World chocolate day

New York, July 7, 2022— A new Maru Public Opinion survey released today to commemorate World Chocolate Day finds that (72%) of Americans consume chocolate weekly. When compared to their sweet-toothed counterparts, Americans are nestled between their much higher United Kingdom (77%) aficionados' but still ahead of their next-door Canadian (66%) friends.

Sizable majority (72%) of Americans consume chocolate in a typical week

Almost three-quarters (72%) of Americans consume chocolate during a typical week with one-in-seven (15%) indulging at least once a day, followed by a majority (57%) who take it in at a slower rate (multiple times a week, 28% and at least on to two times per week, 29%). The remaining group (28%) is compiled of those who consume chocolate rarely (22%), or never (6%) during a typical week.

Maru Public Opinion conducted parallel surveys which found much higher weekly chocolate consumers in the United Kingdom (77%) but much lower among Canadians (66%) when compared their American (72%) counterparts.

Those who are the youngest Americans (aged 18-34, 49%) and those living in three quarters of the geography —the Northeast (45%) the Midwest (45%), and the West (44%)—are the most indulgent chocolate consumers on a weekly basis (with women (45%) who are more likely than men (41%) to do so at the same rate.)

Milk chocolate reigns as the favourite chocolate of the land

Of the vast majority (94%) of Americans who admit to having chocolate anytime, their favourite type is milk chocolate (46%), followed by dark chocolate (35%), white chocolate (9%), semisweet chocolate (6%), bittersweet chocolate (2%), and unsweetened chocolate (i.e., baking chocolate 1%, and cocoa powder 1%). Those most likely to choose milk chocolate as their favourite hail from the Midwest (51%), while the foremost dark chocolate lovers inhabit the Northeast (38%), and the white chocolate aficionados are more likely to live in the South (11%)

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

For those Americans who consume chocolate (at any time or rate), it's chocolate bars (63%) that are enjoyed the most, followed by chocolate chips and various other chocolatey cookies (42%), chocolate brownies (36%), chocolate ice cream (25%), chocolate cake (19%), hot chocolate (13%), chocolate cupcakes (13%), chocolate mousse (7%), chocolate muffins (7%), chocolate pudding (6%), chocolate pie (5%), chocolate fondue (2%), chocolate tarts or tortes (2%), and chocolate smoothies (2%).

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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 30-July 1, 2022, among a random selection of 1,516 American adults who are Maru Springboard America online panelists. 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. The results have been weighted by education, age, gender, and region to match the population according to US Census data which ensures the sample is representative of the entire adult population of the United States.

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. 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 US Polls . Discrepancies in or between totals when compared to the data tables are due to rounding. Corporate information can be accessed here: Maru Group . Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction

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