



Poll Position

National Poll of 1,242 Registered Voters · Conducted 02.12.12 · Margin of Error +/- 3 percentage points*

10. Which one of these national ice cream store chains do you think sells the best ice cream? Baskin-Robbins, Ben and Jerry's, Bruster's, Cold Stone Creamery, Dairy Queen, Häagen-Dazs or some other store?

	Age					Race				Gender		Party		
	Total	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female	Republican	Democrat	Independent
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Baskin-Robbins	20.2	24.2	18.5	18.4	22.0	18.8	31.0	18.6	11.0	20.2	20.1	20.2	23.0	17.1
Cold Stone Creamery	15.2	7.0	23.8	14.6	11.1	16.5	3.5	18.6	19.8	16.5	14.0	17.0	16.4	11.7
Dairy Queen	14.2	18.1	10.4	14.3	15.8	14.8	11.2	13.4	13.5	11.5	16.7	13.8	17.4	11.1
Ben & Jerry's	13.6	3.4	19.2	15.6	11.5	15.5	6.8	10.0	6.7	14.5	12.7	12.2	18.4	10.0
Häagen-Dazs	8.4	14.8	2.9	8.3	11.0	8.0	14.3	5.2	13.8	8.5	8.4	9.8	6.3	9.0
Bruster's	3.2	.0	5.9	3.9	1.0	3.4	2.1	3.3	.8	3.5	3.0	3.6	1.5	4.6
Some other store	6.8	3.8	5.1	7.4	11.5	7.8	5.5	1.6	16.1	6.0	7.5	6.5	5.7	8.2
No opinion	18.5	28.7	14.3	17.4	16.2	15.3	25.6	29.3	18.3	19.4	17.6	16.9	11.2	28.3

Data for Poll Position survey research is collected using interactive voice response technology. Field work for all Poll Position surveys is conducted by Majority Opinion Research.

Data are weighted by age, race, and gender. Questions of a political nature are additionally weighted by political party affiliation.

* Margin of error for demographic subgroups higher.