| <w:rPr><w:b w:val="true"></w:b></w:rPr>Characteristic<w:rPr><w:b w:val="false"></w:b></w:rPr> | <w:rPr><w:b w:val="true"></w:b></w:rPr>Overall<w:rPr><w:b w:val="false"></w:b></w:rPr>, N = 498true1false | <w:rPr><w:b w:val="true"></w:b></w:rPr>Control<w:rPr><w:b w:val="false"></w:b></w:rPr>, N = 252true1false | <w:rPr><w:b w:val="true"></w:b></w:rPr>Treatment<w:rPr><w:b w:val="false"></w:b></w:rPr>, N = 246true1false |
| --- | --- | --- | --- |
| **milk\_purch\_freq** |  |  |  |
|  | 1 (0.2%) | 1 (0.4%) | 0 (0%) |
| Approximately every 10 - 14 days | 175 (35%) | 86 (34%) | 89 (36%) |
| Approximately once a week | 199 (40%) | 107 (42%) | 92 (37%) |
| Daily | 5 (1.0%) | 3 (1.2%) | 2 (0.8%) |
| Less frequently than every 14 days | 76 (15%) | 36 (14%) | 40 (16%) |
| Multiple times a week | 42 (8.4%) | 19 (7.5%) | 23 (9.3%) |
| **milk\_cons\_freq** |  |  |  |
|  | 1 (0.2%) | 1 (0.4%) | 0 (0%) |
| Less than once a week | 88 (18%) | 47 (19%) | 41 (17%) |
| Multiple times a day | 59 (12%) | 30 (12%) | 29 (12%) |
| Multiple times a week | 209 (42%) | 101 (40%) | 108 (44%) |
| Once a day | 91 (18%) | 50 (20%) | 41 (17%) |
| Once a week | 50 (10%) | 23 (9.1%) | 27 (11%) |
| **milk\_purch\_loc** |  |  |  |
|  | 1 (0.2%) | 0 (0%) | 1 (0.4%) |
| Convenience stores | 6 (1.2%) | 3 (1.2%) | 3 (1.2%) |
| Large supermarkets (Harps, Tops, Sprouts, etc.) | 171 (34%) | 78 (31%) | 93 (38%) |
| Large/national big-box stores (Walmart, Target, K-Mart, etc.) | 164 (33%) | 85 (34%) | 79 (32%) |
| Other (please specify): | 10 (2.0%) | 8 (3.2%) | 2 (0.8%) |
| Small/local grocery stores | 76 (15%) | 37 (15%) | 39 (16%) |
| Specialty stores (Whole Foods, Trader Joe's, ethnic grocery stores, etc.) | 32 (6.4%) | 20 (7.9%) | 12 (4.9%) |
| Warehouse club stores (Costco, Sam's Club, BJ's, etc.) | 38 (7.6%) | 21 (8.3%) | 17 (6.9%) |
| **milk\_fat** |  |  |  |
|  | 1 (0.2%) | 1 (0.4%) | 0 (0%) |
| 1% Low fat milk | 66 (13%) | 32 (13%) | 34 (14%) |
| 2% Reduced fat milk | 193 (39%) | 104 (41%) | 89 (36%) |
| Other (please specify): | 6 (1.2%) | 4 (1.6%) | 2 (0.8%) |
| Skim | 42 (8.4%) | 22 (8.7%) | 20 (8.1%) |
| Whole milk | 190 (38%) | 89 (35%) | 101 (41%) |
| **milk\_size** |  |  |  |
|  | 1 (0.2%) | 1 (0.4%) | 0 (0%) |
| Gallon | 256 (51%) | 135 (54%) | 121 (49%) |
| Half-gallon | 168 (34%) | 77 (31%) | 91 (37%) |
| More than one gallon | 6 (1.2%) | 4 (1.6%) | 2 (0.8%) |
| Other (please specify): | 1 (0.2%) | 0 (0%) | 1 (0.4%) |
| Quart | 66 (13%) | 35 (14%) | 31 (13%) |
| **lactose\_free** |  |  |  |
|  | 1 (0.2%) | 0 (0%) | 1 (0.4%) |
| About half the time | 14 (2.8%) | 10 (4.0%) | 4 (1.6%) |
| Always | 22 (4.4%) | 11 (4.4%) | 11 (4.5%) |
| Most of the time | 28 (5.6%) | 15 (6.0%) | 13 (5.3%) |
| Never | 334 (67%) | 163 (65%) | 171 (70%) |
| Sometimes | 99 (20%) | 53 (21%) | 46 (19%) |
| **non\_dairy** |  |  |  |
|  | 2 (0.4%) | 2 (0.8%) | 0 (0%) |
