-eligible Latino people are more likely to cite digestion issues for why they consume milk less than other dairy products.

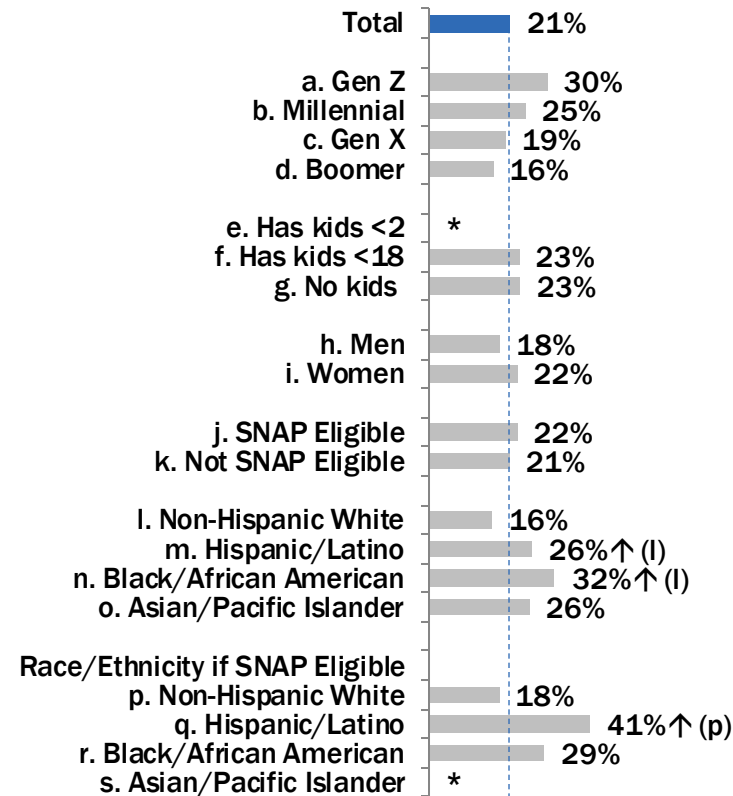
## “Not effective for quenching thirst”^

By subgroup



## “Upsets stomach”

By subgroup



Q28. You indicated that you consume milk less than you do other dairy products. Why is that? Select all that apply. (n=1246) FILTER: CONSUMES MILK LESS THAN OTHER DAIRY PRODUCTS ^Abridged language

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

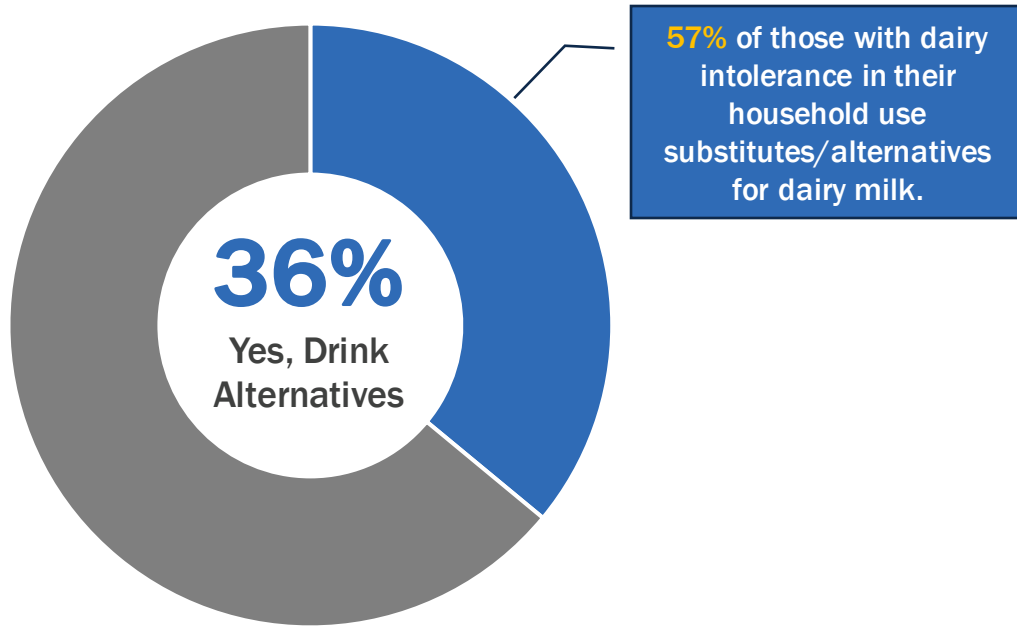
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

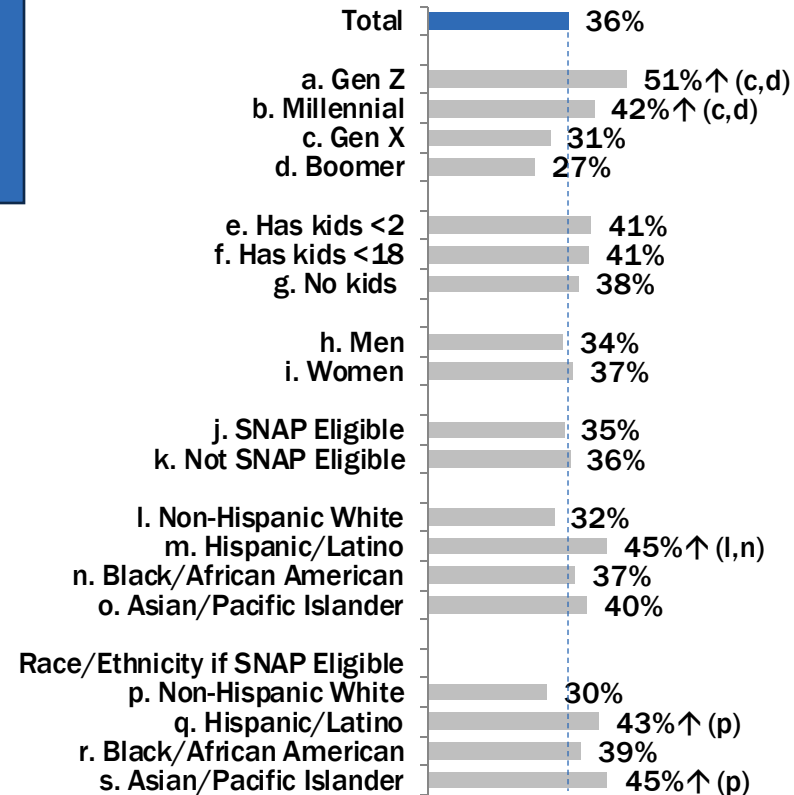
# More than one in three drink substitutes for dairy milk.

Latino, SNAP-eligible Latino, and SNAP-eligible Asian or Pacific Islander people are more likely to drink substitutes for dairy milk.

Drink Certain Beverages as a Substitute/Alternative to Dairy Milk



Drink Certain Beverages as a Substitute/Alternative to Dairy Milk  
Yes by subgroup



Q29. Do you ever choose to drink certain beverages specifically as a substitute for (or alternative to) dairy milk? (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

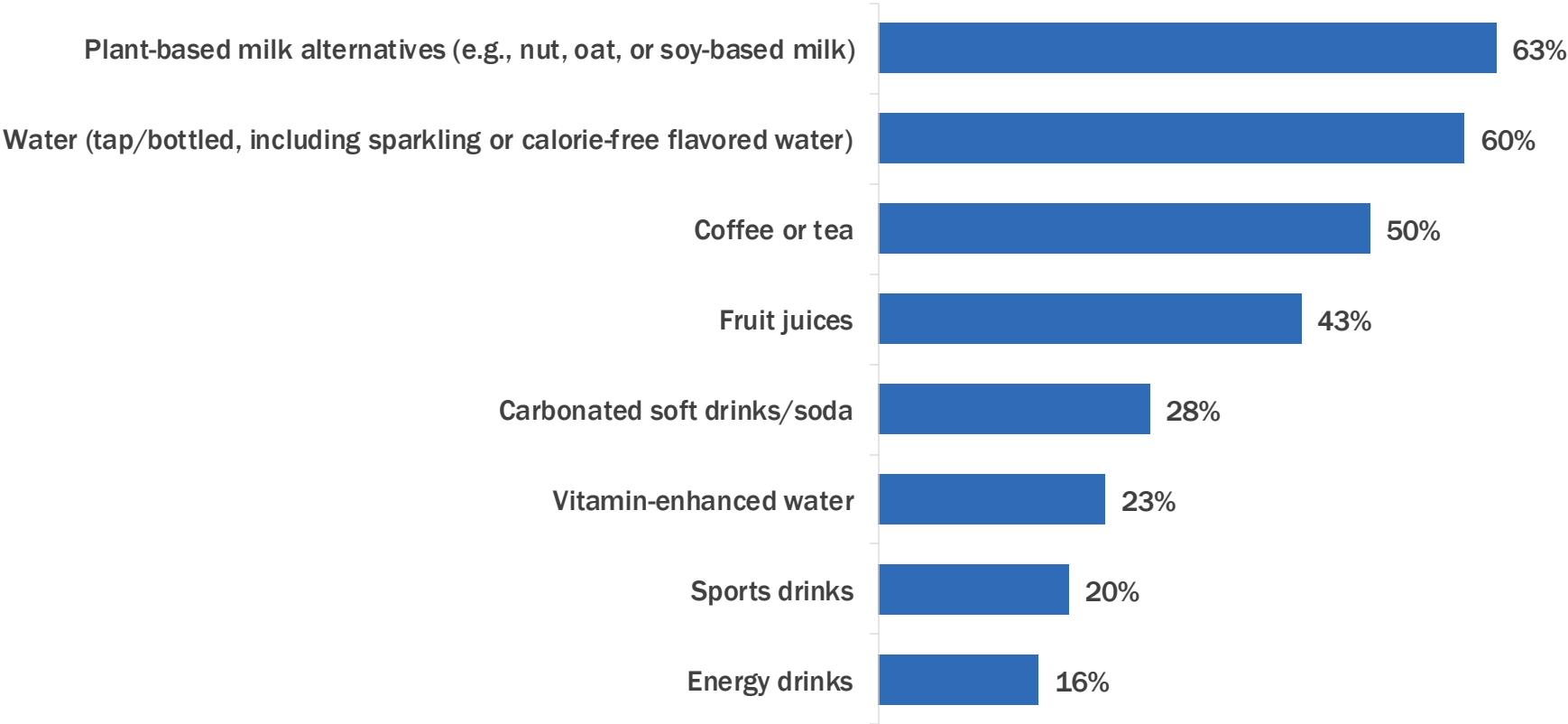
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Among those who substitute for dairy milk, plant-based milks are the top choice.

Those with a college degree are more likely than those without a college degree to make this swap.

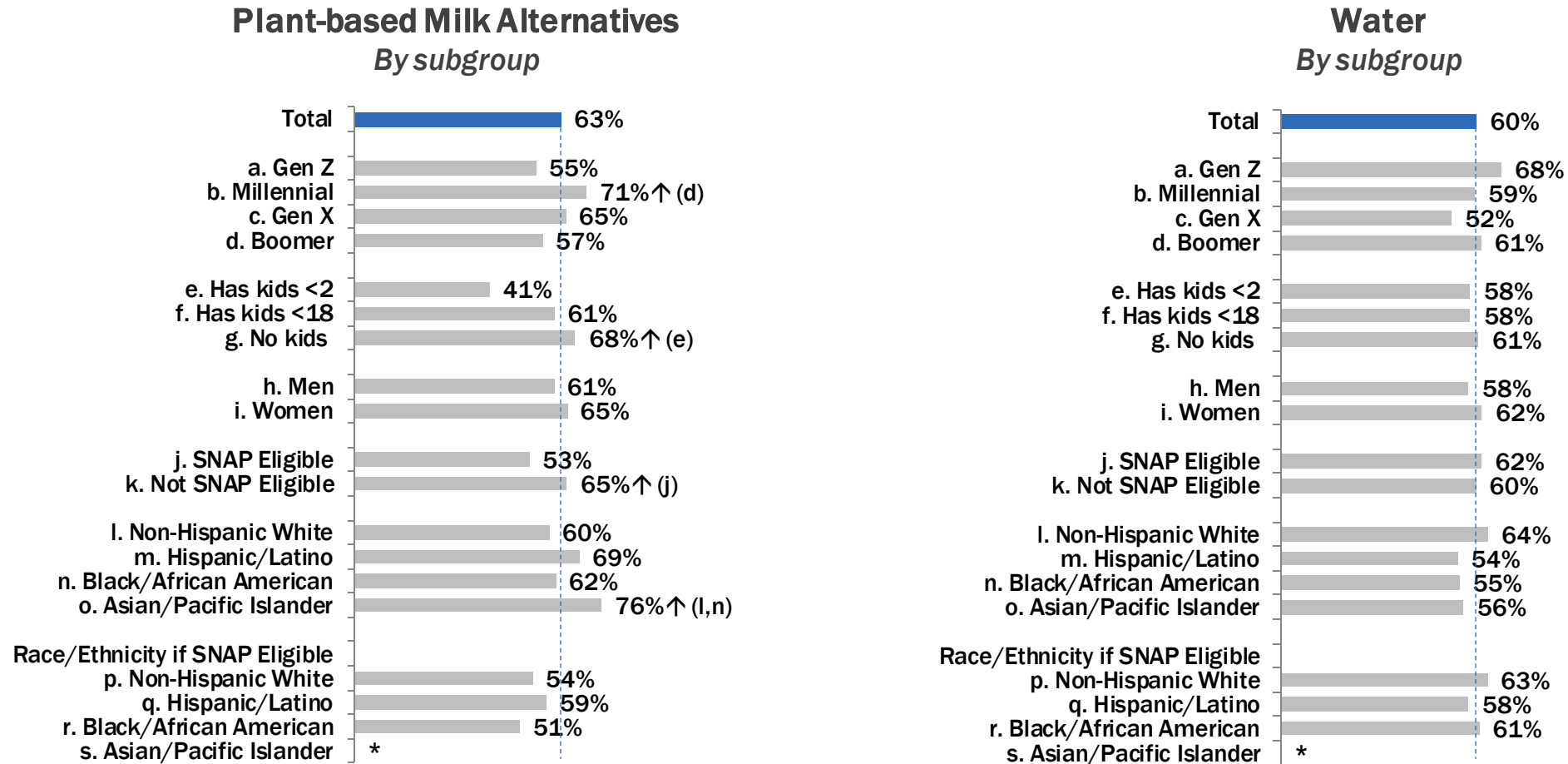
**Substitutes or Alternatives to Dairy Milk**  
*(Of Those Who Drink Substitutes/Alternatives)*



Q30. Which of the following beverages do you drink as a substitute for (or alternative to) dairy milk? Please select all that apply. (n=1128) FILTER: CONSUMES SUBSTITUTES FOR DAIRY MILK



# People without children, people who are Not SNAP-eligible, and Asian or Pacific Islander people are more likely to substitute plant-based milk alternatives for milk.



