

## RESEARCH REPORT ON ICE CREAM INDISCRETIONS

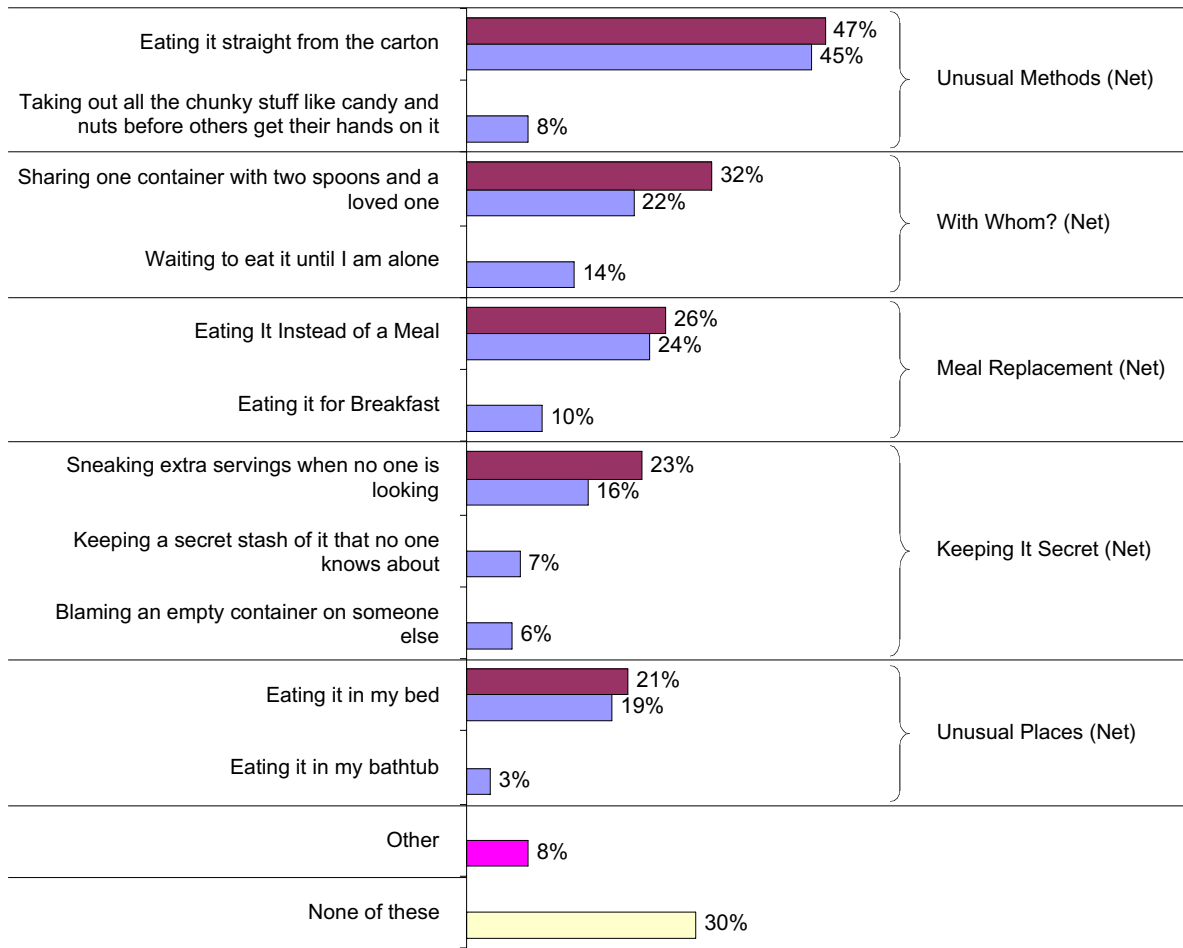
### Methodology

Harris Interactive<sup>SM</sup>, via its QuickQuery<sup>SM</sup> online omnibus, fielded the one-question survey between December 17-19, 2002, interviewing a nationwide sample of 2,446 U.S. adults (18+). Theoretically, the margin of error is approximately (+/-4) percentage points with a 95% level of confidence, and the data were weighted to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income and race/ethnicity.

