

1. Cake or Pie

Which dessert do you like better?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Cake	47%	43%	52%	56%	56%	45%	29%	44%	62%	52%	48%
Pie	39%	41%	37%	29%	29%	43%	57%	44%	25%	33%	27%
Neither	9%	10%	7%	11%	9%	7%	9%	7%	13%	10%	15%
Not sure	5%	6%	3%	4%	5%	5%	5%	5%	1%	6%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(489)	(511)	(194)	(267)	(392)	(147)	(678)	(117)	(135)	(70)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Cake	47%	53%	45%	43%	49%	52%	39%	42%	50%	45%	49%	45%
Pie	39%	36%	38%	44%	40%	36%	48%	34%	40%	41%	37%	39%
Neither	9%	7%	11%	7%	7%	9%	8%	14%	8%	8%	8%	11%
Not sure	5%	3%	6%	6%	5%	3%	6%	9%	2%	5%	6%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(388)	(361)	(251)	(479)	(260)	(123)	(138)	(171)	(222)	(396)	(211)

2. Cupcakes or Doughnuts

Which dessert do you like better?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Cupcakes	32%	26%	37%	34%	35%	30%	29%	31%	38%	35%	29%
Doughnuts	53%	56%	49%	52%	54%	52%	52%	54%	51%	48%	48%
Neither	12%	13%	11%	8%	8%	14%	16%	12%	9%	11%	15%
Not sure	4%	5%	3%	5%	3%	3%	3%	3%	2%	6%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(486)	(510)	(192)	(266)	(391)	(147)	(677)	(117)	(133)	(69)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Cupcakes	32%	38%	29%	29%	28%	40%	28%	38%	35%	35%	28%	34%
Doughnuts	53%	52%	50%	57%	56%	51%	61%	40%	53%	50%	59%	45%
Neither	12%	7%	15%	13%	12%	8%	9%	17%	11%	11%	8%	18%
Not sure	4%	3%	6%	1%	5%	1%	2%	5%	1%	4%	4%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(386)	(359)	(251)	(476)	(260)	(123)	(137)	(168)	(222)	(396)	(210)

3. Cookie Half

Which part of a black and white cookie do you like better?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
The chocolate half	43%	36%	49%	36%	43%	48%	41%	43%	37%	53%	33%
The vanilla half	27%	28%	27%	30%	28%	26%	25%	28%	27%	28%	21%
Neither	18%	19%	17%	17%	16%	14%	26%	19%	21%	7%	22%
Not sure	12%	17%	8%	16%	13%	12%	8%	11%	15%	12%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(489)	(509)	(194)	(266)	(392)	(146)	(676)	(117)	(135)	(70)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
The chocolate half	43%	51%	35%	42%	47%	44%	40%	31%	42%	45%	40%	46%
The vanilla half	27%	25%	26%	33%	24%	32%	29%	26%	33%	29%	27%	22%
Neither	18%	14%	24%	12%	16%	15%	25%	22%	19%	16%	16%	21%
Not sure	12%	10%	15%	12%	13%	9%	6%	21%	6%	11%	18%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(388)	(360)	(250)	(477)	(260)	(123)	(138)	(171)	(221)	(395)	(211)

4. Ice Cream

Which of these ice cream flavors do you prefer?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Chocolate	38%	33%	42%	30%	41%	39%	40%	41%	29%	35%	30%
Strawberry	21%	24%	18%	20%	26%	17%	23%	18%	24%	29%	34%
Vanilla	33%	33%	32%	41%	25%	35%	28%	34%	37%	30%	15%
None of those	6%	7%	6%	5%	6%	7%	8%	6%	10%	2%	15%
Not sure	2%	2%	2%	3%	2%	2%	1%	1%	1%	4%	6%
Totals (Unweighted N)	100% (999)	100% (489)	100% (510)	100% (194)	100% (267)	100% (391)	100% (147)	100% (678)	100% (116)	100% (135)	100% (70)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Chocolate	38%	42%	34%	39%	40%	38%	47%	26%	37%	36%	40%	37%
Strawberry	21%	20%	24%	18%	21%	23%	20%	20%	20%	25%	19%	23%
Vanilla	33%	33%	29%	37%	32%	32%	30%	38%	39%	33%	33%	27%
None of those	6%	4%	9%	5%	6%	6%	2%	10%	4%	4%	5%	12%
Not sure	2%	1%	4%	1%	2%	1%	0%	5%	0%	3%	3%	1%
Totals (Unweighted N)	100% (999)	100% (387)	100% (361)	100% (251)	100% (478)	100% (260)	100% (123)	100% (138)	100% (171)	100% (222)	100% (395)	100% (211)

5. Homemade vs Store Bought

In general, would you rather eat a dessert that was:

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Homemade	73%	72%	75%	68%	69%	80%	73%	77%	75%	62%	62%
Store bought	17%	18%	17%	20%	23%	13%	14%	14%	20%	28%	21%
Not sure	9%	10%	8%	12%	8%	7%	12%	9%	5%	10%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(488)	(511)	(194)	(267)	(391)	(147)	(678)	(117)	(134)	(70)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Homemade	73%	71%	70%	81%	71%	80%	75%	71%	74%	75%	76%	67%
Store bought	17%	21%	18%	10%	20%	14%	15%	16%	16%	16%	16%	21%
Not sure	9%	7%	11%	9%	9%	6%	10%	14%	10%	8%	8%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(387)	(361)	(251)	(479)	(260)	(122)	(138)	(170)	(222)	(396)	(211)

Interviewing Dates	January 29 - February 1, 2016
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.021 to 4.213, with a mean of one and a standard deviation of 0.915.
Number of respondents	1000
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.