



World chocolate day

TORONTO, July 7, 2022—A new Maru Public Opinion survey released today to commemorate World Chocolate Day finds there are much higher weekly chocolate consumers in the United Kingdom (77%) and the United States (72%) compared with their sweet tooth counterparts in Canada (66%).

Two-thirds (66%) of Canadians consume chocolate during a typical week

Two-thirds (66%) of Canadians consume chocolate during a typical week, with one in ten (10%) indulging at least once a day, followed by a majority (56%) who take it in at a slower rate (multiple times a week, 23% and at least on to two times per week, 34%). The remaining group (34%) (rarely 31%, or never 3%) consume chocolate during a typical week.

Maru Public Opinion conducted parallel surveys which found much higher weekly chocolate consumers in the United Kingdom (77%) and the United States (72%) compared with their counterparts in Canada (66%).

Those who are the youngest (aged 18-34, 41%) and Atlantic (40%) dwelling Canadians are the most indulgent chocolate consumers every week, followed by those living in British Columbia (39%). Women (34%) are slightly more likely than men (30%) to have the sweetest teeth for chocolate.

Milk chocolate reigns as the favorite chocolate of the land

Of the vast majority (98%) of Canadians who admit to having chocolate anytime, their favourite type is milk chocolate (50%), followed by dark chocolate (32%), white chocolate (8%), semisweet chocolate (4%), bittersweet chocolate (1%), and unsweetened chocolate (i.e., baking chocolate 1%, and cocoa powder 1%). The remaining fraction (2%) prefer it differently.

Those most likely to choose milk chocolate as their favorite hail from Manitoba/Saskatchewan (66%), the foremost dark chocolate lovers inhabit British Columbia (43%), and the white chocolate aficionados are more likely to live in Atlantic Canada (11%).

Chocolate bars, chocolatey cookies, and chocolate brownies take the cake

For those Canadians who consume chocolate (at any time or rate), it's chocolate bars (67%) that are enjoyed the most, followed by chocolate chips and various other chocolatey cookies (34%), chocolate brownies (31%), chocolate ice cream (21%), chocolate cake (21%), hot chocolate (16%), chocolate mousse (10%), chocolate cupcakes (9%), chocolate pudding (7%), chocolate muffins (6%), chocolate fondue (5%), chocolate pie (3%), chocolate tarts or tortes (2%), and chocolate smoothies (2%).

Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) undertaken by its sample and data collection experts at [Maru/Blue](#) on June 29-July 3, 2022, among a random selection of 1,516 Canadian adults who are Maru Voice Canada panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. Respondents could respond in either English or French. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion is a professional services firm dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology. Maru Public Opinion does not do any work for any political party. Maru Public Opinion polls with supporting detailed tables are found here: [Maru Public Opinion Canada](#). Corporate information can be accessed here: [Maru Group](#).

For more information contact:

John Wright
Executive Vice President
Maru Public Opinion
Direct Toronto +1.416.700-4218
john.wright@marublue.com

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