

BESPOKE SURVEYS

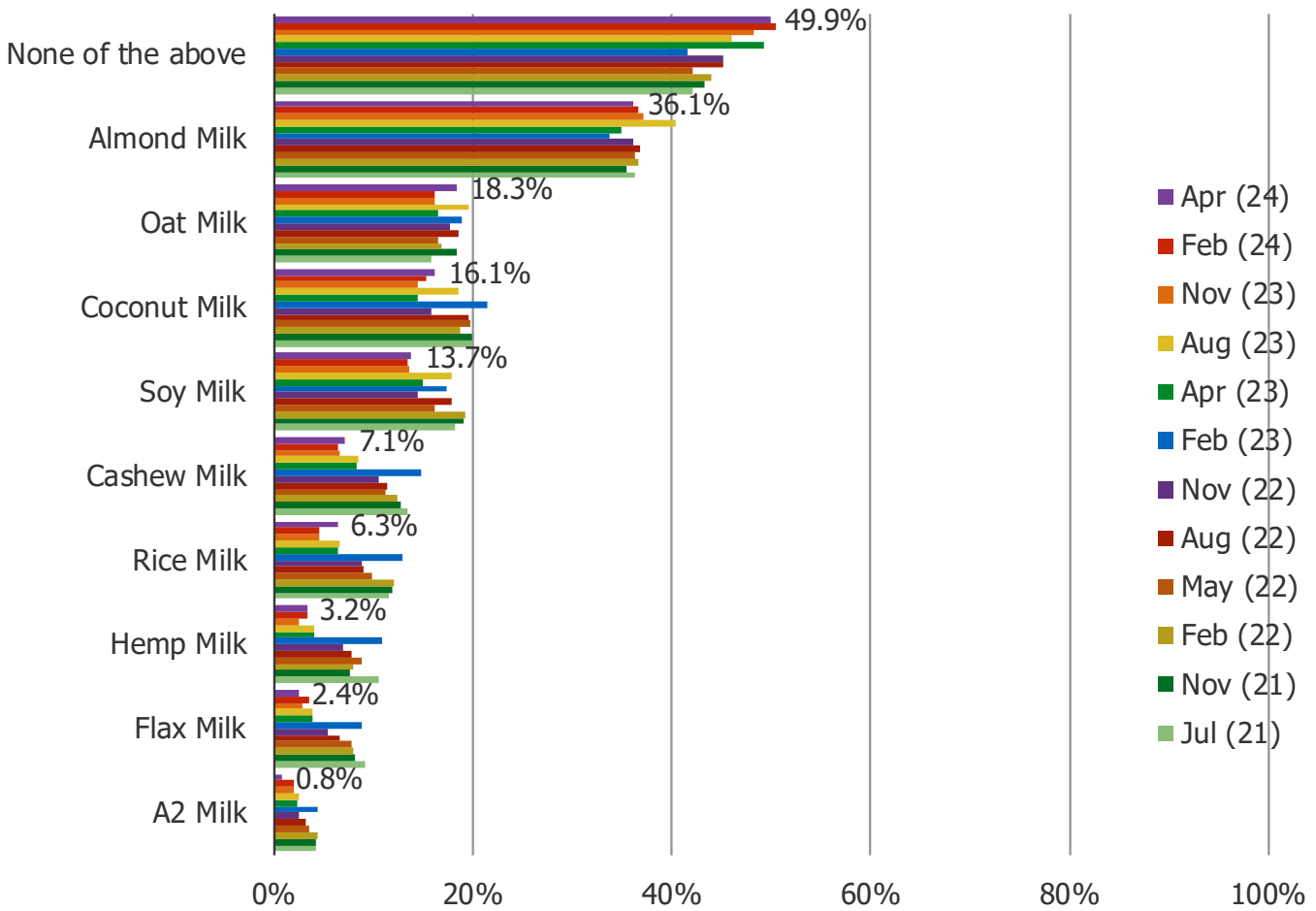
Milk Alternatives, Vol 12

1,000+ Respondents Per Quarter

MILK ALTERNATIVES

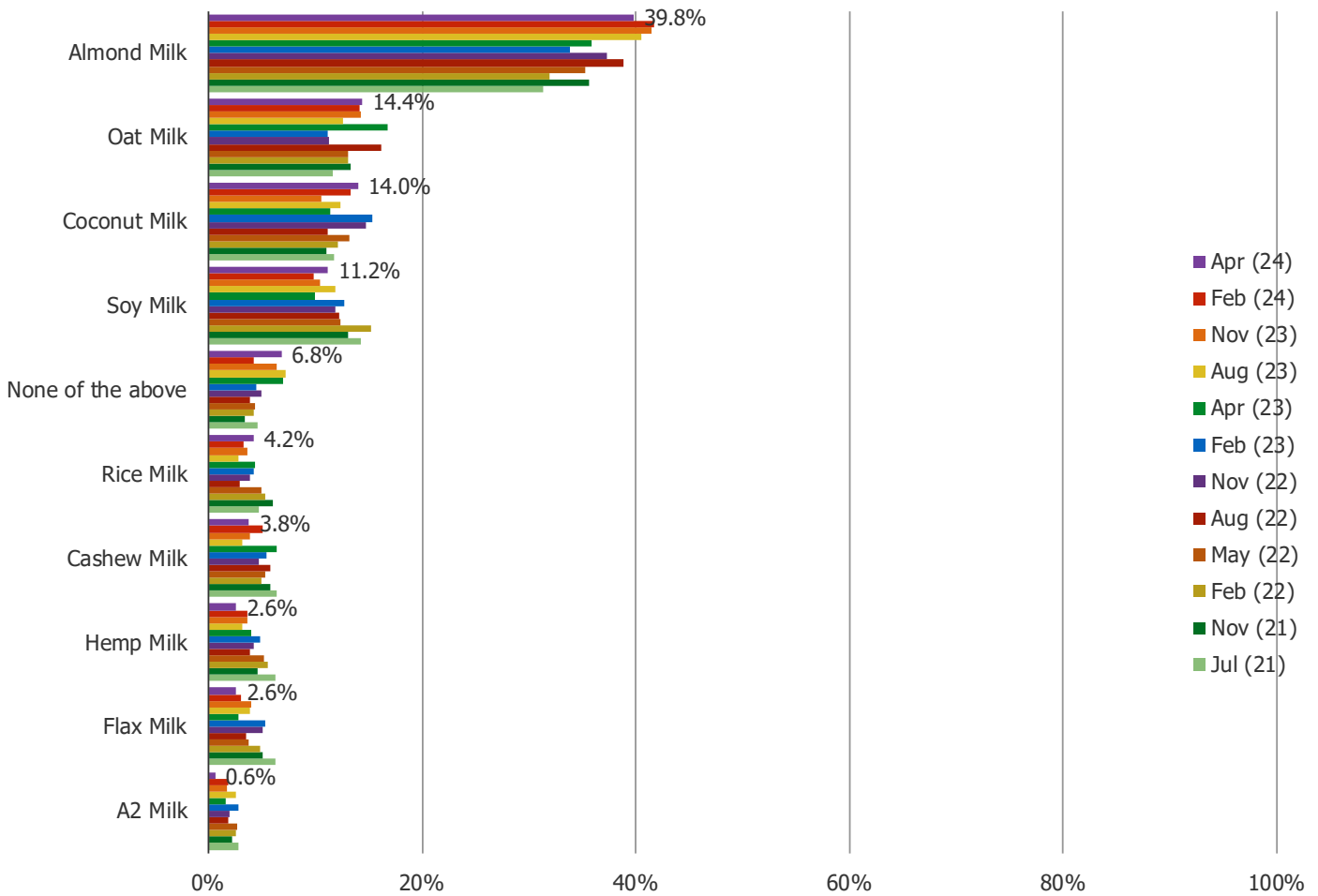
DO YOU REGULARLY OR OCCASIONALLY USE ANY OF THE FOLLOWING MILK ALTERNATIVES? SELECT ALL THAT APPLY

