



TOPLINE & METHODOLOGY

Cream-filled donuts most popular flavor amongst Americans

Nearly three in four say free donuts has no impact on decision to get vaccinated

Washington, DC, June 3, 2021 – A recent Ipsos poll finds cream-filled donuts are the most popular donut flavor, followed by plain glazed. The poll also finds that close to three in four Americans say that donut companies offering free donuts to those that are vaccinated will have no impact on their decision to get the COVID-19 vaccine.

Detailed Findings

1. As National Donut day approaches, the most popular donut flavor chosen is cream-filled donuts (22%).
 - Plain glazed donuts are the second most popular choice (18%). Chocolate glazed (12%), cake/old fashioned (9%) and jelly-filled (9%) round out the top 5.
 - Close to three in four Americans say that donut companies offering free donuts will have no impact on their decision to get vaccinated (74%); just 6% say it would have an impact.

These are the findings of an Ipsos poll conducted between May 21 – 24, 2021. For this study, a sample of 1,026 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.





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Ipsos Understanding Society Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: May 21 – May 24, 2021

Number of interviews: 1026

Number of Gen Z interviews: 92

Number of Millennial interviews: 215

Number of Gen X interviews: 249

Number of Baby Boomer interviews: 470

Margin of error: +/-3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. What is your favorite kind of doughnut?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Cream-filled	22%	22%	18%	25%	21%
Plain glazed	18%	12%	18%	21%	17%
Chocolate glazed	12%	19%	16%	11%	9%
Cake/ old fashioned	9%	5%	6%	10%	12%
Jelly-filled	9%	8%	6%	10%	10%
Topped with sprinkles	4%	11%	9%	2%	1%
Chocolate cake	3%	4%	4%	2%	3%
Something else	8%	7%	11%	3%	9%
I don't eat doughnuts	15%	12%	12%	17%	18%
Skipped	1%	-	1%	1%	*

2. Some doughnut companies are offering a free doughnut to those that have been fully vaccinated against COVID-19. Does this have any impact on your decision to get vaccinated?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
A major impact	2%	1%	3%	1%	2%
A minor impact	4%	9%	5%	4%	1%
No impact at all	74%	75%	76%	77%	71%
Doesn't apply to me	20%	15%	16%	18%	25%
Skipped	1%	-	*	1%	*



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About the Study

This poll was conducted May 21 – 24, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,026 general population adults age 18 or older. The sample includes 92 Gen Zers, 215 Millennials, 249 Gen Xers, and 470 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.18. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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