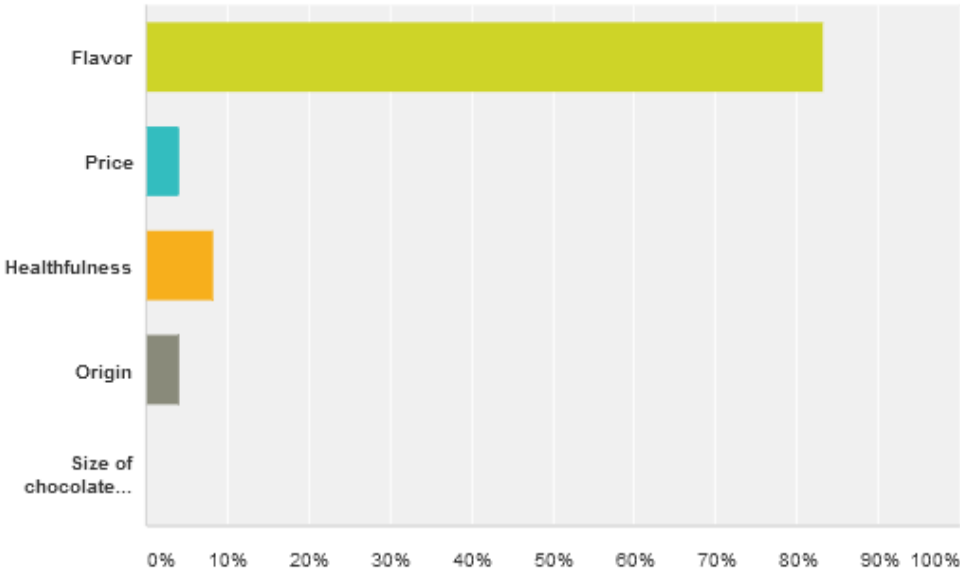


The Unofficial Chocolate Survey

Out of the following, which is the MOST important factor in selecting chocolate for yourself to enjoy?

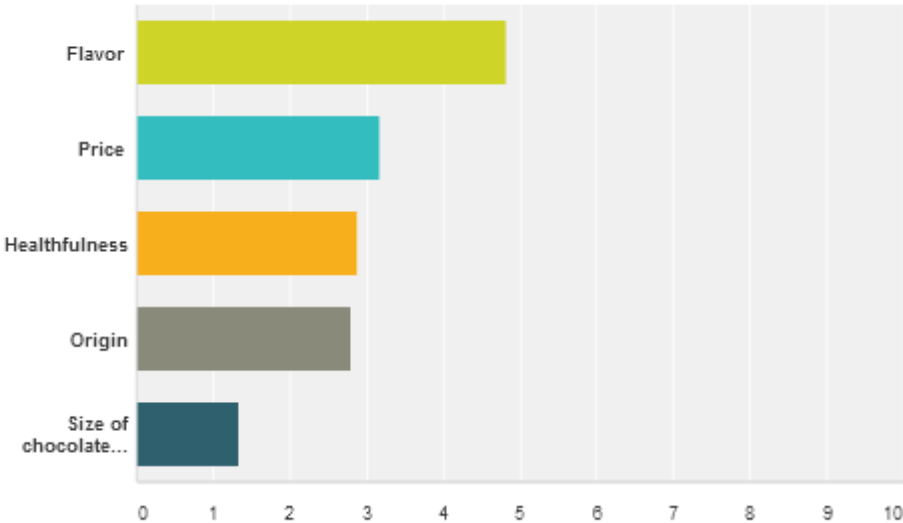
Answered: 24 Skipped: 0



Answer Choices	Responses
Flavor	83.33% 20
Price	4.17% 1
Healthfulness	8.33% 2
Origin	4.17% 1
Size of chocolate company (large corporation v small and/or local business)	0.00% 0
Total	24

Rank the following factors about chocolate in order of their importance to you, as they relate to your purchasing decisions:

