

FAIRTRADE Consumer Insights 2023

**Austria Report,
prepared by GlobeScan, April 2023**

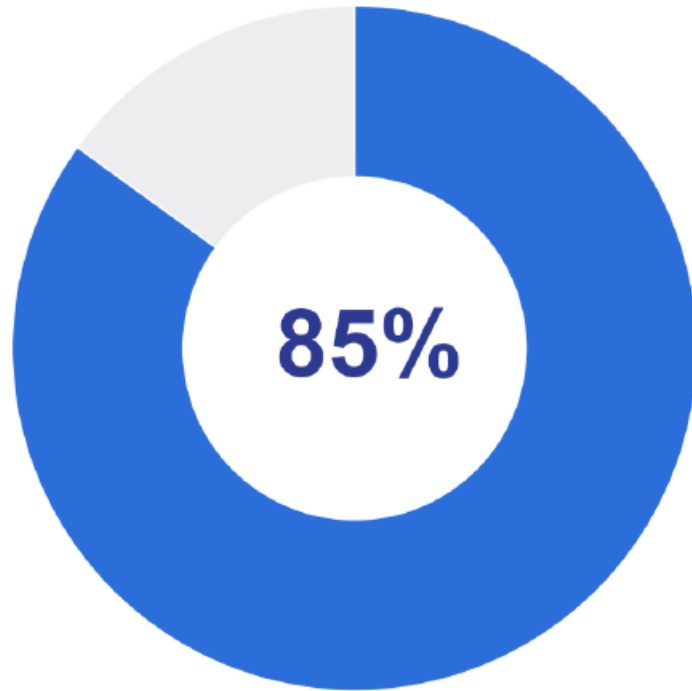


FAIRTRADE
ÖSTERREICH

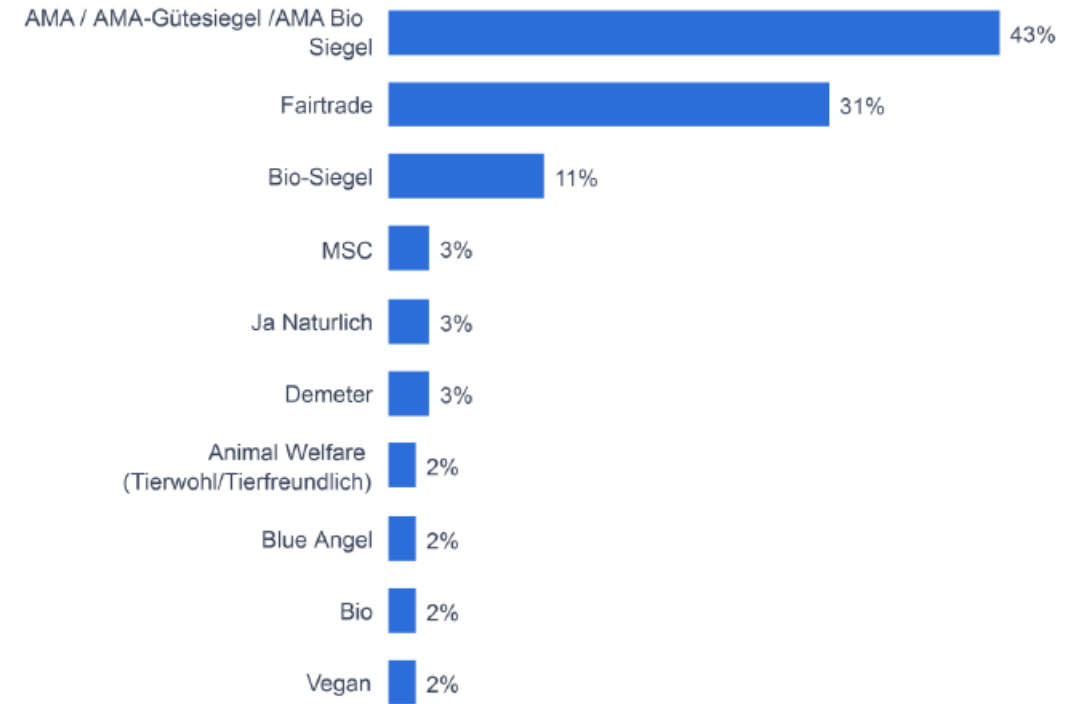


**Know your world.
Lead the future.**

Recall of Ethical Labels Generally



Spontaneous Mentions of Labels Seen

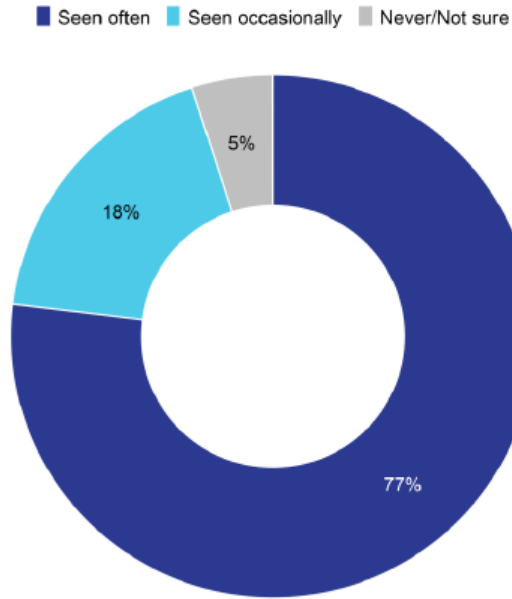


