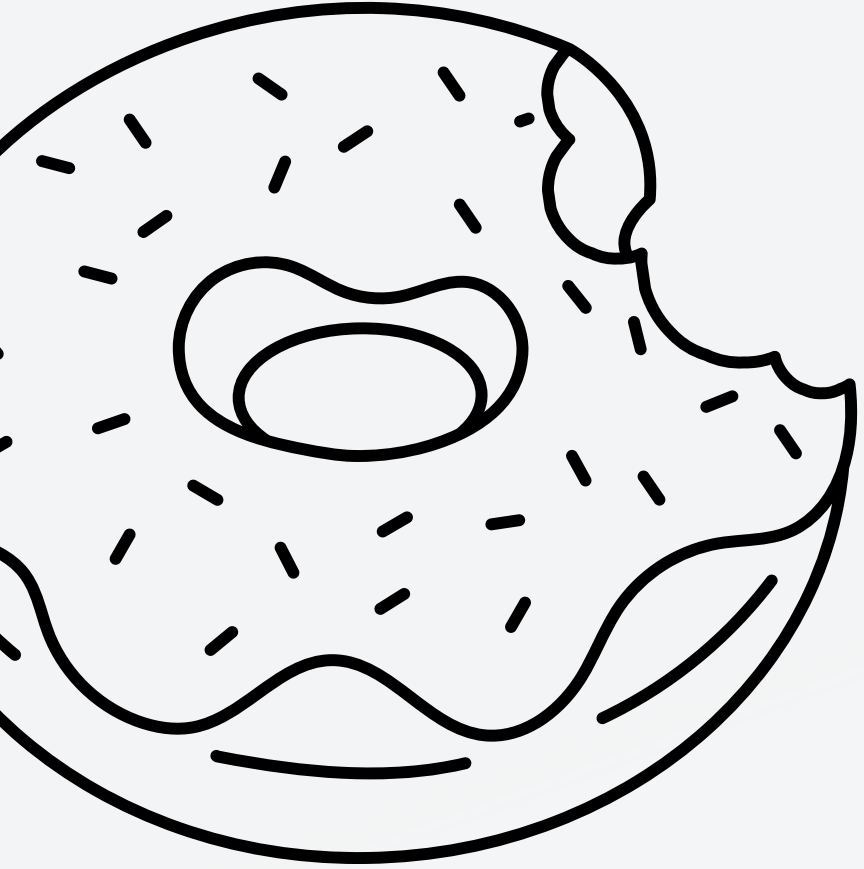


NATIONAL DONUT DAY



By Mrisha Sharma



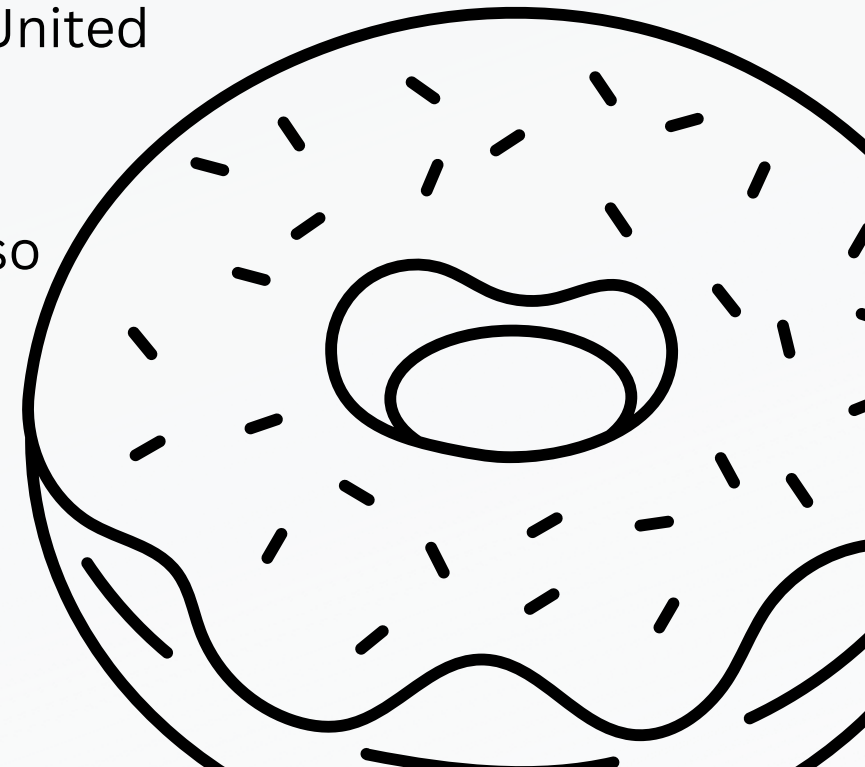
What is National Donut Day?

National Donut Day traces its roots back to World War I, where the Salvation Army's "Lassies" provided invaluable support to American soldiers by offering them homemade donuts. These treats became a symbol of comfort during the hardships of war. The female volunteers of the Salvation Army affectionately known as "Donut Dollies," baked donuts for American soldiers stationed overseas.

In 1938, the Salvation Army in Chicago officially established National Donut Day to honor the Lassies' contributions during the war. Celebrated every year on the first Friday of June, this day serves as a tribute to their dedication.

Over the years, National Donut Day has evolved into a cherished tradition in the United States, embraced by donut shops, bakeries, and enthusiasts nationwide.

National Donut Day not only commemorates this historic contribution but also celebrates the enduring love for one of America's favorite treats.



Data Sources

Google Trends

Conducted the search interest of 10 years for National Donut Day a comparative Google Trend analysis for data worldwide using the search term "National Donut Day" and “National Doughnut Day” for a period of 10 years from 2014 to 2024

Wikipedia Pageview Analysis

Conducted volume over time search for the number of clicks for "National Donut Day" and “National Doughnut Day” for the United States of America for a period of nine years from 2015 - 2024.

Brandwatch

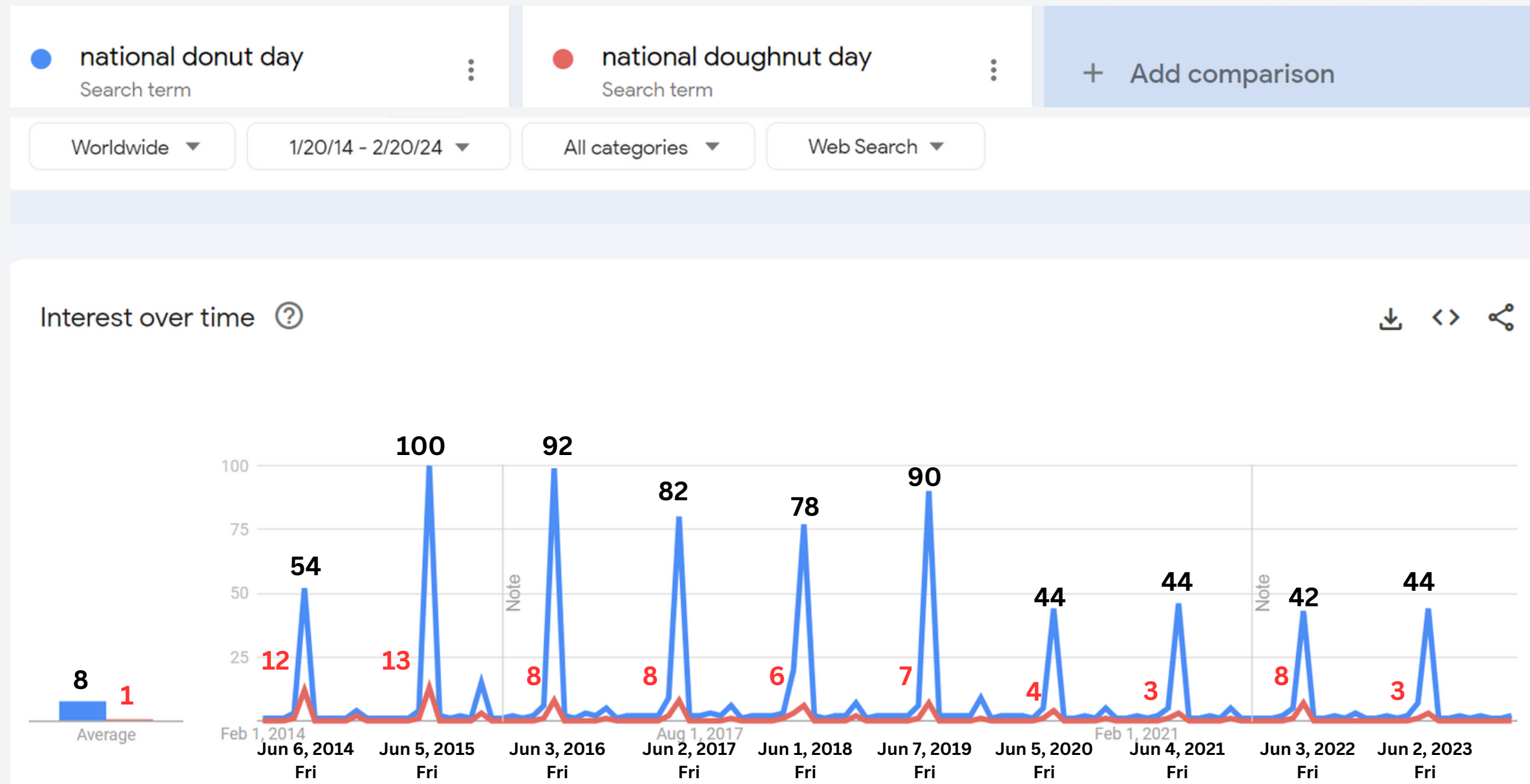
A 10-year analysis from 2014 to 2024 of the volume of posts worldwide for the query dataset “National Donut Day” using the Boolean "national donut day" OR "national doughnut Day" OR #nationaldonutday OR #nationaldoughnutDay.

Examined and compared the data for benchmark years 2019 and 2022. The three days for 2019 are from June 6th to June 8th and for 2022 the days are June 2nd to June 4th. The posts are sorted in terms of days, hours and content sources namely Twitter, Reddit and Online News. The language is English only and data is worldwide.

Google Trends

2014 to 2024





- The search term “National Donut Day” which is represented in the color blue in the graph is far more popular than “National Doughnut Day” shown in red color in the graph. The “Average” value for “National Donut Day” is 8 while for “National Doughnut Day” the value stands at 1. The day of the week is the “First Friday of June” every year.
- Interest level reached the peak on June 5, 2015 (46% rise from the previous year i.e. 2014) with almost maintaining levels above 70 for the next three years after which there is again a peak in 2019.
- There is a significant decline in the search term “National Donut Day” with a negative 51.11% from 2019 to 2020.
- Overall over a period of 10 years, the search term "National Donut Day" has shown consistent popularity without any significant fluctuations in the graph.
- The other smaller peaks for both search terms can be seen in November every year which marks the second and a less popular National Donut Day that falls annually on November 5th.

Wikipedia Pageview Analysis

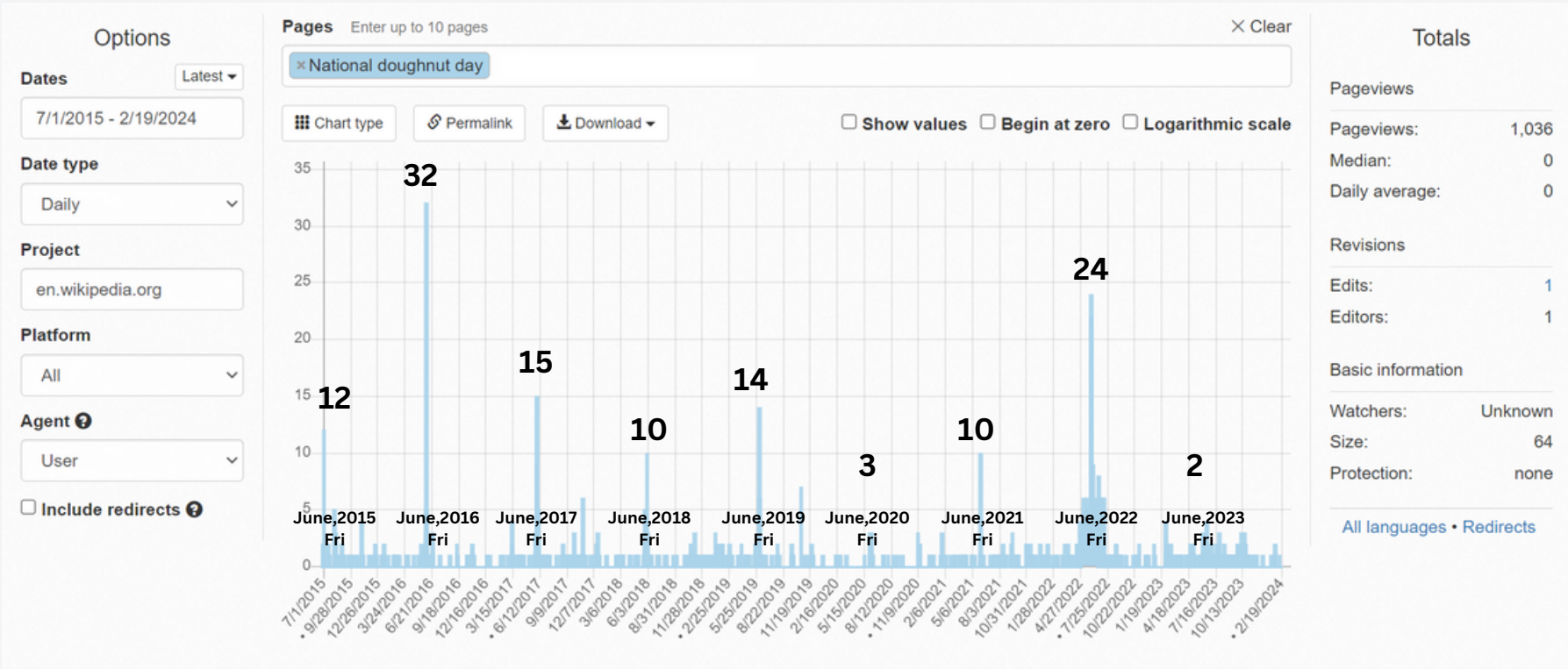
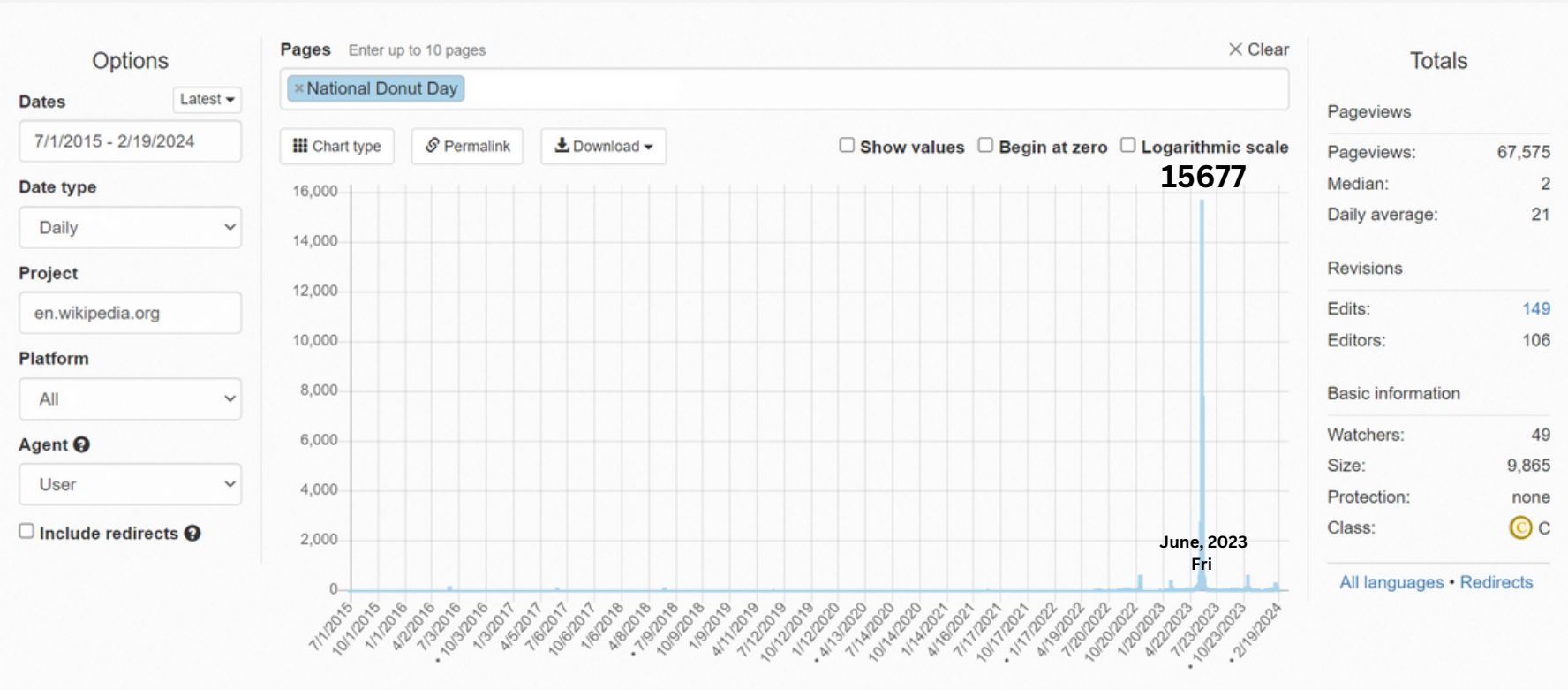
2015 to 2024