Posed to all respondents



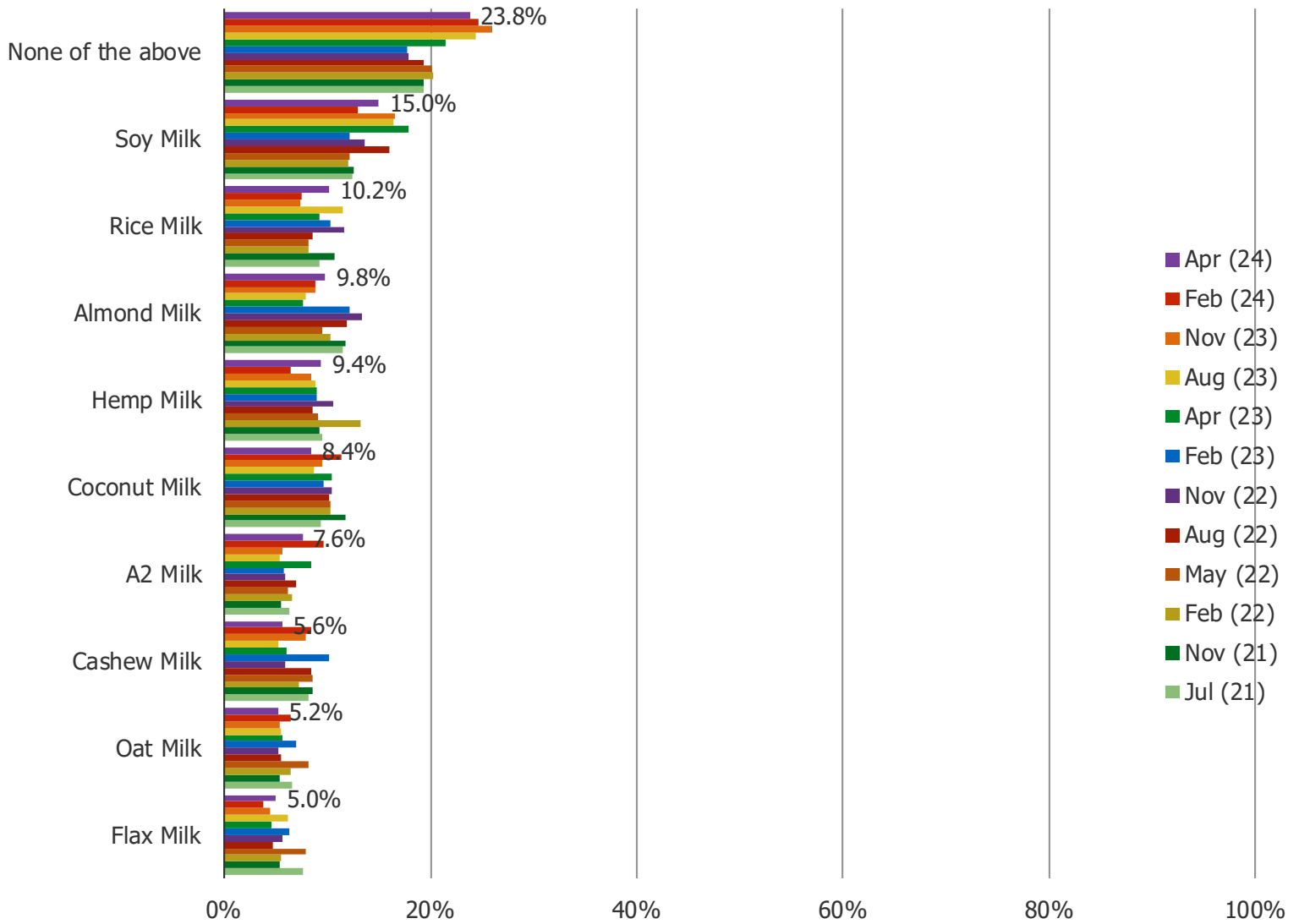
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE HEALTHIEST?

Posed to all respondents who use milk alternatives regularly or occasionally.



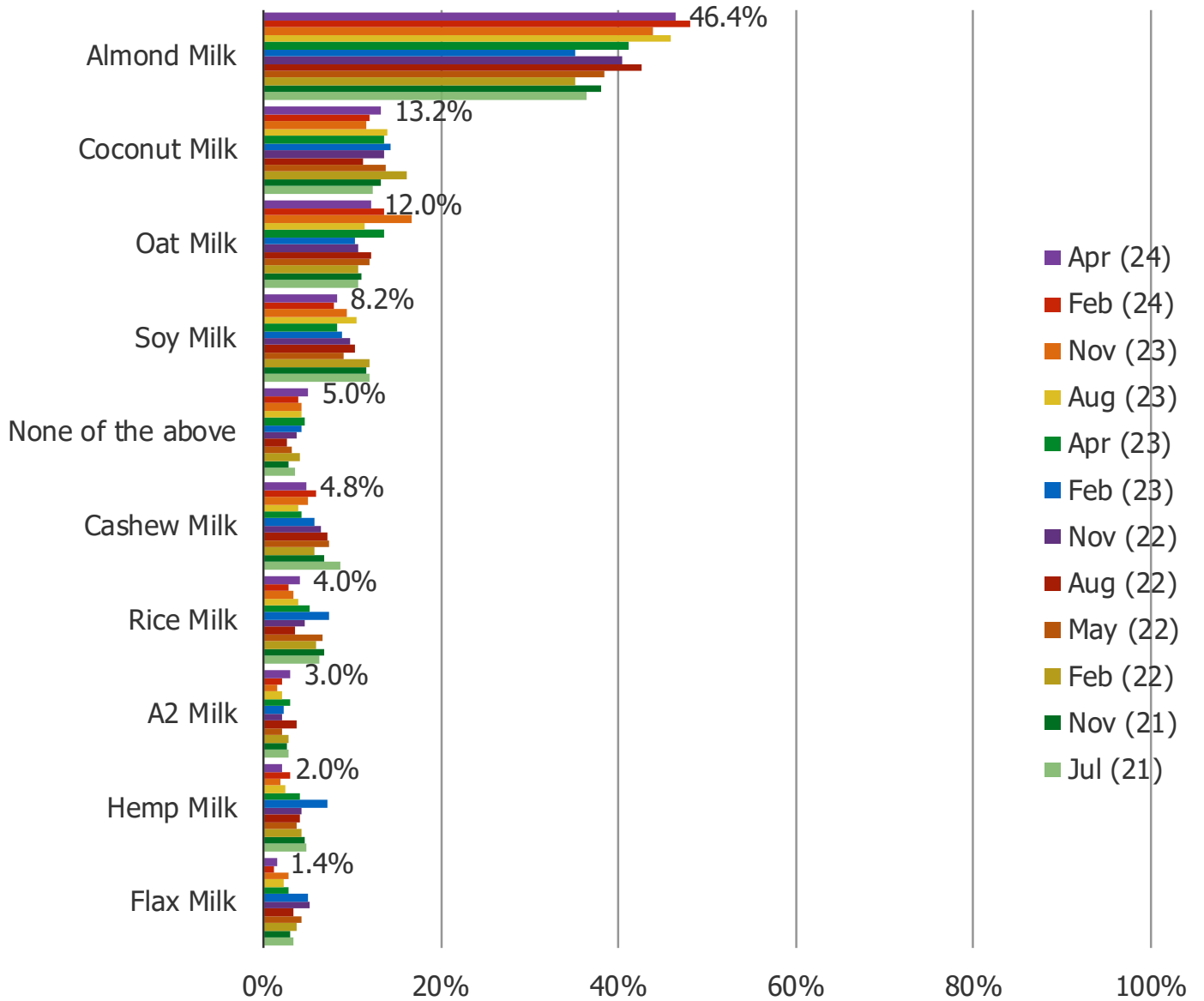
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE LEAST HEALTHY?

