

YouGov / Grocer Survey Results

Sample Size: 1640 GB Adults

Fieldwork: 21st - 22nd January 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample 1640	X	X	X	X	478	407	320	795	845	195	415	561	469	935	705	210	533	351	403	143	
Unweighted Sample 1640	381	446	96	231	467	409	367	774	866	127	333	648	532	1139	501	200	573	349	378	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please take a look at the following logos...
Which, if any, of the following logos have you seen before taking this survey? (Please tick all that apply)

Fairtrade	86	87	87	90	81	86	84	92	82	90	91	85	88	84	88	84	82	88	86	85	91
Assured Food Standards	60	65	59	59	60	66	56	65	58	62	69	63	63	49	61	59	50	66	61	57	56
Rainforest Alliance Certified	47	49	47	42	39	45	45	49	47	47	69	55	44	34	47	46	43	48	50	46	43
Marine Stewardship Council	14	17	15	12	9	11	14	18	14	15	22	13	15	11	16	12	14	14	14	15	17
Certified Sustainable Palm Oil	3	3	5	6	1	2	4	6	3	4	2	3	3	4	3	3	4	3	2	3	5
UTZ Certified	3	5	3	1	3	4	2	4	3	4	7	1	3	3	3	4	3	3	4	3	3
None of these	10	8	8	6	14	9	10	4	13	6	6	11	8	12	8	12	12	9	10	10	6

Each of the logos below can be found on various, food, drink and consumer goods to denote environmental/ ethical credentials.
How likely or unlikely would each of these be to affect your decision to purchase a product in the future? (Please select one option for each row. Even if you don't recognise the logos, it is your opinion of them that we are interested in).

Certified Sustainable Palm Oil

YouGov / Grocer Survey Results

YouGov / The Grocer Survey Results

Sample Size: 1640 GB Adults

Sample Size: 1840 GB Adults Fieldwork : 22nd - 23rd January 2014

Fieldwork: 21st - 22nd January 2015

	Total	Voting intention				2010 Vote			Gender		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24
Weighted Sample	1640	X	X	X	X	546	450	368	892	948	219
Unweighted Sample	1640	451	553	108	178	535	474	387	880	960	133
	%	%	%	%	%	%	%	%	%	%	%

Please take a look at the following logos...
Which, if any, of the following logos have you seen before taking this survey? (Please tick all that apply)

Logo	Count	Fairtrade Logo	Assured Food Logo	Rainforest Alliance Logo	Marine Stewardship Council Logo	Certified Sustainable Palm Oil Logo	UTZ Logo	None of these	86	83	89	82	86	83	88	80	88	85
Fairtrade	86	84	57	43	13	3	2	10	86	83	89	82	86	83	88	80	88	85
Assured Food Standards	60	57	43	13	3	2	1	10	60	56	66	54	59	57	60	57	56	64
Rainforest Alliance Certified	47	43	43	13	3	2	1	10	46	43	49	34	46	40	45	43	43	58
Marine Stewardship Council	14	13	13	13	3	2	1	10	11	12	21	12	13	11	14	12	13	13
Certified Sustainable Palm Oil	3	3	3	3	3	3	2	10	2	4	5	3	2	4	2	3	4	2
UTZ Certified	3	2	2	2	2	2	1	10	1	3	1	1	1	3	1	2	2	1
None of these	10	11	11	11	11	11	9	10	9	11	6	14	10	10	11	13	9	10

Each of the logos below can be found on various, food, drink and consumer goods to denote environmental/ ethical credentials.
How likely or unlikely would each of these be to affect your decision to purchase a product in the future? (Please select one option for each row. Even if you don't recognise the logos, it is your opinion of them that we are interested in).

Certified Sustainable Palm Oil

Sustainable Palm Oil Logo

YouGov / Grocer Survey Results

Sample Size: 1640 GB Adults

Fieldwork: 21st - 22nd January 2015

	Age			Social grade		Region				
Total	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 1640	466	629	526	1049	791	236	598	394	453	160
Unweighted Sample	506	686	515	1238	602	231	605	404	430	170
%	%	%	%	%	%	%	%	%	%	%

Please take a look at the following logos...
Which, if any, of the following logos have you seen before taking this survey? (Please tick all that apply)

