Fit for Life Quantitative Research Summary Report

Prepared for
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Introduction

Objectives

➤ For each of the five need states of interest (breakfast, lunch, dinner, morning snack, and afternoon snack), and focusing specifically on healthy choices being made for these need states, we want to confirm (and link):

  ➤ The foods and beverages consumers are choosing
  ➤ The benefits being sought from these food and beverage choices, and
  ➤ The nutrients believed to be driving these benefits.

➤ This information is needed from a general population of health conscious consumers, as well as by generation (Silent, Baby Boomer, Gen X, and Millennial) and those who are concerned about, and making food and beverage choices specifically for managing their weight.

➤ The research findings will be used to assist the team in the development of messaging / communication platforms that highlight dairy's benefits and to lay groundwork for messaging / communication platforms for benefits still being identified in nutrition science. Ultimately, this research will provide the team with the information necessary to identify the most promising innovation opportunities for dairy and their potential size.

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Screening Qualifications

➤ Respondents met the following qualifications:

  ➤ Age 18+

  ➤ Primary or shared grocery shopper

  ➤ Top-2 box rating of influence on types of foods purchased for household (5 = Influence a Lot, 1 = Don't Influence at All")

  ➤ Consumed milk, cheese, and/or yogurt in the past 30 days and consume at least 2 of those 3 dairy categories a couple of times a month or more

  ➤ Experience at least 1 of the 5 need states 1 or more times a week

  ➤ No food allergies or food restrictions in the household, and

  ➤ Not competitively employed.

➤ Additionally, weight conscious consumers are defined as:

  ➤ Those who gave a top-3 box rating to *"I often buy foods and beverages that help me / my family manage our weight"* (5 = Agree Completely, 1 = Disagree Completely), and

  ➤ A top-2 box rating to their concern about being overweight (5 = Very Concerned, 1 = Not at All Concerned).

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Generations

➤ Generation subgroups were defined by age, as follows:

    ➤ Millennial: Age 18 to 37

    ➤ Gen-X-er: Age 38 to 48

    ➤ Baby Boomer: Age 49 to 67

    ➤ Silent Generation: Age 68 to 92

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Explanation of Max-Diff Exercise:

➤ A max-diff was used to truly understand the relative importance of the benefits being sought within each of the five need states. Respondents were randomly assigned to one need state among those which they, personally have at least once a week.

➤ Respondents were shown a subset of benefits and asked to indicate which were most / least important to them when choosing foods / beverages for that particular need state and whether they really think about this benefit when making choices.

➤ Max-diff questions are easy for consumers to understand. Because the responses involve choices of items rather than expressing strength of preference, there is no opportunity for scale use bias, e.g., the max-diff is "scale free."

➤ The key in interpreting the max-diff outputs is that they are all RELATIVE in magnitude to each other. For example, a benefit that is 4.0% is twice as likely to influence a food / beverage choice as a benefit that is 2.0%. The percentages shown represent the probability that claim is the most important one they think about when deciding which foods or beverages to choose for that specific need state.

➤ Following the max-diff exercise, respondents were asked which foods / beverages are chosen most often to achieve each of the benefits and what nutrients they believe are driving that benefit.
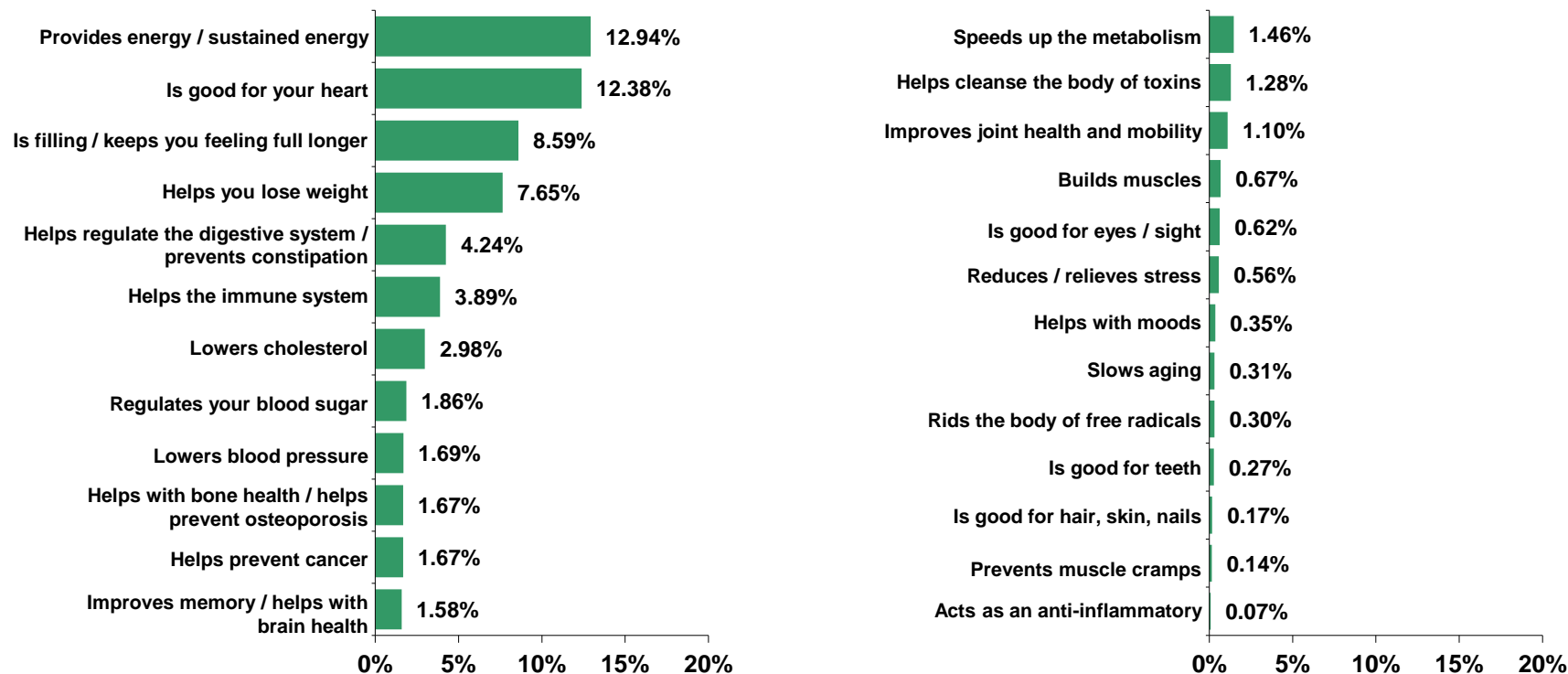
Executive Summary

Top-10 Benefits
Total Need States

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Benefits: Total Need States

➤ While this analysis focuses specifically on the five need states of interest (healthy breakfast, lunch, dinner, morning and afternoon snacks), overall, making healthy food and beverage choices is about **energy** and **heart health**. Feeling full and losing weight are also important.

Benefits: Total Need States

Benefit	%
Provides energy / sustained energy	12.94%
Is good for your heart	12.38%
Is filling / keeps you feeling full longer	8.59%
Helps you lose weight	7.65%
Helps regulate the digestive system / prevents constipation	4.24%
Helps the immune system	3.89%
Lowers cholesterol	2.98%
Regulates your blood sugar	1.86%
Lowers blood pressure	1.69%
Helps with bone health / helps prevent osteoporosis	1.67%
Helps prevent cancer	1.67%
Improves memory / helps with brain health	1.58%

Benefit	%
Speeds up the metabolism	1.46%
Helps cleanse the body of toxins	1.28%
Improves joint health and mobility	1.10%
Builds muscles	0.67%
Is good for eyes / sight	0.62%
Reduces / relieves stress	0.56%
Helps with moods	0.35%
Slows aging	0.31%
Rids the body of free radicals	0.30%
Is good for teeth	0.27%
Is good for hair, skin, nails	0.17%
Prevents muscle cramps	0.14%
Acts as an anti-inflammatory	0.07%

Base: Total Respondents (n=2,500)

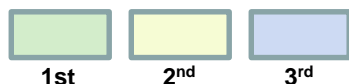**MarketTree**
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Benefits: Total Need States

➤ Weight loss is relatively more important to our weight conscious consumers (of course) and to Millennials. Regulating the digestive system makes it into the top-3 (in terms of importance) among the Silent Generation only.

	1st	2nd	3rd			Total Health Consc.	Weight Consc.	Generation				Need State				
								Silent Gen.	Baby Boom-er	Gen X-er	Millen-nial	Break-Fast	Lunch	Dinner	Morn. Snack	Aft. Snack
Base: Total Respondents						(2,500) %	(1,023) %	(243) %	(945) %	(515) %	(797) %	(500) %	(500) %	(500) %	(500) %	(500) %
Provides energy / sustained energy						12.94	10.48	9.80	10.68	15.85	14.69	14.33	11.77	5.31	17.73	15.56
Is good for your heart						12.38	12.16	13.19	14.49	12.86	9.31	13.62	11.30	17.09	10.16	9.70
Is filling / keeps you feeling full longer						8.59	6.32	5.00	8.26	10.81	8.63	7.90	9.14	4.86	8.99	12.05
Helps you lose weight						7.65	17.37	2.40	8.00	7.23	9.10	7.15	8.33	9.17	6.68	6.91
Regulates the digestive system / prevents constipation						4.24	4.70	5.85	4.64	3.46	3.77	4.09	4.86	4.39	4.20	3.65
Helps the immune system						3.89	3.09	2.43	4.18	4.34	3.68	3.20	4.15	4.46	4.51	3.10
Lowers cholesterol						2.98	3.35	5.03	3.71	2.69	1.68	3.93	2.42	3.73	2.95	1.88
Regulates your blood sugar						1.86	2.63	4.11	2.58	1.03	0.87	1.79	3.03	1.42	1.85	1.22
Lowers blood pressure						1.69	1.89	2.60	2.02	1.23	1.32	1.17	1.62	2.92	1.79	0.96
Helps with bone health / helps prevent osteoporosis						1.67	1.60	1.61	2.04	1.67	1.26	2.00	1.72	1.35	2.26	1.05
Helps prevent cancer						1.67	2.44	2.01	1.58	1.57	1.74	1.19	1.84	2.83	1.46	1.04
Improves memory / helps with brain health						1.58	1.58	1.49	1.33	1.58	1.89	1.52	1.33	1.26	1.77	2.00

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continued

Benefits: Total Need States (continued)

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	1st	2nd	3rd

	Total Health Consc.	Weight Consc.	Generation				Need State				
			Silent Gen.	Baby Boom-er	Gen X-er	Millen-nial	Break-Fast	Lunch	Dinner	Morn. Snack	Aft. Snack
Base: Total Respondents	(2,500) %	(1,023) %	(243) %	(945) %	(515) %	(797) %	(500) %	(500) %	(500) %	(500) %	(500) %
Speeds up the metabolism	1.46	2.36	1.08	1.53	1.46	1.50	2.31	1.08	1.10	1.94	0.88
Helps cleanse the body of toxins	1.28	0.98	1.22	0.89	0.89	2.02	1.05	1.11	2.47	0.97	0.81
Improves joint health and mobility	1.10	1.08	1.41	1.06	0.81	1.24	1.11	1.19	0.87	1.29	1.03
Builds muscles	0.67	0.50	0.09	0.46	0.83	0.98	0.80	0.54	0.10	0.42	0.57
Is good for eyes / sight	0.62	0.39	0.24	0.47	0.57	0.95	0.65	0.70	0.48	0.85	0.43
Reduces / relieves stress	0.56	0.35	0.17	0.26	0.29	1.21	0.31	0.37	0.45	0.68	0.99
Helps with moods	0.35	0.26	0.17	0.29	0.20	0.56	0.32	0.15	0.35	0.27	0.64
Slows aging	0.31	0.19	0.14	0.38	0.13	0.39	0.49	0.23	0.23	0.17	0.42
Rids the body of free radicals	0.30	0.27	0.15	0.35	0.34	0.25	0.22	0.34	0.16	0.36	0.41
Is good for teeth	0.27	0.21	0.07	0.12	0.33	0.46	0.31	0.41	0.13	0.37	0.12
Is good for hair, skin, nails	0.17	0.17	0.10	0.10	0.13	0.31	0.16	0.15	0.11	0.27	0.18
Prevents muscle cramps	0.14	0.11	0.09	0.10	0.21	0.15	0.10	0.13	0.12	0.25	0.09
Acts as an anti-inflammatory	0.07	0.08	0.05	0.05	0.06	0.09	0.06	0.08	0.04	0.09	0.06

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Detailed Findings

Healthy Breakfast Need State

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Overall Summary: Healthy Breakfast

Overall Rank Order of Top Benefits / Foods / Nutrients for Healthy Breakfast

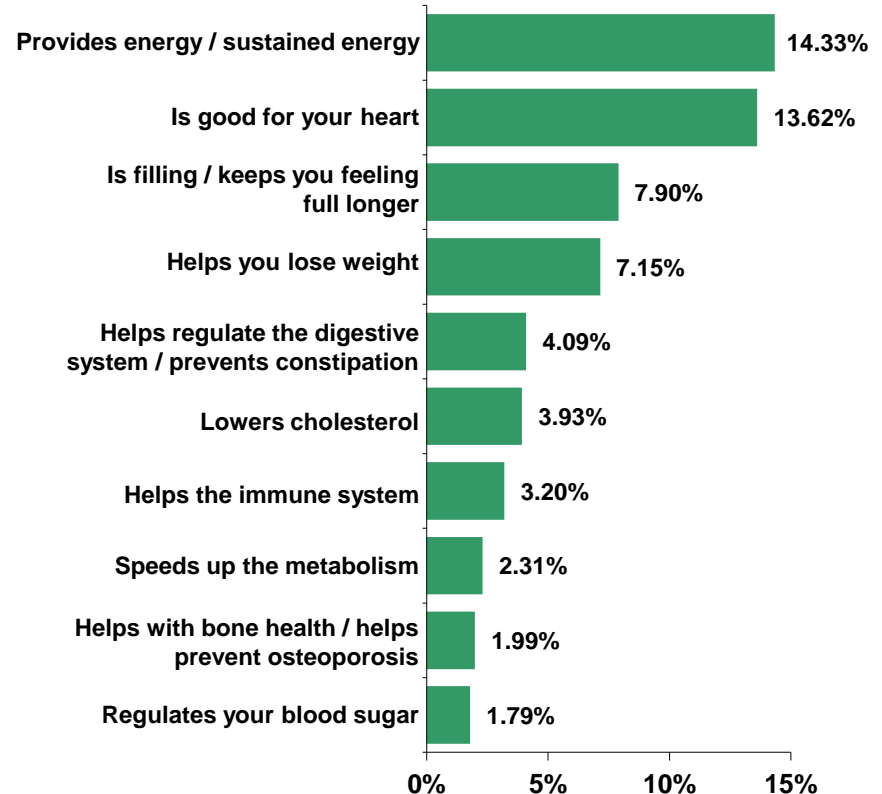| Benefits*		Foods / Beverages Consumed*		Nutrients*	
Top-10 most meaningful benefits		**Mentions of 10%+**		**Mentions of 10%+**	
Provides energy / sustained energy	14.33%	Fruit	45%	Fiber	30%
Is good for your heart	13.62%	Cold cereal with dairy milk	38%	Calcium	23%
Filling / keeps you feeling full longer	7.90%	*100% fruit / vegetable juice*	31%	Vitamin C	20%
Helps you lose weight	7.15%	Whole wheat / grain bread	24%	Vitamin D	20%
Regulates digestive system / prevents constipation	4.09%	Hot cereal (oatmeal, grits, etc.)	23%	B Vitamins / B12	20%
Lowers cholesterol	3.93%	Eggs (scrambled, hard boiled, etc.)	23%	Protein	19%
Helps the immune system	3.20%	*Bottled water – unflavored*	22%	Antioxidants	18%
Speeds up the metabolism	2.31%	*Coffee*	20%	Vitamin A	16%
Bone health / helps prevent osteoporosis	1.99%	*Tap water*	19%	Whole grains	16%
Regulates your blood sugar	1.79%	Hot cereal with dairy milk	19%	Iron	15%
		Yogurt, spoonable (non-Greek)	17%	Vitamin E	13%
		Greek yogurt, spoonable	15%	Potassium	10%
		Nuts / seeds	13%	Omega-3's	10%
		Protein bar	12%		
		Egg whites	12%		
		Fiber bar	12%		
		Hot tea	11%		
		Granola bar	11%		
		Peanut butter	10%		

* Max-Diff Exercise Q.A - C

*Foods / beverages consumed Q.D

*Nutrients in foods / beverages Q.F

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Top-10 Benefits: Healthy Breakfast

- ➤ When choosing foods / beverages for a healthy breakfast, specifically, it's all about energy and heart health.
- ➤ Keeping you feeling full longer and losing weight are also important.

Top-10 Benefits: Healthy Breakfast

Benefit	Value
Provides energy / sustained energy	14.33%
Is good for your heart	13.62%
Is filling / keeps you feeling full longer	7.90%
Helps you lose weight	7.15%
Helps regulate the digestive system / prevents constipation	4.09%
Lowers cholesterol	3.93%
Helps the immune system	3.20%
Speeds up the metabolism	2.31%
Helps with bone health / helps prevent osteoporosis	1.99%
Regulates your blood sugar	1.79%

Base: Total Respondents / Healthy Breakfast (n=500)

All other benefits are values of 1.52% or less.

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Top-10 Benefits: Healthy Breakfast

Q.A / C   Which of the following is most important to you when deciding which foods or beverages you choose for the healthy breakfast you have? (Choose one answer.) And, looking at the benefit you chose as most important, is that really something you think about when choosing foods or beverages for breakfast, or not? (Choose one answer.)

➤ In regards to a healthy breakfast, weight loss is relatively more important to our weight conscious consumers (of course), as well as Baby Boomers and Millennials. Lowers cholesterol makes it into the top-3 (in terms of importance) among the Silent Generation only.
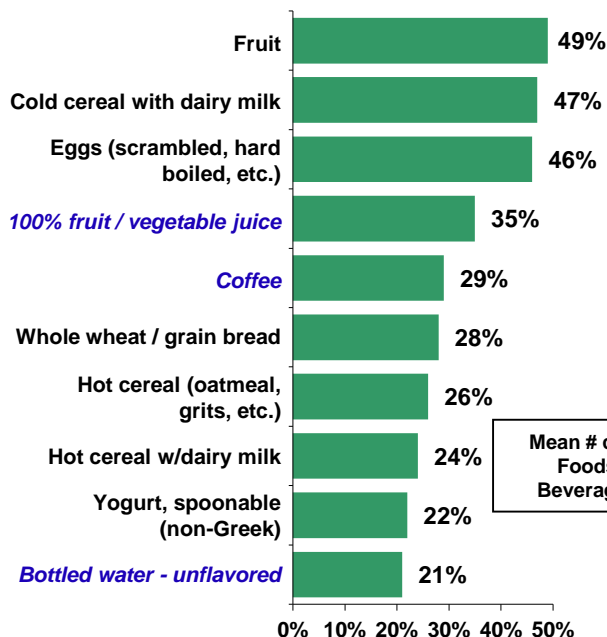
1st 2nd 3rd	Total Health Conscious	Weight Conscious	Generation			
			Silent Gen.	Baby Boomer	Gen X-er	Millennial
Base: Total Respondents	(500) %	(208) %	(61) %	(207) %	(79) %	(153) %
Provides energy / sustained energy	14.33	9.03	12.46	14.32	14.26	15.13
Is good for your heart	13.62	12.53	15.95	19.03	11.49	6.46
Is filling / keeps you feeling full longer	7.90	5.65	7.09	6.32	10.69	8.91
Helps you lose weight	7.15	16.04	0.79	7.92	6.49	8.97
Helps regulate the digestive system / prevents constipation	4.09	6.48	5.42	5.06	1.92	3.38
Lowers cholesterol	3.93	5.92	7.98	4.23	4.41	1.64
Helps the immune system	3.20	2.28	0.56	2.07	4.94	4.89
Speeds up the metabolism	2.31	3.40	2.14	2.55	1.38	2.51
Helps with bone health / helps prevent osteoporosis	2.00	1.44	0.90	2.47	1.74	1.93
Regulates your blood sugar	1.79	2.71	5.79	1.41	1.35	0.95

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Healthy Breakfast Foods / Beverages / Nutrients for:
Provides Energy / Sustained Energy (14.33%)
(1 of 10)

Benefit: *Provides Energy / Sustained Energy*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	49%
Cold cereal with dairy milk	47%
Eggs (scrambled, hard boiled, etc.)	46%
100% fruit / vegetable juice	35%
Coffee	29%
Whole wheat / grain bread	28%
Hot cereal (oatmeal, grits, etc.)	26%
Hot cereal w/dairy milk	24%
Yogurt, spoonable (non-Greek)	22%
Bottled water - unflavored	21%

**Mean # chosen:
Foods 5.0
Beverages 2.4**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Cold cereal with dairy milk	13%
Eggs (scrambled, hard boiled, etc.)	11%
Hot cereal w/dairy milk	9%
Hot cereal (oatmeal, grits, etc.)	8%
Fruit	6%
100% fruit / vegetable juice	6%

Top-10 Nutrients: Provides Energy / Sustained Energy

Nutrient	%
Protein	32%
Fiber	29%
Calcium	25%
B Vitamins / B12	23%
Vitamin D	18%
Vitamin C	17%
Whole grains	15%
Carbohydrates	15%
Iron	14%
Vitamin A	13%
Antioxidants	13%

Don't know: 22%

Base: 266 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.
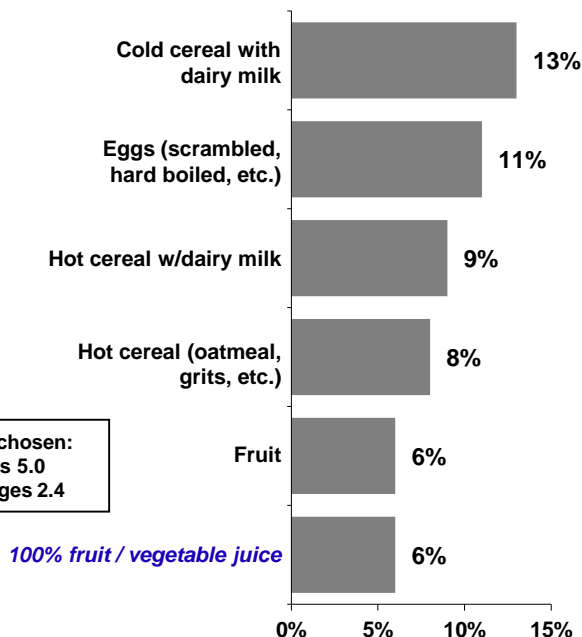
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Q.D   Which foods / beverages do you consume for your healthy breakfast that is good for your heart? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy breakfast that is good for your heart? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy breakfast that is good for your heart? (Choose all that apply.)
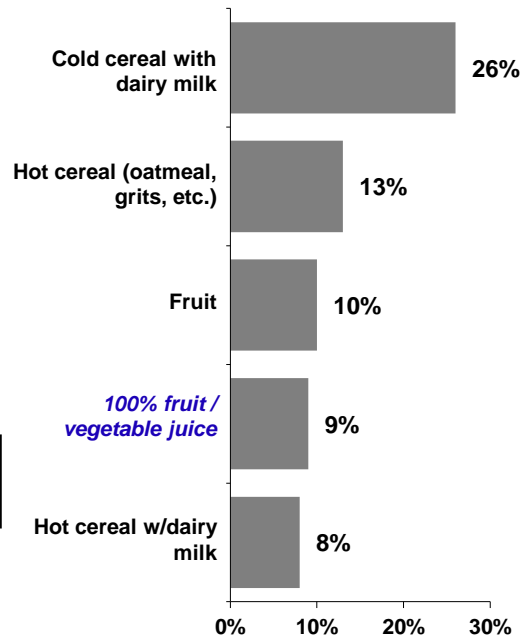
Benefit: *Is Good for Your Heart*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Cold cereal with dairy milk	53%
Fruit	50%
100% fruit / vegetable juice	33%
Hot cereal (oatmeal, grits, etc.)	29%
Whole wheat / grain bread	28%
Bottled water - unflavored	23%
Hot cereal w/dairy milk	20%
Tap water	20%
Egg whites	17%
Coffee	15%

Mean # chosen:
Foods 3.8
Beverages 2.2

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Cold cereal with dairy milk	26%
Hot cereal (oatmeal, grits, etc.)	13%
Fruit	10%
100% fruit / vegetable juice	9%
Hot cereal w/dairy milk	8%

Top-10 Nutrients: Is Good for Your Heart

Nutrient	%
Fiber	36%
Whole grains	24%
Vitamin D	23%
Vitamin C	22%
B Vitamins / B12	22%
Calcium	21%
Vitamin A	21%
Iron	19%
Antioxidants	18%
Vitamin E	17%

Don't know: 21%

Base: 243 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

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Q.D Which foods / beverages do you consume for your healthy breakfast that is filling / keeps you feeling full longer? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy breakfast that is filling / keeps you feeling full longer? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy breakfast that is filling / keeps you feeling full longer? (Choose all that apply.)

Benefit: *Is Filling / Keeps You Feeling Full Longer*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Eggs (scrambled, hard boiled, etc.)	43%
Cold cereal with dairy milk	37%
Whole wheat / grain bread	31%
Hot cereal (oatmeal, grits, etc.)	30%
Fruit	29%
Hot cereal w/dairy milk	24%
100% fruit / vegetable juice	23%
Coffee	19%
Pork or beef sausage / bacon	18%
Pancakes / waffles / French toast	17%
Bagel (any)	17%

Mean # chosen:
Foods 4.3
Beverages 1.8

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Cold cereal with dairy milk	15%
Hot cereal (oatmeal, grits, etc.)	15%
Eggs (scrambled, hard boiled, etc.)	12%
Hot cereal w/dairy milk	10%
Pancakes / waffles / French toast	5%
Whole wheat / grain bread	4%

Top-10 Nutrients: Is Filling / Keeps You Feeling Full Longer

Nutrient	%
Fiber	32%
Protein	27%
Whole grains	23%
Calcium	21%
B Vitamins / B12	17%
Carbohydrates	15%
Vitamin D	13%
Iron	12%
Vitamin A	10%
Fat	8%
Magnesium	8%
Vitamin C	8%

Don't know:
28%

Base: 242 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.
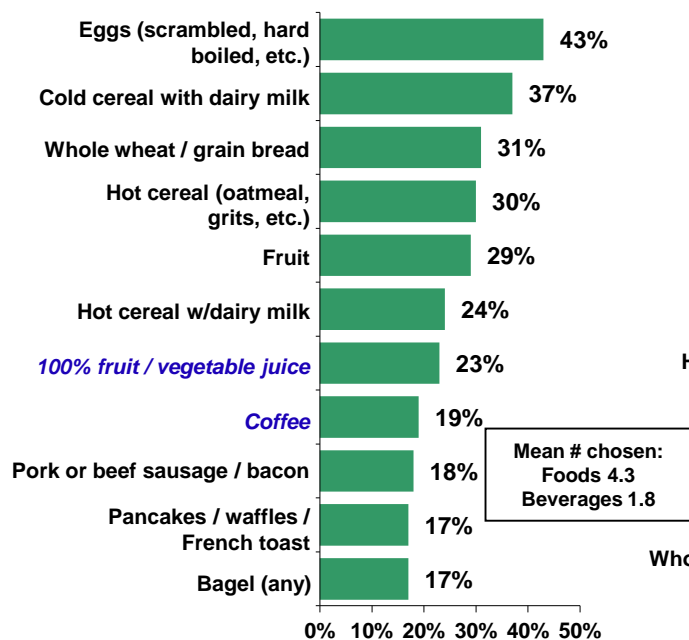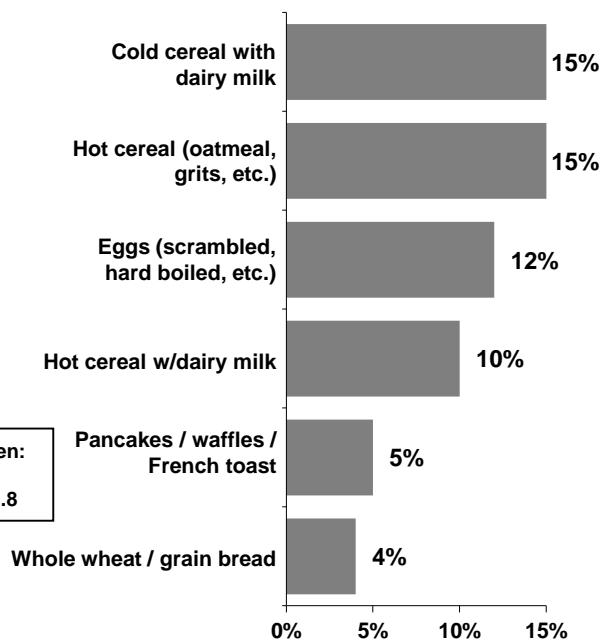
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Q.D   Which foods / beverages do you consume for your healthy breakfast that helps you lose weight? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy breakfast that helps you lose weight? (Ch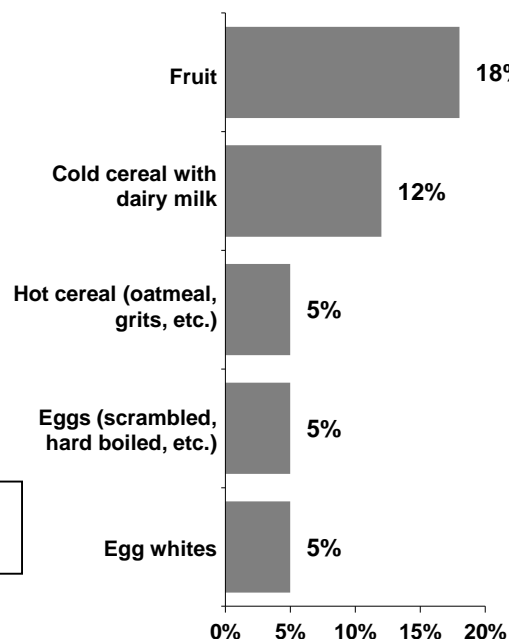oose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy breakfast that helps you lose weight? (Choose all that apply.)

Benefit: *Helps You Lose Weight*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	49%
Cold cereal with dairy milk	33%
Bottled water - unflavored	30%
Tap water	24%
Coffee	24%
Hot cereal (oatmeal, grits, etc.)	22%
Whole wheat / grain bread	21%
Yogurt, spoonable (non-Greek)	21%
100% fruit / vegetable juice	21%
Eggs (scrambled, hard boiled, etc.)	21%

Mean # chosen:
Foods 3.5
Beverages 2.0

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	18%
Cold cereal with dairy milk	12%
Hot cereal (oatmeal, grits, etc.)	5%
Eggs (scrambled, hard boiled, etc.)	5%
Egg whites	5%

Top-10 Nutrients: Helps You Lose Weight

Nutrient	%
Fiber	33%
Vitamin C	21%
Protein	20%
Calcium	17%
Whole grains	17%
Vitamin D	16%
Antioxidants	15%
Vitamin A	15%
B Vitamins / B12	15%
Iron	13%

Don't know: 22%

Base: 190 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

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Healthy Breakfast Foods / Beverages / Nutrients for:
Helps Regulate the Digestive System / Prevents Constipation (4.09%)
(5 of 10)

Q.D   Which foods / beverages do you consume for your healthy breakfast that helps regulate the digestive system / prevents constipation? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy breakfast that helps regulate the digestive system / prevents constipation? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy breakfast that helps regulate the digestive system / prevents constipation? (Choose all that apply.)
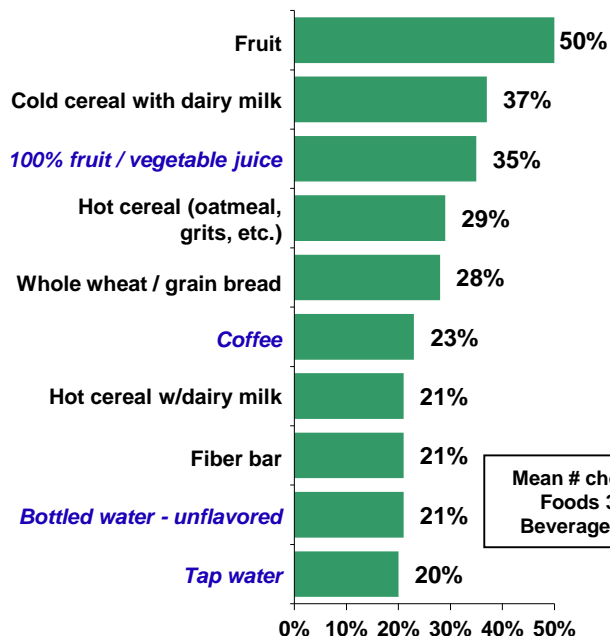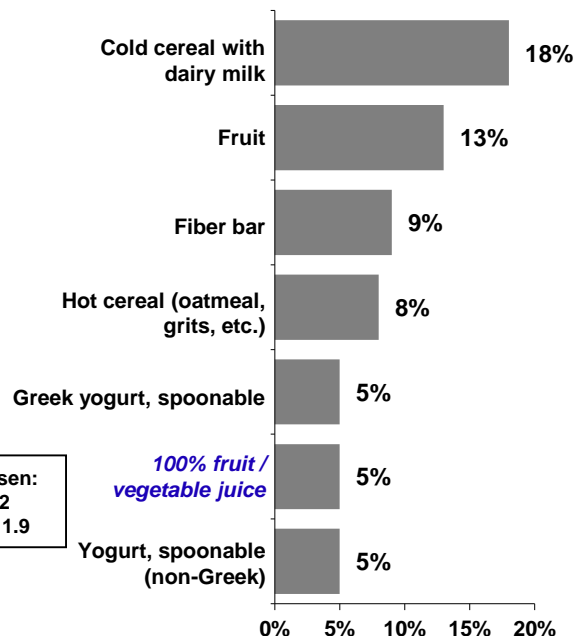
Benefit: *Helps Regulate the Digestive System / Prevents Constipation*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	50%
Cold cereal with dairy milk	37%
100% fruit / vegetable juice	35%
Hot cereal (oatmeal, grits, etc.)	29%
Whole wheat / grain bread	28%
Coffee	23%
Hot cereal w/dairy milk	21%
Fiber bar	21%
Bottled water - unflavored	21%
Tap water	20%

Mean # chosen:
Foods 3.2
Beverages 1.9

Top-5 <u>Most Important</u> Foods / Beverages

Food / Beverage	%
Cold cereal with dairy milk	18%
Fruit	13%
Fiber bar	9%
Hot cereal (oatmeal, grits, etc.)	8%
Greek yogurt, spoonable	5%
100% fruit / vegetable juice	5%
Yogurt, spoonable (non-Greek)	5%

Top-10 <u>Nutrients</u>: Helps Regulate the Digestive System / Prevents Constipation

Nutrient	%
Fiber	53%
Whole grains	19%
Vitamin C	18%
Calcium	15%
Protein	14%
Antioxidants	13%
Vitamin D	12%
B Vitamins / B12	11%
Probiotics	11%
Iron	11%

Don't know: 16%

Base: 193 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

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Let's See!

