



How often would you say you consume chocolate, in any form, in a typical week?

	Region																	
	Total	Region						Gender		Age			Income			Education		
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: All Respondents	1512	189	168	127	508	414	106	751	761	360	546	606	474	487	339	526	446	540
BASE: WEIGHTED	1512	198	170	100	570	364	110*	739	773	433	523	556	489	483	325	620	470	422
Once per day or more	155	12	13	9	60	44	16	74	81	59	47	48	54	55	26	65	41	49
	10%	6%	8%	9%	11%	12%	15%	10%	10%	14%	9%	9%	11%	11%	8%	11%	9%	12%
Multiple times a week	336	37	37	21	125	89	28	151	185	115	121	100	102	110	82	125	100	111
	22%	18%	22%	21%	22%	24%	25%	20%	24%	27%	23%	18%	21%	23%	25%	20%	21%	26%
										N	N							R
At least 1-2 times per week	513	77	63	30	202	110	32	241	272	138	187	188	167	167	110	204	171	138
	34%	39%	37%	30%	35%	30%	29%	33%	35%	32%	36%	34%	34%	35%	34%	33%	36%	33%
		H																
Rarely	471	67	52	37	172	111	33	253	218	107	158	206	150	141	100	209	149	113
	31%	34%	30%	37%	30%	30%	30%	34%	28%	25%	30%	37%	31%	29%	31%	34%	32%	27%
								K				LM				T		
Never	37	5	5	4	10	11	1	20	16	13	10	13	15	10	7	17	9	11
	2%	3%	3%	4%	2%	3%	1%	3%	2%	3%	2%	2%	3%	2%	2%	3%	2%	3%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - L/M/N - O/P/Q - R/S/T - U/V

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni June 29th 2022

Maru/Blue

June 30th 2022

30 Jun 2022

Which type of chocolate would you say is your favourite?

	Region							Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: Did not select "never"	1471	184	162	122	499	399	105	729	742	348	533	590	458	475	330	509	435	527
BASE: WEIGHTED	1475	193	164	96	560	353	109*	719	756	420	513	543	474	474	318	604	461	411
Unsweetened chocolate (i.e., baking chocolate)	17	3	5	0	5	3	1	12	5	12	3	2	5	4	3	3	6	8
	1%	1%	3%	-	1%	1%	0%	2%	1%	3%	1%	0%	1%	1%	1%	0%	1%	2%
Cocoa powder	14	0	0	0	6	7	1	7	7	9	1	3	4	2	7	2	3	8
	1%	-	-	-	1%	2%	1%	1%	1%	2%	0%	1%	1%	1%	2%	0%	1%	2%
Dark chocolate	470	83	48	15	180	115	29	231	239	103	144	223	134	165	99	204	126	140
	32%	43%	29%	16%	32%	32%	26%	32%	32%	25%	28%	41%	28%	35%	31%	34%	27%	34%
Bittersweet chocolate	14	3	3	1	3	4	0	7	7	6	3	5	7	3	1	7	5	2
	1%	2%	2%	1%	0%	1%	-	1%	1%	2%	1%	1%	2%	1%	0%	1%	1%	1%
Semi-sweet chocolate	64	7	6	6	30	8	7	28	36	22	16	26	14	28	13	20	18	26
	4%	4%	4%	6%	5%	2%	6%	4%	5%	5%	3%	5%	3%	6%	4%	3%	4%	6%
Milk chocolate	744	83	88	63	276	177	56	358	385	199	296	248	245	236	165	315	251	178
	50%	43%	54%	66%	49%	50%	52%	50%	51%	48%	58%	46%	52%	50%	52%	52%	54%	43%
White chocolate	122	13	12	9	46	29	12	66	56	58	35	29	52	27	23	40	39	43
	8%	7%	8%	10%	8%	8%	11%	9%	7%	14%	7%	5%	11%	6%	7%	7%	8%	10%
Other	20	0	1	1	7	10	1	4	16	7	12	2	8	5	6	6	13	2
	1%	-	1%	1%	1%	3%	1%	1%	2%	2%	2%	0%	2%	1%	2%	1%	3%	0%
None of the above	10	1	0	0	7	0	2	6	5	3	3	5	5	2	1	7	0	4
	1%	1%	-	-	1%	-	2%	1%	1%	1%	1%	1%	1%	0%	0%	1%	-	1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H/I - J/K - L/M/N - O/P/Q - R/S/T - U/V

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni June 29th 2022

Maru/Blue

June 30th 2022

30 Jun 2022

Which of the following chocolate treats do you enjoy?