Fairtrade	86	84	86	81	86	81	79	86	88	79	85
Assured Food Standards	60	60	62	43	59	54	54	56	62	57	50
Rainforest Alliance Certified	47	57	42	25	46	39	42	42	44	44	42
Marine Stewardship Council	14	15	14	9	14	10	13	14	12	12	9
Certified Sustainable Palm Oil	3	3	4	2	3	3	7	3	2	3	4
UTZ Certified	3	3	1	1	2	1	1	1	2	2	2
None of these	10	9	10	16	10	12	17	8	8	15	11

Each of the logos below can be found on various, food, drink and consumer goods to denote environmental/ ethical credentials.
How likely or unlikely would each of these be to affect your decision to purchase a product in the future? (Please select one option for each row. Even if you don't recognise the logos, it is your opinion of them that we are interested in).

Certified Sustainable Palm Oil

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1640	X	X	X	X	478	407	320	795	845	195	415	561	469	935	705	210	533	351	403	143
Unweighted Sample	1640	381	446	96	231	467	409	367	774	866	127	333	648	532	1139	501	200	573	349	378	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very likely	7	7	10	7	4	5	9	10	4	10	6	5	7	9	7	7	7	8	6	7	7
Likely	21	24	22	22	14	20	23	26	19	22	18	16	21	26	23	18	16	23	20	20	24
TOTAL LIKELY	28	31	32	29	18	25	32	36	23	32	24	21	28	35	30	25	23	31	26	27	31
Unlikely	26	29	25	28	35	33	23	23	28	25	17	28	26	29	27	25	26	28	26	26	18
Very unlikely	19	19	18	19	27	20	19	16	23	15	20	17	22	17	19	20	25	18	19	17	19
TOTAL UNLIKELY	45	48	43	47	62	53	42	39	51	40	37	45	48	46	46	45	51	46	45	43	37
Don't know	27	22	26	24	20	22	26	25	26	29	40	34	24	19	24	31	25	23	30	29	32

Rainforest Alliance Certified

Very likely	11	9	13	9	8	8	13	15	9	13	15	7	11	12	11	11	10	12	8	12	10
Likely	31	34	33	35	21	29	32	34	29	33	34	31	29	32	31	30	28	31	32	32	30
TOTAL LIKELY	42	43	46	44	29	37	45	49	38	46	49	38	40	44	42	41	38	43	40	44	40
Unlikely	24	27	24	25	27	30	23	20	25	23	16	25	24	26	25	22	23	28	24	22	16
Very unlikely	16	16	14	14	25	17	14	13	20	11	18	13	18	14	15	16	20	15	14	15	18
TOTAL UNLIKELY	40	43	38	39	52	47	37	33	45	34	34	38	42	40	40	38	43	43	38	37	34
Don't know	19	14	16	18	19	17	18	17	18	20	17	24	18	16	18	20	19	15	21	19	26

Fieldwork: 21st - 22nd January 2015

Fieldwork
: 22nd -
23rd
January
2014

		Total	Voting intention					2010 Vote			Gender			
		Weighted Sample 1640	Weighted Sample 1840	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	
		Unweighted Sample 1640	Unweighted Sample 1840	%	%	%	%	%	%	%	%	%	%	
	Very likely	7	Very likely	8	5	10	8	11	5	8	9	6	10	6
	Likely	21	Likely	20	23	21	27	16	22	20	23	18	22	10
	TOTAL LIKELY	28	TOTAL LIKELY	28	28	31	35	27	27	28	32	24	32	16
	Unlikely	26	Unlikely	27	32	25	26	27	32	27	22	29	26	25
	Very unlikely	19	Very unlikely	19	20	16	17	27	20	19	16	21	16	17
	TOTAL UNLIKELY	45	TOTAL UNLIKELY	46	52	41	43	54	52	46	38	50	42	42
	Don't know	27	Don't know	27	20	28	22	19	21	27	30	27	27	41
Rainforest Alliance Certified			Rainforest Alliance Logo											
	Very likely	11	Very likely	13	10	17	16	16	9	13	15	11	15	12
	Likely	31	Likely	31	37	31	43	19	35	31	38	28	35	29
	TOTAL LIKELY	42	TOTAL LIKELY	44	47	48	59	35	44	44	53	39	50	41
	Unlikely	24	Unlikely	22	27	20	15	24	26	22	15	24	20	22
	Very unlikely	16	Very unlikely	15	15	14	14	22	17	15	12	18	13	9
	TOTAL UNLIKELY	40	TOTAL UNLIKELY	37	42	34	29	46	43	37	27	42	33	31
	Don't know	19	Don't know	19	11	18	12	19	13	19	19	20	18	28