Healthy Breakfast Foods / Beverages / Nutrients for:
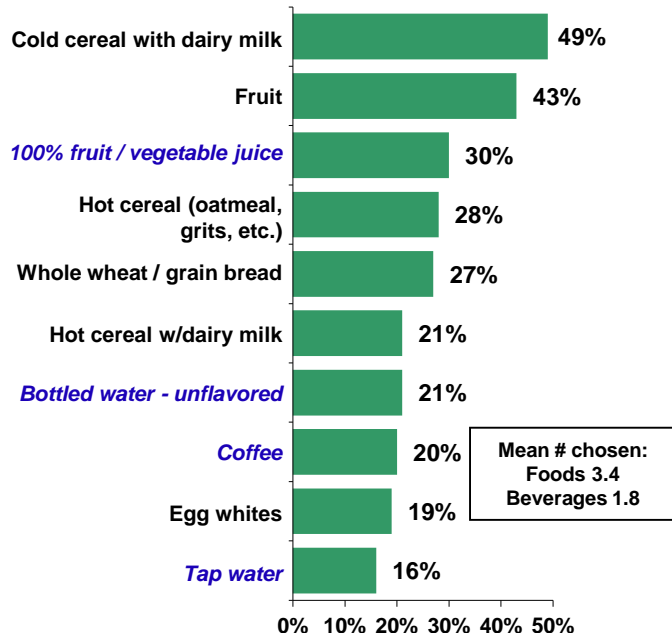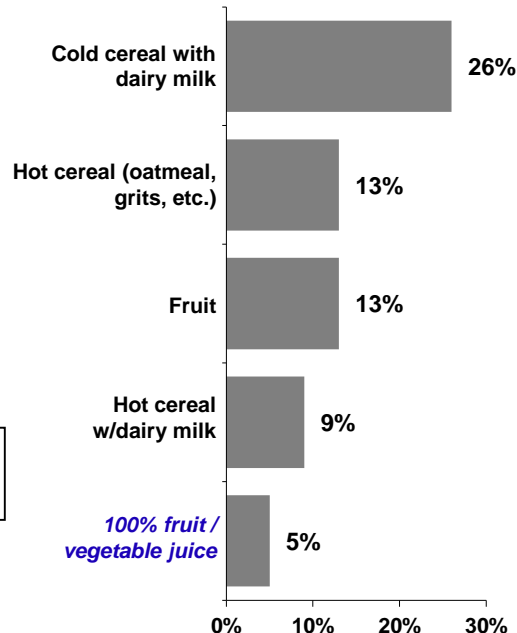## Lowers Cholesterol (3.93%)
(6 of 10)

Q.D   Which foods / beverages do you consume for your healthy breakfast that lowers cholesterol? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy breakfast that lowers cholesterol? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy breakfast that lowers cholesterol? (Choose all that apply.)
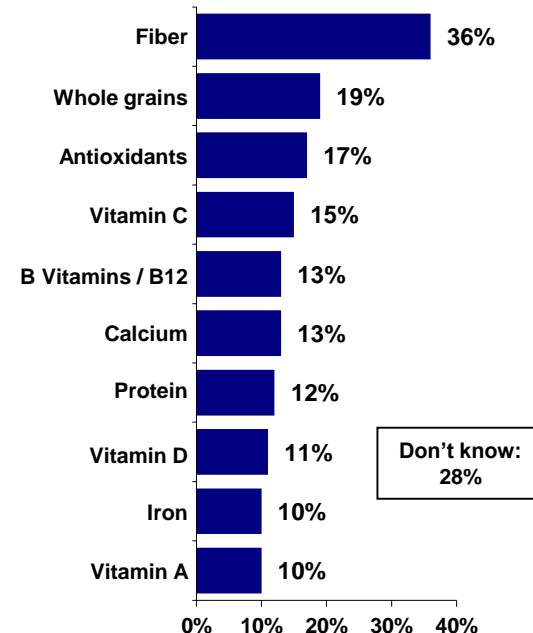
Benefit: *Lowers Cholesterol*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Cold cereal with dairy milk	49%
Fruit	43%
100% fruit / vegetable juice	30%
Hot cereal (oatmeal, grits, etc.)	28%
Whole wheat / grain bread	27%
Hot cereal w/dairy milk	21%
Bottled water - unflavored	21%
Coffee	20%
Egg whites	19%
Tap water	16%

**Mean # chosen:
Foods 3.4
Beverages 1.8**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Cold cereal with dairy milk	26%
Hot cereal (oatmeal, grits, etc.)	13%
Fruit	13%
Hot cereal w/dairy milk	9%
100% fruit / vegetable juice	5%

Top-10 Nutrients: Lowers Cholesterol

Nutrient	%
Fiber	36%
Whole grains	19%
Antioxidants	17%
Vitamin C	15%
B Vitamins / B12	13%
Calcium	13%
Protein	12%
Vitamin D	11%
Iron	10%
Vitamin A	10%

Don't know: 28%

Base: 160 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.
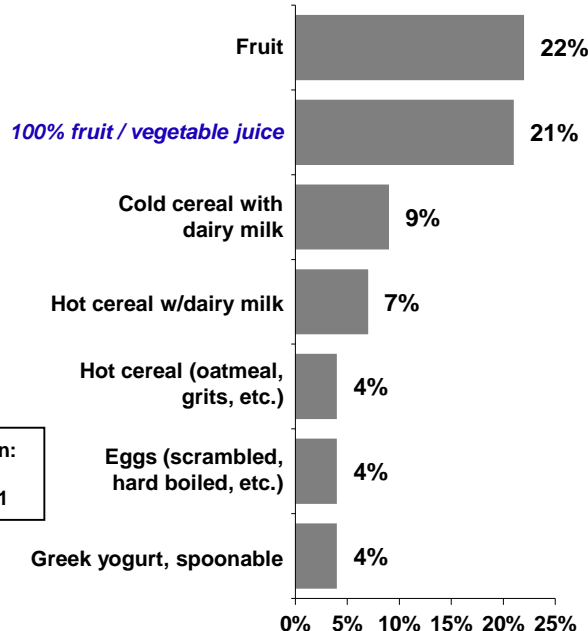
MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy breakfast that helps the immune system? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy breakfast that helps the immune system? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy breakfast that helps the immune system? (Choose all that apply.)
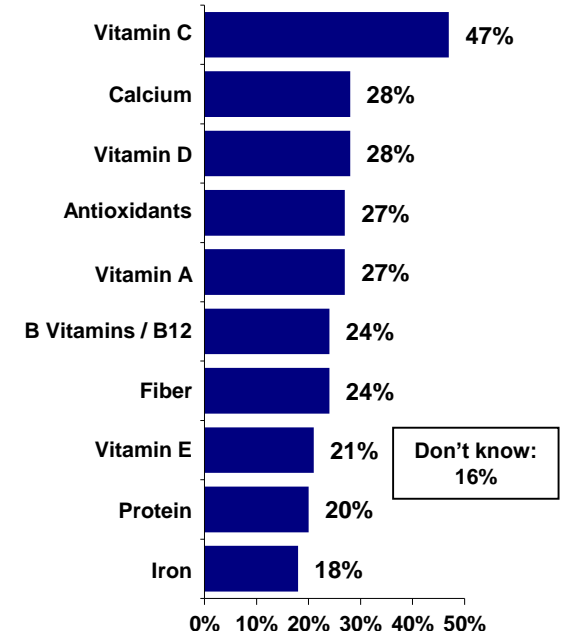
Benefit: *Helps the Immune System*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	54%
100% fruit / vegetable juice	43%
Cold cereal with dairy milk	24%
Whole wheat / grain bread	24%
Bottled water - unflavored	23%
Greek yogurt, spoonable	21%
Hot cereal (oatmeal, grits, etc.)	20%
Hot cereal w/dairy milk	17%
Eggs (scrambled, hard boiled, etc.)	17%
Yogurt, spoonable (non-Greek)	17%

Mean # chosen:
Foods 3.7
Beverages 2.1

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	22%
100% fruit / vegetable juice	21%
Cold cereal with dairy milk	9%
Hot cereal w/dairy milk	7%
Hot cereal (oatmeal, grits, etc.)	4%
Eggs (scrambled, hard boiled, etc.)	4%
Greek yogurt, spoonable	4%

Top-10 Nutrients: Helps the Immune System

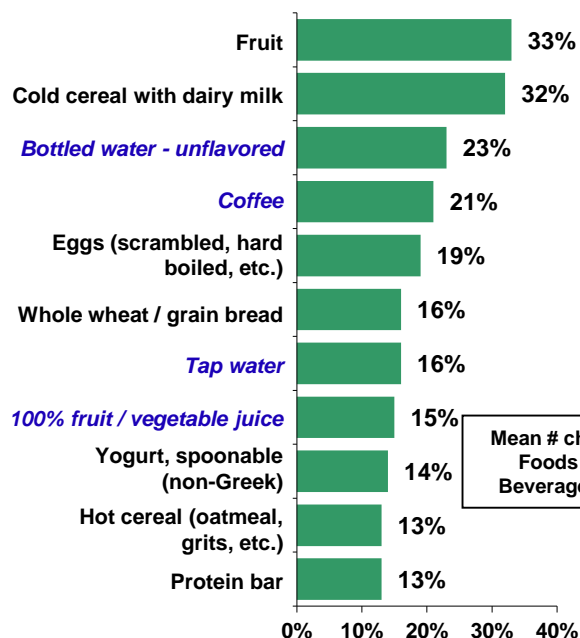| Nutrient	%
Vitamin C	47%
Calcium	28%
Vitamin D	28%
Antioxidants	27%
Vitamin A	27%
B Vitamins / B12	24%
Fiber	24%
Vitamin E	21%
Protein	20%
Iron	18%

Don't know: 16%

Base: 127 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.
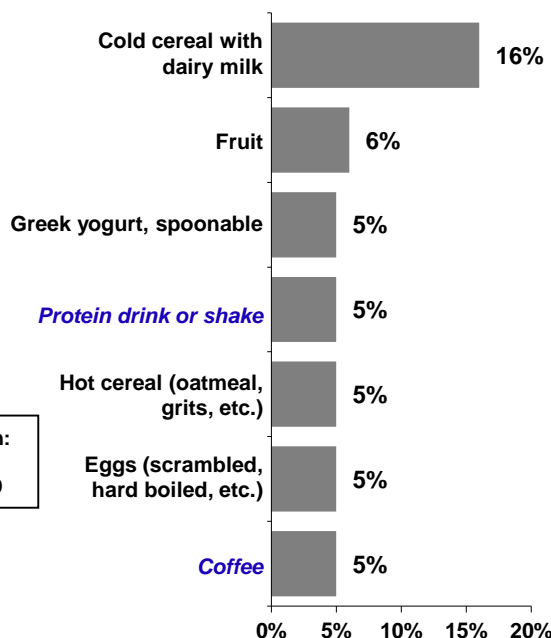
MarketTree
Let's See!

Q.D Which foods / beverages do you consume for your healthy breakfast that speeds up the metabolism? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy breakfast that speeds up the metabolism? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy breakfast that speeds up the metabolism? (Choose all that apply.)
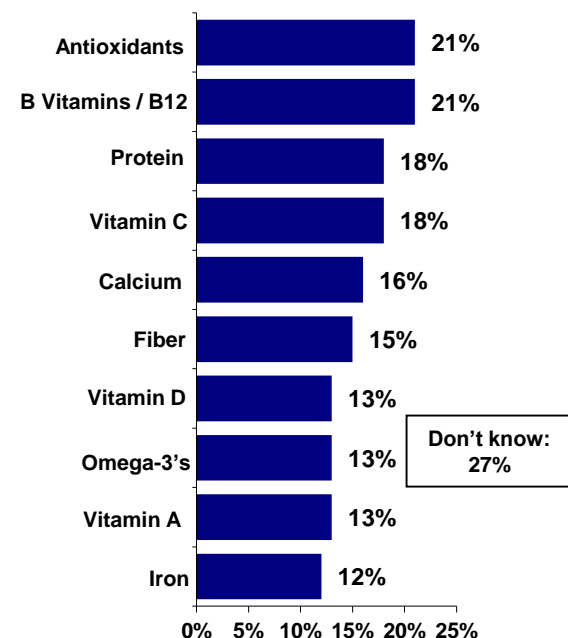
Benefit: *Speeds Up the Metabolism*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	33%
Cold cereal with dairy milk	32%
Bottled water - unflavored	23%
Coffee	21%
Eggs (scrambled, hard boiled, etc.)	19%
Whole wheat / grain bread	16%
Tap water	16%
100% fruit / vegetable juice	15%
Yogurt, spoonable (non-Greek)	14%
Hot cereal (oatmeal, grits, etc.)	13%
Protein bar	13%

Mean # chosen:
Foods 2.5
Beverages 1.9

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Cold cereal with dairy milk	16%
Fruit	6%
Greek yogurt, spoonable	5%
Protein drink or shake	5%
Hot cereal (oatmeal, grits, etc.)	5%
Eggs (scrambled, hard boiled, etc.)	5%
Coffee	5%

Top-10 Nutrients: Speeds Up the Metabolism

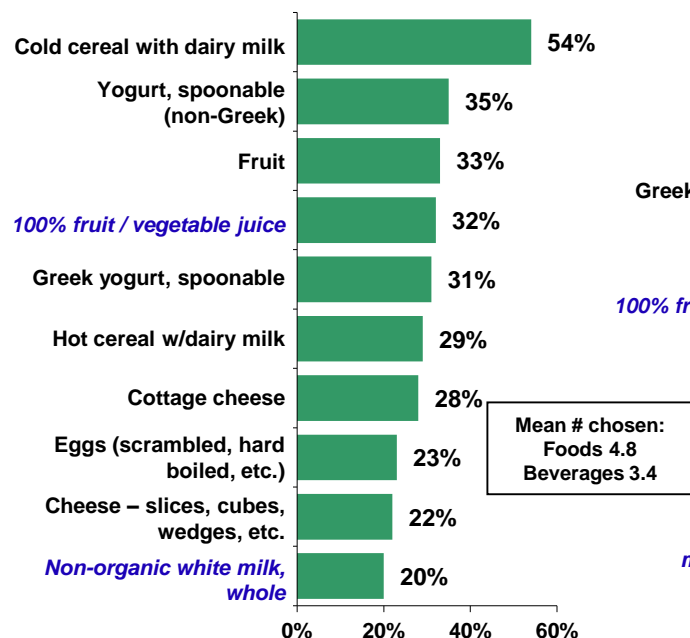| Nutrient	%
Antioxidants	21%
B Vitamins / B12	21%
Protein	18%
Vitamin C	18%
Calcium	16%
Fiber	15%
Vitamin D	13%
Omega-3's	13%
Vitamin A	13%
Iron	12%

Don't know: 27%

Base: 112 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.
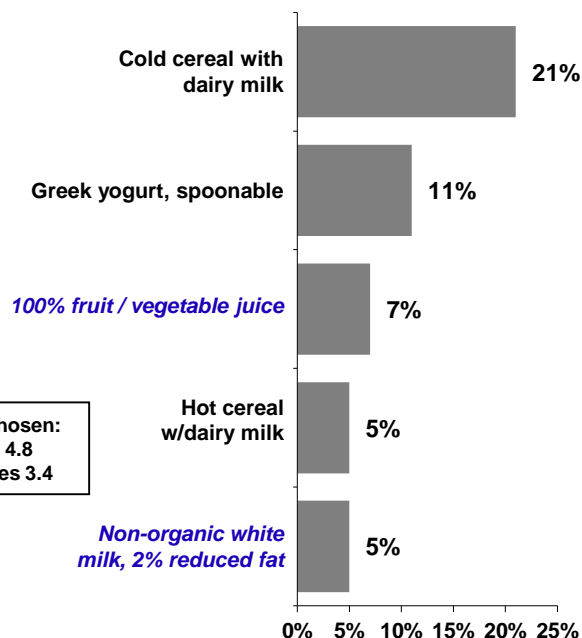
MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy breakfast that helps with bone health / helps prevent osteoporosis? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy breakfast that helps with bone health / helps prevent osteoporosis? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy breakfast that helps with bone health / helps prevent osteoporosis? (Choose all that apply.)

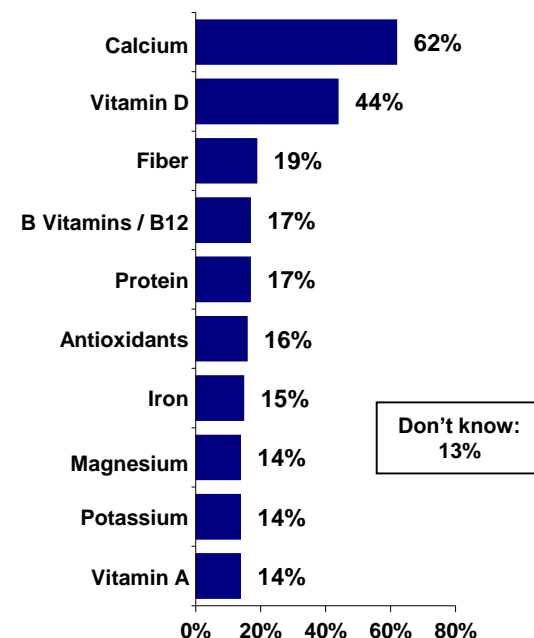## Benefit: *Helps with Bone Health / Helps Prevent Osteoporosis*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Cold cereal with dairy milk	54%
Yogurt, spoonable (non-Greek)	35%
Fruit	33%
100% fruit / vegetable juice	32%
Greek yogurt, spoonable	31%
Hot cereal w/dairy milk	29%
Cottage cheese	28%
Eggs (scrambled, hard boiled, etc.)	23%
Cheese – slices, cubes, wedges, etc.	22%
Non-organic white milk, whole	20%

Mean # chosen:
Foods 4.8
Beverages 3.4

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Cold cereal with dairy milk	21%
Greek yogurt, spoonable	11%
100% fruit / vegetable juice	7%
Hot cereal w/dairy milk	5%
Non-organic white milk, 2% reduced fat	5%

Top-10 Nutrients: Helps with Bone Health / Helps Prevent Osteoporosis

Nutrient	%
Calcium	62%
Vitamin D	44%
Fiber	19%
B Vitamins / B12	17%
Protein	17%
Antioxidants	16%
Iron	15%
Magnesium	14%
Potassium	14%
Vitamin A	14%

Don't know: 13%

Base: 94 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
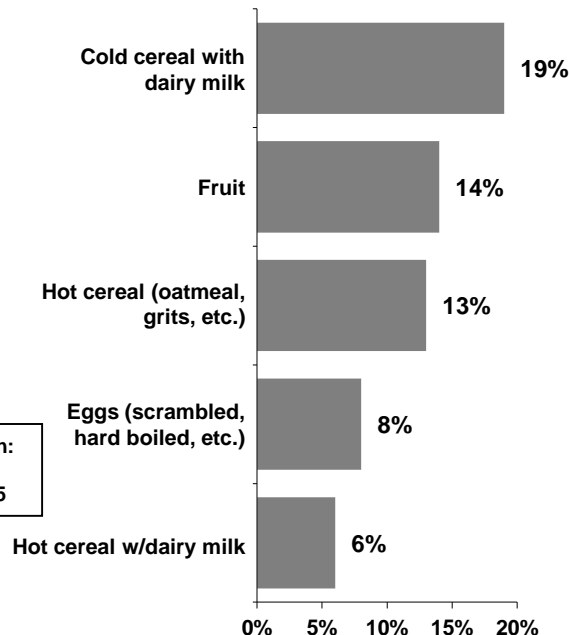*Let's See!*

Q.D   Which foods / beverages do you consume for your healthy breakfast that regulates your blood sugar? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy breakfast that regulates your blood sugar? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy breakfast that regulates your blood sugar? (Choose all that apply.)
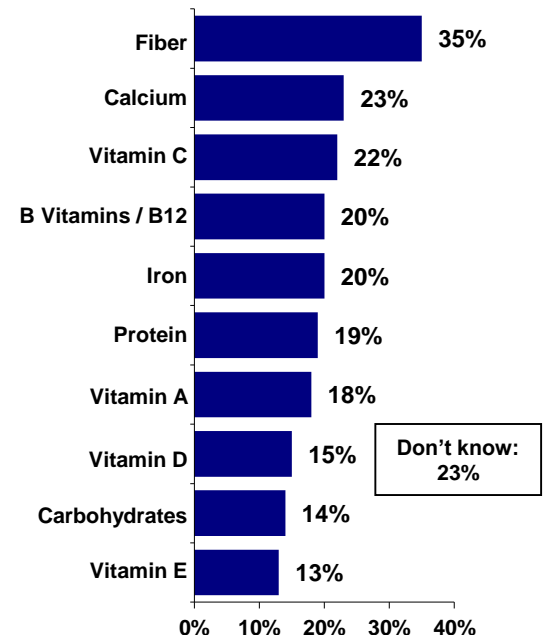
Benefit: *Regulates Your Blood Sugar*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Cold cereal with dairy milk	38%
Fruit	37%
Whole wheat / grain bread	24%
Eggs (scrambled, hard boiled, etc.)	24%
100% fruit / vegetable juice	24%
Hot cereal (oatmeal, grits, etc.)	23%
Coffee	20%
Tap water	17%
Egg whites	15%
Bottled water - unflavored	15%

**Mean # chosen:
Foods 3.2
Beverages 1.5**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Cold cereal with dairy milk	19%
Fruit	14%
Hot cereal (oatmeal, grits, etc.)	13%
Eggs (scrambled, hard boiled, etc.)	8%
Hot cereal w/dairy milk	6%

Top-10 Nutrients: Regulates Your Blood Sugar

Nutrient	%
Fiber	35%
Calcium	23%
Vitamin C	22%
B Vitamins / B12	20%
Iron	20%
Protein	19%
Vitamin A	18%
Vitamin D	15%
Carbohydrates	14%
Vitamin E	13%

**Don't know:
23%**

Base: 102 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Detailed Findings

Healthy Lunch Need State

Overall Summary: Healthy Lunch

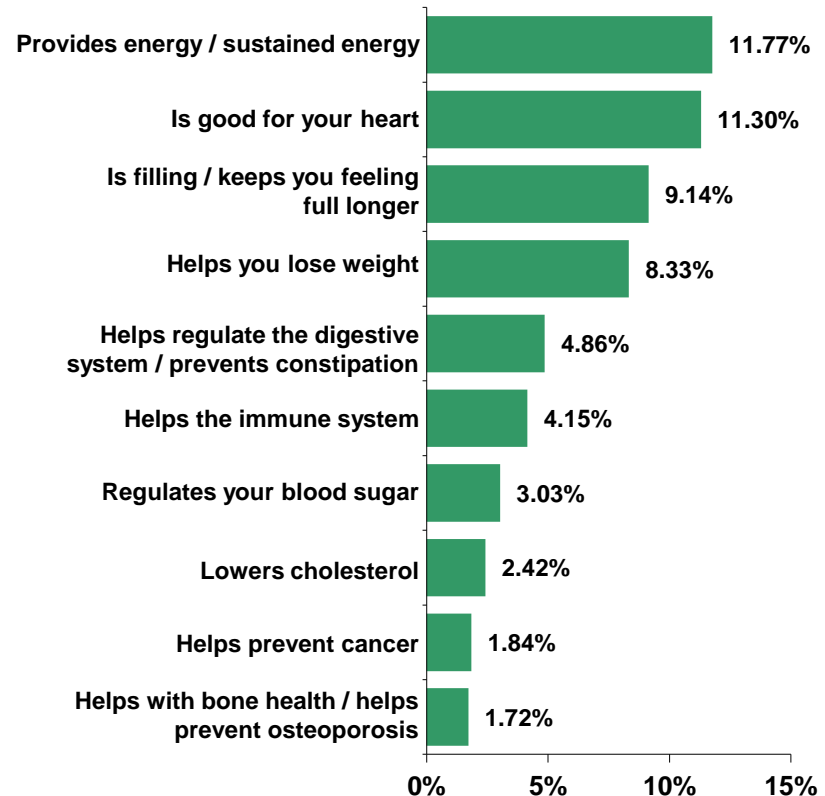## Overall Rank Order of Top Benefits / Foods / Nutrients for Healthy Lunch

Benefits*

Top-10 most meaningful benefits

Benefit	
Provides energy / sustained energy	11.77%
Is good for your heart	11.30%
Filling / keeps you feeling full longer	9.14%
Helps you lose weight	8.33%
Regulates digestive system / prevents constipation	4.86%
Helps the immune system	4.15%
Regulates your blood sugar	3.03%
Lowers cholesterol	2.42%
Helps prevent cancer	1.84%
Bone health / helps prevent osteoporosis	1.72%

* Max-Diff Exercise Q.A - C

Foods / Beverages Consumed*

Mentions of 15%+

Food / Beverage	
Fruit	48%
Bottled water - unflavored	*34%*
Salad - no meat	33%
Tap Water	*29%*
Vegetables	28%
Salad - with meat	25%
Yogurt, spoonable (non-Greek)	25%
Nuts / seeds	25%
Tuna / tuna fish	25%
Whole wheat / grain bread	23%
Cold cut / sliced meat sandwich / wrap	22%
Soup (any type)	20%
Peanut butter	20%
Carrots (baby or mini)	20%
100% fruit / vegetable juice	*20%*
Greek yogurt, spoonable	18%
Cheese - slices, cubes, wedges, etc.	18%
Fiber bar	15%
Veggie sandwich or wrap	15%
Protein bar	15%

*Foods / beverages consumed Q.D

Nutrients*

Mentions of 10%+

Nutrient	
Fiber	23%
B Vitamins / B12	20%
Protein	20%
Antioxidants	19%
Vitamin C	19%
Calcium	18%
Vitamin A	17%
Vitamin D	17%
Iron	12%
Vitamin E	12%
Omega-3's	11%
Beta carotene	11%

*Nutrients in foods / beverages Q.F

MarketTree
Let's See!

Top-10 Benefits: Healthy Lunch

➤ A healthy lunch is all about energy and heart health. Keeping you feeling full longer and losing weight are also important.

Top-10 Benefits: Healthy Lunch

Benefit	Value
Provides energy / sustained energy	11.77%
Is good for your heart	11.30%
Is filling / keeps you feeling full longer	9.14%
Helps you lose weight	8.33%
Helps regulate the digestive system / prevents constipation	4.86%
Helps the immune system	4.15%
Regulates your blood sugar	3.03%
Lowers cholesterol	2.42%
Helps prevent cancer	1.84%
Helps with bone health / helps prevent osteoporosis	1.72%

Base: Total Respondents / Healthy Lunch (n=500)

All other benefits are values of 1.62% or less.

MarketTree
Let's See!

Top-10 Benefits: Healthy Lunch

Q.A / C   Which of the following is most important to you when deciding which foods or beverages you choose for the healthy lunch you have? (Choose one answer.) And, looking at the benefit you chose as most important, is that really something you think about when choosing foods or beverages for lunch , or not? (Choose one answer.)

➤ In regards to a healthy lunch, weight loss is relatively more important to our weight conscious consumers (of course) and to Baby Boomers and Millennials.
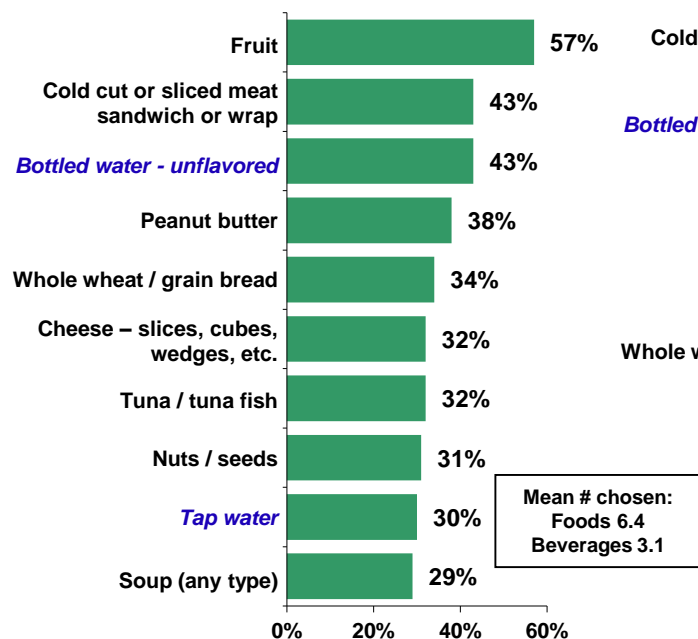
	Total Health Conscious	Weight Conscious	Generation			
			Silent Gen.	Baby Boomer	Gen X-er	Millennial
Base: Total Respondents	(500) %	(218) %	(51) %	(182) %	(110) %	(157) %
Provides energy / sustained energy	11.77	10.52	9.84	7.86	15.35	14.43
Is good for your heart	11.30	11.33	13.29	13.73	9.61	9.02
Is filling / keeps you feeling full longer	9.14	7.30	5.50	9.69	10.83	8.50
Helps you lose weight	8.33	17.96	2.14	8.15	8.76	10.24
Helps regulate the digestive system / prevents constipation	4.86	5.00	5.07	4.23	5.41	5.14
Helps the immune system	4.15	3.91	2.66	4.78	5.01	3.30
Regulates your blood sugar	3.03	3.23	4.11	5.06	1.80	1.19
Lowers cholesterol	2.42	2.94	4.93	2.69	2.00	1.60
Helps prevent cancer	1.84	2.69	0.22	1.75	2.22	2.19
Helps with bone health / helps prevent osteoporosis	1.72	1.32	0.74	2.09	2.26	1.23

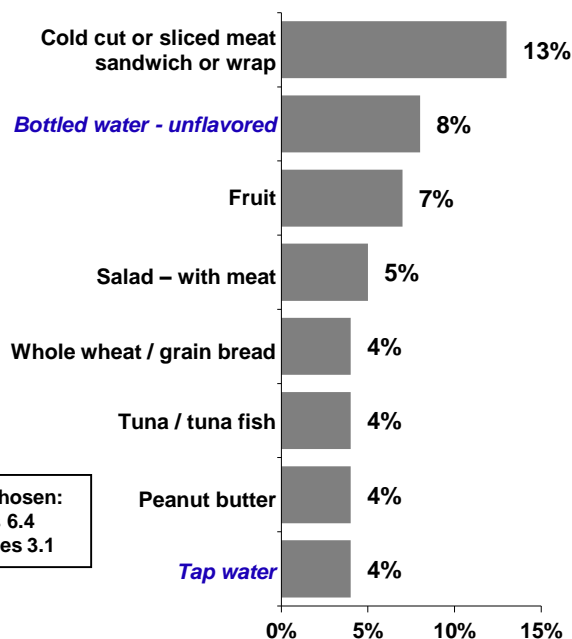Legend: 1st | 2nd | 3rd

MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy lunch that provides energy / sustained energy? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy lunch that provides energy / sustained energy? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy lunch that provides energy / sustained energy? (Choose all that apply.)

Benefit: *Provides Energy / Sustained Energy*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	57%
Cold cut or sliced meat sandwich or wrap	43%
Bottled water - unflavored	43%
Peanut butter	38%
Whole wheat / grain bread	34%
Cheese – slices, cubes, wedges, etc.	32%
Tuna / tuna fish	32%
Nuts / seeds	31%
Tap water	30%
Soup (any type)	29%

Mean # chosen: Foods 6.4 Beverages 3.1

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Cold cut or sliced meat sandwich or wrap	13%
Bottled water - unflavored	8%
Fruit	7%
Salad – with meat	5%
Whole wheat / grain bread	4%
Tuna / tuna fish	4%
Peanut butter	4%
Tap water	4%

Top-10 Nutrients: Provide Energy / Sustained Energy

Nutrient	%
Protein	29%
B Vitamins / B12	23%
Fiber	21%
Vitamin C	18%
Carbohydrates	17%
Calcium	15%
Vitamin A	15%
Iron	14%
Antioxidants	13%
Vitamin D	13%

Don't know: 24%

Base: 203 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D Which foods / beverages do you consume for your healthy lunch that is good for your heart? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy lunch that is good for your heart? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy lunch that is good for your heart? (Choose all that apply.)
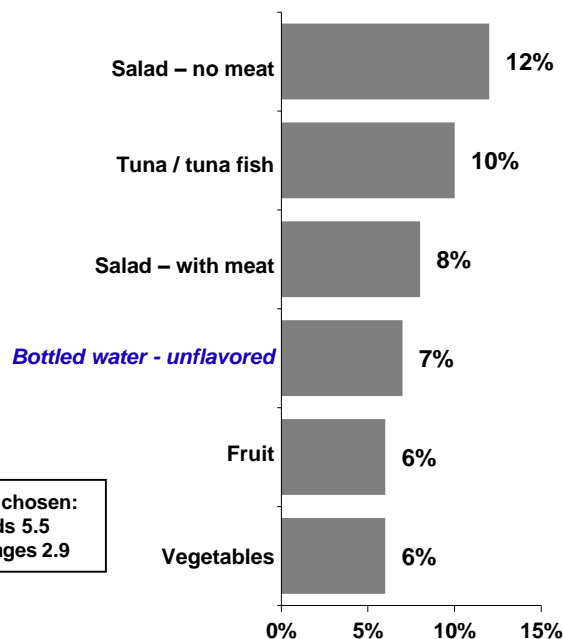
Benefit: *Is Good for Your Heart*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	54%
Bottled water - unflavored	42%
Salad – no meat	38%
Tap water	35%
Vegetables	33%
Tuna / tuna fish	33%
Nuts / seeds	31%
Yogurt, spoonable (non-Greek)	30%
Whole wheat / grain bread	30%
Soup (any type)	25%

Mean # chosen:
Foods 5.5
Beverages 2.9

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Salad – no meat	12%
Tuna / tuna fish	10%
Salad – with meat	8%
Bottled water - unflavored	7%
Fruit	6%
Vegetables	6%

Top-10 Nutrients: Is Good for Your Heart

Nutrient	%
Vitamin C	21%
Antioxidants	20%
B Vitamins / B12	20%
Omega-3's	19%
Fiber	18%
Vitamin D	17%
Calcium	17%
Protein	17%
Beta carotene	15%
Vitamin A	15%

Don't know: 21%

Base: 214 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy lunch that is filling / keeps you feeling full longer? (Choose all that apply.) /   Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy lunch that is filling / keeps you feeling full longer? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy lunch that is filling / keeps you feeling full longer? (Choose all that apply.)
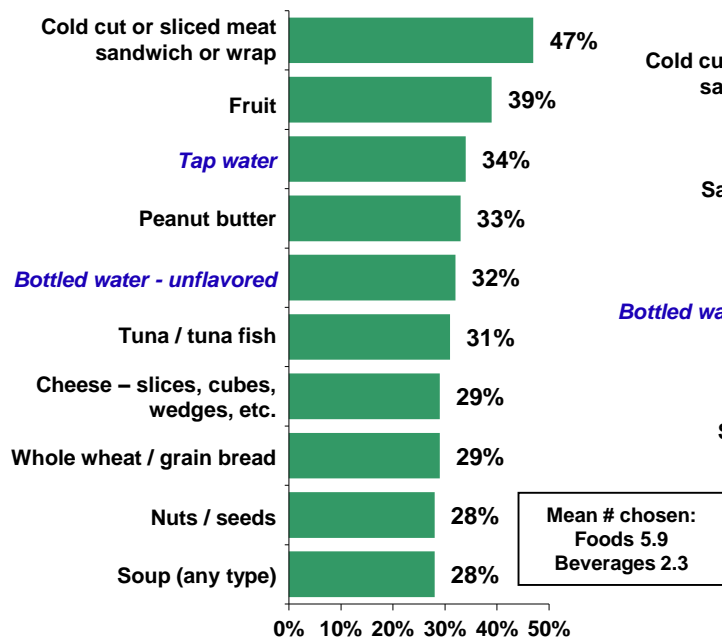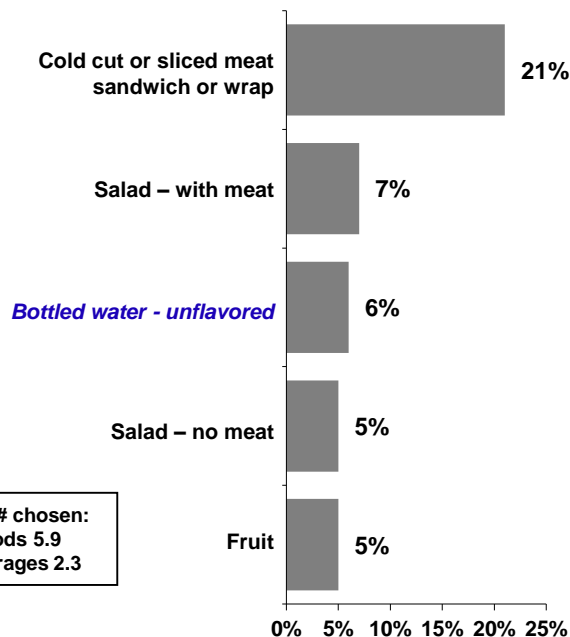
Benefit: *Is Filling / Keeps You Feeling Full Longer*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Cold cut or sliced meat sandwich or wrap	47%
Fruit	39%
Tap water	34%
Peanut butter	33%
Bottled water - unflavored	32%
Tuna / tuna fish	31%
Cheese – slices, cubes, wedges, etc.	29%
Whole wheat / grain bread	29%
Nuts / seeds	28%
Soup (any type)	28%

Mean # chosen:
Foods 5.9
Beverages 2.3

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Cold cut or sliced meat sandwich or wrap	21%
Salad – with meat	7%
Bottled water - unflavored	6%
Salad – no meat	5%
Fruit	5%

Top-10 Nutrients: Is Filling / Keeps You Feeling Full Longer

Nutrient	%
Protein	32%
Fiber	23%
Carbohydrates	16%
Vitamin C	15%
Vitamin A	14%
B Vitamins / B12	13%
Calcium	13%
Vitamin D	12%
Whole grains	12%
Iron	10%
Antioxidants	10%

Don't know: 28%

Base: 250 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy lunch that helps you lose weight? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy lun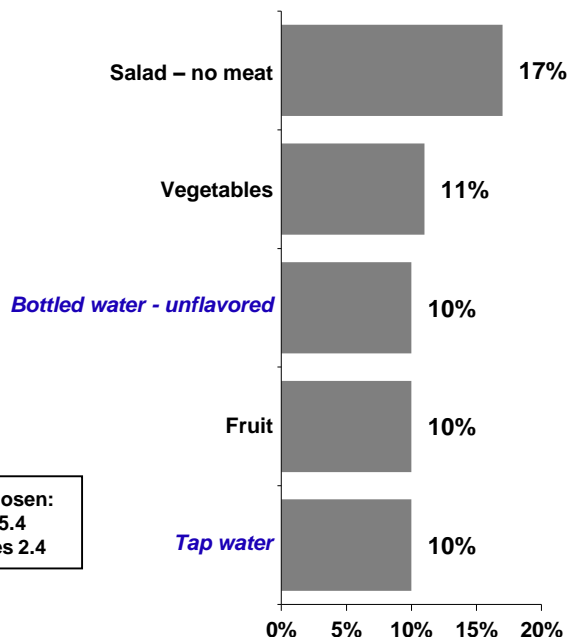ch that helps you lose weight? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy lunch that helps you lose weight? (Choose all that apply.)

