



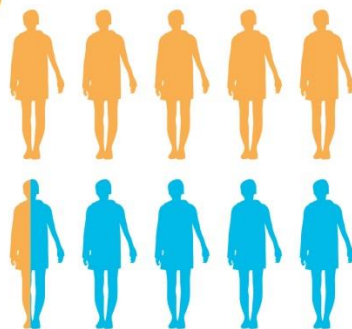
Fairtrade International GlobeScan Consumer Study 2015

Global Findings – Guide to Shareable Data 2015

Awareness and Familiarity



GLOBAL AWARENESS OF FAIRTRADE



8 IN 10



THE FAIRTRADE MARK IS THE MOST
TOP-OF-MIND ETHICAL/
ENVIRONMENTAL PRODUCT LABEL
GLOBALLY

(16% OF CONSUMERS ACROSS 15 COUNTRIES
MENTIONING THE LABEL SPONTANEOUSLY)

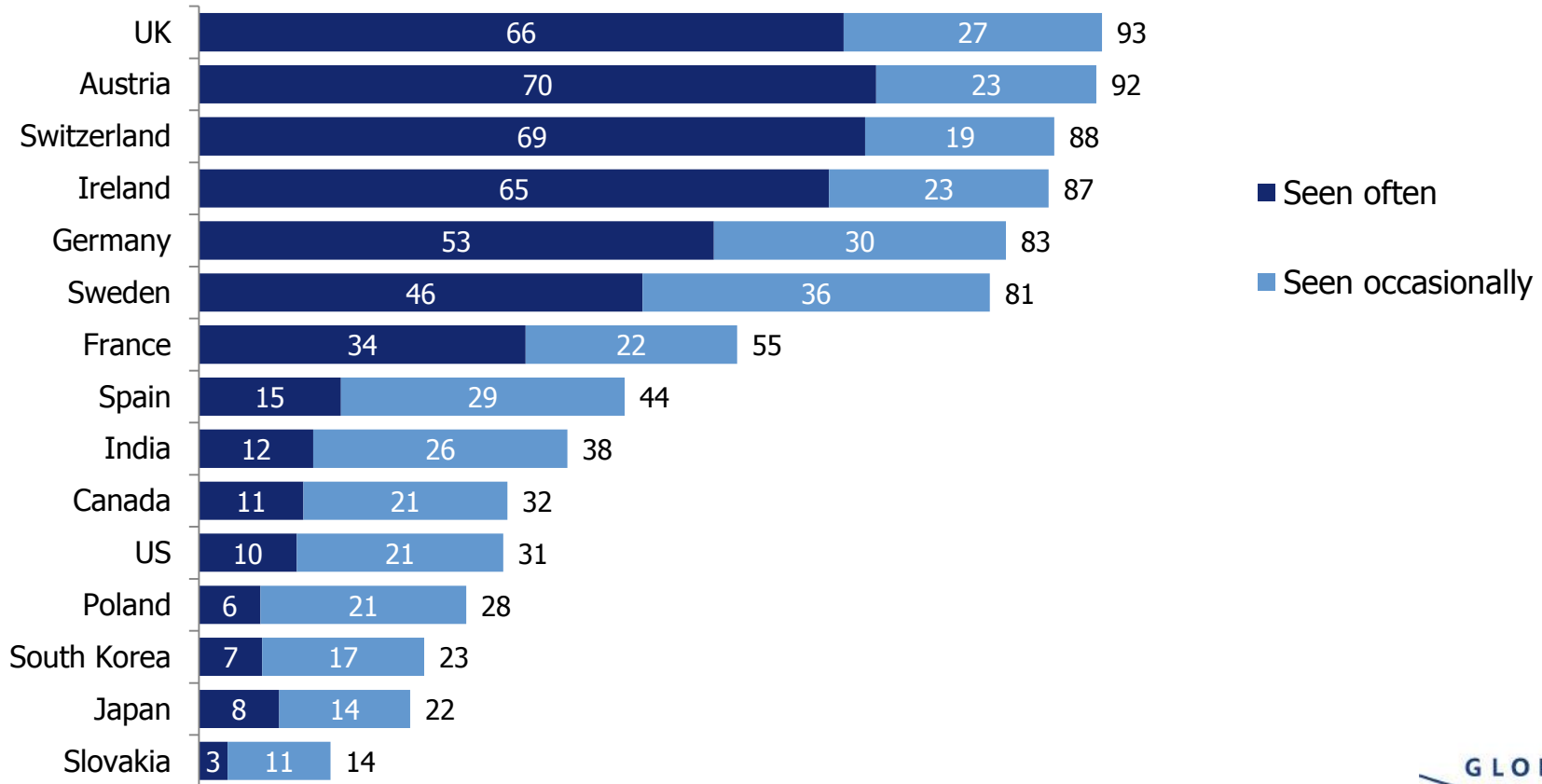
OVER HALF OF CONSUMERS HAVE
SEEN THE FAIRTRADE MARK
OFTEN OR OCCASIONALLY

