



Ice Cream

Fieldwork Dates: 6th - 9th July 2018

**Conducted by YouGov
On behalf of YouGov NY**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1153 adults. Fieldwork was undertaken between 6th - 9th July 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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Ice Cream

US_nat Sample: 6th - 9th July 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

KEI_q1. What is your favorite flavor of ice cream?

Unweighted base	1153	515	638	252	368	533	203	265	431	254	820	136	116	81	434
Base: All US adults	1143	564	579	348	351	444	215	256	424	248	748	137	176	82	480
Vanilla	13%	12%	14%	12%	9%	16%	16%	12%	14%	11%	12%	15%	16%	13%	14%
					D								*	*	
Chocolate	14%	14%	15%	11%	16%	16%	14%	16%	14%	13%	14%	14%	12%	19%	14%
													*	*	
Strawberry	6%	8%	5%	4%	5%	9%	8%	3%	7%	6%	6%	4%	8%	6%	6%
						C.D	G		G				*	*	
Chocolate Chip Cookie Dough	6%	5%	8%	13%	6%	2%	7%	8%	5%	6%	7%	4%	2%	10%	4%
				D.E	E								*	L*	
Mint Chocolate Chip	8%	5%	11%	8%	9%	7%	13%	8%	5%	8%	10%	2%	4%	11%	7%
				A			H				K		*	K*	
Chocolate Chip	4%	6%	3%	4%	7%	3%	6%	2%	5%	4%	4%	4%	9%	2%	5%
					E								*	*	
Cookies n Creme	8%	10%	6%	14%	7%	3%	7%	8%	7%	10%	7%	12%	12%	2%	8%
				D.E	E							J.M	M*	*	
Butter Pecan	11%	11%	11%	5%	9%	17%	6%	12%	14%	8%	11%	20%	7%	7%	11%
						C.D			F.I			J.L.M	*	*	
Pistachio	5%	5%	5%	4%	5%	5%	4%	4%	4%	8%	3%	5%	12%	5%	6%
										H			J*	*	
Rocky Road	5%	5%	5%	5%	5%	5%	3%	5%	3%	11%	5%	2%	6%	7%	5%
										F.G.H			*	*	
Birthday Cake/Cake Batter	3%	3%	3%	5%	3%	1%	3%	2%	4%	2%	3%	6%	3%	-	3%
				E	E							M	*	*	
Other	9%	8%	11%	7%	10%	12%	5%	14%	11%	6%	10%	7%	7%	11%	10%
						C		F.I					*	*	
Don't know/not sure	3%	4%	2%	3%	4%	2%	4%	2%	2%	5%	4%	1%	1%	6%	5%
													*	*	Q
Not applicable - I don't eat ice cream	4%	5%	3%	4%	5%	3%	3%	4%	5%	3%	5%	3%	2%	2%	3%
		B											*	*	

KEI_q2. Do you prefer soft-serve ice cream or scooped ice cream?

Unweighted base	1108	488	620	241	348	519	197	255	409	247	785	131	113	79	421
Base: All US adults who eat ice cream	1098	534	564	332	333	433	208	246	402	242	713	133	173	80	466
Soft-serve	26%	27%	25%	26%	30%	22%	34%	22%	27%	21%	26%	22%	26%	25%	27%
					E		G.I						*	*	
Scooped ice cream	43%	42%	44%	42%	42%	45%	37%	40%	45%	47%	45%	35%	39%	45%	35%
											K		*	*	
No preference	29%	30%	28%	27%	26%	33%	28%	36%	26%	29%	27%	41%	30%	28%	35%
								H				J	*	*	P.Q
Don't know/not sure	2%	2%	3%	5%	1%	0%	1%	2%	2%	3%	2%	2%	4%	2%	3%
				D.E									*	*	

KEI_q3. What are your favorite ice cream toppings? Please select all that apply.

