



ICM Poll for Retail Week – Fair Trade Survey

Fieldwork dates: 21-23rd November 2008

Interview Method: Online.

Population effectively sampled: All adults aged 18+

Sampling Method: Sample selected at random from the NewVistatm panel of 105,000 adults representative of the population within each government office region. Panel members are recruited via ICM's telephone and face to face surveys and via online recruitment and give detailed demographic and consumption data.

Sample size: 1,043

Data weighting: Data were weighted to the profile of all adults aged 18+. Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

Further enquiries: steve.parker@icmresearch.co.uk



Fair Trade Survey

ONLINE Fieldwork : 21st - 23rd November 2008

Absolutes/col percents

Table 1

Q.1 How high on your priority list are environmental and ethical considerations when deciding which products to buy when shopping?**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
NET: Very/ Fairly High	389 37%	166 33%	223 41%	36 29%	57 35%	78 38%	66 38%	62 40%	89 41%	120 44%	108 36%	66 30%	94 38%	111 41%	96 35%	92 36%	69 47%	21 23%
Very high (4)	59 6%	26 5%	33 6%	5 4%	5 3%	9 4%	10 5%	16 10%	15 7%	19 7%	14 5%	9 4%	17 7%	21 8%	14 5%	11 4%	10 7%	2 2%
Fairly high (3)	329 32%	140 28%	189 35%	31 25%	52 32%	69 34%	57 32%	46 30%	73 34%	101 37%	94 31%	57 26%	76 31%	90 33%	82 30%	81 31%	59 40%	19 21%
Fairly low (2)	368 35%	178 35%	190 35%	51 41%	70 42%	80 39%	49 28%	49 31%	69 32%	97 36%	111 37%	85 39%	74 29%	90 33%	97 35%	97 38%	42 28%	42 45%
Very low (1)	103 10%	59 12%	44 8%	16 13%	15 9%	12 6%	23 13%	14 9%	23 11%	25 9%	26 9%	21 10%	31 12%	29 11%	29 11%	24 9%	6 4%	15 16%
NET: Very/ Fairly Low	471 45%	237 47%	234 43%	67 54%	85 51%	92 45%	72 41%	62 40%	92 42%	122 45%	137 45%	107 49%	105 42%	119 43%	126 46%	122 47%	48 32%	57 62%
Not something I ever think about	183 18%	98 20%	86 16%	20 16%	23 14%	36 17%	37 21%	30 20%	36 17%	29 11%	57 19%	46 21%	52 21%	44 16%	52 19%	44 17%	30 21%	14 15%
Mean	2.40	2.33	2.46	2.24	2.33	2.44	2.39	2.52	2.45	2.47	2.39	2.31	2.40	2.45	2.36	2.37	2.63	2.11
Standard deviation	0.79	0.80	0.77	0.78	0.71	0.71	0.84	0.85	0.82	0.78	0.75	0.76	0.86	0.83	0.79	0.75	0.72	0.74
Standard error	0.03	0.04	0.04	0.08	0.06	0.05	0.07	0.07	0.06	0.04	0.05	0.07	0.06	0.05	0.05	0.05	0.07	0.09

Fair Trade Survey

ONLINE Fieldwork : 21st - 23rd November 2008

Absolutes/col percents

Table 1

Q.1 How high on your priority list are environmental and ethical considerations when deciding which products to buy when shopping?

Base: All respondents

	Total	Environmental and Ethical Priority		Changes to Purchases				
		High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
NET: Very/ Fairly High	389 37%	389 100%	-	152 68%	194 39%	29 31%	374 46%	15 6%
Very high	(4) 6%	59 15%	-	31 14%	18 4%	7 8%	57 7%	2 1%
Fairly high	(3) 32%	329 85%	-	120 54%	176 36%	21 23%	317 39%	12 5%
Fairly low	(2) 35%	-	368 78%	56 25%	203 41%	42 46%	301 37%	67 28%
Very low	(1) 10%	-	103 22%	5 2%	35 7%	15 17%	56 7%	47 20%
NET: Very/ Fairly Low	471 45%	-	471 100%	61 28%	238 48%	58 63%	357 44%	114 48%
Not something I ever think about	183 18%	-	-	9 4%	60 12%	5 5%	74 9%	109 46%
Mean	2.40	3.15	1.78	2.83	2.41	2.24	2.51	1.77
Standard deviation	0.79	0.36	0.41	0.70	0.70	0.85	0.75	0.69
Standard error	0.03	0.02	0.02	0.05	0.03	0.09	0.03	0.06

