

## National Tracking Poll

Project: 2404080  
 N Size: 2203 Adults  
 Margin of Error:  $\pm 2\%$   
 April 16-18, 2024

### Topline Report

Question	Response	Frequency	Percentage
IDFA1	<i>How would you describe your feelings toward ice cream in general?</i>		
	Love it	1544	70%
	Like it	606	27%
	Not a fan	53	2%
IDFA2_1NET	<i>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</i>		
	Selected	179	8%
	Not Selected	2024	92%
IDFA2_2NET	<i>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</i>		
	Selected	225	10%
	Not Selected	1978	90%
IDFA2_3NET	<i>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</i>		
	Selected	122	6%
	Not Selected	2081	94%
IDFA2_4NET	<i>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.)</i>		
	Selected	270	12%
	Not Selected	1933	88%
IDFA2_5NET	<i>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</i>		
	Selected	463	21%
	Not Selected	1740	79%

Question	Response	Frequency	Percentage
IDFA2_6NET	<i>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</i>		
	Selected	310	14%
	Not Selected	1893	86%
IDFA2_7NET	<i>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</i>		
	Selected	224	10%
	Not Selected	1979	90%
IDFA2_8NET	<i>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</i>		
	Selected	710	32%
	Not Selected	1493	68%
IDFA2_9NET	<i>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</i>		
	Selected	393	18%
	Not Selected	1810	82%
IDFA2_10NET	<i>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</i>		
	Selected	307	14%
	Not Selected	1896	86%
IDFA2_11NET	<i>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</i>		
	Selected	468	21%
	Not Selected	1735	79%
IDFA2_12NET	<i>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</i>		
	Selected	464	21%
	Not Selected	1739	79%

Question	Response	Frequency	Percentage
IDFA2_13NET	<i>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</i>		
	Selected	98	4%
	Not Selected	2105	96%
IDFA2_14NET	<i>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</i>		
	Selected	178	8%
	Not Selected	2025	92%
IDFA2_15NET	<i>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</i>		
	Selected	37	2%
	Not Selected	2166	98%
IDFA2_16NET	<i>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</i>		
	Selected	27	1%
	Not Selected	2176	99%
IDFA2_17NET	<i>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</i>		
	Selected	89	4%
	Not Selected	2114	96%
IDFA2_18NET	<i>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</i>		
	Selected	50	2%
	Not Selected	2153	98%
IDFA2_19NET	<i>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</i>		
	Selected	46	2%
	Not Selected	2157	98%

Question	Response	Frequency	Percentage
IDFA2_20NET	<i>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</i>		
	Selected	441	20%
	Not Selected	1762	80%
IDFA2_21NET	<i>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</i>		
	Selected	235	11%
	Not Selected	1968	89%
IDFA2_22NET	<i>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</i>		
	Selected	218	10%
	Not Selected	1985	90%
IDFA2_23NET	<i>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</i>		
	Selected	70	3%
	Not Selected	2133	97%
IDFA2_24NET	<i>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</i>		
	Selected	152	7%
	Not Selected	2051	93%
IDFA2_25NET	<i>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</i>		
	Selected	128	6%
	Not Selected	2075	94%
IDFA2_26NET	<i>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</i>		
	Selected	337	15%
	Not Selected	1866	85%

Question	Response	Frequency	Percentage
IDFA2_27NET	<i>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</i>		
	Selected	122	6%
	Not Selected	2081	94%
IDFA2_28NET	<i>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</i>		
	Selected	225	10%
	Not Selected	1978	90%
IDFA2_29NET	<i>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</i>		
	Selected	103	5%
	Not Selected	2100	95%
IDFA2_30NET	<i>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</i>		
	Selected	126	6%
	Not Selected	2077	94%
IDFA2_31NET	<i>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</i>		
	Selected	82	4%
	Not Selected	2121	96%
IDFA2_32NET	<i>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</i>		
	Selected	349	16%
	Not Selected	1854	84%
IDFA2_33NET	<i>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</i>		
	Selected	65	3%
	Not Selected	2138	97%

Question	Response	Frequency	Percentage
IDFA2_34NET	<i>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</i>		
	Selected	134	6%
	Not Selected	2069	94%
IDFA2_35NET	<i>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</i>		
	Selected	47	2%
	Not Selected	2156	98%
IDFA2_36NET	<i>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</i>		
	Selected	552	25%
	Not Selected	1651	75%
IDFA2_37NET	<i>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</i>		
	Selected	72	3%
	Not Selected	2131	97%
IDFA2_38NET	<i>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</i>		
	Selected	85	4%
	Not Selected	2118	96%
IDFA2_39NET	<i>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</i>		
	Selected	146	7%
	Not Selected	2057	93%
IDFA2_40NET	<i>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.)</i>		
	Selected	827	38%
	Not Selected	1376	62%

Question	Response	Frequency	Percentage
IDFA2_41NET	<i>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)</i>		
	Selected	38	2%
	Not Selected	2165	98%