Benefit: *Helps You Lose Weight*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	55%
Salad – no meat	51%
Tap water	44%
Vegetables	40%
Bottled water - unflavored	40%
Carrots (baby or mini)	29%
Tuna / tuna fish	29%
Yogurt, spoonable (non-Greek)	28%
Salad – with meat	28%
Whole wheat / grain bread	22%
Soup (any type)	22%
Greek yogurt, spoonable	22%

Mean # chosen:
Foods 5.4
Beverages 2.4

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Salad – no meat	17%
Vegetables	11%
Bottled water - unflavored	10%
Fruit	10%
Tap water	10%

Top-10 Nutrients: Helps You Lose Weight

Nutrient	%
Fiber	29%
Protein	20%
Vitamin C	19%
B Vitamins / B12	19%
Antioxidants	18%
Vitamin A	18%
Calcium	16%
Vitamin D	14%
Vitamin E	13%
Iron	12%

Don't know:
25%

Base: 203 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D Which foods / beverages do you consume for your healthy lunch that helps regulate the digestive system / prevents constipation? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy lunch that helps regulate the digestive system / prevents constipation? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy lunch that helps regulate the digestive system / prevents constipation? (Choose all that apply.)

Benefit: *Helps Regulate the Digestive System / Prevents Constipation*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	46%
Salad – no meat	35%
Tap water	31%
Bottled water - unflavored	30%
Whole wheat / grain bread	29%
Yogurt, spoonable (non-Greek)	29%
Fiber bar	29%
Vegetables	29%
Salad – with meat	23%
Greek yogurt, spoonable	22%

**Mean # chosen:
Foods 4.1
Beverages 1.8**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Salad – no meat	11%
Yogurt, spoonable (non-Greek)	11%
Fruit	10%
Whole wheat / grain bread	7%
Salad – with meat	6%
Greek yogurt, spoonable	6%
Bottled water - unflavored	6%
Fiber bar	6%
Tap water	6%

Top-10 Nutrients: Helps Regulate the Digestive System / Prevents Constipation

Nutrient	%
Fiber	40%
Antioxidants	20%
Calcium	15%
B Vitamins / B12	13%
Probiotics	12%
Vitamin A	12%
Beta carotene	12%
Vitamin C	11%
Vitamin D	10%
Acidophilus	9%
Protein	9%

**Don't know:
21%**

Base: 178 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.
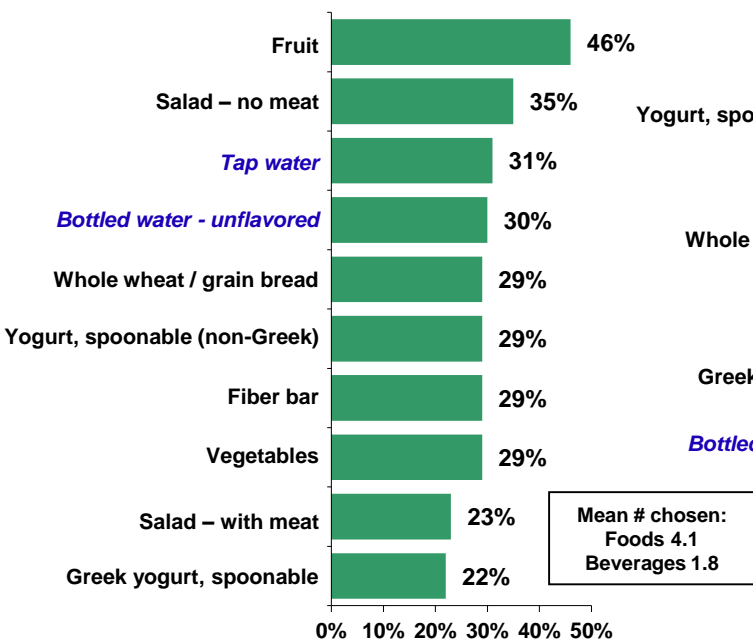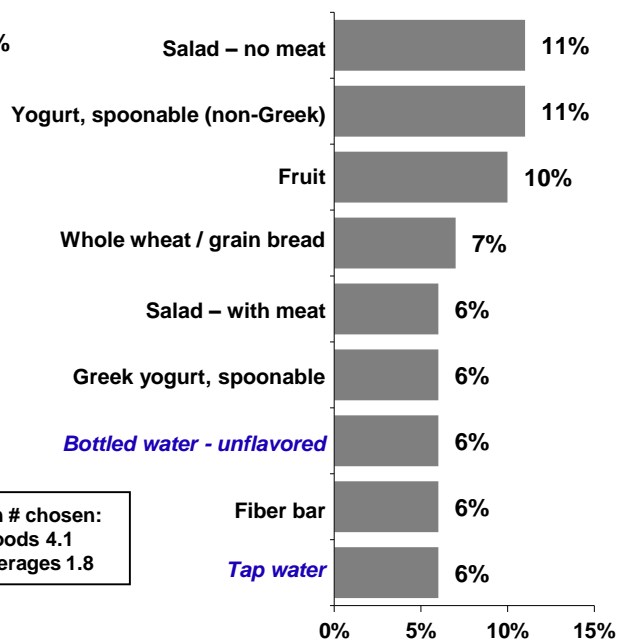
MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy lunch that helps the immune system? (Choose all that apply.) / Q.E   Which one of these foods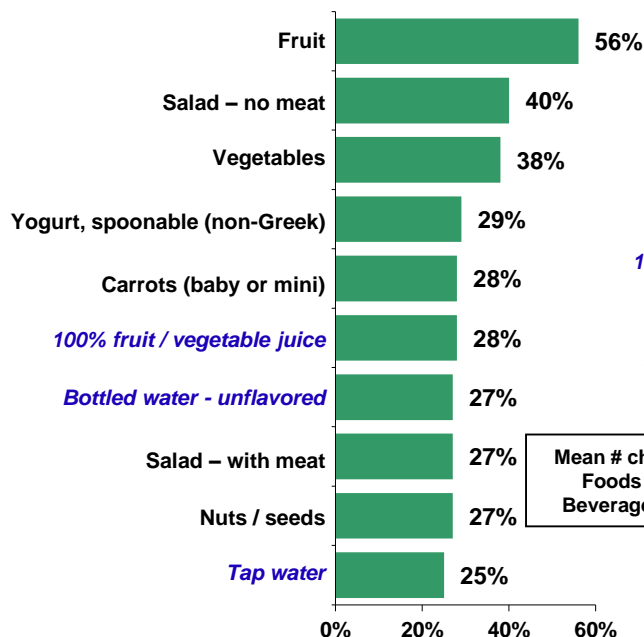 / beverages do you consider your primary or most important source for your healthy lunch that helps the immune system? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy lunch that helps the immune system? (Choose all that apply.)
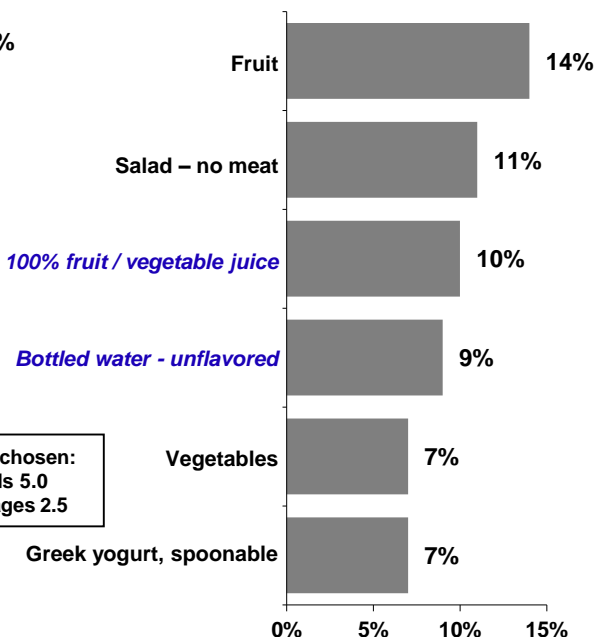
Benefit: *Helps the Immune System*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	56%
Salad – no meat	40%
Vegetables	38%
Yogurt, spoonable (non-Greek)	29%
Carrots (baby or mini)	28%
100% fruit / vegetable juice	28%
Bottled water - unflavored	27%
Salad – with meat	27%
Nuts / seeds	27%
Tap water	25%

Mean # chosen:
Foods 5.0
Beverages 2.5

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	14%
Salad – no meat	11%
100% fruit / vegetable juice	10%
Bottled water - unflavored	9%
Vegetables	7%
Greek yogurt, spoonable	7%

Top-10 Nutrients: Helps the Immune System

Nutrient	%
Antioxidants	38%
Vitamin C	33%
Vitamin D	32%
Vitamin A	30%
B Vitamins / B12	26%
Vitamin E	21%
Calcium	20%
Fiber	19%
Omega-3's	19%
Beta carotene	15%
Iron	15%

Don't know: 18%

Base: 124 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy lunch that regulates your blood sugar? (Choose all that apply.) / Q.E   Which one of these foods / beverages do you consider your primary or most important source for your healthy lunch that regulates your blood sugar? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy lunch that regulates your blood sugar? (Choose all that apply.)

Benefit: *Regulates Your Blood Sugar*
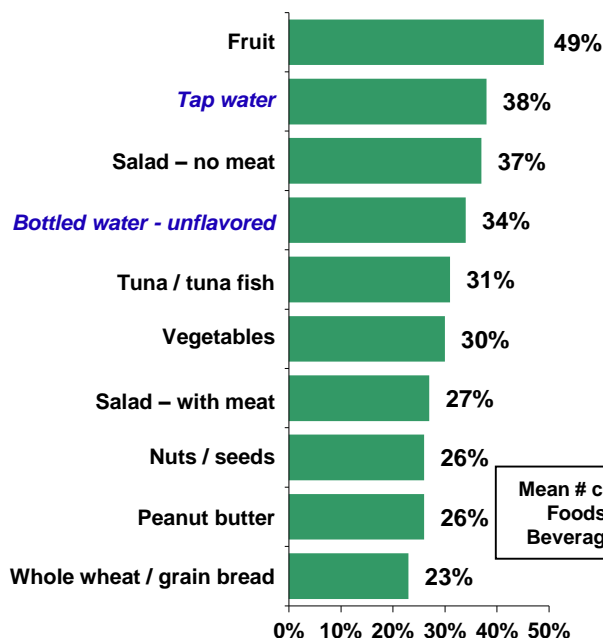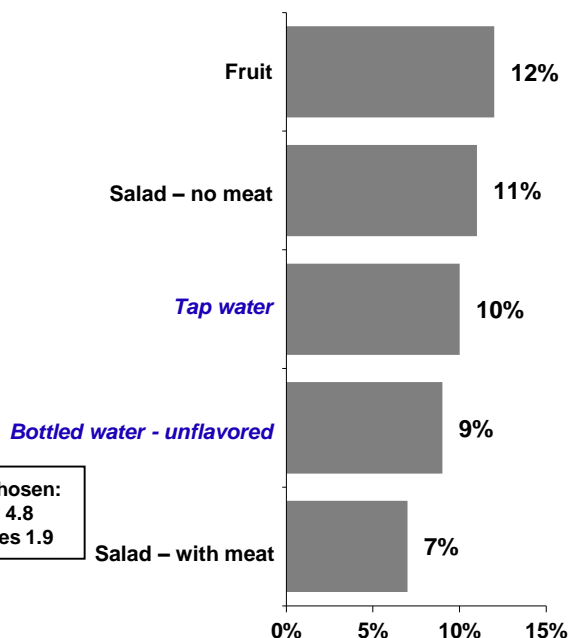
Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	49%
Tap water	38%
Salad – no meat	37%
Bottled water - unflavored	34%
Tuna / tuna fish	31%
Vegetables	30%
Salad – with meat	27%
Nuts / seeds	26%
Peanut butter	26%
Whole wheat / grain bread	23%

Mean # chosen:
Foods 4.8
Beverages 1.9

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	12%
Salad – no meat	11%
Tap water	10%
Bottled water - unflavored	9%
Salad – with meat	7%

Top-10 Nutrients: Regulates Your Blood Sugar

Nutrient	%
Protein	29%
Fiber	23%
Vitamin D	21%
Vitamin C	17%
Calcium	16%
B Vitamins / B12	15%
Vitamin A	14%
Carbohydrates	12%
Antioxidants	11%
Iron	10%
Whole grains	10%

Don't know: 21%

Base: 125 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Healthy Lunch Foods / Beverages / Nutrients for:
Lowers Cholesterol (2.42%)
(8 of 10)

Q.D   Which foods / beverages do you consume for your healthy lunch that lowers cholesterol? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy lunch that lowers cholesterol? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy lunch that lowers cholesterol? (Choose all that apply.)
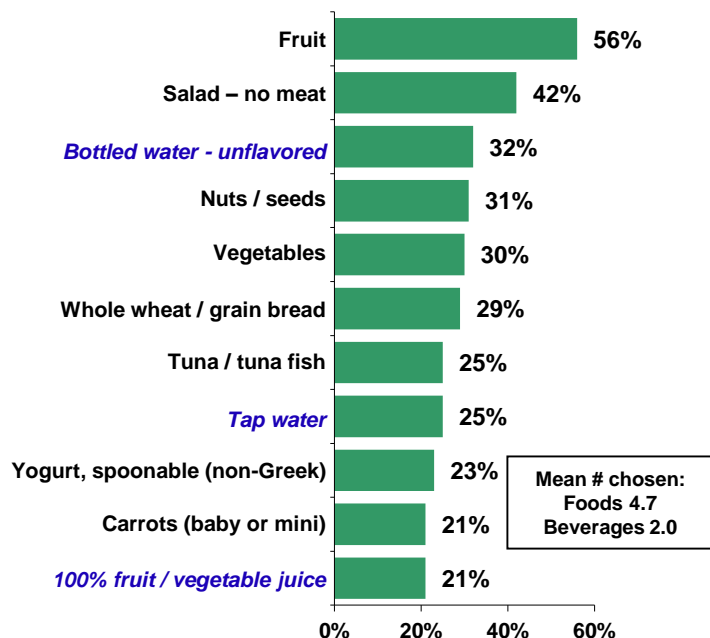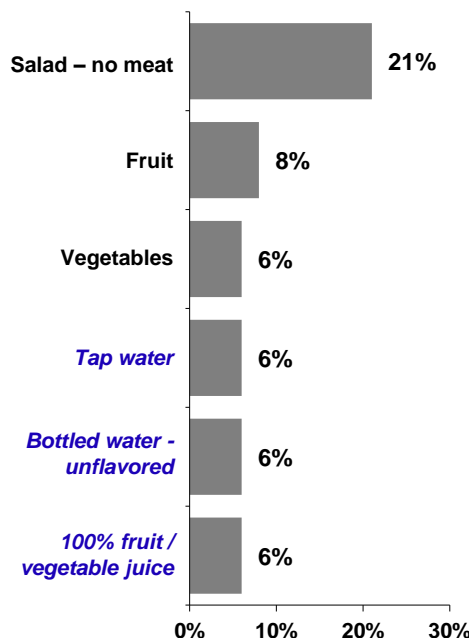
Benefit: *Lowers Cholesterol*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	56%
Salad – no meat	42%
Bottled water - unflavored	32%
Nuts / seeds	31%
Vegetables	30%
Whole wheat / grain bread	29%
Tuna / tuna fish	25%
Tap water	25%
Yogurt, spoonable (non-Greek)	23%
Carrots (baby or mini)	21%
100% fruit / vegetable juice	21%

Mean # chosen:
Foods 4.7
Beverages 2.0

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Salad – no meat	21%
Fruit	8%
Vegetables	6%
Tap water	6%
Bottled water - unflavored	6%
100% fruit / vegetable juice	6%

Top-10 Nutrients: Lowers Cholesterol

Nutrient	%
Antioxidants	25%
B Vitamins / B12	20%
Fiber	19%
Vitamin A	19%
Vitamin C	18%
Iron	14%
Vitamin E	14%
Omega-3's	13%
Beta carotene	11%
Calcium	11%
Folic acid	11%
Vitamin D	11%

Don't know: 32%
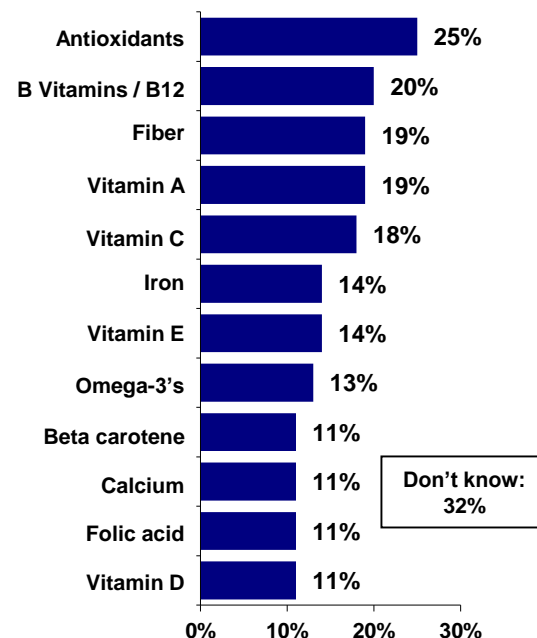
Base: 111 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy lunch that helps prevent cancer? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy lunch that helps prevent cancer? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy lunch that helps prevent cancer? (Choose all that apply.)

Benefit: *Helps Prevent Cancer*
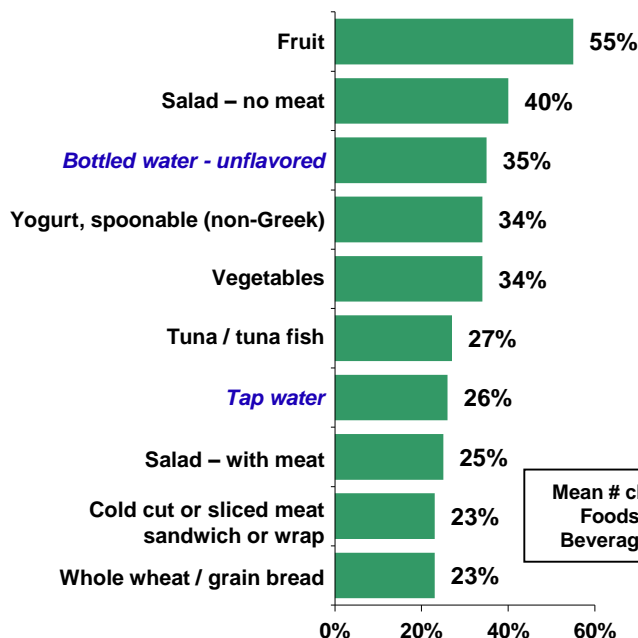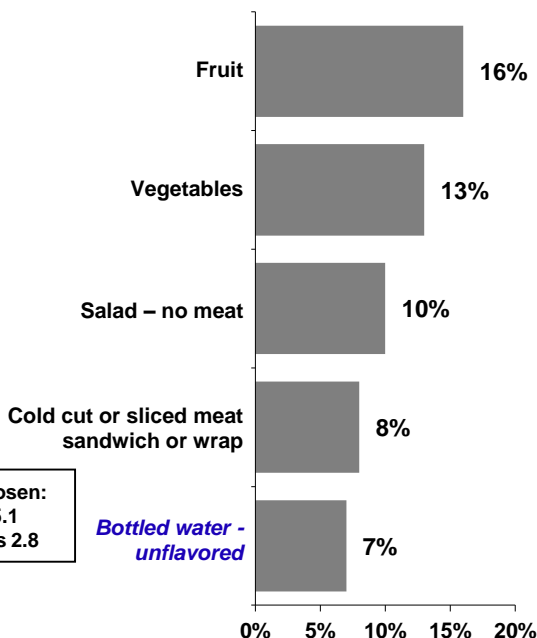
Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	55%
Salad – no meat	40%
Bottled water - unflavored	35%
Yogurt, spoonable (non-Greek)	34%
Vegetables	34%
Tuna / tuna fish	27%
Tap water	26%
Salad – with meat	25%
Cold cut or sliced meat sandwich or wrap	23%
Whole wheat / grain bread	23%

Mean # chosen:
Foods 5.1
Beverages 2.8

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	16%
Vegetables	13%
Salad – no meat	10%
Cold cut or sliced meat sandwich or wrap	8%
Bottled water - unflavored	7%

Top-10 Nutrients: Helps Prevent Cancer

Nutrient	%
Antioxidants	33%
Fiber	33%
Vitamin A	27%
Vitamin C	25%
B Vitamins / B12	21%
Vitamin E	21%
Beta carotene	20%
Calcium	20%
Vitamin D	18%
Iron	16%

Don't know: 18%

Base: 77 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Healthy Lunch Foods / Beverages / Nutrients for:
Helps with Bone Health / Helps Prevent Osteoporosis (1.72%)
(10 of 10)

Q.D   Which foods / beverages do you consume for your healthy lunch that helps with bone health / helps prevent osteoporosis? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy lunch that helps with bone health / helps prevent osteoporosis? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy lunch that helps with bone health / helps prevent osteoporosis? (Choose all that apply.)
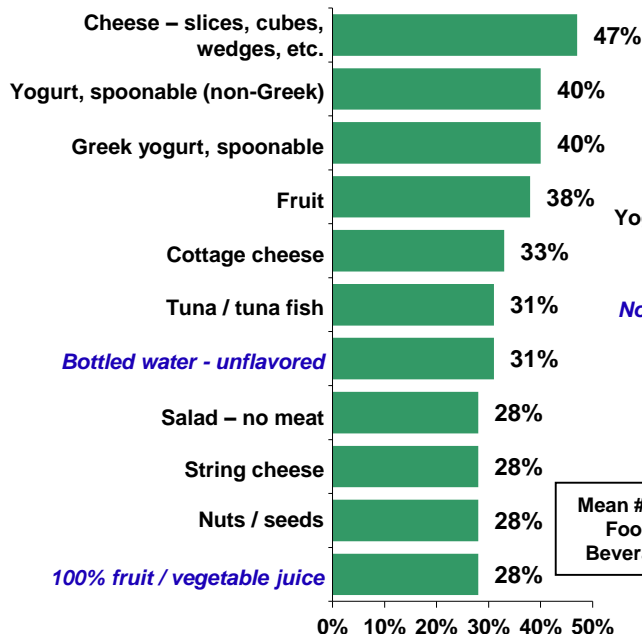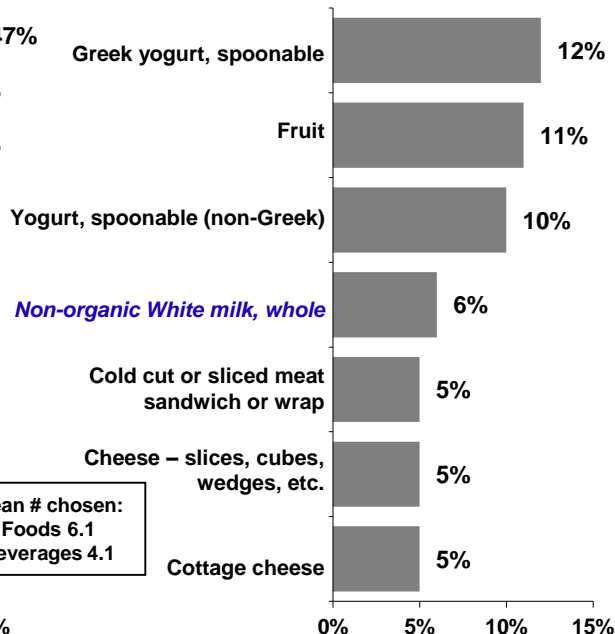
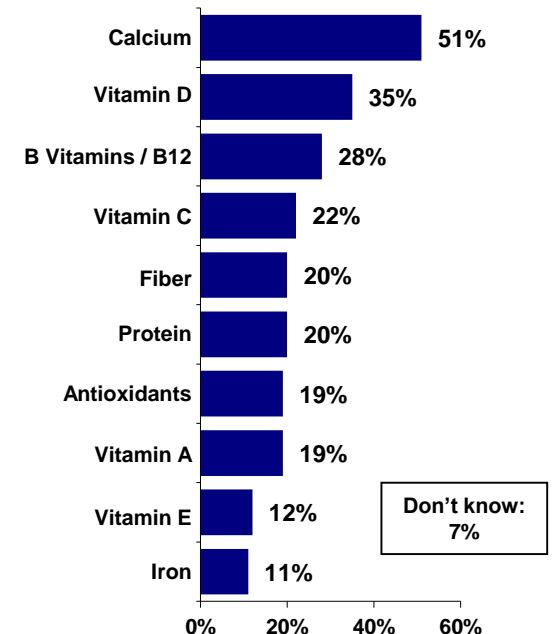## Benefit: *Helps with Bone Health / Helps Prevent Osteoporosis*

Top-10 Most Common Foods / Beverages <u>Consumed</u>

Food / Beverage	%
Cheese – slices, cubes, wedges, etc.	47%
Yogurt, spoonable (non-Greek)	40%
Greek yogurt, spoonable	40%
Fruit	38%
Cottage cheese	33%
Tuna / tuna fish	31%
Bottled water - unflavored	31%
Salad – no meat	28%
String cheese	28%
Nuts / seeds	28%
100% fruit / vegetable juice	28%

**Mean # chosen:
Foods 6.1
Beverages 4.1**

Top-5 <u>Most Important</u> Foods / Beverages

Food / Beverage	%
Greek yogurt, spoonable	12%
Fruit	11%
Yogurt, spoonable (non-Greek)	10%
Non-organic White milk, whole	6%
Cold cut or sliced meat sandwich or wrap	5%
Cheese – slices, cubes, wedges, etc.	5%
Cottage cheese	5%

Top-10 <u>Nutrients</u>: Helps with Bone Health / Helps Prevent Osteoporosis

Nutrient	%
Calcium	51%
Vitamin D	35%
B Vitamins / B12	28%
Vitamin C	22%
Fiber	20%
Protein	20%
Antioxidants	19%
Vitamin A	19%
Vitamin E	12%
Iron	11%

Don't know: 7%

Base: 81 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Detailed Findings

Healthy Dinner Need State

MarketTree

Let's See!™

Overall Summary: Healthy Dinner

Overall Rank Order of Top Benefits / Foods / Nutrients for Healthy Dinner

Benefits*		Foods / Beverages Consumed*		Nutrients*	
Top-10 most meaningful benefits		*Mentions of 20%+*		*Mentions of 10%+*	
Is good for your heart	17.09%	Salad - no meat	49%	Fiber	24%
Helps you lose weight	9.17%	Green vegetables	49%	Antioxidants	22%
Provides energy / sustained energy	5.31%	Chicken	42%	B Vitamins / B12	19%
Is filling / keeps you feeling full longer	4.86%	Fruit	40%	Vitamin C	18%
Helps the immune system	4.46%	Fish	40%	Calcium	17%
Helps regulate the digestive system / prevents constipation	4.39%	*Tap Water*	*37%*	Vitamin A	17%
Lowers cholesterol	3.73%	*Bottled water - unflavored*	*32%*	Protein	16%
Lowers blood pressure	2.92%	Beans	31%	Vitamin D	16%
Helps prevent cancer	2.83%	Carrots (baby or mini)	30%	Iron	15%
Helps cleanse the body of toxins	2.47%	Whole wheat / grain bread	27%	Vitamin E	13%
		Brown rice	25%	Omega-3's	11%
		100% fruit / vegetable juice	*25%*		
		Salad - with meat	24%		
		Potatoes (baked, mashed, etc.)	22%		
		Carrots (other than baby or mini)	21%		
		Other vegetables	21%		

Benefits: ** Max-Diff Exercise Q.A - C*

Foods: **Foods / beverages consumed Q.D*

Nutrients: **Nutrients in foods / beverages Q.F*

MarketTree
Let's See!

Top-10 Benefits: Healthy Dinner

➤ A healthy dinner is mostly about heart health, and secondarily about losing weight.

Top-10 Benefits: Healthy Dinner

Benefit	Value
Is good for your heart	17.09%
Helps you lose weight	9.17%
Provides energy / sustained energy	5.31%
Is filling / keeps you feeling full longer	4.86%
Helps the immune system	4.46%
Helps regulate the digestive system / prevents constipation	4.39%
Lowers cholesterol	3.73%
Lowers blood pressure	2.92%
Helps prevent cancer	2.83%
Helps cleanse the body of toxins	2.47%

0%   5%   10%   15%   20%

Base: Total Respondents / Healthy Dinner (n=500)

All other benefits are values of 1.42% or less.
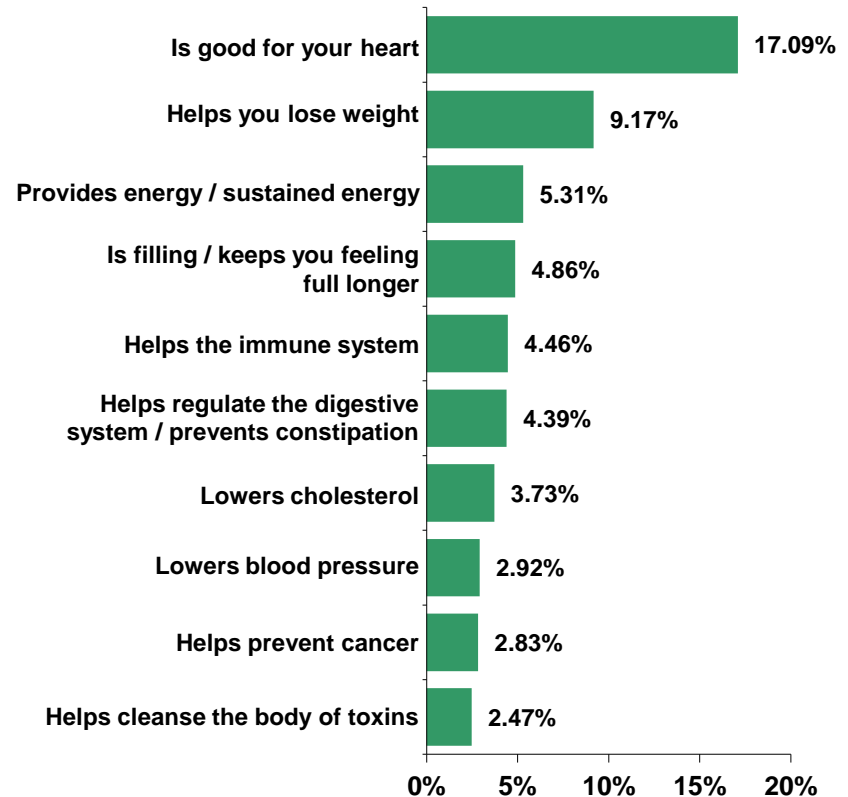
MarketTree
Let's See!

Top-10 Benefits: Healthy Dinner

Q.A / C   Which of the following is most important to you when deciding which foods or beverages you choose for the healthy dinner you have? (Choose one answer.) And, looking at the benefit you chose as most important, is that really something you think about when choosing foods or beverages for dinner , or not? (Choose one answer.)