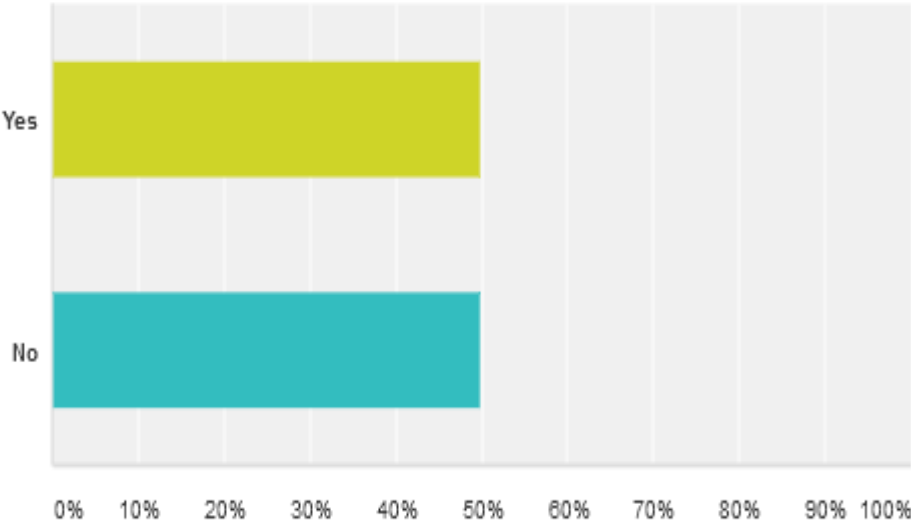
Answered: 24 Skipped: 0



	1	2	3	4	5	Total	Score
Flavor	87.50% 21	8.33% 2	4.17% 1	0.00% 0	0.00% 0	24	4.83
Price	8.33% 2	41.67% 10	20.83% 5	16.67% 4	12.50% 3	24	3.17
Healthfulness	0.00% 0	20.83% 5	54.17% 13	16.67% 4	8.33% 2	24	2.88
Origin	4.17% 1	29.17% 7	12.50% 3	50.00% 12	4.17% 1	24	2.79
Size of chocolate company	0.00% 0	0.00% 0	8.33% 2	16.67% 4	75.00% 18	24	1.33

Do you know how chocolate is made?

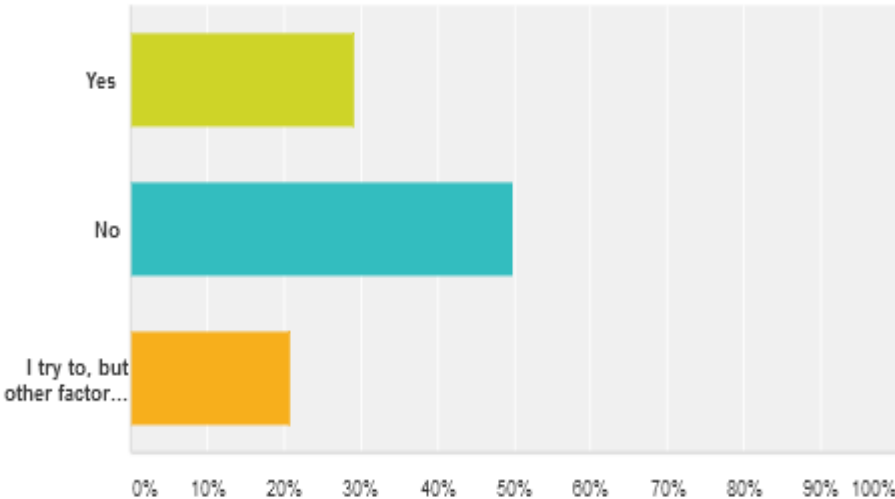
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Answer Choices	Responses	
Yes	50.00%	12
No	50.00%	12
Total	24	

Do you seek out chocolate with labels such as "organic" or "fair trade", when purchasing chocolate?

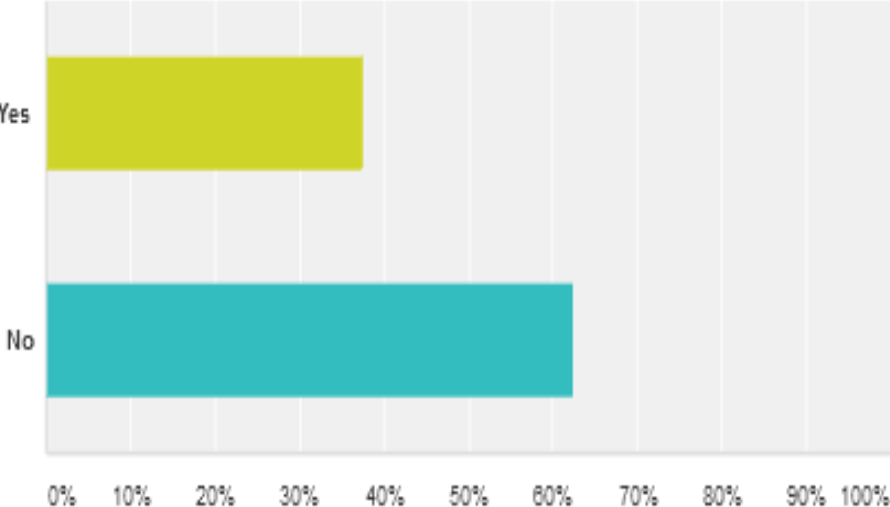
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Answer Choices	Responses	
Yes	29.17%	7
No	50.00%	12
I try to, but other factors are just more important.	20.83%	5
Total	24	

