

STOP THE TRAFFIK
PEOPLE SHOULDN'T BE BOUGHT & SOLD



STOP THE TRAFFIK GOOD CHOCOLATE SURVEY

For the first time STOP THE TRAFFIK supporters are going onto the streets all over the country and finding out what chocolate people eat, whether they know about trafficking of children onto cocoa plantations, gathering critical information and spreading the message.

INSTRUCTIONS

- Take part in the biggest ever UK chocolate survey.
- All under 18s need to be supervised.
- Photocopy the results page as many times as you need it.
- Find a busy place outside your newsagent or local supermarket at the centre of your high street, choose a busy weekend and take your clip board.
- Always approach people with courtesy and ask their permission to ask the questions.
- Explain that you are getting the information as part of the STOP THE TRAFFIK campaign who are fighting to get a Traffik Free Guarantee on all chocolate products sold on the high street. You can download from the website the Chocolate Information Flyer to help you and give out.
- Please carry with you copies of the STOP THE TRAFFIK Good Chocolate Guide (downloadable from the website) for those who are interested in knowing which brands are fair-trade.
- When you have gathered as much information as you can please input the data to www.stophetraffik.org/chocolatesurveyresults

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HERE ARE THE QUESTIONS TO ASK

1 Where do you prefer to buy your chocolate?

- a) Newsagents
- b) Supermarkets
- c) Vending machines
- d) Other

2 Have you heard that thousands of children have been trafficked into the Ivory Coast to work as slaves on cocoa plantations?

3 Where did you hear about cocoa slaves from?

- a) STOP THE TRAFFIK
- b) The media
- c) Charity
- d) Other

4 Have you heard of STOP THE TRAFFIK's campaign demanding that the chocolate industry give us a Traffik Free Guarantee on chocolate products by Easter 2008?

5 What would make it possible for you to easily buy fair-trade chocolate? (at the moment buying fair-trade is the best way to guarantee there is no trafficked labour used in the production of the chocolate we eat)?

- a) More traffik free guarantee chocolate (ideally fair-trade) in your newsagent
- b) More traffik free guarantee chocolate (ideally fair-trade) at vending machines
- c) A web site selling traffik free guaranteed chocolate
- d) Supermarkets drawing attention to traffik free guarantee chocolate products that already exist in their stores

6 Which age bracket do you fall into?

- a) Under 18
- b) 18-25
- c) 25-40
- d) 40-60
- e) 60 and over

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RESULTS

- A B C D
- Y N
- A B C D
- Y N
- A B C D
- A B C D E

- A B C D
- Y N
- A B C D
- Y N
- A B C D
- A B C D E

- A B C D
- Y N
- A B C D
- Y N
- A B C D
- A B C D E

- A B C D
- Y N
- A B C D
- Y N
- A B C D
- A B C D E

- A B C D
- Y N
- A B C D
- Y N
- A B C D
- A B C D E

- A B C D
- Y N
- A B C D
- Y N
- A B C D
- A B C D E

- A B C D
- Y N
- A B C D
- Y N
- A B C D
- A B C D E

- A B C D
- Y N
- A B C D
- Y N
- A B C D
- A B C D E

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Date survey taken	
Name & Age of person taking the survey	
Email of the person taking the survey	
Address where survey was taken	
Country	

TALLY

Tally up who answered what for the 6 questions

	1	2	3	4	5	6
A						
B						
C						
D						
E						
Y						
N						

Thank you for taking part in the survey, **STOP THE TRAFFIK TEAM**