### Key Findings – Ice Cream Indiscretions - in Total

With 30% indicating they have none, a strong majority of American adults (70%) admitted to actually having ice cream indiscretions. 45% indicated they eat ice cream right from the carton – which makes this the most-often checked indiscretion. About one-fourth listed eating ice cream instead of a meal, with one in ten listing “eating it for breakfast” as one of their ice cream indiscretions. Over one-fifth picked sharing one container with two spoons and a loved one; while 14% indicated they wait until they’re alone. Nearly one in five Americans indicated eating ice cream in bed is one of their ice cream indiscretions, while one in six indicated they sneak extra servings.

### Ice Cream Indiscretions, in Total (among All Respondents)



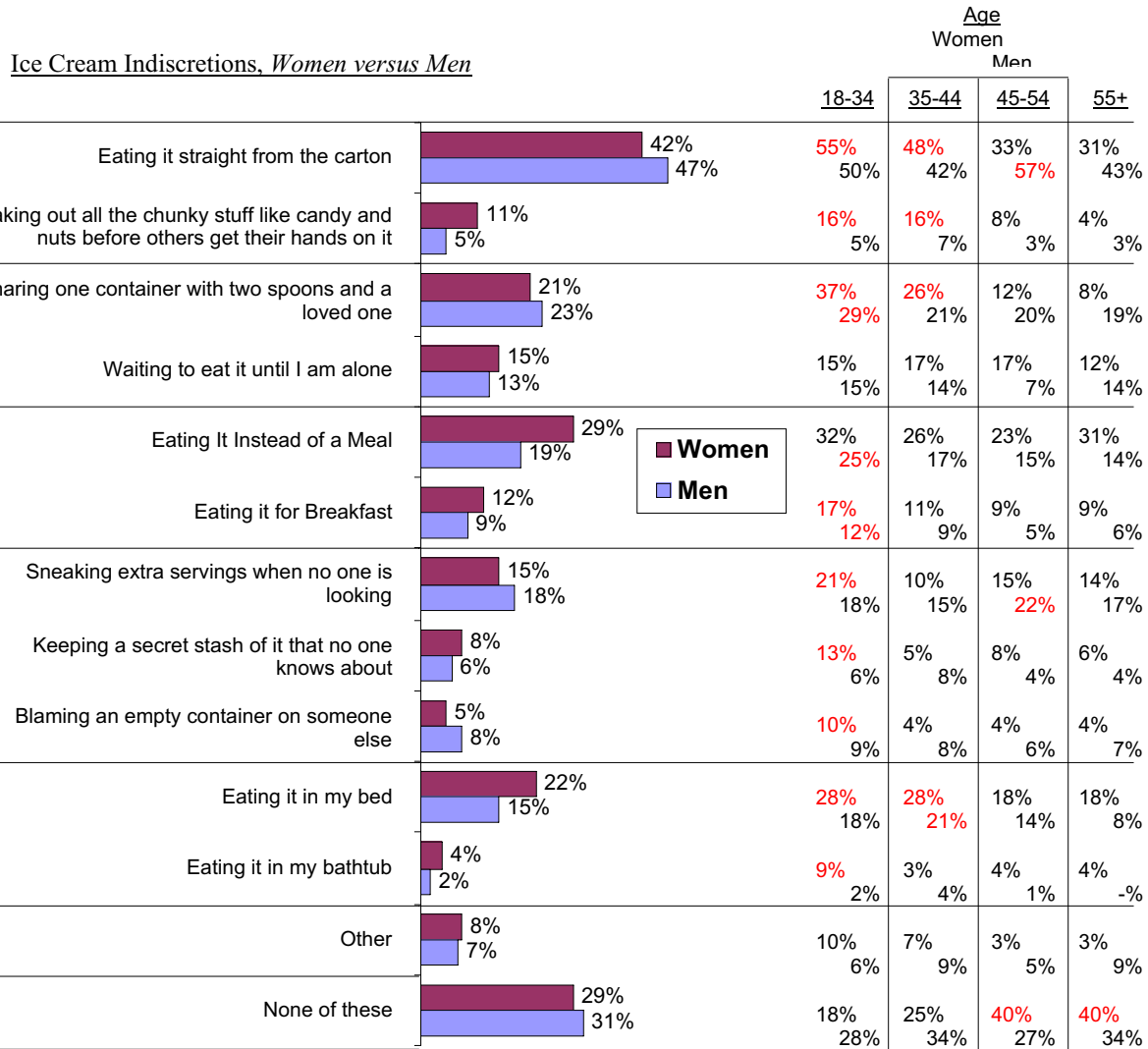
Question text: People like eating ice cream at different times, in different ways and in different places. In some cases, their indiscretions might be considered strange or unusual by other people. When you eat ice cream, what are your ice cream *indiscretions*? (Check all that apply.)