Q30. Which of the following beverages do you drink as a substitute for (or alternative to) dairy milk? Please select all that apply. Total=1128 FILTER: CONSUMES SUBSTITUTES FOR DAIRY MILK

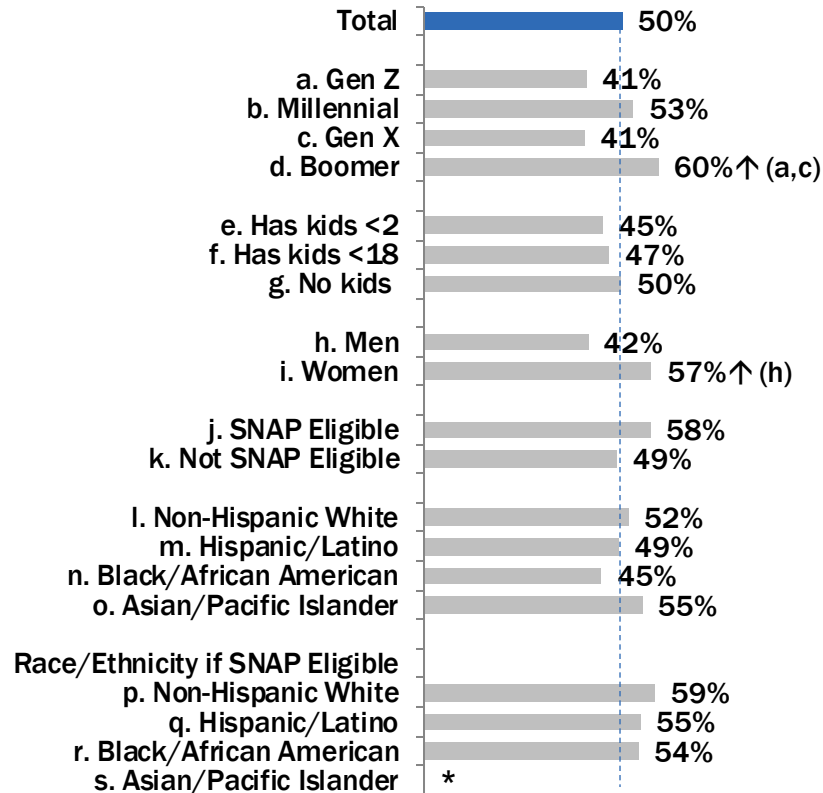
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

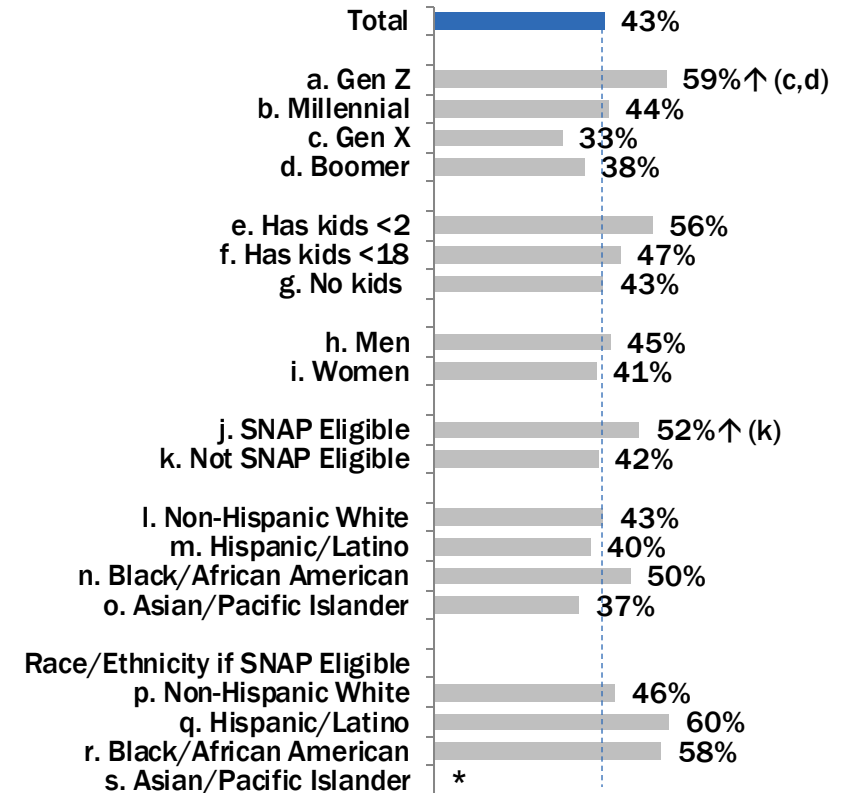
Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# People who are SNAP-eligible are more likely to substitute fruit juice for milk.

## Coffee or Tea By subgroup



## Fruit Juices By subgroup



Q30. Which of the following beverages do you drink as a substitute for (or alternative to) dairy milk? Please select all that apply. (n=1128) FILTER: CONSUMES SUBSTITUTES FOR DAIRY MILK

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

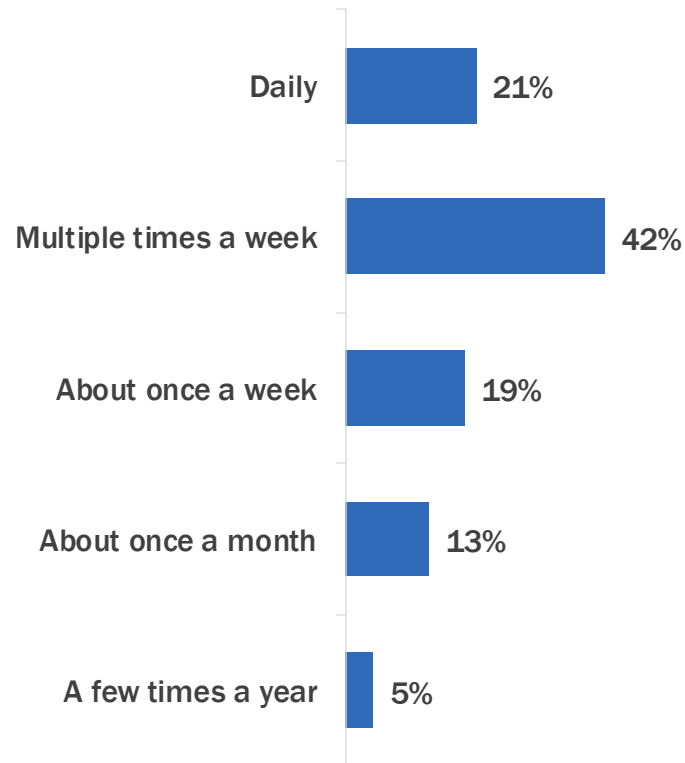
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

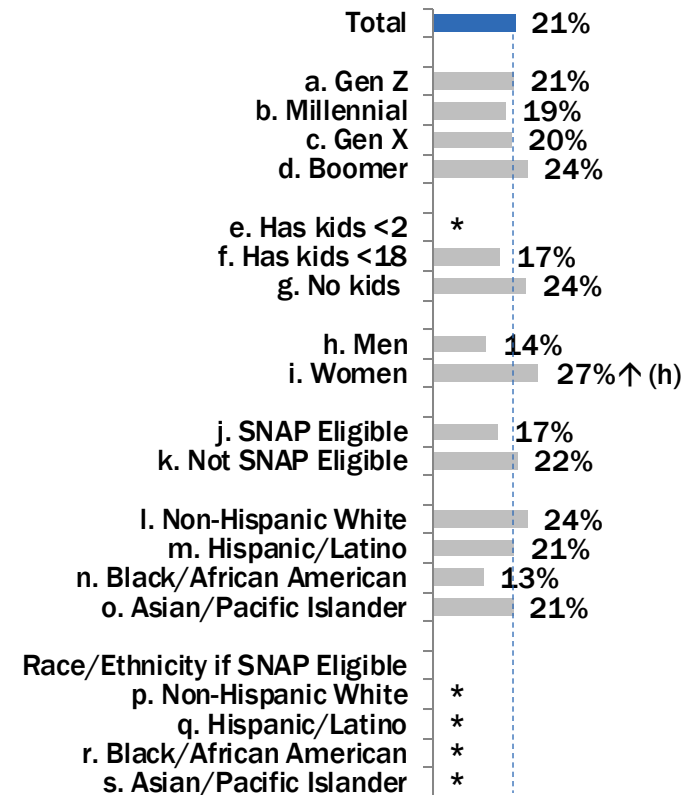
# Of those who drink plant-based milk alternatives, most do so regularly.

No significant differences were observed by parental status, SNAP eligibility, or race/ethnicity among those who consume plant-based milk alternatives daily.

**Consumption Frequency of Plant-Based Milk Alternatives**  
(Of Those Who Consume Plant-Based Milk Alternatives)



**Consumption Frequency of Plant-Based Milk Alternatives**  
% Daily by subgroup



Q31. How often do you consume plant-based milk alternatives (e.g., nut-, oat- or soy-based milk)? (n=680) FILTER: CONSUMES PLANT-BASED MILK ALTERNATIVES

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

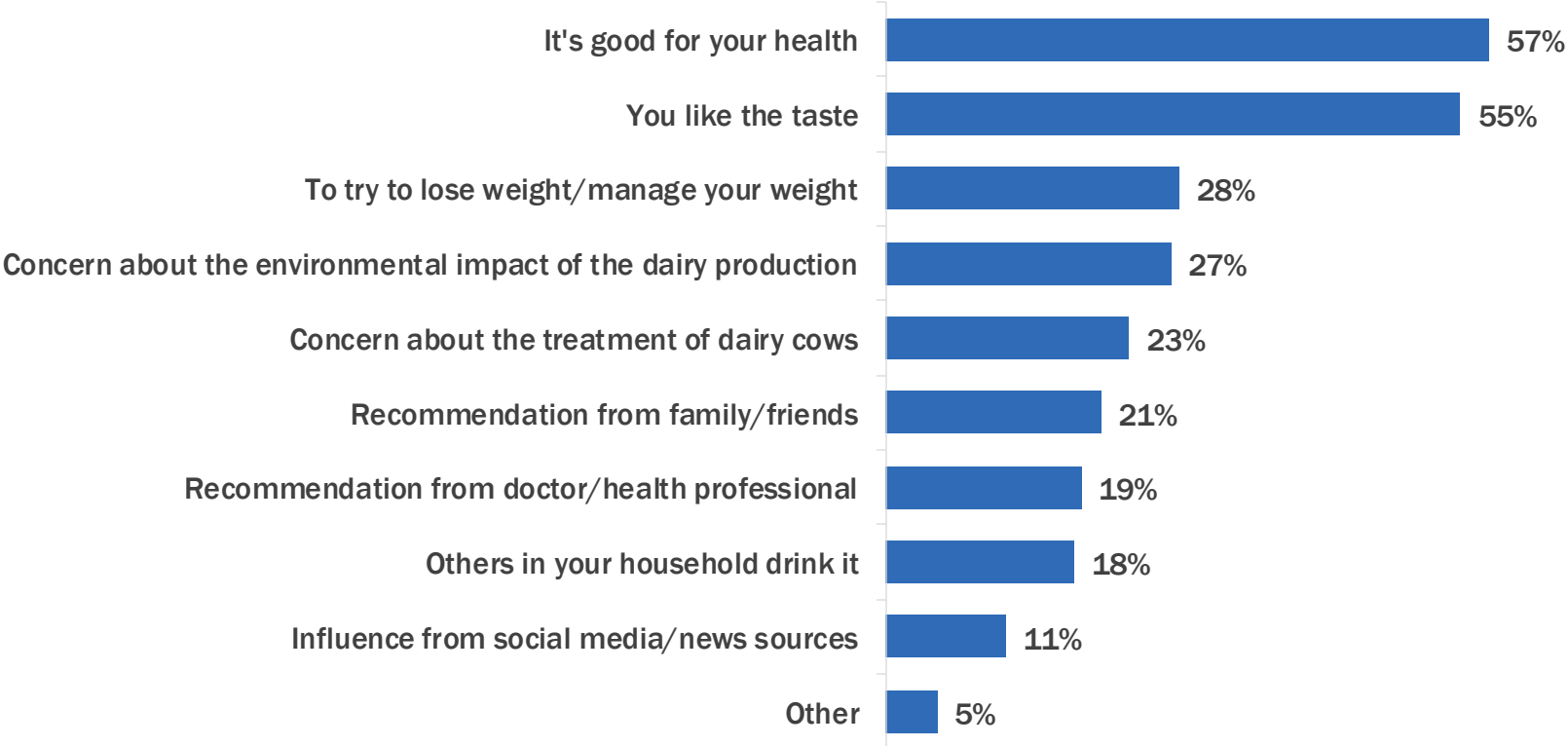
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Of those who drink plant-based milk alternatives, most report doing so because they believe it is good for their health and they like the taste.

One in four cite environmental and animal welfare for drinking plant-based milk alternatives.

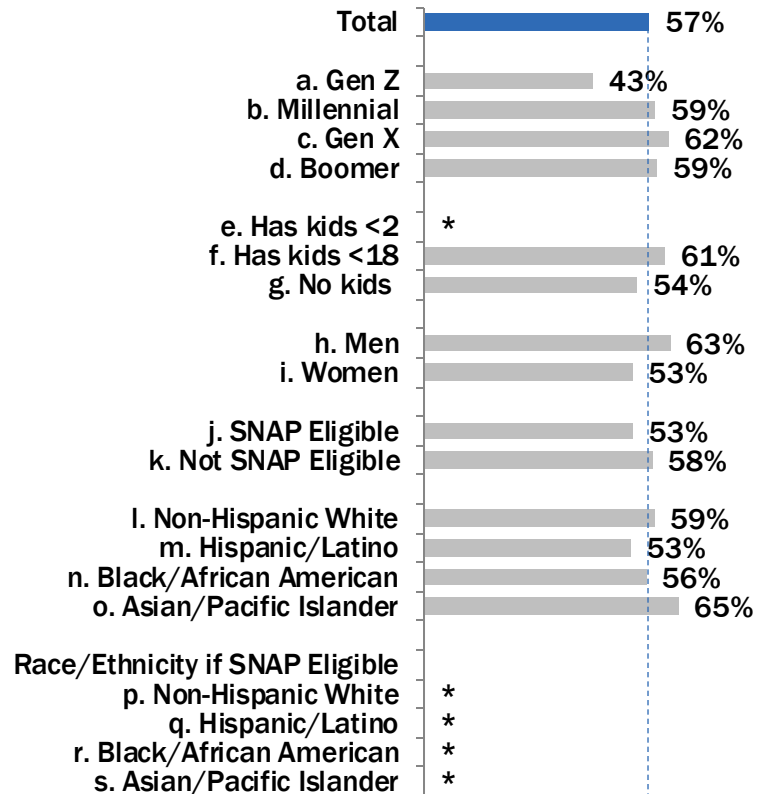
**Reasons to Drink Plant-Based Milk Alternatives**  
*(Of Those Who Consume Plant-Based Milks)*



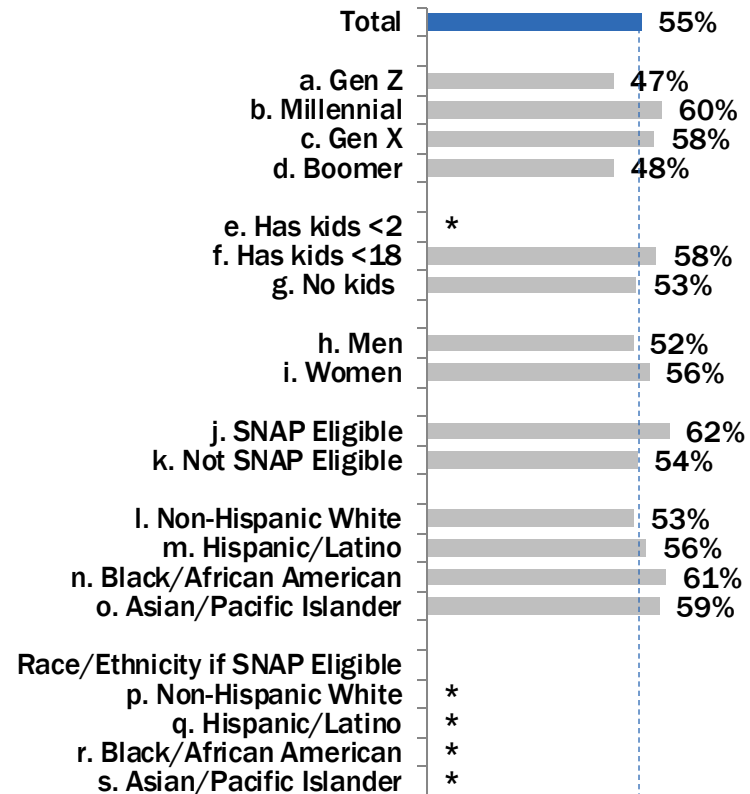
Q32. Why do you consume plant-based milk alternatives (e.g., nut-, oat- or soy-based milk)? Select all that apply. (n=680) FILTER: CONSUMES PLANT-BASED MILK ALTERNATIVES  
Note: "None of the above" response not shown.