National Donut Day

VS

National Doughnut Day

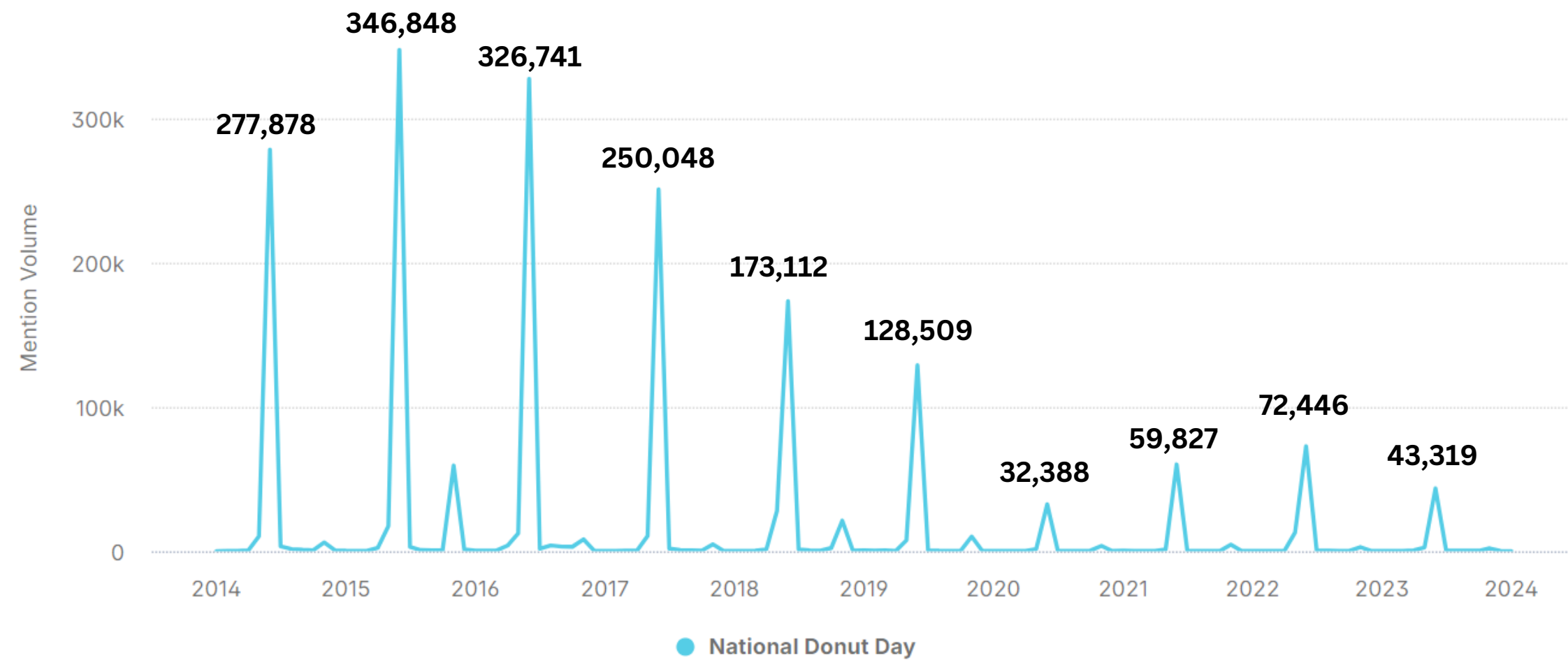


- The volume of page views for “National Donut Day” is 67,575. However, the volume for “National Doughnut Day” is only 1036. The drastic difference in clicks between the two terms amounts to a negative 66,539 page views for “National Doughnut Day”.
- The peak for “National Donut Day” occurred in June 2023 with 15677 number of clicks. There were no other significant peaks noticed from 2014 to 2024.
- The search with the word “Doughnut” peaked in 2016 at 32-page clicks after which it declined with another peak in 2022 with 24-page clicks.

Brandwatch

2014 to 2024



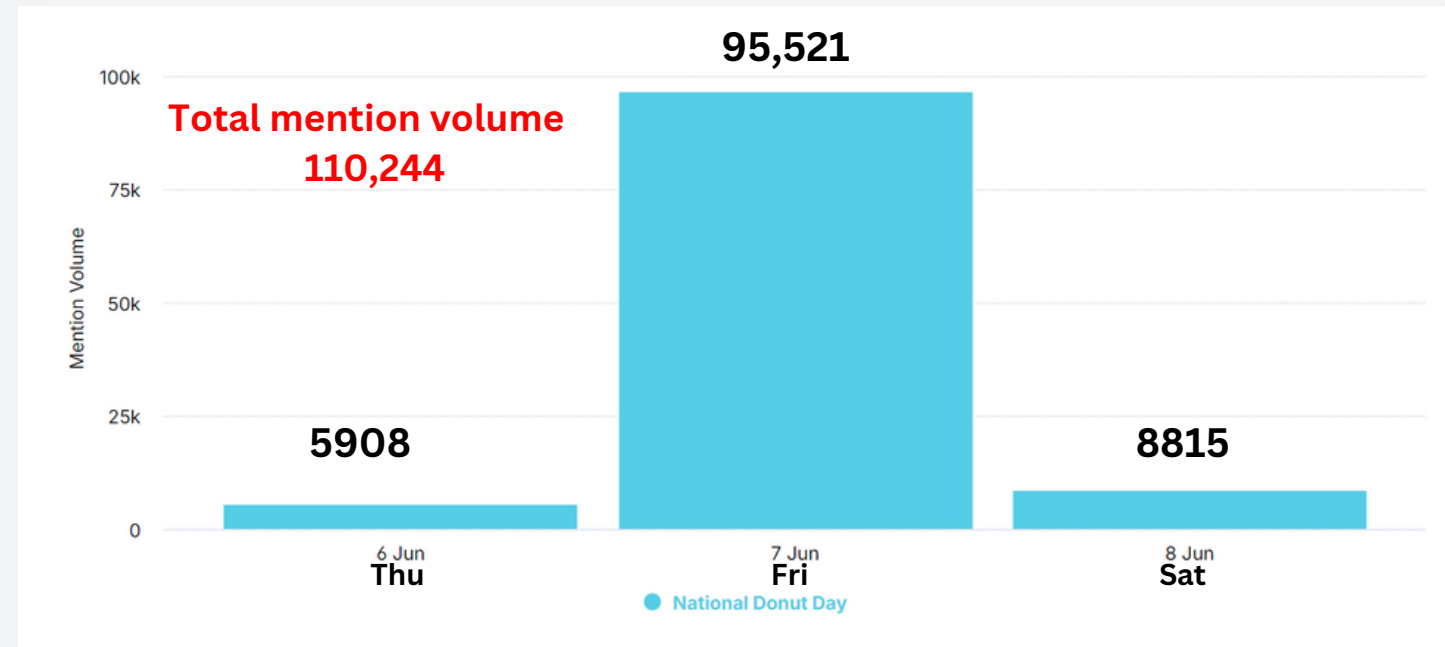


- The highest volume of posts occurred in 2015 at 346,848 posts which is similar to Google Trends where 2015 saw the highest peak in search interest.
- The second highest peak is in 2016 at 326,741 which is similar to the Wikipedia Pageview Analysis report where “National Doughnut Day” saw the highest number of clicks.
- A substantial decrease in the volume of posts can be seen in the following years with a difference of negative 283,422 posts from the year 2016 to 2023.
- Similar to Google Trends, small peaks in November can be observed in this graph as well when the second National Donut Day is celebrated on November 5th every year.