Fair Trade Survey

ONLINE Fieldwork : 21st - 23rd November 2008

Absolutes/col percents

Table 2
Q.2 Compared with a year ago, how have your purchases of organic and fairtrade food or fashion products changed?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
NET: Buy A Lot/ Little More	222 21%	92 18%	130 24%	21 17%	43 26%	38 19%	32 18%	47 30%	40 18%	78 29%	54 18%	49 22%	41 16%	64 23%	48 18%	48 19%	40 27%	22 24%
I buy a lot more	(5) 3%	8 2%	19 4%	5 4%	6 3%	4 2%	8 4%	4 2%	1 1%	10 4%	3 1%	6 3%	8 3%	9 3%	6 2%	5 2%	5 4%	1 2%
I buy a little more	(4) 19%	84 17%	111 20%	17 14%	37 23%	34 16%	25 14%	43 28%	39 18%	68 25%	51 17%	43 19%	33 13%	55 20%	43 16%	43 17%	35 24%	20 22%
I buy about the same quantity	(3) 47%	232 46%	260 48%	55 45%	63 38%	101 49%	81 46%	68 44%	123 57%	129 48%	159 53%	91 42%	113 45%	128 47%	126 46%	127 49%	71 48%	40 44%
I buy a bit less	(2) 6%	31 6%	29 5%	6 5%	10 6%	11 5%	13 8%	7 4%	13 6%	13 5%	17 6%	13 6%	17 7%	19 7%	17 6%	12 5%	9 6%	4 4%
I buy a lot less	(1) 3%	16 3%	15 3%	8 7%	5 3%	6 3%	3 2%	3 2%	5 2%	7 3%	7 2%	8 4%	9 4%	6 2%	11 4%	10 4%	3 2%	1 1%
NET: Buy A Lot/ Bit Less	91 9%	47 9%	44 8%	14 12%	15 9%	17 8%	17 9%	10 7%	18 8%	20 8%	24 8%	21 10%	26 10%	25 9%	27 10%	22 9%	12 8%	5 5%
Not applicable/ have never bought	238 23%	129 26%	108 20%	33 26%	44 27%	49 24%	46 26%	29 19%	36 17%	44 16%	65 22%	58 27%	70 28%	57 21%	71 26%	61 24%	24 16%	25 28%
Mean	3.16	3.10	3.21	3.03	3.24	3.12	3.15	3.30	3.10	3.27	3.11	3.16	3.08	3.20	3.08	3.10	3.24	3.25
Standard deviation	0.76	0.75	0.77	0.91	0.83	0.74	0.78	0.73	0.64	0.77	0.66	0.82	0.81	0.76	0.79	0.76	0.76	0.68
Standard error	0.03	0.04	0.04	0.09	0.08	0.06	0.07	0.06	0.05	0.04	0.05	0.08	0.06	0.05	0.05	0.05	0.07	0.09

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Table 2
Q.2 Compared with a year ago, how have your purchases of organic and fairtrade food or fashion products changed?
Base: All respondents

	Total	Environmental and Ethical Priority		Changes to Purchases				
		High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
NET: Buy A Lot/ Little More	222 21%	152 39%	61 13%	222 100%	- -	- -	222 28%	- -
I buy a lot more (5)	27 3%	23 6%	3 1%	27 12%	- -	- -	27 3%	- -
I buy a little more (4)	195 19%	129 33%	58 12%	195 88%	- -	- -	195 24%	- -
I buy about the same quantity (3)	492 47%	194 50%	238 51%	- -	492 100%	- -	492 61%	- -
I buy a bit less (2)	60 6%	23 6%	34 7%	- -	- -	60 66%	60 7%	- -
I buy a lot less (1)	31 3%	5 1%	23 5%	- -	- -	31 34%	31 4%	- -
NET: Buy A Lot/ Bit Less	91 9%	29 7%	58 12%	- -	- -	91 100%	91 11%	- -
Not applicable/ have never bought	238 23%	15 4%	114 24%	- -	- -	- -	- -	238 100%
Mean	3.16	3.38	2.95	4.12	3.00	1.66	3.16	-
Standard deviation	0.76	0.75	0.74	0.33	0.00	0.48	0.76	-
Standard error	0.03	0.04	0.04	0.02	0.00	0.05	0.03	-

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Absolutes/col percents

Table 3

Q.3 What do you think is the main reason that people do not buy more environmentally friendly and fairtrade products?**Base: All respondents**

	Gender		Age					Social Class				Region						
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
They're too expensive	731 70%	322 64%	409 75%	94 76%	127 77%	160 78%	119 68%	104 67%	127 59%	183 67%	229 76%	157 72%	163 65%	194 71%	192 70%	181 70%	105 72%	59 64%
People don't care enough about the issues	120 12%	81 16%	39 7%	7 6%	11 7%	18 9%	22 13%	12 7%	50 23%	37 14%	32 11%	28 13%	23 9%	31 11%	31 11%	30 12%	16 11%	13 14%
There isn't enough choice	55 5%	25 5%	30 5%	10 8%	8 5%	11 5%	10 6%	7 4%	9 4%	12 4%	16 5%	7 3%	19 8%	15 5%	13 5%	15 6%	6 4%	6 7%
They're not widely enough available	54 5%	27 5%	27 5%	4 3%	6 4%	4 2%	13 7%	12 8%	16 7%	17 6%	9 3%	8 3%	20 8%	12 4%	21 8%	10 4%	8 5%	4 4%
They're not of comparable quality to standard ranges	18 2%	8 2%	10 2%	1 1%	1 1%	5 2%	1 1%	6 4%	4 2%	10 4%	1 *	1 1%	6 2%	3 1%	4 1%	6 2%	3 2%	1 2%
Not enough information about the products	3 *	1 *	2 *	- -	- -	- -	- -	1 1%	2 1%	1 *	1 *	- -	1 1%	1 *	- -	1 *	- -	1 1%
Not marketed effectively	2 *	2 *	* *	- -	- -	- -	- -	2 1%	1 *	2 1%	* *	- -	- -	- -	1 1%	- -	1 1%	- -
Hyped up/not true	2 *	2 *	* *	- -	* *	- -	1 *	- -	1 1%	1 *	- -	- -	1 1%	2 1%	* *	- -	- -	- -
Low quality	2 *	1 *	* *	- -	* *	- -	1 *	1 1%	- -	1 *	- -	- -	1 *	1 *	* *	- -	1 1%	- -
Other mentions	6 1%	5 1%	1 *	- -	1 1%	1 *	2 1%	3 2%	- -	3 1%	1 *	3 1%	- -	* *	* *	2 1%	2 1%	2 2%
None/ Nothing	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -
Don't know	53 5%	29 6%	24 4%	8 6%	10 6%	7 3%	8 5%	12 8%	8 4%	7 2%	14 5%	15 7%	17 7%	17 6%	10 4%	14 6%	7 5%	5 5%