Posed to all respondents who use milk alternatives regularly or occasionally.



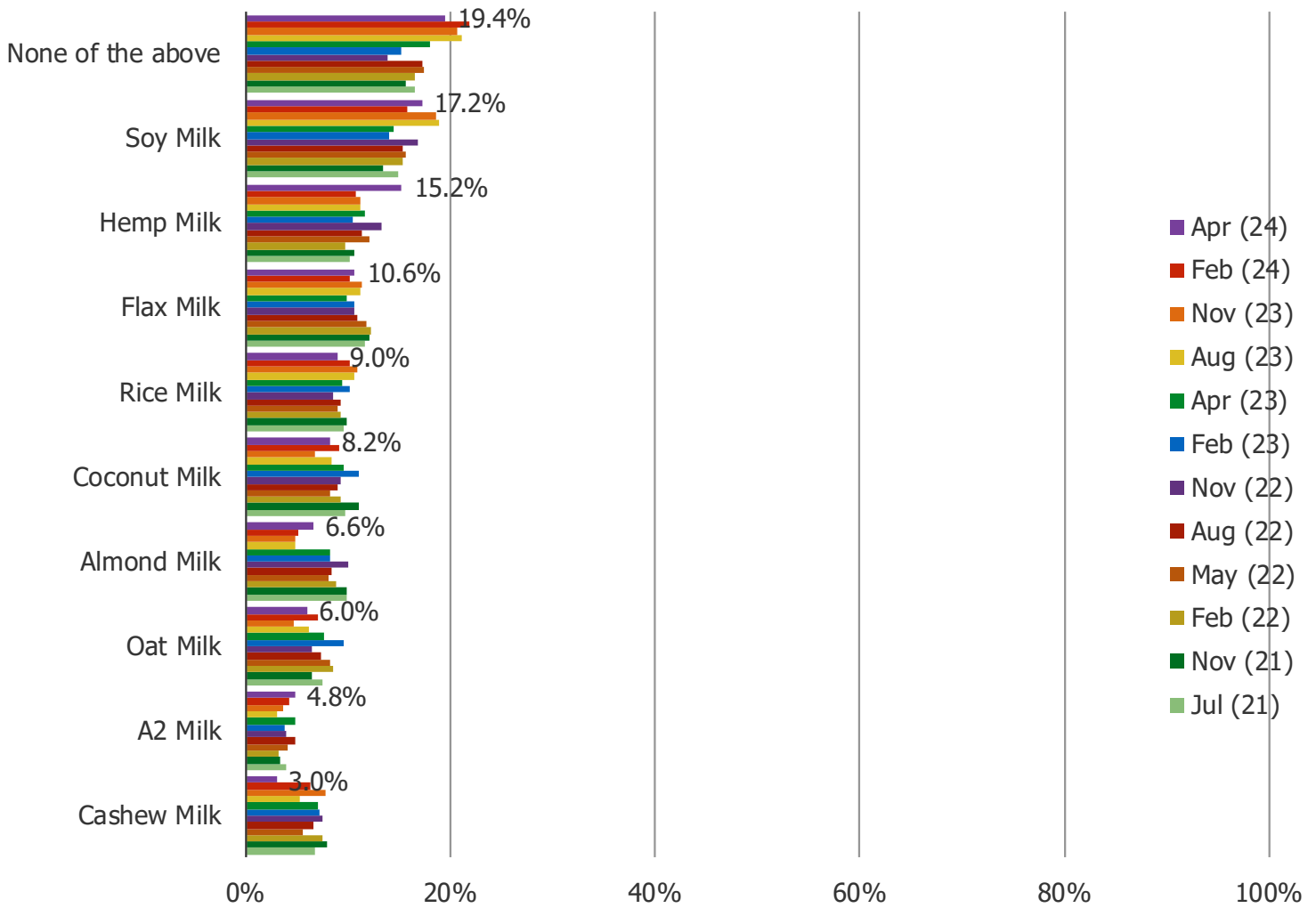
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL IS THE TASTES THE BEST?

Posed to all respondents who use milk alternatives regularly or occasionally.