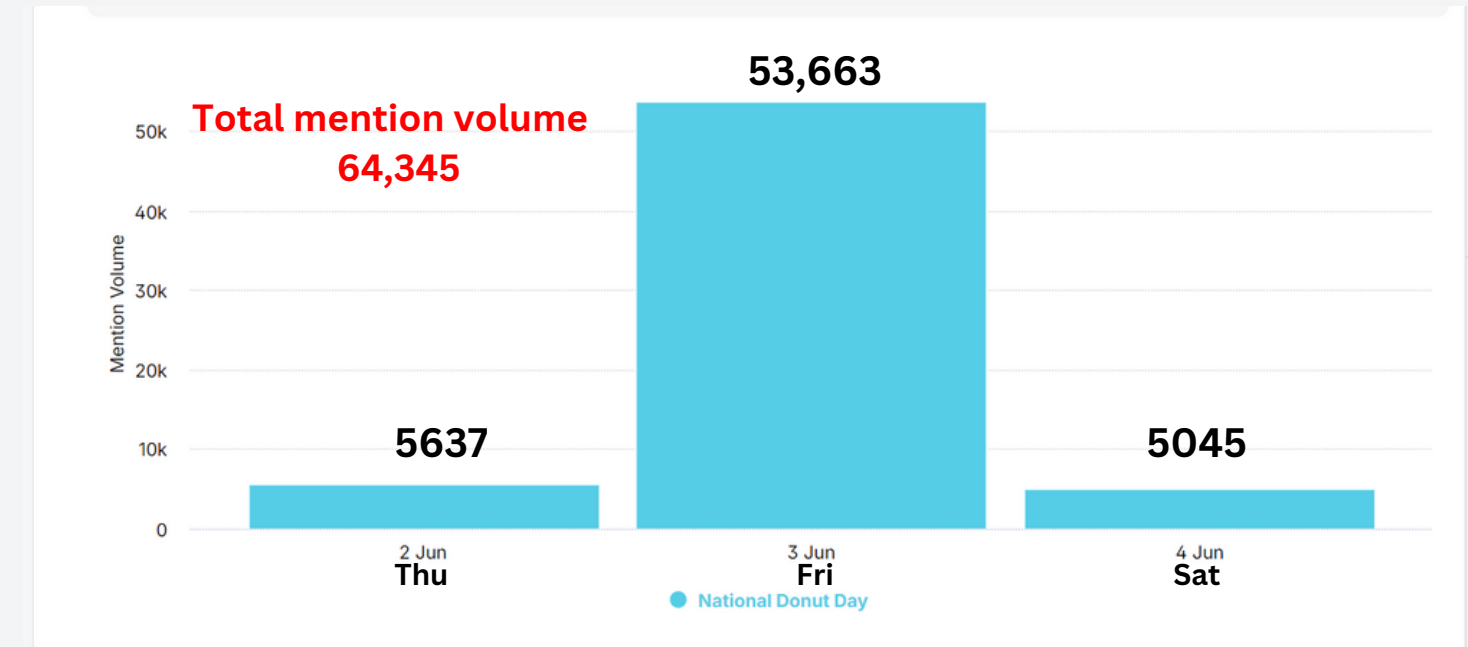
Benchmark analysis 2019 and 2022



Mention Volume over time by DAYS in 2019 and 2022



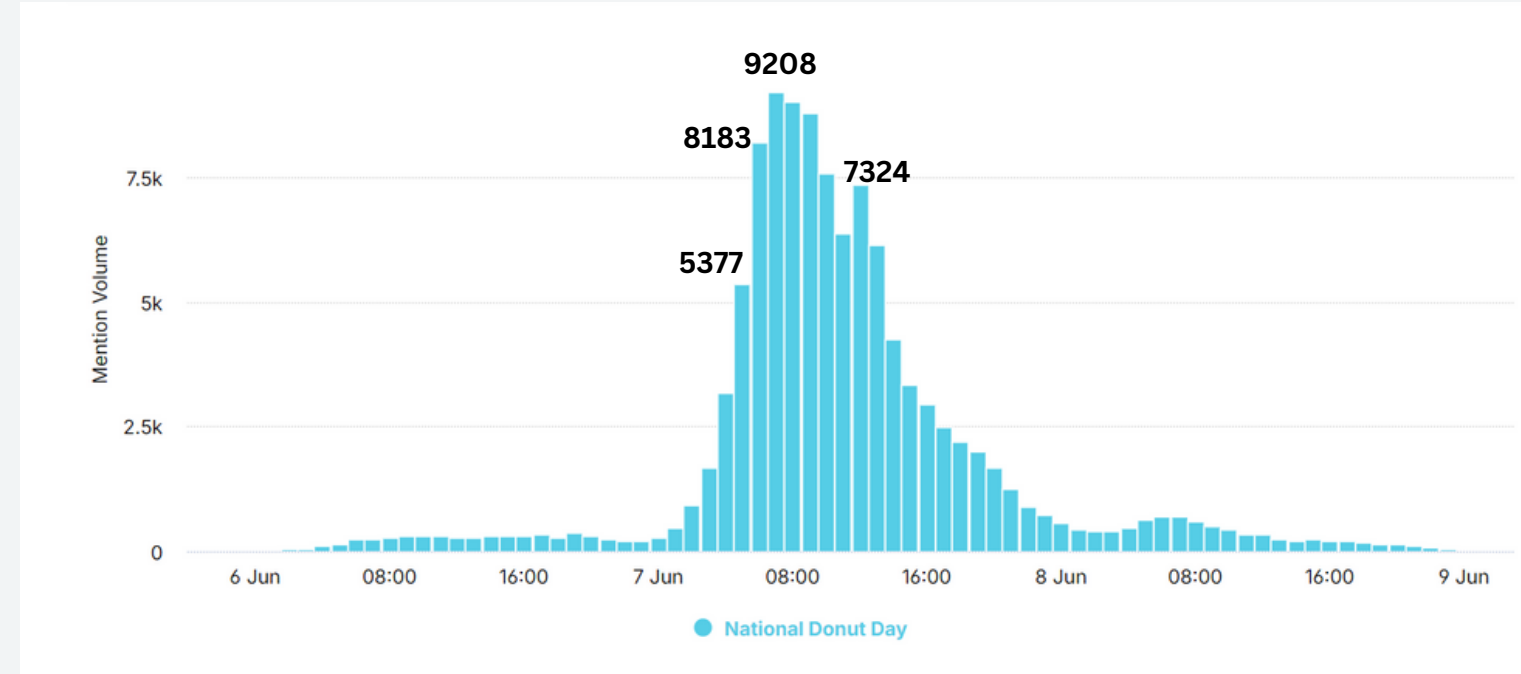
2019



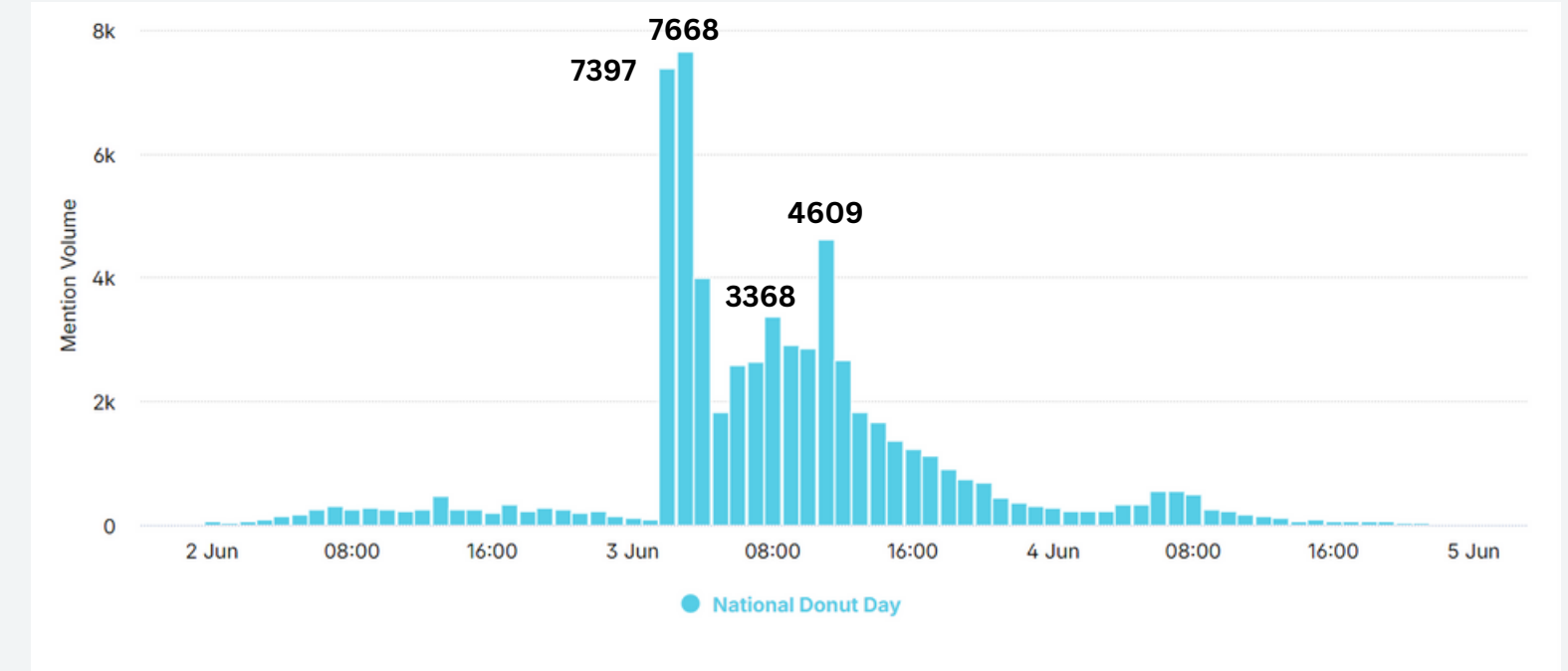
2022

- The highest peak in the volume of posts in both 2019 and 2022 was observed on the actual day of the occasion, which is "National Donut Day." The volume of posts decreased before and after the day of celebration.
- The highest peak in 2019 was on June 7 at 95521 posts. However, the highest peak for 2022 was on June 3 at 53,663 posts which is significantly lower than 2019.
- The total mention volume of posts for 2019 is 110,244 and for 2022 is 64,345 posts. The volume of posts is significantly higher in 2019 as compared to 2022 with a difference of 45,899 posts between both the years.

Mention Volume Over Time by Hours for 2019 and 2022



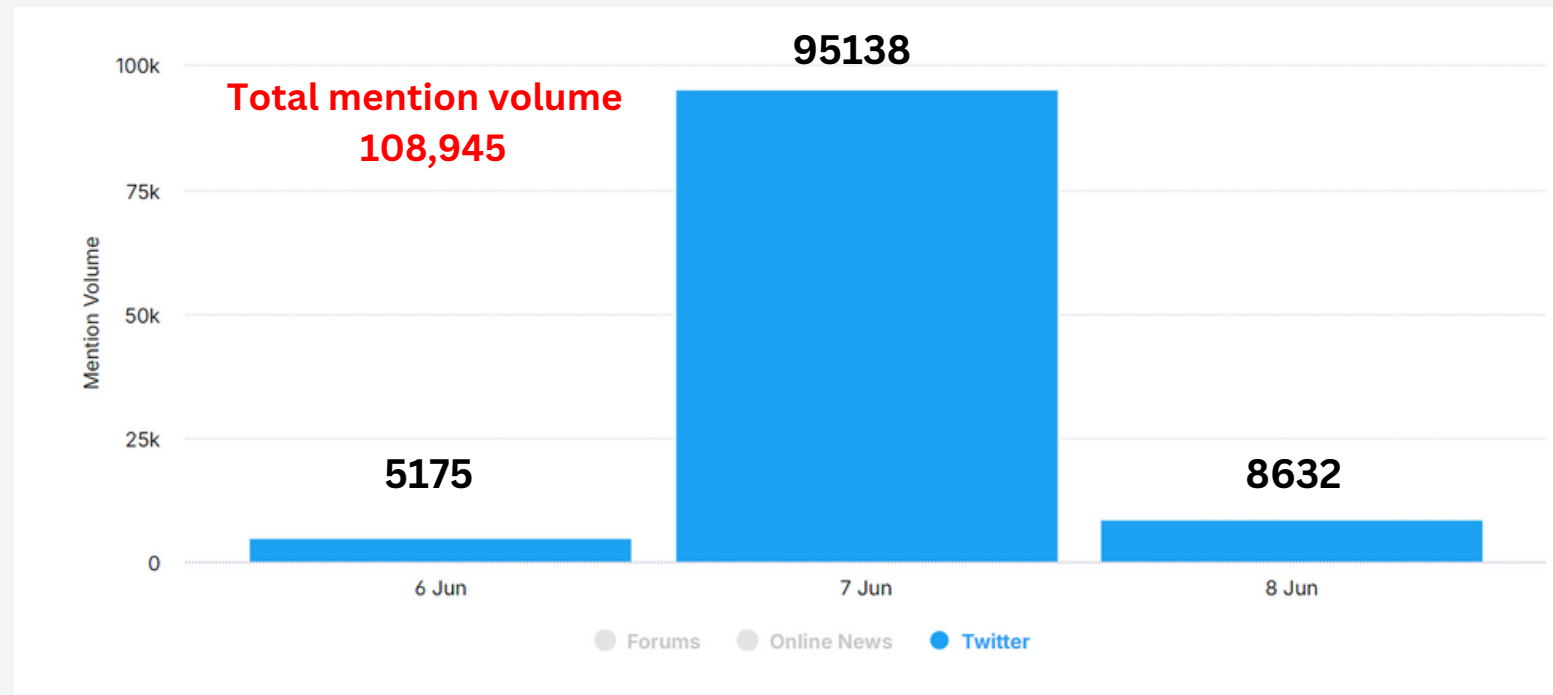
2019



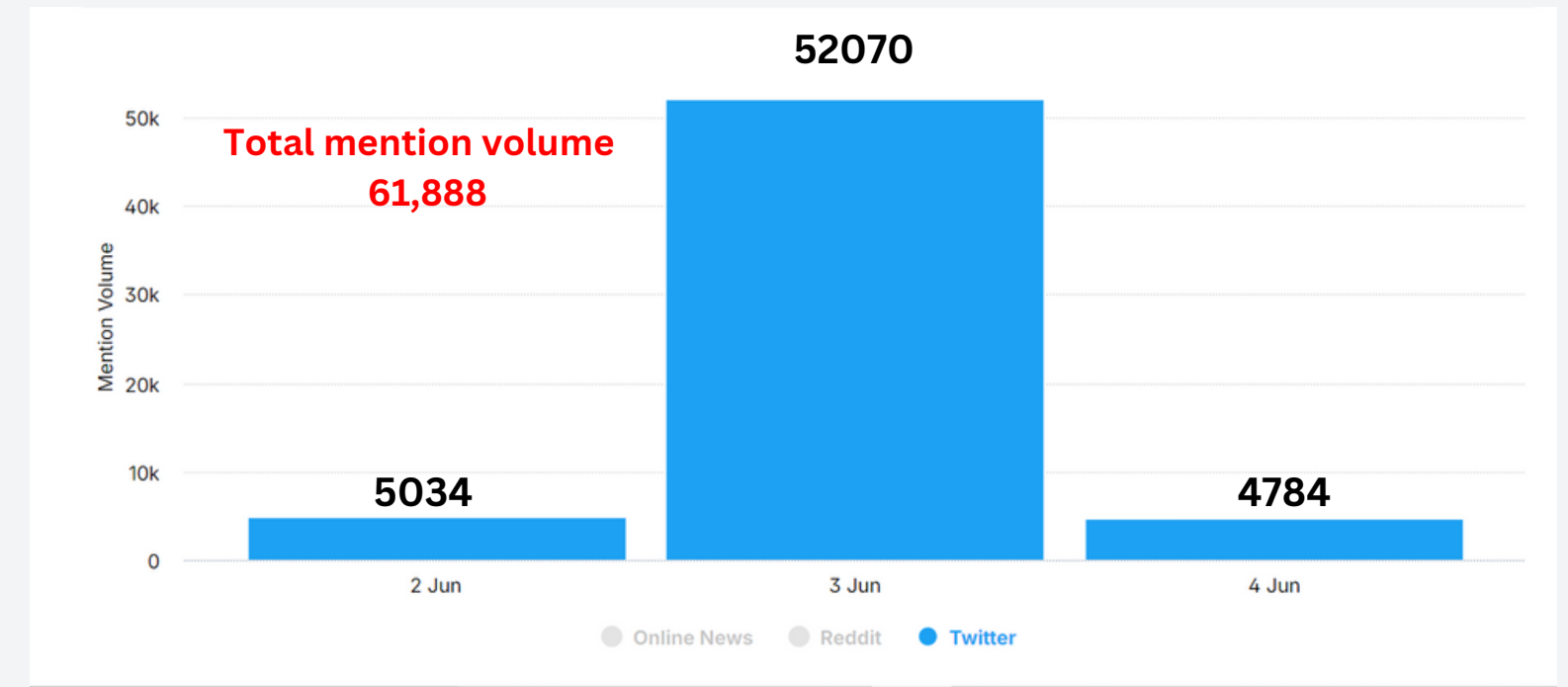
2022

- The highest peak in 2019 was noted on June 7th at 07:00 AM with a total of 9208 posts. However, the peak for 2022 is at 7668 posts which occurs at 03:00 AM on June 3rd.
- The graph for 2019 is more consistent, forming a bell curve that consistently rises and then consistently falls. The volume of posts starts to increase from 05:00 AM with 5377 posts and continues till the peak and then gradually declines.
- The graph for 2022 is inconsistent because it suddenly gains momentum early in the morning with 7668 posts followed by a drastic drop at 3368 posts and again gains pace at 11:00 AM with 4609 posts followed by a continuous decline.
- Both the years show that people are actively posting early in the morning through the afternoon. The activity sees a decline post noon.

