



National Tracking Poll #180736  
July 19-23, 2018

*Crosstabulation Results*

*Methodology:*

This poll was conducted between July 19-July 23, 2018 among a national sample of 2203 Adults. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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- 1 **Table POL24:** *As you may know, some people argue that marketing non-dairy products as milk, such as almond milk, soy milk, and oat milk, misleads consumers into thinking that non-dairy milk is nutritionally similar to cows milk. Knowing this, which of the following statements comes closer to your view, even if neither is exactly right?* . . . . . 3
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## Crosstabulation Results by Respondent Demographics

**Table POL24:** As you may know, some people argue that marketing non-dairy products as milk, such as almond milk, soy milk, and oat milk, misleads consumers into thinking that non-dairy milk is nutritionally similar to cows milk. Knowing this, which of the following statements comes closer to your view, even if neither is exactly right?

Demographic	The label milk should not be used to market non-dairy beverages	The label milk should be used to market non-dairy beverages	Don't Know/No Opinion	Total N
Adults	46% (1003)	24% (530)	30% (670)	2203
Gender: Male	46% (486)	25% (261)	30% (316)	1063
Gender: Female	45% (517)	24% (269)	31% (354)	1140
Age: 18-29	30% (148)	39% (190)	31% (152)	491
Age: 30-44	39% (202)	26% (137)	35% (184)	523
Age: 45-54	41% (144)	29% (104)	30% (106)	355
Age: 55-64	56% (221)	15% (60)	29% (116)	397
Age: 65+	66% (287)	9% (38)	25% (111)	437
Generation Z: 18-21	28% (49)	40% (71)	32% (57)	177
Millennial: Age 22-37	35% (206)	34% (202)	32% (188)	596
Generation X: Age 38-53	40% (224)	27% (151)	33% (184)	559
Boomers: Age 54-72	58% (434)	13% (97)	29% (214)	745
PID: Rep (no lean)	52% (371)	23% (161)	25% (181)	713
PID: Dem (no lean)	45% (342)	26% (193)	29% (220)	755
PID: Ind (no lean)	44% (240)	21% (115)	35% (189)	544
PID/Gender: Dem Men	48% (152)	26% (81)	26% (83)	317
PID/Gender: Dem Women	43% (190)	26% (112)	31% (136)	438
PID/Gender: Ind Men	44% (119)	21% (57)	34% (92)	268
PID/Gender: Ind Women	44% (120)	21% (59)	35% (97)	275
PID/Gender: Rep Men	51% (193)	24% (91)	26% (98)	383
PID/Gender: Rep Women	54% (177)	21% (69)	25% (83)	330
Ideo: Liberal (1-3)	40% (282)	35% (246)	25% (172)	700
Ideo: Moderate (4)	49% (232)	23% (108)	28% (133)	472
Ideo: Conservative (5-7)	53% (385)	19% (136)	29% (209)	730

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Demographic	The label milk should not be used to market non-dairy beverages	The label milk should be used to market non-dairy beverages	Don't Know/No Opinion	Total N
Adults	46% (1003)	24% (530)	30% (670)	2203
Educ: < College	45% (683)	24% (359)	31% (473)	1514
Educ: Bachelors degree	46% (206)	25% (112)	28% (126)	444
Educ: Post-grad	47% (114)	24% (59)	29% (71)	244
Income: Under 50k	45% (592)	23% (297)	32% (425)	1314
Income: 50k-100k	47% (294)	26% (166)	27% (170)	629
Income: 100k+	45% (117)	26% (68)	29% (75)	260
Ethnicity: White	49% (844)	23% (389)	28% (491)	1724
Ethnicity: Hispanic	31% (109)	39% (137)	30% (104)	350
Ethnicity: Afr. Am.	36% (99)	28% (77)	36% (99)	275
Ethnicity: Other	29% (60)	32% (65)	39% (80)	204
Relig: Protestant	53% (294)	23% (128)	24% (131)	553
Relig: Roman Catholic	48% (184)	21% (80)	30% (116)	381
Relig: Something Else	40% (75)	25% (47)	35% (66)	188
Relig: Jewish	68% (49)	17% (12)	15% (11)	73
Relig: Evangelical	51% (322)	21% (133)	28% (177)	632
Relig: Non-Evang. Catholics	50% (283)	23% (127)	27% (153)	563
Relig: All Christian	51% (605)	22% (260)	28% (330)	1195
Relig: All Non-Christian	40% (75)	25% (47)	35% (66)	188
Community: Urban	44% (241)	24% (129)	32% (177)	547
Community: Suburban	45% (465)	24% (242)	31% (316)	1023
Community: Rural	47% (297)	25% (158)	28% (178)	633
Military HH: Yes	54% (225)	19% (80)	27% (114)	418
Military HH: No	44% (778)	25% (450)	31% (556)	1785
RD/WT: Right Direction	48% (439)	25% (229)	27% (248)	916
RD/WT: Wrong Track	44% (564)	23% (301)	33% (422)	1287
Trump Job Approve	50% (477)	24% (225)	26% (250)	951
Trump Job Disapprove	44% (496)	25% (283)	30% (342)	1121