	Age			Social grade		Region					
	Total	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1640	466	629	526	1049	791	236	598	394	453	160
Unweighted Sample	1640	506	686	515	1238	602	231	605	404	430	170
	%	%	%	%	%	%	%	%	%	%	%
Very likely	7	7	8	9	8	7	7	8	8	8	9
Likely	21	20	19	24	21	19	19	18	22	21	17
TOTAL LIKELY	28	27	27	33	29	26	26	26	30	29	26
Unlikely	26	24	30	28	26	29	24	31	27	25	22
Very unlikely	19	16	21	18	19	18	17	17	15	20	30
TOTAL UNLIKELY	45	40	51	46	45	47	41	48	42	45	52
Don't know	27	32	22	21	26	27	32	25	28	26	23

Rainforest Alliance Certified

Very likely	11	12	12	15	14	11	15	12	13	12	13
Likely	31	32	31	33	33	29	31	32	33	32	28
TOTAL LIKELY	42	44	43	48	47	40	46	44	46	44	41
Unlikely	24	22	25	19	21	23	18	24	24	20	21
Very unlikely	16	14	18	15	15	15	14	14	13	17	22
TOTAL UNLIKELY	40	36	43	34	36	38	32	38	37	37	43
Don't know	19	20	16	18	17	21	22	18	18	20	17

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1640	X	X	X	X	478	407	320	795	845	195	415	561	469	935	705	210	533	351	403	143	
Unweighted Sample	1640	381	446	96	231	467	409	367	774	866	127	333	648	532	1139	501	200	573	349	378	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Assured Food Standards

Very likely	21	25	22	15	23	24	20	23	17	25	21	15	20	26	19	23	19	23	19	22	18
Likely	36	41	35	39	29	38	36	37	32	39	34	33	38	36	37	34	28	39	38	32	38
TOTAL LIKELY	57	66	57	54	52	62	56	60	49	64	55	48	58	62	56	57	47	62	57	54	56
Unlikely	17	16	19	20	19	17	18	16	20	14	11	20	15	17	18	14	20	17	16	17	10
Very unlikely	13	10	13	16	18	12	13	12	18	9	18	11	15	11	12	15	19	11	11	15	15
TOTAL UNLIKELY	30	26	32	36	37	29	31	28	38	23	29	31	30	28	30	29	39	28	27	32	25
Don't know	14	9	11	10	11	10	13	11	14	13	16	20	11	10	13	15	14	10	16	15	19

Fairtrade

Very likely	18	18	23	25	9	15	21	26	16	20	22	14	17	23	20	17	18	20	17	15	24
Likely	37	40	37	43	27	39	36	41	32	42	32	35	39	38	39	35	39	35	40	38	34
TOTAL LIKELY	55	58	60	68	36	54	57	67	48	62	54	49	56	61	59	52	57	55	57	53	58
Unlikely	19	20	17	20	28	23	17	15	22	16	18	20	20	18	18	21	18	22	18	19	15
Very unlikely	13	13	12	7	21	14	13	11	16	10	11	11	14	13	13	13	14	11	13	14	15
TOTAL UNLIKELY	32	33	29	27	49	37	30	26	38	26	29	31	34	31	31	34	32	33	31	33	30
Don't know	13	9	11	5	14	10	13	8	13	12	16	21	10	7	11	14	11	12	13	14	13

Marine Stewardship Council

Very likely	9	9	12	7	4	7	11	12	7	11	9	6	10	11	9	8	10	10	7	8	12
Likely	25	29	26	32	20	25	25	31	23	27	22	21	24	32	28	22	23	27	27	23	27
TOTAL LIKELY	34	38	38	39	24	32	36	43	30	38	31	27	34	43	37	30	33	37	34	31	39
Unlikely	23	24	22	26	30	27	22	19	25	21	16	24	23	25	23	23	20	26	21	25	16

Fieldwork: 21st - 22nd January 2015

Fieldwork
: 22nd -
23rd
January
2014

	Total	Voting intention					2010 Vote			Gender		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	
Weighted Sample	1640	X	X	X	X	546	450	368	892	948	219	
Unweighted Sample	1640	451	553	108	178	535	474	387	880	960	133	
	%	%	%	%	%	%	%	%	%	%	%	

