

# AMERICA'S FAVORITE DONUT OF 2022



...AND WHY APPLE FRITTERS ARE NOT A WOMAN'S DONUT

LAST MONTH, 472 DONUT EATERS  
VOTED FOR THEIR FAVORITE DONUT.

OUR SAMPLE WAS BALANCED TO U.S.  
CENSUS BY GENDER, AGE, AND INCOME

2022 WINNER:  
BOSTON CREAM

SECOND PLACE:  
PLAIN GLAZED

THIRD PLACE WAS HEAVILY SPLIT BY  
GENDER –

MEN CHOSE LARGE APPLE FRITTERS  
(4X MORE THAN WOMEN), WHILE  
WOMEN CHOSE RASPBERRY GLAZED

WHY SUCH A LARGE GENDER GAP IN  
LARGE APPLE FRITTERS?

LET'S FIND OUT..

HYPOTHESIS:  
MEN PREFER LARGER  
DONUTS



THEY DO!

MEN ABOUT TWICE AS LIKELY TO BUY  
LARGE OF ANY FLAVOR.

IN ADDITION, WHEN WOMEN BUY  
LARGE, THEY SKIP FRITTERS AND  
CHOOSE CHOCOLATE GLAZED.

HYPOTHESIS:  
APPLE FLAVOR IS  
DRAW TO BUY FRITTER

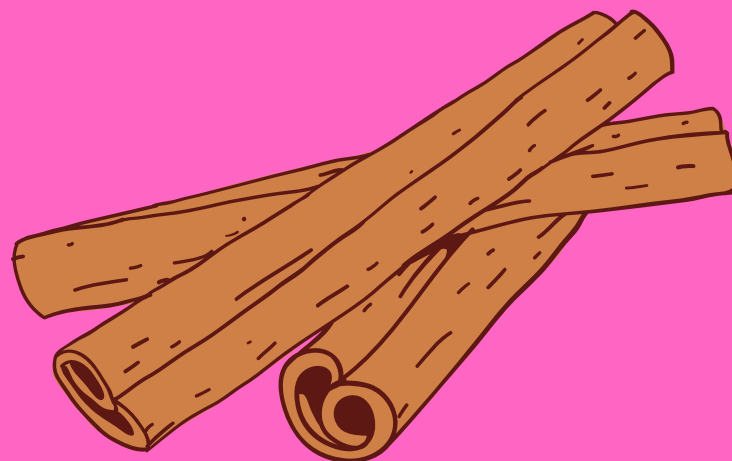




NOT TRUE.

MEN NOT MORE LIKELY TO PICK ANY  
OTHER APPLE FLAVORED DONUT (I.E.  
APPLE FILLED OR REGULAR SIZE APPLE  
FRITTER).

# HYPOTHESIS: MEN PREFER CINNAMON FLAVOR



KIND OF..

MEN ~2X AS LIKELY TO BUY ANY  
CINNAMON DONUT - HOWEVER,

MEN PURCHASED REGULAR SIZED APPLE  
FRITTERS MORE THAN LARGE  
CINNAMON ROLLS - MEANING THE  
APPLE CINNAMON COMBO IS KEY, NOT  
THE SIZE

## CONCLUSION:

A LARGE PLAIN APPLE OR CINNAMON DONUT NOT AS APPEALING AS SMALL CINNAMON AND APPLE FLAVOR DONUT.

THEREFORE THE COMBINATION OF APPLE/CINNAMON IS MAIN DRIVER FOR SELECTING LARGE APPLE FRITTER AS FAVORITE.



AND JUST FOR FUN...

OTHER "DUDE" FLAVORS:

CRUMB

BEAR CLAW

MALASADAS

OTHER "LADY" FLAVORS:

TOASTED COCONUT

VANILLA SPRINKLE

"UNGENDERED" FLAVORS:

SUGAR RAISED

GLAZED BUTTERMILK

APPLE FILLED

# THANK YOU!



YES, THIS WAS A REAL STUDY CONDUCTED IN JANUARY 2022 VIA ONLINE SURVEY TO N=472 DONUT EATERS IN U.S. RESULTS ARE A PARODY BUT THEY ALSO STAT TESTED AT 95% CONFIDENCE INTERVAL BECAUSE I AM A PROFESSIONAL IF NOTHING ELSE