Q: Have you ever seen a label on a product that indicates the product has been ethically or responsibly produced or is environmentally friendly?

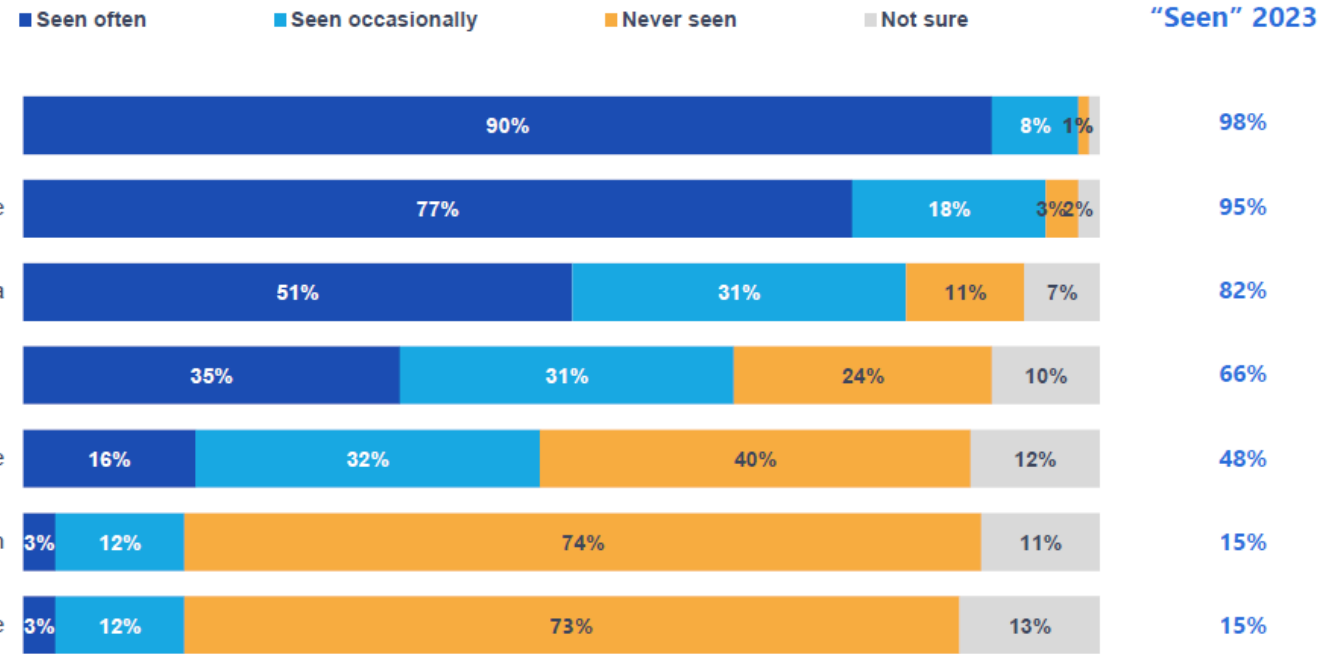
Q: Please type in the box(es) below the names of any specific labels (that indicate a product has been ethically or responsibly produced or is environmentally friendly) that you have seen on products. Please list as many as you can remember seeing.