Mention Volume Over Time for Twitter



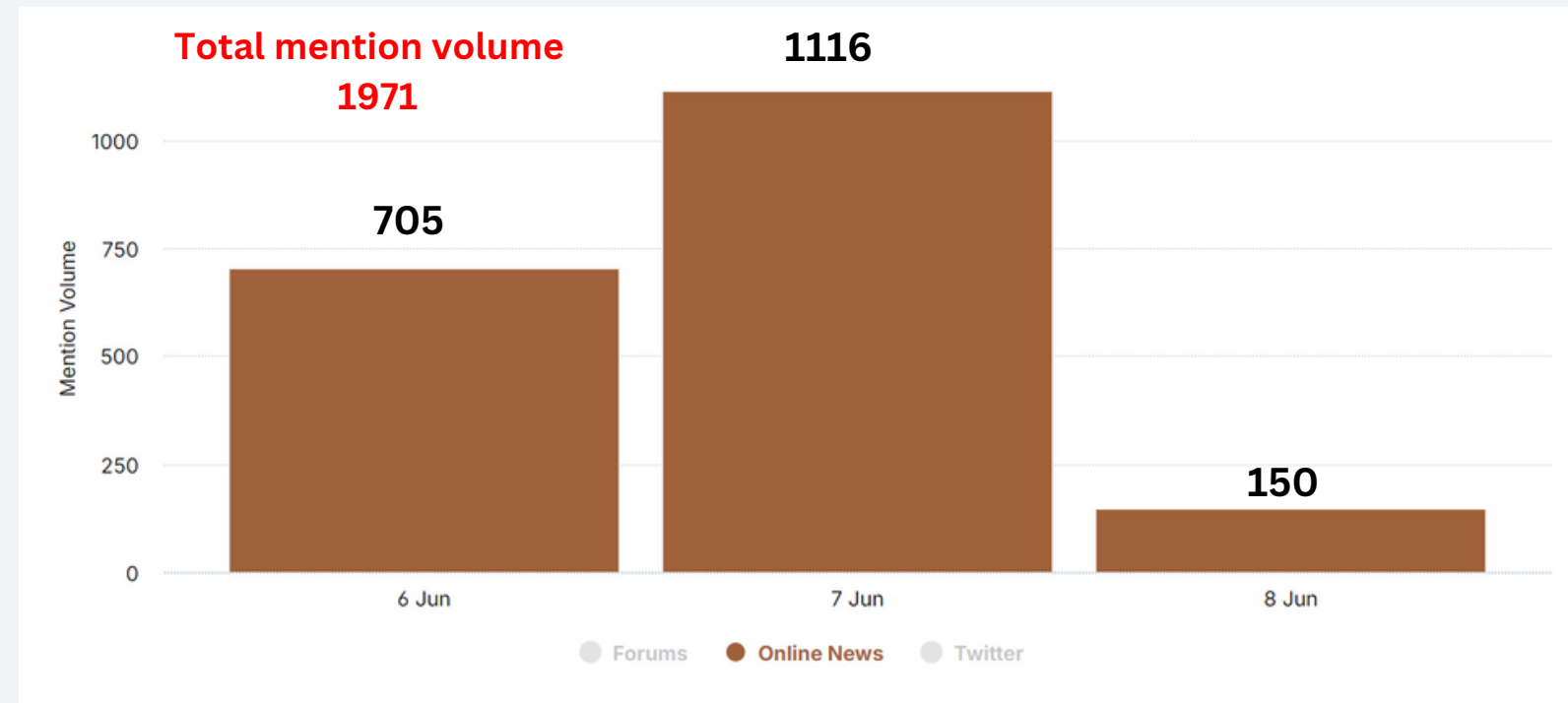
2019



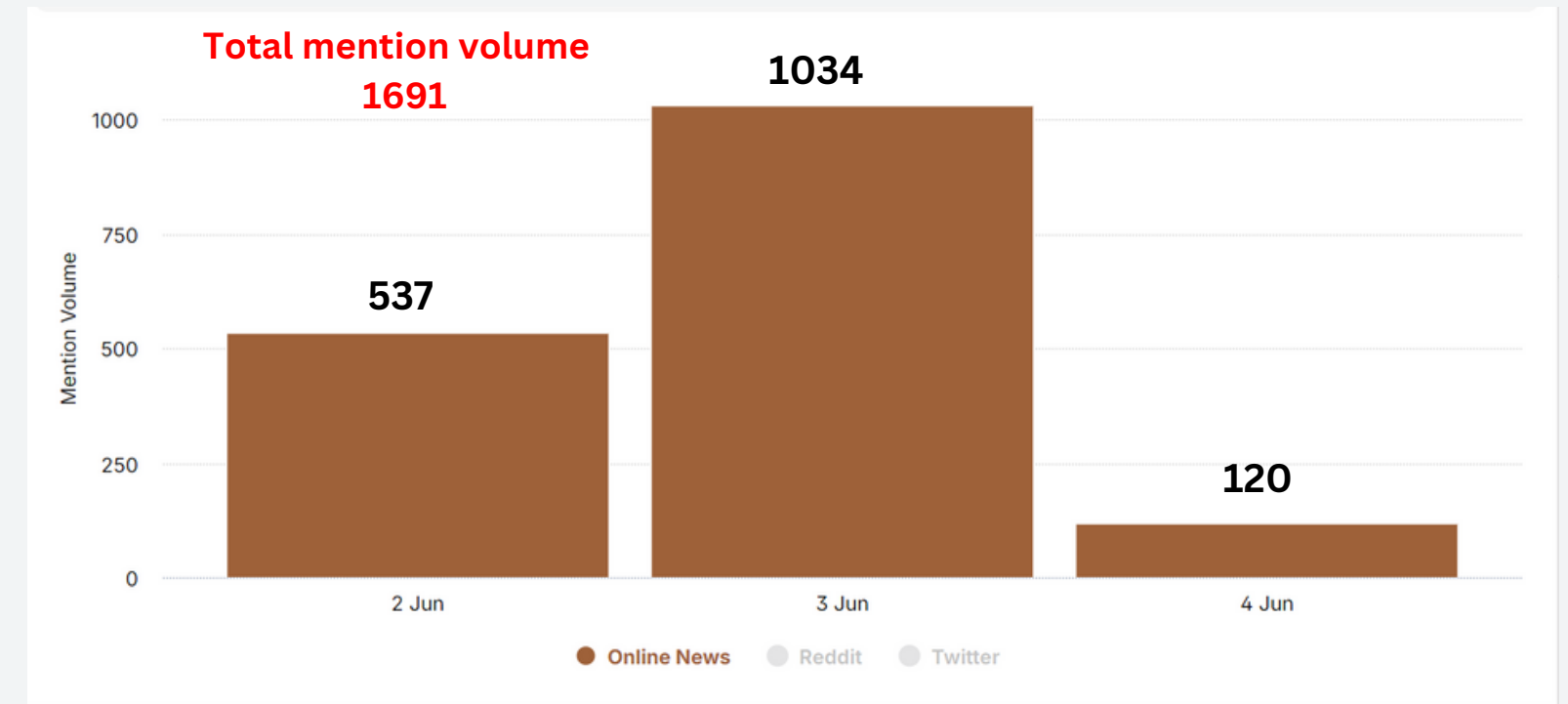
2022

- The comparison for three days in 2019 and 2022 shows that both years have the highest volume of posts on Twitter on the specific day of the celebration that is on “National Donut Day”.
- In 2019, the total volume of Twitter posts amounted to 108,945, surpassing the count for 2022, which stood at only 61,888 posts, reflecting a difference of 47,057.
- The highest peak for June 7, 2019, is at 95138, compared to 52070 posts on June 3, 2022. There is a decline in the volume of posts in 2022 with a difference of 43,069 posts between both the years.
- The volume was higher the next day June 8, 2019, as compared to June 4, 2022, with a difference of 3848 posts.

Mention Volume Over Time for Online News



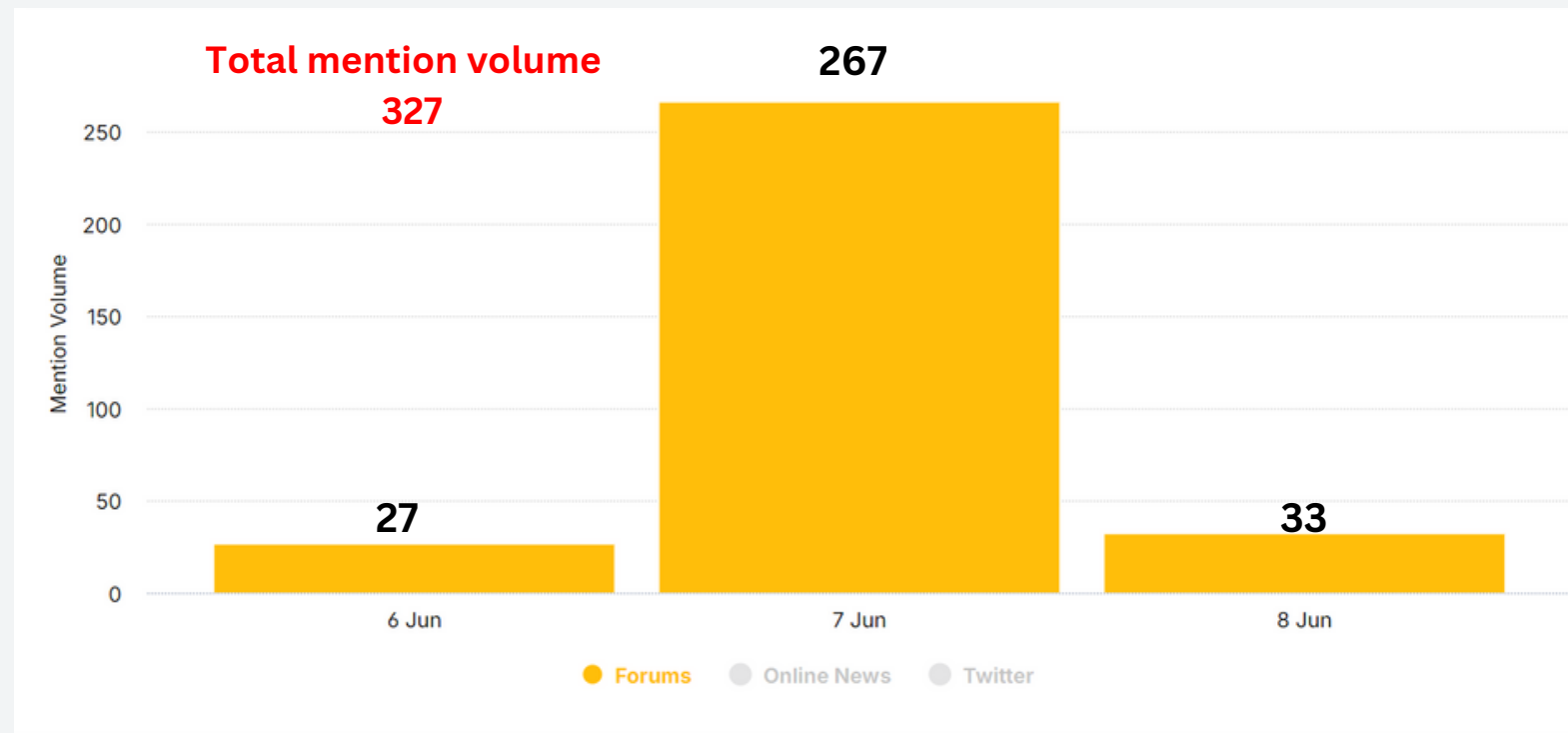
2019



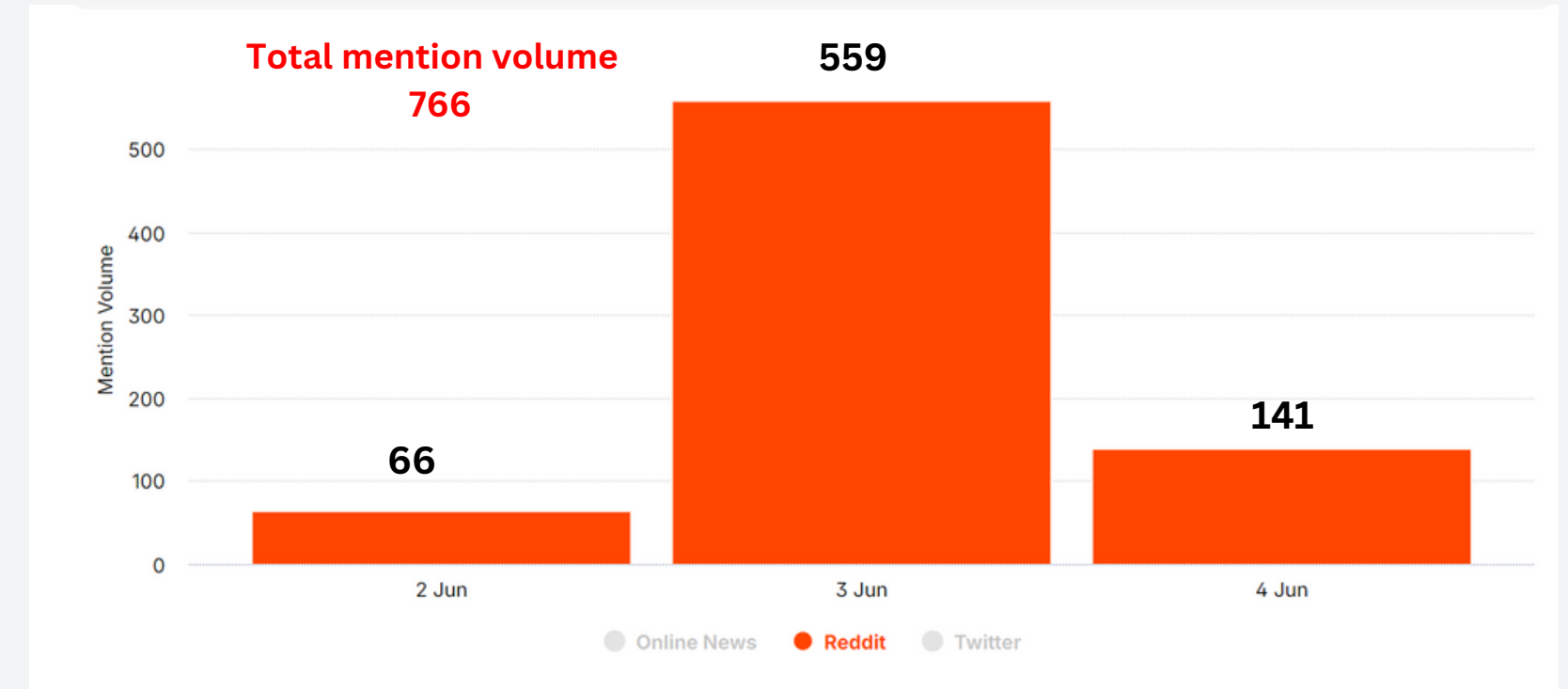
2022

- Both years (2019 and 2022) have the highest volume of posts on Online News on the specific day of the celebration that is on “National Donut Day”.
- The highest peak in 2019 occurred on June 7 with 1116 posts, while for June 3, 2022, it reached 1034 posts. There was a slight decrease in the total number of posts, amounting to a difference of 280 posts between 2019 and 2022.

Mention Volume Over Time for Reddit



2019



2022

- The peak number of posts in 2019 was 267, while in 2022, it reached 559. Unlike Twitter and online news, Reddit/forums experienced an increase in the volume of posts in 2022, totaling 766 posts, compared to 2019, which had 327 posts. This contrasts with the trend observed in the other content sources, where 2019 had a higher volume of posts.
- The difference in total number of posts between both the years is 439 indicating an increase in conversation on Reddit in 2022.
- Both years (2019 and 2022) have the highest volume of posts on Reddit/Forum on the specific day of the celebration that is on “National Donut Day

Note- Please note Forum is actually Reddit

Volume by Country - Top 10

Country	Number of Posts	Mentions(%)
United States of America	60860	81%
United Kingdom	4091	6%
Canada	3209	4%
Japan	707	1%
Mexico	549	1%
India	439	1%
Indonesia	416	1%
Australia	406	1%
Brazil	412	1%
France	327	1%

2019

Country	Number of Posts	Mentions(%)
United States of America	21634	81%
Canada	1053	4%
United Kingdom	795	3%
Japan	497	2%
Mexico	253	1%
India	236	1%
Germany	193	1%
Brazil	170	1%
Indonesia	163	1%
Australia	152	1%

2022

- The United States ranks number one for the volume of posts in both 2019 and 2022. However, the volume of posts for the US is 60860 in 2019, which is substantially higher than that of 2022 with only 21634 posts accounting for a 64.4% decrease.
- Both years have a similar percentage of 81% for the US, however, it drops significantly to 6% or below for the rest of the countries.
- Japan, Mexico, and India occupied the same position in both years at 4th, 5th, and 6th position respectively.
- Indonesia and Australia were replaced by Germany and Brazil respectively in 2022 and occupied the last two positions in 2022.
- Interestingly France was in the top 10 in 2019 but did not make it in 2022. While Germany was not in the top 10 in 2019 but occupied the 7th position in 2022.
- It is evident that National Donut Day is a popular topic in the US followed by the UK and Canada.
- The total number of posts in 2019 is 71,416 and for 2022 it is 25,146. There is a difference of 46270 posts from 2019 to 2022 establishing an overall decrease in volume of posts by country

Word Cloud



- In 2019, the hashtag #nationaldoughnutday received the highest volume of mentions, totaling 46,330. However, in 2022, there were only 4,581 mentions of #nationaldoughnutday, indicating a significant decline with a difference of 41,749 mentions between the two years.
- The mentions for #nationaldonutday in 2019 totaled 44,304, which closely aligns with the 43,606 mentions recorded in 2022. There is minimal difference between the two years in terms of mentions.
- The dominant hashtag for 2019 is #nationaldoughnutday versus in 2022 where #nationaldonutday took the lead.
- Words like “Happy, Free , Today, Donuts, Dunkin’, Salvation Army, Krispy Kreme, War, Grab, Free Donuts” are common in both the years.