Unweighted base	1108	488	620	241	348	519	197	255	409	247	785	131	113	79	421
Base: All US adults who eat ice cream	1098	534	564	332	333	433	208	246	402	242	713	133	173	80	466
Sprinkles	21%	22%	20%	29%	24%	13%	37%	16%	18%	18%	22%	18%	18%	29%	21%
				E	E		G.H.I						*	*	
Hot fudge	43%	40%	46%	37%	48%	44%	42%	46%	43%	42%	48%	38%	30%	38%	40%
					C						K.L		*	*	
Chocolate syrup	28%	27%	29%	26%	28%	29%	24%	32%	31%	23%	29%	26%	25%	28%	27%
								I					*	*	

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US_nat Sample: 6th - 9th July 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

KEI_q1. What is your favorite flavor of ice cream?

Unweighted base	1153	382	215	122	576	16	130	68	311	52	294	859	437	307	248
Base: All US adults	1143	362	195	106	531	15	110	63	374	50	299	845	449	288	245
Vanilla	13%	11%	13%	15%	13%	5%	15%	11%	12%	16%	10%	14%	13%	15%	11%
Chocolate	14%	13%	20%	9%	15%	16%	14%	15%	13%	11%	14%	14%	15%	13%	18%
Strawberry	6%	9%	3%	3%	6%	20%	9%	8%	5%	4%	4%	7%	7%	7%	4%
Chocolate Chip Cookie Dough	6%	8%	9%	6%	4%	-	4%	5%	11%	4%	6%	6%	7%	9%	5%
Mint Chocolate Chip	8%	8%	11%	7%	9%	6%	6%	6%	7%	16%	9%	7%	7%	8%	10%
Chocolate Chip	4%	4%	6%	2%	6%	-	5%	-	4%	-	5%	4%	5%	3%	6%
Cookies n Creme	8%	8%	6%	9%	5%	29%	2%	4%	13%	4%	7%	8%	9%	6%	7%
Butter Pecan	11%	11%	9%	13%	14%	19%	8%	18%	6%	13%	14%	10%	10%	12%	10%
Pistachio	5%	3%	4%	5%	5%	-	5%	11%	4%	4%	7%	4%	3%	3%	8%
Rocky Road	5%	5%	5%	7%	5%	-	7%	8%	5%	3%	5%	5%	4%	8%	5%
Birthday Cake/Cake Batter	3%	4%	2%	2%	3%	5%	1%	4%	4%	3%	5%	2%	4%	2%	3%
Other	9%	9%	8%	12%	9%	-	15%	9%	7%	20%	8%	10%	9%	10%	8%
Don't know/not sure	3%	2%	2%	-	3%	-	3%	-	5%	2%	2%	4%	3%	2%	1%
Not applicable - I don't eat ice cream	4%	5%	2%	8%	4%	-	5%	1%	5%	-	3%	4%	3%	3%	4%

KEI_q2. Do you prefer soft-serve ice cream or scooped ice cream?

Unweighted base	1108	364	210	113	555	16	124	67	294	52	287	821	422	298	239
Base: All US adults who eat ice cream	1098	343	191	97	512	15	104	62	354	50	291	807	435	278	235
Soft-serve	26%	25%	26%	20%	26%	60%	24%	15%	26%	23%	28%	25%	25%	27%	28%
Scooped ice cream	43%	43%	54%	62%	47%	20%	41%	40%	39%	41%	48%	41%	41%	45%	47%
No preference	29%	30%	19%	18%	25%	15%	35%	43%	31%	33%	21%	32%	32%	26%	24%
Don't know/not sure	2%	2%	1%	1%	2%	5%	-	1%	3%	3%	4%	2%	2%	2%	2%

KEI_q3. What are your favorite ice cream toppings? Please select all that apply.

