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## Studying the Intersection of Politics and Pantry

By KIM SEVERSON

TWO national market research experts with stockpiles of consumer data were asked by the Dining section to correlate data on voter demographics with research on how people eat.

Larry Finkel at MarketResearch.com used information on 25,000 people assembled by Simmons Market Research to develop a voter preference index based on store-bought cookies and restaurants.

Among his findings: Democratic women, a demographic group likely to support Hillary Clinton, have an affinity for fruit-filled cookies. Mr. Obama's supporters intensely dislike vanilla wafers. And if McCain supporters had a favorite cookie, it would likely be one like Chips Ahoy.

The family restaurant Fuddruckers and fast-food restaurant Hardee's were favorites among likely McCain voters. Mrs. Clinton's likely supporters skewed toward Red Lobster and Krispy Kreme. The Cheesecake Factory, along with Panera Bread and Starbucks, were popular among groups likely to vote for Mr. Obama.

His strength among latte drinkers was confirmed by the software developers and restaurant geeks who created Urbanspoon.com. Last year, they developed a steak-sushi index showing that cities with more steak restaurants also have more Republican victories.

This year, they found that states with more Starbucks cafes are more likely to go for Obama.

Harvey Hartman of the Hartman Group applied the data he uses to help food companies understand consumer issues and came up with a grid that predicts voting patterns based on preferences for health and wellness products.

Snacks that skew McCain are Sun Chips and PowerOne bars. Clinton snacks are Newman's Own pretzels and the Luna Bar. Obama snackers would prefer Kettle Chips and the vegan Lara Bar.

Cereals fall this way: Fiber One, McCain. Kashi GoLean, Clinton. Bear Naked Granola, Obama. And for hamburgers, McCain voters prefer traditional corn-fed beef, Obama supporters grass-fed beef, and Clinton supporters a Boca Burger.

And what did Mr. Hartman predict they would drink with those burgers? A McCain voter might reach for a SoBe energy drink, a Clinton supporter an Odwalla Super Protein drink, and for an Obama supporter, an Izze sparkling juice.