# No significant differences were observed by parental status, SNAP eligibility, or race/ethnicity among those who cite “it’s good for your health” or liking the taste for reasons why they consume plant-based milk alternatives.

**“It’s good for your health”**  
By subgroup



**“You like the taste”**  
By subgroup



Q32. Why do you consume plant-based milk alternatives (e.g., nut-, oat- or soy-based milk)? Select all that apply. (n=680) FILTER: CONSUMES PLANT-BASED MILK ALTERNATIVES

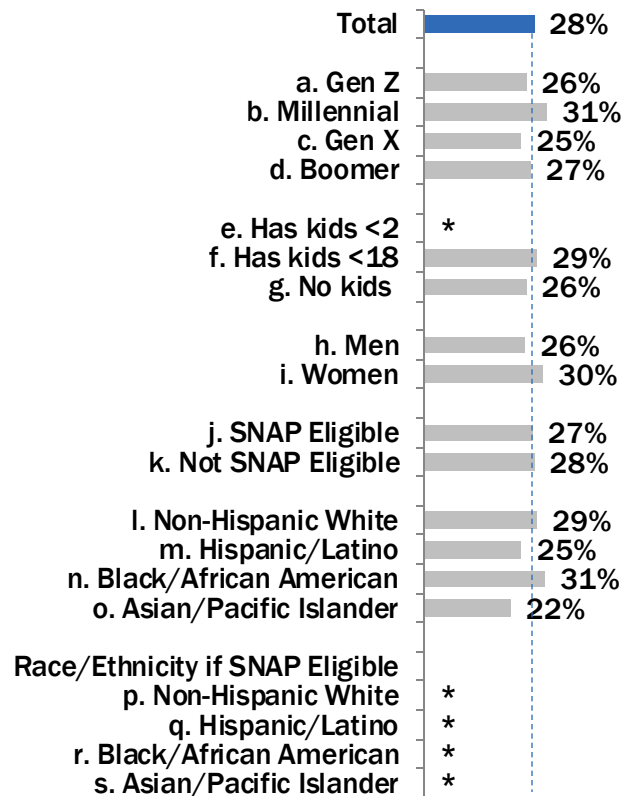
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

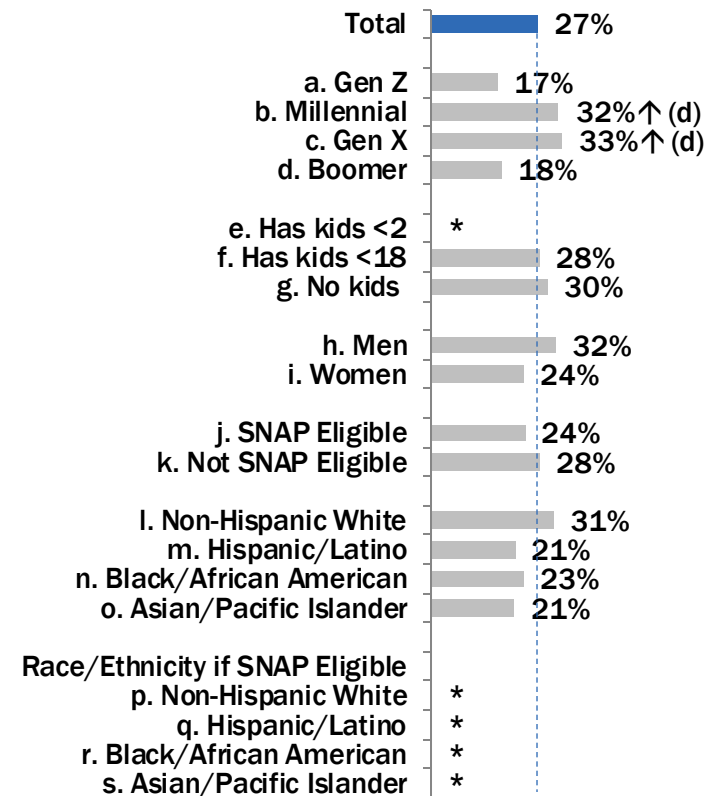
Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# No significant differences were observed by parental status, SNAP eligibility, or race/ethnicity among those who cite trying to lose/manage weight or “concerns about environmental impact of dairy production” for reasons why they consume plant-based milk alternatives.

“To try to lose weight/manage your weight”  
By subgroup



“Concern about the environmental impact of the dairy production”  
By subgroup



Q32. Why do you consume plant-based milk alternatives (e.g., nut-, oat- or soy-based milk)? Select all that apply. (n=680) FILTER: CONSUMES PLANT-BASED MILK ALTERNATIVES

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity



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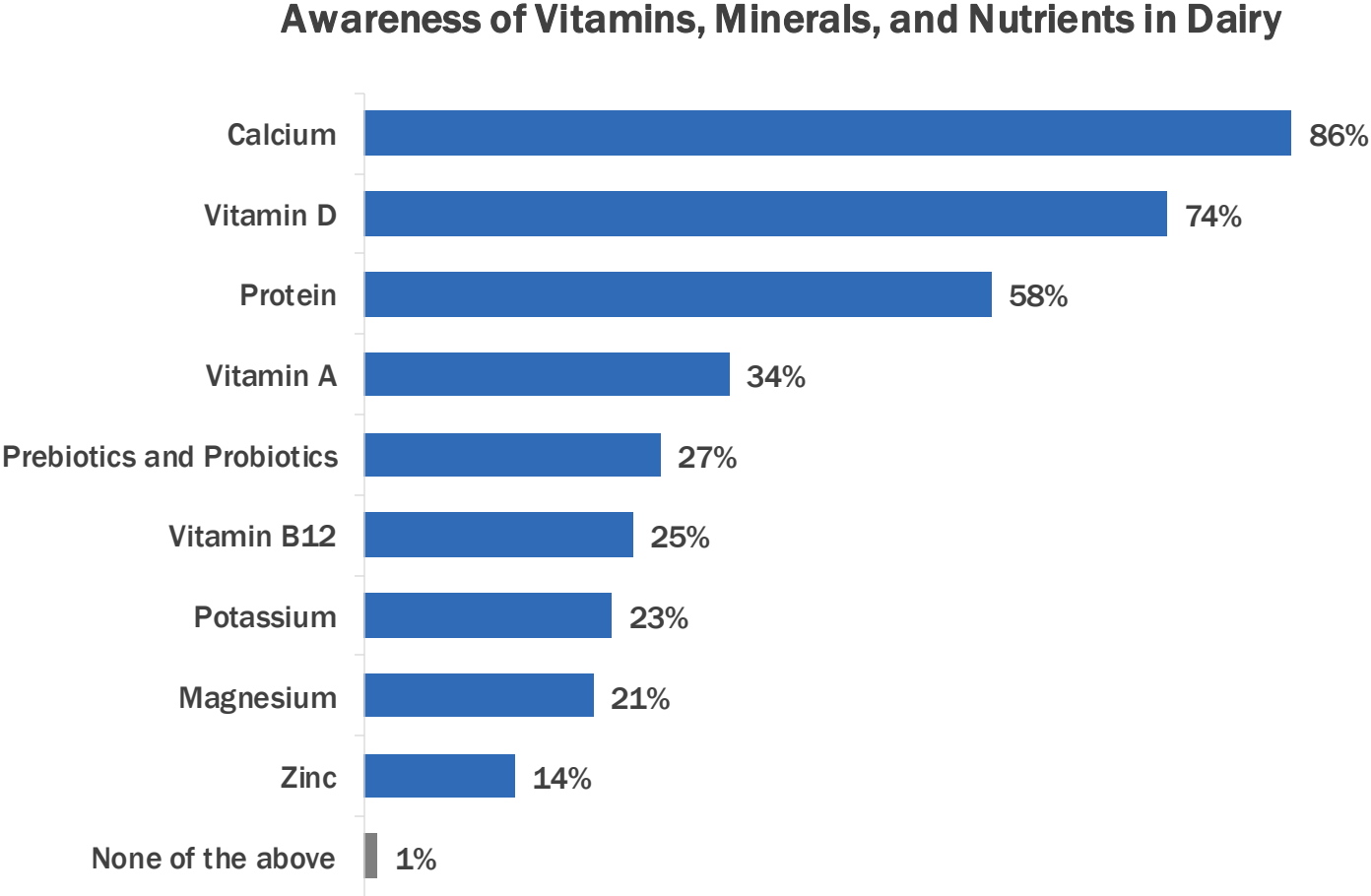
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# Nutrition Knowledge



# Calcium and vitamin D are the most recognized nutritional components in dairy.

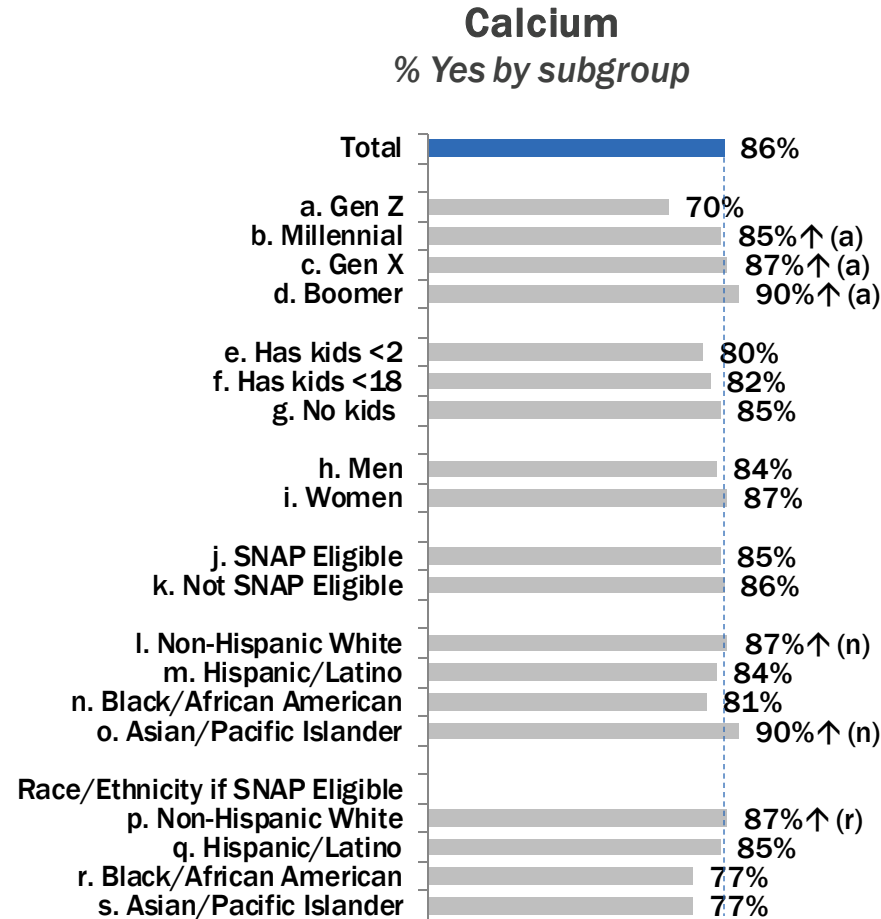
Nearly six in ten cite protein as a nutrient you can get from dairy.



Q34. To the best of your knowledge, which of the following vitamins, minerals, and nutrients can you get from dairy? Select all that apply. (n=3032)



# Non-Hispanic White, Asian or Pacific Islander, and SNAP-eligible Non-Hispanic White people are more likely to recognize calcium as a part of dairy.



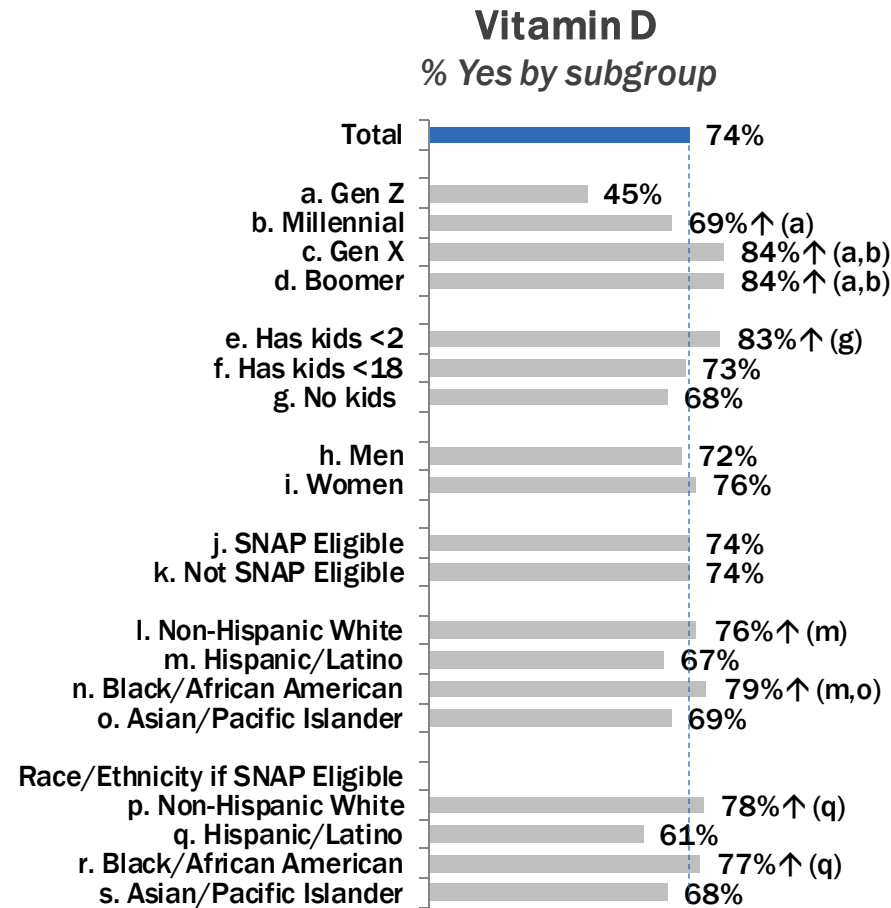
Q34. To the best of your knowledge, which of the following vitamins, minerals, and nutrients can you get from dairy? Select all that apply. (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# People with children under two years of age, Non-Hispanic White, Black, SNAP-eligible Non-Hispanic White, and SNAP-eligible Black people are more likely to recognize vitamin D as a part of dairy.



