



## FAIRTRADE MARK IRELAND

A Review of Findings  
By:



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# 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) has now increased to 64% of Irish adults from 57% in 2008, following *Fairtrade Fortnight*, which ran in February/March 2009.
- 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 greatest impact, in terms of raising awareness levels, among men, those in the 25-34 year age cohort, the oldest age group (65+ years), and those living in Munster (recognition up from 54% to 74% since April 2008) and Connacht/Ulster (up from 46% to 64%). The increased awareness overall is being driven by these demographic groups.
- When shown a list of possible choices for what the logo could represent, almost half (49%) correctly asserted that it guarantees “a better deal for third world producers”, an increase of one percentage point on April 2008.
- For those who claimed to recognise the Fairtrade logo (that is, the 64% of Irish adults mentioned above), this correct association is down slightly, from 76% in 2008 to 70% now.

## Summary - II

- Just over half (51%) of Irish adults claim to have ever bought a Fairtrade product (up from 46% last year and 40% in 2007), and this is notably higher among women, 25-34 year olds, ABC1s and Munster residents.
- Almost two in five (39%) claim to currently buy Fairtrade products (within the past 4 weeks), a marginal increase since 2008 (38%). This represents a slightly lower conversion ratio of 76% of those who ever bought. In other words, over three in every four of those who ever bought a Fairtrade product continue to do so. The proportion of current purchasers is higher among the demographics noted above.
- The current economic situation has had some impact on purchasing behaviour, with 12% of all adults who have ever bought Fairtrade products claiming to have reduced the number of products they buy and 15% reporting a lesser frequency of purchase. Reduced buying behaviour is most evident among Dubliners and 35 – 49 year olds.

# 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.
- To ascertain the impact of the economic situation on purchasing of Fairtrade products.

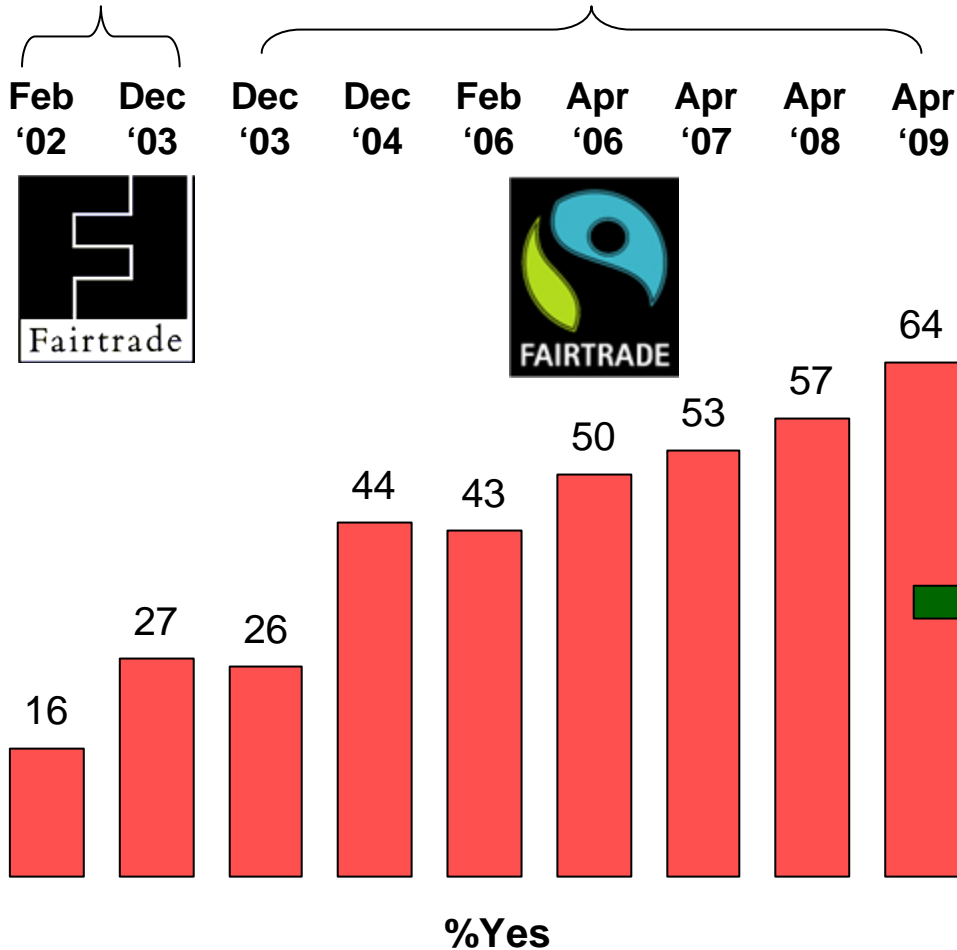


# Research Method

- 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 :
  - 1<sup>st</sup> April – 17<sup>th</sup> April 2009
  - 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+

