

Supplemental Table 1. Milk consumption survey questions and responses for 495 consumers¹

Survey question	Responses ²
Do you or any member of your household consume milk?	Yes (456), No (39)
Who in your household consumes whole milk?	Me (243), My partner/spouse (122), My kid(s) (105), My roommate(s) (42), Other (24), No one (152)
Who in your household consumes 2% milk?	Me (217), My partner/spouse (112), My kid(s) (70), My roommate(s) (33), Other (27), No one (179)
Who in your household consumes 1% milk?	Me (128), My partner/spouse (66), My kid(s) (30), My roommate(s) (17), Other (13), No one (295)
Who in your household consumes skim milk?	Me (114), My partner/spouse (43), My kid(s) (18), My roommate(s) (18), Other (11), No one (311)
Who in your household consumes flavored milk?	Me (143), My partner/spouse (88), My kid(s) (103), My roommate(s) (23), Other (19), No one (198)
How frequently do you consume milk?	Daily (151), 4-6 times/week (79), 2-3 times/week (79), Once/week (36), <once/week but > once/month (52), <once/month (38), Never (21)
How do you most frequently consume milk?	In a glass (141), With cereal (147), For cooking/baking (65), In coffee/tea (103)
Who in your household purchases milk?	Me only (174), Another household member only (44), Equally shared between me and another member of household (221), My roommates (11), Other (6)
How frequently do you buy milk?	> once/week (76), once/week (163), once every 10 days (71), once every 14 days (63), Once a month (36), < once /month (33), never (14)
What size container do you or the people in your household typically buy?	Gallon (261), Half gallon (136), Quart (47), 16oz (6), Half pint (6)
When purchasing milk, do you typically notice the best by, use by, or code date?	Yes (412), No (44)
Why not?	I've never noticed it (6), I'm in too much of a hurry (12), I can't always find it (2), It's not something that is important to me (16), Other (8)
Do you ever drink milk past the date printed on the container?	Yes (249), No (207)
Why not?	I always finish my milk before the date printed on the container (111), I discard my milk when it reaches the date printed on the container (87), Other (9)
How much of the milk is consumed after the date printed on the container?	100% of the container (16), 75% of the container (5), 50% of the container (8), 25% of the container (50), <25% of the container (170)
Do you have milk in your refrigerator right now?	Yes (386), No (70)
How much milk is left in the container in your refrigerator right now?	100% (35), 75% (94), 50% (142), 25% (71), <25% (44)
What is your age?	Under 18 (0), 18-22 (94), 23-34 (192), 35-45 (116), 46-60 (62), 61 or older (31)
You are...	Male (102), Female (391), Nonconforming (2), Prefer not to say (0)
Are you...	Single-living alone (76), Single-living with roommates (99), Single- living with kids (17), Single-living with a partner (39), Married- living with a partner (76), Married-living with a partner and kids (145), Other (43)
Do you have any children living with you?	Yes (177), No (318)
How old are the children that live with you?	Under 1 year (17), 1-4 years (70), 5-10 years (78), 11-13 years (34), 14-18 years (49), over 18 years (32)
How many people are in your household including you?	1 (76), 2 (148), 3 (107), 4 (97), 5 (49), 6 or more (18)
How many people in your household, including you, consume cow's milk?	0 (34), 1 (88), 2 (157), 3 (108), 4 (68), 5 (29), 6 or more (11)

¹ survey was developed through Qualtrics (Qualtrics, Provo, UT) and was distributed electronically through the Cornell University Food Science Sensory Evaluation Center as well as through social media. The survey was developed to determine consumer fluid milk consumption patterns and consisted of 25 questions that received 495 responses

²number of responses shown in parentheses