Assured Food Standards

**Assured
Food
Logo**

Very likely	21	Very likely	24	26	27	23	30	25	25	22	19	28	16
Likely	36	Likely	34	39	31	40	29	39	30	36	33	35	34
TOTAL LIKELY	57	TOTAL LIKELY	58	65	58	63	59	64	55	58	52	63	50
Unlikely	17	Unlikely	15	16	15	19	13	14	16	15	19	12	17
Very unlikely	13	Very unlikely	11	10	11	8	18	11	12	10	13	9	6
TOTAL UNLIKELY	30	TOTAL UNLIKELY	26	26	26	27	31	25	28	25	32	21	23
Don't know	14	Don't know	16	9	16	10	9	11	17	17	17	15	27

Fairtrade

**Fairtrade
Logo**

Very likely	18	Very likely	21	19	25	27	26	18	22	27	17	26	16
Likely	37	Likely	38	41	39	42	27	43	38	38	35	41	35
TOTAL LIKELY	55	TOTAL LIKELY	59	60	64	69	53	61	60	65	52	67	51
Unlikely	19	Unlikely	17	22	14	18	19	20	15	13	20	14	19
Very unlikely	13	Very unlikely	12	11	11	7	20	13	12	10	15	9	4
TOTAL UNLIKELY	32	TOTAL UNLIKELY	29	33	25	25	39	33	27	23	35	23	23
Don't know	13	Don't know	12	6	12	6	8	6	13	12	13	10	25

Marine Stewardship Council

**Marine
Stewards
hip Logo**

Very likely	9	Very likely	11	8	14	10	15	9	14	12	9	12	5
Likely	25	Likely	25	31	24	33	20	29	23	26	21	29	20
TOTAL LIKELY	34	TOTAL LIKELY	36	39	38	43	35	38	37	38	30	41	25
Unlikely	23	Unlikely	23	27	20	16	22	26	22	20	25	20	24

	Age			Social grade		Region					
	Total	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1640	466	629	526	1049	791	236	598	394	453	160
Unweighted Sample	1640	506	686	515	1238	602	231	605	404	430	170
	%	%	%	%	%	%	%	%	%	%	%

Assured Food Standards

Very likely	21	20	25	28	24	23	19	24	26	24	23
Likely	36	35	33	34	36	31	34	35	35	32	32
TOTAL LIKELY	57	55	58	62	60	54	53	59	61	56	55
Unlikely	17	16	15	15	15	15	15	17	14	14	16
Very unlikely	13	10	14	12	10	12	9	11	10	13	13
TOTAL UNLIKELY	30	26	29	27	25	27	24	28	24	27	29
Don't know	14	19	13	12	14	19	22	12	15	18	16

Fairtrade

Very likely	18	17	19	30	21	22	22	21	26	17	22
Likely	37	41	38	36	41	33	42	39	34	39	35
TOTAL LIKELY	55	58	57	66	62	55	64	60	60	56	57
Unlikely	19	17	17	15	17	17	11	21	17	16	13
Very unlikely	13	11	16	12	11	13	11	10	11	13	20
TOTAL UNLIKELY	32	28	33	27	28	30	22	31	28	29	33
Don't know	13	13	10	8	10	15	14	10	12	14	10

Marine Stewardship Council

Very likely	9	8	12	14	12	10	10	10	12	12	12
Likely	25	27	24	27	27	22	24	29	24	22	21
TOTAL LIKELY	34	35	36	41	39	32	34	39	36	34	33
Unlikely	23	22	26	20	22	23	22	23	24	22	22

Fieldwork: 21st - 22nd January 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1640	X	X	X	X	478	407	320	795	845	195	415	561	469	935	705	210	533	351	403	143
Unweighted Sample	1640	381	446	96	231	467	409	367	774	866	127	333	648	532	1139	501	200	573	349	378	140
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very unlikely	17	18	14	15	25	19	16	15	21	13	22	15	19	15	17	17	21	18	14	16	18
TOTAL UNLIKELY	40	42	36	41	55	46	38	34	46	34	38	39	42	40	40	41	44	35	41	34	
Don't know	25	20	26	20	21	22	25	23	23	28	32	34	24	18	22	30	27	20	30	28	27
UTZ Certified																					
Very likely	6	5	8	3	5	4	8	7	4	7	4	4	6	8	5	7	6	6	4	7	6
Likely	21	24	24	20	17	21	23	25	17	24	12	17	20	29	22	20	16	23	25	17	23
TOTAL LIKELY	27	29	32	23	22	25	31	32	21	31	16	21	26	37	27	27	22	29	29	24	29
Unlikely	26	32	23	29	29	34	23	22	27	25	16	27	26	28	26	25	28	27	24	27	15
Very unlikely	18	17	18	21	25	17	18	16	23	14	25	17	21	14	19	18	21	19	15	17	19
TOTAL UNLIKELY	44	49	41	50	54	51	41	38	50	39	41	44	47	42	45	43	49	46	39	44	34
Don't know	29	21	27	27	23	23	28	31	29	30	43	36	28	20	28	31	27	25	32	32	38