	Region							Gender		Age			Income			Education		
	Total	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+	<\$50K	\$50K-\$99K	\$100K+	HS or less	College/ Tech school	Univ+
	A	B	C	D	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
BASE: Did Not Select "Never"	1471	184	162	122	499	399	105	729	742	348	533	590	458	475	330	509	435	527
BASE: WEIGHTED	1475	193	164	96	560	353	109*	719	756	420	513	543	474	474	318	604	461	411
Chocolate bars	991	115	117	68	393	220	77	499	492	273	359	359	354	314	199	420	315	255
	67%	60%	71%	71%	70%	62%	71%	69%	65%	65%	70%	66%	75%	66%	63%	70%	68%	62%
			B										PQ				T	
Chocolate chip cookies (or other variety of cookies with chocolate)	501	79	59	40	197	88	38	257	244	169	183	149	153	145	127	189	169	144
	34%	41%	36%	41%	35%	25%	35%	36%	32%	40%	36%	28%	32%	31%	40%	31%	37%	35%
		H	H	H	H					N	N				OP			
Brownies	455	53	48	28	203	81	41	189	265	146	150	159	135	153	101	166	147	142
	31%	27%	29%	29%	36%	23%	38%	26%	35%	35%	29%	29%	29%	32%	32%	27%	32%	35%
							BH	H	J									R
Chocolate ice cream	315	55	33	19	121	57	28	170	145	78	105	132	99	103	70	130	93	92
	21%	29%	20%	20%	22%	16%	26%	24%	19%	19%	20%	24%	21%	22%	22%	22%	20%	22%
		H					H											
Chocolate cake	303	43	38	19	113	69	20	146	157	78	100	125	99	103	50	124	81	98
	21%	22%	23%	20%	20%	20%	18%	20%	21%	19%	20%	23%	21%	22%	16%	21%	18%	24%
														Q				S
Hot chocolate	229	35	33	13	90	38	20	102	127	52	75	102	74	65	47	96	67	66
	16%	18%	20%	14%	16%	11%	18%	14%	17%	12%	15%	19%	16%	14%	15%	16%	15%	16%
		H	H		H							L						
Chocolate mousse	143	26	14	3	43	47	10	55	88	28	58	57	34	58	31	56	43	44
	10%	13%	9%	3%	8%	13%	9%	8%	12%	7%	11%	10%	7%	12%	10%	9%	9%	11%
		DFG				DFG			J		L			O				
Chocolate cupcakes	131	11	13	6	43	49	9	67	64	48	48	35	49	41	26	49	44	39
	9%	6%	8%	6%	8%	14%	8%	9%	9%	11%	9%	6%	10%	9%	8%	8%	10%	9%
				F		BDFG				N								
Chocolate pudding	100	12	10	9	35	27	7	45	55	20	30	50	36	27	21	47	29	23
	7%	6%	6%	9%	6%	8%	6%	6%	7%	5%	6%	9%	8%	6%	6%	8%	6%	6%
												L						
Chocolate muffins	95	7	7	3	33	38	7	50	45	40	34	22	26	38	18	31	35	29
	6%	4%	4%	4%	6%	11%	6%	7%	6%	9%	7%	4%	5%	8%	6%	5%	8%	7%
					BCDEG					N								
Chocolate fondue	78	4	8	2	10	53	2	30	48	30	25	22	19	27	20	17	35	26
	5%	2%	5%	2%	2%	15%	1%	4%	6%	7%	5%	4%	4%	6%	6%	3%	8%	6%
			G			BCDEFGI											R	R
Chocolate pie	42	5	3	4	13	17	0	21	21	11	14	17	13	19	6	15	16	11
	3%	2%	2%	4%	2%	5%	-	3%	3%	3%	3%	3%	3%	4%	2%	3%	3%	3%
				I		I												
Chocolate tarts or tortes	30	4	5	1	14	5	1	10	20	15	9	6	8	8	9	9	8	13
	2%	2%	3%	1%	2%	1%	1%	1%	3%	4%	2%	1%	2%	2%	3%	2%	2%	3%
										N								
Chocolate smoothies	24	8	0	2	10	2	2	6	18	13	9	2	10	10	3	10	2	11
	2%	4%	-	2%	2%	1%	2%	1%	2%	3%	2%	0%	2%	2%	1%	2%	1%	3%
		CH							J	N								S
Other	60	9	5	4	26	13	1	22	37	7	22	30	24	14	12	25	25	10
	4%	5%	3%	4%	5%	4%	1%	3%	5%	2%	4%	6%	5%	3%	4%	4%	5%	2%
												L					T	
None of the above	13	1	1	2	3	5	1	6	7	2	4	8	4	4	3	8	0	5
	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	-	1%

