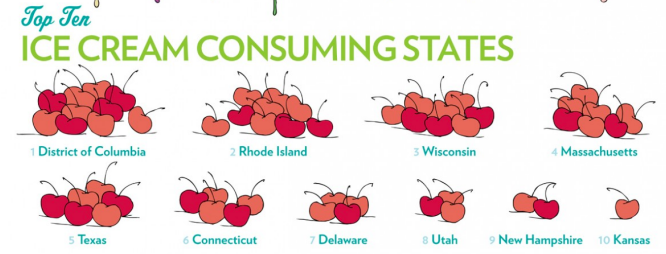
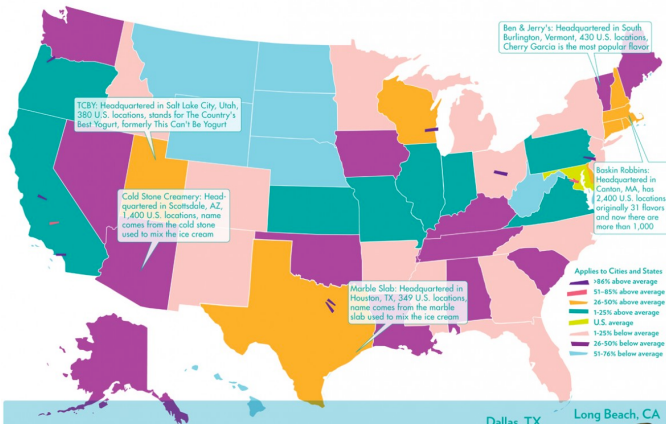


# ICE CREAM COUNTRY

The Cities and States That Eat the Most Ice Cream in America



Methodology: Rankings are selected from a pool of the top 100 largest cities in the US based on population (including New York's 5 boroughs as separate cities). Examined all households which had a credit card transaction at ice cream and frozen yogurt vendors. Examined total number of transactions per city and ranked on a per capita basis.

## Ice Cream Cities: Which Ones Eat The Most

This anecdotal text speaks to its audience in a very relational tone, a endearing and enticing one in order to appeal to the reader. The pictures are very alluring, bright with color and heavy in variety. This text is important because it falls under the genre of descriptive. If eating ice cream wasn't already fun then this information just makes it that much sweeter.

Notable features include the references to big ice cream chains and top ten consuming cities as well as states. These kind of statistics demonstrate the popularity of the dessert within the nation.

The infographic helps engage the eyes of the reader to see the rankings amongst different states all across the nation. This numerical ranking systems implores a hierarchy of ice cream consumed in different cities. According to the graphic, the numbers imply that several states indulge themselves more than others.

This may also call some attention to the eating habits the citizens of the United States are undertaking. Not only do people love ice cream but it makes you think, when is enough, enough?

This text is all about what's being eaten and where. From the Californians in Long Beach to the Texans in Dallas, nothing makes them scream like ice cream.