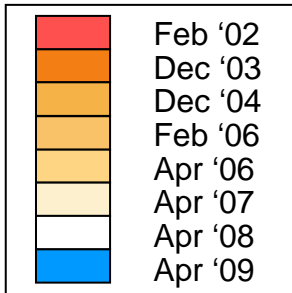


		April 2009 (April 2008 +/-)			
<b>Total</b>	64%	+7			
<b>Gender</b>	%		<b>Social Class</b> %		
<b>Male</b>	62	+11	<b>AB</b>	75	+1
<b>Female</b>	67	+5	<b>C1</b>	76	+6
			<b>C2</b>	60	+4
			<b>DE</b>	53	+12
			<b>F</b>	60	+21
<b>Age</b>	%		<b>Region</b>	%	
<b>15-24</b>	61	+1	<b>Dublin</b>	59	-10
<b>25-34</b>	70	+10	<b>Rest of Leinster</b>	61	+9
<b>35-49</b>	67	+6	<b>Munster</b>	74	+20
<b>65+</b>	58	+24	<b>Conn/Ulster</b>	64	+18

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

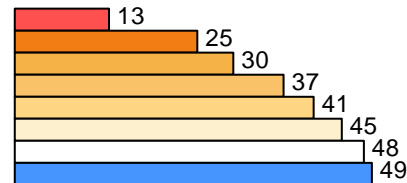
# Definitions Describing Logo

Base: All Adults 15+

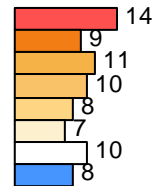


A better deal for third world producers

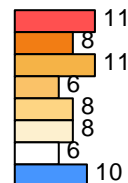
**Total**  
**%**



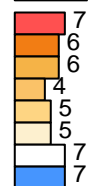
Good value for Irish shoppers



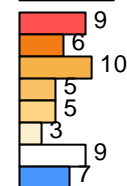
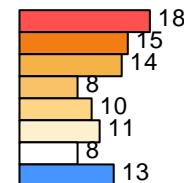
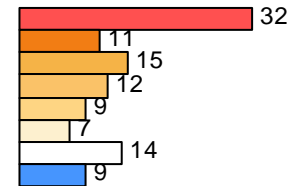
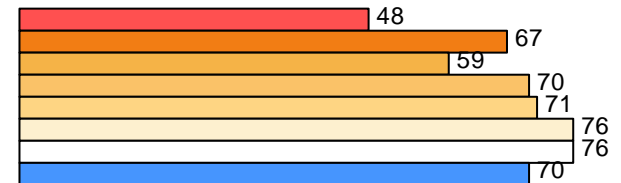
Consumer protection



