



Whole Milk for Health Kids Act: *Support for Serving Whole & 2% Milk in Public Schools*

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

— **OCTOBER 2024**



Methodology

This poll was conducted between September 24-26, 2024, among a sample of 681 Parents with children in public school. The data were weighted to approximate a target sample of Parents with children in public school based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 4 percentage points.

Key Takeaways

- 1** Milk is considered *very important* to children's daily nutritional intake by most parents with children in public schools across grade level. Whole (81%) and 2% milk (75%) are the most common milk varieties public-school parents serve at home.
- 2** Parents agree whole and 2% milk varieties are nutritious (89%) and healthy (88%). These sentiments are particularly strong among current SNAP beneficiaries.
- 3** It is widely assumed that whole and 2% milk is currently served in public school cafeterias and most public-school parents think those milk products should be an option for children in public schools (88%).
- 4** Most parents support the Whole Milk for Healthy Kids Act after learning these are not lunchtime options in public schools (81%). Support for the legislation is strongest among current SNAP beneficiaries and Democrats.



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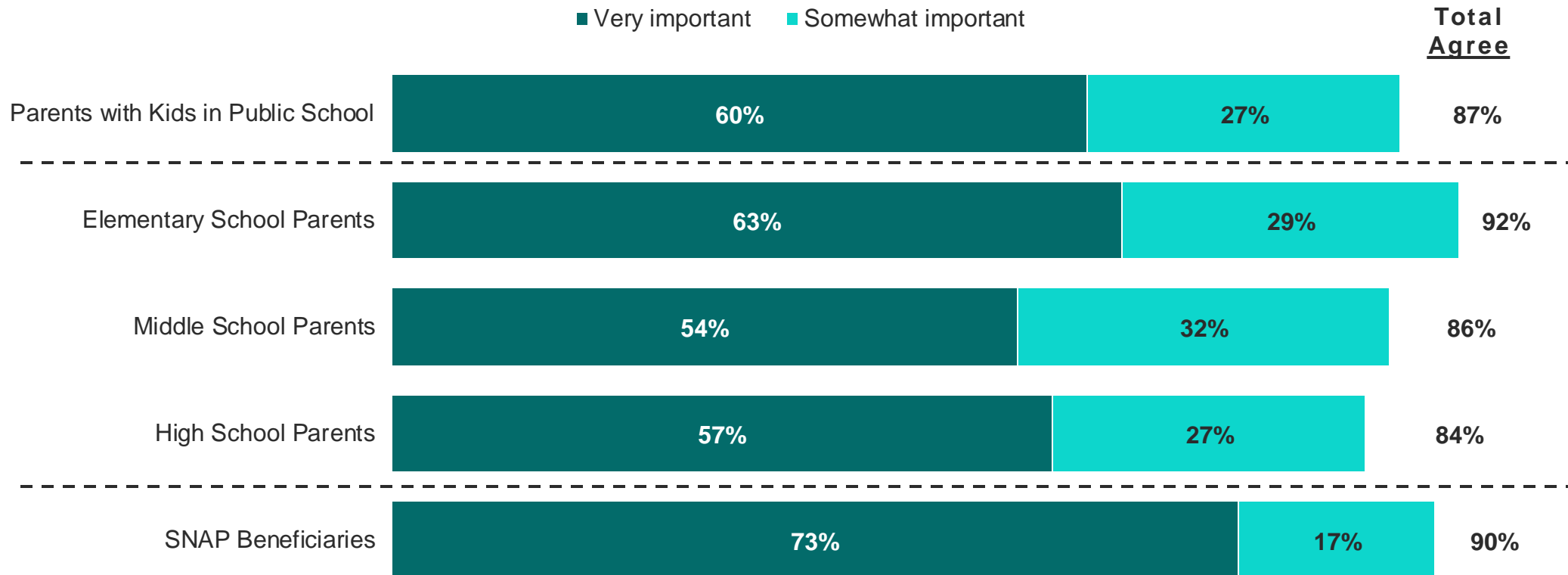
- 1** Whole Milk & Nutrition
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WHOLE MILK & NUTRITION

More than half of parents with children in public schools of any grade level think milk is *very important* for children's daily nutritional intake.

How important, if at all, do you believe drinking milk is for children's daily nutritional intake?

Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=681)

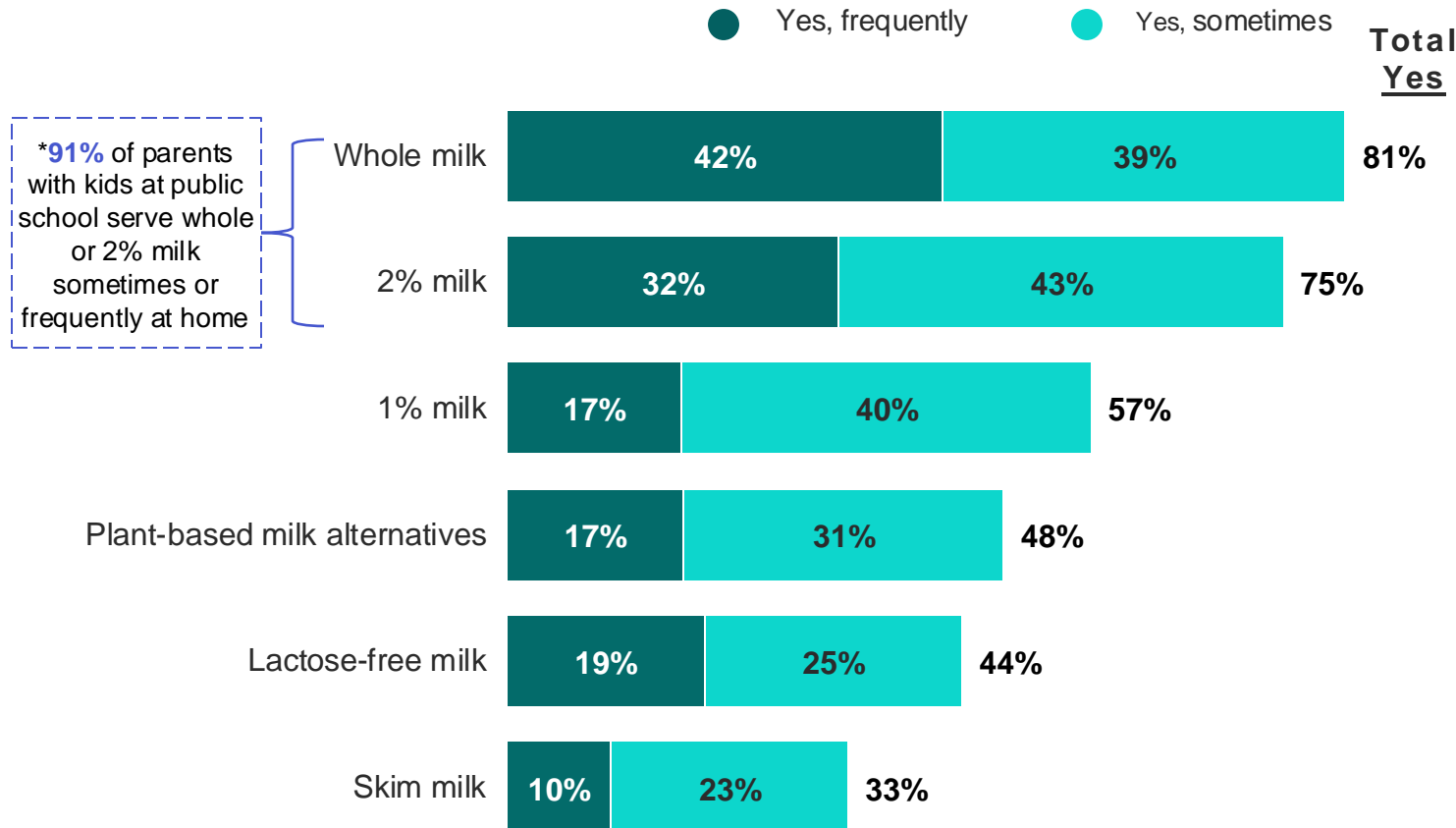


WHOLE MILK & NUTRITION

Whole milk is the preferred milk option to serve at home to children among parents – particularly those currently using SNAP Benefits.

Which of the following types of milk do you serve to your children at home?

Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=681)

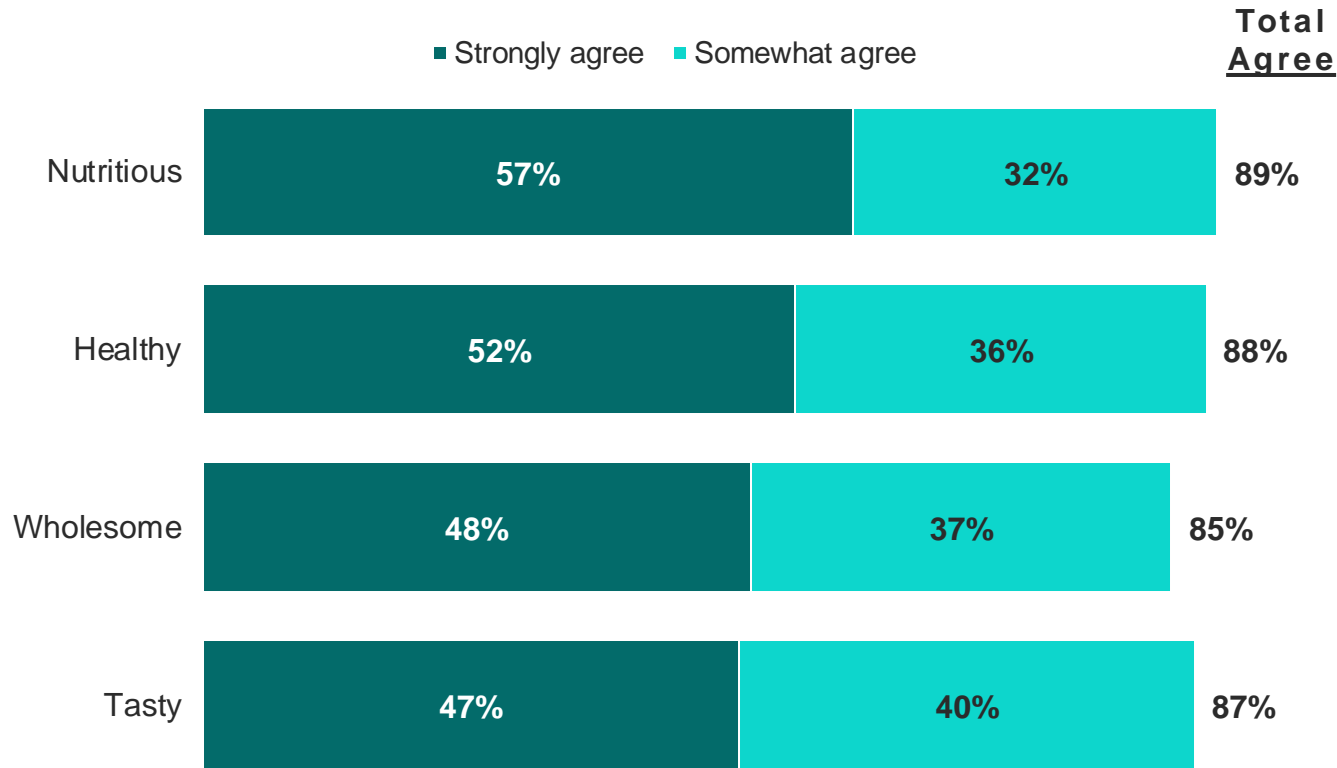


	% serve milk <i>frequently</i> at home	
	Whole Milk	2% Milk
SNAP Beneficiaries	60%	48%
Elementary Parents	44%	32%
Middle School Parents	43%	28%
High School Parents	43%	36%

WHOLE MILK & NUTRITION

The majority of parents with children enrolled in a public school of all grades describe whole and 2% milk as nutritious and healthy.

Do you agree or disagree that each of the following words describe whole and 2% milk?
 Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=681)



	% strongly agree			
	Nutritious	Healthy	Wholesome	Tasty
SNAP Beneficiaries	74%	65%	69%	60%
Elementary Parents	61%	52%	44%	46%
Middle School Parents	61%	55%	51%	49%
High School Parents	57%	53%	50%	50%



