



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

	Region																
	Total	Region				Gender		Age			Education			Household Income			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE: All Respondents	1516	280	297	585	354	634	882	370	500	646	300	510	706	247	333	537	313
BASE: WEIGHTED	1516	263	314	577	362	732	784	439	499	578	307	512	697	238	337	534	320
Once per day or more	231	41	58	70	62	105	125	77	68	86	56	74	101	32	55	72	63
	15%	16%	18%	12%	17%	14%	16%	18%	14%	15%	18%	14%	15%	14%	16%	13%	20%
Multiple times a week	424	76	86	164	98	199	225	134	147	143	71	142	211	59	85	158	101
	28%	29%	27%	28%	27%	27%	29%	31%	30%	25%	23%	28%	30%	25%	25%	29%	31%
		45	45	40		41							K				
At least 1-2 times per week	446	71	94	178	103	210	236	113	149	184	92	154	201	63	111	162	86
	29%	27%	30%	31%	29%	29%	30%	26%	30%	32%	30%	30%	29%	27%	33%	30%	27%
Rarely	339	59	63	132	85	170	169	80	113	147	62	111	166	60	77	117	60
	22%	22%	20%	23%	23%	23%	22%	18%	23%	25%	20%	22%	24%	25%	23%	22%	19%
Never	75	16	13	33	14	47	28	35	22	19	25	32	18	23	9	25	10
	5%	6%	4%	6%	4%	6%	4%	8%	4%	3%	8%	6%	3%	10%	3%	5%	3%
						G		IJ			M	M		OPQ			

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

Overlap formulae used.

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 30th 2022

Maru/Blue

July 1st 2022

1 Jul 2022

Which type of chocolate would you say is your favorite?

	Region																
	Total	Region				Gender		Age			Education			Household Income			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
BASE: Did Not Select "Never"	1444	263	286	554	341	595	849	341	478	625	276	481	687	222	324	516	303
BASE: WEIGHTED	1441	246	301	544	348	684	756	404	477	560	281	480	679	214	328	509	310
Unsweetened chocolate (i.e., baking chocolate)	13	0	2	3	8	9	4	8	3	2	5	2	5	1	2	2	7
	1%	-	1%	1%	2%	1%	1%	2%	1%	0%	2%	0%	1%	1%	1%	0%	2%
Cocoa powder	14	4	3	6	1	8	6	7	4	3	3	3	8	2	3	4	4
	1%	2%	1%	1%	0%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%
Dark chocolate	504	93	99	190	122	232	271	102	156	245	82	162	260	61	115	189	111
	35%	38%	33%	35%	35%	34%	36%	25%	33%	44%	29%	34%	38%	28%	35%	37%	36%
Bittersweet chocolate	22	7	3	4	9	11	12	9	7	6	5	4	13	3	4	10	5
	2%	3%	1%	1%	3%	2%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%
Semi-sweet chocolate	79	10	17	24	28	33	46	28	23	28	18	29	32	20	14	29	17
	6%	4%	6%	4%	8%	5%	6%	7%	5%	5%	6%	6%	5%	9%	4%	6%	5%
Milk chocolate	664	113	153	251	147	309	355	191	243	230	138	234	292	105	163	228	129
	46%	46%	51%	46%	42%	45%	47%	47%	51%	41%	49%	49%	43%	49%	50%	45%	42%
White chocolate	128	17	21	58	32	73	55	53	34	42	25	42	62	17	25	43	34
	9%	7%	7%	11%	9%	11%	7%	13%	7%	7%	9%	9%	9%	8%	8%	8%	11%
Other	7	0	4	3	0	4	3	3	2	1	2	1	4	3	2	0	1
	0%	-	1%	1%	-	1%	0%	1%	1%	0%	1%	0%	1%	2%	0%	-	0%
None of the above	9	3	0	6	1	5	4	1	5	4	3	3	4	2	1	4	2
	1%	1%	-	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%

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

Overlap formulae used.

Comparison Groups

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Which of the following chocolate treats do you enjoy?