Unweighted base	1108	364	210	113	555	16	124	67	294	52	287	821	422	298	239
Base: All US adults who eat ice cream	1098	343	191	97	512	15	104	62	354	50	291	807	435	278	235
Sprinkles	21%	19%	24%	22%	18%	16%	20%	13%	28%	23%	26%	19%	22%	19%	22%
Hot fudge	43%	45%	46%	44%	46%	52%	42%	55%	37%	44%	46%	42%	45%	42%	48%
Chocolate syrup	28%	30%	25%	28%	27%	15%	28%	35%	28%	36%	31%	27%	31%	28%	28%

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Ice Cream

US_nat Sample: 6th - 9th July 2018



Total	Prefer not to say
	AC

KEI_q1. What is your favorite flavor of ice cream?

Unweighted base	1153	161
Base: All US adults	1143	161
Vanilla	13%	11%
Chocolate	14%	8%
Strawberry	6%	7%
Chocolate Chip Cookie Dough	6%	3%
Mint Chocolate Chip	8%	7%
Chocolate Chip	4%	2%
Cookies n Creme	8%	7%
Butter Pecan	11%	13%
Pistachio	5%	9%
Rocky Road	5%	4%
Birthday Cake/Cake Batter	3%	4%
Other	9%	11%
Don't know/not sure	3%	8%
Not applicable - I don't eat ice cream	4%	7%
		Z_AA, AB

KEI_q2. Do you prefer soft-serve ice cream or scooped ice cream?

Unweighted base	1108	149
Base: All US adults who eat ice cream	1098	149
Soft-serve	26%	22%
Scooped ice cream	43%	41%
No preference	29%	33%
Don't know/not sure	2%	5%

KEI_q3. What are your favorite ice cream toppings? Please select all that apply.

Unweighted base	1108	149
Base: All US adults who eat ice cream	1098	149
Sprinkles	21%	22%
Hot fudge	43%	32%
Chocolate syrup	28%	20%

YouGov NY
Ice Cream

US_nat Sample: 6th - 9th July 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Chocolate candy	15%	16%	14%	26% D.E	16% E	6%	16%	16%	14%	15%	12%	16%	21% *	26% J*	17%
Fruit	17%	15%	20%	18%	19%	16%	17%	20%	18%	14%	17%	12%	25% K*	16% *	16%
Oreo crumbles	24%	24%	23%	37% D.E	28% E	10%	27% I	22%	26% I	18%	20%	28% J	36% J*	22% *	24%
Nuts	31%	29%	32%	21%	37% C	33% C	26%	31%	32%	32%	28%	36%	38% *	28% *	34%
Other	10%	8%	12%	5%	11% C	12% C	9%	11%	10%	8%	11%	6%	11% *	3% *	10%
Don't know/not sure	3%	4%	2%	2%	4%	3%	2%	6% F.H.I	2%	2%	3%	5%	1% *	4% *	3%
Not applicable - I don't have any favorite ice cream toppings	14%	16%	13%	12%	10%	20% C.D	11%	13%	17%	14%	14%	13%	12% *	21% *	15%

KEI_q4. When given a choice, are you more likely to choose traditional ice cream, or a lower-calorie alternative?

	Unweighted base	488	620	241	348	519	197	255	409	247	785	131	113	79	421
Base: All US adults who eat ice cream	1098	534	564	332	333	433	208	246	402	242	713	133	173	80	466
Traditional ice cream	69%	68%	71%	66%	70%	72%	71%	72%	68%	67%	72%	70%	62% *	62% *	72%
Low-calorie alternative	17%	17%	17%	16%	17%	17%	13%	19%	17%	18%	18%	15%	12% *	20% *	11%
No preference	11%	12%	10%	13%	11%	9%	14% G	7%	12%	11%	8%	11%	21% J*	15% *	13%
Don't know/not sure	3%	2%	3%	5% E	2%	2%	2%	3%	3%	4%	2%	5%	5% *	4% *	4%

KEI_q5. When ordering ice cream at a shop, do you typically get ice cream in a cone or in a cup?