**Key Findings – Ice Cream Indiscretions - Women versus Men**

Men appeared slightly more likely than women (47% versus 42%) to eat ice cream straight from the carton, though the difference is relatively small. Indeed, for only a few ice cream indiscretions did the percent of men who indicated they have them exceed the percent of women who admitted to them, and then only slightly. However, it’s interesting to note that nearly 30% of women admitted to eating ice cream instead of a meal, compared to 19% of men, and 12% of women listed eating ice cream for breakfast as one of their indiscretions - that’s about one in eight women. 22% of women named eating ice cream in bed as a discretion, compared to only 15% of men. Women were also more likely than men (11% to 5%) to list “taking out all the chunky stuff like candy and nuts before others get their hands on it” as an indiscretion.

Younger adults (mostly those aged 18-34) generally drove higher incidence of most of these indiscretions. This was especially true of younger women, who were more likely to admit to eating ice cream straight from the carton (55%), to sharing one container with two spoons and a loved one (29%), to eating it in bed (28% - that’s over one-fourth of all women in this age group), to keeping their habits secret from others (21% sneak extra servings, 13% keep a secret stash), to eating ice cream for breakfast (17%), or to taking out the chunky stuff (16%), than their older female counterparts. And, nearly one in ten women aged 18-34 admit to the indiscretion of eating ice cream in the bathtub.