Question	Response	Frequency	Percentage
IDFA3	<i>Of those you chose, which of the following is your favorite ice cream flavor? Select one.</i>		
	Banana/Ban. Pudding	52	2%
	Birthday Cake/Batter	42	2%
	Blueberry	21	1%
	Brownie (sundae, etc.)	37	2%
	Butter Pecan	149	7%
	Caramel/Salted Caramel	76	3%
	Cherry/Black Cherry	49	2%
	Chocolate	216	10%
	Chocolate Chip	66	3%
	Coffee	95	4%
	Cookie Dough	117	5%
	Cookies and Cream/Oreo	140	6%
	Dulce de Leche	10	0%
	Fudge Swirl/Royal	31	1%
	Green Tea	5	0%
	Lavender	3	0%
	Lemon	8	0%
	Maple	6	0%
	Matcha	6	0%
	Mint Chocolate Chip	167	8%
	Moose Tracks	66	3%
	Neapolitan	38	2%
	Orange	15	1%
	Orange Vanilla	18	1%
	Peach	15	1%
	Peanut Butter/PB cup	76	3%
	Peppermint	22	1%
	Pistachio	56	3%
	Praline	21	1%
	Raspberry	17	1%
	Red Velvet	10	0%
	Rocky Road	104	5%
	Rum Raisin	11	0%
	S'mores	24	1%
	Spumoni	6	0%
	Strawberry	128	6%
	Tin Roof	10	0%
	Tiramisu	15	1%
	Toffee	18	1%
	Vanilla (French vanilla, van. bean, etc.)	235	11%



Question	Response	Frequency	Percentage
IDFA4	<i>Which of the following, if any, is your favorite type of ice cream novelty? Select one.</i>		
	Cone	871	40%
	Sandwich	560	25%
	Bars	303	14%
	Sticks or pops	98	4%
	Mini cups	257	12%
	Other (please specify)	52	2%
	None of the above	63	3%
IDFA5_1NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Marshmallows</i>		
	Selected	123	6%
	Not Selected	2080	94%
IDFA5_2NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Sprinkles</i>		
	Selected	402	18%
	Not Selected	1801	82%
IDFA5_3NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Granola</i>		
	Selected	87	4%
	Not Selected	2116	96%
IDFA5_4NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Chocolate sauce</i>		
	Selected	453	21%
	Not Selected	1750	79%
IDFA5_5NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Hot fudge</i>		
	Selected	780	35%
	Not Selected	1423	65%
IDFA5_6NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Caramel sauce</i>		
	Selected	531	24%
	Not Selected	1672	76%
IDFA5_7NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Cherries</i>		
	Selected	262	12%
	Not Selected	1941	88%

Question	Response	Frequency	Percentage
IDFA5_8NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Whipped cream</i>		
	Selected	647	29%
	Not Selected	1556	71%
IDFA5_9NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Peanut butter</i>		
	Selected	189	9%
	Not Selected	2014	91%
IDFA5_10NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Hazelnut spread</i>		
	Selected	60	3%
	Not Selected	2143	97%
IDFA5_11NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Honey</i>		
	Selected	65	3%
	Not Selected	2138	97%
IDFA5_12NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Fruit</i>		
	Selected	193	9%
	Not Selected	2010	91%
IDFA5_13NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Nuts (whole or chopped)</i>		
	Selected	411	19%
	Not Selected	1792	81%
IDFA5_14NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Chocolate Chips</i>		
	Selected	365	17%
	Not Selected	1838	83%
IDFA5_15NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Cereal</i>		
	Selected	66	3%
	Not Selected	2137	97%
IDFA5_16NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Chocolate bars (whole or crushed)</i>		
	Selected	109	5%
	Not Selected	2094	95%

Question	Response	Frequency	Percentage
IDFA5_17NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Gummy bears</i>		
	Selected	117	5%
	Not Selected	2086	95%
IDFA5_18NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Brownie bits</i>		
	Selected	232	11%
	Not Selected	1971	89%
IDFA5_19NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Cookies (whole or crushed)</i>		
	Selected	233	11%
	Not Selected	1970	89%
IDFA5_20NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Coconut shavings</i>		
	Selected	107	5%
	Not Selected	2096	95%
IDFA5_21NET	<i>And which of the following, if any, are your favorite ice cream toppings? Select up to 3 choices. — Other, please specify</i>		
	Selected	59	3%
	Not Selected	2144	97%

Question	Response	Frequency	Percentage
IDFA6	<i>Which of the following is your favorite ice cream topping? (N=2,164)</i>		
	Marshmallows	27	1%
	Sprinkles	162	7%
	Granola	20	1%
	Chocolate sauce	190	9%
	Hot fudge	474	22%
	Caramel sauce	221	10%
	Cherries	92	4%
	Whipped cream	203	9%
	Peanut butter	67	3%
	Hazelnut spread	17	1%
	Honey	22	1%
	Fruit	64	3%
	Nuts (whole or chopped)	170	8%
	Chocolate Chips	146	7%
	Cereal	12	1%
	Chocolate bars (whole or crushed)	36	2%
	Gummy bears	36	2%
	Brownie bits	81	4%
	Cookies (whole or crushed)	91	4%
	Coconut shavings	34	2%
IDFA7	<i>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.</i>		
	Almond	182	8%
	Peanut	353	16%
	Pecan	378	17%
	Pistachio	229	10%
	Walnut	197	9%
	Hazelnut	112	5%
	Cashews	140	6%
	Macadamia nuts	96	4%
	Other (please specify)	12	1%
	None of the above	504	23%