➤ In regards to a healthy dinner, feeling full is relatively more important to Gen X-ers, regulating the digestive system is relatively more important to Baby Boomers, and preventing cancer and helping the immune system are relatively more important to the Silent Generation.
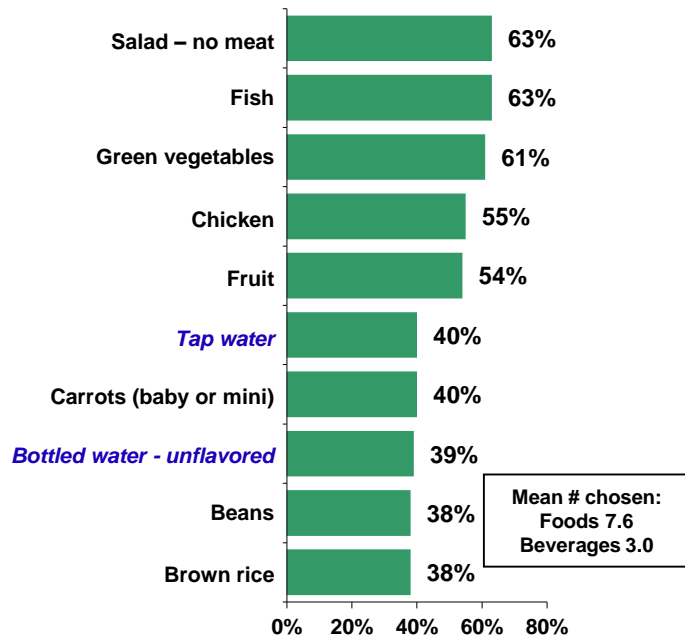
	Total Health Conscious	Weight Conscious	Generation			
			Silent Gen.	Baby Boomer	Gen X-er	Millennial
Base: Total Respondents	(500) %	(196) %	(60) %	(204) %	(90) %	(146) %
Is good for your heart	17.09	16.46	13.93	20.50	19.08	12.42
Helps you lose weight	9.17	21.56	3.39	8.19	11.42	11.54
Provides energy / sustained energy	5.31	4.28	4.18	3.34	7.41	7.23
Is filling / keeps you feeling full longer	4.86	3.01	0.97	3.52	8.96	5.79
Helps the immune system	4.46	3.44	6.10	4.45	5.37	3.27
Helps regulate the digestive system / prevents constipation	4.39	4.24	3.18	5.64	4.60	3.02
Lowers cholesterol	3.73	3.15	5.16	4.61	3.83	1.86
Lowers blood pressure	2.92	3.64	4.60	2.50	2.08	3.34
Helps prevent cancer	2.83	4.03	6.57	2.43	0.58	3.25
Helps cleanse the body of toxins	2.47	1.19	3.69	1.67	0.53	4.29

Legend: 1st, 2nd, 3rd

Healthy Dinner Foods / Beverages / Nutrients for:
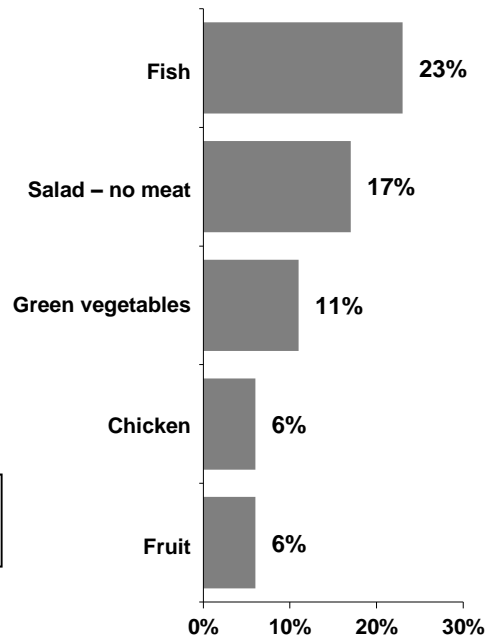## Is Good for Your Heart (17.09%)
(1 of 10)

Q.D Which foods / beverages do you consume for your healthy dinner that is good for your heart? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy dinner that is good for your heart? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy dinner that is good for your heart? (Choose all that apply.)

Benefit: *Is Good for Your Heart*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Salad – no meat	63%
Fish	63%
Green vegetables	61%
Chicken	55%
Fruit	54%
Tap water	40%
Carrots (baby or mini)	40%
Bottled water - unflavored	39%
Beans	38%
Brown rice	38%

Mean # chosen: Foods 7.6 Beverages 3.0

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fish	23%
Salad – no meat	17%
Green vegetables	11%
Chicken	6%
Fruit	6%

Top-10 Nutrients: Is Good for Your Heart

Nutrient	%
Antioxidants	29%
Omega-3's	27%
Vitamin C	24%
B Vitamins / B12	23%
Vitamin A	22%
Fiber	21%
Vitamin E	17%
Iron	17%
Vitamin D	16%
Beta carotene	14%

Don't know: 26%
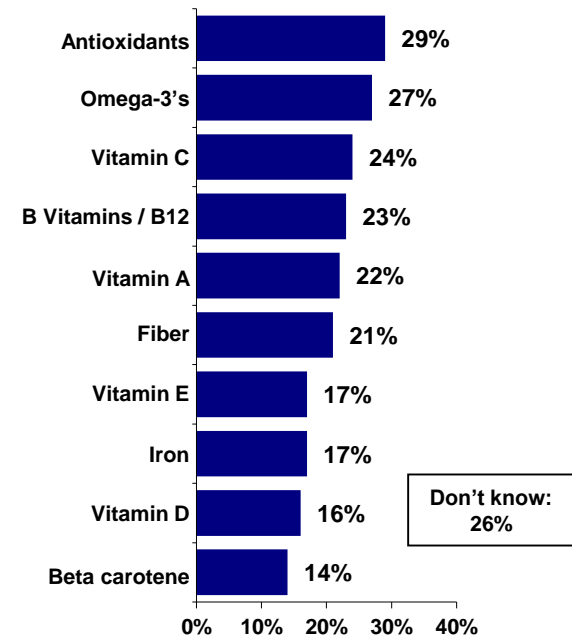
Base: 248 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Healthy Dinner Foods / Beverages / Nutrients for:
Helps You Lose Weight (9.17%)
(2 of 10)

Q.D   Which foods / beverages do you consume for your healthy dinner that helps you lose weight? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy dinner that helps you lose weight? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy dinner that helps you lose weight? (Choose all that apply.)
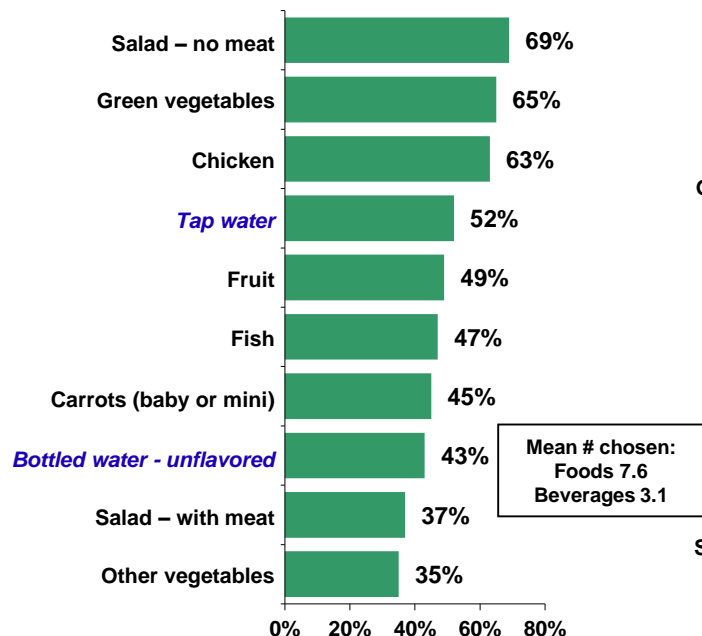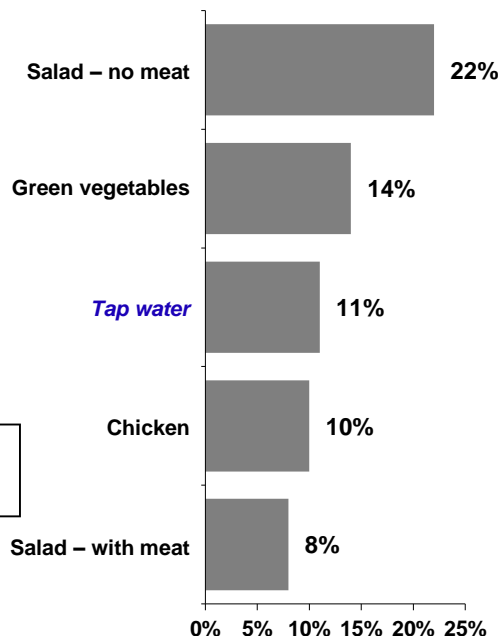
Benefit: *Helps You Lose Weight*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Salad – no meat	69%
Green vegetables	65%
Chicken	63%
Tap water	52%
Fruit	49%
Fish	47%
Carrots (baby or mini)	45%
Bottled water - unflavored	43%
Salad – with meat	37%
Other vegetables	35%

Mean # chosen: Foods 7.6 Beverages 3.1

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Salad – no meat	22%
Green vegetables	14%
Tap water	11%
Chicken	10%
Salad – with meat	8%

Top-10 Nutrients: Helps You Lose Weight

Nutrient	%
Fiber	25%
Vitamin A	21%
Vitamin C	20%
B Vitamins / B12	17%
Antioxidants	14%
Calcium	14%
Vitamin D	13%
Protein	13%
Vitamin E	13%
Iron	10%

Don't know: 34%
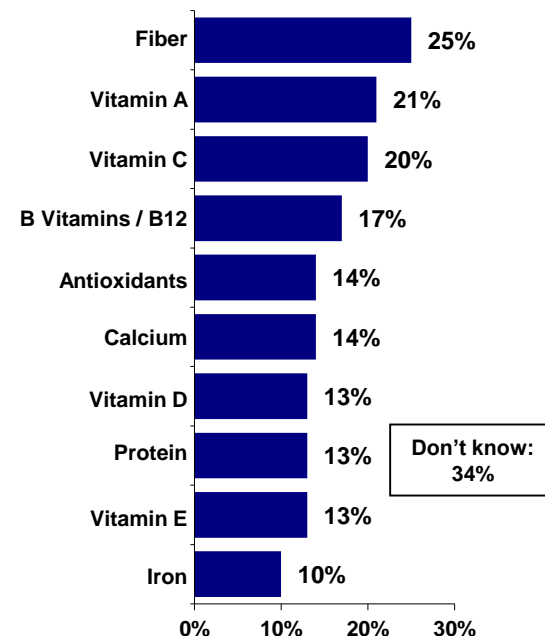
Base: 194 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

44

Healthy Dinner Foods / Beverages / Nutrients for:
Provides Energy / Sustained Energy (5.31%)
(3 of 10)

Q.D   Which foods / beverages do you consume for your healthy dinner that provides energy / sustained energy? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy dinner that provides energy / sustained energy? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy dinner that provides energy / sustained energy? (Choose all that apply.)

Benefit: *Provides Energy / Sustained Energy*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Chicken	63%
Fish	48%
Fruit	48%
Green vegetables	42%
Beans	42%
Beef - roast or steak	40%
Potatoes (baked, mashed, etc.)	38%
Salad – no meat	35%
Whole wheat / grain bread	35%
Cheese – slices, cubes, wedges, etc.	34%

Mean # chosen:
Foods 8.0
Beverages 3.7

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Chicken	15%
Beef - roast or steak	9%
Beans	7%
Salad – with meat	6%
Protein drink or shake	6%

Top-10 Nutrients: Provide Energy / Sustained Energy

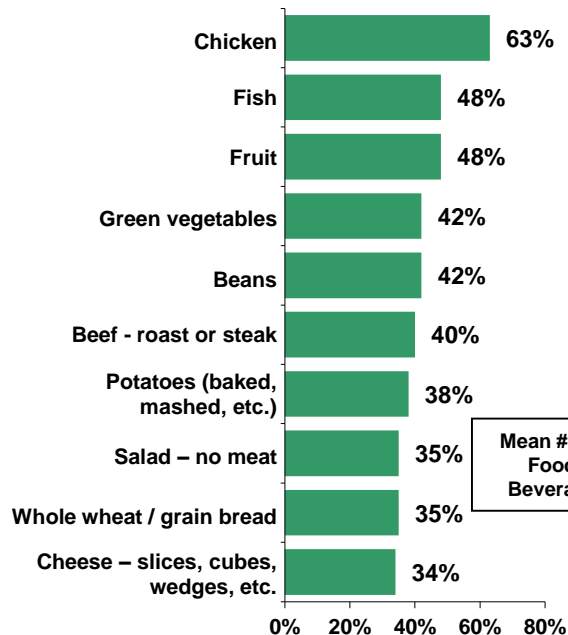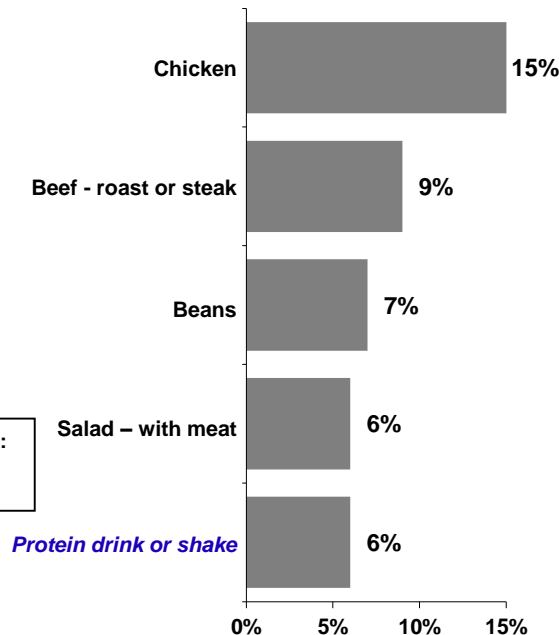| Nutrient	%
Protein	32%
B Vitamins / B12	25%
Fiber	24%
Calcium	22%
Antioxidants	16%
Vitamin A	13%
Vitamin C	13%
Vitamin E	13%
Iron	12%
Vitamin D	11%

Don't know: 26%

Base: 144 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy dinner that is filling / keeps you feeling full longer? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy dinner that is filling / keeps you feeling full longer? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy dinner that is filling / keeps you feeling full longer? (Choose all that apply.)

Benefit: *Is Filling / Keeps You Feeling Full Longer*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Chicken	61%
Potatoes (baked, mashed, etc.)	44%
Ground beef	42%
Tap water	41%
Beef - roast or steak	40%
Beans	37%
Pork	34%
Fish	34%
Green vegetables	34%
Salad – no meat	30%

Mean # chosen: Foods 6.9 Beverages 2.1

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Chicken	15%
Potatoes (baked, mashed, etc.)	11%
Beans	8%
Beef - roast or steak	7%
Salad – with meat	6%
Tap water	6%

Top-10 Nutrients: Is Filling / Keeps You Feeling Full Longer

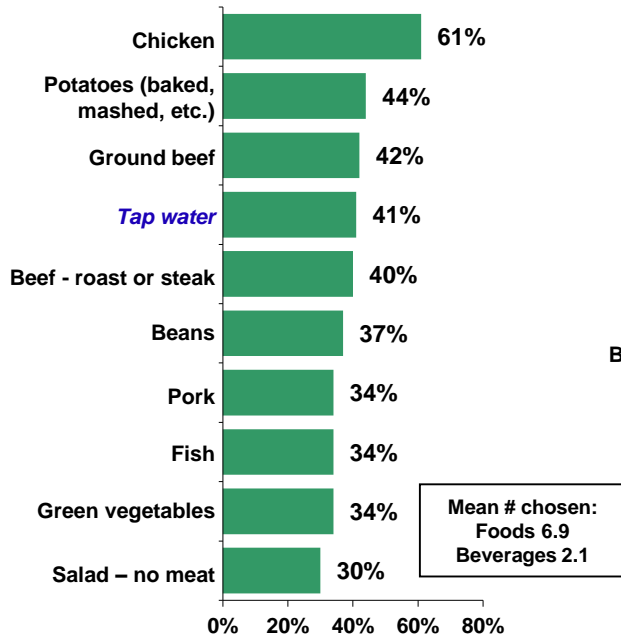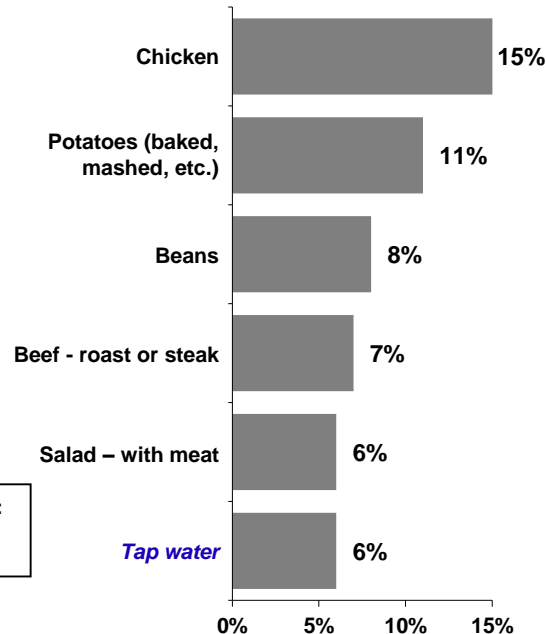| Nutrient	%
Protein	32%
Fiber	26%
Calcium	19%
B Vitamins / B12	13%
Fat	11%
Iron	9%
Antioxidants	7%
Vitamin C	7%
Magnesium	7%
Vitamin D	7%

Don't know: 32%

Base: 209 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree *Let's See!*

Q.D Which foods / beverages do you consume for your healthy dinner that helps the immune system? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy dinner that helps the immune system? (Choose one answer.) / Q.F Which nutrient or nutrients are 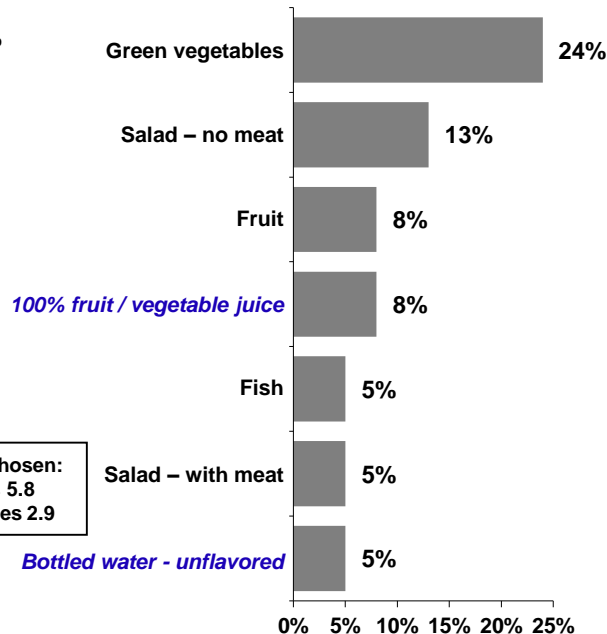in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy dinner that helps the immune system? (Choose all that apply.)

Benefit: *Helps the Immune System*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Green vegetables	60%
Salad – no meat	52%
Fruit	49%
Fish	39%
100% fruit / vegetable juice	39%
Carrots (baby or mini)	37%
Chicken	32%
Tap water	31%
Bottled water - unflavored	31%
Beans	30%

**Mean # chosen:
Foods 5.8
Beverages 2.9**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Green vegetables	24%
Salad – no meat	13%
Fruit	8%
100% fruit / vegetable juice	8%
Fish	5%
Salad – with meat	5%
Bottled water - unflavored	5%

Top-10 Nutrients: Helps the Immune System

Nutrient	%
Antioxidants	42%
Vitamin C	32%
B Vitamins / B12	31%
Fiber	27%
Vitamin A	27%
Iron	26%
Vitamin E	23%
Vitamin D	21%
Calcium	19%
Beta carotene	14%
Folic acid	14%

Don't know: 22%

Base: 134 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!™

Q.D   Which foods / beverages do you consume for your healthy dinner that helps regulate the digestive system / prevents constipation? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy dinner that helps regulate the digestive system / prevents constipation? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy dinner that helps regulate the digestive system / prevents constipation? (Choose all that apply.)

Benefit: *Helps Regulate the Digestive System / Prevents Constipation*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Green vegetables	63%
Salad – no meat	61%
Tap water	50%
Fruit	49%
Beans	39%
Bottled water - unflavored	38%
Whole wheat / grain bread	37%
Carrots (baby or mini)	35%
Salad – with meat	33%
100% fruit / vegetable juice	30%

Mean # chosen:
Foods 6.2
Beverages 3.2

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Salad – no meat	25%
Green vegetables	11%
Tap water	9%
Salad – with meat	9%
Fruit	9%

Top-10 Nutrients: Helps Regulate the Digestive System / Prevents Constipation

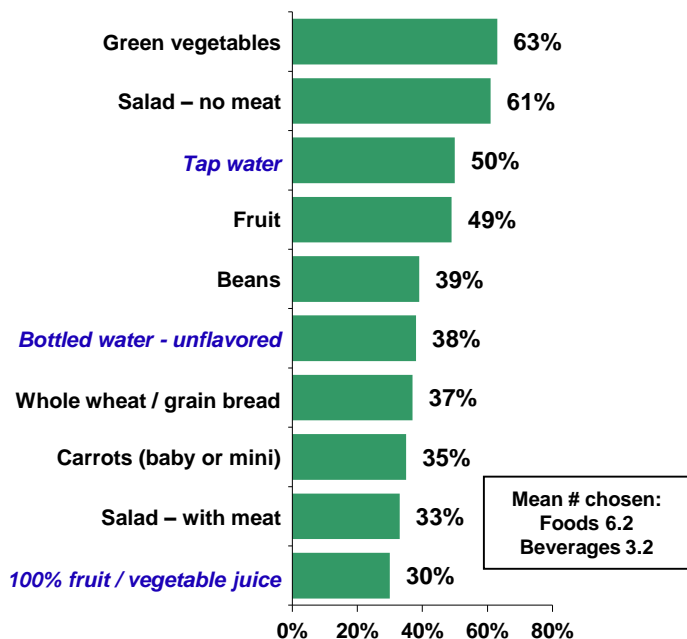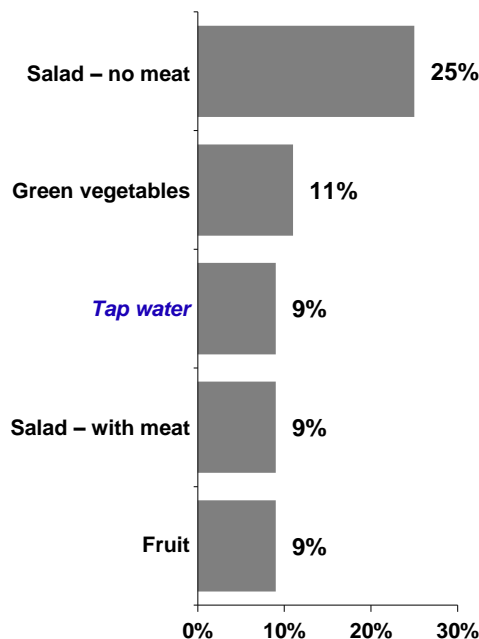| Nutrient	%
Fiber	46%
Antioxidants	22%
B Vitamins / B12	16%
Vitamin C	15%
Vitamin D	14%
Iron	14%
Calcium	13%
Vitamin A	12%
Vitamin E	12%
Protein	11%

Don't know: 24%

Base: 163 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

48

Healthy Dinner Foods / Beverages / Nutrients for:
Lowers Cholesterol (3.73%)
(7 of 10)

Q.D   Which foods / beverages do you consume for your healthy dinner that lowers cholesterol? (Choose all that apply.) / Q.E   Which one of these foods / beverages do you consider your primary or most important source for your healthy dinner that lowers cholesterol? (Choose one answer.) / Q.F Which nutrient or nutrient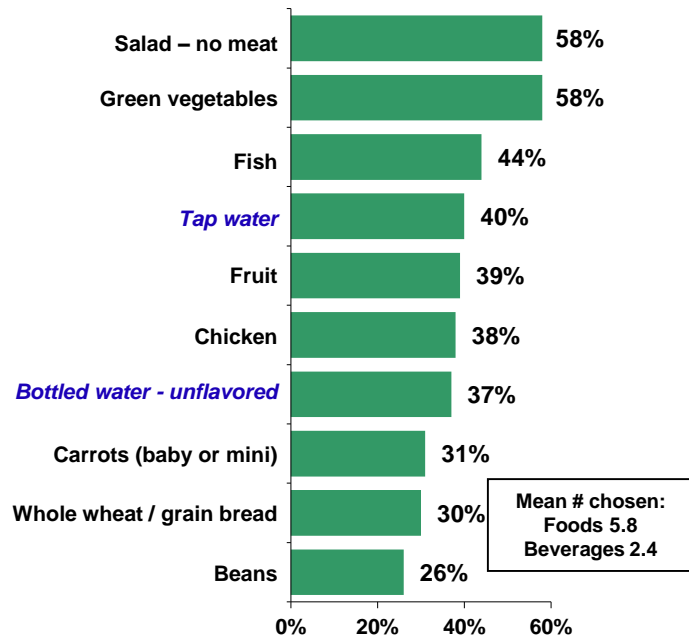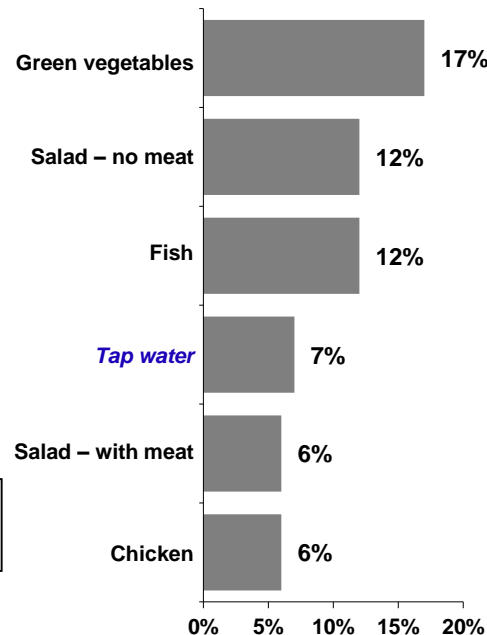s are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy dinner that lowers cholesterol? (Choose all that apply.)

Benefit: *Lowers Cholesterol*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Salad – no meat	58%
Green vegetables	58%
Fish	44%
Tap water	40%
Fruit	39%
Chicken	38%
Bottled water - unflavored	37%
Carrots (baby or mini)	31%
Whole wheat / grain bread	30%
Beans	26%

**Mean # chosen:
Foods 5.8
Beverages 2.4**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Green vegetables	17%
Salad – no meat	12%
Fish	12%
Tap water	7%
Salad – with meat	6%
Chicken	6%

Top-10 Nutrients: Lowers Cholesterol

Nutrient	%
Fiber	25%
Antioxidants	18%
Vitamin A	15%
B Vitamins / B12	15%
Iron	15%
Vitamin C	15%
Omega-3's	12%
Vitamin D	12%
Calcium	10%
Protein	10%

Don't know: 38%

Base: 170 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

49

Q.D   Which foods / beverages do you consume for your healthy dinner that lowers blood pressure? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy dinner that lowers blood pressure? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy dinner that lowers blood pressure? (Choose all that apply.)
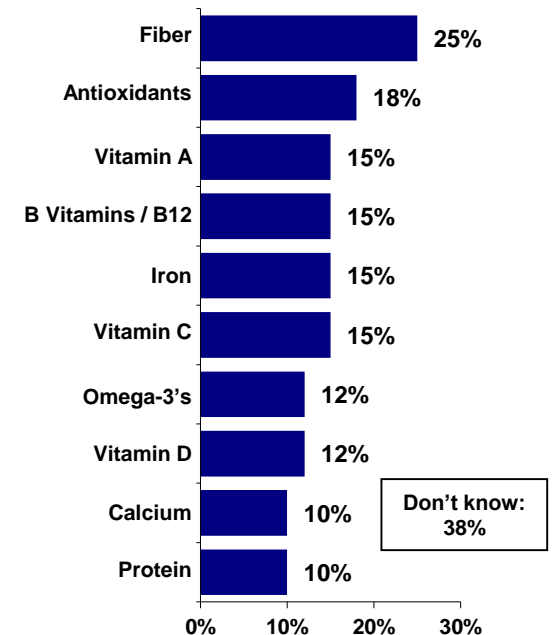
Benefit: *Lowers Blood Pressure*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Salad – no meat	59%
Green vegetables	53%
Chicken	43%
Fish	43%
Fruit	43%
Tap water	40%
Bottled water - unflavored	33%
Carrots (baby or mini)	29%
Other vegetables	26%
Brown rice	24%

**Mean # chosen:
Foods 5.5
Beverages 2.1**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Green vegetables	22%
Salad – no meat	19%
Tap water	15%
Fish	13%
Fruit	5%

Top-10 Nutrients: Lowers Blood Pressure

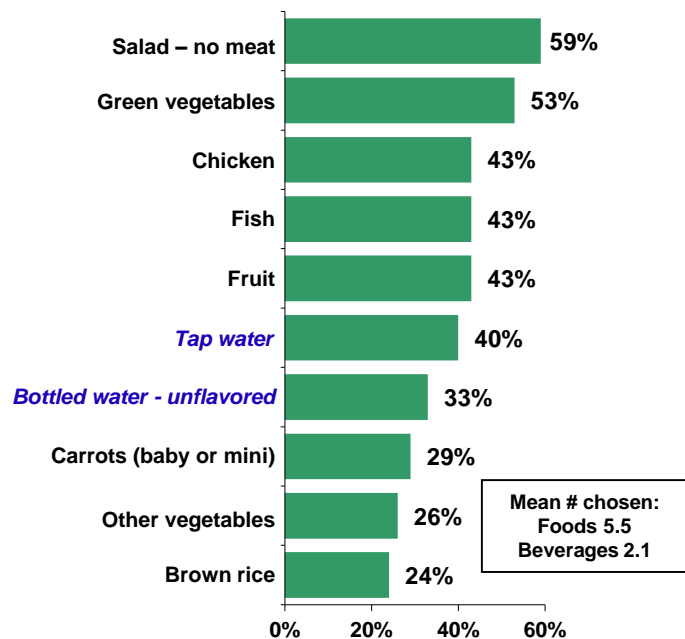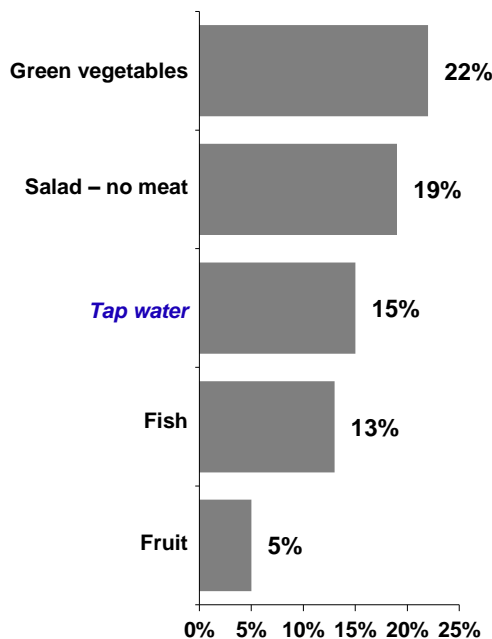| Nutrient	%
Antioxidants	28%
Fiber	22%
Iron	15%
Vitamin C	15%
B Vitamins / B12	14%
Protein	12%
Vitamin A	12%
Vitamin D	12%
Calcium	11%
Vitamin E	11%

**Don't know:
31%**
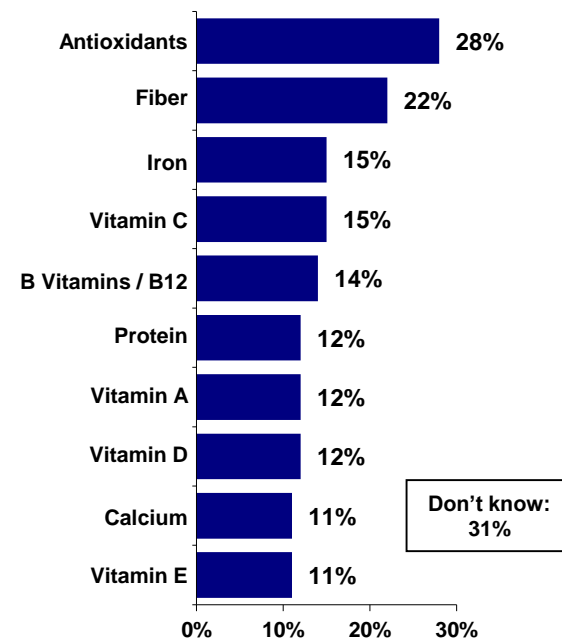
Base: 93 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

50

Healthy Dinner Foods / Beverages / Nutrients for:
Helps Prevent Cancer (2.83%)
(9 of 10)

Q.D   Which foods / beverages do you consume for your healthy dinner that helps prevent cancer? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy dinner that helps prevent cancer? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy dinner that helps prevent cancer? (Choose all that apply.)

Benefit: *Helps Prevent Cancer*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Salad – no meat	71%
Green vegetables	71%
Fruit	56%
Carrots (baby or mini)	46%
Fish	44%
Carrots (other than baby or mini)	42%
Beans	41%
Whole wheat / grain bread	41%
Bottled water - unflavored	38%
100% fruit / vegetable juice	36%
Brown rice	36%

**Mean # chosen:
Foods 8.0
Beverages 3.3**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Salad – no meat	22%
Green vegetables	22%
Fruit	8%
100% fruit / vegetable juice	8%
Tap water	7%

Top-10 Nutrients: Helps Prevent Cancer

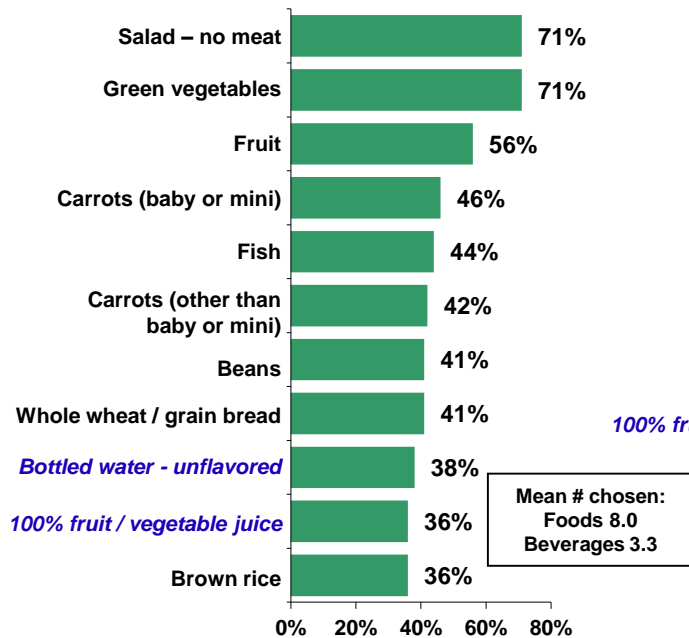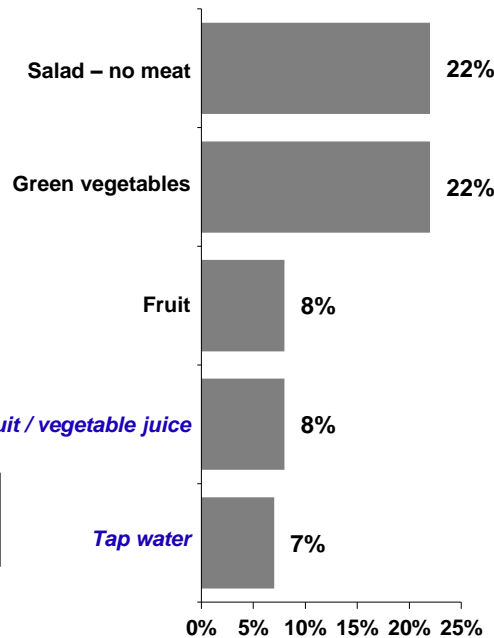| Nutrient	%
Antioxidants	42%
Fiber	34%
Vitamin C	33%
Vitamin A	30%
B Vitamins / B12	28%
Vitamin D	28%
Iron	26%
Vitamin E	22%
Beta carotene	21%
Folic acid	18%

**Don't know:
22%**
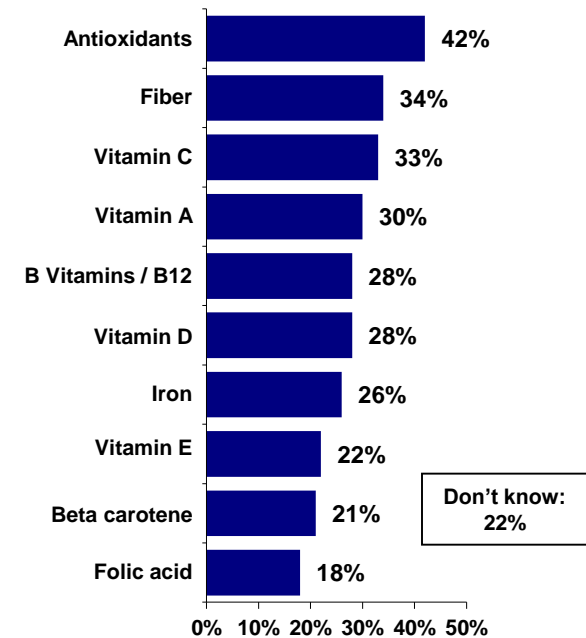
Base: 107 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy dinner that helps cleanse the body of toxins? (Choose all that apply.) / Q.E   Which one of these foods / beverages do you consider your primary or most important source for your healthy dinner that helps cleanse the body of toxins? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy dinner that helps cleanse the body of toxins? (Choose all that apply.)

