












Bekanntheit und Kaufrelevanz ausgewählter Milchmarken

Top 10 im Vergleich – Alle Regionen

	 (n=1.007)										
Bekanntheit	94%	92%	91%	90%	90%	90%	86%	86%	81%	63%	55%
Kaufrelevanz	62%	59%	55%	62%	55%	55%	51%	55%	46%	33%	24%
Werbeerinnerung	24%	22%	32%	13%	26%	17%	20%	20%	6%	1%	
Bekanntheit nach Regionen											
Region Nord (n=170)	98%	96%	91%	94%	91%	91%	88%	89%	89%	55%	71%
Region Süd (n=300)	92%	91%	90%	89%	90%	90%	86%	85%	74%	80%	50%
Region Ost (n=193)	92%	89%	89%	89%	89%	89%	85%	82%	81%	58%	51%
Region West (n=344)	94%	93%	92%	91%	90%	90%	85%	87%	82%	57%	53%