



Millward Brown IMS



# FAIRTRADE MARK IRELAND

A Review of Findings  
By:



Millward Brown IMS

February 2002 – April 2008

# Presentation Content



- Summary
- Background and Objectives
- Research Method
- The Charted Findings



# Summary - I



- Recognition of the Fairtrade logo (when shown a picture of the left panel) continues to increase to 57% of Irish Adults from 53% (registered in the same period last year) following *Fairtrade Fortnight*, which ran in February/March 2008.
- Awareness levels remain highest among Females and those in the Middle-Upper Middle Class social grades (ABC1). *Fairtrade Fortnight* would appear to have had the largest impact, in terms of raising awareness levels, among the younger 15-24 age cohort along with those living in Dublin (who have increased recognition from 40% to 69% since February 2006). Those residing in Rest of Leinster also see increases. The increased awareness overall is being driven by these key groups.
- Respondents were then shown a list of possible choices for what the logo could represent. When prompted with this list, almost half (48% up from 45%) of Irish Adults can correctly assert that it guarantees “a better deal for third world producers”.
- For those who claimed to recognise the Fairtrade logo (that is, the 57% of Irish Adults mentioned above), this correct association remains steady at 3 in 4 (76%).



# Summary - II



- Almost half (46%) of Irish Adults claim to have ever bought a Fairtrade product (up from 40% last year and 36% in 2006), and this remains notably higher among Female, 35-49s, ABC1 and Dublin residents. Lowest penetration is still among Over 65s and Farmers, unsurprising, given their relatively low awareness levels also.
- Almost 2 in 5 claim to currently buy Fairtrade products (within the past 4 weeks), up significantly from 32% to 38%. This represents a conversion ratio of 83% of those who ever bought, or in other words, over 4 out of 5 of those who ever bought a Fairtrade product continue to do so. Current purchasers are higher among the same demographics as noted above.



# Background and Objectives



- To assess awareness of the Fairtrade logo
- To establish the extent to which Irish adults understood what the logo stands for
- To understand the attitudes of the Irish adult public towards what best describes the benefits third world producers enjoy as a result of Fairtrade
- To ascertain trial and current purchase of Fairtrade products.



# Research Method



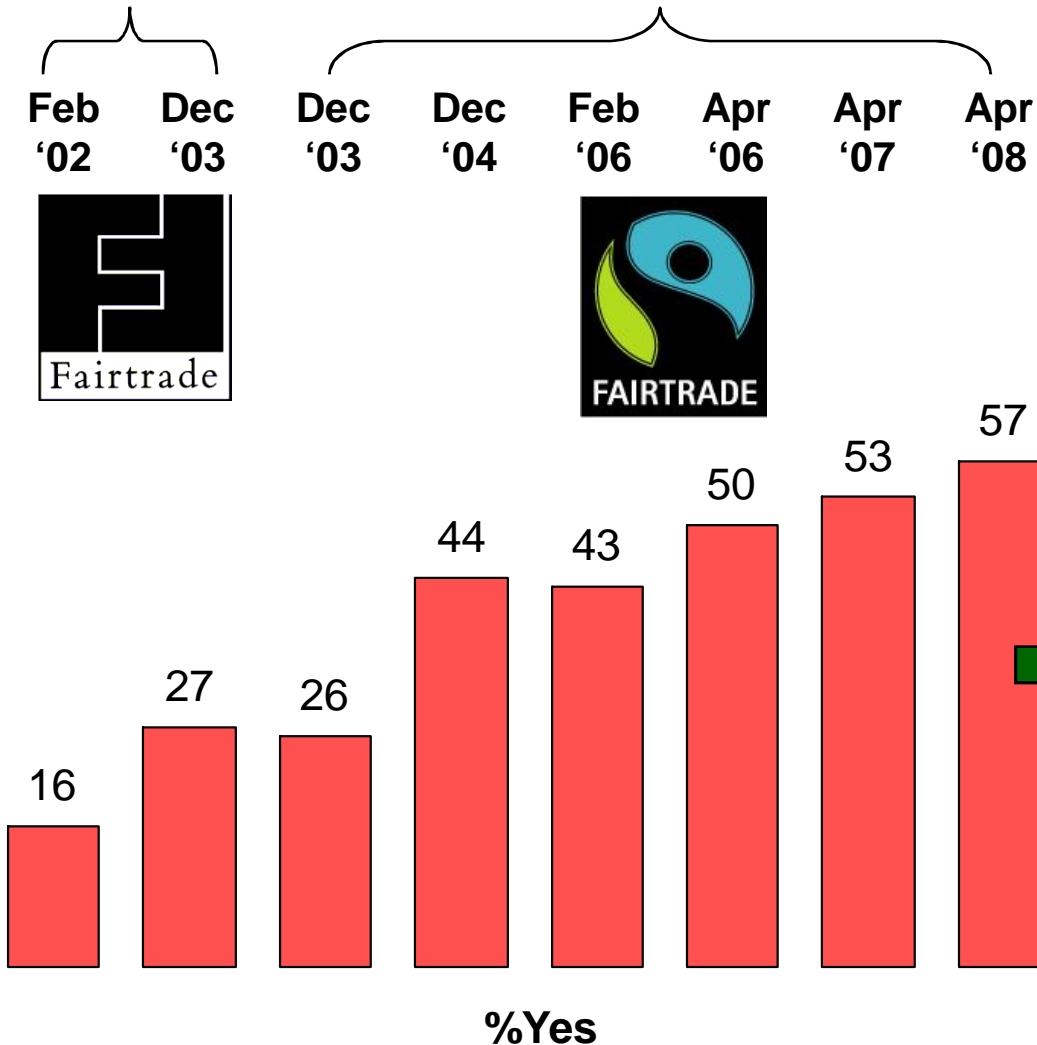
- Questions included on the MBIMS Omnibus survey
- Sample size 1,000 adults aged 15+
- Nationally representative in terms of gender, age, social class and region
- 64 sampling points countrywide
- All interviews face-to-face, in respondents own homes
- Fieldwork conducted :
  - 7<sup>th</sup> April – 27<sup>th</sup> April, 2008
  - 5<sup>th</sup> April – 20<sup>th</sup> April, 2007
  - 3<sup>rd</sup> April – 25<sup>th</sup> April, 2006
  - 2<sup>nd</sup> – 17<sup>th</sup> February, 2006
  - 3<sup>rd</sup> - 19<sup>th</sup> December, 2004
  - 13<sup>th</sup> November – 6<sup>th</sup> December, 2003
  - 27<sup>th</sup> January – 6<sup>th</sup> February, 2002



