

Daily Survey: Ice-Cream-Truck Experiences



Sample 1000 U.S. Adult Citizens
Conducted July 28 - 31, 2022
Margin of Error ±3.6%

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

In the last week	5%
In the last month	4%
In the last 2-3 months	4%
In the last 4-6 months	4%
In the last year	4%
More than a year ago	64%
Not sure	15%

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

Yes	81%
No	8%
Not sure	10%

3. 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?

In the last week	13%
In the last month	11%
In the last 2-3 months	8%
In the last 4-6 months	6%
In the last year	9%
More than a year ago	41%
Not sure	12%

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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.