Benefit: *Helps Cleanse the Body of Toxins*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Salad – no meat	51%
Bottled water - unflavored	46%
Green vegetables	44%
Tap water	37%
Fruit	30%
100% fruit / vegetable juice	27%
Salad – with meat	23%
Beans	22%
Other vegetables	21%
Hot tea	20%

**Mean # chosen:
Foods 3.7
Beverages 2.3**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Salad – no meat	16%
Tap water	12%
Green vegetables	10%
Bottled water - unflavored	8%
Salad – with meat	7%
100% fruit / vegetable juice	7%
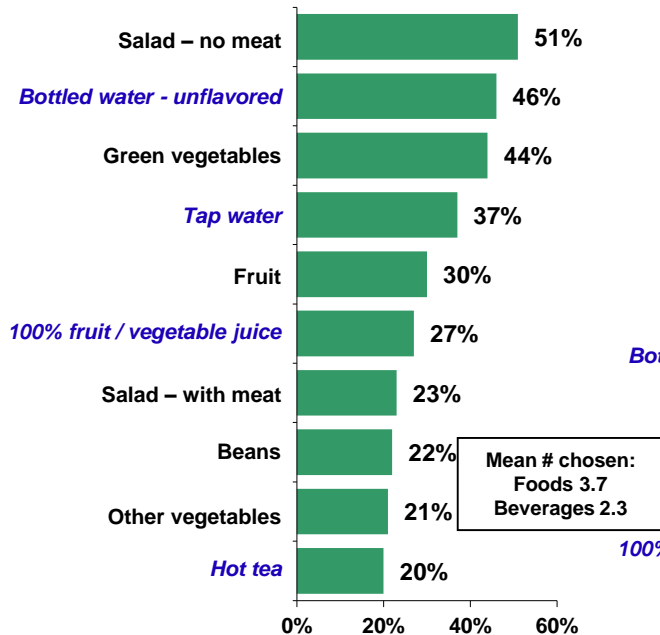
Top-10 Nutrients: Helps Cleanse the Body of Toxins

Nutrient	%
Antioxidants	38%
Fiber	28%
B Vitamins / B12	21%
Vitamin C	21%
Vitamin A	20%
Calcium	16%
Vitamin D	16%
Beta carotene	14%
Potassium	14%
Vitamin E	14%
Iron	12%

**Don't know:
17%**
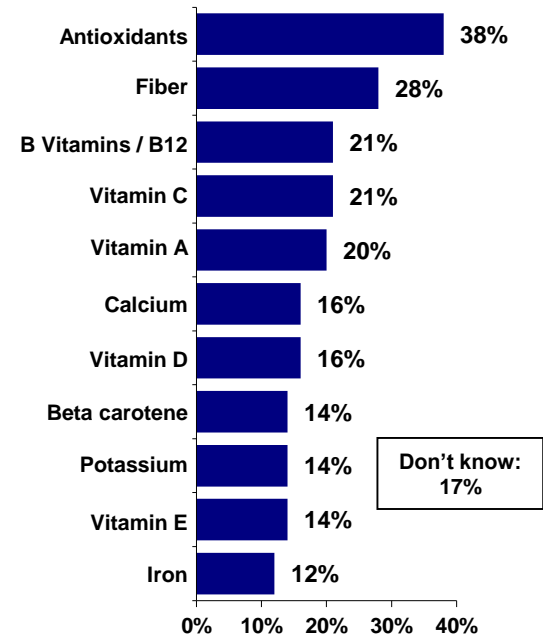
Base: 101 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.
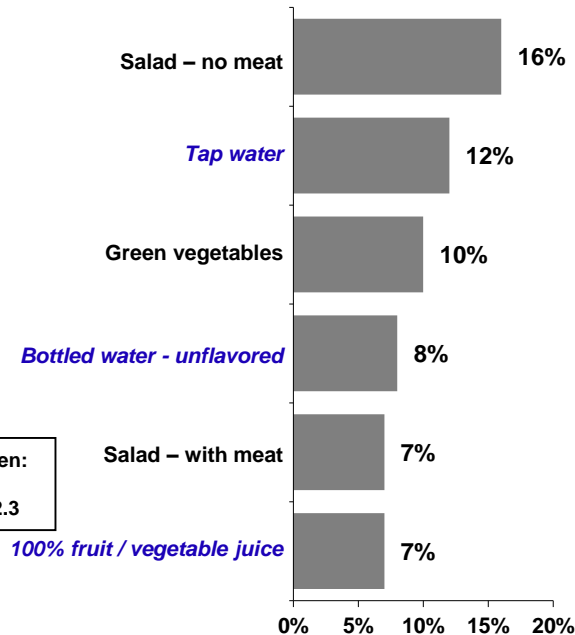
MarketTree
Let's See!™

Detailed Findings

Healthy Morning Snack Need State

MarketTree►
Let's See!™

Overall Summary: Healthy Morning Snack

Overall Rank Order of Top Benefits / Foods / Nutrients for Healthy Morning Snack

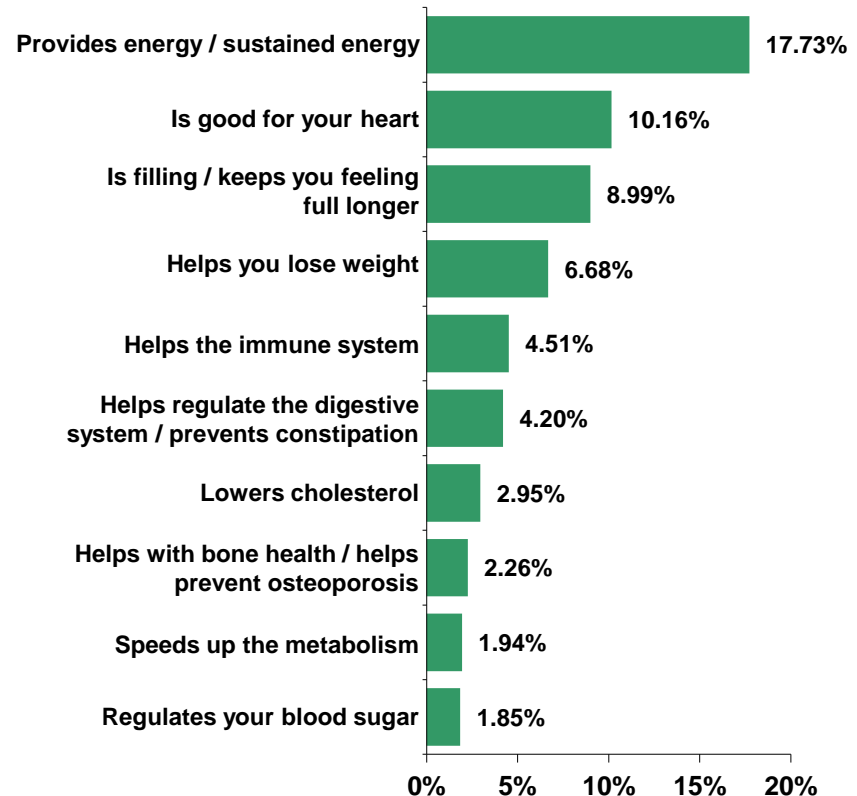| Benefits*		Foods / Beverages Consumed*		Nutrients*	
Top-10 most meaningful benefits		*Mentions of 10%+*		*Mentions of 10%+*	
Provides energy / sustained energy	17.73%	Fruit	51%	Fiber	25%
Is good for your heart	10.16%	Yogurt, spoonable (non-Greek)	31%	Calcium	22%
Is filling / keeps you feeling full longer	8.99%	*Bottled water - unflavored*	*26%*	B Vitamins / B12	22%
Helps you lose weight	6.68%	*100% fruit / vegetable juice*	*22%*	Antioxidants	22%
Helps the immune system	4.51%	*Tap Water*	*20%*	Vitamin C	19%
Helps regulate the digestive system / prevents constipation	4.20%	Greek yogurt, spoonable	20%	Protein	18%
Lowers cholesterol	2.95%	Granola bar	19%	Vitamin D	17%
Helps with bone health / helps prevent osteoporosis	2.26%	Fiber bar	19%	Vitamin A	15%
Speeds up the metabolism	1.94%	*Coffee*	*18%*	Potassium	11%
Regulates your blood sugar	1.85%	Protein bar	17%	Vitamin E	11%
		Cold cereal with dairy milk	17%	Iron	11%
		Cereal / breakfast bar	16%		
		Whole wheat / grain bread	16%		
		Nuts / seeds	15%		
		Cheese - slices, cubes, wedges, etc.	11%		
		Vegetables (not baby or mini carrots)	11%		
		String cheese	11%		
		Hot cereal (any)	11%		
		Peanut butter	11%		
		Hot tea	*10%*		
		Cottage cheese	10%		

* Max-Diff Exercise Q.A - C

*Foods / beverages consumed Q.D

*Nutrients in foods / beverages Q.F

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Top-10 Benefits: Healthy Morning Snack

Q.A / C   Which of the following is most important to you when deciding which foods or beverages you choose for the healthy morning snack you have? (Choose one answer.) And, looking at the benefit you chose as most important, is that really something you think about when choosing foods or beverages for a healthy morning snack , or not? (Choose one answer.)

➤ The healthy morning snack is a source of sustained energy. Heart health and feeling full are also important.

Top-10 Benefits: Healthy Morning Snack

Benefit	Value
Provides energy / sustained energy	17.73%
Is good for your heart	10.16%
Is filling / keeps you feeling full longer	8.99%
Helps you lose weight	6.68%
Helps the immune system	4.51%
Helps regulate the digestive system / prevents constipation	4.20%
Lowers cholesterol	2.95%
Helps with bone health / helps prevent osteoporosis	2.26%
Speeds up the metabolism	1.94%
Regulates your blood sugar	1.85%

Base: Total Respondents / Healthy Morning Snack (n=500)

All other benefits are values of 1.79% or less.

MarketTree▸
Let's See!

55

Top-10 Benefits: Healthy Morning Snack

Q.A / C   Which of the following is most important to you when deciding which foods or beverages you choose for the healthy morning snack you have? (Choose one answer.) And, looking at the benefit you chose as most important, is that really something you think about when choosing foods or beverages for a healthy morning snack, or not? (Choose one answer.)

➤ In regards to a healthy morning snack, weight loss is (of course) relatively more important to our weight conscious consumers. Regulating the digestive system makes it into the top-3 (in terms of importance) among the Silent Generation only.

1st 2nd 3rd	Total Health Conscious	Weight Conscious	Silent Gen.	Baby Boomer	Gen X-er	Millennial
Base: Total Respondents	(500) %	(224) %	(28)* %	(162) %	(121) %	(189) %
Provides energy / sustained energy	17.73	13.65	9.40	16.65	20.96	17.83
Is good for your heart	10.16	10.96	11.56	6.68	15.46	9.54
Is filling / keeps you feeling full longer	8.99	6.64	6.10	8.48	9.42	9.58
Helps you lose weight	6.68	13.73	3.57	6.61	5.23	8.14
Helps the immune system	4.51	3.82	1.25	5.72	3.93	4.32
Helps regulate the digestive system / prevents constipation	4.20	4.73	8.59	4.85	2.93	3.80
Lowers cholesterol	2.95	2.75	4.57	4.57	1.67	2.13
Helps with bone health / helps prevent osteoporosis	2.26	2.17	2.97	2.13	3.04	1.75
Speeds up the metabolism	1.94	3.19	0.70	1.97	2.51	1.74
Regulates your blood sugar	1.85	3.02	4.43	2.90	1.19	0.99

Caution: small base size.
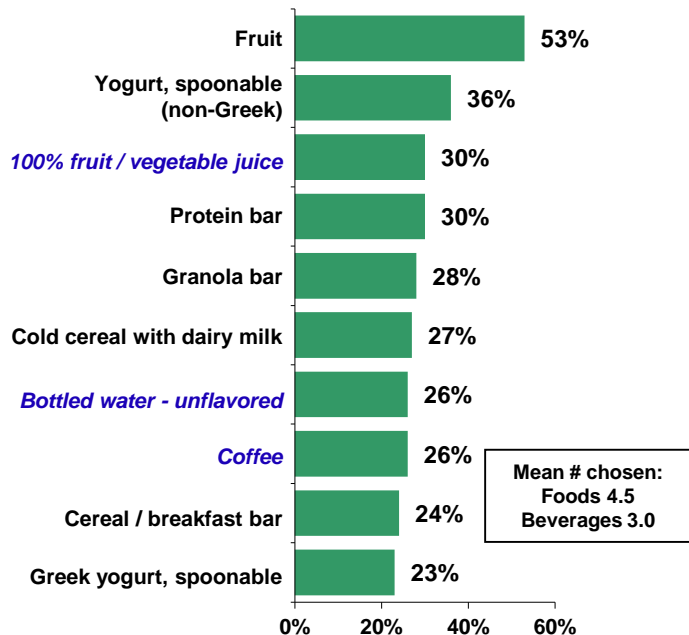
MarketTree
Let's See!

Healthy Morning Snack Foods / Beverages / Nutrients for:
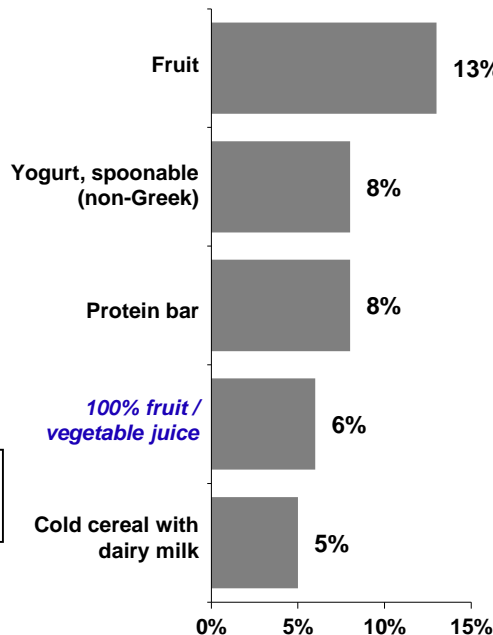## Provides Energy / Sustained Energy (17.73%)
(1 of 10)

Q.D Which foods / beverages do you consume for your healthy morning snack that provides energy / sustained energy? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy morning snack that provides energy / sustained energy? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy morning snack that provides energy / sustained energy? (Choose all that apply.)

Benefit: *Provides Energy / Sustained Energy*

Top-10 Most Common
Foods / Beverages Consumed

Food / Beverage	%
Fruit	53%
Yogurt, spoonable (non-Greek)	36%
100% fruit / vegetable juice	30%
Protein bar	30%
Granola bar	28%
Cold cereal with dairy milk	27%
Bottled water - unflavored	26%
Coffee	26%
Cereal / breakfast bar	24%
Greek yogurt, spoonable	23%

Mean # chosen:
Foods 4.5
Beverages 3.0

Top-5 Most Important
Foods / Beverages

Food / Beverage	%
Fruit	13%
Yogurt, spoonable (non-Greek)	8%
Protein bar	8%
100% fruit / vegetable juice	6%
Cold cereal with dairy milk	5%

Top-10 Nutrients:
Provide Energy / Sustained Energy

Nutrient	%
Protein	29%
B Vitamins / B12	26%
Fiber	25%
Calcium	23%
Vitamin C	21%
Antioxidants	19%
Vitamin A	17%
Vitamin D	17%
Carbohydrates	16%
Potassium	12%
Vitamin E	12%

Don't know:
21%

Base: 292 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy morning snack that is good for your heart? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy morning snack that is good for your heart? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy morning snack that is good for your heart? (Choose all that apply.)

Benefit: *Is Good for Your Heart*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	57%
Yogurt, spoonable (non-Greek)	30%
Bottled water - unflavored	30%
100% fruit / vegetable juice	29%
Nuts / seeds	24%
Cold cereal with dairy milk	24%
Granola bar	23%
Tap water	23%
Whole wheat / grain bread	22%
Cereal / breakfast bar	20%
Fiber bar	20%

Mean # chosen:
Foods 4.1
Beverages 2.3

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	20%
100% fruit / vegetable juice	9%
Yogurt, spoonable (non-Greek)	8%
Cold cereal with dairy milk	8%
Nuts / seeds	6%
Bottled water - unflavored	6%

Top-10 Nutrients: Is Good for Your Heart

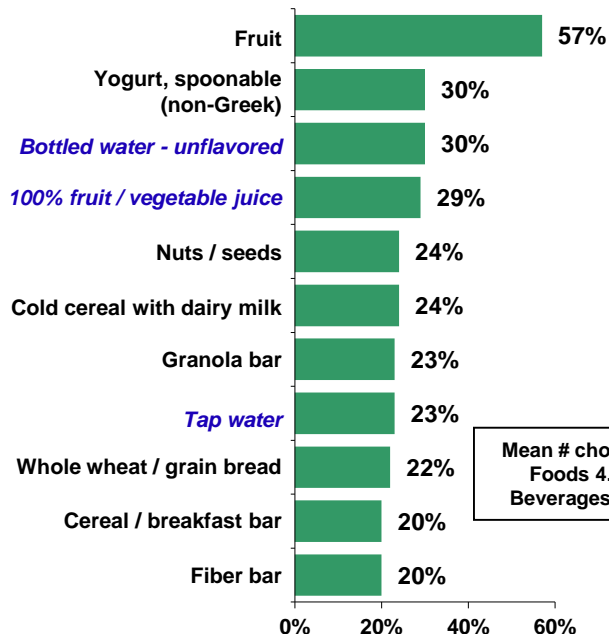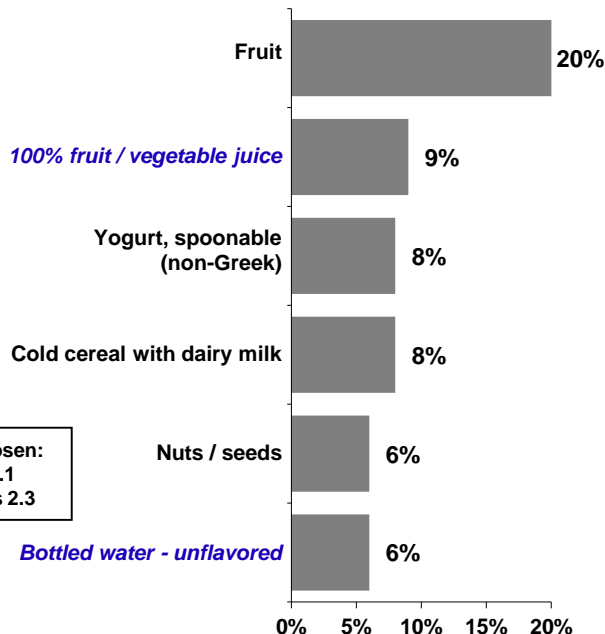| Nutrient	%
Antioxidants	27%
Vitamin C	26%
Fiber	23%
B Vitamins / B12	22%
Calcium	21%
Vitamin D	20%
Omega-3's	18%
Vitamin A	18%
Protein	15%
Vitamin E	15%

Don't know: 16%

Base: 214 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D Which foods / beverages do you consume for your healthy morning snack that is filling / keeps you feeling full longer? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy morning snack that is filling / keeps you feeling full longer? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy morning snack that is filling / keeps you feeling full longer? (Choose all that apply.)

Benefit: *Is Filling / Keeps You Feeling Full Longer*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	44%
Yogurt, spoonable (non-Greek)	34%
Greek yogurt, spoonable	28%
Tap water	24%
Granola bar	23%
Cold cereal with dairy milk	22%
Bottled water - unflavored	20%
Whole wheat / grain bread	20%
Cereal / breakfast bar	19%
Fiber bar	19%
Coffee	19%

Mean # chosen:
Foods 3.9
Beverages 2.0

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Greek yogurt, spoonable	11%
Fruit	11%
Yogurt, spoonable (non-Greek)	7%
Cold cereal with dairy milk	7%
Protein bar	6%

Top-10 Nutrients: Is Filling / Keeps You Feeling Full Longer

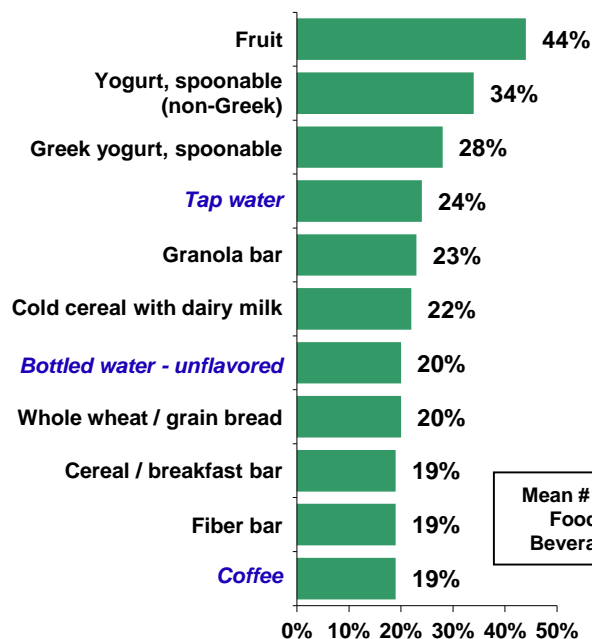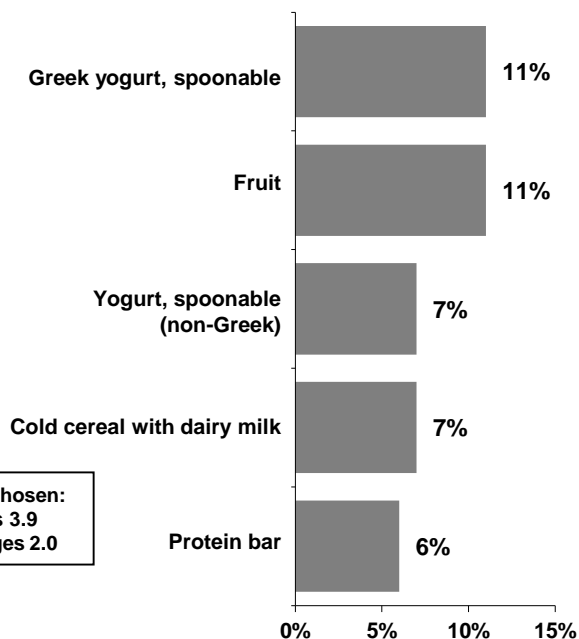| Nutrient	%
Fiber	30%
Protein	28%
Calcium	20%
Vitamin D	12%
B Vitamins / B12	12%
Antioxidants	12%
Carbohydrates	11%
Vitamin A	11%
Vitamin C	9%
Potassium	8%
Whole grains	8%
Iron	8%

Don't know:
22%

Base: 251 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

Healthy Morning Snack Foods / Beverages / Nutrients for:
Helps You Lose Weight (6.68%)
(4 of 10)

Benefit: *Helps You Lose Weight*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	60%
Yogurt, spoonable (non-Greek)	39%
Bottled water - unflavored	38%
Tap water	32%
Fiber bar	21%
Greek yogurt, spoonable	21%
Granola bar	20%
Nuts / seeds	19%
Coffee	19%
Vegetables (not baby or mini carrots)	18%

**Mean # chosen:
Foods 3.8
Beverages 2.0**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	25%
Bottled water - unflavored	9%
Yogurt, spoonable (non-Greek)	8%
Greek yogurt, spoonable	6%
Tap water	5%

Top-10 Nutrients: Helps You Lose Weight

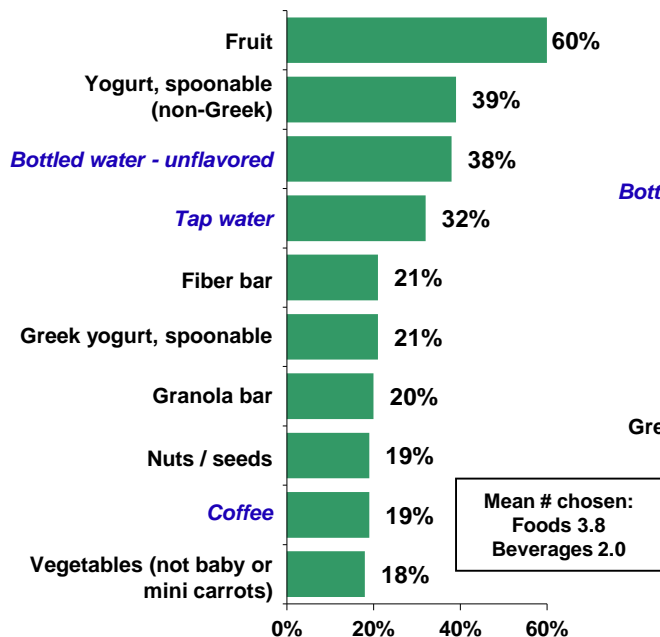| Nutrient	%
Fiber	26%
Antioxidants	18%
Vitamin C	17%
B Vitamins / B12	16%
Calcium	15%
Protein	15%
Vitamin A	12%
Vitamin D	12%
Vitamin E	11%
Potassium	8%

Don't know: 26%

Base: 188 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Healthy Morning Snack Foods / Beverages / Nutrients for:
Helps the Immune System (4.51%)
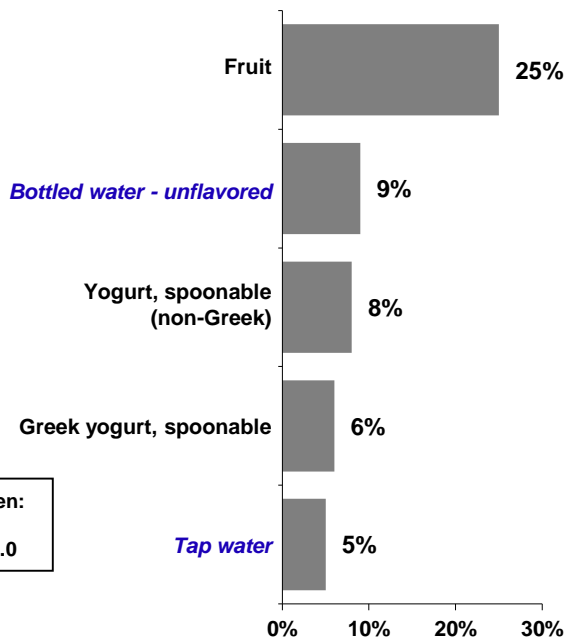### (5 of 10)

Q.D   Which foods / beverages do you consume for your healthy morning snack that helps the immune system? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy morning snack that helps the immune system? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy morning snack that helps the immune system? (Choose all that apply.)
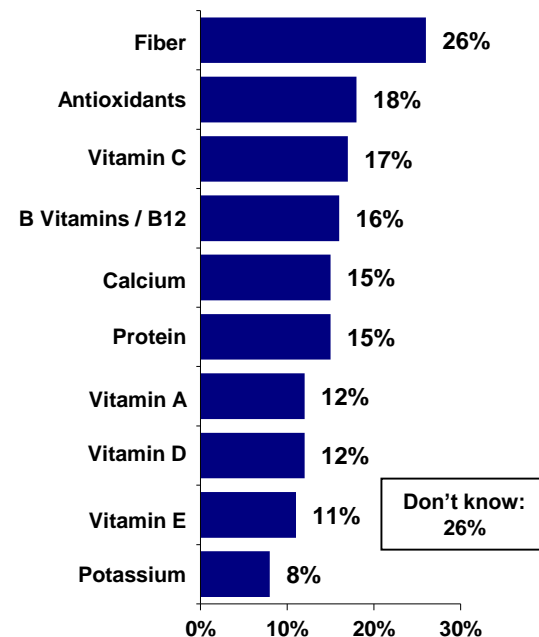
Benefit: *Helps the Immune System*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	63%
Yogurt, spoonable (non-Greek)	35%
Bottled water - unflavored	30%
100% fruit / vegetable juice	29%
Granola bar	24%
Fiber bar	22%
Cereal / breakfast bar	19%
Protein bar	19%
Whole wheat / grain bread	18%
Greek yogurt, spoonable	17%
Nuts / seeds	17%

Mean # chosen:
Foods 3.5
Beverages 1.9

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	29%
Yogurt, spoonable (non-Greek)	13%
100% fruit / vegetable juice	9%
Granola bar	7%
Greek yogurt, spoonable	5%

Top-10 Nutrients: Helps the Immune System

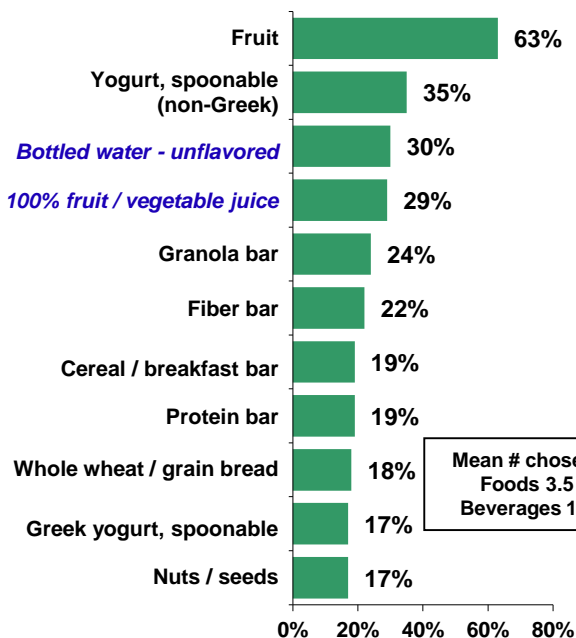| Nutrient	%
Antioxidants	39%
Vitamin C	31%
B Vitamins / B12	30%
Fiber	24%
Calcium	23%
Vitamin D	23%
Vitamin A	20%
Potassium	17%
Iron	16%
Vitamin E	15%

Don't know: 12%

Base: 130 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy morning snack that helps regulate the digestive system / prevents constipation? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy morning snack that helps regulate the digestive system / prevents constipation? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy morning snack that helps regulate the digestive system / prevents constipation? (Choose all that apply.)

Benefit: *Helps Regulate the Digestive System / Prevents Constipation*

**Top-10 Most Common
Foods / Beverages Consumed**

Food / Beverage	%
Fruit	52%
Yogurt, spoonable (non-Greek)	39%
Fiber bar	31%
Tap water	28%
Bottled water - unflavored	26%
100% fruit / vegetable juice	21%
Greek yogurt, spoonable	19%
Granola bar	17%
Coffee	15%
Whole wheat / grain bread	13%
Vegetables (not baby or mini carrots)	13%

Mean # chosen:
Foods 3.2
Beverages 1.7

**Top-5 Most Important
Foods / Beverages**

Food / Beverage	%
Fruit	22%
Yogurt, spoonable (non-Greek)	18%
Fiber bar	14%
Greek yogurt, spoonable	8%
Tap water	6%

**Top-10 Nutrients:
Helps Regulate the Digestive System /
Prevents Constipation**

Nutrient	%
Fiber	43%
Vitamin C	17%
Probiotics	16%
B Vitamins / B12	16%
Calcium	15%
Protein	14%
Vitamin D	14%
Antioxidants	12%
Vitamin E	12%
Potassium	11%
Vitamin A	11%

Don't know:
16%

Base: 174 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

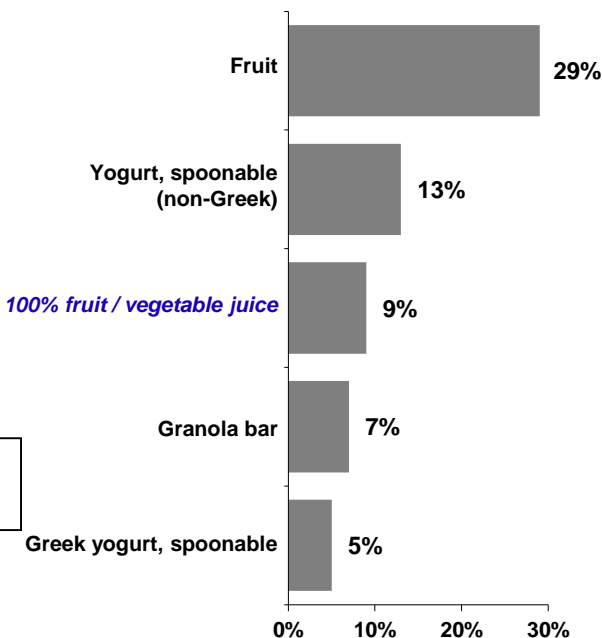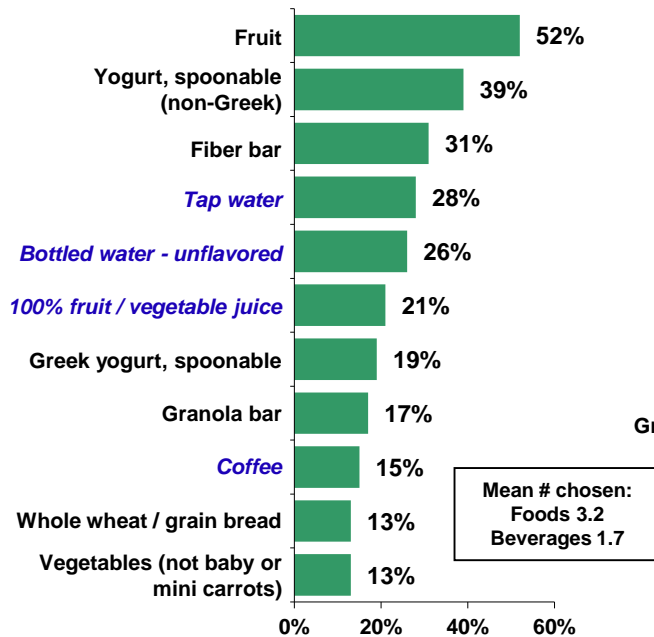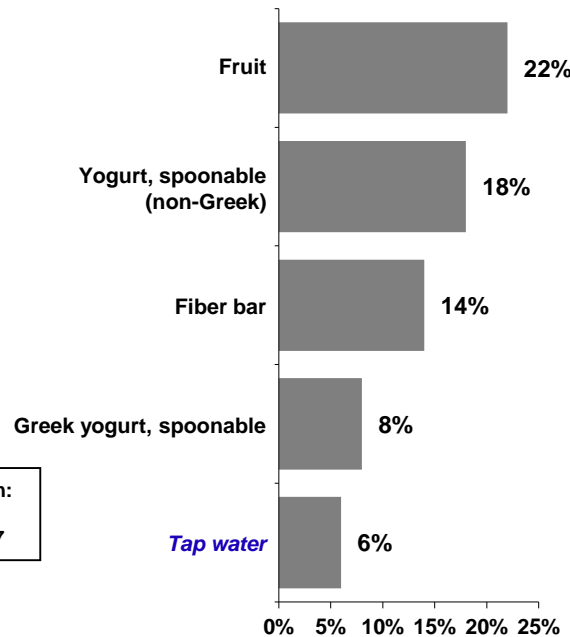*Q.D   Which foods / beverages do you consume for your healthy morning snack that lowers cholesterol? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy morning snack that lowers cholesterol? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy morning snack that lowers cholesterol? (Choose all that apply.)*