Twitter Themes Top Stories

Top Stories	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
krispykreme.com/nationaldoughnutday?utm_source=Twitter&utm_medium=O...	4	1846	1850	2630129
store.iam8bit.com/products/donut-county-ps4-physical-game	0	1639	1639	631073
usatoday.com/story/money/food/2019/06/06/national-doughnut-day-2019-ge...	213	115	330	11273652
entenmanns.com/en/fanflavorchallenge	309	1	311	126371
merriam-webster.com/words-at-play/is-it-donut-or-doughnut	2	254	256	488092
lifehacker.com/where-to-get-free-donuts-on-national-donut-day-2019-18351...	213	20	234	1057332
ebuyhouse.com	0	188	188	404983
abcnews.go.com/Lifestyle/photos/photos-amazing-animals-8537483	0	163	163	257229
youtube.com/watch?v=yRpofMUd7_M	0	161	161	398646
breitbart.com/politics/2019/06/07/joe-biden-1973-full-audio-emerges-of-rolli...	0	136	136	2251999

2019

Top Stories	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
starwars.com/news/max-rebo-donuts	1	350	351	6201012
twitter.com/i/web/status/1532794963599032320	1	107	108	1599241
t.acam.link/92319/2994/14982?bo=2779,2778,2777,2776,2775&po=6533	21	69	90	19359
usatoday.com/story/money/food/2022/06/02/national-donut-day-2022-deals...	60	30	90	664965
foxnews.com/lifestyle/national-donut-day-2022-donut-deals?intcmp=tw_fnc	9	62	71	44062305
etsy.com/shop/BlueCornerCreasigns	7	62	69	1061328
krispykreme.com/promos/nationaldoughnutday	2	62	64	448341
blogs.nasa.gov/webb/2022/05/26/webbs-quest-for-primeval-black-holes	1	47	48	902836
archive.nerdist.com/fix-these-wonderful-wonder-woman-donuts-for-national...	3	41	44	360611
americastestkitchen.com/search?query=doughnut&extcode=NSAKF03TW&ut...	1	43	44	192093

2022

- The major theme that saw popularity in both 2019 and 2022 was promotions happening to get “free donuts” featured in the news and websites of donut brands.
- The Twitter posts predominantly feature updates from notable donut brands like Krispy Kreme and Entenmann's. There is a focus on specially crafted donuts for the occasion, such as the "Max Rebo Donuts" inspired by Star Wars in 2022.
- The maximum number of tweets for 2019 is 309 for Entenmann's Bakery’s donut promotion.
- The maximum number of tweets for 2022 is 60 for the USA Today article that lists all complimentary items and discounts on National Donut Day 2022.
- In 2019 USA Today records 11273652 impressions and in 2022 Fox news has 44062305 impressions.

Top Hashtags

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#nationaldoughnutday	15809	30747	46557	713729250
#nationaldonutday	17726	26803	44529	599129266
#fridayfeeling	533	2453	2986	12468176
#fridaymotivation	336	2508	2845	10102948
#donuts	1734	987	2722	13748978
#win	470	1968	2438	2652751
#donutday	1220	996	2218	15327162
#fridayfreebie	32	1870	1903	1584900
#fridaythoughts	248	1512	1761	8573635
#wearorange	171	1428	1600	5636384











2019

Top Hashtags	TWEETS	RETWEETS	ALL TWEETS ▼	IMPRESSIONS
#nationaldonutday	29636	14163	43799	25957584981
#thatcallsforadonut	19993	388	20381	25621926883
#nationaldoughnutday	1617	3008	4625	57967082
#unsubscribe	2831	26	2857	3628052348
#donutday	773	482	1255	4928439
#donuts	827	355	1182	3997073
#donut	405	170	575	2029705
#fridaymorning	315	225	540	1641536
#wearorange	237	174	411	784204
#fridayfeeling	237	89	326	580986











2022

- The top hashtag for 2019 is #nationaldoughnutday. Whereas, the top hashtag for 2022 is #nationaldonutday. This is similar to the Word Cloud analysis.
- Both the years have common hashtags such as #nationaldonutday , #nationaldoughnutday, #fridayfeeling , #donuts , #weareorange and #donutday.
- Interestingly both 2019 and 2022 have the highest number of impressions for #nationaldonutday with 598989284 impressions in 2019 and 25957450673 in 2022.
- The highest number of tweets were also for #nationaldonutday for both years which was 17707 for 2019 and 29615 for 2022.

Most Mentioned Tweeters

Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
 @pokemon	4	3463	3468	1206992
 @dunkindonuts	1329	1639	2968	29218960
 @krispykreme	850	1224	2075	29655724
 @itsfoodporn	2	1771	1774	1457914
 @a_i	2	1639	1641	647764
 @iam8bit	0	1639	1639	631073
 @	1191	151	1342	3442289
 @captainmarvel	0	709	709	490042
 @marvel	3	649	652	401152
 @nbcsnl	2	637	640	4092490

- Influencer
- Brand Other
- Organization
- IP
- Celebrity
- Account Suspended
- Brand Donut

Most Mentioned Tweeters	TWEETS	RETWEETS	ALL TWEETS ▾	IMPRESSIONS
 @taylornation13	1153	2983	4136	9403773
 @millions	64	1657	1721	1263549
 @dunkindonuts	423	730	1153	22277585
 @snoopy	7	925	932	2564799
 @woodstock	0	561	561	543475
 @jazjizzes	0	533	533	8106908
 @cashapp	20	503	523	529693
 @taylorswift13	311	62	373	2942336
 @wwe_mandyrose	11	329	340	437236
 @krispykreme	181	142	323	5392246

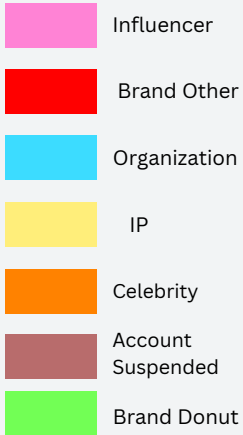
2019

2022

- Both in 2019 and 2022, Dunkin Donuts and Krispy Kreme were among the consistent tweeters.
- @dunkindonuts had the highest number of tweets in 2019 with 1329, while in 2022, @taylornation13 held that position with 1153 tweets.
- Similarly, the most retweeted account in 2019 was @pokemon with 3462 retweets, while in 2022, it was @taylornation13 with 2983 retweets.

Analysis of Most Mentioned Tweeters 2019 vs 2022

Coding Category	2019	2022	Trend Difference
Brand Donut	2	2	0
Brand Other	3	4	+1
IP	3	2	-1
Influencer	0	1	+1
Celebrity	0	1	+1
Account Suspended	1	0	-1



- The most notable trend difference is observed in the Brand Other, Influencer, and Celebrity categories, each showing a positive trend of 1, indicating an increase in tweeters within these categories.
- The "IP" category demonstrates a decline with a score of minus 1, suggesting that Intellectual Property (IP) wasn't as popular in 2022 compared to 2019.
- Notably, the Brand Donut category remains consistent for both years, indicating that these brands were the only common tweeters across all categories.

Top 25 Retweets 2019



Twitter Handle	Tweet	No. of Retweets	Coding Category
@Pokemon	Happy #NationalDoughnutDay to jelly-filled connoisseurs everywhere! (Especially Brock.)	4,192	IP
@superdrug	RT & follow 2 #WIN a set of the I Heart Revolution Donut palettes! Competition ends 23:59 07/06/19, Ts&Cs apply please see bio #fridayfreebie #NationalDonutDay.	2,094	Brand Other Beauty
@videogamedeals	Follow CAG & Retweet for a Chance to Win Donut County (PS4) Physical Ed. by @iam8bit & @A_i . Ends Saturday 11PM ET. #NationalDonutDay http://ow.ly/FCee3OoU5q7	1822	Brand Other Gaming
@SenSanders	As we come together to celebrate #NationalDoughnutDay, let me be perfectly clear: contrary to what you may hear from Fox News, Medicare for All will not limit your donut consumption. We cannot glaze over the fact that America does not guarantee health care as a human right.	1613	Celebrity Politician
@ItsFoodPorn	Happy #NationalDonutDay!! https://t.co/B7Tr1farhK	1280+	Account Suspended
@TomHall	There is nothing crazier than a Japanese Game Show! Here is a woman with a camera, in a clear plastic box meeting a very hungry Bear. 🐻📷 #FridayFeeling #FridayMotivation #NationalDoughnutDay https://t.co/lGcGbZydjA	864+	Account Suspended
@captainmarvel	The most powerful donuts in the galaxy. #CaptainMarvel #NationalDonutDay	1003	IP
@krispykreme	It's National Doughnut Day! Get any doughnut FREE and help us give away 1 million doughnuts! If we get there, we'll unlock a give away of our next, new creation later this month... it's out of this world! http://bit.ly/2JPZ4h4	872	Brand Donut
@Marvel	The most powerful donuts in the galaxy. #CaptainMarvel #NationalDonutDay	864	Brand Other Movie
@nbcSNL	It's #NationalDonutDay, which means it's time to break out the Little Chocolate Donuts	809	IP TV Show

Influencer

Brand Other

Organization

IP

Celebrity

Account Suspended

Brand Donut

Average Tweeter

Twitter Handle	Tweet	No. of Retweets	Coding Category
@ItsFoodPorn	the only thing you need to rememberer... #NationalDonutDay https://t.co/bV2jj3RH3Q	460+	Account Suspended
@krispykreme	It's National Doughnut Day! Get any doughnut FREE and help us give away 1 million doughnuts! If we get there, we'll unlock a give away of our next, new creation later this month... it's out of this world! http://bit.ly/2JPZ4h4	622	Brand Donut
@MarvelUK	There's only one way to celebrate #NationalDoughnutDay...	550	Brand Other Movie
@SHAQ	You have to go to @krispykreme TODAY #NationalDoughnutDay! Get any doughnut you want for FREE, and if they give away 1 million, we'll get a BRAND NEW doughnut for FREE later this month ... and it's AMAZING	507	Celebrity Sports
@krispykreme	IT'S #NationalDoughnutDay! Get any doughnut FREE and help us give away 1 million doughnuts! If we get there, we'll unlock a give away of our next, new creation later this month... it's out of this world! #KrispyKreme #Doughnuts #NDD http://bit.ly/2JPZ4h4	455	Brand Donut
@DebiDerryberry	In Honor of #NationalDonutDay I present to you the hit theme song: "Donut Boy" by Hugh Neutron #JimmyNeutron #Classic #Nickelodeon	444	Celebrity Voice Actress
@MustgetJumby	What better day to post a @Hoodie_Fox than national donut day or whatever! Have some animation! Such magic~	505	Influencer Cartoonist
@altonbrown	Happy #nationaldoughnutday	449	Influencer Cook
@MLB	Happy #NationalDoughnutDay!	461	Organization Sports
@LyonsCoffee	A controversial #FreebieFriday To be in with a chance of #WINNING 2 boxes of our coffee bags, this #NationalDoughnutDay will you be dunking yours? REPLY with your answer and with who you would share your prize with! #Prize #Comp	391	Brand Other Coffee

Influencer

Brand Other

Organization

IP

Celebrity

Account Suspended

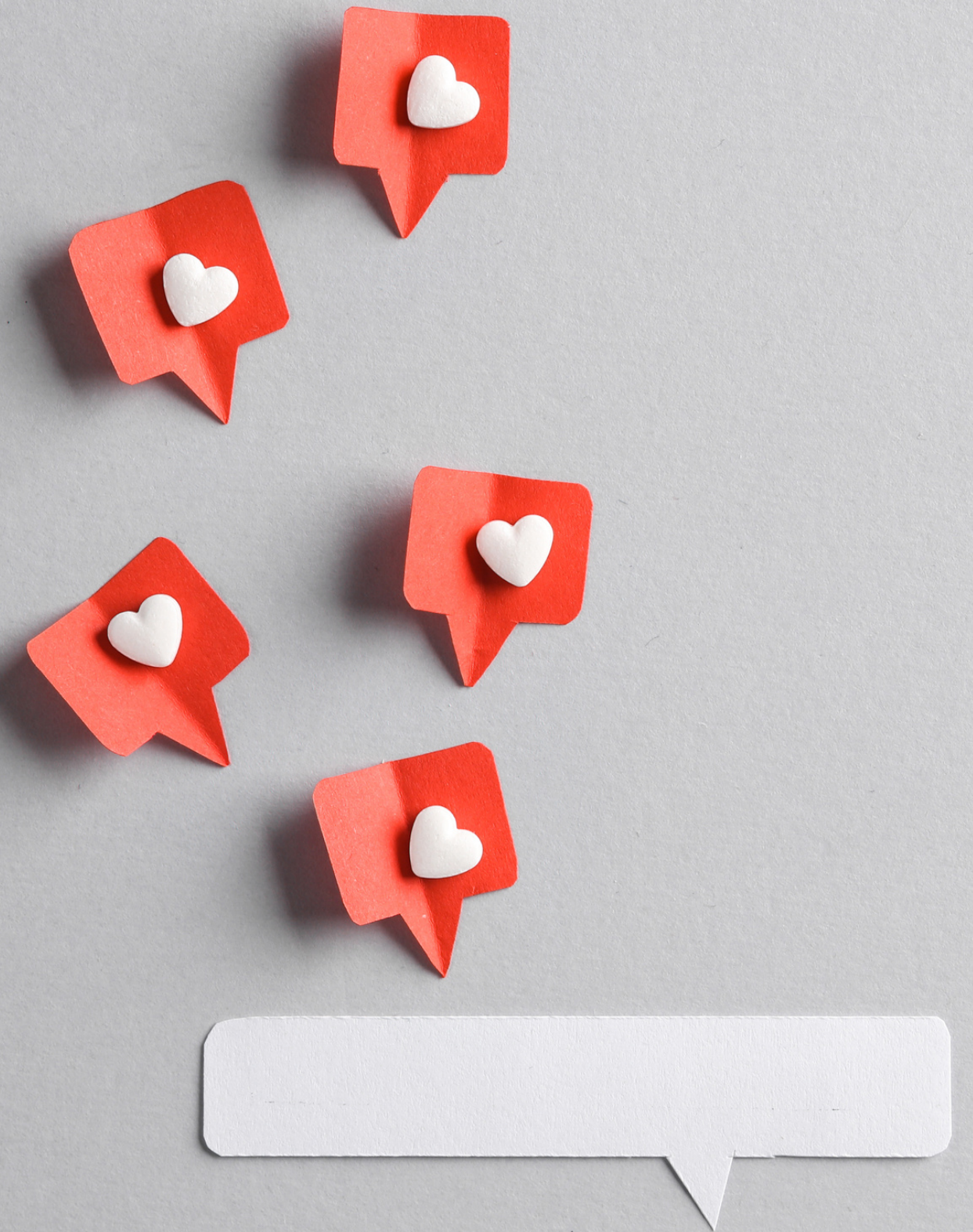
Brand Donut

Average Tweeter

Twitter Handle	Tweet	No. of Retweets	Coding Category
@USMC	What motivates you to run your PFT? #NationalDoughnutDay!	415	Organization US Marines
@Simpsons_tweets	"Have all the doughnuts in the world!" #NationalDoughnutDay	377	IP
@dunkindonuts	It's #NationalDonutDay, America! Celebrate with a FREE donut with any beverage purchase today, June 7th. Tag the person you'll #DunkOut to Dunkin' with	370	Brand Donut
@CrashBandicoot	Crash is celebrating National Donut Day by trying to get into the Motorsports Hall of Fame. Share your favorite Crash moments and tag @MotorsportsHOF and @CrashBandicoot with the tag #CTRHOF to make him the first Bandicoot inductee. Donut get left behind!	345	IP Game
@TheSimpsons	Mmmmm, donuts. #NationalDonutDay #TheSimpsons	424	IP

- Influencer
- Brand Other
- Organization
- IP
- Celebrity
- Account Suspended
- Brand Donut
- Average Tweeter