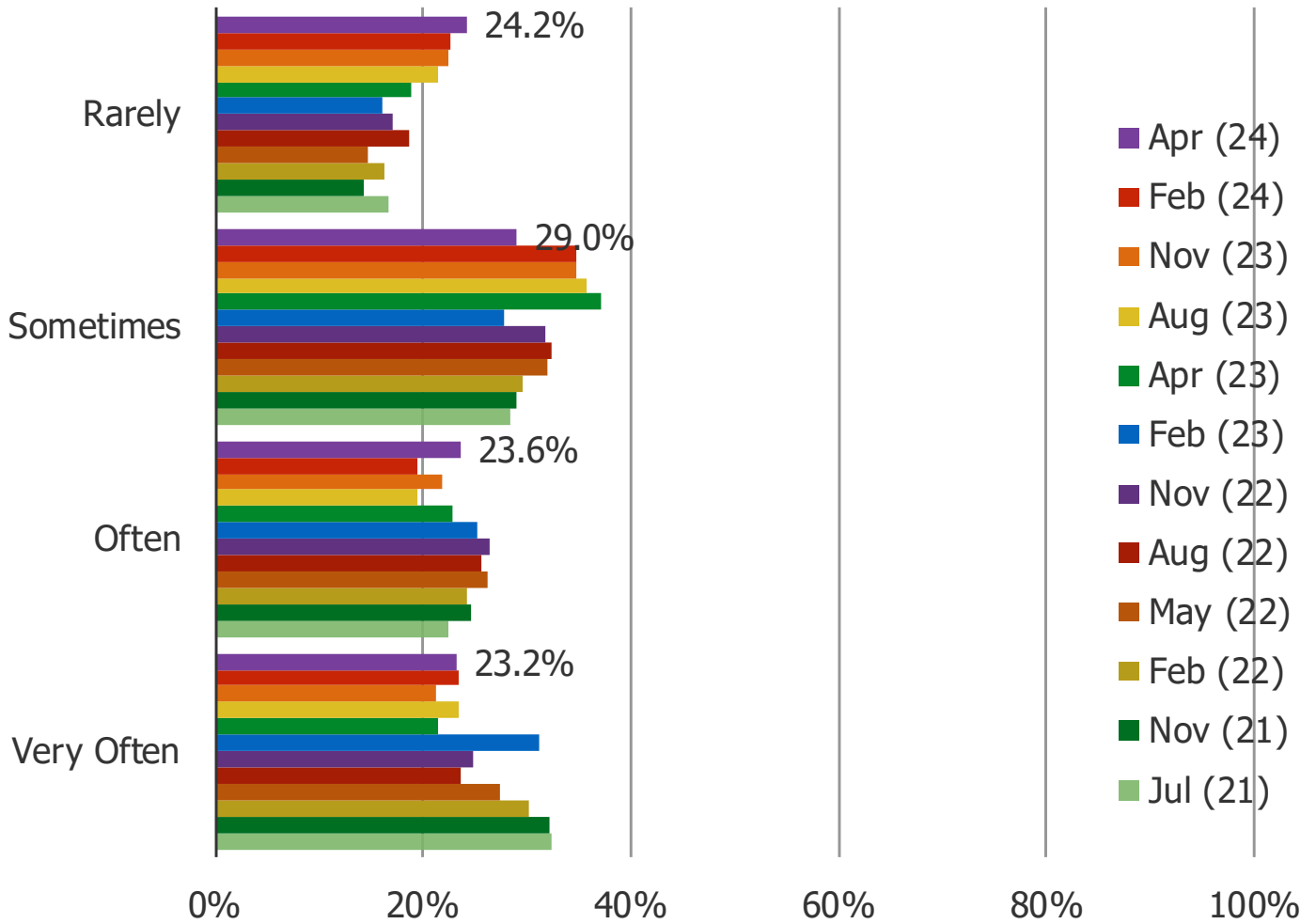
WHICH ALTERNATIVE MILK TYPE DO YOU FEEL TASTES THE WORST?

Posed to all respondents who use milk alternatives regularly or occasionally.



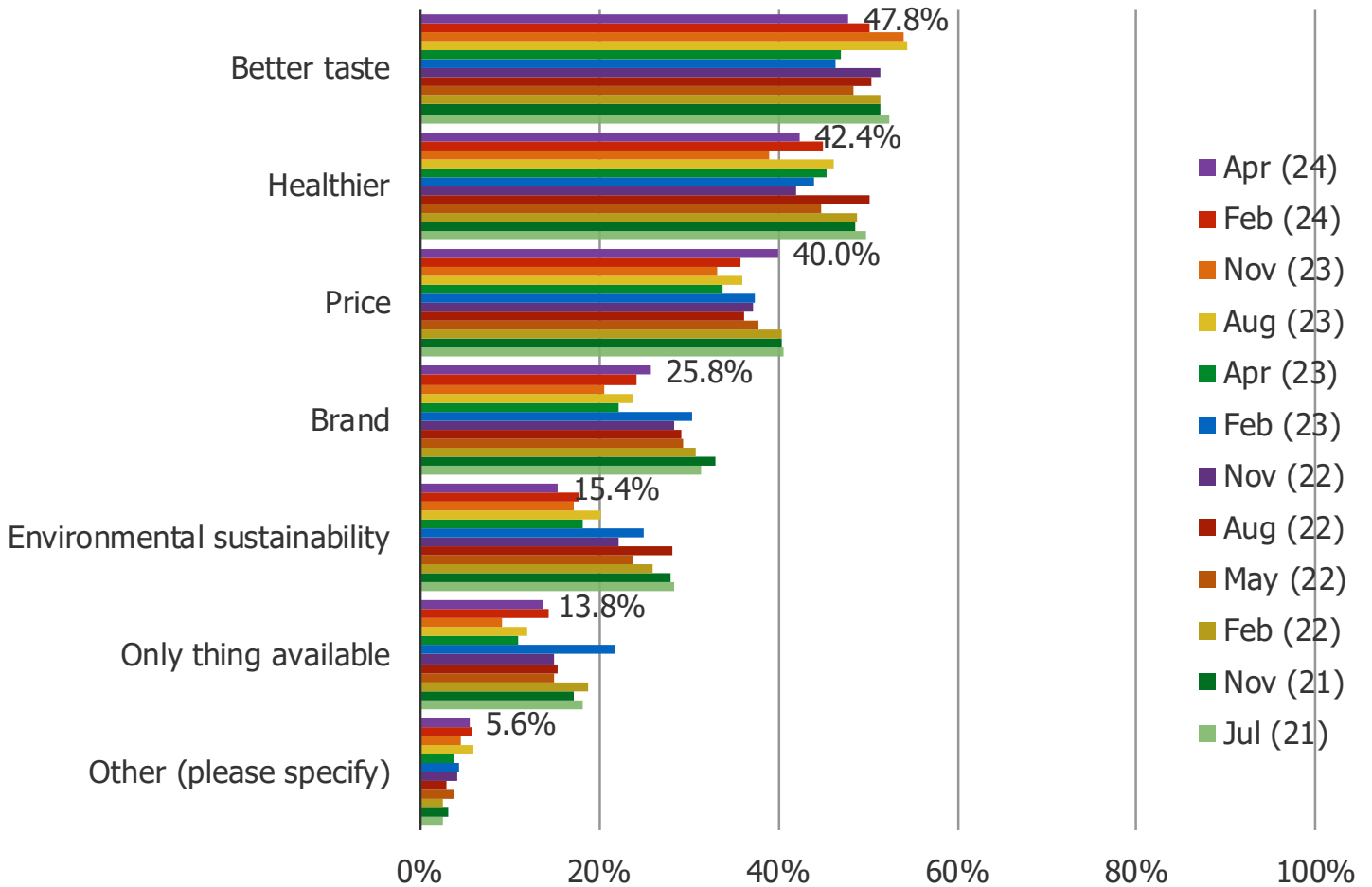
HOW OFTEN DO YOU DRINK NON-DAIRY ALTERNATIVE MILK?

Posed to all respondents who consume one or more milk alternatives regularly or occasionally.



