MORNING CONSULT

National Tracking Poll #2404080
April 16-18, 2024

Crosstabulation Results

Methodology:
This poll was conducted between April 16-April 18, 2024 among a sample of 2203 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table IDFA1: *How would you describe your feelings toward ice cream in general?*

Demographic	Love it	Like it	Not a fan	Total N
Adults	70% (1544)	27% (606)	2% (53)	2203
Gender: Male	68% (732)	29% (313)	3% (30)	1075
Gender: Female	72% (811)	26% (292)	2% (23)	1126
Age: 18-34	76% (484)	22% (140)	3% (17)	640
Age: 35-44	77% (284)	21% (77)	3% (10)	370
Age: 45-64	65% (451)	32% (225)	3% (20)	697
Age: 65+	66% (325)	33% (164)	1% (6)	496
GenZers: 1997-2012	76% (232)	22% (68)	1% (4)	304
Millennials: 1981-1996	76% (506)	21% (140)	3% (21)	667
GenXers: 1965-1980	64% (335)	32% (168)	3% (16)	519
Baby Boomers: 1946-1964	66% (434)	33% (215)	1% (10)	659
PID: Dem (no lean)	72% (639)	26% (233)	2% (15)	887
PID: Ind (no lean)	68% (383)	29% (164)	3% (19)	565
PID: Rep (no lean)	70% (523)	28% (209)	3% (19)	750
PID/Gender: Dem Men	69% (285)	30% (122)	1% (4)	412
PID/Gender: Dem Women	74% (354)	23% (110)	2% (11)	475
PID/Gender: Ind Men	59% (155)	35% (92)	5% (14)	261
PID/Gender: Ind Women	75% (226)	24% (72)	2% (5)	303
PID/Gender: Rep Men	73% (292)	25% (99)	3% (11)	402
PID/Gender: Rep Women	66% (231)	32% (110)	2% (8)	348
Ideo: Liberal (1-3)	75% (515)	23% (159)	1% (9)	683
Ideo: Moderate (4)	69% (461)	29% (190)	2% (14)	665
Ideo: Conservative (5-7)	68% (463)	29% (197)	3% (18)	678
Educ: < College	70% (992)	28% (396)	2% (33)	1421
Educ: Bachelors degree	70% (343)	27% (136)	3% (14)	493
Educ: Post-grad	72% (209)	26% (75)	2% (6)	289
Income: Under 50k	68% (795)	29% (331)	3% (35)	1162
Income: 50k-100k	71% (484)	28% (191)	2% (11)	686
Income: 100k+	75% (265)	24% (83)	2% (6)	355
Ethnicity: White	72% (1218)	26% (440)	2% (34)	1692

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Table IDFA1: *How would you describe your feelings toward ice cream in general?*

Demographic	Love it		Like it		Not a fan		Total N
Adults	70%	(1544)	27%	(606)	2%	(53)	2203
Ethnicity: Hispanic	76%	(293)	21%	(81)	3%	(11)	385
Ethnicity: Black	65%	(184)	30%	(86)	5%	(15)	285
Ethnicity: Other	63%	(143)	35%	(80)	2%	(4)	226
All Christian	70%	(744)	28%	(296)	2%	(22)	1062
All Non-Christian	71%	(146)	27%	(56)	2%	(4)	206
Atheist	66%	(56)	32%	(27)	2%	(2)	85
Agnostic/Nothing in particular	70%	(352)	28%	(140)	3%	(14)	505
Something Else	72%	(246)	25%	(86)	3%	(11)	344
Religious Non-Protestant/Catholic	71%	(160)	27%	(61)	2%	(4)	225
Evangelical	72%	(395)	25%	(140)	3%	(14)	549
Non-Evangelical	69%	(567)	28%	(230)	2%	(19)	816
Community: Urban	72%	(517)	25%	(182)	2%	(18)	716
Community: Suburban	69%	(700)	29%	(296)	2%	(24)	1019
Community: Rural	70%	(328)	28%	(129)	2%	(11)	467
Employ: Private Sector	73%	(498)	26%	(177)	2%	(10)	686
Employ: Government	72%	(92)	25%	(32)	3%	(4)	128
Employ: Self-Employed	72%	(161)	24%	(54)	3%	(7)	223
Employ: Homemaker	71%	(94)	26%	(35)	3%	(3)	133
Employ: Student	75%	(58)	25%	(20)	—	(0)	77
Employ: Retired	64%	(358)	34%	(188)	2%	(10)	555
Employ: Unemployed	75%	(202)	22%	(59)	4%	(10)	270
Employ: Other	62%	(81)	31%	(41)	7%	(9)	131
Military HH: Yes	72%	(201)	27%	(77)	1%	(3)	282
Military HH: No	70%	(1343)	28%	(529)	3%	(50)	1921
2022 House Vote: Democrat	71%	(585)	27%	(228)	2%	(17)	829
2022 House Vote: Republican	70%	(473)	28%	(189)	2%	(15)	677
2022 House Vote: Didnt Vote	70%	(458)	27%	(179)	3%	(20)	656
2020 Vote: Joe Biden	72%	(687)	27%	(256)	2%	(16)	960
2020 Vote: Donald Trump	70%	(527)	28%	(208)	2%	(16)	751
2020 Vote: Other	64%	(34)	34%	(18)	3%	(1)	53
2020 Vote: Didn't Vote	68%	(297)	28%	(123)	4%	(19)	439

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Table IDFA1: *How would you describe your feelings toward ice cream in general?*

Demographic	Love it		Like it		Not a fan		Total N
Adults	70%	(1544)	27%	(606)	2%	(53)	2203
2018 House Vote: Democrat	71%	(539)	26%	(200)	2%	(16)	754
2018 House Vote: Republican	69%	(443)	29%	(189)	2%	(12)	644
2018 House Vote: Didnt Vote	70%	(542)	27%	(210)	3%	(23)	775
4-Region: Northeast	71%	(273)	27%	(105)	2%	(6)	384
4-Region: Midwest	64%	(289)	32%	(145)	4%	(19)	452
4-Region: South	73%	(622)	24%	(201)	3%	(23)	847
4-Region: West	69%	(361)	30%	(155)	1%	(5)	520
9-Region: New England	76%	(72)	20%	(19)	4%	(4)	95
9-Region: Mid-Atlantic	70%	(201)	30%	(85)	1%	(3)	288
9-Region: East North Central	64%	(228)	31%	(110)	5%	(17)	355
9-Region: West North Central	63%	(61)	35%	(34)	2%	(2)	97
9-Region: South Atlantic	73%	(354)	24%	(115)	3%	(14)	484
9-Region: East South Central	71%	(77)	25%	(27)	4%	(5)	109
9-Region: West South Central	75%	(191)	23%	(59)	2%	(4)	255
9-Region: Mountain	67%	(90)	32%	(43)	—	(0)	133
9-Region: Pacific	70%	(271)	29%	(112)	1%	(5)	387
Ice Cream: Love it	100%	(1544)	—	(0)	—	(0)	1544
Ice Cream: Like it	—	(0)	100%	(606)	—	(0)	606
Ice Cream: Not a Fan	—	(0)	—	(0)	100%	(53)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_1NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Banana/Ban. Pudding*

Demographic	Selected		Not Selected		Total N
Adults	8%	(179)	92%	(2024)	2203
Gender: Male	9%	(101)	91%	(974)	1075
Gender: Female	7%	(78)	93%	(1048)	1126
Age: 18-34	9%	(58)	91%	(583)	640
Age: 35-44	12%	(45)	88%	(325)	370
Age: 45-64	7%	(52)	93%	(645)	697
Age: 65+	5%	(25)	95%	(471)	496
GenZers: 1997-2012	13%	(39)	87%	(265)	304
Millennials: 1981-1996	8%	(56)	92%	(611)	667
GenXers: 1965-1980	8%	(40)	92%	(479)	519
Baby Boomers: 1946-1964	6%	(42)	94%	(617)	659
PID: Dem (no lean)	8%	(72)	92%	(816)	887
PID: Ind (no lean)	9%	(48)	91%	(517)	565
PID: Rep (no lean)	8%	(59)	92%	(691)	750
PID/Gender: Dem Men	9%	(38)	91%	(374)	412
PID/Gender: Dem Women	7%	(34)	93%	(441)	475
PID/Gender: Ind Men	11%	(29)	89%	(232)	261
PID/Gender: Ind Women	6%	(20)	94%	(284)	303
PID/Gender: Rep Men	9%	(34)	91%	(368)	402
PID/Gender: Rep Women	7%	(25)	93%	(323)	348
Ideo: Liberal (1-3)	8%	(55)	92%	(628)	683
Ideo: Moderate (4)	9%	(59)	91%	(607)	665
Ideo: Conservative (5-7)	8%	(53)	92%	(625)	678
Educ: < College	9%	(124)	91%	(1298)	1421
Educ: Bachelors degree	7%	(32)	93%	(461)	493
Educ: Post-grad	8%	(23)	92%	(266)	289
Income: Under 50k	8%	(94)	92%	(1068)	1162
Income: 50k-100k	8%	(57)	92%	(629)	686
Income: 100k+	8%	(28)	92%	(327)	355
Ethnicity: White	8%	(137)	92%	(1555)	1692
Ethnicity: Hispanic	10%	(37)	90%	(348)	385
Ethnicity: Black	8%	(22)	92%	(262)	285

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Table IDFA2_1NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Banana/Ban. Pudding*

Demographic	Selected		Not Selected		Total N
Adults	8%	(179)	92%	(2024)	2203
Ethnicity: Other	9%	(20)	91%	(206)	226
All Christian	8%	(86)	92%	(976)	1062
All Non-Christian	5%	(10)	95%	(196)	206
Atheist	10%	(9)	90%	(77)	85
Agnostic/Nothing in particular	9%	(44)	91%	(461)	505
Something Else	9%	(30)	91%	(314)	344
Religious Non-Protestant/Catholic	5%	(11)	95%	(214)	225
Evangelical	11%	(59)	89%	(491)	549
Non-Evangelical	7%	(53)	93%	(762)	816
Community: Urban	10%	(70)	90%	(646)	716
Community: Suburban	7%	(67)	93%	(952)	1019
Community: Rural	9%	(41)	91%	(426)	467
Employ: Private Sector	9%	(65)	91%	(621)	686
Employ: Government	11%	(14)	89%	(113)	128
Employ: Self-Employed	7%	(17)	93%	(206)	223
Employ: Homemaker	6%	(7)	94%	(126)	133
Employ: Student	11%	(8)	89%	(69)	77
Employ: Retired	6%	(35)	94%	(520)	555
Employ: Unemployed	8%	(21)	92%	(250)	270
Employ: Other	9%	(11)	91%	(120)	131
Military HH: Yes	8%	(23)	92%	(259)	282
Military HH: No	8%	(156)	92%	(1765)	1921
2022 House Vote: Democrat	9%	(71)	91%	(758)	829
2022 House Vote: Republican	7%	(45)	93%	(632)	677
2022 House Vote: Didnt Vote	9%	(59)	91%	(597)	656
2020 Vote: Joe Biden	7%	(71)	93%	(889)	960
2020 Vote: Donald Trump	7%	(55)	93%	(696)	751
2020 Vote: Other	11%	(6)	89%	(47)	53
2020 Vote: Didn't Vote	11%	(47)	89%	(393)	439

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Table IDFA2_1NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Banana/Ban. Pudding*

Demographic	Selected		Not Selected		Total N
Adults	8%	(179)	92%	(2024)	2203
2018 House Vote: Democrat	9%	(69)	91%	(685)	754
2018 House Vote: Republican	8%	(51)	92%	(593)	644
2018 House Vote: Didnt Vote	7%	(55)	93%	(719)	775
4-Region: Northeast	7%	(29)	93%	(355)	384
4-Region: Midwest	7%	(32)	93%	(421)	452
4-Region: South	10%	(88)	90%	(758)	847
4-Region: West	6%	(30)	94%	(490)	520
9-Region: New England	4%	(4)	96%	(91)	95
9-Region: Mid-Atlantic	9%	(25)	91%	(264)	288
9-Region: East North Central	7%	(25)	93%	(329)	355
9-Region: West North Central	6%	(6)	94%	(91)	97
9-Region: South Atlantic	11%	(55)	89%	(429)	484
9-Region: East South Central	12%	(13)	88%	(96)	109
9-Region: West South Central	8%	(21)	92%	(234)	255
9-Region: Mountain	8%	(10)	92%	(123)	133
9-Region: Pacific	5%	(20)	95%	(367)	387
Ice Cream: Love it	10%	(149)	90%	(1395)	1544
Ice Cream: Like it	4%	(26)	96%	(579)	606
Ice Cream: Not a Fan	6%	(3)	94%	(50)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_2NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Birthday Cake/Batter*

Demographic	Selected		Not Selected		Total N
Adults	10%	(225)	90%	(1978)	2203
Gender: Male	8%	(89)	92%	(986)	1075
Gender: Female	12%	(135)	88%	(991)	1126
Age: 18-34	17%	(110)	83%	(530)	640
Age: 35-44	12%	(43)	88%	(327)	370
Age: 45-64	9%	(62)	91%	(635)	697
Age: 65+	2%	(10)	98%	(486)	496
GenZers: 1997-2012	16%	(48)	84%	(256)	304
Millennials: 1981-1996	15%	(102)	85%	(564)	667
GenXers: 1965-1980	11%	(57)	89%	(463)	519
Baby Boomers: 1946-1964	3%	(18)	97%	(641)	659
PID: Dem (no lean)	11%	(97)	89%	(790)	887
PID: Ind (no lean)	9%	(52)	91%	(513)	565
PID: Rep (no lean)	10%	(76)	90%	(675)	750
PID/Gender: Dem Men	12%	(49)	88%	(364)	412
PID/Gender: Dem Women	10%	(49)	90%	(426)	475
PID/Gender: Ind Men	5%	(12)	95%	(249)	261
PID/Gender: Ind Women	13%	(39)	87%	(264)	303
PID/Gender: Rep Men	7%	(28)	93%	(374)	402
PID/Gender: Rep Women	14%	(47)	86%	(301)	348
Ideo: Liberal (1-3)	12%	(82)	88%	(601)	683
Ideo: Moderate (4)	9%	(62)	91%	(604)	665
Ideo: Conservative (5-7)	8%	(52)	92%	(626)	678
Educ: < College	10%	(147)	90%	(1274)	1421
Educ: Bachelors degree	12%	(58)	88%	(434)	493
Educ: Post-grad	7%	(19)	93%	(270)	289
Income: Under 50k	10%	(120)	90%	(1042)	1162
Income: 50k-100k	11%	(79)	89%	(608)	686
Income: 100k+	7%	(26)	93%	(329)	355
Ethnicity: White	10%	(174)	90%	(1518)	1692
Ethnicity: Hispanic	11%	(44)	89%	(341)	385
Ethnicity: Black	13%	(38)	87%	(247)	285

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Table IDFA2_2NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Birthday Cake/Batter*

Demographic	Selected		Not Selected		Total N
Adults	10%	(225)	90%	(1978)	2203
Ethnicity: Other	6%	(13)	94%	(213)	226
All Christian	9%	(93)	91%	(969)	1062
All Non-Christian	7%	(15)	93%	(191)	206
Atheist	3%	(2)	97%	(83)	85
Agnostic/Nothing in particular	11%	(55)	89%	(450)	505
Something Else	17%	(60)	83%	(284)	344
Religious Non-Protestant/Catholic	8%	(18)	92%	(207)	225
Evangelical	10%	(55)	90%	(495)	549
Non-Evangelical	12%	(94)	88%	(722)	816
Community: Urban	12%	(87)	88%	(629)	716
Community: Suburban	9%	(95)	91%	(925)	1019
Community: Rural	9%	(44)	91%	(424)	467
Employ: Private Sector	11%	(77)	89%	(609)	686
Employ: Government	13%	(17)	87%	(111)	128
Employ: Self-Employed	12%	(26)	88%	(196)	223
Employ: Homemaker	10%	(14)	90%	(119)	133
Employ: Student	11%	(9)	89%	(69)	77
Employ: Retired	2%	(12)	98%	(543)	555
Employ: Unemployed	17%	(46)	83%	(225)	270
Employ: Other	19%	(25)	81%	(105)	131
Military HH: Yes	9%	(25)	91%	(257)	282
Military HH: No	10%	(200)	90%	(1721)	1921
2022 House Vote: Democrat	12%	(96)	88%	(733)	829
2022 House Vote: Republican	8%	(53)	92%	(624)	677
2022 House Vote: Didnt Vote	11%	(73)	89%	(583)	656
2020 Vote: Joe Biden	10%	(98)	90%	(862)	960
2020 Vote: Donald Trump	9%	(66)	91%	(685)	751
2020 Vote: Other	6%	(3)	94%	(50)	53
2020 Vote: Didn’t Vote	13%	(58)	87%	(381)	439

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Table IDFA2_2NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Birthday Cake/Batter*

Demographic	Selected		Not Selected		Total N
Adults	10%	(225)	90%	(1978)	2203
2018 House Vote: Democrat	10%	(77)	90%	(678)	754
2018 House Vote: Republican	8%	(49)	92%	(594)	644
2018 House Vote: Didnt Vote	12%	(97)	88%	(678)	775
4-Region: Northeast	10%	(39)	90%	(345)	384
4-Region: Midwest	8%	(37)	92%	(415)	452
4-Region: South	12%	(103)	88%	(744)	847
4-Region: West	9%	(47)	91%	(474)	520
9-Region: New England	6%	(6)	94%	(89)	95
9-Region: Mid-Atlantic	11%	(33)	89%	(256)	288
9-Region: East North Central	8%	(28)	92%	(327)	355
9-Region: West North Central	9%	(9)	91%	(89)	97
9-Region: South Atlantic	13%	(62)	87%	(422)	484
9-Region: East South Central	15%	(16)	85%	(92)	109
9-Region: West South Central	10%	(25)	90%	(230)	255
9-Region: Mountain	12%	(16)	88%	(117)	133
9-Region: Pacific	8%	(30)	92%	(357)	387
Ice Cream: Love it	12%	(184)	88%	(1360)	1544
Ice Cream: Like it	6%	(38)	94%	(568)	606
Ice Cream: Not a Fan	5%	(3)	95%	(50)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_3NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Blueberry*

Demographic	Selected		Not Selected		Total N
Adults	6%	(122)	94%	(2081)	2203
Gender: Male	8%	(84)	92%	(991)	1075
Gender: Female	3%	(39)	97%	(1088)	1126
Age: 18-34	6%	(36)	94%	(605)	640
Age: 35-44	8%	(28)	92%	(342)	370
Age: 45-64	5%	(32)	95%	(665)	697
Age: 65+	5%	(26)	95%	(470)	496
GenZers: 1997-2012	4%	(12)	96%	(292)	304
Millennials: 1981-1996	7%	(48)	93%	(618)	667
GenXers: 1965-1980	6%	(32)	94%	(488)	519
Baby Boomers: 1946-1964	4%	(26)	96%	(633)	659
PID: Dem (no lean)	7%	(59)	93%	(829)	887
PID: Ind (no lean)	5%	(26)	95%	(540)	565
PID: Rep (no lean)	5%	(38)	95%	(713)	750
PID/Gender: Dem Men	11%	(45)	89%	(367)	412
PID/Gender: Dem Women	3%	(14)	97%	(461)	475
PID/Gender: Ind Men	5%	(12)	95%	(248)	261
PID/Gender: Ind Women	4%	(13)	96%	(290)	303
PID/Gender: Rep Men	6%	(26)	94%	(376)	402
PID/Gender: Rep Women	3%	(12)	97%	(337)	348
Ideo: Liberal (1-3)	7%	(47)	93%	(636)	683
Ideo: Moderate (4)	5%	(35)	95%	(630)	665
Ideo: Conservative (5-7)	6%	(37)	94%	(640)	678
Educ: < College	5%	(69)	95%	(1353)	1421
Educ: Bachelors degree	6%	(30)	94%	(463)	493
Educ: Post-grad	8%	(23)	92%	(266)	289
Income: Under 50k	5%	(54)	95%	(1108)	1162
Income: 50k-100k	5%	(36)	95%	(650)	686
Income: 100k+	9%	(32)	91%	(323)	355
Ethnicity: White	6%	(100)	94%	(1592)	1692
Ethnicity: Hispanic	5%	(17)	95%	(368)	385
Ethnicity: Black	5%	(15)	95%	(269)	285

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Table IDFA2_3NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Blueberry*

Demographic	Selected		Not Selected		Total N
Adults	6%	(122)	94%	(2081)	2203
Ethnicity: Other	3%	(7)	97%	(219)	226
All Christian	6%	(60)	94%	(1003)	1062
All Non-Christian	13%	(27)	87%	(179)	206
Atheist	4%	(4)	96%	(82)	85
Agnostic/Nothing in particular	4%	(19)	96%	(486)	505
Something Else	4%	(12)	96%	(332)	344
Religious Non-Protestant/Catholic	12%	(27)	88%	(198)	225
Evangelical	4%	(25)	96%	(525)	549
Non-Evangelical	5%	(45)	95%	(771)	816
Community: Urban	9%	(65)	91%	(651)	716
Community: Suburban	4%	(42)	96%	(978)	1019
Community: Rural	3%	(15)	97%	(452)	467
Employ: Private Sector	7%	(49)	93%	(637)	686
Employ: Government	4%	(6)	96%	(122)	128
Employ: Self-Employed	5%	(12)	95%	(211)	223
Employ: Homemaker	5%	(7)	95%	(126)	133
Employ: Student	5%	(4)	95%	(73)	77
Employ: Retired	4%	(25)	96%	(530)	555
Employ: Unemployed	6%	(15)	94%	(255)	270
Employ: Other	4%	(5)	96%	(126)	131
Military HH: Yes	7%	(19)	93%	(262)	282
Military HH: No	5%	(103)	95%	(1819)	1921
2022 House Vote: Democrat	7%	(54)	93%	(775)	829
2022 House Vote: Republican	5%	(36)	95%	(641)	677
2022 House Vote: Didnt Vote	5%	(31)	95%	(625)	656
2020 Vote: Joe Biden	6%	(59)	94%	(900)	960
2020 Vote: Donald Trump	5%	(34)	95%	(717)	751
2020 Vote: Other	5%	(2)	95%	(50)	53
2020 Vote: Didn't Vote	6%	(26)	94%	(413)	439

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Table IDFA2_3NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Blueberry*

Demographic	Selected		Not Selected		Total N
Adults	6%	(122)	94%	(2081)	2203
2018 House Vote: Democrat	7%	(51)	93%	(703)	754
2018 House Vote: Republican	5%	(34)	95%	(610)	644
2018 House Vote: Didnt Vote	5%	(37)	95%	(738)	775
4-Region: Northeast	7%	(26)	93%	(357)	384
4-Region: Midwest	4%	(20)	96%	(432)	452
4-Region: South	5%	(45)	95%	(802)	847
4-Region: West	6%	(31)	94%	(489)	520
9-Region: New England	2%	(2)	98%	(93)	95
9-Region: Mid-Atlantic	8%	(24)	92%	(264)	288
9-Region: East North Central	4%	(15)	96%	(340)	355
9-Region: West North Central	5%	(5)	95%	(93)	97
9-Region: South Atlantic	5%	(25)	95%	(459)	484
9-Region: East South Central	6%	(7)	94%	(102)	109
9-Region: West South Central	5%	(13)	95%	(241)	255
9-Region: Mountain	5%	(7)	95%	(126)	133
9-Region: Pacific	6%	(24)	94%	(363)	387
Ice Cream: Love it	6%	(99)	94%	(1446)	1544
Ice Cream: Like it	4%	(22)	96%	(583)	606
Ice Cream: Not a Fan	3%	(1)	97%	(52)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_4NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Brownie (sundae, etc.)*

Demographic	Selected		Not Selected		Total N
Adults	12%	(270)	88%	(1933)	2203
Gender: Male	10%	(109)	90%	(966)	1075
Gender: Female	14%	(161)	86%	(965)	1126
Age: 18-34	18%	(117)	82%	(524)	640
Age: 35-44	15%	(55)	85%	(315)	370
Age: 45-64	10%	(71)	90%	(626)	697
Age: 65+	6%	(28)	94%	(468)	496
GenZers: 1997-2012	20%	(61)	80%	(243)	304
Millennials: 1981-1996	15%	(103)	85%	(563)	667
GenXers: 1965-1980	10%	(53)	90%	(466)	519
Baby Boomers: 1946-1964	7%	(48)	93%	(610)	659
PID: Dem (no lean)	14%	(123)	86%	(765)	887
PID: Ind (no lean)	12%	(68)	88%	(497)	565
PID: Rep (no lean)	11%	(79)	89%	(671)	750
PID/Gender: Dem Men	12%	(48)	88%	(365)	412
PID/Gender: Dem Women	16%	(75)	84%	(400)	475
PID/Gender: Ind Men	9%	(23)	91%	(238)	261
PID/Gender: Ind Women	15%	(46)	85%	(257)	303
PID/Gender: Rep Men	10%	(39)	90%	(363)	402
PID/Gender: Rep Women	11%	(40)	89%	(308)	348
Ideo: Liberal (1-3)	14%	(95)	86%	(588)	683
Ideo: Moderate (4)	11%	(74)	89%	(591)	665
Ideo: Conservative (5-7)	11%	(72)	89%	(605)	678
Educ: < College	12%	(168)	88%	(1254)	1421
Educ: Bachelors degree	14%	(67)	86%	(425)	493
Educ: Post-grad	12%	(35)	88%	(254)	289
Income: Under 50k	11%	(130)	89%	(1032)	1162
Income: 50k-100k	12%	(85)	88%	(601)	686
Income: 100k+	15%	(55)	85%	(300)	355
Ethnicity: White	13%	(215)	87%	(1478)	1692
Ethnicity: Hispanic	16%	(60)	84%	(324)	385
Ethnicity: Black	11%	(32)	89%	(253)	285

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Table IDFA2_4NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Brownie (sundae, etc.)*

Demographic	Selected		Not Selected		Total N
Adults	12%	(270)	88%	(1933)	2203
Ethnicity: Other	10%	(23)	90%	(202)	226
All Christian	11%	(120)	89%	(942)	1062
All Non-Christian	12%	(25)	88%	(181)	206
Atheist	13%	(11)	87%	(74)	85
Agnostic/Nothing in particular	13%	(64)	87%	(442)	505
Something Else	15%	(50)	85%	(294)	344
Religious Non-Protestant/Catholic	14%	(31)	86%	(194)	225
Evangelical	11%	(63)	89%	(486)	549
Non-Evangelical	12%	(99)	88%	(717)	816
Community: Urban	13%	(94)	87%	(623)	716
Community: Suburban	12%	(121)	88%	(898)	1019
Community: Rural	12%	(55)	88%	(412)	467
Employ: Private Sector	15%	(104)	85%	(582)	686
Employ: Government	15%	(19)	85%	(109)	128
Employ: Self-Employed	11%	(23)	89%	(199)	223
Employ: Homemaker	19%	(25)	81%	(108)	133
Employ: Student	15%	(12)	85%	(66)	77
Employ: Retired	7%	(38)	93%	(517)	555
Employ: Unemployed	12%	(33)	88%	(237)	270
Employ: Other	12%	(16)	88%	(115)	131
Military HH: Yes	11%	(30)	89%	(251)	282
Military HH: No	12%	(240)	88%	(1682)	1921
2022 House Vote: Democrat	13%	(106)	87%	(723)	829
2022 House Vote: Republican	11%	(75)	89%	(601)	677
2022 House Vote: Didnt Vote	13%	(84)	87%	(572)	656
2020 Vote: Joe Biden	15%	(141)	85%	(819)	960
2020 Vote: Donald Trump	10%	(76)	90%	(675)	751
2020 Vote: Other	11%	(6)	89%	(47)	53
2020 Vote: Didn’t Vote	11%	(48)	89%	(391)	439

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Table IDFA2_4NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Brownie (sundae, etc.)*

Demographic	Selected		Not Selected		Total N
Adults	12%	(270)	88%	(1933)	2203
2018 House Vote: Democrat	13%	(95)	87%	(659)	754
2018 House Vote: Republican	12%	(78)	88%	(566)	644
2018 House Vote: Didnt Vote	12%	(93)	88%	(682)	775
4-Region: Northeast	10%	(38)	90%	(346)	384
4-Region: Midwest	14%	(64)	86%	(389)	452
4-Region: South	13%	(112)	87%	(735)	847
4-Region: West	11%	(57)	89%	(463)	520
9-Region: New England	6%	(6)	94%	(89)	95
9-Region: Mid-Atlantic	11%	(32)	89%	(256)	288
9-Region: East North Central	14%	(48)	86%	(307)	355
9-Region: West North Central	16%	(15)	84%	(82)	97
9-Region: South Atlantic	14%	(67)	86%	(416)	484
9-Region: East South Central	16%	(17)	84%	(92)	109
9-Region: West South Central	11%	(28)	89%	(227)	255
9-Region: Mountain	11%	(15)	89%	(119)	133
9-Region: Pacific	11%	(42)	89%	(345)	387
Ice Cream: Love it	15%	(227)	85%	(1317)	1544
Ice Cream: Like it	6%	(39)	94%	(566)	606
Ice Cream: Not a Fan	6%	(3)	94%	(50)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_5NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Butter Pecan*

Demographic	Selected		Not Selected		Total N
Adults	21%	(463)	79%	(1740)	2203
Gender: Male	17%	(188)	83%	(887)	1075
Gender: Female	24%	(276)	76%	(851)	1126
Age: 18-34	15%	(99)	85%	(542)	640
Age: 35-44	15%	(55)	85%	(315)	370
Age: 45-64	24%	(169)	76%	(528)	697
Age: 65+	28%	(141)	72%	(355)	496
GenZers: 1997-2012	15%	(46)	85%	(258)	304
Millennials: 1981-1996	15%	(100)	85%	(567)	667
GenXers: 1965-1980	24%	(122)	76%	(397)	519
Baby Boomers: 1946-1964	27%	(178)	73%	(481)	659
PID: Dem (no lean)	25%	(219)	75%	(669)	887
PID: Ind (no lean)	17%	(97)	83%	(469)	565
PID: Rep (no lean)	20%	(148)	80%	(602)	750
PID/Gender: Dem Men	21%	(85)	79%	(327)	412
PID/Gender: Dem Women	28%	(134)	72%	(341)	475
PID/Gender: Ind Men	14%	(36)	86%	(225)	261
PID/Gender: Ind Women	20%	(60)	80%	(243)	303
PID/Gender: Rep Men	17%	(67)	83%	(336)	402
PID/Gender: Rep Women	23%	(81)	77%	(267)	348
Ideo: Liberal (1-3)	22%	(148)	78%	(535)	683
Ideo: Moderate (4)	21%	(141)	79%	(524)	665
Ideo: Conservative (5-7)	23%	(153)	77%	(525)	678
Educ: < College	22%	(308)	78%	(1113)	1421
Educ: Bachelors degree	19%	(95)	81%	(398)	493
Educ: Post-grad	21%	(60)	79%	(229)	289
Income: Under 50k	23%	(269)	77%	(893)	1162
Income: 50k-100k	19%	(130)	81%	(556)	686
Income: 100k+	18%	(64)	82%	(290)	355
Ethnicity: White	19%	(325)	81%	(1367)	1692
Ethnicity: Hispanic	16%	(63)	84%	(322)	385
Ethnicity: Black	34%	(97)	66%	(188)	285

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Table IDFA2_5NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Butter Pecan*

Demographic	Selected		Not Selected		Total N
Adults	21%	(463)	79%	(1740)	2203
Ethnicity: Other	18%	(41)	82%	(185)	226
All Christian	22%	(234)	78%	(828)	1062
All Non-Christian	14%	(28)	86%	(177)	206
Atheist	18%	(15)	82%	(70)	85
Agnostic/Nothing in particular	20%	(100)	80%	(405)	505
Something Else	25%	(85)	75%	(259)	344
Religious Non-Protestant/Catholic	15%	(33)	85%	(192)	225
Evangelical	25%	(139)	75%	(410)	549
Non-Evangelical	21%	(170)	79%	(646)	816
Community: Urban	20%	(145)	80%	(571)	716
Community: Suburban	20%	(205)	80%	(814)	1019
Community: Rural	24%	(113)	76%	(354)	467
Employ: Private Sector	20%	(134)	80%	(552)	686
Employ: Government	21%	(27)	79%	(100)	128
Employ: Self-Employed	18%	(39)	82%	(184)	223
Employ: Homemaker	21%	(28)	79%	(105)	133
Employ: Student	21%	(17)	79%	(61)	77
Employ: Retired	25%	(141)	75%	(414)	555
Employ: Unemployed	19%	(51)	81%	(219)	270
Employ: Other	20%	(26)	80%	(105)	131
Military HH: Yes	21%	(58)	79%	(224)	282
Military HH: No	21%	(405)	79%	(1516)	1921
2022 House Vote: Democrat	22%	(186)	78%	(643)	829
2022 House Vote: Republican	19%	(130)	81%	(547)	677
2022 House Vote: Didnt Vote	21%	(137)	79%	(519)	656
2020 Vote: Joe Biden	22%	(216)	78%	(744)	960
2020 Vote: Donald Trump	21%	(154)	79%	(597)	751
2020 Vote: Other	20%	(11)	80%	(42)	53
2020 Vote: Didn’t Vote	19%	(82)	81%	(357)	439

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Table IDFA2_5NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Butter Pecan*

Demographic	Selected		Not Selected		Total N
Adults	21%	(463)	79%	(1740)	2203
2018 House Vote: Democrat	22%	(168)	78%	(586)	754
2018 House Vote: Republican	21%	(134)	79%	(510)	644
2018 House Vote: Didnt Vote	20%	(158)	80%	(617)	775
4-Region: Northeast	19%	(72)	81%	(312)	384
4-Region: Midwest	26%	(120)	74%	(333)	452
4-Region: South	23%	(192)	77%	(655)	847
4-Region: West	15%	(80)	85%	(440)	520
9-Region: New England	14%	(13)	86%	(82)	95
9-Region: Mid-Atlantic	20%	(58)	80%	(230)	288
9-Region: East North Central	26%	(93)	74%	(262)	355
9-Region: West North Central	27%	(26)	73%	(71)	97
9-Region: South Atlantic	21%	(103)	79%	(381)	484
9-Region: East South Central	33%	(35)	67%	(73)	109
9-Region: West South Central	21%	(53)	79%	(201)	255
9-Region: Mountain	18%	(24)	82%	(110)	133
9-Region: Pacific	15%	(57)	85%	(330)	387
Ice Cream: Love it	22%	(341)	78%	(1204)	1544
Ice Cream: Like it	19%	(115)	81%	(491)	606
Ice Cream: Not a Fan	14%	(8)	86%	(45)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_6NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Caramel/Salted Caramel*

Demographic	Selected		Not Selected		Total N
Adults	14%	(310)	86%	(1893)	2203
Gender: Male	11%	(120)	89%	(955)	1075
Gender: Female	17%	(190)	83%	(936)	1126
Age: 18-34	10%	(61)	90%	(579)	640
Age: 35-44	16%	(59)	84%	(311)	370
Age: 45-64	15%	(102)	85%	(594)	697
Age: 65+	18%	(88)	82%	(408)	496
GenZers: 1997-2012	11%	(33)	89%	(271)	304
Millennials: 1981-1996	12%	(77)	88%	(590)	667
GenXers: 1965-1980	13%	(66)	87%	(453)	519
Baby Boomers: 1946-1964	19%	(127)	81%	(532)	659
PID: Dem (no lean)	14%	(128)	86%	(760)	887
PID: Ind (no lean)	14%	(80)	86%	(485)	565
PID: Rep (no lean)	14%	(102)	86%	(648)	750
PID/Gender: Dem Men	13%	(55)	87%	(358)	412
PID/Gender: Dem Women	15%	(73)	85%	(402)	475
PID/Gender: Ind Men	12%	(30)	88%	(231)	261
PID/Gender: Ind Women	16%	(50)	84%	(253)	303
PID/Gender: Rep Men	9%	(35)	91%	(367)	402
PID/Gender: Rep Women	19%	(67)	81%	(281)	348
Ideo: Liberal (1-3)	17%	(114)	83%	(569)	683
Ideo: Moderate (4)	12%	(77)	88%	(588)	665
Ideo: Conservative (5-7)	15%	(99)	85%	(579)	678
Educ: < College	13%	(181)	87%	(1240)	1421
Educ: Bachelors degree	15%	(76)	85%	(416)	493
Educ: Post-grad	18%	(52)	82%	(236)	289
Income: Under 50k	13%	(152)	87%	(1009)	1162
Income: 50k-100k	16%	(110)	84%	(577)	686
Income: 100k+	13%	(48)	87%	(307)	355
Ethnicity: White	15%	(252)	85%	(1440)	1692
Ethnicity: Hispanic	12%	(47)	88%	(338)	385
Ethnicity: Black	10%	(28)	90%	(257)	285

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Table IDFA2_6NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Caramel/Salted Caramel*

Demographic	Selected		Not Selected		Total N
Adults	14%	(310)	86%	(1893)	2203
Ethnicity: Other	13%	(29)	87%	(196)	226
All Christian	15%	(155)	85%	(908)	1062
All Non-Christian	14%	(29)	86%	(177)	206
Atheist	20%	(17)	80%	(68)	85
Agnostic/Nothing in particular	13%	(66)	87%	(440)	505
Something Else	13%	(43)	87%	(301)	344
Religious Non-Protestant/Catholic	16%	(36)	84%	(189)	225
Evangelical	11%	(63)	89%	(487)	549
Non-Evangelical	15%	(123)	85%	(692)	816
Community: Urban	14%	(100)	86%	(616)	716
Community: Suburban	14%	(147)	86%	(873)	1019
Community: Rural	13%	(62)	87%	(405)	467
Employ: Private Sector	15%	(105)	85%	(581)	686
Employ: Government	9%	(11)	91%	(116)	128
Employ: Self-Employed	11%	(25)	89%	(198)	223
Employ: Homemaker	22%	(30)	78%	(103)	133
Employ: Student	8%	(6)	92%	(71)	77
Employ: Retired	16%	(89)	84%	(466)	555
Employ: Unemployed	12%	(31)	88%	(239)	270
Employ: Other	10%	(13)	90%	(118)	131
Military HH: Yes	15%	(43)	85%	(239)	282
Military HH: No	14%	(267)	86%	(1654)	1921
2022 House Vote: Democrat	17%	(139)	83%	(690)	829
2022 House Vote: Republican	12%	(84)	88%	(592)	677
2022 House Vote: Didnt Vote	12%	(80)	88%	(576)	656
2020 Vote: Joe Biden	16%	(152)	84%	(808)	960
2020 Vote: Donald Trump	13%	(100)	87%	(651)	751
2020 Vote: Other	10%	(5)	90%	(47)	53
2020 Vote: Didn’t Vote	12%	(53)	88%	(387)	439

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Table IDFA2_6NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Caramel/Salted Caramel*

Demographic	Selected		Not Selected		Total N
Adults	14%	(310)	86%	(1893)	2203
2018 House Vote: Democrat	17%	(128)	83%	(626)	754
2018 House Vote: Republican	13%	(84)	87%	(560)	644
2018 House Vote: Didnt Vote	12%	(93)	88%	(681)	775
4-Region: Northeast	11%	(42)	89%	(342)	384
4-Region: Midwest	16%	(74)	84%	(378)	452
4-Region: South	11%	(96)	89%	(751)	847
4-Region: West	19%	(98)	81%	(422)	520
9-Region: New England	9%	(8)	91%	(87)	95
9-Region: Mid-Atlantic	12%	(33)	88%	(255)	288
9-Region: East North Central	16%	(55)	84%	(300)	355
9-Region: West North Central	20%	(19)	80%	(78)	97
9-Region: South Atlantic	12%	(56)	88%	(427)	484
9-Region: East South Central	14%	(15)	86%	(93)	109
9-Region: West South Central	9%	(24)	91%	(231)	255
9-Region: Mountain	16%	(21)	84%	(112)	133
9-Region: Pacific	20%	(77)	80%	(310)	387
Ice Cream: Love it	14%	(223)	86%	(1321)	1544
Ice Cream: Like it	14%	(84)	86%	(522)	606
Ice Cream: Not a Fan	6%	(3)	94%	(50)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_7NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Cherry/Black Cherry*

Demographic	Selected		Not Selected		Total N
Adults	10%	(224)	90%	(1979)	2203
Gender: Male	10%	(106)	90%	(969)	1075
Gender: Female	10%	(118)	90%	(1009)	1126
Age: 18-34	4%	(25)	96%	(616)	640
Age: 35-44	8%	(30)	92%	(340)	370
Age: 45-64	11%	(77)	89%	(619)	697
Age: 65+	19%	(92)	81%	(404)	496
GenZers: 1997-2012	2%	(6)	98%	(298)	304
Millennials: 1981-1996	7%	(48)	93%	(619)	667
GenXers: 1965-1980	8%	(42)	92%	(477)	519
Baby Boomers: 1946-1964	17%	(115)	83%	(544)	659
PID: Dem (no lean)	8%	(73)	92%	(815)	887
PID: Ind (no lean)	11%	(60)	89%	(505)	565
PID: Rep (no lean)	12%	(91)	88%	(659)	750
PID/Gender: Dem Men	9%	(35)	91%	(377)	412
PID/Gender: Dem Women	8%	(38)	92%	(437)	475
PID/Gender: Ind Men	12%	(32)	88%	(229)	261
PID/Gender: Ind Women	9%	(28)	91%	(275)	303
PID/Gender: Rep Men	10%	(39)	90%	(363)	402
PID/Gender: Rep Women	15%	(52)	85%	(296)	348
Ideo: Liberal (1-3)	10%	(70)	90%	(613)	683
Ideo: Moderate (4)	8%	(54)	92%	(612)	665
Ideo: Conservative (5-7)	13%	(85)	87%	(592)	678
Educ: < College	9%	(132)	91%	(1289)	1421
Educ: Bachelors degree	10%	(50)	90%	(443)	493
Educ: Post-grad	14%	(41)	86%	(248)	289
Income: Under 50k	10%	(119)	90%	(1043)	1162
Income: 50k-100k	9%	(59)	91%	(627)	686
Income: 100k+	13%	(46)	87%	(309)	355
Ethnicity: White	11%	(180)	89%	(1513)	1692
Ethnicity: Hispanic	8%	(30)	92%	(355)	385
Ethnicity: Black	6%	(18)	94%	(267)	285

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Table IDFA2_7NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Cherry/Black Cherry*

Demographic	Selected		Not Selected		Total N
Adults	10%	(224)	90%	(1979)	2203
Ethnicity: Other	12%	(26)	88%	(199)	226
All Christian	11%	(118)	89%	(945)	1062
All Non-Christian	9%	(18)	91%	(187)	206
Atheist	11%	(10)	89%	(76)	85
Agnostic/Nothing in particular	9%	(47)	91%	(459)	505
Something Else	9%	(31)	91%	(313)	344
Religious Non-Protestant/Catholic	8%	(18)	92%	(207)	225
Evangelical	10%	(55)	90%	(495)	549
Non-Evangelical	11%	(91)	89%	(725)	816
Community: Urban	9%	(62)	91%	(654)	716
Community: Suburban	12%	(120)	88%	(899)	1019
Community: Rural	9%	(41)	91%	(426)	467
Employ: Private Sector	8%	(53)	92%	(633)	686
Employ: Government	7%	(9)	93%	(118)	128
Employ: Self-Employed	6%	(13)	94%	(209)	223
Employ: Homemaker	10%	(13)	90%	(120)	133
Employ: Student	—	(0)	100%	(77)	77
Employ: Retired	17%	(97)	83%	(458)	555
Employ: Unemployed	10%	(28)	90%	(242)	270
Employ: Other	8%	(10)	92%	(120)	131
Military HH: Yes	11%	(32)	89%	(249)	282
Military HH: No	10%	(192)	90%	(1730)	1921
2022 House Vote: Democrat	10%	(81)	90%	(748)	829
2022 House Vote: Republican	13%	(88)	87%	(589)	677
2022 House Vote: Didnt Vote	8%	(53)	92%	(604)	656
2020 Vote: Joe Biden	10%	(91)	90%	(869)	960
2020 Vote: Donald Trump	12%	(94)	88%	(657)	751
2020 Vote: Other	5%	(3)	95%	(50)	53
2020 Vote: Didn't Vote	8%	(36)	92%	(403)	439

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Table IDFA2_7NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Cherry/Black Cherry*

Demographic	Selected		Not Selected		Total N
Adults	10%	(224)	90%	(1979)	2203
2018 House Vote: Democrat	10%	(79)	90%	(676)	754
2018 House Vote: Republican	13%	(85)	87%	(559)	644
2018 House Vote: Didnt Vote	7%	(56)	93%	(719)	775
4-Region: Northeast	11%	(41)	89%	(343)	384
4-Region: Midwest	10%	(47)	90%	(405)	452
4-Region: South	9%	(74)	91%	(773)	847
4-Region: West	12%	(62)	88%	(458)	520
9-Region: New England	7%	(7)	93%	(88)	95
9-Region: Mid-Atlantic	12%	(34)	88%	(254)	288
9-Region: East North Central	10%	(37)	90%	(318)	355
9-Region: West North Central	10%	(10)	90%	(88)	97
9-Region: South Atlantic	11%	(55)	89%	(428)	484
9-Region: East South Central	5%	(5)	95%	(103)	109
9-Region: West South Central	5%	(13)	95%	(241)	255
9-Region: Mountain	6%	(8)	94%	(126)	133
9-Region: Pacific	14%	(54)	86%	(333)	387
Ice Cream: Love it	10%	(157)	90%	(1388)	1544
Ice Cream: Like it	11%	(65)	89%	(541)	606
Ice Cream: Not a Fan	4%	(2)	96%	(51)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_8NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Chocolate*

Demographic	Selected		Not Selected		Total N
Adults	32%	(710)	68%	(1493)	2203
Gender: Male	34%	(366)	66%	(709)	1075
Gender: Female	30%	(343)	70%	(783)	1126
Age: 18-34	30%	(193)	70%	(447)	640
Age: 35-44	31%	(115)	69%	(255)	370
Age: 45-64	32%	(223)	68%	(473)	697
Age: 65+	36%	(178)	64%	(318)	496
GenZers: 1997-2012	29%	(88)	71%	(215)	304
Millennials: 1981-1996	32%	(210)	68%	(457)	667
GenXers: 1965-1980	31%	(161)	69%	(358)	519
Baby Boomers: 1946-1964	36%	(237)	64%	(421)	659
PID: Dem (no lean)	33%	(290)	67%	(597)	887
PID: Ind (no lean)	33%	(185)	67%	(380)	565
PID: Rep (no lean)	31%	(235)	69%	(516)	750
PID/Gender: Dem Men	37%	(152)	63%	(260)	412
PID/Gender: Dem Women	29%	(138)	71%	(337)	475
PID/Gender: Ind Men	31%	(81)	69%	(180)	261
PID/Gender: Ind Women	34%	(102)	66%	(201)	303
PID/Gender: Rep Men	33%	(132)	67%	(270)	402
PID/Gender: Rep Women	29%	(102)	71%	(246)	348
Ideo: Liberal (1-3)	31%	(215)	69%	(468)	683
Ideo: Moderate (4)	35%	(233)	65%	(432)	665
Ideo: Conservative (5-7)	31%	(211)	69%	(467)	678
Educ: < College	32%	(451)	68%	(970)	1421
Educ: Bachelors degree	32%	(159)	68%	(334)	493
Educ: Post-grad	35%	(100)	65%	(189)	289
Income: Under 50k	32%	(373)	68%	(789)	1162
Income: 50k-100k	32%	(221)	68%	(465)	686
Income: 100k+	33%	(116)	67%	(239)	355
Ethnicity: White	34%	(571)	66%	(1122)	1692
Ethnicity: Hispanic	31%	(118)	69%	(267)	385
Ethnicity: Black	27%	(77)	73%	(208)	285

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Table IDFA2_8NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Chocolate*

Demographic	Selected		Not Selected		Total N
Adults	32%	(710)	68%	(1493)	2203
Ethnicity: Other	28%	(62)	72%	(163)	226
All Christian	33%	(354)	67%	(708)	1062
All Non-Christian	35%	(73)	65%	(133)	206
Atheist	22%	(19)	78%	(67)	85
Agnostic/Nothing in particular	31%	(158)	69%	(347)	505
Something Else	31%	(106)	69%	(238)	344
Religious Non-Protestant/Catholic	34%	(77)	66%	(147)	225
Evangelical	32%	(175)	68%	(375)	549
Non-Evangelical	34%	(273)	66%	(542)	816
Community: Urban	34%	(244)	66%	(472)	716
Community: Suburban	31%	(316)	69%	(703)	1019
Community: Rural	32%	(150)	68%	(318)	467
Employ: Private Sector	30%	(203)	70%	(483)	686
Employ: Government	31%	(40)	69%	(88)	128
Employ: Self-Employed	33%	(74)	67%	(149)	223
Employ: Homemaker	35%	(47)	65%	(86)	133
Employ: Student	35%	(27)	65%	(50)	77
Employ: Retired	34%	(190)	66%	(365)	555
Employ: Unemployed	33%	(88)	67%	(182)	270
Employ: Other	31%	(41)	69%	(90)	131
Military HH: Yes	29%	(83)	71%	(199)	282
Military HH: No	33%	(627)	67%	(1294)	1921
2022 House Vote: Democrat	33%	(278)	67%	(552)	829
2022 House Vote: Republican	34%	(231)	66%	(445)	677
2022 House Vote: Didnt Vote	29%	(189)	71%	(467)	656
2020 Vote: Joe Biden	32%	(310)	68%	(650)	960
2020 Vote: Donald Trump	32%	(243)	68%	(508)	751
2020 Vote: Other	29%	(15)	71%	(38)	53
2020 Vote: Didn’t Vote	32%	(142)	68%	(298)	439

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Table IDFA2_8NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Chocolate*

Demographic	Selected		Not Selected		Total N
Adults	32%	(710)	68%	(1493)	2203
2018 House Vote: Democrat	34%	(254)	66%	(501)	754
2018 House Vote: Republican	35%	(227)	65%	(417)	644
2018 House Vote: Didnt Vote	29%	(222)	71%	(552)	775
4-Region: Northeast	33%	(127)	67%	(257)	384
4-Region: Midwest	34%	(154)	66%	(298)	452
4-Region: South	31%	(263)	69%	(584)	847
4-Region: West	32%	(166)	68%	(354)	520
9-Region: New England	27%	(26)	73%	(69)	95
9-Region: Mid-Atlantic	35%	(101)	65%	(188)	288
9-Region: East North Central	34%	(120)	66%	(235)	355
9-Region: West North Central	35%	(34)	65%	(63)	97
9-Region: South Atlantic	31%	(151)	69%	(332)	484
9-Region: East South Central	35%	(38)	65%	(70)	109
9-Region: West South Central	29%	(74)	71%	(181)	255
9-Region: Mountain	31%	(41)	69%	(92)	133
9-Region: Pacific	32%	(125)	68%	(262)	387
Ice Cream: Love it	35%	(533)	65%	(1011)	1544
Ice Cream: Like it	28%	(169)	72%	(436)	606
Ice Cream: Not a Fan	13%	(7)	87%	(46)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_9NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Chocolate Chip*

Demographic	Selected		Not Selected		Total N
Adults	18%	(393)	82%	(1810)	2203
Gender: Male	20%	(218)	80%	(857)	1075
Gender: Female	16%	(175)	84%	(951)	1126
Age: 18-34	19%	(123)	81%	(518)	640
Age: 35-44	20%	(75)	80%	(295)	370
Age: 45-64	16%	(115)	84%	(582)	697
Age: 65+	16%	(80)	84%	(416)	496
GenZers: 1997-2012	17%	(52)	83%	(252)	304
Millennials: 1981-1996	21%	(139)	79%	(527)	667
GenXers: 1965-1980	16%	(81)	84%	(438)	519
Baby Boomers: 1946-1964	18%	(116)	82%	(543)	659
PID: Dem (no lean)	14%	(126)	86%	(762)	887
PID: Ind (no lean)	22%	(125)	78%	(440)	565
PID: Rep (no lean)	19%	(142)	81%	(608)	750
PID/Gender: Dem Men	15%	(62)	85%	(350)	412
PID/Gender: Dem Women	13%	(63)	87%	(411)	475
PID/Gender: Ind Men	26%	(68)	74%	(193)	261
PID/Gender: Ind Women	19%	(57)	81%	(246)	303
PID/Gender: Rep Men	22%	(88)	78%	(314)	402
PID/Gender: Rep Women	16%	(55)	84%	(294)	348
Ideo: Liberal (1-3)	15%	(105)	85%	(578)	683
Ideo: Moderate (4)	20%	(132)	80%	(534)	665
Ideo: Conservative (5-7)	18%	(120)	82%	(558)	678
Educ: < College	17%	(241)	83%	(1180)	1421
Educ: Bachelors degree	20%	(97)	80%	(396)	493
Educ: Post-grad	19%	(55)	81%	(234)	289
Income: Under 50k	16%	(187)	84%	(975)	1162
Income: 50k-100k	18%	(123)	82%	(563)	686
Income: 100k+	23%	(82)	77%	(273)	355
Ethnicity: White	18%	(312)	82%	(1380)	1692
Ethnicity: Hispanic	19%	(72)	81%	(313)	385
Ethnicity: Black	17%	(48)	83%	(236)	285

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Table IDFA2_9NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Chocolate Chip*

Demographic	Selected		Not Selected		Total N
Adults	18%	(393)	82%	(1810)	2203
Ethnicity: Other	14%	(32)	86%	(194)	226
All Christian	18%	(190)	82%	(872)	1062
All Non-Christian	24%	(49)	76%	(156)	206
Atheist	19%	(16)	81%	(69)	85
Agnostic/Nothing in particular	18%	(89)	82%	(417)	505
Something Else	14%	(49)	86%	(295)	344
Religious Non-Protestant/Catholic	23%	(52)	77%	(173)	225
Evangelical	16%	(87)	84%	(462)	549
Non-Evangelical	18%	(147)	82%	(669)	816
Community: Urban	17%	(119)	83%	(597)	716
Community: Suburban	19%	(191)	81%	(828)	1019
Community: Rural	18%	(82)	82%	(385)	467
Employ: Private Sector	18%	(124)	82%	(562)	686
Employ: Government	19%	(24)	81%	(103)	128
Employ: Self-Employed	17%	(39)	83%	(184)	223
Employ: Homemaker	19%	(25)	81%	(107)	133
Employ: Student	21%	(16)	79%	(61)	77
Employ: Retired	16%	(89)	84%	(466)	555
Employ: Unemployed	20%	(53)	80%	(217)	270
Employ: Other	16%	(21)	84%	(109)	131
Military HH: Yes	15%	(41)	85%	(241)	282
Military HH: No	18%	(352)	82%	(1570)	1921
2022 House Vote: Democrat	17%	(140)	83%	(689)	829
2022 House Vote: Republican	19%	(127)	81%	(549)	677
2022 House Vote: Didnt Vote	18%	(120)	82%	(536)	656
2020 Vote: Joe Biden	17%	(165)	83%	(795)	960
2020 Vote: Donald Trump	19%	(144)	81%	(607)	751
2020 Vote: Other	19%	(10)	81%	(43)	53
2020 Vote: Didn't Vote	17%	(73)	83%	(366)	439

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Table IDFA2_9NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Chocolate Chip*

Demographic	Selected		Not Selected		Total N
Adults	18%	(393)	82%	(1810)	2203
2018 House Vote: Democrat	15%	(116)	85%	(638)	754
2018 House Vote: Republican	19%	(121)	81%	(523)	644
2018 House Vote: Didnt Vote	19%	(150)	81%	(625)	775
4-Region: Northeast	18%	(67)	82%	(316)	384
4-Region: Midwest	18%	(80)	82%	(372)	452
4-Region: South	17%	(147)	83%	(700)	847
4-Region: West	19%	(99)	81%	(422)	520
9-Region: New England	21%	(20)	79%	(75)	95
9-Region: Mid-Atlantic	16%	(47)	84%	(241)	288
9-Region: East North Central	16%	(58)	84%	(297)	355
9-Region: West North Central	22%	(22)	78%	(76)	97
9-Region: South Atlantic	17%	(84)	83%	(400)	484
9-Region: East South Central	16%	(17)	84%	(91)	109
9-Region: West South Central	18%	(46)	82%	(208)	255
9-Region: Mountain	14%	(19)	86%	(114)	133
9-Region: Pacific	21%	(80)	79%	(307)	387
Ice Cream: Love it	18%	(275)	82%	(1269)	1544
Ice Cream: Like it	18%	(107)	82%	(498)	606
Ice Cream: Not a Fan	20%	(10)	80%	(42)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_10NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Coffee*

Demographic	Selected		Not Selected		Total N
Adults	14%	(307)	86%	(1896)	2203
Gender: Male	13%	(143)	87%	(932)	1075
Gender: Female	15%	(164)	85%	(963)	1126
Age: 18-34	13%	(81)	87%	(559)	640
Age: 35-44	13%	(49)	87%	(321)	370
Age: 45-64	14%	(97)	86%	(600)	697
Age: 65+	16%	(81)	84%	(415)	496
GenZers: 1997-2012	11%	(35)	89%	(269)	304
Millennials: 1981-1996	14%	(90)	86%	(577)	667
GenXers: 1965-1980	16%	(81)	84%	(439)	519
Baby Boomers: 1946-1964	14%	(93)	86%	(566)	659
PID: Dem (no lean)	15%	(131)	85%	(757)	887
PID: Ind (no lean)	17%	(94)	83%	(471)	565
PID: Rep (no lean)	11%	(82)	89%	(668)	750
PID/Gender: Dem Men	13%	(54)	87%	(358)	412
PID/Gender: Dem Women	16%	(77)	84%	(398)	475
PID/Gender: Ind Men	16%	(41)	84%	(220)	261
PID/Gender: Ind Women	18%	(54)	82%	(249)	303
PID/Gender: Rep Men	12%	(49)	88%	(353)	402
PID/Gender: Rep Women	9%	(33)	91%	(315)	348
Ideo: Liberal (1-3)	17%	(117)	83%	(566)	683
Ideo: Moderate (4)	13%	(89)	87%	(576)	665
Ideo: Conservative (5-7)	12%	(79)	88%	(598)	678
Educ: < College	12%	(169)	88%	(1252)	1421
Educ: Bachelors degree	17%	(82)	83%	(411)	493
Educ: Post-grad	19%	(56)	81%	(233)	289
Income: Under 50k	13%	(154)	87%	(1008)	1162
Income: 50k-100k	14%	(93)	86%	(593)	686
Income: 100k+	17%	(60)	83%	(294)	355
Ethnicity: White	14%	(233)	86%	(1459)	1692
Ethnicity: Hispanic	9%	(33)	91%	(352)	385
Ethnicity: Black	6%	(18)	94%	(267)	285

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Table IDFA2_10NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Coffee*

Demographic	Selected		Not Selected		Total N
Adults	14%	(307)	86%	(1896)	2203
Ethnicity: Other	25%	(57)	75%	(169)	226
All Christian	13%	(139)	87%	(924)	1062
All Non-Christian	28%	(57)	72%	(149)	206
Atheist	13%	(11)	87%	(74)	85
Agnostic/Nothing in particular	13%	(66)	87%	(439)	505
Something Else	10%	(35)	90%	(310)	344
Religious Non-Protestant/Catholic	26%	(59)	74%	(166)	225
Evangelical	11%	(60)	89%	(489)	549
Non-Evangelical	13%	(106)	87%	(709)	816
Community: Urban	16%	(112)	84%	(604)	716
Community: Suburban	13%	(135)	87%	(884)	1019
Community: Rural	13%	(60)	87%	(408)	467
Employ: Private Sector	14%	(93)	86%	(593)	686
Employ: Government	16%	(21)	84%	(107)	128
Employ: Self-Employed	15%	(32)	85%	(190)	223
Employ: Homemaker	12%	(16)	88%	(117)	133
Employ: Student	18%	(14)	82%	(64)	77
Employ: Retired	15%	(84)	85%	(471)	555
Employ: Unemployed	11%	(30)	89%	(240)	270
Employ: Other	14%	(18)	86%	(113)	131
Military HH: Yes	12%	(35)	88%	(247)	282
Military HH: No	14%	(273)	86%	(1649)	1921
2022 House Vote: Democrat	15%	(125)	85%	(704)	829
2022 House Vote: Republican	13%	(88)	87%	(589)	677
2022 House Vote: Didnt Vote	14%	(92)	86%	(564)	656
2020 Vote: Joe Biden	16%	(153)	84%	(807)	960
2020 Vote: Donald Trump	13%	(95)	87%	(656)	751
2020 Vote: Other	7%	(4)	93%	(49)	53
2020 Vote: Didn’t Vote	13%	(56)	87%	(383)	439

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Table IDFA2_10NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Coffee*

Demographic	Selected		Not Selected		Total N
Adults	14%	(307)	86%	(1896)	2203
2018 House Vote: Democrat	15%	(114)	85%	(640)	754
2018 House Vote: Republican	14%	(87)	86%	(557)	644
2018 House Vote: Didnt Vote	13%	(104)	87%	(671)	775
4-Region: Northeast	16%	(63)	84%	(320)	384
4-Region: Midwest	11%	(50)	89%	(402)	452
4-Region: South	12%	(105)	88%	(742)	847
4-Region: West	17%	(89)	83%	(431)	520
9-Region: New England	24%	(23)	76%	(72)	95
9-Region: Mid-Atlantic	14%	(40)	86%	(248)	288
9-Region: East North Central	10%	(35)	90%	(320)	355
9-Region: West North Central	15%	(15)	85%	(83)	97
9-Region: South Atlantic	12%	(57)	88%	(426)	484
9-Region: East South Central	11%	(11)	89%	(97)	109
9-Region: West South Central	14%	(36)	86%	(218)	255
9-Region: Mountain	18%	(23)	82%	(110)	133
9-Region: Pacific	17%	(66)	83%	(321)	387
Ice Cream: Love it	14%	(224)	86%	(1321)	1544
Ice Cream: Like it	13%	(77)	87%	(528)	606
Ice Cream: Not a Fan	12%	(6)	88%	(47)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_11NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Cookie Dough*

Demographic	Selected		Not Selected		Total N
Adults	21%	(468)	79%	(1735)	2203
Gender: Male	20%	(213)	80%	(862)	1075
Gender: Female	23%	(255)	77%	(871)	1126
Age: 18-34	31%	(199)	69%	(442)	640
Age: 35-44	29%	(108)	71%	(262)	370
Age: 45-64	17%	(116)	83%	(581)	697
Age: 65+	9%	(45)	91%	(451)	496
GenZers: 1997-2012	33%	(101)	67%	(202)	304
Millennials: 1981-1996	29%	(195)	71%	(472)	667
GenXers: 1965-1980	18%	(93)	82%	(427)	519
Baby Boomers: 1946-1964	12%	(77)	88%	(582)	659
PID: Dem (no lean)	19%	(170)	81%	(718)	887
PID: Ind (no lean)	24%	(134)	76%	(431)	565
PID: Rep (no lean)	22%	(165)	78%	(586)	750
PID/Gender: Dem Men	17%	(69)	83%	(344)	412
PID/Gender: Dem Women	21%	(101)	79%	(374)	475
PID/Gender: Ind Men	24%	(64)	76%	(197)	261
PID/Gender: Ind Women	23%	(70)	77%	(233)	303
PID/Gender: Rep Men	20%	(81)	80%	(321)	402
PID/Gender: Rep Women	24%	(84)	76%	(265)	348
Ideo: Liberal (1-3)	21%	(147)	79%	(536)	683
Ideo: Moderate (4)	19%	(124)	81%	(542)	665
Ideo: Conservative (5-7)	22%	(149)	78%	(529)	678
Educ: < College	23%	(325)	77%	(1096)	1421
Educ: Bachelors degree	19%	(94)	81%	(398)	493
Educ: Post-grad	17%	(48)	83%	(241)	289
Income: Under 50k	20%	(237)	80%	(925)	1162
Income: 50k-100k	22%	(153)	78%	(533)	686
Income: 100k+	22%	(78)	78%	(277)	355
Ethnicity: White	22%	(375)	78%	(1317)	1692
Ethnicity: Hispanic	26%	(102)	74%	(283)	385
Ethnicity: Black	20%	(58)	80%	(227)	285

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Table IDFA2_11NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Cookie Dough*

Demographic	Selected		Not Selected		Total N
Adults	21%	(468)	79%	(1735)	2203
Ethnicity: Other	16%	(35)	84%	(190)	226
All Christian	20%	(213)	80%	(850)	1062
All Non-Christian	9%	(18)	91%	(188)	206
Atheist	20%	(17)	80%	(68)	85
Agnostic/Nothing in particular	26%	(131)	74%	(375)	505
Something Else	26%	(90)	74%	(255)	344
Religious Non-Protestant/Catholic	9%	(21)	91%	(204)	225
Evangelical	20%	(108)	80%	(442)	549
Non-Evangelical	23%	(189)	77%	(626)	816
Community: Urban	18%	(129)	82%	(587)	716
Community: Suburban	23%	(238)	77%	(782)	1019
Community: Rural	22%	(101)	78%	(366)	467
Employ: Private Sector	27%	(184)	73%	(502)	686
Employ: Government	22%	(28)	78%	(100)	128
Employ: Self-Employed	17%	(39)	83%	(184)	223
Employ: Homemaker	26%	(34)	74%	(98)	133
Employ: Student	27%	(21)	73%	(56)	77
Employ: Retired	9%	(52)	91%	(503)	555
Employ: Unemployed	23%	(63)	77%	(207)	270
Employ: Other	36%	(47)	64%	(84)	131
Military HH: Yes	18%	(51)	82%	(230)	282
Military HH: No	22%	(417)	78%	(1505)	1921
2022 House Vote: Democrat	20%	(166)	80%	(663)	829
2022 House Vote: Republican	21%	(140)	79%	(537)	677
2022 House Vote: Didnt Vote	24%	(155)	76%	(502)	656
2020 Vote: Joe Biden	21%	(202)	79%	(758)	960
2020 Vote: Donald Trump	22%	(168)	78%	(583)	751
2020 Vote: Other	26%	(14)	74%	(39)	53
2020 Vote: Didn't Vote	19%	(84)	81%	(356)	439

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Table IDFA2_11NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Cookie Dough*

Demographic	Selected		Not Selected		Total N
Adults	21%	(468)	79%	(1735)	2203
2018 House Vote: Democrat	19%	(145)	81%	(610)	754
2018 House Vote: Republican	21%	(136)	79%	(507)	644
2018 House Vote: Didnt Vote	23%	(181)	77%	(594)	775
4-Region: Northeast	22%	(85)	78%	(299)	384
4-Region: Midwest	24%	(109)	76%	(343)	452
4-Region: South	19%	(162)	81%	(685)	847
4-Region: West	22%	(112)	78%	(408)	520
9-Region: New England	21%	(20)	79%	(75)	95
9-Region: Mid-Atlantic	23%	(65)	77%	(223)	288
9-Region: East North Central	24%	(84)	76%	(271)	355
9-Region: West North Central	25%	(25)	75%	(73)	97
9-Region: South Atlantic	19%	(92)	81%	(392)	484
9-Region: East South Central	14%	(15)	86%	(94)	109
9-Region: West South Central	22%	(55)	78%	(200)	255
9-Region: Mountain	20%	(27)	80%	(107)	133
9-Region: Pacific	22%	(86)	78%	(301)	387
Ice Cream: Love it	22%	(338)	78%	(1206)	1544
Ice Cream: Like it	20%	(121)	80%	(485)	606
Ice Cream: Not a Fan	17%	(9)	83%	(44)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_12NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Cookies and Cream/Oreo*

Demographic	Selected		Not Selected		Total N
Adults	21%	(464)	79%	(1739)	2203
Gender: Male	18%	(196)	82%	(879)	1075
Gender: Female	24%	(268)	76%	(858)	1126
Age: 18-34	29%	(184)	71%	(457)	640
Age: 35-44	31%	(116)	69%	(254)	370
Age: 45-64	17%	(120)	83%	(577)	697
Age: 65+	9%	(44)	91%	(452)	496
GenZers: 1997-2012	29%	(89)	71%	(214)	304
Millennials: 1981-1996	30%	(200)	70%	(466)	667
GenXers: 1965-1980	20%	(103)	80%	(416)	519
Baby Boomers: 1946-1964	10%	(68)	90%	(591)	659
PID: Dem (no lean)	21%	(182)	79%	(705)	887
PID: Ind (no lean)	26%	(145)	74%	(420)	565
PID: Rep (no lean)	18%	(136)	82%	(615)	750
PID/Gender: Dem Men	15%	(62)	85%	(350)	412
PID/Gender: Dem Women	25%	(121)	75%	(354)	475
PID/Gender: Ind Men	25%	(65)	75%	(196)	261
PID/Gender: Ind Women	27%	(81)	73%	(222)	303
PID/Gender: Rep Men	17%	(69)	83%	(333)	402
PID/Gender: Rep Women	19%	(67)	81%	(282)	348
Ideo: Liberal (1-3)	18%	(120)	82%	(563)	683
Ideo: Moderate (4)	24%	(160)	76%	(505)	665
Ideo: Conservative (5-7)	18%	(121)	82%	(556)	678
Educ: < College	24%	(345)	76%	(1076)	1421
Educ: Bachelors degree	18%	(87)	82%	(406)	493
Educ: Post-grad	11%	(32)	89%	(257)	289
Income: Under 50k	23%	(265)	77%	(897)	1162
Income: 50k-100k	19%	(132)	81%	(554)	686
Income: 100k+	19%	(67)	81%	(288)	355
Ethnicity: White	20%	(335)	80%	(1358)	1692
Ethnicity: Hispanic	32%	(123)	68%	(262)	385
Ethnicity: Black	32%	(92)	68%	(193)	285

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Table IDFA2_12NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Cookies and Cream/Oreo*

