

Pizza & The Presidency: National Survey Reveals Leading Candidates and America's Dining Preferences

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Over 1,000 adult men and women, ages 18 - 65 were surveyed with survey results examining America's dining habits as they relate to food preferences, dining frequency and the Presidency.

California Pizza Kitchen, Inc. (CPK) (NASDAQ:CPKI) announced the results of a national survey conducted by Impulse Research in celebration of National Pizza Month.

Among the key findings:

If pizza drove votes:

When asked with which Presidential candidate Americans would prefer to share their pizza, Senator Hillary Clinton and Rudy Giuliani came out neck and neck, each receiving approximately 31% of votes Senator Barack Obama was chosen by nearly 1 out of 5 Americans Senator John McCain garnered about 16% of votes

On average, Americans eat pizza at least one time per week, every week of the year

67% of Americans feel that pizza is the most important 'comfort food'

When asked which food one would NEVER give up, nearly 50% of all Americans surveyed (aged 25-34) said they could not live without pizza (pasta, hamburgers and Chinese food were more easily dispensable)

'Americans clearly share a passion for pizza,' said Rick Rosenfield and Larry Flax, Co-Founders and Co-CEOs, California Pizza Kitchen. 'If pizza was the benchmark in the upcoming Presidential election, we'd have a very close race.'

'Perhaps the candidates should woo voters with California Pizza Kitchen pizzas, it would most likely give them an edge,' added Rick and Larry.

National Pizza Month celebrates America's enduring love affair with pizza:

Americans eat approximately 100 acres of pizza each day, or about 350 slices per second

Pizza is a \$32+ Billion per year industry

94% of the U.S. population eats pizza

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