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Table 3

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	Total	Environmental and Ethical Priority		Changes to Purchases				
		High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
They're too expensive	731 70%	267 69%	348 74%	152 68%	332 67%	76 83%	560 70%	171 72%
People don't care enough about the issues	120 12%	50 13%	44 9%	25 11%	60 12%	7 8%	92 11%	28 12%
There isn't enough choice	55 5%	20 5%	27 6%	17 8%	32 7%	3 3%	51 6%	3 1%
They're not widely enough available	54 5%	27 7%	20 4%	19 9%	31 6%	2 3%	52 7%	2 1%
They're not of comparable quality to standard ranges	18 2%	8 2%	9 2%	2 1%	14 3%	1 1%	16 2%	2 1%
Not enough information about the products	3 *	2 1%	1 *	- -	2 *	- -	2 *	1 *
Not marketed effectively	2 *	2 *	- -	* *	1 *	- -	2 *	1 *
Hyped up/not true	2 *	- -	2 *	- -	- -	- -	- -	2 1%
Low quality	2 *	- -	2 *	- -	1 *	- -	1 *	1 *
Other mentions	6 1%	- -	4 1%	1 *	3 1%	- -	4 1%	2 1%
None/ Nothing	1 *	1 *	- -	- -	1 *	- -	1 *	- -
Don't know	53 5%	14 4%	17 4%	5 2%	19 4%	2 3%	26 3%	27 11%

Fair Trade Survey

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Absolutes/col percents

Table 4
Q.4 Which of the following issues do you rate as most important at present?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
The cost of living	569 55%	251 50%	318 59%	59 48%	94 57%	120 58%	97 55%	82 53%	118 54%	117 43%	173 57%	127 58%	152 61%	133 49%	148 54%	151 58%	80 54%	57 62%
Unemployment/ fear of unemployment	195 19%	105 21%	90 17%	24 19%	34 20%	39 19%	39 22%	29 19%	31 14%	54 20%	58 19%	47 21%	36 14%	49 18%	54 20%	53 21%	19 13%	20 21%
The environment	78 7%	52 10%	26 5%	7 6%	9 6%	16 8%	8 5%	15 10%	23 11%	27 10%	21 7%	9 4%	21 8%	24 9%	20 7%	17 7%	14 10%	3 3%
Third World Poverty	64 6%	19 4%	45 8%	6 5%	10 6%	11 5%	7 4%	12 8%	19 9%	26 10%	17 6%	8 4%	14 5%	22 8%	14 5%	10 4%	14 10%	5 5%
House prices	59 6%	27 5%	32 6%	8 6%	12 7%	8 4%	11 6%	6 4%	13 6%	23 8%	15 5%	12 6%	8 3%	19 7%	15 6%	13 5%	9 6%	2 2%
Availability of credit	24 2%	18 4%	5 1%	7 5%	2 1%	6 3%	3 2%	2 1%	5 2%	9 3%	7 2%	5 2%	4 1%	9 3%	7 3%	2 1%	4 3%	2 2%
None of these	25 2%	16 3%	9 2%	2 2%	* *	6 3%	5 3%	5 3%	7 3%	11 4%	5 2%	5 2%	4 1%	8 3%	8 3%	3 1%	3 2%	4 4%
Don't know	29 3%	13 3%	16 3%	11 9%	4 2%	2 1%	6 4%	5 3%	2 1%	5 2%	7 2%	6 3%	12 5%	9 3%	7 2%	9 3%	4 3%	* 1%

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Absolutes/col percents

Table 4
Q.4 Which of the following issues do you rate as most important at present?
Base: All respondents

	Total	Environmental and Ethical Priority		Changes to Purchases				
		High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
The cost of living	569 55%	187 48%	273 58%	105 47%	268 54%	56 62%	429 53%	140 59%
Unemployment/ fear of unemployment	195 19%	66 17%	98 21%	38 17%	95 19%	20 22%	152 19%	43 18%
The environment	78 7%	57 15%	15 3%	24 11%	46 9%	1 1%	71 9%	7 3%
Third World Poverty	64 6%	37 9%	26 5%	27 12%	31 6%	1 1%	59 7%	5 2%
House prices	59 6%	19 5%	27 6%	15 7%	22 4%	6 7%	43 5%	16 7%
Availability of credit	24 2%	6 1%	14 3%	4 2%	9 2%	5 6%	18 2%	6 2%
None of these	25 2%	5 1%	13 3%	2 1%	13 3%	1 1%	16 2%	9 4%
Don't know	29 3%	13 3%	6 1%	8 3%	9 2%	1 1%	17 2%	12 5%

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Absolutes/col percents

Table 5
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
Yes	626 60%	312 62%	314 58%	73 59%	102 62%	113 55%	104 59%	98 63%	136 63%	203 75%	196 65%	126 58%	100 40%	183 67%	156 57%	151 59%	80 54%	56 61%
No	417 40%	189 38%	228 42%	51 41%	63 38%	93 45%	72 41%	57 37%	81 37%	68 25%	106 35%	93 42%	150 60%	91 33%	117 43%	107 41%	67 46%	35 39%

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Absolutes/col percents

Table 5
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Environmental and Ethical Priority			Changes to Purchases				
	Total	High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
Yes	626 60%	230 59%	290 62%	142 64%	305 62%	50 55%	497 62%	128 54%
No	417 40%	159 41%	181 38%	80 36%	187 38%	41 45%	308 38%	109 46%