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Whole Milk & Nutrition

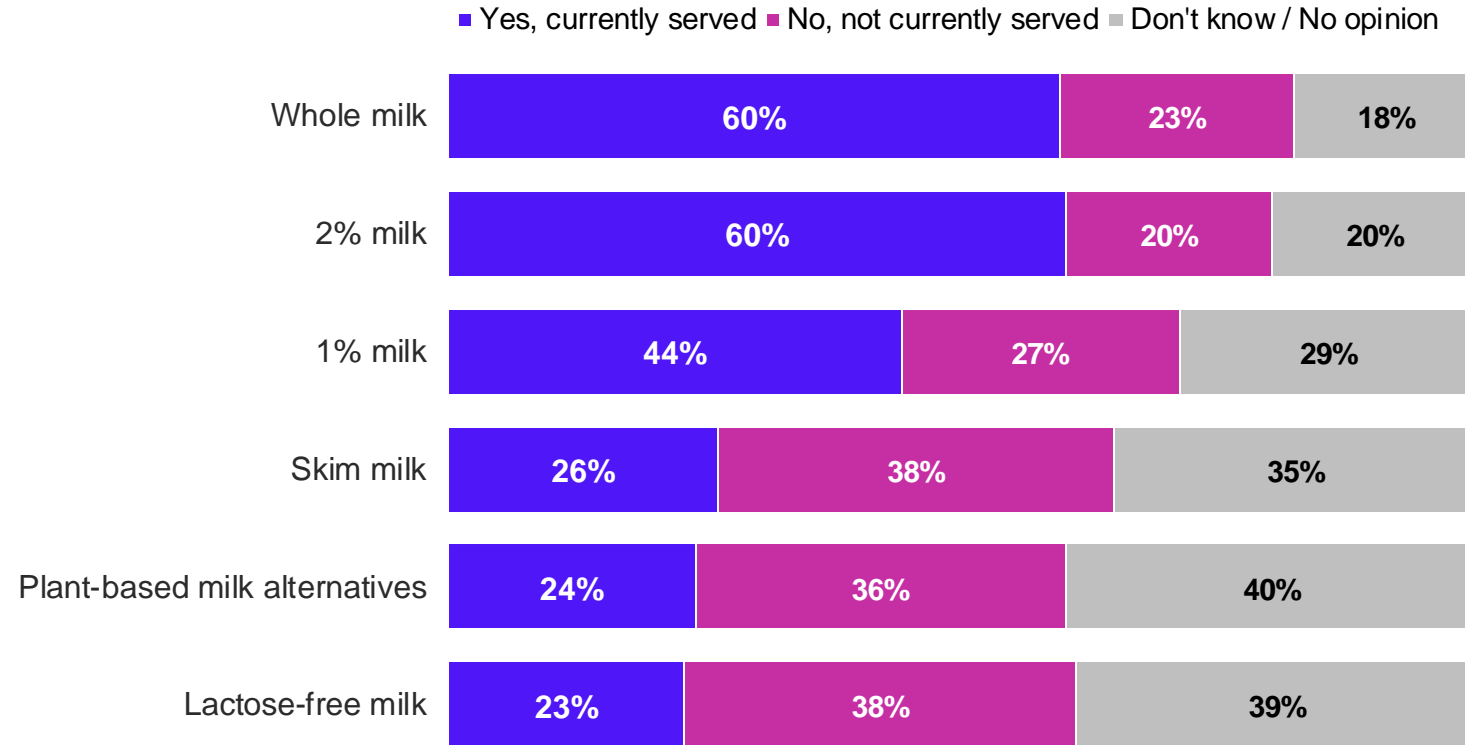
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Whole Milk in Public Schools

WHOLE MILK IN PUBLIC SCHOOLS

Three-in-five parents of public-school students believe whole and/or 2% milk is served in their kid’s school cafeteria, particularly those currently using SNAP benefits.

As far as you know, which of the following milk products are served in public school cafeterias in the United States?
 Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=681)

