

Chocolate Market Research Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Think about chocolate you bought during the past three months, whether for yourself or someone else. All questions are optional. This is a purchase-preference survey, not a tasting test. If you did not buy chocolate, choose the relevant option or skip a question.

1. How often did you buy chocolate during the past three months?

- ☐ Several times a week
- ☐ About once a week
- ☐ A few times a month
- ☐ About once a month
- ☐ Less than once a month
- ☐ I did not buy chocolate
- ☐ Not sure

2. What was the main occasion for your most recent chocolate purchase?

- ☐ An everyday treat
- ☐ A gift
- ☐ A celebration or holiday
- ☐ Sharing with others
- ☐ Baking or cooking
- ☐ Another occasion
- ☐ I did not buy chocolate
- ☐ Not sure

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3. Which format did you choose for that purchase?

- ☐ A bar
- ☐ Individual wrapped pieces
- ☐ A box or assortment
- ☐ Baking chocolate or chips
- ☐ Another format
- ☐ I did not buy chocolate
- ☐ Not sure

4. Where did you make that purchase?

- ☐ Grocery or convenience store
- ☐ Specialist chocolate shop
- ☐ Another physical shop
- ☐ Online shop
- ☐ Market or event
- ☐ Another place
- ☐ I did not buy chocolate
- ☐ Not sure

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5. Which factor most influenced your choice?

- ☐ Expected taste
- ☐ Price
- ☐ Familiar brand
- ☐ Package or presentation
- ☐ Ingredients or cocoa percentage
- ☐ Product origin or sourcing information
- ☐ Another factor
- ☐ I did not buy chocolate
- ☐ Not sure

6. What information would help you consider a chocolate product you have not bought before?

7. What would you like a chocolate offering to do better for your preferred occasion?