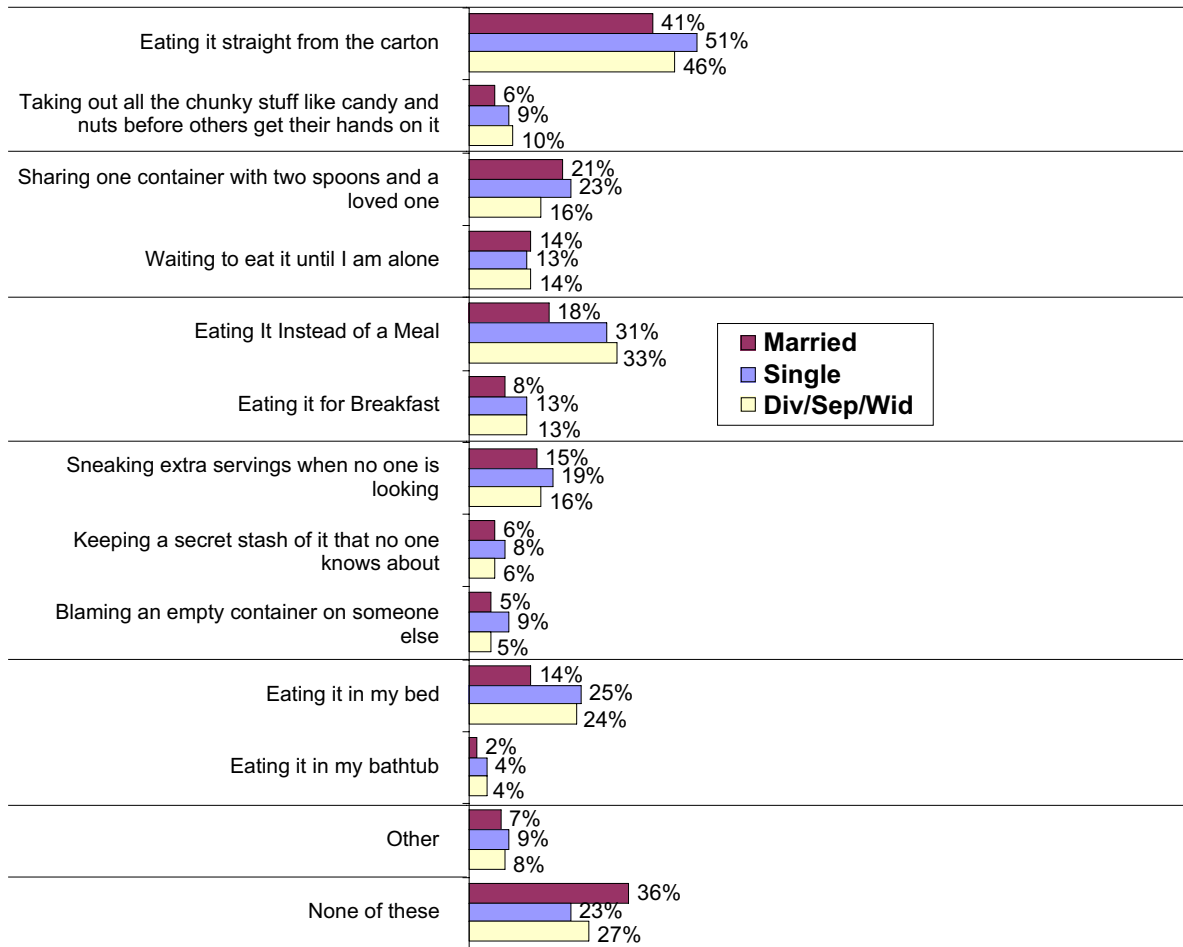
There was a notable exception – men aged 45-54 were more likely than younger or older males, and than most females to admit eating ice cream straight from the carton (57%) or sneaking extra servings (22%).



**Key Findings – Ice Cream Indiscretions - Married versus Single versus Divorced/Separated/Widowed**

Single adults were somewhat more likely to admit to ice cream indiscretions than either married or divorced/separated/widowed adults were, though div/sep/wid adults kept up with singles in many areas. Married adults appeared *least* likely admit to eating straight from the carton (41%, compared to 51% for singles and 46% for d/s/w's), eating ice cream instead of a meal (18%,31%,33%) – including for breakfast (8%,13%,13%), to eating ice cream in bed (14%,25%,24%), or to taking the chunky stuff out (6%,9%,10%). However, they were similarly as likely as the other groups to waiting until they're alone to eat ice cream (14%,13%,14%), or to be somewhat secretive in their ice cream eating habits – sneaking extra servings (15%,19%,15%), or keeping a secret stash (6%,8%,6%).