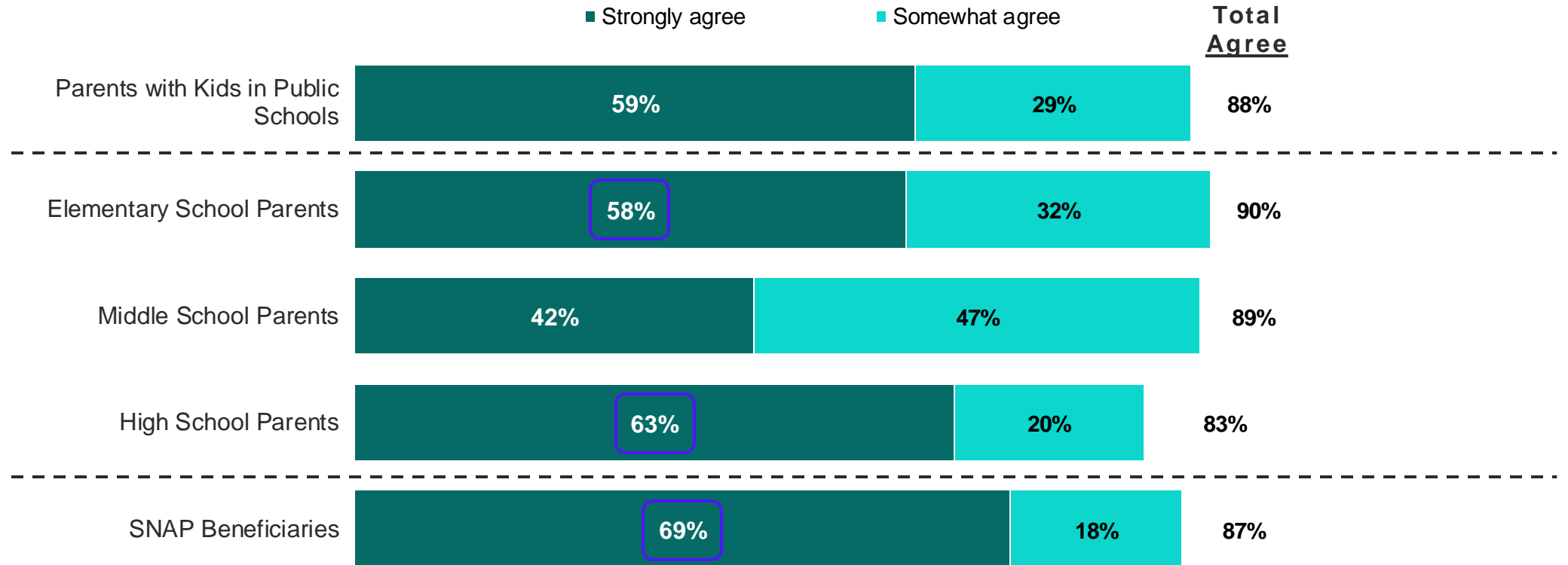


	% yes, currently served	
	Whole Milk	2% Milk
SNAP Beneficiaries	75%	65%
Elementary Parents	58%	65%
Middle School Parents	70%	61%
High School Parents	54%	56%

WHOLE MILK IN PUBLIC SCHOOLS

SNAP beneficiaries and parents with children in elementary and high school *strongly agree* whole and 2% milk should be a milk option for public school meals.

Do you agree or disagree that whole milk and 2% milk should be an option for children in public school meals in your community?
Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=681)





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

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

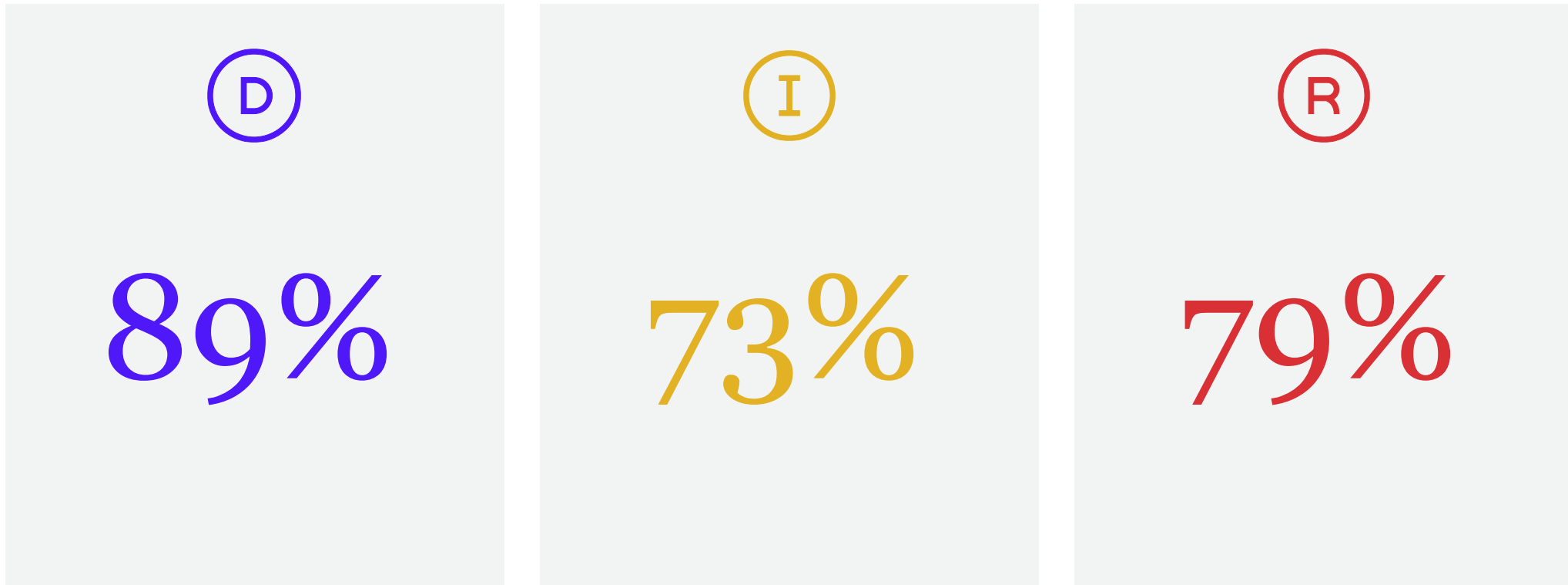
81%

of parents with children in K-12 public schools **support** the *Whole Milk for Healthy Kids Act*