Subsample: All who recall seeing any ethical labels; n = 1.000

Awareness of Fairtrade Mark & Prompted Awareness of Fairtrade and Comparators



„Seen“
95%

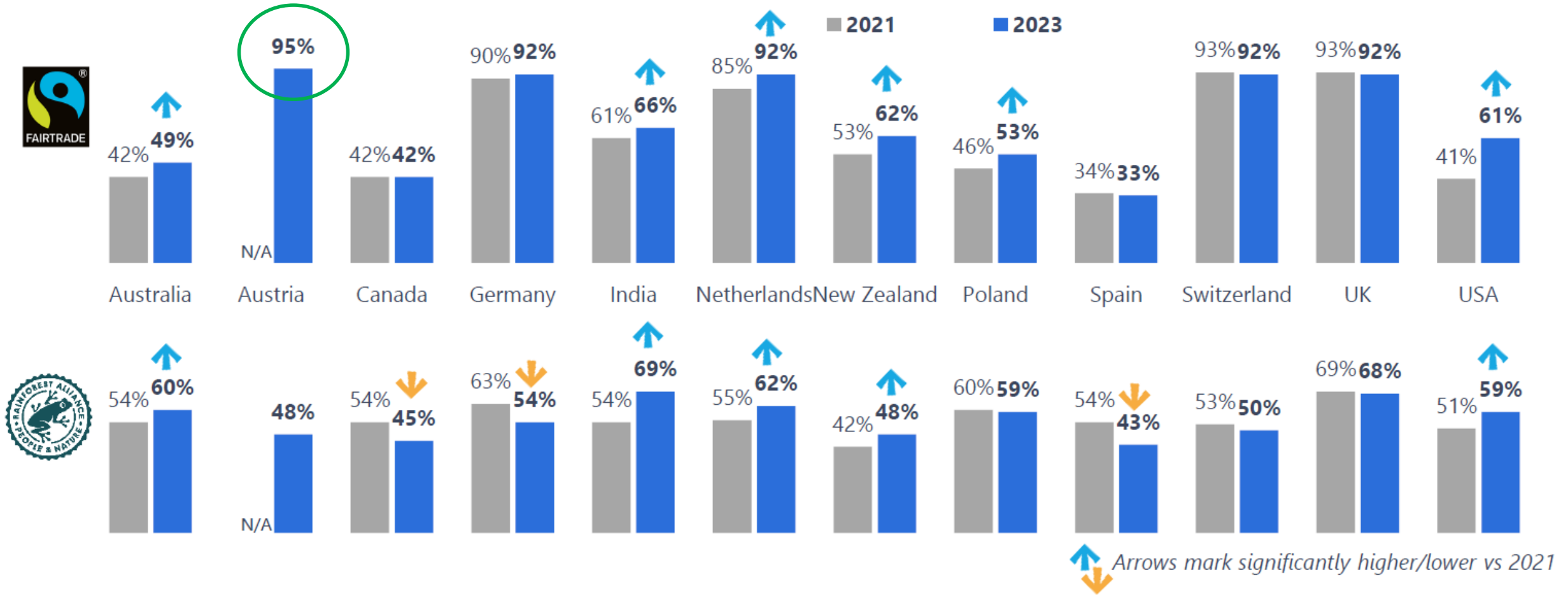


Q: Which, if any, of the following labels have you ever seen? n = 1.000

Prompted Awareness of Fairtrade and Comparators

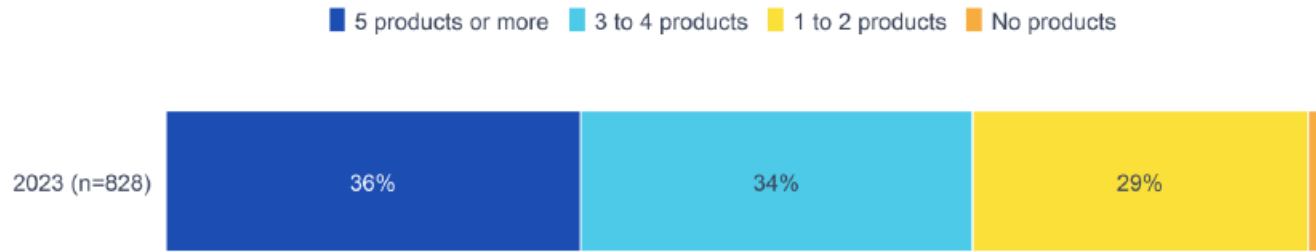