**Ice Cream Indiscretions, Married versus Single versus Divorced/Separated/Widowed**



**Key Findings – Ice Cream Indiscretions – Households w/ Children versus Households W/out Children**

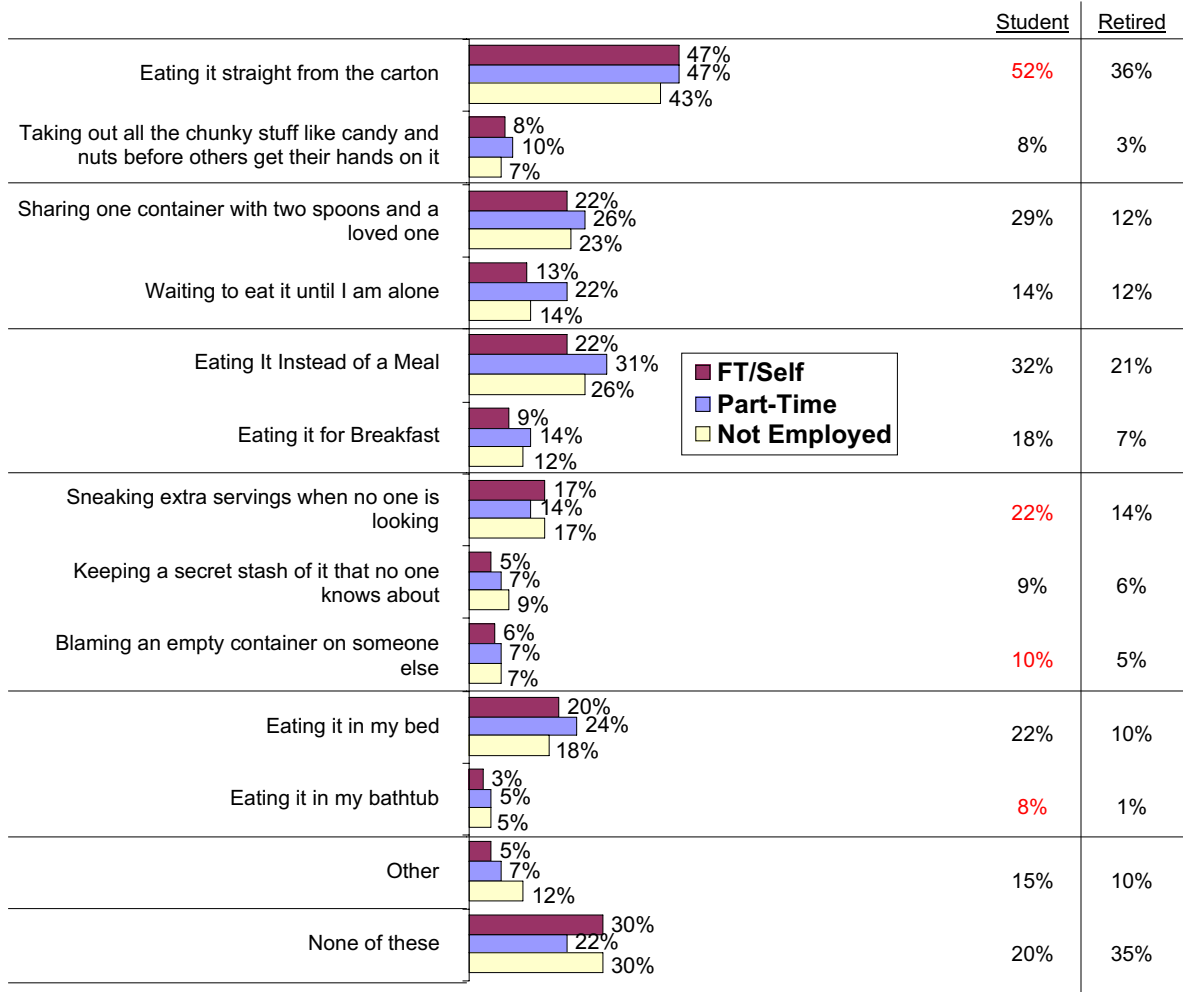
Those American adults who live in households with children under eighteen years old were somewhat more likely to have ice cream indiscretions than those who live in households without children (74% to 68%). For the most part, tendency towards these indiscretions among adults with children in their household was independent of the children’s age, with a few notable exceptions. Those with children aged thirteen to seventeen appeared more likely to eat ice cream instead of a meal (30%, versus 24% for those with children aged 6-12, and 22% for those with children under six years old), and more likely to eat it for breakfast (19%, 12%, 12%). They also seemed to be slightly more secretive, sneaking extra servings when no one is looking (17%, 13%, 13%), and by keeping a stash that no one knows about (13%, 10%, 10%). Having older children apparently also limited the opportunity to eat ice cream in bed (17%, 24%, 24%).