WHOLE MILK FOR HEALTHY KIDS ACT

There is bipartisan support for the Whole Milk for Healthy Kids Act, though Democrats are particularly in favor of the legislation.

Do you support or oppose allowing public schools to offer whole and 2% milk for children for public school meals in addition to low-fat, fat-free, and lactose-free milk options? *Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=681)*

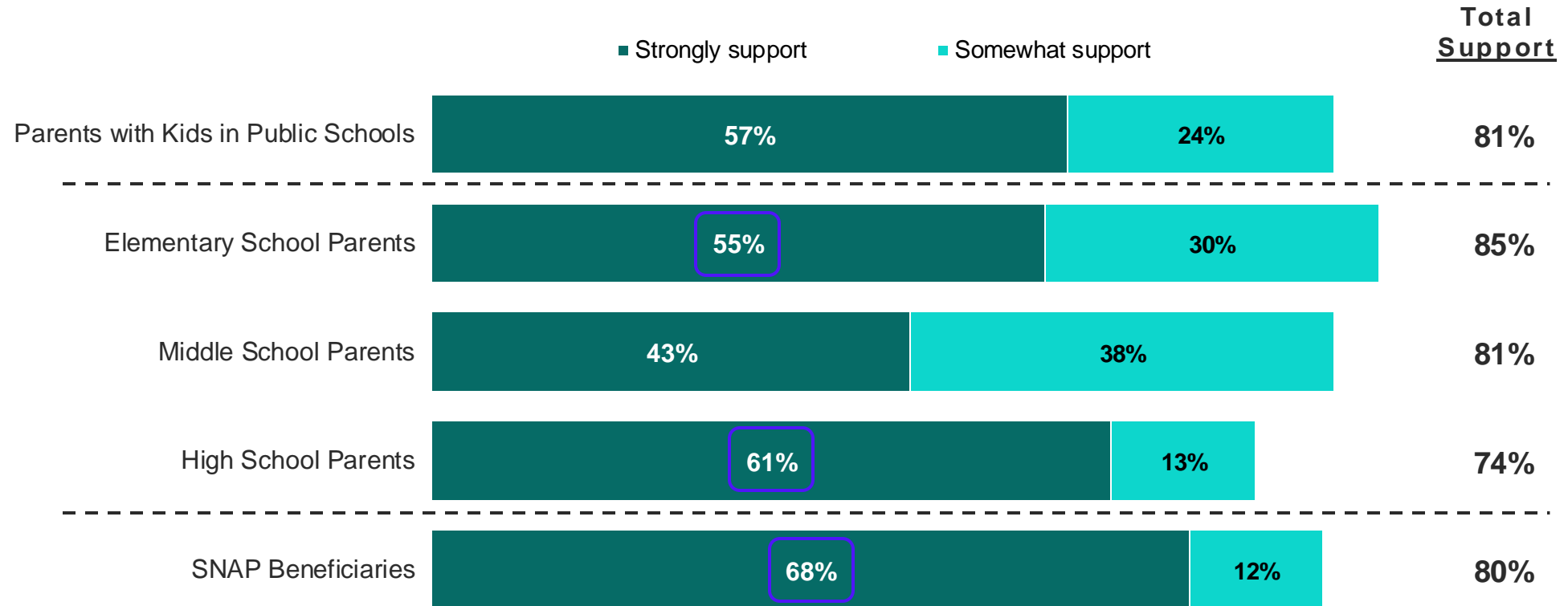


% Total Support (% Strongly support + % Somewhat support)

WHOLE MILK IN PUBLIC SCHOOLS

Parents with kids in public elementary and high school and current SNAP beneficiaries *strongly support* the legislation to offer whole and 2% milk in public school meals alongside other milk options.

Do you support or oppose allowing public schools to offer whole and 2% milk for children for public school meals in addition to low-fat, fat-free, and lactose-free milk options? Asked of parents who currently have a child (or multiple) enrolled in a public K-12 school (n=681)





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