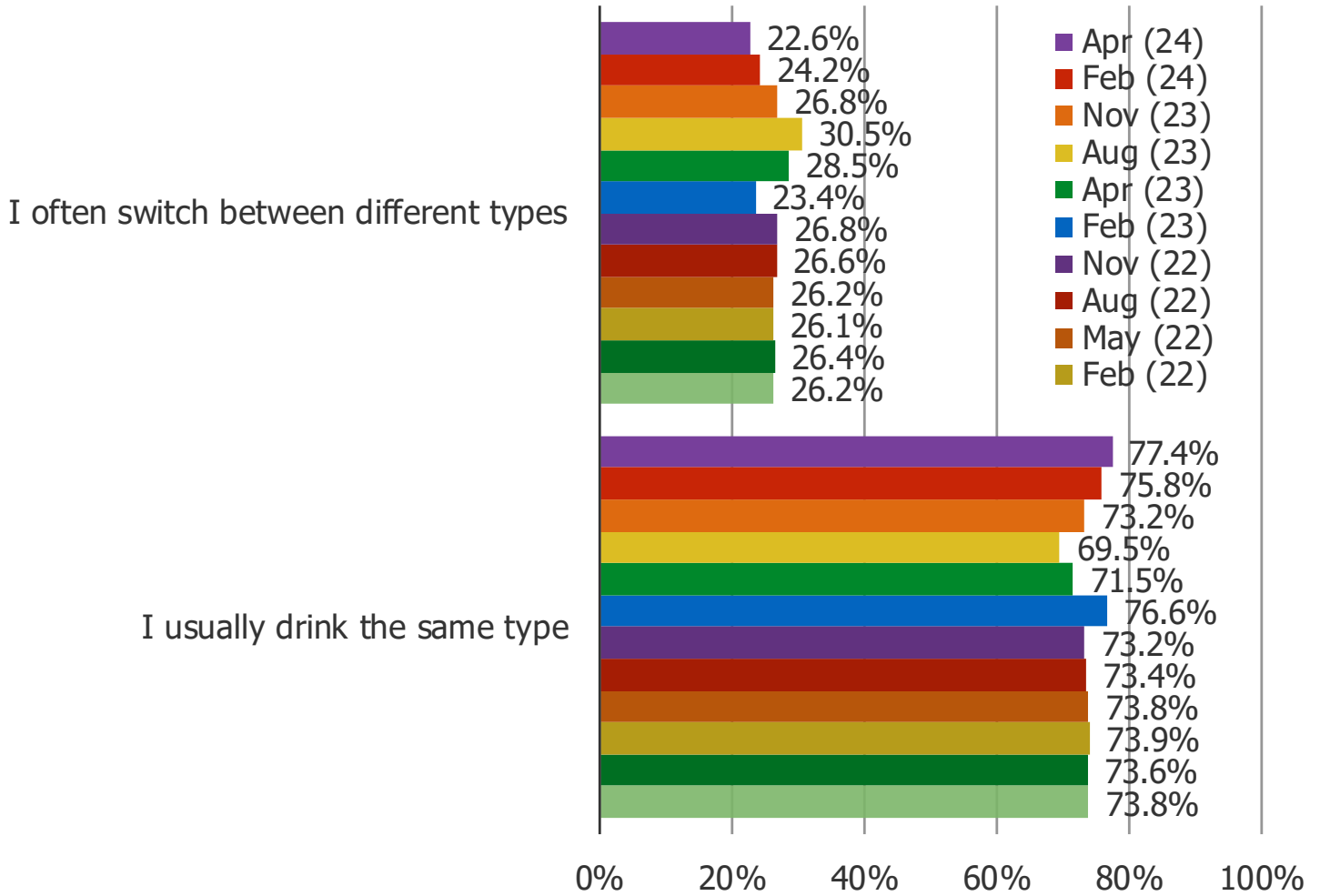
THINKING OF THE DIFFERENT TYPES OF ALTERNATIVE MILKS AVAILABLE (ALMOND, OAT, SOY, RICE, COCONUT, A2, ETC), WHAT MAKES YOU CHOOSE TO CONSUME ONE OVER THE OTHERS? SELECT ALL THAT APPLY

Posed to all respondents who use milk alternatives regularly or occasionally.



DO YOU ALWAYS DRINK THE SAME TYPE OF ALTERNATIVE MILK (IE, ALMOND MILK, OAT MILK, RICE MILK, ETC), OR DO YOU SWITCH BETWEEN TYPES?

Posed to all respondents who use milk alternatives regularly or occasionally.



WHY DO YOU SWITCH BETWEEN DIFFERENT TYPES OF ALTERNATIVE MILKS (IE, ALMOND MILK, OAT MILK, RICE MILK, ETC)?

Posed to all respondents who use milk alternatives regularly or occasionally.