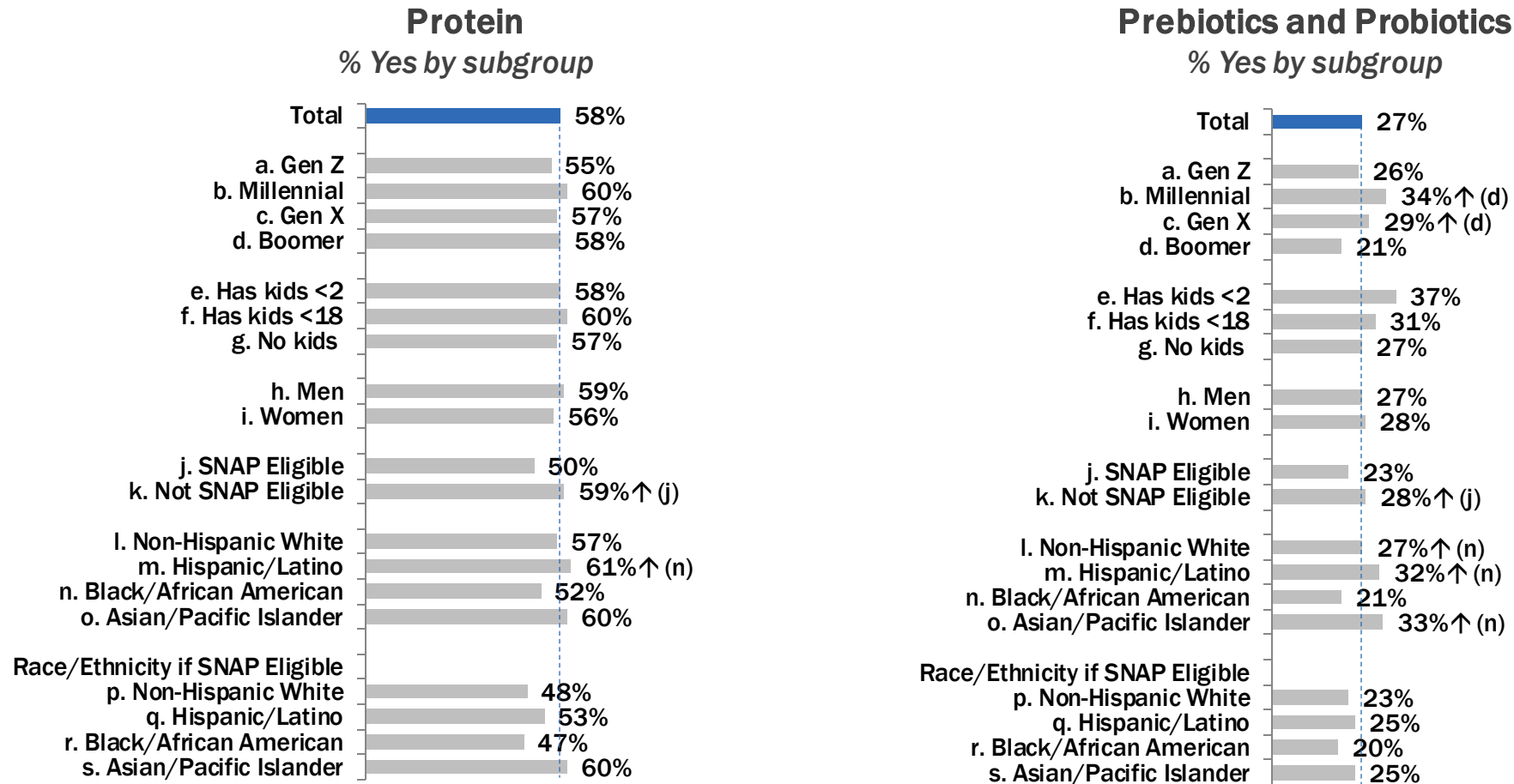
Q34. To the best of your knowledge, which of the following vitamins, minerals, and nutrients can you get from dairy? Select all that apply. (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

**Latino people and people who are Not SNAP-eligible are more likely to recognize protein as a part of dairy. Non-Hispanic White, Latino, and Asian or Pacific Islander people, and people who are Not SNAP-eligible are more likely to be aware of prebiotics and probiotics in dairy.**



Q34. To the best of your knowledge, which of the following vitamins, minerals, and nutrients can you get from dairy? Select all that apply. (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

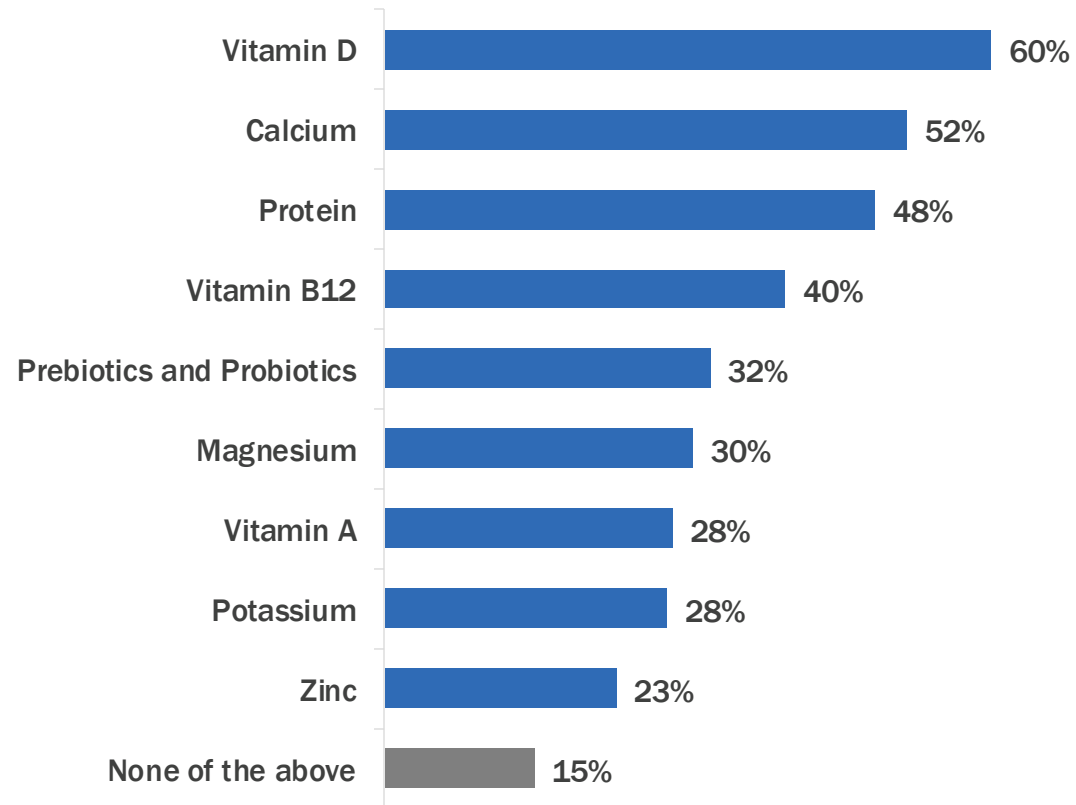
\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Six in ten say they are actively trying to include vitamin D in their diet.

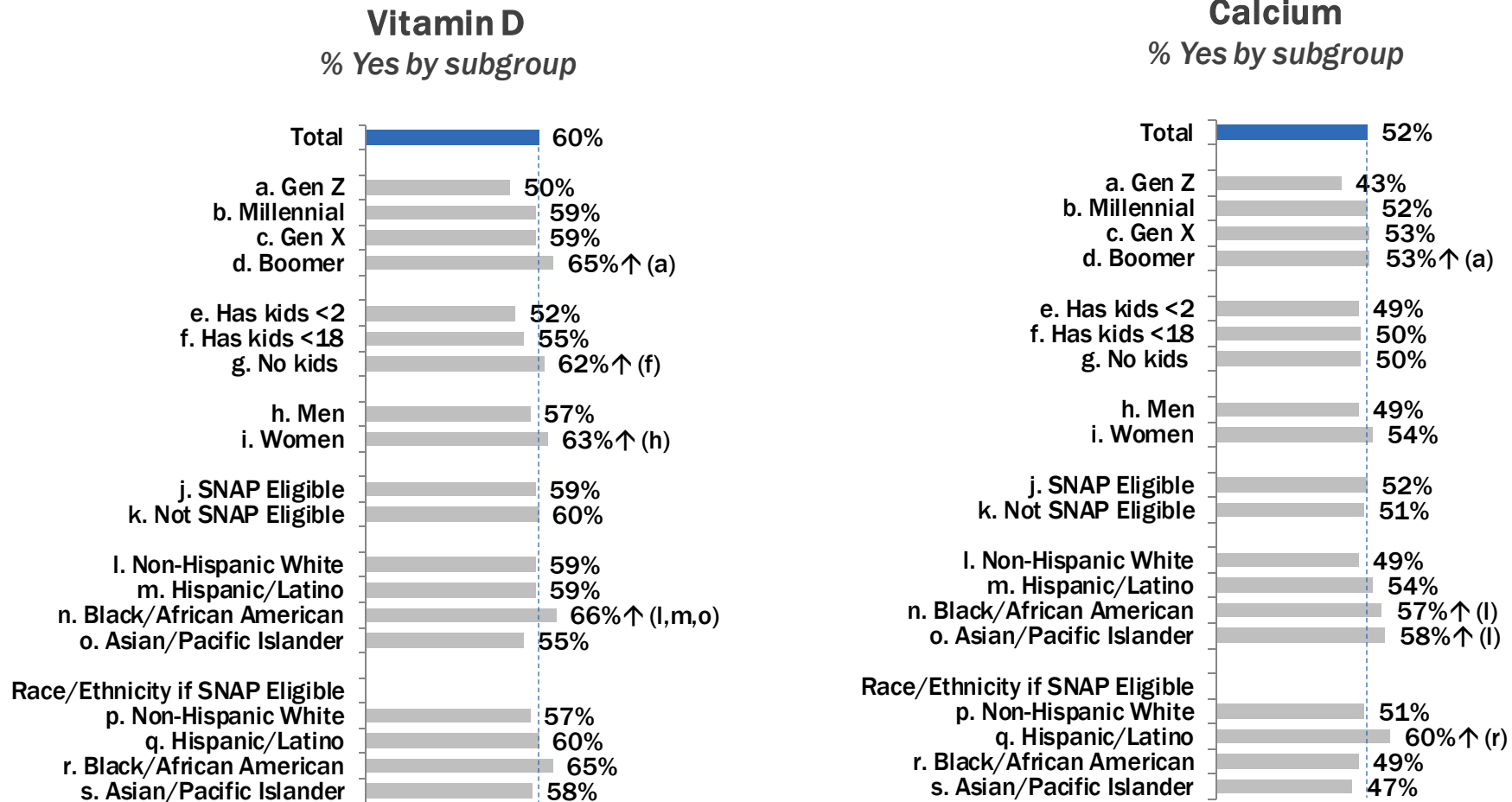
More than half are actively trying to include calcium in their diets.

### Vitamins, Minerals, and Nutrients Trying to Include in Diet



Q35. Are you actively trying to include any of the following vitamins, minerals, or nutrients in your diet? Select all that apply. (n=3032)

**People without children and Black people are more likely to report actively trying to include vitamin D in their diet. Black, Asian or Pacific Islander, and SNAP-eligible Latino people are more likely to report actively trying to include calcium in their diet.**



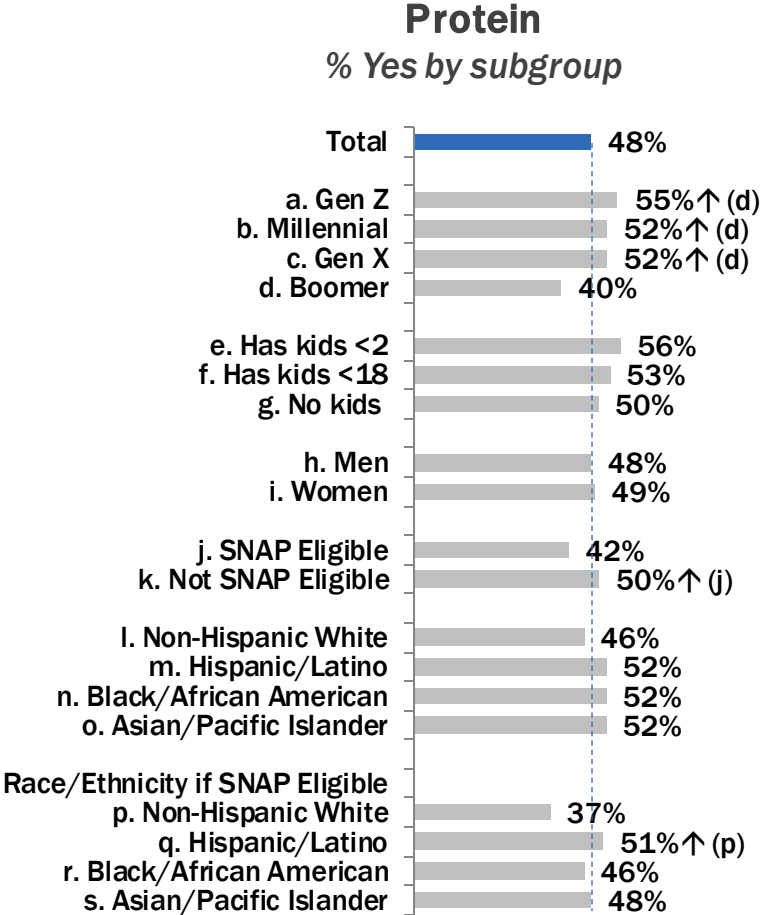
Q35. Are you actively trying to include any of the following vitamins, minerals, or nutrients in your diet? Select all that apply. (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Those who are Not SNAP-eligible and SNAP-eligible Latino people are more likely to report actively trying to include protein in their diet.



Q35. Are you actively trying to include any of the following vitamins, minerals, or nutrients in your diet? Select all that apply. (n=3032)

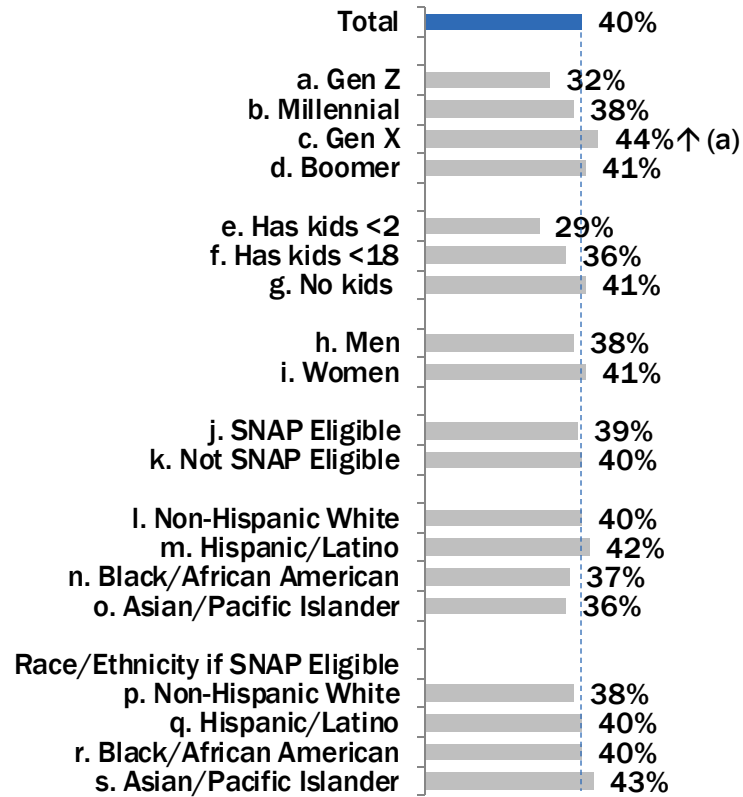
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

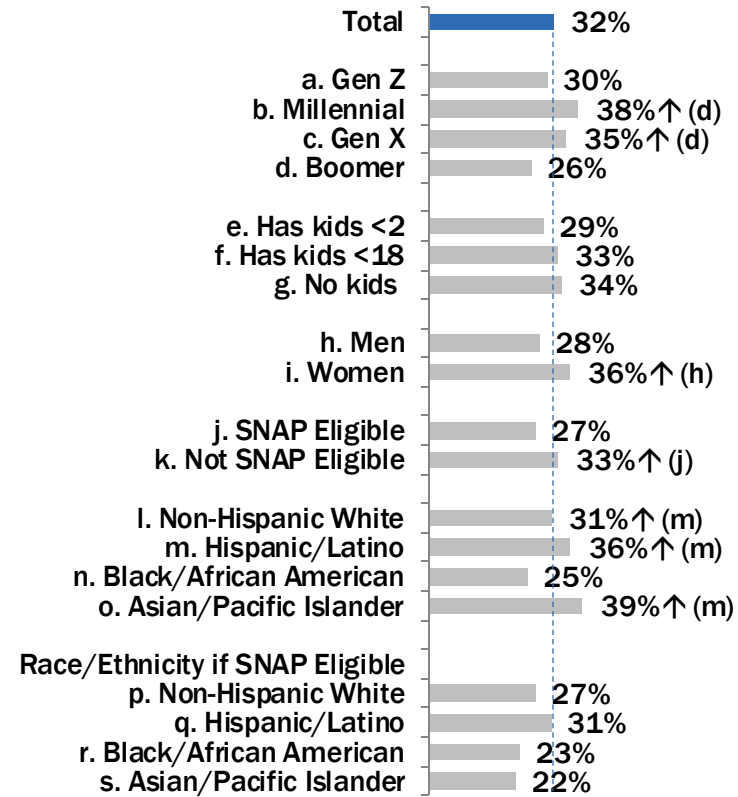
Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# Latino, Non-Hispanic White, and Asian or Pacific Islander people, and people who are Not SNAP-eligible, are more likely to report actively trying to include prebiotics and probiotics in their diet.