Benefit: *Lowers Cholesterol*

Top-10 Most Common Foods / Beverages Consumed

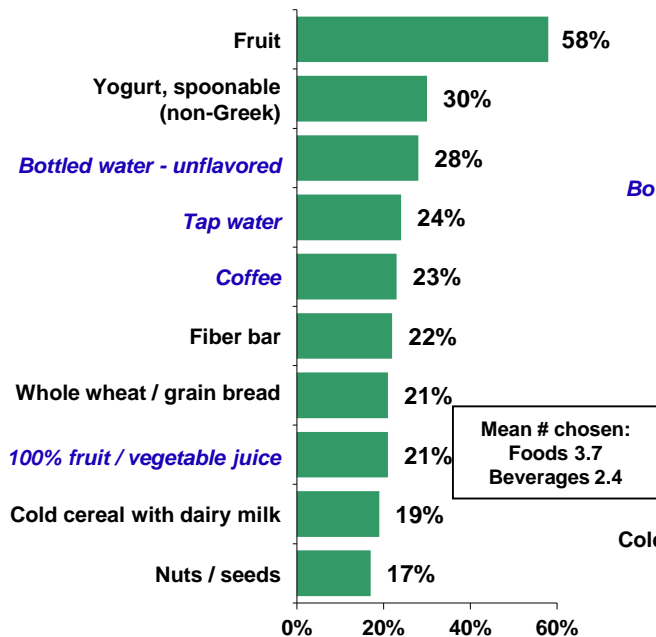| Food / Beverage	%
Fruit	58%
Yogurt, spoonable (non-Greek)	30%
Bottled water - unflavored	28%
Tap water	24%
Coffee	23%
Fiber bar	22%
Whole wheat / grain bread	21%
100% fruit / vegetable juice	21%
Cold cereal with dairy milk	19%
Nuts / seeds	17%

Mean # chosen:
Foods 3.7
Beverages 2.4

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	20%
Bottled water - unflavored	9%
Hot cereal (any)	7%
Yogurt, spoonable (non-Greek)	6%
Cold cereal with dairy milk	6%

Top-10 Nutrients: Lowers Cholesterol

Nutrient	%
Fiber	31%
B Vitamins / B12	22%
Antioxidants	21%
Calcium	17%
Whole grains	17%
Vitamin D	16%
Protein	15%
Vitamin C	14%
Potassium	12%
Vitamin A	12%
Omega-3's	12%

Don't know: 15%

Base: 131 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D   *Which foods / beverages do you consume for your healthy morning snack that helps with bone health / helps prevent osteoporosis? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy morning snack that helps with bone health / helps prevent osteoporosis? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy morning snack that helps with bone health / helps prevent osteoporosis? (Choose all that apply.)*

Benefit: *Helps with Bone Health / Helps Prevent Osteoporosis*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Yogurt, spoonable (non-Greek)	49%
Fruit	36%
Cheese – slices, cubes, wedges, etc.	30%
Greek yogurt, spoonable	28%
Cold cereal with dairy milk	25%
Non-organic White milk, 2%	24%
Bottled water - unflavored	23%
String cheese	21%
Cottage cheese	18%
100% fruit / vegetable juice	18%

Mean # chosen:
Foods 3.7
Beverages 2.5

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Yogurt, spoonable (non-Greek)	15%
Greek yogurt, spoonable	11%
Non-organic White milk, 2%	9%
Fruit	7%
String cheese	6%

Top-10 Nutrients: Helps with Bone Health / Helps Prevent Osteoporosis

Nutrient	%
Calcium	56%
Vitamin D	26%
Protein	18%
Vitamin A	15%
B Vitamins / B12	15%
Fiber	13%
Antioxidants	12%
Acidophilus	11%
Iron	11%
Vitamin C	10%

Don't know: 11%

Base: 123 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.
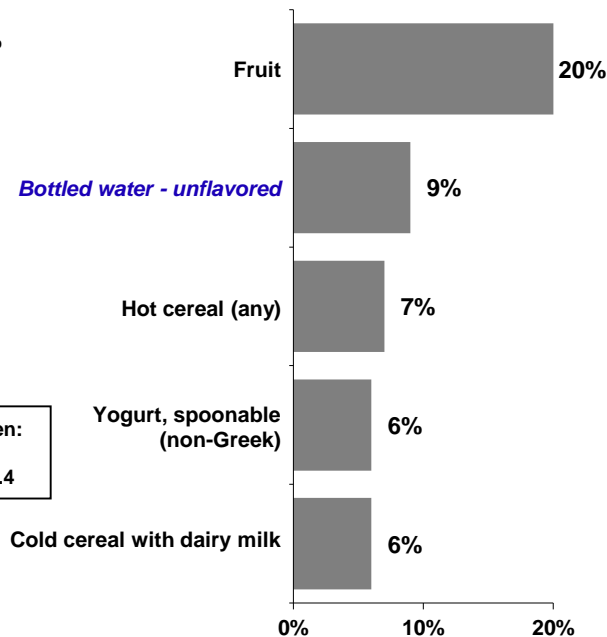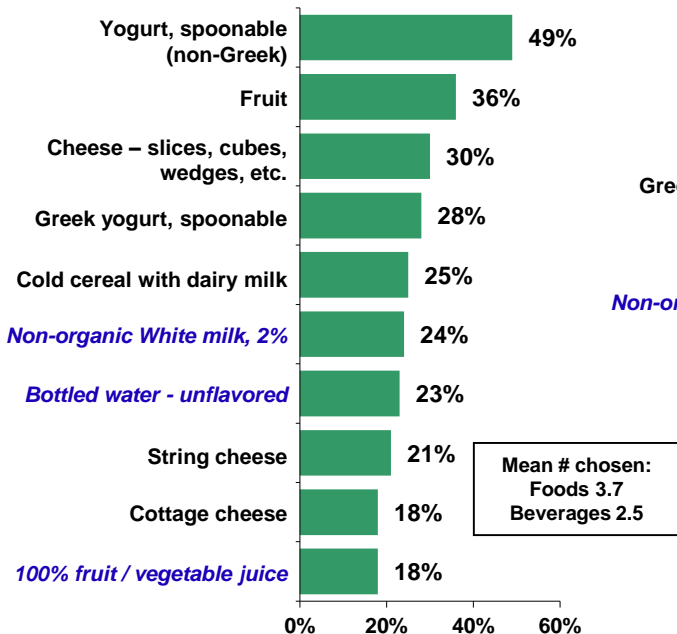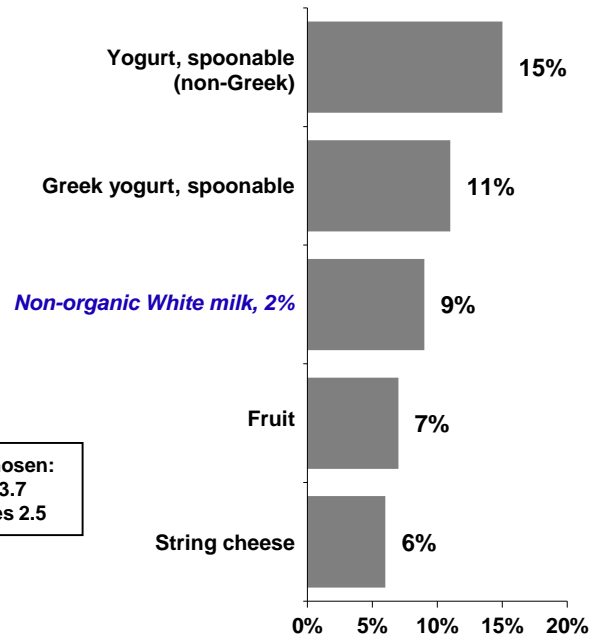
MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy morning snack that speeds up the metabolism? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy morning snack that speeds up the metabolism? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy morning snack that speeds up the metabolism? (Choose all that apply.)

Benefit: *Speeds Up the Metabolism*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	38%
Protein bar	28%
Coffee	25%
Fiber bar	20%
Bottled water - unflavored	20%
Yogurt, spoonable (non-Greek)	18%
Greek yogurt, spoonable	17%
Granola bar	14%
100% fruit / vegetable juice	14%
Cereal / breakfast bar	11%

Mean # chosen:
Foods 2.6
Beverages 1.6

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Protein bar	13%
Coffee	11%
Fruit	8%
Fiber bar	6%
Cold cereal with dairy milk	6%

Top-10 Nutrients: Speeds Up the Metabolism

Nutrient	%
Protein	24%
Calcium	20%
B Vitamins / B12	19%
Antioxidants	18%
Fiber	18%
Vitamin A	16%
Vitamin C	16%
Vitamin D	14%
Iron	11%
Carbohydrates	10%
Vitamin E	10%

Don't know: 19%

Base: 115 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.
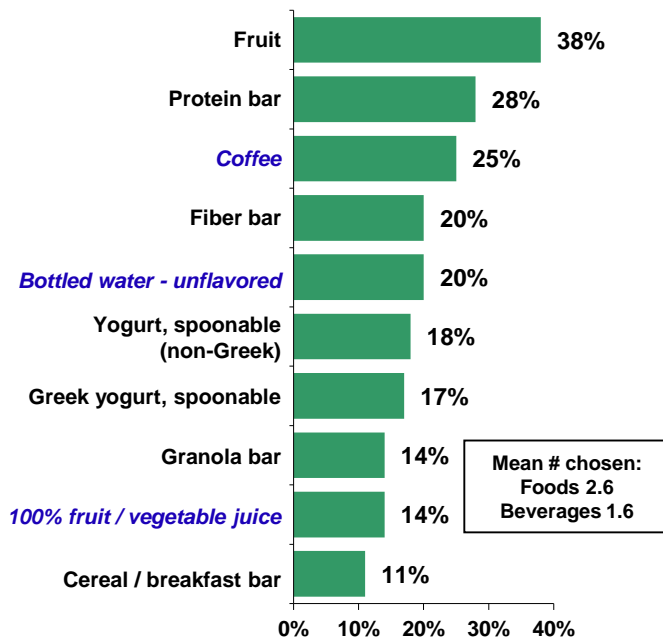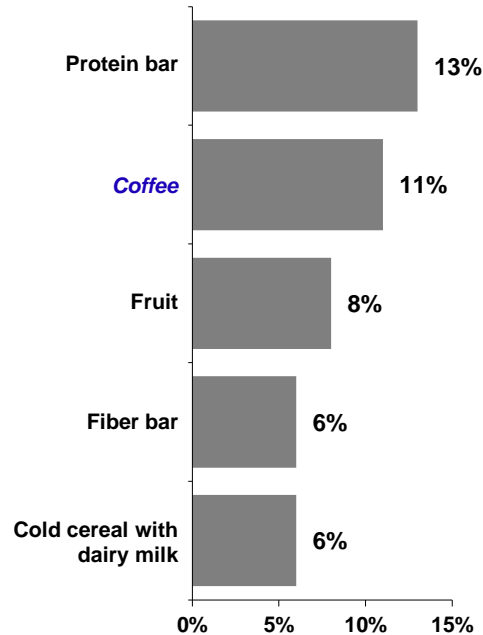
MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy morning snack that regulates your blood sugar? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy morning snack that regulates your blood sugar? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy morning snack that regulates your blood sugar? (Choose all that apply.)

Benefit: *Regulates Your Blood Sugar*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	51%
Bottled water - unflavored	35%
Tap water	27%
Fiber bar	26%
Yogurt, spoonable (non-Greek)	25%
100% fruit / vegetable juice	25%
Protein bar	23%
Greek yogurt, spoonable	22%
Whole wheat / grain bread	21%
Granola bar	20%

Mean # chosen: Foods 3.7 Beverages 2.5

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	23%
Bottled water - unflavored	7%
100% fruit / vegetable juice	7%
Nuts / seeds	6%
Greek yogurt, spoonable	5%
Whole wheat / grain bread	5%

Top-10 Nutrients: Regulates Your Blood Sugar

Nutrient	%
Fiber	30%
B Vitamins / B12	27%
Antioxidants	24%
Carbohydrates	22%
Calcium	21%
Protein	20%
Vitamin C	19%
Potassium	16%
Magnesium	15%
Vitamin A	15%
Vitamin D	15%
Whole grains	15%

Don't know: 20%

Base: 117 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Detailed Findings

Healthy Afternoon Snack Need State

Overall Summary: Healthy Afternoon Snack

Overall Rank Order of Top Benefits / Foods / Nutrients for Healthy Afternoon Snack

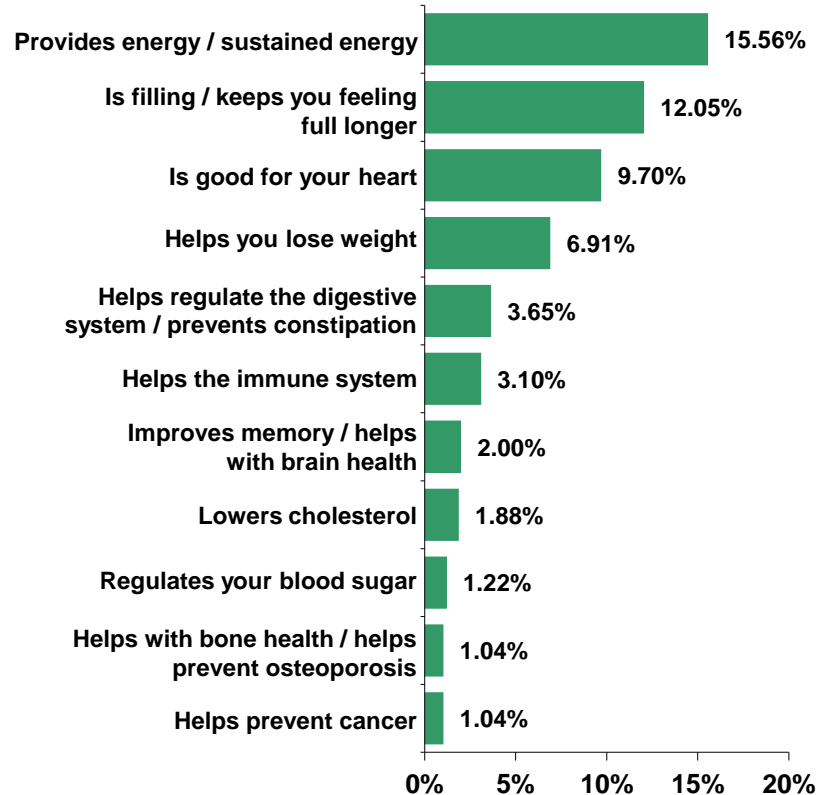| Benefits*		Foods / Beverages Consumed*		Nutrients*	
Top-10 most meaningful benefits		*Mentions of 15%+*		*Mentions of 10%+*	
Provides energy / sustained energy	15.56%	Fruit	50%	Fiber	22%
Is filling / keeps you feeling full longer	12.05%	*Bottled water - unflavored*	*31%*	Antioxidants	22%
		Yogurt, spoonable (non-Greek)	28%	Calcium	18%
Is good for your heart	9.70%	Nuts / seeds	27%	Vitamin C	18%
		Tap Water	*25%*	Protein	18%
Helps you lose weight	6.91%	Greek yogurt, spoonable	21%	B Vitamins / B12	17%
Helps regulate the digestive system / prevents constipation	3.65%	Vegetables (not baby or mini carrots)	20%	Vitamin D	16%
		100% fruit / vegetable juice	*19%*	Vitamin A	14%
Helps the immune system	3.10%	Granola bar	18%	Vitamin E	10%
		Protein bar	18%	Potassium	10%
Improves memory / helps with brain health	2.00%	Cheese - slices, cubes, wedges, etc.	17%		
		Peanut butter	15%	**Nutrients in foods / beverages Q.F*	
Lowers cholesterol	1.88%	Fiber bar	15%		
		Carrots (baby or mini)	15%		
Regulates your blood sugar	1.22%	Whole wheat / grain bread	14%		
		String cheese	14%		
Helps with bone health / helps prevent osteoporosis	1.04%	Cottage cheese	13%		
		Coffee	*12%*		
Helps prevent cancer	1.04%	*Hot tea*	*11%*		
		Cereal / breakfast bar	11%		
* Max-Diff Exercise Q.A - C		Trail mix	10%		
		Crackers	10%		
		Cold cereal with dairy milk	*10%*		

*Foods / beverages consumed Q.D

MarketTree
Let's See!

Top-10 Benefits: Healthy Afternoon Snack

Q.A / C — Which of the following is most important to you when deciding which foods or beverages you choose for the healthy afternoon snack you have? (Choose one answer.) And, looking at the benefit you chose as most important, is that really something you think about when choosing foods or beverages for a healthy afternoon snack, or not? (Choose one answer.)

➤ The healthy afternoon snack is a source of sustained energy and feeling full. Heart health and weight loss are also important.

Top-10 Benefits: Healthy Afternoon Snack

Benefit	Percentage
Provides energy / sustained energy	15.56%
Is filling / keeps you feeling full longer	12.05%
Is good for your heart	9.70%
Helps you lose weight	6.91%
Helps regulate the digestive system / prevents constipation	3.65%
Helps the immune system	3.10%
Improves memory / helps with brain health	2.00%
Lowers cholesterol	1.88%
Regulates your blood sugar	1.22%
Helps with bone health / helps prevent osteoporosis	1.04%
Helps prevent cancer	1.04%

Base: Total Respondents / Healthy Afternoon Snack (n=500)

All other benefits are values of 1.03% or less.

MarketTree
Let's See!

69

Top-10 Benefits: Healthy Afternoon Snack

Q.A / C   Which of the following is most important to you when deciding which foods or beverages you choose for the healthy afternoon snack you have? (Choose one answer.) And, looking at the benefit you chose as most important, is that really something you think about when choosing foods or beverages for a healthy afternoon snack , or not? (Choose one answer.)

➤ In regards to a healthy afternoon snack, weight loss is (of course) relatively more important to our weight conscious consumers. Regulating the digestive system makes it into the top-3 (in terms of importance) among the Silent Generation only.

1st 2nd 3rd	Total Health Conscious	Weight Conscious	Generation			
			Silent Gen.	Baby Boomer	Gen X-er	Millennial
Base: Total Respondents	(500) %	(177) %	(43) %	(190) %	(115) %	(152) %
Provides energy / sustained energy	15.56	14.96	14.08	12.21	18.67	17.80
Is filling / keeps you feeling full longer	12.05	9.15	6.37	13.92	13.79	10.00
Is good for your heart	9.70	9.54	9.22	10.46	9.33	9.17
Helps you lose weight	6.91	18.16	2.85	8.92	5.11	6.91
Helps regulate the digestive system / prevents constipation	3.65	2.70	9.33	3.35	2.32	3.41
Helps the immune system	3.10	1.72	0.48	4.32	2.92	2.47
Improves memory / helps with brain health	2.00	2.30	2.70	1.80	0.93	2.86
Lowers cholesterol	1.88	1.83	1.09	2.44	2.34	1.07
Regulates your blood sugar	1.22	2.29	0.33	2.40	0.30	0.70
Helps with bone health / helps prevent osteoporosis	1.04	1.48	4.23	1.09	0.49	0.51
Helps prevent cancer	1.04	1.07	0.52	1.76	0.95	0.36

MarketTree▸
Let's See!

Healthy Afternoon Snack Foods / Beverages / Nutrients for:
Provides Energy / Sustained Energy (15.56%)
(1 of 10)

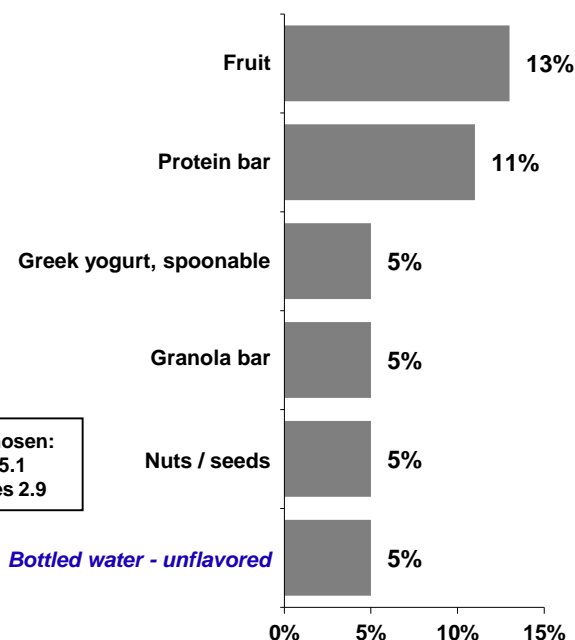*Q.D   Which foods / beverages do you consume for your healthy afternoon snack that provides energy / sustained energy? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy afternoon snack that provides energy / sustained energy? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy afternoon snack that provides energy / sustained energy? (Choose all that apply.)*

Benefit: *Provides Energy / Sustained Energy*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	56%
Nuts / seeds	37%
Protein bar	35%
Bottled water - unflavored	32%
Granola bar	30%
Yogurt, spoonable (non-Greek)	30%
Tap water	27%
Cheese – slices, cubes, wedges, etc.	25%
Peanut butter	25%
Coffee	23%

**Mean # chosen:
Foods 5.1
Beverages 2.9**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	13%
Protein bar	11%
Greek yogurt, spoonable	5%
Granola bar	5%
Nuts / seeds	5%
Bottled water - unflavored	5%

Top-10 Nutrients: Provide Energy / Sustained Energy

Nutrient	%
Protein	29%
Fiber	21%
Vitamin C	20%
Calcium	19%
B Vitamins / B12	17%
Vitamin D	16%
Antioxidants	14%
Carbohydrates	14%
Vitamin A	13%
Potassium	12%

**Don't know:
26%**

Base: 257 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

Healthy Afternoon Snack Foods / Beverages / Nutrients for:
Is Filling / Keeps You Feeling Full Longer (12.05%)
(2 of 10)

Q.D Which foods / beverages do you consume for your healthy afternoon snack that is filling / keeps you feeling full longer? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy afternoon snack that is filling / keeps you feeling full longer? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy afternoon snack that is filling / keeps you feeling full longer? (Choose all that apply.)

Benefit: *Is Filling / Keeps You Feeling Full Longer*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	38%
Nuts / seeds	31%
Peanut butter	28%
Cheese – slices, cubes, wedges, etc.	26%
Tap water	24%
Greek yogurt, spoonable	24%
Yogurt, spoonable (non-Greek)	21%
String cheese	19%
Bottled water - unflavored	19%
Granola bar	18%
Protein bar	18%

Mean # chosen:
Foods 4.1
Beverages 1.9

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	9%
Nuts / seeds	9%
Greek yogurt, spoonable	8%
Peanut butter	5%
Cheese – slices, cubes, wedges, etc.	5%
Protein bar	5%

Top-10 Nutrients: Is Filling / Keeps You Feeling Full Longer

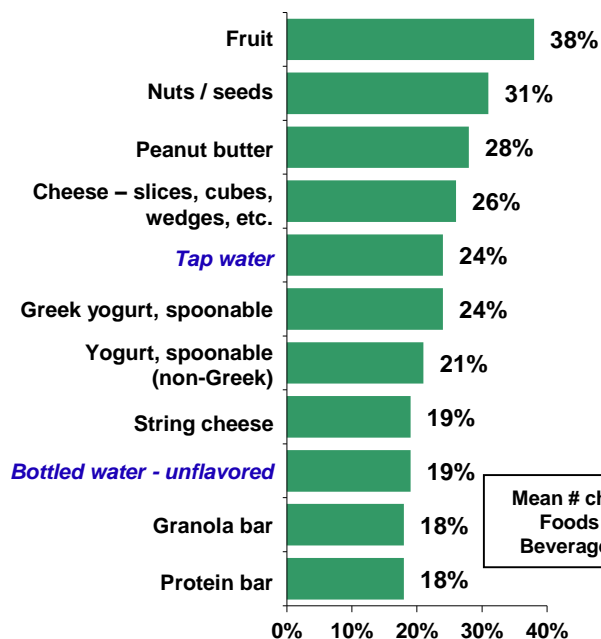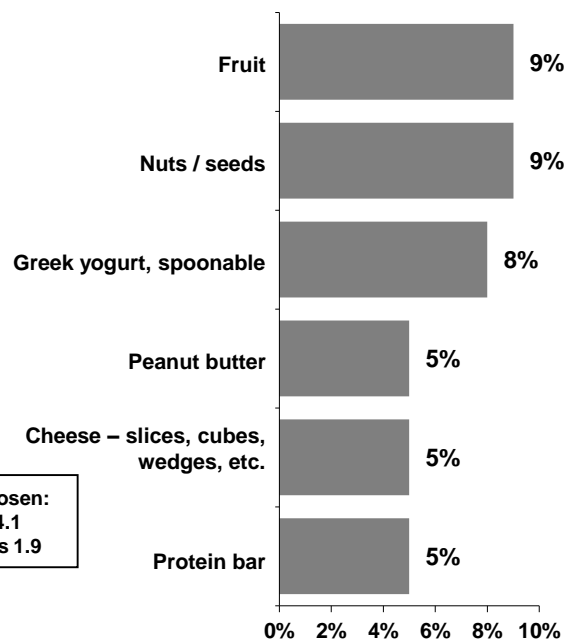| Nutrient	%
Protein	27%
Fiber	24%
Calcium	17%
Vitamin D	12%
B Vitamins / B12	11%
Vitamin A	10%
Antioxidants	10%
Carbohydrates	9%
Vitamin C	9%

Don't know: 33%

Base: 259 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy afternoon snack that is good for your heart? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy afternoon snack that is good for your heart? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy afternoon snack that is good for your heart? (Choose all that apply.)

Benefit: *Is Good for Your Heart*

Top-10 Most Common Foods / Beverages Consumed

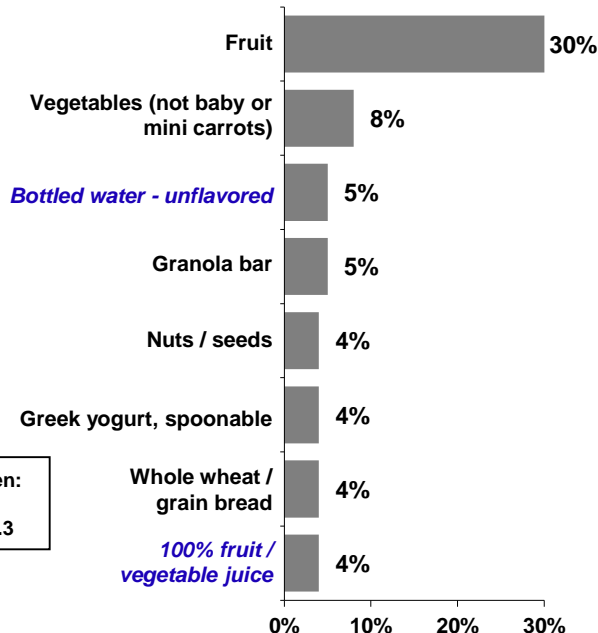| Food / Beverage	%
Fruit	55%
Bottled water - unflavored	42%
Vegetables (not baby or mini carrots)	27%
Tap water	26%
Nuts / seeds	25%
Granola bar	24%
Carrots (baby or mini)	24%
Yogurt, spoonable (non-Greek)	20%
100% fruit / vegetable juice	19%
Whole wheat / grain bread	18%

**Mean # chosen:
Foods 3.9
Beverages 2.3**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	30%
Vegetables (not baby or mini carrots)	8%
Bottled water - unflavored	5%
Granola bar	5%
Nuts / seeds	4%
Greek yogurt, spoonable	4%
Whole wheat / grain bread	4%
100% fruit / vegetable juice	4%

Top-10 Nutrients: Is Good for Your Heart

Nutrient	%
Antioxidants	28%
Fiber	28%
Vitamin C	22%
B Vitamins / B12	19%
Calcium	17%
Vitamin D	16%
Protein	13%
Vitamin A	13%
Vitamin E	10%
Omega-3's	9%
Potassium	9%
Whole grains	9%

Don't know: 24%

Base: 172 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D Which foods / beverages do you consume for your healthy afternoon snack that helps you lose weight? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy afternoon snack that helps you lose weight? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy afternoon snack that helps you lose weight? (Choose all that apply.)

Benefit: *Helps You Lose Weight*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	64%
Bottled water - unflavored	41%
Tap water	39%
Yogurt, spoonable (non-Greek)	34%
Greek yogurt, spoonable	29%
Nuts / seeds	28%
Vegetables (not baby or mini carrots)	24%
Carrots (baby or mini)	22%
Protein bar	20%
Fiber bar	18%
Cottage cheese	18%

Mean # chosen:
Foods 3.9
Beverages 2.3

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	30%
Bottled water - unflavored	9%
Tap water	8%
Vegetables (not baby or mini carrots)	5%
Yogurt, spoonable (non-Greek)	4%

Top-10 Nutrients: Helps You Lose Weight

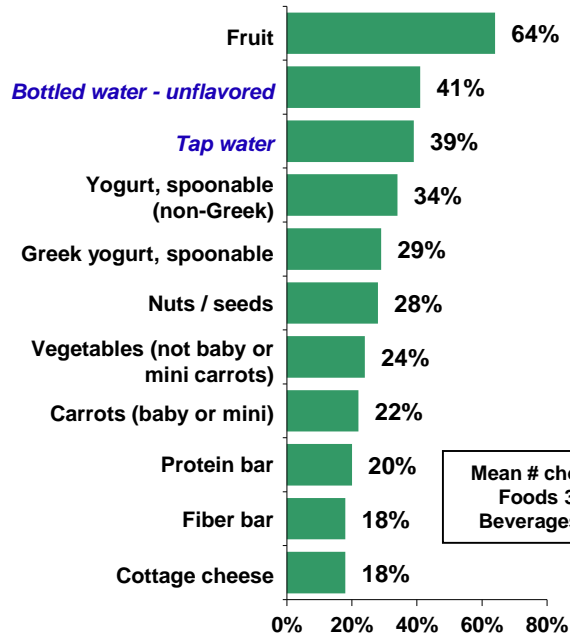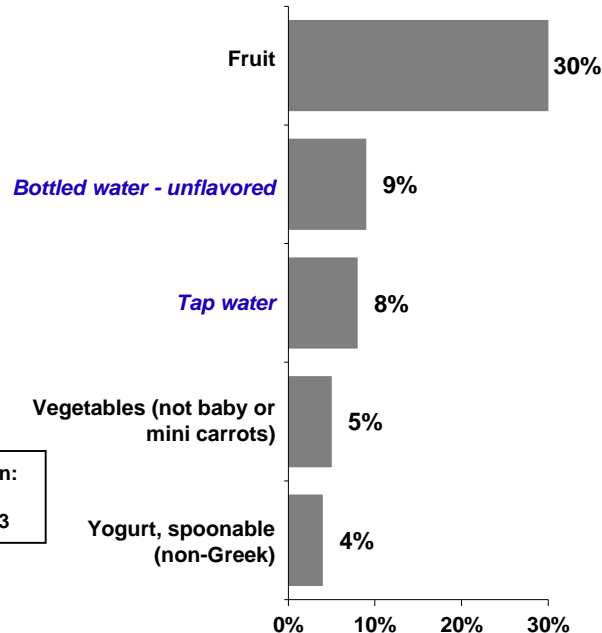| Nutrient	%
Fiber	22%
Antioxidants	21%
Vitamin C	19%
B Vitamins / B12	16%
Vitamin D	16%
Protein	12%
Vitamin A	11%
Calcium	11%
Potassium	10%
Vitamin E	10%

Don't know:
35%

Base: 177 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy afternoon snack that helps regulate the digestive system / prevents constipation? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy afternoon snack that helps regulate the digestive system / prevents constipation? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy afternoon snack that helps regulate the digestive system / prevents constipation? (Choose all that apply.)

Benefit: *Helps Regulate the Digestive System / Prevents Constipation*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	55%
Yogurt, spoonable (non-Greek)	47%
Tap water	36%
Bottled water - unflavored	36%
Greek yogurt, spoonable	32%
Fiber bar	31%
Nuts / seeds	27%
100% fruit / vegetable juice	26%
Granola bar	23%
Vegetables (not baby or mini carrots)	23%

Mean # chosen:
Foods 4.1
Beverages 2.1

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Yogurt, spoonable (non-Greek)	15%
Fruit	14%
Fiber bar	11%
Greek yogurt, spoonable	9%
Tap water	5%
Bottled water - unflavored	5%
Granola bar	5%
100% fruit / vegetable juice	5%

Top-10 Nutrients: Helps Regulate the Digestive System / Prevents Constipation

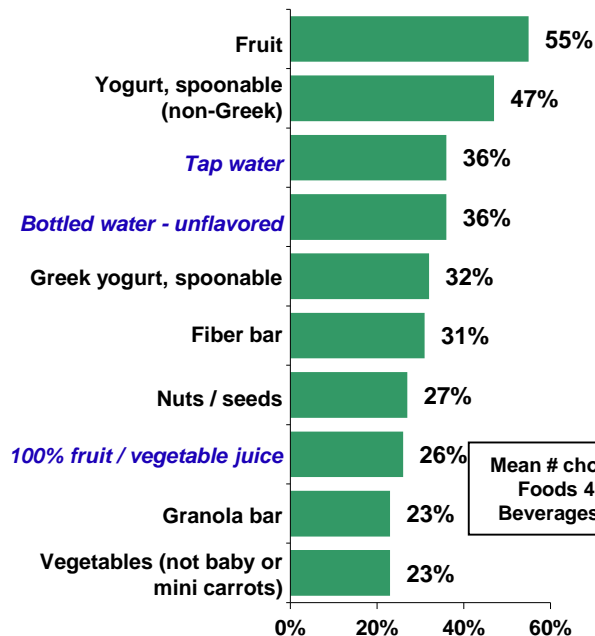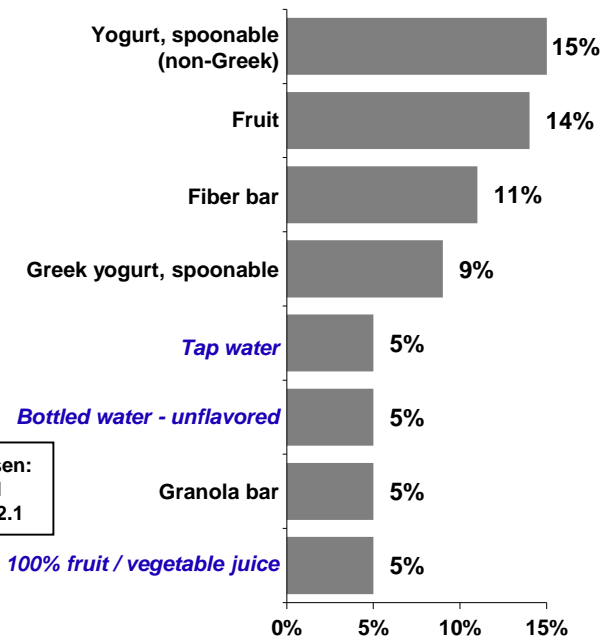| Nutrient	%
Fiber	40%
Antioxidants	20%
Calcium	14%
Vitamin C	14%
Probiotics	13%
Acidophilus	12%
Vitamin D	12%
Protein	12%
Vitamin A	12%
B Vitamins / B12	10%

Don't know: 20%

Base: 157 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy afternoon snack that helps the immune system? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy afternoon snack that helps the immune system? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy afternoon snack that helps the immune system? (Choose all that apply.)