	Unweighted base	488	620	241	348	519	197	255	409	247	785	131	113	79	421
Base: All US adults who eat ice cream	1098	534	564	332	333	433	208	246	402	242	713	133	173	80	466
Cone	43%	42%	45%	36%	43%	49% C	40%	46%	45%	41%	44%	35%	45% *	42% *	44%
Cup	37%	37%	37%	43% E	41% E	31%	41%	36%	36%	39%	40% K	29%	32% *	43% *	32%
No preference	17%	19%	15%	16%	15%	19%	18%	16%	17%	17%	15%	33% J.L.M	19% *	11% *	20% P.Q
Don't know/not sure	2%	2%	3%	5% D.E	1%	1%	2%	2%	2%	3%	2%	2%	4% *	4% *	4%

KEI_q6. Would you or have you tried alcohol-infused ice cream?

	Unweighted base	488	620	241	348	519	197	255	409	247	785	131	113	79	421
Base: All US adults who eat ice cream	1098	534	564	332	333	433	208	246	402	242	713	133	173	80	466
Yes, I have tried it	8%	8%	7%	9%	10% E	5%	10%	7%	6%	10%	7%	9%	7% *	15% J*	4%
No, I have not tried it but I would be interested	35%	31%	38%	45% E	38% E	24%	38%	36%	34%	32%	33%	32%	47% J.M*	27% *	34%
No, I have not tried it and I am not interested in trying it	52%	55%	50%	39% C.D	46% E	68% C.D	46%	54%	55%	52%	56% L	52%	37% *	51% *	55%
Don't know/not sure	5%	6%	5%	7% E	6%	3%	6%	4%	6%	6%	4%	7%	9% *	7% *	7% Q

KEI_q7. To what extent, if at all, do you enjoy alcohol-infused ice cream?

	Unweighted base	84	40	44	24	34	26	21	16	24	23	49	12	11	12	20
Base: All US adults who have tried alcohol infused ice cream	83	42	41	30	32	21	21	17	22	23	23	47	12	12	12	20

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Ice Cream

US_nat Sample: 6th - 9th July 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Chocolate candy	15%	14%	14%	13%	10%	6% **	8%	7% *	25% R.T.U	22% R.T.U*	18%	14%	18%	12%	13%
Fruit	17%	18%	21%	16%	18%	16% **	17%	27% *	17%	13% *	23% Y	15%	17%	17%	23% AC
Oreo crumbles	24%	25%	20%	24%	18%	30% **	12%	19% *	35% R.T.U	24% *	32% Y	21%	24%	22%	26%
Nuts	31%	27%	28%	32%	34%	25% V **	31%	37% *	24%	36% *	35%	29%	30%	31%	33%
Other	10%	10%	6%	13%	11%	9% P V **	15% V	22% R.V*	4%	12% V*	13%	9%	8%	13%	10%
Don't know/not sure	3%	2%	4%	1%	2%	- **	2%	2% *	4%	4% *	3%	3%	2%	3%	1%
Not applicable - I don't have any favorite ice cream toppings	14%	14%	15%	10%	17%	5% **	11%	13% *	12%	15% *	11%	16%	13%	15%	15%

KEI_q4. When given a choice, are you more likely to choose traditional ice cream, or a lower-calorie alternative?

	Unweighted base	364	210	113	555	16	124	67	294	52	287	821	422	298	239
Base: All US adults who eat ice cream	1098	343	191	97	512	15	104	62	354	50	291	807	435	278	235
Traditional ice cream	69%	68%	67%	67%	70%	50% **	74%	63% *	68%	76% *	70%	69%	71%	71%	69%
Low-calorie alternative	17%	19% N	21% N	25% N	19%	27% **	15%	15% *	16%	8% *	17%	17%	14%	17%	23% Z
No preference	11%	10%	10%	6%	9%	23% **	7%	22% R.T*	14%	8% *	10%	11%	12%	11%	7%
Don't know/not sure	3%	3%	2%	1%	3%	- **	4%	- *	3%	7% *	3%	3%	3%	2%	1%

KEI_q5. When ordering ice cream at a shop, do you typically get ice cream in a cone or in a cup?