Thinking about Fairtrade certified goods, which of the following best applies to you

I am making more effort to buy Fairtrade certified goods than I did a year ago	15	15	20	22	10	11	20	14	13	16	18	13	14	16	14	15	16	15	17	11	17
I am making less of an effort to buy Fairtrade certified goods than I did a year ago	3	4	2	1	2	3	2	2	3	2	5	4	2	2	3	3	4	4	1	3	2
No difference - it was important to me to buy Fairtrade certified goods a year ago and it still is	31	31	33	35	21	32	31	40	29	34	26	28	32	36	34	27	33	31	31	30	35

Fieldwork: 21st - 22nd January 2015

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		Total	Voting intention					2010 Vote			Gender		
		Weighted Sample 1640	Weighted Sample 1840	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24
		Unweighted Sample 1640	Unweighted Sample 1840	%	%	%	%	%	%	%	%	%	%
Very unlikely	17	Very unlikely	16	16	14	17	23	16	15	13	18	13	13
TOTAL UNLIKELY	40	TOTAL UNLIKELY	39	43	34	33	45	42	37	33	43	33	37
Don't know	25	Don't know	26	18	27	25	20	20	26	30	26	25	38
UTZ Certified		UTZ Logo											
Very likely	6	Very likely	7	8	10	3	8	7	7	6	5	10	5
Likely	21	Likely	21	23	21	21	20	23	24	19	16	26	12
TOTAL LIKELY	27	TOTAL LIKELY	28	31	31	24	28	30	31	25	21	36	17
Unlikely	26	Unlikely	24	26	21	26	22	24	21	22	27	20	26
Very unlikely	18	Very unlikely	18	20	17	19	24	20	17	17	22	14	18
TOTAL UNLIKELY	44	TOTAL UNLIKELY	42	46	38	45	46	44	38	39	49	34	44
Don't know	29	Don't know	30	23	31	31	27	27	31	35	31	29	39

Thinking about Fairtrade certified goods, which of the following best applies to you

Thinking about Fairtrade certified goods, which of the following best applies to you?

I am making more effort to buy Fairtrade certified goods than I did a year ago	15	17	17	19	18	21	17	19	19	13	19	10
I am making less of an effort to buy Fairtrade certified goods than I did a year ago	3	3	2	5	5	0	2	4	4	3	3	5
No difference - it was important to me to buy Fairtrade certified goods a year ago and it still is	31	31	33	31	42	21	32	29	34	27	34	23

Fieldwork: 21st - 22nd January 2015

	Age			Social grade		Region					
	Total	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1640	466	629	526	1049	791	236	598	394	453	160
Unweighted Sample	1640	506	686	515	1238	602	231	605	404	430	170
	%	%	%	%	%	%	%	%	%	%	%
Very unlikely	17	15	18	15	16	16	15	14	14	18	23
TOTAL UNLIKELY	40	37	44	35	38	39	37	37	38	40	45
Don't know	25	28	21	24	23	29	29	24	26	27	22
UTZ Certified											
Very likely	6	6	7	10	7	7	7	7	6	8	12
Likely	21	22	20	27	21	22	16	21	26	22	18
TOTAL LIKELY	27	28	27	37	28	29	23	28	32	30	30
Unlikely	26	22	25	21	24	23	24	27	23	21	21
Very unlikely	18	17	20	16	19	16	18	16	16	20	22
TOTAL UNLIKELY	44	39	45	37	43	39	42	43	39	41	43
Don't know	29	33	28	26	29	31	35	29	30	30	27

Thinking about Fairtrade certified goods, which of the following best applies to you