# Recognition of Fairtrade Logo



Base: All Adults 15+



| April 2008 (April 2007 +/-) |            |                     |          |
|-----------------------------|------------|---------------------|----------|
| <b>Total:</b>               | <b>57%</b> | <b>+4</b>           |          |
| <b>Gender</b>               | <b>%</b>   | <b>Social Class</b> | <b>%</b> |
| Male                        | 51         | AB                  | 74       |
| Female                      | 62         | C1                  | 70       |
|                             | +5         | C2                  | 56       |
|                             |            | DE                  | 41       |
|                             |            | F                   | 39       |
|                             |            |                     | -1       |
| <b>Age</b>                  |            | <b>Region</b>       |          |
| 15-24                       | 60         | Dublin              | 69       |
| 25-34                       | 60         | Rest of Leinster    | 52       |
| 35-49                       | 61         | Munster             | 54       |
| 50-64                       | 59         | Conn/Ulster         | 46       |
| 65+                         | 34         |                     | +4       |
|                             | +2         |                     |          |

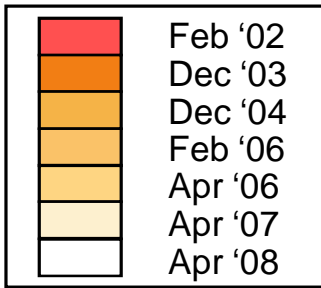
Q. I would like you to look at the symbol on this card and tell me whether you recognise it or not?



