



FAIRTRADE MARK NORTHERN IRELAND

A Review of Findings
By:



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Summary

- Recognition of the Fairtrade logo (when shown a picture of the left panel) in Northern Ireland stands at 57% of adults (slightly lower than in ROI) following *Fairtrade Fortnight*, which ran in February/March 2009.
- Awareness levels are 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 25-49 age cohort.
- Respondents were then shown a list of possible choices for what the logo could represent. When prompted with this list, almost half (45%) of 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 adults mentioned above), this correct association rises to 7 in 10 (71%).
- Almost half (46%) of adults claim to have ever bought a Fairtrade product (slightly lower incidence than in ROI 51%) and this remains notably higher among Females, 25-49 year olds, and ABC1s.
- Just over one third (35%) claim to currently buy Fairtrade products (within the past 4 weeks). This represents a conversion ratio of 76% of those who ever bought, or in other words, over 3 out of 4 of those who ever bought a Fairtrade product continue to do so. Current purchasers are higher among the same demographics as noted above.
- The current economic situation appears to have had less impact on Fairtrade purchases compared to ROI. Just over one in 10 (12%) Fairtrade purchasers have reduced their purchasing behaviour, compared to one in five (27%) in ROI.

Background and Objectives

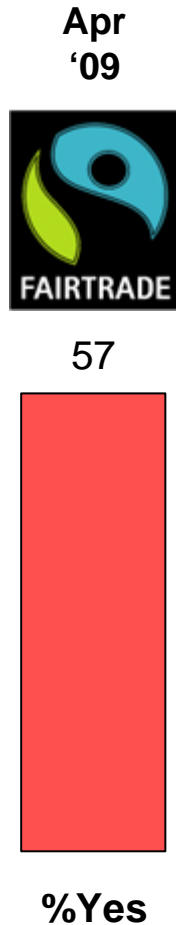
- To assess awareness of the Fairtrade logo in Northern Ireland
- To establish the extent to which Northern Irish adults understood what the logo stands for
- To understand the attitudes of the Northern Irish adult public towards what best describes the benefits third world producers enjoy as a result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

Research Method

- Questions included on the MBU Omnibus survey
- Sample size 1,035 adults aged 16+
- Fully representative in terms of gender, age, social class and region
- 45 sampling points countrywide
- All interviews face-to-face, in respondent's own homes
- Fieldwork conducted: 8th – 17th April 2009

