

1. Favorite dessert

Where would you say cupcakes rank on your list of favorite desserts?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
The very best	5%	4%	6%	10%	4%	4%	2%	7%	4%	5%
One of the best but not the very best	24%	19%	29%	31%	29%	22%	12%	22%	26%	22%
Somewhere in the middle	58%	64%	53%	52%	54%	62%	65%	59%	57%	61%
One of the worst but not the worst	10%	10%	11%	6%	10%	9%	17%	11%	10%	10%
The very worst	2%	4%	1%	1%	3%	2%	3%	2%	3%	2%
Totals (Unweighted N)	100% (996)	100% (482)	100% (514)	100% (205)	100% (262)	100% (365)	100% (164)	100% (331)	100% (444)	100% (221)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
The very best	5%	4%	8%	6%	8%	3%	5%	2%	4%	5%	6%	3%
One of the best but not the very best	24%	23%	28%	26%	28%	22%	9%	18%	22%	25%	26%	21%
Somewhere in the middle	58%	60%	47%	58%	53%	62%	72%	66%	61%	61%	54%	61%
One of the worst but not the worst	10%	11%	8%	9%	8%	11%	13%	14%	11%	8%	10%	12%
The very worst	2%	2%	9%	1%	3%	3%	1%	—	2%	1%	3%	2%
Totals (Unweighted N)	100% (996)	100% (749)	100% (114)	100% (133)	100% (378)	100% (281)	100% (70)	100% (129)	100% (152)	100% (220)	100% (350)	100% (274)

2. Favorite flavor

Which is your favorite flavor of cupcake?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Vanilla frosting on vanilla cake	16%	15%	17%	24%	15%	13%	14%	15%	16%	17%
Chocolate frosting on chocolate cake	26%	25%	27%	18%	27%	26%	36%	30%	25%	24%
Chocolate frosting on vanilla cake	15%	14%	15%	9%	14%	17%	19%	13%	14%	19%
Vanilla frosting on chocolate cake	10%	10%	10%	16%	8%	8%	9%	9%	11%	10%
Red velvet	18%	18%	19%	20%	20%	20%	10%	17%	19%	19%
Something else	12%	14%	10%	12%	12%	14%	8%	12%	12%	10%
I hate all cupcakes	3%	3%	3%	1%	4%	2%	5%	4%	3%	1%
Totals (Unweighted N)	100% (997)	100% (481)	100% (516)	100% (206)	100% (262)	100% (364)	100% (165)	100% (332)	100% (445)	100% (220)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Vanilla frosting on vanilla cake	16%	15%	27%	15%	15%	17%	21%	13%	14%	18%	19%	10%
Chocolate frosting on chocolate cake	26%	27%	20%	28%	29%	32%	11%	28%	26%	28%	25%	26%
Chocolate frosting on vanilla cake	15%	14%	12%	18%	15%	13%	15%	17%	21%	17%	11%	14%
Vanilla frosting on chocolate cake	10%	11%	6%	10%	8%	11%	17%	9%	11%	9%	7%	15%
Red velvet	18%	19%	16%	17%	20%	16%	24%	19%	11%	16%	23%	19%
Something else	12%	12%	13%	10%	9%	11%	10%	12%	14%	11%	12%	12%
I hate all cupcakes	3%	3%	6%	2%	4%	1%	1%	1%	3%	2%	3%	4%
Totals (Unweighted N)	100% (997)	100% (749)	100% (115)	100% (133)	100% (378)	100% (282)	100% (70)	100% (129)	100% (153)	100% (220)	100% (350)	100% (274)

3. Frosting vs Icing

Would you say that the stuff on top of cupcakes is actually called frosting or icing?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Frosting	19%	17%	21%	20%	22%	18%	16%	20%	19%	20%
Icing	14%	18%	10%	15%	14%	13%	11%	10%	16%	13%
Frosting and icing are the same thing	43%	40%	46%	35%	36%	47%	56%	47%	40%	45%
Frosting and icing are two different things, but either could be on a cupcake	16%	14%	17%	17%	20%	14%	9%	15%	17%	14%
Something else	2%	3%	1%	4%	1%	1%	—	1%	2%	1%
Not sure	7%	9%	5%	9%	7%	6%	7%	7%	7%	7%
Totals (Unweighted N)	100% (996)	100% (480)	100% (516)	100% (207)	100% (260)	100% (365)	100% (164)	100% (331)	100% (445)	100% (220)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Frosting	19%	21%	15%	15%	20%	19%	24%	18%	17%	24%	17%	19%
Icing	14%	12%	21%	17%	16%	13%	2%	10%	15%	10%	17%	12%
Frosting and icing are the same thing	43%	45%	42%	32%	40%	44%	50%	50%	40%	48%	43%	41%
Frosting and icing are two different things, but either could be on a cupcake	16%	15%	14%	22%	14%	17%	21%	17%	22%	11%	14%	18%
Something else	2%	1%	2%	2%	2%	1%	—	1%	2%	1%	3%	1%
Not sure	7%	6%	6%	12%	8%	6%	4%	4%	5%	6%	7%	10%
Totals (Unweighted N)	100% (996)	100% (749)	100% (114)	100% (133)	100% (378)	100% (281)	100% (70)	100% (129)	100% (152)	100% (219)	100% (351)	100% (274)