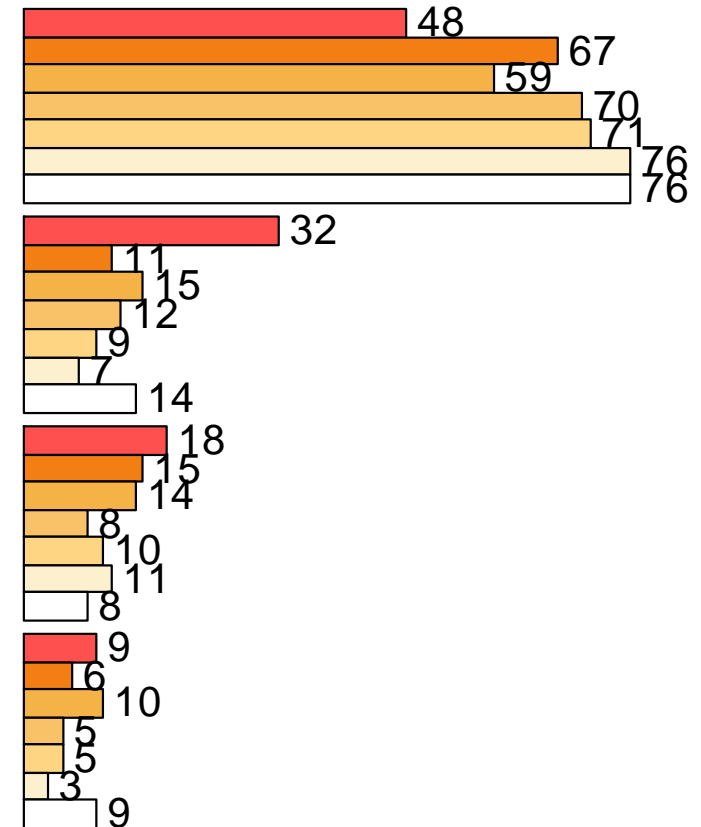
# Definitions Describing Logo



Base: All Adults 15+



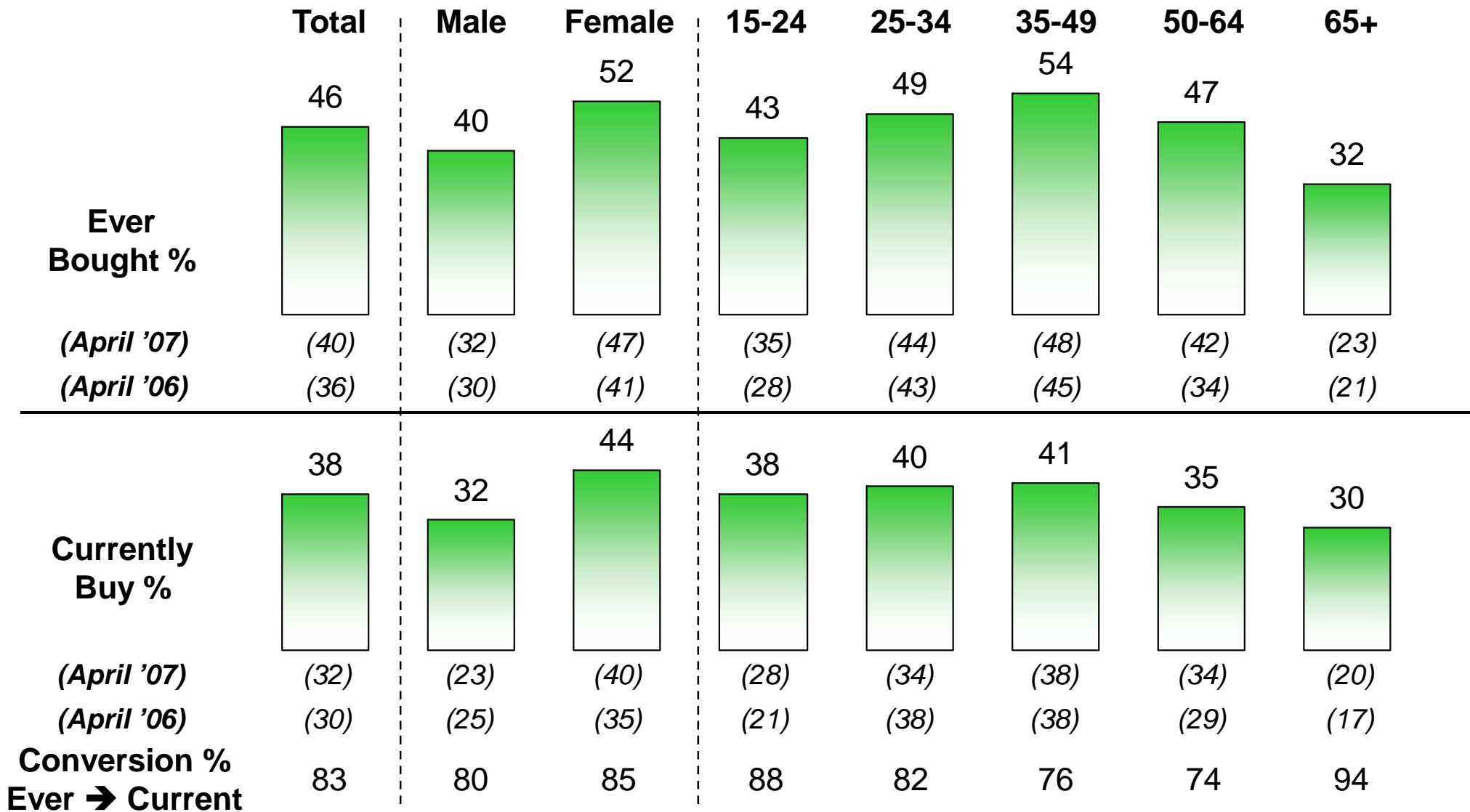
**All recognising Fairtrade logo %**



Q. Which of these definitions do you think best describes what this symbol stands for? You can choose as many or as few as you wish?



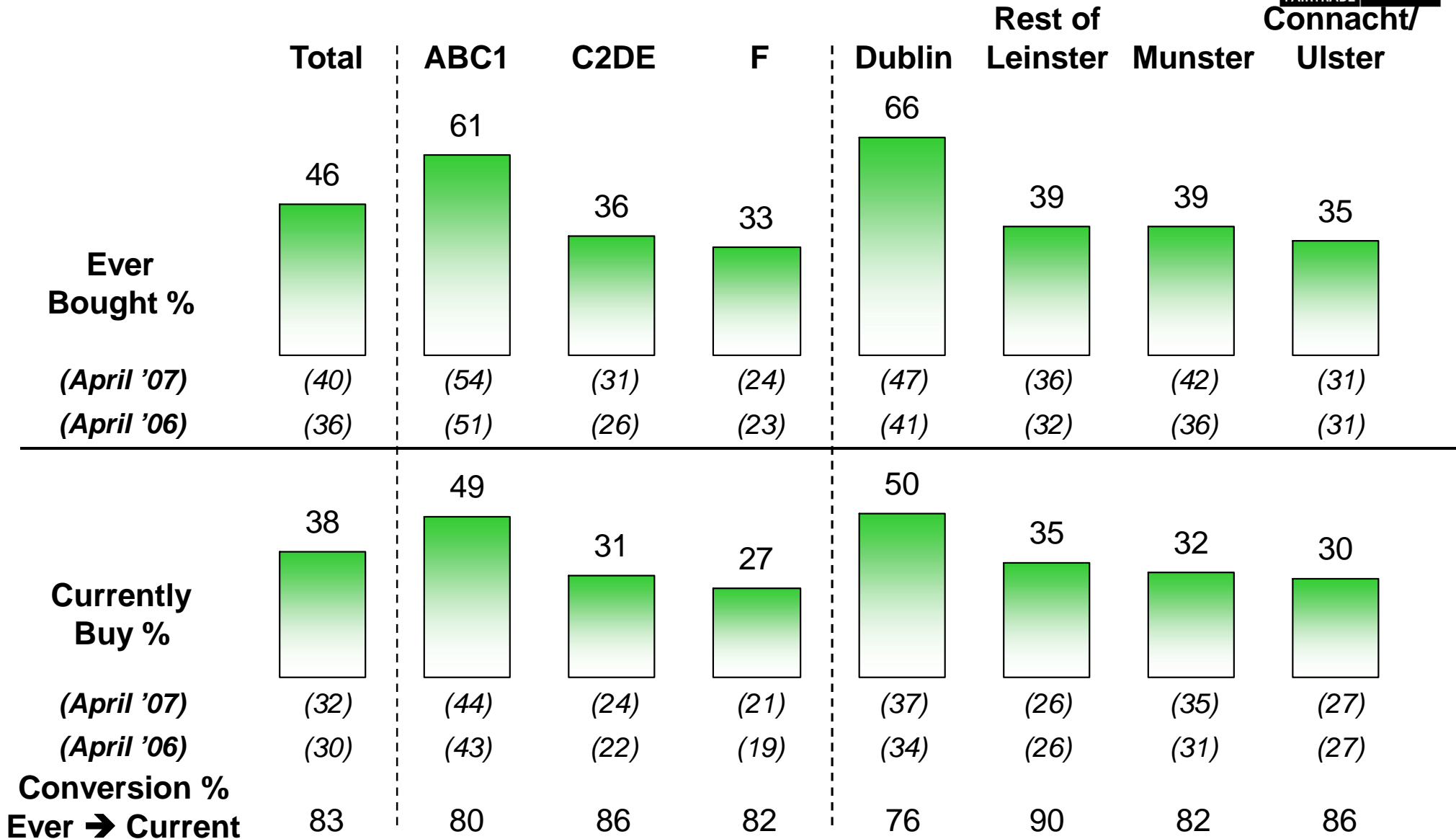
# Fairtrade Mark Purchase Experience – I – April '08



