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| **Supplementary Table 1. Mean daily dairy intakes – females, *n* 760, and consumers only (% of population)** |
|  | Mean daily intakes  | Total population (females only) | Consumers only |
|  |  | Mean | SD | Median | 97.5 | *n* | % cons | Mean | SD | Median | 97.5 |
| *n* 760 | Servings of dairy\* | 1.8 | 1.1 | 1.6 | 4.3 | 760 | 100 | 1.8 | 1.1 | 1.6 | 4.3 |
|  | Total dairy (g/ day) | 259.8 | 173.8 | 225.6 | 671.7 | 760 | 100 | 259.8 | 173.8 | 225.6 | 671.7 |
|  | Total milk | 205.6 | 160.7 | 171.4 | 607.5 | 739 | 97.2 | 211.4 | 159.1 | 174.7 | 610.2 |
|  | Whole milk  | 86.7 | 132.8 | 29.5 | 445.1 | 577 | 75.9 | 114.1 | 141.8 | 62.5 | 467.8 |
|  | Semi-skimmed milk | 73.9 | 120.6 | 5.3 | 433.5 | 392 | 51.6 | 143.2 | 135.2 | 102.4 | 479.7 |
|  | Skimmed milk | 17.3 | 56.2 | - | 220.5 | 148 | 19.5 | 88.9 | 99.8 | 48.8 | 357.7 |
|  | Fortified milk | 21.8 | 77.0 | - | 256.1 | 106 | 13.9 | 155.8 | 147.5 | 117.6 | 611.4 |
|  | Buttermilk | 3.3 | 9.0 | 0.0 | 31.9 | 155 | 20.4 | 16.4 | 13.6 | 10.9 | 57.1 |
|   | Total cheese | 14.8 | 15.7 | 10.3 | 56.9 | 572 | 75.3 | 19.7 | 15.2 | 15.3 | 62.7 |
|  | Cheese – By fat content (% fat in dry matter:) |
|  | Skimmed (1-10) | 0.4 | 3.6 | - | - | 14 | 1.8 | 21.6 | 15.8 | 18.9 | - |
|  | Partially skimmed (10-20) | 0.3 | 3.6 | - | 5.0 | 32 | 4.2 | 7.0 | 4.8 | 5.1 | - |
|  | Medium Fat (20-40) | 5.2 | 9.2 | - | 30.9 | 336 | 44.2 | 11.7 | 10.7 | 8.5 | 41.7 |
|  | Full fat (40-60) | 8.5 | 11.9 | 3.2 | 40.0 | 418 | 55.0 | 15.4 | 12.3 | 12.1 | 50.5 |
|  |  High fat (60 or above) | 0.4 | 2.7 | - | 11.9 | 27 | 3.6 | 12.3 | 7.6 | 10.0 | - |
|  | Total Yogurt | 36.5 | 51.5 | 4.0 | 174.8 | 395 | 52.0 | 70.2 | 52.2 | 62.5 | 193.0 |
|  | Yogurt | 30.4 | 46.5 | 0.0 | 156.3 | 358 | 47.1 | 64.6 | 48.8 | 60.0 | 190.0 |
|  | Drinking yogurt | 6.1 | 19.7 | - | 75.0 | 84 | 11.1 | 54.9 | 28.9 | 50.0 | 100.0 |
|  | Total Cream | 2.3 | 5.7 | - | 20.5 | 180 | 23.7 | 9.6 | 8.2 | 7.5 | 35.2 |
|  | Cream – whipping | 1.5 | 4.9 | - | 18.8 | 117 | 15.4 | 10.0 | 8.6 | 7.5 | 36.3 |
|  | Cream – double | 0.4 | 2.1 | - | 5.4 | 47 | 6.2 | 6.2 | 5.7 | 4.5 | - |
|  | Cream - single | 0.2 | 1.7 | - | 0.4 | 19 | 2.5 | 7.3 | 8.4 | 5.6 | - |
|  | Cream – half | 0.0 | 0.1 | - | 0.0 | 1 | 0.1 | 3.2 | - | 3.2 | 3.2 |
|  | Crème fraiche | 0.2 | 1.3 | - | - | 15 | 2.0 | 8.7 | 4.4 | 7.5 | - |
|  | Total butter | 0.7 | 1.9 | - | 5.8 | 163 | 21.4 | 3.2 | 3.1 | 2.5 | 11.5 |

\*Mean daily servings of dairy calculated for milk, cheese and yogurt as per current recommendations (29); 1 serving equates to: 200 ml milk, fortified milk and yogurt drinks, 25g hard cheese, 50g soft cheese and 35g processed cheese, 75g cottage cheese, 125g yogurt. %cons = % consumers