	Unweighted base	364	210	113	555	16	124	67	294	52	287	821	422	298	239
Base: All US adults who eat ice cream	1098	343	191	97	512	15	104	62	354	50	291	807	435	278	235
Cone	43%	40%	42%	51%	46%	34% O V **	54% V	38% *	36%	51% *	47%	42%	40%	46%	46%
Cup	37%	38%	48%	43%	39%	32% T.U **	28% *	23% T.U.W	43%	27% *	37%	38%	37%	38%	38%
No preference	17%	21% P.Q	10%	4%	13%	34% **	17%	38% R.T.V.W*	18%	19% *	14%	18%	21% AA	15%	15%
Don't know/not sure	2%	1%	1%	1%	2%	- **	1%	1% *	3%	4% *	2%	2%	2% AB	1%	-

KEI_q6. Would you or have you tried alcohol-infused ice cream?

	Unweighted base	364	210	113	555	16	124	67	294	52	287	821	422	298	239
Base: All US adults who eat ice cream	1098	343	191	97	512	15	104	62	354	50	291	807	435	278	235
Yes, I have tried it	8%	8%	13%	11%	7%	11% N.O N **	7%	2% *	9%	8% *	10%	7%	7%	6%	11% AA
No, I have not tried it but I would be interested	35%	36%	33%	39%	31%	76% **	26%	35% *	40% R.T	39% *	43% Y	32%	33%	36%	41% AC
No, I have not tried it and I am not interested in trying it	52%	52%	49%	49%	54%	13% **	65% R.V.W	62% *	47%	45% *	42% X	56% AB	55% AB	55% AB	44%
Don't know/not sure	5%	4%	4%	1%	8%	- T.V **	2%	1% *	4%	8% *	5%	5%	5%	3%	4%

KEI_q7. To what extent, if at all, do you enjoy alcohol-infused ice cream?

	Unweighted base	84	27	26	11	38	2	10	2	28	4	28	56	31	16	27
Base: All US adults who have tried alcohol infused ice cream	83	27	25	11	37	2	8	1	31	4	30	53	31	16	27	

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Ice Cream

US_nat Sample: 6th - 9th July 2018



	Total	Prefer not to say
Chocolate candy	15%	17%
Fruit	17%	12%
Oreo crumbles	24%	19%
Nuts	31%	25%
Other	10%	9%
Don't know/not sure	3%	8%
Not applicable - I don't have any favorite ice cream toppings	14%	Z.AA.AB 16%

KEI_q4. When given a choice, are you more likely to choose traditional ice cream, or a lower-calorie alternative?

	Unweighted base	1108	149
Base: All US adults who eat ice cream		1098	149
Traditional ice cream	69%		63%
Low-calorie alternative	17%		15%
No preference	11%		13%
Don't know/not sure	3%		9%
			Z.AA.AB

KEI_q5. When ordering ice cream at a shop, do you typically get ice cream in a cone or in a cup?

	Unweighted base	1108	149
Base: All US adults who eat ice cream		1098	149
Cone	43%		43%
Cup	37%		36%
No preference	17%		13%
Don't know/not sure	2%		9%
			Z.AA.AB

KEI_q6. Would you or have you tried alcohol-infused ice cream?

	Unweighted base	1108	149
Base: All US adults who eat ice cream		1098	149
Yes, I have tried it	8%		6%
No, I have not tried it but I would be interested	35%		28%
No, I have not tried it and I am not interested in trying it	52%		54%
Don't know/not sure	5%		11%
			Z.AA.AB

KEI_q7. To what extent, if at all, do you enjoy alcohol-infused ice cream?