“Seen” (2+3 on a 3 point Scale), %, by Country, 2021 vs 2023

Anmerkung: Keine AT Studienteilnahme 2021, daher kein Vergleichswert

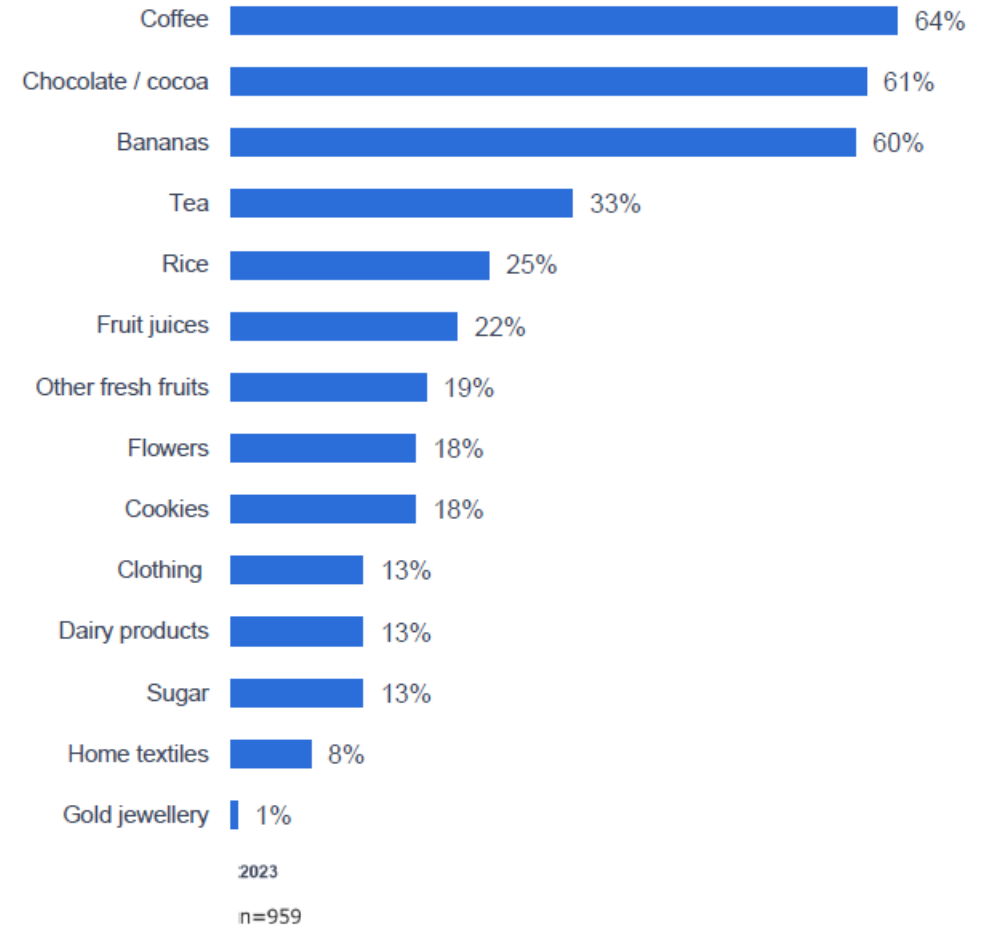


Q: Which, if any, of the following labels have you ever seen? (12-country total 2023 n = 11.150; 15-country total 2021 n = 15.418; India 2021 n = 750)

