

Understanding Yourself

For Personality Insights, Consider Your Ice Cream Cone

(NAPSA)—Before picking up more of your favorite ice cream, you may be interested to know what your flavor choice says about you. Here's the scoop on a surprising—and revealing—study.

A national survey from Starbucks® to launch three new coffee-free ice cream flavors uncovered interesting facts about Americans' flavor preferences and how they match up with their personalities. For example, people who prefer vanilla, generally considered a “boring” flavor, were more likely to describe themselves as risk takers than those who prefer chocolate or strawberry.

“The ice cream you choose can reveal more than just your flavor preference,” said Food-ology researcher and behavioral food expert Juliet A. Boghossian, who helped develop the “What Flavor Are You?” survey. “It can actually uncover surprising facets of your personality.” Using the results of the survey, Boghossian developed these personality profiles:



Classics Trump Trendy: While some Americans like to try the “flavor of the month,” a recent survey found that 77 percent prefer the classics.

Not So Vanilla After All

Vanilla lovers have been mis-cast for too long. While most people think of you as reserved, you're actually more likely to take risks. You're willing to break from the mold while staying true to who you are.

Chocolate May Be Shy, But Still Waters Run Deep

You're creative, passionate and impulsive, known for sprinkling your personal flair on whatever you do. Contrary to popular belief, you are reserved and tend to go with the flow. But that's not to say you're mainstream—your “cutting-edge” sensibilities show an independent spirit.

Strawberry: A Delicious Mix Of Contradictions

You identify yourself as loyal, sensitive and shy. You're a dedicated employee who takes your job seriously, but you're also somewhat of a free spirit. You are down to earth but with a “twist.”

The survey also revealed:

- Real men eat strawberry—Men are more likely than women to prefer strawberry ice cream.

- Classics trump trendy—77 percent of Americans say they always return to the classics.

- Home sweet home—56 percent of Americans say their ideal ice cream experience is eating ice cream while on their couch.

- Coffeehouse regulars—Chocolate and vanilla fans are more likely to visit a coffeehouse (such as Starbucks) on a regular basis.

- Coffeehouse connections—When visiting a coffeehouse, chocolate and strawberry fans like meeting up with friends, whereas their vanilla ice cream friends are more likely to enjoy some quiet time with a book or studying.