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| **Supplementary Table 2. Mean daily dairy intakes – males, *n* 740, and consumers only (% of population)** |
|  |  | Total population (males only) | Consumers only |
|  |  | Mean | SD | Median | 97.5 | *n* | % cons | Mean | SD | Median | 97.5 |
| *n* 740 | Servings of dairy per day\* | 2.3 | 1.4 | 2.0 | 6.2 | 739 | 99.9 | 2.3 | 1.4 | 2.0 | 6.2 |
|  | Total dairy  | 322.8 | 223.1 | 275.2 | 856.6 | 739 | 99.9 | 323.3 | 223.0 | 275.3 | 856.8 |
|  | Total milk | 271.1 | 210.7 | 227.4 | 804.6 | 726 | 98.1 | 276.3 | 209.3 | 232.7 | 806.5 |
|  | Whole milk  | 152.4 | 201.4 | 72.6 | 687.3 | 613 | 82.8 | 184.0 | 207.7 | 116.0 | 774.3 |
|  | Semi-skimmed milk | 69.3 | 139.3 | - | 508.5 | 270 | 36.5 | 190.0 | 174.2 | 142.3 | 706.7 |
|  | Skimmed milk | 14.5 | 66.5 | - | 231.6 | 93 | 12.6 | 115.3 | 154.1 | 42.0 | 662.0 |
|  | Fortified milk | 27.2 | 88.1 | - | 322.1 | 98 | 13.2 | 205.3 | 148.8 | 187.3 | 586.6 |
|  | Buttermilk | 5.1 | 14.5 | 0.0 | 53.5 | 160 | 21.6 | 23.5 | 23.2 | 15.2 | 94.7 |
|   | Total cheese | 21.4 | 23.5 | 15.3 | 78.6 | 577 | 78.0 | 27.4 | 23.3 | 22.1 | 82.7 |
|  | Cheese – By fat content (% fat in dry matter:) |
|  | Skimmed (1-10) | 0.24 | 4.3 | - | - | 3 | 0.4 | 60.0 | 36.1 | 50.0 | - |
|  | Partially skimmed (10-20) | 0.15 | 1.7 | - | - | 9 | 1.2 | 11.9 | 11.0 | 8.5 | - |
|  | Medium Fat (20-40) | 7.1 | 11.8 | - | 39.9 | 335 | 45.3 | 15.8 | 13.1 | 12.5 | 48.4 |
|  | Full fat (40-60) | 13.5 | 19.6 | 6.3 | 66.0 | 450 | 60.8 | 22.1 | 21.0 | 15.9 | 77.7 |
|  | High fat (60 or above) | 0.4 | 2.9 | - | 4.9 | 20 | 2.7 | 14.5 | 10.1 | 12.1 | - |
|  | Total Yogurt | 27.5 | 51.9 | - | 162.5 | 295 | 39.9 | 68.9 | 62.4 | 56.3 | 222.6 |
|  | Yogurt | 22.6 | 48.7 | - | 158.6 | 249 | 33.6 | 67.1 | 63.8 | 51.3 | 6 |
|  | Drinking yogurt | 4.9 | 17.9 | - | 65.0 | 66 | 8.9 | 54.7 | 29.7 | 50.0 | 132.8 |
|  | Total Cream | 2.2 | 6.7 | - | 21.3 | 133 | 18.0 | 12.0 | 11.8 | 7.7 | 43.9 |
|  | Cream – whipping | 1.3 | 5.6 | - | 15.0 | 81 | 10.9 | 11.7 | 13.0 | 7.5 | 66.4 |
|  | Cream – double | 0.5 | 2.5 | - | 7.4 | 40 | 5.4 | 9.3 | 6.3 | 7.2 | 28.6 |
|  | Cream - single | 0.2 | 1.4 | - | 0.3 | 18 | 2.4 | 7.3 | 5.9 | 6.4 | - |
|  | Cream – half | 0.0 | - | - | - | 0 | 0 | - | - | - | - |
|  | Crème fraiche | 0.2 | 2.4 | - | - | 7 | 0.9 | 20.6 | 15.0 | 13.5 | - |
|  | Total butter | 2.0 | 6.8 | - | 21.3 | 150 | 20.3 | 3.7 | 3.0 | 3.4 | 11.4 |

\*Mean daily servings of dairy calculated for milk, cheese and yogurt as per current recommendations (29); 1 serving equates to: 200 ml milk, fortified milk and yogurt drinks, 25g hard cheese, 50g soft cheese and 35g processed cheese, 75g cottage cheese, 125g yogurt. %cons = % consumers