**Vitamin B12**  
% Yes by subgroup



**Prebiotics and Probiotics**  
% Yes by subgroup



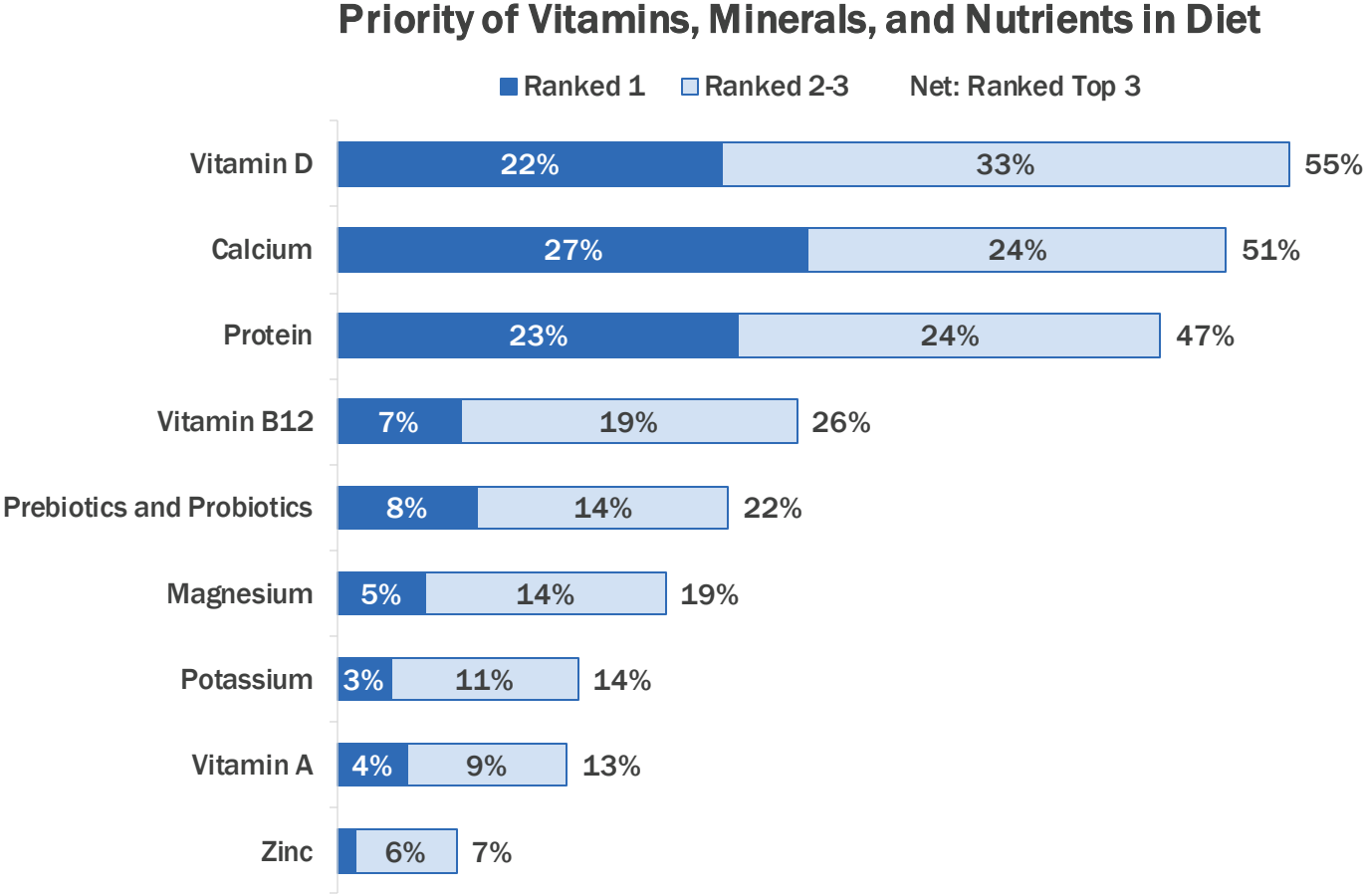
Q35. Are you actively trying to include any of the following vitamins, minerals, or nutrients in your diet? Select all that apply. (n=3032)

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

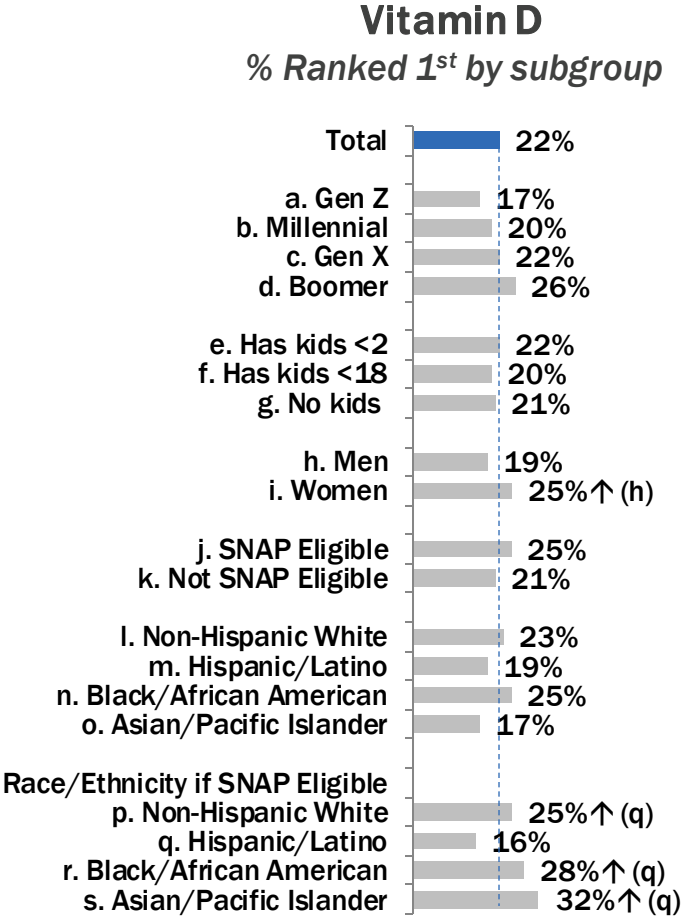
# Of those who are trying to consume specific vitamins, minerals, and nutrients found in dairy, most prioritize calcium, protein, and vitamin D.



Q36. How would you rank these in terms of the priority you place on consuming them? Please rank the top 3, with 1 being your top priority. (n=2590) FILTER: TRYING TO CONSUME ANY VITAMINS, MINERALS, OR NUTRIENTS IN DIET



# SNAP-eligible Non-Hispanic White, SNAP-eligible Black, and SNAP-eligible Asian or Pacific Islander people are more likely to rank vitamin D as their top consumption priority among common components found in dairy.

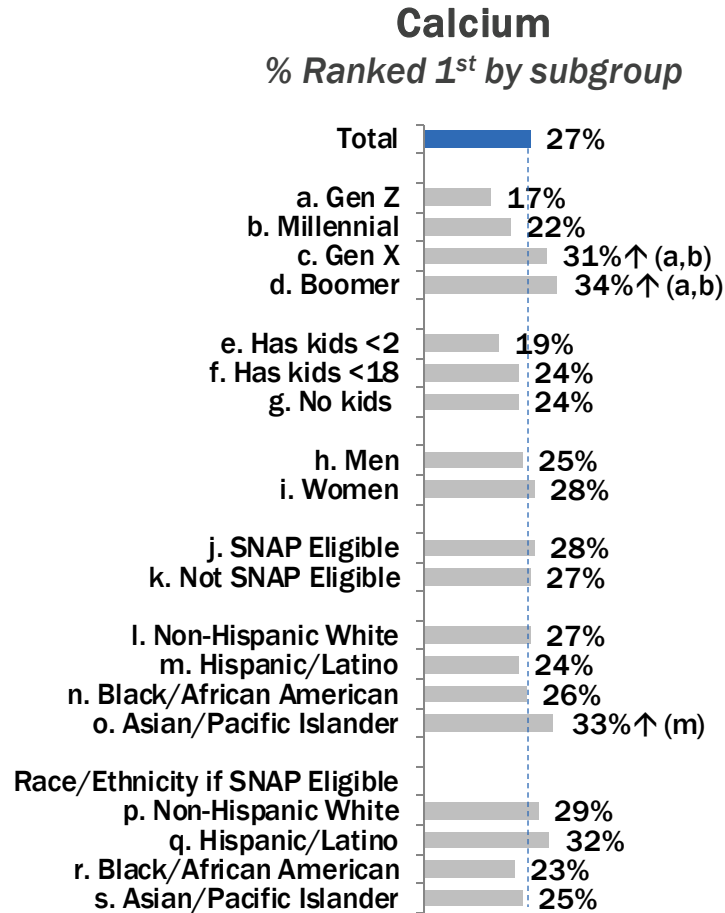


Q36. How would you rank these in terms of the priority you place on consuming them? Please rank the top 3, with 1 being your top priority. (n=2590) FILTER: TRYING TO CONSUME ANY VITAMINS, MINERALS, OR NUTRIENTS IN DIET

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

# Asian or Pacific Islander people are more likely to rank calcium as their top consumption priority among common components found in dairy.



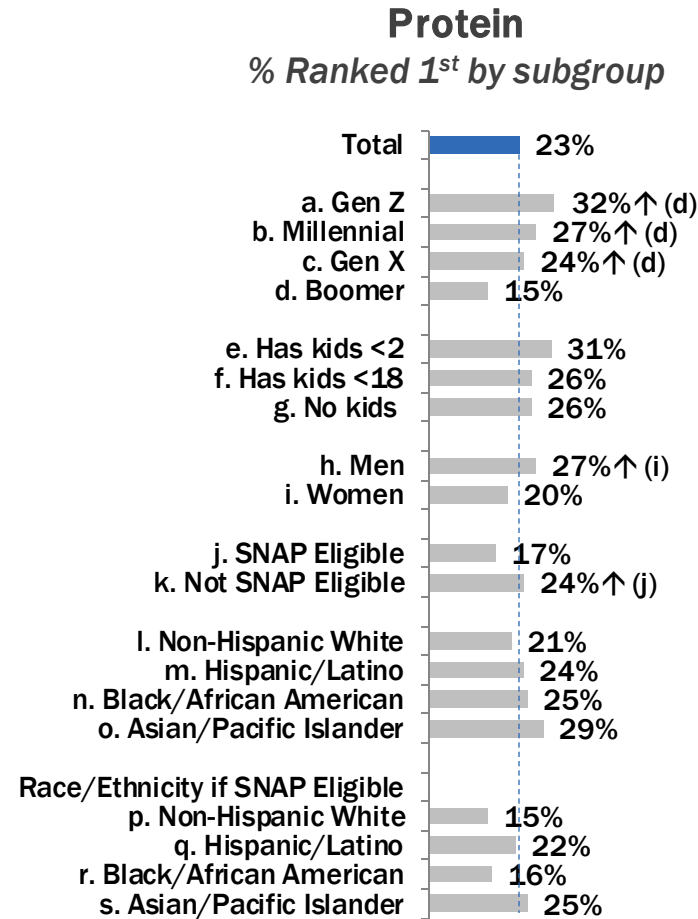
Q36. How would you rank these in terms of the priority you place on consuming them? Please rank the top 3, with 1 being your top priority. (n=2590) FILTER: TRYING TO CONSUME ANY VITAMINS, MINERALS, OR NUTRIENTS IN DIET

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

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Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

# People who are Not SNAP-eligible are more likely to rank protein as their top consumption priority among common components found in dairy.



Q36. How would you rank these in terms of the priority you place on consuming them? Please rank the top 3, with 1 being your top priority. (n=2590) FILTER: TRYING TO CONSUME ANY VITAMINS, MINERALS, OR NUTRIENTS IN DIET

↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity



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# Sources of Information

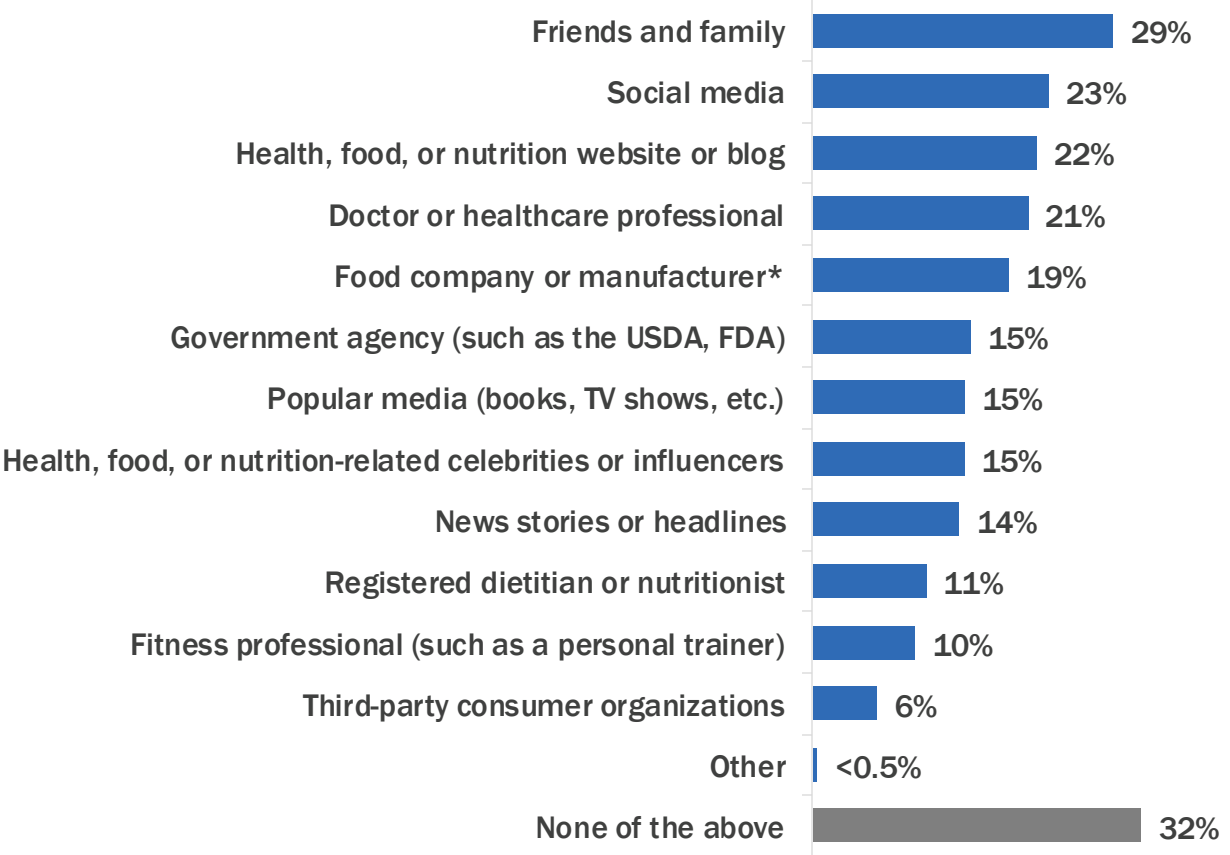
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In the past few years, three in ten heard information about the healthfulness of dairy from friends and family; fewer heard it from health professionals and government agencies. Nearly one third reported they had not heard about the healthfulness of dairy from any of the provided or listed sources.