Fair Trade Survey

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Table 6
Marital Status
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
Single	238 23%	127 25%	111 20%	82 66%	56 34%	53 26%	26 15%	12 8%	9 4%	50 18%	90 30%	44 20%	54 22%	64 23%	83 30%	47 18%	30 21%	14 15%
Married or co-habiting (including Civil Partnership)	662 63%	314 63%	348 64%	41 33%	101 61%	138 67%	118 67%	101 65%	162 75%	202 74%	168 56%	150 69%	142 57%	164 60%	161 59%	180 70%	93 63%	63 69%
Widowed/ Separated/ Divorced	135 13%	56 11%	80 15%	- -	8 5%	14 7%	29 16%	41 26%	44 20%	19 7%	41 14%	24 11%	51 20%	43 16%	27 10%	27 11%	24 16%	14 15%
Refused	8 1%	4 1%	4 1%	1 1%	1 1%	1 *	3 1%	1 1%	2 1%	1 *	3 1%	1 *	4 2%	3 1%	2 1%	3 1%	- -	* *

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Table 6
Marital Status
Base: All respondents

	Environmental and Ethical Priority			Changes to Purchases				
	Total	High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
Single	238 23%	77 20%	123 26%	48 22%	105 21%	25 27%	178 22%	60 25%
Married or co-habiting (including Civil Partnership)	662 63%	244 63%	301 64%	138 62%	327 66%	52 58%	518 64%	144 61%
Widowed/ Separated/ Divorced	135 13%	61 16%	46 10%	35 16%	55 11%	12 14%	102 13%	33 14%
Refused	8 1%	7 2%	* *	1 *	5 1%	1 1%	7 1%	1 *

Fair Trade Survey

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Absolutes/col percents

Table 7
Tenure
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
Owned outright (without mortgage)	341 33%	191 38%	149 28%	18 14%	12 7%	37 18%	44 25%	75 48%	155 71%	113 42%	88 29%	71 32%	69 28%	91 33%	90 33%	85 33%	52 35%	23 25%
Owned with a mortgage or loan	403 39%	188 37%	215 40%	42 34%	90 54%	110 53%	95 54%	42 27%	25 11%	120 44%	124 41%	102 47%	58 23%	96 35%	114 42%	102 40%	54 37%	37 40%
Rented from Council	134 13%	45 9%	89 16%	13 10%	29 18%	29 14%	19 11%	22 14%	22 10%	11 4%	26 9%	14 6%	83 33%	32 12%	31 11%	32 12%	19 13%	20 21%
Rented from housing association	55 5%	21 4%	35 6%	8 7%	8 5%	13 6%	8 4%	10 6%	9 4%	3 1%	15 5%	14 6%	22 9%	20 7%	10 4%	11 4%	9 6%	6 6%
Rented from someone else	97 9%	49 10%	48 9%	36 29%	24 15%	15 7%	8 5%	7 4%	7 3%	18 7%	46 15%	16 7%	16 6%	34 13%	23 9%	23 9%	10 7%	6 7%
Rent free	13 1%	7 1%	6 1%	7 5%	3 2%	3 1%	1 *	- -	- -	6 2%	3 1%	2 1%	2 1%	1 *	4 2%	4 2%	4 3%	1 1%

Fair Trade Survey

ONLINE Fieldwork : 21st - 23rd November 2008

Absolutes/col percents

Table 7
Tenure
Base: All respondents

	Total	Environmental and Ethical Priority		Changes to Purchases				
		High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
Owned outright (without mortgage)	341 33%	129 33%	151 32%	75 34%	179 36%	26 29%	280 35%	61 26%
Owned with a mortgage or loan	403 39%	141 36%	189 40%	89 40%	180 37%	39 43%	309 38%	94 40%
Rented from Council	134 13%	48 12%	62 13%	25 11%	53 11%	15 16%	92 11%	42 18%
Rented from housing association	55 5%	25 6%	21 4%	15 7%	28 6%	2 2%	45 6%	10 4%
Rented from someone else	97 9%	42 11%	39 8%	14 6%	48 10%	8 9%	70 9%	27 11%
Rent free	13 1%	4 1%	9 2%	3 2%	5 1%	1 1%	9 1%	4 2%

Fair Trade Survey

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Absolutes/col percents

Table 8

Thinking about your household's food and grocery shopping, are you personally responsible for selecting HALF OR MORE of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
Yes - half or more	918 88%	387 77%	532 98%	97 79%	151 92%	192 93%	160 91%	142 92%	175 81%	227 84%	268 89%	191 87%	232 93%	230 84%	244 89%	231 90%	133 91%	80 87%
No - less than half	125 12%	114 23%	11 2%	27 21%	14 8%	14 7%	15 9%	13 8%	42 19%	44 16%	34 11%	28 13%	19 7%	43 16%	29 11%	27 10%	14 9%	12 13%

Fair Trade Survey

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Absolutes/col percents

Table 8

Thinking about your household's food and grocery shopping, are you personally responsible for selecting HALF OR MORE of the items to be bought from supermarkets and food shops?

