

Daily Survey: Ice-Cream-Truck Experiences

July 28 - 31, 2022 - 1000 US Adult Citizens



1. Last Time You Ordered From an Ice-Cream Truck

When is the last time you ordered from an ice-cream truck?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
In the last week	5%	8%	3%	10%	9%	2%	1%	3%	8%	10%	4%
In the last month	4%	4%	4%	7%	7%	1%	1%	3%	3%	9%	7%
In the last 2-3 months	4%	5%	3%	8%	8%	2%	0%	3%	8%	5%	3%
In the last 4-6 months	4%	2%	5%	9%	6%	1%	0%	2%	5%	8%	8%
In the last year	4%	4%	5%	8%	5%	3%	1%	4%	6%	6%	4%
More than a year ago	64%	62%	66%	40%	54%	77%	79%	71%	47%	47%	57%
Not sure	15%	16%	15%	19%	10%	14%	18%	13%	22%	16%	17%
Totals	100%	101%	101%	101%	99%	100%	100%	99%	99%	101%	100%
Unweighted N	(999)	(465)	(534)	(207)	(207)	(359)	(226)	(726)	(116)	(94)	(63)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
In the last week	5%	8%	3%	3%	5%	5%	4%	6%	7%	11%	1%	3%	8%
In the last month	4%	6%	4%	2%	5%	2%	4%	3%	5%	6%	2%	2%	7%
In the last 2-3 months	4%	5%	4%	4%	3%	2%	5%	5%	3%	6%	2%	6%	1%
In the last 4-6 months	4%	2%	5%	4%	3%	2%	4%	4%	3%	2%	2%	5%	4%
In the last year	4%	4%	4%	5%	3%	2%	4%	3%	5%	6%	4%	4%	3%
More than a year ago	64%	63%	63%	67%	69%	73%	62%	67%	66%	59%	70%	63%	64%
Not sure	15%	12%	17%	16%	13%	13%	16%	11%	11%	10%	19%	16%	14%
Totals	100%	100%	100%	101%	101%	99%	99%	99%	100%	100%	100%	99%	101%
Unweighted N	(999)	(359)	(383)	(257)	(416)	(332)	(389)	(278)	(223)	(162)	(192)	(430)	(215)

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2. Recognize Sound of an Ice-Cream Truck

If you heard it, would you be able to recognize the jingle that ice-cream trucks often play as they drive around?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	81%	81%	81%	72%	82%	91%	74%	83%	79%	82%	70%
No	8%	7%	9%	14%	9%	3%	11%	6%	14%	11%	16%
Not sure	10%	11%	9%	13%	9%	6%	15%	11%	7%	7%	13%
Totals	99%	99%	99%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(995)	(463)	(532)	(205)	(207)	(358)	(225)	(724)	(115)	(94)	(62)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	81%	83%	79%	83%	85%	84%	82%	80%	85%	85%	82%	79%	82%
No	8%	8%	9%	8%	6%	7%	9%	9%	8%	4%	8%	10%	10%
Not sure	10%	8%	13%	9%	9%	9%	8%	11%	7%	11%	11%	11%	8%
Totals	99%	99%	101%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(995)	(358)	(382)	(255)	(416)	(331)	(387)	(278)	(221)	(160)	(190)	(431)	(214)

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3. Last Time You Heard an Ice-Cream Truck

Regardless of whether you have ordered from an ice-cream truck, when is the last time you recall hearing a jingle that an ice-cream truck often plays as it drives around?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
In the last week	13%	14%	12%	16%	17%	11%	10%	12%	10%	21%	15%
In the last month	11%	11%	11%	14%	15%	10%	6%	10%	17%	8%	17%
In the last 2-3 months	8%	7%	8%	11%	8%	7%	3%	6%	10%	14%	5%
In the last 4-6 months	6%	5%	6%	10%	6%	4%	3%	4%	10%	9%	5%
In the last year	9%	8%	10%	7%	10%	9%	12%	9%	9%	7%	11%
More than a year ago	41%	41%	42%	29%	33%	48%	53%	47%	24%	30%	38%
Not sure	12%	14%	10%	14%	10%	11%	13%	11%	19%	11%	9%
Totals	100%	100%	99%	101%	99%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,000)	(466)	(534)	(208)	(207)	(359)	(226)	(726)	(116)	(95)	(63)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
In the last week	13%	18%	12%	8%	16%	7%	13%	16%	14%	21%	8%	11%	16%
In the last month	11%	14%	9%	10%	11%	10%	10%	13%	11%	18%	11%	10%	9%
In the last 2-3 months	8%	5%	11%	6%	5%	5%	9%	9%	7%	6%	6%	8%	10%
In the last 4-6 months	6%	9%	5%	2%	6%	4%	5%	7%	4%	5%	3%	7%	6%
In the last year	9%	10%	11%	7%	12%	8%	9%	10%	12%	6%	14%	8%	9%
More than a year ago	41%	35%	41%	52%	41%	56%	42%	35%	45%	32%	44%	43%	43%
Not sure	12%	9%	12%	15%	7%	10%	13%	11%	6%	11%	14%	13%	8%
Totals	100%	100%	101%	100%	98%	100%	101%	101%	99%	99%	100%	100%	101%
Unweighted N	(1,000)	(359)	(384)	(257)	(416)	(332)	(389)	(279)	(223)	(162)	(192)	(431)	(215)

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Interviewing Dates	July 28 - 31, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.2 to 6.5, with a mean of one and a standard deviation of 0.607.
Number of respondents	1000
Margin of error	± 3.6% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	79 questions not reported.