Younger generations hear about dairy from friends and family, social media, and influencers more than older generations.

Sources of Information on Healthfulness of Dairy

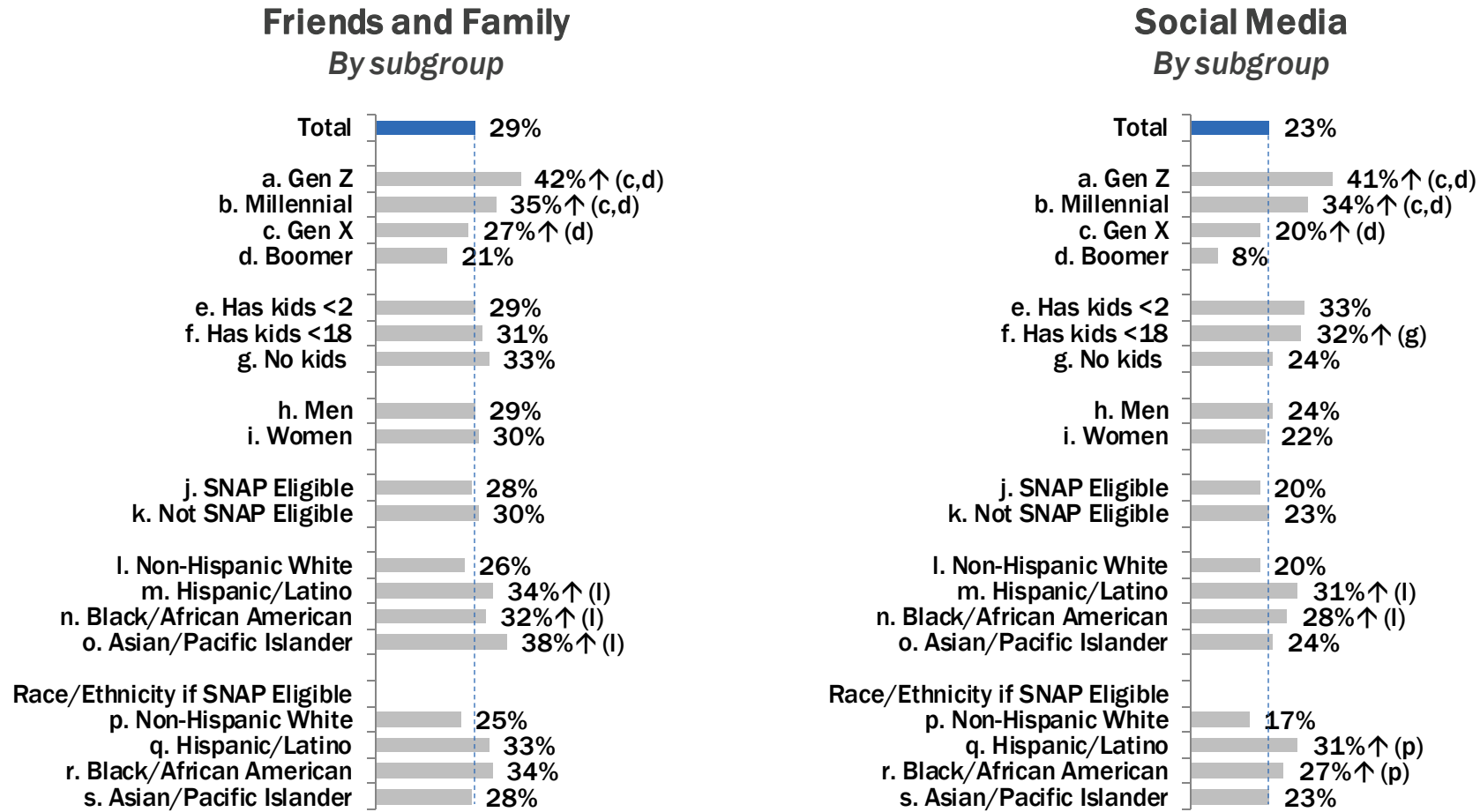


Those who have *decreased* dairy consumption in the past 10 years are more likely than those with *no change* in consumption to have seen dairy healthfulness information in media sources like social media (24% vs. 12%), health/food/nutrition blogs (23% vs. 9%), and celebs/influencers (17% vs. 7%).

Q37. In the past few years, have you come across any information about the healthfulness of dairy (whether positive or negative) from any of the following sources? Select all that apply. (n=3032)

\*Abbreviated language

**Latino, Black, and Asian or Pacific Islander people are more likely to have heard about the healthfulness of dairy from friends and family. Latino, Black, SNAP-eligible Latino, SNAP-eligible Black people, and people with children under the age of 18 are more likely to have heard about the healthfulness of dairy from social media.**



Q37. In the past few years, have you come across any information about the healthfulness of dairy (whether positive or negative) from any of the following sources? Select all that apply. (n=3032)

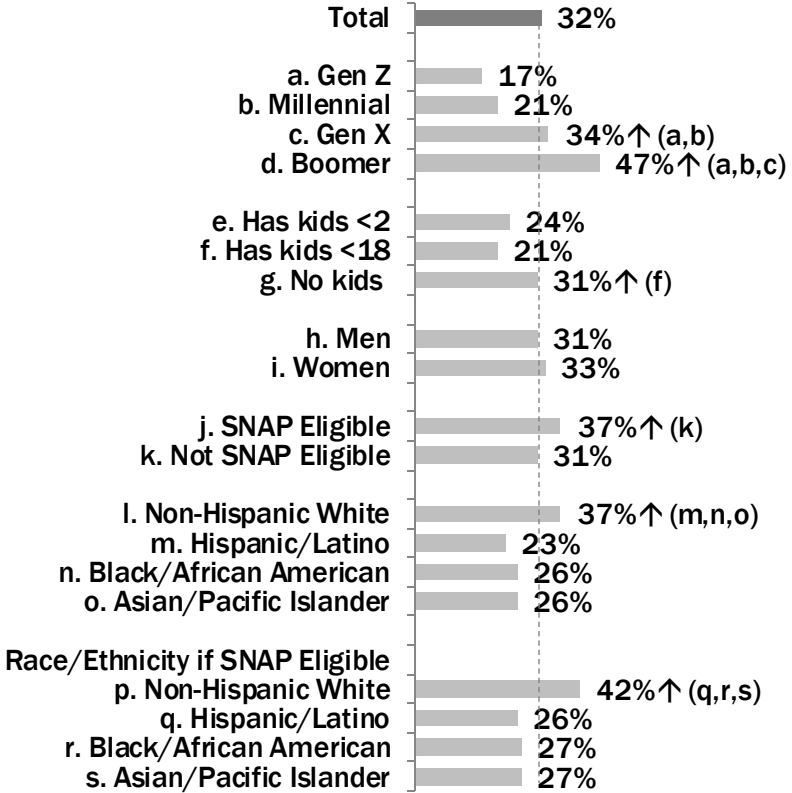
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

Source: 2024 IFIC Consumer Research: Understanding Fluid Milk & Dairy Food Consumption Patterns to Enhance Diet Quality & Nutrition Equity

**SNAP-eligible, Non-Hispanic White, SNAP-eligible Non-Hispanic White, and people without children are more likely to have not heard about the healthfulness of dairy from any of the sources provided.**

**None of the Above**  
*By subgroup*



Q37. In the past few years, have you come across any information about the healthfulness of dairy (whether positive or negative) from any of the following sources? Select all that apply. (n=3032)

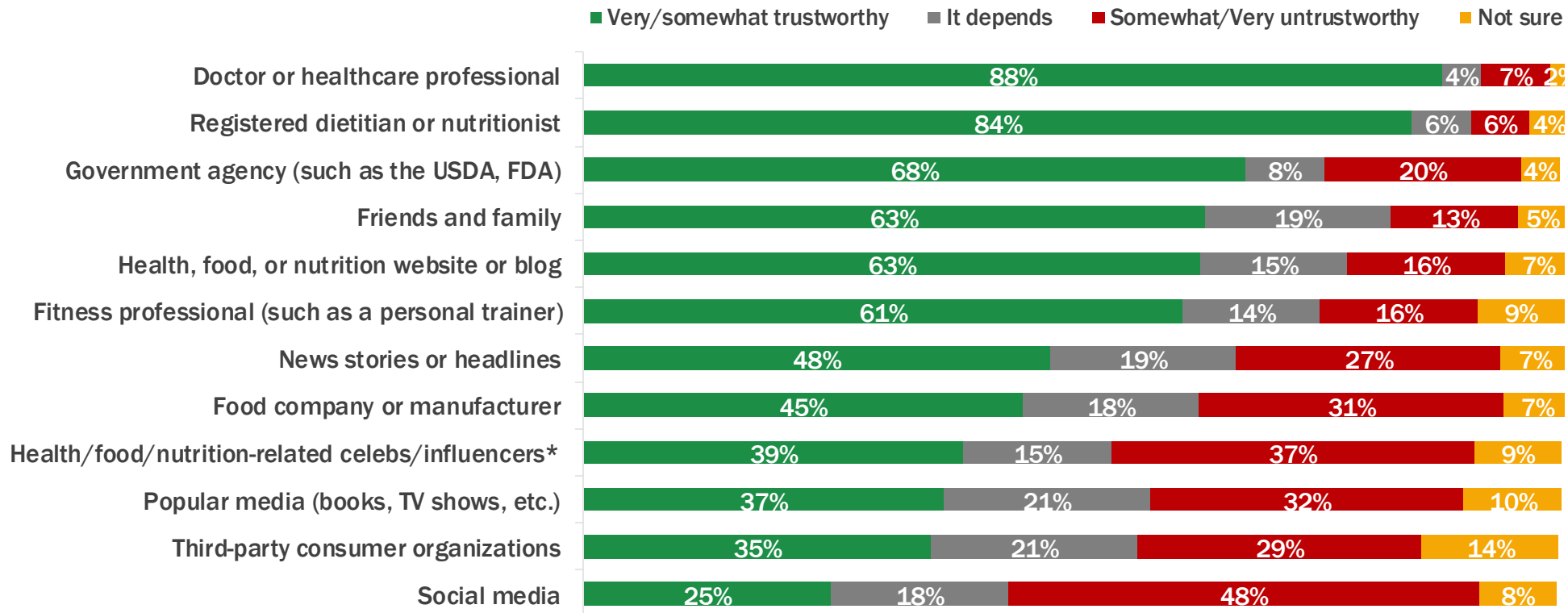
↑ Represents a statistically significant difference within subgroups (at the 95% confidence level). The letters in parentheses indicate the comparison group in question.

\* Represents a subgroup with a sample size under 75. The results for this group are withheld.

# More than eight in ten consider healthcare professionals, such as doctors and registered dietitians, trustworthy sources of information about dairy's healthfulness.

Asian or Pacific Islander people are more likely than Latino or Black people to trust government agencies for dairy information

## Trustworthiness of Sources of Information



Those who have decreased consumption in the past 10 years are more likely than those with no change in consumption to consider government agencies trustworthy (66% vs. 52%).

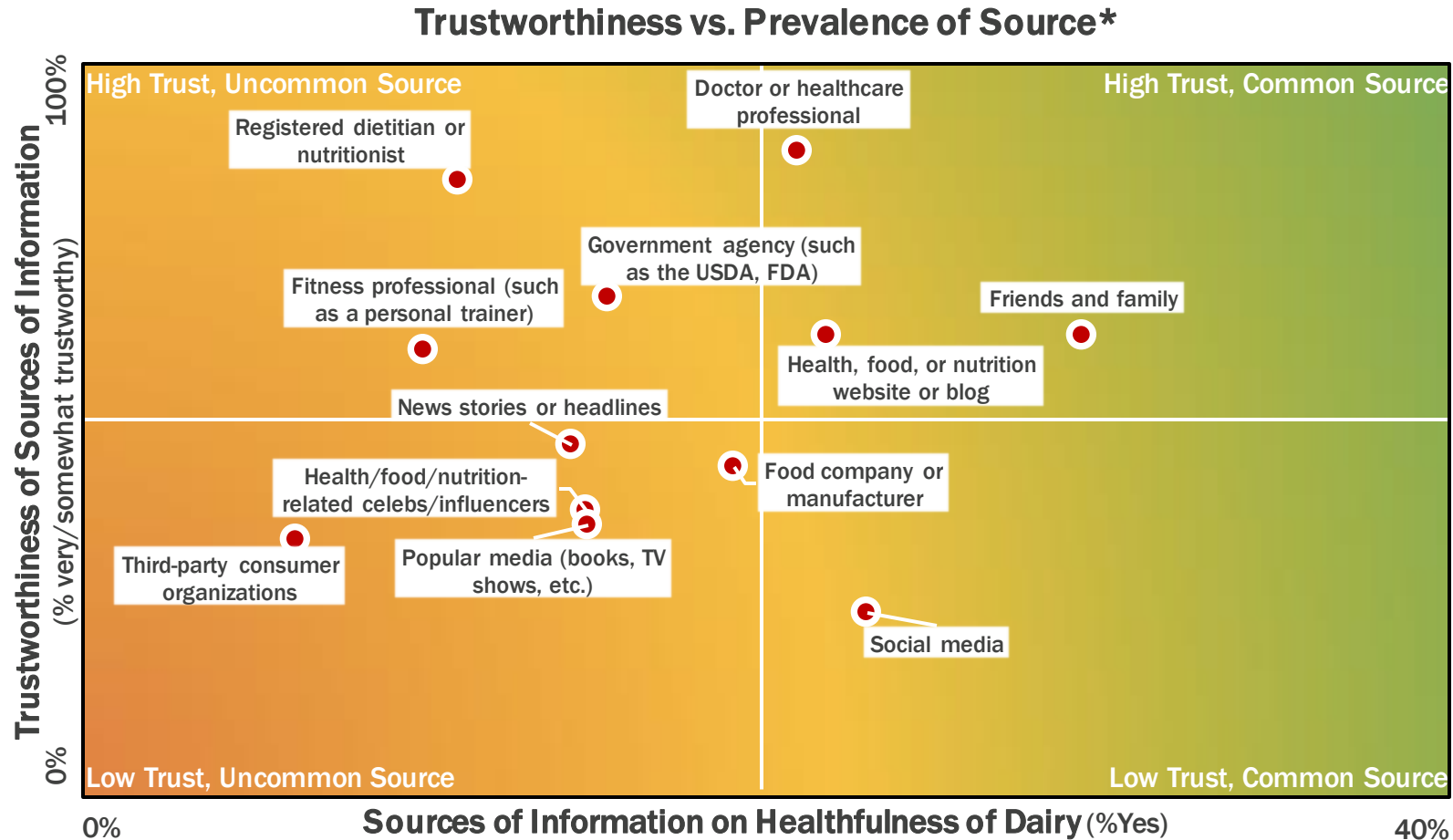
Q38. In general, how trustworthy do you consider these potential sources of information about the healthfulness of dairy? (n=3032)

\*Abbreviated language



# While friends and family are the most prevalent source of information about the healthfulness of dairy, they are not the most trusted source.

