



Consumer Pulse: Lactose-Free Milk Options

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

 **JUNE 2024**



METHODOLOGY

This poll was conducted between June 6- 7, 2024, among a sample of 2,202 adults. The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Key Takeaways

- 1** One-in-five adults are *not too aware* or *not at all aware* of lactose-free milk options in public places (e.g. grocery stores, schools, hospitals, etc.) (21%).
- 2** Eight-in-ten Americans think it is important for hospitals (82%), public school lunches (81%), and federal nutrition programs (80%) to provide lactose-free milk options for individuals who are lactose intolerant.
- 3** Americans support for federal funding to ensure lactose-free milk availability (72%) and assist in educational initiatives about the benefits of lactose-free milk (69%).



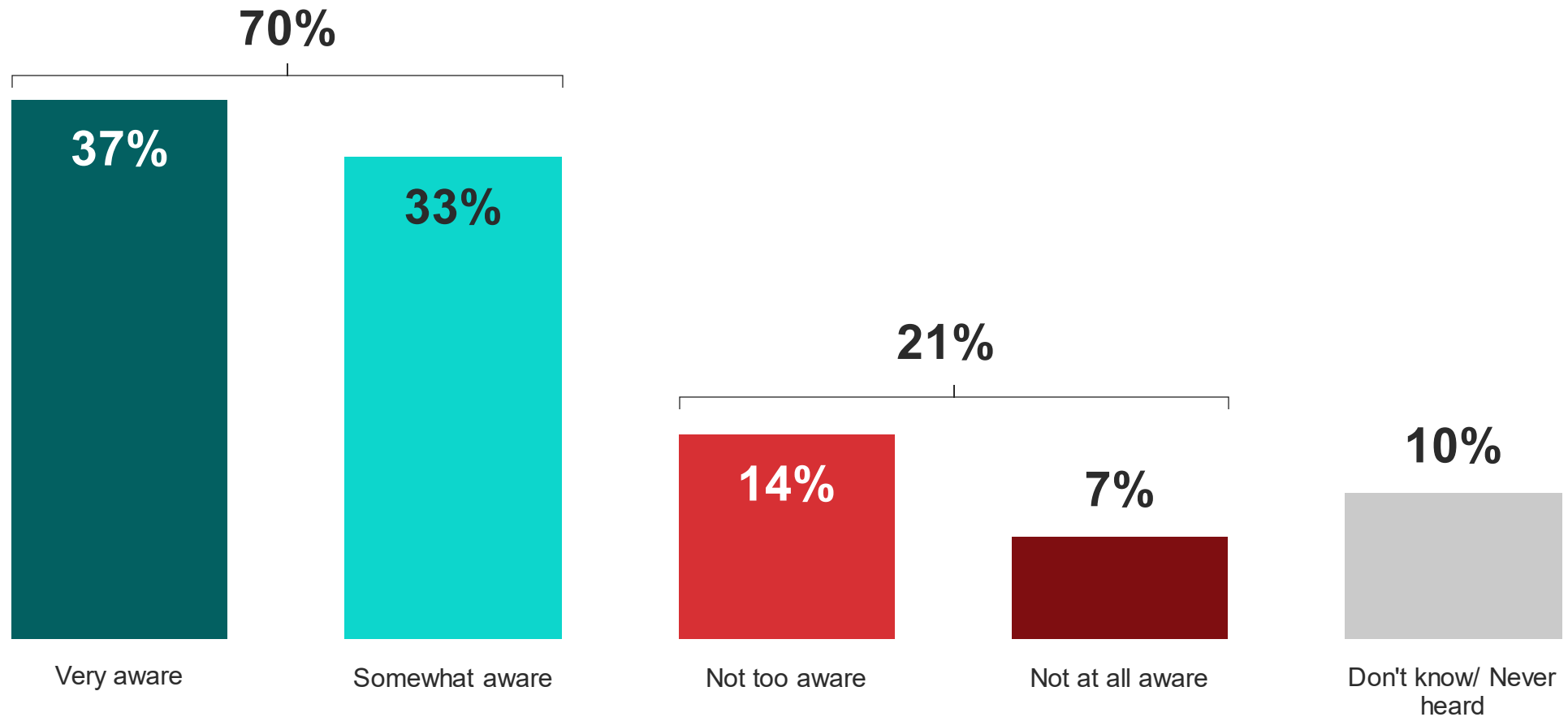
SECTION

Lactose-Free Milk Options

LACTOSE-FREE MILK OPTIONS

One-in-five adults are *not too aware* or *not at all aware* of lactose-free milk options in public spaces (e.g. grocery stores, schools, hospitals, etc.).