Product Visibility: Number and Type of Products Recalled

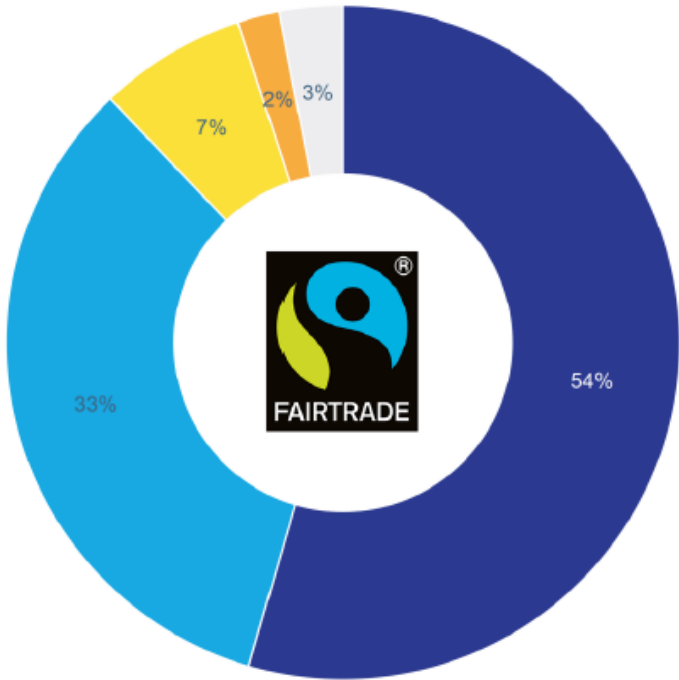


Q: On which of the following products have you seen this label?
Subsample: All who recall seeing the Fairtrade Mark often or occasionally



