Dairy products have relevant nutritional role and can provide benefits to health. So, it is important that the people know about this subject. This research collected data about frequency of consumption and knowledge of 320 paranaenses university of Medianeira city about the fermented dairy products. The minority (11.6 %) told not to consume these products due to taste (45.9 %), not habit (40.6 %) and not believe in its benefits (13.5 %). Among the consumers, 39.6 % consume daily, 24.1 % 2-3 times a week, 25.4 % once a week and 10.9 % rarely; 15.3 % said to know the difference between these products, but 18.4 % answered incorrectly and 26.5 % haven’t answered; 69.6 % prefer yogurt, 13.4 % other fermented milk and 17.0 % fermented milk drink. The taste was the main reason for the choice (39.2 %), followed by price (20.5 %), quality (14.8 %), health benefits (12.0 %), nutrition (7.4 %) and brand (6.1 %); 86.6 % declared to know of the presence of microorganisms and when answered about their role, 39.3 % said that they promote the regulation of the intestine, 17.4, 11.5, 11.5, 10.9 % that produce flavor, color, vitamins, smell in the products, respectively, and 9.4 % that improve the body’s defenses. This study shows that although the young people are frequent consumers, they are confused and need to improve the knowledge about fermented products. The dairy industry should explore this fact, emphasizing the choice factors such as sensory attributes and the health benefits.