

MOMS WEIGH IN ON THE GREAT DEBATE

Despite some of the high-profile debates over flavored milk, a recent study of 1,000 moms found that more than half (54%) would be opposed to a decision made by their children's school or school districts to stop offering chocolate milk. The survey found that mothers recognize that the availability of chocolate milk increases milk intake for some children who do not drink white milk.

Lack of support for a “ban”

Most moms (80%) do not support the removal of chocolate milk from lunch lines and school cafeterias.

- More than half (54%) would oppose a ban, while another quarter (26%) are neutral on the topic.
- Only one in five moms (20%) supports the removal of flavored milk.

Moms want kids to have a choice

Most moms believe their children should have the “freedom of choice” when it comes to selecting a beverage in school.

- More than two-thirds of moms (68%) do not want choices taken away from their children at school, in general.
- More than three-quarters of moms agree that:
 - Chocolate milk is a beverage my child likes to drink.
 - Kids need healthy choices at school, including chocolate milk.
 - My child should be able to choose which beverage to drink at school.

Positives outweigh the negatives

The majority of moms (59%) agree that the combined nutrients in chocolate milk outweigh the added sugar.

- Moms who know their kids like to drink chocolate milk are even more likely to agree that the benefits outweigh any negatives (67%).

Nutrition ranks high on mom's list

After teaching quality, academics, staff and bullying, moms rank nutritional content of school meals high on their list of school concerns.

- Nutrition is equally important for beverages. About four out of five moms admit they are strongly influenced by the overall nutrient content (81%) when deciding on what beverage to serve their children.

Moms get the facts about chocolate milk

Moms felt positive (very or somewhat) about chocolate milk knowing:

- It contains the same nine essential nutrients as white milk, including calcium, vitamin D and potassium, which are all “nutrients of concern” that most kids fail to get enough of (83%).
- The recently reauthorized Child Nutrition Act, which sets guidelines for school lunch programs, recognizes the importance of lowfat and fat free milk – including fat free chocolate milk – as a nutrient-rich part of school meals (78%).
- The majority of 8-ounce servings of chocolate milk served in schools have fewer than 150 calories (75%).

METHODOLOGY

Conducted by KRC Research. A total of 1,000 interviews were conducted with moms of kids in grades K-12. The interviews were conducted online using a national opt-in panel. The interview averaged 10 minutes in length and all interviews were conducted between July 1 and July 3, 2011.

To qualify for the study, all moms had to have at least one child in the household who attends primary or secondary school (grades K-12). Quotas were set to ensure the sample matches the national distribution of consumers by Census regions. Gender quotas were set for K-12 students to ensure a fairly close distribution of respondents between males and females.

got milk?[®]

FLAVORED MILK
the facts