Trust in Fairtrade

■ A lot of trust ■ Some trust ■ Not much trust ■ No trust at all ■ Not sure



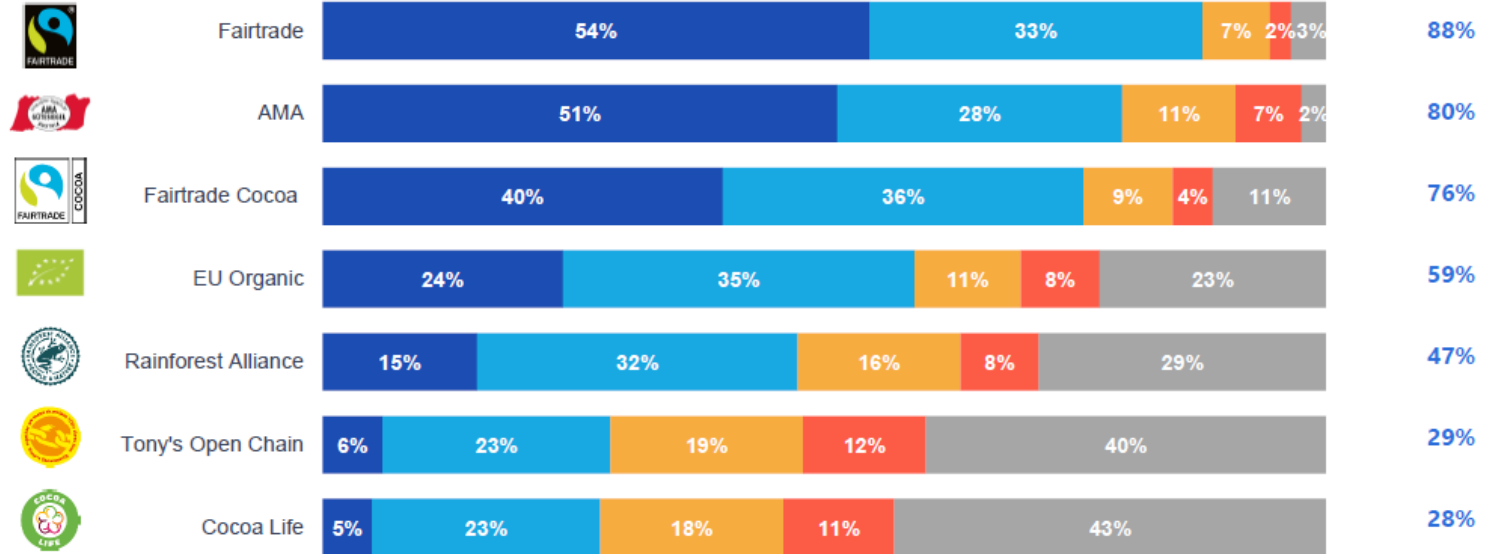
n=1,000

“Trust” (3+4)
88%

Trust in Fairtrade vs Comparators

■ A lot of trust ■ Some trust ■ Not much trust ■ No trust at all ■ Not sure

“Trust” 2023



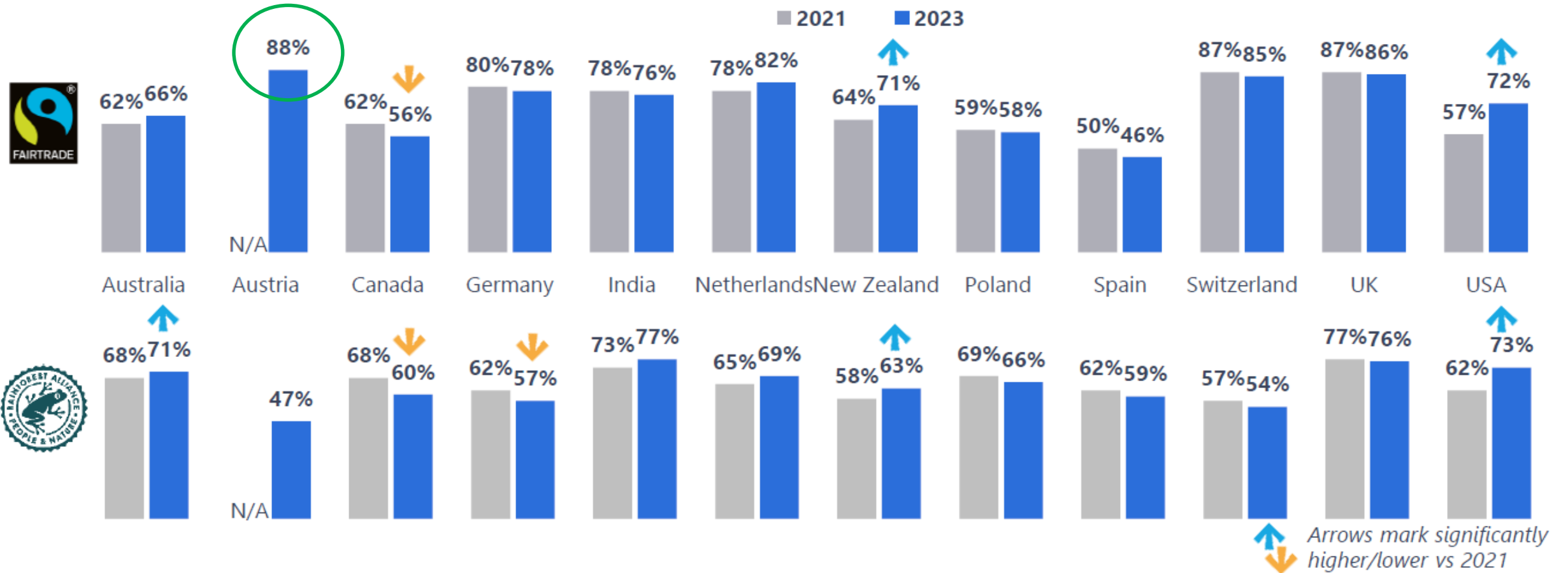
Q: How much trust do you have in each of the following labels? (n = 1.000)

Q: How much trust do you have in each of the following labels?
Total and Subsample: All who recall seeing the Fairtrade Mark

