



Poll Position

National Poll of 1,076 Registered Voters · Conducted 01.10.12 · Margin of Error +/- 3 percentage points*

9. Which doughnut store's doughnuts do you like the best? Dunkin' Donuts, Krispy Kreme or some other place?

	Age					Race				Gender		Party		
	Total	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female	Republican	Democrat	Independent
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Krispy Kreme	37.5	46.2	40.8	34.5	28.2	31.6	51.5	57.6	28.1	32.7	42.0	43.1	42.7	24.1
Dunkin' Donuts	20.0	18.5	17.8	22.9	19.8	20.7	24.5	13.6	7.0	20.7	19.4	20.8	17.9	21.6
Some other place	26.7	24.9	31.0	23.0	28.6	30.1	12.6	20.1	40.6	34.7	19.2	23.1	25.6	32.5
No opinion	15.8	10.3	10.3	19.6	23.4	17.6	11.5	8.7	24.2	11.9	19.4	12.9	13.8	21.8

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.