Benefit: *Helps the Immune System*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	61%
Yogurt, spoonable (non-Greek)	33%
100% fruit / vegetable juice	33%
Nuts / seeds	33%
Bottled water - unflavored	33%
Vegetables (not baby or mini carrots)	27%
Tap water	27%
Greek yogurt, spoonable	21%
Carrots (baby or mini)	20%
Whole wheat / grain bread	18%
Granola bar	18%

**Mean # chosen:
Foods 3.9
Beverages 2.4**

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	23%
Yogurt, spoonable (non-Greek)	8%
Greek yogurt, spoonable	8%
100% fruit / vegetable juice	8%
Bottled water - unflavored	5%

Top-10 Nutrients: Helps the Immune System

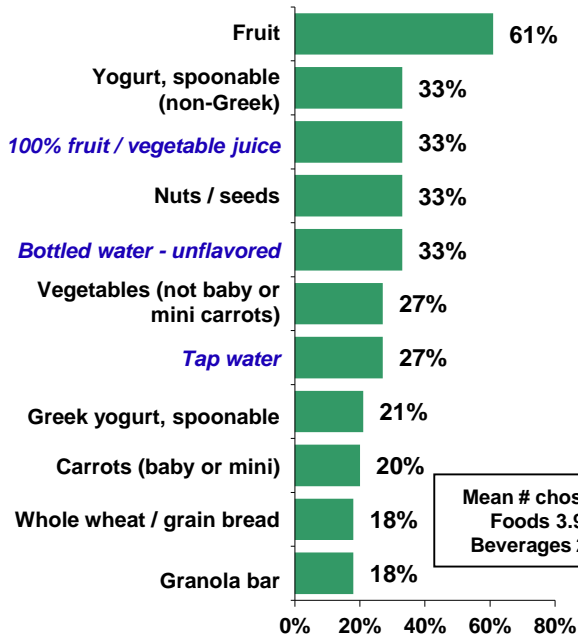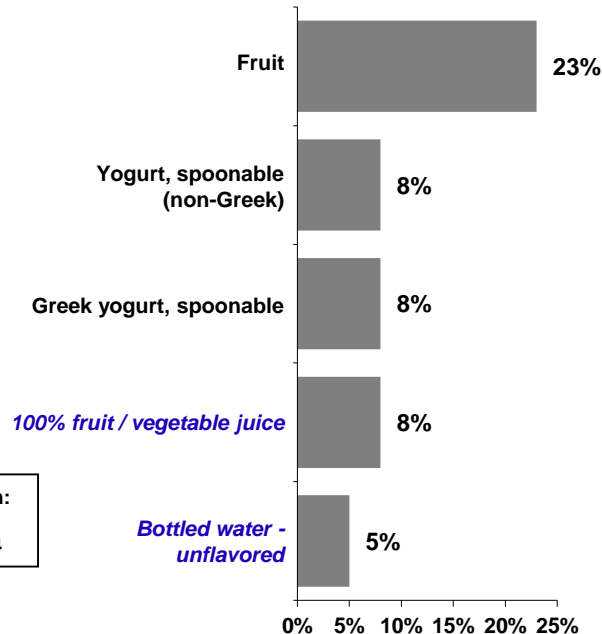| Nutrient	%
Vitamin C	37%
Antioxidants	35%
B Vitamins / B12	24%
Vitamin D	22%
Calcium	20%
Fiber	20%
Vitamin A	18%
Vitamin E	18%
Omega-3's	15%
Folic acid	11%
Iron	11%
Protein	11%
Potassium	11%

Don't know: 20%

Base: 114 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Healthy Afternoon Snack Foods / Beverages / Nutrients for:
Improves Memory / Helps with Brain Health (2.00%)
(7 of 10)

Q.D   Which foods / beverages do you consume for your healthy afternoon snack that improves memory / helps with brain health? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy afternoon snack that improves memory / helps with brain health? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy afternoon snack that improves memory / helps with brain health? (Choose all that apply.)
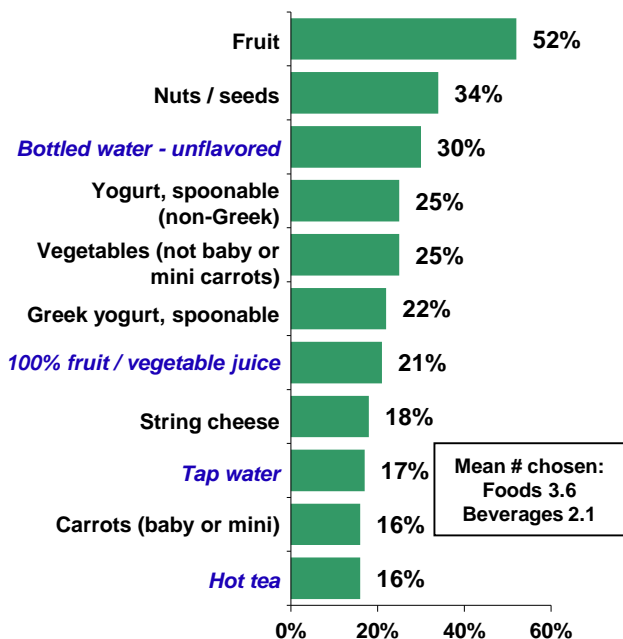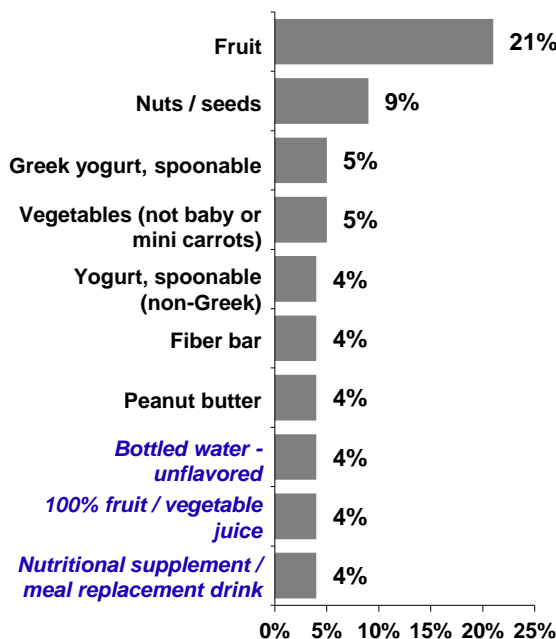
Benefit: *Improves Memory / Helps with Brain Health*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	52%
Nuts / seeds	34%
Bottled water - unflavored	30%
Yogurt, spoonable (non-Greek)	25%
Vegetables (not baby or mini carrots)	25%
Greek yogurt, spoonable	22%
100% fruit / vegetable juice	21%
String cheese	18%
Tap water	17%
Carrots (baby or mini)	16%
Hot tea	16%

Mean # chosen:
Foods 3.6
Beverages 2.1

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	21%
Nuts / seeds	9%
Greek yogurt, spoonable	5%
Vegetables (not baby or mini carrots)	5%
Yogurt, spoonable (non-Greek)	4%
Fiber bar	4%
Peanut butter	4%
Bottled water - unflavored	4%
100% fruit / vegetable juice	4%
Nutritional supplement / meal replacement drink	4%

Top-10 Nutrients: Improves Memory / Helps with Brain Health
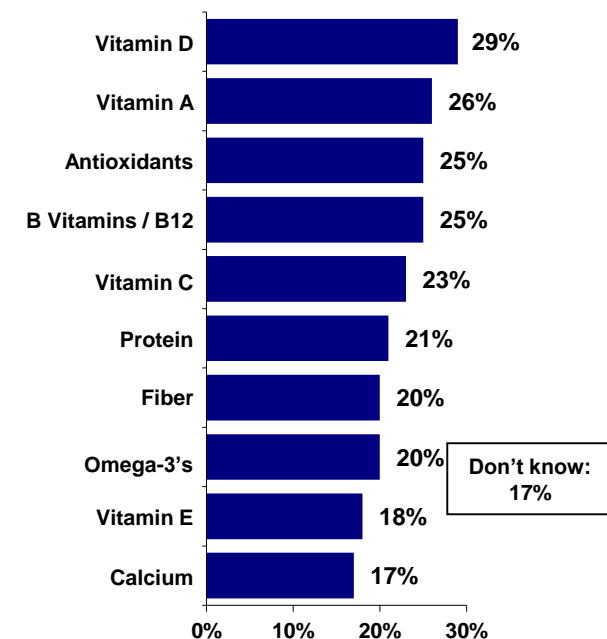
Nutrient	%
Vitamin D	29%
Vitamin A	26%
Antioxidants	25%
B Vitamins / B12	25%
Vitamin C	23%
Protein	21%
Fiber	20%
Omega-3's	20%
Vitamin E	18%
Calcium	17%

Don't know: 17%

Base: 77 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!™

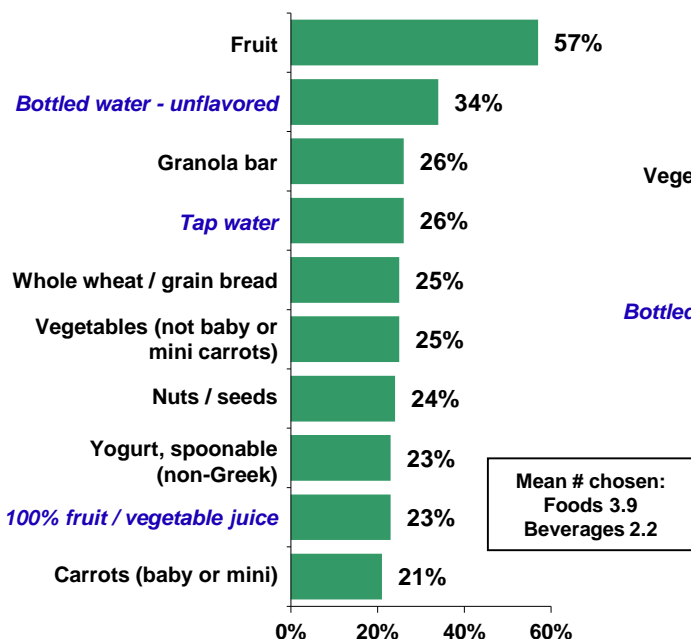# Healthy Afternoon Snack Foods / Beverages / Nutrients for:
Lowers Cholesterol (1.88%)
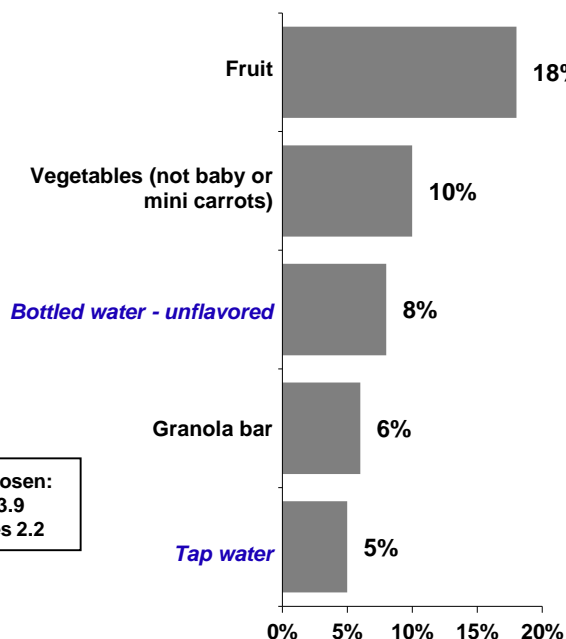**(8 of 10)**

Q.D   Which foods / beverages do you consume for your healthy afternoon snack that lowers cholesterol? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy afternoon snack that lowers cholesterol? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy afternoon snack that lowers cholesterol? (Choose all that apply.)
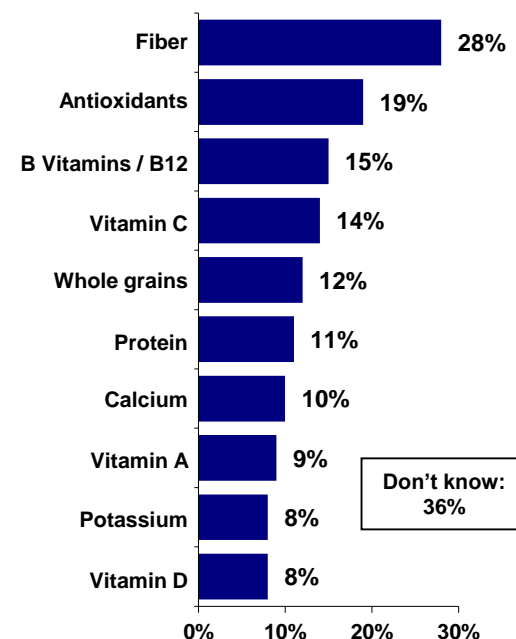
Benefit: *Lowers Cholesterol*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	57%
Bottled water - unflavored	34%
Granola bar	26%
Tap water	26%
Whole wheat / grain bread	25%
Vegetables (not baby or mini carrots)	25%
Nuts / seeds	24%
Yogurt, spoonable (non-Greek)	23%
100% fruit / vegetable juice	23%
Carrots (baby or mini)	21%

Mean # chosen:
Foods 3.9
Beverages 2.2

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	18%
Vegetables (not baby or mini carrots)	10%
Bottled water - unflavored	8%
Granola bar	6%
Tap water	5%

Top-10 Nutrients: Lowers Cholesterol

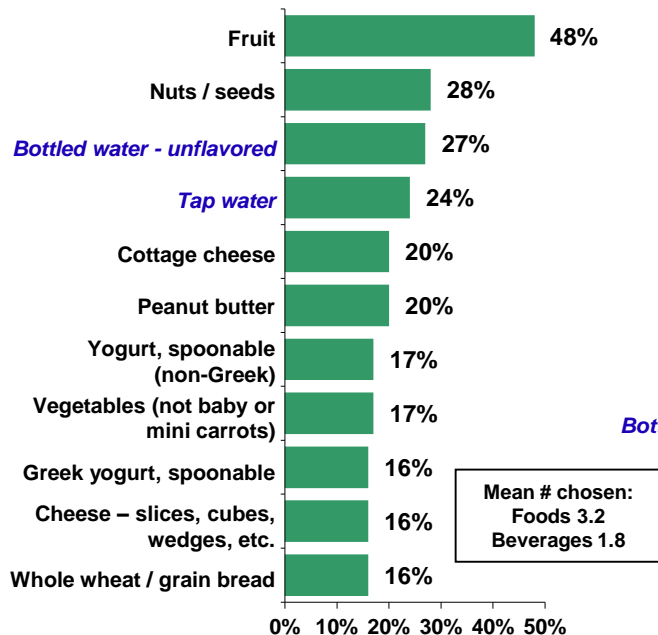| Nutrient	%
Fiber	28%
Antioxidants	19%
B Vitamins / B12	15%
Vitamin C	14%
Whole grains	12%
Protein	11%
Calcium	10%
Vitamin A	9%
Potassium	8%
Vitamin D	8%

Don't know:
36%

Base: 109 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.
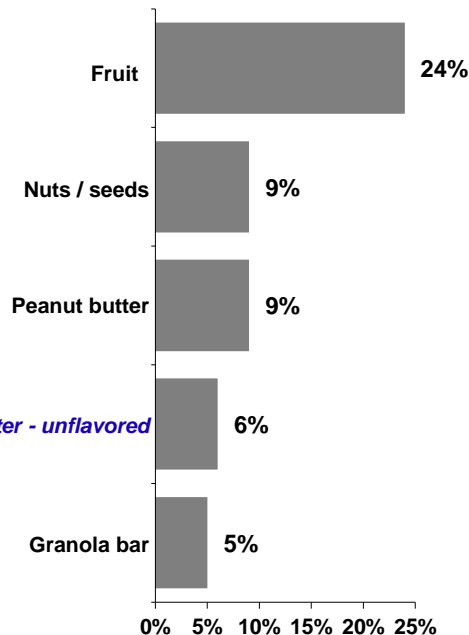
MarketTree
Let's See!

Q.D   Which foods / beverages do you consume for your healthy afternoon snack that regulates your blood sugar? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy afternoon snack that regulates your blood sugar? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy afternoon snack that regulates your blood sugar? (Choose all that apply.)
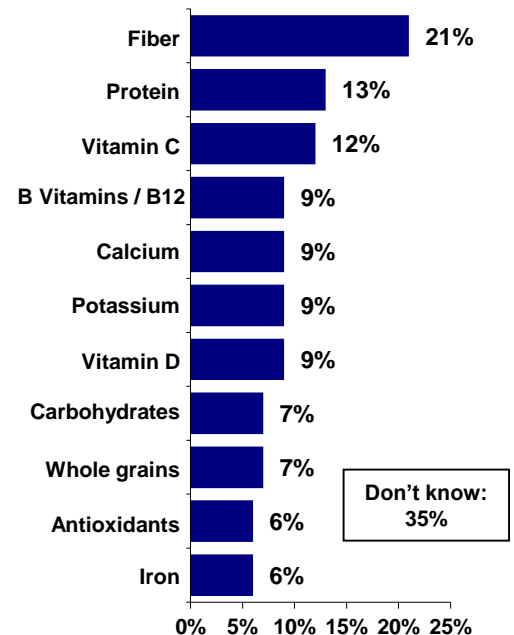
Benefit: *Regulates Your Blood Sugar*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	48%
Nuts / seeds	28%
Bottled water - unflavored	27%
Tap water	24%
Cottage cheese	20%
Peanut butter	20%
Yogurt, spoonable (non-Greek)	17%
Vegetables (not baby or mini carrots)	17%
Greek yogurt, spoonable	16%
Cheese – slices, cubes, wedges, etc.	16%
Whole wheat / grain bread	16%

Mean # chosen:
Foods 3.2
Beverages 1.8

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	24%
Nuts / seeds	9%
Peanut butter	9%
Bottled water - unflavored	6%
Granola bar	5%

Top-10 Nutrients: Regulates Your Blood Sugar

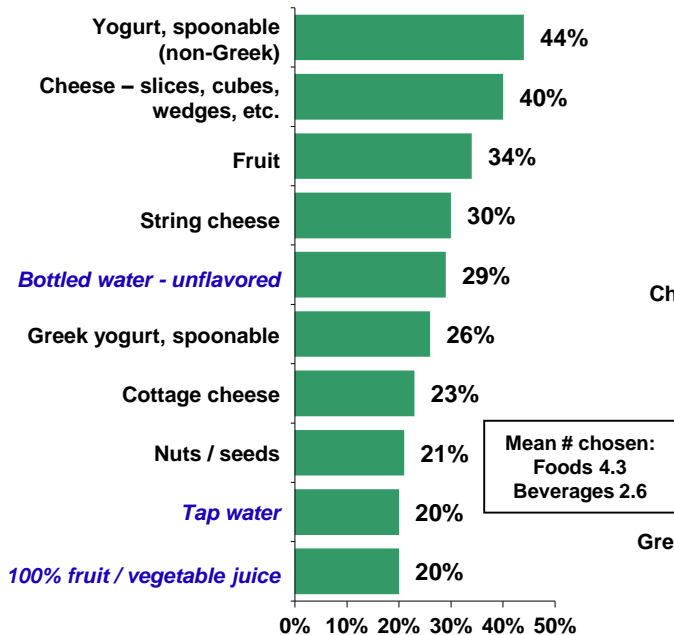| Nutrient	%
Fiber	21%
Protein	13%
Vitamin C	12%
B Vitamins / B12	9%
Calcium	9%
Potassium	9%
Vitamin D	9%
Carbohydrates	7%
Whole grains	7%
Antioxidants	6%
Iron	6%

Don't know: 35%

Base: 82 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

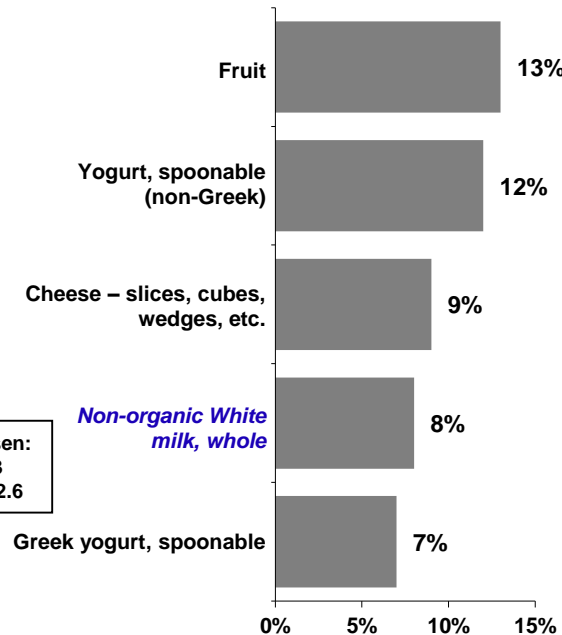# Helps with Bone Health / Helps Prevent Osteoporosis (1.04%)
(10 of 10)

Q.D Which foods / beverages do you consume for your healthy afternoon snack that helps with bone health / helps prevent osteoporosis? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy afternoon snack that helps with bone health / helps prevent osteoporosis? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy afternoon snack that helps with bone health / helps prevent osteoporosis? (Choose all that apply.)

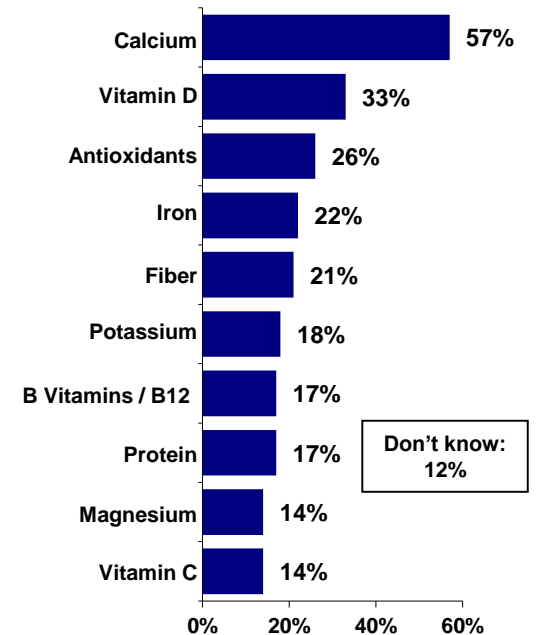## Benefit: *Helps with Bone Health / Helps Prevent Osteoporosis*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Yogurt, spoonable (non-Greek)	44%
Cheese – slices, cubes, wedges, etc.	40%
Fruit	34%
String cheese	30%
Bottled water - unflavored	29%
Greek yogurt, spoonable	26%
Cottage cheese	23%
Nuts / seeds	21%
Tap water	20%
100% fruit / vegetable juice	20%

Mean # chosen:
Foods 4.3
Beverages 2.6

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	13%
Yogurt, spoonable (non-Greek)	12%
Cheese – slices, cubes, wedges, etc.	9%
Non-organic White milk, whole	8%
Greek yogurt, spoonable	7%

Top-10 Nutrients: Helps with Bone Health / Helps Prevent Osteoporosis

Nutrient	%
Calcium	57%
Vitamin D	33%
Antioxidants	26%
Iron	22%
Fiber	21%
Potassium	18%
B Vitamins / B12	17%
Protein	17%
Magnesium	14%
Vitamin C	14%

Don't know: 12%

Base: 77 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.
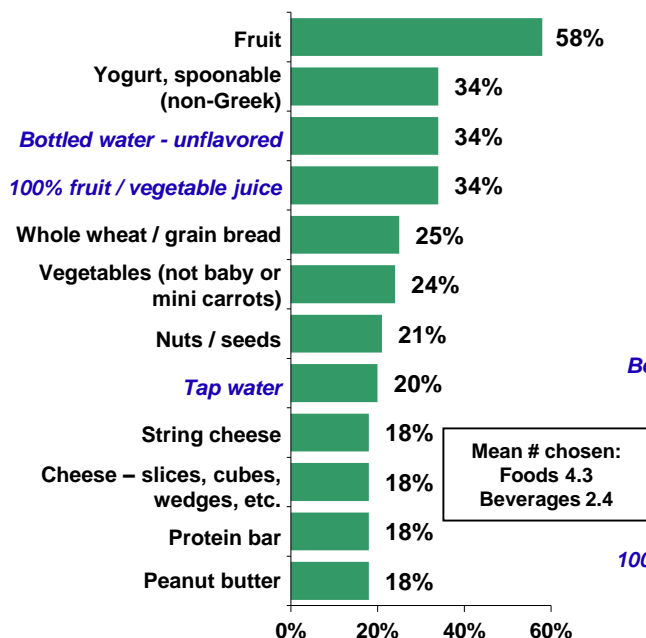
MarketTree *Let's See!™*

Healthy Afternoon Snack Foods / Beverages / Nutrients for:
Helps Prevent Cancer (1.04%)
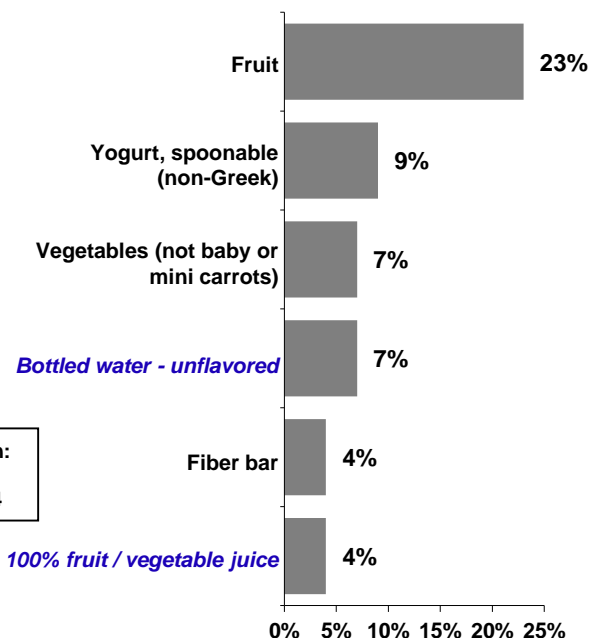**(10 of 10)**

Q.D   Which foods / beverages do you consume for your healthy afternoon snack that helps prevent cancer? (Choose all that apply.) / Q.E Which one of these foods / beverages do you consider your primary or most important source for your healthy afternoon snack that helps prevent cancer? (Choose one answer.) / Q.F Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy afternoon snack that helps prevent cancer? (Choose all that apply.)
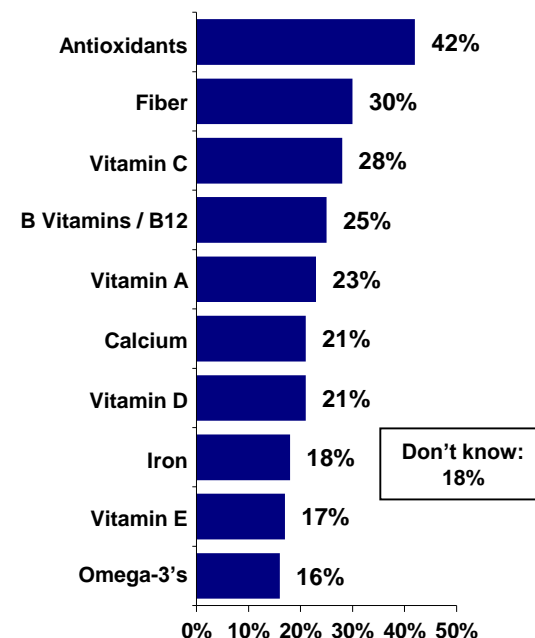
Benefit: *Helps Prevent Cancer*

Top-10 Most Common Foods / Beverages Consumed

Food / Beverage	%
Fruit	58%
Yogurt, spoonable (non-Greek)	34%
Bottled water - unflavored	34%
100% fruit / vegetable juice	34%
Whole wheat / grain bread	25%
Vegetables (not baby or mini carrots)	24%
Nuts / seeds	21%
Tap water	20%
String cheese	18%
Cheese – slices, cubes, wedges, etc.	18%
Protein bar	18%
Peanut butter	18%

Mean # chosen:
Foods 4.3
Beverages 2.4

Top-5 Most Important Foods / Beverages

Food / Beverage	%
Fruit	23%
Yogurt, spoonable (non-Greek)	9%
Vegetables (not baby or mini carrots)	7%
Bottled water - unflavored	7%
Fiber bar	4%
100% fruit / vegetable juice	4%

Top-10 Nutrients: Helps Prevent Cancer

Nutrient	%
Antioxidants	42%
Fiber	30%
Vitamin C	28%
B Vitamins / B12	25%
Vitamin A	23%
Calcium	21%
Vitamin D	21%
Iron	18%
Vitamin E	17%
Omega-3's	16%

Don't know: 18%

Base: 71 total times the benefit in red above was chosen as the most important benefit when shown among the subset of benefits during the max-diff exercise.

MarketTree
Let's See!

Detailed Findings

Additional Findings

Need State Frequency

➤ Overall consumers experience the breakfast, lunch, and dinner need states about 3 to 4 times a week, on average, and the snacking need states about 2 to 3 times.

➤ However, during the Max-Diff exercise, a large percentage (about 25% to 35%) weren't really looking for specific benefits when choosing foods / beverages for specific need states.

Weight conscious consumers and those in the Silent Generation are more likely to be looking for healthy breakfasts and dinners.	Total Health Conscious	Weight Conscious	Generation			
			Silent Gen.	Baby Boomer	Gen X-er	Millennial
Base: Total Respondents	(2,500) % A	(1,023) % B	(243) % C	(945) % D	(515) % E	(797) % F
Healthy Breakfast						
Less than once a week	18BC	11	13	20BCF	18BC	16B
Once a week or more often	83	89ADEF	87ADE	80	82	84D
Mean # times per week	*3.5*	*3.9ADEF*	*4.3ABDEF*	*3.5*	*3.4*	*3.4*
Healthy Lunch						
Less than once a week	16BEF	11	18BEF	21ABEF	12	12
Once a week or more often	84D	89ACD	82	79	88ACD	88ACD
Mean # times per week	*3.1D*	*3.4AD*	*3.3D*	*2.9*	*3.2D*	*3.3D*
Healthy Dinner						
Less than once a week	7B	3	5	8B	8B	7B
Once a week or more often	93	97ADEF	95	93	92	94
Mean # times per week	*3.9*	*4.2ADEF*	*4.4ADEF*	*4.0*	*3.8*	*3.8*

Letters indicate a statistically significant difference compared to the referenced column(s) at the 95% level of confidence.
Significant differences are shaded. Columns tested: ABCDEF.

MarketTree
Let's See!

continued

Need State Frequency (continued)

Q.12   There are as many different types of meals as there are different types of people. I'd like for you to read through each of the following and indicate how often, if it all, in a typical week you personally have each of the following. (Choose one for each.)

continued from previous page

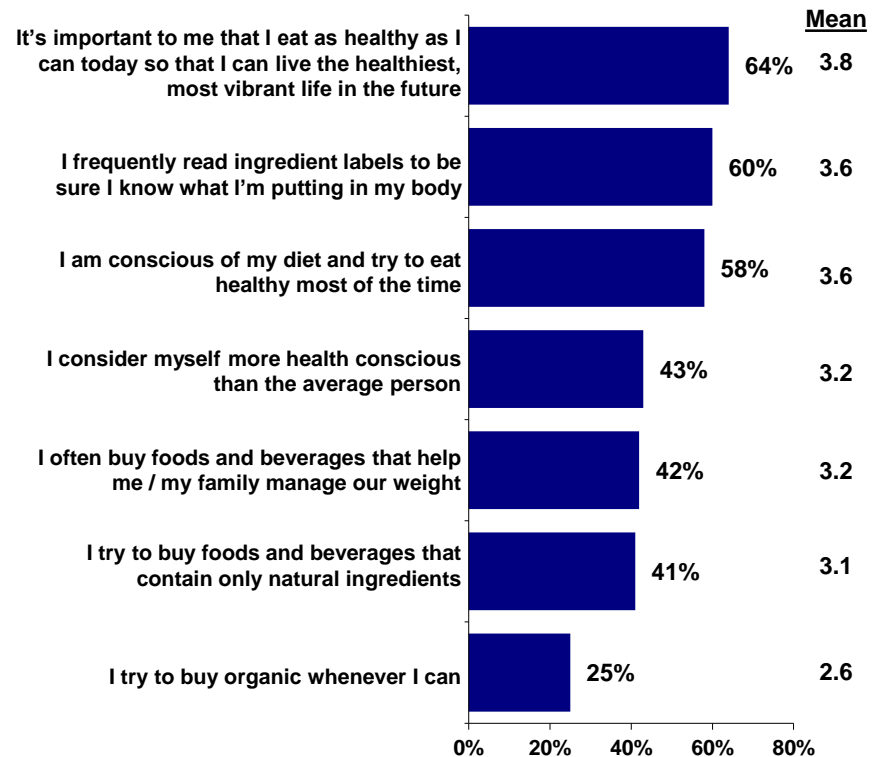| Gen X-ers and Millennials are more likely to be snacking than are older generations.	Total Health Conscious	Weight Conscious	Generation			
			Silent Gen.	Baby Boomer	Gen X-er	Millennial
Base: Total Respondents	(2,500) % A	(1,023) % B	(243) % C	(945) % D	(515) % E	(797) % F
Healthy Morning Snack						
Less than once a week	30BEF	24F	57ABDEF	38ABEF	22	19
Once a week or more often	70CD	76ACD	43	62C	78ACD	81ABCD
Mean # times per week	*2.6CD*	*2.9ACD*	*1.9*	*2.3C*	*2.8ACD*	*3.0ACD*
Healthy Afternoon Snack						
Less than once a week	19BEF	16F	41ABDEF	24ABEF	13F	10
Once a week or more often	81CD	85ACD	59	76C	87ACD	91ABCDE
Mean # times per week	*2.9CD*	*3.1ACD*	*2.2*	*2.6C*	*2.9CD*	*3.3ACDE*

Letters indicate a statistically significant difference compared to the referenced column(s) at the 95% level of confidence.
Significant differences are shaded. Columns tested: ABCDEF.

MarketTree
Let's See!

Agreement Ratings

Q.13 On a five-point scale where a 5 means "Agree Completely" and a 1 means "Disagree Completely," how much do you agree or disagree with each of the following statements?

➤ While many agree it's important to eat healthy and claim to read labels, relatively few are buying foods / beverages specifically for weight management.

➤ Those in the Silent Generation and Baby Boomers are more likely than their younger counterparts to read labels and to be conscious of their diet / try to eat healthy.

➤ Millennials are more likely to buy organic.

Agreement Ratings: % Top-2 Box
(5 = Agree Completely, 1 = Disagree Completely)

	% Top-2 Box	**Mean**
It's important to me that I eat as healthy as I can today so that I can live the healthiest, most vibrant life in the future	64%	3.8
I frequently read ingredient labels to be sure I know what I'm putting in my body	60%	3.6
I am conscious of my diet and try to eat healthy most of the time	58%	3.6
I consider myself more health conscious than the average person	43%	3.2
I often buy foods and beverages that help me / my family manage our weight	42%	3.2
I try to buy foods and beverages that contain only natural ingredients	41%	3.1
I try to buy organic whenever I can	25%	2.6

0% 20% 40% 60% 80%

Base: Total Respondents (2,500)

MarketTree
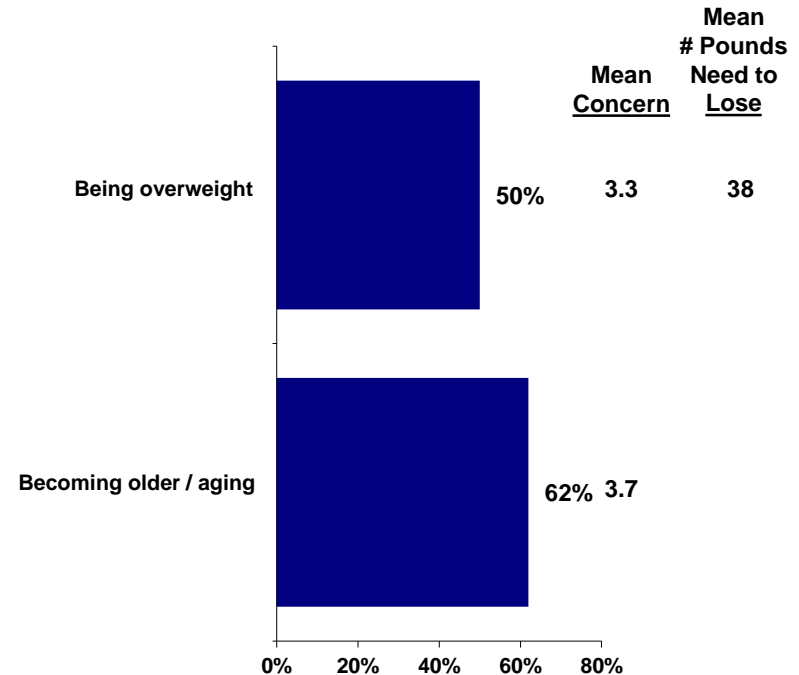*Let's See!*

Weight / Age Concern

Q.14 Thinking about where you are in your life right now, please tell me how concerned, if at all, you are with each of the following using a five-point scale where a 5 means you are "Very Concerned" and a 1 means you are "Not At All Concerned." / Q.15 And, in your opinion, how many pounds would you need to lose to feel generally more healthy - not necessarily the ideal / perfect weight, but a generally healthier weight?