Base: All respondents

	Environmental and Ethical Priority		Changes to Purchases					
	Total	High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
Yes - half or more	918 88%	352 90%	413 88%	201 91%	446 91%	78 85%	725 90%	194 81%
No - less than half	125 12%	37 10%	58 12%	21 9%	47 9%	13 15%	81 10%	44 19%

Fair Trade Survey

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Absolutes/col percents

Table 9
How many cars are there in your household?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
None	217 21%	93 19%	124 23%	31 25%	40 24%	39 19%	38 22%	30 19%	39 18%	30 11%	61 20%	28 13%	97 39%	74 27%	54 20%	47 18%	23 15%	20 22%
1	434 42%	212 42%	221 41%	30 24%	57 35%	86 42%	73 41%	69 45%	118 55%	100 37%	134 44%	92 42%	109 43%	107 39%	99 36%	110 43%	79 53%	39 43%
2	299 29%	138 28%	162 30%	36 29%	55 33%	77 37%	37 21%	47 30%	47 22%	114 42%	81 27%	70 32%	34 14%	69 25%	91 33%	78 30%	34 23%	28 30%
3+	93 9%	57 11%	36 7%	28 23%	13 8%	4 2%	27 16%	9 6%	12 5%	27 10%	27 9%	29 13%	10 4%	24 9%	29 11%	23 9%	12 8%	5 6%

Fair Trade Survey

ONLINE Fieldwork : 21st - 23rd November 2008

Absolutes/col percents

Table 9
How many cars are there in your household?
Base: All respondents

	Environmental and Ethical Priority			Changes to Purchases				
	Total	High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
None	217 21%	102 26%	78 17%	51 23%	94 19%	14 15%	158 20%	59 25%
1	434 42%	151 39%	204 43%	91 41%	211 43%	44 48%	346 43%	88 37%
2	299 29%	103 26%	145 31%	62 28%	148 30%	26 28%	236 29%	63 27%
3+	93 9%	33 8%	43 9%	18 8%	39 8%	8 8%	65 8%	28 12%

Fair Trade Survey

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Absolutes/col percents

Table 10
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
Working full time (30+ hrs a week)	469 45%	275 55%	195 36%	69 56%	109 66%	126 61%	97 55%	58 37%	11 5%	151 56%	170 56%	104 47%	45 18%	116 43%	126 46%	118 46%	65 44%	43 47%
Working part time (8-29 hrs a week)	125 12%	29 6%	96 18%	11 9%	10 6%	33 16%	29 16%	23 15%	19 9%	20 7%	44 14%	37 17%	24 10%	41 15%	29 11%	29 11%	17 12%	8 9%
Not working but seeking work or temporarily unemployed/sick	48 5%	26 5%	22 4%	8 6%	9 6%	15 7%	13 7%	3 2%	- -	2 1%	5 2%	8 3%	33 13%	9 3%	20 7%	14 5%	5 3%	- -
Not working/Not seeking work	28 3%	14 3%	13 2%	1 1%	5 3%	2 1%	12 7%	9 6%	- -	2 1%	1 *	5 2%	20 8%	7 3%	8 3%	5 2%	5 3%	3 3%
Retired on state pension ONLY	79 8%	29 6%	50 9%	- -	- -	- -	1 1%	13 8%	64 30%	2 1%	4 1%	2 1%	70 28%	21 8%	18 7%	22 9%	10 7%	7 8%
Retired with a private pension	158 15%	109 22%	48 9%	- -	- -	- -	7 4%	34 22%	117 54%	72 26%	46 15%	30 14%	10 4%	42 16%	32 12%	43 17%	29 20%	11 12%
Student	31 3%	15 3%	16 3%	28 23%	3 2%	* *	- -	- -	- -	6 2%	18 6%	3 1%	4 2%	13 5%	9 3%	5 2%	1 1%	2 2%
House person/Housewife/Househusband	105 10%	3 1%	102 19%	7 6%	29 18%	30 15%	17 9%	16 10%	6 3%	17 6%	14 5%	31 14%	43 17%	22 8%	30 11%	21 8%	14 9%	17 19%

Fair Trade Survey

ONLINE Fieldwork : 21st - 23rd November 2008

Absolutes/col percents

Table 10
Which of the following best describes your current working status?
Base: All respondents

	Total	Environmental and Ethical Priority		Changes to Purchases				
		High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
Working full time (30+ hrs a week)	469 45%	165 42%	215 46%	100 45%	215 44%	43 47%	358 44%	111 47%
Working part time (8-29 hrs a week)	125 12%	54 14%	55 12%	30 14%	52 11%	11 12%	93 12%	32 14%
Not working but seeking work or temporarily unemployed/sick	48 5%	19 5%	19 4%	10 4%	20 4%	9 10%	39 5%	8 3%
Not working/Not seeking work	28 3%	13 3%	8 2%	5 2%	12 2%	2 2%	19 2%	9 4%
Retired on state pension ONLY	79 8%	35 9%	30 6%	14 6%	42 9%	10 11%	66 8%	13 5%
Retired with a private pension	158 15%	54 14%	77 16%	36 16%	86 18%	9 10%	131 16%	27 11%
Student	31 3%	14 3%	14 3%	8 4%	16 3%	1 1%	26 3%	5 2%
House person/Housewife/Househusband	105 10%	35 9%	52 11%	19 9%	48 10%	6 7%	74 9%	31 13%

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Absolutes/col percents

Table 11
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
Secondary/ high school/ NVQ 1-3	578 55%	241 48%	337 62%	46 37%	84 51%	122 59%	105 60%	91 59%	130 60%	78 29%	164 54%	148 68%	188 75%	132 48%	165 60%	148 58%	89 61%	44 47%
University degree or equivalent professional qualification/ NVQ4	325 31%	169 34%	156 29%	42 34%	58 35%	56 27%	56 32%	52 33%	62 29%	135 50%	98 32%	52 24%	40 16%	92 33%	78 29%	73 28%	48 32%	35 38%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	88 8%	59 12%	28 5%	7 6%	19 12%	23 11%	11 6%	10 6%	17 8%	48 18%	15 5%	15 7%	10 4%	32 12%	20 7%	20 8%	8 6%	8 8%
Still in full time education	26 2%	15 3%	11 2%	25 20%	1 1%	- -	- -	- -	- -	4 1%	18 6%	3 1%	2 1%	13 5%	7 3%	3 1%	1 1%	2 2%
Refused	26 3%	17 3%	9 2%	4 3%	2 1%	5 2%	4 3%	3 2%	8 4%	7 2%	7 2%	1 1%	11 4%	4 2%	4 1%	13 5%	* *	4 4%

Fair Trade Survey

ONLINE Fieldwork : 21st - 23rd November 2008

Absolutes/col percents

Table 11

What is the highest educational level that you have achieved to date?