Demographic	Selected		Not Selected		Total N
Adults	21%	(464)	79%	(1739)	2203
Ethnicity: Other	16%	(37)	84%	(189)	226
All Christian	19%	(199)	81%	(864)	1062
All Non-Christian	14%	(28)	86%	(178)	206
Atheist	16%	(13)	84%	(72)	85
Agnostic/Nothing in particular	23%	(114)	77%	(391)	505
Something Else	32%	(109)	68%	(235)	344
Religious Non-Protestant/Catholic	13%	(30)	87%	(195)	225
Evangelical	22%	(121)	78%	(429)	549
Non-Evangelical	22%	(181)	78%	(635)	816
Community: Urban	23%	(163)	77%	(553)	716
Community: Suburban	20%	(208)	80%	(812)	1019
Community: Rural	20%	(93)	80%	(375)	467
Employ: Private Sector	21%	(144)	79%	(542)	686
Employ: Government	26%	(33)	74%	(94)	128
Employ: Self-Employed	27%	(61)	73%	(162)	223
Employ: Homemaker	33%	(43)	67%	(89)	133
Employ: Student	20%	(15)	80%	(62)	77
Employ: Retired	10%	(55)	90%	(500)	555
Employ: Unemployed	27%	(73)	73%	(197)	270
Employ: Other	30%	(39)	70%	(92)	131
Military HH: Yes	12%	(33)	88%	(248)	282
Military HH: No	22%	(430)	78%	(1491)	1921
2022 House Vote: Democrat	18%	(150)	82%	(679)	829
2022 House Vote: Republican	18%	(119)	82%	(557)	677
2022 House Vote: Didnt Vote	28%	(185)	72%	(472)	656
2020 Vote: Joe Biden	21%	(198)	79%	(762)	960
2020 Vote: Donald Trump	17%	(126)	83%	(626)	751
2020 Vote: Other	33%	(17)	67%	(35)	53
2020 Vote: Didn’t Vote	28%	(122)	72%	(317)	439

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Table IDFA2_12NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Cookies and Cream/Oreo*

Demographic	Selected		Not Selected		Total N
Adults	21%	(464)	79%	(1739)	2203
2018 House Vote: Democrat	18%	(134)	82%	(621)	754
2018 House Vote: Republican	18%	(113)	82%	(531)	644
2018 House Vote: Didnt Vote	27%	(211)	73%	(563)	775
4-Region: Northeast	20%	(76)	80%	(308)	384
4-Region: Midwest	20%	(92)	80%	(361)	452
4-Region: South	26%	(220)	74%	(627)	847
4-Region: West	15%	(76)	85%	(444)	520
9-Region: New England	23%	(22)	77%	(74)	95
9-Region: Mid-Atlantic	19%	(54)	81%	(234)	288
9-Region: East North Central	22%	(77)	78%	(278)	355
9-Region: West North Central	15%	(15)	85%	(83)	97
9-Region: South Atlantic	25%	(123)	75%	(361)	484
9-Region: East South Central	26%	(28)	74%	(81)	109
9-Region: West South Central	27%	(69)	73%	(185)	255
9-Region: Mountain	8%	(10)	92%	(123)	133
9-Region: Pacific	17%	(66)	83%	(321)	387
Ice Cream: Love it	21%	(328)	79%	(1217)	1544
Ice Cream: Like it	20%	(122)	80%	(484)	606
Ice Cream: Not a Fan	27%	(14)	73%	(39)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_13NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Dulce de Leche*

Demographic	Selected		Not Selected		Total N
Adults	4%	(98)	96%	(2105)	2203
Gender: Male	3%	(34)	97%	(1041)	1075
Gender: Female	6%	(64)	94%	(1062)	1126
Age: 18-34	5%	(33)	95%	(607)	640
Age: 35-44	5%	(20)	95%	(350)	370
Age: 45-64	4%	(28)	96%	(669)	697
Age: 65+	3%	(17)	97%	(479)	496
GenZers: 1997-2012	8%	(26)	92%	(278)	304
Millennials: 1981-1996	4%	(26)	96%	(640)	667
GenXers: 1965-1980	4%	(19)	96%	(501)	519
Baby Boomers: 1946-1964	4%	(26)	96%	(633)	659
PID: Dem (no lean)	7%	(61)	93%	(827)	887
PID: Ind (no lean)	4%	(21)	96%	(544)	565
PID: Rep (no lean)	2%	(16)	98%	(734)	750
PID/Gender: Dem Men	5%	(20)	95%	(393)	412
PID/Gender: Dem Women	9%	(41)	91%	(434)	475
PID/Gender: Ind Men	3%	(7)	97%	(254)	261
PID/Gender: Ind Women	5%	(15)	95%	(288)	303
PID/Gender: Rep Men	2%	(7)	98%	(395)	402
PID/Gender: Rep Women	3%	(9)	97%	(340)	348
Ideo: Liberal (1-3)	6%	(44)	94%	(639)	683
Ideo: Moderate (4)	6%	(37)	94%	(628)	665
Ideo: Conservative (5-7)	2%	(14)	98%	(664)	678
Educ: < College	4%	(60)	96%	(1361)	1421
Educ: Bachelors degree	5%	(24)	95%	(468)	493
Educ: Post-grad	5%	(13)	95%	(276)	289
Income: Under 50k	4%	(48)	96%	(1114)	1162
Income: 50k-100k	4%	(31)	96%	(656)	686
Income: 100k+	5%	(19)	95%	(335)	355
Ethnicity: White	5%	(77)	95%	(1615)	1692
Ethnicity: Hispanic	9%	(36)	91%	(349)	385
Ethnicity: Black	2%	(5)	98%	(280)	285

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Table IDFA2_13NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Dulce de Leche*

Demographic	Selected		Not Selected		Total N
Adults	4%	(98)	96%	(2105)	2203
Ethnicity: Other	7%	(16)	93%	(210)	226
All Christian	4%	(45)	96%	(1017)	1062
All Non-Christian	7%	(14)	93%	(192)	206
Atheist	6%	(5)	94%	(80)	85
Agnostic/Nothing in particular	5%	(26)	95%	(479)	505
Something Else	2%	(7)	98%	(337)	344
Religious Non-Protestant/Catholic	7%	(15)	93%	(210)	225
Evangelical	2%	(12)	98%	(537)	549
Non-Evangelical	5%	(39)	95%	(777)	816
Community: Urban	6%	(42)	94%	(674)	716
Community: Suburban	4%	(42)	96%	(978)	1019
Community: Rural	3%	(14)	97%	(453)	467
Employ: Private Sector	4%	(28)	96%	(658)	686
Employ: Government	6%	(8)	94%	(120)	128
Employ: Self-Employed	2%	(4)	98%	(218)	223
Employ: Homemaker	9%	(12)	91%	(120)	133
Employ: Student	16%	(13)	84%	(65)	77
Employ: Retired	3%	(17)	97%	(538)	555
Employ: Unemployed	4%	(12)	96%	(258)	270
Employ: Other	3%	(4)	97%	(127)	131
Military HH: Yes	5%	(13)	95%	(268)	282
Military HH: No	4%	(85)	96%	(1837)	1921
2022 House Vote: Democrat	5%	(40)	95%	(789)	829
2022 House Vote: Republican	2%	(15)	98%	(662)	677
2022 House Vote: Didnt Vote	6%	(42)	94%	(615)	656
2020 Vote: Joe Biden	6%	(53)	94%	(907)	960
2020 Vote: Donald Trump	2%	(15)	98%	(736)	751
2020 Vote: Other	4%	(2)	96%	(51)	53
2020 Vote: Didn't Vote	6%	(28)	94%	(412)	439

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Table IDFA2_13NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Dulce de Leche*

Demographic	Selected		Not Selected		Total N
Adults	4%	(98)	96%	(2105)	2203
2018 House Vote: Democrat	7%	(49)	93%	(705)	754
2018 House Vote: Republican	2%	(15)	98%	(629)	644
2018 House Vote: Didnt Vote	4%	(33)	96%	(742)	775
4-Region: Northeast	4%	(15)	96%	(369)	384
4-Region: Midwest	4%	(19)	96%	(433)	452
4-Region: South	4%	(30)	96%	(817)	847
4-Region: West	7%	(34)	93%	(486)	520
9-Region: New England	—	(0)	100%	(95)	95
9-Region: Mid-Atlantic	5%	(15)	95%	(274)	288
9-Region: East North Central	5%	(16)	95%	(338)	355
9-Region: West North Central	3%	(3)	97%	(94)	97
9-Region: South Atlantic	5%	(22)	95%	(461)	484
9-Region: East South Central	1%	(1)	99%	(107)	109
9-Region: West South Central	2%	(6)	98%	(248)	255
9-Region: Mountain	5%	(7)	95%	(126)	133
9-Region: Pacific	7%	(27)	93%	(360)	387
Ice Cream: Love it	5%	(78)	95%	(1467)	1544
Ice Cream: Like it	3%	(18)	97%	(587)	606
Ice Cream: Not a Fan	3%	(2)	97%	(51)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_14NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Fudge Swirl/Royal*

Demographic	Selected		Not Selected		Total N
Adults	8%	(178)	92%	(2025)	2203
Gender: Male	9%	(92)	91%	(983)	1075
Gender: Female	8%	(86)	92%	(1040)	1126
Age: 18-34	3%	(18)	97%	(622)	640
Age: 35-44	8%	(31)	92%	(339)	370
Age: 45-64	9%	(66)	91%	(631)	697
Age: 65+	13%	(64)	87%	(432)	496
GenZers: 1997-2012	2%	(7)	98%	(297)	304
Millennials: 1981-1996	6%	(40)	94%	(627)	667
GenXers: 1965-1980	9%	(46)	91%	(474)	519
Baby Boomers: 1946-1964	13%	(84)	87%	(575)	659
PID: Dem (no lean)	7%	(67)	93%	(821)	887
PID: Ind (no lean)	9%	(51)	91%	(514)	565
PID: Rep (no lean)	8%	(61)	92%	(690)	750
PID/Gender: Dem Men	7%	(30)	93%	(382)	412
PID/Gender: Dem Women	8%	(36)	92%	(438)	475
PID/Gender: Ind Men	11%	(28)	89%	(232)	261
PID/Gender: Ind Women	8%	(23)	92%	(280)	303
PID/Gender: Rep Men	8%	(34)	92%	(368)	402
PID/Gender: Rep Women	8%	(27)	92%	(322)	348
Ideo: Liberal (1-3)	8%	(52)	92%	(631)	683
Ideo: Moderate (4)	10%	(65)	90%	(601)	665
Ideo: Conservative (5-7)	8%	(56)	92%	(622)	678
Educ: < College	9%	(129)	91%	(1292)	1421
Educ: Bachelors degree	6%	(31)	94%	(462)	493
Educ: Post-grad	6%	(19)	94%	(270)	289
Income: Under 50k	8%	(96)	92%	(1066)	1162
Income: 50k-100k	8%	(56)	92%	(630)	686
Income: 100k+	7%	(26)	93%	(328)	355
Ethnicity: White	9%	(152)	91%	(1540)	1692
Ethnicity: Hispanic	5%	(19)	95%	(366)	385
Ethnicity: Black	5%	(14)	95%	(271)	285

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Table IDFA2_14NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Fudge Swirl/Royal*

Demographic	Selected		Not Selected		Total N
Adults	8%	(178)	92%	(2025)	2203
Ethnicity: Other	5%	(12)	95%	(214)	226
All Christian	8%	(87)	92%	(975)	1062
All Non-Christian	10%	(21)	90%	(185)	206
Atheist	13%	(12)	87%	(74)	85
Agnostic/Nothing in particular	8%	(40)	92%	(465)	505
Something Else	5%	(18)	95%	(326)	344
Religious Non-Protestant/Catholic	10%	(22)	90%	(203)	225
Evangelical	6%	(33)	94%	(517)	549
Non-Evangelical	9%	(71)	91%	(745)	816
Community: Urban	7%	(49)	93%	(667)	716
Community: Suburban	9%	(92)	91%	(928)	1019
Community: Rural	8%	(37)	92%	(430)	467
Employ: Private Sector	7%	(47)	93%	(639)	686
Employ: Government	12%	(15)	88%	(112)	128
Employ: Self-Employed	8%	(19)	92%	(204)	223
Employ: Homemaker	5%	(7)	95%	(126)	133
Employ: Student	3%	(2)	97%	(75)	77
Employ: Retired	12%	(67)	88%	(488)	555
Employ: Unemployed	5%	(12)	95%	(258)	270
Employ: Other	7%	(9)	93%	(122)	131
Military HH: Yes	11%	(31)	89%	(250)	282
Military HH: No	8%	(147)	92%	(1774)	1921
2022 House Vote: Democrat	8%	(68)	92%	(761)	829
2022 House Vote: Republican	10%	(66)	90%	(610)	677
2022 House Vote: Didnt Vote	6%	(39)	94%	(617)	656
2020 Vote: Joe Biden	9%	(84)	91%	(876)	960
2020 Vote: Donald Trump	10%	(77)	90%	(674)	751
2020 Vote: Other	6%	(3)	94%	(50)	53
2020 Vote: Didn’t Vote	3%	(14)	97%	(425)	439

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Table IDFA2_14NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Fudge Swirl/Royal*

Demographic	Selected		Not Selected		Total N
Adults	8%	(178)	92%	(2025)	2203
2018 House Vote: Democrat	8%	(63)	92%	(691)	754
2018 House Vote: Republican	9%	(59)	91%	(584)	644
2018 House Vote: Didnt Vote	7%	(53)	93%	(722)	775
4-Region: Northeast	11%	(43)	89%	(340)	384
4-Region: Midwest	12%	(52)	88%	(400)	452
4-Region: South	7%	(59)	93%	(788)	847
4-Region: West	5%	(25)	95%	(496)	520
9-Region: New England	19%	(18)	81%	(77)	95
9-Region: Mid-Atlantic	9%	(25)	91%	(264)	288
9-Region: East North Central	13%	(45)	87%	(310)	355
9-Region: West North Central	8%	(8)	92%	(90)	97
9-Region: South Atlantic	7%	(32)	93%	(452)	484
9-Region: East South Central	5%	(6)	95%	(103)	109
9-Region: West South Central	8%	(21)	92%	(233)	255
9-Region: Mountain	7%	(10)	93%	(124)	133
9-Region: Pacific	4%	(15)	96%	(372)	387
Ice Cream: Love it	9%	(139)	91%	(1405)	1544
Ice Cream: Like it	6%	(35)	94%	(571)	606
Ice Cream: Not a Fan	9%	(5)	91%	(48)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_15NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Green Tea*

Demographic	Selected		Not Selected		Total N
Adults	2%	(37)	98%	(2166)	2203
Gender: Male	2%	(18)	98%	(1057)	1075
Gender: Female	2%	(18)	98%	(1108)	1126
Age: 18-34	2%	(13)	98%	(627)	640
Age: 35-44	2%	(7)	98%	(363)	370
Age: 45-64	2%	(11)	98%	(686)	697
Age: 65+	1%	(6)	99%	(490)	496
GenZers: 1997-2012	1%	(4)	99%	(299)	304
Millennials: 1981-1996	2%	(14)	98%	(652)	667
GenXers: 1965-1980	2%	(11)	98%	(509)	519
Baby Boomers: 1946-1964	1%	(6)	99%	(653)	659
PID: Dem (no lean)	1%	(12)	99%	(875)	887
PID: Ind (no lean)	2%	(9)	98%	(557)	565
PID: Rep (no lean)	2%	(16)	98%	(735)	750
PID/Gender: Dem Men	2%	(8)	98%	(404)	412
PID/Gender: Dem Women	1%	(4)	99%	(471)	475
PID/Gender: Ind Men	1%	(3)	99%	(258)	261
PID/Gender: Ind Women	2%	(6)	98%	(297)	303
PID/Gender: Rep Men	2%	(7)	98%	(395)	402
PID/Gender: Rep Women	2%	(8)	98%	(340)	348
Ideo: Liberal (1-3)	2%	(15)	98%	(668)	683
Ideo: Moderate (4)	1%	(7)	99%	(659)	665
Ideo: Conservative (5-7)	2%	(11)	98%	(666)	678
Educ: < College	1%	(13)	99%	(1408)	1421
Educ: Bachelors degree	3%	(14)	97%	(478)	493
Educ: Post-grad	3%	(9)	97%	(280)	289
Income: Under 50k	1%	(13)	99%	(1149)	1162
Income: 50k-100k	2%	(13)	98%	(674)	686
Income: 100k+	3%	(11)	97%	(343)	355
Ethnicity: White	1%	(20)	99%	(1672)	1692
Ethnicity: Hispanic	1%	(5)	99%	(380)	385
Ethnicity: Black	2%	(5)	98%	(280)	285

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Table IDFA2_15NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Green Tea*

Demographic	Selected		Not Selected		Total N
Adults	2%	(37)	98%	(2166)	2203
Ethnicity: Other	5%	(11)	95%	(215)	226
All Christian	1%	(11)	99%	(1051)	1062
All Non-Christian	5%	(10)	95%	(196)	206
Atheist	2%	(1)	98%	(84)	85
Agnostic/Nothing in particular	2%	(11)	98%	(494)	505
Something Else	1%	(2)	99%	(342)	344
Religious Non-Protestant/Catholic	4%	(10)	96%	(215)	225
Evangelical	1%	(7)	99%	(542)	549
Non-Evangelical	1%	(6)	99%	(810)	816
Community: Urban	1%	(10)	99%	(706)	716
Community: Suburban	2%	(20)	98%	(1000)	1019
Community: Rural	1%	(6)	99%	(461)	467
Employ: Private Sector	2%	(12)	98%	(674)	686
Employ: Government	2%	(3)	98%	(125)	128
Employ: Self-Employed	2%	(5)	98%	(218)	223
Employ: Homemaker	1%	(1)	99%	(132)	133
Employ: Student	—	(0)	100%	(77)	77
Employ: Retired	2%	(8)	98%	(547)	555
Employ: Unemployed	2%	(5)	98%	(265)	270
Employ: Other	1%	(1)	99%	(129)	131
Military HH: Yes	1%	(3)	99%	(278)	282
Military HH: No	2%	(33)	98%	(1888)	1921
2022 House Vote: Democrat	1%	(11)	99%	(818)	829
2022 House Vote: Republican	1%	(10)	99%	(667)	677
2022 House Vote: Didnt Vote	2%	(16)	98%	(641)	656
2020 Vote: Joe Biden	2%	(15)	98%	(945)	960
2020 Vote: Donald Trump	1%	(11)	99%	(740)	751
2020 Vote: Other	—	(0)	100%	(53)	53
2020 Vote: Didn't Vote	2%	(10)	98%	(429)	439

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Table IDFA2_15NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Green Tea*

Demographic	Selected		Not Selected		Total N
Adults	2%	(37)	98%	(2166)	2203
2018 House Vote: Democrat	2%	(12)	98%	(742)	754
2018 House Vote: Republican	2%	(11)	98%	(633)	644
2018 House Vote: Didnt Vote	2%	(13)	98%	(762)	775
4-Region: Northeast	1%	(3)	99%	(381)	384
4-Region: Midwest	2%	(7)	98%	(445)	452
4-Region: South	1%	(9)	99%	(838)	847
4-Region: West	3%	(18)	97%	(503)	520
9-Region: New England	—	(0)	100%	(95)	95
9-Region: Mid-Atlantic	1%	(3)	99%	(286)	288
9-Region: East North Central	1%	(5)	99%	(350)	355
9-Region: West North Central	3%	(3)	97%	(95)	97
9-Region: South Atlantic	1%	(5)	99%	(479)	484
9-Region: East South Central	1%	(1)	99%	(108)	109
9-Region: West South Central	1%	(3)	99%	(252)	255
9-Region: Mountain	3%	(4)	97%	(129)	133
9-Region: Pacific	4%	(14)	96%	(373)	387
Ice Cream: Love it	1%	(23)	99%	(1521)	1544
Ice Cream: Like it	2%	(12)	98%	(594)	606
Ice Cream: Not a Fan	3%	(1)	97%	(52)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_16NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Lavender*

Demographic	Selected		Not Selected		Total N
Adults	1%	(27)	99%	(2176)	2203
Gender: Male	1%	(9)	99%	(1066)	1075
Gender: Female	2%	(18)	98%	(1108)	1126
Age: 18-34	1%	(10)	99%	(631)	640
Age: 35-44	2%	(9)	98%	(361)	370
Age: 45-64	1%	(4)	99%	(693)	697
Age: 65+	1%	(4)	99%	(492)	496
GenZers: 1997-2012	2%	(5)	98%	(298)	304
Millennials: 1981-1996	2%	(11)	98%	(656)	667
GenXers: 1965-1980	1%	(5)	99%	(515)	519
Baby Boomers: 1946-1964	1%	(6)	99%	(653)	659
PID: Dem (no lean)	2%	(16)	98%	(871)	887
PID: Ind (no lean)	—	(1)	100%	(564)	565
PID: Rep (no lean)	1%	(10)	99%	(741)	750
PID/Gender: Dem Men	1%	(5)	99%	(407)	412
PID/Gender: Dem Women	2%	(11)	98%	(464)	475
PID/Gender: Ind Men	—	(0)	100%	(260)	261
PID/Gender: Ind Women	—	(0)	100%	(303)	303
PID/Gender: Rep Men	1%	(3)	99%	(399)	402
PID/Gender: Rep Women	2%	(7)	98%	(342)	348
Ideo: Liberal (1-3)	2%	(11)	98%	(672)	683
Ideo: Moderate (4)	1%	(6)	99%	(660)	665
Ideo: Conservative (5-7)	1%	(9)	99%	(669)	678
Educ: < College	1%	(12)	99%	(1409)	1421
Educ: Bachelors degree	2%	(9)	98%	(484)	493
Educ: Post-grad	2%	(6)	98%	(283)	289
Income: Under 50k	1%	(12)	99%	(1150)	1162
Income: 50k-100k	1%	(8)	99%	(678)	686
Income: 100k+	2%	(6)	98%	(348)	355
Ethnicity: White	1%	(16)	99%	(1677)	1692
Ethnicity: Hispanic	—	(0)	100%	(385)	385
Ethnicity: Black	2%	(5)	98%	(280)	285

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Table IDFA2_16NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Lavender*

Demographic	Selected		Not Selected		Total N
Adults	1%	(27)	99%	(2176)	2203
Ethnicity: Other	3%	(6)	97%	(220)	226
All Christian	1%	(10)	99%	(1052)	1062
All Non-Christian	3%	(7)	97%	(199)	206
Atheist	—	(0)	100%	(85)	85
Agnostic/Nothing in particular	1%	(7)	99%	(499)	505
Something Else	1%	(3)	99%	(341)	344
Religious Non-Protestant/Catholic	3%	(7)	97%	(218)	225
Evangelical	1%	(3)	99%	(546)	549
Non-Evangelical	1%	(10)	99%	(805)	816
Community: Urban	2%	(11)	98%	(705)	716
Community: Suburban	1%	(12)	99%	(1008)	1019
Community: Rural	1%	(4)	99%	(463)	467
Employ: Private Sector	2%	(11)	98%	(675)	686
Employ: Government	1%	(1)	99%	(127)	128
Employ: Self-Employed	—	(0)	100%	(222)	223
Employ: Homemaker	1%	(2)	99%	(131)	133
Employ: Student	2%	(2)	98%	(76)	77
Employ: Retired	1%	(5)	99%	(550)	555
Employ: Unemployed	1%	(4)	99%	(267)	270
Employ: Other	1%	(1)	99%	(130)	131
Military HH: Yes	1%	(2)	99%	(279)	282
Military HH: No	1%	(24)	99%	(1897)	1921
2022 House Vote: Democrat	2%	(14)	98%	(815)	829
2022 House Vote: Republican	1%	(8)	99%	(669)	677
2022 House Vote: Didnt Vote	1%	(5)	99%	(651)	656
2020 Vote: Joe Biden	2%	(16)	98%	(944)	960
2020 Vote: Donald Trump	1%	(5)	99%	(746)	751
2020 Vote: Other	—	(0)	100%	(53)	53
2020 Vote: Didn't Vote	1%	(6)	99%	(434)	439

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Table IDFA2_16NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Lavender*

Demographic	Selected		Not Selected		Total N
Adults	1%	(27)	99%	(2176)	2203
2018 House Vote: Democrat	1%	(10)	99%	(744)	754
2018 House Vote: Republican	1%	(8)	99%	(636)	644
2018 House Vote: Didnt Vote	1%	(9)	99%	(766)	775
4-Region: Northeast	2%	(8)	98%	(376)	384
4-Region: Midwest	1%	(3)	99%	(449)	452
4-Region: South	1%	(8)	99%	(839)	847
4-Region: West	1%	(8)	99%	(513)	520
9-Region: New England	3%	(3)	97%	(92)	95
9-Region: Mid-Atlantic	2%	(5)	98%	(283)	288
9-Region: East North Central	1%	(3)	99%	(352)	355
9-Region: West North Central	1%	(1)	99%	(97)	97
9-Region: South Atlantic	1%	(4)	99%	(479)	484
9-Region: East South Central	2%	(2)	98%	(106)	109
9-Region: West South Central	1%	(2)	99%	(253)	255
9-Region: Mountain	2%	(2)	98%	(131)	133
9-Region: Pacific	1%	(5)	99%	(382)	387
Ice Cream: Love it	1%	(19)	99%	(1526)	1544
Ice Cream: Like it	1%	(8)	99%	(598)	606
Ice Cream: Not a Fan	—	(0)	100%	(53)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_17NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Lemon*

Demographic	Selected		Not Selected		Total N
Adults	4%	(89)	96%	(2114)	2203
Gender: Male	5%	(51)	95%	(1024)	1075
Gender: Female	3%	(38)	97%	(1089)	1126
Age: 18-34	5%	(35)	95%	(605)	640
Age: 35-44	4%	(14)	96%	(356)	370
Age: 45-64	3%	(22)	97%	(675)	697
Age: 65+	4%	(18)	96%	(478)	496
GenZers: 1997-2012	6%	(20)	94%	(284)	304
Millennials: 1981-1996	4%	(28)	96%	(639)	667
GenXers: 1965-1980	4%	(20)	96%	(499)	519
Baby Boomers: 1946-1964	3%	(20)	97%	(639)	659
PID: Dem (no lean)	4%	(39)	96%	(848)	887
PID: Ind (no lean)	5%	(29)	95%	(537)	565
PID: Rep (no lean)	3%	(21)	97%	(729)	750
PID/Gender: Dem Men	4%	(17)	96%	(395)	412
PID/Gender: Dem Women	5%	(22)	95%	(453)	475
PID/Gender: Ind Men	8%	(20)	92%	(241)	261
PID/Gender: Ind Women	3%	(9)	97%	(294)	303
PID/Gender: Rep Men	3%	(14)	97%	(388)	402
PID/Gender: Rep Women	2%	(7)	98%	(341)	348
Ideo: Liberal (1-3)	5%	(37)	95%	(646)	683
Ideo: Moderate (4)	4%	(29)	96%	(637)	665
Ideo: Conservative (5-7)	3%	(18)	97%	(660)	678
Educ: < College	3%	(49)	97%	(1372)	1421
Educ: Bachelors degree	5%	(25)	95%	(468)	493
Educ: Post-grad	5%	(14)	95%	(275)	289
Income: Under 50k	4%	(43)	96%	(1119)	1162
Income: 50k-100k	5%	(32)	95%	(654)	686
Income: 100k+	4%	(14)	96%	(341)	355
Ethnicity: White	4%	(61)	96%	(1632)	1692
Ethnicity: Hispanic	3%	(12)	97%	(373)	385
Ethnicity: Black	5%	(14)	95%	(271)	285

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Table IDFA2_17NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Lemon*

Demographic	Selected		Not Selected		Total N
Adults	4%	(89)	96%	(2114)	2203
Ethnicity: Other	6%	(15)	94%	(211)	226
All Christian	4%	(44)	96%	(1019)	1062
All Non-Christian	4%	(9)	96%	(197)	206
Atheist	6%	(5)	94%	(80)	85
Agnostic/Nothing in particular	5%	(23)	95%	(482)	505
Something Else	2%	(8)	98%	(336)	344
Religious Non-Protestant/Catholic	4%	(9)	96%	(216)	225
Evangelical	3%	(18)	97%	(532)	549
Non-Evangelical	4%	(32)	96%	(783)	816
Community: Urban	6%	(40)	94%	(676)	716
Community: Suburban	3%	(30)	97%	(990)	1019
Community: Rural	4%	(19)	96%	(448)	467
Employ: Private Sector	5%	(34)	95%	(652)	686
Employ: Government	3%	(3)	97%	(124)	128
Employ: Self-Employed	2%	(4)	98%	(218)	223
Employ: Homemaker	5%	(7)	95%	(126)	133
Employ: Student	4%	(3)	96%	(74)	77
Employ: Retired	3%	(19)	97%	(536)	555
Employ: Unemployed	4%	(10)	96%	(260)	270
Employ: Other	6%	(7)	94%	(123)	131
Military HH: Yes	4%	(11)	96%	(271)	282
Military HH: No	4%	(78)	96%	(1843)	1921
2022 House Vote: Democrat	5%	(40)	95%	(789)	829
2022 House Vote: Republican	3%	(24)	97%	(653)	677
2022 House Vote: Didnt Vote	3%	(21)	97%	(636)	656
2020 Vote: Joe Biden	5%	(44)	95%	(916)	960
2020 Vote: Donald Trump	3%	(23)	97%	(728)	751
2020 Vote: Other	21%	(11)	79%	(42)	53
2020 Vote: Didn’t Vote	3%	(11)	97%	(428)	439

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Table IDFA2_17NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Lemon*

Demographic	Selected		Not Selected		Total N
Adults	4%	(89)	96%	(2114)	2203
2018 House Vote: Democrat	5%	(39)	95%	(716)	754
2018 House Vote: Republican	3%	(22)	97%	(621)	644
2018 House Vote: Didnt Vote	3%	(25)	97%	(750)	775
4-Region: Northeast	4%	(17)	96%	(366)	384
4-Region: Midwest	4%	(18)	96%	(435)	452
4-Region: South	4%	(31)	96%	(816)	847
4-Region: West	5%	(23)	95%	(497)	520
9-Region: New England	2%	(2)	98%	(94)	95
9-Region: Mid-Atlantic	5%	(16)	95%	(273)	288
9-Region: East North Central	5%	(16)	95%	(338)	355
9-Region: West North Central	1%	(1)	99%	(96)	97
9-Region: South Atlantic	2%	(10)	98%	(473)	484
9-Region: East South Central	5%	(5)	95%	(103)	109
9-Region: West South Central	6%	(15)	94%	(240)	255
9-Region: Mountain	4%	(5)	96%	(128)	133
9-Region: Pacific	5%	(19)	95%	(369)	387
Ice Cream: Love it	3%	(48)	97%	(1496)	1544
Ice Cream: Like it	6%	(38)	94%	(568)	606
Ice Cream: Not a Fan	5%	(3)	95%	(50)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_18NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Maple*

Demographic	Selected		Not Selected		Total N
Adults	2%	(50)	98%	(2153)	2203
Gender: Male	2%	(24)	98%	(1051)	1075
Gender: Female	2%	(26)	98%	(1100)	1126
Age: 18-34	1%	(9)	99%	(631)	640
Age: 35-44	1%	(3)	99%	(367)	370
Age: 45-64	2%	(14)	98%	(683)	697
Age: 65+	5%	(24)	95%	(472)	496
GenZers: 1997-2012	2%	(5)	98%	(299)	304
Millennials: 1981-1996	1%	(6)	99%	(660)	667
GenXers: 1965-1980	2%	(8)	98%	(511)	519
Baby Boomers: 1946-1964	4%	(29)	96%	(630)	659
PID: Dem (no lean)	2%	(22)	98%	(866)	887
PID: Ind (no lean)	3%	(15)	97%	(550)	565
PID: Rep (no lean)	2%	(14)	98%	(737)	750
PID/Gender: Dem Men	3%	(12)	97%	(400)	412
PID/Gender: Dem Women	2%	(9)	98%	(465)	475
PID/Gender: Ind Men	3%	(9)	97%	(252)	261
PID/Gender: Ind Women	2%	(6)	98%	(297)	303
PID/Gender: Rep Men	1%	(3)	99%	(399)	402
PID/Gender: Rep Women	3%	(11)	97%	(338)	348
Ideo: Liberal (1-3)	3%	(17)	97%	(666)	683
Ideo: Moderate (4)	2%	(14)	98%	(652)	665
Ideo: Conservative (5-7)	2%	(16)	98%	(662)	678
Educ: < College	2%	(33)	98%	(1389)	1421
Educ: Bachelors degree	2%	(9)	98%	(483)	493
Educ: Post-grad	3%	(8)	97%	(281)	289
Income: Under 50k	3%	(34)	97%	(1128)	1162
Income: 50k-100k	1%	(8)	99%	(679)	686
Income: 100k+	2%	(9)	98%	(346)	355
Ethnicity: White	2%	(38)	98%	(1655)	1692
Ethnicity: Hispanic	2%	(8)	98%	(377)	385
Ethnicity: Black	4%	(10)	96%	(275)	285

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Table IDFA2_18NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Maple*

Demographic	Selected		Not Selected		Total N
Adults	2%	(50)	98%	(2153)	2203
Ethnicity: Other	1%	(3)	99%	(223)	226
All Christian	2%	(24)	98%	(1039)	1062
All Non-Christian	3%	(6)	97%	(200)	206
Atheist	4%	(4)	96%	(82)	85
Agnostic/Nothing in particular	2%	(10)	98%	(495)	505
Something Else	2%	(6)	98%	(338)	344
Religious Non-Protestant/Catholic	3%	(6)	97%	(219)	225
Evangelical	2%	(11)	98%	(539)	549
Non-Evangelical	2%	(19)	98%	(796)	816
Community: Urban	2%	(15)	98%	(702)	716
Community: Suburban	3%	(26)	97%	(994)	1019
Community: Rural	2%	(10)	98%	(457)	467
Employ: Private Sector	1%	(10)	99%	(676)	686
Employ: Government	2%	(2)	98%	(125)	128
Employ: Self-Employed	2%	(4)	98%	(219)	223
Employ: Homemaker	—	(1)	100%	(132)	133
Employ: Student	1%	(1)	99%	(77)	77
Employ: Retired	5%	(28)	95%	(527)	555
Employ: Unemployed	1%	(3)	99%	(268)	270
Employ: Other	2%	(2)	98%	(129)	131
Military HH: Yes	3%	(8)	97%	(274)	282
Military HH: No	2%	(43)	98%	(1879)	1921
2022 House Vote: Democrat	3%	(23)	97%	(806)	829
2022 House Vote: Republican	2%	(13)	98%	(663)	677
2022 House Vote: Didnt Vote	2%	(13)	98%	(643)	656
2020 Vote: Joe Biden	2%	(22)	98%	(938)	960
2020 Vote: Donald Trump	2%	(15)	98%	(736)	751
2020 Vote: Other	3%	(2)	97%	(51)	53
2020 Vote: Didn’t Vote	3%	(12)	97%	(427)	439

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Table IDFA2_18NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Maple*

Demographic	Selected		Not Selected		Total N
Adults	2%	(50)	98%	(2153)	2203
2018 House Vote: Democrat	2%	(17)	98%	(737)	754
2018 House Vote: Republican	2%	(13)	98%	(631)	644
2018 House Vote: Didnt Vote	3%	(19)	97%	(755)	775
4-Region: Northeast	3%	(12)	97%	(371)	384
4-Region: Midwest	2%	(9)	98%	(443)	452
4-Region: South	2%	(14)	98%	(833)	847
4-Region: West	3%	(15)	97%	(506)	520
9-Region: New England	7%	(7)	93%	(88)	95
9-Region: Mid-Atlantic	2%	(5)	98%	(283)	288
9-Region: East North Central	2%	(8)	98%	(347)	355
9-Region: West North Central	1%	(1)	99%	(96)	97
9-Region: South Atlantic	1%	(7)	99%	(476)	484
9-Region: East South Central	4%	(4)	96%	(105)	109
9-Region: West South Central	1%	(3)	99%	(252)	255
9-Region: Mountain	2%	(2)	98%	(131)	133
9-Region: Pacific	3%	(12)	97%	(375)	387
Ice Cream: Love it	2%	(29)	98%	(1515)	1544
Ice Cream: Like it	3%	(20)	97%	(585)	606
Ice Cream: Not a Fan	1%	(1)	99%	(52)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_19NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Matcha*

Demographic	Selected		Not Selected		Total N
Adults	2%	(46)	98%	(2157)	2203
Gender: Male	1%	(14)	99%	(1061)	1075
Gender: Female	3%	(32)	97%	(1094)	1126
Age: 18-34	5%	(30)	95%	(611)	640
Age: 35-44	3%	(10)	97%	(360)	370
Age: 45-64	1%	(5)	99%	(692)	697
Age: 65+	—	(1)	100%	(495)	496
GenZers: 1997-2012	4%	(14)	96%	(290)	304
Millennials: 1981-1996	4%	(27)	96%	(640)	667
GenXers: 1965-1980	1%	(3)	99%	(517)	519
Baby Boomers: 1946-1964	—	(3)	100%	(656)	659
PID: Dem (no lean)	3%	(25)	97%	(862)	887
PID: Ind (no lean)	2%	(13)	98%	(553)	565
PID: Rep (no lean)	1%	(8)	99%	(742)	750
PID/Gender: Dem Men	1%	(5)	99%	(407)	412
PID/Gender: Dem Women	4%	(20)	96%	(454)	475
PID/Gender: Ind Men	2%	(6)	98%	(255)	261
PID/Gender: Ind Women	2%	(7)	98%	(297)	303
PID/Gender: Rep Men	1%	(3)	99%	(399)	402
PID/Gender: Rep Women	1%	(5)	99%	(343)	348
Ideo: Liberal (1-3)	4%	(24)	96%	(659)	683
Ideo: Moderate (4)	3%	(17)	97%	(648)	665
Ideo: Conservative (5-7)	—	(3)	100%	(675)	678
Educ: < College	1%	(18)	99%	(1404)	1421
Educ: Bachelors degree	4%	(21)	96%	(471)	493
Educ: Post-grad	2%	(7)	98%	(282)	289
Income: Under 50k	2%	(19)	98%	(1143)	1162
Income: 50k-100k	2%	(17)	98%	(669)	686
Income: 100k+	3%	(10)	97%	(345)	355
Ethnicity: White	1%	(18)	99%	(1675)	1692
Ethnicity: Hispanic	1%	(3)	99%	(382)	385
Ethnicity: Black	1%	(3)	99%	(282)	285

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Table IDFA2_19NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Matcha*

Demographic	Selected		Not Selected		Total N
Adults	2%	(46)	98%	(2157)	2203
Ethnicity: Other	11%	(25)	89%	(201)	226
All Christian	1%	(11)	99%	(1052)	1062
All Non-Christian	5%	(10)	95%	(196)	206
Atheist	2%	(2)	98%	(84)	85
Agnostic/Nothing in particular	4%	(18)	96%	(488)	505
Something Else	2%	(6)	98%	(338)	344
Religious Non-Protestant/Catholic	4%	(10)	96%	(215)	225
Evangelical	1%	(6)	99%	(544)	549
Non-Evangelical	1%	(11)	99%	(805)	816
Community: Urban	2%	(17)	98%	(700)	716
Community: Suburban	2%	(25)	98%	(995)	1019
Community: Rural	1%	(4)	99%	(463)	467
Employ: Private Sector	2%	(14)	98%	(672)	686
Employ: Government	3%	(4)	97%	(123)	128
Employ: Self-Employed	1%	(2)	99%	(220)	223
Employ: Homemaker	1%	(1)	99%	(132)	133
Employ: Student	9%	(7)	91%	(71)	77
Employ: Retired	1%	(3)	99%	(552)	555
Employ: Unemployed	3%	(9)	97%	(261)	270
Employ: Other	4%	(5)	96%	(126)	131
Military HH: Yes	1%	(4)	99%	(277)	282
Military HH: No	2%	(42)	98%	(1880)	1921
2022 House Vote: Democrat	3%	(21)	97%	(808)	829
2022 House Vote: Republican	1%	(9)	99%	(668)	677
2022 House Vote: Didnt Vote	2%	(15)	98%	(641)	656
2020 Vote: Joe Biden	3%	(28)	97%	(931)	960
2020 Vote: Donald Trump	1%	(7)	99%	(744)	751
2020 Vote: Other	—	(0)	100%	(53)	53
2020 Vote: Didn’t Vote	2%	(11)	98%	(429)	439

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Table IDFA2_19NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Matcha*

Demographic	Selected		Not Selected		Total N
Adults	2%	(46)	98%	(2157)	2203
2018 House Vote: Democrat	2%	(17)	98%	(738)	754
2018 House Vote: Republican	1%	(6)	99%	(638)	644
2018 House Vote: Didnt Vote	3%	(23)	97%	(752)	775
4-Region: Northeast	3%	(10)	97%	(374)	384
4-Region: Midwest	1%	(5)	99%	(447)	452
4-Region: South	1%	(8)	99%	(839)	847
4-Region: West	4%	(23)	96%	(497)	520
9-Region: New England	3%	(3)	97%	(92)	95
9-Region: Mid-Atlantic	2%	(7)	98%	(282)	288
9-Region: East North Central	1%	(3)	99%	(352)	355
9-Region: West North Central	2%	(2)	98%	(95)	97
9-Region: South Atlantic	1%	(3)	99%	(481)	484
9-Region: East South Central	1%	(1)	99%	(108)	109
9-Region: West South Central	2%	(5)	98%	(250)	255
9-Region: Mountain	7%	(9)	93%	(124)	133
9-Region: Pacific	4%	(14)	96%	(373)	387
Ice Cream: Love it	2%	(35)	98%	(1510)	1544
Ice Cream: Like it	2%	(10)	98%	(596)	606
Ice Cream: Not a Fan	2%	(1)	98%	(52)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_20NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Mint Chocolate Chip*

Demographic	Selected		Not Selected		Total N
Adults	20%	(441)	80%	(1762)	2203
Gender: Male	16%	(170)	84%	(905)	1075
Gender: Female	24%	(271)	76%	(855)	1126
Age: 18-34	17%	(107)	83%	(534)	640
Age: 35-44	19%	(71)	81%	(299)	370
Age: 45-64	22%	(157)	78%	(540)	697
Age: 65+	22%	(107)	78%	(389)	496
GenZers: 1997-2012	15%	(46)	85%	(258)	304
Millennials: 1981-1996	19%	(127)	81%	(540)	667
GenXers: 1965-1980	23%	(120)	77%	(399)	519
Baby Boomers: 1946-1964	21%	(137)	79%	(522)	659
PID: Dem (no lean)	18%	(160)	82%	(727)	887
PID: Ind (no lean)	24%	(136)	76%	(429)	565
PID: Rep (no lean)	19%	(145)	81%	(605)	750
PID/Gender: Dem Men	15%	(63)	85%	(349)	412
PID/Gender: Dem Women	20%	(97)	80%	(378)	475
PID/Gender: Ind Men	19%	(48)	81%	(212)	261
PID/Gender: Ind Women	29%	(88)	71%	(215)	303
PID/Gender: Rep Men	15%	(58)	85%	(344)	402
PID/Gender: Rep Women	25%	(87)	75%	(262)	348
Ideo: Liberal (1-3)	21%	(143)	79%	(540)	683
Ideo: Moderate (4)	19%	(130)	81%	(536)	665
Ideo: Conservative (5-7)	19%	(126)	81%	(552)	678
Educ: < College	20%	(283)	80%	(1138)	1421
Educ: Bachelors degree	19%	(96)	81%	(397)	493
Educ: Post-grad	22%	(62)	78%	(227)	289
Income: Under 50k	20%	(230)	80%	(931)	1162
Income: 50k-100k	20%	(139)	80%	(548)	686
Income: 100k+	20%	(72)	80%	(282)	355
Ethnicity: White	21%	(360)	79%	(1332)	1692
Ethnicity: Hispanic	19%	(75)	81%	(310)	385
Ethnicity: Black	12%	(34)	88%	(250)	285

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Table IDFA2_20NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Mint Chocolate Chip*

Demographic	Selected		Not Selected		Total N
Adults	20%	(441)	80%	(1762)	2203
Ethnicity: Other	21%	(46)	79%	(179)	226
All Christian	20%	(215)	80%	(847)	1062
All Non-Christian	18%	(36)	82%	(170)	206
Atheist	17%	(15)	83%	(71)	85
Agnostic/Nothing in particular	22%	(111)	78%	(394)	505
Something Else	19%	(64)	81%	(280)	344
Religious Non-Protestant/Catholic	18%	(41)	82%	(184)	225
Evangelical	19%	(102)	81%	(448)	549
Non-Evangelical	20%	(167)	80%	(649)	816
Community: Urban	14%	(100)	86%	(616)	716
Community: Suburban	24%	(248)	76%	(772)	1019
Community: Rural	20%	(93)	80%	(374)	467
Employ: Private Sector	17%	(115)	83%	(572)	686
Employ: Government	13%	(16)	87%	(111)	128
Employ: Self-Employed	28%	(62)	72%	(161)	223
Employ: Homemaker	23%	(31)	77%	(102)	133
Employ: Student	17%	(14)	83%	(64)	77
Employ: Retired	21%	(119)	79%	(436)	555
Employ: Unemployed	20%	(55)	80%	(216)	270
Employ: Other	23%	(31)	77%	(100)	131
Military HH: Yes	22%	(62)	78%	(219)	282
Military HH: No	20%	(379)	80%	(1542)	1921
2022 House Vote: Democrat	19%	(161)	81%	(668)	829
2022 House Vote: Republican	19%	(130)	81%	(547)	677
2022 House Vote: Didnt Vote	22%	(142)	78%	(514)	656
2020 Vote: Joe Biden	20%	(188)	80%	(772)	960
2020 Vote: Donald Trump	20%	(148)	80%	(603)	751
2020 Vote: Other	26%	(14)	74%	(39)	53
2020 Vote: Didn’t Vote	21%	(91)	79%	(348)	439

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Table IDFA2_20NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Mint Chocolate Chip*

Demographic	Selected		Not Selected		Total N
Adults	20%	(441)	80%	(1762)	2203
2018 House Vote: Democrat	19%	(146)	81%	(608)	754
2018 House Vote: Republican	19%	(123)	81%	(521)	644
2018 House Vote: Didnt Vote	22%	(170)	78%	(605)	775
4-Region: Northeast	22%	(84)	78%	(300)	384
4-Region: Midwest	23%	(102)	77%	(350)	452
4-Region: South	18%	(156)	82%	(691)	847
4-Region: West	19%	(99)	81%	(422)	520
9-Region: New England	17%	(16)	83%	(79)	95
9-Region: Mid-Atlantic	24%	(68)	76%	(220)	288
9-Region: East North Central	23%	(81)	77%	(274)	355
9-Region: West North Central	22%	(22)	78%	(76)	97
9-Region: South Atlantic	20%	(99)	80%	(384)	484
9-Region: East South Central	14%	(15)	86%	(93)	109
9-Region: West South Central	17%	(42)	83%	(213)	255
9-Region: Mountain	18%	(24)	82%	(109)	133
9-Region: Pacific	19%	(74)	81%	(313)	387
Ice Cream: Love it	20%	(314)	80%	(1231)	1544
Ice Cream: Like it	19%	(115)	81%	(491)	606
Ice Cream: Not a Fan	24%	(13)	76%	(40)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_21NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Moose Tracks*

Demographic	Selected		Not Selected		Total N
Adults	11%	(235)	89%	(1968)	2203
Gender: Male	8%	(89)	92%	(986)	1075
Gender: Female	13%	(146)	87%	(980)	1126
Age: 18-34	7%	(42)	93%	(598)	640
Age: 35-44	10%	(38)	90%	(332)	370
Age: 45-64	12%	(84)	88%	(613)	697
Age: 65+	14%	(71)	86%	(424)	496
GenZers: 1997-2012	5%	(16)	95%	(287)	304
Millennials: 1981-1996	8%	(56)	92%	(611)	667
GenXers: 1965-1980	11%	(57)	89%	(462)	519
Baby Boomers: 1946-1964	15%	(100)	85%	(559)	659
PID: Dem (no lean)	8%	(73)	92%	(815)	887
PID: Ind (no lean)	12%	(69)	88%	(496)	565
PID: Rep (no lean)	12%	(94)	88%	(657)	750
PID/Gender: Dem Men	5%	(22)	95%	(390)	412
PID/Gender: Dem Women	11%	(51)	89%	(424)	475
PID/Gender: Ind Men	12%	(32)	88%	(229)	261
PID/Gender: Ind Women	12%	(37)	88%	(266)	303
PID/Gender: Rep Men	9%	(35)	91%	(367)	402
PID/Gender: Rep Women	17%	(58)	83%	(290)	348
Ideo: Liberal (1-3)	9%	(63)	91%	(621)	683
Ideo: Moderate (4)	9%	(62)	91%	(604)	665
Ideo: Conservative (5-7)	15%	(98)	85%	(579)	678
Educ: < College	11%	(151)	89%	(1270)	1421
Educ: Bachelors degree	10%	(49)	90%	(444)	493
Educ: Post-grad	12%	(35)	88%	(254)	289
Income: Under 50k	11%	(129)	89%	(1033)	1162
Income: 50k-100k	10%	(71)	90%	(616)	686
Income: 100k+	10%	(36)	90%	(319)	355
Ethnicity: White	12%	(210)	88%	(1483)	1692
Ethnicity: Hispanic	4%	(15)	96%	(370)	385
Ethnicity: Black	4%	(11)	96%	(274)	285

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Table IDFA2_21NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Moose Tracks*

Demographic	Selected		Not Selected		Total N
Adults	11%	(235)	89%	(1968)	2203
Ethnicity: Other	7%	(15)	93%	(211)	226
All Christian	11%	(120)	89%	(942)	1062
All Non-Christian	7%	(15)	93%	(191)	206
Atheist	11%	(9)	89%	(76)	85
Agnostic/Nothing in particular	11%	(54)	89%	(451)	505
Something Else	10%	(36)	90%	(308)	344
Religious Non-Protestant/Catholic	8%	(19)	92%	(206)	225
Evangelical	10%	(55)	90%	(495)	549
Non-Evangelical	12%	(95)	88%	(721)	816
Community: Urban	7%	(48)	93%	(668)	716
Community: Suburban	12%	(126)	88%	(893)	1019
Community: Rural	13%	(61)	87%	(406)	467
Employ: Private Sector	10%	(67)	90%	(619)	686
Employ: Government	8%	(11)	92%	(117)	128
Employ: Self-Employed	7%	(16)	93%	(207)	223
Employ: Homemaker	9%	(12)	91%	(121)	133
Employ: Student	3%	(3)	97%	(75)	77
Employ: Retired	15%	(85)	85%	(470)	555
Employ: Unemployed	12%	(31)	88%	(239)	270
Employ: Other	8%	(11)	92%	(120)	131
Military HH: Yes	10%	(27)	90%	(255)	282
Military HH: No	11%	(208)	89%	(1713)	1921
2022 House Vote: Democrat	9%	(73)	91%	(756)	829
2022 House Vote: Republican	12%	(84)	88%	(592)	677
2022 House Vote: Didnt Vote	11%	(71)	89%	(586)	656
2020 Vote: Joe Biden	9%	(87)	91%	(873)	960
2020 Vote: Donald Trump	14%	(102)	86%	(649)	751
2020 Vote: Other	19%	(10)	81%	(43)	53
2020 Vote: Didn’t Vote	8%	(37)	92%	(403)	439

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Table IDFA2_21NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Moose Tracks*

Demographic	Selected		Not Selected		Total N
Adults	11%	(235)	89%	(1968)	2203
2018 House Vote: Democrat	9%	(66)	91%	(689)	754
2018 House Vote: Republican	14%	(93)	86%	(551)	644
2018 House Vote: Didnt Vote	9%	(68)	91%	(707)	775
4-Region: Northeast	11%	(43)	89%	(340)	384
4-Region: Midwest	13%	(59)	87%	(393)	452
4-Region: South	10%	(86)	90%	(761)	847
4-Region: West	9%	(46)	91%	(474)	520
9-Region: New England	15%	(14)	85%	(81)	95
9-Region: Mid-Atlantic	10%	(29)	90%	(259)	288
9-Region: East North Central	14%	(51)	86%	(304)	355
9-Region: West North Central	9%	(8)	91%	(89)	97
9-Region: South Atlantic	13%	(63)	87%	(420)	484
9-Region: East South Central	9%	(9)	91%	(99)	109
9-Region: West South Central	5%	(14)	95%	(241)	255
9-Region: Mountain	11%	(15)	89%	(118)	133
9-Region: Pacific	8%	(31)	92%	(356)	387
Ice Cream: Love it	11%	(166)	89%	(1379)	1544
Ice Cream: Like it	11%	(68)	89%	(538)	606
Ice Cream: Not a Fan	3%	(2)	97%	(51)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_22NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Neapolitan*

Demographic	Selected		Not Selected		Total N
Adults	10%	(218)	90%	(1985)	2203
Gender: Male	9%	(93)	91%	(982)	1075
Gender: Female	11%	(125)	89%	(1002)	1126
Age: 18-34	8%	(49)	92%	(591)	640
Age: 35-44	9%	(35)	91%	(335)	370
Age: 45-64	12%	(84)	88%	(613)	697
Age: 65+	10%	(50)	90%	(446)	496
GenZers: 1997-2012	8%	(26)	92%	(278)	304
Millennials: 1981-1996	8%	(56)	92%	(611)	667
GenXers: 1965-1980	11%	(55)	89%	(464)	519
Baby Boomers: 1946-1964	11%	(75)	89%	(584)	659
PID: Dem (no lean)	12%	(103)	88%	(784)	887
PID: Ind (no lean)	8%	(45)	92%	(520)	565
PID: Rep (no lean)	9%	(70)	91%	(681)	750
PID/Gender: Dem Men	9%	(38)	91%	(374)	412
PID/Gender: Dem Women	14%	(65)	86%	(410)	475
PID/Gender: Ind Men	7%	(19)	93%	(242)	261
PID/Gender: Ind Women	9%	(27)	91%	(276)	303
PID/Gender: Rep Men	9%	(36)	91%	(366)	402
PID/Gender: Rep Women	10%	(33)	90%	(315)	348
Ideo: Liberal (1-3)	9%	(65)	91%	(618)	683
Ideo: Moderate (4)	11%	(75)	89%	(590)	665
Ideo: Conservative (5-7)	9%	(60)	91%	(617)	678
Educ: < College	11%	(157)	89%	(1264)	1421
Educ: Bachelors degree	9%	(43)	91%	(450)	493
Educ: Post-grad	6%	(18)	94%	(271)	289
Income: Under 50k	12%	(136)	88%	(1025)	1162
Income: 50k-100k	8%	(56)	92%	(630)	686
Income: 100k+	7%	(26)	93%	(329)	355
Ethnicity: White	9%	(149)	91%	(1543)	1692
Ethnicity: Hispanic	10%	(39)	90%	(346)	385
Ethnicity: Black	18%	(52)	82%	(233)	285

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Table IDFA2_22NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Neapolitan*

Demographic	Selected		Not Selected		Total N
Adults	10%	(218)	90%	(1985)	2203
Ethnicity: Other	7%	(17)	93%	(209)	226
All Christian	11%	(112)	89%	(951)	1062
All Non-Christian	4%	(8)	96%	(197)	206
Atheist	8%	(7)	92%	(78)	85
Agnostic/Nothing in particular	9%	(45)	91%	(460)	505
Something Else	13%	(46)	87%	(298)	344
Religious Non-Protestant/Catholic	6%	(13)	94%	(212)	225
Evangelical	10%	(54)	90%	(495)	549
Non-Evangelical	12%	(98)	88%	(718)	816
Community: Urban	11%	(76)	89%	(640)	716
Community: Suburban	9%	(96)	91%	(923)	1019
Community: Rural	10%	(46)	90%	(422)	467
Employ: Private Sector	10%	(70)	90%	(616)	686
Employ: Government	7%	(9)	93%	(118)	128
Employ: Self-Employed	8%	(18)	92%	(205)	223
Employ: Homemaker	10%	(14)	90%	(119)	133
Employ: Student	16%	(13)	84%	(65)	77
Employ: Retired	9%	(51)	91%	(504)	555
Employ: Unemployed	10%	(27)	90%	(244)	270
Employ: Other	13%	(17)	87%	(114)	131
Military HH: Yes	6%	(16)	94%	(265)	282
Military HH: No	11%	(202)	89%	(1720)	1921
2022 House Vote: Democrat	13%	(110)	87%	(719)	829
2022 House Vote: Republican	9%	(59)	91%	(618)	677
2022 House Vote: Didnt Vote	7%	(46)	93%	(610)	656
2020 Vote: Joe Biden	12%	(113)	88%	(847)	960
2020 Vote: Donald Trump	10%	(75)	90%	(676)	751
2020 Vote: Other	7%	(4)	93%	(49)	53
2020 Vote: Didn't Vote	6%	(26)	94%	(413)	439

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Table IDFA2_22NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Neapolitan*

Demographic	Selected		Not Selected		Total N
Adults	10%	(218)	90%	(1985)	2203
2018 House Vote: Democrat	12%	(94)	88%	(661)	754
2018 House Vote: Republican	9%	(55)	91%	(588)	644
2018 House Vote: Didnt Vote	9%	(67)	91%	(708)	775
4-Region: Northeast	7%	(25)	93%	(358)	384
4-Region: Midwest	11%	(52)	89%	(400)	452
4-Region: South	12%	(101)	88%	(746)	847
4-Region: West	8%	(40)	92%	(480)	520
9-Region: New England	4%	(4)	96%	(91)	95
9-Region: Mid-Atlantic	8%	(22)	92%	(267)	288
9-Region: East North Central	12%	(44)	88%	(311)	355
9-Region: West North Central	8%	(7)	92%	(90)	97
9-Region: South Atlantic	12%	(60)	88%	(423)	484
9-Region: East South Central	10%	(10)	90%	(98)	109
9-Region: West South Central	12%	(30)	88%	(225)	255
9-Region: Mountain	8%	(11)	92%	(122)	133
9-Region: Pacific	7%	(29)	93%	(358)	387
Ice Cream: Love it	10%	(160)	90%	(1384)	1544
Ice Cream: Like it	9%	(56)	91%	(550)	606
Ice Cream: Not a Fan	4%	(2)	96%	(51)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_23NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Orange*

Demographic	Selected		Not Selected		Total N
Adults	3%	(70)	97%	(2133)	2203
Gender: Male	4%	(48)	96%	(1027)	1075
Gender: Female	2%	(22)	98%	(1105)	1126
Age: 18-34	4%	(29)	96%	(612)	640
Age: 35-44	3%	(11)	97%	(359)	370
Age: 45-64	3%	(20)	97%	(676)	697
Age: 65+	2%	(10)	98%	(486)	496
GenZers: 1997-2012	3%	(9)	97%	(294)	304
Millennials: 1981-1996	4%	(30)	96%	(637)	667
GenXers: 1965-1980	3%	(15)	97%	(505)	519
Baby Boomers: 1946-1964	2%	(16)	98%	(643)	659
PID: Dem (no lean)	3%	(27)	97%	(860)	887
PID: Ind (no lean)	4%	(20)	96%	(545)	565
PID: Rep (no lean)	3%	(23)	97%	(728)	750
PID/Gender: Dem Men	5%	(20)	95%	(392)	412
PID/Gender: Dem Women	1%	(7)	99%	(468)	475
PID/Gender: Ind Men	5%	(13)	95%	(247)	261
PID/Gender: Ind Women	2%	(7)	98%	(296)	303
PID/Gender: Rep Men	4%	(15)	96%	(387)	402
PID/Gender: Rep Women	2%	(8)	98%	(341)	348
Ideo: Liberal (1-3)	3%	(19)	97%	(664)	683
Ideo: Moderate (4)	3%	(19)	97%	(646)	665
Ideo: Conservative (5-7)	4%	(26)	96%	(652)	678
Educ: < College	3%	(44)	97%	(1378)	1421
Educ: Bachelors degree	4%	(21)	96%	(472)	493
Educ: Post-grad	2%	(5)	98%	(284)	289
Income: Under 50k	3%	(30)	97%	(1132)	1162
Income: 50k-100k	4%	(30)	96%	(656)	686
Income: 100k+	3%	(10)	97%	(345)	355
Ethnicity: White	3%	(49)	97%	(1643)	1692
Ethnicity: Hispanic	2%	(7)	98%	(378)	385
Ethnicity: Black	5%	(14)	95%	(270)	285

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Table IDFA2_23NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Orange*

Demographic	Selected		Not Selected		Total N
Adults	3%	(70)	97%	(2133)	2203
Ethnicity: Other	3%	(6)	97%	(220)	226
All Christian	3%	(34)	97%	(1028)	1062
All Non-Christian	3%	(7)	97%	(199)	206
Atheist	5%	(4)	95%	(81)	85
Agnostic/Nothing in particular	2%	(13)	98%	(493)	505
Something Else	4%	(12)	96%	(332)	344
Religious Non-Protestant/Catholic	3%	(7)	97%	(218)	225
Evangelical	3%	(19)	97%	(530)	549
Non-Evangelical	3%	(27)	97%	(789)	816
Community: Urban	3%	(23)	97%	(693)	716
Community: Suburban	3%	(31)	97%	(989)	1019
Community: Rural	3%	(16)	97%	(452)	467
Employ: Private Sector	4%	(26)	96%	(660)	686
Employ: Government	3%	(3)	97%	(124)	128
Employ: Self-Employed	3%	(8)	97%	(215)	223
Employ: Homemaker	—	(0)	100%	(132)	133
Employ: Student	2%	(2)	98%	(76)	77
Employ: Retired	2%	(13)	98%	(542)	555
Employ: Unemployed	5%	(14)	95%	(256)	270
Employ: Other	3%	(4)	97%	(127)	131
Military HH: Yes	1%	(4)	99%	(278)	282
Military HH: No	3%	(66)	97%	(1855)	1921
2022 House Vote: Democrat	4%	(29)	96%	(800)	829
2022 House Vote: Republican	3%	(21)	97%	(655)	677
2022 House Vote: Didnt Vote	3%	(18)	97%	(639)	656
2020 Vote: Joe Biden	3%	(31)	97%	(929)	960
2020 Vote: Donald Trump	3%	(23)	97%	(728)	751
2020 Vote: Other	3%	(2)	97%	(51)	53
2020 Vote: Didn't Vote	3%	(14)	97%	(425)	439

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Table IDFA2_23NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Orange*

Demographic	Selected		Not Selected		Total N
Adults	3%	(70)	97%	(2133)	2203
2018 House Vote: Democrat	3%	(25)	97%	(729)	754
2018 House Vote: Republican	3%	(19)	97%	(624)	644
2018 House Vote: Didnt Vote	3%	(23)	97%	(751)	775
4-Region: Northeast	3%	(12)	97%	(372)	384
4-Region: Midwest	4%	(16)	96%	(436)	452
4-Region: South	3%	(29)	97%	(818)	847
4-Region: West	2%	(13)	98%	(508)	520
9-Region: New England	2%	(2)	98%	(93)	95
9-Region: Mid-Atlantic	3%	(10)	97%	(279)	288
9-Region: East North Central	3%	(12)	97%	(343)	355
9-Region: West North Central	5%	(5)	95%	(93)	97
9-Region: South Atlantic	2%	(12)	98%	(471)	484
9-Region: East South Central	8%	(8)	92%	(100)	109
9-Region: West South Central	4%	(9)	96%	(246)	255
9-Region: Mountain	2%	(3)	98%	(130)	133
9-Region: Pacific	2%	(9)	98%	(378)	387
Ice Cream: Love it	3%	(49)	97%	(1495)	1544
Ice Cream: Like it	3%	(16)	97%	(589)	606
Ice Cream: Not a Fan	9%	(5)	91%	(48)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_24NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Orange Vanilla*

Demographic	Selected		Not Selected		Total N
Adults	7%	(152)	93%	(2051)	2203
Gender: Male	8%	(88)	92%	(987)	1075
Gender: Female	6%	(64)	94%	(1062)	1126
Age: 18-34	7%	(45)	93%	(596)	640
Age: 35-44	4%	(16)	96%	(354)	370
Age: 45-64	7%	(51)	93%	(645)	697
Age: 65+	8%	(40)	92%	(455)	496
GenZers: 1997-2012	8%	(24)	92%	(280)	304
Millennials: 1981-1996	5%	(34)	95%	(633)	667
GenXers: 1965-1980	6%	(33)	94%	(487)	519
Baby Boomers: 1946-1964	9%	(58)	91%	(601)	659
PID: Dem (no lean)	6%	(49)	94%	(838)	887
PID: Ind (no lean)	6%	(36)	94%	(529)	565
PID: Rep (no lean)	9%	(67)	91%	(683)	750
PID/Gender: Dem Men	6%	(24)	94%	(388)	412
PID/Gender: Dem Women	5%	(25)	95%	(450)	475
PID/Gender: Ind Men	6%	(15)	94%	(246)	261
PID/Gender: Ind Women	7%	(21)	93%	(282)	303
PID/Gender: Rep Men	12%	(50)	88%	(352)	402
PID/Gender: Rep Women	5%	(17)	95%	(331)	348
Ideo: Liberal (1-3)	6%	(38)	94%	(645)	683
Ideo: Moderate (4)	7%	(48)	93%	(617)	665
Ideo: Conservative (5-7)	9%	(61)	91%	(616)	678
Educ: < College	7%	(102)	93%	(1319)	1421
Educ: Bachelors degree	6%	(28)	94%	(465)	493
Educ: Post-grad	8%	(22)	92%	(267)	289
Income: Under 50k	8%	(88)	92%	(1074)	1162
Income: 50k-100k	7%	(45)	93%	(642)	686
Income: 100k+	6%	(20)	94%	(335)	355
Ethnicity: White	7%	(122)	93%	(1570)	1692
Ethnicity: Hispanic	9%	(34)	91%	(351)	385
Ethnicity: Black	9%	(24)	91%	(260)	285

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Table IDFA2_24NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Orange Vanilla*

Demographic	Selected		Not Selected		Total N
Adults	7%	(152)	93%	(2051)	2203
Ethnicity: Other	2%	(6)	98%	(220)	226
All Christian	7%	(78)	93%	(984)	1062
All Non-Christian	5%	(10)	95%	(196)	206
Atheist	17%	(15)	83%	(71)	85
Agnostic/Nothing in particular	5%	(26)	95%	(479)	505
Something Else	7%	(24)	93%	(321)	344
Religious Non-Protestant/Catholic	5%	(12)	95%	(213)	225
Evangelical	9%	(47)	91%	(503)	549
Non-Evangelical	6%	(51)	94%	(765)	816
Community: Urban	7%	(54)	93%	(663)	716
Community: Suburban	6%	(65)	94%	(955)	1019
Community: Rural	7%	(34)	93%	(433)	467
Employ: Private Sector	5%	(35)	95%	(652)	686
Employ: Government	3%	(3)	97%	(124)	128
Employ: Self-Employed	9%	(19)	91%	(203)	223
Employ: Homemaker	8%	(11)	92%	(122)	133
Employ: Student	10%	(8)	90%	(70)	77
Employ: Retired	9%	(49)	91%	(506)	555
Employ: Unemployed	8%	(22)	92%	(248)	270
Employ: Other	4%	(6)	96%	(125)	131
Military HH: Yes	9%	(26)	91%	(255)	282
Military HH: No	7%	(126)	93%	(1795)	1921
2022 House Vote: Democrat	6%	(46)	94%	(783)	829
2022 House Vote: Republican	9%	(64)	91%	(613)	677
2022 House Vote: Didnt Vote	6%	(41)	94%	(615)	656
2020 Vote: Joe Biden	6%	(54)	94%	(906)	960
2020 Vote: Donald Trump	9%	(68)	91%	(683)	751
2020 Vote: Other	6%	(3)	94%	(49)	53
2020 Vote: Didn't Vote	6%	(27)	94%	(413)	439

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Table IDFA2_24NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Orange Vanilla*

Demographic	Selected		Not Selected		Total N
Adults	7%	(152)	93%	(2051)	2203
2018 House Vote: Democrat	7%	(50)	93%	(705)	754
2018 House Vote: Republican	9%	(55)	91%	(589)	644
2018 House Vote: Didnt Vote	6%	(46)	94%	(729)	775
4-Region: Northeast	11%	(42)	89%	(342)	384
4-Region: Midwest	6%	(26)	94%	(427)	452
4-Region: South	6%	(53)	94%	(794)	847
4-Region: West	6%	(31)	94%	(489)	520
9-Region: New England	17%	(16)	83%	(79)	95
9-Region: Mid-Atlantic	9%	(26)	91%	(262)	288
9-Region: East North Central	6%	(22)	94%	(333)	355
9-Region: West North Central	4%	(4)	96%	(94)	97
9-Region: South Atlantic	8%	(38)	92%	(446)	484
9-Region: East South Central	4%	(4)	96%	(104)	109
9-Region: West South Central	5%	(12)	95%	(243)	255
9-Region: Mountain	5%	(7)	95%	(127)	133
9-Region: Pacific	6%	(25)	94%	(362)	387
Ice Cream: Love it	8%	(122)	92%	(1422)	1544
Ice Cream: Like it	5%	(29)	95%	(577)	606
Ice Cream: Not a Fan	2%	(1)	98%	(52)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_25NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Peach*

Demographic	Selected		Not Selected		Total N
Adults	6%	(128)	94%	(2075)	2203
Gender: Male	5%	(54)	95%	(1021)	1075
Gender: Female	7%	(73)	93%	(1053)	1126
Age: 18-34	4%	(27)	96%	(614)	640
Age: 35-44	3%	(10)	97%	(360)	370
Age: 45-64	4%	(31)	96%	(666)	697
Age: 65+	12%	(60)	88%	(436)	496
GenZers: 1997-2012	4%	(12)	96%	(292)	304
Millennials: 1981-1996	4%	(24)	96%	(643)	667
GenXers: 1965-1980	3%	(14)	97%	(506)	519
Baby Boomers: 1946-1964	11%	(71)	89%	(588)	659
PID: Dem (no lean)	6%	(49)	94%	(839)	887
PID: Ind (no lean)	6%	(36)	94%	(529)	565
PID: Rep (no lean)	6%	(43)	94%	(708)	750
PID/Gender: Dem Men	4%	(18)	96%	(394)	412
PID/Gender: Dem Women	7%	(31)	93%	(444)	475
PID/Gender: Ind Men	7%	(17)	93%	(244)	261
PID/Gender: Ind Women	6%	(19)	94%	(284)	303
PID/Gender: Rep Men	5%	(19)	95%	(383)	402
PID/Gender: Rep Women	7%	(24)	93%	(325)	348
Ideo: Liberal (1-3)	6%	(38)	94%	(645)	683
Ideo: Moderate (4)	5%	(33)	95%	(632)	665
Ideo: Conservative (5-7)	6%	(42)	94%	(636)	678
Educ: < College	6%	(81)	94%	(1340)	1421
Educ: Bachelors degree	5%	(24)	95%	(469)	493
Educ: Post-grad	8%	(22)	92%	(267)	289
Income: Under 50k	6%	(69)	94%	(1093)	1162
Income: 50k-100k	6%	(38)	94%	(649)	686
Income: 100k+	6%	(21)	94%	(334)	355
Ethnicity: White	6%	(97)	94%	(1595)	1692
Ethnicity: Hispanic	2%	(7)	98%	(378)	385
Ethnicity: Black	7%	(21)	93%	(264)	285