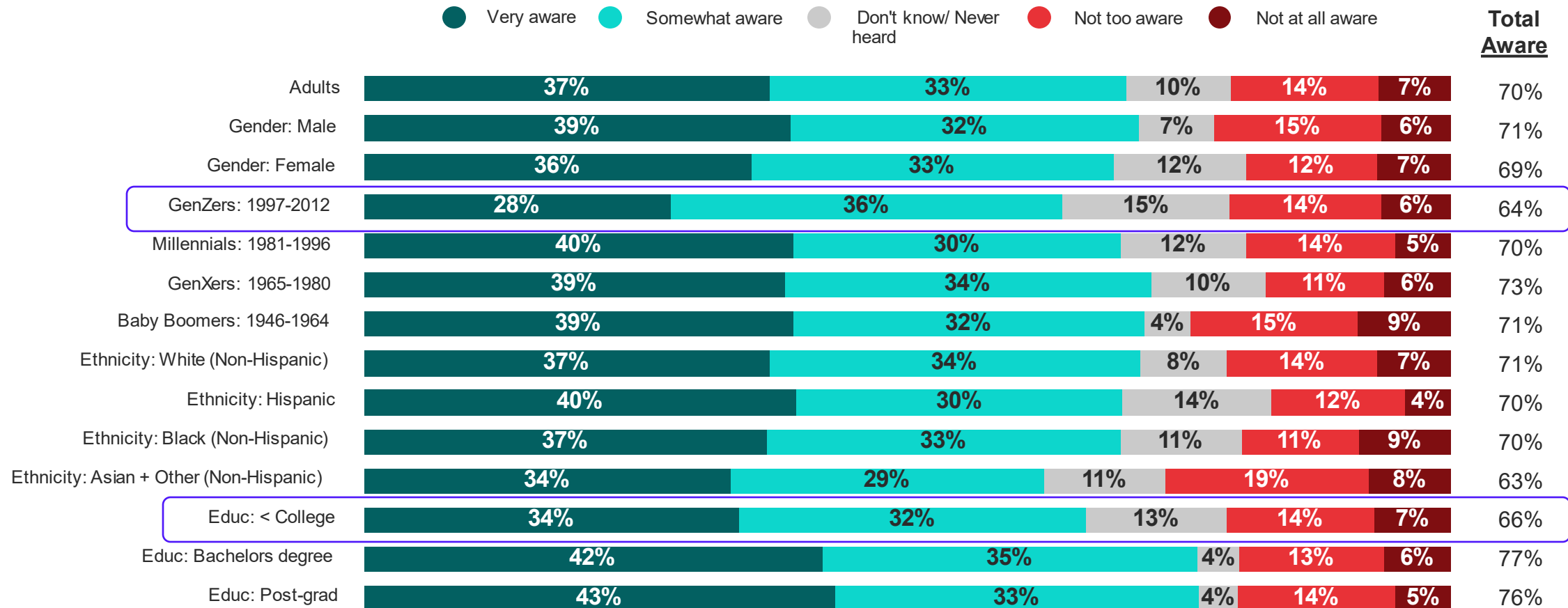
How aware are you of the availability of lactose-free milk options in public places (e.g. grocery stores, schools, hospitals, etc.)?



LACTOSE-FREE MILK OPTIONS

Awareness is lowest among GenZers, with just 28% saying they are *very aware* and 36% *somewhat aware*. Adults without college degrees are also less aware than other groups, with one-third (34%) saying they are *very aware* and 36% only *somewhat aware*.

How aware are you of the availability of lactose-free milk options in public places (e.g. grocery stores, schools, hospitals, etc.)?