Variety

I like trying different kinds of milk in my oatmeal

Availability

Different flavors

Not picky

Because it's not a good brand

Like to try different brands to see the taste and compare prices

availability, curiosity, price

Because I want to try something new

I like it in different drinks

Just to try it

To change up alternative milk. Utilize the brands I like

Deals and prices

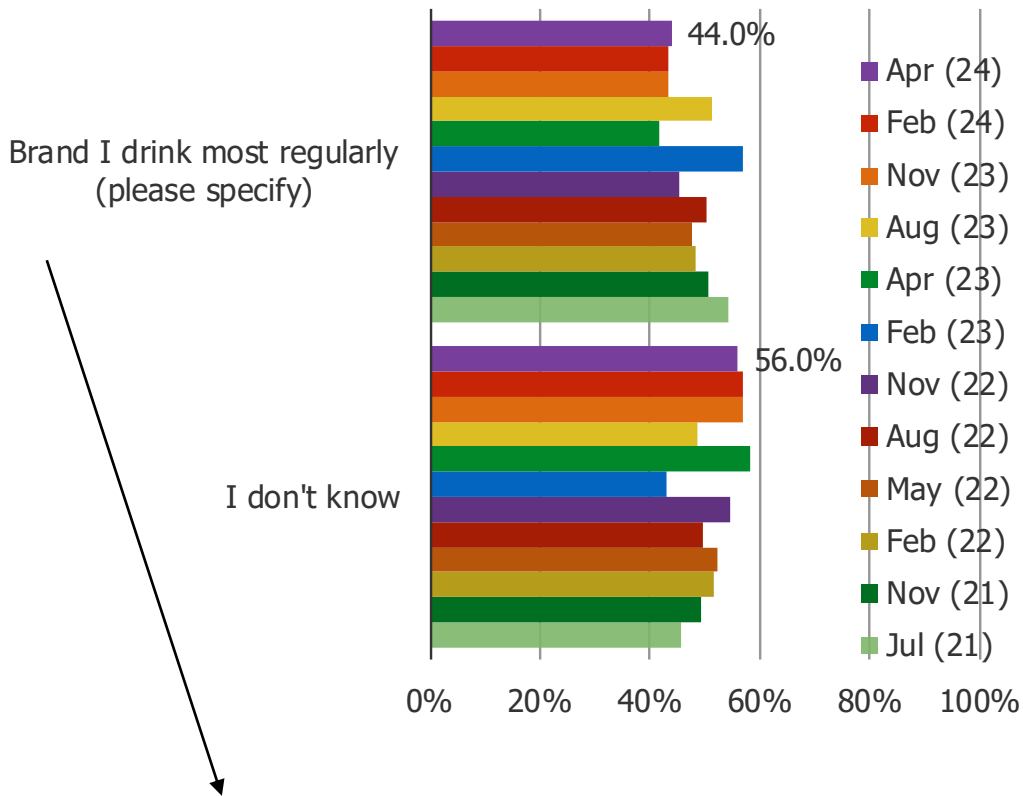
Just to pick the best one

Like to try new things

OAT MILK

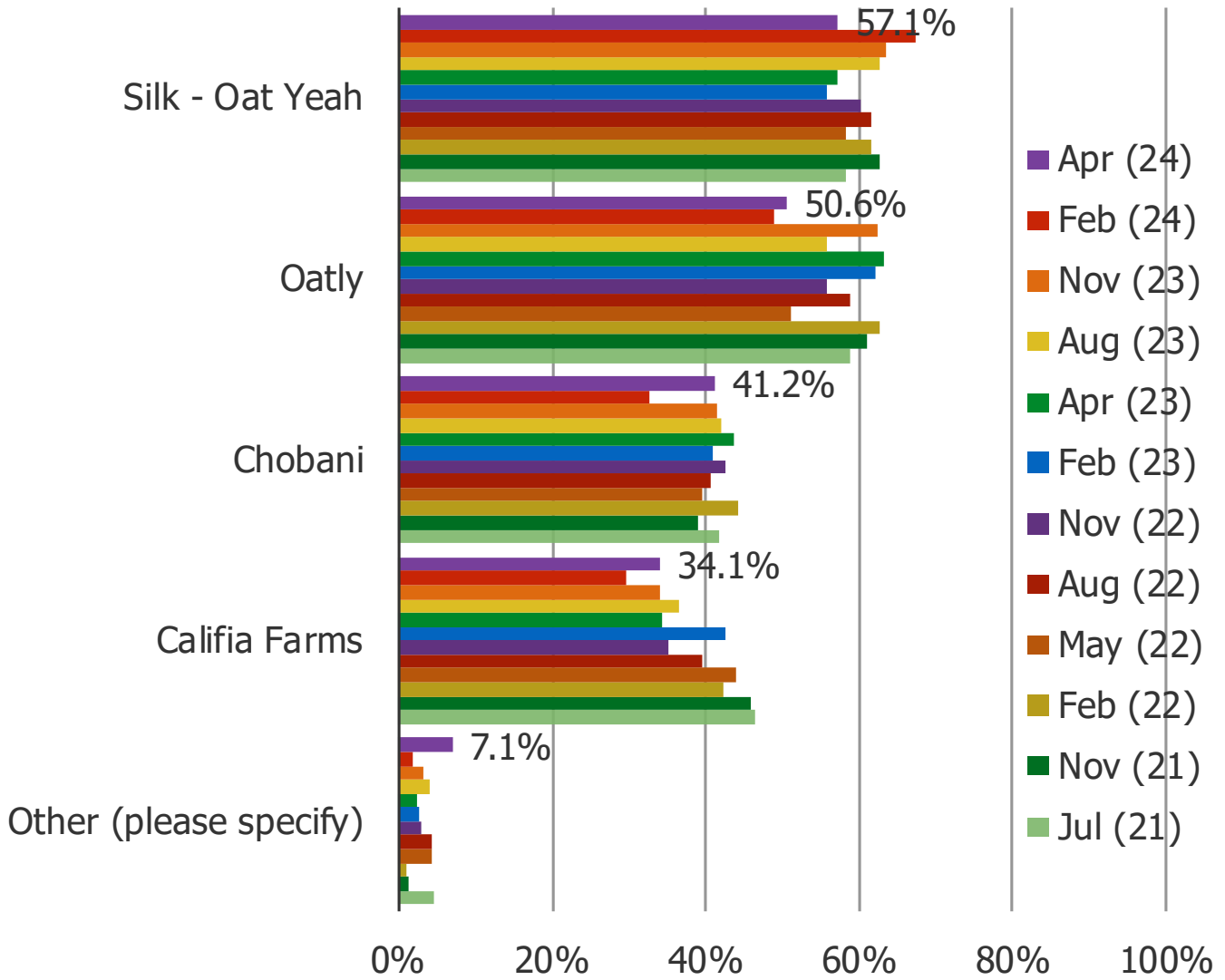
WHICH OAT MILK BRAND DO YOU CONSUME MOST REGULARLY?

Posed to all respondents who use oat milk alternatives regularly or occasionally.



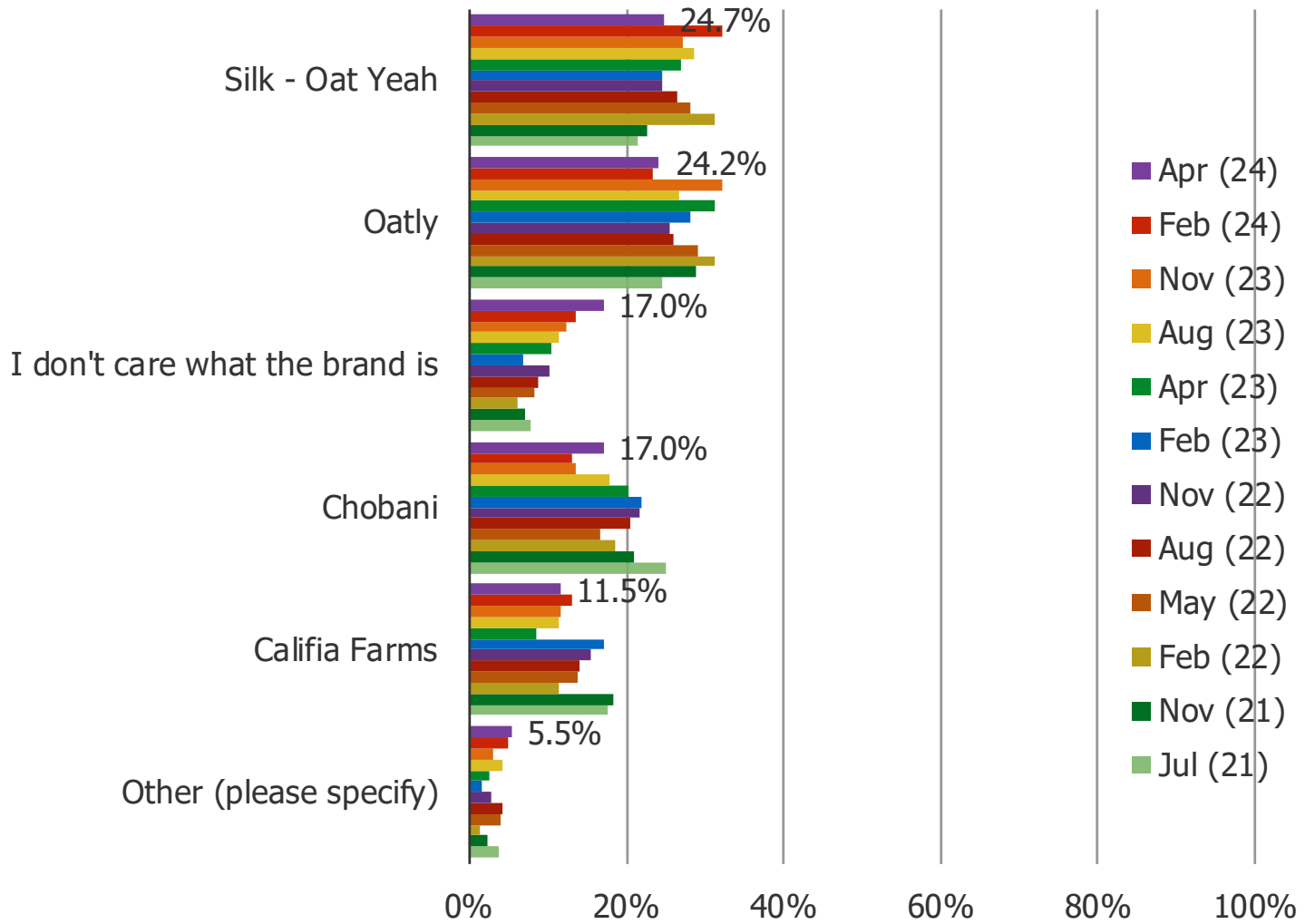
WHICH OF THE FOLLOWING OAT MILK BRANDS HAVE YOU EVER HAD? (SELECT ALL THAT APPLY)