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Table IDFA2_25NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Peach*

Demographic	Selected		Not Selected		Total N
Adults	6%	(128)	94%	(2075)	2203
Ethnicity: Other	4%	(10)	96%	(216)	226
All Christian	6%	(68)	94%	(994)	1062
All Non-Christian	4%	(8)	96%	(198)	206
Atheist	3%	(3)	97%	(83)	85
Agnostic/Nothing in particular	4%	(22)	96%	(483)	505
Something Else	8%	(26)	92%	(318)	344
Religious Non-Protestant/Catholic	4%	(9)	96%	(216)	225
Evangelical	8%	(43)	92%	(507)	549
Non-Evangelical	6%	(49)	94%	(767)	816
Community: Urban	6%	(42)	94%	(675)	716
Community: Suburban	6%	(57)	94%	(963)	1019
Community: Rural	6%	(29)	94%	(438)	467
Employ: Private Sector	3%	(20)	97%	(666)	686
Employ: Government	8%	(10)	92%	(118)	128
Employ: Self-Employed	4%	(8)	96%	(215)	223
Employ: Homemaker	9%	(12)	91%	(121)	133
Employ: Student	1%	(1)	99%	(76)	77
Employ: Retired	11%	(59)	89%	(496)	555
Employ: Unemployed	4%	(11)	96%	(259)	270
Employ: Other	4%	(6)	96%	(125)	131
Military HH: Yes	7%	(19)	93%	(263)	282
Military HH: No	6%	(109)	94%	(1813)	1921
2022 House Vote: Democrat	6%	(48)	94%	(781)	829
2022 House Vote: Republican	6%	(43)	94%	(634)	677
2022 House Vote: Didnt Vote	5%	(34)	95%	(622)	656
2020 Vote: Joe Biden	5%	(52)	95%	(908)	960
2020 Vote: Donald Trump	7%	(50)	93%	(701)	751
2020 Vote: Other	5%	(3)	95%	(50)	53
2020 Vote: Didn't Vote	5%	(23)	95%	(417)	439

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Table IDFA2_25NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Peach*

Demographic	Selected		Not Selected		Total N
Adults	6%	(128)	94%	(2075)	2203
2018 House Vote: Democrat	6%	(45)	94%	(709)	754
2018 House Vote: Republican	6%	(37)	94%	(607)	644
2018 House Vote: Didnt Vote	5%	(42)	95%	(732)	775
4-Region: Northeast	7%	(25)	93%	(358)	384
4-Region: Midwest	5%	(22)	95%	(431)	452
4-Region: South	7%	(59)	93%	(788)	847
4-Region: West	4%	(21)	96%	(499)	520
9-Region: New England	4%	(4)	96%	(91)	95
9-Region: Mid-Atlantic	7%	(21)	93%	(267)	288
9-Region: East North Central	5%	(19)	95%	(336)	355
9-Region: West North Central	3%	(3)	97%	(94)	97
9-Region: South Atlantic	8%	(40)	92%	(444)	484
9-Region: East South Central	9%	(10)	91%	(99)	109
9-Region: West South Central	4%	(9)	96%	(246)	255
9-Region: Mountain	5%	(7)	95%	(127)	133
9-Region: Pacific	4%	(15)	96%	(372)	387
Ice Cream: Love it	6%	(93)	94%	(1451)	1544
Ice Cream: Like it	5%	(31)	95%	(575)	606
Ice Cream: Not a Fan	7%	(4)	93%	(49)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_26NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Peanut Butter/PB cup*

Demographic	Selected		Not Selected		Total N
Adults	15%	(337)	85%	(1866)	2203
Gender: Male	15%	(163)	85%	(912)	1075
Gender: Female	16%	(175)	84%	(951)	1126
Age: 18-34	14%	(90)	86%	(551)	640
Age: 35-44	21%	(76)	79%	(293)	370
Age: 45-64	16%	(108)	84%	(588)	697
Age: 65+	13%	(63)	87%	(433)	496
GenZers: 1997-2012	13%	(40)	87%	(264)	304
Millennials: 1981-1996	18%	(119)	82%	(548)	667
GenXers: 1965-1980	18%	(91)	82%	(428)	519
Baby Boomers: 1946-1964	13%	(83)	87%	(576)	659
PID: Dem (no lean)	12%	(104)	88%	(783)	887
PID: Ind (no lean)	18%	(102)	82%	(463)	565
PID: Rep (no lean)	18%	(132)	82%	(619)	750
PID/Gender: Dem Men	10%	(42)	90%	(371)	412
PID/Gender: Dem Women	13%	(62)	87%	(412)	475
PID/Gender: Ind Men	19%	(49)	81%	(212)	261
PID/Gender: Ind Women	18%	(53)	82%	(250)	303
PID/Gender: Rep Men	18%	(72)	82%	(330)	402
PID/Gender: Rep Women	17%	(59)	83%	(289)	348
Ideo: Liberal (1-3)	10%	(71)	90%	(612)	683
Ideo: Moderate (4)	16%	(109)	84%	(557)	665
Ideo: Conservative (5-7)	19%	(129)	81%	(549)	678
Educ: < College	17%	(237)	83%	(1184)	1421
Educ: Bachelors degree	14%	(69)	86%	(424)	493
Educ: Post-grad	11%	(31)	89%	(258)	289
Income: Under 50k	16%	(191)	84%	(971)	1162
Income: 50k-100k	13%	(91)	87%	(595)	686
Income: 100k+	16%	(56)	84%	(299)	355
Ethnicity: White	17%	(288)	83%	(1404)	1692
Ethnicity: Hispanic	12%	(47)	88%	(338)	385
Ethnicity: Black	10%	(27)	90%	(257)	285

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Table IDFA2_26NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Peanut Butter/PB cup*

Demographic	Selected		Not Selected		Total N
Adults	15%	(337)	85%	(1866)	2203
Ethnicity: Other	10%	(22)	90%	(204)	226
All Christian	15%	(161)	85%	(901)	1062
All Non-Christian	6%	(13)	94%	(193)	206
Atheist	19%	(16)	81%	(70)	85
Agnostic/Nothing in particular	16%	(83)	84%	(423)	505
Something Else	19%	(65)	81%	(279)	344
Religious Non-Protestant/Catholic	6%	(13)	94%	(212)	225
Evangelical	14%	(78)	86%	(471)	549
Non-Evangelical	18%	(145)	82%	(671)	816
Community: Urban	11%	(78)	89%	(638)	716
Community: Suburban	18%	(181)	82%	(838)	1019
Community: Rural	17%	(79)	83%	(389)	467
Employ: Private Sector	14%	(93)	86%	(593)	686
Employ: Government	12%	(15)	88%	(113)	128
Employ: Self-Employed	18%	(40)	82%	(183)	223
Employ: Homemaker	22%	(29)	78%	(103)	133
Employ: Student	10%	(8)	90%	(70)	77
Employ: Retired	14%	(76)	86%	(478)	555
Employ: Unemployed	17%	(45)	83%	(226)	270
Employ: Other	24%	(31)	76%	(100)	131
Military HH: Yes	9%	(26)	91%	(256)	282
Military HH: No	16%	(312)	84%	(1610)	1921
2022 House Vote: Democrat	12%	(103)	88%	(727)	829
2022 House Vote: Republican	21%	(139)	79%	(538)	677
2022 House Vote: Didnt Vote	14%	(93)	86%	(563)	656
2020 Vote: Joe Biden	12%	(114)	88%	(846)	960
2020 Vote: Donald Trump	20%	(152)	80%	(599)	751
2020 Vote: Other	11%	(6)	89%	(47)	53
2020 Vote: Didn’t Vote	15%	(66)	85%	(373)	439

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Table IDFA2_26NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Peanut Butter/PB cup*

Demographic	Selected		Not Selected		Total N
Adults	15%	(337)	85%	(1866)	2203
2018 House Vote: Democrat	11%	(86)	89%	(669)	754
2018 House Vote: Republican	21%	(134)	79%	(510)	644
2018 House Vote: Didnt Vote	15%	(114)	85%	(661)	775
4-Region: Northeast	16%	(62)	84%	(321)	384
4-Region: Midwest	17%	(79)	83%	(374)	452
4-Region: South	15%	(128)	85%	(718)	847
4-Region: West	13%	(68)	87%	(452)	520
9-Region: New England	19%	(18)	81%	(77)	95
9-Region: Mid-Atlantic	15%	(45)	85%	(244)	288
9-Region: East North Central	17%	(61)	83%	(293)	355
9-Region: West North Central	18%	(17)	82%	(80)	97
9-Region: South Atlantic	16%	(76)	84%	(408)	484
9-Region: East South Central	15%	(17)	85%	(92)	109
9-Region: West South Central	14%	(36)	86%	(219)	255
9-Region: Mountain	13%	(18)	87%	(115)	133
9-Region: Pacific	13%	(50)	87%	(337)	387
Ice Cream: Love it	16%	(243)	84%	(1301)	1544
Ice Cream: Like it	14%	(84)	86%	(522)	606
Ice Cream: Not a Fan	20%	(10)	80%	(43)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_27NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Peppermint*

Demographic	Selected		Not Selected		Total N
Adults	6%	(122)	94%	(2081)	2203
Gender: Male	5%	(57)	95%	(1018)	1075
Gender: Female	6%	(65)	94%	(1061)	1126
Age: 18-34	4%	(26)	96%	(614)	640
Age: 35-44	6%	(23)	94%	(347)	370
Age: 45-64	6%	(39)	94%	(658)	697
Age: 65+	7%	(35)	93%	(461)	496
GenZers: 1997-2012	4%	(12)	96%	(292)	304
Millennials: 1981-1996	5%	(36)	95%	(631)	667
GenXers: 1965-1980	5%	(28)	95%	(491)	519
Baby Boomers: 1946-1964	6%	(41)	94%	(618)	659
PID: Dem (no lean)	4%	(39)	96%	(849)	887
PID: Ind (no lean)	7%	(37)	93%	(528)	565
PID: Rep (no lean)	6%	(46)	94%	(704)	750
PID/Gender: Dem Men	5%	(19)	95%	(393)	412
PID/Gender: Dem Women	4%	(20)	96%	(455)	475
PID/Gender: Ind Men	5%	(13)	95%	(247)	261
PID/Gender: Ind Women	8%	(24)	92%	(279)	303
PID/Gender: Rep Men	6%	(25)	94%	(377)	402
PID/Gender: Rep Women	6%	(21)	94%	(327)	348
Ideo: Liberal (1-3)	4%	(30)	96%	(653)	683
Ideo: Moderate (4)	5%	(36)	95%	(629)	665
Ideo: Conservative (5-7)	6%	(42)	94%	(636)	678
Educ: < College	5%	(78)	95%	(1343)	1421
Educ: Bachelors degree	5%	(24)	95%	(469)	493
Educ: Post-grad	7%	(20)	93%	(269)	289
Income: Under 50k	6%	(67)	94%	(1095)	1162
Income: 50k-100k	6%	(42)	94%	(644)	686
Income: 100k+	4%	(13)	96%	(342)	355
Ethnicity: White	6%	(100)	94%	(1593)	1692
Ethnicity: Hispanic	3%	(12)	97%	(372)	385
Ethnicity: Black	2%	(6)	98%	(278)	285

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Table IDFA2_27NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Peppermint*

Demographic	Selected		Not Selected		Total N
Adults	6%	(122)	94%	(2081)	2203
Ethnicity: Other	7%	(16)	93%	(210)	226
All Christian	6%	(66)	94%	(997)	1062
All Non-Christian	9%	(18)	91%	(188)	206
Atheist	3%	(3)	97%	(83)	85
Agnostic/Nothing in particular	3%	(16)	97%	(489)	505
Something Else	6%	(20)	94%	(324)	344
Religious Non-Protestant/Catholic	8%	(18)	92%	(207)	225
Evangelical	6%	(34)	94%	(515)	549
Non-Evangelical	6%	(51)	94%	(765)	816
Community: Urban	5%	(32)	95%	(684)	716
Community: Suburban	5%	(53)	95%	(966)	1019
Community: Rural	8%	(37)	92%	(431)	467
Employ: Private Sector	6%	(42)	94%	(645)	686
Employ: Government	5%	(6)	95%	(121)	128
Employ: Self-Employed	7%	(15)	93%	(208)	223
Employ: Homemaker	8%	(10)	92%	(123)	133
Employ: Student	4%	(3)	96%	(74)	77
Employ: Retired	6%	(33)	94%	(522)	555
Employ: Unemployed	3%	(9)	97%	(262)	270
Employ: Other	3%	(4)	97%	(127)	131
Military HH: Yes	7%	(19)	93%	(263)	282
Military HH: No	5%	(104)	95%	(1818)	1921
2022 House Vote: Democrat	6%	(48)	94%	(781)	829
2022 House Vote: Republican	7%	(45)	93%	(632)	677
2022 House Vote: Didnt Vote	4%	(26)	96%	(630)	656
2020 Vote: Joe Biden	6%	(54)	94%	(906)	960
2020 Vote: Donald Trump	6%	(43)	94%	(708)	751
2020 Vote: Other	7%	(4)	93%	(49)	53
2020 Vote: Didn't Vote	5%	(21)	95%	(418)	439

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Table IDFA2_27NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Peppermint*

Demographic	Selected		Not Selected		Total N
Adults	6%	(122)	94%	(2081)	2203
2018 House Vote: Democrat	5%	(39)	95%	(716)	754
2018 House Vote: Republican	6%	(41)	94%	(603)	644
2018 House Vote: Didnt Vote	5%	(40)	95%	(735)	775
4-Region: Northeast	6%	(25)	94%	(359)	384
4-Region: Midwest	7%	(33)	93%	(419)	452
4-Region: South	5%	(39)	95%	(808)	847
4-Region: West	5%	(25)	95%	(496)	520
9-Region: New England	9%	(8)	91%	(87)	95
9-Region: Mid-Atlantic	6%	(17)	94%	(272)	288
9-Region: East North Central	8%	(27)	92%	(328)	355
9-Region: West North Central	7%	(6)	93%	(91)	97
9-Region: South Atlantic	5%	(24)	95%	(459)	484
9-Region: East South Central	3%	(3)	97%	(106)	109
9-Region: West South Central	5%	(12)	95%	(243)	255
9-Region: Mountain	8%	(10)	92%	(123)	133
9-Region: Pacific	4%	(14)	96%	(373)	387
Ice Cream: Love it	6%	(94)	94%	(1450)	1544
Ice Cream: Like it	4%	(26)	96%	(579)	606
Ice Cream: Not a Fan	2%	(1)	98%	(52)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_28NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Pistachio*

Demographic	Selected		Not Selected		Total N
Adults	10%	(225)	90%	(1978)	2203
Gender: Male	10%	(111)	90%	(964)	1075
Gender: Female	10%	(114)	90%	(1012)	1126
Age: 18-34	8%	(49)	92%	(592)	640
Age: 35-44	8%	(29)	92%	(341)	370
Age: 45-64	12%	(83)	88%	(614)	697
Age: 65+	13%	(64)	87%	(432)	496
GenZers: 1997-2012	8%	(25)	92%	(278)	304
Millennials: 1981-1996	7%	(45)	93%	(622)	667
GenXers: 1965-1980	12%	(61)	88%	(458)	519
Baby Boomers: 1946-1964	13%	(86)	87%	(573)	659
PID: Dem (no lean)	13%	(112)	87%	(775)	887
PID: Ind (no lean)	8%	(46)	92%	(520)	565
PID: Rep (no lean)	9%	(67)	91%	(684)	750
PID/Gender: Dem Men	11%	(47)	89%	(365)	412
PID/Gender: Dem Women	14%	(65)	86%	(410)	475
PID/Gender: Ind Men	10%	(26)	90%	(235)	261
PID/Gender: Ind Women	6%	(20)	94%	(284)	303
PID/Gender: Rep Men	9%	(38)	91%	(364)	402
PID/Gender: Rep Women	8%	(29)	92%	(319)	348
Ideo: Liberal (1-3)	13%	(88)	87%	(595)	683
Ideo: Moderate (4)	11%	(74)	89%	(591)	665
Ideo: Conservative (5-7)	8%	(56)	92%	(621)	678
Educ: < College	8%	(119)	92%	(1303)	1421
Educ: Bachelors degree	15%	(72)	85%	(420)	493
Educ: Post-grad	12%	(34)	88%	(255)	289
Income: Under 50k	10%	(116)	90%	(1046)	1162
Income: 50k-100k	9%	(60)	91%	(627)	686
Income: 100k+	14%	(48)	86%	(306)	355
Ethnicity: White	9%	(158)	91%	(1535)	1692
Ethnicity: Hispanic	9%	(36)	91%	(349)	385
Ethnicity: Black	9%	(26)	91%	(259)	285

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Table IDFA2_28NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Pistachio*

Demographic	Selected		Not Selected		Total N
Adults	10%	(225)	90%	(1978)	2203
Ethnicity: Other	18%	(41)	82%	(184)	226
All Christian	10%	(111)	90%	(951)	1062
All Non-Christian	13%	(27)	87%	(179)	206
Atheist	13%	(11)	87%	(74)	85
Agnostic/Nothing in particular	10%	(50)	90%	(456)	505
Something Else	8%	(26)	92%	(318)	344
Religious Non-Protestant/Catholic	12%	(28)	88%	(197)	225
Evangelical	8%	(42)	92%	(507)	549
Non-Evangelical	11%	(91)	89%	(725)	816
Community: Urban	9%	(63)	91%	(653)	716
Community: Suburban	12%	(118)	88%	(902)	1019
Community: Rural	9%	(44)	91%	(423)	467
Employ: Private Sector	11%	(72)	89%	(614)	686
Employ: Government	13%	(17)	87%	(111)	128
Employ: Self-Employed	12%	(27)	88%	(195)	223
Employ: Homemaker	8%	(11)	92%	(122)	133
Employ: Student	11%	(8)	89%	(69)	77
Employ: Retired	11%	(60)	89%	(495)	555
Employ: Unemployed	6%	(17)	94%	(253)	270
Employ: Other	9%	(11)	91%	(119)	131
Military HH: Yes	10%	(29)	90%	(252)	282
Military HH: No	10%	(195)	90%	(1726)	1921
2022 House Vote: Democrat	12%	(102)	88%	(727)	829
2022 House Vote: Republican	9%	(63)	91%	(614)	677
2022 House Vote: Didnt Vote	8%	(53)	92%	(604)	656
2020 Vote: Joe Biden	11%	(109)	89%	(851)	960
2020 Vote: Donald Trump	9%	(69)	91%	(682)	751
2020 Vote: Other	15%	(8)	85%	(45)	53
2020 Vote: Didn't Vote	9%	(38)	91%	(401)	439

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Table IDFA2_28NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Pistachio*

Demographic	Selected		Not Selected		Total N
Adults	10%	(225)	90%	(1978)	2203
2018 House Vote: Democrat	12%	(94)	88%	(661)	754
2018 House Vote: Republican	9%	(57)	91%	(587)	644
2018 House Vote: Didnt Vote	9%	(73)	91%	(702)	775
4-Region: Northeast	12%	(45)	88%	(339)	384
4-Region: Midwest	9%	(39)	91%	(413)	452
4-Region: South	9%	(75)	91%	(772)	847
4-Region: West	13%	(66)	87%	(455)	520
9-Region: New England	13%	(13)	87%	(83)	95
9-Region: Mid-Atlantic	11%	(32)	89%	(256)	288
9-Region: East North Central	10%	(36)	90%	(319)	355
9-Region: West North Central	4%	(4)	96%	(94)	97
9-Region: South Atlantic	9%	(42)	91%	(441)	484
9-Region: East South Central	2%	(2)	98%	(106)	109
9-Region: West South Central	12%	(31)	88%	(224)	255
9-Region: Mountain	17%	(23)	83%	(110)	133
9-Region: Pacific	11%	(43)	89%	(345)	387
Ice Cream: Love it	9%	(145)	91%	(1399)	1544
Ice Cream: Like it	12%	(74)	88%	(532)	606
Ice Cream: Not a Fan	10%	(5)	90%	(48)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_29NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Praline*

Demographic	Selected		Not Selected		Total N
Adults	5%	(103)	95%	(2100)	2203
Gender: Male	4%	(40)	96%	(1035)	1075
Gender: Female	6%	(63)	94%	(1063)	1126
Age: 18-34	2%	(15)	98%	(626)	640
Age: 35-44	4%	(17)	96%	(353)	370
Age: 45-64	5%	(36)	95%	(661)	697
Age: 65+	7%	(37)	93%	(459)	496
GenZers: 1997-2012	2%	(7)	98%	(296)	304
Millennials: 1981-1996	3%	(20)	97%	(647)	667
GenXers: 1965-1980	5%	(24)	95%	(496)	519
Baby Boomers: 1946-1964	7%	(49)	93%	(610)	659
PID: Dem (no lean)	4%	(38)	96%	(850)	887
PID: Ind (no lean)	3%	(18)	97%	(547)	565
PID: Rep (no lean)	6%	(47)	94%	(703)	750
PID/Gender: Dem Men	3%	(14)	97%	(399)	412
PID/Gender: Dem Women	5%	(24)	95%	(450)	475
PID/Gender: Ind Men	3%	(7)	97%	(254)	261
PID/Gender: Ind Women	4%	(11)	96%	(292)	303
PID/Gender: Rep Men	5%	(19)	95%	(383)	402
PID/Gender: Rep Women	8%	(28)	92%	(321)	348
Ideo: Liberal (1-3)	5%	(36)	95%	(648)	683
Ideo: Moderate (4)	3%	(23)	97%	(643)	665
Ideo: Conservative (5-7)	6%	(41)	94%	(636)	678
Educ: < College	4%	(61)	96%	(1361)	1421
Educ: Bachelors degree	4%	(22)	96%	(471)	493
Educ: Post-grad	7%	(21)	93%	(268)	289
Income: Under 50k	3%	(33)	97%	(1129)	1162
Income: 50k-100k	6%	(40)	94%	(646)	686
Income: 100k+	8%	(30)	92%	(325)	355
Ethnicity: White	5%	(89)	95%	(1604)	1692
Ethnicity: Hispanic	4%	(15)	96%	(370)	385
Ethnicity: Black	3%	(7)	97%	(278)	285

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Table IDFA2_29NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Praline*

Demographic	Selected		Not Selected		Total N
Adults	5%	(103)	95%	(2100)	2203
Ethnicity: Other	3%	(7)	97%	(218)	226
All Christian	5%	(58)	95%	(1004)	1062
All Non-Christian	6%	(12)	94%	(194)	206
Atheist	4%	(3)	96%	(82)	85
Agnostic/Nothing in particular	4%	(19)	96%	(487)	505
Something Else	3%	(11)	97%	(333)	344
Religious Non-Protestant/Catholic	5%	(12)	95%	(213)	225
Evangelical	6%	(31)	94%	(519)	549
Non-Evangelical	4%	(36)	96%	(780)	816
Community: Urban	5%	(35)	95%	(681)	716
Community: Suburban	5%	(49)	95%	(971)	1019
Community: Rural	4%	(20)	96%	(447)	467
Employ: Private Sector	4%	(25)	96%	(661)	686
Employ: Government	6%	(7)	94%	(120)	128
Employ: Self-Employed	6%	(13)	94%	(210)	223
Employ: Homemaker	5%	(7)	95%	(126)	133
Employ: Student	—	(0)	100%	(77)	77
Employ: Retired	8%	(42)	92%	(513)	555
Employ: Unemployed	3%	(7)	97%	(263)	270
Employ: Other	1%	(2)	99%	(129)	131
Military HH: Yes	7%	(20)	93%	(262)	282
Military HH: No	4%	(84)	96%	(1838)	1921
2022 House Vote: Democrat	5%	(39)	95%	(791)	829
2022 House Vote: Republican	7%	(44)	93%	(632)	677
2022 House Vote: Didnt Vote	3%	(18)	97%	(638)	656
2020 Vote: Joe Biden	5%	(44)	95%	(916)	960
2020 Vote: Donald Trump	6%	(47)	94%	(704)	751
2020 Vote: Other	4%	(2)	96%	(50)	53
2020 Vote: Didn't Vote	2%	(10)	98%	(429)	439

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Table IDFA2_29NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Praline*

Demographic	Selected		Not Selected		Total N
Adults	5%	(103)	95%	(2100)	2203
2018 House Vote: Democrat	5%	(41)	95%	(714)	754
2018 House Vote: Republican	6%	(38)	94%	(605)	644
2018 House Vote: Didnt Vote	3%	(24)	97%	(751)	775
4-Region: Northeast	4%	(14)	96%	(369)	384
4-Region: Midwest	4%	(20)	96%	(433)	452
4-Region: South	4%	(36)	96%	(811)	847
4-Region: West	7%	(34)	93%	(486)	520
9-Region: New England	2%	(2)	98%	(93)	95
9-Region: Mid-Atlantic	4%	(12)	96%	(277)	288
9-Region: East North Central	4%	(16)	96%	(339)	355
9-Region: West North Central	4%	(4)	96%	(93)	97
9-Region: South Atlantic	4%	(19)	96%	(465)	484
9-Region: East South Central	6%	(7)	94%	(102)	109
9-Region: West South Central	4%	(11)	96%	(244)	255
9-Region: Mountain	9%	(12)	91%	(121)	133
9-Region: Pacific	6%	(22)	94%	(365)	387
Ice Cream: Love it	5%	(75)	95%	(1470)	1544
Ice Cream: Like it	4%	(27)	96%	(579)	606
Ice Cream: Not a Fan	4%	(2)	96%	(51)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_30NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Raspberry*

Demographic	Selected		Not Selected		Total N
Adults	6%	(126)	94%	(2077)	2203
Gender: Male	6%	(66)	94%	(1009)	1075
Gender: Female	5%	(59)	95%	(1067)	1126
Age: 18-34	3%	(22)	97%	(618)	640
Age: 35-44	5%	(18)	95%	(352)	370
Age: 45-64	7%	(47)	93%	(650)	697
Age: 65+	8%	(39)	92%	(457)	496
GenZers: 1997-2012	2%	(7)	98%	(297)	304
Millennials: 1981-1996	4%	(30)	96%	(637)	667
GenXers: 1965-1980	6%	(31)	94%	(488)	519
Baby Boomers: 1946-1964	7%	(48)	93%	(611)	659
PID: Dem (no lean)	5%	(43)	95%	(845)	887
PID: Ind (no lean)	7%	(38)	93%	(527)	565
PID: Rep (no lean)	6%	(45)	94%	(706)	750
PID/Gender: Dem Men	5%	(20)	95%	(392)	412
PID/Gender: Dem Women	5%	(23)	95%	(452)	475
PID/Gender: Ind Men	8%	(22)	92%	(239)	261
PID/Gender: Ind Women	5%	(16)	95%	(287)	303
PID/Gender: Rep Men	6%	(25)	94%	(378)	402
PID/Gender: Rep Women	6%	(20)	94%	(328)	348
Ideo: Liberal (1-3)	5%	(36)	95%	(647)	683
Ideo: Moderate (4)	5%	(36)	95%	(630)	665
Ideo: Conservative (5-7)	7%	(47)	93%	(630)	678
Educ: < College	5%	(73)	95%	(1348)	1421
Educ: Bachelors degree	7%	(34)	93%	(458)	493
Educ: Post-grad	6%	(18)	94%	(271)	289
Income: Under 50k	5%	(61)	95%	(1101)	1162
Income: 50k-100k	7%	(48)	93%	(639)	686
Income: 100k+	5%	(17)	95%	(338)	355
Ethnicity: White	6%	(105)	94%	(1588)	1692
Ethnicity: Hispanic	3%	(11)	97%	(374)	385
Ethnicity: Black	3%	(9)	97%	(276)	285

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Table IDFA2_30NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Raspberry*

Demographic	Selected		Not Selected		Total N
Adults	6%	(126)	94%	(2077)	2203
Ethnicity: Other	5%	(12)	95%	(214)	226
All Christian	7%	(76)	93%	(986)	1062
All Non-Christian	5%	(10)	95%	(196)	206
Atheist	7%	(6)	93%	(80)	85
Agnostic/Nothing in particular	4%	(19)	96%	(487)	505
Something Else	4%	(15)	96%	(329)	344
Religious Non-Protestant/Catholic	5%	(12)	95%	(213)	225
Evangelical	5%	(27)	95%	(523)	549
Non-Evangelical	7%	(60)	93%	(756)	816
Community: Urban	6%	(43)	94%	(674)	716
Community: Suburban	6%	(61)	94%	(959)	1019
Community: Rural	5%	(22)	95%	(445)	467
Employ: Private Sector	7%	(48)	93%	(638)	686
Employ: Government	4%	(5)	96%	(123)	128
Employ: Self-Employed	5%	(11)	95%	(211)	223
Employ: Homemaker	3%	(4)	97%	(129)	133
Employ: Student	1%	(1)	99%	(77)	77
Employ: Retired	8%	(42)	92%	(513)	555
Employ: Unemployed	4%	(11)	96%	(259)	270
Employ: Other	3%	(4)	97%	(127)	131
Military HH: Yes	5%	(14)	95%	(267)	282
Military HH: No	6%	(111)	94%	(1810)	1921
2022 House Vote: Democrat	6%	(46)	94%	(783)	829
2022 House Vote: Republican	7%	(46)	93%	(630)	677
2022 House Vote: Didnt Vote	5%	(31)	95%	(626)	656
2020 Vote: Joe Biden	6%	(60)	94%	(900)	960
2020 Vote: Donald Trump	6%	(46)	94%	(705)	751
2020 Vote: Other	4%	(2)	96%	(50)	53
2020 Vote: Didn’t Vote	4%	(17)	96%	(422)	439

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Table IDFA2_30NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Raspberry*

Demographic	Selected		Not Selected		Total N
Adults	6%	(126)	94%	(2077)	2203
2018 House Vote: Democrat	6%	(47)	94%	(708)	754
2018 House Vote: Republican	6%	(35)	94%	(608)	644
2018 House Vote: Didnt Vote	5%	(41)	95%	(733)	775
4-Region: Northeast	8%	(29)	92%	(355)	384
4-Region: Midwest	6%	(26)	94%	(426)	452
4-Region: South	4%	(36)	96%	(811)	847
4-Region: West	7%	(35)	93%	(485)	520
9-Region: New England	6%	(6)	94%	(89)	95
9-Region: Mid-Atlantic	8%	(23)	92%	(265)	288
9-Region: East North Central	6%	(21)	94%	(333)	355
9-Region: West North Central	5%	(4)	95%	(93)	97
9-Region: South Atlantic	5%	(25)	95%	(458)	484
9-Region: East South Central	2%	(2)	98%	(107)	109
9-Region: West South Central	3%	(8)	97%	(246)	255
9-Region: Mountain	8%	(11)	92%	(122)	133
9-Region: Pacific	6%	(24)	94%	(363)	387
Ice Cream: Love it	5%	(81)	95%	(1464)	1544
Ice Cream: Like it	7%	(42)	93%	(564)	606
Ice Cream: Not a Fan	6%	(3)	94%	(50)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_31NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Red Velvet*

Demographic	Selected		Not Selected		Total N
Adults	4%	(82)	96%	(2121)	2203
Gender: Male	4%	(46)	96%	(1029)	1075
Gender: Female	3%	(36)	97%	(1090)	1126
Age: 18-34	7%	(45)	93%	(596)	640
Age: 35-44	3%	(11)	97%	(359)	370
Age: 45-64	2%	(17)	98%	(679)	697
Age: 65+	2%	(9)	98%	(487)	496
GenZers: 1997-2012	9%	(27)	91%	(277)	304
Millennials: 1981-1996	4%	(29)	96%	(638)	667
GenXers: 1965-1980	2%	(12)	98%	(507)	519
Baby Boomers: 1946-1964	2%	(15)	98%	(644)	659
PID: Dem (no lean)	5%	(43)	95%	(844)	887
PID: Ind (no lean)	3%	(16)	97%	(549)	565
PID: Rep (no lean)	3%	(23)	97%	(727)	750
PID/Gender: Dem Men	6%	(26)	94%	(386)	412
PID/Gender: Dem Women	4%	(17)	96%	(457)	475
PID/Gender: Ind Men	2%	(6)	98%	(255)	261
PID/Gender: Ind Women	3%	(10)	97%	(293)	303
PID/Gender: Rep Men	4%	(14)	96%	(388)	402
PID/Gender: Rep Women	3%	(9)	97%	(339)	348
Ideo: Liberal (1-3)	6%	(40)	94%	(643)	683
Ideo: Moderate (4)	3%	(20)	97%	(645)	665
Ideo: Conservative (5-7)	3%	(20)	97%	(658)	678
Educ: < College	4%	(52)	96%	(1369)	1421
Educ: Bachelors degree	4%	(22)	96%	(471)	493
Educ: Post-grad	3%	(8)	97%	(281)	289
Income: Under 50k	4%	(48)	96%	(1114)	1162
Income: 50k-100k	4%	(25)	96%	(662)	686
Income: 100k+	3%	(9)	97%	(345)	355
Ethnicity: White	3%	(59)	97%	(1634)	1692
Ethnicity: Hispanic	4%	(17)	96%	(368)	385
Ethnicity: Black	5%	(14)	95%	(270)	285

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Table IDFA2_31NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Red Velvet*

Demographic	Selected		Not Selected		Total N
Adults	4%	(82)	96%	(2121)	2203
Ethnicity: Other	4%	(9)	96%	(217)	226
All Christian	3%	(32)	97%	(1030)	1062
All Non-Christian	4%	(7)	96%	(198)	206
Atheist	6%	(5)	94%	(80)	85
Agnostic/Nothing in particular	3%	(18)	97%	(488)	505
Something Else	6%	(20)	94%	(324)	344
Religious Non-Protestant/Catholic	4%	(8)	96%	(217)	225
Evangelical	4%	(22)	96%	(528)	549
Non-Evangelical	4%	(30)	96%	(786)	816
Community: Urban	4%	(26)	96%	(690)	716
Community: Suburban	4%	(38)	96%	(981)	1019
Community: Rural	4%	(18)	96%	(450)	467
Employ: Private Sector	4%	(31)	96%	(655)	686
Employ: Government	4%	(6)	96%	(122)	128
Employ: Self-Employed	3%	(7)	97%	(216)	223
Employ: Homemaker	4%	(5)	96%	(128)	133
Employ: Student	10%	(8)	90%	(70)	77
Employ: Retired	2%	(10)	98%	(545)	555
Employ: Unemployed	5%	(12)	95%	(258)	270
Employ: Other	3%	(3)	97%	(128)	131
Military HH: Yes	4%	(10)	96%	(272)	282
Military HH: No	4%	(72)	96%	(1849)	1921
2022 House Vote: Democrat	4%	(37)	96%	(792)	829
2022 House Vote: Republican	2%	(16)	98%	(660)	677
2022 House Vote: Didnt Vote	4%	(29)	96%	(627)	656
2020 Vote: Joe Biden	4%	(42)	96%	(918)	960
2020 Vote: Donald Trump	3%	(23)	97%	(728)	751
2020 Vote: Other	6%	(3)	94%	(50)	53
2020 Vote: Didn't Vote	3%	(15)	97%	(424)	439

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Table IDFA2_31NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Red Velvet*

Demographic	Selected		Not Selected		Total N
Adults	4%	(82)	96%	(2121)	2203
2018 House Vote: Democrat	5%	(37)	95%	(717)	754
2018 House Vote: Republican	2%	(15)	98%	(629)	644
2018 House Vote: Didnt Vote	4%	(30)	96%	(745)	775
4-Region: Northeast	4%	(16)	96%	(368)	384
4-Region: Midwest	2%	(11)	98%	(441)	452
4-Region: South	5%	(45)	95%	(802)	847
4-Region: West	2%	(11)	98%	(510)	520
9-Region: New England	1%	(1)	99%	(94)	95
9-Region: Mid-Atlantic	5%	(14)	95%	(274)	288
9-Region: East North Central	2%	(8)	98%	(347)	355
9-Region: West North Central	3%	(3)	97%	(94)	97
9-Region: South Atlantic	6%	(27)	94%	(456)	484
9-Region: East South Central	5%	(6)	95%	(103)	109
9-Region: West South Central	5%	(12)	95%	(243)	255
9-Region: Mountain	2%	(2)	98%	(131)	133
9-Region: Pacific	2%	(8)	98%	(379)	387
Ice Cream: Love it	4%	(63)	96%	(1482)	1544
Ice Cream: Like it	3%	(20)	97%	(586)	606
Ice Cream: Not a Fan	—	(0)	100%	(53)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_32NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Rocky Road*

Demographic	Selected		Not Selected		Total N
Adults	16%	(349)	84%	(1854)	2203
Gender: Male	16%	(171)	84%	(904)	1075
Gender: Female	16%	(178)	84%	(949)	1126
Age: 18-34	11%	(68)	89%	(573)	640
Age: 35-44	14%	(54)	86%	(316)	370
Age: 45-64	19%	(130)	81%	(566)	697
Age: 65+	20%	(97)	80%	(399)	496
GenZers: 1997-2012	12%	(37)	88%	(266)	304
Millennials: 1981-1996	11%	(73)	89%	(594)	667
GenXers: 1965-1980	19%	(97)	81%	(423)	519
Baby Boomers: 1946-1964	20%	(130)	80%	(529)	659
PID: Dem (no lean)	13%	(114)	87%	(774)	887
PID: Ind (no lean)	15%	(85)	85%	(480)	565
PID: Rep (no lean)	20%	(150)	80%	(600)	750
PID/Gender: Dem Men	10%	(43)	90%	(370)	412
PID/Gender: Dem Women	15%	(71)	85%	(404)	475
PID/Gender: Ind Men	17%	(45)	83%	(216)	261
PID/Gender: Ind Women	13%	(41)	87%	(262)	303
PID/Gender: Rep Men	21%	(84)	79%	(318)	402
PID/Gender: Rep Women	19%	(66)	81%	(282)	348
Ideo: Liberal (1-3)	16%	(111)	84%	(572)	683
Ideo: Moderate (4)	13%	(86)	87%	(580)	665
Ideo: Conservative (5-7)	21%	(141)	79%	(537)	678
Educ: < College	16%	(231)	84%	(1191)	1421
Educ: Bachelors degree	17%	(82)	83%	(411)	493
Educ: Post-grad	13%	(37)	87%	(252)	289
Income: Under 50k	16%	(191)	84%	(971)	1162
Income: 50k-100k	16%	(110)	84%	(576)	686
Income: 100k+	14%	(49)	86%	(306)	355
Ethnicity: White	17%	(291)	83%	(1401)	1692
Ethnicity: Hispanic	21%	(82)	79%	(302)	385
Ethnicity: Black	11%	(31)	89%	(254)	285

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Table IDFA2_32NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Rocky Road*

Demographic	Selected		Not Selected		Total N
Adults	16%	(349)	84%	(1854)	2203
Ethnicity: Other	12%	(28)	88%	(198)	226
All Christian	18%	(196)	82%	(867)	1062
All Non-Christian	10%	(21)	90%	(185)	206
Atheist	20%	(17)	80%	(69)	85
Agnostic/Nothing in particular	14%	(69)	86%	(436)	505
Something Else	14%	(47)	86%	(297)	344
Religious Non-Protestant/Catholic	11%	(25)	89%	(200)	225
Evangelical	17%	(94)	83%	(455)	549
Non-Evangelical	17%	(140)	83%	(676)	816
Community: Urban	15%	(110)	85%	(607)	716
Community: Suburban	16%	(160)	84%	(859)	1019
Community: Rural	17%	(79)	83%	(388)	467
Employ: Private Sector	13%	(93)	87%	(594)	686
Employ: Government	14%	(17)	86%	(110)	128
Employ: Self-Employed	16%	(35)	84%	(188)	223
Employ: Homemaker	16%	(22)	84%	(111)	133
Employ: Student	22%	(17)	78%	(60)	77
Employ: Retired	22%	(122)	78%	(433)	555
Employ: Unemployed	9%	(24)	91%	(246)	270
Employ: Other	14%	(19)	86%	(112)	131
Military HH: Yes	22%	(62)	78%	(219)	282
Military HH: No	15%	(287)	85%	(1635)	1921
2022 House Vote: Democrat	15%	(122)	85%	(707)	829
2022 House Vote: Republican	19%	(131)	81%	(546)	677
2022 House Vote: Didnt Vote	14%	(93)	86%	(563)	656
2020 Vote: Joe Biden	15%	(146)	85%	(814)	960
2020 Vote: Donald Trump	20%	(150)	80%	(601)	751
2020 Vote: Other	10%	(5)	90%	(47)	53
2020 Vote: Didn’t Vote	11%	(48)	89%	(392)	439

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Table IDFA2_32NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Rocky Road*

Demographic	Selected		Not Selected		Total N
Adults	16%	(349)	84%	(1854)	2203
2018 House Vote: Democrat	15%	(114)	85%	(640)	754
2018 House Vote: Republican	19%	(120)	81%	(524)	644
2018 House Vote: Didnt Vote	14%	(111)	86%	(664)	775
4-Region: Northeast	12%	(46)	88%	(338)	384
4-Region: Midwest	14%	(64)	86%	(388)	452
4-Region: South	16%	(137)	84%	(710)	847
4-Region: West	20%	(102)	80%	(418)	520
9-Region: New England	14%	(13)	86%	(82)	95
9-Region: Mid-Atlantic	11%	(33)	89%	(256)	288
9-Region: East North Central	14%	(48)	86%	(307)	355
9-Region: West North Central	17%	(16)	83%	(81)	97
9-Region: South Atlantic	15%	(73)	85%	(410)	484
9-Region: East South Central	14%	(15)	86%	(94)	109
9-Region: West South Central	19%	(48)	81%	(206)	255
9-Region: Mountain	21%	(28)	79%	(105)	133
9-Region: Pacific	19%	(74)	81%	(313)	387
Ice Cream: Love it	16%	(249)	84%	(1296)	1544
Ice Cream: Like it	16%	(97)	84%	(508)	606
Ice Cream: Not a Fan	6%	(3)	94%	(50)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_33NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Rum Raisin*

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2138)	2203
Gender: Male	4%	(46)	96%	(1029)	1075
Gender: Female	2%	(19)	98%	(1107)	1126
Age: 18-34	2%	(14)	98%	(626)	640
Age: 35-44	2%	(8)	98%	(362)	370
Age: 45-64	4%	(25)	96%	(672)	697
Age: 65+	4%	(18)	96%	(477)	496
GenZers: 1997-2012	1%	(2)	99%	(302)	304
Millennials: 1981-1996	3%	(19)	97%	(648)	667
GenXers: 1965-1980	4%	(18)	96%	(501)	519
Baby Boomers: 1946-1964	3%	(22)	97%	(637)	659
PID: Dem (no lean)	3%	(27)	97%	(860)	887
PID: Ind (no lean)	3%	(15)	97%	(550)	565
PID: Rep (no lean)	3%	(23)	97%	(727)	750
PID/Gender: Dem Men	5%	(19)	95%	(394)	412
PID/Gender: Dem Women	2%	(9)	98%	(466)	475
PID/Gender: Ind Men	4%	(10)	96%	(251)	261
PID/Gender: Ind Women	2%	(5)	98%	(298)	303
PID/Gender: Rep Men	4%	(18)	96%	(385)	402
PID/Gender: Rep Women	2%	(6)	98%	(343)	348
Ideo: Liberal (1-3)	4%	(27)	96%	(656)	683
Ideo: Moderate (4)	3%	(20)	97%	(645)	665
Ideo: Conservative (5-7)	2%	(16)	98%	(661)	678
Educ: < College	2%	(22)	98%	(1399)	1421
Educ: Bachelors degree	5%	(25)	95%	(468)	493
Educ: Post-grad	6%	(18)	94%	(271)	289
Income: Under 50k	2%	(23)	98%	(1138)	1162
Income: 50k-100k	3%	(22)	97%	(664)	686
Income: 100k+	6%	(20)	94%	(335)	355
Ethnicity: White	3%	(46)	97%	(1647)	1692
Ethnicity: Hispanic	2%	(6)	98%	(379)	385
Ethnicity: Black	4%	(11)	96%	(274)	285

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Table IDFA2_33NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Rum Raisin*

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2138)	2203
Ethnicity: Other	4%	(8)	96%	(218)	226
All Christian	3%	(30)	97%	(1033)	1062
All Non-Christian	7%	(15)	93%	(191)	206
Atheist	—	(0)	100%	(85)	85
Agnostic/Nothing in particular	2%	(12)	98%	(493)	505
Something Else	2%	(8)	98%	(336)	344
Religious Non-Protestant/Catholic	7%	(16)	93%	(209)	225
Evangelical	3%	(14)	97%	(535)	549
Non-Evangelical	3%	(22)	97%	(793)	816
Community: Urban	4%	(30)	96%	(686)	716
Community: Suburban	3%	(27)	97%	(993)	1019
Community: Rural	2%	(8)	98%	(459)	467
Employ: Private Sector	4%	(29)	96%	(657)	686
Employ: Government	2%	(3)	98%	(124)	128
Employ: Self-Employed	2%	(4)	98%	(219)	223
Employ: Homemaker	—	(0)	100%	(132)	133
Employ: Student	—	(0)	100%	(77)	77
Employ: Retired	4%	(21)	96%	(534)	555
Employ: Unemployed	3%	(7)	97%	(263)	270
Employ: Other	—	(1)	100%	(130)	131
Military HH: Yes	4%	(11)	96%	(271)	282
Military HH: No	3%	(54)	97%	(1867)	1921
2022 House Vote: Democrat	4%	(33)	96%	(796)	829
2022 House Vote: Republican	3%	(22)	97%	(655)	677
2022 House Vote: Didnt Vote	2%	(10)	98%	(647)	656
2020 Vote: Joe Biden	4%	(36)	96%	(924)	960
2020 Vote: Donald Trump	3%	(23)	97%	(728)	751
2020 Vote: Other	—	(0)	100%	(53)	53
2020 Vote: Didn't Vote	1%	(7)	99%	(433)	439

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Table IDFA2_33NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Rum Raisin*

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2138)	2203
2018 House Vote: Democrat	4%	(29)	96%	(725)	754
2018 House Vote: Republican	3%	(18)	97%	(625)	644
2018 House Vote: Didnt Vote	2%	(18)	98%	(757)	775
4-Region: Northeast	5%	(17)	95%	(366)	384
4-Region: Midwest	2%	(10)	98%	(443)	452
4-Region: South	2%	(20)	98%	(827)	847
4-Region: West	3%	(18)	97%	(502)	520
9-Region: New England	4%	(3)	96%	(92)	95
9-Region: Mid-Atlantic	5%	(14)	95%	(274)	288
9-Region: East North Central	2%	(6)	98%	(349)	355
9-Region: West North Central	4%	(4)	96%	(94)	97
9-Region: South Atlantic	3%	(13)	97%	(471)	484
9-Region: East South Central	1%	(1)	99%	(108)	109
9-Region: West South Central	3%	(7)	97%	(248)	255
9-Region: Mountain	6%	(8)	94%	(125)	133
9-Region: Pacific	3%	(10)	97%	(377)	387
Ice Cream: Love it	3%	(45)	97%	(1499)	1544
Ice Cream: Like it	3%	(18)	97%	(588)	606
Ice Cream: Not a Fan	4%	(2)	96%	(51)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_34NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — S'mores*

Demographic	Selected		Not Selected		Total N
Adults	6%	(134)	94%	(2069)	2203
Gender: Male	6%	(61)	94%	(1014)	1075
Gender: Female	7%	(73)	93%	(1053)	1126
Age: 18-34	10%	(65)	90%	(575)	640
Age: 35-44	6%	(24)	94%	(346)	370
Age: 45-64	4%	(28)	96%	(669)	697
Age: 65+	3%	(17)	97%	(479)	496
GenZers: 1997-2012	12%	(36)	88%	(268)	304
Millennials: 1981-1996	7%	(49)	93%	(618)	667
GenXers: 1965-1980	5%	(26)	95%	(493)	519
Baby Boomers: 1946-1964	3%	(19)	97%	(640)	659
PID: Dem (no lean)	7%	(58)	93%	(830)	887
PID: Ind (no lean)	6%	(36)	94%	(530)	565
PID: Rep (no lean)	5%	(41)	95%	(710)	750
PID/Gender: Dem Men	5%	(23)	95%	(390)	412
PID/Gender: Dem Women	7%	(35)	93%	(439)	475
PID/Gender: Ind Men	4%	(10)	96%	(250)	261
PID/Gender: Ind Women	8%	(25)	92%	(278)	303
PID/Gender: Rep Men	7%	(28)	93%	(374)	402
PID/Gender: Rep Women	4%	(13)	96%	(336)	348
Ideo: Liberal (1-3)	6%	(43)	94%	(640)	683
Ideo: Moderate (4)	6%	(42)	94%	(623)	665
Ideo: Conservative (5-7)	5%	(36)	95%	(642)	678
Educ: < College	6%	(89)	94%	(1332)	1421
Educ: Bachelors degree	6%	(29)	94%	(464)	493
Educ: Post-grad	6%	(16)	94%	(273)	289
Income: Under 50k	6%	(71)	94%	(1091)	1162
Income: 50k-100k	5%	(37)	95%	(650)	686
Income: 100k+	8%	(27)	92%	(328)	355
Ethnicity: White	6%	(104)	94%	(1588)	1692
Ethnicity: Hispanic	5%	(20)	95%	(364)	385
Ethnicity: Black	5%	(13)	95%	(271)	285

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Table IDFA2_34NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — S'mores*

Demographic	Selected		Not Selected		Total N
Adults	6%	(134)	94%	(2069)	2203
Ethnicity: Other	7%	(16)	93%	(209)	226
All Christian	5%	(49)	95%	(1014)	1062
All Non-Christian	5%	(10)	95%	(196)	206
Atheist	9%	(7)	91%	(78)	85
Agnostic/Nothing in particular	9%	(45)	91%	(460)	505
Something Else	7%	(23)	93%	(321)	344
Religious Non-Protestant/Catholic	5%	(11)	95%	(214)	225
Evangelical	5%	(30)	95%	(520)	549
Non-Evangelical	5%	(39)	95%	(777)	816
Community: Urban	5%	(35)	95%	(681)	716
Community: Suburban	7%	(73)	93%	(947)	1019
Community: Rural	6%	(26)	94%	(441)	467
Employ: Private Sector	6%	(44)	94%	(642)	686
Employ: Government	5%	(6)	95%	(121)	128
Employ: Self-Employed	4%	(9)	96%	(214)	223
Employ: Homemaker	9%	(12)	91%	(121)	133
Employ: Student	16%	(13)	84%	(65)	77
Employ: Retired	4%	(21)	96%	(534)	555
Employ: Unemployed	8%	(22)	92%	(249)	270
Employ: Other	6%	(8)	94%	(123)	131
Military HH: Yes	5%	(15)	95%	(267)	282
Military HH: No	6%	(120)	94%	(1802)	1921
2022 House Vote: Democrat	6%	(49)	94%	(780)	829
2022 House Vote: Republican	6%	(39)	94%	(637)	677
2022 House Vote: Didnt Vote	7%	(45)	93%	(611)	656
2020 Vote: Joe Biden	6%	(55)	94%	(905)	960
2020 Vote: Donald Trump	5%	(38)	95%	(713)	751
2020 Vote: Other	5%	(3)	95%	(50)	53
2020 Vote: Didn't Vote	9%	(39)	91%	(401)	439

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Table IDFA2_34NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — S'mores*

Demographic	Selected		Not Selected		Total N
Adults	6%	(134)	94%	(2069)	2203
2018 House Vote: Democrat	6%	(48)	94%	(707)	754
2018 House Vote: Republican	5%	(33)	95%	(611)	644
2018 House Vote: Didnt Vote	7%	(51)	93%	(723)	775
4-Region: Northeast	9%	(33)	91%	(350)	384
4-Region: Midwest	6%	(26)	94%	(426)	452
4-Region: South	5%	(45)	95%	(802)	847
4-Region: West	6%	(29)	94%	(491)	520
9-Region: New England	4%	(4)	96%	(91)	95
9-Region: Mid-Atlantic	10%	(29)	90%	(259)	288
9-Region: East North Central	6%	(20)	94%	(335)	355
9-Region: West North Central	7%	(7)	93%	(91)	97
9-Region: South Atlantic	5%	(24)	95%	(460)	484
9-Region: East South Central	6%	(6)	94%	(102)	109
9-Region: West South Central	6%	(15)	94%	(240)	255
9-Region: Mountain	8%	(11)	92%	(122)	133
9-Region: Pacific	5%	(18)	95%	(369)	387
Ice Cream: Love it	7%	(102)	93%	(1442)	1544
Ice Cream: Like it	5%	(32)	95%	(574)	606
Ice Cream: Not a Fan	—	(0)	100%	(53)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_35NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Spumoni*

Demographic	Selected		Not Selected		Total N
Adults	2%	(47)	98%	(2156)	2203
Gender: Male	3%	(30)	97%	(1046)	1075
Gender: Female	2%	(17)	98%	(1109)	1126
Age: 18-34	2%	(15)	98%	(625)	640
Age: 35-44	2%	(7)	98%	(362)	370
Age: 45-64	2%	(11)	98%	(686)	697
Age: 65+	3%	(13)	97%	(483)	496
GenZers: 1997-2012	—	(1)	100%	(303)	304
Millennials: 1981-1996	3%	(20)	97%	(647)	667
GenXers: 1965-1980	2%	(8)	98%	(511)	519
Baby Boomers: 1946-1964	2%	(14)	98%	(645)	659
PID: Dem (no lean)	2%	(19)	98%	(869)	887
PID: Ind (no lean)	2%	(12)	98%	(553)	565
PID: Rep (no lean)	2%	(16)	98%	(734)	750
PID/Gender: Dem Men	3%	(14)	97%	(399)	412
PID/Gender: Dem Women	1%	(5)	99%	(470)	475
PID/Gender: Ind Men	2%	(5)	98%	(256)	261
PID/Gender: Ind Women	2%	(7)	98%	(296)	303
PID/Gender: Rep Men	3%	(11)	97%	(391)	402
PID/Gender: Rep Women	1%	(5)	99%	(344)	348
Ideo: Liberal (1-3)	3%	(18)	97%	(665)	683
Ideo: Moderate (4)	2%	(16)	98%	(650)	665
Ideo: Conservative (5-7)	2%	(12)	98%	(666)	678
Educ: < College	1%	(20)	99%	(1402)	1421
Educ: Bachelors degree	4%	(19)	96%	(474)	493
Educ: Post-grad	3%	(8)	97%	(281)	289
Income: Under 50k	2%	(18)	98%	(1144)	1162
Income: 50k-100k	2%	(17)	98%	(670)	686
Income: 100k+	3%	(12)	97%	(343)	355
Ethnicity: White	3%	(44)	97%	(1648)	1692
Ethnicity: Hispanic	2%	(7)	98%	(378)	385
Ethnicity: Black	1%	(1)	99%	(283)	285

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Table IDFA2_35NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Spumoni*

Demographic	Selected		Not Selected		Total N
Adults	2%	(47)	98%	(2156)	2203
Ethnicity: Other	—	(1)	100%	(225)	226
All Christian	2%	(23)	98%	(1039)	1062
All Non-Christian	4%	(9)	96%	(197)	206
Atheist	1%	(1)	99%	(84)	85
Agnostic/Nothing in particular	2%	(9)	98%	(496)	505
Something Else	1%	(5)	99%	(339)	344
Religious Non-Protestant/Catholic	4%	(9)	96%	(216)	225
Evangelical	1%	(3)	99%	(546)	549
Non-Evangelical	3%	(25)	97%	(791)	816
Community: Urban	2%	(17)	98%	(699)	716
Community: Suburban	2%	(24)	98%	(996)	1019
Community: Rural	1%	(5)	99%	(462)	467
Employ: Private Sector	3%	(19)	97%	(667)	686
Employ: Government	1%	(1)	99%	(126)	128
Employ: Self-Employed	1%	(1)	99%	(221)	223
Employ: Homemaker	2%	(3)	98%	(130)	133
Employ: Student	—	(0)	100%	(77)	77
Employ: Retired	2%	(13)	98%	(542)	555
Employ: Unemployed	3%	(7)	97%	(263)	270
Employ: Other	2%	(2)	98%	(129)	131
Military HH: Yes	1%	(4)	99%	(277)	282
Military HH: No	2%	(42)	98%	(1879)	1921
2022 House Vote: Democrat	3%	(21)	97%	(808)	829
2022 House Vote: Republican	3%	(17)	97%	(659)	677
2022 House Vote: Didnt Vote	1%	(9)	99%	(648)	656
2020 Vote: Joe Biden	2%	(23)	98%	(937)	960
2020 Vote: Donald Trump	2%	(17)	98%	(735)	751
2020 Vote: Other	3%	(1)	97%	(51)	53
2020 Vote: Didn't Vote	1%	(6)	99%	(434)	439

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Table IDFA2_35NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Spumoni*

Demographic	Selected		Not Selected		Total N
Adults	2%	(47)	98%	(2156)	2203
2018 House Vote: Democrat	2%	(17)	98%	(737)	754
2018 House Vote: Republican	3%	(19)	97%	(625)	644
2018 House Vote: Didnt Vote	1%	(10)	99%	(765)	775
4-Region: Northeast	1%	(4)	99%	(379)	384
4-Region: Midwest	3%	(12)	97%	(441)	452
4-Region: South	1%	(9)	99%	(838)	847
4-Region: West	4%	(21)	96%	(499)	520
9-Region: New England	1%	(1)	99%	(94)	95
9-Region: Mid-Atlantic	1%	(4)	99%	(285)	288
9-Region: East North Central	3%	(10)	97%	(345)	355
9-Region: West North Central	2%	(2)	98%	(96)	97
9-Region: South Atlantic	1%	(6)	99%	(478)	484
9-Region: East South Central	—	(0)	100%	(108)	109
9-Region: West South Central	1%	(3)	99%	(252)	255
9-Region: Mountain	5%	(7)	95%	(127)	133
9-Region: Pacific	4%	(15)	96%	(373)	387
Ice Cream: Love it	2%	(31)	98%	(1513)	1544
Ice Cream: Like it	3%	(15)	97%	(590)	606
Ice Cream: Not a Fan	—	(0)	100%	(53)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_36NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Strawberry*

Demographic	Selected		Not Selected		Total N
Adults	25%	(552)	75%	(1651)	2203
Gender: Male	27%	(291)	73%	(784)	1075
Gender: Female	23%	(260)	77%	(866)	1126
Age: 18-34	27%	(171)	73%	(469)	640
Age: 35-44	24%	(88)	76%	(281)	370
Age: 45-64	24%	(171)	76%	(526)	697
Age: 65+	25%	(122)	75%	(374)	496
GenZers: 1997-2012	25%	(75)	75%	(229)	304
Millennials: 1981-1996	27%	(177)	73%	(490)	667
GenXers: 1965-1980	24%	(125)	76%	(394)	519
Baby Boomers: 1946-1964	24%	(156)	76%	(503)	659
PID: Dem (no lean)	23%	(200)	77%	(688)	887
PID: Ind (no lean)	27%	(153)	73%	(412)	565
PID: Rep (no lean)	27%	(199)	73%	(551)	750
PID/Gender: Dem Men	23%	(97)	77%	(316)	412
PID/Gender: Dem Women	22%	(103)	78%	(371)	475
PID/Gender: Ind Men	32%	(83)	68%	(178)	261
PID/Gender: Ind Women	23%	(69)	77%	(234)	303
PID/Gender: Rep Men	28%	(111)	72%	(291)	402
PID/Gender: Rep Women	25%	(88)	75%	(261)	348
Ideo: Liberal (1-3)	21%	(141)	79%	(542)	683
Ideo: Moderate (4)	29%	(196)	71%	(470)	665
Ideo: Conservative (5-7)	25%	(168)	75%	(509)	678
Educ: < College	27%	(382)	73%	(1039)	1421
Educ: Bachelors degree	21%	(103)	79%	(390)	493
Educ: Post-grad	23%	(68)	77%	(221)	289
Income: Under 50k	28%	(329)	72%	(833)	1162
Income: 50k-100k	21%	(145)	79%	(542)	686
Income: 100k+	22%	(79)	78%	(276)	355
Ethnicity: White	23%	(395)	77%	(1298)	1692
Ethnicity: Hispanic	30%	(117)	70%	(268)	385
Ethnicity: Black	31%	(88)	69%	(197)	285

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Table IDFA2_36NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Strawberry*

Demographic	Selected		Not Selected		Total N
Adults	25%	(552)	75%	(1651)	2203
Ethnicity: Other	31%	(70)	69%	(156)	226
All Christian	25%	(263)	75%	(799)	1062
All Non-Christian	17%	(35)	83%	(171)	206
Atheist	26%	(22)	74%	(63)	85
Agnostic/Nothing in particular	25%	(125)	75%	(381)	505
Something Else	31%	(107)	69%	(237)	344
Religious Non-Protestant/Catholic	16%	(36)	84%	(189)	225
Evangelical	30%	(162)	70%	(387)	549
Non-Evangelical	25%	(201)	75%	(615)	816
Community: Urban	29%	(210)	71%	(506)	716
Community: Suburban	24%	(243)	76%	(776)	1019
Community: Rural	21%	(99)	79%	(368)	467
Employ: Private Sector	25%	(169)	75%	(517)	686
Employ: Government	23%	(29)	77%	(98)	128
Employ: Self-Employed	31%	(68)	69%	(155)	223
Employ: Homemaker	18%	(24)	82%	(109)	133
Employ: Student	21%	(16)	79%	(61)	77
Employ: Retired	26%	(142)	74%	(413)	555
Employ: Unemployed	28%	(75)	72%	(196)	270
Employ: Other	22%	(29)	78%	(102)	131
Military HH: Yes	25%	(71)	75%	(211)	282
Military HH: No	25%	(482)	75%	(1440)	1921
2022 House Vote: Democrat	23%	(188)	77%	(641)	829
2022 House Vote: Republican	27%	(182)	73%	(495)	677
2022 House Vote: Didnt Vote	27%	(176)	73%	(480)	656
2020 Vote: Joe Biden	22%	(211)	78%	(748)	960
2020 Vote: Donald Trump	28%	(207)	72%	(544)	751
2020 Vote: Other	43%	(23)	57%	(30)	53
2020 Vote: Didn’t Vote	25%	(111)	75%	(328)	439

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Table IDFA2_36NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Strawberry*

Demographic	Selected		Not Selected		Total N
Adults	25%	(552)	75%	(1651)	2203
2018 House Vote: Democrat	24%	(177)	76%	(577)	754
2018 House Vote: Republican	25%	(159)	75%	(484)	644
2018 House Vote: Didnt Vote	27%	(208)	73%	(567)	775
4-Region: Northeast	29%	(113)	71%	(271)	384
4-Region: Midwest	19%	(85)	81%	(367)	452
4-Region: South	27%	(227)	73%	(620)	847
4-Region: West	24%	(127)	76%	(394)	520
9-Region: New England	26%	(25)	74%	(70)	95
9-Region: Mid-Atlantic	31%	(88)	69%	(200)	288
9-Region: East North Central	18%	(63)	82%	(292)	355
9-Region: West North Central	23%	(22)	77%	(75)	97
9-Region: South Atlantic	25%	(120)	75%	(364)	484
9-Region: East South Central	34%	(37)	66%	(72)	109
9-Region: West South Central	28%	(71)	72%	(184)	255
9-Region: Mountain	19%	(25)	81%	(108)	133
9-Region: Pacific	26%	(101)	74%	(286)	387
Ice Cream: Love it	26%	(405)	74%	(1139)	1544
Ice Cream: Like it	23%	(137)	77%	(468)	606
Ice Cream: Not a Fan	19%	(10)	81%	(43)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_37NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Tin Roof*

Demographic	Selected		Not Selected		Total N
Adults	3%	(72)	97%	(2131)	2203
Gender: Male	3%	(37)	97%	(1038)	1075
Gender: Female	3%	(35)	97%	(1091)	1126
Age: 18-34	2%	(16)	98%	(625)	640
Age: 35-44	4%	(13)	96%	(357)	370
Age: 45-64	3%	(18)	97%	(679)	697
Age: 65+	5%	(25)	95%	(471)	496
GenZers: 1997-2012	1%	(3)	99%	(301)	304
Millennials: 1981-1996	4%	(25)	96%	(642)	667
GenXers: 1965-1980	2%	(10)	98%	(510)	519
Baby Boomers: 1946-1964	5%	(32)	95%	(627)	659
PID: Dem (no lean)	4%	(32)	96%	(855)	887
PID: Ind (no lean)	2%	(13)	98%	(552)	565
PID: Rep (no lean)	4%	(27)	96%	(724)	750
PID/Gender: Dem Men	4%	(17)	96%	(395)	412
PID/Gender: Dem Women	3%	(15)	97%	(460)	475
PID/Gender: Ind Men	4%	(9)	96%	(251)	261
PID/Gender: Ind Women	1%	(4)	99%	(299)	303
PID/Gender: Rep Men	2%	(10)	98%	(392)	402
PID/Gender: Rep Women	5%	(17)	95%	(331)	348
Ideo: Liberal (1-3)	5%	(35)	95%	(648)	683
Ideo: Moderate (4)	1%	(8)	99%	(658)	665
Ideo: Conservative (5-7)	4%	(27)	96%	(651)	678
Educ: < College	2%	(34)	98%	(1387)	1421
Educ: Bachelors degree	6%	(30)	94%	(463)	493
Educ: Post-grad	3%	(8)	97%	(281)	289
Income: Under 50k	2%	(29)	98%	(1133)	1162
Income: 50k-100k	4%	(25)	96%	(661)	686
Income: 100k+	5%	(18)	95%	(336)	355
Ethnicity: White	4%	(62)	96%	(1630)	1692
Ethnicity: Hispanic	3%	(11)	97%	(374)	385
Ethnicity: Black	2%	(6)	98%	(279)	285

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Table IDFA2_37NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Tin Roof*

Demographic	Selected		Not Selected		Total N
Adults	3%	(72)	97%	(2131)	2203
Ethnicity: Other	2%	(4)	98%	(222)	226
All Christian	4%	(40)	96%	(1023)	1062
All Non-Christian	8%	(16)	92%	(190)	206
Atheist	—	(0)	100%	(85)	85
Agnostic/Nothing in particular	2%	(11)	98%	(494)	505
Something Else	2%	(6)	98%	(338)	344
Religious Non-Protestant/Catholic	7%	(16)	93%	(209)	225
Evangelical	4%	(23)	96%	(526)	549
Non-Evangelical	3%	(21)	97%	(795)	816
Community: Urban	4%	(30)	96%	(687)	716
Community: Suburban	3%	(31)	97%	(989)	1019
Community: Rural	3%	(12)	97%	(455)	467
Employ: Private Sector	4%	(28)	96%	(658)	686
Employ: Government	3%	(3)	97%	(124)	128
Employ: Self-Employed	2%	(5)	98%	(218)	223
Employ: Homemaker	3%	(4)	97%	(129)	133
Employ: Student	—	(0)	100%	(77)	77
Employ: Retired	5%	(25)	95%	(530)	555
Employ: Unemployed	1%	(3)	99%	(267)	270
Employ: Other	3%	(4)	97%	(127)	131
Military HH: Yes	5%	(15)	95%	(267)	282
Military HH: No	3%	(57)	97%	(1864)	1921
2022 House Vote: Democrat	4%	(34)	96%	(795)	829
2022 House Vote: Republican	4%	(29)	96%	(648)	677
2022 House Vote: Didnt Vote	1%	(9)	99%	(647)	656
2020 Vote: Joe Biden	4%	(38)	96%	(922)	960
2020 Vote: Donald Trump	3%	(24)	97%	(727)	751
2020 Vote: Other	1%	(1)	99%	(52)	53
2020 Vote: Didn't Vote	2%	(9)	98%	(430)	439

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Table IDFA2_37NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Tin Roof*

Demographic	Selected		Not Selected		Total N
Adults	3%	(72)	97%	(2131)	2203
2018 House Vote: Democrat	5%	(35)	95%	(720)	754
2018 House Vote: Republican	4%	(26)	96%	(618)	644
2018 House Vote: Didnt Vote	1%	(11)	99%	(764)	775
4-Region: Northeast	3%	(11)	97%	(372)	384
4-Region: Midwest	5%	(21)	95%	(431)	452
4-Region: South	3%	(24)	97%	(823)	847
4-Region: West	3%	(15)	97%	(505)	520
9-Region: New England	1%	(1)	99%	(94)	95
9-Region: Mid-Atlantic	4%	(10)	96%	(278)	288
9-Region: East North Central	5%	(19)	95%	(336)	355
9-Region: West North Central	3%	(3)	97%	(95)	97
9-Region: South Atlantic	3%	(14)	97%	(470)	484
9-Region: East South Central	2%	(3)	98%	(106)	109
9-Region: West South Central	3%	(8)	97%	(247)	255
9-Region: Mountain	7%	(9)	93%	(124)	133
9-Region: Pacific	1%	(6)	99%	(381)	387
Ice Cream: Love it	4%	(55)	96%	(1490)	1544
Ice Cream: Like it	3%	(17)	97%	(589)	606
Ice Cream: Not a Fan	1%	(1)	99%	(52)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_38NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Tiramisu*

