A study of yogurt consumption in the EU led to the assertion that "cultural differences continue to determine food-related behavior in the EU." In practical application this study attempts to explain that even though in theory "consumers facing the same incomes and socio-demographic characteristics, the same relative prices, and holding the same information, will tend to choose similar baskets of goods," they in reality have different habits because of a cultural influence on behavior. Socio-demographics and cultural factors all impacted the consumers knowledge of yogurt, the importance they placed on the characteristics of the yogurt, their attitude towards yogurt, and the frequency with which they ate yogurt. The 7 country grouping's included: Portugal and Spain; Greece and Italy; Benelux, France, Ireland and the UK; Austria, Germany and the Netherlands; Finland; Denmark; and Norway and Sweden. The data was collected through a consumer survey of over 4000 households across the 11 countries in the EU. The results showed that while the socio-demographic influences existed, the "country effects" were much more significant. According to the article "Women are less likely than men to eat yoghurt at breakfast, but more likely to eat it as a snack (table 5) and Table 7. Similarly, age appears to be an important factor influencing the choice of yoghurt, especially at breakfast and as a snack. Younger consumers aged 18-44 are more likely to eat yoghurt at breakfast and as a snack than consumers aged 50 and over (Table 5 and Table 7). Consumers aged 45-59 are less likely to eat yoghurt as a dessert (Table 6), but more likely to eat it as a snack (Table 7). It appears that yoghurt consumption is higher for younger consumer groups. Households of all sizes without children are more likely to eat yoghurt more frequently at breakfast (Table 5and less likely as a dessert (Table 6) than households with children. The presence of children does not seem to have an impact on the frequency of yoghurt consumed as a snack food, suggesting that other types of snack foods may be more popular among children." The previous displayed the socio-demographic effect while the "country effect" is displayed, for example, in the fact that "the probability of eating yoghurt as a dessert 'three times a week to every day' is estimated to be 20.7% lower for the Danes and 26.9% higher for the French than it is for the Germans (Table 6). This entire section was sloppy and contained too many extended quotes. The article attempts to provide scientific evidence proving that different cultures place different values on when and how food should be consumed, which will in turn diversify their economic choices from their neighbor in a different country, regardless of the fact that they possessed the same resources and were presented with the same choices. I think that the emphasis placed on the scientific and analytical evidence, and also the method of data gathering made this article concrete and reliable. All of the data was neatly organized into tables and any margin of error was clearly accounted for. Overall I was not surprised that culture was the dominant factor because of the idea that culture is integrated into all aspects of one's life.