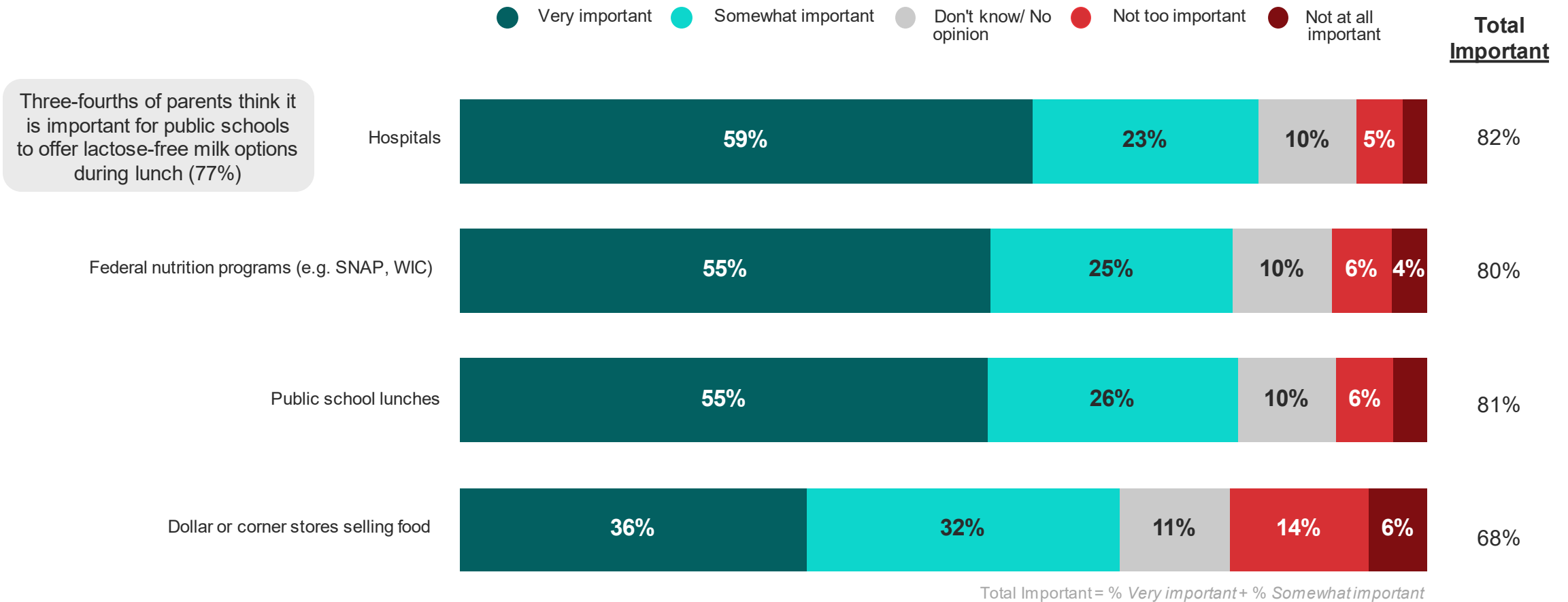


Total Aware = % Very aware + % Somewhat aware

LACTOSE-FREE MILK OPTIONS

Four-in-five adults think the availability of lactose-free milk options in hospitals, public school lunches, and federal nutrition programs is important.

How important, if at all, is it for each of the following to provide lactose-free milk options for individuals who are lactose intolerant?



LACTOSE-FREE MILK OPTIONS

Lower earners (<\$50k), urban dwellers, millennials and women are more likely than other groups to think it is *very important* for dollar/corners stores to sell lactose-free options

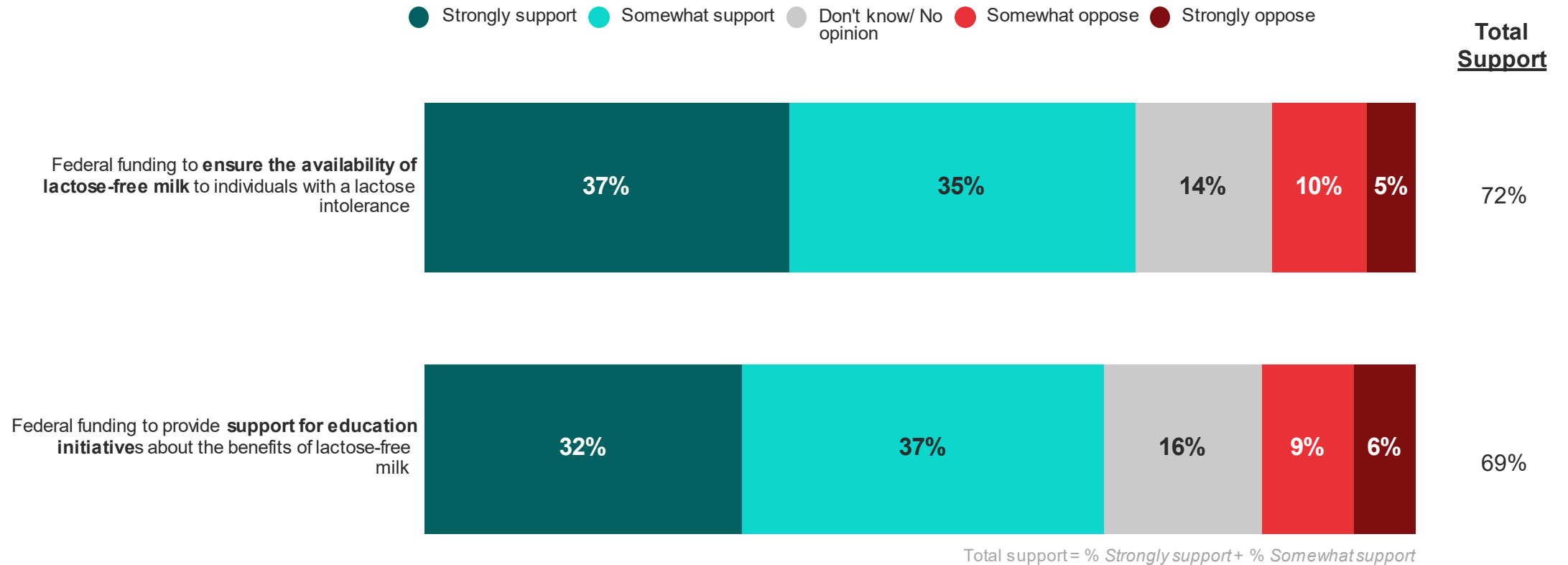
How important, if at all, is it for each of the following to provide lactose-free milk options for individuals who are lactose intolerant?