| About half the time | 45 (9.0%) | 26 (10%) | 19 (7.7%) |
| Always | 36 (7.2%) | 16 (6.3%) | 20 (8.1%) |
| Most of the time | 40 (8.0%) | 17 (6.7%) | 23 (9.3%) |
| Never | 180 (36%) | 92 (37%) | 88 (36%) |
| Sometimes | 195 (39%) | 99 (39%) | 96 (39%) |
| **nd\_soy** |  |  |  |
|  | 398 (80%) | 200 (79%) | 198 (80%) |
| Soymilk | 100 (20%) | 52 (21%) | 48 (20%) |
| **nd\_almond** |  |  |  |
|  | 251 (50%) | 128 (51%) | 123 (50%) |
| Almond milk | 247 (50%) | 124 (49%) | 123 (50%) |
| **nd\_oat** |  |  |  |
|  | 400 (80%) | 206 (82%) | 194 (79%) |
| Oat milk | 98 (20%) | 46 (18%) | 52 (21%) |
| **nd\_coconut** |  |  |  |
|  | 421 (85%) | 215 (85%) | 206 (84%) |
| Coconut milk | 77 (15%) | 37 (15%) | 40 (16%) |
| **nd\_rsn\_vegan** |  |  |  |
|  | 482 (97%) | 242 (96%) | 240 (98%) |
| Vegan / Vegetarian diet or lifestyle | 16 (3.2%) | 10 (4.0%) | 6 (2.4%) |
| **nd\_rsn\_lactose** |  |  |  |
|  | 428 (86%) | 212 (84%) | 216 (88%) |
| Lactose intolerance | 70 (14%) | 40 (16%) | 30 (12%) |
| **nd\_rsn\_shelflife** |  |  |  |
|  | 450 (90%) | 225 (89%) | 225 (91%) |
| Longer product shelf life | 48 (9.6%) | 27 (11%) | 21 (8.5%) |
| **nd\_rsn\_inflammation** |  |  |  |
|  | 476 (96%) | 241 (96%) | 235 (96%) |
| Concerns about inflammation | 22 (4.4%) | 11 (4.4%) | 11 (4.5%) |
| **nd\_rsn\_antibiotic** |  |  |  |
|  | 476 (96%) | 238 (94%) | 238 (97%) |
| Concerns over antibiotics, pesticides, or hormones | 22 (4.4%) | 14 (5.6%) | 8 (3.3%) |
| **online\_freq** |  |  |  |
|  | 3 (0.6%) | 1 (0.4%) | 2 (0.8%) |
| A few times a month | 237 (48%) | 121 (48%) | 116 (47%) |
| A few times a week | 136 (27%) | 69 (27%) | 67 (27%) |
| About once a day | 13 (2.6%) | 4 (1.6%) | 9 (3.7%) |
| About once a month | 72 (14%) | 36 (14%) | 36 (15%) |
| Less than once per month | 34 (6.8%) | 19 (7.5%) | 15 (6.1%) |
| Several times a day | 3 (0.6%) | 2 (0.8%) | 1 (0.4%) |
| **read\_label\_freq** |  |  |  |
|  | 4 (0.8%) | 1 (0.4%) | 3 (1.2%) |
| About half the time | 89 (18%) | 58 (23%) | 31 (13%) |
| Always | 105 (21%) | 56 (22%) | 49 (20%) |
| Most of the time | 152 (31%) | 64 (25%) | 88 (36%) |
| Never | 9 (1.8%) | 4 (1.6%) | 5 (2.0%) |
| Sometimes | 139 (28%) | 69 (27%) | 70 (28%) |
| **use\_qr\_code** |  |  |  |
|  | 4 (0.8%) | 1 (0.4%) | 3 (1.2%) |
| Definitely not | 177 (36%) | 81 (32%) | 96 (39%) |
| Definitely yes | 77 (15%) | 41 (16%) | 36 (15%) |
| Might or might not | 44 (8.8%) | 28 (11%) | 16 (6.5%) |
| Probably not | 107 (21%) | 51 (20%) | 56 (23%) |
| Probably yes | 89 (18%) | 50 (20%) | 39 (16%) |
| **foodwaste\_familiar** |  |  |  |
|  | 5 (1.0%) | 2 (0.8%) | 3 (1.2%) |
| Extremely familiar | 8 (1.6%) | 3 (1.2%) | 5 (2.0%) |
| Moderately familiar | 78 (16%) | 43 (17%) | 35 (14%) |
| Not familiar at all | 222 (45%) | 109 (43%) | 113 (46%) |
| Slightly familiar | 161 (32%) | 80 (32%) | 81 (33%) |
| Very familiar | 24 (4.8%) | 15 (6.0%) | 9 (3.7%) |
| *1*n (%) |