- Q. Have you ever bought any products with the FAIRTRADE Mark (eg, tea, coffee, fruit)?
- Q. And do you currently buy FAIRTRADE products, say within the past 4 weeks or so?



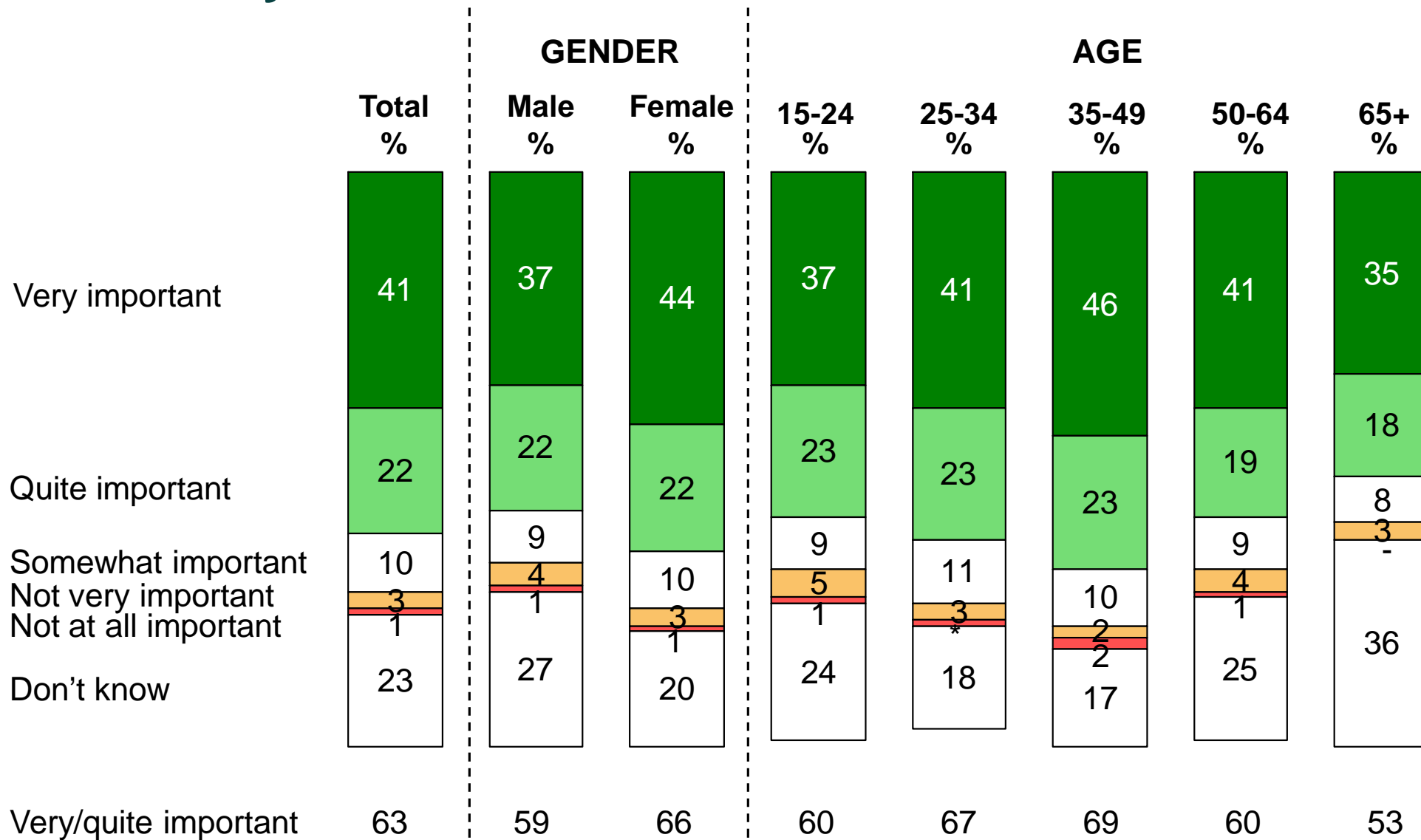
# Fairtrade Mark Purchase Experience – II – April '08