Conversely, doctors and registered dietitians are the most trusted source, but not the most prevalent.



Significantly more Non-Hispanic White (26%), Latino (25%), and Black (28%) people noted social media as being trustworthy for dairy information than did Asian or Pacific Islander people (17%)

Q37. In the past few years, have you come across any information about the healthfulness of dairy (whether positive or negative) from any of the following sources? Select all that apply. (n=3032)

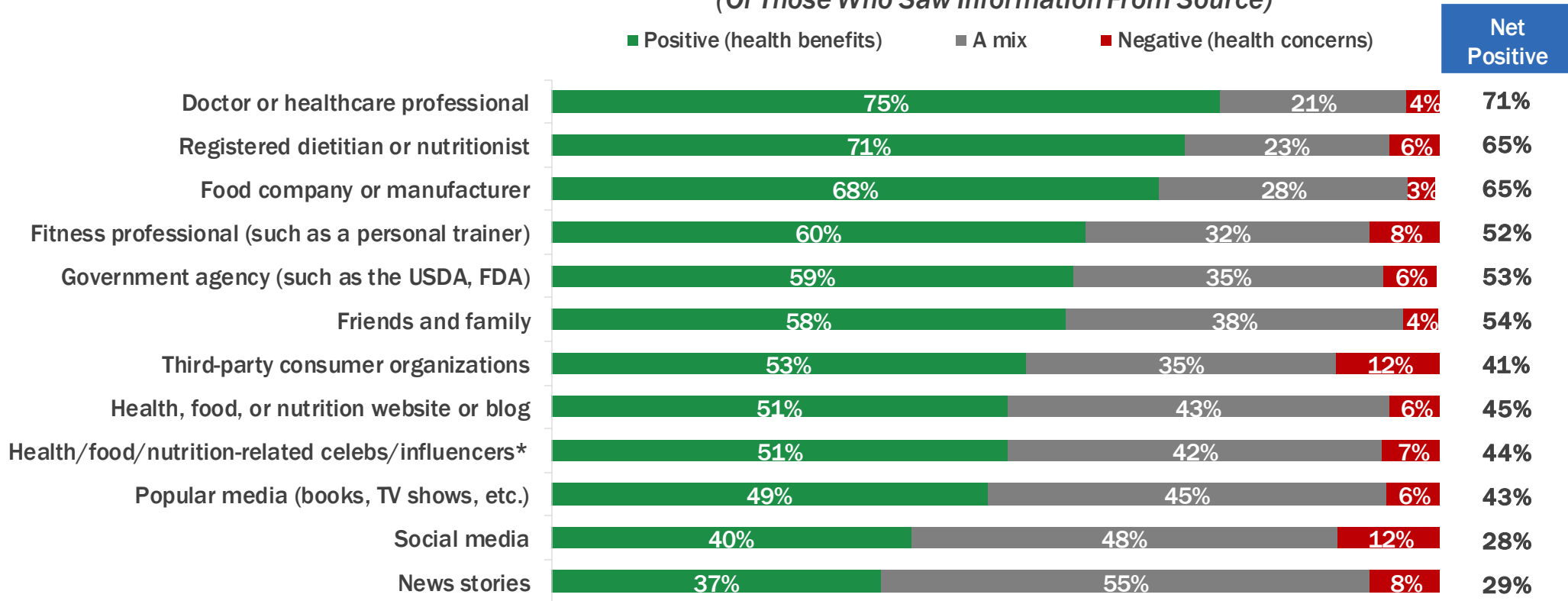
Q38. In general, how trustworthy do you consider these potential sources of information about the healthfulness of dairy? (n=3032)

\*Abbreviated language

# Most information that people encounter about dairy is perceived as positive.

While dairy information from healthcare professionals such as doctors and registered dietitians is mostly perceived as positive, dairy information from media sources is mostly perceived as either a mix of positive and negative.

**Was the Information About Dairy Positive or Negative?**  
(Of Those Who Saw Information From Source)



Significantly more Non-Hispanic White people (79%) say that they get positive information from doctors and healthcare professionals compared to Black people (65%).

Q39. You mentioned that you've come across information about the healthfulness of dairy from the following sources. Does the information about dairy from these sources tend to be more positive (about potential health benefits) or negative (about potential health concerns)? (n=189-887) FILTER: COME ACROSS SOURCE OF INFORMATION

\*Abbreviated language



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# Demographics

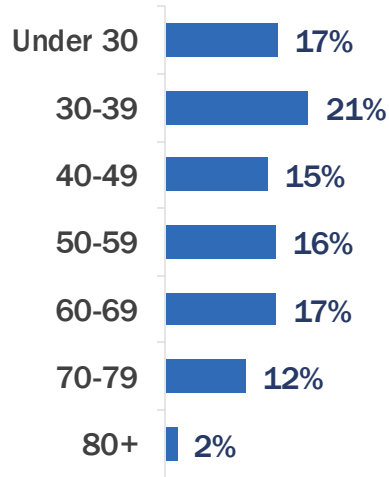
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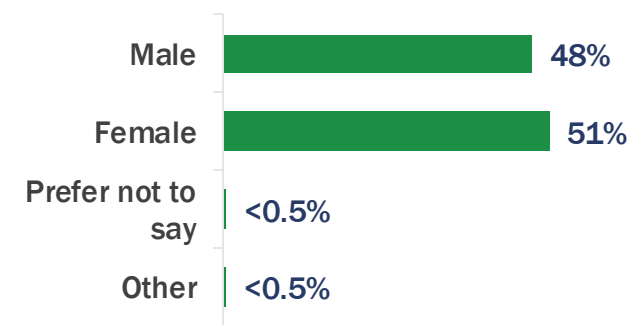
# Demographics



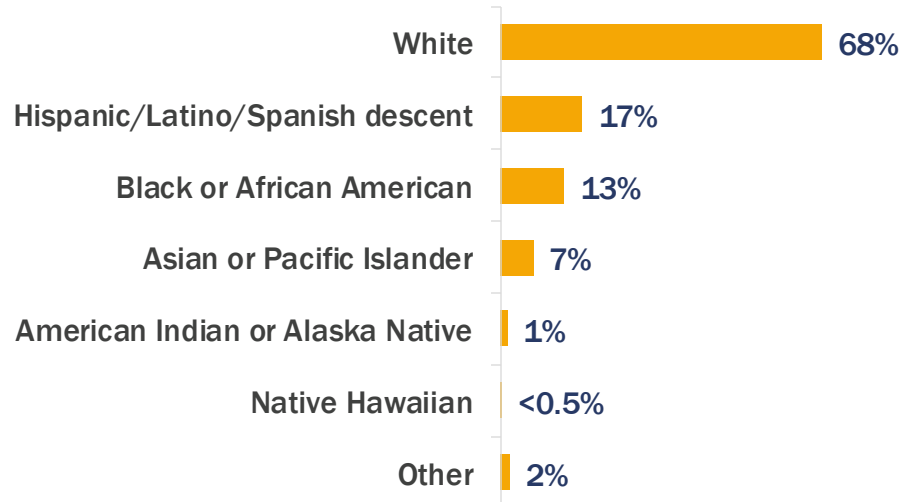
## AGE



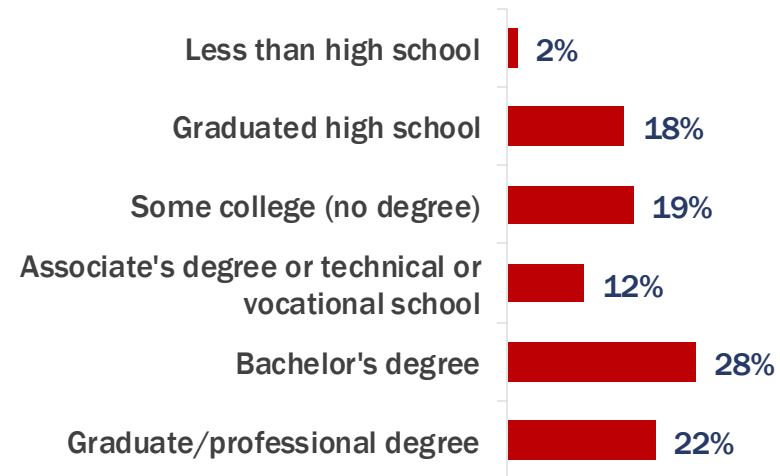
## GENDER



## RACE/ETHNICITY



## EDUCATION

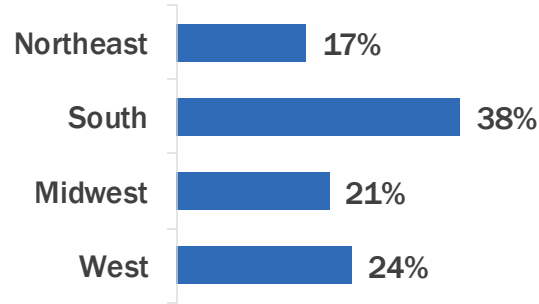


Q1. What is your age? (n=3032) / Q2. What is your gender? (n=3032)

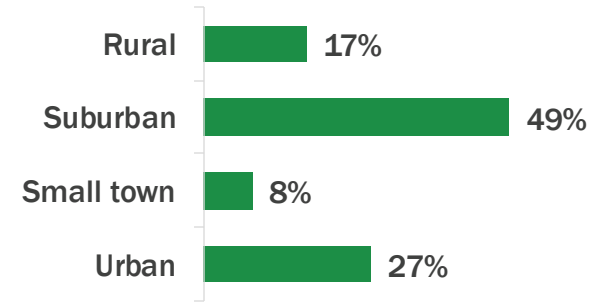
Q3. What is the highest level of education you have completed? (n=3032) / Q4. Which of the following best describe(s) your race or ethnicity? Please select all that apply. (n=3032)

# Demographics

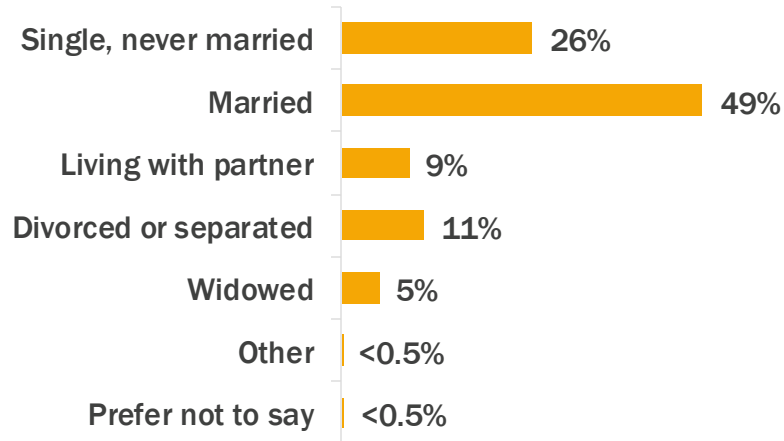
## REGION



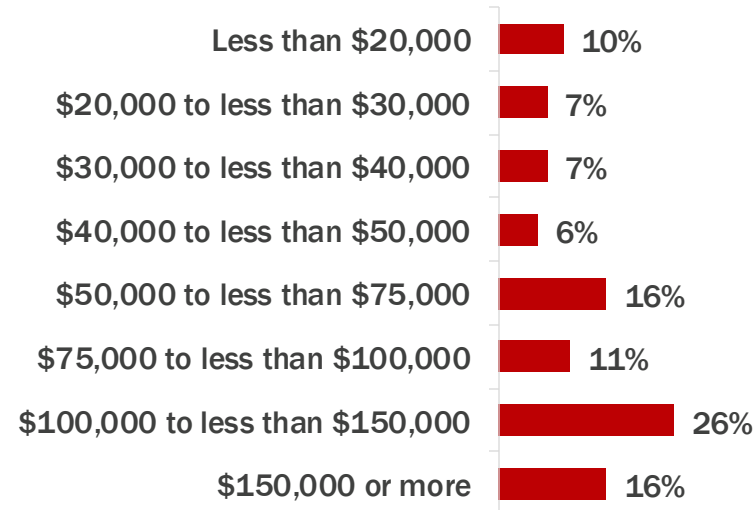
## COMMUNITY



## MARITAL STATUS



## INCOME

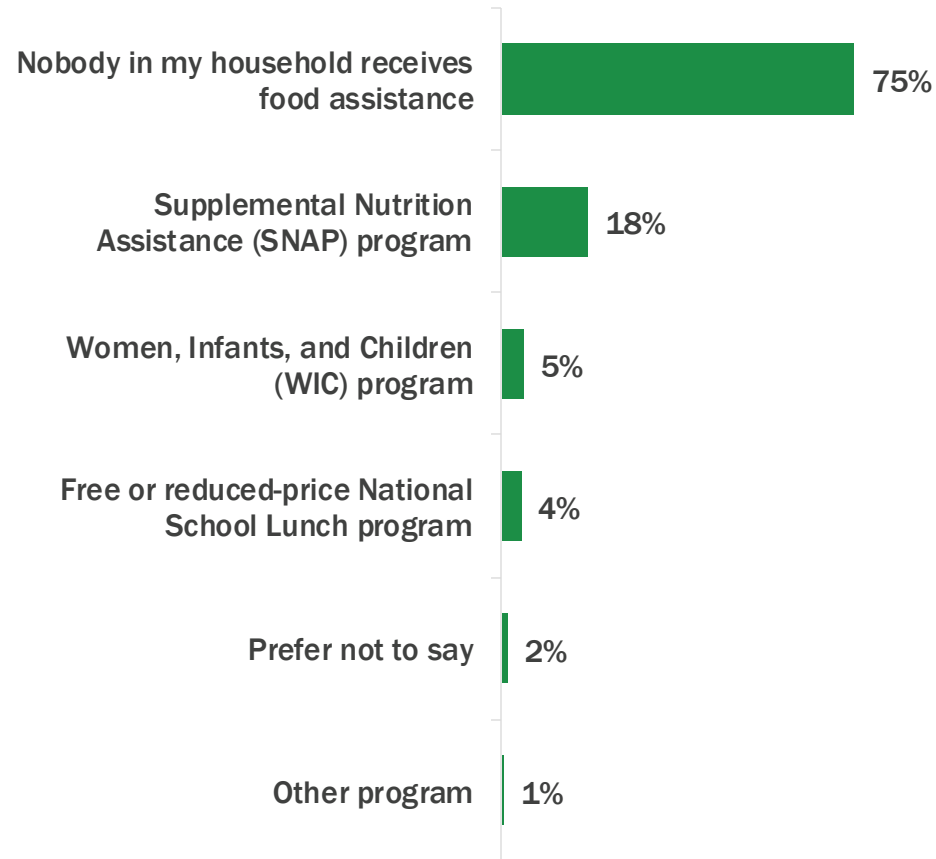


Q42. In which state do you currently live? (n=3032) / Q43. Which of the following best describes the area in which you live? (n=3032)

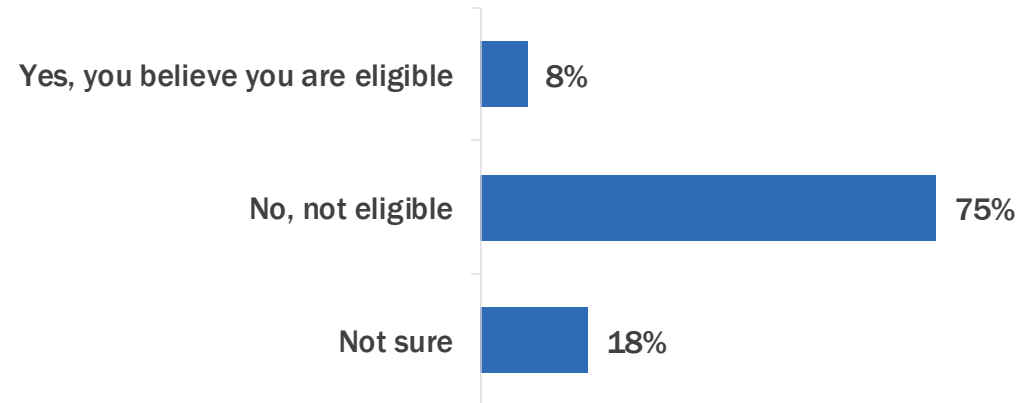
Q6. What is your marital status? (n=3032) / Q10. What is your total annual household income? (n=3032)