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Demographic	The label milk should not be used to market non-dairy beverages	The label milk should be used to market non-dairy beverages	Don't Know/No Opinion	Total N
Adults	46% (1003)	24% (530)	30% (670)	2203
Trump Job Strongly Approve	56% (281)	22% (111)	22% (111)	502
Trump Job Somewhat Approve	44% (197)	25% (114)	31% (139)	450
Trump Job Somewhat Disapprove	50% (152)	22% (68)	28% (87)	307
Trump Job Strongly Disapprove	42% (344)	26% (216)	31% (254)	814
#1 Issue: Economy	42% (258)	27% (168)	31% (189)	616
#1 Issue: Security	55% (247)	19% (86)	25% (112)	446
#1 Issue: Health Care	42% (144)	25% (85)	33% (113)	341
#1 Issue: Medicare / Social Security	60% (200)	11% (35)	29% (96)	331
#1 Issue: Women's Issues	23% (25)	39% (41)	38% (41)	107
#1 Issue: Education	31% (58)	35% (65)	33% (61)	184
#1 Issue: Energy	37% (29)	41% (32)	22% (17)	78
#1 Issue: Other	42% (42)	17% (17)	41% (41)	100
2016 Vote: Hillary Clinton	46% (308)	24% (164)	30% (199)	671
2016 Vote: Donald Trump	57% (415)	19% (140)	24% (173)	727
2016 Vote: Someone else	40% (73)	19% (35)	40% (73)	181
2016 Vote: Didn't Vote	33% (203)	31% (191)	36% (225)	619
Voted in 2014: Yes	52% (673)	21% (273)	28% (359)	1305
Voted in 2014: No	37% (330)	29% (257)	35% (311)	898
2012 Vote: Barack Obama	48% (378)	23% (181)	29% (234)	794
2012 Vote: Mitt Romney	56% (302)	18% (96)	27% (145)	544
2012 Vote: Other	55% (48)	22% (19)	23% (20)	87
2012 Vote: Didn't Vote	35% (274)	30% (233)	35% (271)	778
4-Region: Northeast	42% (167)	25% (98)	33% (128)	394
4-Region: Midwest	49% (225)	24% (110)	28% (128)	463
4-Region: South	48% (400)	21% (177)	30% (249)	825
4-Region: West	40% (211)	28% (145)	32% (165)	521
Favorable of Trump	52% (494)	22% (209)	26% (247)	950
Unfavorable of Trump	43% (480)	27% (294)	30% (333)	1108

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Demographic	The label milk should not be used to market non-dairy beverages	The label milk should be used to market non-dairy beverages	Don't Know/No Opinion	Total N
Adults	46% (1003)	24% (530)	30% (670)	2203
Very Favorable of Trump	54% (288)	21% (114)	24% (128)	530
Somewhat Favorable of Trump	49% (205)	23% (96)	28% (119)	420
Somewhat Unfavorable of Trump	42% (96)	34% (78)	24% (55)	229
Very Unfavorable of Trump	44% (384)	25% (216)	32% (278)	879