Are you aware of any problems or issues in the chocolate industry, such as production problems or ethical dilemmas?

Answered: 24 Skipped: 0



Answer Choices	Responses	
Yes	37.50%	9
No	62.50%	15
Total	24	

8 respondents listed the following issues they were aware of in the chocolate industry:

Cocoa beans are grown in areas with issues.

Human trafficking and child labor.

Possible shortage in the future due to over farming and forest clearing.

There is a decrease in raw ingredients due to dry weather. This causing an overall decrease in supply which is driving up demand and costs.

Laborers are paid very poorly by companies that buy chocolate; fair trade provides a better profit for the laborers and their local area as one way to combat this problem. Also I've read there is going to be a decline in cocoa bean production (farmers are switching to other more reliable crops, etc.)!

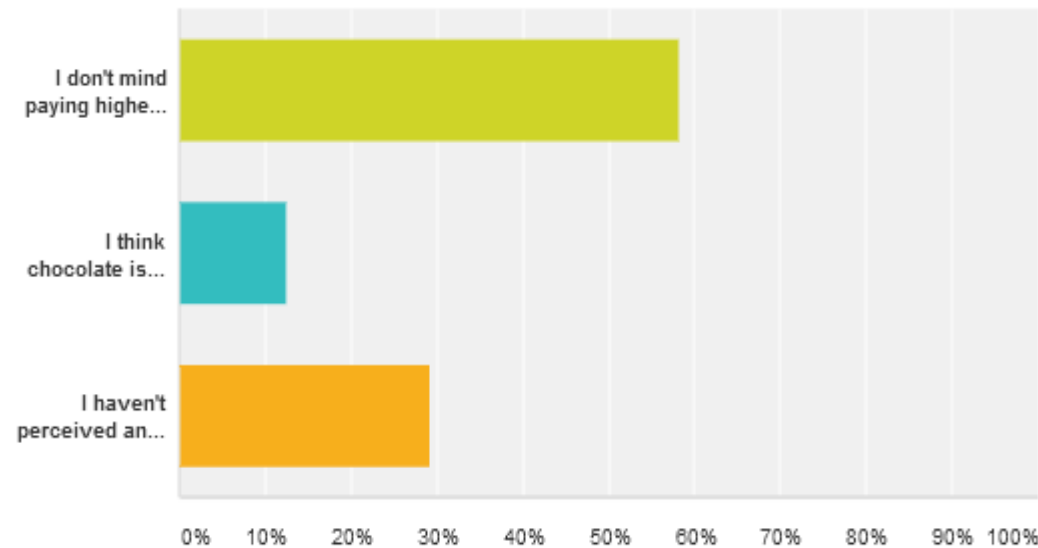
I had heard that chocolate prices would be going up due to different products used in the making of chocolate, like milk and the cocoa beans.

As in all other foods: fair wages, ethical work conditions, environmentally responsible production, additives, pesticides and the importance of Fair Trade.

Slave labor.

Do you think chocolate is too expensive these days?

