

1) Which ONE of the following is your favorite ice c

1) Which ONE of the following is your favorite ice cream topping?

All

1) Sprinkles	8%
2) Hot fudge	31%
3) Caramel	17%
4) Oreos	6%
5) Peanut butter cups	6%
6) Cookie dough	5%
7) Marshmallows	1%
8) Cereal	0%
9) Nuts	6%
10) Fruit	5%
11) Other	4%
12) Don't know	1%
13) N/A – I don't eat ice cream	1%
14) N/A – I don't eat ice cream with toppings	7%
Unweighted N	2567

Weight

Nat Rep

2) When ordering ice cream at a shop, do you typically

2) When ordering ice cream at a shop, do you typically ask for it in a cone or in a cup?

	All
1) I usually order a cone	36%
2) I usually order a cup	36%
3) I sometimes order a cone and sometimes order a cup	26%
4) Don't know	2%
Unweighted N	2567

Weight

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