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2203	100%
xdemGender	Gender: Male	1063	48%
	Gender: Female	1140	52%
	N	2203	
age5	Age: 18-29	491	22%
	Age: 30-44	523	24%
	Age: 45-54	355	16%
	Age: 55-64	397	18%
	Age: 65+	437	20%
	N	2203	
demAgeGeneration	Generation Z: 18-21	177	8%
	Millennial: Age 22-37	596	27%
	Generation X: Age 38-53	559	25%
	Boomers: Age 54-72	745	34%
	N	2077	
xpid3	PID: Rep (no lean)	713	32%
	PID: Dem (no lean)	755	34%
	PID: Ind (no lean)	544	25%
	N	2011	
xpidGender	PID/Gender: Dem Men	317	14%
	PID/Gender: Dem Women	438	20%
	PID/Gender: Ind Men	268	12%
	PID/Gender: Ind Women	275	13%
	PID/Gender: Rep Men	383	17%
	PID/Gender: Rep Women	330	15%
	N	2011	
xdemIdeo3	Ideo: Liberal (1-3)	700	32%
	Ideo: Moderate (4)	472	21%
	Ideo: Conservative (5-7)	730	33%
	N	1901	
xeduc3	Educ: < College	1514	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2203	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1314	60%
	Income: 50k-100k	629	29%
	Income: 100k+	260	12%
	N	2203	
xdemWhite	Ethnicity: White	1724	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	275	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	553	25%
	Relig: Roman Catholic	381	17%
	Relig: Something Else	188	9%
	N	1122	
xreligion1	Relig: Jewish	73	3%
xreligion2	Relig: Evangelical	632	29%
	Relig: Non-Evang. Catholics	563	26%
	N	1195	
xreligion3	Relig: All Christian	1195	54%
	Relig: All Non-Christian	188	9%
	N	1383	
xdemUsr	Community: Urban	547	25%
	Community: Suburban	1023	46%
	Community: Rural	633	29%
	N	2203	
xdemMilHH1	Military HH: Yes	418	19%
	Military HH: No	1785	81%
	N	2203	
xnrl	RD/WT: Right Direction	916	42%
	RD/WT: Wrong Track	1287	58%
	N	2203	
Trump_Approve	Trump Job Approve	951	43%
	Trump Job Disapprove	1121	51%
	N	2073	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Approve2	Trump Job Strongly Approve	502	23%
	Trump Job Somewhat Approve	450	20%
	Trump Job Somewhat Disapprove	307	14%
	Trump Job Strongly Disapprove	814	37%
	N	2073	
xnr3	#1 Issue: Economy	616	28%
	#1 Issue: Security	446	20%
	#1 Issue: Health Care	341	16%
	#1 Issue: Medicare / Social Security	331	15%
	#1 Issue: Women's Issues	107	5%
	#1 Issue: Education	184	8%
	#1 Issue: Energy	78	4%
	#1 Issue: Other	100	5%
	N	2203	
xsubVote16O	2016 Vote: Hillary Clinton	671	30%
	2016 Vote: Donald Trump	727	33%
	2016 Vote: Someone else	181	8%
	2016 Vote: Didn't Vote	619	28%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1305	59%
	Voted in 2014: No	898	41%
	N	2203	
xsubVote12O	2012 Vote: Barack Obama	794	36%
	2012 Vote: Mitt Romney	544	25%
	2012 Vote: Other	87	4%
	2012 Vote: Didn't Vote	778	35%
	N	2202	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	463	21%
	4-Region: South	825	37%
	4-Region: West	521	24%
	N	2203	
Trump_Fav	Favorable of Trump	950	43%
	Unfavorable of Trump	1108	50%
	N	2058	

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**Summary Statistics of Survey Respondent Demographics**

<b>Demographic</b>	<b>Group</b>	<b>Frequency</b>	<b>Percentage</b>
Trump_Fav_FULL	Very Favorable of Trump	530	24%
	Somewhat Favorable of Trump	420	19%
	Somewhat Unfavorable of Trump	229	10%
	Very Unfavorable of Trump	879	40%
	<i>N</i>	2058	

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.



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