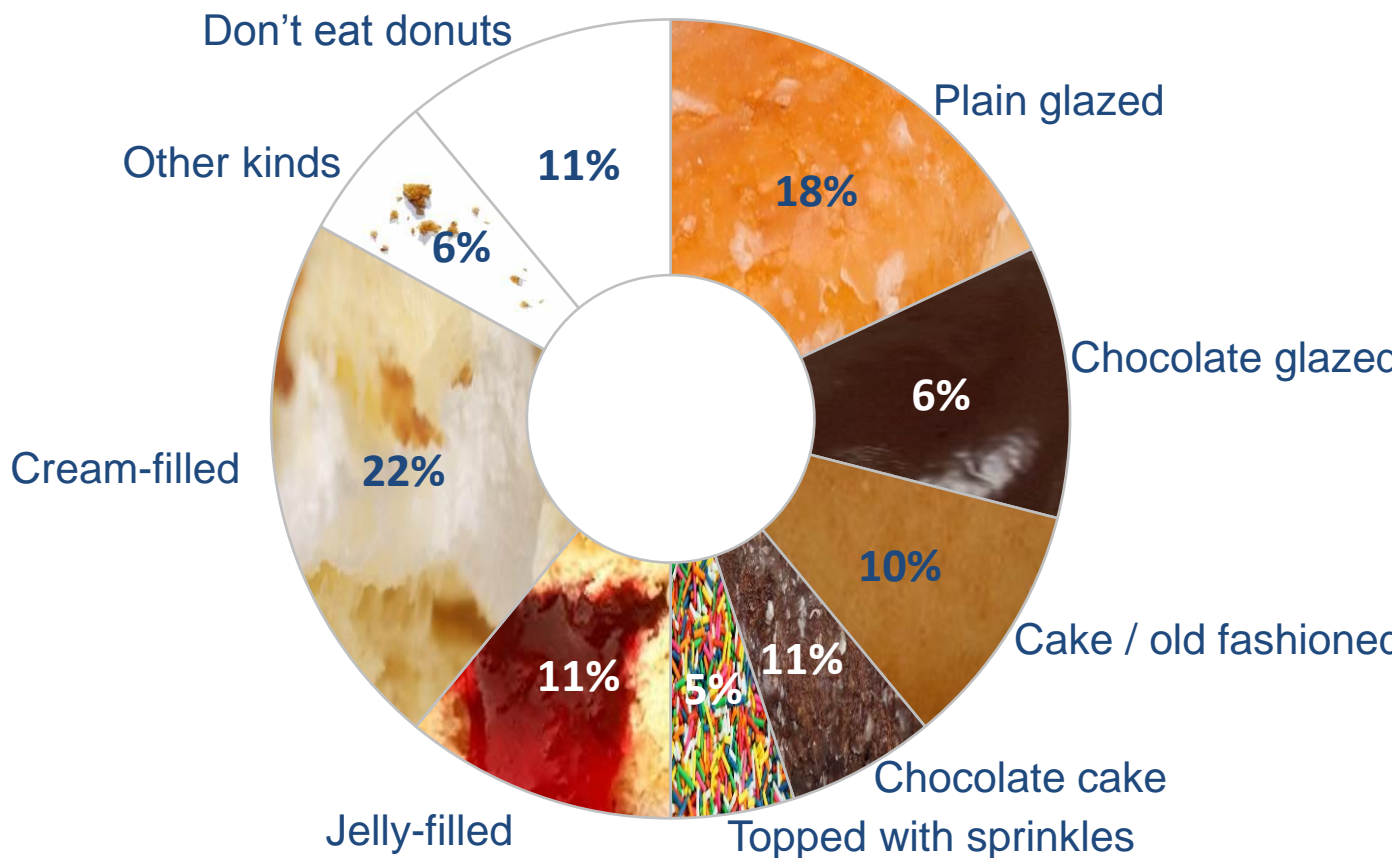


What is your favorite kind of donut?



Source: Ipsos Poll May 2015

Methodology:

These are findings from an Ipsos poll conducted May 26-29, 2015. For the survey, a sample of 1,006 Americans was interviewed online in English.

The sample for this study was drawn from Ipsos's online panel and partner online panel sources and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.