Recognition of Fairtrade Logo

Base: All Adults 16+



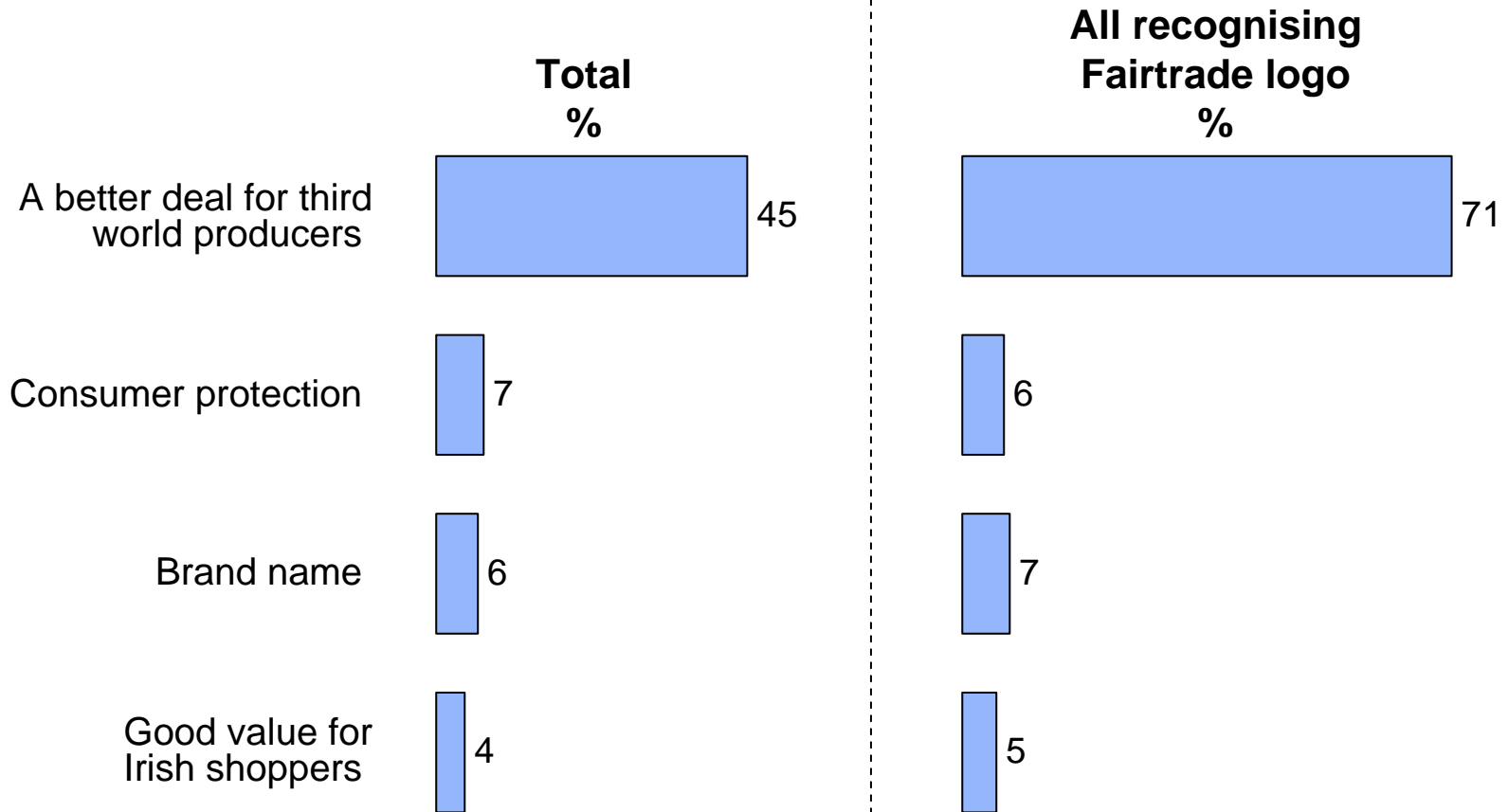
April 2009			
Total	57%		
Gender	%	Social Class	%
Male	51	AB	78
Female	64	C1	63
		C2	53
		DE	46
Age	%		
16-24	52		
25-34	61		
35-49	65		
50-64	54		
65+	49		