I am making more effort to buy Fairtrade certified goods than I did a year ago	15	12	17	24	17	16	17	15	17	18	17
I am making less of an effort to buy Fairtrade certified goods than I did a year ago	3	6	2	1	4	3	3	3	3	4	1
No difference - it was important to me to buy Fairtrade certified goods a year ago and it still is	31	33	31	32	34	26	34	34	31	23	36

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1640	X	X	X	X	478	407	320	795	845	195	415	561	469	935	705	210	533	351	403	143	
Unweighted Sample	1640	381	446	96	231	467	409	367	774	866	127	333	648	532	1139	501	200	573	349	378	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
No difference - it was not particularly important to me whether goods are Fairtrade certified and it still isn't	41	44	35	40	57	47	37	37	45	38	35	44	44	40	40	43	37	43	41	43	40	
Don't know	10	6	9	2	10	7	10	7	10	10	17	13	9	6	9	11	11	8	10	13	5	

Thinking specifically about the Fairtrade Foundation...

How well do you understand what the Fairtrade Foundation stand for and what they do?

I have a good understanding of what they stand for and what they do	19	20	22	22	17	16	20	24	18	20	29	20	17	16	20	17	23	18	17	18	23
I have a fair idea of what they stand for, and some things about them	54	57	56	65	50	58	54	56	52	56	53	47	56	59	56	52	54	53	59	54	49
I have heard of them, but don't really know anything about them	19	16	14	11	28	21	17	16	21	17	8	19	21	20	17	21	17	20	16	19	20
I have never heard of them	8	6	8	2	5	6	10	5	9	7	10	14	6	5	7	9	6	8	8	9	9

From what you know, which of the following best describe the Fairtrade Foundation's aims (please tick all that apply)

Providing a fair deal for farmers	80	82	81	91	74	80	80	87	76	84	78	74	81	84	81	78	79	82	81	76	83
Providing a fair deal for manufacturers	18	16	23	19	13	18	21	21	14	22	13	17	18	21	18	18	21	17	17	19	17
Providing a fair deal for customers	13	15	13	13	13	15	13	14	12	15	12	10	12	18	13	13	15	14	15	11	11
Providing a fair deal for retailers	8	6	10	4	9	7	9	7	7	10	7	7	9	9	7	10	6	9	9	8	8
None of these	3	3	3	1	5	3	3	2	3	2	4	3	2	3	3	3	2	3	4	3	3

Fieldwork: 21st - 22nd January 2015

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	Total	Voting intention					2010 Vote			Gender		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	
Weighted Sample	1640	X	X	X	X	546	450	368	892	948	219	
Unweighted Sample	1640	451	553	108	178	535	474	387	880	960	133	
	%	%	%	%	%	%	%	%	%	%	%	
No difference - it was not particularly important to me whether goods are Fairtrade certified and it still isn't	41	44	37	34	54	45	42	35	47	36	45	
Don't know	10	4	7	2	5	4	6	7	10	7	17	

Thinking specifically about the Fairtrade Foundation...

How well do you understand what the Fairtrade Foundation stand for and what they do?

I have a good understanding of what they stand for and what they do	19	17	17	20	24	14	16	20	16	17	18	24
I have a fair idea of what they stand for, and some things about them	54	58	62	57	60	65	64	56	62	55	60	49
I have heard of them, but don't really know anything about them	19	20	19	18	14	17	17	19	18	20	19	18
I have never heard of them	8	5	3	5	1	5	3	4	4	7	3	9

From what you know, which of the following best describe the Fairtrade Foundation's aims (please tick all that apply)

Providing a fair deal for farmers	80	83	86	81	85	90	86	82	87	81	84	75
Providing a fair deal for manufacturers	18	16	17	21	21	13	16	19	16	17	16	22
Providing a fair deal for customers	13	10	9	12	15	8	8	12	12	10	9	13
Providing a fair deal for retailers	8	15	13	16	20	19	14	19	15	13	17	10
None of these	3	2	2	2	1	1	2	2	1	3	2	2

	Age			Social grade		Region					
Total	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample 1640	466	629	526	1049	791	236	598	394	453	160	
Unweighted Sample	506	686	515	1238	602	231	605	404	430	170	
	%	%	%	%	%	%	%	%	%	%	
No difference - it was not particularly important to me whether goods are Fairtrade certified and it still isn't	41	38	43	41	39	44	36	39	40	47	42
Don't know	10	12	7	3	6	11	10	9	9	8	5

Thinking specifically about the Fairtrade Foundation...