Brand name



**All recognising**  
**Fairtrade logo**  
**%**

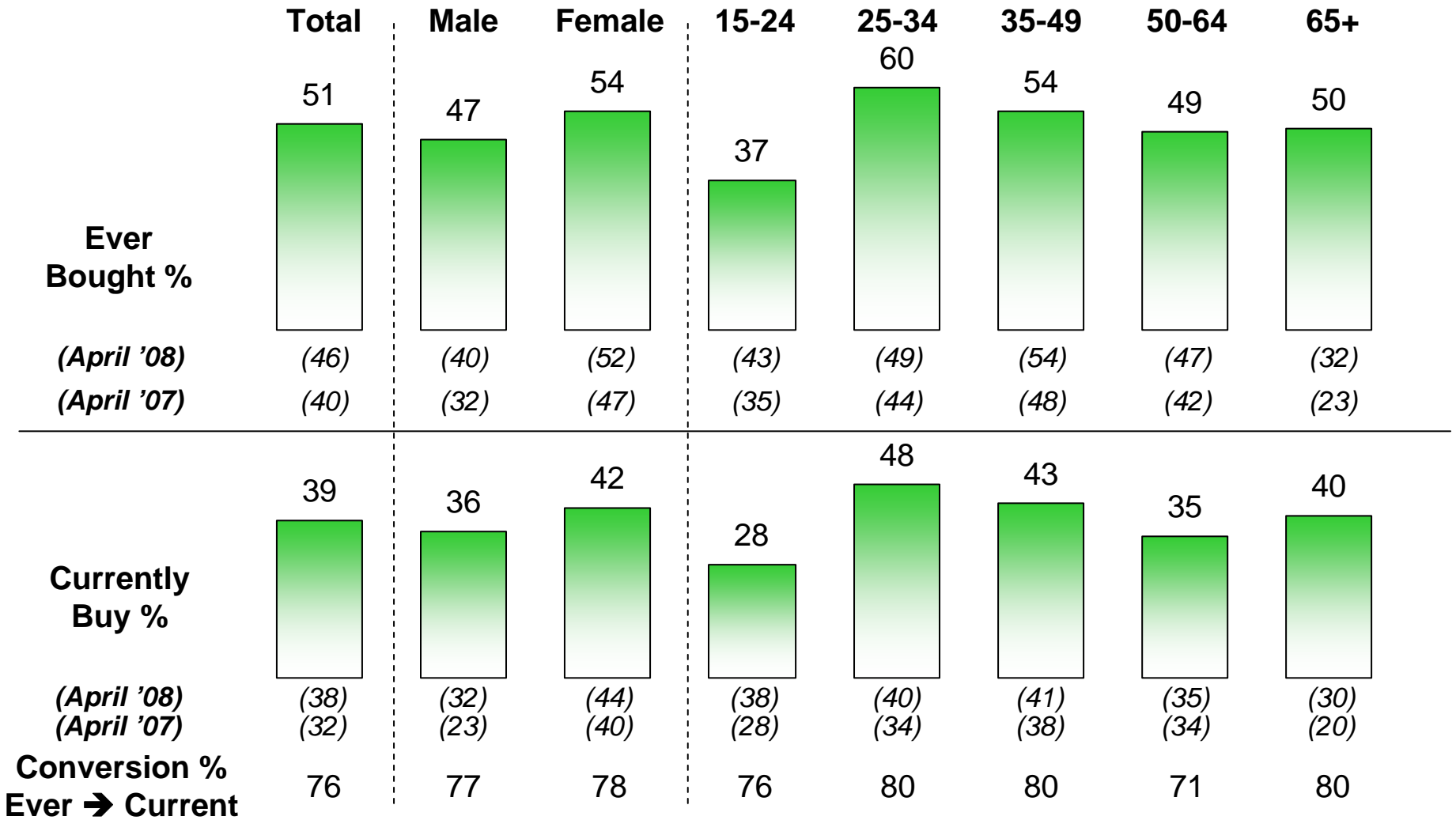


Q. Which of these definitions do you think best describes what this symbol stands for? You can choose as many or as few as you wish?





# Fairtrade Mark Purchase Experience – I – April '09

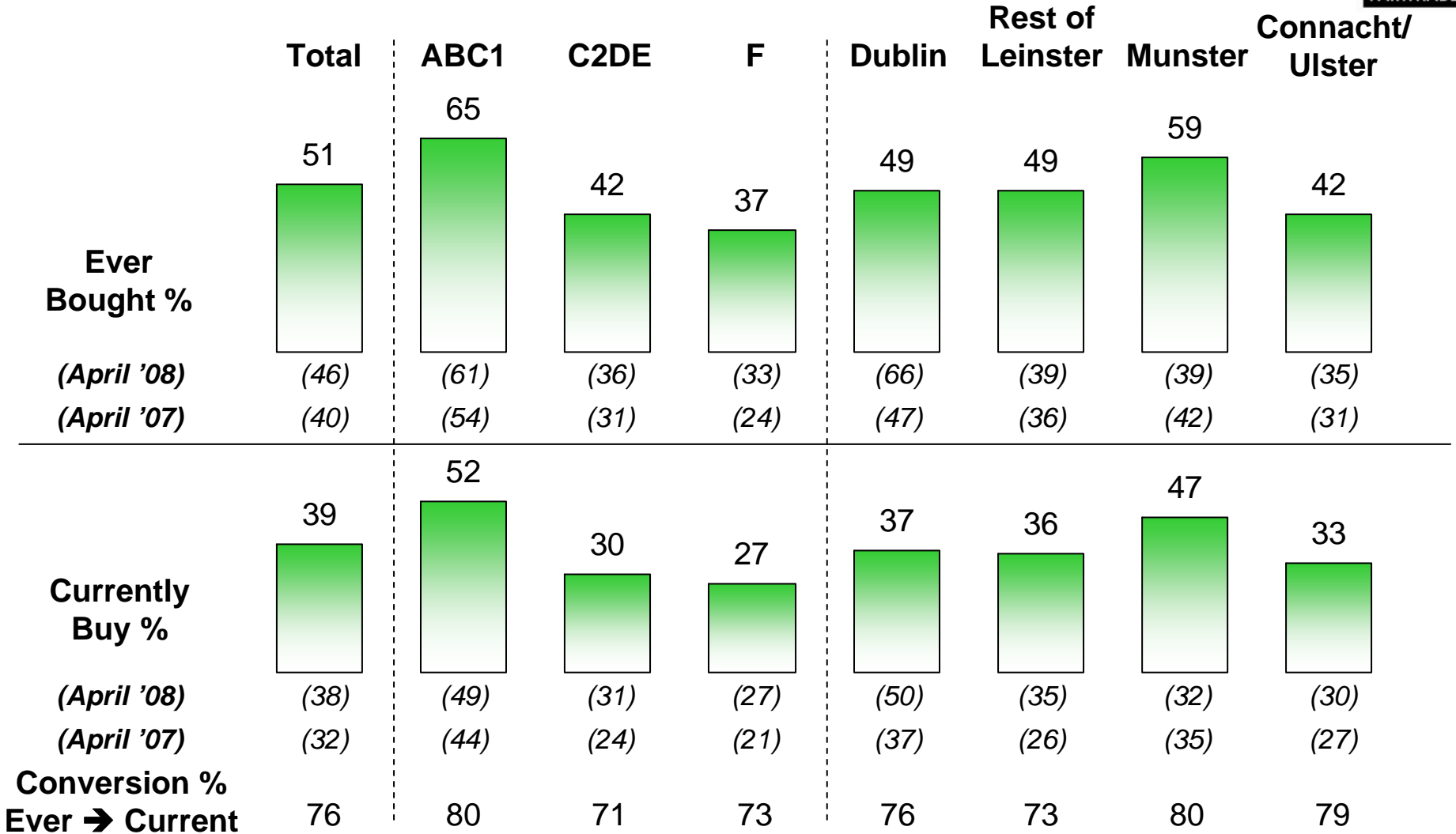


- Q. Have you ever bought any products with the FAIRTRADE Mark (eg, tea, coffee, fruit)?
- Q. And do you currently buy FAIRTRADE products, say within the past 4 weeks or so?