Base: All respondents

	Environmental and Ethical Priority			Changes to Purchases				
	Total	High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
Secondary/ high school/ NVQ 1-3	578 55%	183 47%	266 56%	95 43%	257 52%	52 57%	404 50%	174 73%
University degree or equivalent professional qualification/ NVQ4	325 31%	140 36%	149 32%	90 41%	161 33%	30 33%	282 35%	44 18%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	88 8%	41 11%	37 8%	26 12%	47 10%	5 5%	78 10%	10 4%
Still in full time education	26 2%	10 3%	12 3%	6 3%	14 3%	1 1%	21 3%	5 2%
Refused	26 3%	14 4%	6 1%	5 2%	14 3%	2 2%	20 3%	6 2%

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Absolutes/col percents

Table 12
Do you have any children aged 18 or under?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
No	750 72%	390 78%	360 66%	105 85%	85 52%	89 43%	110 63%	145 93%	216 99%	206 76%	221 73%	138 63%	185 74%	203 74%	203 74%	178 69%	113 77%	54 58%
NET: Yes	290 28%	109 22%	181 33%	19 15%	79 48%	116 56%	65 37%	9 6%	1 1%	65 24%	81 27%	80 36%	64 26%	69 25%	69 25%	79 31%	34 23%	38 42%
Yes: Aged under 5	113 11%	36 7%	77 14%	18 14%	58 35%	29 14%	7 4%	2 1%	-	29 11%	28 9%	35 16%	20 8%	22 8%	23 8%	39 15%	12 8%	17 18%
Yes: Aged 5-10	121 12%	40 8%	81 15%	-	34 20%	69 34%	14 8%	3 2%	1 *	32 12%	34 11%	27 13%	27 11%	32 12%	31 11%	25 10%	16 11%	16 17%
Yes: Aged 11-16	112 11%	44 9%	68 13%	1 1%	11 7%	59 28%	37 21%	4 3%	*	23 9%	29 9%	35 16%	25 10%	33 12%	27 10%	28 11%	12 8%	13 14%
Yes: Aged 17-18	56 5%	25 5%	31 6%	-	2 1%	20 10%	30 17%	4 3%	-	9 3%	17 6%	11 5%	18 7%	19 7%	15 6%	11 4%	4 3%	6 7%
Refused	3 *	2 *	1 *	-	1 *	1 1%	-	1 1%	-	1 *	-	1 1%	1 1%	1 *	1 1%	1 *	-	-

Fair Trade Survey

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Absolutes/col percents

Table 12

Do you have any children aged 18 or under?**Base: All respondents**

	Environmental and Ethical Priority			Changes to Purchases				
	Total	High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
No	750 72%	303 78%	319 68%	169 76%	364 74%	61 66%	593 74%	157 66%
NET: Yes	290 28%	84 22%	151 32%	52 24%	129 26%	29 32%	210 26%	79 33%
Yes: Aged under 5	113 11%	28 7%	62 13%	20 9%	46 9%	15 16%	81 10%	32 14%
Yes: Aged 5-10	121 12%	44 11%	59 13%	18 8%	59 12%	11 13%	89 11%	32 13%
Yes: Aged 11-16	112 11%	32 8%	62 13%	19 9%	51 10%	9 10%	80 10%	33 14%
Yes: Aged 17-18	56 5%	17 4%	30 6%	14 6%	19 4%	7 7%	40 5%	16 7%
Refused	3 *	2 *	1 *	1 *	- -	1 1%	2 *	1 1%

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Absolutes/col percents

Table 13
What was your age on your last birthday?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
18-24	124 12%	47 9%	77 14%	124 100%	-	-	-	-	-	32 12%	54 18%	18 8%	20 8%	28 10%	48 18%	35 14%	11 7%	2 2%
25-34	165 16%	72 14%	93 17%	-	165 100%	-	-	-	-	41 15%	45 15%	49 22%	30 12%	34 12%	46 17%	37 14%	22 15%	27 29%
35-44	206 20%	79 16%	127 23%	-	-	206 100%	-	-	-	55 20%	64 21%	43 20%	45 18%	56 21%	50 18%	46 18%	34 23%	20 22%
45-54	175 17%	100 20%	75 14%	-	-	-	175 100%	-	-	35 13%	56 19%	46 21%	39 15%	51 19%	47 17%	55 21%	12 8%	11 12%
55-64	155 15%	75 15%	80 15%	-	-	-	-	155 100%	-	35 13%	41 13%	33 15%	46 18%	49 18%	37 13%	26 10%	26 18%	17 19%
65+	217 21%	128 26%	89 16%	-	-	-	-	-	217 100%	74 27%	42 14%	30 14%	71 28%	56 20%	46 17%	58 23%	42 29%	15 17%