Posed to all respondents who use milk alternatives regularly or occasionally and drink oat milk.



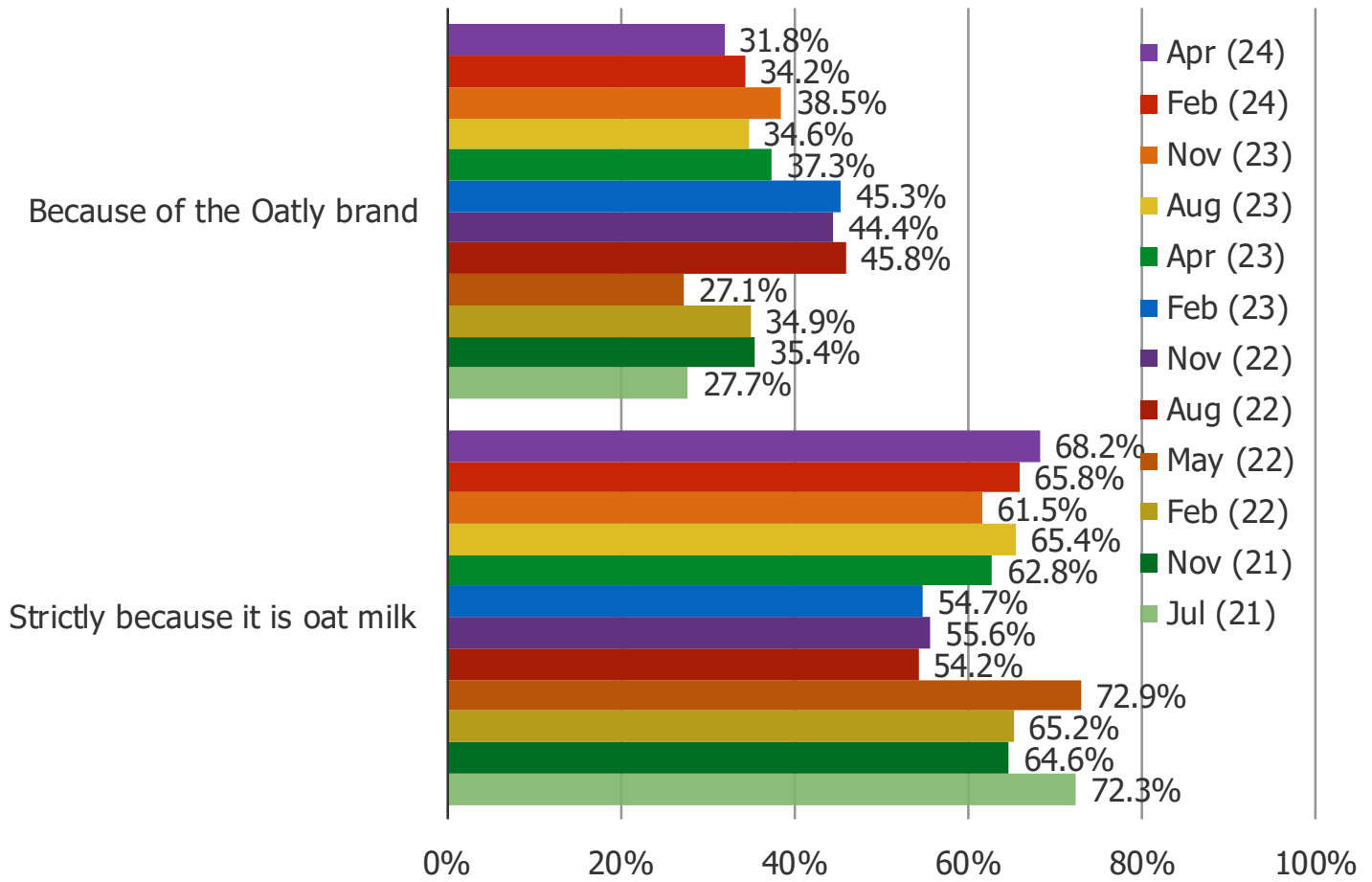
WHAT IS YOUR PREFERRED OAT MILK BRAND?

Posed to all respondents who use milk alternatives regularly or occasionally and drink oat milk.