		Gender		Generation				Income			Community		
% very important	Adults	Male	Female	GenZ	Millennials	GenX	Baby Boomers	<\$50k	\$50-\$100k	\$100k+	Urban	Suburban	Rural
Hospitals	59%	58%	61%	50%	57%	60%	67%	58%	62%	58%	60%	60%	55%
Federal nutrition programs (e.g. SNAP, WIC)	55%	50%	60%	44%	56%	57%	59%	55%	56%	51%	59%	55%	51%
Public school lunches	55%	51%	58%	47%	55%	55%	59%	55%	54%	52%	57%	54%	54%
Dollar or corner stores selling food	36%	32%	40%	34%	39%	36%	34%	38%	34%	30%	39%	35%	33%

LACTOSE-FREE MILK OPTIONS

Americans support federal funding to ensure the availability of lactose-free milk and to provide support for education initiatives about its benefits.

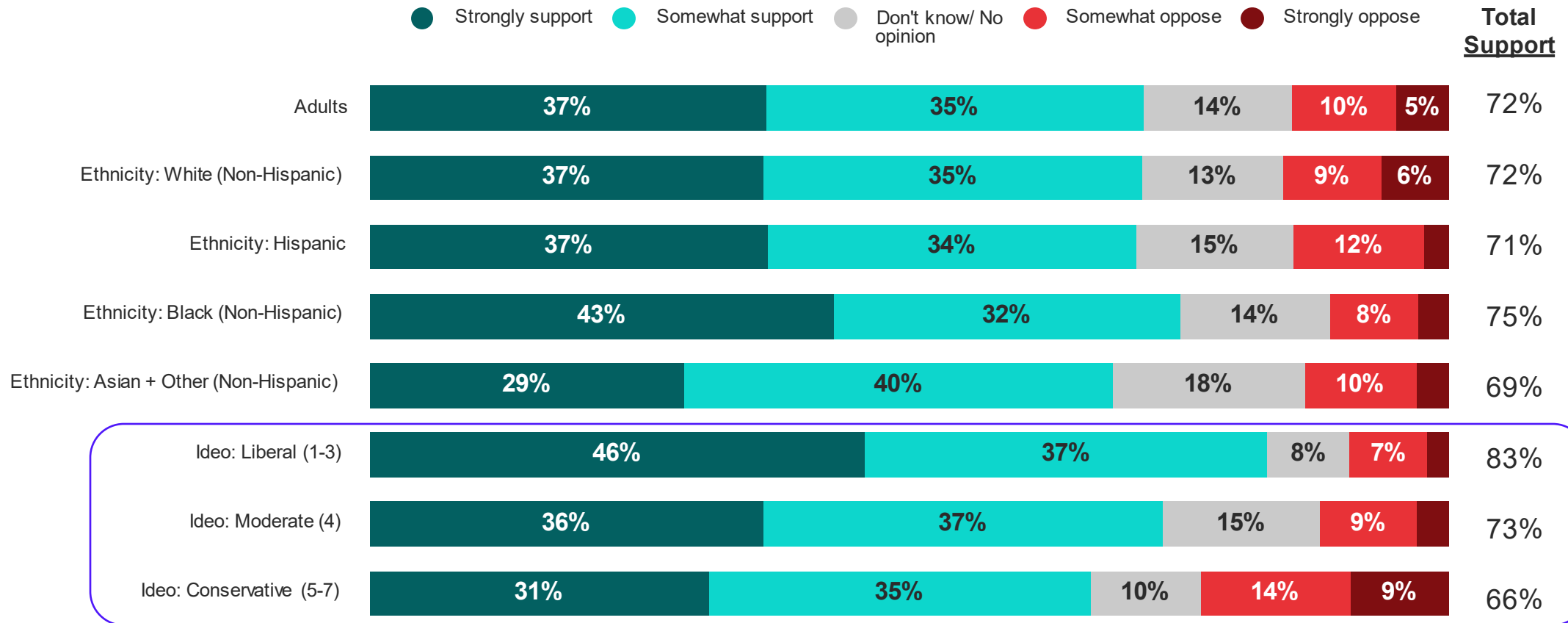
Would you support or oppose federal funding for each of the following related to lactose-free milk?