	Which of the following chocolate treats do you enjoy?																
	Total	Region				Gender		Age			Education			Household Income			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
BASE: Did Not Select "Never"	1444	263	286	554	341	595	849	341	478	625	276	481	687	222	324	516	303
BASE: WEIGHTED	1441	246	301	544	348	684	756	404	477	560	281	480	679	214	328	509	310
Chocolate bars	908	166	187	337	218	441	467	260	298	350	184	317	408	140	215	302	200
	63%	68%	62%	62%	62%	64%	62%	64%	63%	62%	65%	66%	60%	65%	66%	59%	65%
Chocolate chip cookies (or other variety of cookies with chocolate)	607	100	137	229	140	309	298	186	215	205	118	186	302	83	126	232	135
	42%	41%	46%	42%	40%	45%	39%	46%	45%	37%	42%	39%	45%	39%	38%	46%	43%
Brownies	517	78	122	203	113	224	293	144	179	194	90	200	228	83	105	194	105
	36%	32%	41%	37%	33%	33%	39%	36%	38%	35%	32%	42%	34%	38%	32%	38%	34%
			BE				F					KM					
Chocolate ice cream	354	65	73	148	68	168	186	72	132	151	68	115	171	48	84	129	73
	25%	27%	24%	27%	20%	25%	25%	18%	28%	27%	24%	24%	25%	22%	26%	25%	24%
Chocolate cake	273	42	56	118	57	120	153	58	104	111	54	81	138	35	48	113	62
	19%	17%	19%	22%	16%	18%	20%	14%	22%	20%	19%	17%	20%	16%	15%	22%	20%
									H	H							O
Chocolate cupcakes	187	43	37	66	41	92	95	67	64	55	44	69	73	32	47	64	36
	13%	18%	12%	12%	12%	13%	13%	17%	14%	10%	16%	14%	11%	15%	14%	13%	12%
		D						J			M						
Hot chocolate	186	31	44	68	43	80	107	59	61	67	37	49	100	37	37	64	34
	13%	13%	15%	12%	12%	12%	14%	15%	13%	12%	13%	10%	15%	17%	11%	13%	11%
Chocolate mousse	105	19	16	38	32	28	77	15	41	50	12	31	62	13	20	39	30
	7%	8%	5%	7%	9%	4%	10%	4%	9%	9%	4%	6%	9%	6%	6%	8%	10%
						F		H	H			K					
Chocolate muffins	102	16	23	29	33	57	46	44	38	20	18	36	48	16	28	31	24
	7%	7%	8%	5%	9%	8%	6%	11%	8%	4%	7%	7%	7%	8%	9%	6%	8%
Chocolate pudding	92	13	24	31	24	39	53	13	30	50	23	28	41	17	27	30	10
	6%	5%	8%	6%	7%	6%	7%	3%	6%	9%	8%	6%	6%	8%	8%	6%	3%
										H				Q	Q		
Chocolate pie	75	3	20	39	14	33	42	13	25	37	19	21	36	8	19	28	15
	5%	1%	6%	7%	4%	5%	6%	3%	5%	7%	7%	4%	5%	4%	6%	6%	5%
Chocolate fondue	34	1	10	11	11	17	17	18	8	7	7	5	22	5	3	14	11
	2%	0%	3%	2%	3%	2%	2%	4%	2%	1%	2%	1%	3%	3%	1%	3%	4%
			B		B				IJ				L				O
Chocolate tarts or tortes	32	6	11	6	10	16	16	9	15	8	7	7	18	2	11	9	7
	2%	2%	3%	1%	3%	2%	2%	2%	3%	1%	3%	1%	3%	1%	3%	2%	2%
Chocolate smoothies	31	4	6	14	6	18	13	16	10	5	6	9	16	6	4	8	9
	2%	2%	2%	3%	2%	3%	2%	4%	2%	1%	2%	2%	2%	3%	1%	1%	3%
								J									
Other	39	6	7	14	12	21	18	2	8	29	7	17	15	5	12	14	6
	3%	2%	2%	3%	4%	3%	2%	0%	2%	5%	3%	3%	2%	2%	4%	3%	2%
										HI							

None of the above	16	1	4	9	2	8	7	3	6	7	5	6	5	2	6	5	2
	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%

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