# Fairtrade Mark Purchase Experience – II – April '09



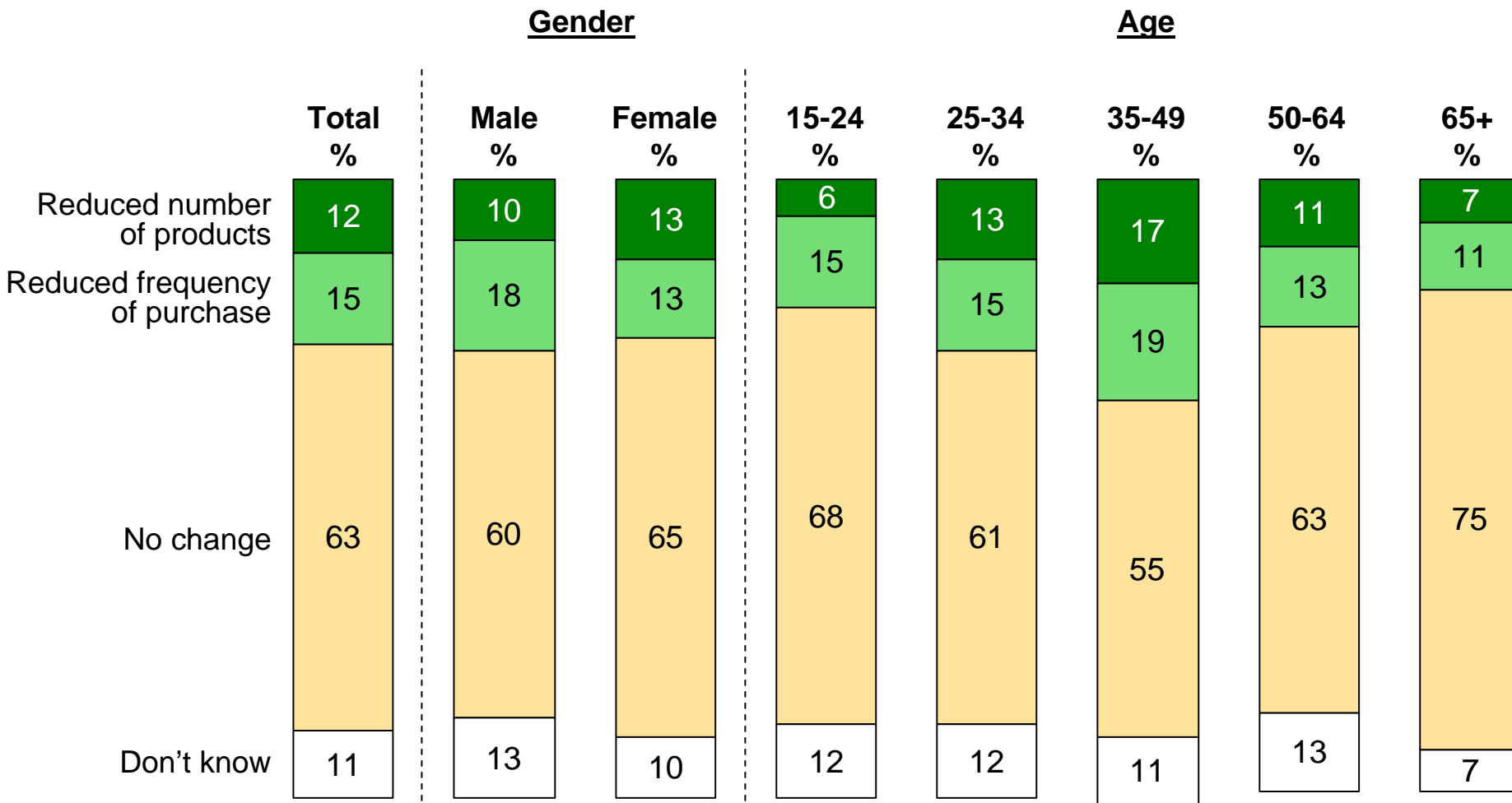
- Q. Have you ever bought any products with the FAIRTRADE Mark (eg, tea, coffee, fruit)?
- Q. And do you currently buy FAIRTRADE products, say within the past 4 weeks or so?