# Demographics

## FOOD ASSISTANCE PARTICIPATION



## FOOD ASSISTANCE ELIGIBILITY

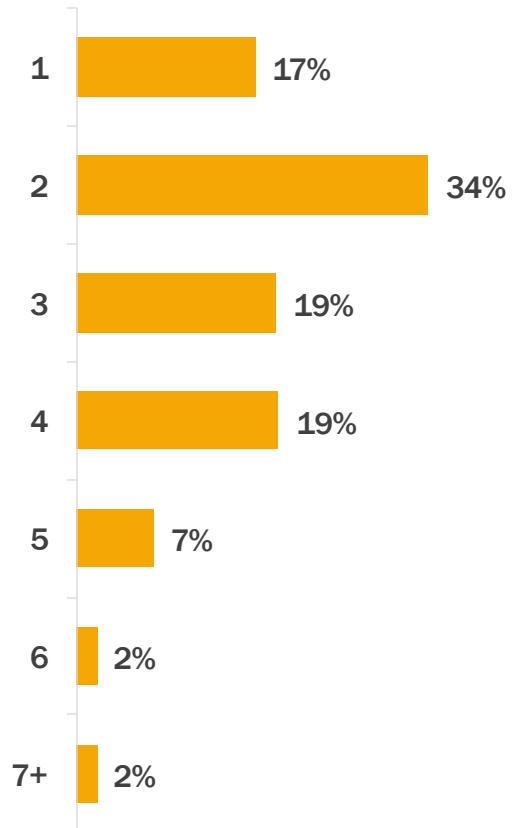


Q44. Does anyone in your household receive food assistance through any of the following government programs? (n=3032)

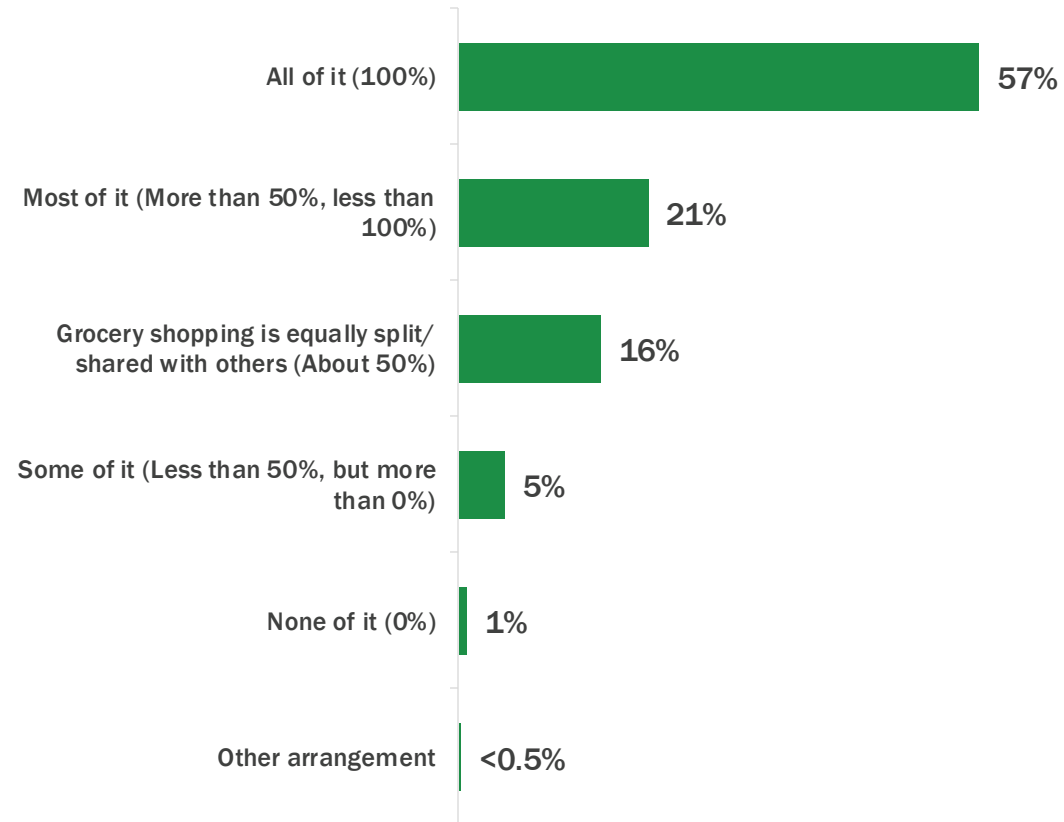
Q45. Are you eligible for any of these food assistance government programs, even if you are not currently participating? (n=1991)

# Demographics

## HOUSEHOLD SIZE



## PROPORTION OF GROCERY SHOPPING PERFORMED

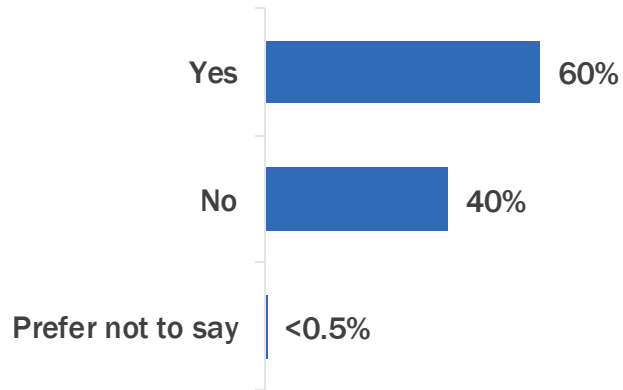


Q9. How many total people, including yourself, currently live in your household? (n=3032)

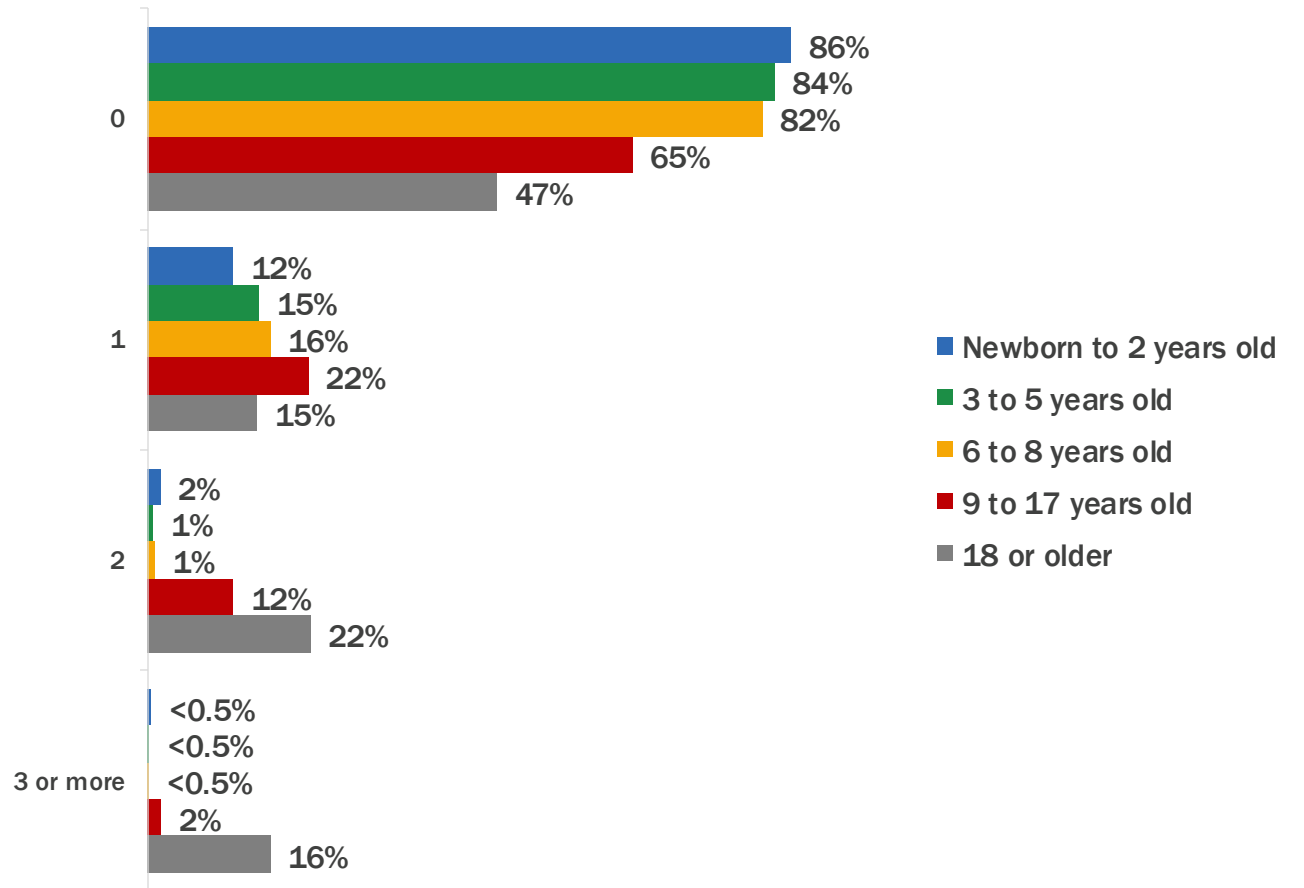
Q5. How much of your household's grocery shopping do you do? (n=3032)

# Demographics

## CHILDREN



## NUMBER OF CHILDREN BY AGE GROUP



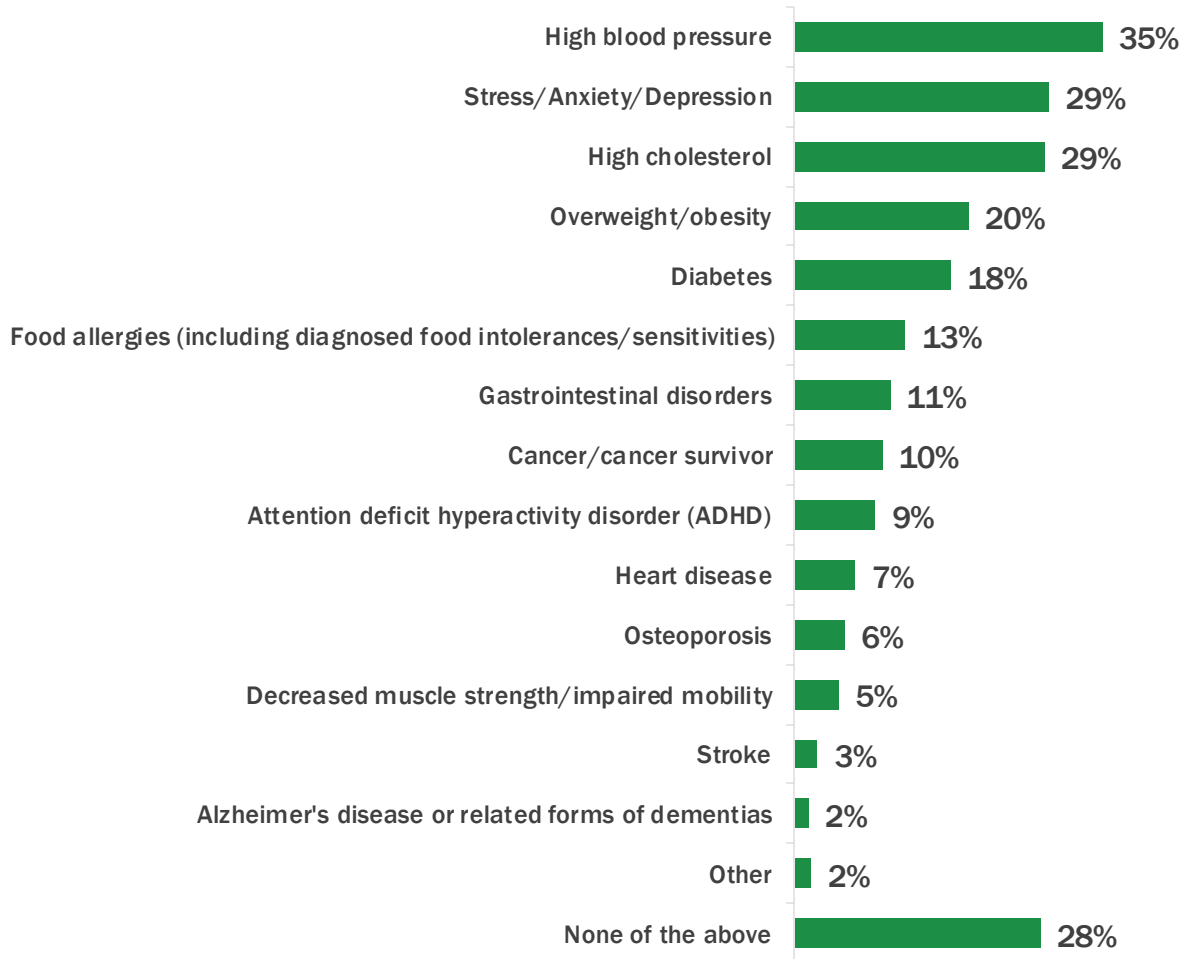
Q7. Do you have any children? (n=3032)

Q8. How many children do you have in each of the following age groups? (n=1734) FILTER: HAS CHILDREN

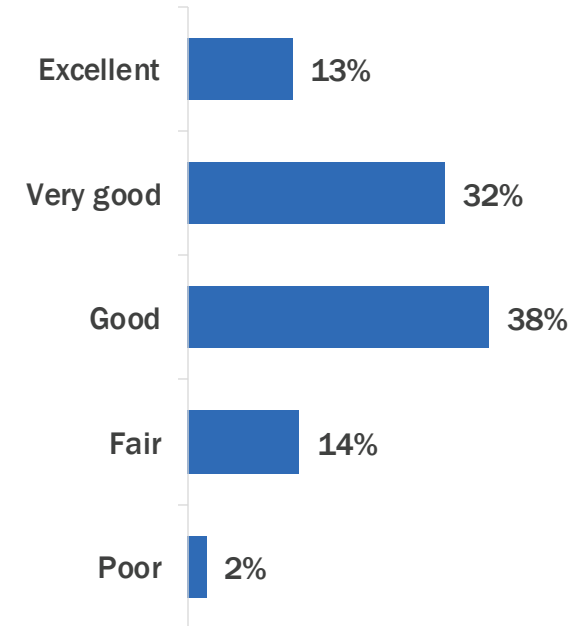


# Demographics

## MEDICAL CONDITIONS



## SELF-PERCEPTION OF HEALTH COMPARED TO PEERS



Q46. Have you (or anyone in your household) ever been diagnosed with having any of the following medical conditions? Please select all that apply. (n=3032)

Q12. Compared to other people your age, would you say your health is...? (n=3032)

# ABOUT IFIC



IFIC is a nonprofit 501(c)(3) education and consumer research organization with a mission to effectively communicate science-based information about food safety, nutrition, and sustainable food systems.

## GOVERNANCE

IFIC is governed by a Board of Trustees, the majority of whom are from public academic institutions, along with an Assembly that includes government liaisons.

## SUPPORTED BY

IFIC is supported primarily through grants and contributions from the broad-based food, beverage, and agricultural industry.

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