

Daily Survey: Ice Cream

Sample 1000 U.S. Adult Citizens
Conducted July 13 - 18, 2022
Margin of Error ±3.3%

1. What flavors of ice cream do you like? Select all that apply.

Vanilla	59%
Chocolate	51%
Strawberry	43%
Butter pecan	35%
Mint chocolate chip	33%
Cookies and cream	43%
Chocolate chip	39%
Chocolate chip cookie dough	34%
Rocky road	29%
Coffee	23%
Pistachio	23%
Neapolitan	30%
Cherry	23%
Cake batter	15%
Birthday cake	20%
Butterscotch	16%
Caramel	33%
Chocolate peanut butter	26%
Peanut butter	21%
Peach	22%
Raspberry	18%
Other	7%
I don't eat ice cream	3%
Not sure	2%

2. Do you like any ice cream?

Yes, more than one	88%
Yes, just one	6%
No	3%
Not sure	2%
Didn't answer	0%

3. Which of these is your favorite ice cream?

Vanilla	11%
Chocolate	10%
Strawberry	6%
Butter Pecan	8%

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Mint Chocolate Chip	9%
Cookies and Cream	7%
Chocolate Chip	2%
Chocolate Chip Cookie Dough	6%
Rocky Road	4%
Coffee	5%
Pistachio	4%
Neapolitan	2%
Cherry	2%
Cake Batter	1%
Birthday Cake	2%
Butterscotch	1%
Caramel	3%
Chocolate peanut butter	5%
Peanut butter	2%
Peach	1%
Raspberry	1%
\$other_icecream	4%
I don't eat ice cream	3%
I'm not sure which ice cream I like	2%

4. If you were only given the choice of chocolate or vanilla ice cream, which would you choose?

Vanilla	49%
Chocolate	43%
Neither	2%
Not sure	4%
I don't eat ice cream	3%

5. Which toppings do you prefer on or in your ice cream? Please select as many as apply.

Sprinkles	20%
Hot fudge	40%
Chocolate syrup	33%
Caramel	32%
Oreos	25%
Chocolate chips	19%
Peanut butter cups	17%
Cookie dough	16%
Marshmallows	10%
Cereal	5%
Nuts	28%
Fruit	15%
Whipped cream	32%

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Coconut	9%
Candy bar bits	16%
Gummy candies	7%
Brownie	20%
Mochi	5%
M&M's	20%
Other	2%
I don't like any ice cream toppings	14%
I don't eat ice cream	3%
Not sure	3%

6. When ordering ice cream, how many scoops do you usually get?

1	22%
2	55%
3	11%
4 or more	3%
Not sure	6%
I don't eat ice cream	3%

7. Do you eat ice cream only during certain times of the year, or do you eat it year-round?

I only eat ice cream when the weather is warm	16%
I eat ice cream year-round	74%
I only eat ice cream when the weather is cold	2%
Not sure	5%
I don't eat ice cream	3%

8. When ordering ice cream, do you prefer to get it in a cup, a sugar cone, a cake cone or a waffle cone?

Cup or bowl	41%
Sugar cone	12%
Waffle cone	33%
Cake cone	5%
Other	2%
Not sure	4%
I don't eat ice cream	3%

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Interviewing Dates	July 13 - 18, 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 0.233 to 3.96, with a mean of one and a standard deviation of 0.328.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.