Demographic	Selected		Not Selected		Total N
Adults	4%	(85)	96%	(2118)	2203
Gender: Male	4%	(47)	96%	(1028)	1075
Gender: Female	3%	(38)	97%	(1089)	1126
Age: 18-34	6%	(39)	94%	(602)	640
Age: 35-44	3%	(12)	97%	(358)	370
Age: 45-64	3%	(21)	97%	(676)	697
Age: 65+	3%	(14)	97%	(482)	496
GenZers: 1997-2012	6%	(18)	94%	(286)	304
Millennials: 1981-1996	4%	(30)	96%	(637)	667
GenXers: 1965-1980	4%	(20)	96%	(499)	519
Baby Boomers: 1946-1964	2%	(14)	98%	(644)	659
PID: Dem (no lean)	5%	(43)	95%	(844)	887
PID: Ind (no lean)	3%	(16)	97%	(549)	565
PID: Rep (no lean)	3%	(26)	97%	(725)	750
PID/Gender: Dem Men	5%	(22)	95%	(390)	412
PID/Gender: Dem Women	4%	(21)	96%	(454)	475
PID/Gender: Ind Men	3%	(7)	97%	(253)	261
PID/Gender: Ind Women	3%	(8)	97%	(295)	303
PID/Gender: Rep Men	4%	(18)	96%	(385)	402
PID/Gender: Rep Women	2%	(8)	98%	(340)	348
Ideo: Liberal (1-3)	6%	(41)	94%	(643)	683
Ideo: Moderate (4)	3%	(21)	97%	(644)	665
Ideo: Conservative (5-7)	3%	(21)	97%	(657)	678
Educ: < College	3%	(47)	97%	(1375)	1421
Educ: Bachelors degree	5%	(25)	95%	(468)	493
Educ: Post-grad	4%	(13)	96%	(276)	289
Income: Under 50k	3%	(39)	97%	(1122)	1162
Income: 50k-100k	4%	(28)	96%	(658)	686
Income: 100k+	5%	(17)	95%	(338)	355
Ethnicity: White	4%	(71)	96%	(1622)	1692
Ethnicity: Hispanic	5%	(20)	95%	(365)	385
Ethnicity: Black	1%	(2)	99%	(283)	285

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Table IDFA2_38NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Tiramisu*

Demographic	Selected		Not Selected		Total N
Adults	4%	(85)	96%	(2118)	2203
Ethnicity: Other	5%	(12)	95%	(214)	226
All Christian	3%	(31)	97%	(1031)	1062
All Non-Christian	8%	(17)	92%	(188)	206
Atheist	8%	(7)	92%	(79)	85
Agnostic/Nothing in particular	3%	(17)	97%	(488)	505
Something Else	4%	(12)	96%	(332)	344
Religious Non-Protestant/Catholic	8%	(18)	92%	(207)	225
Evangelical	3%	(15)	97%	(535)	549
Non-Evangelical	3%	(26)	97%	(790)	816
Community: Urban	4%	(29)	96%	(687)	716
Community: Suburban	4%	(42)	96%	(977)	1019
Community: Rural	3%	(13)	97%	(454)	467
Employ: Private Sector	5%	(31)	95%	(655)	686
Employ: Government	5%	(7)	95%	(121)	128
Employ: Self-Employed	3%	(6)	97%	(216)	223
Employ: Homemaker	3%	(4)	97%	(129)	133
Employ: Student	2%	(2)	98%	(76)	77
Employ: Retired	3%	(18)	97%	(537)	555
Employ: Unemployed	3%	(9)	97%	(261)	270
Employ: Other	5%	(7)	95%	(124)	131
Military HH: Yes	4%	(11)	96%	(270)	282
Military HH: No	4%	(73)	96%	(1848)	1921
2022 House Vote: Democrat	4%	(34)	96%	(796)	829
2022 House Vote: Republican	4%	(24)	96%	(652)	677
2022 House Vote: Didnt Vote	4%	(25)	96%	(632)	656
2020 Vote: Joe Biden	4%	(41)	96%	(918)	960
2020 Vote: Donald Trump	3%	(25)	97%	(726)	751
2020 Vote: Other	3%	(2)	97%	(51)	53
2020 Vote: Didn't Vote	4%	(16)	96%	(423)	439

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Table IDFA2_38NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Tiramisu*

Demographic	Selected		Not Selected		Total N
Adults	4%	(85)	96%	(2118)	2203
2018 House Vote: Democrat	4%	(33)	96%	(721)	754
2018 House Vote: Republican	3%	(21)	97%	(623)	644
2018 House Vote: Didnt Vote	4%	(30)	96%	(745)	775
4-Region: Northeast	4%	(17)	96%	(367)	384
4-Region: Midwest	4%	(19)	96%	(433)	452
4-Region: South	4%	(31)	96%	(816)	847
4-Region: West	3%	(18)	97%	(503)	520
9-Region: New England	3%	(3)	97%	(93)	95
9-Region: Mid-Atlantic	5%	(14)	95%	(274)	288
9-Region: East North Central	4%	(15)	96%	(340)	355
9-Region: West North Central	4%	(4)	96%	(93)	97
9-Region: South Atlantic	3%	(16)	97%	(467)	484
9-Region: East South Central	—	(0)	100%	(109)	109
9-Region: West South Central	6%	(15)	94%	(240)	255
9-Region: Mountain	5%	(6)	95%	(127)	133
9-Region: Pacific	3%	(11)	97%	(376)	387
Ice Cream: Love it	3%	(54)	97%	(1490)	1544
Ice Cream: Like it	5%	(29)	95%	(576)	606
Ice Cream: Not a Fan	2%	(1)	98%	(52)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_39NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Toffee*

Demographic	Selected		Not Selected		Total N
Adults	7%	(146)	93%	(2057)	2203
Gender: Male	6%	(66)	94%	(1009)	1075
Gender: Female	7%	(80)	93%	(1046)	1126
Age: 18-34	6%	(37)	94%	(604)	640
Age: 35-44	4%	(15)	96%	(355)	370
Age: 45-64	9%	(65)	91%	(631)	697
Age: 65+	6%	(28)	94%	(467)	496
GenZers: 1997-2012	6%	(18)	94%	(286)	304
Millennials: 1981-1996	5%	(32)	95%	(635)	667
GenXers: 1965-1980	9%	(48)	91%	(472)	519
Baby Boomers: 1946-1964	7%	(45)	93%	(614)	659
PID: Dem (no lean)	7%	(62)	93%	(825)	887
PID: Ind (no lean)	6%	(33)	94%	(532)	565
PID: Rep (no lean)	7%	(51)	93%	(700)	750
PID/Gender: Dem Men	7%	(30)	93%	(382)	412
PID/Gender: Dem Women	7%	(32)	93%	(443)	475
PID/Gender: Ind Men	5%	(14)	95%	(247)	261
PID/Gender: Ind Women	6%	(19)	94%	(284)	303
PID/Gender: Rep Men	5%	(22)	95%	(380)	402
PID/Gender: Rep Women	8%	(29)	92%	(319)	348
Ideo: Liberal (1-3)	7%	(51)	93%	(632)	683
Ideo: Moderate (4)	7%	(44)	93%	(622)	665
Ideo: Conservative (5-7)	7%	(49)	93%	(629)	678
Educ: < College	7%	(97)	93%	(1324)	1421
Educ: Bachelors degree	6%	(27)	94%	(466)	493
Educ: Post-grad	7%	(21)	93%	(268)	289
Income: Under 50k	6%	(73)	94%	(1089)	1162
Income: 50k-100k	6%	(41)	94%	(645)	686
Income: 100k+	9%	(32)	91%	(323)	355
Ethnicity: White	7%	(114)	93%	(1579)	1692
Ethnicity: Hispanic	4%	(17)	96%	(368)	385
Ethnicity: Black	7%	(19)	93%	(266)	285

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Table IDFA2_39NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Toffee*

Demographic	Selected		Not Selected		Total N
Adults	7%	(146)	93%	(2057)	2203
Ethnicity: Other	6%	(13)	94%	(213)	226
All Christian	6%	(59)	94%	(1004)	1062
All Non-Christian	9%	(18)	91%	(188)	206
Atheist	5%	(5)	95%	(81)	85
Agnostic/Nothing in particular	8%	(39)	92%	(466)	505
Something Else	7%	(25)	93%	(319)	344
Religious Non-Protestant/Catholic	9%	(19)	91%	(206)	225
Evangelical	6%	(35)	94%	(514)	549
Non-Evangelical	5%	(45)	95%	(771)	816
Community: Urban	8%	(57)	92%	(659)	716
Community: Suburban	6%	(66)	94%	(954)	1019
Community: Rural	5%	(23)	95%	(445)	467
Employ: Private Sector	6%	(42)	94%	(644)	686
Employ: Government	9%	(11)	91%	(116)	128
Employ: Self-Employed	6%	(14)	94%	(209)	223
Employ: Homemaker	14%	(18)	86%	(115)	133
Employ: Student	6%	(4)	94%	(73)	77
Employ: Retired	6%	(35)	94%	(520)	555
Employ: Unemployed	5%	(13)	95%	(257)	270
Employ: Other	6%	(8)	94%	(123)	131
Military HH: Yes	8%	(23)	92%	(259)	282
Military HH: No	6%	(123)	94%	(1798)	1921
2022 House Vote: Democrat	6%	(50)	94%	(779)	829
2022 House Vote: Republican	8%	(51)	92%	(625)	677
2022 House Vote: Didnt Vote	6%	(42)	94%	(615)	656
2020 Vote: Joe Biden	7%	(63)	93%	(896)	960
2020 Vote: Donald Trump	7%	(55)	93%	(696)	751
2020 Vote: Other	2%	(1)	98%	(52)	53
2020 Vote: Didn't Vote	6%	(26)	94%	(414)	439

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Table IDFA2_39NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Toffee*

Demographic	Selected		Not Selected		Total N
Adults	7%	(146)	93%	(2057)	2203
2018 House Vote: Democrat	7%	(51)	93%	(704)	754
2018 House Vote: Republican	8%	(54)	92%	(590)	644
2018 House Vote: Didnt Vote	5%	(40)	95%	(735)	775
4-Region: Northeast	5%	(18)	95%	(365)	384
4-Region: Midwest	8%	(35)	92%	(418)	452
4-Region: South	7%	(61)	93%	(786)	847
4-Region: West	6%	(32)	94%	(488)	520
9-Region: New England	1%	(1)	99%	(94)	95
9-Region: Mid-Atlantic	6%	(17)	94%	(271)	288
9-Region: East North Central	6%	(22)	94%	(332)	355
9-Region: West North Central	13%	(12)	87%	(85)	97
9-Region: South Atlantic	9%	(41)	91%	(442)	484
9-Region: East South Central	8%	(9)	92%	(100)	109
9-Region: West South Central	4%	(11)	96%	(244)	255
9-Region: Mountain	7%	(9)	93%	(124)	133
9-Region: Pacific	6%	(23)	94%	(364)	387
Ice Cream: Love it	7%	(101)	93%	(1444)	1544
Ice Cream: Like it	7%	(43)	93%	(562)	606
Ice Cream: Not a Fan	3%	(2)	97%	(51)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_40NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Vanilla (French vanilla, van. bean, etc.)*

Demographic	Selected		Not Selected		Total N
Adults	38%	(827)	62%	(1376)	2203
Gender: Male	40%	(432)	60%	(643)	1075
Gender: Female	35%	(393)	65%	(733)	1126
Age: 18-34	40%	(258)	60%	(383)	640
Age: 35-44	31%	(115)	69%	(255)	370
Age: 45-64	35%	(242)	65%	(455)	697
Age: 65+	43%	(212)	57%	(283)	496
GenZers: 1997-2012	47%	(142)	53%	(162)	304
Millennials: 1981-1996	33%	(221)	67%	(446)	667
GenXers: 1965-1980	32%	(167)	68%	(353)	519
Baby Boomers: 1946-1964	41%	(269)	59%	(390)	659
PID: Dem (no lean)	37%	(332)	63%	(555)	887
PID: Ind (no lean)	36%	(202)	64%	(363)	565
PID: Rep (no lean)	39%	(292)	61%	(458)	750
PID/Gender: Dem Men	37%	(151)	63%	(261)	412
PID/Gender: Dem Women	38%	(181)	62%	(294)	475
PID/Gender: Ind Men	44%	(115)	56%	(146)	261
PID/Gender: Ind Women	28%	(86)	72%	(217)	303
PID/Gender: Rep Men	41%	(166)	59%	(236)	402
PID/Gender: Rep Women	36%	(126)	64%	(222)	348
Ideo: Liberal (1-3)	34%	(232)	66%	(451)	683
Ideo: Moderate (4)	40%	(267)	60%	(399)	665
Ideo: Conservative (5-7)	39%	(266)	61%	(411)	678
Educ: < College	38%	(543)	62%	(878)	1421
Educ: Bachelors degree	36%	(175)	64%	(318)	493
Educ: Post-grad	38%	(109)	62%	(180)	289
Income: Under 50k	37%	(433)	63%	(729)	1162
Income: 50k-100k	38%	(258)	62%	(429)	686
Income: 100k+	38%	(136)	62%	(219)	355
Ethnicity: White	36%	(615)	64%	(1078)	1692
Ethnicity: Hispanic	40%	(155)	60%	(230)	385
Ethnicity: Black	41%	(118)	59%	(167)	285

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Table IDFA2_40NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Vanilla (French vanilla, van. bean, etc.)*

Demographic	Selected		Not Selected		Total N
Adults	38%	(827)	62%	(1376)	2203
Ethnicity: Other	42%	(94)	58%	(131)	226
All Christian	39%	(417)	61%	(645)	1062
All Non-Christian	32%	(66)	68%	(140)	206
Atheist	47%	(40)	53%	(45)	85
Agnostic/Nothing in particular	35%	(178)	65%	(327)	505
Something Else	36%	(126)	64%	(219)	344
Religious Non-Protestant/Catholic	33%	(73)	67%	(152)	225
Evangelical	38%	(209)	62%	(340)	549
Non-Evangelical	39%	(319)	61%	(496)	816
Community: Urban	36%	(257)	64%	(459)	716
Community: Suburban	38%	(389)	62%	(630)	1019
Community: Rural	39%	(181)	61%	(287)	467
Employ: Private Sector	36%	(245)	64%	(441)	686
Employ: Government	31%	(39)	69%	(89)	128
Employ: Self-Employed	40%	(89)	60%	(134)	223
Employ: Homemaker	40%	(53)	60%	(80)	133
Employ: Student	37%	(29)	63%	(49)	77
Employ: Retired	40%	(221)	60%	(334)	555
Employ: Unemployed	39%	(106)	61%	(164)	270
Employ: Other	34%	(45)	66%	(86)	131
Military HH: Yes	41%	(114)	59%	(167)	282
Military HH: No	37%	(713)	63%	(1209)	1921
2022 House Vote: Democrat	35%	(294)	65%	(535)	829
2022 House Vote: Republican	39%	(266)	61%	(411)	677
2022 House Vote: Didnt Vote	38%	(247)	62%	(409)	656
2020 Vote: Joe Biden	35%	(337)	65%	(623)	960
2020 Vote: Donald Trump	40%	(299)	60%	(452)	751
2020 Vote: Other	30%	(16)	70%	(37)	53
2020 Vote: Didn’t Vote	40%	(175)	60%	(264)	439

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Table IDFA2_40NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Vanilla (French vanilla, van. bean, etc.)*

Demographic	Selected		Not Selected		Total N
Adults	38%	(827)	62%	(1376)	2203
2018 House Vote: Democrat	35%	(262)	65%	(493)	754
2018 House Vote: Republican	38%	(245)	62%	(399)	644
2018 House Vote: Didnt Vote	40%	(307)	60%	(468)	775
4-Region: Northeast	39%	(149)	61%	(234)	384
4-Region: Midwest	36%	(161)	64%	(291)	452
4-Region: South	38%	(324)	62%	(523)	847
4-Region: West	37%	(192)	63%	(329)	520
9-Region: New England	35%	(34)	65%	(61)	95
9-Region: Mid-Atlantic	40%	(116)	60%	(173)	288
9-Region: East North Central	34%	(120)	66%	(235)	355
9-Region: West North Central	43%	(42)	57%	(56)	97
9-Region: South Atlantic	39%	(190)	61%	(294)	484
9-Region: East South Central	33%	(35)	67%	(73)	109
9-Region: West South Central	39%	(99)	61%	(156)	255
9-Region: Mountain	35%	(47)	65%	(86)	133
9-Region: Pacific	37%	(145)	63%	(243)	387
Ice Cream: Love it	38%	(585)	62%	(959)	1544
Ice Cream: Like it	37%	(224)	63%	(382)	606
Ice Cream: Not a Fan	33%	(17)	67%	(35)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA2_41NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Other (specify)*

Demographic	Selected		Not Selected		Total N
Adults	2%	(38)	98%	(2165)	2203
Gender: Male	1%	(12)	99%	(1063)	1075
Gender: Female	2%	(26)	98%	(1100)	1126
Age: 18-34	2%	(10)	98%	(630)	640
Age: 35-44	1%	(3)	99%	(367)	370
Age: 45-64	3%	(18)	97%	(679)	697
Age: 65+	1%	(7)	99%	(489)	496
GenZers: 1997-2012	2%	(7)	98%	(297)	304
Millennials: 1981-1996	1%	(5)	99%	(662)	667
GenXers: 1965-1980	3%	(15)	97%	(504)	519
Baby Boomers: 1946-1964	2%	(11)	98%	(647)	659
PID: Dem (no lean)	3%	(22)	97%	(865)	887
PID: Ind (no lean)	1%	(5)	99%	(560)	565
PID: Rep (no lean)	1%	(11)	99%	(740)	750
PID/Gender: Dem Men	1%	(3)	99%	(409)	412
PID/Gender: Dem Women	4%	(19)	96%	(456)	475
PID/Gender: Ind Men	—	(0)	100%	(261)	261
PID/Gender: Ind Women	2%	(5)	98%	(298)	303
PID/Gender: Rep Men	2%	(9)	98%	(394)	402
PID/Gender: Rep Women	1%	(2)	99%	(346)	348
Ideo: Liberal (1-3)	3%	(19)	97%	(664)	683
Ideo: Moderate (4)	1%	(4)	99%	(661)	665
Ideo: Conservative (5-7)	1%	(10)	99%	(668)	678
Educ: < College	2%	(29)	98%	(1392)	1421
Educ: Bachelors degree	2%	(9)	98%	(483)	493
Educ: Post-grad	—	(0)	100%	(289)	289
Income: Under 50k	2%	(18)	98%	(1144)	1162
Income: 50k-100k	2%	(13)	98%	(673)	686
Income: 100k+	2%	(7)	98%	(348)	355
Ethnicity: White	2%	(32)	98%	(1661)	1692
Ethnicity: Hispanic	2%	(9)	98%	(376)	385
Ethnicity: Black	2%	(6)	98%	(279)	285

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Table IDFA2_41NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Other (specify)*

Demographic	Selected		Not Selected		Total N
Adults	2%	(38)	98%	(2165)	2203
Ethnicity: Other	—	(1)	100%	(225)	226
All Christian	2%	(21)	98%	(1041)	1062
All Non-Christian	1%	(1)	99%	(205)	206
Atheist	3%	(2)	97%	(83)	85
Agnostic/Nothing in particular	2%	(8)	98%	(497)	505
Something Else	2%	(5)	98%	(339)	344
Religious Non-Protestant/Catholic	—	(1)	100%	(224)	225
Evangelical	2%	(9)	98%	(540)	549
Non-Evangelical	2%	(17)	98%	(798)	816
Community: Urban	3%	(20)	97%	(696)	716
Community: Suburban	1%	(12)	99%	(1008)	1019
Community: Rural	1%	(6)	99%	(461)	467
Employ: Private Sector	1%	(6)	99%	(680)	686
Employ: Government	1%	(1)	99%	(126)	128
Employ: Self-Employed	1%	(1)	99%	(222)	223
Employ: Homemaker	3%	(4)	97%	(129)	133
Employ: Student	8%	(6)	92%	(71)	77
Employ: Retired	2%	(10)	98%	(545)	555
Employ: Unemployed	2%	(6)	98%	(265)	270
Employ: Other	3%	(4)	97%	(127)	131
Military HH: Yes	1%	(3)	99%	(279)	282
Military HH: No	2%	(36)	98%	(1886)	1921
2022 House Vote: Democrat	3%	(24)	97%	(805)	829
2022 House Vote: Republican	1%	(9)	99%	(668)	677
2022 House Vote: Didnt Vote	1%	(5)	99%	(652)	656
2020 Vote: Joe Biden	2%	(20)	98%	(939)	960
2020 Vote: Donald Trump	1%	(7)	99%	(744)	751
2020 Vote: Other	2%	(1)	98%	(52)	53
2020 Vote: Didn’t Vote	2%	(10)	98%	(429)	439

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Table IDFA2_41NET: *Below is a list of ice cream flavors in alphabetical order. Which of the following ice cream flavors would YOU consider your favorite(s)? Please select up to 5 flavors. — Other (specify)*

Demographic	Selected		Not Selected		Total N
Adults	2%	(38)	98%	(2165)	2203
2018 House Vote: Democrat	2%	(18)	98%	(737)	754
2018 House Vote: Republican	1%	(8)	99%	(635)	644
2018 House Vote: Didnt Vote	2%	(12)	98%	(762)	775
4-Region: Northeast	2%	(6)	98%	(377)	384
4-Region: Midwest	1%	(6)	99%	(446)	452
4-Region: South	1%	(12)	99%	(835)	847
4-Region: West	3%	(14)	97%	(506)	520
9-Region: New England	1%	(1)	99%	(94)	95
9-Region: Mid-Atlantic	2%	(5)	98%	(283)	288
9-Region: East North Central	1%	(5)	99%	(350)	355
9-Region: West North Central	1%	(1)	99%	(96)	97
9-Region: South Atlantic	2%	(7)	98%	(476)	484
9-Region: East South Central	1%	(1)	99%	(108)	109
9-Region: West South Central	2%	(4)	98%	(251)	255
9-Region: Mountain	1%	(1)	99%	(133)	133
9-Region: Pacific	3%	(13)	97%	(374)	387
Ice Cream: Love it	2%	(30)	98%	(1514)	1544
Ice Cream: Like it	1%	(6)	99%	(600)	606
Ice Cream: Not a Fan	5%	(3)	95%	(50)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA3: *Of those you chose, which of the following is your favorite ice cream flavor? Select one.*

Demographic	Banana/Ban. Pudding	Birthday Cake/Batter	Blueberry	Brownie (sundae, etc.)	Butter Pecan	Caramel/Salted Caramel	Cherry/Black Cherry	Chocolate	Chocolate Chip	Coffee	Cookie Dough	Cookies and Cream/Oreo
Adults	2% (52)	2% (42)	1% (21)	2% (37)	7% (149)	3% (76)	2% (49)	10% (216)	3% (66)	4% (95)	5% (117)	6% (140)
Gender: Male	3% (31)	2% (21)	1% (14)	1% (14)	6% (65)	3% (33)	2% (24)	12% (127)	3% (35)	5% (49)	5% (51)	6% (60)
Gender: Female	2% (20)	2% (19)	1% (7)	2% (24)	7% (83)	4% (43)	2% (25)	8% (89)	3% (31)	4% (46)	6% (66)	7% (80)
Age: 18-34	3% (20)	4% (28)	2% (12)	3% (18)	3% (22)	3% (19)	— (2)	9% (58)	2% (13)	4% (24)	10% (63)	10% (64)
Age: 35-44	3% (12)	2% (7)	1% (3)	2% (8)	5% (19)	3% (11)	3% (13)	10% (38)	5% (20)	4% (14)	6% (22)	11% (42)
Age: 45-64	2% (12)	1% (7)	1% (6)	1% (9)	9% (62)	4% (26)	2% (13)	8% (54)	3% (21)	4% (31)	4% (27)	3% (23)
Age: 65+	2% (8)	— (0)	— (0)	— (2)	9% (46)	4% (19)	4% (21)	13% (67)	2% (11)	5% (26)	1% (5)	2% (11)
GenZers: 1997-2012	4% (11)	4% (13)	1% (2)	4% (12)	4% (12)	4% (12)	— (0)	9% (28)	2% (5)	2% (7)	11% (34)	11% (33)
Millennials: 1981-1996	3% (20)	3% (21)	2% (13)	2% (13)	4% (27)	3% (18)	2% (15)	10% (66)	4% (28)	5% (31)	7% (49)	11% (72)
GenXers: 1965-1980	2% (9)	1% (7)	1% (7)	2% (8)	8% (42)	4% (18)	2% (9)	7% (35)	3% (16)	5% (25)	4% (23)	3% (17)
Baby Boomers: 1946-1964	2% (10)	— (1)	— (0)	1% (4)	9% (61)	4% (25)	3% (23)	13% (86)	2% (15)	5% (30)	2% (10)	3% (18)
PID: Dem (no lean)	3% (22)	2% (21)	1% (11)	3% (22)	9% (82)	4% (31)	1% (9)	11% (95)	3% (22)	4% (37)	4% (35)	8% (68)
PID: Ind (no lean)	2% (10)	1% (5)	1% (5)	1% (4)	5% (27)	5% (27)	3% (17)	7% (42)	3% (15)	4% (23)	6% (35)	8% (45)
PID: Rep (no lean)	3% (19)	2% (15)	1% (6)	1% (11)	5% (39)	2% (17)	3% (22)	11% (79)	4% (29)	5% (35)	6% (47)	4% (27)
PID/Gender: Dem Men	4% (17)	3% (12)	2% (6)	2% (7)	8% (31)	3% (13)	1% (5)	14% (59)	2% (7)	4% (17)	3% (12)	7% (28)
PID/Gender: Dem Women	1% (6)	2% (9)	1% (4)	3% (15)	11% (51)	4% (18)	1% (4)	8% (36)	3% (15)	4% (20)	5% (23)	9% (41)
PID/Gender: Ind Men	2% (5)	— (1)	1% (3)	— (1)	5% (12)	4% (10)	2% (6)	8% (21)	3% (7)	5% (13)	5% (14)	9% (24)
PID/Gender: Ind Women	2% (5)	1% (3)	1% (2)	1% (4)	5% (15)	6% (17)	4% (11)	7% (22)	3% (8)	4% (11)	7% (21)	7% (21)
PID/Gender: Rep Men	2% (9)	2% (7)	1% (5)	1% (6)	5% (22)	2% (9)	3% (12)	12% (48)	5% (21)	5% (20)	6% (26)	2% (8)
PID/Gender: Rep Women	3% (10)	2% (8)	— (1)	1% (5)	5% (17)	2% (8)	3% (10)	9% (31)	2% (8)	4% (15)	6% (21)	5% (19)
Ideo: Liberal (1-3)	3% (18)	2% (17)	1% (10)	3% (17)	6% (43)	5% (32)	2% (14)	9% (64)	2% (17)	6% (38)	5% (34)	5% (33)
Ideo: Moderate (4)	2% (13)	1% (9)	1% (5)	1% (7)	8% (50)	3% (23)	1% (9)	12% (82)	3% (21)	3% (20)	6% (39)	8% (53)
Ideo: Conservative (5-7)	3% (17)	2% (12)	1% (5)	1% (9)	7% (46)	2% (14)	3% (19)	8% (56)	4% (24)	4% (30)	5% (34)	5% (30)
Educ: < College	3% (41)	2% (25)	1% (12)	2% (22)	7% (101)	3% (45)	2% (34)	9% (124)	3% (38)	4% (52)	6% (82)	7% (101)
Educ: Bachelors degree	1% (7)	2% (12)	1% (7)	2% (10)	6% (30)	3% (17)	2% (10)	12% (57)	4% (19)	6% (28)	4% (21)	6% (31)
Educ: Post-grad	1% (4)	2% (5)	1% (2)	2% (6)	6% (18)	5% (13)	2% (5)	12% (35)	3% (8)	5% (15)	5% (14)	3% (8)
Income: Under 50k	3% (31)	2% (18)	1% (9)	1% (15)	8% (92)	3% (35)	2% (23)	8% (98)	2% (25)	4% (45)	5% (63)	7% (83)
Income: 50k-100k	2% (14)	3% (19)	2% (10)	2% (11)	5% (36)	4% (29)	2% (12)	11% (73)	4% (25)	5% (37)	6% (41)	6% (38)
Income: 100k+	2% (6)	1% (5)	— (2)	3% (11)	6% (20)	3% (11)	4% (14)	13% (45)	5% (16)	4% (13)	4% (13)	5% (19)
Ethnicity: White	2% (39)	2% (34)	1% (15)	1% (25)	5% (92)	4% (64)	3% (46)	11% (180)	3% (49)	4% (74)	5% (88)	5% (88)
Ethnicity: Hispanic	2% (9)	2% (8)	1% (4)	— (1)	6% (23)	3% (13)	3% (13)	8% (29)	5% (17)	3% (11)	7% (29)	9% (35)
Ethnicity: Black	3% (9)	2% (7)	2% (5)	2% (7)	15% (42)	2% (7)	— (1)	9% (25)	4% (11)	1% (4)	5% (15)	12% (34)
Ethnicity: Other	2% (4)	— (1)	1% (2)	2% (6)	7% (15)	2% (5)	1% (2)	5% (11)	3% (6)	8% (18)	6% (14)	8% (18)
All Christian	2% (26)	2% (18)	1% (7)	2% (18)	7% (71)	3% (36)	2% (26)	10% (110)	4% (40)	4% (46)	6% (64)	6% (58)
All Non-Christian	4% (8)	2% (5)	3% (6)	2% (3)	2% (4)	2% (4)	1% (3)	11% (23)	4% (7)	10% (21)	4% (8)	4% (8)
Atheist	2% (1)	1% (0)	2% (1)	— (0)	4% (4)	9% (8)	2% (2)	7% (6)	4% (3)	4% (4)	5% (4)	3% (3)
Agnostic/Nothing in particular	2% (9)	2% (12)	1% (5)	2% (12)	9% (43)	3% (17)	1% (7)	9% (44)	2% (8)	3% (15)	5% (24)	9% (46)
Something Else	2% (8)	2% (7)	1% (2)	1% (3)	8% (26)	3% (11)	3% (11)	10% (34)	2% (7)	3% (9)	5% (17)	7% (25)
Religious Non-Protestant/Catholic	4% (9)	3% (6)	3% (6)	2% (3)	2% (4)	2% (5)	1% (3)	11% (25)	3% (7)	10% (22)	4% (10)	4% (9)
Evangelical	4% (21)	1% (8)	1% (3)	2% (10)	8% (43)	2% (11)	3% (16)	10% (55)	3% (19)	4% (23)	7% (36)	6% (36)
Non-Evangelical	1% (10)	2% (15)	1% (6)	1% (11)	7% (54)	4% (35)	3% (21)	10% (85)	3% (28)	4% (30)	5% (42)	6% (46)

Table IDFA3: *Of those you chose, which of the following is your favorite ice cream flavor? Select one.*

Demographic	Banana/Ban. Pudding	Birthday Cake/Batter	Blueberry	Brownie (sundae, etc.)	Butter Pecan	Caramel/Salted Caramel	Cherry/Black Cherry	Chocolate	Chocolate Chip	Coffee	Cookie Dough	Cookies and Cream/Oreo
Adults	2% (52)	2% (42)	1% (21)	2% (37)	7% (149)	3% (76)	2% (49)	10% (216)	3% (66)	4% (95)	5% (117)	6% (140)
Community: Urban	2% (17)	3% (24)	2% (13)	2% (15)	6% (44)	3% (25)	1% (9)	9% (66)	3% (19)	5% (35)	5% (34)	8% (56)
Community: Suburban	1% (15)	1% (11)	— (5)	1% (15)	7% (72)	3% (34)	3% (29)	10% (101)	3% (27)	4% (36)	5% (53)	6% (63)
Community: Rural	4% (20)	1% (7)	1% (3)	2% (8)	7% (32)	4% (17)	2% (11)	10% (49)	4% (19)	5% (24)	6% (30)	4% (21)
Employ: Private Sector	2% (12)	2% (16)	1% (9)	3% (17)	5% (35)	4% (25)	1% (10)	8% (53)	4% (26)	4% (30)	9% (60)	5% (37)
Employ: Government	5% (6)	4% (5)	— (0)	2% (2)	6% (8)	2% (3)	— (1)	10% (12)	3% (4)	6% (7)	4% (5)	12% (16)
Employ: Self-Employed	3% (6)	3% (8)	2% (4)	— (1)	8% (18)	3% (8)	— (1)	10% (23)	5% (11)	3% (7)	3% (6)	8% (18)
Employ: Homemaker	2% (2)	— (0)	2% (3)	2% (3)	7% (10)	7% (9)	4% (5)	11% (15)	— (0)	4% (5)	6% (8)	10% (13)
Employ: Student	7% (6)	3% (3)	— (0)	3% (2)	4% (3)	3% (2)	— (0)	12% (9)	3% (2)	5% (4)	7% (5)	14% (11)
Employ: Retired	3% (14)	— (1)	— (0)	— (3)	9% (48)	3% (18)	4% (22)	13% (69)	2% (12)	6% (33)	1% (8)	1% (8)
Employ: Unemployed	2% (5)	2% (4)	1% (3)	3% (8)	7% (19)	2% (5)	3% (9)	7% (20)	2% (6)	3% (7)	4% (10)	9% (25)
Employ: Other	— (1)	4% (5)	2% (3)	2% (2)	6% (8)	4% (5)	1% (1)	11% (14)	3% (4)	1% (1)	11% (14)	10% (13)
Military HH: Yes	4% (12)	3% (8)	1% (4)	1% (3)	6% (18)	3% (9)	2% (6)	10% (28)	1% (3)	6% (16)	4% (11)	2% (5)
Military HH: No	2% (39)	2% (33)	1% (18)	2% (34)	7% (131)	3% (66)	2% (43)	10% (188)	3% (63)	4% (79)	6% (106)	7% (135)
2022 House Vote: Democrat	2% (19)	2% (16)	1% (9)	2% (18)	9% (72)	4% (35)	1% (10)	10% (85)	3% (22)	5% (39)	5% (41)	7% (55)
2022 House Vote: Republican	2% (11)	2% (11)	1% (4)	1% (7)	6% (37)	3% (18)	4% (27)	10% (68)	4% (29)	5% (31)	5% (36)	3% (23)
2022 House Vote: Didnt Vote	3% (20)	2% (14)	1% (8)	2% (11)	5% (32)	3% (21)	2% (11)	9% (57)	2% (13)	4% (25)	6% (37)	9% (60)
2020 Vote: Joe Biden	2% (18)	2% (18)	1% (10)	2% (19)	9% (82)	4% (37)	2% (16)	10% (96)	3% (26)	4% (42)	4% (42)	8% (78)
2020 Vote: Donald Trump	2% (18)	2% (11)	— (3)	1% (8)	5% (41)	2% (18)	3% (22)	10% (72)	4% (30)	5% (38)	6% (45)	4% (26)
2020 Vote: Other	1% (0)	— (0)	— (0)	3% (2)	10% (5)	2% (1)	1% (0)	5% (3)	1% (1)	1% (1)	2% (1)	2% (1)
2020 Vote: Didn't Vote	3% (15)	3% (12)	2% (8)	2% (9)	5% (20)	4% (19)	2% (10)	10% (45)	2% (9)	3% (14)	7% (29)	8% (35)
2018 House Vote: Democrat	3% (21)	2% (16)	1% (9)	2% (17)	9% (66)	4% (31)	1% (10)	10% (78)	2% (18)	4% (32)	4% (31)	6% (49)
2018 House Vote: Republican	2% (12)	1% (7)	— (3)	1% (8)	7% (46)	2% (16)	4% (24)	11% (70)	4% (25)	5% (33)	6% (37)	3% (19)
2018 House Vote: Didnt Vote	2% (17)	2% (18)	1% (9)	2% (12)	5% (36)	4% (27)	2% (14)	8% (64)	3% (21)	4% (29)	6% (48)	9% (72)
4-Region: Northeast	2% (7)	2% (6)	— (2)	1% (5)	6% (21)	3% (13)	2% (7)	9% (36)	2% (9)	4% (13)	6% (22)	6% (22)
4-Region: Midwest	2% (7)	2% (9)	1% (5)	2% (8)	12% (52)	3% (13)	3% (14)	10% (47)	2% (9)	5% (21)	7% (31)	5% (23)
4-Region: South	4% (31)	2% (16)	1% (8)	1% (13)	7% (57)	3% (22)	2% (21)	10% (82)	4% (31)	3% (27)	5% (42)	9% (76)
4-Region: West	1% (7)	2% (10)	1% (7)	2% (12)	4% (18)	5% (28)	1% (7)	10% (52)	3% (17)	6% (34)	4% (22)	4% (18)
9-Region: New England	1% (1)	2% (2)	— (0)	— (0)	6% (6)	3% (3)	2% (2)	8% (8)	1% (1)	3% (3)	5% (4)	10% (9)
9-Region: Mid-Atlantic	2% (6)	1% (4)	1% (2)	2% (5)	5% (15)	3% (9)	2% (4)	10% (28)	3% (8)	4% (11)	6% (18)	4% (13)
9-Region: East North Central	1% (4)	2% (6)	1% (5)	1% (4)	13% (45)	3% (9)	4% (13)	10% (36)	1% (5)	4% (14)	7% (25)	5% (16)
9-Region: West North Central	3% (3)	3% (3)	— (0)	3% (3)	7% (7)	4% (3)	2% (2)	11% (11)	4% (4)	7% (7)	7% (7)	7% (7)
9-Region: South Atlantic	4% (18)	2% (10)	1% (4)	1% (7)	6% (29)	3% (13)	2% (12)	11% (52)	4% (19)	3% (16)	4% (20)	8% (40)
9-Region: East South Central	3% (3)	4% (4)	3% (3)	2% (2)	12% (13)	3% (3)	2% (2)	13% (14)	3% (3)	4% (5)	4% (4)	10% (11)
9-Region: West South Central	4% (9)	1% (2)	— (1)	1% (4)	6% (14)	2% (6)	3% (7)	6% (16)	3% (9)	3% (7)	7% (17)	10% (25)
9-Region: Mountain	2% (2)	3% (5)	1% (1)	2% (3)	3% (4)	5% (6)	1% (1)	7% (9)	2% (3)	8% (10)	2% (3)	3% (4)
9-Region: Pacific	1% (4)	2% (6)	2% (6)	2% (9)	4% (14)	6% (22)	2% (6)	11% (42)	4% (15)	6% (23)	5% (19)	4% (15)
Ice Cream: Love it	3% (45)	2% (31)	1% (15)	2% (31)	7% (103)	4% (55)	2% (36)	10% (156)	3% (51)	5% (73)	5% (78)	6% (95)
Ice Cream: Like it	1% (5)	1% (9)	1% (5)	1% (7)	7% (45)	3% (19)	2% (11)	9% (54)	2% (13)	3% (21)	6% (36)	7% (43)
Ice Cream: Not a Fan	2% (1)	3% (1)	3% (1)	— (0)	2% (1)	3% (2)	3% (1)	10% (5)	3% (1)	2% (1)	5% (3)	3% (1)

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA4: *Which of the following, if any, is your favorite type of ice cream novelty? Select one.*

Demographic	Cone	Sandwich	Bars	Sticks or pops	Mini cups	Other (please specify)	None of the above	Total N
Adults	40% (871)	25% (560)	14% (303)	4% (98)	12% (257)	2% (52)	3% (63)	2203
Gender: Male	35% (377)	27% (293)	14% (152)	5% (58)	13% (140)	3% (29)	2% (26)	1075
Gender: Female	44% (493)	24% (267)	13% (151)	4% (40)	10% (115)	2% (24)	3% (36)	1126
Age: 18-34	40% (257)	24% (152)	14% (93)	4% (28)	15% (95)	1% (7)	1% (8)	640
Age: 35-44	40% (146)	22% (80)	15% (56)	5% (19)	13% (47)	2% (7)	4% (15)	370
Age: 45-64	40% (277)	29% (202)	11% (74)	4% (29)	10% (71)	3% (23)	3% (21)	697
Age: 65+	38% (190)	25% (126)	16% (79)	4% (22)	9% (44)	3% (15)	4% (19)	496
GenZers: 1997-2012	47% (142)	22% (68)	12% (36)	3% (10)	14% (42)	1% (4)	— (1)	304
Millennials: 1981-1996	36% (243)	24% (157)	16% (104)	5% (36)	14% (96)	1% (9)	3% (22)	667
GenXers: 1965-1980	40% (210)	29% (149)	10% (53)	5% (24)	10% (54)	3% (16)	3% (13)	519
Baby Boomers: 1946-1964	38% (248)	27% (176)	16% (102)	4% (27)	9% (60)	3% (23)	3% (23)	659
PID: Dem (no lean)	39% (347)	27% (238)	12% (106)	5% (45)	12% (110)	3% (23)	2% (19)	887
PID: Ind (no lean)	40% (227)	21% (121)	16% (93)	4% (22)	10% (59)	3% (17)	5% (26)	565
PID: Rep (no lean)	40% (297)	27% (201)	14% (104)	4% (31)	12% (88)	2% (13)	2% (17)	750
PID/Gender: Dem Men	34% (141)	28% (116)	11% (45)	7% (29)	13% (55)	4% (17)	2% (10)	412
PID/Gender: Dem Women	43% (206)	26% (121)	13% (60)	3% (15)	12% (55)	1% (6)	2% (10)	475
PID/Gender: Ind Men	36% (93)	23% (61)	20% (52)	4% (10)	11% (29)	3% (7)	3% (9)	261
PID/Gender: Ind Women	44% (134)	20% (61)	13% (41)	4% (12)	9% (28)	3% (10)	6% (18)	303
PID/Gender: Rep Men	36% (144)	29% (116)	14% (54)	5% (19)	14% (56)	1% (5)	2% (8)	402
PID/Gender: Rep Women	44% (153)	24% (84)	14% (50)	4% (13)	9% (32)	2% (7)	3% (9)	348
Ideo: Liberal (1-3)	36% (248)	28% (191)	13% (88)	6% (42)	12% (85)	2% (11)	3% (19)	683
Ideo: Moderate (4)	44% (292)	22% (148)	13% (88)	4% (26)	11% (76)	3% (18)	3% (17)	665
Ideo: Conservative (5-7)	40% (272)	27% (183)	14% (97)	4% (24)	11% (76)	2% (12)	2% (15)	678
Educ: < College	40% (567)	26% (363)	14% (203)	4% (54)	11% (153)	3% (40)	3% (41)	1421
Educ: Bachelors degree	39% (191)	28% (140)	12% (61)	6% (28)	11% (55)	1% (5)	3% (13)	493
Educ: Post-grad	39% (112)	20% (57)	14% (39)	6% (16)	17% (49)	2% (7)	3% (9)	289
Income: Under 50k	41% (471)	25% (292)	15% (170)	4% (43)	10% (121)	3% (34)	3% (32)	1162
Income: 50k-100k	39% (268)	26% (177)	13% (88)	4% (28)	14% (94)	2% (12)	3% (20)	686
Income: 100k+	37% (132)	26% (92)	12% (44)	8% (27)	12% (42)	2% (7)	3% (11)	355
Ethnicity: White	39% (667)	27% (450)	13% (219)	5% (79)	11% (192)	2% (41)	3% (45)	1692
Ethnicity: Hispanic	41% (157)	24% (93)	18% (69)	5% (20)	9% (33)	2% (7)	1% (5)	385

Continued on next page

Table IDFA4: *Which of the following, if any, is your favorite type of ice cream novelty? Select one.*

Demographic	Cone	Sandwich	Bars	Sticks or pops	Mini cups	Other (please specify)	None of the above	Total N
Adults	40% (871)	25% (560)	14% (303)	4% (98)	12% (257)	2% (52)	3% (63)	2203
Ethnicity: Black	37% (104)	26% (75)	15% (42)	4% (11)	12% (34)	2% (6)	4% (12)	285
Ethnicity: Other	44% (99)	16% (35)	19% (42)	3% (7)	13% (30)	2% (5)	3% (7)	226
All Christian	43% (453)	25% (267)	12% (129)	5% (51)	11% (112)	2% (26)	2% (24)	1062
All Non-Christian	28% (57)	23% (48)	19% (40)	9% (18)	18% (37)	2% (3)	2% (3)	206
Atheist	28% (24)	27% (23)	17% (15)	8% (7)	10% (8)	4% (3)	6% (5)	85
Agnostic/Nothing in particular	41% (208)	27% (137)	12% (59)	3% (13)	12% (59)	2% (9)	4% (22)	505
Something Else	37% (129)	25% (85)	18% (61)	3% (10)	12% (41)	3% (11)	3% (9)	344
Religious Non-Protestant/Catholic	28% (64)	24% (53)	20% (45)	8% (18)	17% (39)	1% (3)	1% (3)	225
Evangelical	39% (213)	27% (146)	12% (64)	4% (23)	12% (67)	3% (19)	3% (17)	549
Non-Evangelical	44% (357)	24% (193)	14% (116)	4% (34)	10% (82)	2% (19)	2% (16)	816
Community: Urban	35% (248)	27% (196)	14% (98)	6% (45)	14% (97)	2% (14)	2% (18)	716
Community: Suburban	42% (428)	24% (242)	14% (143)	4% (36)	11% (111)	2% (24)	3% (35)	1019
Community: Rural	42% (194)	26% (122)	13% (61)	4% (18)	10% (49)	3% (14)	2% (10)	467
Employ: Private Sector	39% (270)	25% (172)	12% (85)	5% (34)	14% (98)	2% (15)	2% (12)	686
Employ: Government	33% (42)	29% (37)	14% (18)	5% (6)	15% (19)	2% (2)	3% (3)	128
Employ: Self-Employed	35% (77)	24% (55)	19% (42)	5% (11)	12% (26)	3% (6)	3% (6)	223
Employ: Homemaker	48% (63)	25% (33)	12% (16)	3% (5)	6% (8)	1% (1)	5% (6)	133
Employ: Student	69% (54)	13% (10)	6% (5)	2% (1)	8% (6)	2% (2)	— (0)	77
Employ: Retired	39% (218)	26% (144)	16% (88)	4% (21)	9% (51)	2% (9)	4% (24)	555
Employ: Unemployed	38% (102)	23% (64)	14% (37)	6% (17)	12% (31)	4% (10)	3% (9)	270
Employ: Other	34% (45)	35% (46)	8% (10)	2% (3)	14% (18)	6% (8)	1% (2)	131
Military HH: Yes	35% (98)	25% (71)	17% (49)	5% (14)	12% (33)	2% (4)	4% (12)	282
Military HH: No	40% (773)	25% (489)	13% (254)	4% (84)	12% (223)	2% (48)	3% (51)	1921
2022 House Vote: Democrat	38% (318)	26% (218)	12% (101)	5% (41)	12% (103)	3% (24)	3% (24)	829
2022 House Vote: Republican	39% (263)	28% (192)	13% (88)	5% (32)	12% (80)	2% (10)	2% (12)	677
2022 House Vote: Didnt Vote	42% (277)	21% (137)	16% (106)	4% (24)	11% (71)	3% (16)	4% (24)	656
2020 Vote: Joe Biden	40% (382)	26% (252)	13% (123)	5% (46)	11% (108)	3% (25)	3% (24)	960
2020 Vote: Donald Trump	41% (309)	26% (193)	14% (105)	4% (28)	11% (84)	2% (15)	2% (17)	751
2020 Vote: Other	32% (17)	18% (9)	29% (15)	4% (2)	12% (7)	2% (1)	3% (1)	53
2020 Vote: Didn't Vote	37% (163)	24% (105)	14% (60)	5% (22)	13% (59)	2% (11)	5% (20)	439

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Table IDFA4: *Which of the following, if any, is your favorite type of ice cream novelty? Select one.*

Demographic	Cone	Sandwich	Bars	Sticks or pops	Mini cups	Other (please specify)	None of the above	Total N
Adults	40% (871)	25% (560)	14% (303)	4% (98)	12% (257)	2% (52)	3% (63)	2203
2018 House Vote: Democrat	39% (297)	26% (197)	12% (87)	6% (43)	11% (81)	3% (23)	3% (26)	754
2018 House Vote: Republican	40% (254)	28% (179)	13% (87)	5% (30)	12% (75)	1% (9)	1% (10)	644
2018 House Vote: Didnt Vote	40% (308)	23% (178)	16% (121)	3% (23)	13% (99)	3% (20)	3% (25)	775
4-Region: Northeast	42% (161)	25% (95)	12% (46)	6% (22)	12% (45)	2% (9)	2% (6)	384
4-Region: Midwest	35% (159)	30% (135)	17% (76)	4% (20)	9% (42)	2% (8)	3% (12)	452
4-Region: South	40% (335)	23% (196)	13% (107)	5% (46)	13% (108)	3% (24)	4% (32)	847
4-Region: West	41% (216)	26% (135)	14% (73)	2% (11)	12% (62)	2% (10)	2% (13)	520
9-Region: New England	36% (34)	25% (24)	25% (24)	2% (2)	8% (7)	1% (1)	2% (2)	95
9-Region: Mid-Atlantic	44% (126)	24% (71)	7% (22)	7% (20)	13% (38)	3% (8)	1% (4)	288
9-Region: East North Central	35% (124)	30% (108)	17% (59)	4% (15)	9% (32)	2% (7)	3% (9)	355
9-Region: West North Central	36% (35)	28% (27)	17% (17)	4% (4)	10% (10)	2% (2)	3% (3)	97
9-Region: South Atlantic	45% (219)	24% (114)	10% (50)	6% (28)	10% (46)	2% (9)	3% (17)	484
9-Region: East South Central	35% (38)	21% (23)	17% (18)	5% (6)	14% (16)	4% (4)	4% (4)	109
9-Region: West South Central	31% (78)	23% (58)	15% (39)	5% (12)	18% (46)	4% (11)	4% (11)	255
9-Region: Mountain	41% (55)	20% (27)	14% (18)	4% (5)	14% (19)	3% (4)	3% (4)	133
9-Region: Pacific	41% (161)	28% (108)	14% (55)	1% (6)	11% (43)	2% (7)	2% (9)	387
Ice Cream: Love it	40% (615)	26% (398)	14% (210)	5% (76)	11% (176)	2% (37)	2% (32)	1544
Ice Cream: Like it	39% (238)	25% (152)	14% (83)	4% (21)	12% (75)	2% (14)	4% (23)	606
Ice Cream: Not a Fan	32% (17)	20% (10)	18% (10)	2% (1)	10% (5)	3% (2)	15% (8)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_1NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Marshmallows*

Demographic	Selected		Not Selected		Total N
Adults	6%	(123)	94%	(2080)	2203
Gender: Male	6%	(66)	94%	(1009)	1075
Gender: Female	5%	(56)	95%	(1070)	1126
Age: 18-34	9%	(56)	91%	(585)	640
Age: 35-44	4%	(15)	96%	(355)	370
Age: 45-64	4%	(28)	96%	(669)	697
Age: 65+	5%	(24)	95%	(472)	496
GenZers: 1997-2012	7%	(23)	93%	(281)	304
Millennials: 1981-1996	7%	(46)	93%	(620)	667
GenXers: 1965-1980	4%	(21)	96%	(498)	519
Baby Boomers: 1946-1964	5%	(32)	95%	(627)	659
PID: Dem (no lean)	7%	(58)	93%	(829)	887
PID: Ind (no lean)	6%	(35)	94%	(531)	565
PID: Rep (no lean)	4%	(30)	96%	(720)	750
PID/Gender: Dem Men	8%	(33)	92%	(380)	412
PID/Gender: Dem Women	5%	(25)	95%	(450)	475
PID/Gender: Ind Men	5%	(14)	95%	(246)	261
PID/Gender: Ind Women	7%	(20)	93%	(283)	303
PID/Gender: Rep Men	5%	(19)	95%	(383)	402
PID/Gender: Rep Women	3%	(11)	97%	(338)	348
Ideo: Liberal (1-3)	6%	(40)	94%	(643)	683
Ideo: Moderate (4)	8%	(52)	92%	(614)	665
Ideo: Conservative (5-7)	3%	(22)	97%	(655)	678
Educ: < College	6%	(84)	94%	(1337)	1421
Educ: Bachelors degree	5%	(25)	95%	(468)	493
Educ: Post-grad	5%	(13)	95%	(276)	289
Income: Under 50k	5%	(57)	95%	(1105)	1162
Income: 50k-100k	7%	(45)	93%	(642)	686
Income: 100k+	6%	(21)	94%	(334)	355
Ethnicity: White	6%	(93)	94%	(1599)	1692
Ethnicity: Hispanic	6%	(22)	94%	(363)	385
Ethnicity: Black	4%	(13)	96%	(272)	285
Ethnicity: Other	7%	(17)	93%	(209)	226

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Table IDFA5_1NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Marshmallows*

Demographic	Selected		Not Selected		Total N
Adults	6%	(123)	94%	(2080)	2203
All Christian	5%	(51)	95%	(1012)	1062
All Non-Christian	9%	(19)	91%	(186)	206
Atheist	4%	(4)	96%	(82)	85
Agnostic/Nothing in particular	5%	(25)	95%	(481)	505
Something Else	7%	(24)	93%	(320)	344
Religious Non-Protestant/Catholic	9%	(19)	91%	(206)	225
Evangelical	5%	(30)	95%	(520)	549
Non-Evangelical	6%	(45)	94%	(771)	816
Community: Urban	6%	(42)	94%	(674)	716
Community: Suburban	6%	(62)	94%	(958)	1019
Community: Rural	4%	(19)	96%	(449)	467
Employ: Private Sector	5%	(37)	95%	(649)	686
Employ: Government	13%	(17)	87%	(111)	128
Employ: Self-Employed	6%	(13)	94%	(210)	223
Employ: Homemaker	8%	(11)	92%	(122)	133
Employ: Student	5%	(4)	95%	(73)	77
Employ: Retired	4%	(23)	96%	(532)	555
Employ: Unemployed	5%	(13)	95%	(258)	270
Employ: Other	5%	(6)	95%	(125)	131
Military HH: Yes	4%	(11)	96%	(271)	282
Military HH: No	6%	(112)	94%	(1810)	1921
2022 House Vote: Democrat	6%	(53)	94%	(776)	829
2022 House Vote: Republican	3%	(22)	97%	(655)	677
2022 House Vote: Didnt Vote	7%	(45)	93%	(611)	656
2020 Vote: Joe Biden	6%	(60)	94%	(900)	960
2020 Vote: Donald Trump	3%	(20)	97%	(731)	751
2020 Vote: Other	2%	(1)	98%	(52)	53
2020 Vote: Didn't Vote	9%	(41)	91%	(398)	439
2018 House Vote: Democrat	6%	(43)	94%	(712)	754
2018 House Vote: Republican	2%	(13)	98%	(631)	644
2018 House Vote: Didnt Vote	9%	(66)	91%	(709)	775

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Table IDFA5_1NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Marshmallows*

Demographic	Selected		Not Selected		Total N
Adults	6%	(123)	94%	(2080)	2203
4-Region: Northeast	5%	(19)	95%	(365)	384
4-Region: Midwest	4%	(18)	96%	(434)	452
4-Region: South	5%	(44)	95%	(803)	847
4-Region: West	8%	(42)	92%	(479)	520
9-Region: New England	1%	(1)	99%	(94)	95
9-Region: Mid-Atlantic	6%	(18)	94%	(270)	288
9-Region: East North Central	4%	(14)	96%	(341)	355
9-Region: West North Central	5%	(4)	95%	(93)	97
9-Region: South Atlantic	5%	(22)	95%	(461)	484
9-Region: East South Central	2%	(2)	98%	(107)	109
9-Region: West South Central	8%	(20)	92%	(235)	255
9-Region: Mountain	10%	(13)	90%	(121)	133
9-Region: Pacific	7%	(29)	93%	(358)	387
Ice Cream: Love it	6%	(92)	94%	(1453)	1544
Ice Cream: Like it	5%	(29)	95%	(576)	606
Ice Cream: Not a Fan	3%	(2)	97%	(51)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_2NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Sprinkles*

Demographic	Selected		Not Selected		Total N
Adults	18%	(402)	82%	(1801)	2203
Gender: Male	15%	(164)	85%	(911)	1075
Gender: Female	21%	(238)	79%	(889)	1126
Age: 18-34	22%	(142)	78%	(499)	640
Age: 35-44	21%	(77)	79%	(293)	370
Age: 45-64	17%	(122)	83%	(575)	697
Age: 65+	13%	(62)	87%	(434)	496
GenZers: 1997-2012	24%	(73)	76%	(231)	304
Millennials: 1981-1996	22%	(144)	78%	(523)	667
GenXers: 1965-1980	16%	(83)	84%	(436)	519
Baby Boomers: 1946-1964	16%	(103)	84%	(556)	659
PID: Dem (no lean)	20%	(174)	80%	(714)	887
PID: Ind (no lean)	21%	(117)	79%	(448)	565
PID: Rep (no lean)	15%	(111)	85%	(639)	750
PID/Gender: Dem Men	18%	(73)	82%	(340)	412
PID/Gender: Dem Women	21%	(101)	79%	(374)	475
PID/Gender: Ind Men	17%	(44)	83%	(216)	261
PID/Gender: Ind Women	24%	(73)	76%	(230)	303
PID/Gender: Rep Men	12%	(47)	88%	(355)	402
PID/Gender: Rep Women	18%	(64)	82%	(285)	348
Ideo: Liberal (1-3)	21%	(141)	79%	(542)	683
Ideo: Moderate (4)	20%	(135)	80%	(530)	665
Ideo: Conservative (5-7)	13%	(91)	87%	(587)	678
Educ: < College	18%	(261)	82%	(1161)	1421
Educ: Bachelors degree	21%	(102)	79%	(391)	493
Educ: Post-grad	14%	(40)	86%	(249)	289
Income: Under 50k	19%	(224)	81%	(938)	1162
Income: 50k-100k	18%	(122)	82%	(565)	686
Income: 100k+	16%	(57)	84%	(298)	355
Ethnicity: White	18%	(307)	82%	(1386)	1692
Ethnicity: Hispanic	23%	(87)	77%	(298)	385
Ethnicity: Black	20%	(57)	80%	(228)	285
Ethnicity: Other	17%	(39)	83%	(187)	226

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Table IDFA5_2NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Sprinkles*

Demographic	Selected		Not Selected		Total N
Adults	18%	(402)	82%	(1801)	2203
All Christian	17%	(181)	83%	(881)	1062
All Non-Christian	21%	(43)	79%	(163)	206
Atheist	12%	(10)	88%	(75)	85
Agnostic/Nothing in particular	20%	(101)	80%	(404)	505
Something Else	19%	(66)	81%	(278)	344
Religious Non-Protestant/Catholic	21%	(46)	79%	(179)	225
Evangelical	14%	(75)	86%	(474)	549
Non-Evangelical	20%	(165)	80%	(650)	816
Community: Urban	20%	(147)	80%	(569)	716
Community: Suburban	20%	(200)	80%	(820)	1019
Community: Rural	12%	(56)	88%	(411)	467
Employ: Private Sector	19%	(127)	81%	(559)	686
Employ: Government	18%	(23)	82%	(104)	128
Employ: Self-Employed	18%	(41)	82%	(182)	223
Employ: Homemaker	16%	(22)	84%	(111)	133
Employ: Student	23%	(18)	77%	(60)	77
Employ: Retired	14%	(79)	86%	(476)	555
Employ: Unemployed	29%	(79)	71%	(192)	270
Employ: Other	11%	(15)	89%	(116)	131
Military HH: Yes	17%	(47)	83%	(235)	282
Military HH: No	18%	(355)	82%	(1566)	1921
2022 House Vote: Democrat	19%	(159)	81%	(670)	829
2022 House Vote: Republican	15%	(103)	85%	(573)	677
2022 House Vote: Didnt Vote	21%	(138)	79%	(518)	656
2020 Vote: Joe Biden	20%	(191)	80%	(768)	960
2020 Vote: Donald Trump	16%	(118)	84%	(633)	751
2020 Vote: Other	23%	(12)	77%	(40)	53
2020 Vote: Didn't Vote	18%	(80)	82%	(359)	439
2018 House Vote: Democrat	19%	(146)	81%	(608)	754
2018 House Vote: Republican	16%	(104)	84%	(539)	644
2018 House Vote: Didnt Vote	20%	(151)	80%	(624)	775

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Table IDFA5_2NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Sprinkles*

Demographic	Selected		Not Selected		Total N
Adults	18%	(402)	82%	(1801)	2203
4-Region: Northeast	30%	(115)	70%	(268)	384
4-Region: Midwest	17%	(76)	83%	(376)	452
4-Region: South	16%	(137)	84%	(710)	847
4-Region: West	14%	(74)	86%	(446)	520
9-Region: New England	37%	(36)	63%	(60)	95
9-Region: Mid-Atlantic	28%	(80)	72%	(209)	288
9-Region: East North Central	17%	(62)	83%	(293)	355
9-Region: West North Central	15%	(15)	85%	(83)	97
9-Region: South Atlantic	21%	(100)	79%	(383)	484
9-Region: East South Central	12%	(13)	88%	(95)	109
9-Region: West South Central	9%	(23)	91%	(232)	255
9-Region: Mountain	17%	(22)	83%	(111)	133
9-Region: Pacific	13%	(52)	87%	(335)	387
Ice Cream: Love it	19%	(292)	81%	(1252)	1544
Ice Cream: Like it	16%	(100)	84%	(506)	606
Ice Cream: Not a Fan	20%	(11)	80%	(42)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_3NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Granola*

Demographic	Selected		Not Selected		Total N
Adults	4%	(87)	96%	(2116)	2203
Gender: Male	5%	(54)	95%	(1021)	1075
Gender: Female	3%	(33)	97%	(1093)	1126
Age: 18-34	4%	(28)	96%	(613)	640
Age: 35-44	7%	(24)	93%	(346)	370
Age: 45-64	4%	(26)	96%	(671)	697
Age: 65+	2%	(9)	98%	(487)	496
GenZers: 1997-2012	4%	(11)	96%	(293)	304
Millennials: 1981-1996	5%	(36)	95%	(630)	667
GenXers: 1965-1980	5%	(26)	95%	(494)	519
Baby Boomers: 1946-1964	2%	(13)	98%	(645)	659
PID: Dem (no lean)	4%	(38)	96%	(849)	887
PID: Ind (no lean)	4%	(20)	96%	(545)	565
PID: Rep (no lean)	4%	(29)	96%	(722)	750
PID/Gender: Dem Men	5%	(21)	95%	(391)	412
PID/Gender: Dem Women	4%	(17)	96%	(458)	475
PID/Gender: Ind Men	5%	(12)	95%	(248)	261
PID/Gender: Ind Women	2%	(8)	98%	(296)	303
PID/Gender: Rep Men	5%	(21)	95%	(382)	402
PID/Gender: Rep Women	2%	(8)	98%	(340)	348
Ideo: Liberal (1-3)	5%	(31)	95%	(652)	683
Ideo: Moderate (4)	5%	(33)	95%	(632)	665
Ideo: Conservative (5-7)	3%	(19)	97%	(658)	678
Educ: < College	3%	(47)	97%	(1375)	1421
Educ: Bachelors degree	6%	(31)	94%	(462)	493
Educ: Post-grad	3%	(9)	97%	(280)	289
Income: Under 50k	3%	(38)	97%	(1124)	1162
Income: 50k-100k	5%	(36)	95%	(651)	686
Income: 100k+	4%	(13)	96%	(342)	355
Ethnicity: White	4%	(60)	96%	(1633)	1692
Ethnicity: Hispanic	6%	(25)	94%	(360)	385
Ethnicity: Black	6%	(17)	94%	(268)	285
Ethnicity: Other	4%	(10)	96%	(216)	226

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Table IDFA5_3NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Granola*

Demographic	Selected		Not Selected		Total N
Adults	4%	(87)	96%	(2116)	2203
All Christian	2%	(24)	98%	(1038)	1062
All Non-Christian	10%	(20)	90%	(185)	206
Atheist	12%	(11)	88%	(75)	85
Agnostic/Nothing in particular	3%	(17)	97%	(489)	505
Something Else	4%	(15)	96%	(329)	344
Religious Non-Protestant/Catholic	10%	(21)	90%	(204)	225
Evangelical	3%	(15)	97%	(534)	549
Non-Evangelical	3%	(22)	97%	(793)	816
Community: Urban	4%	(31)	96%	(685)	716
Community: Suburban	4%	(44)	96%	(975)	1019
Community: Rural	2%	(11)	98%	(456)	467
Employ: Private Sector	6%	(38)	94%	(648)	686
Employ: Government	2%	(3)	98%	(125)	128
Employ: Self-Employed	7%	(16)	93%	(207)	223
Employ: Homemaker	2%	(3)	98%	(130)	133
Employ: Student	4%	(3)	96%	(74)	77
Employ: Retired	1%	(7)	99%	(548)	555
Employ: Unemployed	4%	(10)	96%	(261)	270
Employ: Other	5%	(6)	95%	(125)	131
Military HH: Yes	8%	(22)	92%	(260)	282
Military HH: No	3%	(65)	97%	(1856)	1921
2022 House Vote: Democrat	5%	(38)	95%	(791)	829
2022 House Vote: Republican	4%	(27)	96%	(649)	677
2022 House Vote: Didnt Vote	3%	(20)	97%	(636)	656
2020 Vote: Joe Biden	4%	(42)	96%	(918)	960
2020 Vote: Donald Trump	4%	(29)	96%	(722)	751
2020 Vote: Other	—	(0)	100%	(53)	53
2020 Vote: Didn't Vote	4%	(16)	96%	(423)	439
2018 House Vote: Democrat	4%	(32)	96%	(722)	754
2018 House Vote: Republican	4%	(24)	96%	(619)	644
2018 House Vote: Didnt Vote	4%	(29)	96%	(746)	775

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Table IDFA5_3NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Granola*

Demographic	Selected		Not Selected		Total N
Adults	4%	(87)	96%	(2116)	2203
4-Region: Northeast	4%	(17)	96%	(366)	384
4-Region: Midwest	5%	(21)	95%	(431)	452
4-Region: South	3%	(29)	97%	(818)	847
4-Region: West	4%	(19)	96%	(502)	520
9-Region: New England	11%	(11)	89%	(85)	95
9-Region: Mid-Atlantic	2%	(7)	98%	(282)	288
9-Region: East North Central	5%	(18)	95%	(337)	355
9-Region: West North Central	4%	(4)	96%	(94)	97
9-Region: South Atlantic	4%	(17)	96%	(466)	484
9-Region: East South Central	4%	(5)	96%	(104)	109
9-Region: West South Central	3%	(7)	97%	(248)	255
9-Region: Mountain	2%	(3)	98%	(130)	133
9-Region: Pacific	4%	(16)	96%	(372)	387
Ice Cream: Love it	4%	(60)	96%	(1484)	1544
Ice Cream: Like it	4%	(24)	96%	(581)	606
Ice Cream: Not a Fan	4%	(2)	96%	(51)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_4NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Chocolate sauce*

Demographic	Selected		Not Selected		Total N
Adults	21%	(453)	79%	(1750)	2203
Gender: Male	19%	(207)	81%	(868)	1075
Gender: Female	22%	(245)	78%	(881)	1126
Age: 18-34	18%	(117)	82%	(524)	640
Age: 35-44	18%	(67)	82%	(303)	370
Age: 45-64	20%	(140)	80%	(557)	697
Age: 65+	26%	(130)	74%	(366)	496
GenZers: 1997-2012	18%	(54)	82%	(249)	304
Millennials: 1981-1996	18%	(123)	82%	(544)	667
GenXers: 1965-1980	17%	(86)	83%	(433)	519
Baby Boomers: 1946-1964	26%	(172)	74%	(486)	659
PID: Dem (no lean)	17%	(152)	83%	(735)	887
PID: Ind (no lean)	23%	(130)	77%	(435)	565
PID: Rep (no lean)	23%	(170)	77%	(581)	750
PID/Gender: Dem Men	15%	(61)	85%	(351)	412
PID/Gender: Dem Women	19%	(91)	81%	(384)	475
PID/Gender: Ind Men	24%	(62)	76%	(198)	261
PID/Gender: Ind Women	22%	(68)	78%	(235)	303
PID/Gender: Rep Men	21%	(83)	79%	(319)	402
PID/Gender: Rep Women	25%	(86)	75%	(262)	348
Ideo: Liberal (1-3)	19%	(128)	81%	(555)	683
Ideo: Moderate (4)	19%	(129)	81%	(537)	665
Ideo: Conservative (5-7)	24%	(165)	76%	(513)	678
Educ: < College	20%	(281)	80%	(1140)	1421
Educ: Bachelors degree	20%	(100)	80%	(393)	493
Educ: Post-grad	25%	(71)	75%	(218)	289
Income: Under 50k	21%	(242)	79%	(920)	1162
Income: 50k-100k	19%	(133)	81%	(553)	686
Income: 100k+	22%	(77)	78%	(277)	355
Ethnicity: White	23%	(389)	77%	(1304)	1692
Ethnicity: Hispanic	16%	(63)	84%	(321)	385
Ethnicity: Black	16%	(45)	84%	(239)	285
Ethnicity: Other	8%	(18)	92%	(207)	226

Continued on next page

Table IDFA5_4NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Chocolate sauce*

Demographic	Selected		Not Selected		Total N
Adults	21%	(453)	79%	(1750)	2203
All Christian	23%	(243)	77%	(819)	1062
All Non-Christian	19%	(39)	81%	(166)	206
Atheist	21%	(18)	79%	(67)	85
Agnostic/Nothing in particular	19%	(94)	81%	(411)	505
Something Else	17%	(57)	83%	(287)	344
Religious Non-Protestant/Catholic	20%	(45)	80%	(180)	225
Evangelical	17%	(93)	83%	(457)	549
Non-Evangelical	24%	(194)	76%	(622)	816
Community: Urban	18%	(130)	82%	(586)	716
Community: Suburban	21%	(217)	79%	(802)	1019
Community: Rural	23%	(105)	77%	(362)	467
Employ: Private Sector	20%	(134)	80%	(552)	686
Employ: Government	16%	(21)	84%	(107)	128
Employ: Self-Employed	16%	(37)	84%	(186)	223
Employ: Homemaker	22%	(29)	78%	(104)	133
Employ: Student	19%	(15)	81%	(63)	77
Employ: Retired	25%	(137)	75%	(418)	555
Employ: Unemployed	18%	(50)	82%	(221)	270
Employ: Other	23%	(30)	77%	(100)	131
Military HH: Yes	18%	(50)	82%	(231)	282
Military HH: No	21%	(403)	79%	(1519)	1921
2022 House Vote: Democrat	19%	(155)	81%	(674)	829
2022 House Vote: Republican	23%	(157)	77%	(519)	677
2022 House Vote: Didnt Vote	20%	(131)	80%	(525)	656
2020 Vote: Joe Biden	19%	(184)	81%	(776)	960
2020 Vote: Donald Trump	22%	(168)	78%	(583)	751
2020 Vote: Other	33%	(17)	67%	(36)	53
2020 Vote: Didn’t Vote	19%	(84)	81%	(355)	439
2018 House Vote: Democrat	21%	(155)	79%	(600)	754
2018 House Vote: Republican	24%	(153)	76%	(491)	644
2018 House Vote: Didnt Vote	17%	(135)	83%	(640)	775

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Table IDFA5_4NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Chocolate sauce*

