


instinct reason

DAIRY POLICIES AND
ECONOMICS

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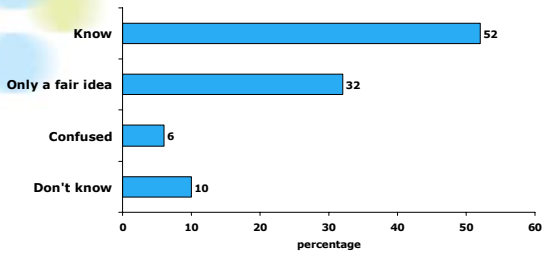
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confusion...



Base: Adult Australian Population

Q. We are told we need dairy product to build up our bones and prevent osteoporosis but we are also told that dairy contributes to being fat and overweight. How do you personally feel about buying dairy?

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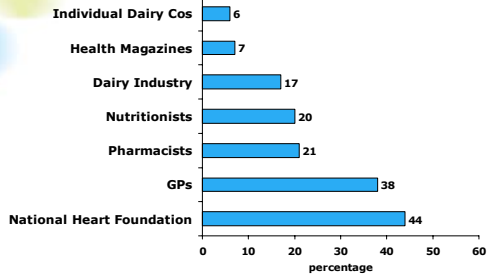


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who is trusted...% scored 9 or 10; out of 10

Base: Adult Australian Population



Q. We all have to make decisions when deciding on the foods we eat. Eating dairy products is a good example of a conflict where we are being told dairy is necessary for healthy bones (and other things) but also is high in saturated fats. How would you rate the level of credibility of the following sources of information about dairy foods? Where 10 is highly credible and 1 is highly incredible

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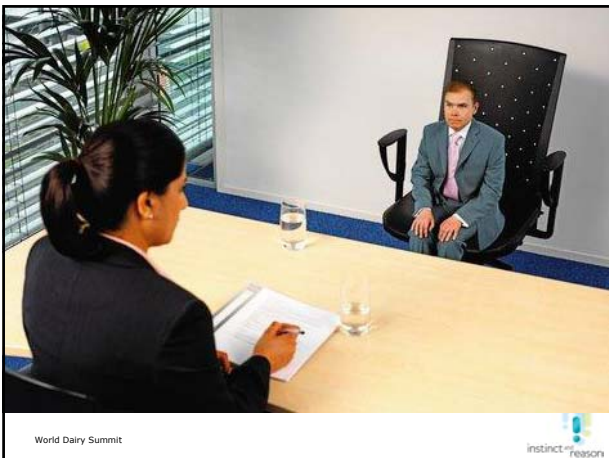
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expensive product failures

- New Coke
- 76 Summer Olympic Games in Montreal
- The Internet Fridge
- Video phones 3G
- Mini disk player
- Millennium Dome

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