Top 25 Retweets 2022



Twitter Handle	Tweet	No. of Retweets	Coding Category
@taylornation13	Celebrating #NationalDonutDay the best way we know how. Donuts.	2650	Brand Other Taylor Swift Merch Website
@Millions	Happy #NationalDonutDay! Donut miss your chance to win today's giveaway. One person who RTs and follows @Millions wins \$100!	1193	Brand Other Giveaway Platform and Merch
@Woodstock! #NationalDoughnutDay	802	IP Cartoon
@Snoopy	Is there anything more beautiful than a perfect doughnut? #NationalDoughnutDay	1224	IP Cartoon
@Millions	@CashApp Happy #NationalDonutDay! To celebrate, we're sending \$10 to one person who follows us and RTs with their Cash App or M\$.	536	Brand Other Giveaway Platform and Merch
@jazjizzes	happy national donut day	1100	Influencer
@starwars	Celebrate National Donut Day with a sweet tribute to our favorite Ortorlan band leader, Max Rebo! Get the full recipe here: https://starwars.com/news/max-rebo-donuts...	428	Brand Other Movie
@AoTWiki	Happy #NationalDonutDay	437	Fandom Gaming
@mandysacs	Happy National Donut Day! @DonutzDamandyz #NationalDonutDay	307	Celebrity WWE
@Grubhub	RT for original, reply for chocolate glazed Help us settle this on #NationalDonutDay and your next dozen might be on us!	239	Brand Other Food App

Influencer

Brand Other

Organization

IP

Celebrity

Account Suspended

Brand Donut

Average Tweeter

Fandom

@fccincinnati	We're celebrating #NationalDonutDay with a giveaway! RT and Follow us for a chance to win a @dunkindonuts gift card.	270	IP Sports Team
@dunkindonuts	Liked a sponsored post? #ThatCallsForADonut Give this tweet a and we'll remind you on June 3rd to get your FREE donut with any beverage purchase on June 3rd for #NationalDonutDay	1274	Brand Donut
@itadaki_yasu	Happy #NationalDonutDay I'm sure you know a good local donut shop, lets all go and get some good donuts. nyom nyom nyom.	240	Influencer Food Illustrator
@DisneyAnimation	Donut miss this Zootopia storyboard side-by-side! : Byron Howard, Director and Josie Trinidad, Head of Story #NationalDonutDay	228	Brand Other Movie
@TexanSoda	HOMPH! *Shoves a donut in his mouth*!! National Donut Day? That's today? *gULP!* that must explain all those donuts in the breakroom..... uhhh... whoops...	207	Influencer Illustrator/Animator
@JulianRichings	Happy national donut day! (thanks @rsjrxfanworld for the reminder)	218	Celebrity Character Actor
@taylornation13	We donut even know her #NationalDonutDay	138	Brand Other Taylor Swift Merch Website
@CartoonGal1	Happy national donut day everybody!!! #RegularShow #TheSimpsons #SU #StevenUniverse #Gravityfalls	128	Influencer Cartoon
@lidalida04	UWOH happy national donut day	164	Average Tweeter
@FamilyGuyonFOX	i learned from the best... happy #nationaldonutday!	156	IP Cartoon

- Influencer
- Brand Other
- Organization
- IP
- Celebrity
- Account
Suspended
- Brand Donut
- Average Tweeter

Twitter Handle	Tweet	No. of Retweets	Coding Category
.@taylornation13	there goes the last great american donut #nationaldonutday	153	Brand Other Taylor Swift Merch Website
.@RNCResearch	Joe Biden once said, "you cannot go to...a Dunkin' Donuts unless you have a slight Indian accent." #NationalDonutDay	138	Organization Politics
@Bengals	"MMmMMmmM... Donuts" #NationalDonutDay	121	IP Sports Team
@Godzilla_Toho	Happy #NationalDonutDay! #Godzilla1998 #JeanReno	116	IP Movie
.@taylornation13	Love is a ruthless donut unless you glaze it good and right #NationalDonutDay https://x.com/jc_annette46/s/jc_annette46/status/1532793742519947265	126	Brand Other Taylor Swift Merch Website

- Influencer
- Brand Other
- Organization
- IP
- Celebrity
- Account Suspended
- Brand Donut
- Average Tweeter

Analysis of Top Retweets 2019 and 2022



Coding Category	2019	2022	Trend Difference
Brand Donut	4	1	-3
Brand Other	5	9	+4
Average Tweeter	0	1	+1
IP	6	6	0
Influencer	2	4	+2
Celebrity	3	2	-1
Organization	2	1	-1
Account Suspended	3	0	-3
Fandom	0	1	+1

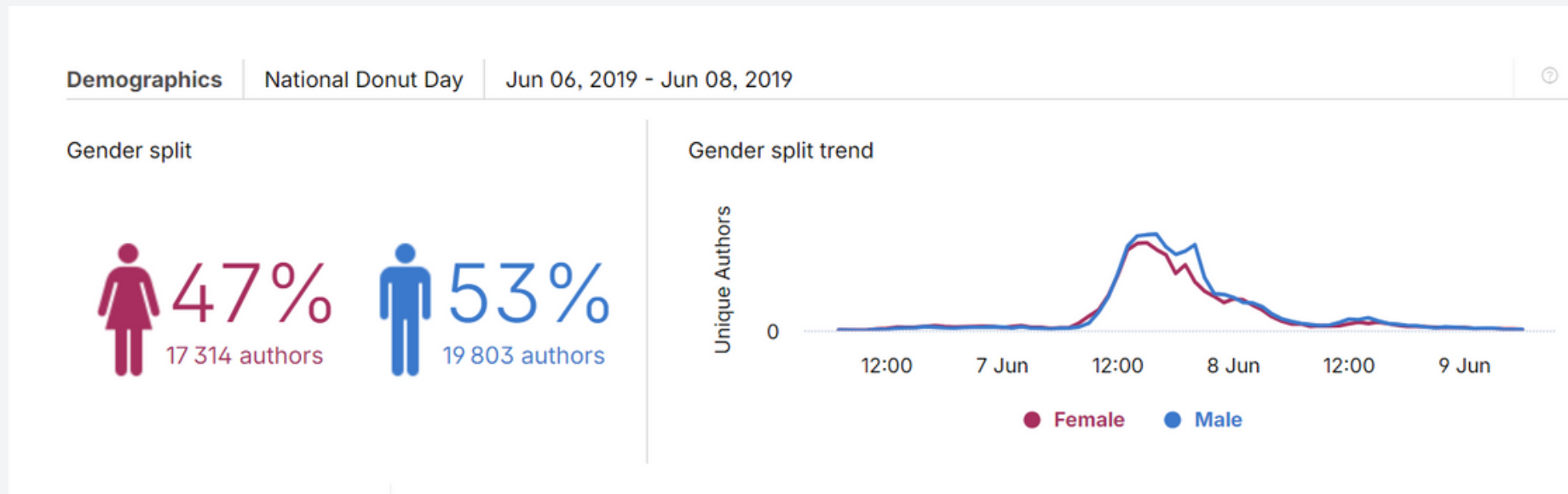
Influencer	
Brand Other	
Organization	
IP	
Celebrity	
Account Suspended	
Brand Donut	
Average Tweeter	
Fandom	

- The highest trend difference of +4 is noted in the "Brand Other" category. Following closely behind is the "Influencer" category, which emerged as the second-highest category in 2022 for retweeting about the occasion.
- The Brand Donut category played a significant role in promoting and retweeting about National Donut Day in 2019 compared to 2022, as indicated by the negative trend difference of three points.
- Another negative trend difference of -3 is observed in the "Account Suspended" category, followed by the "Organization" category with a difference of -1.
- The “IP” category at zero indicates that this was the only category that was common in both the years.
- Fandom category emerged as a new category in 2022 and was not present in 2019.

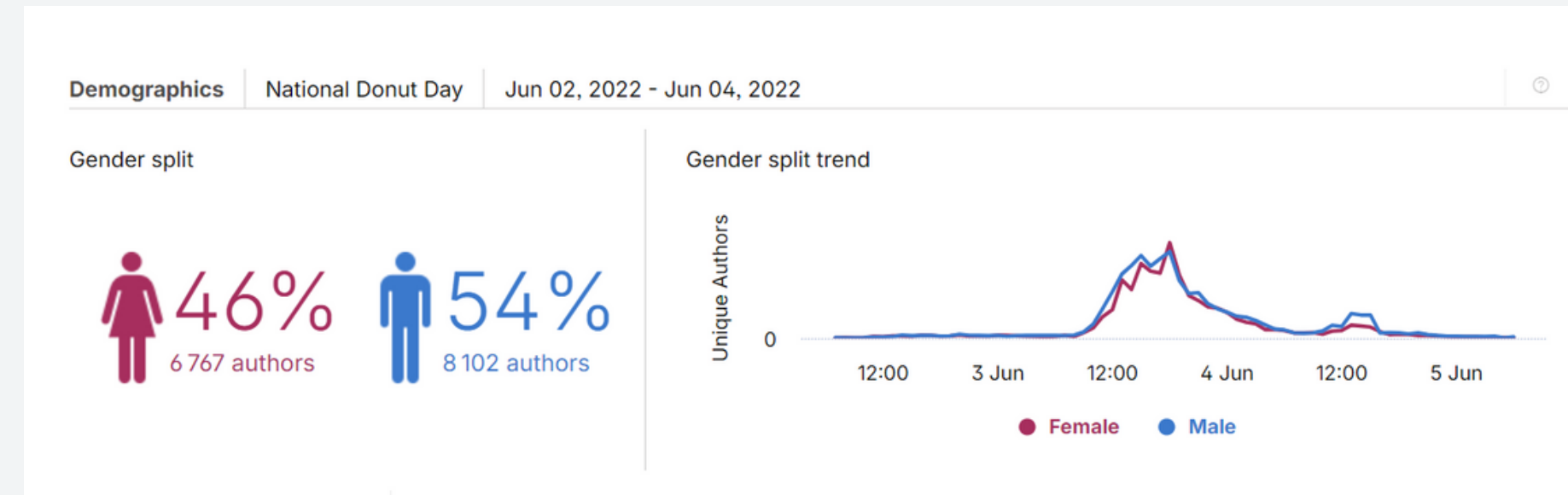
Demographics



Gender Split in 2019 VS 2022



2019

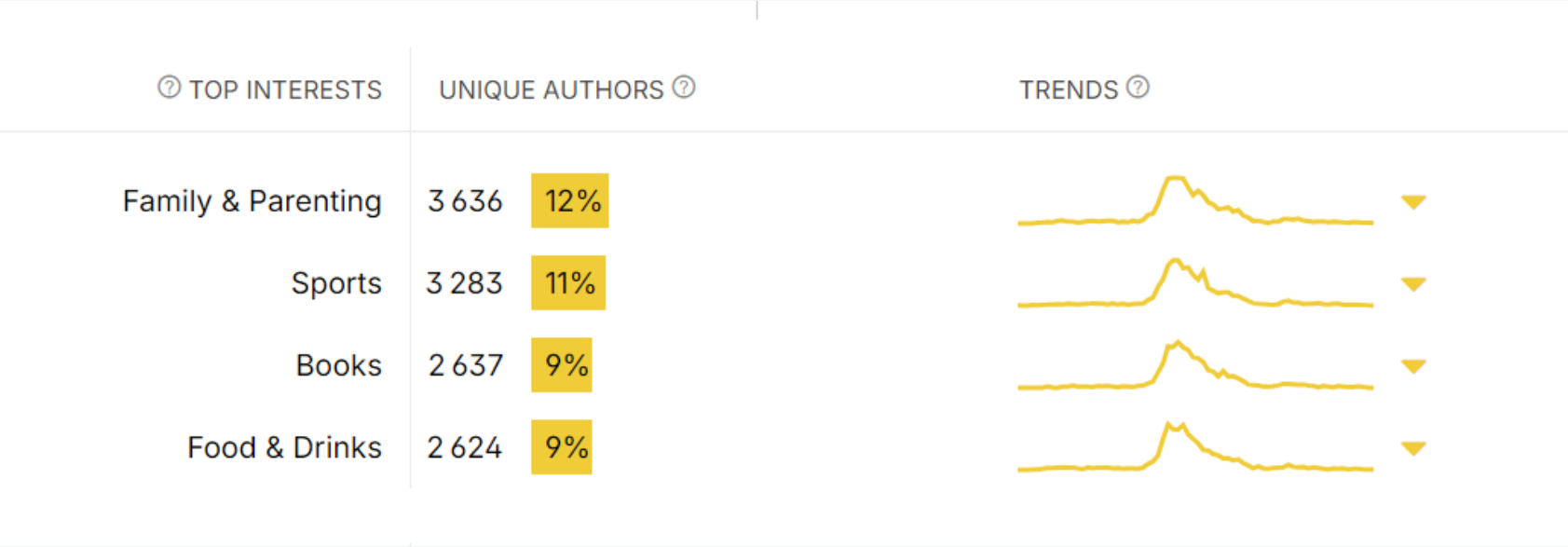


2022

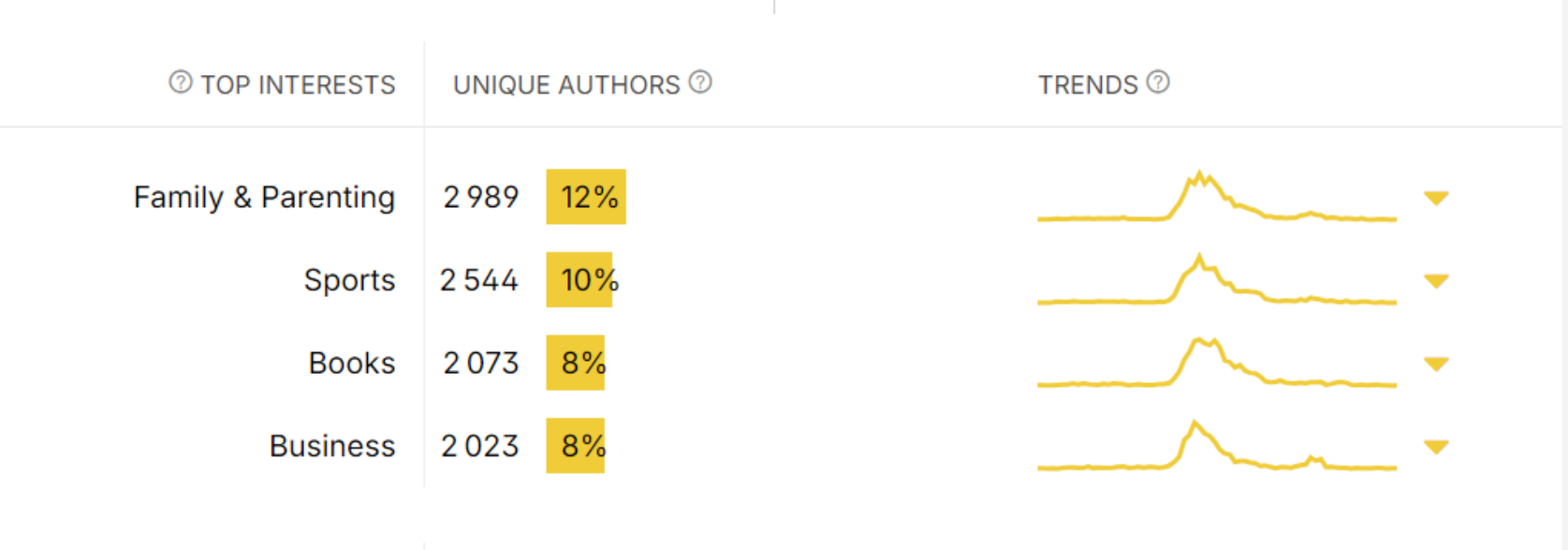
- The percentage of unique authors according to gender is dominated by male authors for both years.
- In 2019 the total number of authors was 37117. Whereas in 2022 the total number of authors was only 14869. This shows a significant decrease of 59.9% in total number of authors from 2019 to 2022.
- The percentage for both males and female is very similar for both years