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



Base: All ever bought Fairtrade products

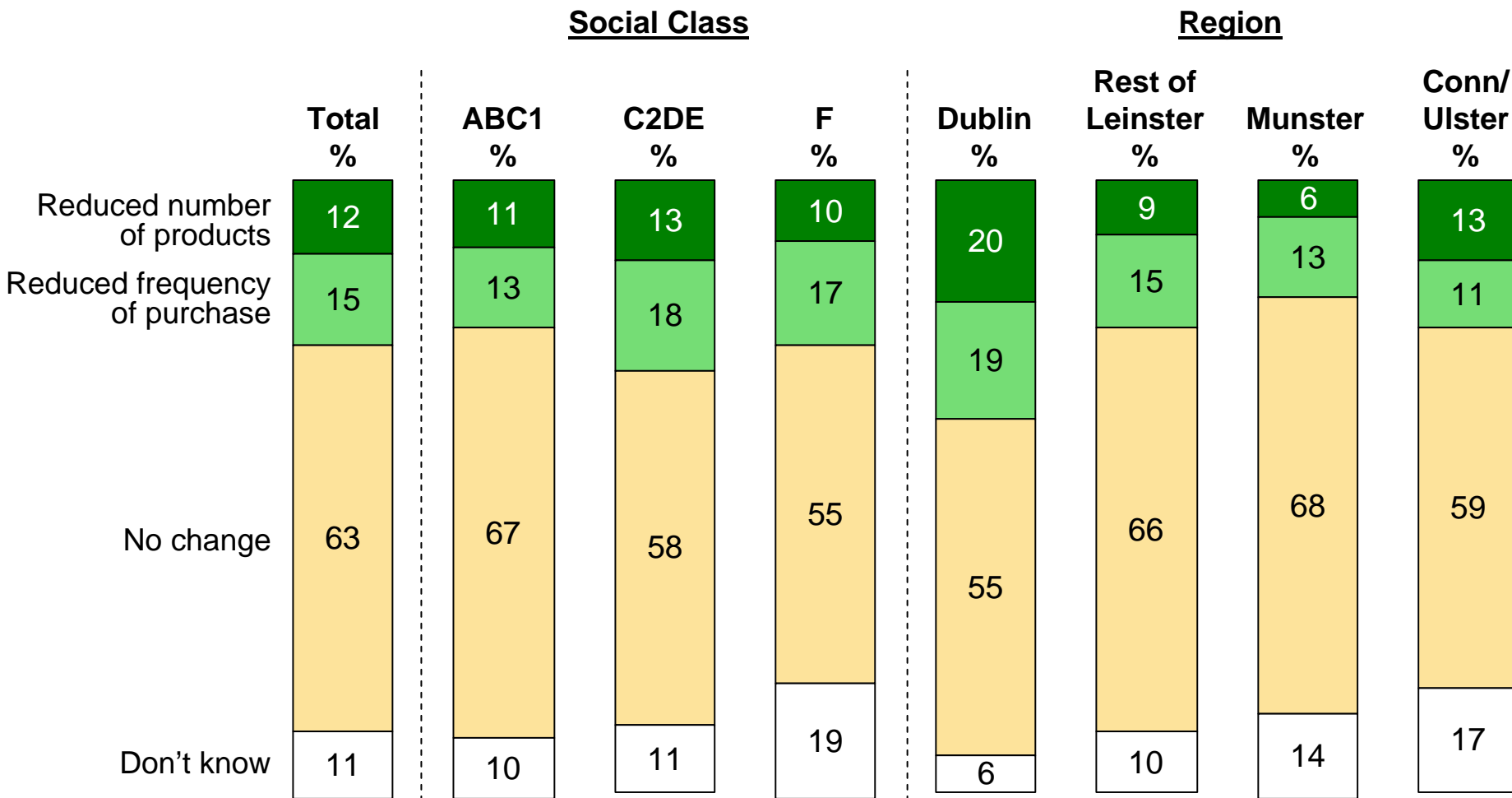


Q. Has the economic situation reduced either the number of, or the frequency which you buy Fairtrade Mark products or both?