- Q. Have you ever bought any products with the FAIRTRADE Mark (eg, tea, coffee, fruit)?
- Q. And do you currently buy FAIRTRADE products, say within the past 4 weeks or so?



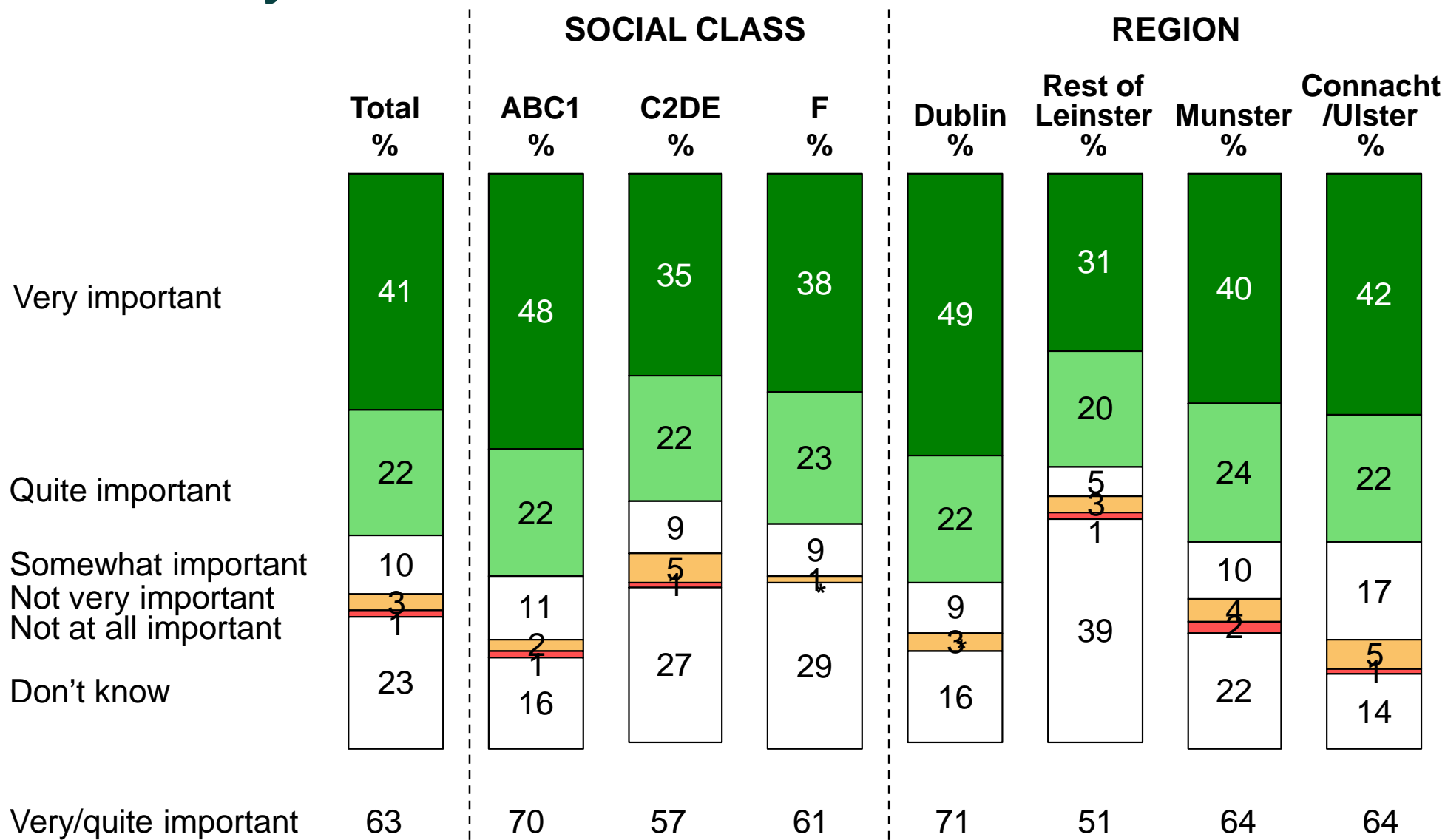
# Importance of the Fairtrade Mark – I – February '06