Note: The total number of posts with identifiable genders does not match the total number of posts in our data query

Top Interests in 2019 vs 2022



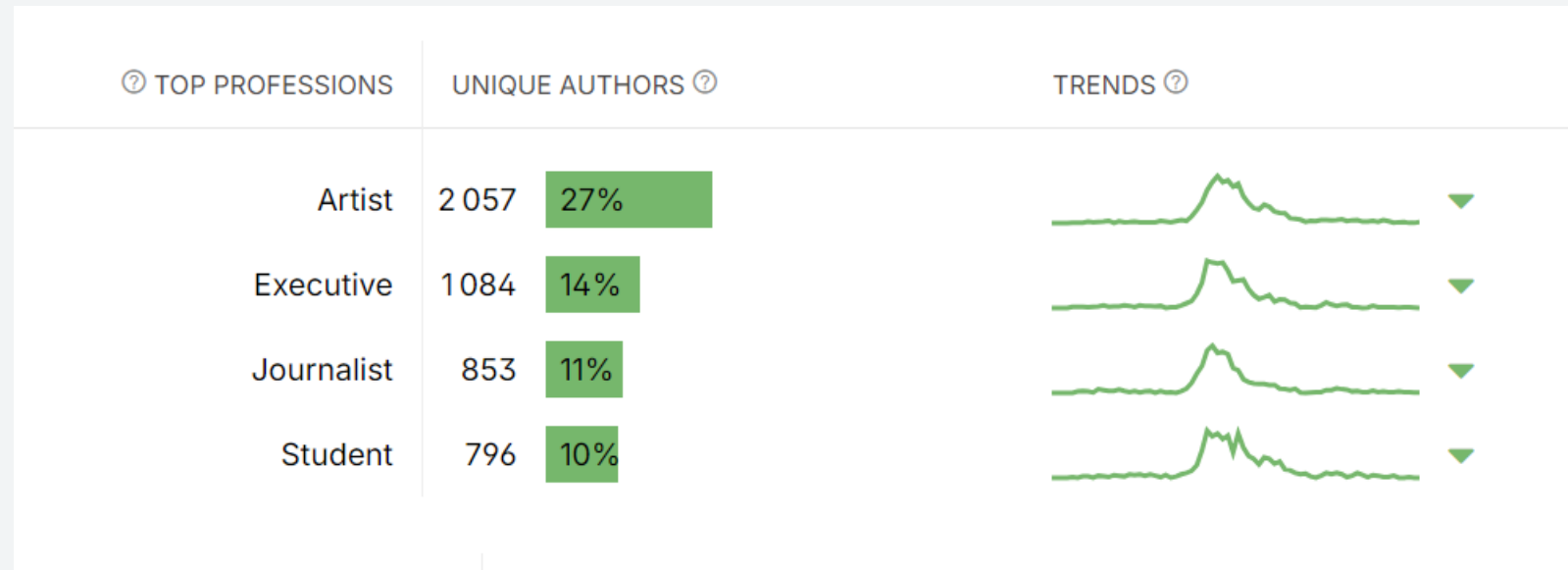
2019



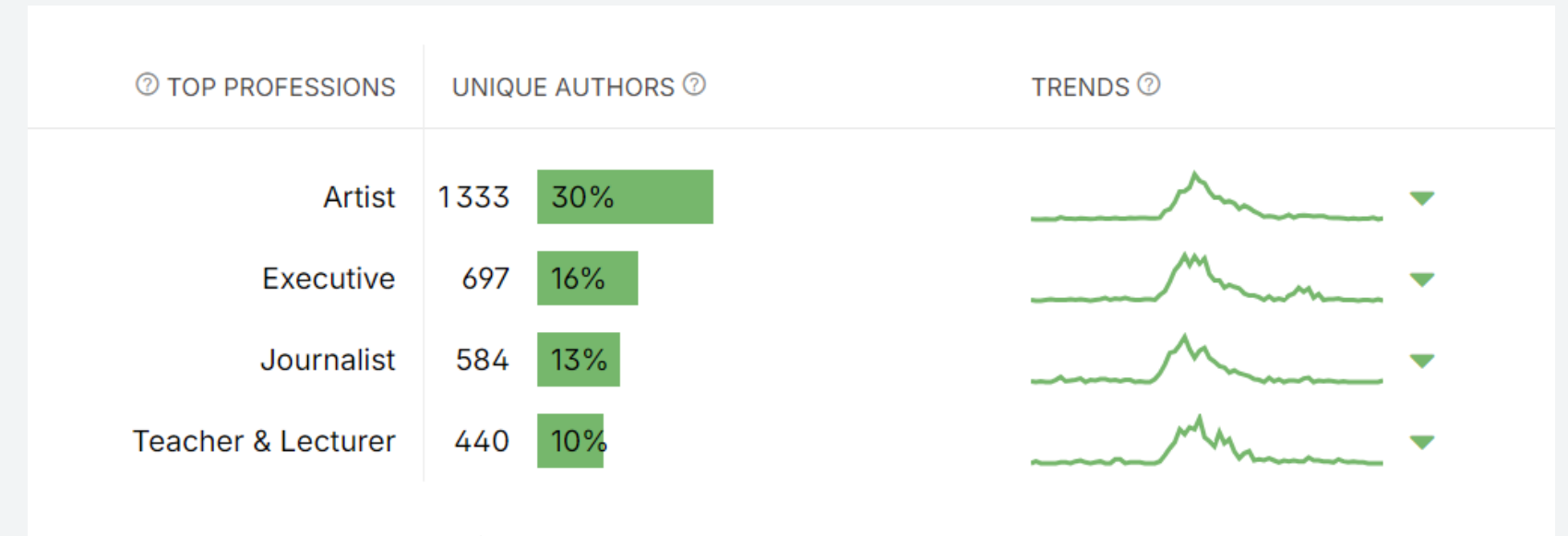
2022

- Both 2019 and 2022 recorded Family and Parenting as the top interest, each accounting for 12% of the total.
- Sports and Books held the second and third positions, respectively, in both years.
- Food and Drinks ranked as the least interesting topic in 2019 and didn't make the list in 2022, while Business took the last position in 2022 and wasn't on the list in 2019.
- It is interesting to note that although the percentage for Family and Parenting is similar (12%) in 2019 and 2022 but the number of those interested is slightly more in 2019 at 3636 as compared to 2989 in 2022.

Top Professions in 2019 vs 2022



2019




2022

- In both 2019 and 2022, artists remained the leading profession among tweeters, followed by executives in second place and journalists in third place.
- Although the number of artists decreased by 724 in 2022, their percentage increased from 27% in 2019 to 30% in 2022.
- Similarly, the number of executives decreased by 387 from 2019 to 2022, but their percentage increased by 2% in 2022.
- Additionally, the number of journalists decreased from 2019 to 2022, yet their percentage increased by 2% in 2022.
- Student occupies the last position in 2019 but did not make it to list in 2022.
- Teacher and Lecturer occupied last position in 2022 and did not make it to list in 2019.

Google News 2019





The Arizona Republic

National Donut Day deals in Phoenix: Dunkin, Krispy Kreme, Walmart

National Donut Day is June 7. Here are 7 places for free doughnuts in metro Phoenix · Bosa Donuts · Walmart · Dunkin' · Bashas' · Donut Bar · LaMar's · Krispy...

Jun 6, 2019





WTAE

NATIONAL DONUT DAY 2019: Here's where you can get free donuts in the Pittsburgh area

There's a "hole" lot of happy in Pittsburgh. The first Friday of June is National Donut Day, and several places are giving away free donuts.

Jun 6, 2019





Delish

National Donut Day 2019 Deals: How to Get Free Donuts at Dunkin', Krispy Kreme, And More

In case you've somehow missed the news, it's National Donut Day. Or, as i like to call it, the single greatest 24 hours of the entire year.

Jun 6, 2019





USA Today

Where to get free donuts for National Doughnut Day: Krispy Kreme, Walmart, Dunkin' & more

Dunkin', Krispy Kreme, Walmart and others are giving away free doughnuts Friday for National Doughnut Day. Find out where else to grab a freebie.

Jun 6, 2019





The News Journal

National Donut Day: Where to find free doughnuts in Delaware

National Donut Day: Where to find free doughnuts in Delaware · Dunkin': Customers can receive a free doughnut with a beverage purchase at participating Dunkin'...

Jun 6, 2019

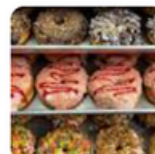



OnMilwaukee

7 places with deals or specials for National Doughnut Day

4. Grebe's Bakery. Be a glutton at Grebe's today as the Milwaukee institution will give you a free doughnut with any purchase over 90 cents. Well, if that's the...

Jun 7, 2019





NJ.com

National Donut Day 2019: How to get a free donut from Dunkin', Krispy Kreme, others

For some brave souls, every day is donut day. But Friday, June 7, is National Donut Day. Originally a celebration of the Salvation Army volunteers who gave...

Jun 7, 2019





Money

It's National Donut Day 2019! Here Are All the Places You Can Get Free Donuts Today

Duck Donuts locations around the country are giving away free donuts on Friday, June 7. Specifically, you can get a free classic donut (plain, cinnamon sugar,...

Jun 7, 2019





KGW

How to celebrate National Donut Day in Portland

How to celebrate National Donut Day in Portland · NOLA Doughnuts · Voodoo Donuts · Blue Star Donuts · CoCo Donuts · Sesame Donuts · Krispy Kreme Donuts · Go on...

Jun 7, 2019




Sactown Magazine

Celebrate National Doughnut Day at these 8 sweet spots

From a midtown boutique doughnuterie to a Folsom shop that Yelp calls the best bakery in the country!!!! here are eight sweet spots to hit up on Friday!!

Jun 6, 2019




- National
- International
- Local
- Other
- Cooking

F

Forbes

Free Doughnuts (And Tax Tidbits) On National Doughnut Day

Free Doughnuts (And Tax Tidbits) On National Doughnut Day · Duck Donuts. Duck Donuts will be offering a FREE classic donut (bare, cinnamon sugar or powdered... Jun 7, 2019




11

KHOU

11 fun facts about doughnuts for National Donut Day


11 fun facts about doughnuts for National Donut Day · The first National Donut Day dates back to 1938. · More than 10 billion donuts are made in the U.S.every... Jun 6, 2019



Milwaukee Journal Sentinel

National Donut Day: Cranky Al's, Grebe's Bakery popular in Milwaukee

“We sell all types of doughnuts, but our most popular ones are the apple fritter, sprinkle doughnuts and chocolate raised,” said general manager Ann Marie Baier... Jun 6, 2019




BI

Business Insider

Dunkin' Donuts, Krispy Kreme Give Away Free National Donut Day Donuts

Dunkin' is giving away a doughnut with the purchase of any beverage, and Krispy Kreme is offering a free doughnut with no purchase necessary. Jun 7, 2019




13

KOLD

Dunk out with Dunkin' Donuts on National Donut Day

TUCSON, Ariz. (KOLD... Jun 6, 2019




m

Marco Eagle

3 To Know: National Donut Day, more

June 7 is National Doughnut Day – or National Donut Day in some circles – and shops across the country ... Jun 6, 2019




TN

The Tennessean

It's National Doughnut Day: Where to get free donuts


Donut deals across the U.S. · Bashas' Supermarkets: Buy 12 doughnuts and get six doughnuts free Friday. · Bite Squad: · Coupons.com: · Cumberland Farms: · Duck... Jun 7, 2019



PennLive.com

Duck Donuts, Dunkin' offer free doughnuts for National Doughnut Day


Don't forget, today, June 7, is National Doughnut Day. And doughnuts are free for the taking at some restaurants. Several doughnut shops including Dunkin'... Jun 7, 2019



Roadtrippers

Celebrate National Donut Day by entering to win free donuts for a year


Randy's Donuts, the world's most recognizable donut shop, is also offering free donut rounds from 6 a.m. until noon in all of their California locations. Jun 6, 2019



USA Today

It's National Donut Day! Or is it doughnut?

It's National Doughnut Day! Or is it donut? · National Doughnut Day, the first Friday in June, is always the most delicious day of the year. · Merriam-Webster... Jun 7, 2019



- National
- International
- Local
- Other
- Cooking

Google News 2022



Jun 2, 2022 – Jun 4, 2022

Sorted by relevance


Clear

Cincinnati Enquirer

National Donut Day deals in Cincinnati at Krispy Kreme and more

Krispy Kreme. Get a free donut, any kind, today at Krispy Kreme. Plus, snag an extra glazed donut for \$1 after buying a dozen or 16 mini donuts at regular price...

Jun 3, 2022




USA Today

Free donuts on National Donut Day: Where you can find donut deals

Get a free doughnut of your choice Friday – no purchase necessary. Buying for the office? Buy a dozen doughnuts or 16 minis and get a dozen glazed for just \$1.

Jun 2, 2022




PR Newswire

The Salvation Army Celebrates National Donut Day and Reflects on History of Holiday

The Salvation Army established National Donut Day in 1938 to honor The Salvation Army's 'donut lassies,' who made history when they risked their lives to raise...

Jun 2, 2022




The Coloradoan

Here's where to get freebies, discounts in Fort Collins on National Donut Day

Here are three places across Fort Collins to get a deal on doughnuts this National Donut Day, Friday, June 3, 2022.

Jun 2, 2022




Democrat and Chronicle

National Donut Day 2022: Where to find freebies, deals and special flavors in Rochester

Donuts Delite. Donuts Delite opened a new location on W. Ridge Road in Rochester on March 14. Donuts Delite will hand out a free mini cannoli doughnut to all...

Jun 3, 2022




Patch

National Donut Day 2022 Is Friday: Where To Find Deals In Maryland

Kristin Danley-Greiner, Patch Staff. Verified Patch Staff Badge.

Jun 2, 2022




Axios

National Donut Day 2022: Krispy Kreme, Dunkin' have free donuts, deals

Krispy Kreme to give away free doughnuts, bring back gas price deal · The "Beat the Pump" promotion ties the price of a dozen doughnuts to the national average...

Jun 3, 2022




Pensacola News Journal

National Donut Day in Pensacola: Enjoy some locally, free doughnuts

National Donut Day in Pensacola: Treat yourself locally but don't forget your free doughnut · Lickin Good Donuts · Le Dough · Breeze Donuts and Kolaches.

Jun 3, 2022




CT Insider

10 deals for National Donut Day in Connecticut

Krispy Kreme will be offering guests a free donut of their choice, as well as a \$2 Original Glazed dozen deal with the purchase of any dozen, according to its...

Jun 3, 2022




MarketWatch


Celebrate National Donut Day? Here's why I won't bite.

It has become increasingly challenging to find a good doughnut at a good price.

Jun 2, 2022




- National
- International
- Local
- Other
- Cooking


 Fox News

National Donut Day 2022: Where to find free donut deals

National Donut Day is Friday, June 3 — and stores including Dunkin', Krispy Kreme and Tim Hortons will offer customers delicious deals to celebrate the day.