Demographic	Selected		Not Selected		Total N
Adults	21%	(453)	79%	(1750)	2203
4-Region: Northeast	21%	(79)	79%	(305)	384
4-Region: Midwest	22%	(99)	78%	(353)	452
4-Region: South	20%	(166)	80%	(681)	847
4-Region: West	21%	(109)	79%	(411)	520
9-Region: New England	14%	(14)	86%	(82)	95
9-Region: Mid-Atlantic	23%	(65)	77%	(223)	288
9-Region: East North Central	22%	(79)	78%	(275)	355
9-Region: West North Central	20%	(20)	80%	(78)	97
9-Region: South Atlantic	20%	(97)	80%	(387)	484
9-Region: East South Central	23%	(25)	77%	(84)	109
9-Region: West South Central	17%	(44)	83%	(211)	255
9-Region: Mountain	20%	(27)	80%	(107)	133
9-Region: Pacific	21%	(83)	79%	(304)	387
Ice Cream: Love it	21%	(332)	79%	(1213)	1544
Ice Cream: Like it	18%	(107)	82%	(498)	606
Ice Cream: Not a Fan	26%	(14)	74%	(39)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_5NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Hot fudge*

Demographic	Selected		Not Selected		Total N
Adults	35%	(780)	65%	(1423)	2203
Gender: Male	30%	(327)	70%	(748)	1075
Gender: Female	40%	(453)	60%	(674)	1126
Age: 18-34	24%	(155)	76%	(485)	640
Age: 35-44	30%	(111)	70%	(259)	370
Age: 45-64	40%	(282)	60%	(415)	697
Age: 65+	47%	(231)	53%	(265)	496
GenZers: 1997-2012	25%	(75)	75%	(229)	304
Millennials: 1981-1996	27%	(180)	73%	(487)	667
GenXers: 1965-1980	37%	(195)	63%	(325)	519
Baby Boomers: 1946-1964	46%	(303)	54%	(356)	659
PID: Dem (no lean)	31%	(278)	69%	(610)	887
PID: Ind (no lean)	38%	(215)	62%	(350)	565
PID: Rep (no lean)	38%	(287)	62%	(464)	750
PID/Gender: Dem Men	26%	(109)	74%	(303)	412
PID/Gender: Dem Women	36%	(169)	64%	(306)	475
PID/Gender: Ind Men	30%	(78)	70%	(183)	261
PID/Gender: Ind Women	45%	(137)	55%	(166)	303
PID/Gender: Rep Men	35%	(140)	65%	(262)	402
PID/Gender: Rep Women	42%	(147)	58%	(202)	348
Ideo: Liberal (1-3)	31%	(211)	69%	(472)	683
Ideo: Moderate (4)	35%	(234)	65%	(431)	665
Ideo: Conservative (5-7)	42%	(287)	58%	(390)	678
Educ: < College	36%	(518)	64%	(903)	1421
Educ: Bachelors degree	36%	(175)	64%	(318)	493
Educ: Post-grad	30%	(87)	70%	(202)	289
Income: Under 50k	36%	(423)	64%	(738)	1162
Income: 50k-100k	35%	(239)	65%	(447)	686
Income: 100k+	33%	(117)	67%	(238)	355
Ethnicity: White	38%	(641)	62%	(1052)	1692
Ethnicity: Hispanic	25%	(98)	75%	(287)	385
Ethnicity: Black	24%	(69)	76%	(215)	285
Ethnicity: Other	31%	(70)	69%	(156)	226

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Table IDFA5_5NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Hot fudge*

Demographic	Selected		Not Selected		Total N
Adults	35%	(780)	65%	(1423)	2203
All Christian	39%	(419)	61%	(643)	1062
All Non-Christian	21%	(43)	79%	(163)	206
Atheist	31%	(27)	69%	(59)	85
Agnostic/Nothing in particular	34%	(169)	66%	(336)	505
Something Else	35%	(121)	65%	(223)	344
Religious Non-Protestant/Catholic	24%	(54)	76%	(171)	225
Evangelical	36%	(196)	64%	(353)	549
Non-Evangelical	40%	(327)	60%	(489)	816
Community: Urban	30%	(217)	70%	(499)	716
Community: Suburban	37%	(381)	63%	(638)	1019
Community: Rural	39%	(182)	61%	(286)	467
Employ: Private Sector	32%	(221)	68%	(465)	686
Employ: Government	35%	(45)	65%	(83)	128
Employ: Self-Employed	28%	(63)	72%	(160)	223
Employ: Homemaker	40%	(53)	60%	(80)	133
Employ: Student	18%	(14)	82%	(63)	77
Employ: Retired	47%	(259)	53%	(296)	555
Employ: Unemployed	27%	(73)	73%	(197)	270
Employ: Other	39%	(51)	61%	(80)	131
Military HH: Yes	35%	(100)	65%	(182)	282
Military HH: No	35%	(680)	65%	(1241)	1921
2022 House Vote: Democrat	33%	(270)	67%	(559)	829
2022 House Vote: Republican	41%	(276)	59%	(401)	677
2022 House Vote: Didnt Vote	33%	(218)	67%	(438)	656
2020 Vote: Joe Biden	35%	(334)	65%	(626)	960
2020 Vote: Donald Trump	41%	(308)	59%	(443)	751
2020 Vote: Other	23%	(12)	77%	(40)	53
2020 Vote: Didn't Vote	28%	(125)	72%	(314)	439
2018 House Vote: Democrat	33%	(245)	67%	(509)	754
2018 House Vote: Republican	42%	(269)	58%	(374)	644
2018 House Vote: Didnt Vote	33%	(254)	67%	(521)	775

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Table IDFA5_5NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Hot fudge*

Demographic	Selected		Not Selected		Total N
Adults	35%	(780)	65%	(1423)	2203
4-Region: Northeast	33%	(128)	67%	(255)	384
4-Region: Midwest	45%	(203)	55%	(249)	452
4-Region: South	34%	(287)	66%	(560)	847
4-Region: West	31%	(162)	69%	(359)	520
9-Region: New England	38%	(36)	62%	(59)	95
9-Region: Mid-Atlantic	32%	(92)	68%	(197)	288
9-Region: East North Central	45%	(159)	55%	(196)	355
9-Region: West North Central	46%	(44)	54%	(53)	97
9-Region: South Atlantic	35%	(169)	65%	(315)	484
9-Region: East South Central	26%	(28)	74%	(81)	109
9-Region: West South Central	35%	(90)	65%	(165)	255
9-Region: Mountain	44%	(58)	56%	(75)	133
9-Region: Pacific	27%	(104)	73%	(284)	387
Ice Cream: Love it	36%	(560)	64%	(985)	1544
Ice Cream: Like it	33%	(202)	67%	(403)	606
Ice Cream: Not a Fan	33%	(17)	67%	(36)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_6NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Caramel sauce*

Demographic	Selected		Not Selected		Total N
Adults	24%	(531)	76%	(1672)	2203
Gender: Male	23%	(245)	77%	(830)	1075
Gender: Female	25%	(286)	75%	(840)	1126
Age: 18-34	17%	(108)	83%	(532)	640
Age: 35-44	25%	(94)	75%	(276)	370
Age: 45-64	27%	(190)	73%	(506)	697
Age: 65+	28%	(139)	72%	(357)	496
GenZers: 1997-2012	17%	(51)	83%	(252)	304
Millennials: 1981-1996	21%	(141)	79%	(526)	667
GenXers: 1965-1980	25%	(129)	75%	(390)	519
Baby Boomers: 1946-1964	30%	(197)	70%	(462)	659
PID: Dem (no lean)	22%	(199)	78%	(688)	887
PID: Ind (no lean)	21%	(117)	79%	(448)	565
PID: Rep (no lean)	29%	(215)	71%	(535)	750
PID/Gender: Dem Men	22%	(90)	78%	(322)	412
PID/Gender: Dem Women	23%	(109)	77%	(365)	475
PID/Gender: Ind Men	18%	(46)	82%	(214)	261
PID/Gender: Ind Women	23%	(71)	77%	(232)	303
PID/Gender: Rep Men	27%	(109)	73%	(293)	402
PID/Gender: Rep Women	30%	(106)	70%	(242)	348
Ideo: Liberal (1-3)	21%	(145)	79%	(538)	683
Ideo: Moderate (4)	22%	(146)	78%	(519)	665
Ideo: Conservative (5-7)	29%	(198)	71%	(480)	678
Educ: < College	26%	(364)	74%	(1058)	1421
Educ: Bachelors degree	21%	(101)	79%	(391)	493
Educ: Post-grad	23%	(66)	77%	(223)	289
Income: Under 50k	25%	(292)	75%	(870)	1162
Income: 50k-100k	24%	(166)	76%	(521)	686
Income: 100k+	21%	(74)	79%	(280)	355
Ethnicity: White	25%	(416)	75%	(1277)	1692
Ethnicity: Hispanic	21%	(80)	79%	(305)	385
Ethnicity: Black	24%	(69)	76%	(215)	285
Ethnicity: Other	20%	(46)	80%	(180)	226

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Table IDFA5_6NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Caramel sauce*

Demographic	Selected		Not Selected		Total N
Adults	24%	(531)	76%	(1672)	2203
All Christian	27%	(287)	73%	(776)	1062
All Non-Christian	14%	(30)	86%	(176)	206
Atheist	21%	(18)	79%	(68)	85
Agnostic/Nothing in particular	22%	(112)	78%	(393)	505
Something Else	25%	(85)	75%	(259)	344
Religious Non-Protestant/Catholic	17%	(38)	83%	(187)	225
Evangelical	27%	(148)	73%	(402)	549
Non-Evangelical	25%	(208)	75%	(608)	816
Community: Urban	25%	(179)	75%	(537)	716
Community: Suburban	22%	(223)	78%	(797)	1019
Community: Rural	28%	(129)	72%	(338)	467
Employ: Private Sector	25%	(174)	75%	(513)	686
Employ: Government	23%	(29)	77%	(99)	128
Employ: Self-Employed	19%	(43)	81%	(179)	223
Employ: Homemaker	30%	(40)	70%	(92)	133
Employ: Student	8%	(7)	92%	(71)	77
Employ: Retired	26%	(146)	74%	(409)	555
Employ: Unemployed	21%	(57)	79%	(214)	270
Employ: Other	28%	(36)	72%	(95)	131
Military HH: Yes	19%	(55)	81%	(227)	282
Military HH: No	25%	(477)	75%	(1445)	1921
2022 House Vote: Democrat	23%	(193)	77%	(636)	829
2022 House Vote: Republican	29%	(196)	71%	(480)	677
2022 House Vote: Didnt Vote	20%	(133)	80%	(523)	656
2020 Vote: Joe Biden	23%	(225)	77%	(735)	960
2020 Vote: Donald Trump	28%	(211)	72%	(540)	751
2020 Vote: Other	22%	(12)	78%	(41)	53
2020 Vote: Didn't Vote	19%	(84)	81%	(355)	439
2018 House Vote: Democrat	23%	(173)	77%	(581)	754
2018 House Vote: Republican	29%	(188)	71%	(456)	644
2018 House Vote: Didnt Vote	21%	(164)	79%	(611)	775

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Table IDFA5_6NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Caramel sauce*

Demographic	Selected		Not Selected		Total N
Adults	24%	(531)	76%	(1672)	2203
4-Region: Northeast	24%	(94)	76%	(290)	384
4-Region: Midwest	29%	(132)	71%	(321)	452
4-Region: South	23%	(199)	77%	(648)	847
4-Region: West	21%	(107)	79%	(413)	520
9-Region: New England	20%	(19)	80%	(76)	95
9-Region: Mid-Atlantic	26%	(75)	74%	(213)	288
9-Region: East North Central	27%	(97)	73%	(258)	355
9-Region: West North Central	36%	(35)	64%	(62)	97
9-Region: South Atlantic	23%	(111)	77%	(373)	484
9-Region: East South Central	27%	(29)	73%	(80)	109
9-Region: West South Central	23%	(59)	77%	(195)	255
9-Region: Mountain	21%	(29)	79%	(105)	133
9-Region: Pacific	20%	(78)	80%	(309)	387
Ice Cream: Love it	26%	(397)	74%	(1147)	1544
Ice Cream: Like it	20%	(123)	80%	(483)	606
Ice Cream: Not a Fan	21%	(11)	79%	(42)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_7NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Cherries*

Demographic	Selected		Not Selected		Total N
Adults	12%	(262)	88%	(1941)	2203
Gender: Male	11%	(119)	89%	(956)	1075
Gender: Female	13%	(143)	87%	(983)	1126
Age: 18-34	10%	(67)	90%	(574)	640
Age: 35-44	12%	(44)	88%	(326)	370
Age: 45-64	13%	(93)	87%	(604)	697
Age: 65+	12%	(58)	88%	(438)	496
GenZers: 1997-2012	11%	(34)	89%	(270)	304
Millennials: 1981-1996	11%	(73)	89%	(594)	667
GenXers: 1965-1980	11%	(59)	89%	(460)	519
Baby Boomers: 1946-1964	13%	(87)	87%	(571)	659
PID: Dem (no lean)	11%	(93)	89%	(794)	887
PID: Ind (no lean)	12%	(69)	88%	(496)	565
PID: Rep (no lean)	13%	(100)	87%	(651)	750
PID/Gender: Dem Men	9%	(38)	91%	(374)	412
PID/Gender: Dem Women	12%	(55)	88%	(420)	475
PID/Gender: Ind Men	11%	(29)	89%	(232)	261
PID/Gender: Ind Women	13%	(40)	87%	(263)	303
PID/Gender: Rep Men	13%	(52)	87%	(350)	402
PID/Gender: Rep Women	14%	(48)	86%	(301)	348
Ideo: Liberal (1-3)	10%	(70)	90%	(613)	683
Ideo: Moderate (4)	11%	(70)	89%	(595)	665
Ideo: Conservative (5-7)	15%	(100)	85%	(577)	678
Educ: < College	12%	(166)	88%	(1255)	1421
Educ: Bachelors degree	10%	(51)	90%	(442)	493
Educ: Post-grad	16%	(45)	84%	(244)	289
Income: Under 50k	12%	(135)	88%	(1026)	1162
Income: 50k-100k	12%	(85)	88%	(602)	686
Income: 100k+	12%	(41)	88%	(313)	355
Ethnicity: White	12%	(207)	88%	(1485)	1692
Ethnicity: Hispanic	12%	(47)	88%	(338)	385
Ethnicity: Black	9%	(26)	91%	(259)	285
Ethnicity: Other	13%	(29)	87%	(197)	226

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Table IDFA5_7NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Cherries*

Demographic	Selected		Not Selected		Total N
Adults	12%	(262)	88%	(1941)	2203
All Christian	13%	(137)	87%	(925)	1062
All Non-Christian	9%	(19)	91%	(187)	206
Atheist	9%	(8)	91%	(78)	85
Agnostic/Nothing in particular	11%	(57)	89%	(449)	505
Something Else	12%	(42)	88%	(303)	344
Religious Non-Protestant/Catholic	9%	(21)	91%	(204)	225
Evangelical	15%	(83)	85%	(467)	549
Non-Evangelical	11%	(93)	89%	(723)	816
Community: Urban	10%	(69)	90%	(647)	716
Community: Suburban	13%	(128)	87%	(892)	1019
Community: Rural	14%	(65)	86%	(402)	467
Employ: Private Sector	11%	(79)	89%	(607)	686
Employ: Government	14%	(17)	86%	(110)	128
Employ: Self-Employed	11%	(24)	89%	(199)	223
Employ: Homemaker	13%	(17)	87%	(116)	133
Employ: Student	12%	(9)	88%	(68)	77
Employ: Retired	11%	(63)	89%	(492)	555
Employ: Unemployed	11%	(30)	89%	(241)	270
Employ: Other	18%	(23)	82%	(107)	131
Military HH: Yes	16%	(45)	84%	(237)	282
Military HH: No	11%	(217)	89%	(1705)	1921
2022 House Vote: Democrat	10%	(84)	90%	(745)	829
2022 House Vote: Republican	13%	(89)	87%	(587)	677
2022 House Vote: Didnt Vote	13%	(86)	87%	(570)	656
2020 Vote: Joe Biden	11%	(102)	89%	(858)	960
2020 Vote: Donald Trump	13%	(98)	87%	(653)	751
2020 Vote: Other	21%	(11)	79%	(42)	53
2020 Vote: Didn't Vote	11%	(50)	89%	(389)	439
2018 House Vote: Democrat	12%	(90)	88%	(665)	754
2018 House Vote: Republican	14%	(89)	86%	(555)	644
2018 House Vote: Didnt Vote	10%	(79)	90%	(695)	775

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Table IDFA5_7NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Cherries*

Demographic	Selected		Not Selected		Total N
Adults	12%	(262)	88%	(1941)	2203
4-Region: Northeast	13%	(49)	87%	(334)	384
4-Region: Midwest	8%	(36)	92%	(416)	452
4-Region: South	14%	(122)	86%	(725)	847
4-Region: West	10%	(54)	90%	(466)	520
9-Region: New England	14%	(13)	86%	(82)	95
9-Region: Mid-Atlantic	13%	(36)	87%	(252)	288
9-Region: East North Central	9%	(31)	91%	(324)	355
9-Region: West North Central	5%	(5)	95%	(92)	97
9-Region: South Atlantic	18%	(85)	82%	(398)	484
9-Region: East South Central	12%	(13)	88%	(96)	109
9-Region: West South Central	9%	(24)	91%	(231)	255
9-Region: Mountain	9%	(12)	91%	(121)	133
9-Region: Pacific	11%	(42)	89%	(345)	387
Ice Cream: Love it	12%	(187)	88%	(1358)	1544
Ice Cream: Like it	12%	(72)	88%	(533)	606
Ice Cream: Not a Fan	5%	(3)	95%	(50)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_8NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Whipped cream*

Demographic	Selected		Not Selected		Total N
Adults	29%	(647)	71%	(1556)	2203
Gender: Male	24%	(258)	76%	(817)	1075
Gender: Female	35%	(389)	65%	(737)	1126
Age: 18-34	27%	(171)	73%	(470)	640
Age: 35-44	24%	(88)	76%	(281)	370
Age: 45-64	31%	(219)	69%	(478)	697
Age: 65+	34%	(169)	66%	(327)	496
GenZers: 1997-2012	30%	(90)	70%	(214)	304
Millennials: 1981-1996	23%	(151)	77%	(515)	667
GenXers: 1965-1980	35%	(182)	65%	(337)	519
Baby Boomers: 1946-1964	32%	(209)	68%	(450)	659
PID: Dem (no lean)	30%	(270)	70%	(618)	887
PID: Ind (no lean)	25%	(143)	75%	(422)	565
PID: Rep (no lean)	31%	(234)	69%	(516)	750
PID/Gender: Dem Men	25%	(104)	75%	(308)	412
PID/Gender: Dem Women	35%	(166)	65%	(309)	475
PID/Gender: Ind Men	21%	(54)	79%	(207)	261
PID/Gender: Ind Women	30%	(90)	70%	(214)	303
PID/Gender: Rep Men	25%	(101)	75%	(302)	402
PID/Gender: Rep Women	38%	(134)	62%	(215)	348
Ideo: Liberal (1-3)	33%	(228)	67%	(455)	683
Ideo: Moderate (4)	27%	(177)	73%	(488)	665
Ideo: Conservative (5-7)	29%	(198)	71%	(480)	678
Educ: < College	32%	(450)	68%	(972)	1421
Educ: Bachelors degree	26%	(126)	74%	(367)	493
Educ: Post-grad	25%	(72)	75%	(217)	289
Income: Under 50k	29%	(337)	71%	(825)	1162
Income: 50k-100k	30%	(209)	70%	(478)	686
Income: 100k+	29%	(102)	71%	(253)	355
Ethnicity: White	31%	(525)	69%	(1167)	1692
Ethnicity: Hispanic	32%	(123)	68%	(262)	385
Ethnicity: Black	25%	(72)	75%	(212)	285
Ethnicity: Other	22%	(50)	78%	(176)	226

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Table IDFA5_8NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Whipped cream*

Demographic	Selected		Not Selected		Total N
Adults	29%	(647)	71%	(1556)	2203
All Christian	32%	(335)	68%	(728)	1062
All Non-Christian	22%	(45)	78%	(161)	206
Atheist	26%	(22)	74%	(63)	85
Agnostic/Nothing in particular	26%	(132)	74%	(373)	505
Something Else	33%	(114)	67%	(231)	344
Religious Non-Protestant/Catholic	22%	(49)	78%	(176)	225
Evangelical	31%	(169)	69%	(380)	549
Non-Evangelical	33%	(272)	67%	(544)	816
Community: Urban	28%	(202)	72%	(514)	716
Community: Suburban	30%	(301)	70%	(718)	1019
Community: Rural	31%	(144)	69%	(323)	467
Employ: Private Sector	25%	(173)	75%	(513)	686
Employ: Government	26%	(33)	74%	(95)	128
Employ: Self-Employed	22%	(49)	78%	(174)	223
Employ: Homemaker	30%	(40)	70%	(93)	133
Employ: Student	42%	(32)	58%	(45)	77
Employ: Retired	33%	(185)	67%	(370)	555
Employ: Unemployed	33%	(89)	67%	(181)	270
Employ: Other	35%	(46)	65%	(85)	131
Military HH: Yes	29%	(81)	71%	(200)	282
Military HH: No	29%	(566)	71%	(1355)	1921
2022 House Vote: Democrat	32%	(264)	68%	(565)	829
2022 House Vote: Republican	29%	(195)	71%	(482)	677
2022 House Vote: Didnt Vote	27%	(179)	73%	(478)	656
2020 Vote: Joe Biden	30%	(287)	70%	(673)	960
2020 Vote: Donald Trump	31%	(231)	69%	(520)	751
2020 Vote: Other	10%	(5)	90%	(47)	53
2020 Vote: Didn't Vote	28%	(123)	72%	(316)	439
2018 House Vote: Democrat	31%	(234)	69%	(520)	754
2018 House Vote: Republican	28%	(180)	72%	(464)	644
2018 House Vote: Didnt Vote	29%	(228)	71%	(547)	775

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Table IDFA5_8NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Whipped cream*

Demographic	Selected		Not Selected		Total N
Adults	29%	(647)	71%	(1556)	2203
4-Region: Northeast	35%	(136)	65%	(248)	384
4-Region: Midwest	24%	(107)	76%	(346)	452
4-Region: South	29%	(245)	71%	(602)	847
4-Region: West	31%	(160)	69%	(361)	520
9-Region: New England	43%	(41)	57%	(54)	95
9-Region: Mid-Atlantic	33%	(95)	67%	(194)	288
9-Region: East North Central	24%	(85)	76%	(270)	355
9-Region: West North Central	23%	(22)	77%	(75)	97
9-Region: South Atlantic	29%	(142)	71%	(342)	484
9-Region: East South Central	28%	(30)	72%	(78)	109
9-Region: West South Central	29%	(73)	71%	(182)	255
9-Region: Mountain	30%	(40)	70%	(93)	133
9-Region: Pacific	31%	(119)	69%	(268)	387
Ice Cream: Love it	32%	(490)	68%	(1054)	1544
Ice Cream: Like it	24%	(146)	76%	(460)	606
Ice Cream: Not a Fan	21%	(11)	79%	(42)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_9NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Peanut butter*

Demographic	Selected		Not Selected		Total N
Adults	9%	(189)	91%	(2014)	2203
Gender: Male	11%	(113)	89%	(962)	1075
Gender: Female	7%	(76)	93%	(1050)	1126
Age: 18-34	7%	(46)	93%	(595)	640
Age: 35-44	12%	(46)	88%	(324)	370
Age: 45-64	9%	(61)	91%	(635)	697
Age: 65+	7%	(36)	93%	(460)	496
GenZers: 1997-2012	6%	(19)	94%	(285)	304
Millennials: 1981-1996	10%	(66)	90%	(601)	667
GenXers: 1965-1980	12%	(60)	88%	(459)	519
Baby Boomers: 1946-1964	6%	(39)	94%	(619)	659
PID: Dem (no lean)	7%	(61)	93%	(826)	887
PID: Ind (no lean)	7%	(37)	93%	(528)	565
PID: Rep (no lean)	12%	(91)	88%	(659)	750
PID/Gender: Dem Men	7%	(31)	93%	(382)	412
PID/Gender: Dem Women	6%	(31)	94%	(444)	475
PID/Gender: Ind Men	8%	(22)	92%	(239)	261
PID/Gender: Ind Women	5%	(15)	95%	(288)	303
PID/Gender: Rep Men	15%	(60)	85%	(342)	402
PID/Gender: Rep Women	9%	(31)	91%	(318)	348
Ideo: Liberal (1-3)	7%	(45)	93%	(638)	683
Ideo: Moderate (4)	8%	(54)	92%	(611)	665
Ideo: Conservative (5-7)	11%	(75)	89%	(602)	678
Educ: < College	9%	(132)	91%	(1289)	1421
Educ: Bachelors degree	7%	(35)	93%	(458)	493
Educ: Post-grad	8%	(22)	92%	(267)	289
Income: Under 50k	9%	(107)	91%	(1055)	1162
Income: 50k-100k	8%	(53)	92%	(634)	686
Income: 100k+	8%	(29)	92%	(325)	355
Ethnicity: White	9%	(159)	91%	(1533)	1692
Ethnicity: Hispanic	6%	(24)	94%	(361)	385
Ethnicity: Black	6%	(16)	94%	(268)	285
Ethnicity: Other	6%	(14)	94%	(212)	226

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Table IDFA5_9NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Peanut butter*

Demographic	Selected		Not Selected		Total N
Adults	9%	(189)	91%	(2014)	2203
All Christian	9%	(95)	91%	(967)	1062
All Non-Christian	9%	(18)	91%	(187)	206
Atheist	9%	(8)	91%	(78)	85
Agnostic/Nothing in particular	7%	(36)	93%	(469)	505
Something Else	9%	(32)	91%	(312)	344
Religious Non-Protestant/Catholic	8%	(19)	92%	(206)	225
Evangelical	12%	(64)	88%	(485)	549
Non-Evangelical	8%	(62)	92%	(754)	816
Community: Urban	9%	(61)	91%	(655)	716
Community: Suburban	8%	(81)	92%	(939)	1019
Community: Rural	10%	(47)	90%	(420)	467
Employ: Private Sector	8%	(57)	92%	(629)	686
Employ: Government	10%	(13)	90%	(114)	128
Employ: Self-Employed	8%	(17)	92%	(206)	223
Employ: Homemaker	5%	(6)	95%	(127)	133
Employ: Student	5%	(4)	95%	(73)	77
Employ: Retired	8%	(46)	92%	(509)	555
Employ: Unemployed	9%	(25)	91%	(245)	270
Employ: Other	16%	(21)	84%	(110)	131
Military HH: Yes	10%	(27)	90%	(255)	282
Military HH: No	8%	(162)	92%	(1759)	1921
2022 House Vote: Democrat	6%	(52)	94%	(777)	829
2022 House Vote: Republican	12%	(81)	88%	(595)	677
2022 House Vote: Didnt Vote	8%	(50)	92%	(606)	656
2020 Vote: Joe Biden	7%	(67)	93%	(893)	960
2020 Vote: Donald Trump	12%	(91)	88%	(660)	751
2020 Vote: Other	6%	(3)	94%	(49)	53
2020 Vote: Didn't Vote	7%	(29)	93%	(411)	439
2018 House Vote: Democrat	6%	(42)	94%	(712)	754
2018 House Vote: Republican	13%	(82)	87%	(562)	644
2018 House Vote: Didnt Vote	8%	(62)	92%	(713)	775

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Table IDFA5_9NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Peanut butter*

Demographic	Selected		Not Selected		Total N
Adults	9%	(189)	91%	(2014)	2203
4-Region: Northeast	10%	(39)	90%	(345)	384
4-Region: Midwest	9%	(39)	91%	(413)	452
4-Region: South	8%	(71)	92%	(776)	847
4-Region: West	8%	(41)	92%	(480)	520
9-Region: New England	10%	(10)	90%	(86)	95
9-Region: Mid-Atlantic	10%	(29)	90%	(259)	288
9-Region: East North Central	9%	(33)	91%	(322)	355
9-Region: West North Central	6%	(6)	94%	(91)	97
9-Region: South Atlantic	10%	(47)	90%	(437)	484
9-Region: East South Central	12%	(14)	88%	(95)	109
9-Region: West South Central	4%	(10)	96%	(245)	255
9-Region: Mountain	10%	(13)	90%	(120)	133
9-Region: Pacific	7%	(28)	93%	(359)	387
Ice Cream: Love it	8%	(121)	92%	(1423)	1544
Ice Cream: Like it	10%	(62)	90%	(544)	606
Ice Cream: Not a Fan	11%	(6)	89%	(47)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_10NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Hazelnut spread*

Demographic	Selected		Not Selected		Total N
Adults	3%	(60)	97%	(2143)	2203
Gender: Male	4%	(40)	96%	(1035)	1075
Gender: Female	2%	(20)	98%	(1106)	1126
Age: 18-34	4%	(24)	96%	(616)	640
Age: 35-44	4%	(13)	96%	(357)	370
Age: 45-64	1%	(10)	99%	(686)	697
Age: 65+	2%	(12)	98%	(484)	496
GenZers: 1997-2012	4%	(13)	96%	(291)	304
Millennials: 1981-1996	4%	(24)	96%	(642)	667
GenXers: 1965-1980	2%	(8)	98%	(511)	519
Baby Boomers: 1946-1964	2%	(14)	98%	(645)	659
PID: Dem (no lean)	3%	(22)	97%	(865)	887
PID: Ind (no lean)	2%	(12)	98%	(553)	565
PID: Rep (no lean)	3%	(26)	97%	(725)	750
PID/Gender: Dem Men	3%	(12)	97%	(401)	412
PID/Gender: Dem Women	2%	(11)	98%	(464)	475
PID/Gender: Ind Men	3%	(7)	97%	(253)	261
PID/Gender: Ind Women	2%	(5)	98%	(298)	303
PID/Gender: Rep Men	5%	(21)	95%	(381)	402
PID/Gender: Rep Women	1%	(5)	99%	(344)	348
Ideo: Liberal (1-3)	4%	(25)	96%	(658)	683
Ideo: Moderate (4)	3%	(18)	97%	(647)	665
Ideo: Conservative (5-7)	2%	(15)	98%	(662)	678
Educ: < College	2%	(24)	98%	(1397)	1421
Educ: Bachelors degree	4%	(18)	96%	(475)	493
Educ: Post-grad	6%	(18)	94%	(271)	289
Income: Under 50k	2%	(27)	98%	(1135)	1162
Income: 50k-100k	3%	(21)	97%	(665)	686
Income: 100k+	4%	(13)	96%	(342)	355
Ethnicity: White	3%	(43)	97%	(1649)	1692
Ethnicity: Hispanic	4%	(16)	96%	(369)	385
Ethnicity: Black	3%	(7)	97%	(278)	285
Ethnicity: Other	4%	(10)	96%	(216)	226

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Table IDFA5_10NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Hazelnut spread*

Demographic	Selected		Not Selected		Total N
Adults	3%	(60)	97%	(2143)	2203
All Christian	3%	(34)	97%	(1029)	1062
All Non-Christian	4%	(7)	96%	(198)	206
Atheist	3%	(3)	97%	(83)	85
Agnostic/Nothing in particular	1%	(8)	99%	(498)	505
Something Else	3%	(9)	97%	(335)	344
Religious Non-Protestant/Catholic	3%	(7)	97%	(218)	225
Evangelical	4%	(23)	96%	(526)	549
Non-Evangelical	2%	(18)	98%	(798)	816
Community: Urban	3%	(24)	97%	(692)	716
Community: Suburban	3%	(26)	97%	(994)	1019
Community: Rural	2%	(10)	98%	(457)	467
Employ: Private Sector	4%	(24)	96%	(662)	686
Employ: Government	3%	(4)	97%	(124)	128
Employ: Self-Employed	2%	(4)	98%	(219)	223
Employ: Homemaker	1%	(1)	99%	(132)	133
Employ: Student	—	(0)	100%	(77)	77
Employ: Retired	3%	(14)	97%	(541)	555
Employ: Unemployed	1%	(4)	99%	(266)	270
Employ: Other	7%	(9)	93%	(122)	131
Military HH: Yes	2%	(7)	98%	(275)	282
Military HH: No	3%	(54)	97%	(1868)	1921
2022 House Vote: Democrat	3%	(26)	97%	(803)	829
2022 House Vote: Republican	4%	(25)	96%	(652)	677
2022 House Vote: Didnt Vote	1%	(9)	99%	(647)	656
2020 Vote: Joe Biden	3%	(26)	97%	(934)	960
2020 Vote: Donald Trump	4%	(27)	96%	(724)	751
2020 Vote: Other	1%	(0)	99%	(52)	53
2020 Vote: Didn't Vote	2%	(8)	98%	(431)	439
2018 House Vote: Democrat	3%	(21)	97%	(734)	754
2018 House Vote: Republican	4%	(25)	96%	(619)	644
2018 House Vote: Didnt Vote	2%	(15)	98%	(760)	775

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Table IDFA5_10NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Hazelnut spread*

Demographic	Selected		Not Selected		Total N
Adults	3%	(60)	97%	(2143)	2203
4-Region: Northeast	2%	(8)	98%	(376)	384
4-Region: Midwest	2%	(10)	98%	(442)	452
4-Region: South	3%	(25)	97%	(822)	847
4-Region: West	3%	(17)	97%	(503)	520
9-Region: New England	2%	(2)	98%	(93)	95
9-Region: Mid-Atlantic	2%	(6)	98%	(283)	288
9-Region: East North Central	2%	(7)	98%	(347)	355
9-Region: West North Central	3%	(3)	97%	(95)	97
9-Region: South Atlantic	2%	(11)	98%	(472)	484
9-Region: East South Central	3%	(3)	97%	(105)	109
9-Region: West South Central	4%	(10)	96%	(244)	255
9-Region: Mountain	3%	(4)	97%	(129)	133
9-Region: Pacific	3%	(13)	97%	(374)	387
Ice Cream: Love it	3%	(49)	97%	(1496)	1544
Ice Cream: Like it	2%	(11)	98%	(594)	606
Ice Cream: Not a Fan	1%	(1)	99%	(52)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_11NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Honey*

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2138)	2203
Gender: Male	5%	(52)	95%	(1023)	1075
Gender: Female	1%	(14)	99%	(1112)	1126
Age: 18-34	5%	(30)	95%	(611)	640
Age: 35-44	4%	(16)	96%	(354)	370
Age: 45-64	2%	(12)	98%	(685)	697
Age: 65+	2%	(7)	98%	(488)	496
GenZers: 1997-2012	3%	(8)	97%	(295)	304
Millennials: 1981-1996	5%	(36)	95%	(631)	667
GenXers: 1965-1980	2%	(9)	98%	(510)	519
Baby Boomers: 1946-1964	2%	(12)	98%	(647)	659
PID: Dem (no lean)	4%	(33)	96%	(854)	887
PID: Ind (no lean)	3%	(16)	97%	(549)	565
PID: Rep (no lean)	2%	(16)	98%	(734)	750
PID/Gender: Dem Men	6%	(26)	94%	(386)	412
PID/Gender: Dem Women	1%	(7)	99%	(468)	475
PID/Gender: Ind Men	6%	(15)	94%	(246)	261
PID/Gender: Ind Women	—	(1)	100%	(302)	303
PID/Gender: Rep Men	3%	(10)	97%	(392)	402
PID/Gender: Rep Women	2%	(6)	98%	(343)	348
Ideo: Liberal (1-3)	4%	(26)	96%	(658)	683
Ideo: Moderate (4)	3%	(18)	97%	(648)	665
Ideo: Conservative (5-7)	2%	(14)	98%	(663)	678
Educ: < College	3%	(36)	97%	(1385)	1421
Educ: Bachelors degree	2%	(11)	98%	(482)	493
Educ: Post-grad	6%	(19)	94%	(270)	289
Income: Under 50k	2%	(29)	98%	(1133)	1162
Income: 50k-100k	3%	(23)	97%	(664)	686
Income: 100k+	4%	(14)	96%	(340)	355
Ethnicity: White	3%	(45)	97%	(1648)	1692
Ethnicity: Hispanic	4%	(14)	96%	(371)	385
Ethnicity: Black	4%	(11)	96%	(274)	285
Ethnicity: Other	4%	(10)	96%	(216)	226

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Table IDFA5_11NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Honey*

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2138)	2203
All Christian	2%	(25)	98%	(1038)	1062
All Non-Christian	10%	(20)	90%	(186)	206
Atheist	—	(0)	100%	(85)	85
Agnostic/Nothing in particular	2%	(13)	98%	(493)	505
Something Else	2%	(8)	98%	(336)	344
Religious Non-Protestant/Catholic	9%	(20)	91%	(205)	225
Evangelical	3%	(18)	97%	(532)	549
Non-Evangelical	1%	(11)	99%	(805)	816
Community: Urban	5%	(39)	95%	(677)	716
Community: Suburban	2%	(19)	98%	(1000)	1019
Community: Rural	2%	(8)	98%	(460)	467
Employ: Private Sector	4%	(25)	96%	(662)	686
Employ: Government	8%	(10)	92%	(118)	128
Employ: Self-Employed	2%	(3)	98%	(219)	223
Employ: Homemaker	2%	(3)	98%	(130)	133
Employ: Student	5%	(4)	95%	(73)	77
Employ: Retired	2%	(13)	98%	(542)	555
Employ: Unemployed	2%	(4)	98%	(266)	270
Employ: Other	3%	(3)	97%	(127)	131
Military HH: Yes	2%	(6)	98%	(276)	282
Military HH: No	3%	(60)	97%	(1862)	1921
2022 House Vote: Democrat	3%	(27)	97%	(802)	829
2022 House Vote: Republican	2%	(15)	98%	(662)	677
2022 House Vote: Didnt Vote	3%	(19)	97%	(638)	656
2020 Vote: Joe Biden	3%	(30)	97%	(930)	960
2020 Vote: Donald Trump	2%	(12)	98%	(739)	751
2020 Vote: Other	10%	(5)	90%	(48)	53
2020 Vote: Didn't Vote	4%	(18)	96%	(421)	439
2018 House Vote: Democrat	4%	(27)	96%	(727)	754
2018 House Vote: Republican	2%	(14)	98%	(630)	644
2018 House Vote: Didnt Vote	3%	(22)	97%	(753)	775

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Table IDFA5_11NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Honey*

Demographic	Selected		Not Selected		Total N
Adults	3%	(65)	97%	(2138)	2203
4-Region: Northeast	4%	(17)	96%	(367)	384
4-Region: Midwest	3%	(12)	97%	(440)	452
4-Region: South	3%	(22)	97%	(825)	847
4-Region: West	3%	(15)	97%	(506)	520
9-Region: New England	1%	(1)	99%	(94)	95
9-Region: Mid-Atlantic	5%	(16)	95%	(273)	288
9-Region: East North Central	3%	(10)	97%	(345)	355
9-Region: West North Central	2%	(2)	98%	(95)	97
9-Region: South Atlantic	3%	(12)	97%	(471)	484
9-Region: East South Central	4%	(4)	96%	(104)	109
9-Region: West South Central	2%	(6)	98%	(249)	255
9-Region: Mountain	1%	(2)	99%	(131)	133
9-Region: Pacific	3%	(13)	97%	(375)	387
Ice Cream: Love it	3%	(45)	97%	(1500)	1544
Ice Cream: Like it	3%	(21)	97%	(585)	606
Ice Cream: Not a Fan	—	(0)	100%	(53)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_12NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Fruit*

Demographic	Selected		Not Selected		Total N
Adults	9%	(193)	91%	(2010)	2203
Gender: Male	9%	(92)	91%	(983)	1075
Gender: Female	9%	(101)	91%	(1025)	1126
Age: 18-34	9%	(59)	91%	(582)	640
Age: 35-44	11%	(39)	89%	(331)	370
Age: 45-64	8%	(56)	92%	(641)	697
Age: 65+	8%	(39)	92%	(457)	496
GenZers: 1997-2012	8%	(24)	92%	(280)	304
Millennials: 1981-1996	10%	(68)	90%	(599)	667
GenXers: 1965-1980	7%	(37)	93%	(482)	519
Baby Boomers: 1946-1964	9%	(56)	91%	(603)	659
PID: Dem (no lean)	10%	(89)	90%	(798)	887
PID: Ind (no lean)	10%	(54)	90%	(511)	565
PID: Rep (no lean)	7%	(49)	93%	(701)	750
PID/Gender: Dem Men	8%	(34)	92%	(379)	412
PID/Gender: Dem Women	12%	(56)	88%	(419)	475
PID/Gender: Ind Men	12%	(31)	88%	(230)	261
PID/Gender: Ind Women	8%	(23)	92%	(280)	303
PID/Gender: Rep Men	7%	(27)	93%	(375)	402
PID/Gender: Rep Women	6%	(22)	94%	(326)	348
Ideo: Liberal (1-3)	10%	(70)	90%	(613)	683
Ideo: Moderate (4)	9%	(60)	91%	(605)	665
Ideo: Conservative (5-7)	6%	(42)	94%	(635)	678
Educ: < College	7%	(106)	93%	(1315)	1421
Educ: Bachelors degree	10%	(47)	90%	(446)	493
Educ: Post-grad	14%	(39)	86%	(250)	289
Income: Under 50k	7%	(87)	93%	(1075)	1162
Income: 50k-100k	9%	(64)	91%	(622)	686
Income: 100k+	12%	(42)	88%	(313)	355
Ethnicity: White	8%	(127)	92%	(1565)	1692
Ethnicity: Hispanic	5%	(20)	95%	(365)	385
Ethnicity: Black	9%	(25)	91%	(260)	285
Ethnicity: Other	18%	(41)	82%	(185)	226

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Table IDFA5_12NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Fruit*

Demographic	Selected		Not Selected		Total N
Adults	9%	(193)	91%	(2010)	2203
All Christian	8%	(86)	92%	(976)	1062
All Non-Christian	10%	(21)	90%	(185)	206
Atheist	13%	(11)	87%	(75)	85
Agnostic/Nothing in particular	10%	(50)	90%	(455)	505
Something Else	7%	(25)	93%	(319)	344
Religious Non-Protestant/Catholic	11%	(24)	89%	(201)	225
Evangelical	8%	(45)	92%	(505)	549
Non-Evangelical	8%	(61)	92%	(754)	816
Community: Urban	10%	(75)	90%	(641)	716
Community: Suburban	8%	(82)	92%	(937)	1019
Community: Rural	8%	(35)	92%	(432)	467
Employ: Private Sector	10%	(68)	90%	(618)	686
Employ: Government	6%	(8)	94%	(120)	128
Employ: Self-Employed	12%	(26)	88%	(197)	223
Employ: Homemaker	7%	(10)	93%	(123)	133
Employ: Student	3%	(2)	97%	(75)	77
Employ: Retired	8%	(44)	92%	(511)	555
Employ: Unemployed	10%	(27)	90%	(244)	270
Employ: Other	6%	(8)	94%	(123)	131
Military HH: Yes	12%	(34)	88%	(248)	282
Military HH: No	8%	(159)	92%	(1763)	1921
2022 House Vote: Democrat	9%	(77)	91%	(752)	829
2022 House Vote: Republican	8%	(54)	92%	(622)	677
2022 House Vote: Didnt Vote	8%	(54)	92%	(602)	656
2020 Vote: Joe Biden	10%	(92)	90%	(868)	960
2020 Vote: Donald Trump	8%	(58)	92%	(693)	751
2020 Vote: Other	14%	(7)	86%	(46)	53
2020 Vote: Didn't Vote	8%	(36)	92%	(404)	439
2018 House Vote: Democrat	10%	(73)	90%	(681)	754
2018 House Vote: Republican	7%	(45)	93%	(599)	644
2018 House Vote: Didnt Vote	9%	(71)	91%	(704)	775

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Table IDFA5_12NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Fruit*

Demographic	Selected		Not Selected		Total N
Adults	9%	(193)	91%	(2010)	2203
4-Region: Northeast	8%	(29)	92%	(354)	384
4-Region: Midwest	8%	(34)	92%	(418)	452
4-Region: South	9%	(76)	91%	(771)	847
4-Region: West	10%	(53)	90%	(467)	520
9-Region: New England	5%	(5)	95%	(90)	95
9-Region: Mid-Atlantic	8%	(24)	92%	(264)	288
9-Region: East North Central	8%	(28)	92%	(327)	355
9-Region: West North Central	6%	(6)	94%	(91)	97
9-Region: South Atlantic	12%	(56)	88%	(427)	484
9-Region: East South Central	4%	(4)	96%	(105)	109
9-Region: West South Central	6%	(16)	94%	(239)	255
9-Region: Mountain	8%	(11)	92%	(122)	133
9-Region: Pacific	11%	(42)	89%	(345)	387
Ice Cream: Love it	8%	(130)	92%	(1415)	1544
Ice Cream: Like it	10%	(58)	90%	(548)	606
Ice Cream: Not a Fan	9%	(5)	91%	(48)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_13NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Nuts (whole or chopped)*

Demographic	Selected		Not Selected		Total N
Adults	19%	(411)	81%	(1792)	2203
Gender: Male	16%	(176)	84%	(899)	1075
Gender: Female	21%	(235)	79%	(891)	1126
Age: 18-34	12%	(77)	88%	(563)	640
Age: 35-44	22%	(80)	78%	(290)	370
Age: 45-64	19%	(134)	81%	(562)	697
Age: 65+	24%	(120)	76%	(375)	496
GenZers: 1997-2012	11%	(34)	89%	(270)	304
Millennials: 1981-1996	17%	(112)	83%	(554)	667
GenXers: 1965-1980	19%	(98)	81%	(422)	519
Baby Boomers: 1946-1964	23%	(152)	77%	(506)	659
PID: Dem (no lean)	18%	(158)	82%	(730)	887
PID: Ind (no lean)	19%	(106)	81%	(459)	565
PID: Rep (no lean)	20%	(148)	80%	(603)	750
PID/Gender: Dem Men	15%	(63)	85%	(350)	412
PID/Gender: Dem Women	20%	(95)	80%	(379)	475
PID/Gender: Ind Men	20%	(52)	80%	(209)	261
PID/Gender: Ind Women	18%	(54)	82%	(249)	303
PID/Gender: Rep Men	15%	(62)	85%	(340)	402
PID/Gender: Rep Women	25%	(86)	75%	(263)	348
Ideo: Liberal (1-3)	18%	(124)	82%	(559)	683
Ideo: Moderate (4)	18%	(122)	82%	(543)	665
Ideo: Conservative (5-7)	20%	(135)	80%	(543)	678
Educ: < College	17%	(243)	83%	(1178)	1421
Educ: Bachelors degree	20%	(101)	80%	(392)	493
Educ: Post-grad	24%	(68)	76%	(221)	289
Income: Under 50k	18%	(205)	82%	(957)	1162
Income: 50k-100k	18%	(121)	82%	(566)	686
Income: 100k+	24%	(86)	76%	(269)	355
Ethnicity: White	19%	(315)	81%	(1377)	1692
Ethnicity: Hispanic	14%	(55)	86%	(330)	385
Ethnicity: Black	18%	(51)	82%	(233)	285
Ethnicity: Other	20%	(45)	80%	(181)	226

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Table IDFA5_13NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Nuts (whole or chopped)*

Demographic	Selected		Not Selected		Total N
Adults	19%	(411)	81%	(1792)	2203
All Christian	20%	(215)	80%	(847)	1062
All Non-Christian	16%	(34)	84%	(172)	206
Atheist	20%	(17)	80%	(68)	85
Agnostic/Nothing in particular	19%	(94)	81%	(411)	505
Something Else	15%	(51)	85%	(293)	344
Religious Non-Protestant/Catholic	17%	(37)	83%	(188)	225
Evangelical	22%	(120)	78%	(429)	549
Non-Evangelical	17%	(138)	83%	(678)	816
Community: Urban	15%	(108)	85%	(608)	716
Community: Suburban	20%	(205)	80%	(814)	1019
Community: Rural	21%	(98)	79%	(369)	467
Employ: Private Sector	19%	(133)	81%	(553)	686
Employ: Government	17%	(21)	83%	(106)	128
Employ: Self-Employed	18%	(41)	82%	(182)	223
Employ: Homemaker	20%	(27)	80%	(106)	133
Employ: Student	7%	(5)	93%	(72)	77
Employ: Retired	22%	(125)	78%	(430)	555
Employ: Unemployed	15%	(40)	85%	(230)	270
Employ: Other	15%	(20)	85%	(111)	131
Military HH: Yes	19%	(53)	81%	(229)	282
Military HH: No	19%	(359)	81%	(1563)	1921
2022 House Vote: Democrat	18%	(148)	82%	(681)	829
2022 House Vote: Republican	19%	(129)	81%	(548)	677
2022 House Vote: Didnt Vote	19%	(123)	81%	(534)	656
2020 Vote: Joe Biden	17%	(168)	83%	(792)	960
2020 Vote: Donald Trump	20%	(148)	80%	(603)	751
2020 Vote: Other	22%	(12)	78%	(41)	53
2020 Vote: Didn't Vote	19%	(84)	81%	(356)	439
2018 House Vote: Democrat	19%	(143)	81%	(611)	754
2018 House Vote: Republican	19%	(124)	81%	(520)	644
2018 House Vote: Didnt Vote	18%	(138)	82%	(636)	775

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Table IDFA5_13NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Nuts (whole or chopped)*

Demographic	Selected		Not Selected		Total N
Adults	19%	(411)	81%	(1792)	2203
4-Region: Northeast	13%	(51)	87%	(332)	384
4-Region: Midwest	20%	(91)	80%	(361)	452
4-Region: South	21%	(179)	79%	(668)	847
4-Region: West	17%	(91)	83%	(430)	520
9-Region: New England	10%	(9)	90%	(86)	95
9-Region: Mid-Atlantic	15%	(42)	85%	(246)	288
9-Region: East North Central	18%	(65)	82%	(290)	355
9-Region: West North Central	26%	(26)	74%	(72)	97
9-Region: South Atlantic	18%	(86)	82%	(398)	484
9-Region: East South Central	25%	(27)	75%	(81)	109
9-Region: West South Central	26%	(65)	74%	(189)	255
9-Region: Mountain	19%	(26)	81%	(108)	133
9-Region: Pacific	17%	(65)	83%	(322)	387
Ice Cream: Love it	18%	(285)	82%	(1259)	1544
Ice Cream: Like it	19%	(117)	81%	(489)	606
Ice Cream: Not a Fan	18%	(9)	82%	(43)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_14NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Chocolate Chips*

Demographic	Selected		Not Selected		Total N
Adults	17%	(365)	83%	(1838)	2203
Gender: Male	21%	(229)	79%	(847)	1075
Gender: Female	12%	(135)	88%	(991)	1126
Age: 18-34	22%	(138)	78%	(502)	640
Age: 35-44	18%	(66)	82%	(304)	370
Age: 45-64	16%	(109)	84%	(587)	697
Age: 65+	11%	(52)	89%	(444)	496
GenZers: 1997-2012	22%	(65)	78%	(238)	304
Millennials: 1981-1996	20%	(134)	80%	(533)	667
GenXers: 1965-1980	17%	(87)	83%	(433)	519
Baby Boomers: 1946-1964	11%	(74)	89%	(585)	659
PID: Dem (no lean)	15%	(134)	85%	(754)	887
PID: Ind (no lean)	20%	(114)	80%	(451)	565
PID: Rep (no lean)	16%	(118)	84%	(633)	750
PID/Gender: Dem Men	20%	(81)	80%	(331)	412
PID/Gender: Dem Women	11%	(52)	89%	(422)	475
PID/Gender: Ind Men	24%	(62)	76%	(199)	261
PID/Gender: Ind Women	17%	(51)	83%	(252)	303
PID/Gender: Rep Men	21%	(86)	79%	(316)	402
PID/Gender: Rep Women	9%	(32)	91%	(316)	348
Ideo: Liberal (1-3)	15%	(99)	85%	(584)	683
Ideo: Moderate (4)	20%	(134)	80%	(531)	665
Ideo: Conservative (5-7)	14%	(93)	86%	(585)	678
Educ: < College	16%	(221)	84%	(1200)	1421
Educ: Bachelors degree	19%	(94)	81%	(399)	493
Educ: Post-grad	17%	(49)	83%	(240)	289
Income: Under 50k	16%	(186)	84%	(976)	1162
Income: 50k-100k	17%	(118)	83%	(568)	686
Income: 100k+	17%	(61)	83%	(294)	355
Ethnicity: White	16%	(276)	84%	(1416)	1692
Ethnicity: Hispanic	20%	(76)	80%	(309)	385
Ethnicity: Black	19%	(55)	81%	(229)	285
Ethnicity: Other	15%	(34)	85%	(192)	226

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Table IDFA5_14NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Chocolate Chips*

Demographic	Selected		Not Selected		Total N
Adults	17%	(365)	83%	(1838)	2203
All Christian	15%	(162)	85%	(900)	1062
All Non-Christian	28%	(57)	72%	(148)	206
Atheist	23%	(20)	77%	(66)	85
Agnostic/Nothing in particular	13%	(65)	87%	(440)	505
Something Else	18%	(61)	82%	(284)	344
Religious Non-Protestant/Catholic	27%	(60)	73%	(165)	225
Evangelical	16%	(90)	84%	(459)	549
Non-Evangelical	16%	(128)	84%	(688)	816
Community: Urban	18%	(130)	82%	(586)	716
Community: Suburban	16%	(167)	84%	(853)	1019
Community: Rural	15%	(69)	85%	(399)	467
Employ: Private Sector	17%	(117)	83%	(569)	686
Employ: Government	16%	(20)	84%	(108)	128
Employ: Self-Employed	22%	(48)	78%	(175)	223
Employ: Homemaker	20%	(26)	80%	(107)	133
Employ: Student	20%	(16)	80%	(62)	77
Employ: Retired	12%	(69)	88%	(486)	555
Employ: Unemployed	16%	(45)	84%	(226)	270
Employ: Other	19%	(24)	81%	(107)	131
Military HH: Yes	23%	(64)	77%	(218)	282
Military HH: No	16%	(301)	84%	(1620)	1921
2022 House Vote: Democrat	16%	(135)	84%	(694)	829
2022 House Vote: Republican	16%	(111)	84%	(566)	677
2022 House Vote: Didnt Vote	18%	(116)	82%	(540)	656
2020 Vote: Joe Biden	16%	(155)	84%	(805)	960
2020 Vote: Donald Trump	15%	(113)	85%	(638)	751
2020 Vote: Other	10%	(5)	90%	(48)	53
2020 Vote: Didn't Vote	21%	(92)	79%	(347)	439
2018 House Vote: Democrat	15%	(115)	85%	(639)	754
2018 House Vote: Republican	16%	(102)	84%	(542)	644
2018 House Vote: Didnt Vote	19%	(145)	81%	(630)	775

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Table IDFA5_14NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Chocolate Chips*

Demographic	Selected		Not Selected		Total N
Adults	17%	(365)	83%	(1838)	2203
4-Region: Northeast	17%	(64)	83%	(319)	384
4-Region: Midwest	15%	(69)	85%	(383)	452
4-Region: South	16%	(137)	84%	(710)	847
4-Region: West	18%	(95)	82%	(425)	520
9-Region: New England	15%	(14)	85%	(81)	95
9-Region: Mid-Atlantic	17%	(50)	83%	(238)	288
9-Region: East North Central	15%	(53)	85%	(301)	355
9-Region: West North Central	16%	(16)	84%	(82)	97
9-Region: South Atlantic	15%	(74)	85%	(409)	484
9-Region: East South Central	18%	(20)	82%	(89)	109
9-Region: West South Central	17%	(43)	83%	(212)	255
9-Region: Mountain	14%	(19)	86%	(115)	133
9-Region: Pacific	20%	(77)	80%	(310)	387
Ice Cream: Love it	16%	(244)	84%	(1301)	1544
Ice Cream: Like it	19%	(113)	81%	(492)	606
Ice Cream: Not a Fan	15%	(8)	85%	(45)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_15NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Cereal*

Demographic	Selected		Not Selected		Total N
Adults	3%	(66)	97%	(2137)	2203
Gender: Male	5%	(54)	95%	(1021)	1075
Gender: Female	1%	(12)	99%	(1114)	1126
Age: 18-34	5%	(34)	95%	(607)	640
Age: 35-44	5%	(19)	95%	(351)	370
Age: 45-64	2%	(12)	98%	(685)	697
Age: 65+	—	(2)	100%	(494)	496
GenZers: 1997-2012	5%	(15)	95%	(289)	304
Millennials: 1981-1996	6%	(37)	94%	(630)	667
GenXers: 1965-1980	2%	(11)	98%	(508)	519
Baby Boomers: 1946-1964	1%	(3)	99%	(655)	659
PID: Dem (no lean)	4%	(33)	96%	(855)	887
PID: Ind (no lean)	2%	(11)	98%	(555)	565
PID: Rep (no lean)	3%	(23)	97%	(727)	750
PID/Gender: Dem Men	7%	(30)	93%	(383)	412
PID/Gender: Dem Women	1%	(3)	99%	(472)	475
PID/Gender: Ind Men	2%	(6)	98%	(254)	261
PID/Gender: Ind Women	1%	(4)	99%	(299)	303
PID/Gender: Rep Men	4%	(18)	96%	(384)	402
PID/Gender: Rep Women	1%	(5)	99%	(343)	348
Ideo: Liberal (1-3)	5%	(32)	95%	(651)	683
Ideo: Moderate (4)	2%	(15)	98%	(650)	665
Ideo: Conservative (5-7)	3%	(17)	97%	(660)	678
Educ: < College	2%	(33)	98%	(1388)	1421
Educ: Bachelors degree	4%	(19)	96%	(474)	493
Educ: Post-grad	5%	(14)	95%	(275)	289
Income: Under 50k	2%	(25)	98%	(1137)	1162
Income: 50k-100k	4%	(29)	96%	(657)	686
Income: 100k+	3%	(12)	97%	(342)	355
Ethnicity: White	3%	(53)	97%	(1640)	1692
Ethnicity: Hispanic	7%	(26)	93%	(358)	385
Ethnicity: Black	4%	(12)	96%	(273)	285
Ethnicity: Other	1%	(2)	99%	(224)	226

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Table IDFA5_15NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Cereal*

Demographic	Selected		Not Selected		Total N
Adults	3%	(66)	97%	(2137)	2203
All Christian	3%	(32)	97%	(1030)	1062
All Non-Christian	6%	(13)	94%	(192)	206
Atheist	2%	(2)	98%	(84)	85
Agnostic/Nothing in particular	1%	(7)	99%	(499)	505
Something Else	4%	(12)	96%	(332)	344
Religious Non-Protestant/Catholic	6%	(13)	94%	(212)	225
Evangelical	3%	(17)	97%	(532)	549
Non-Evangelical	3%	(27)	97%	(789)	816
Community: Urban	5%	(35)	95%	(681)	716
Community: Suburban	2%	(25)	98%	(995)	1019
Community: Rural	1%	(6)	99%	(461)	467
Employ: Private Sector	4%	(29)	96%	(657)	686
Employ: Government	6%	(8)	94%	(120)	128
Employ: Self-Employed	6%	(14)	94%	(209)	223
Employ: Homemaker	1%	(2)	99%	(131)	133
Employ: Student	1%	(1)	99%	(77)	77
Employ: Retired	1%	(3)	99%	(552)	555
Employ: Unemployed	3%	(9)	97%	(262)	270
Employ: Other	1%	(1)	99%	(130)	131
Military HH: Yes	2%	(7)	98%	(275)	282
Military HH: No	3%	(59)	97%	(1862)	1921
2022 House Vote: Democrat	4%	(36)	96%	(794)	829
2022 House Vote: Republican	3%	(23)	97%	(654)	677
2022 House Vote: Didnt Vote	1%	(7)	99%	(650)	656
2020 Vote: Joe Biden	4%	(36)	96%	(924)	960
2020 Vote: Donald Trump	3%	(19)	97%	(732)	751
2020 Vote: Other	1%	(0)	99%	(52)	53
2020 Vote: Didn't Vote	2%	(11)	98%	(429)	439
2018 House Vote: Democrat	4%	(30)	96%	(724)	754
2018 House Vote: Republican	3%	(20)	97%	(624)	644
2018 House Vote: Didnt Vote	2%	(15)	98%	(759)	775

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Table IDFA5_15NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Cereal*

Demographic	Selected		Not Selected		Total N
Adults	3%	(66)	97%	(2137)	2203
4-Region: Northeast	4%	(16)	96%	(367)	384
4-Region: Midwest	2%	(10)	98%	(443)	452
4-Region: South	3%	(22)	97%	(825)	847
4-Region: West	4%	(18)	96%	(502)	520
9-Region: New England	3%	(3)	97%	(92)	95
9-Region: Mid-Atlantic	5%	(13)	95%	(275)	288
9-Region: East North Central	2%	(7)	98%	(348)	355
9-Region: West North Central	2%	(2)	98%	(95)	97
9-Region: South Atlantic	3%	(12)	97%	(471)	484
9-Region: East South Central	3%	(3)	97%	(106)	109
9-Region: West South Central	3%	(7)	97%	(248)	255
9-Region: Mountain	2%	(3)	98%	(130)	133
9-Region: Pacific	4%	(15)	96%	(372)	387
Ice Cream: Love it	3%	(54)	97%	(1491)	1544
Ice Cream: Like it	2%	(12)	98%	(593)	606
Ice Cream: Not a Fan	—	(0)	100%	(53)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_16NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Chocolate bars (whole or crushed)*

Demographic	Selected		Not Selected		Total N
Adults	5%	(109)	95%	(2094)	2203
Gender: Male	6%	(67)	94%	(1008)	1075
Gender: Female	4%	(42)	96%	(1084)	1126
Age: 18-34	8%	(50)	92%	(590)	640
Age: 35-44	5%	(20)	95%	(350)	370
Age: 45-64	4%	(26)	96%	(671)	697
Age: 65+	3%	(13)	97%	(483)	496
GenZers: 1997-2012	7%	(22)	93%	(281)	304
Millennials: 1981-1996	7%	(46)	93%	(621)	667
GenXers: 1965-1980	4%	(19)	96%	(501)	519
Baby Boomers: 1946-1964	3%	(20)	97%	(639)	659
PID: Dem (no lean)	5%	(47)	95%	(840)	887
PID: Ind (no lean)	6%	(34)	94%	(531)	565
PID: Rep (no lean)	4%	(28)	96%	(723)	750
PID/Gender: Dem Men	6%	(25)	94%	(387)	412
PID/Gender: Dem Women	5%	(22)	95%	(452)	475
PID/Gender: Ind Men	8%	(20)	92%	(241)	261
PID/Gender: Ind Women	5%	(14)	95%	(289)	303
PID/Gender: Rep Men	6%	(23)	94%	(380)	402
PID/Gender: Rep Women	1%	(5)	99%	(343)	348
Ideo: Liberal (1-3)	5%	(35)	95%	(648)	683
Ideo: Moderate (4)	5%	(31)	95%	(635)	665
Ideo: Conservative (5-7)	4%	(24)	96%	(653)	678
Educ: < College	5%	(69)	95%	(1352)	1421
Educ: Bachelors degree	5%	(25)	95%	(468)	493
Educ: Post-grad	5%	(15)	95%	(274)	289
Income: Under 50k	4%	(47)	96%	(1115)	1162
Income: 50k-100k	5%	(32)	95%	(654)	686
Income: 100k+	8%	(30)	92%	(325)	355
Ethnicity: White	4%	(69)	96%	(1623)	1692
Ethnicity: Hispanic	3%	(12)	97%	(373)	385
Ethnicity: Black	8%	(21)	92%	(263)	285

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Table IDFA5_16NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Chocolate bars (whole or crushed)*

Demographic	Selected		Not Selected		Total N
Adults	5%	(109)	95%	(2094)	2203
Ethnicity: Other	8%	(18)	92%	(207)	226
All Christian	3%	(31)	97%	(1031)	1062
All Non-Christian	10%	(21)	90%	(184)	206
Atheist	5%	(5)	95%	(81)	85
Agnostic/Nothing in particular	5%	(23)	95%	(482)	505
Something Else	8%	(29)	92%	(316)	344
Religious Non-Protestant/Catholic	9%	(21)	91%	(204)	225
Evangelical	4%	(24)	96%	(526)	549
Non-Evangelical	4%	(35)	96%	(781)	816
Community: Urban	6%	(43)	94%	(673)	716
Community: Suburban	4%	(40)	96%	(980)	1019
Community: Rural	6%	(26)	94%	(441)	467
Employ: Private Sector	6%	(42)	94%	(644)	686
Employ: Government	5%	(6)	95%	(122)	128
Employ: Self-Employed	3%	(7)	97%	(216)	223
Employ: Homemaker	10%	(13)	90%	(120)	133
Employ: Student	2%	(2)	98%	(76)	77
Employ: Retired	2%	(14)	98%	(541)	555
Employ: Unemployed	7%	(20)	93%	(250)	270
Employ: Other	5%	(6)	95%	(124)	131
Military HH: Yes	3%	(9)	97%	(272)	282
Military HH: No	5%	(100)	95%	(1822)	1921
2022 House Vote: Democrat	5%	(43)	95%	(786)	829
2022 House Vote: Republican	4%	(30)	96%	(647)	677
2022 House Vote: Didnt Vote	5%	(33)	95%	(623)	656
2020 Vote: Joe Biden	5%	(51)	95%	(909)	960
2020 Vote: Donald Trump	4%	(27)	96%	(724)	751
2020 Vote: Other	5%	(3)	95%	(50)	53
2020 Vote: Didn't Vote	7%	(29)	93%	(411)	439

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Table IDFA5_16NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Chocolate bars (whole or crushed)*

Demographic	Selected		Not Selected		Total N
Adults	5%	(109)	95%	(2094)	2203
2018 House Vote: Democrat	4%	(34)	96%	(721)	754
2018 House Vote: Republican	3%	(21)	97%	(622)	644
2018 House Vote: Didnt Vote	7%	(52)	93%	(723)	775
4-Region: Northeast	4%	(14)	96%	(370)	384
4-Region: Midwest	5%	(22)	95%	(430)	452
4-Region: South	6%	(49)	94%	(798)	847
4-Region: West	5%	(24)	95%	(496)	520
9-Region: New England	1%	(1)	99%	(94)	95
9-Region: Mid-Atlantic	4%	(12)	96%	(276)	288
9-Region: East North Central	6%	(20)	94%	(334)	355
9-Region: West North Central	2%	(2)	98%	(95)	97
9-Region: South Atlantic	5%	(26)	95%	(458)	484
9-Region: East South Central	4%	(5)	96%	(104)	109
9-Region: West South Central	7%	(18)	93%	(237)	255
9-Region: Mountain	6%	(8)	94%	(125)	133
9-Region: Pacific	4%	(16)	96%	(371)	387
Ice Cream: Love it	5%	(79)	95%	(1465)	1544
Ice Cream: Like it	5%	(28)	95%	(578)	606
Ice Cream: Not a Fan	4%	(2)	96%	(51)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_17NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Gummy bears*

Demographic	Selected		Not Selected		Total N
Adults	5%	(117)	95%	(2086)	2203
Gender: Male	7%	(72)	93%	(1003)	1075
Gender: Female	4%	(45)	96%	(1081)	1126
Age: 18-34	12%	(80)	88%	(561)	640
Age: 35-44	7%	(25)	93%	(345)	370
Age: 45-64	2%	(13)	98%	(684)	697
Age: 65+	—	(0)	100%	(496)	496
GenZers: 1997-2012	16%	(50)	84%	(254)	304
Millennials: 1981-1996	8%	(50)	92%	(616)	667
GenXers: 1965-1980	3%	(15)	97%	(505)	519
Baby Boomers: 1946-1964	—	(2)	100%	(656)	659
PID: Dem (no lean)	7%	(64)	93%	(823)	887
PID: Ind (no lean)	5%	(27)	95%	(539)	565
PID: Rep (no lean)	3%	(26)	97%	(724)	750
PID/Gender: Dem Men	9%	(35)	91%	(377)	412
PID/Gender: Dem Women	6%	(29)	94%	(446)	475
PID/Gender: Ind Men	7%	(18)	93%	(243)	261
PID/Gender: Ind Women	3%	(9)	97%	(294)	303
PID/Gender: Rep Men	5%	(19)	95%	(383)	402
PID/Gender: Rep Women	2%	(7)	98%	(341)	348
Ideo: Liberal (1-3)	9%	(64)	91%	(619)	683
Ideo: Moderate (4)	4%	(24)	96%	(642)	665
Ideo: Conservative (5-7)	3%	(19)	97%	(659)	678
Educ: < College	6%	(80)	94%	(1341)	1421
Educ: Bachelors degree	4%	(20)	96%	(472)	493
Educ: Post-grad	6%	(17)	94%	(272)	289
Income: Under 50k	5%	(56)	95%	(1106)	1162
Income: 50k-100k	5%	(36)	95%	(650)	686
Income: 100k+	7%	(25)	93%	(329)	355
Ethnicity: White	5%	(89)	95%	(1604)	1692
Ethnicity: Hispanic	14%	(53)	86%	(332)	385
Ethnicity: Black	5%	(14)	95%	(271)	285
Ethnicity: Other	7%	(15)	93%	(211)	226

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Table IDFA5_17NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Gummy bears*

Demographic	Selected		Not Selected		Total N
Adults	5%	(117)	95%	(2086)	2203
All Christian	5%	(48)	95%	(1014)	1062
All Non-Christian	8%	(17)	92%	(189)	206
Atheist	1%	(1)	99%	(85)	85
Agnostic/Nothing in particular	6%	(31)	94%	(475)	505
Something Else	6%	(21)	94%	(323)	344
Religious Non-Protestant/Catholic	8%	(17)	92%	(208)	225
Evangelical	6%	(35)	94%	(515)	549
Non-Evangelical	4%	(33)	96%	(783)	816
Community: Urban	9%	(63)	91%	(653)	716
Community: Suburban	4%	(37)	96%	(982)	1019
Community: Rural	4%	(17)	96%	(450)	467
Employ: Private Sector	6%	(44)	94%	(642)	686
Employ: Government	8%	(10)	92%	(117)	128
Employ: Self-Employed	7%	(16)	93%	(206)	223
Employ: Homemaker	1%	(1)	99%	(132)	133
Employ: Student	30%	(23)	70%	(54)	77
Employ: Retired	1%	(3)	99%	(552)	555
Employ: Unemployed	6%	(16)	94%	(254)	270
Employ: Other	2%	(2)	98%	(129)	131
Military HH: Yes	4%	(11)	96%	(270)	282
Military HH: No	6%	(106)	94%	(1815)	1921
2022 House Vote: Democrat	6%	(53)	94%	(776)	829
2022 House Vote: Republican	3%	(20)	97%	(656)	677
2022 House Vote: Didnt Vote	6%	(42)	94%	(614)	656
2020 Vote: Joe Biden	6%	(57)	94%	(903)	960
2020 Vote: Donald Trump	3%	(23)	97%	(728)	751
2020 Vote: Other	10%	(5)	90%	(48)	53
2020 Vote: Didn't Vote	7%	(32)	93%	(408)	439
2018 House Vote: Democrat	5%	(40)	95%	(714)	754
2018 House Vote: Republican	3%	(19)	97%	(625)	644
2018 House Vote: Didnt Vote	7%	(57)	93%	(718)	775