How well do you understand what the Fairtrade Foundation stand for and what they do?

I have a good understanding of what they stand for and what they do	19	17	18	15	17	18	15	16	18	17	24
I have a fair idea of what they stand for, and some things about them	54	56	55	65	61	53	61	61	57	53	59
I have heard of them, but don't really know anything about them	19	21	23	16	17	24	19	19	21	22	13
I have never heard of them	8	6	4	3	5	5	5	4	4	8	4

From what you know, which of the following best describe the Fairtrade Foundation's aims (please tick all that apply)

Providing a fair deal for farmers	80	76	85	88	84	80	85	85	78	80	89
Providing a fair deal for manufacturers	18	21	15	11	16	16	17	16	15	17	17
Providing a fair deal for customers	13	10	9	8	8	12	10	10	9	10	10
Providing a fair deal for retailers	8	11	15	20	14	15	13	15	13	16	17
None of these	3	4	1	2	2	2	1	1	3	4	1

Fieldwork: 21st - 22nd January 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1640	X	X	X	X	478	407	320	795	845	195	415	561	469	935	705	210	533	351	403	143	
Unweighted Sample	1640	381	446	96	231	467	409	367	774	866	127	333	648	532	1139	501	200	573	349	378	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Don't know	13	10	10	2	15	11	12	8	16	10	12	19	12	8	12	13	12	12	12	15	12	

And how well or badly do you think the Fairtrade Foundation is doing at meeting those aims?

Very well	5	4	8	4	2	3	6	5	4	5	10	4	4	4	4	6	4	5	5	5	5
Fairly well	42	46	46	57	27	41	46	45	39	44	44	37	41	45	45	37	47	42	41	38	46
TOTAL WELL	47	50	54	61	29	44	52	50	43	49	54	41	45	49	49	43	51	47	46	43	51
Fairly badly	8	8	7	2	17	10	5	4	9	6	15	5	6	9	7	9	9	9	9	6	3
Very badly	1	2	1	0	3	1	2	1	1	1	0	2	2	1	2	1	3	1	2	1	2
TOTAL BADLY	9	10	8	2	20	11	7	5	10	7	15	7	8	10	9	10	12	10	11	7	5
Don't know	45	41	37	36	51	44	42	45	46	43	31	51	47	42	43	47	37	44	44	50	45

Fieldwork: 21st - 22nd January 2015

Fieldwork
: 22nd -
23rd
January
2014

		Voting intention					2010 Vote			Gender		
		Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24
Weighted Sample	1640	1840	X	X	X	X	546	450	368	892	948	219
Unweighted Sample	1640	1840	451	553	108	178	535	474	387	880	960	133
	%	%	%	%	%	%	%	%	%	%	%	%
Don't know	13	10	8	10	3	5	8	9	8	10	10	15

And how well or badly do you think the Fairtrade Foundation is doing at meeting those aims?

Very well	5	Very well	5	3	6	14	6	4	5	6	3	7	6
Fairly well	42	Fairly well	43	45	47	55	42	45	43	49	42	44	42
TOTAL WELL	47	TOTAL WELL	48	48	53	69	48	49	48	55	45	51	48
Fairly badly	8	Fairly badly	6	6	5	7	12	5	4	8	7	5	10
Very badly	1	Very badly	1	1	2	0	1	1	1	2	2	1	1
TOTAL BADLY	9	TOTAL BADLY	7	7	7	7	13	6	5	10	9	6	11
Don't know	45	Don't know	45	44	40	24	39	44	47	36	46	43	41

	Age			Social grade		Region					
	Total	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1640	466	629	526	1049	791	236	598	394	453	160
Unweighted Sample	1640	506	686	515	1238	602	231	605	404	430	170
	%	%	%	%	%	%	%	%	%	%	%
Don't know	13	10	11	7	8	12	6	8	15	11	7

And how well or badly do you think the Fairtrade Foundation is doing at meeting those aims?

Very well	5	6	6	4	5	5	6	5	5	5	9
Fairly well	42	40	41	47	45	40	41	43	40	44	46
TOTAL WELL	47	46	47	51	50	45	47	48	45	49	55
Fairly badly	8	7	3	6	6	5	7	6	6	6	2
Very badly	1	2	2	1	1	2	3	1	1	1	3
TOTAL BADLY	9	9	5	7	7	7	10	7	7	7	5
Don't know	45	46	48	41	42	48	44	44	48	44	40