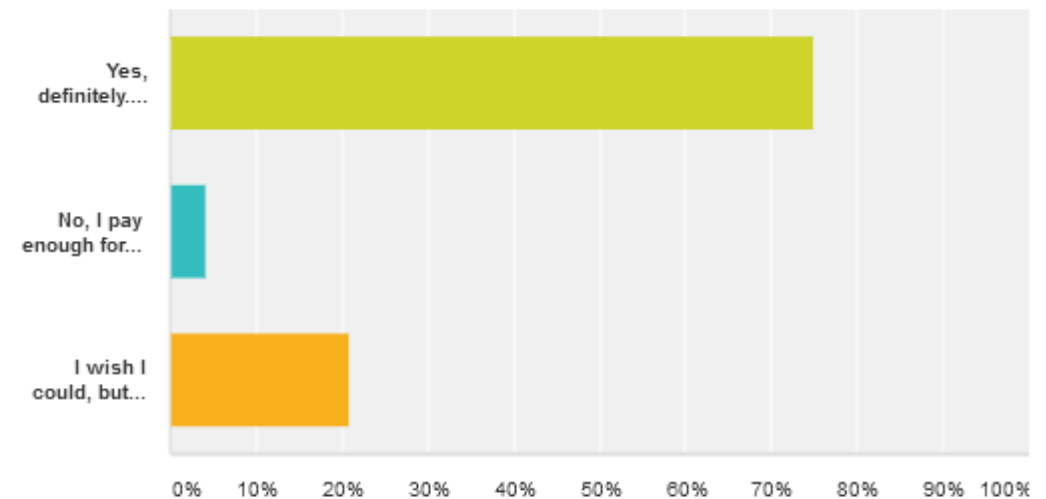
Answered: 24 Skipped: 0



Answer Choices	Responses
I don't mind paying higher prices for chocolate that I deem better (based on flavor, health, origin, etc.)	58.33% 14
I think chocolate is getting too expensive these days - I would buy it more often if it was cheaper.	12.50% 3
I haven't perceived any major price changes in the chocolate I buy.	29.17% 7
Total	24

If you found out that the farmers growing cacao were not receiving fair wages or able to earn a comfortable living, would you be willing to pay more for chocolate IF (hypothetically) it was a solution to the problem?

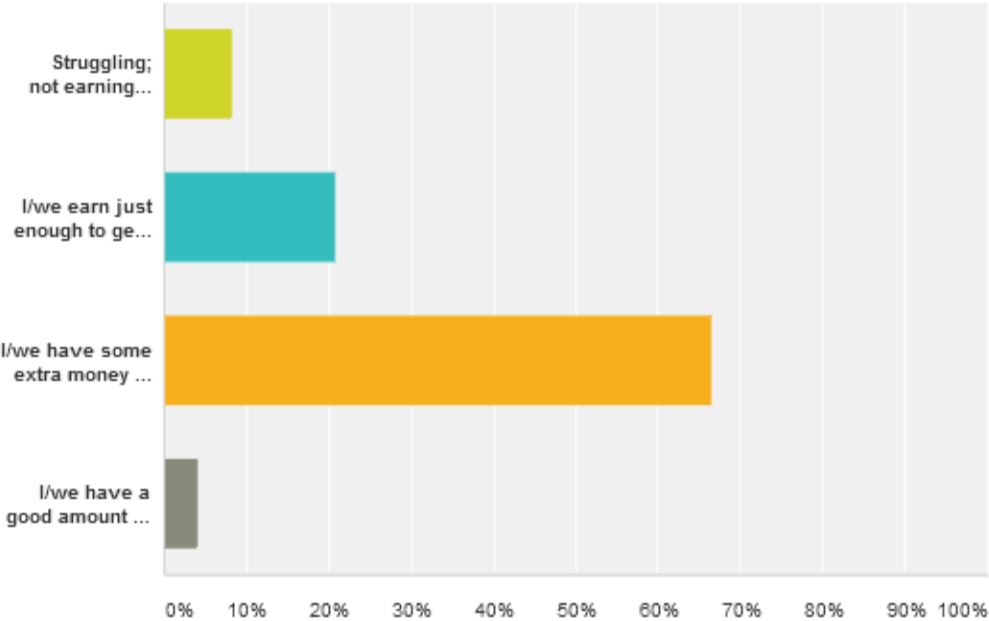
Answered: 24 Skipped: 0



Answer Choices	Responses
Yes, definitely. It's important that farmers receive fair wages.	75.00% 18
No, I pay enough for chocolate already.	4.17% 1
I wish I could, but money is too tight these days to make that choice.	20.83% 5
Total	24

Relative to the cost of living wherever you are, how would you describe your economic standing?

Answered: 24 Skipped: 0



Answer Choices	Responses	
Struggling; not earning enough to meet my/our needs.	8.33%	2
I/we earn just enough to get by, but things are tight.	20.83%	5
I/we have some extra money to spend each month.	66.67%	16
I/we have a good amount of extra money to spend each month; wealthy or very comfortable.	4.17%	1
Total	24	

Information about Survey Respondents:

24 self-identified chocolate lovers
recruited via social media

18 females, 6 males

100% of respondents are caucasian

Ages range from early 30s through mid-60s

Respondents from urban, suburban and
rural backgrounds

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