4. Highest price

What is the most you would be willing to pay for one excellent cupcake?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Nothing at all	8%	10%	6%	5%	6%	8%	17%	8%	9%	7%
\$1 or less	29%	29%	28%	19%	19%	35%	44%	25%	28%	35%
\$2	29%	28%	29%	27%	28%	30%	28%	32%	28%	24%
\$3	19%	18%	19%	24%	28%	15%	6%	18%	18%	22%
\$4	9%	8%	10%	10%	12%	9%	2%	10%	9%	7%
\$5 or more	7%	8%	7%	15%	8%	5%	2%	8%	8%	5%
Totals (Unweighted N)	100% (999)	100% (482)	100% (517)	100% (206)	100% (263)	100% (365)	100% (165)	100% (331)	100% (447)	100% (221)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Nothing at all	8%	8%	15%	5%	8%	5%	8%	7%	6%	7%	10%	8%
\$1 or less	29%	31%	34%	15%	34%	32%	18%	24%	30%	31%	29%	24%
\$2	29%	29%	18%	38%	26%	33%	35%	31%	29%	28%	28%	30%
\$3	19%	18%	14%	24%	18%	16%	21%	18%	25%	19%	18%	15%
\$4	9%	8%	10%	9%	5%	9%	6%	12%	7%	9%	8%	10%
\$5 or more	7%	6%	11%	10%	7%	6%	12%	8%	3%	6%	7%	12%
Totals (Unweighted N)	100% (999)	100% (750)	100% (116)	100% (133)	100% (379)	100% (282)	100% (70)	100% (129)	100% (153)	100% (220)	100% (352)	100% (274)

5. Number of cupcake shops

In the area where you live, would you say there are not enough cupcake shops, too many cupcake shops, or about the right number of cupcake shops?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Too many cupcake shops	8%	7%	8%	8%	10%	6%	5%	10%	6%	8%
About the right number	36%	38%	34%	38%	35%	36%	35%	30%	37%	41%
Not enough cupcake shops	31%	25%	36%	30%	35%	32%	22%	36%	31%	23%
Not sure	26%	30%	21%	24%	20%	25%	38%	24%	26%	27%
Totals (Unweighted N)	100% (997)	100% (482)	100% (515)	100% (205)	100% (263)	100% (364)	100% (165)	100% (330)	100% (446)	100% (221)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Too many cupcake shops	8%	8%	4%	10%	5%	12%	17%	6%	9%	6%	6%	10%
About the right number	36%	37%	34%	31%	35%	41%	30%	41%	40%	39%	37%	29%
Not enough cupcake shops	31%	28%	39%	40%	37%	27%	29%	24%	29%	31%	30%	33%
Not sure	26%	27%	23%	19%	24%	20%	24%	29%	23%	24%	27%	28%
Totals (Unweighted N)	100% (997)	100% (749)	100% (115)	100% (133)	100% (378)	100% (282)	100% (69)	100% (129)	100% (153)	100% (219)	100% (352)	100% (273)

6. New dessert shop

Say that a new dessert shop was opening in your area. Which would you most prefer that the new shop sell?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Cupcakes	16%	10%	21%	23%	18%	14%	8%	13%	18%	16%
Ice cream or gelato	30%	33%	27%	32%	24%	30%	37%	29%	30%	32%
Doughnuts	20%	24%	17%	16%	21%	21%	24%	24%	19%	18%
Macarons	5%	5%	5%	4%	4%	6%	7%	6%	4%	7%
Cookies	13%	12%	14%	15%	15%	12%	9%	11%	15%	12%
Something else	16%	15%	16%	10%	18%	17%	15%	17%	15%	15%
Totals (Unweighted N)	100% (990)	100% (478)	100% (512)	100% (206)	100% (261)	100% (360)	100% (163)	100% (332)	100% (438)	100% (220)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Cupcakes	16%	15%	19%	18%	18%	15%	7%	12%	12%	18%	17%	14%
Ice cream or gelato	30%	30%	28%	33%	30%	27%	41%	36%	29%	27%	32%	31%
Doughnuts	20%	20%	20%	20%	19%	24%	19%	11%	17%	22%	21%	19%
Macarons	5%	6%	2%	3%	4%	5%	12%	8%	6%	6%	4%	6%
Cookies	13%	13%	18%	12%	14%	13%	14%	14%	17%	18%	10%	11%
Something else	16%	16%	14%	13%	14%	16%	7%	19%	19%	9%	16%	19%
Totals (Unweighted N)	100% (990)	100% (743)	100% (115)	100% (132)	100% (377)	100% (278)	100% (70)	100% (128)	100% (152)	100% (219)	100% (346)	100% (273)