Q. How important to you is the Fairtrade Mark as the independent guarantee of Fairtrade?



# Importance of the Fairtrade Mark – II – February '06



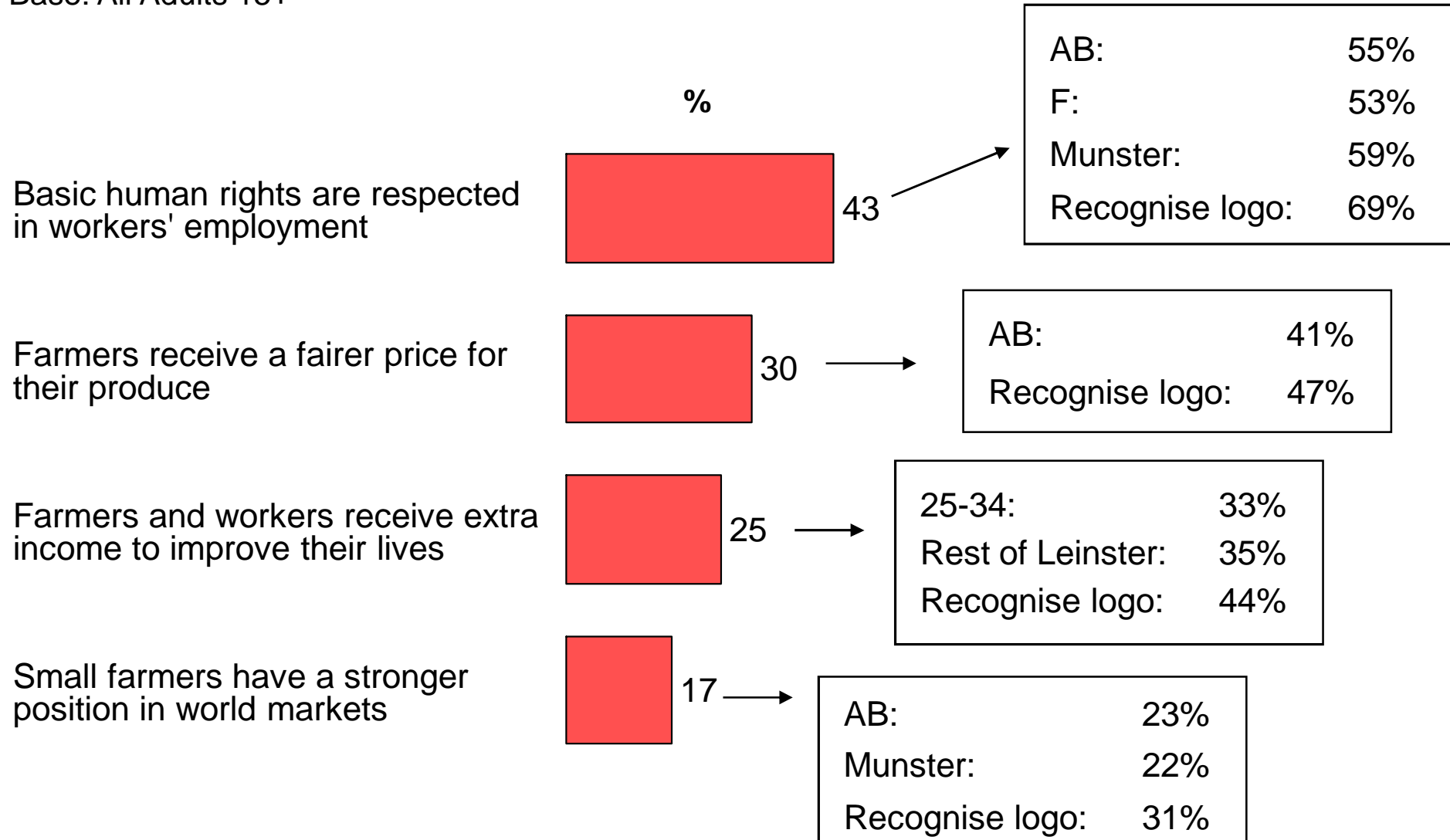
Q. How important to you is the Fairtrade Mark as the independent guarantee of Fairtrade?



