

Retail Week Survey

Fieldwork : October 18th-20th 2002

Col percents

Table 1

Q1. How often, if at all, do you buy Fair Trade food these days - by this I mean food where the producer is guaranteed a fair price for their products?

Base : All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1001	475	526	124	150	213	188	135	191	213	301	231	256	266	256	252	138	89
Weighted base	1001	491	510	111	192	192	172	131	202	238	278	208	277	266	258	250	137	89
Regularly	19%	19%	20%	14%	18%	19%	30%	20%	15%	21%	16%	22%	20%	20%	17%	16%	23%	25%
Occasionally	24%	22%	26%	25%	26%	30%	20%	23%	20%	25%	29%	19%	22%	24%	23%	28%	21%	22%
Rarely	12%	12%	12%	22%	14%	10%	11%	8%	8%	13%	10%	12%	12%	13%	12%	11%	11%	10%
Never	13%	13%	14%	10%	14%	11%	11%	16%	16%	13%	12%	17%	12%	13%	9%	16%	16%	14%
Don't know/not aware of it	32%	34%	29%	29%	28%	29%	28%	33%	41%	29%	34%	29%	34%	30%	39%	28%	29%	29%

Retail Week Survey

Fieldwork : October 18th-20th 2002

Col percents

Table 2

Q2. Would you be willing to pay more for goods where you could be confident the producer had paid a fair price for their products?

Base : All respondents

	Sex		Age					Social Class				Region						
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1001	475	526	124	150	213	188	135	191	213	301	231	256	266	256	252	138	89
Weighted base	1001	491	510	111	192	192	172	131	202	238	278	208	277	266	258	250	137	89
Yes	66%	65%	68%	66%	67%	67%	67%	70%	64%	72%	65%	68%	61%	70%	62%	69%	63%	64%
No	20%	22%	18%	19%	22%	21%	21%	12%	22%	16%	22%	19%	22%	16%	23%	20%	18%	24%
Don't know/would depend	14%	14%	14%	15%	11%	12%	13%	19%	15%	11%	13%	13%	17%	14%	14%	11%	18%	12%

Retail Week Survey

Fieldwork : October 18th-20th 2002

Col percents

Table 3

Q3. Thinking more generally now, and not just about food, how often if at all, do you consider ethical issues when buying things in shops these days?

Base : All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1001	475	526	124	150	213	188	135	191	213	301	231	256	266	256	252	138	89
Weighted base	1001	491	510	111	192	192	172	131	202	238	278	208	277	266	258	250	137	89
Always	10%	9%	10%	6%	6%	10%	11%	16%	9%	11%	10%	9%	8%	13%	8%	9%	8%	9%
Usually	17%	16%	18%	13%	19%	20%	20%	16%	15%	20%	18%	13%	17%	21%	18%	16%	16%	11%
Sometimes	31%	28%	34%	33%	35%	31%	32%	22%	31%	34%	30%	29%	31%	34%	29%	30%	31%	30%
Rarely	17%	19%	15%	25%	19%	16%	11%	17%	15%	20%	15%	20%	13%	14%	16%	18%	19%	22%
Never	25%	28%	23%	23%	21%	23%	26%	29%	31%	14%	27%	28%	31%	18%	29%	27%	26%	28%

Retail Week Survey

Fieldwork : October 18th-20th 2002

Col percents

Table 4

Q4. Have you ever, or would you consider boycotting a retailer or product for ethical reasons?

Base : All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1001	475	526	124	150	213	188	135	191	213	301	231	256	266	256	252	138	89
Weighted base	1001	491	510	111	192	192	172	131	202	238	278	208	277	266	258	250	137	89
Have boycotted	23%	21%	26%	12%	24%	29%	30%	25%	17%	36%	27%	15%	15%	27%	25%	22%	20%	17%
Have not boycotted but would consider doing so	35%	38%	33%	33%	40%	34%	33%	40%	32%	41%	36%	38%	29%	37%	34%	34%	41%	30%
Have not/would not consider it	28%	28%	28%	36%	25%	27%	26%	23%	33%	13%	25%	35%	39%	24%	28%	31%	25%	36%
Don't know/would depend/not really thought about it	13%	12%	14%	19%	11%	10%	12%	11%	18%	10%	12%	13%	17%	12%	13%	12%	13%	18%