OF THOSE, NEARLY 8 IN 10 SAY
THAT THE MARK WOULD HAVE A
POSITIVE IMPACT ON THEIR
PERCEPTIONS OF BRANDS



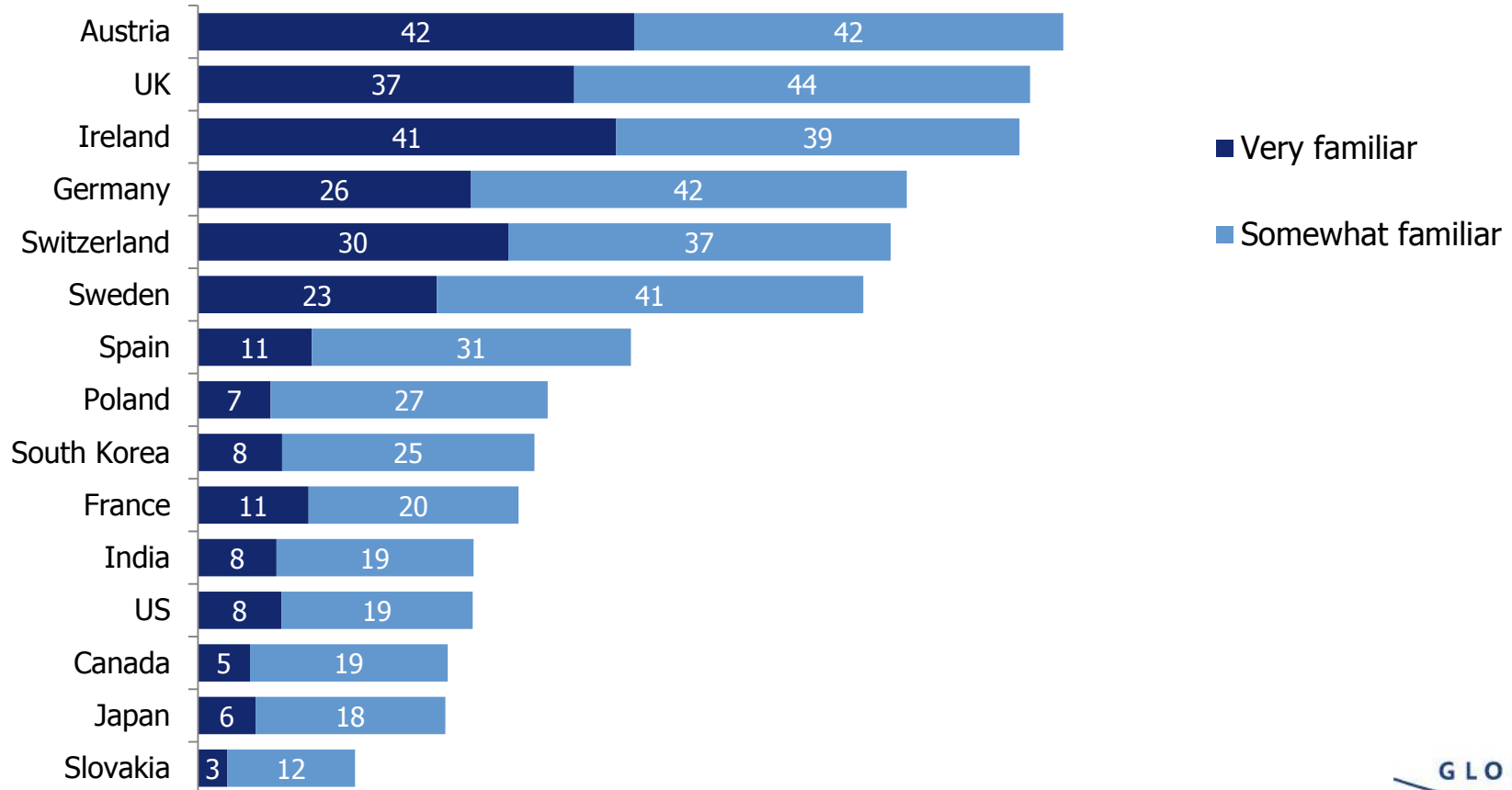
Frequency with which Consumers Have Seen the Fairtrade Mark