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

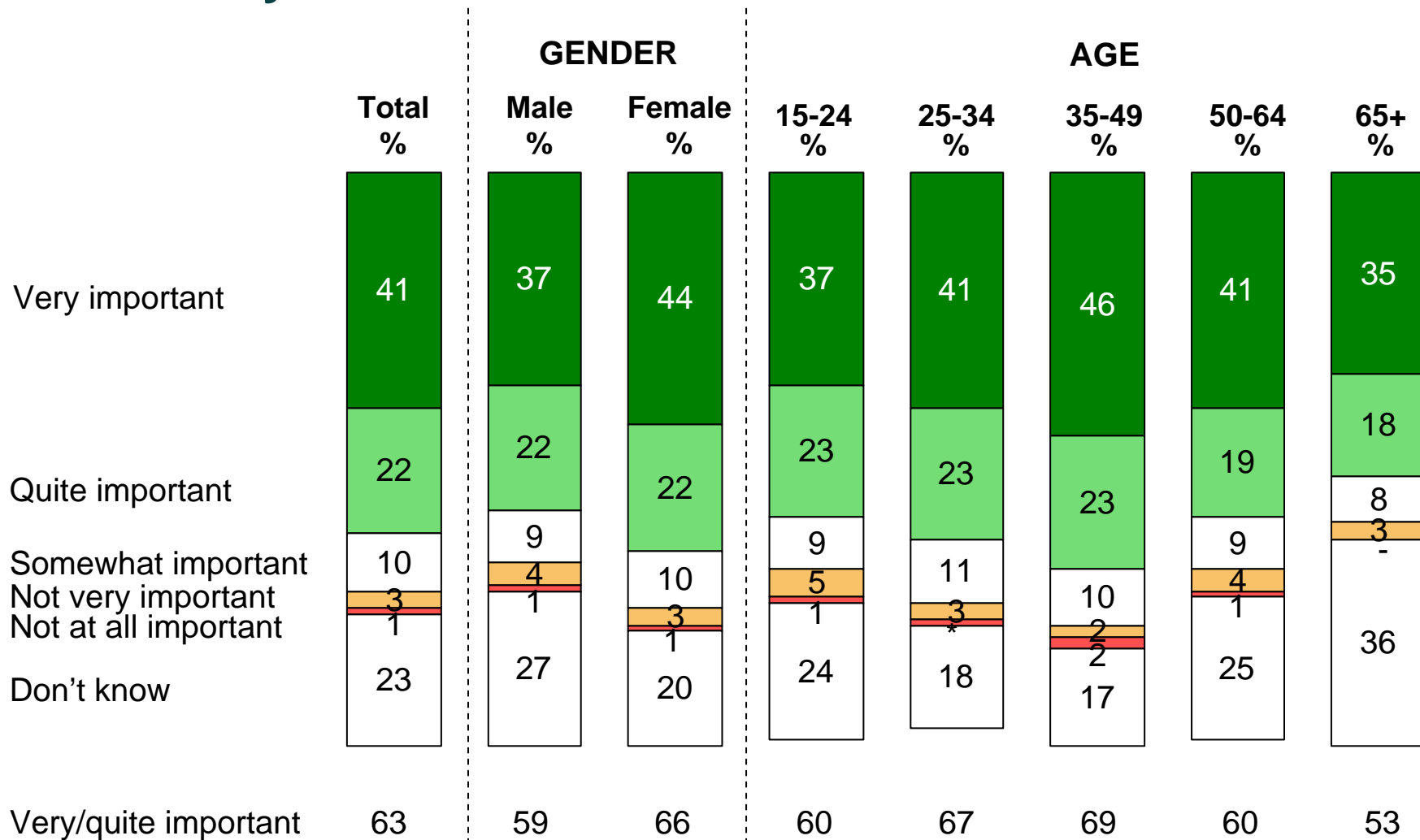


Base: All ever bought Fairtrade products

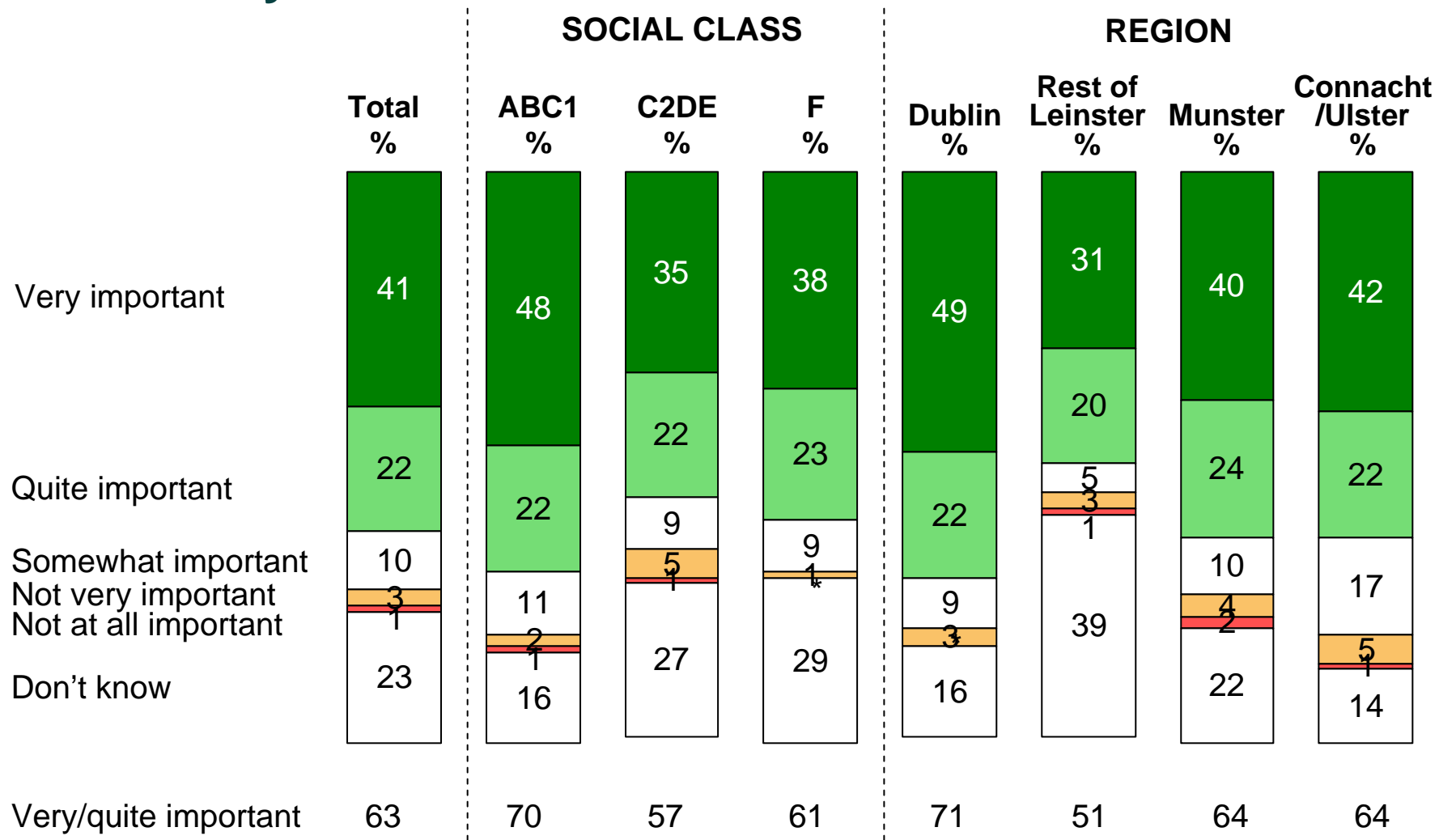


Q. Has the economic situation reduced either the