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Table IDFA5_17NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Gummy bears*

Demographic	Selected		Not Selected		Total N
Adults	5%	(117)	95%	(2086)	2203
4-Region: Northeast	5%	(18)	95%	(366)	384
4-Region: Midwest	3%	(12)	97%	(440)	452
4-Region: South	6%	(53)	94%	(794)	847
4-Region: West	7%	(34)	93%	(486)	520
9-Region: New England	2%	(2)	98%	(93)	95
9-Region: Mid-Atlantic	5%	(16)	95%	(273)	288
9-Region: East North Central	3%	(9)	97%	(346)	355
9-Region: West North Central	4%	(3)	96%	(94)	97
9-Region: South Atlantic	7%	(35)	93%	(448)	484
9-Region: East South Central	3%	(4)	97%	(105)	109
9-Region: West South Central	5%	(14)	95%	(241)	255
9-Region: Mountain	7%	(10)	93%	(123)	133
9-Region: Pacific	6%	(24)	94%	(363)	387
Ice Cream: Love it	6%	(92)	94%	(1452)	1544
Ice Cream: Like it	3%	(18)	97%	(588)	606
Ice Cream: Not a Fan	13%	(7)	87%	(46)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_18NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Brownie bits*

Demographic	Selected		Not Selected		Total N
Adults	11%	(232)	89%	(1971)	2203
Gender: Male	11%	(117)	89%	(958)	1075
Gender: Female	10%	(115)	90%	(1011)	1126
Age: 18-34	15%	(98)	85%	(542)	640
Age: 35-44	15%	(56)	85%	(314)	370
Age: 45-64	8%	(59)	92%	(638)	697
Age: 65+	4%	(19)	96%	(477)	496
GenZers: 1997-2012	17%	(51)	83%	(252)	304
Millennials: 1981-1996	14%	(97)	86%	(570)	667
GenXers: 1965-1980	9%	(47)	91%	(472)	519
Baby Boomers: 1946-1964	5%	(36)	95%	(623)	659
PID: Dem (no lean)	11%	(99)	89%	(788)	887
PID: Ind (no lean)	9%	(50)	91%	(515)	565
PID: Rep (no lean)	11%	(83)	89%	(667)	750
PID/Gender: Dem Men	10%	(43)	90%	(369)	412
PID/Gender: Dem Women	12%	(56)	88%	(419)	475
PID/Gender: Ind Men	8%	(21)	92%	(240)	261
PID/Gender: Ind Women	9%	(28)	91%	(275)	303
PID/Gender: Rep Men	13%	(52)	87%	(350)	402
PID/Gender: Rep Women	9%	(31)	91%	(318)	348
Ideo: Liberal (1-3)	12%	(83)	88%	(600)	683
Ideo: Moderate (4)	10%	(66)	90%	(599)	665
Ideo: Conservative (5-7)	10%	(69)	90%	(609)	678
Educ: < College	11%	(155)	89%	(1266)	1421
Educ: Bachelors degree	12%	(58)	88%	(435)	493
Educ: Post-grad	6%	(19)	94%	(270)	289
Income: Under 50k	10%	(120)	90%	(1042)	1162
Income: 50k-100k	11%	(76)	89%	(611)	686
Income: 100k+	10%	(36)	90%	(319)	355
Ethnicity: White	10%	(169)	90%	(1523)	1692
Ethnicity: Hispanic	14%	(54)	86%	(331)	385
Ethnicity: Black	14%	(41)	86%	(244)	285
Ethnicity: Other	10%	(22)	90%	(204)	226

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Table IDFA5_18NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Brownie bits*

Demographic	Selected		Not Selected		Total N
Adults	11%	(232)	89%	(1971)	2203
All Christian	9%	(100)	91%	(962)	1062
All Non-Christian	7%	(14)	93%	(191)	206
Atheist	17%	(14)	83%	(71)	85
Agnostic/Nothing in particular	13%	(65)	87%	(441)	505
Something Else	11%	(39)	89%	(306)	344
Religious Non-Protestant/Catholic	7%	(15)	93%	(210)	225
Evangelical	10%	(56)	90%	(494)	549
Non-Evangelical	10%	(80)	90%	(736)	816
Community: Urban	11%	(80)	89%	(636)	716
Community: Suburban	10%	(103)	90%	(917)	1019
Community: Rural	11%	(49)	89%	(418)	467
Employ: Private Sector	11%	(74)	89%	(612)	686
Employ: Government	11%	(14)	89%	(114)	128
Employ: Self-Employed	15%	(35)	85%	(188)	223
Employ: Homemaker	12%	(17)	88%	(116)	133
Employ: Student	24%	(18)	76%	(59)	77
Employ: Retired	5%	(28)	95%	(527)	555
Employ: Unemployed	12%	(32)	88%	(239)	270
Employ: Other	12%	(15)	88%	(116)	131
Military HH: Yes	7%	(21)	93%	(261)	282
Military HH: No	11%	(211)	89%	(1710)	1921
2022 House Vote: Democrat	11%	(88)	89%	(741)	829
2022 House Vote: Republican	10%	(70)	90%	(607)	677
2022 House Vote: Didnt Vote	11%	(72)	89%	(585)	656
2020 Vote: Joe Biden	11%	(107)	89%	(852)	960
2020 Vote: Donald Trump	10%	(78)	90%	(673)	751
2020 Vote: Other	3%	(1)	97%	(51)	53
2020 Vote: Didn't Vote	10%	(45)	90%	(395)	439
2018 House Vote: Democrat	10%	(76)	90%	(679)	754
2018 House Vote: Republican	9%	(60)	91%	(584)	644
2018 House Vote: Didnt Vote	12%	(93)	88%	(682)	775

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Table IDFA5_18NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Brownie bits*

Demographic	Selected		Not Selected		Total N
Adults	11%	(232)	89%	(1971)	2203
4-Region: Northeast	8%	(32)	92%	(352)	384
4-Region: Midwest	12%	(53)	88%	(399)	452
4-Region: South	10%	(81)	90%	(766)	847
4-Region: West	13%	(66)	87%	(455)	520
9-Region: New England	11%	(10)	89%	(85)	95
9-Region: Mid-Atlantic	7%	(22)	93%	(267)	288
9-Region: East North Central	12%	(43)	88%	(312)	355
9-Region: West North Central	10%	(10)	90%	(87)	97
9-Region: South Atlantic	9%	(44)	91%	(439)	484
9-Region: East South Central	9%	(9)	91%	(99)	109
9-Region: West South Central	11%	(28)	89%	(227)	255
9-Region: Mountain	14%	(18)	86%	(115)	133
9-Region: Pacific	12%	(47)	88%	(340)	387
Ice Cream: Love it	12%	(186)	88%	(1358)	1544
Ice Cream: Like it	7%	(42)	93%	(564)	606
Ice Cream: Not a Fan	7%	(4)	93%	(49)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_19NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Cookies (whole or crushed)*

Demographic	Selected		Not Selected		Total N
Adults	11%	(233)	89%	(1970)	2203
Gender: Male	10%	(110)	90%	(965)	1075
Gender: Female	11%	(123)	89%	(1003)	1126
Age: 18-34	20%	(129)	80%	(512)	640
Age: 35-44	9%	(35)	91%	(335)	370
Age: 45-64	8%	(55)	92%	(642)	697
Age: 65+	3%	(14)	97%	(482)	496
GenZers: 1997-2012	21%	(64)	79%	(240)	304
Millennials: 1981-1996	15%	(97)	85%	(570)	667
GenXers: 1965-1980	8%	(42)	92%	(477)	519
Baby Boomers: 1946-1964	4%	(27)	96%	(632)	659
PID: Dem (no lean)	13%	(113)	87%	(774)	887
PID: Ind (no lean)	10%	(57)	90%	(508)	565
PID: Rep (no lean)	8%	(62)	92%	(688)	750
PID/Gender: Dem Men	11%	(44)	89%	(368)	412
PID/Gender: Dem Women	15%	(69)	85%	(406)	475
PID/Gender: Ind Men	11%	(29)	89%	(232)	261
PID/Gender: Ind Women	9%	(28)	91%	(275)	303
PID/Gender: Rep Men	9%	(37)	91%	(365)	402
PID/Gender: Rep Women	7%	(25)	93%	(323)	348
Ideo: Liberal (1-3)	11%	(73)	89%	(610)	683
Ideo: Moderate (4)	12%	(79)	88%	(587)	665
Ideo: Conservative (5-7)	9%	(58)	91%	(619)	678
Educ: < College	10%	(149)	90%	(1273)	1421
Educ: Bachelors degree	12%	(61)	88%	(432)	493
Educ: Post-grad	8%	(23)	92%	(266)	289
Income: Under 50k	11%	(125)	89%	(1036)	1162
Income: 50k-100k	11%	(76)	89%	(610)	686
Income: 100k+	9%	(31)	91%	(324)	355
Ethnicity: White	8%	(140)	92%	(1553)	1692
Ethnicity: Hispanic	11%	(44)	89%	(341)	385
Ethnicity: Black	22%	(62)	78%	(223)	285
Ethnicity: Other	14%	(31)	86%	(195)	226

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Table IDFA5_19NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Cookies (whole or crushed)*

Demographic	Selected		Not Selected		Total N
Adults	11%	(233)	89%	(1970)	2203
All Christian	9%	(93)	91%	(969)	1062
All Non-Christian	9%	(18)	91%	(187)	206
Atheist	11%	(9)	89%	(76)	85
Agnostic/Nothing in particular	14%	(70)	86%	(435)	505
Something Else	12%	(42)	88%	(302)	344
Religious Non-Protestant/Catholic	9%	(20)	91%	(204)	225
Evangelical	10%	(54)	90%	(496)	549
Non-Evangelical	10%	(78)	90%	(738)	816
Community: Urban	11%	(82)	89%	(635)	716
Community: Suburban	10%	(101)	90%	(919)	1019
Community: Rural	11%	(51)	89%	(417)	467
Employ: Private Sector	10%	(66)	90%	(620)	686
Employ: Government	14%	(18)	86%	(109)	128
Employ: Self-Employed	14%	(32)	86%	(191)	223
Employ: Homemaker	16%	(21)	84%	(112)	133
Employ: Student	21%	(17)	79%	(61)	77
Employ: Retired	3%	(19)	97%	(536)	555
Employ: Unemployed	13%	(35)	87%	(236)	270
Employ: Other	19%	(25)	81%	(106)	131
Military HH: Yes	7%	(19)	93%	(263)	282
Military HH: No	11%	(214)	89%	(1708)	1921
2022 House Vote: Democrat	12%	(100)	88%	(729)	829
2022 House Vote: Republican	8%	(52)	92%	(625)	677
2022 House Vote: Didnt Vote	12%	(78)	88%	(578)	656
2020 Vote: Joe Biden	12%	(115)	88%	(845)	960
2020 Vote: Donald Trump	7%	(54)	93%	(697)	751
2020 Vote: Other	15%	(8)	85%	(45)	53
2020 Vote: Didn't Vote	13%	(56)	87%	(384)	439
2018 House Vote: Democrat	12%	(89)	88%	(666)	754
2018 House Vote: Republican	6%	(41)	94%	(603)	644
2018 House Vote: Didnt Vote	13%	(101)	87%	(674)	775

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Table IDFA5_19NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Cookies (whole or crushed)*

Demographic	Selected		Not Selected		Total N
Adults	11%	(233)	89%	(1970)	2203
4-Region: Northeast	9%	(34)	91%	(350)	384
4-Region: Midwest	11%	(48)	89%	(404)	452
4-Region: South	11%	(89)	89%	(758)	847
4-Region: West	12%	(61)	88%	(459)	520
9-Region: New England	6%	(6)	94%	(90)	95
9-Region: Mid-Atlantic	10%	(28)	90%	(260)	288
9-Region: East North Central	10%	(35)	90%	(319)	355
9-Region: West North Central	13%	(13)	87%	(85)	97
9-Region: South Atlantic	9%	(46)	91%	(438)	484
9-Region: East South Central	17%	(19)	83%	(90)	109
9-Region: West South Central	10%	(25)	90%	(230)	255
9-Region: Mountain	11%	(14)	89%	(119)	133
9-Region: Pacific	12%	(47)	88%	(340)	387
Ice Cream: Love it	12%	(180)	88%	(1365)	1544
Ice Cream: Like it	9%	(52)	91%	(554)	606
Ice Cream: Not a Fan	2%	(1)	98%	(52)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_20NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Coconut shavings*

Demographic	Selected		Not Selected		Total N
Adults	5%	(107)	95%	(2096)	2203
Gender: Male	6%	(68)	94%	(1007)	1075
Gender: Female	3%	(39)	97%	(1087)	1126
Age: 18-34	5%	(30)	95%	(611)	640
Age: 35-44	5%	(19)	95%	(351)	370
Age: 45-64	6%	(42)	94%	(655)	697
Age: 65+	3%	(16)	97%	(480)	496
GenZers: 1997-2012	6%	(17)	94%	(286)	304
Millennials: 1981-1996	5%	(31)	95%	(636)	667
GenXers: 1965-1980	6%	(33)	94%	(486)	519
Baby Boomers: 1946-1964	4%	(26)	96%	(633)	659
PID: Dem (no lean)	6%	(52)	94%	(836)	887
PID: Ind (no lean)	4%	(24)	96%	(541)	565
PID: Rep (no lean)	4%	(31)	96%	(719)	750
PID/Gender: Dem Men	9%	(35)	91%	(377)	412
PID/Gender: Dem Women	3%	(17)	97%	(458)	475
PID/Gender: Ind Men	5%	(13)	95%	(248)	261
PID/Gender: Ind Women	4%	(11)	96%	(292)	303
PID/Gender: Rep Men	5%	(20)	95%	(382)	402
PID/Gender: Rep Women	3%	(11)	97%	(337)	348
Ideo: Liberal (1-3)	7%	(51)	93%	(632)	683
Ideo: Moderate (4)	3%	(21)	97%	(644)	665
Ideo: Conservative (5-7)	5%	(31)	95%	(646)	678
Educ: < College	5%	(74)	95%	(1347)	1421
Educ: Bachelors degree	4%	(18)	96%	(475)	493
Educ: Post-grad	5%	(14)	95%	(275)	289
Income: Under 50k	4%	(43)	96%	(1119)	1162
Income: 50k-100k	7%	(45)	93%	(641)	686
Income: 100k+	5%	(19)	95%	(336)	355
Ethnicity: White	5%	(85)	95%	(1607)	1692
Ethnicity: Hispanic	9%	(35)	91%	(350)	385
Ethnicity: Black	4%	(11)	96%	(274)	285
Ethnicity: Other	5%	(11)	95%	(215)	226

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Table IDFA5_20NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Coconut shavings*

Demographic	Selected		Not Selected		Total N
Adults	5%	(107)	95%	(2096)	2203
All Christian	4%	(41)	96%	(1021)	1062
All Non-Christian	12%	(25)	88%	(180)	206
Atheist	5%	(4)	95%	(81)	85
Agnostic/Nothing in particular	5%	(27)	95%	(479)	505
Something Else	3%	(10)	97%	(335)	344
Religious Non-Protestant/Catholic	12%	(28)	88%	(197)	225
Evangelical	4%	(20)	96%	(529)	549
Non-Evangelical	3%	(27)	97%	(789)	816
Community: Urban	7%	(53)	93%	(663)	716
Community: Suburban	4%	(38)	96%	(981)	1019
Community: Rural	3%	(16)	97%	(451)	467
Employ: Private Sector	6%	(42)	94%	(644)	686
Employ: Government	6%	(7)	94%	(120)	128
Employ: Self-Employed	3%	(7)	97%	(216)	223
Employ: Homemaker	4%	(6)	96%	(127)	133
Employ: Student	2%	(2)	98%	(76)	77
Employ: Retired	3%	(19)	97%	(536)	555
Employ: Unemployed	8%	(21)	92%	(249)	270
Employ: Other	3%	(3)	97%	(127)	131
Military HH: Yes	7%	(19)	93%	(263)	282
Military HH: No	5%	(88)	95%	(1833)	1921
2022 House Vote: Democrat	6%	(50)	94%	(779)	829
2022 House Vote: Republican	4%	(27)	96%	(650)	677
2022 House Vote: Didnt Vote	4%	(26)	96%	(630)	656
2020 Vote: Joe Biden	5%	(52)	95%	(908)	960
2020 Vote: Donald Trump	4%	(32)	96%	(719)	751
2020 Vote: Other	15%	(8)	85%	(45)	53
2020 Vote: Didn't Vote	3%	(15)	97%	(424)	439
2018 House Vote: Democrat	6%	(48)	94%	(706)	754
2018 House Vote: Republican	5%	(30)	95%	(613)	644
2018 House Vote: Didnt Vote	3%	(26)	97%	(748)	775

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Table IDFA5_20NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Coconut shavings*

Demographic	Selected		Not Selected		Total N
Adults	5%	(107)	95%	(2096)	2203
4-Region: Northeast	7%	(28)	93%	(355)	384
4-Region: Midwest	4%	(19)	96%	(434)	452
4-Region: South	4%	(33)	96%	(814)	847
4-Region: West	5%	(27)	95%	(494)	520
9-Region: New England	4%	(4)	96%	(92)	95
9-Region: Mid-Atlantic	9%	(25)	91%	(263)	288
9-Region: East North Central	4%	(14)	96%	(341)	355
9-Region: West North Central	5%	(5)	95%	(93)	97
9-Region: South Atlantic	4%	(20)	96%	(463)	484
9-Region: East South Central	3%	(4)	97%	(105)	109
9-Region: West South Central	4%	(9)	96%	(246)	255
9-Region: Mountain	6%	(7)	94%	(126)	133
9-Region: Pacific	5%	(19)	95%	(368)	387
Ice Cream: Love it	5%	(71)	95%	(1473)	1544
Ice Cream: Like it	6%	(33)	94%	(572)	606
Ice Cream: Not a Fan	5%	(2)	95%	(50)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA5_21NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Other, please specify*

Demographic	Selected		Not Selected		Total N
Adults	3%	(59)	97%	(2144)	2203
Gender: Male	3%	(30)	97%	(1045)	1075
Gender: Female	3%	(28)	97%	(1098)	1126
Age: 18-34	1%	(6)	99%	(634)	640
Age: 35-44	2%	(8)	98%	(362)	370
Age: 45-64	4%	(27)	96%	(670)	697
Age: 65+	4%	(17)	96%	(478)	496
GenZers: 1997-2012	—	(1)	100%	(302)	304
Millennials: 1981-1996	2%	(11)	98%	(655)	667
GenXers: 1965-1980	4%	(20)	96%	(500)	519
Baby Boomers: 1946-1964	4%	(24)	96%	(635)	659
PID: Dem (no lean)	2%	(21)	98%	(866)	887
PID: Ind (no lean)	3%	(17)	97%	(548)	565
PID: Rep (no lean)	3%	(20)	97%	(730)	750
PID/Gender: Dem Men	3%	(12)	97%	(400)	412
PID/Gender: Dem Women	2%	(9)	98%	(466)	475
PID/Gender: Ind Men	3%	(8)	97%	(252)	261
PID/Gender: Ind Women	3%	(9)	97%	(294)	303
PID/Gender: Rep Men	2%	(10)	98%	(392)	402
PID/Gender: Rep Women	3%	(11)	97%	(338)	348
Ideo: Liberal (1-3)	2%	(15)	98%	(668)	683
Ideo: Moderate (4)	4%	(23)	96%	(642)	665
Ideo: Conservative (5-7)	3%	(18)	97%	(660)	678
Educ: < College	2%	(32)	98%	(1389)	1421
Educ: Bachelors degree	3%	(15)	97%	(477)	493
Educ: Post-grad	4%	(11)	96%	(278)	289
Income: Under 50k	3%	(31)	97%	(1131)	1162
Income: 50k-100k	3%	(20)	97%	(667)	686
Income: 100k+	2%	(7)	98%	(347)	355
Ethnicity: White	3%	(47)	97%	(1646)	1692
Ethnicity: Hispanic	—	(1)	100%	(384)	385
Ethnicity: Black	3%	(8)	97%	(277)	285
Ethnicity: Other	2%	(4)	98%	(222)	226

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Table IDFA5_21NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Other, please specify*

Demographic	Selected		Not Selected		Total N
Adults	3%	(59)	97%	(2144)	2203
All Christian	2%	(25)	98%	(1037)	1062
All Non-Christian	1%	(2)	99%	(203)	206
Atheist	4%	(3)	96%	(82)	85
Agnostic/Nothing in particular	4%	(18)	96%	(487)	505
Something Else	3%	(10)	97%	(334)	344
Religious Non-Protestant/Catholic	1%	(3)	99%	(222)	225
Evangelical	3%	(16)	97%	(534)	549
Non-Evangelical	2%	(19)	98%	(797)	816
Community: Urban	2%	(14)	98%	(703)	716
Community: Suburban	3%	(30)	97%	(989)	1019
Community: Rural	3%	(15)	97%	(453)	467
Employ: Private Sector	2%	(17)	98%	(669)	686
Employ: Government	1%	(1)	99%	(126)	128
Employ: Self-Employed	3%	(7)	97%	(216)	223
Employ: Homemaker	4%	(5)	96%	(128)	133
Employ: Student	1%	(1)	99%	(77)	77
Employ: Retired	4%	(20)	96%	(535)	555
Employ: Unemployed	1%	(3)	99%	(267)	270
Employ: Other	4%	(5)	96%	(126)	131
Military HH: Yes	3%	(10)	97%	(272)	282
Military HH: No	3%	(49)	97%	(1873)	1921
2022 House Vote: Democrat	3%	(25)	97%	(804)	829
2022 House Vote: Republican	3%	(23)	97%	(654)	677
2022 House Vote: Didnt Vote	1%	(9)	99%	(647)	656
2020 Vote: Joe Biden	2%	(23)	98%	(937)	960
2020 Vote: Donald Trump	3%	(22)	97%	(729)	751
2020 Vote: Other	5%	(3)	95%	(50)	53
2020 Vote: Didn't Vote	2%	(11)	98%	(429)	439
2018 House Vote: Democrat	3%	(25)	97%	(730)	754
2018 House Vote: Republican	3%	(18)	97%	(625)	644
2018 House Vote: Didnt Vote	2%	(15)	98%	(760)	775

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Table IDFA5_21NET: *And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Other, please specify*

Demographic	Selected		Not Selected		Total N
Adults	3%	(59)	97%	(2144)	2203
4-Region: Northeast	3%	(10)	97%	(374)	384
4-Region: Midwest	3%	(14)	97%	(438)	452
4-Region: South	3%	(22)	97%	(825)	847
4-Region: West	2%	(12)	98%	(508)	520
9-Region: New England	2%	(2)	98%	(93)	95
9-Region: Mid-Atlantic	3%	(8)	97%	(281)	288
9-Region: East North Central	3%	(11)	97%	(344)	355
9-Region: West North Central	4%	(4)	96%	(93)	97
9-Region: South Atlantic	3%	(16)	97%	(467)	484
9-Region: East South Central	1%	(1)	99%	(107)	109
9-Region: West South Central	2%	(4)	98%	(251)	255
9-Region: Mountain	3%	(4)	97%	(129)	133
9-Region: Pacific	2%	(8)	98%	(379)	387
Ice Cream: Love it	2%	(35)	98%	(1509)	1544
Ice Cream: Like it	3%	(18)	97%	(588)	606
Ice Cream: Not a Fan	10%	(5)	90%	(47)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA6: *Which of the following is your favorite ice cream topping?*

Demographic	Marshmallows	Sprinkles	Granola	Chocolate sauce	Hot fudge	Caramel sauce	Cherries	Whipped cream	Peanut butter	Hazelnut spread	Honey	Fruit
Adults	1% (27)	7% (162)	1% (20)	9% (190)	22% (474)	10% (221)	4% (92)	9% (203)	3% (67)	1% (17)	1% (22)	3% (64)
Gender: Male	1% (13)	5% (50)	1% (10)	9% (95)	20% (206)	10% (104)	4% (47)	8% (81)	4% (40)	1% (12)	2% (17)	4% (40)
Gender: Female	1% (14)	10% (112)	1% (10)	9% (95)	24% (267)	11% (117)	4% (45)	11% (121)	2% (27)	— (5)	— (5)	2% (25)
Age: 18-34	2% (13)	11% (72)	1% (7)	6% (41)	10% (66)	7% (45)	4% (26)	9% (54)	2% (12)	1% (9)	1% (9)	4% (23)
Age: 35-44	1% (2)	9% (32)	1% (3)	9% (34)	17% (60)	9% (33)	3% (12)	8% (31)	5% (17)	— (1)	1% (5)	3% (10)
Age: 45-64	1% (4)	6% (40)	1% (7)	8% (53)	28% (191)	12% (85)	4% (28)	11% (76)	3% (24)	— (2)	1% (5)	3% (18)
Age: 65+	2% (8)	4% (18)	1% (3)	13% (61)	32% (157)	12% (57)	5% (25)	9% (41)	3% (14)	1% (5)	1% (3)	3% (13)
GenZers: 1997-2012	1% (2)	15% (45)	— (0)	6% (17)	8% (24)	7% (20)	6% (17)	10% (30)	1% (3)	1% (3)	1% (2)	3% (8)
Millennials: 1981-1996	2% (13)	9% (59)	1% (9)	8% (55)	14% (92)	8% (56)	3% (20)	8% (50)	4% (26)	1% (7)	2% (12)	3% (23)
GenXers: 1965-1980	1% (4)	6% (32)	1% (6)	5% (27)	27% (136)	12% (58)	3% (15)	12% (62)	5% (24)	— (2)	1% (4)	3% (14)
Baby Boomers: 1946-1964	1% (8)	4% (25)	1% (5)	13% (84)	32% (206)	13% (81)	5% (34)	9% (58)	2% (12)	1% (5)	1% (4)	3% (17)
PID: Dem (no lean)	1% (12)	9% (75)	1% (11)	7% (58)	20% (173)	10% (91)	3% (28)	9% (80)	3% (23)	1% (7)	1% (10)	4% (31)
PID: Ind (no lean)	1% (8)	9% (50)	1% (3)	10% (53)	21% (118)	8% (42)	4% (23)	9% (49)	3% (17)	1% (3)	1% (8)	3% (18)
PID: Rep (no lean)	1% (7)	5% (36)	1% (5)	11% (79)	25% (183)	12% (88)	6% (41)	10% (74)	4% (27)	1% (7)	1% (4)	2% (15)
PID/Gender: Dem Men	1% (5)	5% (21)	1% (3)	7% (26)	17% (68)	11% (45)	3% (11)	8% (32)	3% (12)	1% (4)	2% (9)	4% (17)
PID/Gender: Dem Women	2% (7)	12% (54)	2% (8)	7% (32)	22% (105)	10% (46)	4% (17)	10% (47)	2% (11)	1% (3)	— (1)	3% (14)
PID/Gender: Ind Men	1% (3)	6% (15)	1% (3)	11% (27)	19% (47)	6% (16)	3% (7)	9% (22)	4% (10)	1% (1)	2% (6)	4% (11)
PID/Gender: Ind Women	2% (5)	12% (36)	— (1)	9% (26)	24% (71)	9% (26)	5% (15)	9% (28)	2% (7)	1% (2)	— (1)	2% (7)
PID/Gender: Rep Men	1% (5)	4% (14)	1% (4)	10% (41)	23% (91)	11% (42)	7% (29)	7% (27)	4% (18)	2% (7)	— (2)	3% (12)
PID/Gender: Rep Women	1% (2)	6% (22)	— (1)	11% (38)	27% (92)	13% (45)	4% (12)	14% (46)	3% (9)	— (1)	1% (2)	1% (4)
Ideo: Liberal (1-3)	2% (13)	9% (60)	1% (6)	8% (55)	18% (121)	9% (62)	3% (17)	10% (67)	2% (12)	1% (8)	2% (10)	4% (28)
Ideo: Moderate (4)	1% (7)	9% (57)	1% (8)	8% (49)	22% (143)	9% (58)	4% (25)	9% (56)	3% (18)	— (2)	1% (6)	2% (12)
Ideo: Conservative (5-7)	1% (6)	5% (30)	1% (6)	11% (72)	27% (182)	12% (78)	5% (37)	9% (62)	5% (30)	1% (6)	— (3)	2% (16)
Educ: < College	1% (17)	8% (113)	1% (8)	8% (115)	23% (326)	11% (152)	5% (65)	10% (138)	3% (49)	1% (11)	1% (12)	2% (29)
Educ: Bachelors degree	1% (7)	7% (35)	2% (9)	8% (39)	20% (96)	9% (42)	3% (15)	9% (42)	2% (12)	— (2)	1% (3)	5% (23)
Educ: Post-grad	1% (4)	5% (14)	1% (4)	13% (36)	18% (51)	10% (27)	4% (12)	8% (23)	2% (6)	1% (4)	2% (7)	5% (13)
Income: Under 50k	1% (10)	8% (90)	1% (6)	9% (102)	25% (281)	11% (121)	5% (56)	9% (103)	3% (37)	1% (10)	1% (11)	3% (31)
Income: 50k-100k	2% (13)	7% (50)	2% (12)	7% (50)	19% (127)	11% (77)	4% (28)	10% (69)	3% (19)	1% (5)	1% (5)	3% (18)
Income: 100k+	1% (4)	6% (22)	— (2)	11% (38)	19% (66)	7% (23)	2% (8)	9% (30)	3% (10)	1% (2)	2% (6)	4% (15)
Ethnicity: White	1% (21)	7% (120)	1% (17)	10% (166)	24% (398)	10% (172)	4% (72)	10% (165)	3% (58)	1% (11)	1% (15)	2% (39)
Ethnicity: Hispanic	2% (6)	9% (35)	1% (4)	9% (34)	12% (46)	10% (40)	5% (20)	11% (44)	2% (10)	1% (4)	— (1)	1% (3)
Ethnicity: Black	— (1)	10% (28)	1% (3)	6% (16)	15% (41)	11% (32)	4% (10)	7% (21)	1% (4)	1% (2)	1% (3)	3% (9)
Ethnicity: Other	2% (5)	6% (14)	— (1)	3% (7)	16% (35)	7% (17)	5% (10)	8% (17)	2% (5)	2% (5)	2% (4)	7% (17)
All Christian	1% (12)	7% (75)	1% (8)	9% (97)	26% (271)	11% (114)	5% (48)	10% (103)	3% (30)	1% (8)	1% (8)	2% (25)
All Non-Christian	3% (7)	5% (10)	2% (4)	11% (23)	13% (27)	3% (7)	2% (4)	6% (12)	2% (5)	— (1)	4% (8)	5% (10)
Atheist	— (0)	8% (7)	1% (1)	7% (6)	20% (17)	10% (8)	4% (3)	6% (5)	1% (1)	3% (3)	— (0)	7% (6)
Agnostic/Nothing in particular	1% (6)	9% (45)	1% (4)	8% (39)	19% (95)	10% (51)	4% (20)	9% (45)	4% (19)	— (2)	1% (3)	4% (18)
Something Else	1% (3)	7% (25)	1% (3)	8% (26)	19% (64)	12% (40)	5% (17)	11% (38)	3% (11)	1% (3)	1% (3)	2% (5)
Religious Non-Protestant/Catholic	3% (7)	6% (12)	2% (4)	11% (24)	16% (35)	4% (9)	2% (4)	5% (12)	2% (5)	— (1)	4% (8)	5% (11)
Evangelical	1% (5)	5% (29)	1% (3)	7% (37)	21% (113)	10% (56)	7% (38)	9% (46)	5% (27)	1% (7)	1% (6)	3% (16)
Non-Evangelical	1% (10)	8% (68)	1% (7)	10% (80)	26% (208)	12% (94)	3% (26)	12% (94)	2% (14)	— (4)	— (3)	2% (13)
Community: Urban	2% (11)	7% (51)	1% (10)	7% (47)	18% (129)	11% (78)	3% (23)	8% (56)	3% (19)	1% (6)	2% (13)	4% (25)
Community: Suburban	1% (12)	9% (88)	1% (6)	9% (95)	24% (239)	9% (87)	5% (48)	10% (105)	3% (29)	1% (10)	1% (6)	3% (29)
Community: Rural	1% (4)	5% (23)	1% (5)	10% (48)	23% (106)	12% (56)	4% (20)	9% (41)	4% (19)	— (1)	1% (2)	2% (10)

Continued on next page

Table IDFA6: *Which of the following is your favorite ice cream topping?*

Demographic	Marshmallows	Sprinkles	Granola	Chocolate sauce	Hot fudge	Caramel sauce	Cherries	Whipped cream	Peanut butter	Hazelnut spread	Honey	Fruit
Adults	1% (27)	7% (162)	1% (20)	9% (190)	22% (474)	10% (221)	4% (92)	9% (203)	3% (67)	1% (17)	1% (22)	3% (64)
Employ: Private Sector	1% (7)	7% (50)	1% (8)	8% (53)	19% (126)	12% (83)	3% (18)	9% (62)	3% (20)	1% (6)	1% (7)	3% (21)
Employ: Government	4% (5)	9% (11)	1% (2)	7% (9)	14% (17)	10% (13)	7% (9)	11% (13)	3% (3)	— (0)	1% (1)	1% (2)
Employ: Self-Employed	2% (5)	6% (14)	1% (3)	8% (17)	15% (33)	10% (22)	3% (6)	5% (10)	3% (6)	— (1)	1% (1)	3% (7)
Employ: Homemaker	— (0)	13% (17)	2% (3)	8% (11)	22% (29)	8% (10)	4% (5)	11% (14)	1% (2)	— (0)	— (0)	2% (3)
Employ: Student	1% (1)	9% (7)	— (0)	4% (3)	5% (4)	4% (3)	10% (8)	6% (4)	— (0)	— (0)	2% (2)	1% (1)
Employ: Retired	1% (6)	3% (19)	— (2)	12% (64)	33% (182)	10% (54)	5% (28)	9% (51)	4% (19)	1% (6)	1% (4)	3% (19)
Employ: Unemployed	1% (3)	14% (37)	1% (2)	8% (21)	18% (48)	10% (26)	5% (13)	14% (37)	4% (10)	1% (2)	1% (4)	3% (9)
Employ: Other	— (0)	5% (7)	— (0)	9% (11)	27% (34)	9% (11)	5% (6)	9% (11)	5% (7)	2% (2)	2% (2)	2% (3)
Military HH: Yes	2% (4)	4% (10)	1% (3)	9% (23)	22% (60)	9% (23)	7% (20)	9% (24)	2% (6)	— (1)	1% (3)	4% (12)
Military HH: No	1% (23)	8% (152)	1% (18)	9% (166)	22% (414)	10% (197)	4% (71)	9% (179)	3% (60)	1% (16)	1% (19)	3% (53)
2022 House Vote: Democrat	2% (16)	8% (68)	1% (7)	8% (64)	21% (169)	10% (81)	3% (24)	10% (80)	2% (18)	1% (8)	1% (11)	3% (28)
2022 House Vote: Republican	1% (7)	5% (30)	1% (8)	10% (68)	28% (183)	11% (74)	5% (34)	9% (60)	4% (24)	1% (6)	1% (4)	3% (20)
2022 House Vote: Didnt Vote	1% (5)	10% (64)	1% (5)	8% (53)	17% (113)	9% (62)	5% (34)	9% (60)	3% (21)	— (3)	1% (7)	2% (14)
2020 Vote: Joe Biden	2% (17)	8% (79)	1% (11)	8% (75)	20% (191)	10% (98)	3% (25)	10% (92)	2% (23)	1% (7)	1% (12)	3% (33)
2020 Vote: Donald Trump	1% (5)	5% (40)	1% (8)	11% (80)	28% (203)	11% (78)	5% (39)	9% (65)	4% (31)	1% (6)	— (3)	2% (18)
2020 Vote: Other	— (0)	9% (5)	— (0)	16% (8)	16% (8)	17% (9)	3% (1)	6% (3)	2% (1)	— (0)	4% (2)	5% (2)
2020 Vote: Didn’t Vote	1% (6)	9% (38)	— (2)	6% (27)	17% (71)	8% (36)	6% (26)	10% (43)	2% (11)	1% (4)	1% (5)	2% (11)
2018 House Vote: Democrat	2% (13)	8% (55)	1% (7)	9% (68)	21% (155)	10% (76)	4% (30)	10% (71)	2% (12)	1% (5)	1% (9)	3% (24)
2018 House Vote: Republican	1% (4)	5% (34)	2% (10)	12% (76)	28% (176)	11% (71)	5% (32)	8% (53)	4% (24)	1% (6)	1% (4)	2% (16)
2018 House Vote: Didnt Vote	1% (10)	10% (73)	— (3)	6% (44)	18% (136)	9% (72)	4% (29)	10% (74)	4% (29)	1% (7)	1% (8)	3% (22)
4-Region: Northeast	1% (4)	16% (60)	1% (4)	9% (33)	20% (77)	9% (33)	3% (12)	13% (48)	5% (17)	1% (2)	1% (4)	3% (10)
4-Region: Midwest	1% (4)	6% (25)	— (1)	7% (33)	30% (131)	12% (52)	2% (10)	6% (29)	2% (10)	1% (4)	1% (6)	2% (7)
4-Region: South	1% (9)	7% (60)	1% (6)	8% (65)	21% (172)	11% (87)	6% (51)	9% (75)	3% (26)	1% (6)	1% (7)	3% (24)
4-Region: West	2% (11)	3% (17)	2% (8)	11% (58)	18% (94)	10% (49)	4% (18)	10% (52)	3% (13)	1% (5)	1% (6)	4% (23)
9-Region: New England	1% (1)	21% (20)	3% (3)	4% (4)	21% (20)	6% (5)	4% (4)	12% (11)	6% (6)	2% (2)	1% (1)	3% (3)
9-Region: Mid-Atlantic	1% (3)	14% (40)	1% (2)	10% (29)	20% (56)	10% (27)	3% (8)	13% (37)	4% (11)	— (0)	1% (3)	3% (8)
9-Region: East North Central	1% (4)	6% (19)	— (1)	8% (27)	29% (100)	11% (39)	2% (8)	7% (24)	2% (8)	1% (4)	1% (5)	2% (6)
9-Region: West North Central	— (0)	6% (6)	1% (1)	6% (6)	33% (31)	13% (12)	2% (2)	5% (5)	2% (2)	— (0)	— (0)	1% (1)
9-Region: South Atlantic	1% (7)	9% (44)	1% (3)	7% (35)	21% (101)	10% (47)	7% (35)	9% (42)	4% (20)	1% (3)	1% (4)	4% (17)
9-Region: East South Central	1% (1)	6% (7)	1% (1)	12% (12)	17% (18)	11% (12)	5% (5)	7% (7)	3% (3)	— (0)	3% (3)	2% (2)
9-Region: West South Central	— (1)	4% (9)	1% (2)	7% (18)	21% (53)	11% (28)	4% (11)	10% (26)	1% (4)	1% (3)	— (0)	2% (5)
9-Region: Mountain	3% (3)	4% (5)	2% (3)	8% (10)	26% (33)	7% (9)	3% (4)	8% (10)	4% (6)	2% (2)	— (0)	3% (4)
9-Region: Pacific	2% (8)	3% (13)	1% (5)	13% (48)	16% (60)	10% (40)	4% (14)	11% (41)	2% (8)	1% (3)	1% (6)	5% (19)
Ice Cream: Love it	1% (21)	8% (122)	1% (11)	9% (137)	22% (333)	10% (154)	4% (65)	10% (146)	3% (40)	1% (15)	1% (11)	3% (46)
Ice Cream: Like it	1% (6)	6% (37)	1% (8)	8% (50)	21% (127)	11% (64)	4% (26)	9% (53)	4% (25)	— (3)	2% (11)	3% (17)

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA7: *Which nut (or nut flavoring), if any, is your favorite to have in ice cream? That is, included as part of the ice cream rather than a topping. Select one.*

Demographic	Almond	Peanut	Pecan	Pistachio	Walnut	Hazelnut	Cashews	Macadamia nuts	Other (please specify)	None of the above	Total N
Adults	8% (182)	16% (353)	17% (378)	10% (229)	9% (197)	5% (112)	6% (140)	4% (96)	1% (12)	23% (504)	2203
Gender: Male	9% (98)	16% (175)	13% (144)	11% (116)	9% (96)	7% (72)	9% (93)	5% (54)	1% (6)	21% (221)	1075
Gender: Female	7% (84)	16% (177)	21% (235)	10% (113)	9% (101)	4% (41)	4% (46)	4% (42)	1% (6)	25% (282)	1126
Age: 18-34	11% (68)	17% (112)	12% (74)	10% (64)	7% (42)	8% (53)	6% (36)	4% (27)	— (1)	25% (162)	640
Age: 35-44	9% (32)	23% (87)	14% (52)	8% (30)	7% (27)	6% (22)	9% (33)	5% (18)	1% (2)	18% (67)	370
Age: 45-64	8% (58)	14% (101)	19% (131)	12% (87)	9% (63)	4% (25)	5% (37)	4% (29)	1% (4)	23% (163)	697
Age: 65+	5% (24)	11% (53)	24% (121)	10% (48)	13% (65)	3% (13)	7% (33)	4% (21)	1% (4)	23% (113)	496
GenZers: 1997-2012	11% (35)	20% (60)	10% (32)	9% (28)	6% (18)	9% (29)	7% (21)	3% (8)	— (1)	24% (74)	304
Millennials: 1981-1996	9% (60)	20% (134)	13% (89)	9% (63)	7% (47)	7% (44)	7% (45)	5% (35)	— (2)	22% (147)	667
GenXers: 1965-1980	10% (53)	16% (83)	16% (82)	13% (66)	8% (42)	3% (18)	5% (26)	4% (19)	1% (3)	24% (127)	519
Baby Boomers: 1946-1964	5% (32)	11% (75)	24% (161)	11% (70)	12% (81)	3% (17)	7% (46)	4% (29)	1% (5)	22% (142)	659
PID: Dem (no lean)	8% (74)	17% (154)	19% (171)	10% (86)	8% (73)	4% (38)	7% (63)	4% (40)	1% (7)	20% (181)	887
PID: Ind (no lean)	8% (45)	13% (74)	13% (75)	12% (67)	9% (53)	4% (25)	6% (34)	4% (22)	— (0)	30% (171)	565
PID: Rep (no lean)	8% (63)	17% (125)	18% (133)	10% (76)	9% (71)	7% (50)	6% (42)	5% (34)	1% (5)	20% (152)	750
PID/Gender: Dem Men	9% (36)	18% (74)	16% (64)	10% (42)	9% (38)	4% (17)	11% (45)	5% (22)	1% (4)	17% (69)	412
PID/Gender: Dem Women	8% (38)	17% (80)	22% (107)	9% (45)	7% (35)	4% (21)	4% (18)	4% (18)	1% (3)	23% (111)	475
PID/Gender: Ind Men	8% (22)	14% (37)	9% (25)	12% (30)	9% (24)	6% (15)	9% (23)	3% (8)	— (0)	29% (77)	261
PID/Gender: Ind Women	7% (22)	12% (36)	17% (50)	12% (37)	9% (28)	3% (9)	4% (12)	5% (15)	— (0)	31% (93)	303
PID/Gender: Rep Men	10% (40)	16% (64)	14% (55)	11% (44)	8% (34)	10% (39)	6% (26)	6% (25)	1% (2)	19% (75)	402
PID/Gender: Rep Women	7% (23)	18% (61)	22% (78)	9% (32)	11% (38)	3% (10)	5% (17)	3% (9)	1% (3)	22% (77)	348
Ideo: Liberal (1-3)	9% (62)	18% (126)	16% (111)	12% (79)	7% (49)	5% (36)	9% (60)	5% (36)	— (2)	18% (120)	683
Ideo: Moderate (4)	8% (55)	16% (108)	16% (108)	11% (74)	9% (59)	5% (36)	5% (30)	3% (21)	1% (4)	25% (169)	665
Ideo: Conservative (5-7)	8% (54)	15% (105)	20% (135)	10% (65)	10% (66)	5% (35)	7% (45)	4% (26)	— (3)	21% (143)	678
Educ: < College	7% (104)	17% (244)	18% (251)	9% (122)	9% (128)	5% (69)	6% (83)	4% (52)	1% (7)	25% (360)	1421
Educ: Bachelors degree	9% (46)	13% (64)	17% (82)	15% (75)	8% (40)	4% (22)	6% (30)	6% (30)	— (2)	21% (103)	493
Educ: Post-grad	11% (32)	15% (44)	16% (45)	11% (33)	10% (29)	7% (22)	9% (27)	5% (14)	1% (3)	14% (41)	289
Income: Under 50k	8% (89)	15% (176)	19% (218)	9% (109)	8% (93)	5% (60)	6% (69)	4% (41)	— (5)	26% (301)	1162
Income: 50k-100k	9% (63)	18% (121)	17% (115)	10% (70)	9% (63)	5% (33)	7% (45)	5% (37)	1% (4)	20% (136)	686
Income: 100k+	8% (29)	16% (56)	13% (46)	14% (50)	11% (40)	6% (20)	7% (26)	5% (18)	1% (3)	19% (67)	355
Ethnicity: White	8% (132)	17% (283)	17% (282)	11% (182)	9% (145)	5% (88)	6% (110)	4% (66)	1% (12)	23% (392)	1692
Ethnicity: Hispanic	12% (48)	20% (78)	13% (50)	13% (49)	6% (22)	7% (28)	8% (30)	5% (18)	— (0)	17% (64)	385
Ethnicity: Black	7% (21)	16% (46)	25% (72)	6% (16)	9% (26)	5% (15)	7% (19)	5% (15)	— (0)	19% (54)	285
Ethnicity: Other	13% (29)	10% (23)	10% (23)	14% (31)	11% (25)	4% (9)	5% (11)	7% (15)	— (0)	26% (58)	226
All Christian	8% (88)	16% (175)	18% (193)	11% (119)	10% (105)	5% (56)	5% (55)	5% (48)	1% (5)	20% (218)	1062
All Non-Christian	12% (25)	13% (26)	13% (26)	14% (28)	11% (22)	9% (19)	10% (21)	5% (11)	— (1)	14% (28)	206
Atheist	15% (13)	15% (13)	12% (10)	11% (10)	11% (9)	3% (3)	2% (2)	3% (2)	2% (2)	26% (22)	85
Agnostic/Nothing in particular	6% (32)	17% (84)	15% (77)	9% (47)	6% (30)	3% (16)	7% (36)	4% (21)	1% (4)	31% (158)	505
Something Else	7% (23)	16% (56)	21% (72)	8% (27)	9% (30)	5% (19)	8% (26)	4% (14)	— (0)	23% (78)	344
Religious Non-Protestant/Catholic	12% (27)	13% (29)	13% (28)	14% (31)	10% (22)	8% (19)	10% (22)	6% (13)	— (1)	15% (33)	225
Evangelical	7% (41)	19% (106)	23% (127)	9% (48)	9% (52)	5% (29)	4% (22)	5% (26)	— (1)	18% (97)	549
Non-Evangelical	8% (67)	14% (117)	16% (132)	11% (92)	10% (83)	5% (41)	7% (56)	4% (33)	1% (5)	23% (190)	816
Community: Urban	7% (54)	17% (123)	15% (104)	12% (86)	8% (61)	6% (46)	11% (76)	5% (37)	— (1)	18% (128)	716
Community: Suburban	10% (97)	16% (168)	17% (172)	10% (98)	10% (97)	4% (44)	5% (47)	4% (45)	1% (6)	24% (245)	1019
Community: Rural	7% (31)	13% (61)	22% (102)	10% (46)	8% (39)	5% (22)	3% (16)	3% (14)	1% (4)	28% (131)	467

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Table IDFA7: *Which nut (or nut flavoring), if any, is your favorite to have in ice cream? That is, included as part of the ice cream rather than a topping. Select one.*

Demographic	Almond	Peanut	Pecan	Pistachio	Walnut	Hazelnut	Cashews	Macadamia nuts	Other (please specify)	None of the above	Total N
Adults	8% (182)	16% (353)	17% (378)	10% (229)	9% (197)	5% (112)	6% (140)	4% (96)	1% (12)	23% (504)	2203
Employ: Private Sector	9% (64)	17% (116)	17% (116)	13% (90)	8% (54)	6% (42)	7% (47)	5% (33)	1% (4)	18% (120)	686
Employ: Government	8% (10)	25% (32)	16% (21)	7% (9)	5% (6)	2% (3)	9% (12)	5% (7)	— (1)	22% (27)	128
Employ: Self-Employed	13% (29)	20% (44)	11% (24)	10% (23)	11% (23)	5% (10)	5% (10)	5% (11)	— (1)	21% (48)	223
Employ: Homemaker	7% (10)	20% (27)	21% (28)	12% (16)	9% (12)	3% (4)	1% (1)	6% (8)	— (0)	21% (28)	133
Employ: Student	20% (16)	18% (14)	11% (9)	3% (3)	9% (7)	10% (8)	3% (2)	— (0)	— (0)	26% (20)	77
Employ: Retired	5% (26)	12% (67)	22% (123)	10% (56)	12% (67)	4% (20)	7% (37)	4% (24)	1% (3)	24% (133)	555
Employ: Unemployed	8% (21)	12% (32)	13% (35)	8% (21)	7% (19)	5% (14)	9% (24)	4% (10)	1% (3)	34% (92)	270
Employ: Other	6% (8)	16% (21)	17% (22)	9% (12)	7% (9)	9% (12)	5% (7)	3% (4)	— (1)	27% (36)	131
Military HH: Yes	9% (26)	10% (30)	19% (53)	14% (38)	9% (26)	5% (13)	8% (21)	3% (9)	1% (2)	22% (63)	282
Military HH: No	8% (156)	17% (323)	17% (325)	10% (191)	9% (171)	5% (99)	6% (118)	5% (87)	— (10)	23% (442)	1921
2022 House Vote: Democrat	9% (70)	17% (141)	18% (146)	11% (88)	8% (69)	5% (40)	8% (68)	5% (40)	1% (4)	20% (163)	829
2022 House Vote: Republican	10% (67)	16% (106)	17% (115)	10% (70)	8% (56)	7% (46)	6% (41)	5% (33)	— (3)	21% (139)	677
2022 House Vote: Didnt Vote	6% (42)	15% (99)	17% (113)	10% (65)	10% (68)	4% (25)	4% (28)	3% (21)	1% (4)	29% (193)	656
2020 Vote: Joe Biden	9% (82)	18% (169)	18% (174)	10% (95)	8% (73)	4% (43)	8% (72)	4% (42)	— (5)	21% (204)	960
2020 Vote: Donald Trump	10% (71)	16% (118)	17% (128)	10% (75)	10% (75)	7% (49)	5% (41)	4% (30)	1% (5)	21% (158)	751
2020 Vote: Other	10% (5)	8% (4)	12% (7)	13% (7)	8% (4)	— (0)	12% (6)	5% (3)	— (0)	31% (16)	53
2020 Vote: Didn't Vote	5% (23)	14% (61)	16% (70)	12% (52)	10% (44)	5% (21)	5% (20)	5% (21)	— (2)	29% (126)	439
2018 House Vote: Democrat	9% (71)	15% (112)	17% (129)	11% (85)	9% (69)	5% (39)	7% (52)	5% (37)	1% (4)	21% (157)	754
2018 House Vote: Republican	8% (51)	17% (107)	18% (118)	10% (65)	10% (65)	7% (44)	6% (38)	5% (31)	1% (3)	19% (123)	644
2018 House Vote: Didnt Vote	7% (57)	17% (129)	16% (128)	10% (76)	8% (62)	4% (28)	6% (47)	3% (26)	1% (4)	28% (218)	775
4-Region: Northeast	10% (38)	17% (64)	11% (43)	11% (44)	10% (39)	5% (18)	7% (26)	5% (20)	1% (4)	23% (89)	384
4-Region: Midwest	4% (19)	17% (76)	26% (115)	8% (37)	6% (27)	4% (20)	7% (34)	2% (10)	— (1)	25% (113)	452
4-Region: South	8% (69)	16% (136)	20% (168)	11% (89)	9% (75)	5% (46)	6% (51)	3% (27)	1% (6)	21% (179)	847
4-Region: West	11% (56)	15% (76)	10% (52)	12% (60)	11% (56)	5% (28)	6% (29)	8% (40)	— (1)	24% (122)	520
9-Region: New England	13% (13)	12% (11)	10% (10)	12% (12)	13% (12)	2% (2)	5% (4)	6% (6)	3% (3)	23% (22)	95
9-Region: Mid-Atlantic	9% (25)	18% (53)	11% (33)	11% (32)	9% (27)	5% (16)	7% (21)	5% (13)	— (1)	23% (67)	288
9-Region: East North Central	3% (12)	16% (58)	26% (92)	9% (33)	6% (21)	4% (15)	8% (27)	2% (7)	— (1)	25% (90)	355
9-Region: West North Central	8% (7)	18% (18)	24% (24)	4% (4)	6% (6)	5% (5)	7% (7)	3% (3)	— (0)	24% (23)	97
9-Region: South Atlantic	7% (36)	16% (77)	18% (86)	13% (64)	10% (49)	5% (24)	5% (26)	3% (16)	1% (3)	21% (103)	484
9-Region: East South Central	8% (9)	15% (17)	20% (22)	5% (5)	11% (11)	7% (7)	6% (6)	2% (2)	1% (1)	25% (27)	109
9-Region: West South Central	9% (24)	17% (43)	23% (60)	8% (20)	6% (15)	6% (15)	7% (19)	4% (9)	1% (2)	19% (48)	255
9-Region: Mountain	12% (16)	13% (17)	14% (19)	6% (8)	8% (11)	8% (11)	9% (12)	6% (9)	— (0)	24% (32)	133
9-Region: Pacific	10% (40)	15% (59)	9% (33)	13% (52)	12% (45)	4% (17)	4% (17)	8% (31)	— (1)	23% (91)	387
Ice Cream: Love it	9% (141)	17% (260)	17% (257)	11% (165)	9% (132)	5% (82)	6% (96)	5% (74)	1% (9)	21% (328)	1544
Ice Cream: Like it	7% (40)	14% (87)	20% (118)	10% (60)	10% (61)	5% (27)	7% (40)	3% (19)	— (2)	25% (151)	606
Ice Cream: Not a Fan	2% (1)	12% (6)	6% (3)	8% (4)	7% (4)	5% (3)	6% (3)	6% (3)	2% (1)	47% (25)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA8: *Which fruit (or fruit flavoring), if any, is your favorite to eat with ice cream or in frozen desserts? That is, included as part of the ice cream rather than a topping. Select one.*

Demographic	Apple	Banana	Blueberry	Cherry	Coconut	Lemon	Peach	Raspberry	Strawberry	Superfruits (such as acai berries or pomegranate)	Pineapple	Watermelon
Adults	3% (56)	13% (289)	4% (80)	11% (245)	4% (97)	3% (56)	4% (93)	6% (136)	27% (600)	1% (32)	5% (106)	3% (70)
Gender: Male	4% (41)	13% (139)	4% (45)	12% (130)	3% (37)	3% (36)	4% (45)	6% (69)	24% (257)	2% (19)	6% (63)	4% (39)
Gender: Female	1% (15)	13% (150)	3% (35)	10% (114)	5% (60)	2% (20)	4% (48)	6% (67)	30% (342)	1% (13)	4% (44)	3% (31)
Age: 18-34	5% (30)	12% (79)	2% (15)	9% (56)	5% (33)	3% (22)	4% (25)	6% (40)	27% (173)	1% (9)	4% (28)	5% (33)
Age: 35-44	4% (13)	15% (54)	5% (19)	10% (37)	4% (13)	4% (14)	3% (10)	4% (13)	28% (103)	3% (11)	3% (13)	5% (17)
Age: 45-64	1% (7)	13% (89)	3% (21)	13% (89)	6% (39)	2% (11)	3% (18)	6% (41)	30% (208)	2% (12)	5% (38)	2% (17)
Age: 65+	1% (5)	14% (67)	5% (24)	13% (63)	2% (12)	2% (9)	8% (41)	9% (42)	23% (116)	— (1)	6% (28)	1% (3)
GenZers: 1997-2012	5% (14)	12% (35)	2% (6)	11% (34)	5% (16)	3% (10)	3% (9)	5% (15)	27% (83)	1% (2)	3% (8)	7% (22)
Millennials: 1981-1996	4% (28)	14% (92)	4% (26)	9% (57)	4% (27)	4% (24)	3% (23)	5% (36)	27% (180)	2% (16)	5% (32)	4% (28)
GenXers: 1965-1980	1% (4)	13% (65)	3% (15)	12% (62)	6% (31)	2% (10)	2% (12)	5% (27)	31% (159)	2% (10)	5% (28)	3% (13)
Baby Boomers: 1946-1964	1% (9)	14% (91)	4% (26)	13% (87)	3% (22)	2% (11)	6% (41)	8% (52)	26% (169)	1% (4)	5% (34)	1% (6)
PID: Dem (no lean)	4% (33)	13% (115)	4% (36)	9% (80)	4% (39)	2% (22)	3% (28)	6% (50)	28% (244)	2% (21)	6% (55)	4% (32)
PID: Ind (no lean)	1% (5)	13% (73)	4% (21)	12% (70)	4% (20)	3% (18)	4% (21)	6% (32)	28% (158)	1% (7)	5% (27)	4% (21)
PID: Rep (no lean)	2% (18)	13% (101)	3% (23)	13% (95)	5% (38)	2% (16)	6% (45)	7% (54)	26% (198)	1% (4)	3% (25)	2% (17)
PID/Gender: Dem Men	6% (24)	12% (50)	6% (24)	8% (32)	3% (14)	3% (13)	4% (18)	5% (20)	22% (92)	3% (12)	7% (31)	4% (18)
PID/Gender: Dem Women	2% (9)	14% (65)	3% (12)	10% (48)	5% (25)	2% (9)	2% (10)	6% (30)	32% (153)	2% (9)	5% (24)	3% (14)
PID/Gender: Ind Men	1% (4)	13% (35)	4% (10)	14% (38)	3% (8)	4% (11)	3% (8)	7% (18)	24% (63)	1% (4)	5% (13)	3% (8)
PID/Gender: Ind Women	— (1)	13% (39)	3% (10)	11% (32)	4% (12)	2% (7)	4% (13)	4% (13)	31% (95)	1% (4)	4% (13)	4% (13)
PID/Gender: Rep Men	3% (13)	14% (55)	3% (11)	15% (61)	4% (15)	3% (12)	5% (19)	8% (31)	26% (103)	1% (4)	5% (19)	3% (13)
PID/Gender: Rep Women	1% (5)	13% (47)	3% (12)	10% (34)	7% (23)	1% (4)	7% (26)	7% (23)	27% (95)	— (0)	2% (6)	1% (5)
Ideo: Liberal (1-3)	4% (25)	12% (84)	5% (31)	10% (66)	5% (37)	4% (24)	4% (26)	7% (45)	23% (159)	2% (17)	7% (51)	5% (37)
Ideo: Moderate (4)	2% (11)	15% (97)	3% (20)	11% (73)	4% (28)	2% (15)	3% (21)	5% (32)	31% (207)	1% (8)	3% (19)	2% (14)
Ideo: Conservative (5-7)	3% (19)	13% (86)	4% (26)	13% (87)	4% (26)	2% (13)	6% (42)	8% (55)	26% (178)	1% (7)	4% (27)	2% (13)
Educ: < College	2% (25)	15% (210)	2% (34)	11% (153)	4% (58)	1% (20)	4% (55)	5% (69)	28% (402)	1% (19)	5% (73)	4% (61)
Educ: Bachelors degree	3% (17)	10% (48)	5% (23)	11% (55)	5% (26)	5% (25)	4% (18)	9% (46)	28% (140)	1% (7)	4% (18)	1% (5)
Educ: Post-grad	5% (14)	11% (32)	8% (23)	13% (37)	5% (13)	4% (10)	7% (20)	7% (21)	20% (58)	2% (6)	5% (15)	2% (5)
Income: Under 50k	2% (21)	15% (169)	3% (35)	11% (126)	3% (39)	1% (12)	4% (42)	6% (68)	29% (338)	1% (15)	5% (57)	3% (39)
Income: 50k-100k	2% (15)	12% (84)	3% (23)	11% (75)	6% (42)	4% (28)	5% (34)	7% (48)	24% (167)	2% (11)	6% (42)	4% (26)
Income: 100k+	6% (20)	10% (37)	6% (22)	12% (44)	5% (16)	4% (15)	5% (17)	6% (20)	26% (94)	2% (6)	2% (7)	1% (5)
Ethnicity: White	3% (45)	14% (234)	4% (64)	12% (198)	5% (79)	2% (38)	5% (81)	7% (113)	26% (440)	1% (21)	4% (67)	3% (50)
Ethnicity: Hispanic	2% (9)	15% (59)	2% (6)	13% (50)	7% (28)	1% (4)	3% (13)	5% (18)	25% (98)	2% (8)	4% (14)	8% (30)
Ethnicity: Black	3% (8)	12% (34)	3% (8)	6% (18)	2% (7)	3% (9)	2% (6)	4% (10)	31% (88)	2% (7)	9% (25)	4% (12)
Ethnicity: Other	2% (4)	9% (21)	4% (8)	13% (28)	5% (11)	4% (8)	3% (6)	6% (13)	32% (72)	2% (4)	6% (15)	4% (8)
All Christian	2% (18)	15% (155)	4% (38)	13% (134)	5% (49)	3% (30)	4% (47)	7% (70)	27% (287)	1% (14)	4% (43)	2% (26)
All Non-Christian	10% (20)	9% (18)	6% (12)	7% (13)	5% (11)	6% (12)	5% (10)	8% (16)	18% (37)	3% (6)	10% (20)	6% (12)
Atheist	2% (1)	9% (8)	1% (1)	15% (12)	5% (4)	3% (3)	5% (4)	6% (5)	34% (29)	1% (1)	4% (3)	— (0)
Agnostic/Nothing in particular	1% (7)	14% (70)	3% (16)	11% (54)	3% (17)	2% (10)	3% (17)	5% (26)	27% (136)	1% (6)	5% (27)	3% (16)
Something Else	3% (10)	11% (39)	4% (14)	9% (32)	5% (17)	1% (2)	4% (14)	6% (20)	32% (110)	2% (5)	4% (13)	4% (15)
Religious Non-Protestant/Catholic	9% (20)	8% (18)	5% (12)	7% (15)	5% (11)	6% (13)	5% (12)	8% (19)	20% (46)	3% (6)	9% (21)	5% (12)
Evangelical	3% (14)	15% (81)	4% (21)	11% (58)	3% (18)	2% (12)	5% (30)	7% (36)	28% (152)	1% (7)	5% (25)	4% (22)
Non-Evangelical	2% (14)	14% (111)	3% (28)	13% (105)	6% (47)	2% (18)	4% (30)	6% (48)	28% (226)	2% (12)	3% (28)	2% (19)

Continued on next page

Table IDFA8: *Which fruit (or fruit flavoring), if any, is your favorite to eat with ice cream or in frozen desserts? That is, included as part of the ice cream rather than a topping. Select one.*

Demographic	Apple	Banana	Blueberry	Cherry	Coconut	Lemon	Peach	Raspberry	Strawberry	Superfruits (such as acai berries or pomegranate)	Pineapple	Watermelon
Adults	3% (56)	13% (289)	4% (80)	11% (245)	4% (97)	3% (56)	4% (93)	6% (136)	27% (600)	1% (32)	5% (106)	3% (70)
Community: Urban	5% (37)	13% (96)	4% (28)	9% (66)	6% (44)	2% (17)	4% (28)	5% (39)	25% (178)	2% (13)	5% (37)	5% (34)
Community: Suburban	1% (12)	11% (112)	3% (33)	12% (127)	4% (40)	3% (27)	5% (51)	6% (64)	29% (297)	1% (12)	5% (46)	2% (25)
Community: Rural	2% (7)	18% (82)	4% (18)	11% (53)	3% (13)	3% (12)	3% (15)	7% (34)	27% (125)	2% (7)	5% (23)	2% (11)
Employ: Private Sector	4% (28)	11% (76)	4% (28)	11% (79)	6% (39)	4% (27)	3% (18)	5% (36)	27% (182)	2% (16)	6% (42)	4% (25)
Employ: Government	1% (1)	14% (18)	4% (5)	13% (17)	3% (3)	— (0)	7% (9)	3% (3)	25% (32)	2% (3)	4% (5)	4% (5)
Employ: Self-Employed	4% (8)	14% (32)	4% (8)	10% (22)	4% (9)	4% (9)	2% (5)	7% (16)	31% (68)	1% (2)	5% (11)	6% (14)
Employ: Homemaker	— (0)	16% (21)	2% (3)	8% (10)	5% (7)	3% (3)	3% (5)	6% (8)	28% (37)	2% (3)	2% (3)	1% (1)
Employ: Student	8% (6)	13% (10)	1% (1)	5% (4)	8% (6)	4% (3)	3% (2)	1% (1)	30% (23)	2% (2)	— (0)	6% (4)
Employ: Retired	1% (6)	14% (79)	4% (24)	12% (66)	3% (17)	1% (7)	6% (36)	10% (56)	25% (141)	1% (6)	5% (30)	— (1)
Employ: Unemployed	1% (2)	11% (31)	3% (8)	11% (29)	5% (12)	1% (3)	5% (12)	5% (13)	29% (78)	— (1)	5% (12)	6% (15)
Employ: Other	3% (4)	17% (23)	3% (4)	14% (18)	2% (3)	2% (3)	5% (7)	3% (4)	29% (38)	— (0)	3% (4)	4% (6)
Military HH: Yes	4% (12)	13% (36)	5% (15)	12% (32)	4% (11)	3% (8)	4% (12)	7% (21)	23% (64)	3% (7)	3% (7)	3% (8)
Military HH: No	2% (44)	13% (254)	3% (65)	11% (212)	5% (86)	3% (48)	4% (82)	6% (115)	28% (535)	1% (25)	5% (99)	3% (62)
2022 House Vote: Democrat	3% (26)	13% (108)	4% (35)	9% (77)	5% (43)	3% (22)	3% (25)	6% (48)	26% (219)	2% (15)	6% (53)	4% (33)
2022 House Vote: Republican	3% (19)	12% (80)	4% (27)	14% (93)	5% (31)	3% (19)	6% (42)	8% (55)	27% (182)	1% (4)	3% (22)	2% (16)
2022 House Vote: Didnt Vote	1% (10)	15% (97)	2% (16)	10% (67)	3% (22)	2% (12)	4% (25)	5% (33)	28% (187)	2% (13)	4% (29)	3% (22)
2020 Vote: Joe Biden	3% (30)	14% (130)	4% (40)	10% (91)	5% (48)	3% (28)	3% (33)	6% (55)	27% (256)	2% (19)	5% (46)	4% (38)
2020 Vote: Donald Trump	2% (18)	13% (99)	4% (28)	14% (102)	5% (36)	2% (17)	5% (40)	8% (58)	27% (206)	— (2)	4% (29)	2% (15)
2020 Vote: Other	3% (1)	11% (6)	4% (2)	6% (3)	— (0)	6% (3)	3% (2)	7% (4)	30% (16)	1% (1)	2% (1)	8% (4)
2020 Vote: Didn't Vote	2% (7)	12% (55)	2% (10)	11% (48)	3% (13)	2% (7)	4% (18)	5% (20)	27% (121)	2% (10)	7% (29)	3% (12)
2018 House Vote: Democrat	3% (25)	15% (112)	5% (35)	10% (73)	4% (33)	3% (21)	3% (22)	6% (42)	27% (202)	2% (15)	6% (45)	3% (20)
2018 House Vote: Republican	3% (16)	11% (73)	4% (27)	15% (95)	5% (31)	3% (18)	6% (39)	7% (46)	26% (168)	1% (4)	3% (21)	3% (20)
2018 House Vote: Didnt Vote	2% (14)	13% (101)	2% (17)	9% (71)	4% (33)	2% (15)	4% (32)	6% (46)	29% (223)	2% (13)	5% (40)	4% (30)
4-Region: Northeast	2% (9)	16% (61)	4% (16)	10% (40)	6% (23)	2% (7)	5% (19)	5% (19)	27% (105)	1% (5)	3% (12)	4% (14)
4-Region: Midwest	2% (9)	13% (61)	4% (16)	10% (45)	3% (12)	2% (11)	3% (12)	7% (32)	29% (131)	— (2)	4% (17)	4% (16)
4-Region: South	3% (23)	13% (112)	3% (26)	11% (90)	4% (37)	2% (17)	5% (40)	6% (47)	27% (232)	1% (12)	6% (53)	4% (31)
4-Region: West	3% (15)	11% (55)	4% (21)	13% (70)	5% (25)	4% (21)	4% (23)	7% (38)	25% (132)	2% (13)	5% (24)	2% (9)
9-Region: New England	1% (1)	15% (14)	5% (5)	10% (9)	7% (7)	1% (1)	3% (3)	5% (5)	36% (34)	1% (1)	4% (3)	3% (3)
9-Region: Mid-Atlantic	3% (9)	16% (48)	4% (11)	11% (30)	5% (16)	2% (7)	6% (16)	5% (14)	24% (70)	2% (5)	3% (9)	4% (11)
9-Region: East North Central	2% (7)	14% (50)	3% (12)	9% (33)	2% (8)	2% (9)	2% (8)	7% (24)	28% (99)	— (0)	4% (15)	5% (16)
9-Region: West North Central	2% (2)	11% (11)	4% (4)	13% (12)	4% (4)	3% (2)	4% (4)	8% (8)	33% (32)	2% (2)	2% (2)	— (0)
9-Region: South Atlantic	3% (14)	12% (57)	3% (14)	9% (46)	5% (25)	2% (9)	6% (31)	7% (34)	27% (131)	2% (8)	7% (34)	3% (15)
9-Region: East South Central	2% (3)	18% (19)	5% (5)	10% (10)	1% (1)	3% (3)	2% (2)	5% (5)	27% (29)	— (0)	6% (7)	1% (1)
9-Region: West South Central	2% (6)	14% (35)	3% (7)	13% (34)	5% (12)	2% (5)	3% (8)	3% (8)	28% (72)	2% (4)	5% (12)	6% (15)
9-Region: Mountain	3% (4)	11% (15)	7% (9)	9% (12)	6% (8)	3% (5)	7% (9)	11% (14)	23% (31)	1% (2)	5% (7)	3% (4)
9-Region: Pacific	3% (11)	10% (40)	3% (12)	15% (57)	5% (18)	4% (16)	3% (13)	6% (24)	26% (101)	3% (11)	4% (17)	1% (5)
Ice Cream: Love it	3% (44)	14% (219)	4% (54)	11% (171)	4% (65)	2% (38)	4% (63)	6% (90)	28% (437)	2% (26)	5% (79)	4% (58)
Ice Cream: Like it	2% (12)	10% (62)	4% (25)	12% (71)	5% (29)	3% (17)	5% (29)	7% (44)	25% (150)	1% (6)	4% (26)	2% (10)
Ice Cream: Not a Fan	— (0)	17% (9)	1% (0)	5% (2)	7% (3)	2% (1)	3% (2)	4% (2)	23% (12)	— (0)	1% (1)	3% (2)