By country, all respondents, “seen often” and “seen occasionally”, 2015



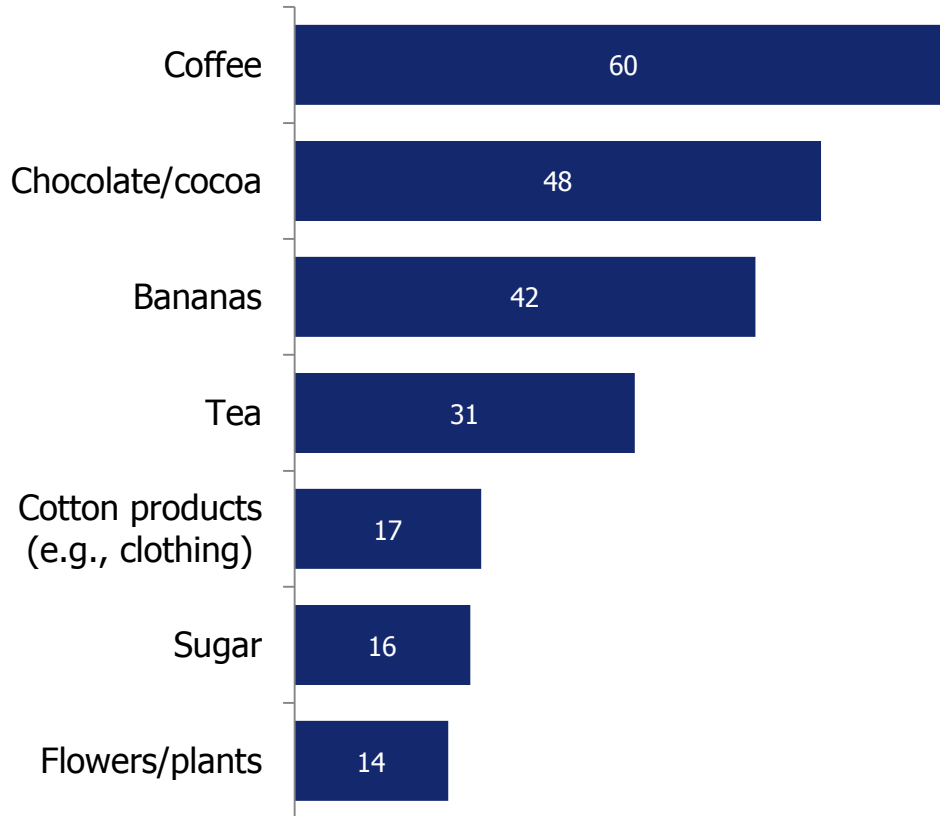
Familiarity with the Fairtrade Mark

By country, all respondents, “very familiar” and “somewhat familiar”, 2015



Products Recalled with the Fairtrade Mark

Global averages, base of respondents who have seen the Mark, 2015



Please share country results where available rather than global averages. Country results can also be tracked back to 2011 data where available and this can be shared externally to show increases between 2011 and 2015.