LACTOSE-FREE MILK OPTIONS

Two-thirds of conservative adults (67%) support federal funding to ensure the availability of lactose-free milk to individuals with a lactose-intolerance, while 74% of moderates and 83% of liberals support use of federal funds for this purpose.

Would you support or oppose federal funding for each of the following related to lactose-free milk? Federal funding to **ensure the availability of lactose-free milk** to individuals with a lactose intolerance

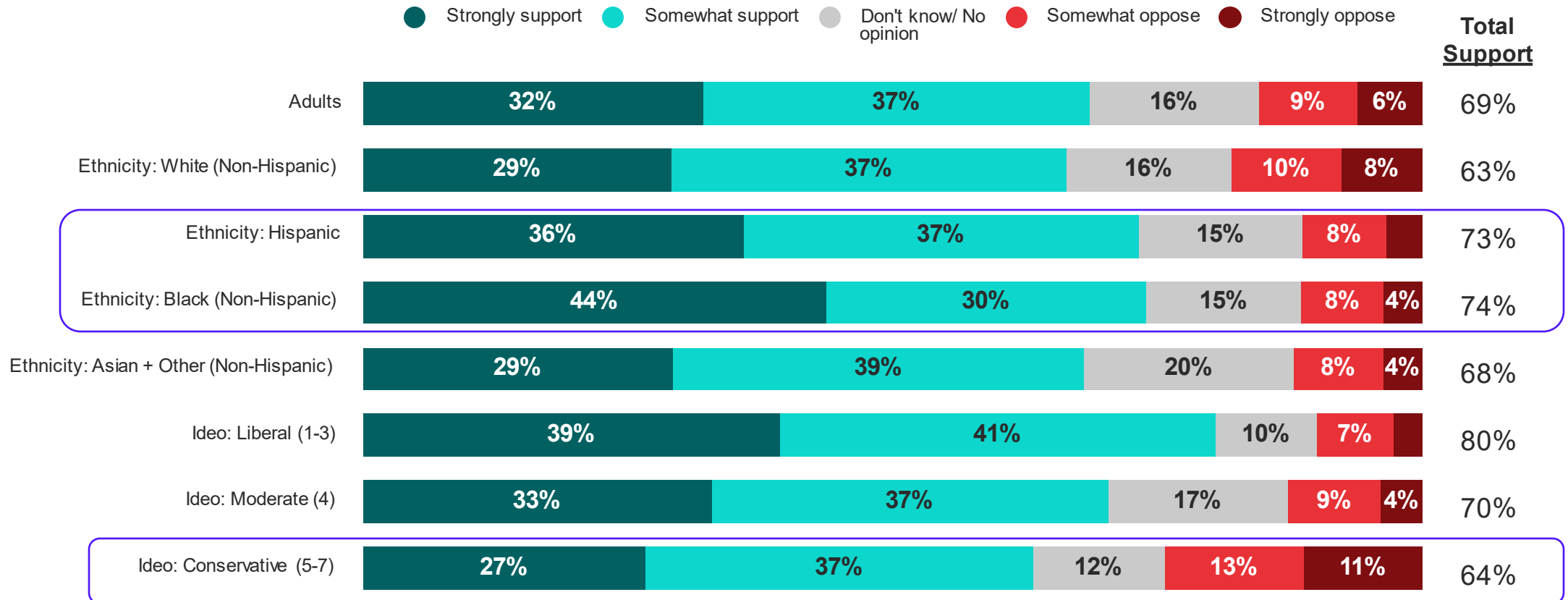


Total support = % Strongly support + % Somewhat support

LACTOSE-FREE MILK OPTIONS

Two-thirds of conservatives (64%) support federal funding to support education initiatives about the benefits of lactose-free milk. Three-quarters of Black (74%) and Hispanic (73%) support federal funding for this purpose.

Would you support or oppose federal funding for each of the following related to lactose-free milk? Federal funding to provide support for **education initiatives about the benefits** of lactose-free milk



Total support = % Strongly support + % Somewhat support