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA9: *Which confection or baked good, if any, is your favorite to pair with a scoop of ice cream? Select one.*

Demographic	Brownies	Candy bars or fudge	Cookies	Pie/crusts	Cake	Other (please specify)	None of the above	Total N
Adults	31% (687)	7% (144)	17% (382)	13% (292)	22% (475)	— (4)	10% (219)	2203
Gender: Male	29% (316)	9% (94)	20% (214)	12% (131)	19% (208)	— (1)	10% (111)	1075
Gender: Female	33% (372)	4% (49)	15% (168)	14% (161)	24% (266)	— (3)	10% (108)	1126
Age: 18-34	32% (207)	9% (58)	25% (158)	10% (61)	18% (115)	— (0)	6% (41)	640
Age: 35-44	37% (138)	8% (30)	20% (75)	10% (37)	18% (66)	— (1)	6% (23)	370
Age: 45-64	31% (217)	5% (38)	15% (103)	14% (95)	26% (181)	— (1)	9% (62)	697
Age: 65+	25% (126)	3% (17)	9% (46)	20% (99)	23% (113)	— (2)	19% (93)	496
GenZers: 1997-2012	36% (110)	6% (20)	27% (81)	12% (37)	13% (39)	— (0)	6% (17)	304
Millennials: 1981-1996	32% (214)	10% (67)	22% (146)	9% (58)	20% (136)	— (1)	7% (44)	667
GenXers: 1965-1980	30% (158)	6% (30)	16% (83)	11% (58)	27% (139)	— (0)	10% (52)	519
Baby Boomers: 1946-1964	29% (193)	4% (26)	9% (61)	20% (129)	23% (151)	— (3)	14% (96)	659
PID: Dem (no lean)	32% (282)	6% (58)	19% (166)	13% (114)	21% (185)	— (2)	9% (81)	887
PID: Ind (no lean)	30% (170)	4% (24)	15% (86)	15% (84)	23% (128)	— (1)	13% (72)	565
PID: Rep (no lean)	31% (235)	8% (62)	17% (131)	13% (94)	22% (162)	— (1)	9% (65)	750
PID/Gender: Dem Men	31% (130)	7% (31)	20% (83)	11% (44)	20% (80)	— (1)	11% (44)	412
PID/Gender: Dem Women	32% (152)	6% (27)	17% (83)	15% (69)	22% (104)	— (1)	8% (38)	475
PID/Gender: Ind Men	25% (66)	6% (16)	17% (43)	16% (42)	20% (53)	— (0)	15% (40)	261
PID/Gender: Ind Women	34% (104)	3% (8)	14% (42)	14% (42)	24% (74)	— (1)	11% (32)	303
PID/Gender: Rep Men	30% (120)	12% (47)	22% (88)	11% (45)	18% (74)	— (1)	7% (28)	402
PID/Gender: Rep Women	33% (116)	4% (14)	12% (43)	14% (49)	25% (88)	— (1)	11% (38)	348
Ideo: Liberal (1-3)	31% (214)	5% (37)	19% (130)	17% (115)	21% (141)	— (0)	7% (46)	683
Ideo: Moderate (4)	32% (212)	6% (43)	19% (127)	10% (64)	21% (143)	— (1)	11% (76)	665
Ideo: Conservative (5-7)	31% (207)	7% (49)	16% (107)	14% (96)	22% (148)	— (3)	10% (69)	678
Educ: < College	31% (436)	7% (103)	16% (225)	13% (188)	22% (312)	— (3)	11% (154)	1421
Educ: Bachelors degree	35% (173)	4% (19)	19% (96)	13% (62)	21% (105)	— (1)	7% (37)	493
Educ: Post-grad	27% (79)	7% (21)	21% (62)	15% (42)	20% (57)	— (0)	10% (28)	289
Income: Under 50k	29% (342)	7% (80)	16% (183)	13% (147)	23% (272)	— (0)	12% (137)	1162
Income: 50k-100k	35% (241)	5% (37)	19% (129)	13% (92)	20% (139)	— (3)	7% (46)	686
Income: 100k+	30% (105)	7% (26)	20% (70)	15% (54)	18% (64)	— (1)	10% (35)	355
Ethnicity: White	32% (545)	7% (115)	17% (280)	14% (234)	20% (346)	— (3)	10% (169)	1692
Ethnicity: Hispanic	31% (121)	8% (31)	27% (103)	9% (34)	16% (60)	— (0)	10% (37)	385

Continued on next page

Table IDFA9: *Which confection or baked good, if any, is your favorite to pair with a scoop of ice cream? Select one.*

Demographic	Brownies	Candy bars or fudge	Cookies	Pie/crusts	Cake	Other (please specify)	None of the above	Total N
Adults	31% (687)	7% (144)	17% (382)	13% (292)	22% (475)	— (4)	10% (219)	2203
Ethnicity: Black	27% (77)	4% (12)	23% (65)	8% (23)	30% (87)	— (1)	7% (20)	285
Ethnicity: Other	29% (65)	7% (16)	16% (37)	16% (36)	18% (42)	— (0)	13% (30)	226
All Christian	32% (343)	6% (68)	16% (173)	13% (140)	22% (233)	— (2)	10% (105)	1062
All Non-Christian	23% (48)	13% (26)	27% (55)	11% (22)	20% (41)	— (0)	7% (13)	206
Atheist	29% (25)	3% (3)	28% (24)	14% (12)	14% (12)	— (0)	11% (10)	85
Agnostic/Nothing in particular	31% (157)	5% (27)	16% (80)	12% (62)	22% (109)	— (1)	14% (69)	505
Something Else	33% (114)	6% (20)	14% (50)	16% (56)	23% (81)	— (1)	7% (22)	344
Religious Non-Protestant/Catholic	25% (56)	12% (27)	26% (59)	11% (25)	19% (42)	— (0)	7% (15)	225
Evangelical	31% (173)	7% (37)	16% (90)	12% (65)	26% (142)	— (2)	7% (41)	549
Non-Evangelical	33% (269)	6% (47)	15% (121)	15% (126)	21% (168)	— (1)	10% (84)	816
Community: Urban	26% (187)	8% (60)	20% (145)	14% (100)	22% (156)	— (0)	9% (67)	716
Community: Suburban	33% (339)	4% (44)	17% (176)	12% (124)	22% (223)	— (2)	11% (111)	1019
Community: Rural	35% (162)	8% (39)	13% (61)	14% (68)	20% (96)	— (1)	9% (41)	467
Employ: Private Sector	32% (220)	9% (63)	21% (143)	12% (79)	18% (125)	— (0)	8% (58)	686
Employ: Government	40% (51)	3% (4)	21% (27)	6% (8)	21% (26)	1% (1)	8% (10)	128
Employ: Self-Employed	32% (72)	4% (10)	22% (50)	14% (32)	22% (48)	— (0)	5% (12)	223
Employ: Homemaker	34% (45)	10% (13)	19% (25)	9% (12)	22% (29)	— (0)	5% (7)	133
Employ: Student	37% (28)	10% (7)	18% (14)	16% (13)	8% (6)	— (0)	11% (9)	77
Employ: Retired	27% (152)	4% (23)	10% (53)	19% (103)	24% (131)	— (3)	16% (90)	555
Employ: Unemployed	29% (80)	5% (13)	19% (51)	11% (31)	26% (70)	— (0)	10% (26)	270
Employ: Other	31% (40)	8% (10)	15% (19)	12% (15)	30% (39)	— (0)	6% (7)	131
Military HH: Yes	32% (90)	5% (15)	20% (57)	14% (38)	18% (50)	— (1)	11% (30)	282
Military HH: No	31% (598)	7% (129)	17% (325)	13% (254)	22% (425)	— (2)	10% (189)	1921
2022 House Vote: Democrat	32% (265)	6% (53)	17% (143)	14% (117)	21% (177)	— (2)	9% (73)	829
2022 House Vote: Republican	32% (217)	8% (52)	18% (119)	14% (95)	21% (142)	— (1)	7% (50)	677
2022 House Vote: Didnt Vote	29% (192)	5% (35)	18% (117)	12% (76)	22% (146)	— (1)	14% (90)	656
2020 Vote: Joe Biden	32% (307)	6% (54)	17% (168)	14% (137)	21% (198)	— (2)	10% (93)	960
2020 Vote: Donald Trump	34% (255)	6% (44)	17% (125)	13% (96)	22% (165)	— (1)	9% (64)	751
2020 Vote: Other	29% (15)	7% (4)	13% (7)	13% (7)	24% (12)	— (0)	14% (8)	53
2020 Vote: Didn't Vote	25% (110)	9% (42)	19% (82)	12% (52)	23% (99)	— (0)	12% (54)	439

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Table IDFA9: *Which confection or baked good, if any, is your favorite to pair with a scoop of ice cream? Select one.*

Demographic	Brownies	Candy bars or fudge	Cookies	Pie/crusts	Cake	Other (please specify)	None of the above	Total N
Adults	31% (687)	7% (144)	17% (382)	13% (292)	22% (475)	— (4)	10% (219)	2203
2018 House Vote: Democrat	31% (233)	6% (45)	18% (135)	13% (100)	22% (169)	— (2)	9% (71)	754
2018 House Vote: Republican	31% (202)	7% (43)	15% (100)	15% (98)	22% (141)	— (2)	9% (58)	644
2018 House Vote: Didnt Vote	31% (241)	7% (53)	19% (146)	12% (93)	20% (157)	— (0)	11% (86)	775
4-Region: Northeast	30% (114)	6% (21)	18% (70)	15% (59)	21% (79)	— (1)	10% (39)	384
4-Region: Midwest	33% (150)	7% (33)	16% (72)	15% (69)	19% (86)	— (0)	9% (43)	452
4-Region: South	31% (266)	7% (60)	17% (145)	10% (86)	24% (207)	— (2)	10% (81)	847
4-Region: West	30% (158)	6% (30)	18% (95)	15% (78)	20% (102)	— (1)	11% (57)	520
9-Region: New England	31% (30)	6% (6)	21% (20)	13% (12)	16% (15)	1% (1)	12% (11)	95
9-Region: Mid-Atlantic	29% (85)	5% (15)	17% (50)	16% (47)	22% (64)	— (1)	9% (27)	288
9-Region: East North Central	33% (117)	7% (25)	16% (58)	16% (56)	19% (69)	— (0)	8% (29)	355
9-Region: West North Central	33% (32)	8% (8)	14% (14)	13% (13)	18% (17)	— (0)	14% (14)	97
9-Region: South Atlantic	32% (154)	7% (35)	16% (76)	10% (49)	26% (126)	— (0)	9% (43)	484
9-Region: East South Central	38% (41)	7% (8)	15% (16)	9% (10)	22% (23)	1% (1)	9% (9)	109
9-Region: West South Central	28% (70)	7% (17)	21% (54)	11% (27)	23% (57)	— (1)	11% (28)	255
9-Region: Mountain	39% (52)	12% (15)	12% (16)	14% (19)	19% (25)	— (0)	5% (7)	133
9-Region: Pacific	27% (106)	4% (14)	20% (79)	15% (60)	20% (78)	— (1)	13% (50)	387
Ice Cream: Love it	33% (513)	6% (96)	18% (274)	13% (205)	22% (339)	— (1)	7% (115)	1544
Ice Cream: Like it	27% (163)	7% (43)	16% (100)	14% (84)	20% (124)	— (1)	15% (91)	606
Ice Cream: Not a Fan	21% (11)	8% (4)	15% (8)	6% (3)	22% (12)	2% (1)	25% (13)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA10: *What is your favorite type of container or cone to eat ice cream from? Select one.*

Demographic	Bowl	Cup or mug	Sugar cone	Cake cone	Waffle bowl	Waffle cone	Straight from the carton	Other (please specify)	None of the above	Total N
Adults	27% (586)	7% (160)	12% (255)	6% (128)	10% (213)	29% (633)	9% (193)	— (10)	1% (25)	2203
Gender: Male	27% (291)	5% (58)	12% (132)	6% (68)	10% (104)	27% (293)	10% (108)	1% (7)	1% (15)	1075
Gender: Female	26% (293)	9% (102)	11% (123)	5% (60)	10% (109)	30% (340)	8% (86)	— (4)	1% (10)	1126
Age: 18-34	19% (124)	8% (51)	8% (49)	10% (61)	13% (82)	32% (203)	9% (59)	— (0)	2% (11)	640
Age: 35-44	24% (88)	4% (15)	9% (32)	6% (22)	14% (52)	35% (130)	7% (27)	1% (2)	1% (3)	370
Age: 45-64	28% (194)	7% (48)	16% (110)	4% (27)	9% (63)	27% (188)	8% (56)	— (1)	1% (8)	697
Age: 65+	36% (180)	9% (45)	13% (64)	3% (17)	3% (17)	23% (112)	10% (51)	2% (8)	1% (3)	496
GenZers: 1997-2012	22% (66)	10% (30)	6% (19)	7% (20)	12% (36)	34% (103)	9% (26)	— (0)	1% (3)	304
Millennials: 1981-1996	20% (136)	5% (35)	9% (58)	9% (60)	14% (92)	32% (215)	9% (59)	— (1)	2% (11)	667
GenXers: 1965-1980	28% (143)	6% (33)	16% (84)	4% (18)	10% (50)	28% (144)	7% (37)	— (2)	1% (7)	519
Baby Boomers: 1946-1964	33% (219)	9% (59)	13% (87)	4% (26)	5% (35)	24% (158)	10% (63)	1% (8)	1% (5)	659
PID: Dem (no lean)	26% (227)	8% (69)	11% (94)	5% (48)	11% (94)	29% (258)	9% (79)	1% (8)	1% (10)	887
PID: Ind (no lean)	28% (157)	5% (30)	10% (57)	6% (34)	9% (52)	30% (171)	9% (50)	— (1)	2% (11)	565
PID: Rep (no lean)	27% (201)	8% (61)	14% (103)	6% (47)	9% (67)	27% (204)	8% (64)	— (1)	— (3)	750
PID/Gender: Dem Men	25% (103)	5% (21)	12% (51)	6% (26)	10% (42)	27% (112)	11% (45)	2% (7)	2% (6)	412
PID/Gender: Dem Women	26% (124)	10% (48)	9% (43)	5% (22)	11% (52)	31% (147)	7% (34)	— (2)	1% (4)	475
PID/Gender: Ind Men	25% (66)	5% (13)	12% (32)	7% (17)	11% (28)	28% (72)	10% (26)	— (0)	3% (7)	261
PID/Gender: Ind Women	30% (90)	6% (17)	8% (26)	6% (17)	8% (25)	33% (99)	8% (25)	— (1)	1% (4)	303
PID/Gender: Rep Men	30% (121)	6% (24)	12% (50)	6% (25)	9% (35)	27% (109)	9% (36)	— (0)	— (2)	402
PID/Gender: Rep Women	23% (79)	11% (37)	15% (54)	6% (22)	9% (32)	27% (95)	8% (27)	— (1)	1% (2)	348
Ideo: Liberal (1-3)	25% (173)	8% (57)	10% (66)	5% (32)	10% (68)	33% (226)	8% (57)	— (2)	— (3)	683
Ideo: Moderate (4)	28% (188)	6% (43)	12% (79)	8% (51)	10% (66)	26% (170)	8% (54)	— (1)	2% (13)	665
Ideo: Conservative (5-7)	27% (185)	8% (52)	13% (90)	5% (35)	9% (59)	29% (193)	9% (60)	— (1)	— (1)	678
Educ: < College	28% (402)	6% (90)	11% (157)	6% (86)	9% (134)	29% (407)	8% (120)	1% (7)	1% (18)	1421
Educ: Bachelors degree	24% (116)	9% (44)	13% (62)	5% (26)	11% (56)	28% (140)	9% (44)	— (1)	1% (4)	493
Educ: Post-grad	23% (67)	9% (26)	12% (35)	6% (17)	8% (24)	30% (86)	10% (29)	1% (2)	1% (3)	289
Income: Under 50k	28% (327)	7% (77)	11% (124)	6% (67)	9% (99)	29% (342)	9% (102)	1% (8)	1% (15)	1162
Income: 50k-100k	26% (175)	7% (47)	11% (77)	6% (39)	13% (87)	28% (191)	9% (62)	— (0)	1% (8)	686
Income: 100k+	24% (84)	10% (35)	15% (53)	6% (22)	7% (27)	28% (100)	8% (30)	1% (2)	1% (3)	355
Ethnicity: White	28% (467)	7% (116)	12% (199)	6% (93)	9% (154)	29% (484)	9% (156)	1% (9)	1% (14)	1692
Ethnicity: Hispanic	19% (72)	9% (35)	8% (30)	5% (21)	15% (56)	33% (128)	9% (36)	2% (7)	— (1)	385

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Table IDFA10: *What is your favorite type of container or cone to eat ice cream from? Select one.*

Demographic	Bowl	Cup or mug	Sugar cone	Cake cone	Waffle bowl	Waffle cone	Straight from the carton	Other (please specify)	None of the above	Total N
Adults	27% (586)	7% (160)	12% (255)	6% (128)	10% (213)	29% (633)	9% (193)	— (10)	1% (25)	2203
Ethnicity: Black	26% (73)	7% (20)	10% (28)	5% (13)	12% (35)	30% (85)	9% (25)	— (1)	2% (5)	285
Ethnicity: Other	20% (45)	10% (24)	13% (28)	10% (22)	10% (23)	28% (64)	6% (13)	— (0)	3% (6)	226
All Christian	28% (296)	9% (93)	13% (135)	5% (56)	9% (98)	27% (286)	8% (84)	1% (9)	1% (7)	1062
All Non-Christian	10% (20)	9% (18)	15% (31)	13% (27)	8% (17)	29% (61)	15% (31)	— (0)	1% (2)	206
Atheist	45% (38)	9% (8)	6% (5)	1% (1)	4% (3)	27% (23)	8% (7)	— (0)	1% (1)	85
Agnostic/Nothing in particular	29% (147)	4% (18)	9% (46)	4% (20)	12% (58)	31% (156)	9% (46)	— (1)	2% (12)	505
Something Else	24% (84)	7% (22)	11% (39)	7% (25)	11% (37)	31% (107)	8% (26)	— (1)	1% (3)	344
Religious Non-Protestant/Catholic	12% (28)	9% (21)	14% (31)	12% (27)	8% (17)	31% (69)	14% (31)	— (0)	1% (2)	225
Evangelical	25% (136)	9% (49)	13% (72)	7% (37)	11% (59)	26% (143)	8% (42)	2% (9)	1% (3)	549
Non-Evangelical	29% (234)	8% (62)	12% (99)	5% (42)	9% (73)	28% (232)	8% (66)	— (1)	1% (7)	816
Community: Urban	24% (174)	7% (50)	12% (85)	8% (58)	11% (78)	27% (194)	8% (60)	1% (8)	1% (10)	716
Community: Suburban	27% (271)	9% (90)	11% (110)	5% (50)	9% (92)	29% (293)	10% (98)	— (2)	1% (13)	1019
Community: Rural	30% (141)	4% (20)	13% (59)	4% (20)	9% (44)	31% (146)	8% (36)	— (0)	— (2)	467
Employ: Private Sector	22% (154)	6% (43)	12% (83)	7% (51)	12% (82)	29% (202)	8% (56)	1% (7)	1% (9)	686
Employ: Government	21% (27)	7% (9)	11% (14)	7% (9)	11% (14)	34% (44)	7% (8)	1% (1)	1% (1)	128
Employ: Self-Employed	29% (64)	8% (17)	13% (29)	6% (13)	11% (25)	22% (50)	10% (22)	— (0)	1% (3)	223
Employ: Homemaker	25% (34)	6% (7)	6% (8)	5% (7)	6% (8)	44% (58)	7% (10)	— (0)	— (0)	133
Employ: Student	12% (9)	7% (5)	7% (5)	10% (8)	29% (23)	16% (12)	19% (15)	— (0)	— (0)	77
Employ: Retired	33% (181)	9% (47)	14% (77)	3% (16)	6% (34)	25% (139)	10% (56)	— (1)	— (2)	555
Employ: Unemployed	30% (81)	5% (14)	11% (29)	5% (13)	8% (22)	32% (87)	6% (16)	— (0)	3% (9)	270
Employ: Other	27% (36)	12% (15)	7% (10)	9% (11)	3% (4)	32% (41)	8% (11)	1% (1)	1% (1)	131
Military HH: Yes	28% (79)	7% (18)	13% (37)	3% (8)	8% (24)	26% (74)	14% (39)	— (1)	1% (1)	282
Military HH: No	26% (507)	7% (141)	11% (218)	6% (120)	10% (189)	29% (559)	8% (155)	— (9)	1% (24)	1921
2022 House Vote: Democrat	26% (217)	7% (60)	10% (86)	5% (44)	10% (79)	30% (249)	9% (74)	1% (8)	1% (12)	829
2022 House Vote: Republican	28% (192)	7% (49)	14% (94)	5% (36)	10% (65)	28% (186)	8% (52)	— (1)	— (2)	677
2022 House Vote: Didnt Vote	26% (169)	7% (48)	11% (70)	7% (44)	10% (66)	28% (182)	10% (65)	— (1)	2% (11)	656
2020 Vote: Joe Biden	26% (247)	7% (68)	10% (94)	6% (54)	10% (92)	32% (306)	9% (83)	1% (7)	1% (10)	960
2020 Vote: Donald Trump	28% (213)	8% (60)	13% (99)	6% (46)	10% (76)	26% (194)	8% (59)	— (2)	— (2)	751
2020 Vote: Other	29% (15)	2% (1)	5% (3)	9% (5)	3% (2)	36% (19)	13% (7)	— (0)	3% (1)	53
2020 Vote: Didn't Vote	25% (110)	7% (30)	13% (59)	5% (24)	10% (44)	26% (114)	10% (45)	— (2)	3% (12)	439

Continued on next page

Table IDFA10: *What is your favorite type of container or cone to eat ice cream from? Select one.*

Demographic	Bowl	Cup or mug	Sugar cone	Cake cone	Waffle bowl	Waffle cone	Straight from the carton	Other (please specify)	None of the above	Total N
Adults	27%(586)	7%(160)	12%(255)	6%(128)	10%(213)	29%(633)	9%(193)	— (10)	1% (25)	2203
2018 House Vote: Democrat	27%(200)	7% (55)	10% (79)	5% (41)	9% (71)	27%(207)	11% (83)	1% (9)	1% (11)	754
2018 House Vote: Republican	28% (181)	9% (58)	13% (83)	6% (36)	9% (57)	27% (177)	8% (51)	— (1)	— (1)	644
2018 House Vote: Didnt Vote	26% (198)	6% (45)	12% (89)	7% (51)	11% (84)	31%(237)	8% (58)	— (1)	2% (12)	775
4-Region: Northeast	29% (112)	8% (30)	17% (64)	7% (28)	5% (20)	27% (102)	7% (26)	— (0)	— (1)	384
4-Region: Midwest	24% (111)	7% (30)	11% (50)	5% (25)	10% (46)	31% (142)	9% (40)	— (1)	2% (7)	452
4-Region: South	27%(232)	6% (51)	9% (76)	6% (49)	9% (76)	31%(266)	10% (82)	1% (8)	1% (8)	847
4-Region: West	25% (131)	9% (49)	12% (64)	5% (26)	14% (72)	24% (122)	9% (45)	— (1)	2% (9)	520
9-Region: New England	36% (34)	7% (7)	20% (19)	5% (5)	3% (3)	24% (22)	4% (4)	— (0)	2% (1)	95
9-Region: Mid-Atlantic	27% (78)	8% (23)	16% (46)	8% (23)	6% (16)	28% (80)	8% (22)	— (0)	— (0)	288
9-Region: East North Central	23% (81)	8% (28)	11% (38)	5% (18)	11% (41)	32% (114)	8% (27)	— (1)	2% (6)	355
9-Region: West North Central	30% (29)	2% (2)	12% (12)	7% (6)	5% (5)	29% (28)	13% (13)	— (0)	2% (1)	97
9-Region: South Atlantic	29% (142)	6% (30)	10% (48)	6% (29)	9% (43)	30% (147)	9% (41)	— (0)	1% (3)	484
9-Region: East South Central	26% (28)	5% (6)	9% (9)	5% (6)	10% (10)	33% (36)	9% (9)	1% (1)	2% (3)	109
9-Region: West South Central	24% (62)	6% (15)	7% (19)	6% (14)	9% (22)	33% (83)	12% (31)	3% (7)	1% (2)	255
9-Region: Mountain	24% (32)	10% (13)	16% (21)	8% (10)	9% (12)	25% (33)	8% (11)	— (0)	— (1)	133
9-Region: Pacific	26% (99)	9% (35)	11% (43)	4% (16)	16% (60)	23% (89)	9% (34)	— (1)	2% (9)	387
Ice Cream: Love it	27% (418)	7% (102)	12% (181)	5% (81)	10% (162)	29%(444)	9% (144)	— (2)	1% (11)	1544
Ice Cream: Like it	26% (157)	9% (52)	11% (66)	7% (45)	8% (50)	30% (180)	6% (39)	1% (8)	1% (9)	606
Ice Cream: Not a Fan	19% (10)	11% (6)	14% (8)	4% (2)	3% (2)	17% (9)	20% (10)	— (0)	11% (6)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA11: *Generally speaking, how are YOU most likely to approach eating an ice cream cone?*

Demographic	Bite the ice cream first		Lick the ice cream first		Bite the top of the cone first		Bite the bottom of the cone first		Other (please specify)		Total N
Adults	22%	(492)	63%	(1397)	10%	(226)	4%	(82)	—	(6)	2203
Gender: Male	28%	(306)	53%	(565)	13%	(136)	6%	(66)	—	(3)	1075
Gender: Female	16%	(185)	74%	(832)	8%	(89)	1%	(17)	—	(3)	1126
Age: 18-34	23%	(147)	61%	(388)	11%	(67)	6%	(38)	—	(0)	640
Age: 35-44	23%	(86)	59%	(217)	12%	(44)	5%	(19)	1%	(4)	370
Age: 45-64	22%	(151)	65%	(456)	9%	(66)	3%	(22)	—	(1)	697
Age: 65+	22%	(107)	68%	(336)	10%	(48)	1%	(3)	—	(1)	496
GenZers: 1997-2012	25%	(75)	66%	(202)	6%	(18)	3%	(10)	—	(0)	304
Millennials: 1981-1996	22%	(149)	57%	(377)	14%	(92)	7%	(44)	1%	(4)	667
GenXers: 1965-1980	21%	(110)	67%	(346)	8%	(43)	4%	(19)	—	(1)	519
Baby Boomers: 1946-1964	22%	(144)	66%	(434)	11%	(70)	1%	(10)	—	(1)	659
PID: Dem (no lean)	21%	(190)	64%	(572)	9%	(77)	5%	(46)	—	(3)	887
PID: Ind (no lean)	24%	(137)	63%	(354)	11%	(62)	2%	(10)	—	(3)	565
PID: Rep (no lean)	22%	(165)	63%	(471)	12%	(87)	4%	(27)	—	(1)	750
PID/Gender: Dem Men	27%	(112)	51%	(210)	12%	(51)	9%	(38)	—	(1)	412
PID/Gender: Dem Women	16%	(78)	76%	(362)	5%	(25)	2%	(8)	—	(1)	475
PID/Gender: Ind Men	32%	(83)	53%	(138)	14%	(35)	1%	(4)	—	(1)	261
PID/Gender: Ind Women	17%	(53)	71%	(216)	9%	(27)	2%	(6)	1%	(2)	303
PID/Gender: Rep Men	28%	(111)	54%	(216)	12%	(50)	6%	(25)	—	(1)	402
PID/Gender: Rep Women	15%	(54)	73%	(255)	11%	(37)	1%	(2)	—	(0)	348
Ideo: Liberal (1-3)	24%	(161)	59%	(401)	12%	(84)	5%	(37)	—	(0)	683
Ideo: Moderate (4)	20%	(132)	66%	(437)	11%	(71)	3%	(23)	—	(3)	665
Ideo: Conservative (5-7)	25%	(167)	64%	(431)	8%	(57)	3%	(21)	—	(2)	678
Educ: < College	22%	(307)	66%	(937)	9%	(135)	3%	(38)	—	(4)	1421
Educ: Bachelors degree	23%	(114)	61%	(299)	11%	(53)	5%	(24)	—	(2)	493
Educ: Post-grad	24%	(70)	56%	(161)	13%	(38)	7%	(20)	—	(0)	289
Income: Under 50k	22%	(254)	63%	(737)	12%	(134)	3%	(34)	—	(3)	1162
Income: 50k-100k	23%	(160)	63%	(431)	9%	(60)	5%	(32)	1%	(4)	686
Income: 100k+	22%	(78)	65%	(229)	9%	(32)	5%	(16)	—	(0)	355
Ethnicity: White	22%	(370)	64%	(1086)	10%	(175)	3%	(58)	—	(4)	1692
Ethnicity: Hispanic	19%	(72)	62%	(241)	12%	(44)	7%	(28)	—	(0)	385
Ethnicity: Black	20%	(58)	66%	(189)	6%	(18)	6%	(18)	1%	(2)	285

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Table IDFA11: *Generally speaking, how are YOU most likely to approach eating an ice cream cone?*

Demographic	Bite the ice cream first		Lick the ice cream first		Bite the top of the cone first		Bite the bottom of the cone first		Other (please specify)		Total N
Adults	22%	(492)	63%	(1397)	10%	(226)	4%	(82)	—	(6)	2203
Ethnicity: Other	28%	(64)	54%	(122)	15%	(34)	3%	(6)	—	(0)	226
All Christian	20%	(217)	67%	(708)	10%	(103)	3%	(30)	—	(4)	1062
All Non-Christian	24%	(49)	48%	(100)	13%	(26)	15%	(31)	—	(0)	206
Atheist	21%	(18)	68%	(58)	10%	(8)	1%	(0)	—	(0)	85
Agnostic/Nothing in particular	25%	(125)	63%	(320)	9%	(48)	2%	(12)	—	(1)	505
Something Else	24%	(82)	61%	(212)	12%	(41)	3%	(9)	—	(1)	344
Religious Non-Protestant/Catholic	22%	(49)	52%	(118)	12%	(26)	14%	(32)	—	(0)	225
Evangelical	21%	(116)	64%	(349)	11%	(60)	4%	(22)	—	(2)	549
Non-Evangelical	22%	(181)	66%	(537)	10%	(81)	2%	(15)	—	(3)	816
Community: Urban	23%	(165)	58%	(418)	13%	(91)	6%	(41)	—	(1)	716
Community: Suburban	24%	(240)	65%	(668)	8%	(83)	2%	(23)	—	(5)	1019
Community: Rural	19%	(87)	66%	(311)	11%	(52)	4%	(18)	—	(0)	467
Employ: Private Sector	24%	(163)	60%	(414)	11%	(76)	5%	(32)	—	(1)	686
Employ: Government	15%	(19)	65%	(83)	10%	(12)	10%	(12)	—	(1)	128
Employ: Self-Employed	26%	(59)	52%	(115)	16%	(35)	6%	(13)	1%	(1)	223
Employ: Homemaker	15%	(20)	76%	(101)	9%	(12)	1%	(1)	—	(0)	133
Employ: Student	28%	(22)	69%	(53)	2%	(1)	1%	(1)	1%	(0)	77
Employ: Retired	22%	(122)	66%	(364)	9%	(51)	3%	(17)	—	(1)	555
Employ: Unemployed	22%	(60)	64%	(172)	12%	(31)	2%	(6)	—	(1)	270
Employ: Other	21%	(28)	72%	(94)	6%	(8)	1%	(1)	—	(0)	131
Military HH: Yes	18%	(51)	64%	(181)	12%	(35)	5%	(14)	—	(1)	282
Military HH: No	23%	(441)	63%	(1216)	10%	(191)	4%	(68)	—	(6)	1921
2022 House Vote: Democrat	23%	(194)	61%	(506)	10%	(81)	5%	(43)	1%	(4)	829
2022 House Vote: Republican	23%	(158)	62%	(418)	11%	(77)	3%	(22)	—	(1)	677
2022 House Vote: Didnt Vote	19%	(126)	69%	(452)	10%	(64)	2%	(13)	—	(1)	656
2020 Vote: Joe Biden	23%	(220)	64%	(611)	9%	(83)	5%	(43)	—	(3)	960
2020 Vote: Donald Trump	23%	(171)	63%	(475)	11%	(85)	3%	(20)	—	(1)	751
2020 Vote: Other	30%	(16)	62%	(32)	2%	(1)	4%	(2)	2%	(1)	53
2020 Vote: Didn’t Vote	19%	(85)	63%	(279)	13%	(57)	4%	(17)	—	(2)	439

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Table IDFA11: *Generally speaking, how are YOU most likely to approach eating an ice cream cone?*

Demographic	Bite the ice cream first		Lick the ice cream first		Bite the top of the cone first		Bite the bottom of the cone first		Other (please specify)		Total N
Adults	22%	(492)	63%	(1397)	10%	(226)	4%	(82)	—	(6)	2203
2018 House Vote: Democrat	21%	(162)	63%	(479)	9%	(69)	5%	(40)	1%	(4)	754
2018 House Vote: Republican	23%	(150)	62%	(399)	12%	(76)	3%	(18)	—	(1)	644
2018 House Vote: Didnt Vote	22%	(173)	65%	(502)	10%	(78)	3%	(21)	—	(1)	775
4-Region: Northeast	22%	(86)	64%	(247)	10%	(40)	3%	(11)	—	(0)	384
4-Region: Midwest	22%	(101)	64%	(288)	11%	(50)	3%	(12)	—	(2)	452
4-Region: South	20%	(167)	65%	(552)	10%	(85)	5%	(40)	—	(3)	847
4-Region: West	27%	(138)	60%	(310)	10%	(51)	4%	(19)	—	(1)	520
9-Region: New England	24%	(23)	63%	(60)	13%	(12)	—	(0)	—	(0)	95
9-Region: Mid-Atlantic	22%	(62)	65%	(187)	10%	(28)	4%	(11)	—	(0)	288
9-Region: East North Central	23%	(81)	63%	(225)	11%	(38)	3%	(10)	—	(1)	355
9-Region: West North Central	21%	(20)	64%	(63)	12%	(12)	2%	(2)	—	(0)	97
9-Region: South Atlantic	19%	(93)	65%	(314)	10%	(48)	6%	(27)	—	(2)	484
9-Region: East South Central	24%	(26)	66%	(72)	8%	(8)	2%	(2)	—	(0)	109
9-Region: West South Central	19%	(48)	65%	(166)	11%	(29)	4%	(11)	—	(1)	255
9-Region: Mountain	27%	(36)	62%	(83)	8%	(11)	2%	(3)	—	(0)	133
9-Region: Pacific	26%	(102)	59%	(227)	10%	(40)	4%	(16)	—	(1)	387
Ice Cream: Love it	22%	(335)	64%	(986)	10%	(159)	4%	(63)	—	(2)	1544
Ice Cream: Like it	24%	(146)	63%	(381)	10%	(60)	3%	(17)	—	(1)	606
Ice Cream: Not a Fan	21%	(11)	58%	(31)	13%	(7)	4%	(2)	4%	(2)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA12: *What is your favorite setting to enjoy ice cream? Select one.*

Demographic	At home		At an ice cream shop		At a restaurant		While enjoying the outdoors		Other (specify)		Total N
Adults	63%	(1395)	17%	(383)	3%	(70)	15%	(332)	1%	(24)	2203
Gender: Male	62%	(662)	17%	(179)	5%	(57)	15%	(160)	2%	(18)	1075
Gender: Female	65%	(733)	18%	(202)	1%	(13)	15%	(172)	1%	(6)	1126
Age: 18-34	53%	(338)	19%	(122)	5%	(35)	21%	(133)	2%	(13)	640
Age: 35-44	61%	(224)	21%	(79)	4%	(14)	13%	(50)	1%	(3)	370
Age: 45-64	69%	(484)	15%	(105)	2%	(11)	13%	(91)	1%	(5)	697
Age: 65+	70%	(349)	15%	(76)	2%	(10)	12%	(58)	—	(2)	496
GenZers: 1997-2012	59%	(179)	17%	(53)	2%	(6)	20%	(60)	2%	(7)	304
Millennials: 1981-1996	54%	(358)	21%	(140)	6%	(43)	17%	(116)	1%	(9)	667
GenXers: 1965-1980	68%	(355)	14%	(75)	2%	(12)	14%	(73)	1%	(5)	519
Baby Boomers: 1946-1964	70%	(462)	17%	(109)	1%	(7)	12%	(78)	—	(2)	659
PID: Dem (no lean)	63%	(555)	18%	(157)	4%	(31)	15%	(131)	1%	(12)	887
PID: Ind (no lean)	62%	(352)	16%	(89)	3%	(15)	18%	(99)	2%	(10)	565
PID: Rep (no lean)	65%	(488)	18%	(136)	3%	(24)	14%	(101)	—	(1)	750
PID/Gender: Dem Men	60%	(246)	16%	(67)	7%	(28)	15%	(61)	3%	(11)	412
PID/Gender: Dem Women	65%	(310)	19%	(90)	1%	(3)	15%	(70)	—	(1)	475
PID/Gender: Ind Men	60%	(156)	15%	(39)	4%	(11)	18%	(47)	3%	(7)	261
PID/Gender: Ind Women	64%	(195)	16%	(48)	1%	(4)	17%	(52)	1%	(3)	303
PID/Gender: Rep Men	65%	(260)	18%	(73)	4%	(18)	13%	(52)	—	(0)	402
PID/Gender: Rep Women	66%	(228)	18%	(63)	2%	(6)	14%	(50)	—	(1)	348
Ideo: Liberal (1-3)	59%	(405)	20%	(135)	5%	(35)	15%	(106)	—	(3)	683
Ideo: Moderate (4)	65%	(435)	16%	(106)	2%	(13)	15%	(101)	2%	(11)	665
Ideo: Conservative (5-7)	66%	(449)	17%	(113)	2%	(16)	14%	(97)	—	(2)	678
Educ: < College	66%	(944)	16%	(222)	2%	(34)	14%	(202)	1%	(19)	1421
Educ: Bachelors degree	56%	(278)	22%	(106)	5%	(22)	17%	(83)	1%	(3)	493
Educ: Post-grad	60%	(173)	19%	(55)	5%	(13)	16%	(47)	1%	(1)	289
Income: Under 50k	68%	(789)	15%	(171)	3%	(29)	14%	(161)	1%	(11)	1162
Income: 50k-100k	59%	(408)	19%	(129)	4%	(25)	16%	(113)	2%	(12)	686
Income: 100k+	56%	(198)	23%	(82)	4%	(16)	16%	(58)	—	(1)	355
Ethnicity: White	62%	(1056)	19%	(314)	3%	(55)	15%	(251)	1%	(16)	1692
Ethnicity: Hispanic	63%	(244)	19%	(73)	4%	(17)	11%	(44)	2%	(7)	385
Ethnicity: Black	69%	(195)	13%	(38)	3%	(8)	14%	(41)	1%	(2)	285

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Table IDFA12: *What is your favorite setting to enjoy ice cream? Select one.*

Demographic	At home		At an ice cream shop		At a restaurant		While enjoying the outdoors		Other (specify)		Total N
Adults	63%	(1395)	17%	(383)	3%	(70)	15%	(332)	1%	(24)	2203
Ethnicity: Other	64%	(144)	13%	(30)	3%	(7)	17%	(39)	2%	(6)	226
All Christian	64%	(676)	19%	(206)	2%	(22)	14%	(152)	1%	(6)	1062
All Non-Christian	51%	(106)	20%	(40)	12%	(24)	17%	(35)	—	(1)	206
Atheist	70%	(60)	13%	(11)	3%	(3)	14%	(12)	—	(0)	85
Agnostic/Nothing in particular	66%	(335)	15%	(76)	2%	(9)	14%	(72)	3%	(13)	505
Something Else	63%	(218)	14%	(49)	4%	(12)	18%	(61)	1%	(4)	344
Religious Non-Protestant/Catholic	51%	(116)	20%	(46)	11%	(25)	16%	(37)	1%	(1)	225
Evangelical	61%	(335)	19%	(106)	4%	(20)	15%	(84)	1%	(4)	549
Non-Evangelical	66%	(535)	17%	(139)	2%	(13)	15%	(124)	1%	(5)	816
Community: Urban	60%	(430)	16%	(113)	6%	(44)	16%	(116)	2%	(13)	716
Community: Suburban	65%	(658)	18%	(187)	1%	(14)	15%	(154)	1%	(8)	1019
Community: Rural	66%	(307)	18%	(82)	3%	(13)	13%	(63)	1%	(3)	467
Employ: Private Sector	58%	(399)	19%	(130)	5%	(37)	17%	(116)	1%	(4)	686
Employ: Government	60%	(77)	18%	(23)	4%	(5)	18%	(22)	1%	(1)	128
Employ: Self-Employed	53%	(118)	25%	(55)	4%	(9)	17%	(38)	1%	(3)	223
Employ: Homemaker	76%	(101)	13%	(18)	1%	(1)	10%	(13)	—	(0)	133
Employ: Student	45%	(35)	21%	(16)	2%	(1)	24%	(19)	8%	(6)	77
Employ: Retired	71%	(392)	15%	(86)	2%	(9)	12%	(66)	—	(2)	555
Employ: Unemployed	69%	(188)	14%	(38)	2%	(5)	13%	(35)	2%	(5)	270
Employ: Other	65%	(85)	13%	(16)	3%	(4)	17%	(23)	2%	(3)	131
Military HH: Yes	67%	(189)	13%	(37)	5%	(14)	15%	(42)	—	(0)	282
Military HH: No	63%	(1207)	18%	(346)	3%	(56)	15%	(290)	1%	(24)	1921
2022 House Vote: Democrat	62%	(516)	19%	(155)	3%	(28)	15%	(124)	1%	(6)	829
2022 House Vote: Republican	63%	(423)	19%	(129)	3%	(23)	14%	(98)	—	(3)	677
2022 House Vote: Didnt Vote	66%	(430)	14%	(93)	3%	(17)	15%	(101)	2%	(15)	656
2020 Vote: Joe Biden	62%	(600)	18%	(177)	3%	(28)	15%	(146)	1%	(9)	960
2020 Vote: Donald Trump	63%	(470)	19%	(140)	3%	(19)	16%	(118)	—	(3)	751
2020 Vote: Other	62%	(33)	9%	(4)	3%	(2)	27%	(14)	—	(0)	53
2020 Vote: Didn't Vote	67%	(292)	14%	(61)	5%	(21)	12%	(54)	3%	(11)	439

Continued on next page

Table IDFA12: *What is your favorite setting to enjoy ice cream? Select one.*

Demographic	At home	At an ice cream shop	At a restaurant	While enjoying the outdoors	Other (specify)	Total N
Adults	63% (1395)	17% (383)	3% (70)	15% (332)	1% (24)	2203
2018 House Vote: Democrat	62% (467)	18% (134)	3% (25)	16% (122)	1% (6)	754
2018 House Vote: Republican	61% (395)	20% (131)	3% (20)	15% (94)	1% (3)	644
2018 House Vote: Didnt Vote	67% (515)	15% (114)	3% (22)	14% (109)	2% (14)	775
4-Region: Northeast	57% (220)	19% (73)	3% (11)	20% (78)	— (1)	384
4-Region: Midwest	62% (280)	16% (74)	3% (12)	19% (84)	1% (3)	452
4-Region: South	65% (552)	18% (153)	3% (26)	13% (113)	— (3)	847
4-Region: West	66% (344)	16% (83)	4% (20)	11% (57)	3% (17)	520
9-Region: New England	54% (51)	21% (20)	3% (3)	21% (20)	1% (1)	95
9-Region: Mid-Atlantic	59% (169)	18% (53)	3% (8)	20% (58)	— (1)	288
9-Region: East North Central	59% (209)	18% (62)	3% (11)	20% (70)	1% (3)	355
9-Region: West North Central	73% (71)	11% (11)	1% (1)	14% (14)	— (0)	97
9-Region: South Atlantic	61% (293)	20% (98)	2% (10)	17% (80)	— (2)	484
9-Region: East South Central	63% (68)	17% (18)	4% (5)	16% (18)	— (0)	109
9-Region: West South Central	75% (190)	15% (37)	4% (11)	6% (15)	— (1)	255
9-Region: Mountain	64% (86)	17% (22)	8% (11)	10% (14)	1% (1)	133
9-Region: Pacific	67% (258)	16% (61)	2% (9)	11% (43)	4% (16)	387
Ice Cream: Love it	64% (993)	17% (263)	3% (47)	14% (224)	1% (19)	1544
Ice Cream: Like it	62% (376)	18% (108)	3% (21)	16% (97)	1% (4)	606
Ice Cream: Not a Fan	50% (26)	22% (12)	4% (2)	21% (11)	3% (1)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA13_1: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Brand*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know/ No opinion	Total N
Adults	33% (727)	35% (780)	19% (412)	10% (216)	3% (67)	2203
Gender: Male	36% (391)	33% (358)	17% (179)	10% (102)	4% (46)	1075
Gender: Female	30% (337)	37% (421)	21% (234)	10% (114)	2% (22)	1126
Age: 18-34	27% (174)	35% (227)	20% (127)	14% (88)	4% (24)	640
Age: 35-44	41% (152)	31% (114)	14% (53)	10% (37)	4% (14)	370
Age: 45-64	34% (234)	34% (238)	21% (149)	8% (54)	3% (21)	697
Age: 65+	34% (167)	41% (201)	17% (83)	7% (37)	2% (8)	496
GenZers: 1997-2012	25% (75)	32% (98)	23% (71)	18% (54)	2% (6)	304
Millennials: 1981-1996	35% (236)	35% (231)	15% (102)	10% (66)	5% (31)	667
GenXers: 1965-1980	33% (170)	33% (169)	22% (116)	9% (46)	4% (18)	519
Baby Boomers: 1946-1964	35% (227)	40% (262)	17% (114)	7% (44)	2% (12)	659
PID: Dem (no lean)	36% (316)	36% (323)	15% (138)	10% (89)	3% (23)	887
PID: Ind (no lean)	27% (155)	37% (208)	20% (115)	10% (58)	5% (30)	565
PID: Rep (no lean)	34% (257)	33% (250)	21% (160)	9% (69)	2% (15)	750
PID/Gender: Dem Men	39% (160)	32% (131)	15% (60)	10% (43)	4% (18)	412
PID/Gender: Dem Women	33% (156)	40% (191)	16% (77)	10% (46)	1% (5)	475
PID/Gender: Ind Men	27% (71)	39% (101)	19% (49)	9% (23)	6% (17)	261
PID/Gender: Ind Women	28% (84)	35% (105)	22% (67)	12% (35)	4% (13)	303
PID/Gender: Rep Men	40% (160)	31% (125)	17% (70)	9% (36)	3% (12)	402
PID/Gender: Rep Women	28% (97)	36% (125)	26% (90)	9% (32)	1% (4)	348
Ideo: Liberal (1-3)	34% (233)	38% (260)	15% (104)	11% (74)	2% (12)	683
Ideo: Moderate (4)	35% (234)	34% (227)	20% (131)	8% (53)	3% (20)	665
Ideo: Conservative (5-7)	34% (228)	35% (239)	20% (135)	9% (61)	2% (15)	678
Educ: < College	34% (479)	32% (459)	19% (269)	11% (162)	4% (52)	1421
Educ: Bachelors degree	30% (149)	41% (202)	19% (95)	8% (37)	2% (9)	493
Educ: Post-grad	34% (99)	41% (119)	17% (48)	6% (17)	2% (6)	289
Income: Under 50k	34% (391)	34% (390)	19% (220)	10% (121)	3% (40)	1162
Income: 50k-100k	33% (223)	37% (255)	18% (123)	10% (66)	3% (20)	686
Income: 100k+	32% (113)	38% (136)	20% (69)	8% (28)	2% (8)	355
Ethnicity: White	32% (542)	36% (614)	19% (323)	11% (178)	2% (34)	1692
Ethnicity: Hispanic	34% (132)	32% (123)	17% (66)	13% (52)	3% (12)	385
Ethnicity: Black	42% (120)	30% (85)	15% (44)	6% (16)	7% (20)	285

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Table IDFA13_1: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Brand*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	33%	(727)	35%	(780)	19%	(412)	10%	(216)	3%	(67)	2203
Ethnicity: Other	29%	(66)	36%	(81)	20%	(45)	9%	(21)	6%	(13)	226
All Christian	35%	(369)	37%	(396)	18%	(195)	8%	(84)	2%	(18)	1062
All Non-Christian	42%	(87)	33%	(67)	11%	(22)	7%	(15)	7%	(15)	206
Atheist	34%	(29)	32%	(28)	21%	(18)	10%	(9)	3%	(2)	85
Agnostic/Nothing in particular	28%	(141)	36%	(184)	21%	(108)	11%	(55)	4%	(18)	505
Something Else	30%	(102)	31%	(106)	20%	(69)	15%	(53)	4%	(14)	344
Religious Non-Protestant/Catholic	40%	(89)	35%	(78)	11%	(25)	8%	(17)	7%	(16)	225
Evangelical	37%	(202)	31%	(173)	17%	(96)	12%	(64)	3%	(15)	549
Non-Evangelical	32%	(258)	38%	(309)	20%	(160)	9%	(71)	2%	(17)	816
Community: Urban	38%	(271)	36%	(254)	15%	(105)	8%	(60)	4%	(25)	716
Community: Suburban	30%	(310)	37%	(377)	21%	(215)	9%	(89)	3%	(29)	1019
Community: Rural	31%	(147)	32%	(149)	20%	(93)	14%	(66)	3%	(13)	467
Employ: Private Sector	36%	(246)	36%	(245)	17%	(114)	9%	(63)	3%	(17)	686
Employ: Government	28%	(36)	37%	(47)	22%	(28)	10%	(12)	4%	(5)	128
Employ: Self-Employed	37%	(82)	32%	(72)	16%	(36)	12%	(28)	2%	(4)	223
Employ: Homemaker	28%	(37)	36%	(47)	30%	(40)	7%	(9)	—	(0)	133
Employ: Student	23%	(18)	38%	(29)	18%	(14)	19%	(14)	2%	(2)	77
Employ: Retired	33%	(185)	39%	(217)	19%	(105)	6%	(34)	3%	(15)	555
Employ: Unemployed	31%	(84)	30%	(80)	20%	(55)	12%	(32)	7%	(19)	270
Employ: Other	30%	(39)	33%	(44)	15%	(20)	18%	(23)	4%	(6)	131
Military HH: Yes	36%	(101)	37%	(105)	14%	(40)	10%	(28)	3%	(7)	282
Military HH: No	33%	(626)	35%	(675)	19%	(372)	10%	(188)	3%	(60)	1921
2022 House Vote: Democrat	35%	(292)	36%	(302)	16%	(136)	9%	(78)	3%	(22)	829
2022 House Vote: Republican	37%	(247)	36%	(244)	18%	(122)	7%	(49)	2%	(14)	677
2022 House Vote: Didnt Vote	27%	(179)	33%	(217)	23%	(149)	13%	(83)	4%	(28)	656
2020 Vote: Joe Biden	35%	(335)	38%	(368)	16%	(149)	9%	(89)	2%	(19)	960
2020 Vote: Donald Trump	36%	(269)	34%	(254)	19%	(145)	9%	(65)	2%	(18)	751
2020 Vote: Other	26%	(14)	20%	(10)	25%	(13)	18%	(9)	12%	(6)	53
2020 Vote: Didn't Vote	25%	(110)	34%	(148)	24%	(105)	12%	(53)	6%	(24)	439

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Table IDFA13_1: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Brand*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	33%	(727)	35%	(780)	19%	(412)	10%	(216)	3%	(67)	2203
2018 House Vote: Democrat	36%	(273)	37%	(282)	16%	(118)	8%	(63)	2%	(18)	754
2018 House Vote: Republican	36%	(233)	35%	(223)	19%	(121)	8%	(52)	2%	(14)	644
2018 House Vote: Didnt Vote	28%	(213)	34%	(265)	22%	(169)	12%	(96)	4%	(32)	775
4-Region: Northeast	37%	(144)	36%	(137)	17%	(66)	7%	(28)	2%	(9)	384
4-Region: Midwest	28%	(126)	36%	(164)	22%	(102)	10%	(43)	4%	(18)	452
4-Region: South	32%	(273)	34%	(290)	18%	(157)	13%	(106)	2%	(21)	847
4-Region: West	36%	(185)	36%	(189)	17%	(88)	7%	(38)	4%	(20)	520
9-Region: New England	38%	(36)	39%	(37)	17%	(16)	3%	(3)	3%	(3)	95
9-Region: Mid-Atlantic	37%	(107)	35%	(100)	17%	(50)	9%	(25)	2%	(6)	288
9-Region: East North Central	27%	(95)	37%	(130)	23%	(81)	10%	(35)	4%	(14)	355
9-Region: West North Central	31%	(31)	35%	(34)	21%	(21)	9%	(8)	4%	(4)	97
9-Region: South Atlantic	31%	(151)	35%	(171)	19%	(93)	12%	(59)	2%	(9)	484
9-Region: East South Central	37%	(40)	32%	(35)	20%	(22)	8%	(9)	2%	(2)	109
9-Region: West South Central	32%	(81)	33%	(84)	16%	(42)	15%	(39)	4%	(9)	255
9-Region: Mountain	41%	(54)	34%	(46)	14%	(19)	7%	(9)	4%	(5)	133
9-Region: Pacific	34%	(131)	37%	(143)	18%	(69)	7%	(29)	4%	(16)	387
Ice Cream: Love it	37%	(564)	36%	(549)	17%	(264)	9%	(137)	2%	(30)	1544
Ice Cream: Like it	25%	(150)	36%	(220)	23%	(139)	11%	(69)	5%	(28)	606
Ice Cream: Not a Fan	26%	(14)	21%	(11)	18%	(10)	18%	(10)	16%	(9)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA13_2: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Topping options*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	35%	(778)	36%	(787)	18%	(391)	8%	(170)	3%	(77)	2203
Gender: Male	35%	(374)	34%	(370)	17%	(181)	9%	(93)	5%	(57)	1075
Gender: Female	36%	(403)	37%	(417)	19%	(210)	7%	(76)	2%	(20)	1126
Age: 18-34	41%	(260)	35%	(224)	13%	(86)	7%	(46)	4%	(24)	640
Age: 35-44	44%	(162)	38%	(139)	9%	(35)	4%	(15)	5%	(19)	370
Age: 45-64	30%	(211)	35%	(241)	24%	(168)	8%	(57)	3%	(20)	697
Age: 65+	29%	(144)	37%	(182)	21%	(103)	11%	(52)	3%	(14)	496
GenZers: 1997-2012	41%	(124)	31%	(95)	18%	(53)	8%	(26)	2%	(6)	304
Millennials: 1981-1996	42%	(282)	38%	(255)	10%	(65)	5%	(32)	5%	(33)	667
GenXers: 1965-1980	32%	(165)	34%	(176)	23%	(119)	9%	(45)	3%	(14)	519
Baby Boomers: 1946-1964	30%	(196)	37%	(242)	21%	(140)	9%	(62)	3%	(19)	659
PID: Dem (no lean)	37%	(327)	38%	(340)	13%	(114)	8%	(73)	4%	(33)	887
PID: Ind (no lean)	30%	(169)	36%	(205)	22%	(124)	7%	(38)	5%	(28)	565
PID: Rep (no lean)	38%	(283)	32%	(241)	20%	(153)	8%	(58)	2%	(15)	750
PID/Gender: Dem Men	37%	(152)	35%	(143)	11%	(46)	11%	(45)	6%	(25)	412
PID/Gender: Dem Women	37%	(175)	42%	(197)	14%	(68)	6%	(27)	2%	(8)	475
PID/Gender: Ind Men	24%	(64)	38%	(99)	22%	(58)	8%	(21)	8%	(20)	261
PID/Gender: Ind Women	34%	(104)	35%	(107)	22%	(67)	6%	(17)	3%	(8)	303
PID/Gender: Rep Men	39%	(159)	32%	(128)	19%	(77)	7%	(27)	3%	(12)	402
PID/Gender: Rep Women	36%	(124)	33%	(114)	22%	(76)	9%	(31)	1%	(4)	348
Ideo: Liberal (1-3)	38%	(258)	37%	(252)	15%	(101)	8%	(57)	2%	(16)	683
Ideo: Moderate (4)	36%	(241)	38%	(250)	16%	(106)	6%	(42)	4%	(26)	665
Ideo: Conservative (5-7)	33%	(226)	33%	(221)	23%	(156)	9%	(59)	2%	(16)	678
Educ: < College	37%	(522)	34%	(488)	17%	(246)	8%	(110)	4%	(56)	1421
Educ: Bachelors degree	33%	(164)	38%	(188)	18%	(88)	8%	(41)	2%	(11)	493
Educ: Post-grad	32%	(92)	38%	(111)	20%	(58)	6%	(18)	3%	(10)	289
Income: Under 50k	36%	(417)	34%	(391)	19%	(223)	7%	(87)	4%	(43)	1162
Income: 50k-100k	35%	(240)	39%	(265)	14%	(99)	9%	(62)	3%	(21)	686
Income: 100k+	34%	(121)	37%	(131)	20%	(69)	6%	(21)	4%	(12)	355
Ethnicity: White	35%	(596)	36%	(609)	19%	(315)	8%	(131)	2%	(42)	1692
Ethnicity: Hispanic	44%	(169)	32%	(122)	15%	(59)	6%	(24)	3%	(11)	385

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Table IDFA13_2: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Topping options*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	35%	(778)	36%	(787)	18%	(391)	8%	(170)	3%	(77)	2203
Ethnicity: Black	40%	(114)	34%	(96)	11%	(31)	8%	(23)	7%	(20)	285
Ethnicity: Other	30%	(68)	36%	(82)	20%	(45)	7%	(16)	7%	(15)	226
All Christian	35%	(377)	36%	(388)	20%	(208)	7%	(71)	2%	(18)	1062
All Non-Christian	42%	(86)	33%	(68)	9%	(19)	8%	(17)	8%	(16)	206
Atheist	31%	(27)	32%	(27)	16%	(14)	17%	(15)	4%	(3)	85
Agnostic/Nothing in particular	32%	(161)	35%	(179)	20%	(101)	8%	(41)	5%	(25)	505
Something Else	37%	(129)	36%	(125)	14%	(49)	8%	(26)	4%	(15)	344
Religious Non-Protestant/Catholic	41%	(93)	34%	(77)	9%	(19)	9%	(19)	7%	(16)	225
Evangelical	39%	(213)	34%	(187)	17%	(96)	7%	(38)	3%	(16)	549
Non-Evangelical	34%	(278)	38%	(306)	20%	(160)	7%	(54)	2%	(17)	816
Community: Urban	41%	(290)	36%	(257)	13%	(91)	7%	(51)	4%	(27)	716
Community: Suburban	33%	(335)	37%	(376)	19%	(196)	8%	(82)	3%	(31)	1019
Community: Rural	33%	(153)	33%	(154)	22%	(105)	8%	(36)	4%	(19)	467
Employ: Private Sector	36%	(250)	41%	(281)	14%	(99)	5%	(34)	3%	(22)	686
Employ: Government	33%	(42)	35%	(44)	20%	(26)	8%	(11)	4%	(5)	128
Employ: Self-Employed	42%	(94)	34%	(75)	12%	(27)	9%	(20)	3%	(7)	223
Employ: Homemaker	43%	(58)	32%	(43)	20%	(26)	3%	(5)	1%	(1)	133
Employ: Student	30%	(23)	38%	(29)	20%	(16)	10%	(8)	2%	(2)	77
Employ: Retired	28%	(158)	34%	(190)	24%	(136)	10%	(53)	3%	(18)	555
Employ: Unemployed	38%	(103)	32%	(87)	16%	(43)	8%	(21)	6%	(17)	270
Employ: Other	38%	(50)	29%	(38)	15%	(20)	13%	(18)	5%	(6)	131
Military HH: Yes	34%	(97)	35%	(99)	18%	(50)	9%	(25)	4%	(11)	282
Military HH: No	35%	(682)	36%	(688)	18%	(342)	8%	(144)	3%	(65)	1921
2022 House Vote: Democrat	37%	(304)	37%	(309)	14%	(118)	8%	(68)	4%	(30)	829
2022 House Vote: Republican	39%	(265)	32%	(214)	20%	(135)	7%	(49)	2%	(15)	677
2022 House Vote: Didnt Vote	30%	(198)	38%	(248)	20%	(131)	8%	(51)	4%	(29)	656
2020 Vote: Joe Biden	36%	(343)	38%	(369)	14%	(137)	8%	(80)	3%	(31)	960
2020 Vote: Donald Trump	37%	(274)	34%	(254)	21%	(155)	7%	(52)	2%	(16)	751
2020 Vote: Other	22%	(12)	31%	(16)	28%	(15)	10%	(5)	9%	(5)	53
2020 Vote: Didn't Vote	34%	(150)	34%	(148)	19%	(84)	7%	(32)	6%	(25)	439

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Table IDFA13_2: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Topping options*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	35%	(778)	36%	(787)	18%	(391)	8%	(170)	3%	(77)	2203
2018 House Vote: Democrat	34%	(257)	39%	(296)	14%	(109)	9%	(65)	4%	(27)	754
2018 House Vote: Republican	39%	(249)	31%	(201)	21%	(135)	7%	(46)	2%	(12)	644
2018 House Vote: Didnt Vote	34%	(261)	36%	(278)	18%	(143)	7%	(57)	5%	(35)	775
4-Region: Northeast	39%	(150)	36%	(138)	17%	(66)	6%	(21)	2%	(9)	384
4-Region: Midwest	33%	(150)	39%	(177)	17%	(77)	6%	(29)	4%	(18)	452
4-Region: South	37%	(313)	35%	(295)	17%	(144)	8%	(64)	4%	(31)	847
4-Region: West	32%	(166)	34%	(178)	20%	(104)	11%	(55)	4%	(19)	520
9-Region: New England	41%	(39)	31%	(29)	16%	(15)	6%	(6)	6%	(5)	95
9-Region: Mid-Atlantic	38%	(110)	37%	(108)	18%	(51)	5%	(16)	1%	(4)	288
9-Region: East North Central	33%	(118)	40%	(140)	16%	(57)	6%	(22)	5%	(17)	355
9-Region: West North Central	33%	(32)	38%	(37)	21%	(20)	7%	(7)	1%	(1)	97
9-Region: South Atlantic	36%	(174)	37%	(180)	16%	(79)	7%	(34)	4%	(17)	484
9-Region: East South Central	40%	(43)	28%	(30)	25%	(27)	5%	(6)	3%	(3)	109
9-Region: West South Central	38%	(96)	33%	(85)	15%	(39)	10%	(25)	4%	(11)	255
9-Region: Mountain	39%	(52)	30%	(40)	16%	(22)	12%	(16)	3%	(4)	133
9-Region: Pacific	29%	(114)	36%	(138)	21%	(82)	10%	(39)	4%	(15)	387
Ice Cream: Love it	41%	(632)	34%	(530)	15%	(238)	7%	(105)	3%	(40)	1544
Ice Cream: Like it	22%	(136)	40%	(242)	24%	(148)	9%	(55)	4%	(25)	606
Ice Cream: Not a Fan	21%	(11)	30%	(16)	10%	(5)	17%	(9)	22%	(12)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA13_3: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Cone options*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	30%	(651)	37%	(826)	20%	(437)	10%	(217)	3%	(72)	2203
Gender: Male	31%	(336)	38%	(409)	17%	(188)	9%	(99)	4%	(44)	1075
Gender: Female	28%	(315)	37%	(417)	22%	(248)	10%	(118)	3%	(29)	1126
Age: 18-34	34%	(215)	35%	(221)	17%	(108)	11%	(73)	4%	(23)	640
Age: 35-44	41%	(153)	35%	(129)	13%	(49)	6%	(22)	5%	(17)	370
Age: 45-64	24%	(167)	41%	(286)	21%	(148)	11%	(79)	2%	(17)	697
Age: 65+	23%	(116)	38%	(190)	27%	(132)	9%	(44)	3%	(15)	496
GenZers: 1997-2012	32%	(97)	35%	(108)	17%	(53)	14%	(42)	1%	(4)	304
Millennials: 1981-1996	39%	(258)	34%	(228)	15%	(97)	7%	(50)	5%	(34)	667
GenXers: 1965-1980	25%	(127)	40%	(207)	22%	(116)	10%	(53)	3%	(16)	519
Baby Boomers: 1946-1964	24%	(156)	39%	(258)	25%	(165)	10%	(66)	2%	(14)	659
PID: Dem (no lean)	33%	(293)	35%	(311)	20%	(175)	8%	(75)	4%	(33)	887
PID: Ind (no lean)	26%	(150)	38%	(214)	20%	(115)	11%	(63)	4%	(24)	565
PID: Rep (no lean)	28%	(208)	40%	(301)	20%	(147)	11%	(79)	2%	(15)	750
PID/Gender: Dem Men	37%	(154)	33%	(136)	17%	(72)	8%	(31)	5%	(19)	412
PID/Gender: Dem Women	29%	(139)	37%	(175)	22%	(103)	9%	(44)	3%	(14)	475
PID/Gender: Ind Men	21%	(54)	41%	(107)	21%	(55)	11%	(29)	6%	(15)	261
PID/Gender: Ind Women	31%	(95)	35%	(107)	20%	(60)	11%	(32)	3%	(9)	303
PID/Gender: Rep Men	32%	(127)	42%	(167)	15%	(61)	10%	(38)	2%	(9)	402
PID/Gender: Rep Women	23%	(81)	39%	(134)	25%	(86)	12%	(41)	2%	(6)	348
Ideo: Liberal (1-3)	33%	(226)	36%	(246)	20%	(138)	9%	(62)	2%	(11)	683
Ideo: Moderate (4)	29%	(191)	40%	(264)	18%	(121)	9%	(61)	4%	(28)	665
Ideo: Conservative (5-7)	27%	(185)	40%	(268)	20%	(134)	11%	(75)	2%	(16)	678
Educ: < College	30%	(424)	36%	(509)	20%	(285)	10%	(148)	4%	(55)	1421
Educ: Bachelors degree	30%	(146)	39%	(193)	20%	(100)	9%	(43)	2%	(12)	493
Educ: Post-grad	28%	(81)	43%	(124)	18%	(52)	9%	(26)	2%	(5)	289
Income: Under 50k	30%	(351)	33%	(388)	22%	(256)	11%	(127)	3%	(40)	1162
Income: 50k-100k	29%	(200)	42%	(290)	17%	(119)	8%	(55)	3%	(23)	686
Income: 100k+	28%	(99)	42%	(147)	18%	(62)	10%	(36)	3%	(9)	355
Ethnicity: White	28%	(474)	39%	(656)	20%	(341)	11%	(181)	2%	(40)	1692
Ethnicity: Hispanic	35%	(133)	38%	(148)	16%	(62)	8%	(30)	3%	(12)	385
Ethnicity: Black	40%	(113)	28%	(81)	17%	(49)	8%	(24)	6%	(18)	285

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Table IDFA13_3: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Cone options*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	30%	(651)	37%	(826)	20%	(437)	10%	(217)	3%	(72)	2203
Ethnicity: Other	28%	(64)	39%	(89)	21%	(47)	5%	(12)	6%	(15)	226
All Christian	29%	(311)	39%	(413)	20%	(217)	9%	(96)	2%	(25)	1062
All Non-Christian	36%	(75)	38%	(78)	13%	(27)	6%	(13)	7%	(14)	206
Atheist	24%	(20)	30%	(25)	30%	(26)	14%	(12)	2%	(2)	85
Agnostic/Nothing in particular	28%	(143)	36%	(181)	21%	(106)	11%	(55)	4%	(20)	505
Something Else	30%	(102)	37%	(128)	18%	(61)	12%	(42)	3%	(11)	344
Religious Non-Protestant/Catholic	37%	(82)	37%	(84)	13%	(30)	7%	(15)	6%	(14)	225
Evangelical	30%	(166)	36%	(198)	19%	(102)	12%	(64)	3%	(19)	549
Non-Evangelical	28%	(232)	40%	(328)	21%	(169)	9%	(70)	2%	(17)	816
Community: Urban	37%	(265)	34%	(246)	17%	(125)	8%	(57)	3%	(23)	716
Community: Suburban	26%	(268)	41%	(415)	20%	(202)	10%	(103)	3%	(32)	1019
Community: Rural	25%	(118)	35%	(165)	24%	(111)	12%	(57)	4%	(17)	467
Employ: Private Sector	32%	(220)	41%	(280)	17%	(118)	8%	(52)	2%	(17)	686
Employ: Government	28%	(35)	37%	(47)	20%	(25)	10%	(13)	5%	(7)	128
Employ: Self-Employed	39%	(87)	35%	(79)	15%	(34)	9%	(20)	1%	(3)	223
Employ: Homemaker	34%	(46)	37%	(49)	20%	(27)	7%	(9)	2%	(2)	133
Employ: Student	31%	(24)	29%	(22)	30%	(23)	9%	(7)	2%	(2)	77
Employ: Retired	23%	(129)	38%	(213)	25%	(140)	10%	(55)	3%	(18)	555
Employ: Unemployed	27%	(73)	35%	(95)	16%	(43)	15%	(41)	7%	(19)	270
Employ: Other	28%	(37)	31%	(41)	20%	(26)	17%	(22)	4%	(5)	131
Military HH: Yes	27%	(76)	36%	(101)	20%	(55)	14%	(40)	3%	(9)	282
Military HH: No	30%	(575)	38%	(725)	20%	(382)	9%	(177)	3%	(63)	1921
2022 House Vote: Democrat	32%	(265)	35%	(294)	21%	(171)	9%	(72)	3%	(27)	829
2022 House Vote: Republican	27%	(185)	44%	(296)	17%	(112)	10%	(65)	3%	(18)	677
2022 House Vote: Didnt Vote	29%	(191)	33%	(218)	22%	(145)	12%	(78)	4%	(25)	656
2020 Vote: Joe Biden	31%	(300)	36%	(350)	21%	(199)	9%	(83)	3%	(27)	960
2020 Vote: Donald Trump	28%	(207)	41%	(307)	19%	(145)	10%	(75)	2%	(17)	751
2020 Vote: Other	13%	(7)	42%	(22)	27%	(14)	11%	(6)	7%	(4)	53
2020 Vote: Didn't Vote	31%	(137)	33%	(146)	18%	(78)	12%	(54)	5%	(24)	439