➤ Half are concerned about being overweight and nearly two-thirds are concerned about aging.

➤ Those in the Silent Generation are least likely to be concerned about being overweight.

➤ Millennials are least likely to be concerned about aging.

Weight Concern: % Top-2 Box
(5 = Very Concerned, 1 = Not at All Concerned)

	Mean Concern	Mean # Pounds Need to Lose
Being overweight — 50%	3.3	38
Becoming older / aging — 62%	3.7	

0% 20% 40% 60% 80%

Base: Q.14 Total Respondents (2,500) /
Q.15 Total Concerned About Weight (1,245)

Benefits of Milk, Cheese, Yogurt

Q.16 / 17 / 18   Based on anything you've read, heard, seen, or experienced, what are the benefits of milk / cheese / yogurt?

- ➤ Milk and cheese are primarily associated with bone health. Milk is also associated with being good for teeth and building muscle, while cheese is associated with being filling.

- ➤ Yogurt is primarily associated with regulating the digestive system, helping with weight loss, and helping the immune system.

- ➤ Those in the Silent and Baby Boomer generations more strongly associate milk and cheese with bone and tooth health than do other generations.

- ➤ Those in the Silent Generation also more strongly associate milk and cheese with providing energy.

- ➤ Gen X-ers more strongly associate milk and cheese with building muscle.

- ➤ Those in the Silent and Baby Boomer generations more strongly associate yogurt with regulating the digestive system than do younger generations.

	Milk	Cheese	Yogurt
Base: Total Respondents (2,500)	% A	% B	% C
Benefits mentioned by 10% or more for milk, cheese, or yogurt			
Helps with bone health / helps prevent osteoporosis	66BC	50C	42
Is good for teeth	65BC	33	31
Builds muscles	49BC	27C	19
Is good for hair, skin, nails	36BC	20	23B
Is filling / keeps you feeling full longer	31	41AC	29
Improves joint health and mobility	29BC	13	17B
Provides energy / sustained energy	26	27	27
Helps the immune system	20B	11	33AB
Is good for your heart	19B	10	25AB
Helps you lose weight	15B	8	39AB
Helps regulate the digestive system / prevents constipation	14B	11	53AB
Prevents muscle cramps	12BC	6	8B
Is good for eyes / sight	12BC	6	8B
Lowers cholesterol	8B	7	20AB
Regulates your blood sugar	7	8	13AB
Lowers blood pressure	7	6	11AB
Speeds up the metabolism	6B	5	12AB
Helps cleanse the body of toxins	5B	4	21AB
Rids the body of free radicals	4	3	10AB

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Letters indicate a statistically significant difference compared to the referenced column(s) at the 95% level of confidence. Significant differences are shaded. Columns tested: ABC.

Detailed Findings

Demographic Profile of Respondents

MarketTree ▶
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Demographic Profile

➤ The table on the following pages details the demographic characteristics of those participating in this research.

	Total Health Cons.	Weight Cons.	Generation				Need State				
			Silent Gen.	Baby Boomer	Gen X-er	Millen-nial	Break-Fast	Lunch	Dinner	Morn. Snack	Aft. Snack
Base: Total Respondents	(2,500) % A	(1,023) % B	(243) % C	(945) % D	(515) % E	(797) % F	(500) % N	(500) % O	(500) % P	(500) % Q	(500) % R
Region											
Northeast	20	20	21	17	24D	20	20	20	19	18	22
Midwest	24	24	26	26	23	22	26	21	27	23	22
South	36	35	33	38	35	34	35	36	35	35	37
West	21	21	21	20	18	24E	19	23	20	23	19
Gender											
Female	53	58ADFPR	54	54	53	53	54	56	51	53	51
Male	47B	42	47	47B	47	47B	46	44	49	47	49
Age											
Mean	47EFQ	46EFG	74ABDEF	58ABEF	43F	29	48BQ	47	49	44	47

Letters indicate a statistically significant difference compared to the referenced column(s) at the 95% level of confidence.
Significant differences are shaded. Columns tested: ABCDEF / ABNOPQR.

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continued

Demographic Profile (continued)

continued from previous page

	Total Health Cons.	Weight Cons.	Generation				Need State				
			Silent Gen.	Baby Boomer	Gen X-er	Millen- nial	Break- Fast	Lunch	Dinner	Morn. Snack	Aft. Snack
Base: Total Respondents	(2,500) % A	(1,023) % B	(243) % C	(945) % D	(515) % E	(797) % F	(500) % N	(500) % O	(500) % P	(500) % Q	(500) % R
Ethnicity											
Caucasian	78F	78F	91ABDEF	81F	79F	71	79	80	78	78	77
African American	9C	9C	5	10C	9C	9C	8	9	10	9	9
Hispanic or Latino	8CD	10CD	1	6C	7C	15ABCDE	8	8	8	9	9
Native American	2B	1	2	2B	2	2B	2B	1	1	1	2
Asian or Pacific Islander	1	1	<1	1	1	1	1	1	<1	1	1
Some other ethnicity	2	2	1	2	2	2	2	2	2	2	2
Education											
Some high school or less	3	2	1	3	2	4CE	3	3	3	2	2
Completed high school	21	20	21	22	23	19	23	19	19	20	25
Some college	34	34	36	34	30	34	36	32	34	32	33
Completed college or more	42	43N	42	40	45	43	38	46	42	46	39

Letters indicate a statistically significant difference compared to the referenced column(s) at the 95% level of confidence.
Significant differences are shaded. Columns tested: ABCDEF / ABNOPQR.

MarketTree
Let's See!

continued

Demographic Profile (continued)

continued from previous page

	Total Health Cons.	Weight Cons.	Generation				Need State				
			Silent Gen.	Baby Boomer	Gen X-er	Millen-nial	Break-Fast	Lunch	Dinner	Morn. Snack	Aft. Snack
Base: Total Respondents	(2,500) % A	(1,023) % B	(243) % C	(945) % D	(515) % E	(797) % F	(500) % N	(500) % O	(500) % P	(500) % Q	(500) % R
Employment Status											
Full-time	42CD	42CD	3	36C	58ABCDF	51ABCD	39	42	40	47	42
Part-time	12C	12C	7	11	10	16ABCDE	13	13	11	11	12
Homemaker	12CD	12C	3	9C	15CD	15ABCD	12	13	10	13	11
Retired / unemployed / other	33EFQ	32EFQ	87ABDEF	43ABEF	16	15	36OQ	30	37	27	34
Prefer not to say	2CDN	2CDN	<1	1	1	3ACD	<1	2	2	3	1
Household Income											
Mean (in thousands)	*$56CFR*	*$57CFR*	*$50*	*$56C*	*$62ABCDF*	*$53*	*$55*	*$57*	*$56*	*$59*	*$53*
Marital Status											
Single	26CD	27CD	7	17C	25CD	44ABCDE	26	24	25	25	31
Married	48F	50CFR	43	53ACF	51CF	42	49	49	48	51	44
Separated / divorced / widowed	18BF	16F	47ABDEF	25ABEF	16F	4	19	21	20	15	18
Domestic partnership	7C	7C	3	6C	7C	9ACD	6	6	7	8	7
Prefer not to say	1R	1R	<1	<1	1	1	1	1	<1	1	--

Letters indicate a statistically significant difference compared to the referenced column(s) at the 95% level of confidence.
Significant differences are shaded. Columns tested: ABCDEF / ABNOPQR.

MarketTree
Let's See!

continued

Demographic Profile (continued)

continued from previous page

	Total Health Cons.	Weight Cons.	Generation				Need State				
			Silent Gen.	Baby Boomer	Gen X-er	Millen-nial	Break-Fast	Lunch	Dinner	Morn. Snack	Aft. Snack
Base: Total Respondents	(2,500) % A	(1,023) % B	(243) % C	(945) % D	(515) % E	(797) % F	(500) % N	(500) % O	(500) % P	(500) % Q	(500) % R
Number in Household											
Mean	2.6CD	2.6CDN	1.7	2.2C	2.9ABCD	3.0ABCD	2.4	2.6	2.6	2.7	2.5
Children in Household											
Yes	34CD	35CD	4	17C	54ABCD	51ABCD	30	36	33	39	31
No	66EFQ	65EF	96ABDEF	83ABEF	46	49	70OQ	64	67	61	69
Ages of Children in Household											
Have children under 6	13CD	13CD	--	3C	12CD	30ABCDE	12	16	11	16	12
Have children 6 to 12	18CDN	19CDN	2	7C	31ABCD	27ABCD	14	19	18	22	16
Have children 13 to 17	14CDF	14CDF	2	11C	31ABCDF	11C	13	16	15	14	13

Letters indicate a statistically significant difference compared to the referenced column(s) at the 95% level of confidence.
Significant differences are shaded. Columns tested: ABCDEF / ABNOPQR.

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Appendix A

Survey

Survey

MarketTree Let's See!

MT#13-S22
9.11.13-final-rvsd during programming
FINAL

FIT FOR LIFE QUANT.
ONLINE SCREENER / SURVEY
N = 2,500

Research objectives: For each of the five day parts of interest (breakfast, lunch, dinner, morning snack, and afternoon snack), and focusing specifically on healthy choices being made for these day parts, we want to confirm (and link):

- The foods consumers are choosing
- The benefits being sought from these food choices, and
- The nutrients believed to be driving these benefits.

This information is needed from a general population sample, as well as by Baby Boomers and those who are concerned about, and making food choices specifically for, managing their weight.

The research findings will be used to assist the team in 1) development of messaging / communication platforms that highlight dairy's benefits, 2) to lay groundwork for messaging / communication platforms for benefits still being identified in nutrition science, and 3) identify new product development opportunities. Ultimately, this research will provide the team with the information necessary to identify the most promising innovation opportunities for dairy and their potential size.

	Breakfast	Lunch	Dinner	Morning Snack	Afternoon Snack	TOTAL
Total base of health conscious	500	500	500	500	500	2,500
Estimated interviews expected to fall out of total base sample						
Weight Conscious (30%)	150	150	150	150	150	750
Age Concerned (35%)	175	175	175	175	175	875
Silent Generation (11%)	55	55	55	55	55	275
Baby Boomers (25%)	125	125	125	125	125	625
Gen X-ers (8%)	40	40	40	40	40	200

*Age Concerned incidences are based on the following assumptions:

- Age Concerned estimated incidence is based on a combination of Baby Boomers, Silent Generation, and Gen X figures.
- We have assumed all Boomers and Silent Generation will qualify, and some of the X-ers will qualify given some of this age group are likely to be concerned about growing older. So:
  - Silent Generation (11% of GP - assuming all will have age concerns, but the incidence will be somewhat lower during this study since they are less likely to be online)
  - Boomers (25% of GP - assuming all will have age concerns)
  - Gen X-ers (16% of GP and we are estimating that ~50% will have age concerns - so 8% will have age concerns among the GP)
- Taking a combination of the estimated incidences above = 44%. However, to be safe, we have used a 35% net effective incidence for the Age Concerned respondents.

1

FOR INFORMATIONAL PURPOSES ONLY:

This project started by merging the following two groups - given the overlap:

1. Gen Zoomers (Boomers who have acquired the ability to live a longer, healthier, adventurous life), and
2. Smart n' Fit consumers (those who are working to manage their weight, stay fit, and remain healthy).

Our Age Concerned consumer group (a group we will be reading the data by - see grid on page 1) is a conglomeration of Baby Boomers (shown below) plus or minus some older and some younger (shaded in gray).

Generation Names	Birth Year	Age	General Description / Who They Are
G.I. Generation	≤ 1936	77+	
Silent Generation	1937 - 1945	68 - 76	They were hard working, economically conscience, and trusting of the government. They were very optimistic about the future and held a strong set of moral obligations. As children of the Great Depression, they learned that "children are to be seen, not heard." They were not likely to rock the boat, break the rules, or disrespect authority.
Zoomers			Boomers who have acquired the ability to live a longer, healthier, adventurous life.
Baby Boomers	1946 - 1964	49 - 67	Boomers have a strong set of ideals and traditions and are regarded as being very family-oriented. They are fearful of the future, relatively active and liberal socially, but conservative politically.
Older Boomers	1946 - 1955	58 - 67	
Younger Boomers	1956 - 1964	49 - 57	
Gen X-ers	1965 - 1975	38 - 48	Generation X lives in the present, likes to experiment, and expects immediate results. X-ers are selfish and cynical and depend a lot on their parents. They question authority and feel they carry the burden of the previous generations.
Gen Y-ers / Millennial	1976 - 1994	19 - 37	The Y Generation is regarded as being materialistic, selfish, and disrespectful - but also very aware of the world and very technologically literate. They are trying to grow up too quickly and have no good role models to look towards.
Gen Z-ers	1995 - present	≤18	

2

MarketTree Let's See!™

Survey

SCREENER

PROGRAMMING NOTE: USE CLICK-THROUGH METHODOLOGY TO ENSURE THAT ALL RESPONDENTS BEGINNING THE SURVEY ARE NATIONALLY REPRESENTATIVE TO ACCOUNT FOR THE FACT THAT SOME DEMOGRAPHIC GROUPS HAVE HIGHER OR LOWER RESPONSE RATES. ALLOW COMPLETED INTERVIEWS TO FALL NATURALLY.

1. In what state do you live? (Choose one state from the drop-down box below.)

STATE	STATE CODE	REGION NAME	REGION CODE
AK	1	West	4
AL	2	South	3
AR	3	South	3
AZ	4	West	4
CA	5	West	4
CO	6	West	4
CT	7	Northeast	1
DC	8	South	3
DE	9	South	3
FL	10	South	3
GA	11	South	3
HI	12	West	4
IA	13	Midwest	2
ID	14	West	4
IL	15	Midwest	2
IN	16	Midwest	2
KS	17	Midwest	2
KY	18	South	3
LA	19	South	3
MA	20	Northeast	1
MD	21	South	3
ME	22	Northeast	1
MI	23	Midwest	2
MN	24	Midwest	2
MO	25	Midwest	2
MS	26	South	3
MT	27	West	4
NC	28	South	3
ND	29	Midwest	2
NE	30	Midwest	2
NH	31	Northeast	1
NJ	32	Northeast	1
NM	33	West	4
NV	34	West	4
NY	35	Northeast	1
OH	36	Midwest	2
OK	37	South	3
OR	38	West	4
PA	39	Northeast	1
RI	40	Northeast	1
SC	41	South	3
SD	42	Midwest	2
TN	43	South	3
TX	44	South	3
UT	45	West	4
VA	46	South	3
VT	47	Northeast	1
WA	48	West	4
WI	49	Midwest	2
WV	50	South	3
WY	51	West	4
Outside U.S.	52	NA	NA

TERMINATE IF OUTSIDE U.S. (52). ALL OTHERS CONTINUE.

2. What is your age? (Choose one.) (SHOW DROP-DOWN MENU.)

MUST BE 18 OR OLDER TO CONTINUE

3. Are you...? (Choose one.)

Female	1
Male	2

4. Which of these categories best describes your household's annual income before taxes? (Choose one.)

Less than $25,000	1
$25,000 to $49,999	2
$50,000 to $74,999	3
$75,000 to $99,999	4
$100,000 to $124,999	5
$125,000 or more	6
Prefer not to say	7

5. Which one of the following best describes your ethnicity? (Choose one.)

Caucasian	1
African American	2
Hispanic or Latino	3
Asian or Pacific Islander	4
Native American	5
Some other ethnicity	6

3

4

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Survey

6. To make sure we speak to people with a variety of backgrounds, which, if any, of the following types of work do you or anyone else in your family do? (Choose all that apply.)

Advertising, market research, or marketing	1	
Dietician or nutritionist	2	
Fitness or personal trainer	3	
Food products' manufacturing, distribution, or sales	4	TERMINATE
Managing of drug, grocery, discount, or mass merchandising stores	5	
Other healthcare-related jobs (e.g., physician, nurse, nurse assistant, etc).	6	
Or, none of these	7	CONTINUE

7. How much or little would you say you, personally, influence the types of foods that are purchased and eaten in your home? Please use a five-point scale where a 5 means you "Influence A Lot" and a 1 means you "Don't Influence At All" the types of foods that you and your family eat at home. (Choose one.)

Influence A Lot	5	CONTINUE
	4	
	3	TERMINATE
	2	
Don't Influence At All	1	

8. Which of the following best describes your role when it comes to grocery shopping for your household? Would you say you are...? (Choose one.)

The primary grocery shopper	1	CONTINUE
Share equally in the grocery shopping	2	
Or, rarely do the grocery shopping	3	TERMINATE

9. Please read though the following list and choose all that apply to you or your family's eating habits. (Choose all that apply.) (RANDOMIZE.)

We have at least one person in our household who is vegan	1
We have at least one person in our household who is a strict vegetarian	2
Due to illness or a particular health problem, we buy and prepare foods according to a strict diet prescribed by a doctor	3
Someone in our household is lactose intolerant or allergic to milk	4
Someone in our household is pregnant	5
We have at least one person in our household who has food allergies that influence the types of foods we purchase	6
None of the above	7

IF 1 - 7 AT Q 9, TERMINATE. OTHERWISE, CONTINUE.

10. Which, if any, of the following types of products have you consumed in the past 30 days? (Choose all that apply.) (RANDOMIZE.)

Whole wheat pasta or rice	1	
Mangos or papayas	2	
Canned soup	3	
Cereal	4	MUST HAVE CONSUMED MILK, CHEESE, OR YOGURT TO CONTINUE.
Milk (by itself or with something else, like cereal, etc.)	5	
Frozen pies or cakes	6	
Cheese (by itself or on something like a sandwich or in something like a dish)	7	
Frozen burritos	8	IF YES TO ALL, TERMINATE.
Yogurt	9	
Organic chips	10	
Hot or spicy barbeque sauce	11	
Bread	12	
Or, none of these	13	

11. On average, how often, if at all, do you personally consume each of the following - either by themselves or with something else? (Choose one for each.) (SHOW REDUCED LIST OF THOSE MENTIONED IN Q.10.)

	Never	Less than once a month	A couple of times a month	Once a week	2 to 6 times a week	Once a day	More than once a day
Milk	0	1	2	3	4	5	6
Cheese	0	1	2	3	4	5	6
Yogurt	0	1	2	3	4	5	6

MUST CONSUME AT LEAST 2 OF 3 DAIRY CATEGORIES AT Q.11 A COUPLE OF TIMES A MONTH OR MORE (2 - 6) TO CONTINUE. OTHERWISE, TERMINATE.

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Survey

12. There are as many different types of meals as there are different types of people. I'd like for you to read through each of the following and indicate how often, if at all, in a typical week you personally have each of the following. (Choose one for each.) (RANDOMIZE.)

DAY PARTS	DAY PART DESCRIPTIONS	Less than once a week	1 to 2 times a week	3 to 4 times a week	5 to 6 times a week	7 days a week / everyday
Breakfasts	The kind of breakfast where you are really trying to get the day off to a healthy start with a meal. You choose healthy and nutritious foods and/or beverages, maybe even certain foods and/or beverages based on the vitamins and nutrients they provide.	1	2	3	4	5
Lunches	The kind of healthier lunch that still fills you up quickly, but not at the (total) expense of health and nutrition.	1	2	3	4	5
Dinners	The kind of dinner meal that is nutritious, healthy, and nourishing. This may even be a dinner that helps with weight or some other health goal you have.	1	2	3	4	5
Morning Snacks	The kind of healthy morning snack that is eaten to hold you over to your next meal. It's a snack that you choose (or plan for ahead of time) because it's healthy for you.	1	2	3	4	5
Afternoon Snacks	The kind of afternoon / after lunch snack that ties you over to the next meal. You still care about the health aspect, but probably didn't plan ahead for this snack.	1	2	3	4	5

MUST MENTION 2 - 5 ON AT LEAST ONE OF THE DAY PARTS AT Q.12 TO CONTINUE. OTHERWISE, TERMINATE.

RESPONDENTS WILL BE ASSIGNED TO 1 OF THE 5 DAY PARTS FROM Q.12 FOR THE MAX-DIFF PORTION OF THE SURVEY. IF MORE THAN ONE DAY PART MENTIONED, RANDOMLY ASSIGN TO ONE.

ANALYTICAL NOTE: WE WILL WANT TO READ THE TERMINATE DATA IN ORDER TO UNDERSTAND THE DEMOGRAPHICS OF THOSE THAT HAVE / DON'T HAVE EACH OF THE HEALTHY DAY PARTS.

13. On a five-point scale where a 5 means "Agree Completely" and a 1 means "Disagree Completely," how much do you agree or disagree with each of the following statements? (Choose one for each.) (RANDOMIZE.)

		Disagree Completely				Agree Completely
a	I consider myself more health conscious than the average person	1	2	3	4	5
b	It's important to me that I eat as healthy as I can today so that I can live the healthiest, most vibrant life in the future	1	2	3	4	5
c	I try to buy foods and beverages that contain only natural ingredients	1	2	3	4	5
d	I am conscious of my diet and try to eat healthy most of the time	1	2	3	4	5
e	I frequently read ingredient labels to be sure I know what I'm putting in my body	1	2	3	4	5
f	I try to buy organic whenever I can	1	2	3	4	5
g	I often buy foods and beverages that help me / my family manage our weight	1	2	3	4	5

ALL CONTINUE. ANALYTICAL NOTE (JUST IN CASE WE WANT TO READ THE DATA BY HIGHLY INVOLVED VS. MAINSTREAM):

- HIGHLY INVOLVED CONSUMERS ARE THOSE WHO SOMEWHAT AGREE OR AGREE COMPLETELY (4 - 5) TO AT LEAST 3 OF THE STATEMENTS 13A-F ABOVE.
- ALL OTHERS ARE MAINSTREAM CONSUMERS.

7

8

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Survey

14. Thinking about where you are in your life right now, please tell me how concerned, if at all, you are with each of the following using a five-point scale where a 5 means you are "Very Concerned" and a 1 means you are "Not At All Concerned." (Choose one answer for each.) (RANDOMIZE.)

		Not At All Concerned				Very Concerned
a	Being overweight	1	2	3	4	5
b	Becoming older / aging, in general (just being concerned about body and mind issues that come with aging)	1	2	3	4	5

ANALYTICAL NOTE:
- WEIGHT CONSCIOUS CONSUMERS MUST ANSWER 3, 4, OR 5 AT Q.13g AND BE CONCERNED ABOUT BEING OVERWEIGHT WEIGHT (4 - 5) AT Q.14a.
- AGE CONCERNED CONSUMERS MUST ANSWER 3, 4, OR 5 AT Q.14b.

15. (ASK IF BEING OVERWEIGHT IS A CONCERN, 4 - 5 AT Q.14A) And, in your opinion, how many pounds would you need to lose to feel generally more healthy - not necessarily the ideal / perfect weight, but a generally healthier weight? (Enter exact amount.)

LOSE _____ LBS

9

SURVEY

MAX DIFF EXERCISE
FOODS / BENEFITS / NUTRIENTS (see end of document for lists)

INTRODUCTION SCREEN: Earlier, you told me that you often have healthy (INSERT DAY PART). On the next 10 screens you will be shown 5 benefits that you may or may not be looking for when choosing foods or beverages for your healthy (INSERT DAY PART). Please look at each screen and choose the benefit that is most important to you, the one that is least important to you, and then answer the few questions that follow.

PROGRAMMER NOTE: PLEASE PUT Q.A - C ON ONE PAGE, Q.D ON THE NEXT PAGE, AND THEN Q.E - F ON THE FOLLOWING PAGE. AT THE TOP OF EACH PAGE, PLEASE SHOW THE NAME OF THE DAY PART, A COLON, THEN THE FULL DESCRIPTION FROM Q.12 (E.G., Healthy Breakfasts: The kind of breakfast where you are really trying to get the day off to a healthy start with a meal. You choose healthy and nutritious foods and/or beverages, maybe even certain foods and/or beverages based on the vitamins and nutrients they provide.).

Please answer the following questions thinking specifically about: (INSERT DAY PART WORDING).

(INSERT DAYPART AND DEFINITION)

A. Which of the following is most important to you when deciding which foods or beverages you choose for the healthy (INSERT DAY PART) you have? (Choose one answer.)

B. Which of these is least important to you when deciding which foods or beverages you choose for the healthy (INSERT DAY PART) you have? (Choose one answer.)

You do not have to choose both

C. And, looking at the benefit you chose as most important, is that really something you think about when choosing foods or beverages for (INSERT DAY PART), or not? (Choose one answer.)

Yes	1	CONTINUE
No	2	GO TO NEXT MAX-DIFF TASK. IF NO MAX-DIFF TASKS LEFT, SKIP TO Q.16

D. Which foods and/or beverages do you consume for your healthy (INSERT DAY PART) that (INSERT BENEFIT FROM Q.A)? (Choose all that apply.)

Please note: If you choose a food item such as a sandwich, you need not choose each of the individual ingredients as well.

E. (ASK IF MORE THAN ONE ANSWER MENTIONED AT Q.D) Which one of these foods or beverages do you consider your primary or most important source for your healthy (INSERT DAY PART) that (INSERT BENEFIT FROM Q.A)? (Choose one answer.) (SHOW REDUCED LIST FROM Q.D.)

F. Which nutrient or nutrients are in the (INSERT FOOD / BEVERAGE FROM Q.E) you consume most often for your healthy (INSERT DAY PART) that (INSERT BENEFIT FROM Q.A)? (Choose all that apply.)

10

Appendix B

Benefit, Foods / Beverage, and Nutrient Lists

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Benefit List

1. Acts as an anti-inflammatory
2. Helps with bone health / helps prevent osteoporosis
3. Improves memory / helps with brain health
4. Helps the immune system
5. Builds muscles
6. Prevents muscle cramps
7. Provides energy / sustained energy
8. Lowers cholesterol
9. Is good for your heart
10. Lowers blood pressure
11. Helps with moods (e.g., calming, lessening / preventing depression, etc.)
12. Is good for eyes / sight
13. Is good for hair, skin, nails
14. Is good for teeth
15. Regulates your blood sugar
16. Slows aging
17. Helps prevent cancer
18. Helps regulate the digestive system / prevents constipation
19. Is filling / keeps you feeling full longer
20. Speeds up the metabolism
21. Helps you lose weight
22. Helps cleanse the body of toxins
23. Rids the body of free radicals
24. Improves joint health and mobility
25. Reduces / relieves stress

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Healthy Breakfast Foods List

	Cold cereal (net)			**Yogurt (net)**
1	Cold cereal with dairy milk		17	Yogurt, spoonable (non-Greek)
2	Cold cereal with milk alternative (almond, soy, etc.)		18	Greek yogurt, spoonable
3	Cold cereal, dry			**Cheese (net)**
	Hot cereal (net)		19	String cheese
4	Hot cereal (oatmeal, grits, etc.)		20	Cheese - slices, cubes, wedges, etc.
5	Hot cereal (oatmeal, grits, etc.) with dairy milk		21	Cottage cheese
6	Hot cereal (oatmeal, grits, etc.) with milk alternative			**Meat (net)**
	Frozen (net)		22	Pork or beef sausage / bacon
7	Frozen breakfast sandwich		23	Chicken or turkey sausage / bacon
8	Frozen breakfast entrees or combos		24	Other types of meat
9	Fast food breakfast sandwich			**Bars (net)**
10	Fruit		25	Granola bar
	Bread (net)		26	Cereal / breakfast bar
11	Whole wheat / grain bread (incl. toasted)		27	Protein bar
12	White bread (incl. toasted)		28	Fiber bar
13	Bagel (any)		29	Other type of bar
14	English muffin (any)		30	Pancakes / waffles / French toast
	Egg (net)		31	Peanut butter
15	Egg whites		32	Sweet baked goods (doughnuts, Danish, etc.)
16	Eggs (scrambled, hard boiled, etc.)			**Nuts (net)**
			33	Nuts / seeds
			34	Trail mix
			35	Crackers (including wheat, rye, gold fish, graham, etc.)
			36	Other food (specify)

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Healthy Lunch Foods List

	Sandwiches / wraps (net)
1	Cold cut or sliced meat sandwich or wrap
2	Veggie sandwich or wrap
	Salads (net)
3	Mixed green, lettuce, or garden salad - no meat
4	Mixed green, lettuce, or garden salad - with meat
5	**Soup (any type)**
6	Fruit
	Yogurt (net)
7	Yogurt, spoonable (non-Greek)
8	Greek yogurt, spoonable
	Cheese (net)
9	String cheese
10	Cheese - slices, cubes, wedges, etc.
11	Cottage cheese
12	Crackers (including wheat, rye, gold fish, graham, etc.)
	Frozen (net)
13	"Diet" frozen entrees or combos
14	Regular frozen entrees or combos

	Bars (net)
15	Granola bar
16	Cereal / breakfast bar
17	Protein bar
18	Fiber bar
19	Other type of bar
	Vegetable (net)
20	Carrots (baby or mini)
21	Vegetables (other than baby or mini carrots)
	Nuts (net)
22	Nuts / seeds
23	Trail mix
	Bread (net)
24	Whole wheat / grain bread (incl. toasted)
25	White bread (incl. toasted)
26	Bagel (any)
	Meat (net)
27	Cold cut or sliced meat (not on a sandwich or wrap)
28	Tuna / tuna fish
29	Peanut butter
30	Hummus
31	Other food (specify)

Healthy Dinner Foods List

	Salads (net)
1	Mixed green, lettuce, or garden salad - no meat
2	Mixed green, lettuce, or garden salad - with meat
	Vegetable (net)
3	Carrots (baby or mini)
4	Carrots (other than baby or mini)
5	Corn
6	Potatoes (baked, mashed, etc.)
7	Green vegetables (broccoli, peas, etc.)
8	Beans (black beans, pinto beans, etc.)
9	Other vegetables not mentioned above
	"Meat" (net)
10	Chicken
11	Pork (chop, cutlet, steak, roast, etc.)
12	Ground beef
13	Beef - roast or steak
14	Fish (salmon, cod, tuna, etc.)
	Rice (net)
15	White rice
16	Brown rice

	Bread (net)
17	Whole wheat / grain bread (incl. toasted)
18	White bread (incl. toasted)
19	Bagel (any)
	Cheese (net)
20	String cheese
21	Cheese - slices, cubes, wedges, etc.
22	Cottage cheese
23	Fruit
	Frozen (net)
24	"Diet" frozen entrees or combos
25	Regular frozen entrees or combos
	Pasta (net)
26	Pasta, whole wheat
27	Pasta, regular
	Sandwiches / wraps (net)
28	Cold cut or sliced meat sandwich or wrap
29	Veggie sandwich or wrap
30	Soup (any type)
31	Other food (specify)

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Healthy Morning Snack Foods List

1	Fruit
	Yogurt (net)
2	Yogurt, spoonable (non-Greek)
3	Greek yogurt, spoonable
	Cheese (net)
4	String cheese
5	Cheese - slices, cubes, wedges, etc.
6	Cottage cheese
	Bars (net)
7	Granola bar
8	Cereal / breakfast bar
9	Protein bar
10	Fiber bar
11	Other type of bar
	Bread (net)
12	Whole wheat / grain bread (incl. toasted)
13	White bread (incl. toasted)
14	Bagel (any)

	Cold cereal (net)
15	Cold cereal with dairy milk
16	Cold cereal with milk alternative (almond, soy, etc.)
17	Cold cereal, dry
18	Hot cereal (any)
	Vegetable (net)
19	Carrots (baby or mini)
20	Vegetables (other than baby or mini carrots)
	Nuts (net)
21	Nuts / seeds
22	Trail mix
23	Crackers (including wheat, rye, gold fish, graham, etc.)
24	"Healthy" chips (multigrain, vegetable, etc.)
25	Regular chips
26	Popcorn
27	Pretzels
28	Rice cakes
29	Peanut butter
30	Hummus
31	Chocolate
32	Other food (specify)

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Healthy Afternoon Snack Foods List

1	Fruit
	Yogurt (net)
2	Yogurt, spoonable (non-Greek)
3	Greek yogurt, spoonable
	Cheese (net)
4	String cheese
5	Cheese - slices, cubes, wedges, etc.
6	Cottage cheese
	Bars (net)
7	Granola bar
8	Cereal / breakfast bar
9	Protein bar
10	Fiber bar
11	Other type of bar
	Bread (net)
12	Whole wheat / grain bread (incl. toasted)
13	White bread (incl. toasted)
14	Bagel (any)

	Cold cereal (net)
15	Cold cereal with dairy milk
16	Cold cereal with milk alternative (almond, soy, etc.)
17	Cold cereal, dry
18	Hot cereal (any)
	Vegetable (net)
19	Carrots (baby or mini)
20	Vegetables (other than baby or mini carrots)
	Nuts (net)
21	Nuts / seeds
22	Trail mix
23	Crackers (including wheat, rye, gold fish, graham, etc.)
24	"Healthy" chips (multigrain, vegetable, etc.)
25	Regular chips
26	Popcorn
27	Pretzels
28	Rice cakes
29	Peanut butter
30	Hummus
31	Chocolate
32	Other food (specify)

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Healthy Beverages List

	Water (net)
1	Tap Water
2	Bottled water - unflavored
3	Bottled water - flavored / enhanced
	Fruit / veggie juice (net)
4	100% fruit / vegetable juice
5	All other fruit / vegetable juice
	Milk (net)
6	Non-organic White milk, whole
7	Non-organic White milk, 2% reduced fat
8	Non-organic White milk, 1% low fat
9	Non-organic White milk, fat free or skim
10	Organic White milk, whole
11	Organic White milk, 2% reduced fat
12	Organic White milk, 1% low fat
13	Organic White milk, fat free or skim
14	Flavored milk (chocolate, strawberry, etc.), any fat level
15	Lactose-free milk, any fat level
16	Enhanced milk (pre / probiotic, Omega 3s, etc.), any fat level
17	Milk alternatives (almond, soy, etc.)

	Coffee / tea (net)
18	Coffee
19	Specialty coffee (latte, cappuccino, etc.)
20	Brewed or powdered iced tea
21	Ready-to-drink iced tea
22	Hot tea
	Soft drink (net)
23	Carbonated soft drink - diet
24	Carbonated soft drink - regular
25	Protein drink or shake
26	Energy drink
27	Sports drink
28	Nutritional supplement / meal replacement drink
29	Drink mixes and liquid water enhancers
30	Milk / yogurt-based smoothie
31	Fruit-based smoothie
32	Drinkable yogurt
33	Coconut water
34	Other beverage (specify)

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Nutrients

1	Acidophilus
2	Antioxidants
3	B vitamins / B12
4	Beta carotene
5	Calcium
6	Carbohydrates
7	Fat
8	Fiber
9	Flavonoids
10	Folic acid
11	Iron
12	Magnesium
13	Omega-3's
14	Plant sterols
15	Potassium
16	Prebiotics
17	Probiotics
18	Protein
19	Vitamin A
20	Vitamin C
21	Vitamin D

22	Vitamin E
23	Whole grains
24	Zinc
25	Other (specify)
26	Don't know
27	None

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