



DOUGHNUT DEVOUTS: THE WELL ROUNDED PICTURE

Fun fact: National Doughnut Day, typically observed on the first Friday of June each year, was established in 1938 as a fundraiser for The Salvation Army in Chicago. Will you be celebrating National Doughnut Day this year? Take a bite out of the data below and learn a few morsels about other people who love donuts!

LOCATION

Likelihood of doughnut lovers living in...

MORE LIKELY | LESS LIKELY



Boston
+242.0%



Hartford / New Haven
+230.0%



San Francisco
-47.9%



Dallas
-24.9%

WORK

Likelihood of donut lovers working in...

MORE LIKELY | LESS LIKELY



Transportation
+35.6%



Construction
+24.5%



Education
-34.9%



Health care
-17.0%

AUTO

Likelihood of doughnut lovers driving...

MORE LIKELY | LESS LIKELY



Minivan
+4.0%



Pickup Truck
-70.0%

TRAVEL

Likelihood of doughnut lovers traveling to...

MORE LIKELY | LESS LIKELY

FLORIDA

Florida
+42.5%

TEXAS

Texas
-38.7%

INTERESTS

Likelihood of doughnut lovers being interested in...

MORE LIKELY | LESS LIKELY



Children's television programming
+26.0%



Celebrities
+21.0%



Watching sports
-31.5%



Reading about business
-58.8%

Contact sales@exponential.com to learn how Exponential can help you identify your brand's most relevant audiences and make meaningful connections that drive consumer action.



Exponential utilized data from MasterCard to identify over 15,000 users who had made purchases at a donut shop. Using anonymous profiles comprised of varying interest and intentions from a taxonomy of 50,000 topics, Exponential identified predictive behaviors for these purchases. Results are weighted to be representative of the U.S. population. Each percentage reflects the likelihood of a user profile to show an interest in a topic or exhibit a specific quality, as compared against the U.S. population as a whole.