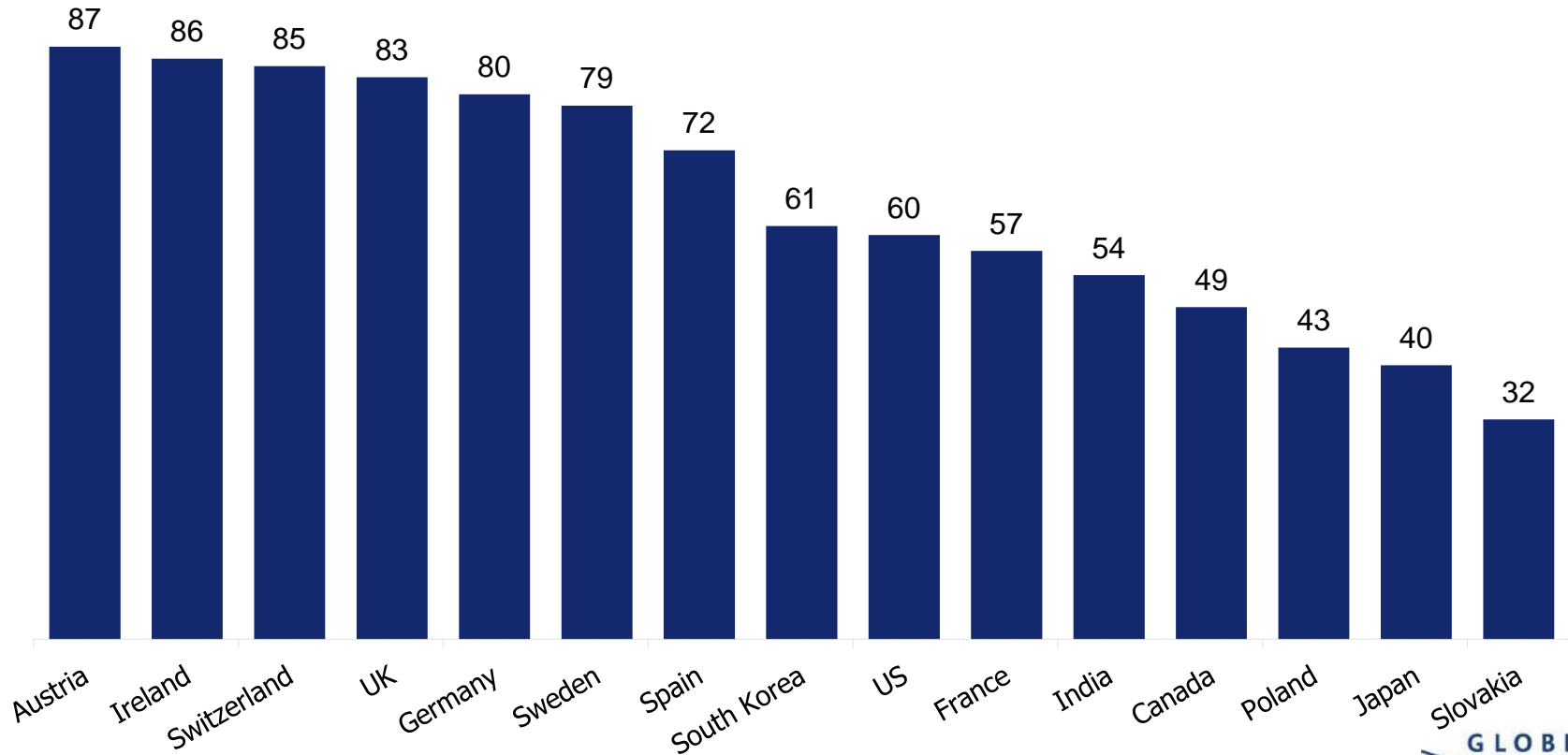
Global tracking data cannot be shared externally due to different mix of countries included.