		Ages of Children		
		≤6	6-12	13-17
Eating it straight from the carton	With Children	49%	48%	49%
	Without Children	43%		51%
Taking out all the chunky stuff like candy and nuts before others get their hands on it	With Children	10%	12%	9%
	Without Children	7%		12%
Sharing one container with two spoons and a loved one	With Children	28%	31%	29%
	Without Children	19%		31%
Waiting to eat it until I am alone	With Children	16%	14%	11%
	Without Children	13%		16%
Eating It Instead of a Meal	With Children	26%	22%	24%
	Without Children	23%		30%
Eating it for Breakfast	With Children	15%	12%	12%
	Without Children	8%		19%
Sneaking extra servings when no one is looking	With Children	16%	13%	13%
	Without Children	17%		17%
Keeping a secret stash of it that no one knows about	With Children	11%	10%	10%
	Without Children	5%		13%
Blaming an empty container on someone else	With Children	10%	9%	9%
	Without Children	5%		10%
Eating it in my bed	With Children	23%	24%	24%
	Without Children	17%		17%
Eating it in my bathtub	With Children	5%	7%	3%
	Without Children	2%		5%
Other	With Children	9%	8%	11%
	Without Children	7%		11%
None of these	With Children	26%	25%	26%
	Without Children	32%		21%

**Key Findings – Ice Cream Indiscretions – By Employment Status**

Part-time workers appeared more likely than full-time/self-employed workers or than the unemployed to have ice cream indiscretions (78%,70%,70%). The key differences appear related to whom they eat with (sharing - 26%,22%,23%, and even more so, alone - 22%,13%,14%), and whether they eat ice cream as a meal replacement (31%,22%,26%). Students are more likely than those who are employed and than retirees to eat ice cream straight from the carton, to sneak extra servings, to blame an empty container on someone else, or to eat ice cream in the bathtub. Retirees seemed least likely overall to have ice cream indiscretions.

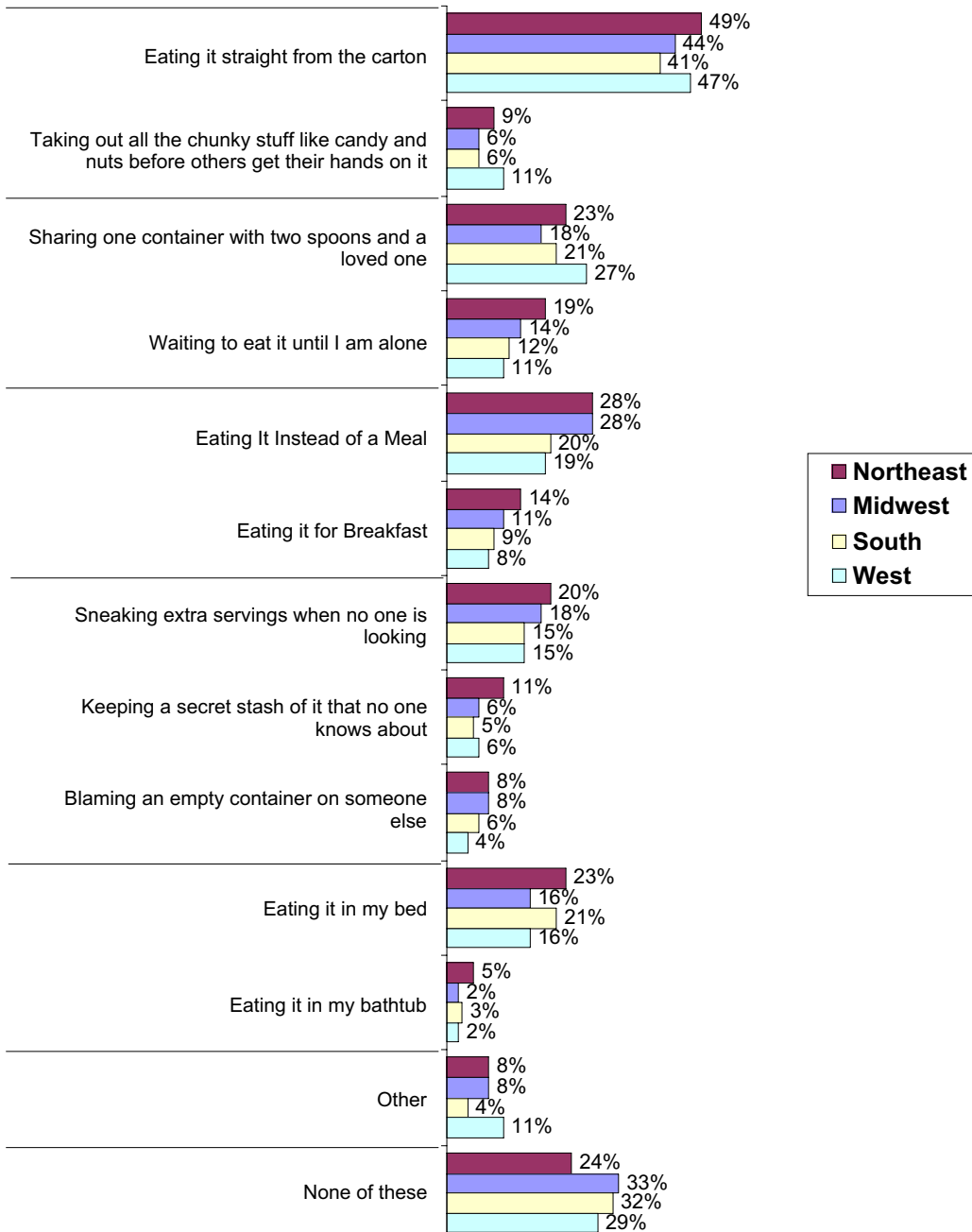
**Ice Cream Indiscretions, By Employment Status**