Fair Trade Survey

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Absolutes/col percents

Table 13

What was your age on your last birthday?**Base: All respondents**

	Environmental and Ethical Priority			Changes to Purchases				
	Total	High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
18-24	124 12%	36 9%	67 14%	21 10%	55 11%	14 16%	91 11%	33 14%
25-34	165 16%	57 15%	85 18%	43 19%	63 13%	15 16%	121 15%	44 19%
35-44	206 20%	78 20%	92 20%	38 17%	101 21%	17 19%	157 19%	49 21%
45-54	175 17%	66 17%	72 15%	32 14%	81 17%	17 18%	130 16%	46 19%
55-64	155 15%	62 16%	62 13%	47 21%	68 14%	10 11%	126 16%	29 12%
65+	217 21%	89 23%	92 20%	40 18%	123 25%	18 19%	181 22%	36 15%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
Male	501 48%	501 100%	-	47 38%	72 43%	79 38%	100 57%	75 48%	128 59%	165 61%	129 43%	95 44%	111 44%	128 47%	131 48%	125 49%	70 47%	47 51%
Female	542 52%	-	542 100%	77 62%	93 57%	127 62%	75 43%	80 52%	89 41%	106 39%	173 57%	124 56%	139 56%	146 53%	142 52%	133 51%	77 53%	45 49%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	Environmental and Ethical Priority			Changes to Purchases				
	Total	High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
Male	501 48%	166 43%	237 50%	92 41%	232 47%	47 52%	371 46%	129 54%
Female	542 52%	223 57%	234 50%	130 59%	260 53%	44 48%	434 54%	108 46%

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Absolutes/col percents

Table 15
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
ITV1 Anglia	74 7%	39 8%	36 7%	11 9%	9 6%	11 5%	15 9%	12 8%	16 8%	24 9%	30 10%	9 4%	12 5%	3 1%	70 26%	1 *	- -	- -
ITV1 Border	10 1%	7 1%	3 1%	2 1%	1 1%	4 2%	1 *	2 1%	2 1%	2 1%	3 1%	4 2%	2 1%	- -	- -	6 2%	- -	4 4%
ITV1 Central	166 16%	78 16%	88 16%	33 27%	27 16%	33 16%	27 15%	22 14%	25 11%	45 16%	39 13%	42 19%	41 16%	11 4%	148 54%	4 1%	3 2%	2 2%
ITV1 Granada	120 12%	57 11%	63 12%	20 16%	21 12%	21 10%	25 14%	12 7%	22 10%	31 11%	44 15%	15 7%	31 12%	2 1%	3 1%	112 43%	4 2%	- -
ITV1 London	192 18%	86 17%	106 20%	22 18%	24 14%	46 23%	36 21%	28 18%	35 16%	64 23%	49 16%	42 19%	38 15%	161 59%	30 11%	1 *	- -	- -
ITV1 Meridian	107 10%	52 10%	54 10%	4 3%	17 10%	16 8%	17 10%	23 15%	30 14%	23 9%	33 11%	19 9%	31 13%	93 34%	3 1%	1 *	11 7%	- -
ITV1 Tyne Tees	49 5%	29 6%	21 4%	4 3%	6 4%	6 3%	9 5%	5 3%	19 9%	11 4%	16 5%	5 2%	18 7%	- -	- -	49 19%	1 *	- -
ITV1 Wales	51 5%	18 4%	33 6%	8 7%	12 7%	13 6%	4 2%	4 2%	11 5%	10 4%	12 4%	19 9%	11 5%	1 *	- -	- -	51 34%	- -
ITV1 West	42 4%	23 5%	19 3%	3 2%	7 4%	7 4%	3 2%	9 6%	13 6%	16 6%	11 4%	5 2%	10 4%	1 *	1 *	1 1%	39 26%	- -
ITV1 Westcountry	41 4%	24 5%	16 3%	- -	2 1%	12 6%	4 2%	12 8%	10 5%	6 2%	14 5%	7 3%	14 6%	- -	1 *	- -	40 27%	- -
ITV1 Yorkshire	103 10%	43 9%	59 11%	15 12%	13 8%	20 10%	24 14%	11 7%	20 9%	20 8%	35 12%	29 13%	18 7%	2 1%	18 7%	83 32%	- -	- -
STV	88 8%	44 9%	43 8%	2 1%	27 16%	19 9%	11 6%	15 10%	15 7%	21 8%	19 6%	25 11%	23 9%	1 1%	- -	- -	- -	86 94%

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Absolutes/col percents

Table 15
Which of the following ITV regions do you live in?
Base: All respondents

	Total	Environmental and Ethical Priority		Changes to Purchases				
		High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
ITV1 Anglia	74 7%	23 6%	37 8%	10 5%	39 8%	4 4%	54 7%	21 9%
ITV1 Border	10 1%	4 1%	5 1%	6 3%	1 *	- -	7 1%	3 1%
ITV1 Central	166 16%	63 16%	81 17%	30 14%	80 16%	22 24%	132 16%	34 14%
ITV1 Granada	120 12%	35 9%	66 14%	23 10%	53 11%	11 12%	87 11%	34 14%
ITV1 London	192 18%	76 19%	84 18%	45 20%	82 17%	19 21%	146 18%	46 19%
ITV1 Meridian	107 10%	48 12%	42 9%	26 12%	53 11%	7 8%	86 11%	21 9%
ITV1 Tyne Tees	49 5%	18 5%	25 5%	10 4%	28 6%	6 7%	44 5%	5 2%
ITV1 Wales	51 5%	28 7%	13 3%	16 7%	21 4%	6 7%	44 5%	8 3%
ITV1 West	42 4%	18 5%	11 2%	8 4%	18 4%	5 6%	31 4%	10 4%
ITV1 Westcountry	41 4%	15 4%	19 4%	8 4%	27 5%	- -	35 4%	6 2%
ITV1 Yorkshire	103 10%	40 10%	33 7%	20 9%	51 10%	5 6%	76 9%	27 11%
STV	88 8%	19 5%	56 12%	19 9%	39 8%	6 7%	64 8%	23 10%