Jun 2, 2022





 KXAN Austin

National Doughnut Day: Celebrate with these deals in Austin

Shipley Do-Nuts: Get a free glazed doughnut with any purchase. The deal runs from 5 a.m. to 12 p.m. while supplies last. Voodoo Doughnut...

Jun 3, 2022





 Major League Eating

The Salvation Army National Donut Day World Donut Eating Championship

Location: San Diego, CA Date: 06-03-2022. Winner: Miki Sudo, with 39.5 donuts in 8 mins · SUDO TAKES DONUT TITLE! · FULL RESULTS! · This contest took place at...

Jun 3, 2022





 NBC Chicago

National Doughnut Day: Where to Find Free Doughnuts, Discounts in Illinois

National Doughnut Day: Where to Find Free Doughnuts, Discounts in Illinois · 7-Eleven. Feeling out of the loop? · Duck Donuts. At it's first Illinois location...

Jun 3, 2022





 WHAS11

Free donuts, deals for National Donut Day in Louisville | whas11.com

Duck Donuts, located in the Shelbyville Road Plaza in St. Matthews, is giving away free cinnamon sugar donuts all Friday long - with no purchase necessary! This...

Jun 3, 2022





 ABC Action News Tampa Bay

National Donut Day deals in the Tampa Bay area June 3

National Donut Day deals in the Tampa Bay area on June 3 · 10468 Roosevelt Blvd. N., St. Petersburg · Customers can receive one free donut or 3 free minis with...

Jun 2, 2022





 Deseret News

Happy National Donut Day! Here's where you can get free donuts

A dozen Krispy Kreme doughnuts. National Donut Day is June 3. Krispy Kreme and other stores, such as Dunkin' and 7-Eleven, are offering deals to celebrate.

Jun 2, 2022





 USA Today

National Donut Day 2022: Where to find free donuts and deals Friday

National Donut Day 2022 deals: Find freebies and discounts Dunkin', Krispy Kreme Friday · Carl's Donuts Las Vegas · The Dapper Doughnut · Duck Donuts · Dunkin'...

Jun 3, 2022





 Patch

National Donut Day 2022 Is Friday: Where To Find Deals In VA, DC

National Donut Day 2022 Is Friday: Where To Find Deals In VA, DC - Arlington, VA - National Donut Day is June 3. From frosted to glazed to jelly-filled,...

Jun 2, 2022




 Axios

Donut Day: Get free donuts and deals at Dunkin', Krispy Kreme, 7-Eleven

Free doughnuts are on the menu Friday for National Doughnut Day, also known as National Donut Day in some circles. Driving the news: June 3 is the made-up...

Jun 3, 2022



- National
- International
- Local
- Other
- Cooking

Google News Analysis Summary for 2019 vs 2022

Coding Category	2019	2022	Trend Difference
Local	12	12	0
National	2	2	0
International	3	4	+1
Cooking	1	1	0
Other	2	1	-1

- The Google trend indicates that local and national news publications were equally popular in both 2019 and 2022, with a trend difference of zero.
- The highest number of news portals, totaling 12, belonged to local and national news, highlighting their extensive coverage of National Donut Day events.
- A positive trend difference can be seen in International news which shows that National Donut Day was featured in International news portals.
- In conclusion, National Donut Day received more coverage in local and national news outlets compared to international, cooking or other categories.

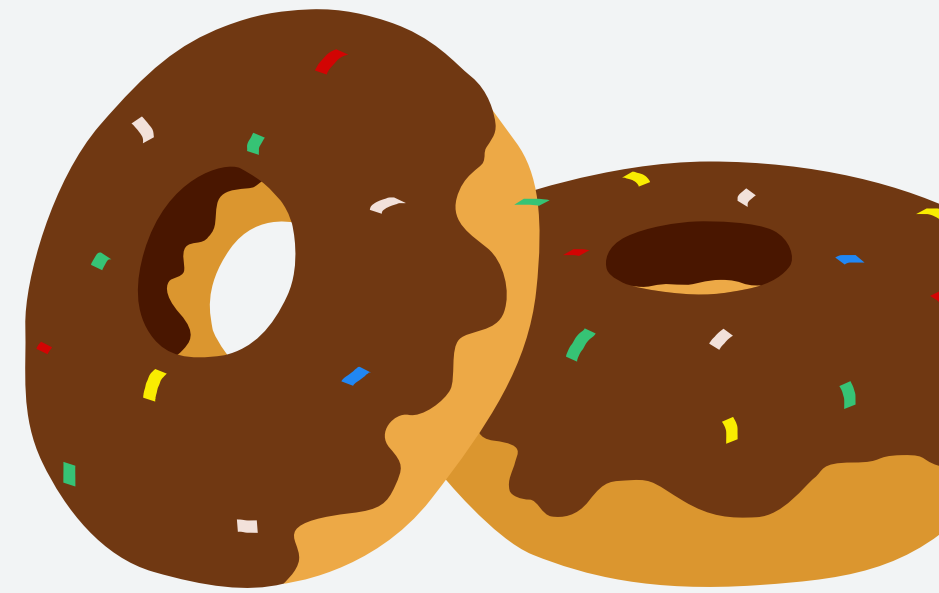


SUMMARY



Is National Donut Day only about donut-related brands? If no, what does that mean for other brand-types?

No, the National Donut day is not just for Donut brands. The analysis reveals that National Donut Day extends beyond just donut-related brands. It highlights the active involvement of various other industries such as movie production houses, the gaming industry, the sports industry, and food applications. These diverse sectors seized the opportunity presented by National Donut Day to promote their products and services alongside donuts. This broader participation underscores the significance of the day as a platform for brands across different sectors to leverage and promote their offerings.



Angel City Football Club and LA Lakers



Yes, Angel City Football Club should actively participate in National Donut Day. Established on July 21, 2020, and based in Los Angeles, California, the club's anniversary coincides with the same month as National Donut Day in June, presenting a fantastic opportunity for promotional synergy. Additionally, the LA Lakers, also based in Los Angeles, should consider participating in the event. Los Angeles boasts a rich history of donut culture, stemming from Cambodian refugees who opened numerous donut shops in the 1970s and 1980s. These iconic pink donut shops are an integral part of Southern LA's landscape.

Extra Credit Tweet

Angel City Football Club - Angel City Football Club proudly joins the National Donut Day celebrations! Just like us, this delicious day falls in our birth month. Let's savor the sweetness together!
#NationalDonutDay #AngelCityFC

La Lakers - Hey Lakers! Score on Pink! Los Angeles' love for donuts runs historically, with iconic pink donut shops adorning our streets. Let's celebrate our city's history together! #LA
#NationalDonutDay #LALakers

Cosmetic Brand

Yes, cosmetic brands should participate in National Donut Day. According to Glamour magazine in 2022, Hailey Bieber identified "glazed donut skin" as the leading beauty trend. This term refers to a skincare technique aimed at achieving a dewy, radiant complexion reminiscent of the glazed surface of a donut. The trend gained attention within the beauty community for its emphasis on achieving a natural, luminous glow, reflecting a shift towards skincare routines focused on hydration and luminosity. Donut-themed products and collaborations are popular, particularly among younger demographics. Participating in National Donut Day allows cosmetic brands to capitalize on this trend and align their products with consumer preferences and interests.

One example of such a brand is the release of a doughnut-inspired palette by Too Faced Cosmetics, along with their collaboration with Sprinkles Cupcakes for the "Sugar Pop Palette". Such collaborations provide an excellent opportunity for cosmetic brands to increase their visibility, especially among individuals who may not be familiar with the brand. By participating in widely celebrated occasions like National Donut Day, cosmetic brands can effectively leverage these events as a marketing strategy to enhance brand awareness and attract new customers.

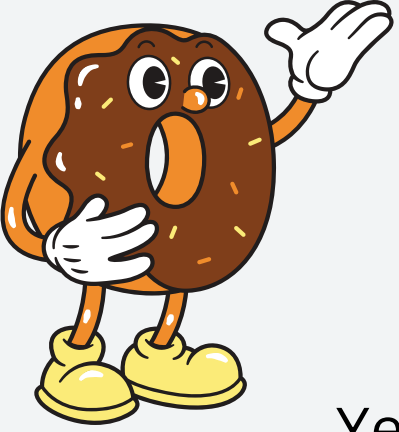
Extra Credit Tweet

Rhode skin by Hailey Rhode Bieber

Your Wish My Command! Introducing our newest makeup line inspired by glazed donuts, just in time for #NationalDonutDay! Indulge in the sweetest beauty treats as we celebrate our love for donuts with every radiant look. #NationalDonutDay

#Makeup





Disney and Netflix

Yes, Disney should part in National Donut Day. Notably, characters like Wynchel and Duncan from Wreck-It Ralph are themed around donuts, adding to the brand's connection to the event. Furthermore, subsidiary companies Marvel and Star Wars have actively engaged in promotions by incorporating donuts into character designs. Additionally, Disney theme parks offer specialty donuts, aligning with the celebratory spirit of National Donut Day. Given that the event is predominantly celebrated by families and parenting audiences as recorded in Demographics Top Interest area, it becomes even more imperative for Disney to capitalize on this opportunity to foster connections with its audience through such festive occasions.

Yes, Netflix should also participate in the day. National Donut Day attracts a wide audience demographic, including families and individuals of all ages, providing Netflix with a chance to reach a diverse set of viewers. This can enhance Netflix's brand visibility and foster positive associations with its audience, ultimately contributing to greater customer engagement and loyalty. According to the data, Top Profession of tweeters was the category of “Artists” and Netflix being an entertainment platform can collaborate with artists as they have the ability to capture and reflect cultural trends through their work. By collaborating with artists to create donut-themed content, Netflix can ensure that its promotion resonates with audiences and aligns with current trends, enhancing its cultural relevance and appeal.

Extra Credit Tweet

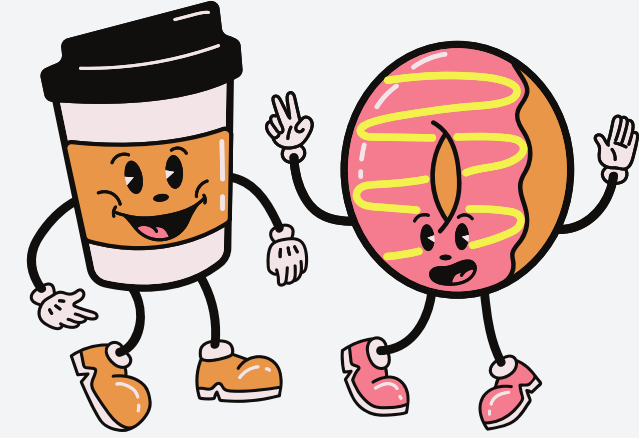
Disney

Join Wynchel and Duncan from Wreck-It Ralph are throwing world's biggest magical party! Get ready for fun, games, and lots of delicious donuts! Click on the link for RSVP! See you there! #NationalDonutDay #DisneyParty

Netflix

We're teaming up with @SalvationArmyUS for a special documentary release on #NationalDonutDay! Join us as we celebrate this delicious tradition that began with Salvation Army volunteers. Stay tuned for an inspiring story of community and kindness. #Netflix #NationalDonutDay

Pop stars - musicians



Yes, pop stars should participate. The analysis indicates that pop stars have been relatively less involved in the day's celebrations. For instance, Taylor Swift's merchandise website acknowledged the occasion, highlighting the significance of celebrities engaging in local events to maintain connections with their audiences, stay current with trends, and foster a sense of relevance. Participating in such events allows celebrities to be a part of their fans' lives and demonstrates their commitment to staying connected. Additionally, the iconic "Donuts" album by J Dilla, released in 2006, remains a seminal work in hip-hop and instrumental music, further underscoring the cultural significance of National Donut Day.

Extra Credit Tweet

Lady Gaga

Drumrolls! In celebration of Pride Month, my new album collab with @DunkinDonuts is coming soon, featuring a special edition Rainbow Donut! Get ready to taste the colors and groove to the beats of love and equality!
#PrideMonth #LadyGaga #NationalDonutDay

Salt and Straw , Jack in the Box and Taco Bell

- **Salt and Straw**- Yes, Salt and Straw should participate in National Donut Day. In 2021, Salt & Straw and The Salty Donut embarked on a dream collaboration, blending ice cream and donuts to create a sensational treat experience that quickly sold out. The success continued into 2022. National Donut Day is an excellent opportunity to showcase their collaborative efforts and unique products. The occasion aligns with the core product of Salt and Straw and gives the company a good reason to make special deals, new flavors, or collaborate with other brands selling sweet treats. This makes more people interested in their products and increases sales.
- **Jack in the Box**- Jack in the Box introduced donut holes in 2019, offering them as a temporary dessert choice for customers. The company is primarily known for its burgers, chicken, and other fast-food items, so promoting donuts does not align with its menu and core brand identity. In order to participate in National Donut Day they would have to introduce a new donut line that would require additional resources. The target audience of the company are young adults, late-night diners, value-conscious consumers and fast food enthusiasts. Given that children are not a significant part of their target demographic, participating in National Donut Day may not align with their marketing strategy.
- **Taco Bell** - Just like Jack in the Box, Taco Bell also provides Cinnabon Delights, which are similar to donut holes. Since Taco Bell primarily targets young adults, it's more fitting for them to concentrate on promoting their own products. Additionally, being a Mexican food chain, Taco Bell's emphasis is considerably different from donuts, suggesting no collaboration between the two.

Extra Credit Tweet

Salt and Straw

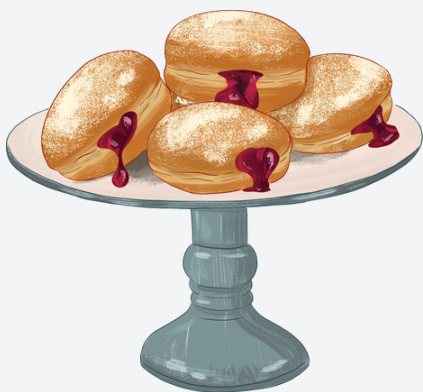
Come celebrate National Donut Day with Salt & Straw as we pay tribute to the Salvation Army, where this beloved tradition began. For every ice cream purchased today, we'll donate 100% of the profits to support the Salvation Army's vital work. #NationalDonutDay #SaltAndStraw #SupportSalvationArmy



Luxury resort Terranea and Montage Laguna Beach

- Luxury resort Terranea - No, Terranea should not participate. The resort caters to tourists, couples, weddings, and upscale events, with a focus on providing gourmet dining experiences and upscale amenities rather than casual treats like donuts. Renowned for its award-winning dining options, such as Mar'sel restaurant, which specializes in gourmet cuisine, seafood, and specialty cocktails, the resort has built a reputation for offering high-quality, refined dining experiences. Participating in National Donut Day may not resonate with the resort's target audience and can dilute its upscale image.
- Montage Laguna Beach- No, Montage Laguna Beach should not participate. Similar to Terranea Resort, Montage Laguna Beach is also a luxury resort with fine dining restaurants, spa facilities, outdoor pools, and access to private beaches. The target audience for this resort does not resonate with National Donut Day and the marketing strategy does not align with the occasion.

Luxury resorts set themselves apart from other brands by offering exclusive access to their specialized cuisines, which serves as their primary marketing strategy. This approach appeals to their target audience seeking exclusive dining and accommodation experiences. In contrast, National Donut Day is a widely celebrated public event characterized by easy and affordable access to donuts. As observed in the Top Retweets Analysis , donut brands and other companies engaged in promotions, deals, and giveaways of free donuts as part of the National Donut Day celebration, which luxury resorts do not typically participate in.



Citation

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Thankyou