Question	Response	Frequency	Percentage
IDFA8	<i>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.</i>		
	Apple	56	3%
	Banana	289	13%
	Blueberry	80	4%
	Cherry	245	11%
	Coconut	97	4%
	Lemon	56	3%
	Peach	93	4%
	Raspberry	136	6%
	Strawberry	600	27%
	Superfruits (such as acai berries or pomegranate)	32	1%
	Pineapple	106	5%
	Watermelon	70	3%
	Other (please specify)	6	0%
	None of the above	335	15%
IDFA9	<i>Which confection or baked good, if any, is your favorite to pair with a scoop of ice cream? Select one.</i>		
	Brownies	687	31%
	Candy bars or fudge	144	7%
	Cookies	382	17%
	Pie/crusts	292	13%
	Cake	475	22%
	Other (please specify)	4	0%
	None of the above	219	10%
IDFA10	<i>What is your favorite type of container or cone to eat ice cream from? Select one.</i>		
	Bowl	586	27%
	Cup or mug	160	7%
	Sugar cone	255	12%
	Cake cone	128	6%
	Waffle bowl	213	10%
	Waffle cone	633	29%
	Straight from the carton	193	9%
	Other (please specify)	10	0%
	None of the above	25	1%
IDFA11	<i>Generally speaking, how are YOU most likely to approach eating an ice cream cone?</i>		
	Bite the ice cream first	492	22%
	Lick the ice cream first	1397	63%
	Bite the top of the cone first	226	10%
	Bite the bottom of the cone first	82	4%
	Other (please specify)	6	0%

Question	Response	Frequency	Percentage
IDFA12	<i>What is your favorite setting to enjoy ice cream? Select one.</i>		
	At home	1395	63%
	At an ice cream shop	383	17%
	At a restaurant	70	3%
	While enjoying the outdoors	332	15%
	Other (specify)	24	1%
IDFA13_1	<i>How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Brand</i>		
	Very important	727	33%
	Somewhat important	780	35%
	Not too important	412	19%
	Not important at all	216	10%
	Don't know/ No opinion	67	3%
IDFA13_2	<i>How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Topping options</i>		
	Very important	778	35%
	Somewhat important	787	36%
	Not too important	391	18%
	Not important at all	170	8%
	Don't know/ No opinion	77	3%
IDFA13_3	<i>How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Cone options</i>		
	Very important	651	30%
	Somewhat important	826	37%
	Not too important	437	20%
	Not important at all	217	10%
	Don't know/ No opinion	72	3%
IDFA13_4	<i>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</i>		
	Very important	1712	78%
	Somewhat important	354	16%
	Not too important	47	2%
	Not important at all	30	1%
	Don't know/ No opinion	59	3%

Question	Response	Frequency	Percentage
IDFA13_5	<i>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</i>		
	Very important	669	30%
	Somewhat important	656	30%
	Not too important	455	21%
	Not important at all	352	16%
	Don't know/ No opinion	71	3%
IDFA13_6	<i>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</i>		
	Very important	811	37%
	Somewhat important	907	41%
	Not too important	287	13%
	Not important at all	136	6%
	Don't know/ No opinion	62	3%
IDFA13_7	<i>How important, if at all, are each of the following factors when considering the kind of ice cream you want to have? — Price</i>		
	Very important	985	45%
	Somewhat important	812	37%
	Not too important	217	10%
	Not important at all	136	6%
	Don't know/ No opinion	52	2%
IDFA13_8	<i>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</i>		
	Very important	410	19%
	Somewhat important	666	30%
	Not too important	634	29%
	Not important at all	396	18%
	Don't know/ No opinion	98	4%

Question	Response	Frequency	Percentage
IDFA14	<i>Considering the choices below Which ice cream flavor do you think best describes the United States Congress?</i>		
	Rocky road: anything but smooth	660	30%
	Butter pecan: rich and nutty	224	10%
	Strawberry: refreshing and sweet	60	3%
	Coffee: bold and energizing	62	3%
	Vanilla: timeless and versatile	123	6%
	Neapolitan: diverse and representative	122	6%
	Mint chocolate chip: cool and balanced	38	2%
	Chocolate: indulgent and reliable	81	4%
	Cookies n' cream: greater than the sum of its parts	73	3%
	Pistachio: unique and contentious	47	2%
	Banana split: split down the middle	434	20%
	Salted caramel: refined but sticky	70	3%
	Don't know/None of the above	209	10%

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



## 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	

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### 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.