# Perceived Benefits of Fairtrade to Third World Producers – December '04



Base: All Adults 15+



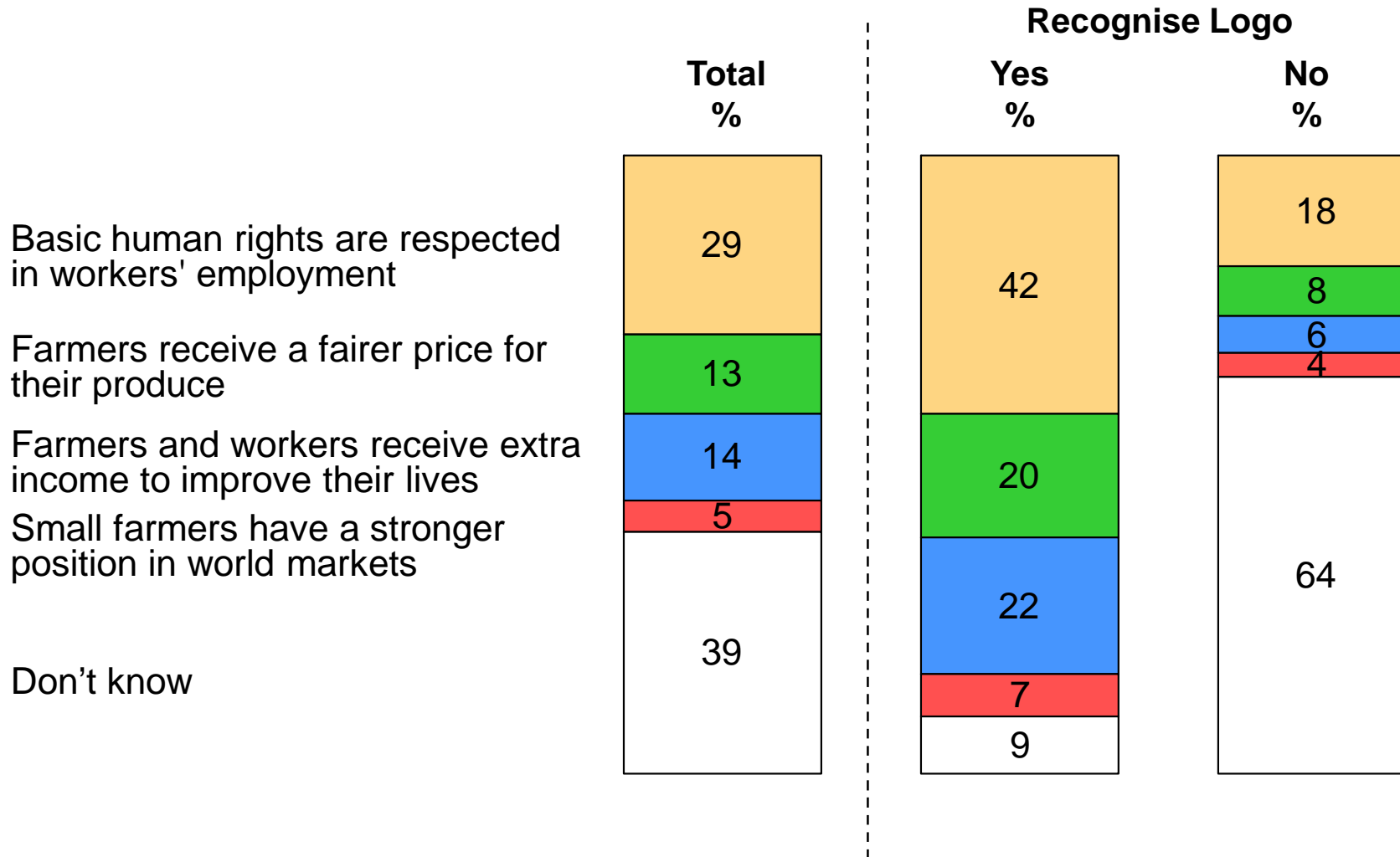
Q. Which of these benefits do Third World producers receive through Fairtrade?