Trust and Perceptions of Fairtrade



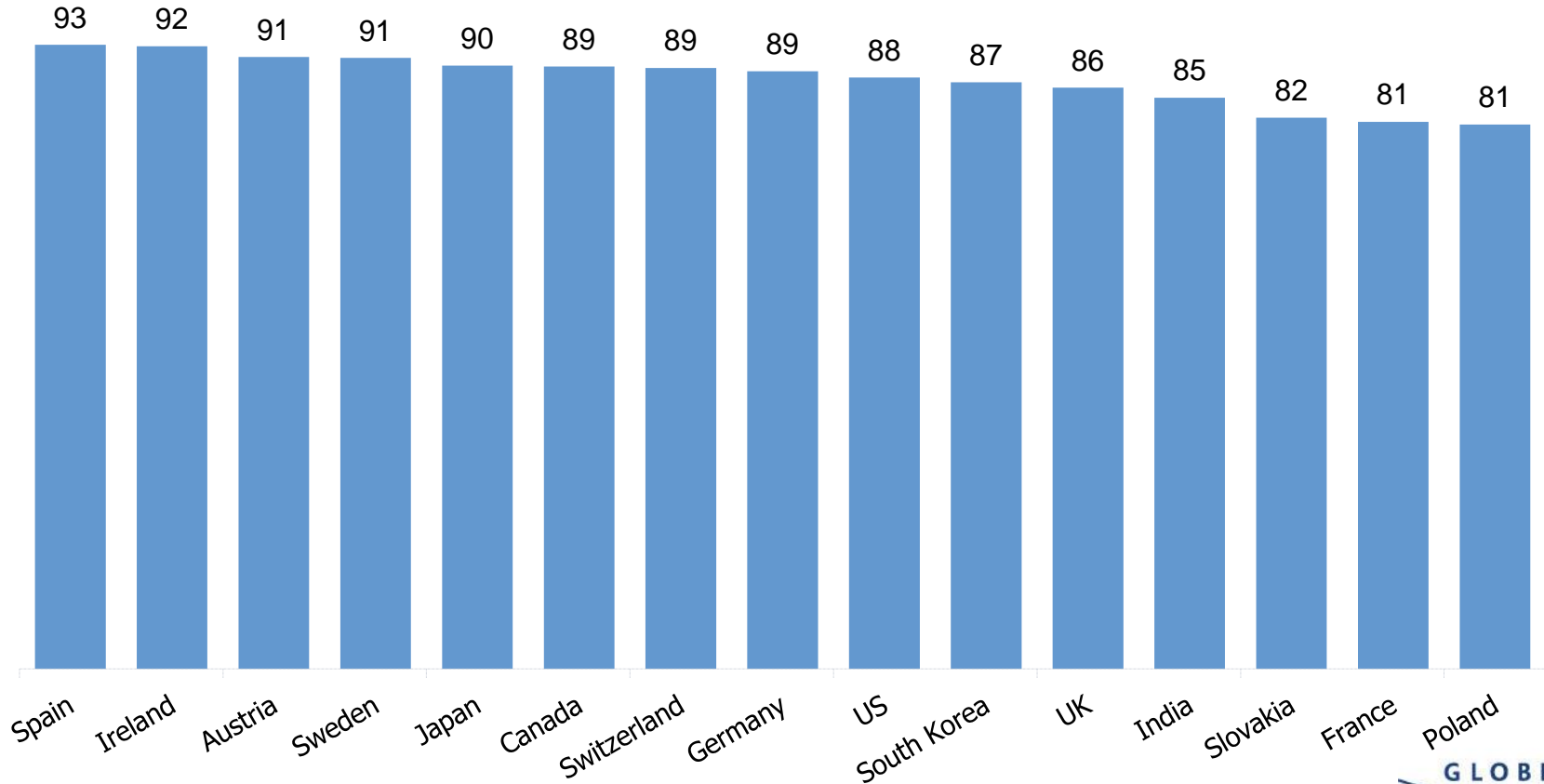
Trust in Fairtrade Mark – Nationally Representative

By country, all respondents, “a lot of trust” and “some trust”, 2015



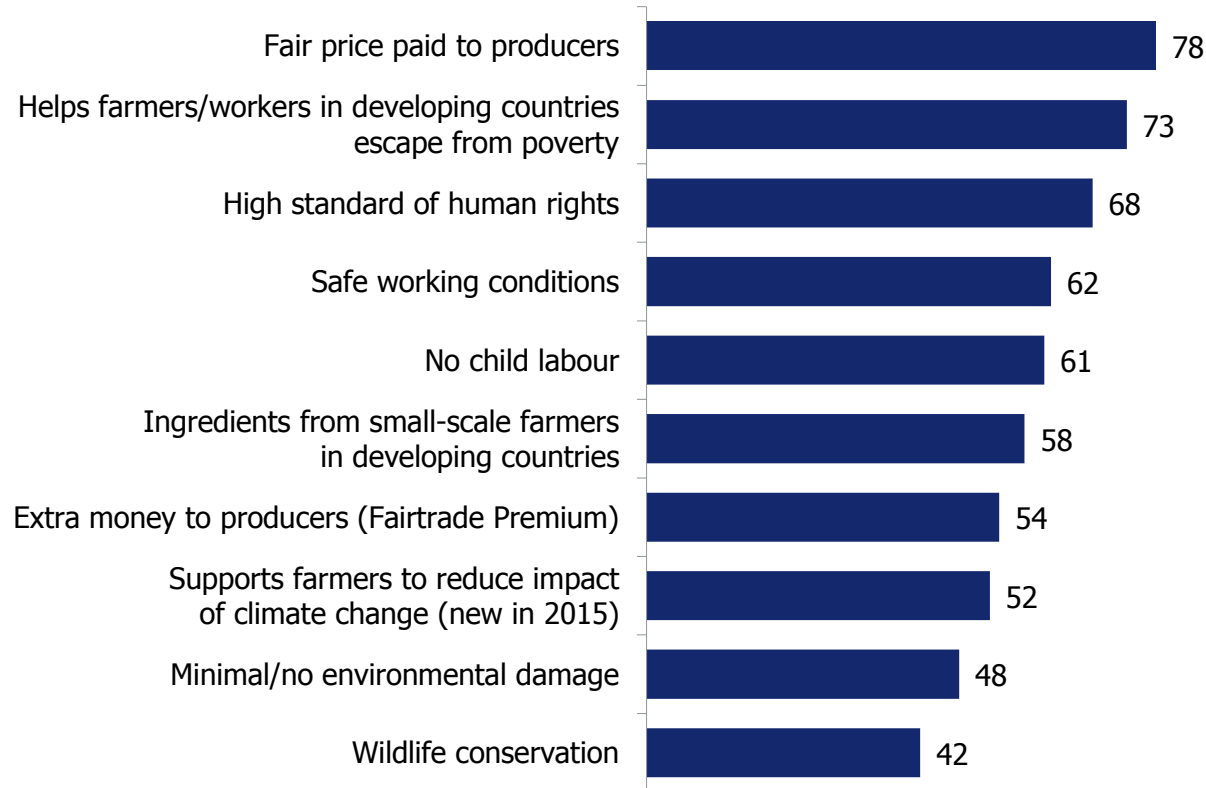
Trust in Fairtrade Mark – Consumers Who Have Seen the Mark