number of, or the frequency which you buy Fairtrade Mark products or both?

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



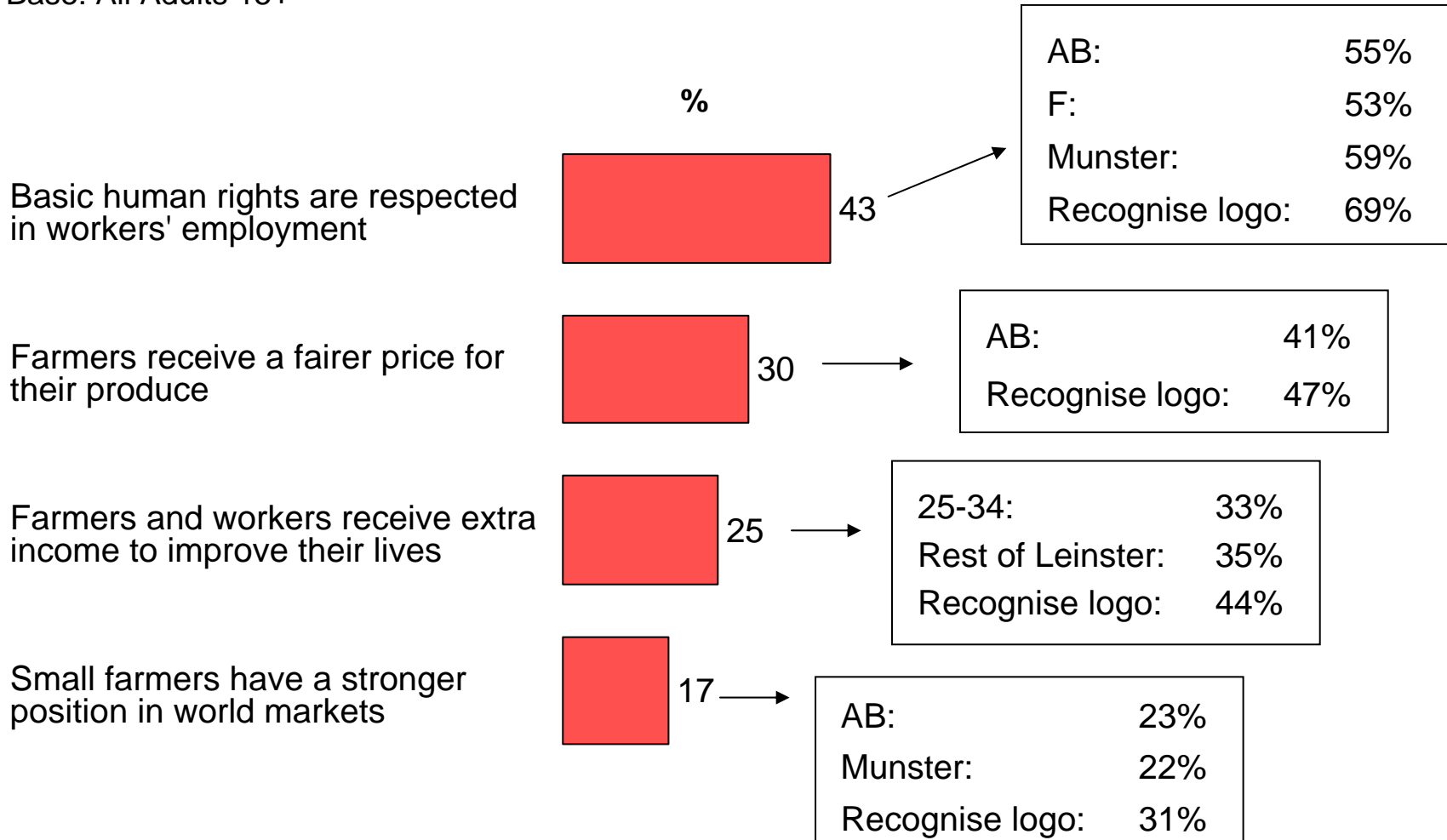
# Importance of the Fairtrade Mark – II – February '06



