

1. Likes ice cream

Do you like ice cream?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	97%	96%	98%	93%	96%	98%	100%	98%	96%	98%
No	3%	4%	2%	7%	4%	2%	0%	2%	4%	2%
Totals (Unweighted N)	100% (994)	100% (467)	100% (527)	100% (159)	100% (255)	100% (398)	100% (182)	100% (353)	100% (400)	100% (241)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	97%	96%	99%	99%	97%	95%	95%	98%	95%	96%	97%	98%
No	3%	4%	1%	1%	3%	5%	5%	2%	5%	4%	3%	2%
Totals (Unweighted N)	100% (994)	100% (800)	100% (103)	100% (91)	100% (358)	100% (278)	100% (85)	100% (135)	100% (176)	100% (236)	100% (358)	100% (224)

2. Heard about veg flavored ice cream

Have you heard about Haagen-Dazs' plan to sell vegetable flavored ice cream?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	12%	9%	15%	8%	13%	12%	15%	17%	10%	9%
No	88%	91%	85%	92%	87%	88%	85%	83%	90%	91%
Totals (Unweighted N)	100% (993)	100% (466)	100% (527)	100% (158)	100% (255)	100% (398)	100% (182)	100% (353)	100% (400)	100% (240)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	12%	12%	15%	8%	11%	9%	16%	15%	11%	15%	11%	12%
No	88%	88%	85%	92%	89%	91%	84%	85%	89%	85%	89%	88%
Totals (Unweighted N)	100% (993)	100% (799)	100% (103)	100% (91)	100% (358)	100% (278)	100% (85)	100% (135)	100% (176)	100% (236)	100% (358)	100% (223)

3. Buy veg flavored ice cream

Would you ever buy vegetable flavored ice cream?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	9%	8%	9%	14%	12%	6%	4%	11%	10%	3%
No	62%	63%	60%	51%	64%	65%	65%	65%	55%	71%
Not sure	30%	28%	31%	35%	24%	29%	31%	24%	35%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(467)	(527)	(159)	(255)	(398)	(182)	(353)	(400)	(241)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	9%	10%	7%	5%	7%	11%	8%	13%	8%	8%	8%	12%
No	62%	60%	57%	71%	64%	61%	50%	62%	68%	59%	61%	61%
Not sure	30%	30%	36%	24%	29%	28%	41%	25%	25%	33%	31%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(800)	(103)	(91)	(358)	(278)	(85)	(135)	(176)	(236)	(358)	(224)