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 - April

Base: All Adults 16+

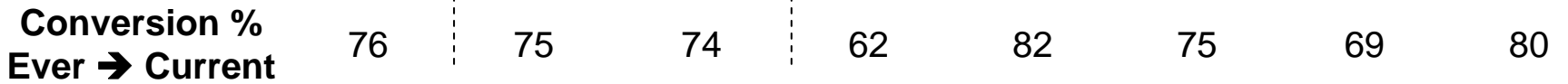
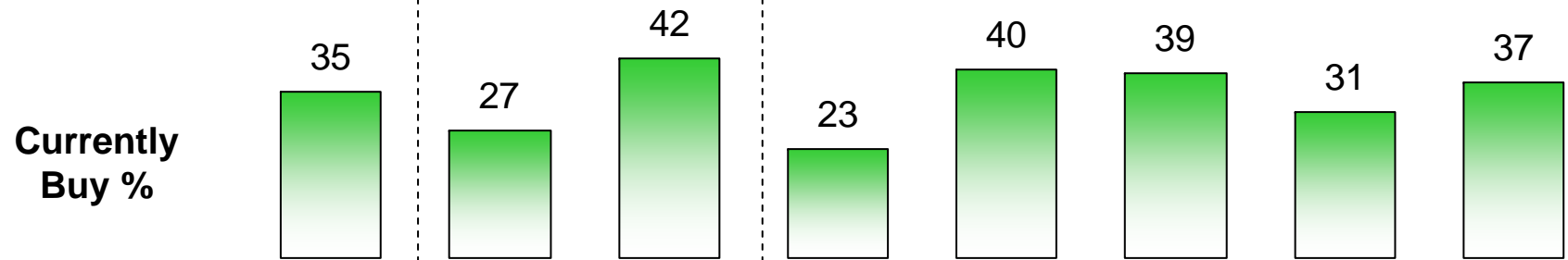
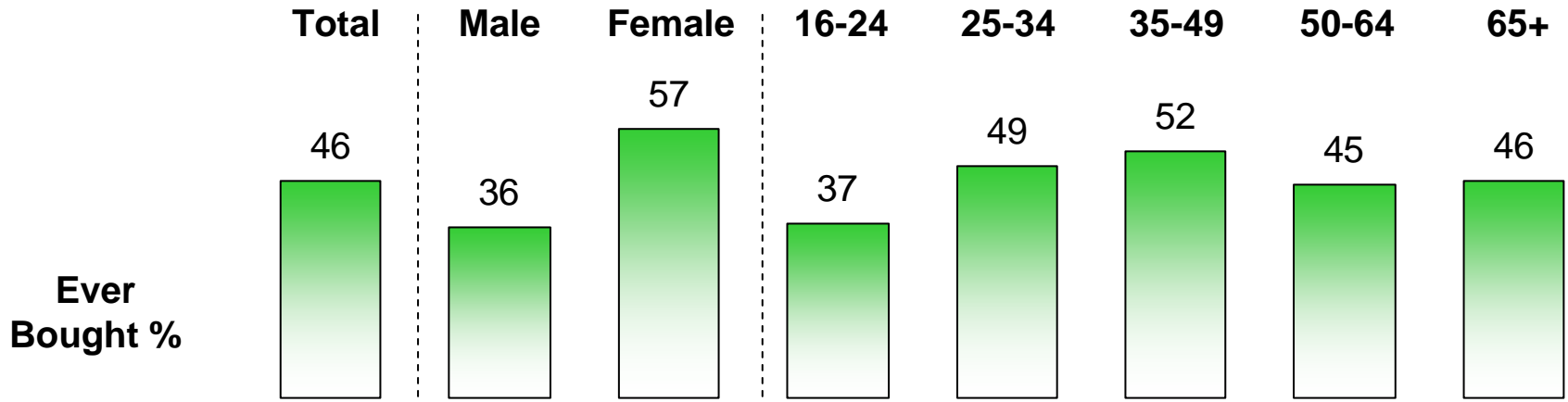


Q. Which of these definitions do you think best describes what this symbol stands for? You can choose as many or as few as you wish?