# 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+



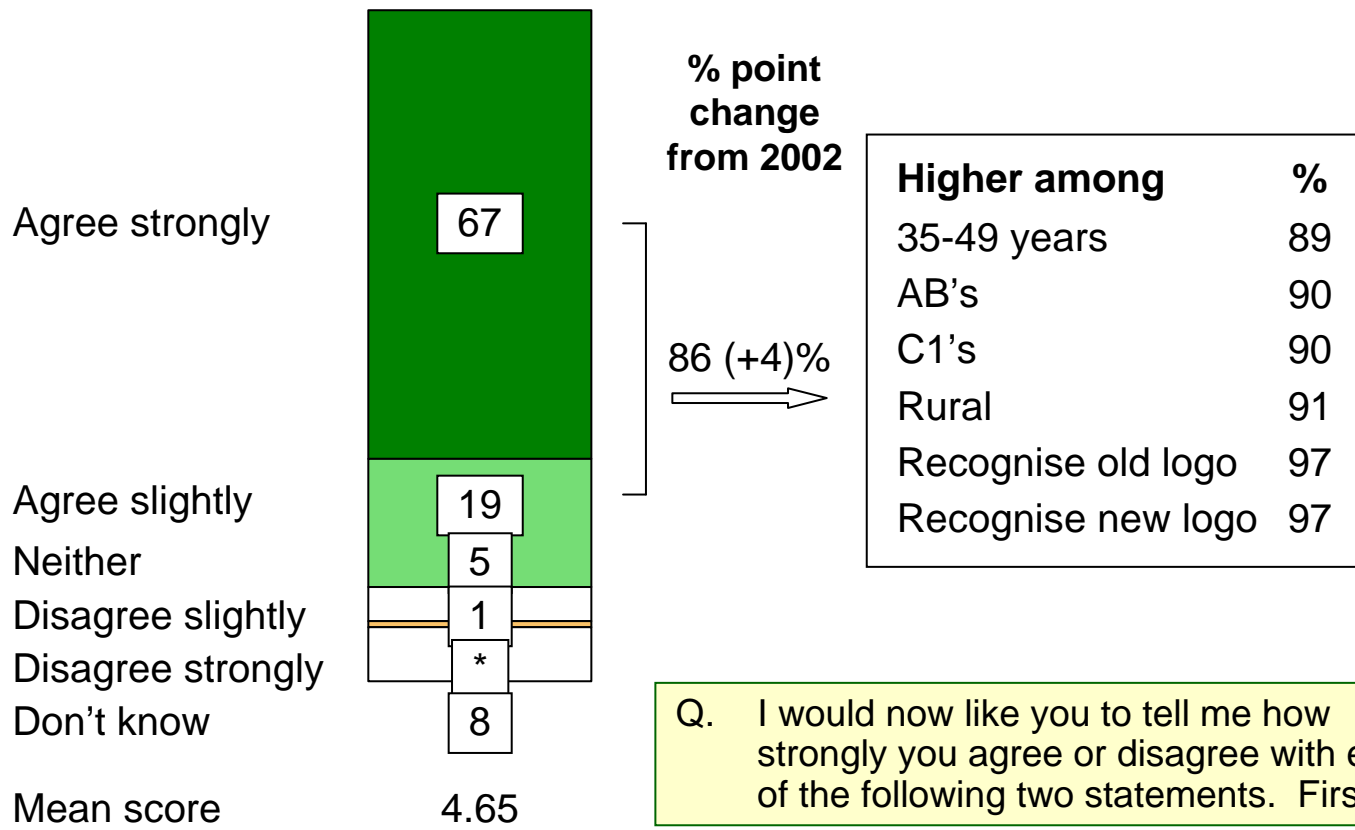
Q. Which **one** of the above best describes what Fairtrade does?



# 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 ...

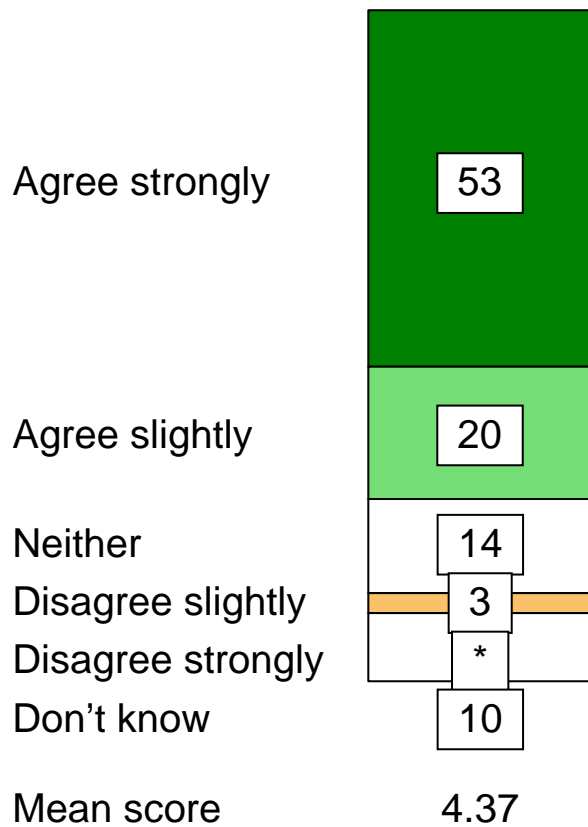


# Likelihood of Purchasing Fairtrade Products – December '03



Base: All Adults 15+

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



% point change from 2002

73 (+6)%

Higher among	%
35-49 years	77
AB's	77
C1's	78
Recognise old logo	86
Recognise new logo	86

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

