

Omnibus Poll

August 1 - 2, 2013



1.

Have you heard about the "cronut"?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	21%	24%	19%	19%	23%	23%	18%	20%	20%	25%	22%	17%
No	68%	65%	72%	64%	65%	70%	74%	70%	68%	67%	69%	61%
Not sure	11%	12%	10%	17%	12%	7%	8%	10%	12%	8%	9%	22%
Totals (Unweighted N)	100% (1,000)	100% (463)	100% (537)	100% (190)	100% (287)	100% (358)	100% (165)	100% (329)	100% (428)	100% (243)	100% (892)	100% (108)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	21%	22%	25%	11%	12%	12%	21%	37%	32%	26%	21%	20%	19%
No	68%	67%	71%	74%	57%	80%	69%	58%	65%	65%	64%	71%	72%
Not sure	11%	11%	4%	15%	31%	8%	10%	6%	3%	10%	15%	10%	9%
Totals (Unweighted N)	100% (1,000)	100% (798)	100% (98)	100% (104)	100% (37)	100% (347)	100% (339)	100% (185)	100% (92)	100% (152)	100% (196)	100% (363)	100% (289)

Omnibus Poll

August 1 - 2, 2013



2.

The "cronut" is a combination of a donut and a croissant. Would you buy one, even if you had to wait in line for a long time?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Not interested	52%	55%	50%	45%	47%	58%	57%	49%	54%	55%	52%	50%
Yes, if there was no wait	29%	30%	27%	27%	32%	26%	31%	27%	31%	28%	30%	21%
Yes, if the wait was less than ten minutes	14%	9%	18%	18%	14%	12%	9%	18%	9%	15%	12%	20%
Yes, if the wait was less than an hour	3%	4%	3%	8%	2%	3%	0%	2%	5%	2%	3%	7%
It sounds so good, I'd be willing to wait more than an hour	2%	3%	2%	1%	5%	1%	3%	4%	2%	1%	2%	2%
Totals (Unweighted N)	100% (1,000)	100% (463)	100% (537)	100% (190)	100% (287)	100% (358)	100% (165)	100% (329)	100% (428)	100% (243)	100% (892)	100% (108)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Not interested	52%	55%	35%	53%	62%	51%	48%	48%	65%	48%	51%	53%	57%
Yes, if there was no wait	29%	29%	33%	25%	16%	34%	28%	34%	23%	32%	28%	30%	26%
Yes, if the wait was less than ten minutes	14%	12%	22%	15%	13%	12%	16%	14%	10%	16%	13%	13%	12%
Yes, if the wait was less than an hour	3%	2%	6%	7%	2%	2%	6%	2%	1%	3%	7%	1%	3%
It sounds so good, I'd be willing to wait more than an hour	2%	2%	4%	0%	7%	2%	1%	2%	1%	1%	1%	3%	2%
Totals (Unweighted N)	100% (1,000)	100% (798)	100% (98)	100% (104)	100% (37)	100% (347)	100% (339)	100% (185)	100% (92)	100% (152)	100% (196)	100% (363)	100% (289)