Fairtrade Mark Purchase Experience – I – April '09

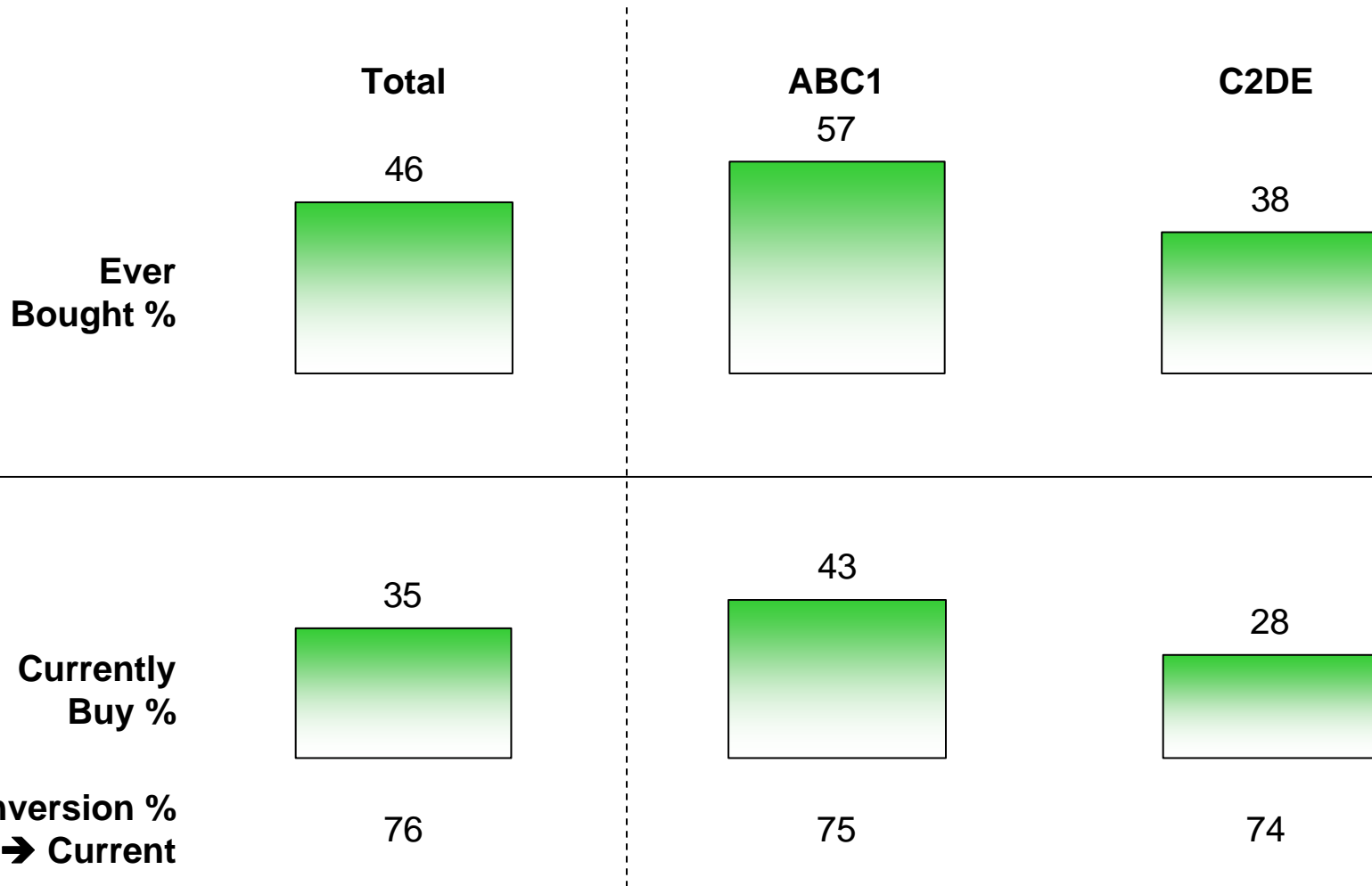


Q. Have you ever bought any products with the FAIRTRADE Mark (eg, tea, coffee, fruit)?
 Q. And do you currently buy FAIRTRADE products, say within the past 4 weeks or so?





Fairtrade Mark Purchase Experience – II – April '09



- 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?



Impact of Economic Situation on Purchasing of Fairtrade Products – I – April '09



Base: All ever bought Fairtrade products

	Total %	<u>Gender</u>		<u>Age</u>				<u>Social Class</u>	
		Male %	Female %	16-34 %	35-49 %	50-64 %	65+ %	ABC1 %	C2DE %
Reduced number of products	5	4	6	7	2	5	3	5	5
Reduced frequency of purchase	7	6	7	8	9	3	6	4	11
No change	85	88	83	79	86	90	88	90	77
Don't know	4	3	5	7	3	2	4	2	7

Q. Has the economic situation reduced either the number of, or the frequency which you buy Fairtrade Mark products or both?