	Unweighted base	84	10
Base: All US adults who have tried alcohol infused ice cream		83	9

YouGov NY

Ice Cream

US_nat Sample: 6th - 9th July 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
A lot	38% *	36% *	40% *	35% **	42% *	35% **	26% **	38% **	41% **	44% **	41% *	26% **	60% **	13% **	56% **
Somewhat	36% *	36% *	35% *	32% **	38% *	37% **	53% **	25% **	34% **	30% **	33% *	67% **	7% **	44% **	24% **
Not very much	20% *	23% *	17% *	20% **	14% *	28% **	16% **	25% **	25% **	15% **	23% *	7% **	19% **	20% **	20% **
Not at all	7% *	5% *	8% *	13% **	5% *	- **	5% **	12% **	- **	11% **	2% *	- **	14% **	23% **	- **
Don't know/not sure	- *	- *	- *	- **	- *	- **	- **	- **	- **	- **	- *	- **	- **	- **	- **

KEI_q8. Which of the following comes closest to describing your ice cream consumption habits?

Unweighted base	1108	488	620	241	348	519	197	255	409	247	785	131	113	79	421
Base: All US adults who eat ice cream	1098	534	564	332	333	433	208	246	402	242	713	133	173	80	466
I only eat ice cream when the weather is warm	19%	19%	20%	21%	20%	17%	23%	20%	18%	18%	18%	19%	23%	24%	18%
I eat ice cream year-round, regardless of the weather	71%	70%	72%	68%	73%	73%	69%	73%	73%	68%	73% M	72%	67% *	61% *	73% Q
Other/not sure	9%	11%	8%	11%	7%	10%	8%	7%	9%	14% G	9%	9%	10% *	14% *	9% *

YouGov NY
Ice Cream

US_nat Sample: 6th - 9th July 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
A lot	38%	41% **	30% **	13% **	33% *	- **	42% **	47% **	44% **	32% **	37% **	38% *	45% **	35% **	30% **
Somewhat	36%	28% **	45% **	55% **	41% *	48% **	38% **	- **	31% **	22% **	35% **	36% *	28% **	32% **	44% **
Not very much	20%	24% **	13% **	24% **	18% *	52% **	20% **	53% **	16% **	46% **	15% **	23% *	24% **	11% **	22% **
Not at all	7%	7% **	12% **	8% **	7% *	- **	- **	- **	9% **	- **	13% **	3% *	3% **	22% **	4% **
Don't know/not sure	-	- **	- **	- **	- *	- **	- **	- **	- **	- **	- **	- *	- **	- **	- **

KEI_q8. Which of the following comes closest to describing your ice cream consumption habits?

Unweighted base	1108	364	210	113	555	16	124	67	294	52	287	821	422	298	239
Base: All US adults who eat ice cream	1098	343	191	97	512	15	104	62	354	50	291	807	435	278	235
I only eat ice cream when the weather is warm	19%	17%	22%	27%	19%	32%	20%	21%	19%	21%	19%	19%	22%	17%	18%
I eat ice cream year-round, regardless of the weather	71%	73% Q	69%	60%	71%	62% **	71%	75% *	72%	74% *	75%	70%	71%	76% AC	72%
Other/not sure	9%	9%	8%	14%	11%	5% **	9%	4% *	9%	5% *	6%	11% X	8%	7%	10%

YouGov NY
Ice Cream

US_nat Sample: 6th - 9th July 2018



	Total	Prefer not to say
A lot	38%	40% **
Somewhat	36%	44% **
Not very much	20%	16% **
Not at all	7%	- **
Don't know/not sure	-	- **

KEI_q8. Which of the following comes closest to describing your ice cream consumption habits?

	Unweighted base	
	1108	149
Base: All US adults who eat ice cream	1098	149
I only eat ice cream when the weather is warm	19%	18%
I eat ice cream year-round, regardless of the weather	71%	64%
Other/not sure	9%	18% Z.AA