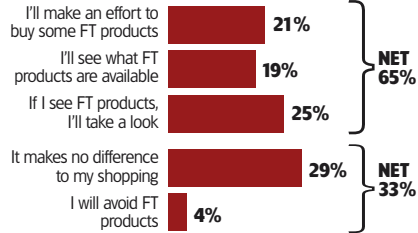


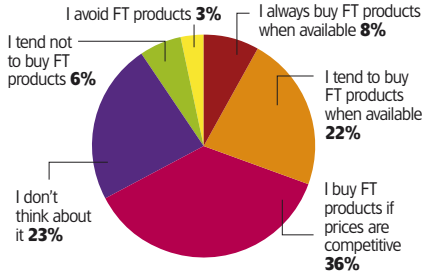
ICM CONSUMER SURVEY: FAIRTRADE BUYING

Q Which of the following statements best sums up your attitude towards Fairtrade (FT) fortnight?



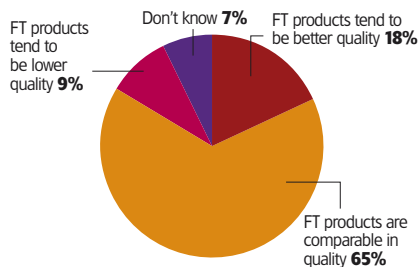
British consumers appear broadly receptive to Fairtrade products. Two thirds engage with them to varying degrees, and one in five (the majority of whom are females) make a particular point of buying them. A similar number (19 per cent) check whether Fairtrade products are available and one in four will take a look if they see them. Only a very small minority go out of their way to avoid them.

Q Which of the following best sums up your Fairtrade shopping habits?



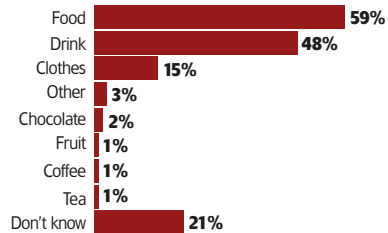
Almost a third (30 per cent) of people say they are inclined to buy Fairtrade products, including almost one in 10 (8 per cent) who say they always do. A further one in three (36 per cent) are receptive to the idea, provided that pricing is competitive. A significant minority (23 per cent) report that Fairtrade does not register on their radar. Most likely to be avid buyers are those in Scotland and the over-55s.

Q Which best reflects your view of the quality of Fairtrade products?



The Fairtrade label is seen to offer quality assurance. Most (65 per cent) do not believe there are any material differences between Fairtrade and commercial alternatives. Almost one in five (18 per cent) believe Fairtrade is better quality, rising to 25 per cent among the under-35s. Just 9 per cent say Fairtrade goods are lower quality. 6 per cent of ABC1s take this view, compared with 16 per cent of DEs.

Q What sort of products do you associate the Fairtrade label with?



Familiarity with Fairtrade is high: more than three quarters (79 per cent) of those surveyed have some product-specific associations with the label. For the majority (59 per cent), it is food that comes to mind, with drink close behind (48 per cent). 15 per cent associate Fairtrade with clothing. 36 per cent of DEs do not associate it with any particular product, compared with only 12 per cent among ABs.

For full results, visit www.icmresearch.co.uk or call Steve Parker on 020 7845 8302