# Best Description of what Fairtrade Does – December '04



Base: All Adults 15+



Q. Which **one** of the above best describes what Fairtrade does?

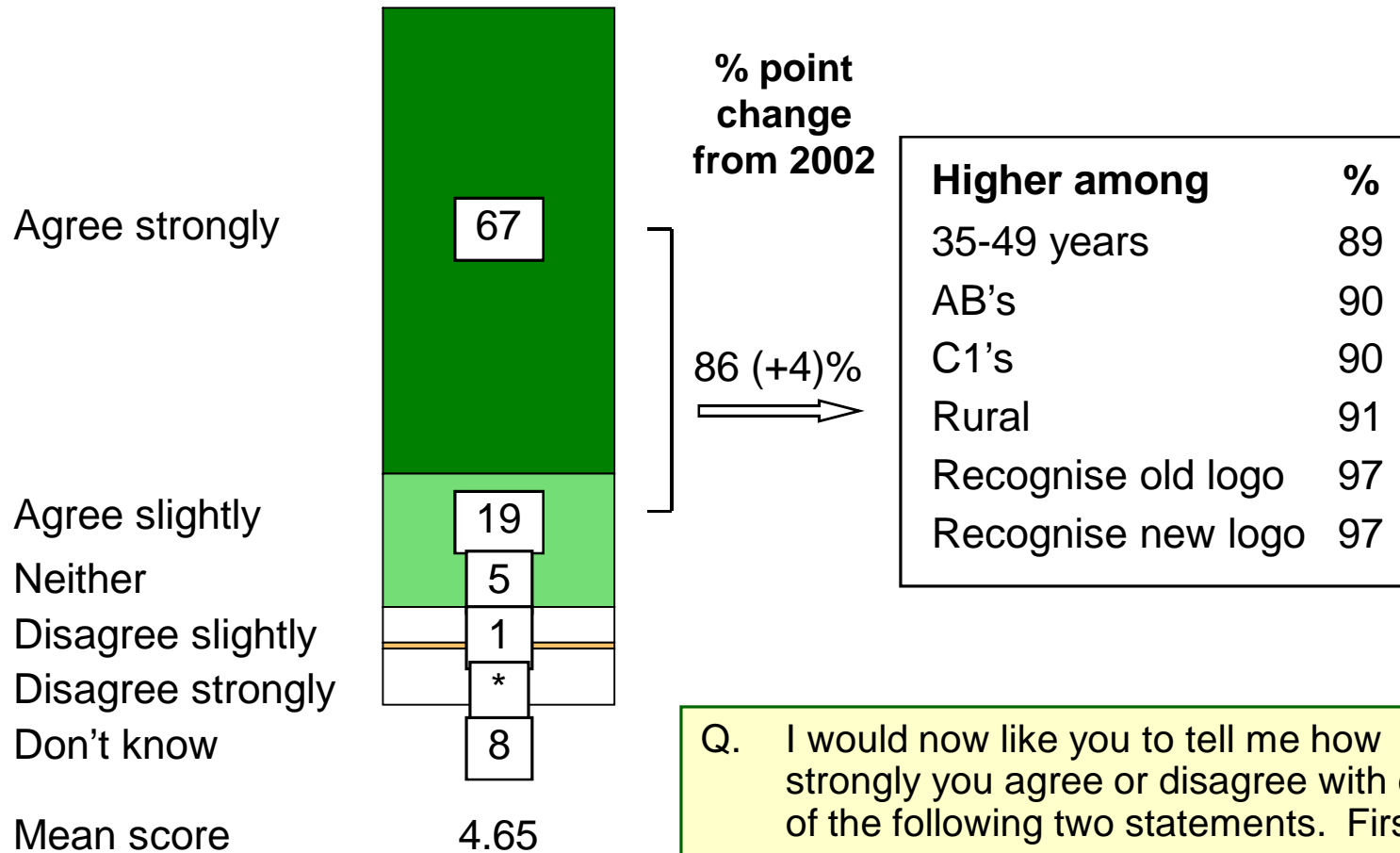


# Importance of Fairer Trade – December '03



Base: All Adults 15+

I think it is important that there is fairer trade with people in developing countries  
%



Q. I would now like you to tell me how strongly you agree or disagree with each of the following two statements. Firstly ...



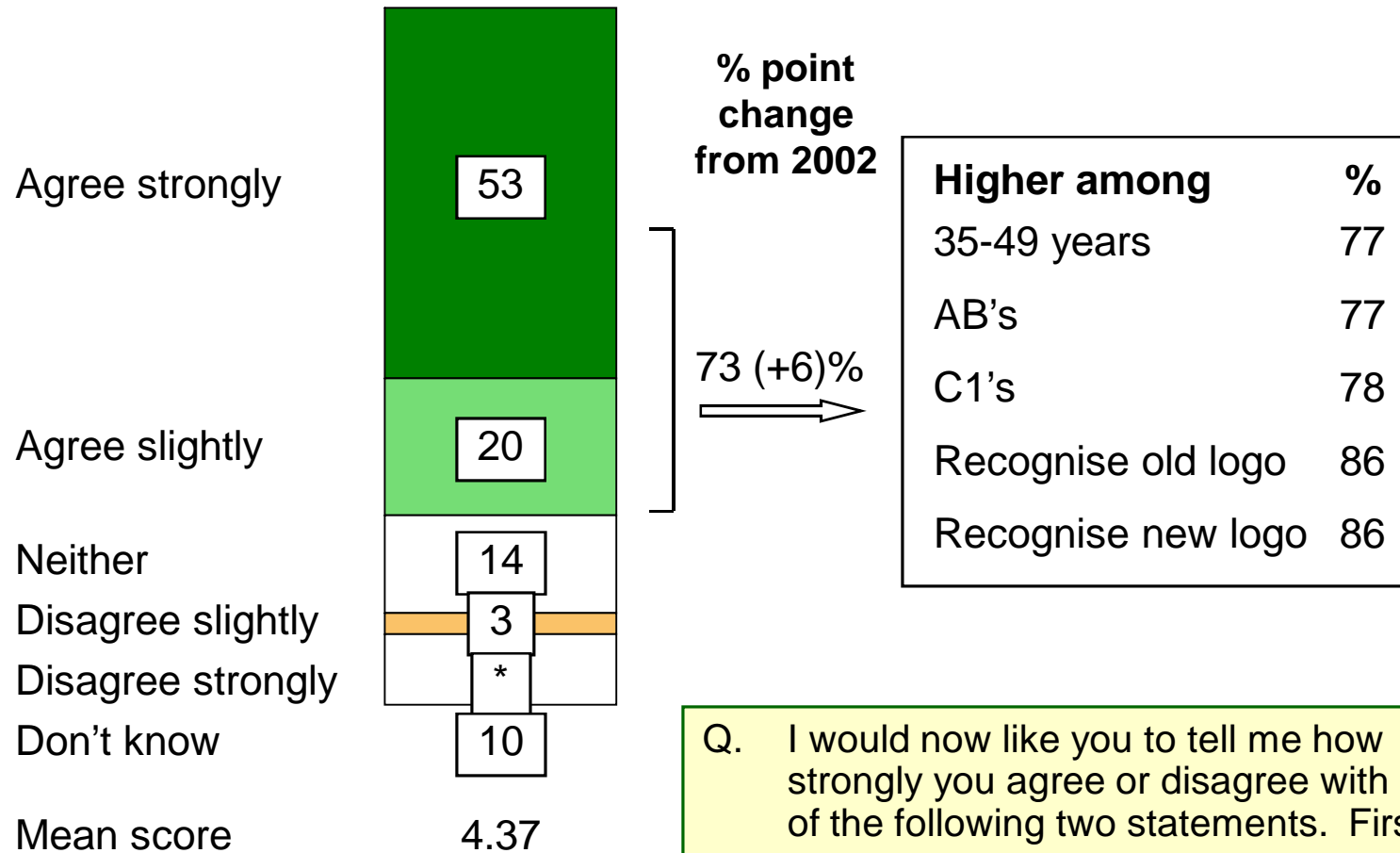
# Likelihood of Purchasing Fairtrade Products – December '03



Base: All Adults 15+

I would be more likely  
to buy a product with the  
Fairtrade Mark than a  
similar product without it

%



Q. I would now like you to tell me how strongly you agree or disagree with each of the following two statements. Firstly ...

