

Yes / No

- **If less than ten banner points/columns, tables can be laid out in portrait style**

TABLE 9

STUDY DESCRIPTION
 CLIENT NAME/PROJECT #
 WATTS MARKETING RESEARCH
 MONTH/YEAR OF RESEARCH

Q. 5 - DO YOU USUALLY DRINK ALL OF YOUR MILK AT LUNCH?

	TOTAL	GRADE			USUALLY DRINK ALL MILK AT LUNCH		LEVEL OF LIKING POUCH VS CARTON		
		PRE-K TO 1st	2nd TO 3rd	4th TO 5th	YES	NO	BETTER	SAME	LESS
TOTAL RESPONDENTS	298 100.0%	100 100.0%	97 100.0%	99 100.0%	205 100.0%	89 100.0%	162 100.0%	67 100.0%	67 100.0%
YES	205 68.8%	71 71.0%	68 70.1%	64 64.6%	205 100.0%	-	134 82.7%	42 62.7%	27 40.3%
NO	89 29.9%	27 27.0%	28 28.9%	34 34.3%	-	89 100.0%	24 14.8%	25 37.3%	40 59.7%
NO ANSWER	4 1.3%	2 2.0%	1 1.0%	1 1.0%	-	-	4 2.5%	-	-