By country, subsample of respondents who have seen the Mark only, “a lot of trust” and “some trust”, 2015



Perceptions of Fairtrade: Benefits for Producers

Global averages, respondents who are familiar with the Mark, “describes” mark (4 and 5 on 5-point scale), 2011 and 2015



Please share country results where available rather than global averages. Country results can also be tracked back to 2011 data where available and this can be shared externally to show increases between 2011 and 2015.

Global tracking data cannot be shared externally due to different mix of countries included.

Note: 4+5 on a scale of 1 to 5 where 5 is “Describes very well” and 1 is “Does not describe at all”

Base: Those who are “Not very,” “Somewhat” or “Very familiar” with what the label represents

Characteristics of Fairtrade: Consumer Experience

Global averages, respondents who are familiar with the Mark, “describes” mark (4 and 5 on 5-point scale), 2011 and 2015



Please share country results where available rather than global averages. Country results can also be tracked back to 2011 data where available and this can be shared externally to show increases between 2011 and 2015.

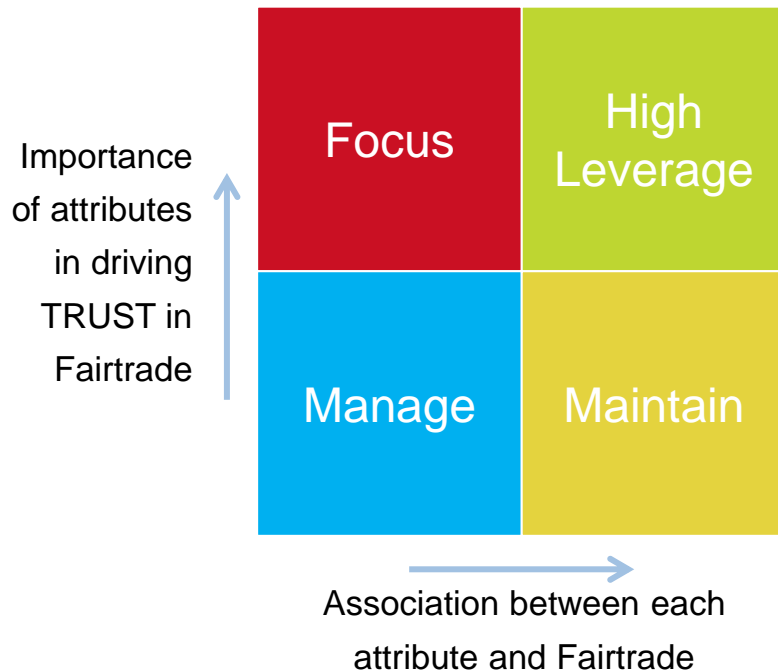
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Base: Those who are “Not very,” “Somewhat” or “Very familiar” with what the label represents

Which attributes drive trust in the Fairtrade Mark?

Each Country Report (with the exceptions of India and Slovakia) contains an analysis of the drivers of trust and an explanation of these. Each NFO can share their own drivers of trust one-on-one with partners/ stakeholders as appropriate. Please consult the full explanation in each report before sharing.



- **High Leverage:** key strengths which are highly associated with Fairtrade and have a strong impact on trust
- **Focus:** areas for improvement, with high impact on trust, on which Fairtrade is perceived to perform less well
- **Manage:** attributes to deprioritise, with low impact on trust and low association with Fairtrade
- **Maintain:** aspects with low impact on trust but a high level of association with Fairtrade