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Table 16
Social class
Base: All respondents

	Gender		Age					Social Class				Region						
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
AB	271 26%	165 33%	106 20%	32 26%	41 25%	55 27%	35 20%	35 23%	74 34%	271 100%	-	-	-	83 30%	73 27%	59 23%	34 23%	22 23%
C1	302 29%	129 26%	173 32%	54 44%	45 27%	64 31%	56 32%	41 26%	42 20%	-	302 100%	-	-	82 30%	74 27%	89 34%	40 27%	19 20%
C2	219 21%	95 19%	124 23%	18 14%	49 29%	43 21%	46 26%	33 21%	30 14%	-	-	219 100%	-	51 19%	63 23%	46 18%	33 23%	26 29%
DE	250 24%	111 22%	139 26%	20 16%	30 18%	45 22%	39 22%	46 30%	71 33%	-	-	-	250 100%	58 21%	64 23%	64 25%	39 27%	25 28%

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Absolutes/col percents

Table 16
Social class
Base: All respondents

	Environmental and Ethical Priority			Changes to Purchases				
	Total	High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
AB	271 26%	120 31%	122 26%	78 35%	129 26%	20 22%	227 28%	44 19%
C1	302 29%	108 28%	137 29%	54 24%	159 32%	24 26%	237 29%	65 27%
C2	219 21%	66 17%	107 23%	49 22%	91 18%	21 23%	161 20%	58 25%
DE	250 24%	94 24%	105 22%	41 19%	113 23%	26 28%	180 22%	70 29%

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Absolutes/col percents

Table 17
Regions
Base: All respondents

	Gender		Age					Social Class				Region						
	Total	Male	Female	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	1043	516	527	117	141	211	180	173	221	351	257	141	294	273	284	267	135	84
Weighted base	1043	501	542	124	165	206	175	155	217	271	302	219	250	273	273	258	147	92
Scotland	92 9%	47 9%	45 8%	2 1%	27 16%	20 10%	11 6%	17 11%	15 7%	22 8%	19 6%	26 12%	25 10%	-	-	-	-	92 100%
North East	47 5%	26 5%	21 4%	4 3%	6 4%	6 3%	9 5%	5 3%	17 8%	11 4%	16 5%	5 2%	16 6%	-	-	47 18%	-	-
North West	121 12%	60 12%	61 11%	19 15%	19 12%	25 12%	25 14%	11 7%	22 10%	32 12%	41 14%	18 8%	30 12%	-	-	121 47%	-	-
Yorks & Humber	90 9%	39 8%	51 9%	12 10%	12 7%	15 7%	21 12%	10 7%	19 9%	17 6%	32 10%	23 10%	18 7%	-	-	90 35%	-	-
West Midlands	98 9%	51 10%	47 9%	21 17%	17 10%	18 9%	20 11%	13 9%	9 4%	23 8%	22 7%	28 13%	25 10%	-	98 36%	-	-	-
Wales	54 5%	18 4%	37 7%	9 7%	13 8%	13 6%	4 3%	5 3%	11 5%	10 4%	13 4%	19 9%	12 5%	-	-	-	54 37%	-
Eastern	96 9%	49 10%	47 9%	13 11%	17 11%	15 7%	17 10%	13 8%	20 9%	29 11%	29 10%	18 8%	20 8%	-	96 35%	-	-	-
London	132 13%	57 11%	76 14%	18 14%	14 9%	30 14%	30 17%	21 14%	20 9%	37 14%	41 14%	30 14%	25 10%	132 48%	-	-	-	-
South East	141 13%	71 14%	70 13%	10 8%	20 12%	26 13%	21 12%	28 18%	36 16%	46 17%	41 13%	21 9%	34 13%	141 52%	-	-	-	-
South West	93 9%	52 10%	41 7%	2 2%	9 5%	22 11%	8 4%	22 14%	31 14%	24 9%	27 9%	15 7%	27 11%	-	-	-	93 63%	-
East Midlands	79 8%	31 6%	48 9%	15 12%	12 7%	16 8%	10 6%	10 7%	17 8%	21 8%	22 7%	17 8%	19 8%	-	79 29%	-	-	-

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Table 17
Regions
Base: All respondents

	Environmental and Ethical Priority			Changes to Purchases				
	Total	High	Low	Buy more	About the same	Buy less	Ever Bought	Never Bought
Unweighted base	1043	404	466	233	497	91	821	222
Weighted base	1043	389	471	222	492	91	805	238
Scotland	92 9%	21 5%	57 12%	22 10%	40 8%	5 5%	67 8%	25 11%
North East	47 5%	16 4%	25 5%	9 4%	27 6%	6 6%	42 5%	5 2%
North West	121 12%	35 9%	68 14%	20 9%	54 11%	13 14%	86 11%	35 15%
Yorks & Humber	90 9%	41 10%	29 6%	19 9%	46 9%	4 4%	69 9%	21 9%
West Midlands	98 9%	33 8%	49 10%	14 6%	51 10%	11 12%	75 9%	23 10%
Wales	54 5%	30 8%	14 3%	20 9%	20 4%	6 7%	46 6%	8 3%
Eastern	96 9%	34 9%	42 9%	17 8%	44 9%	6 6%	67 8%	29 12%
London	132 13%	53 14%	56 12%	35 16%	56 11%	16 18%	107 13%	25 11%
South East	141 13%	58 15%	63 13%	29 13%	72 15%	9 9%	109 14%	31 13%
South West	93 9%	39 10%	33 7%	20 9%	50 10%	6 7%	77 10%	16 7%
East Midlands	79 8%	29 7%	34 7%	18 8%	31 6%	11 12%	60 7%	19 8%