**Ice Cream Flavor Preference**

Play-cbo004d119, based on your genetics and other factors, you are more likely to prefer vanilla ice cream over chocolate ice cream.

Which flavor do you favor?

When it comes to ice cream, do you prefer vanilla or chocolate? Your ice cream flavor preference is likely influenced by culture and previous experiences, but the impact of your genetics may be the cherry on top.

Many factors can influence your chances of preferring one ice cream flavor over another:

- **Science**: In 2016, researchers identified 739 genetic markers that are associated with preferring vanilla ice cream versus chocolate ice cream. In addition to genetics, other factors like age, sex, and ancestry can also influence your chances.

If you **prefer vanilla ice cream**, you predict:

- **63%**

If you **prefer chocolate ice cream**, you predict:

- **37%**

The scoop on your flavor preference

In the tasteful debate of vanilla versus chocolate ice cream, your preference may actually be influenced by your sense of smell. Several genetic markers associated with ice cream flavor preference are located near olfactory receptor genes, like OR11A6 and OR2M1, which contain instructions for proteins that help detect odors. While you’re eating, your brain combines information from colors and your taste buds to perceive flavor. It’s known exactly why some people favor vanilla ice cream and others prefer chocolate, but it’s possible that genetic variation in olfactory receptor genes may affect the perception of these flavors.

How we got your result

For this analysis, more than 840,000 23andMe research participants of European descent contributed their genetic data and survey responses on their ice cream flavor preference. These research participants answered whether they like ice cream flavor they like best from their genetic and survey data, we identified 739 genetic markers associated with ice cream-flavor preference. We used these genetic markers together with non-genetic factors, specifically age and sex, to create a statistical model that predicts the chances of preferring vanilla ice cream over chocolate ice cream. The model was further validated to be more accurate when applied to people of African American, East Asian, European, or Hispanic Latino descent, bringing the total number of 23andMe research participants analyzed to more than 180,000. The statistical model for people of European descent has an AUC value of 0.78.

We used the statistical model to predict each person’s chances of preferring vanilla ice cream over chocolate ice cream. The possible result predicted by the model ranges from 23% chance up to 98% chance of preferring vanilla ice cream over chocolate ice cream. The age, sex, and ancestry we used for your result are based on the information you provided in your account settings. For people of mixed ancestry or ancestors for which we do not yet have enough research participants, we determined the result based on data from people of European descent in which the group for which we have the largest sample size. 47% of 23andMe research participants reported that they prefer vanilla ice cream over chocolate ice cream.

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Change log:


Ice cream flavor is a complex trait, powered by 23andMe research, are preliminary and meant for informational purposes only.
Which flavor do you favor?
When it comes to ice cream, do you prefer vanilla or chocolate? Your ice cream flavor preference is likely influenced by culture and previous experiences, but the impact of your genetics may be the cherry on top.

Many factors can influence your chances of preferring one ice cream flavor over another:
Scientists at 23andMe identified 779 genetic markers that are associated with preferring vanilla or chocolate ice cream. In addition to genetics, other factors like age, sex, and ancestry can also influence your chances.

Of people with genetics and other factors like yours, we predict:
- 51% prefer chocolate ice cream.
- 49% prefer vanilla ice cream.

The scope on your flavor preference
In the tasteful debate of vanilla versus chocolate ice cream, your preference may already be influenced by your sense of smell. Several genetic markers associated with ice cream flavor preference are located near olfactory receptor genes, like OR10A4 and OR5W1, which contain instructions for proteins that help detect odors. While you're eating, your brain combines information from odors and your taste buds to perceive flavor. It's known exactly why some people fancy vanilla ice cream and others prefer chocolate, but it's possible that genetic variation in your olfactory receptor genes may affect the perception of these flavors.

How we got your result
For this analysis, more than 840,000 23andMe research participants of European descent contributed their genetic data and survey responses on ice cream flavor preference. These research participants answered whether they preferred vanilla or chocolate ice cream when asked which ice cream flavor they like best. From their genetic and survey data, we identified 779 genetic markers associated with ice cream flavor preference. We used these genetic markers together with non-genetic factors, specifically age and sex, to create a statistical model that predicts the chances of preferring vanilla or chocolate ice cream. The model was further validated to be more accurate when applied to people of African American, East Asian, European, or Hispanic/Latino descent, bringing the total number of 23andMe research participants analyzed to more than 160,000. The statistical model for people of European descent has an AUC value of 0.78.

We used the statistical model to predict each person's chances of preferring vanilla or chocolate ice cream. The possible result predicted by the model ranges from a 2% chance to a 98% chance of preferring vanilla or chocolate ice cream. The age, sex, and ancestry used for your result are based on the information you provided in your account settings. For people of mixed ancestry or ancestry for which we do not yet have enough research participants, we determined the result based on data from people of European descent. Ancestral group for which we have the largest sample size is 47% of 23andMe research participants reported that they prefer vanilla ice cream over chocolate ice cream.

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Geno is owned by these companies, powered by 23andMe research, are preliminary and meant for informational purposes only.
Ice Cream Flavor Preference

Which flavor do you favor?
When it comes to ice cream, do you prefer vanilla or chocolate? Your ice cream flavor preference is likely influenced by culture and previous experiences, but the impact of your genetics may be the cherry on top.

Many factors can influence your chances of preferring one ice cream flavor over another:
Scientists at 23andMe identified 729 genetic markers that are associated with preferring vanilla ice cream versus chocolate ice cream. In addition to genetics, other factors like age, sex, and ancestry can also influence your chances.

56% prefer chocolate ice cream.
44% prefer vanilla ice cream.

The scope on your flavor preference
In the taste test debate of vanilla versus chocolate ice cream, your preference may actually be influenced by your sense of smell. Several genetic markers associated with ice cream flavor preference are located near olfactory receptor genes, like OR10A6 and CR5M14, which sustain instructions for proteins that help detect odors. While you’re eating, your brain combines information from colors and your sense of taste to perceive flavor. It’s not known exactly why some people favor vanilla ice cream and others prefer chocolate, but it’s possible that genetic variation in olfactory receptor genes may affect the perception of these flavors.

How we got your result
For this analysis, more than 840,000 23andMe research participants of European descent contributed their genetic data and survey responses on ice cream flavor preference. These research participants answered whether they preferred vanilla or chocolate ice cream when asked which ice cream flavor they like best. From their genetic and survey data, we identified 729 genetic markers associated with ice cream flavor preference. We used these genetic markers together with non-genetic factors, specifically age and sex, to create a statistical model that predicts the chances of preferring vanilla ice cream over chocolate ice cream. The model was further recalibrated to be more accurate when applied to people of African American, East Asian, European, or Hispanic/Latino descent, bringing the total number of 23andMe research participants analyzed to more than 1,300,000. The statistical model for people of European descent has an AUC value of 0.518.

We used the statistical model to predict each person’s chances of preferring vanilla ice cream over chocolate ice cream. The possible result predicted by the model ranges from a 30% chance to a 98% chance of preferring vanilla ice cream over chocolate ice cream. The age, sex, and ancestry we used for your result are based on the information you provided in your account settings. For people of mixed ancestry or ancestries for which we do not yet have enough research participants, we determined the result based on data from people of European descent since that is the group for which we have the largest sample size. 47% of 23andMe research participants reported that they prefer vanilla ice cream over chocolate ice cream.

Read more:
Change log:
• June 2018: Ice Cream Flavor Preference report created.

*Note: This result is purely scientific and intended for informational purposes only.