**Key Findings – Ice Cream Indiscretions – By Region**

A somewhat higher percent of those living in the Northeast admit to ice cream indiscretions than do those living in the other 3 regions (76%, compared to 71% for the West, 68% for the South, and 67% for the Midwest), and Northeasterners tend rank first or second for all of the indiscretions named in the survey, and first for most.

**Ice Cream Indiscretions, By Region**



### **Key Findings – Summary**

70% of American adults indicated they have at least one ice cream indiscretion. Though nearly half eat ice cream right out of the carton, this might not be the most interesting indiscretion. Over one-fifth indicate sharing one container of ice cream with two spoons and a loved one, one in seven indicate they wait to eat their ice cream until they're alone. Some perhaps more “interesting” indiscretions that have substantial presence in the population include eating ice cream instead of a meal (26%), eating ice cream in bed (19%), and sneaking ice cream when no one is looking (16%).

As a whole, nearly equal percents of men (71%) and women (69%) indicated they have ice cream indiscretions. The percent of men admitting to certain indiscretions is generally similar to or less than the percent of women. In a couple of cases, women were much more likely to commit indiscretions than their male counterparts (e.g., eating ice cream instead of a meal – women=29% to men's 19%; eating ice cream in bed – women=22% to men's 15%).

When looked at in terms of age within gender, younger women (18-34) tend to lead the pack in committing several ice cream indiscretions (e.g., eating ice cream instead of a meal – 37% compared to an average of 24%; sneaking extra servings – 21% compared to an average of 16%; keeping a secret stash– 13% compared to an average of 7%; eating ice cream in bed – 28% compared to an average of 19%). Males aged 45-54 showed the greatest tendency to eat ice cream right from the carton (57%) and to sneak extra servings (22%).

Single adults were somewhat more likely to have ice cream indiscretions than either married or divorced/separate/widowed adults. Married adults proved least likely to admit eating ice cream from the carton, to eating it instead of a meal, or to eating ice cream in bed.

Adults living in households with children were somewhat more likely to commit ice cream indiscretions than those in households without (74% vs 68%). Those with older children were more likely to eat ice cream instead of a meal, and to be a bit more secretive in their ice cream eating, though they had less of an opportunity to eat ice cream in bed.

Part-time workers were somewhat more likely than full-time/self-employed workers or unemployed adults to commit ice cream indiscretions. Students generally showed high likelihood to commit them, and retirees showed low likelihood to do so.

A somewhat higher percent of those living in the Northeast admit to ice cream indiscretions than those living in other regions of the country. Northeasterners also ranked first or second for indiscretions named in this survey.