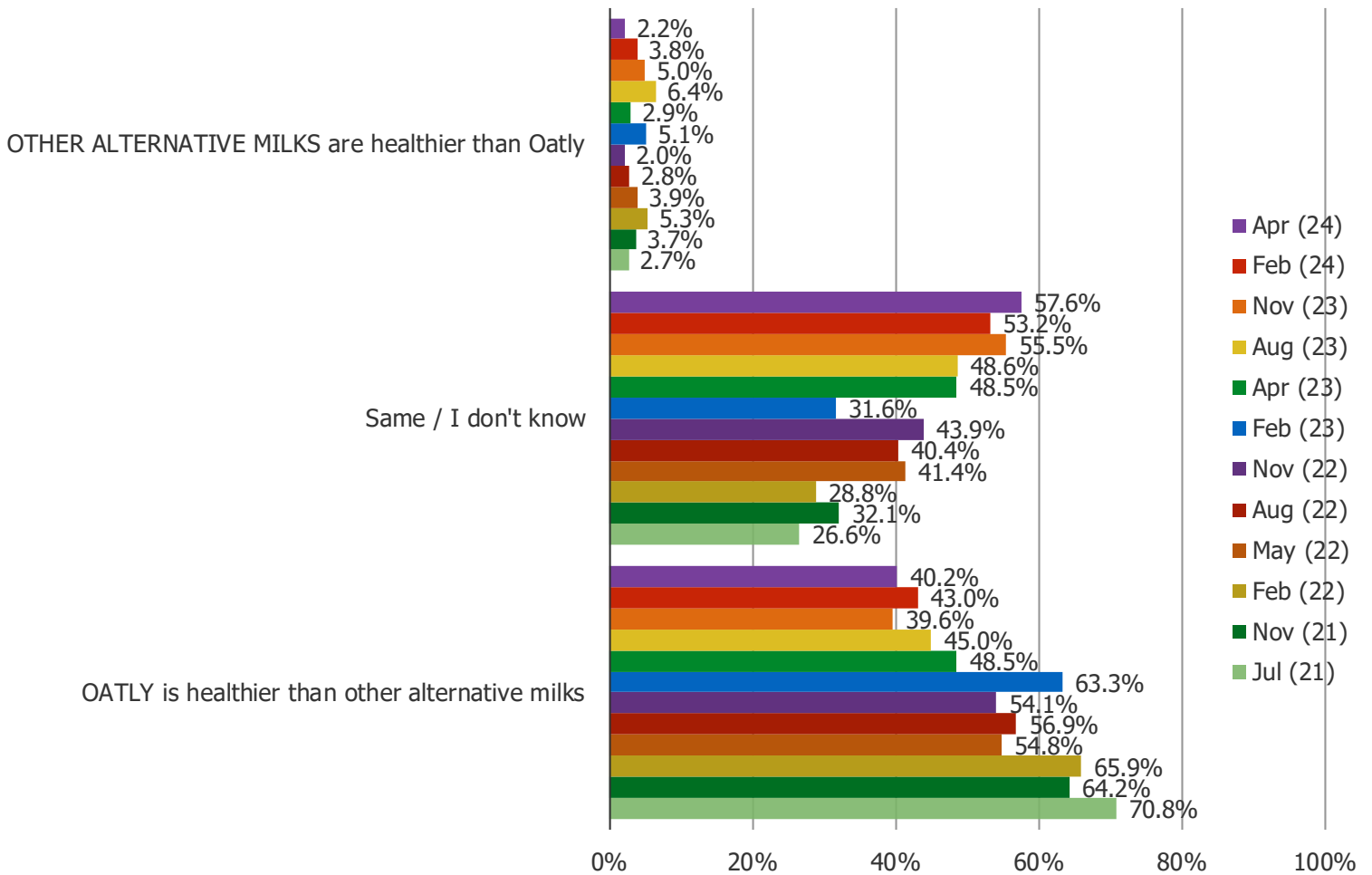
WHICH OF THE FOLLOWING BETTER DESCRIBES WHY YOU CHOOSE OATLY?

Posed to oat milk drinkers whose brand preference is Oatly (N = 44)



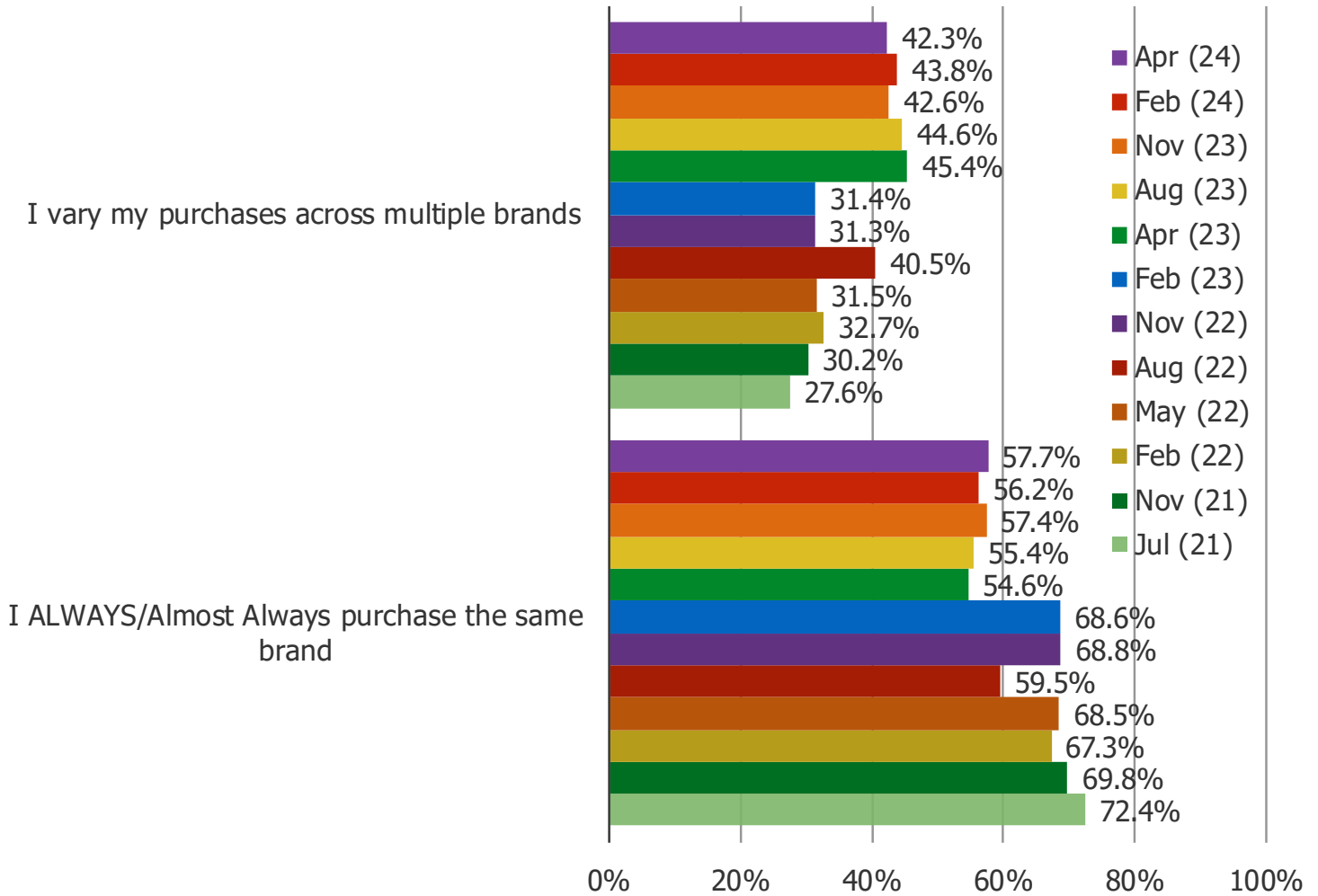
IN YOUR OPINION, HOW DOES OATLY COMPARE TO OTHER ALTERNATIVE MILKS WHEN IT COMES TO HOW HEALTHY IT IS?

Posed to oat milk drinkers whose brand preference is Oatly (N = 92)



THINKING ABOUT YOUR OAT MILK DRINKING, WHICH OF THE FOLLOWING BEST DESCRIBES YOU:

Posed to respondents who regularly or occasionally drink oat milk (N = 182).



WHAT IS THE MAIN REASON FOR WHY YOU VARY YOUR OAT MILK PURCHASES ACROSS MULTIPLE BRANDS AS OPPOSED TO CHOOSING THE SAME BRAND EVERY TIME?

Posed to respondents who regularly or occasionally drink oat milk and said they vary their purchases across multiple brands (N = 77).