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Table IDFA13_3: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Cone options*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	30%	(651)	37%	(826)	20%	(437)	10%	(217)	3%	(72)	2203
2018 House Vote: Democrat	32%	(243)	35%	(267)	20%	(150)	9%	(71)	3%	(24)	754
2018 House Vote: Republican	27%	(175)	42%	(270)	20%	(126)	9%	(59)	2%	(13)	644
2018 House Vote: Didnt Vote	29%	(224)	36%	(277)	20%	(155)	11%	(86)	4%	(32)	775
4-Region: Northeast	28%	(106)	43%	(166)	18%	(71)	7%	(28)	3%	(13)	384
4-Region: Midwest	26%	(116)	40%	(183)	22%	(100)	8%	(34)	4%	(18)	452
4-Region: South	30%	(256)	35%	(300)	18%	(154)	13%	(109)	3%	(28)	847
4-Region: West	33%	(172)	34%	(177)	21%	(111)	9%	(47)	3%	(13)	520
9-Region: New England	25%	(24)	44%	(42)	21%	(20)	9%	(8)	2%	(1)	95
9-Region: Mid-Atlantic	28%	(82)	43%	(124)	18%	(51)	7%	(19)	4%	(11)	288
9-Region: East North Central	26%	(92)	42%	(149)	21%	(76)	6%	(22)	4%	(15)	355
9-Region: West North Central	25%	(24)	35%	(34)	25%	(24)	12%	(12)	3%	(3)	97
9-Region: South Atlantic	29%	(141)	38%	(186)	19%	(90)	11%	(54)	3%	(13)	484
9-Region: East South Central	39%	(43)	31%	(33)	15%	(17)	12%	(13)	3%	(3)	109
9-Region: West South Central	29%	(73)	32%	(81)	19%	(48)	17%	(42)	5%	(11)	255
9-Region: Mountain	35%	(47)	33%	(44)	18%	(24)	12%	(16)	2%	(3)	133
9-Region: Pacific	32%	(125)	34%	(133)	23%	(88)	8%	(31)	3%	(10)	387
Ice Cream: Love it	34%	(527)	37%	(568)	18%	(273)	9%	(137)	3%	(39)	1544
Ice Cream: Like it	19%	(115)	40%	(244)	26%	(156)	11%	(68)	4%	(23)	606
Ice Cream: Not a Fan	17%	(9)	26%	(14)	15%	(8)	23%	(12)	18%	(10)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA13_4: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Ice cream flavor*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know/ No opinion	Total N
Adults	78% (1712)	16% (354)	2% (47)	1% (30)	3% (59)	2203
Gender: Male	73% (781)	19% (205)	3% (28)	2% (19)	4% (41)	1075
Gender: Female	83% (929)	13% (149)	2% (19)	1% (11)	2% (18)	1126
Age: 18-34	75% (483)	15% (98)	4% (27)	3% (17)	2% (16)	640
Age: 35-44	74% (273)	20% (75)	1% (5)	1% (3)	4% (13)	370
Age: 45-64	77% (534)	17% (118)	2% (15)	1% (9)	3% (21)	697
Age: 65+	85% (421)	13% (64)	— (0)	— (2)	2% (9)	496
GenZers: 1997-2012	82% (248)	12% (36)	3% (9)	2% (6)	2% (5)	304
Millennials: 1981-1996	71% (474)	20% (131)	4% (23)	2% (13)	4% (25)	667
GenXers: 1965-1980	77% (399)	17% (89)	2% (12)	1% (7)	2% (13)	519
Baby Boomers: 1946-1964	83% (549)	13% (88)	1% (4)	— (2)	2% (16)	659
PID: Dem (no lean)	80% (710)	14% (124)	2% (19)	1% (10)	3% (26)	887
PID: Ind (no lean)	75% (426)	18% (99)	2% (14)	2% (10)	3% (16)	565
PID: Rep (no lean)	77% (577)	17% (131)	2% (15)	1% (10)	2% (17)	750
PID/Gender: Dem Men	74% (304)	17% (69)	3% (13)	2% (9)	4% (17)	412
PID/Gender: Dem Women	85% (405)	12% (55)	1% (6)	— (1)	2% (9)	475
PID/Gender: Ind Men	71% (184)	21% (56)	2% (5)	2% (5)	4% (11)	261
PID/Gender: Ind Women	79% (240)	14% (44)	3% (9)	1% (4)	2% (5)	303
PID/Gender: Rep Men	73% (293)	20% (80)	3% (10)	1% (5)	3% (13)	402
PID/Gender: Rep Women	82% (284)	15% (51)	1% (4)	2% (5)	1% (4)	348
Ideo: Liberal (1-3)	81% (555)	14% (95)	2% (13)	1% (10)	1% (10)	683
Ideo: Moderate (4)	74% (495)	18% (122)	4% (24)	1% (5)	3% (20)	665
Ideo: Conservative (5-7)	80% (541)	15% (102)	1% (6)	2% (10)	3% (18)	678
Educ: < College	76% (1085)	17% (238)	2% (31)	2% (25)	3% (43)	1421
Educ: Bachelors degree	81% (400)	15% (74)	2% (8)	1% (3)	1% (7)	493
Educ: Post-grad	79% (227)	15% (42)	3% (8)	1% (2)	3% (10)	289
Income: Under 50k	78% (902)	16% (182)	2% (23)	2% (18)	3% (36)	1162
Income: 50k-100k	77% (525)	18% (121)	3% (18)	1% (10)	2% (13)	686
Income: 100k+	80% (285)	14% (51)	2% (6)	1% (2)	3% (10)	355
Ethnicity: White	79% (1341)	15% (255)	2% (34)	1% (24)	2% (38)	1692
Ethnicity: Hispanic	77% (296)	15% (57)	3% (12)	2% (7)	4% (14)	385

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Table IDFA13_4: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Ice cream flavor*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	78%	(1712)	16%	(354)	2%	(47)	1%	(30)	3%	(59)	2203
Ethnicity: Black	71%	(202)	19%	(55)	4%	(10)	1%	(4)	5%	(14)	285
Ethnicity: Other	75%	(170)	19%	(44)	2%	(3)	1%	(2)	3%	(7)	226
All Christian	80%	(847)	15%	(157)	2%	(21)	1%	(13)	2%	(24)	1062
All Non-Christian	69%	(143)	22%	(46)	3%	(6)	3%	(5)	3%	(6)	206
Atheist	84%	(71)	15%	(12)	—	(0)	—	(0)	2%	(2)	85
Agnostic/Nothing in particular	76%	(384)	17%	(88)	2%	(12)	1%	(3)	4%	(19)	505
Something Else	78%	(267)	15%	(51)	2%	(8)	3%	(9)	3%	(9)	344
Religious Non-Protestant/Catholic	70%	(157)	23%	(51)	3%	(6)	2%	(5)	3%	(6)	225
Evangelical	75%	(412)	16%	(89)	3%	(17)	2%	(11)	4%	(20)	549
Non-Evangelical	82%	(673)	13%	(109)	1%	(12)	1%	(9)	2%	(12)	816
Community: Urban	76%	(547)	17%	(121)	2%	(17)	2%	(14)	2%	(17)	716
Community: Suburban	79%	(809)	16%	(161)	2%	(18)	1%	(8)	2%	(22)	1019
Community: Rural	76%	(356)	15%	(72)	3%	(12)	2%	(7)	4%	(20)	467
Employ: Private Sector	77%	(528)	18%	(124)	2%	(16)	1%	(6)	2%	(12)	686
Employ: Government	76%	(96)	12%	(15)	6%	(8)	2%	(2)	4%	(6)	128
Employ: Self-Employed	71%	(158)	19%	(43)	5%	(10)	4%	(8)	1%	(3)	223
Employ: Homemaker	88%	(116)	10%	(13)	1%	(2)	1%	(2)	—	(0)	133
Employ: Student	82%	(63)	12%	(9)	2%	(2)	2%	(1)	2%	(2)	77
Employ: Retired	82%	(453)	15%	(82)	—	(0)	—	(1)	3%	(19)	555
Employ: Unemployed	72%	(194)	19%	(52)	3%	(7)	2%	(5)	5%	(13)	270
Employ: Other	80%	(104)	12%	(16)	2%	(3)	3%	(4)	3%	(5)	131
Military HH: Yes	74%	(207)	20%	(56)	3%	(8)	1%	(4)	2%	(7)	282
Military HH: No	78%	(1505)	16%	(298)	2%	(39)	1%	(26)	3%	(53)	1921
2022 House Vote: Democrat	78%	(643)	16%	(133)	2%	(17)	1%	(10)	3%	(26)	829
2022 House Vote: Republican	77%	(523)	17%	(115)	2%	(16)	1%	(9)	2%	(14)	677
2022 House Vote: Didnt Vote	79%	(518)	15%	(98)	2%	(14)	2%	(11)	2%	(16)	656
2020 Vote: Joe Biden	81%	(774)	14%	(136)	2%	(16)	1%	(10)	3%	(24)	960
2020 Vote: Donald Trump	78%	(584)	17%	(130)	2%	(15)	1%	(5)	2%	(17)	751
2020 Vote: Other	59%	(31)	29%	(15)	1%	(0)	4%	(2)	8%	(4)	53
2020 Vote: Didn't Vote	74%	(323)	17%	(73)	4%	(16)	3%	(13)	3%	(14)	439

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Table IDFA13_4: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Ice cream flavor*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	78%	(1712)	16%	(354)	2%	(47)	1%	(30)	3%	(59)	2203
2018 House Vote: Democrat	78%	(590)	16%	(118)	2%	(12)	1%	(10)	3%	(24)	754
2018 House Vote: Republican	79%	(512)	16%	(101)	2%	(12)	1%	(5)	2%	(14)	644
2018 House Vote: Didnt Vote	76%	(590)	17%	(131)	3%	(21)	2%	(15)	2%	(18)	775
4-Region: Northeast	75%	(288)	20%	(78)	2%	(8)	1%	(2)	2%	(8)	384
4-Region: Midwest	75%	(340)	18%	(82)	2%	(8)	1%	(6)	4%	(16)	452
4-Region: South	81%	(683)	13%	(113)	2%	(18)	1%	(10)	3%	(22)	847
4-Region: West	77%	(402)	16%	(82)	2%	(12)	2%	(11)	3%	(13)	520
9-Region: New England	73%	(70)	21%	(20)	1%	(1)	—	(0)	4%	(4)	95
9-Region: Mid-Atlantic	76%	(218)	20%	(58)	2%	(7)	1%	(2)	1%	(4)	288
9-Region: East North Central	74%	(262)	18%	(64)	2%	(7)	2%	(6)	4%	(15)	355
9-Region: West North Central	80%	(78)	18%	(18)	1%	(1)	—	(0)	1%	(1)	97
9-Region: South Atlantic	82%	(394)	13%	(65)	1%	(6)	1%	(5)	3%	(13)	484
9-Region: East South Central	78%	(85)	10%	(11)	7%	(7)	1%	(2)	4%	(4)	109
9-Region: West South Central	80%	(204)	14%	(37)	2%	(6)	1%	(4)	2%	(5)	255
9-Region: Mountain	77%	(102)	16%	(21)	1%	(1)	5%	(6)	2%	(3)	133
9-Region: Pacific	77%	(299)	16%	(61)	3%	(11)	1%	(5)	3%	(11)	387
Ice Cream: Love it	81%	(1245)	15%	(227)	2%	(27)	1%	(15)	2%	(31)	1544
Ice Cream: Like it	71%	(431)	21%	(125)	3%	(19)	2%	(12)	3%	(19)	606
Ice Cream: Not a Fan	70%	(37)	5%	(2)	3%	(2)	7%	(4)	16%	(9)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA13_5: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Ingredients or nutritional info*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	30%	(669)	30%	(656)	21%	(455)	16%	(352)	3%	(71)	2203
Gender: Male	31%	(332)	31%	(328)	18%	(194)	16%	(174)	4%	(47)	1075
Gender: Female	30%	(338)	29%	(327)	23%	(261)	16%	(176)	2%	(24)	1126
Age: 18-34	33%	(209)	29%	(183)	19%	(121)	16%	(103)	4%	(25)	640
Age: 35-44	32%	(119)	32%	(118)	17%	(62)	14%	(53)	5%	(17)	370
Age: 45-64	29%	(202)	31%	(216)	21%	(145)	16%	(115)	3%	(19)	697
Age: 65+	28%	(139)	28%	(139)	26%	(128)	16%	(81)	2%	(10)	496
GenZers: 1997-2012	30%	(92)	27%	(83)	23%	(71)	16%	(48)	3%	(9)	304
Millennials: 1981-1996	33%	(223)	31%	(205)	16%	(107)	15%	(100)	5%	(32)	667
GenXers: 1965-1980	29%	(150)	30%	(155)	20%	(102)	18%	(94)	3%	(18)	519
Baby Boomers: 1946-1964	29%	(188)	30%	(196)	25%	(167)	15%	(98)	2%	(10)	659
PID: Dem (no lean)	34%	(303)	28%	(252)	18%	(161)	16%	(146)	3%	(26)	887
PID: Ind (no lean)	27%	(151)	33%	(184)	20%	(114)	16%	(92)	4%	(25)	565
PID: Rep (no lean)	29%	(215)	29%	(220)	24%	(181)	15%	(114)	3%	(21)	750
PID/Gender: Dem Men	35%	(143)	30%	(122)	14%	(57)	17%	(71)	5%	(19)	412
PID/Gender: Dem Women	34%	(160)	27%	(130)	22%	(104)	16%	(74)	1%	(7)	475
PID/Gender: Ind Men	27%	(70)	32%	(83)	19%	(50)	18%	(47)	4%	(10)	261
PID/Gender: Ind Women	27%	(81)	33%	(100)	21%	(63)	15%	(44)	5%	(14)	303
PID/Gender: Rep Men	29%	(118)	31%	(123)	22%	(87)	14%	(57)	4%	(17)	402
PID/Gender: Rep Women	28%	(96)	28%	(97)	27%	(94)	16%	(57)	1%	(3)	348
Ideo: Liberal (1-3)	34%	(233)	29%	(199)	20%	(135)	15%	(102)	2%	(14)	683
Ideo: Moderate (4)	31%	(208)	33%	(222)	16%	(107)	15%	(103)	4%	(26)	665
Ideo: Conservative (5-7)	28%	(192)	28%	(193)	26%	(176)	15%	(103)	2%	(14)	678
Educ: < College	29%	(410)	27%	(386)	22%	(316)	18%	(255)	4%	(55)	1421
Educ: Bachelors degree	33%	(163)	34%	(166)	19%	(92)	12%	(61)	2%	(11)	493
Educ: Post-grad	33%	(96)	36%	(104)	16%	(47)	12%	(36)	2%	(6)	289
Income: Under 50k	29%	(341)	28%	(323)	22%	(253)	17%	(201)	4%	(44)	1162
Income: 50k-100k	30%	(206)	31%	(213)	21%	(143)	15%	(106)	3%	(18)	686
Income: 100k+	35%	(122)	34%	(119)	17%	(60)	13%	(44)	3%	(9)	355
Ethnicity: White	29%	(492)	30%	(501)	22%	(378)	17%	(281)	2%	(41)	1692
Ethnicity: Hispanic	32%	(124)	27%	(105)	21%	(79)	17%	(66)	3%	(11)	385

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Table IDFA13_5: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Ingredients or nutritional info*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know/ No opinion	Total N
Adults	30% (669)	30% (656)	21% (455)	16% (352)	3% (71)	2203
Ethnicity: Black	37% (106)	26% (74)	16% (46)	13% (36)	8% (23)	285
Ethnicity: Other	32% (72)	36% (81)	14% (31)	16% (35)	3% (7)	226
All Christian	30% (321)	30% (315)	24% (254)	14% (150)	2% (21)	1062
All Non-Christian	43% (88)	37% (76)	7% (15)	9% (18)	5% (9)	206
Atheist	24% (20)	26% (23)	26% (23)	21% (18)	3% (2)	85
Agnostic/Nothing in particular	26% (133)	30% (149)	20% (100)	20% (102)	4% (22)	505
Something Else	31% (107)	27% (92)	19% (64)	18% (64)	5% (17)	344
Religious Non-Protestant/Catholic	42% (93)	37% (83)	8% (18)	9% (21)	4% (9)	225
Evangelical	36% (197)	26% (141)	21% (115)	14% (77)	4% (20)	549
Non-Evangelical	26% (215)	31% (255)	24% (197)	16% (132)	2% (16)	816
Community: Urban	36% (258)	31% (225)	16% (115)	14% (97)	3% (21)	716
Community: Suburban	27% (272)	31% (316)	23% (239)	16% (160)	3% (33)	1019
Community: Rural	30% (139)	25% (116)	22% (101)	20% (94)	4% (17)	467
Employ: Private Sector	32% (216)	35% (237)	17% (116)	15% (104)	2% (13)	686
Employ: Government	35% (45)	28% (35)	19% (24)	16% (20)	2% (3)	128
Employ: Self-Employed	39% (86)	27% (59)	18% (40)	13% (28)	4% (9)	223
Employ: Homemaker	27% (36)	34% (45)	26% (35)	12% (16)	1% (1)	133
Employ: Student	27% (21)	32% (24)	27% (21)	11% (9)	3% (2)	77
Employ: Retired	27% (147)	27% (152)	27% (147)	17% (93)	3% (15)	555
Employ: Unemployed	28% (76)	24% (65)	18% (48)	23% (63)	7% (18)	270
Employ: Other	31% (40)	29% (38)	18% (24)	15% (19)	8% (10)	131
Military HH: Yes	36% (100)	31% (87)	17% (49)	12% (34)	4% (12)	282
Military HH: No	30% (569)	30% (569)	21% (406)	17% (318)	3% (60)	1921
2022 House Vote: Democrat	36% (295)	29% (241)	18% (147)	15% (121)	3% (24)	829
2022 House Vote: Republican	30% (203)	32% (216)	22% (146)	14% (95)	2% (16)	677
2022 House Vote: Didnt Vote	24% (159)	28% (185)	24% (156)	19% (127)	4% (29)	656
2020 Vote: Joe Biden	33% (313)	29% (281)	19% (182)	17% (161)	2% (23)	960
2020 Vote: Donald Trump	28% (214)	31% (230)	23% (176)	15% (114)	2% (17)	751
2020 Vote: Other	22% (11)	31% (16)	25% (13)	18% (9)	5% (2)	53
2020 Vote: Didn't Vote	30% (131)	29% (128)	19% (84)	15% (67)	6% (28)	439

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Table IDFA13_5: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Ingredients or nutritional info*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	30%	(669)	30%	(656)	21%	(455)	16%	(352)	3%	(71)	2203
2018 House Vote: Democrat	36%	(273)	29%	(220)	17%	(131)	14%	(105)	3%	(24)	754
2018 House Vote: Republican	29%	(185)	30%	(195)	24%	(157)	15%	(94)	2%	(13)	644
2018 House Vote: Didnt Vote	26%	(202)	30%	(232)	21%	(160)	19%	(149)	4%	(32)	775
4-Region: Northeast	31%	(120)	31%	(118)	22%	(85)	13%	(50)	3%	(11)	384
4-Region: Midwest	27%	(122)	31%	(141)	22%	(100)	16%	(71)	4%	(18)	452
4-Region: South	31%	(263)	28%	(237)	22%	(184)	16%	(134)	3%	(28)	847
4-Region: West	31%	(164)	31%	(160)	16%	(86)	19%	(97)	3%	(14)	520
9-Region: New England	29%	(27)	31%	(29)	21%	(20)	19%	(18)	1%	(1)	95
9-Region: Mid-Atlantic	32%	(93)	31%	(88)	22%	(65)	11%	(32)	4%	(10)	288
9-Region: East North Central	27%	(95)	32%	(115)	22%	(78)	15%	(52)	4%	(15)	355
9-Region: West North Central	28%	(27)	27%	(27)	23%	(23)	20%	(19)	2%	(2)	97
9-Region: South Atlantic	31%	(149)	30%	(147)	21%	(100)	15%	(73)	3%	(15)	484
9-Region: East South Central	35%	(38)	27%	(30)	25%	(27)	9%	(9)	4%	(5)	109
9-Region: West South Central	30%	(77)	24%	(61)	22%	(56)	20%	(52)	4%	(9)	255
9-Region: Mountain	29%	(39)	31%	(42)	16%	(21)	20%	(27)	3%	(4)	133
9-Region: Pacific	32%	(125)	30%	(118)	17%	(64)	18%	(70)	3%	(10)	387
Ice Cream: Love it	33%	(506)	29%	(448)	21%	(319)	15%	(235)	2%	(37)	1544
Ice Cream: Like it	25%	(149)	33%	(198)	21%	(125)	18%	(107)	4%	(26)	606
Ice Cream: Not a Fan	28%	(15)	18%	(9)	20%	(11)	18%	(10)	17%	(9)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA13_6: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Size of cone or container*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know/ No opinion	Total N
Adults	37% (811)	41% (907)	13% (287)	6% (136)	3% (62)	2203
Gender: Male	39% (415)	39% (424)	12% (134)	5% (55)	4% (47)	1075
Gender: Female	35% (396)	43% (484)	13% (151)	7% (81)	1% (15)	1126
Age: 18-34	40% (259)	34% (217)	14% (92)	7% (48)	4% (24)	640
Age: 35-44	44% (164)	41% (151)	8% (31)	3% (12)	3% (12)	370
Age: 45-64	32% (223)	45% (315)	13% (90)	7% (51)	3% (18)	697
Age: 65+	33% (165)	45% (223)	15% (74)	5% (26)	1% (7)	496
GenZers: 1997-2012	34% (104)	37% (111)	18% (56)	10% (29)	1% (4)	304
Millennials: 1981-1996	46% (304)	36% (237)	10% (64)	4% (30)	5% (32)	667
GenXers: 1965-1980	33% (174)	43% (223)	13% (68)	7% (38)	3% (17)	519
Baby Boomers: 1946-1964	32% (214)	47% (308)	14% (93)	6% (38)	1% (6)	659
PID: Dem (no lean)	38% (341)	39% (350)	14% (122)	6% (52)	3% (23)	887
PID: Ind (no lean)	31% (177)	44% (249)	14% (80)	7% (40)	3% (20)	565
PID: Rep (no lean)	39% (293)	41% (309)	11% (85)	6% (45)	3% (19)	750
PID/Gender: Dem Men	39% (160)	36% (149)	15% (60)	6% (26)	4% (17)	412
PID/Gender: Dem Women	38% (181)	42% (201)	13% (62)	5% (25)	1% (6)	475
PID/Gender: Ind Men	33% (85)	43% (113)	14% (36)	5% (14)	5% (13)	261
PID/Gender: Ind Women	30% (92)	45% (136)	14% (42)	9% (26)	2% (7)	303
PID/Gender: Rep Men	42% (170)	40% (162)	9% (38)	4% (15)	4% (17)	402
PID/Gender: Rep Women	35% (123)	42% (147)	14% (47)	8% (29)	1% (2)	348
Ideo: Liberal (1-3)	39% (266)	41% (280)	13% (87)	6% (39)	2% (10)	683
Ideo: Moderate (4)	36% (238)	42% (281)	14% (90)	6% (40)	2% (17)	665
Ideo: Conservative (5-7)	38% (256)	42% (286)	12% (79)	6% (38)	3% (18)	678
Educ: < College	36% (516)	40% (571)	13% (186)	7% (103)	3% (46)	1421
Educ: Bachelors degree	37% (182)	45% (223)	12% (60)	3% (16)	3% (13)	493
Educ: Post-grad	39% (113)	39% (114)	14% (41)	6% (18)	1% (4)	289
Income: Under 50k	37% (433)	37% (434)	14% (167)	7% (86)	4% (42)	1162
Income: 50k-100k	37% (252)	46% (315)	10% (71)	5% (32)	2% (17)	686
Income: 100k+	35% (126)	45% (158)	14% (49)	5% (18)	1% (3)	355
Ethnicity: White	36% (610)	43% (727)	13% (220)	6% (97)	2% (39)	1692
Ethnicity: Hispanic	43% (164)	35% (135)	13% (50)	6% (22)	4% (14)	385

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Table IDFA13_6: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Size of cone or container*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	37%	(811)	41%	(907)	13%	(287)	6%	(136)	3%	(62)	2203
Ethnicity: Black	43%	(124)	31%	(88)	13%	(37)	9%	(25)	4%	(11)	285
Ethnicity: Other	34%	(77)	41%	(93)	13%	(30)	6%	(14)	5%	(12)	226
All Christian	37%	(393)	41%	(431)	14%	(151)	6%	(63)	2%	(23)	1062
All Non-Christian	44%	(91)	34%	(69)	11%	(22)	5%	(9)	6%	(13)	206
Atheist	38%	(33)	41%	(35)	17%	(15)	2%	(1)	2%	(1)	85
Agnostic/Nothing in particular	33%	(166)	44%	(222)	14%	(69)	6%	(33)	3%	(15)	505
Something Else	37%	(127)	44%	(150)	8%	(29)	9%	(29)	2%	(8)	344
Religious Non-Protestant/Catholic	43%	(97)	35%	(78)	11%	(25)	5%	(12)	6%	(13)	225
Evangelical	39%	(212)	38%	(211)	12%	(68)	7%	(40)	3%	(19)	549
Non-Evangelical	36%	(294)	43%	(350)	13%	(109)	6%	(50)	2%	(13)	816
Community: Urban	38%	(275)	39%	(276)	14%	(100)	6%	(44)	3%	(21)	716
Community: Suburban	36%	(368)	44%	(449)	13%	(133)	4%	(46)	2%	(24)	1019
Community: Rural	36%	(168)	39%	(182)	12%	(54)	10%	(46)	4%	(17)	467
Employ: Private Sector	37%	(254)	43%	(292)	14%	(97)	5%	(33)	2%	(11)	686
Employ: Government	40%	(51)	38%	(49)	13%	(16)	6%	(8)	3%	(4)	128
Employ: Self-Employed	45%	(100)	34%	(76)	12%	(26)	6%	(14)	3%	(7)	223
Employ: Homemaker	32%	(42)	54%	(71)	10%	(14)	4%	(5)	1%	(1)	133
Employ: Student	48%	(37)	15%	(12)	29%	(22)	6%	(4)	2%	(2)	77
Employ: Retired	33%	(181)	45%	(249)	13%	(70)	7%	(39)	3%	(16)	555
Employ: Unemployed	37%	(99)	39%	(106)	10%	(27)	9%	(23)	5%	(15)	270
Employ: Other	36%	(47)	40%	(52)	11%	(15)	8%	(10)	5%	(7)	131
Military HH: Yes	40%	(113)	40%	(111)	11%	(30)	7%	(18)	3%	(9)	282
Military HH: No	36%	(698)	41%	(796)	13%	(256)	6%	(118)	3%	(53)	1921
2022 House Vote: Democrat	39%	(324)	39%	(323)	14%	(119)	5%	(42)	3%	(22)	829
2022 House Vote: Republican	38%	(259)	43%	(289)	11%	(73)	5%	(35)	3%	(20)	677
2022 House Vote: Didnt Vote	32%	(212)	42%	(277)	14%	(92)	9%	(59)	3%	(17)	656
2020 Vote: Joe Biden	38%	(365)	41%	(394)	14%	(131)	5%	(49)	2%	(21)	960
2020 Vote: Donald Trump	39%	(291)	43%	(320)	11%	(83)	5%	(38)	3%	(19)	751
2020 Vote: Other	28%	(15)	44%	(23)	19%	(10)	4%	(2)	5%	(2)	53
2020 Vote: Didn't Vote	32%	(140)	39%	(170)	14%	(63)	11%	(47)	4%	(19)	439

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Table IDFA13_6: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Size of cone or container*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	37%	(811)	41%	(907)	13%	(287)	6%	(136)	3%	(62)	2203
2018 House Vote: Democrat	39%	(297)	40%	(299)	13%	(95)	6%	(44)	3%	(19)	754
2018 House Vote: Republican	38%	(242)	43%	(276)	12%	(78)	5%	(29)	3%	(19)	644
2018 House Vote: Didnt Vote	34%	(261)	41%	(321)	14%	(109)	8%	(62)	3%	(21)	775
4-Region: Northeast	37%	(143)	42%	(162)	14%	(53)	5%	(19)	2%	(7)	384
4-Region: Midwest	32%	(144)	47%	(212)	11%	(52)	7%	(32)	3%	(12)	452
4-Region: South	38%	(320)	39%	(326)	15%	(123)	5%	(46)	4%	(31)	847
4-Region: West	39%	(203)	40%	(207)	11%	(59)	8%	(40)	2%	(12)	520
9-Region: New England	38%	(36)	39%	(37)	16%	(15)	4%	(4)	3%	(3)	95
9-Region: Mid-Atlantic	37%	(107)	44%	(125)	13%	(37)	5%	(15)	1%	(4)	288
9-Region: East North Central	31%	(111)	49%	(173)	10%	(36)	7%	(26)	3%	(9)	355
9-Region: West North Central	35%	(34)	39%	(38)	16%	(15)	7%	(7)	3%	(3)	97
9-Region: South Atlantic	36%	(175)	42%	(205)	13%	(63)	5%	(23)	4%	(18)	484
9-Region: East South Central	40%	(43)	36%	(40)	17%	(18)	5%	(5)	2%	(2)	109
9-Region: West South Central	40%	(102)	32%	(82)	17%	(42)	7%	(18)	4%	(11)	255
9-Region: Mountain	47%	(62)	36%	(48)	6%	(8)	9%	(12)	3%	(4)	133
9-Region: Pacific	36%	(141)	41%	(159)	13%	(51)	7%	(27)	2%	(8)	387
Ice Cream: Love it	41%	(638)	41%	(626)	11%	(176)	5%	(81)	1%	(23)	1544
Ice Cream: Like it	27%	(161)	43%	(259)	18%	(106)	8%	(51)	5%	(29)	606
Ice Cream: Not a Fan	22%	(12)	43%	(23)	7%	(4)	10%	(5)	18%	(10)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA13_7: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Price*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	45%	(985)	37%	(812)	10%	(217)	6%	(136)	2%	(52)	2203
Gender: Male	46%	(489)	36%	(383)	9%	(99)	6%	(66)	3%	(37)	1075
Gender: Female	44%	(496)	38%	(428)	11%	(118)	6%	(69)	1%	(15)	1126
Age: 18-34	46%	(293)	37%	(236)	9%	(55)	6%	(37)	3%	(20)	640
Age: 35-44	51%	(188)	32%	(120)	6%	(22)	7%	(28)	3%	(12)	370
Age: 45-64	44%	(305)	38%	(266)	11%	(74)	5%	(38)	2%	(14)	697
Age: 65+	40%	(199)	38%	(190)	13%	(67)	7%	(34)	1%	(6)	496
GenZers: 1997-2012	48%	(145)	35%	(107)	10%	(31)	6%	(18)	1%	(2)	304
Millennials: 1981-1996	47%	(315)	35%	(236)	6%	(43)	7%	(44)	4%	(29)	667
GenXers: 1965-1980	44%	(231)	37%	(192)	12%	(60)	5%	(26)	2%	(11)	519
Baby Boomers: 1946-1964	42%	(274)	39%	(258)	11%	(74)	6%	(42)	2%	(10)	659
PID: Dem (no lean)	49%	(431)	35%	(311)	10%	(87)	4%	(40)	2%	(18)	887
PID: Ind (no lean)	40%	(225)	38%	(217)	10%	(56)	8%	(45)	4%	(21)	565
PID: Rep (no lean)	44%	(329)	38%	(284)	10%	(74)	7%	(51)	2%	(13)	750
PID/Gender: Dem Men	52%	(215)	31%	(127)	10%	(40)	4%	(16)	4%	(15)	412
PID/Gender: Dem Women	46%	(216)	39%	(184)	10%	(48)	5%	(24)	1%	(3)	475
PID/Gender: Ind Men	38%	(100)	40%	(103)	8%	(20)	9%	(24)	5%	(13)	261
PID/Gender: Ind Women	41%	(125)	38%	(114)	12%	(36)	6%	(19)	3%	(8)	303
PID/Gender: Rep Men	43%	(174)	38%	(154)	10%	(39)	6%	(25)	2%	(9)	402
PID/Gender: Rep Women	44%	(154)	37%	(131)	10%	(34)	7%	(26)	1%	(3)	348
Ideo: Liberal (1-3)	44%	(302)	38%	(261)	10%	(66)	6%	(43)	2%	(11)	683
Ideo: Moderate (4)	45%	(297)	37%	(248)	11%	(72)	5%	(31)	3%	(18)	665
Ideo: Conservative (5-7)	48%	(326)	35%	(235)	9%	(62)	7%	(47)	1%	(8)	678
Educ: < College	46%	(655)	35%	(501)	9%	(134)	6%	(90)	3%	(40)	1421
Educ: Bachelors degree	43%	(212)	40%	(196)	11%	(52)	5%	(23)	2%	(9)	493
Educ: Post-grad	41%	(118)	40%	(115)	11%	(31)	8%	(22)	1%	(3)	289
Income: Under 50k	50%	(575)	35%	(408)	8%	(91)	5%	(54)	3%	(34)	1162
Income: 50k-100k	42%	(286)	39%	(264)	12%	(81)	6%	(42)	2%	(13)	686
Income: 100k+	35%	(124)	39%	(140)	13%	(46)	11%	(40)	1%	(5)	355
Ethnicity: White	43%	(725)	39%	(663)	10%	(172)	6%	(104)	2%	(29)	1692
Ethnicity: Hispanic	47%	(181)	37%	(141)	7%	(28)	7%	(27)	2%	(8)	385
Ethnicity: Black	54%	(154)	26%	(73)	9%	(26)	5%	(15)	6%	(17)	285

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Table IDFA13_7: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Price*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	45%	(985)	37%	(812)	10%	(217)	6%	(136)	2%	(52)	2203
Ethnicity: Other	47%	(106)	34%	(76)	9%	(20)	7%	(17)	3%	(7)	226
All Christian	42%	(448)	39%	(418)	11%	(114)	6%	(66)	2%	(16)	1062
All Non-Christian	51%	(105)	34%	(69)	6%	(13)	5%	(10)	4%	(9)	206
Atheist	53%	(45)	33%	(28)	9%	(8)	4%	(3)	2%	(2)	85
Agnostic/Nothing in particular	45%	(228)	35%	(176)	9%	(46)	7%	(37)	4%	(19)	505
Something Else	46%	(159)	35%	(120)	11%	(37)	6%	(21)	2%	(7)	344
Religious Non-Protestant/Catholic	51%	(114)	35%	(78)	7%	(15)	4%	(10)	4%	(9)	225
Evangelical	44%	(243)	37%	(204)	11%	(61)	5%	(30)	2%	(12)	549
Non-Evangelical	42%	(343)	39%	(322)	10%	(85)	7%	(54)	1%	(12)	816
Community: Urban	45%	(324)	37%	(263)	9%	(64)	6%	(46)	3%	(19)	716
Community: Suburban	45%	(458)	38%	(385)	10%	(98)	6%	(57)	2%	(21)	1019
Community: Rural	43%	(203)	35%	(164)	12%	(55)	7%	(33)	3%	(12)	467
Employ: Private Sector	44%	(300)	38%	(263)	12%	(79)	5%	(35)	1%	(9)	686
Employ: Government	48%	(61)	35%	(45)	7%	(9)	6%	(8)	3%	(4)	128
Employ: Self-Employed	46%	(102)	38%	(84)	6%	(12)	8%	(17)	3%	(7)	223
Employ: Homemaker	47%	(62)	40%	(53)	6%	(8)	6%	(8)	1%	(1)	133
Employ: Student	58%	(45)	27%	(21)	8%	(6)	5%	(4)	2%	(2)	77
Employ: Retired	42%	(235)	37%	(208)	12%	(67)	7%	(36)	2%	(10)	555
Employ: Unemployed	45%	(122)	34%	(93)	9%	(25)	6%	(16)	5%	(14)	270
Employ: Other	45%	(59)	34%	(45)	8%	(10)	9%	(12)	4%	(5)	131
Military HH: Yes	41%	(116)	37%	(103)	12%	(35)	7%	(20)	2%	(7)	282
Military HH: No	45%	(869)	37%	(709)	10%	(183)	6%	(116)	2%	(45)	1921
2022 House Vote: Democrat	47%	(387)	36%	(295)	9%	(77)	6%	(51)	2%	(19)	829
2022 House Vote: Republican	42%	(282)	39%	(265)	11%	(72)	6%	(43)	2%	(14)	677
2022 House Vote: Didnt Vote	45%	(296)	36%	(238)	10%	(63)	6%	(42)	3%	(17)	656
2020 Vote: Joe Biden	47%	(447)	36%	(348)	9%	(83)	6%	(62)	2%	(19)	960
2020 Vote: Donald Trump	44%	(329)	37%	(276)	11%	(85)	6%	(47)	2%	(14)	751
2020 Vote: Other	45%	(23)	41%	(21)	6%	(3)	4%	(2)	5%	(2)	53
2020 Vote: Didn't Vote	42%	(185)	38%	(166)	11%	(46)	6%	(24)	4%	(17)	439

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Table IDFA13_7: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Price*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	45%	(985)	37%	(812)	10%	(217)	6%	(136)	2%	(52)	2203
2018 House Vote: Democrat	48%	(361)	33%	(250)	10%	(77)	6%	(48)	2%	(18)	754
2018 House Vote: Republican	41%	(265)	40%	(255)	11%	(69)	7%	(43)	2%	(12)	644
2018 House Vote: Didnt Vote	44%	(344)	39%	(301)	9%	(66)	6%	(44)	3%	(20)	775
4-Region: Northeast	44%	(168)	40%	(155)	11%	(40)	4%	(16)	1%	(4)	384
4-Region: Midwest	41%	(186)	37%	(168)	11%	(49)	8%	(35)	3%	(14)	452
4-Region: South	48%	(410)	34%	(284)	9%	(79)	6%	(54)	2%	(19)	847
4-Region: West	43%	(221)	39%	(205)	9%	(48)	6%	(31)	3%	(15)	520
9-Region: New England	45%	(43)	40%	(38)	10%	(10)	3%	(3)	—	(0)	95
9-Region: Mid-Atlantic	43%	(124)	40%	(117)	11%	(30)	5%	(13)	1%	(4)	288
9-Region: East North Central	40%	(141)	38%	(137)	11%	(40)	7%	(26)	3%	(11)	355
9-Region: West North Central	46%	(44)	33%	(32)	10%	(9)	10%	(9)	2%	(2)	97
9-Region: South Atlantic	49%	(236)	32%	(153)	10%	(49)	7%	(32)	3%	(14)	484
9-Region: East South Central	49%	(53)	31%	(33)	13%	(15)	5%	(5)	2%	(2)	109
9-Region: West South Central	48%	(121)	38%	(98)	6%	(16)	6%	(16)	1%	(3)	255
9-Region: Mountain	49%	(65)	38%	(50)	6%	(9)	5%	(7)	2%	(3)	133
9-Region: Pacific	40%	(156)	40%	(155)	10%	(40)	6%	(24)	3%	(12)	387
Ice Cream: Love it	47%	(731)	35%	(536)	10%	(160)	6%	(95)	1%	(23)	1544
Ice Cream: Like it	40%	(240)	42%	(254)	9%	(55)	6%	(38)	3%	(19)	606
Ice Cream: Not a Fan	27%	(14)	41%	(22)	6%	(3)	7%	(4)	20%	(10)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA13_8: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Packaging or aesthetic appeal*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know/ No opinion	Total N
Adults	19% (410)	30% (666)	29% (634)	18% (396)	4% (98)	2203
Gender: Male	21% (228)	32% (340)	25% (272)	16% (175)	6% (61)	1075
Gender: Female	16% (182)	29% (325)	32% (361)	20% (221)	3% (37)	1126
Age: 18-34	25% (157)	32% (204)	24% (155)	15% (95)	4% (28)	640
Age: 35-44	27% (98)	28% (105)	24% (88)	16% (61)	5% (18)	370
Age: 45-64	16% (111)	31% (214)	31% (219)	17% (122)	4% (30)	697
Age: 65+	9% (43)	29% (142)	35% (172)	24% (118)	4% (21)	496
GenZers: 1997-2012	20% (61)	27% (82)	31% (93)	20% (61)	2% (6)	304
Millennials: 1981-1996	28% (188)	33% (219)	21% (137)	13% (84)	6% (40)	667
GenXers: 1965-1980	17% (88)	28% (146)	33% (170)	17% (89)	5% (26)	519
Baby Boomers: 1946-1964	10% (67)	31% (205)	33% (218)	23% (149)	3% (19)	659
PID: Dem (no lean)	22% (192)	31% (274)	26% (229)	18% (156)	4% (37)	887
PID: Ind (no lean)	14% (82)	29% (167)	31% (176)	19% (107)	6% (33)	565
PID: Rep (no lean)	18% (137)	30% (226)	30% (229)	18% (132)	4% (27)	750
PID/Gender: Dem Men	24% (98)	31% (127)	24% (98)	16% (66)	6% (24)	412
PID/Gender: Dem Women	20% (93)	31% (147)	28% (131)	19% (90)	3% (13)	475
PID/Gender: Ind Men	13% (35)	35% (92)	25% (65)	20% (52)	6% (17)	261
PID/Gender: Ind Women	16% (47)	24% (73)	37% (111)	18% (55)	5% (16)	303
PID/Gender: Rep Men	24% (95)	30% (121)	27% (110)	14% (56)	5% (21)	402
PID/Gender: Rep Women	12% (42)	30% (105)	34% (119)	22% (76)	2% (7)	348
Ideo: Liberal (1-3)	22% (153)	31% (215)	28% (192)	16% (110)	2% (14)	683
Ideo: Moderate (4)	19% (127)	30% (200)	28% (185)	17% (114)	6% (39)	665
Ideo: Conservative (5-7)	15% (100)	31% (212)	31% (208)	20% (136)	3% (22)	678
Educ: < College	19% (269)	28% (394)	29% (406)	20% (278)	5% (75)	1421
Educ: Bachelors degree	18% (86)	33% (164)	33% (161)	14% (67)	3% (15)	493
Educ: Post-grad	19% (54)	38% (109)	23% (67)	18% (51)	3% (8)	289
Income: Under 50k	20% (227)	29% (331)	28% (329)	18% (214)	5% (62)	1162
Income: 50k-100k	19% (128)	32% (218)	29% (197)	18% (121)	3% (23)	686
Income: 100k+	16% (56)	33% (117)	30% (108)	17% (61)	4% (13)	355
Ethnicity: White	17% (284)	30% (502)	30% (511)	20% (331)	4% (64)	1692
Ethnicity: Hispanic	26% (99)	31% (120)	21% (82)	17% (66)	5% (19)	385

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Table IDFA13_8: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Packaging or aesthetic appeal*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	19%	(410)	30%	(666)	29%	(634)	18%	(396)	4%	(98)	2203
Ethnicity: Black	27%	(77)	32%	(92)	20%	(58)	13%	(37)	7%	(20)	285
Ethnicity: Other	22%	(49)	32%	(72)	28%	(64)	12%	(28)	6%	(13)	226
All Christian	17%	(185)	30%	(315)	30%	(324)	19%	(200)	4%	(38)	1062
All Non-Christian	30%	(61)	37%	(76)	17%	(36)	8%	(16)	9%	(18)	206
Atheist	17%	(14)	28%	(24)	39%	(33)	14%	(12)	2%	(2)	85
Agnostic/Nothing in particular	17%	(88)	27%	(139)	28%	(142)	22%	(112)	5%	(25)	505
Something Else	18%	(62)	33%	(112)	29%	(99)	16%	(56)	4%	(15)	344
Religious Non-Protestant/Catholic	29%	(65)	37%	(83)	18%	(40)	9%	(20)	8%	(18)	225
Evangelical	19%	(107)	32%	(177)	27%	(147)	16%	(88)	6%	(31)	549
Non-Evangelical	16%	(129)	29%	(238)	33%	(265)	20%	(161)	3%	(22)	816
Community: Urban	26%	(185)	32%	(226)	23%	(166)	16%	(113)	4%	(27)	716
Community: Suburban	14%	(146)	31%	(318)	33%	(334)	17%	(174)	5%	(46)	1019
Community: Rural	17%	(78)	26%	(122)	29%	(134)	23%	(109)	5%	(25)	467
Employ: Private Sector	24%	(161)	34%	(233)	23%	(161)	16%	(109)	3%	(22)	686
Employ: Government	20%	(25)	31%	(39)	30%	(38)	16%	(21)	4%	(5)	128
Employ: Self-Employed	30%	(67)	33%	(73)	19%	(43)	16%	(35)	2%	(5)	223
Employ: Homemaker	16%	(22)	25%	(34)	40%	(53)	17%	(23)	1%	(1)	133
Employ: Student	5%	(4)	33%	(26)	42%	(32)	19%	(14)	2%	(2)	77
Employ: Retired	9%	(49)	29%	(161)	34%	(191)	21%	(119)	6%	(35)	555
Employ: Unemployed	20%	(54)	27%	(72)	30%	(81)	16%	(44)	7%	(19)	270
Employ: Other	22%	(29)	22%	(29)	25%	(33)	23%	(31)	7%	(9)	131
Military HH: Yes	16%	(44)	30%	(84)	29%	(83)	21%	(59)	4%	(11)	282
Military HH: No	19%	(366)	30%	(582)	29%	(551)	18%	(337)	4%	(86)	1921
2022 House Vote: Democrat	22%	(181)	30%	(252)	28%	(232)	16%	(130)	4%	(35)	829
2022 House Vote: Republican	17%	(116)	32%	(216)	29%	(197)	18%	(119)	4%	(27)	677
2022 House Vote: Didnt Vote	16%	(107)	27%	(180)	30%	(198)	21%	(138)	5%	(33)	656
2020 Vote: Joe Biden	20%	(194)	31%	(295)	27%	(261)	18%	(175)	4%	(35)	960
2020 Vote: Donald Trump	17%	(128)	33%	(250)	28%	(210)	18%	(132)	4%	(30)	751
2020 Vote: Other	9%	(4)	28%	(15)	32%	(17)	24%	(13)	7%	(4)	53
2020 Vote: Didn't Vote	19%	(83)	24%	(106)	33%	(145)	17%	(76)	7%	(29)	439

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Table IDFA13_8: *How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Packaging or aesthetic appeal*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know/ No opinion		Total N
Adults	19%	(410)	30%	(666)	29%	(634)	18%	(396)	4%	(98)	2203
2018 House Vote: Democrat	22%	(162)	32%	(242)	25%	(192)	17%	(126)	4%	(31)	754
2018 House Vote: Republican	17%	(111)	32%	(209)	28%	(183)	19%	(120)	3%	(22)	644
2018 House Vote: Didnt Vote	17%	(132)	27%	(207)	32%	(249)	19%	(146)	5%	(42)	775
4-Region: Northeast	21%	(81)	33%	(127)	28%	(108)	15%	(58)	2%	(9)	384
4-Region: Midwest	13%	(57)	30%	(137)	32%	(144)	21%	(93)	5%	(21)	452
4-Region: South	21%	(174)	28%	(237)	27%	(227)	19%	(161)	6%	(48)	847
4-Region: West	19%	(99)	32%	(165)	30%	(154)	16%	(83)	4%	(19)	520
9-Region: New England	21%	(20)	33%	(31)	27%	(25)	19%	(18)	2%	(1)	95
9-Region: Mid-Atlantic	21%	(61)	33%	(96)	29%	(83)	14%	(41)	3%	(8)	288
9-Region: East North Central	14%	(49)	29%	(104)	32%	(114)	20%	(70)	5%	(17)	355
9-Region: West North Central	8%	(7)	33%	(33)	31%	(30)	24%	(23)	5%	(4)	97
9-Region: South Atlantic	20%	(95)	27%	(132)	30%	(144)	18%	(87)	5%	(26)	484
9-Region: East South Central	24%	(26)	32%	(35)	24%	(26)	15%	(17)	5%	(5)	109
9-Region: West South Central	21%	(52)	28%	(71)	23%	(58)	23%	(57)	7%	(17)	255
9-Region: Mountain	23%	(31)	30%	(40)	26%	(34)	19%	(25)	3%	(4)	133
9-Region: Pacific	18%	(68)	32%	(125)	31%	(120)	15%	(59)	4%	(15)	387
Ice Cream: Love it	22%	(342)	29%	(453)	28%	(432)	17%	(268)	3%	(50)	1544
Ice Cream: Like it	11%	(66)	32%	(197)	32%	(192)	19%	(114)	6%	(36)	606
Ice Cream: Not a Fan	4%	(2)	31%	(17)	17%	(9)	27%	(14)	21%	(11)	53

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table IDFA14: *Considering the choices belowWhich ice cream flavor do you think best describes the United States Congress?*

Demographic	Rocky road: anything but smooth	Butter pecan: rich and nutty	Strawberry: refreshing and sweet	Coffee: bold and energizing	Vanilla: timeless and versatile	Neapolitan: diverse and representative	Mint chocolate chip: cool and balanced	Chocolate: indulgent and reliable	Cookies n' cream: greater than the sum of its parts	Pistachio: unique and contentious	Banana split: split down the middle	Salted caramel: refined but sticky
Adults	30% (660)	10% (224)	3% (60)	3% (62)	6% (123)	6% (122)	2% (38)	4% (81)	3% (73)	2% (47)	20% (434)	3% (70)
Gender: Male	26% (274)	11% (113)	4% (45)	5% (51)	7% (77)	4% (47)	2% (24)	5% (50)	4% (41)	2% (24)	18% (190)	4% (40)
Gender: Female	34% (386)	10% (111)	1% (14)	1% (12)	4% (46)	7% (75)	1% (13)	3% (31)	3% (32)	2% (22)	22% (244)	3% (29)
Age: 18-34	22% (142)	11% (71)	5% (30)	6% (38)	9% (56)	6% (37)	2% (11)	6% (37)	6% (39)	2% (16)	14% (91)	3% (21)
Age: 35-44	25% (94)	8% (30)	4% (13)	2% (9)	9% (35)	6% (23)	4% (14)	6% (21)	3% (13)	3% (9)	16% (60)	5% (19)
Age: 45-64	33% (227)	11% (76)	2% (14)	2% (13)	4% (26)	6% (42)	2% (12)	2% (16)	2% (14)	2% (15)	22% (155)	3% (19)
Age: 65+	40% (197)	10% (47)	— (2)	1% (3)	1% (7)	4% (20)	— (0)	1% (7)	1% (6)	1% (7)	26% (128)	2% (10)
GenZers: 1997-2012	26% (79)	11% (32)	5% (14)	2% (7)	7% (23)	7% (21)	2% (6)	6% (17)	6% (19)	1% (4)	16% (49)	3% (8)
Millennials: 1981-1996	22% (145)	10% (66)	4% (27)	6% (39)	10% (64)	6% (37)	3% (20)	6% (39)	5% (33)	3% (21)	14% (94)	4% (30)
GenXers: 1965-1980	31% (161)	10% (52)	2% (11)	3% (14)	4% (21)	7% (34)	2% (9)	2% (12)	2% (11)	2% (12)	22% (117)	3% (15)
Baby Boomers: 1946-1964	39% (256)	11% (71)	1% (7)	1% (3)	2% (15)	4% (25)	1% (4)	2% (13)	1% (9)	1% (9)	24% (156)	2% (14)
PID: Dem (no lean)	28% (253)	10% (86)	4% (37)	3% (29)	7% (62)	7% (59)	2% (15)	4% (34)	4% (36)	3% (23)	18% (160)	3% (29)
PID: Ind (no lean)	30% (171)	11% (61)	1% (8)	2% (9)	4% (20)	4% (24)	2% (13)	3% (16)	2% (13)	1% (8)	22% (125)	2% (13)
PID: Rep (no lean)	31% (236)	10% (77)	2% (15)	3% (24)	5% (41)	5% (39)	1% (10)	4% (31)	3% (24)	2% (15)	20% (149)	4% (27)
PID/Gender: Dem Men	24% (99)	11% (44)	6% (27)	6% (25)	8% (31)	5% (19)	4% (15)	6% (23)	4% (15)	3% (12)	14% (57)	4% (19)
PID/Gender: Dem Women	32% (153)	9% (42)	2% (10)	1% (4)	7% (31)	8% (39)	— (1)	2% (11)	4% (21)	2% (12)	22% (103)	2% (11)
PID/Gender: Ind Men	29% (76)	10% (25)	2% (5)	2% (6)	6% (15)	3% (7)	1% (2)	2% (6)	4% (9)	1% (3)	22% (58)	2% (6)
PID/Gender: Ind Women	31% (95)	12% (36)	1% (2)	1% (3)	2% (5)	5% (16)	3% (10)	3% (10)	1% (4)	2% (5)	22% (67)	2% (7)
PID/Gender: Rep Men	25% (99)	11% (44)	3% (13)	5% (19)	8% (31)	5% (20)	2% (8)	5% (21)	4% (17)	2% (9)	19% (75)	4% (15)
PID/Gender: Rep Women	39% (137)	9% (33)	1% (2)	1% (5)	3% (10)	5% (19)	1% (2)	3% (9)	2% (7)	2% (5)	21% (74)	4% (12)
Ideo: Liberal (1-3)	34% (234)	8% (54)	4% (29)	4% (27)	6% (44)	5% (33)	2% (15)	4% (27)	3% (19)	3% (18)	19% (130)	3% (22)
Ideo: Moderate (4)	25% (164)	12% (79)	2% (13)	3% (18)	6% (40)	8% (51)	2% (11)	4% (30)	3% (21)	2% (11)	20% (134)	3% (18)
Ideo: Conservative (5-7)	33% (227)	10% (69)	2% (16)	2% (11)	5% (34)	5% (32)	1% (9)	3% (20)	4% (25)	2% (16)	21% (139)	4% (24)
Educ: < College	28% (405)	11% (162)	3% (39)	3% (39)	5% (78)	6% (88)	1% (17)	3% (48)	3% (45)	2% (22)	20% (283)	4% (53)
Educ: Bachelors degree	33% (161)	8% (37)	1% (5)	3% (17)	7% (36)	5% (26)	3% (13)	4% (20)	3% (16)	3% (15)	20% (97)	2% (9)
Educ: Post-grad	32% (94)	9% (25)	5% (15)	2% (7)	3% (9)	3% (8)	3% (8)	4% (13)	4% (12)	3% (9)	19% (55)	3% (8)
Income: Under 50k	30% (345)	11% (132)	2% (26)	2% (29)	5% (63)	7% (77)	1% (12)	3% (37)	3% (37)	2% (22)	20% (233)	2% (28)
Income: 50k-100k	30% (208)	9% (64)	3% (21)	3% (22)	6% (40)	4% (27)	3% (18)	4% (25)	4% (27)	3% (19)	18% (120)	4% (29)
Income: 100k+	30% (108)	8% (29)	4% (13)	3% (11)	6% (20)	5% (18)	2% (8)	5% (19)	3% (9)	2% (6)	23% (80)	4% (13)
Ethnicity: White	32% (547)	11% (181)	2% (38)	3% (47)	5% (80)	5% (91)	2% (27)	3% (58)	2% (41)	2% (35)	20% (340)	4% (60)
Ethnicity: Hispanic	24% (92)	11% (40)	6% (24)	5% (19)	9% (33)	11% (41)	2% (6)	3% (11)	1% (5)	2% (8)	19% (74)	4% (15)
Ethnicity: Black	19% (54)	10% (28)	4% (13)	3% (9)	11% (31)	6% (18)	1% (2)	5% (15)	8% (23)	2% (6)	17% (47)	3% (9)
Ethnicity: Other	26% (58)	7% (15)	4% (9)	3% (6)	6% (12)	6% (13)	4% (8)	4% (9)	4% (9)	3% (6)	21% (47)	1% (2)
All Christian	33% (352)	10% (110)	2% (26)	2% (24)	5% (50)	5% (57)	1% (15)	3% (35)	3% (31)	2% (23)	21% (225)	3% (30)
All Non-Christian	18% (38)	3% (7)	6% (13)	7% (14)	11% (24)	4% (9)	5% (10)	8% (16)	3% (6)	2% (4)	16% (34)	5% (11)
Atheist	37% (31)	9% (8)	— (0)	1% (1)	1% (1)	3% (3)	2% (2)	— (0)	1% (1)	2% (1)	35% (30)	1% (1)
Agnostic/Nothing in particular	27% (135)	11% (58)	3% (13)	2% (10)	5% (26)	7% (35)	2% (9)	3% (18)	4% (22)	2% (11)	18% (92)	4% (19)
Something Else	30% (104)	12% (41)	2% (8)	4% (13)	7% (23)	5% (17)	1% (2)	4% (12)	4% (14)	2% (7)	16% (54)	3% (9)
Religious Non-Protestant/Catholic	21% (47)	4% (9)	6% (13)	6% (14)	10% (24)	4% (10)	4% (10)	7% (16)	3% (7)	2% (5)	16% (35)	5% (12)
Evangelical	26% (142)	11% (63)	3% (18)	4% (23)	7% (40)	5% (29)	1% (8)	5% (28)	4% (23)	1% (8)	20% (112)	3% (17)
Non-Evangelical	37% (301)	10% (83)	2% (15)	2% (14)	4% (33)	6% (45)	1% (8)	2% (19)	2% (19)	2% (20)	20% (160)	2% (19)

Continued on next page

Table IDFA14: *Considering the choices belowWhich ice cream flavor do you think best describes the United States Congress?*

Demographic	Rocky road: anything but smooth	Butter pecan: rich and nutty	Strawberry: refreshing and sweet	Coffee: bold and energizing	Vanilla: timeless and versatile	Neapolitan: diverse and representative	Mint chocolate chip: cool and balanced	Chocolate: indulgent and reliable	Cookies n' cream: greater than the sum of its parts	Pistachio: unique and contentious	Banana split: split down the middle	Salted caramel: refined but sticky
Adults	30% (660)	10% (224)	3% (60)	3% (62)	6% (123)	6% (122)	2% (38)	4% (81)	3% (73)	2% (47)	20% (434)	3% (70)
Community: Urban	23% (167)	10% (72)	5% (38)	5% (35)	7% (47)	5% (39)	2% (17)	5% (36)	5% (33)	2% (17)	18% (128)	4% (30)
Community: Suburban	34% (343)	10% (100)	1% (12)	1% (15)	5% (55)	5% (54)	2% (18)	3% (26)	3% (34)	2% (25)	21% (212)	3% (27)
Community: Rural	32% (149)	11% (52)	2% (9)	3% (13)	5% (21)	6% (30)	1% (4)	4% (18)	1% (6)	1% (4)	20% (94)	3% (13)
Employ: Private Sector	26% (179)	10% (67)	3% (24)	3% (21)	6% (44)	6% (38)	3% (21)	5% (34)	3% (19)	3% (20)	19% (133)	5% (34)
Employ: Government	21% (27)	10% (12)	7% (9)	4% (5)	5% (6)	8% (11)	2% (2)	5% (7)	7% (9)	3% (4)	13% (16)	2% (3)
Employ: Self-Employed	22% (49)	10% (23)	2% (5)	6% (14)	12% (28)	6% (14)	2% (5)	4% (8)	5% (11)	3% (6)	17% (37)	3% (7)
Employ: Homemaker	35% (47)	13% (17)	2% (2)	1% (1)	1% (2)	6% (8)	2% (2)	3% (5)	2% (2)	1% (1)	27% (36)	1% (1)
Employ: Student	34% (26)	16% (12)	7% (5)	2% (1)	2% (2)	6% (5)	1% (0)	2% (1)	8% (6)	1% (1)	19% (15)	2% (1)
Employ: Retired	39% (216)	11% (59)	1% (5)	— (3)	3% (14)	4% (25)	— (1)	1% (8)	1% (6)	1% (6)	24% (133)	2% (13)
Employ: Unemployed	28% (75)	8% (21)	3% (7)	6% (16)	7% (20)	7% (18)	2% (5)	4% (10)	5% (13)	3% (7)	15% (40)	2% (6)
Employ: Other	31% (41)	9% (12)	2% (2)	1% (2)	6% (7)	3% (4)	— (0)	7% (9)	5% (6)	1% (1)	18% (23)	3% (4)
Military HH: Yes	28% (80)	10% (28)	1% (3)	5% (15)	5% (15)	4% (12)	1% (4)	3% (9)	1% (2)	2% (5)	22% (63)	5% (15)
Military HH: No	30% (580)	10% (196)	3% (57)	2% (48)	6% (109)	6% (110)	2% (34)	4% (72)	4% (71)	2% (42)	19% (371)	3% (54)
2022 House Vote: Democrat	30% (246)	9% (75)	3% (27)	4% (32)	6% (52)	5% (45)	1% (10)	4% (35)	3% (28)	3% (25)	20% (164)	3% (25)
2022 House Vote: Republican	31% (211)	10% (65)	2% (14)	3% (19)	5% (36)	4% (29)	1% (10)	4% (29)	3% (21)	2% (13)	22% (149)	3% (21)
2022 House Vote: Didnt Vote	29% (193)	12% (76)	3% (19)	2% (10)	5% (35)	7% (44)	3% (17)	2% (16)	3% (20)	1% (8)	18% (115)	3% (22)
2020 Vote: Joe Biden	30% (289)	9% (88)	3% (28)	3% (34)	6% (62)	6% (59)	1% (13)	4% (34)	3% (33)	3% (24)	20% (187)	3% (31)
2020 Vote: Donald Trump	35% (263)	11% (80)	2% (13)	3% (21)	5% (38)	4% (29)	2% (12)	3% (25)	2% (18)	2% (16)	20% (152)	3% (23)
2020 Vote: Other	32% (17)	10% (5)	8% (4)	1% (1)	— (0)	12% (7)	— (0)	— (0)	6% (3)	— (0)	8% (4)	— (0)
2020 Vote: Didn't Vote	21% (91)	11% (51)	3% (14)	2% (7)	5% (24)	6% (27)	3% (13)	5% (23)	4% (19)	2% (7)	21% (91)	4% (16)
2018 House Vote: Democrat	30% (228)	9% (70)	4% (30)	4% (28)	7% (52)	5% (41)	1% (10)	4% (34)	3% (22)	3% (19)	18% (134)	3% (22)
2018 House Vote: Republican	33% (212)	10% (65)	1% (8)	3% (19)	6% (37)	5% (30)	2% (11)	4% (23)	3% (18)	2% (15)	21% (135)	3% (20)
2018 House Vote: Didnt Vote	28% (215)	11% (84)	3% (22)	2% (15)	4% (34)	6% (47)	2% (17)	3% (23)	4% (33)	2% (12)	20% (159)	3% (27)
4-Region: Northeast	29% (111)	7% (27)	4% (14)	3% (11)	5% (20)	6% (21)	— (1)	4% (14)	2% (7)	4% (15)	25% (96)	3% (12)
4-Region: Midwest	29% (133)	12% (55)	1% (5)	2% (9)	4% (17)	6% (28)	1% (3)	5% (21)	5% (22)	1% (5)	19% (84)	4% (18)
4-Region: South	31% (264)	11% (95)	3% (22)	2% (17)	6% (52)	5% (47)	2% (19)	4% (33)	3% (27)	1% (11)	19% (157)	3% (26)
4-Region: West	29% (152)	9% (48)	3% (18)	5% (26)	7% (34)	5% (25)	3% (15)	3% (13)	3% (17)	3% (16)	19% (97)	3% (14)
9-Region: New England	28% (27)	9% (8)	3% (3)	— (0)	— (0)	6% (6)	1% (1)	3% (3)	2% (2)	2% (2)	31% (29)	5% (5)
9-Region: Mid-Atlantic	29% (84)	6% (18)	4% (12)	4% (11)	7% (20)	5% (16)	— (0)	4% (11)	2% (5)	4% (12)	23% (67)	3% (7)
9-Region: East North Central	26% (91)	13% (46)	1% (5)	2% (8)	3% (10)	7% (24)	1% (2)	4% (15)	5% (19)	1% (5)	20% (70)	4% (16)
9-Region: West North Central	43% (42)	9% (9)	— (0)	1% (1)	8% (8)	4% (4)	1% (1)	7% (6)	3% (3)	— (0)	14% (13)	2% (2)
9-Region: South Atlantic	33% (160)	12% (57)	3% (15)	1% (6)	5% (23)	6% (29)	2% (9)	3% (13)	3% (16)	2% (8)	18% (88)	4% (18)
9-Region: East South Central	26% (28)	11% (12)	4% (4)	2% (3)	9% (10)	7% (8)	4% (4)	5% (5)	5% (5)	— (0)	13% (14)	5% (5)
9-Region: West South Central	30% (77)	10% (26)	1% (2)	3% (8)	7% (18)	4% (10)	3% (7)	6% (15)	2% (6)	2% (4)	21% (54)	1% (2)
9-Region: Mountain	29% (38)	9% (12)	1% (1)	4% (6)	6% (7)	5% (7)	1% (1)	3% (4)	7% (9)	3% (4)	18% (24)	3% (3)
9-Region: Pacific	29% (113)	9% (36)	4% (17)	5% (20)	7% (27)	5% (18)	3% (13)	2% (9)	2% (7)	3% (11)	19% (72)	3% (11)
Ice Cream: Love it	32% (493)	9% (141)	3% (44)	3% (53)	6% (92)	6% (89)	2% (31)	4% (61)	3% (46)	2% (32)	19% (300)	4% (56)
Ice Cream: Like it	26% (157)	12% (74)	3% (16)	1% (9)	5% (28)	5% (31)	1% (7)	3% (18)	4% (25)	2% (15)	20% (124)	2% (13)
Ice Cream: Not a Fan	18% (10)	18% (9)	— (0)	— (0)	6% (3)	3% (2)	— (0)	4% (2)	4% (2)	— (0)	19% (10)	1% (1)

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2203	100%
xdemGender	Gender: Male	1075	49%
	Gender: Female	1126	51%
	N	2201	
age	Age: 18-34	640	29%
	Age: 35-44	370	17%
	Age: 45-64	697	32%
	Age: 65+	496	23%
	N	2203	
demAgeGeneration	GenZers: 1997-2012	304	14%
	Millennials: 1981-1996	667	30%
	GenXers: 1965-1980	519	24%
	Baby Boomers: 1946-1964	659	30%
	N	2149	
xpid3	PID: Dem (no lean)	887	40%
	PID: Ind (no lean)	565	26%
	PID: Rep (no lean)	750	34%
	N	2203	
xpidGender	PID/Gender: Dem Men	412	19%
	PID/Gender: Dem Women	475	22%
	PID/Gender: Ind Men	261	12%
	PID/Gender: Ind Women	303	14%
	PID/Gender: Rep Men	402	18%
	PID/Gender: Rep Women	348	16%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	683	31%
	Ideo: Moderate (4)	665	30%
	Ideo: Conservative (5-7)	678	31%
	N	2026	
xeduc3	Educ: < College	1421	65%
	Educ: Bachelors degree	493	22%
	Educ: Post-grad	289	13%
	N	2203	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1162	53%
	Income: 50k-100k	686	31%
	Income: 100k+	355	16%
	N	2203	
xdemWhite	Ethnicity: White	1692	77%
xdemHispBin	Ethnicity: Hispanic	385	17%
demBlackBin	Ethnicity: Black	285	13%
demRaceOther	Ethnicity: Other	226	10%
xdemReligion	All Christian	1062	48%
	All Non-Christian	206	9%
	Atheist	85	4%
	Agnostic/Nothing in particular	505	23%
	Something Else	344	16%
	N	2203	
xdemReligOther	Religious Non-Protestant/Catholic	225	10%
xdemEvang	Evangelical	549	25%
	Non-Evangelical	816	37%
	N	1365	
xdemUsr	Community: Urban	716	33%
	Community: Suburban	1019	46%
	Community: Rural	467	21%
	N	2203	
xdemEmploy	Employ: Private Sector	686	31%
	Employ: Government	128	6%
	Employ: Self-Employed	223	10%
	Employ: Homemaker	133	6%
	Employ: Student	77	4%
	Employ: Retired	555	25%
	Employ: Unemployed	270	12%
	Employ: Other	131	6%
	N	2203	
xdemMilHH1	Military HH: Yes	282	13%
	Military HH: No	1921	87%
	N	2203	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote22O	2022 House Vote: Democrat	829	38%
	2022 House Vote: Republican	677	31%
	2022 House Vote: Someone else	41	2%
	2022 House Vote: Didnt Vote	656	30%
	N	2203	
xsubVote20O	2020 Vote: Joe Biden	960	44%
	2020 Vote: Donald Trump	751	34%
	2020 Vote: Other	53	2%
	2020 Vote: Didn't Vote	439	20%
	N	2203	
xsubVote18O	2018 House Vote: Democrat	754	34%
	2018 House Vote: Republican	644	29%
	2018 House Vote: Someone else	30	1%
	2018 House Vote: Didnt Vote	775	35%
	N	2203	
xreg4	4-Region: Northeast	384	17%
	4-Region: Midwest	452	21%
	4-Region: South	847	38%
	4-Region: West	520	24%
	N	2203	
xdiv9	9-Region: New England	95	4%
	9-Region: Mid-Atlantic	288	13%
	9-Region: East North Central	355	16%
	9-Region: West North Central	97	4%
	9-Region: South Atlantic	484	22%
	9-Region: East South Central	109	5%
	9-Region: West South Central	255	12%
	9-Region: Mountain	133	6%
	9-Region: Pacific	387	18%
	N	2203	
IDFAxdem1	Ice Cream: Love it	1544	70%
IDFAxdem2	Ice Cream: Like it	606	27%
IDFAxdem3	Ice Cream: Not a Fan	53	2%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

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