Trust in Fairtrade Trust in Fairtrade

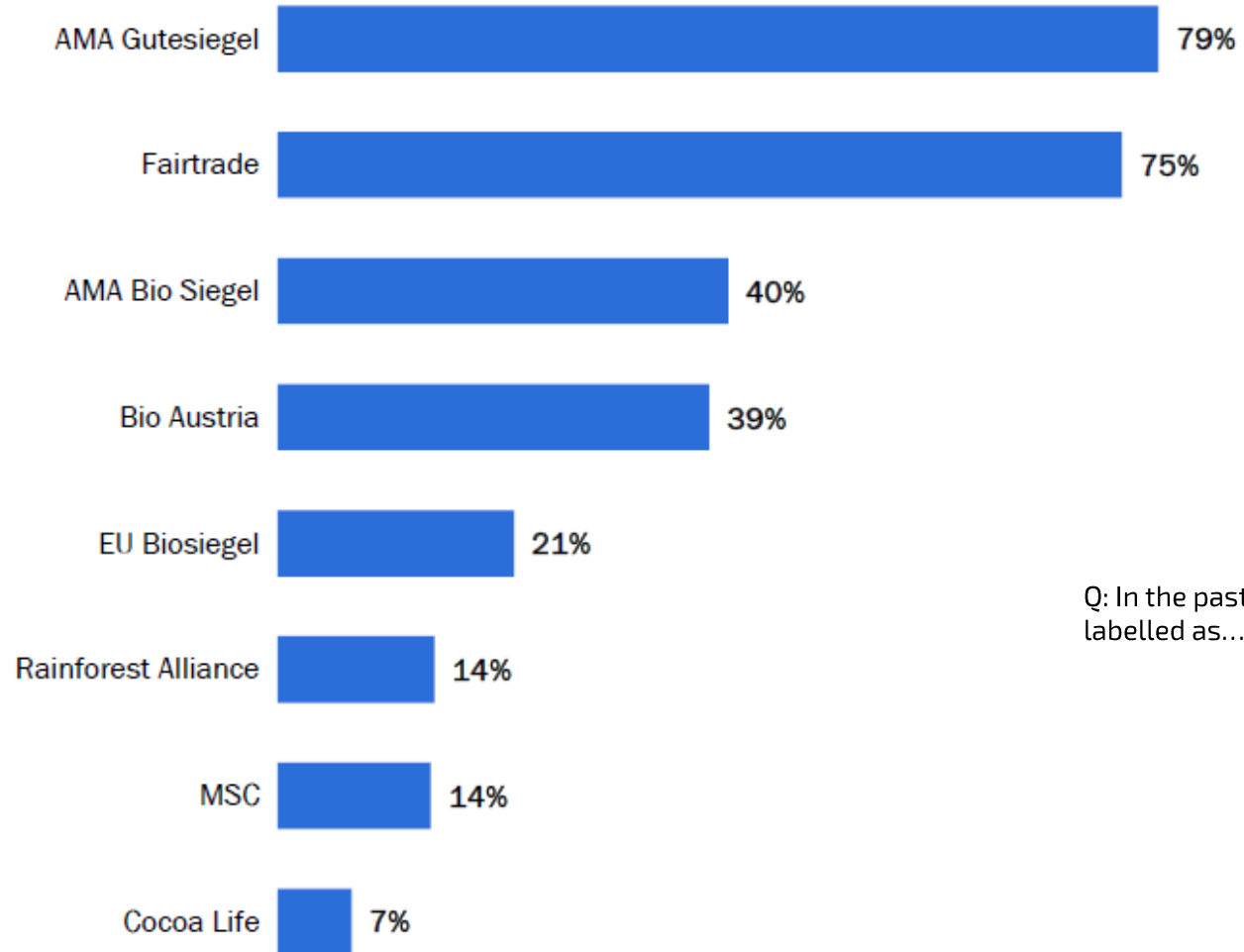
“Trust” (3+4 on a 4 point Scale), %, by Country, 2021 vs 2023

Anmerkung: Keine AT Studenteilmahme 2021, daher kein Vergleichswert



Q: How much trust do you have in each of the following labels? (12 country total 2023 n =11.150; 2021 n = 15.418)

Claimed Purchase in Last Six Months

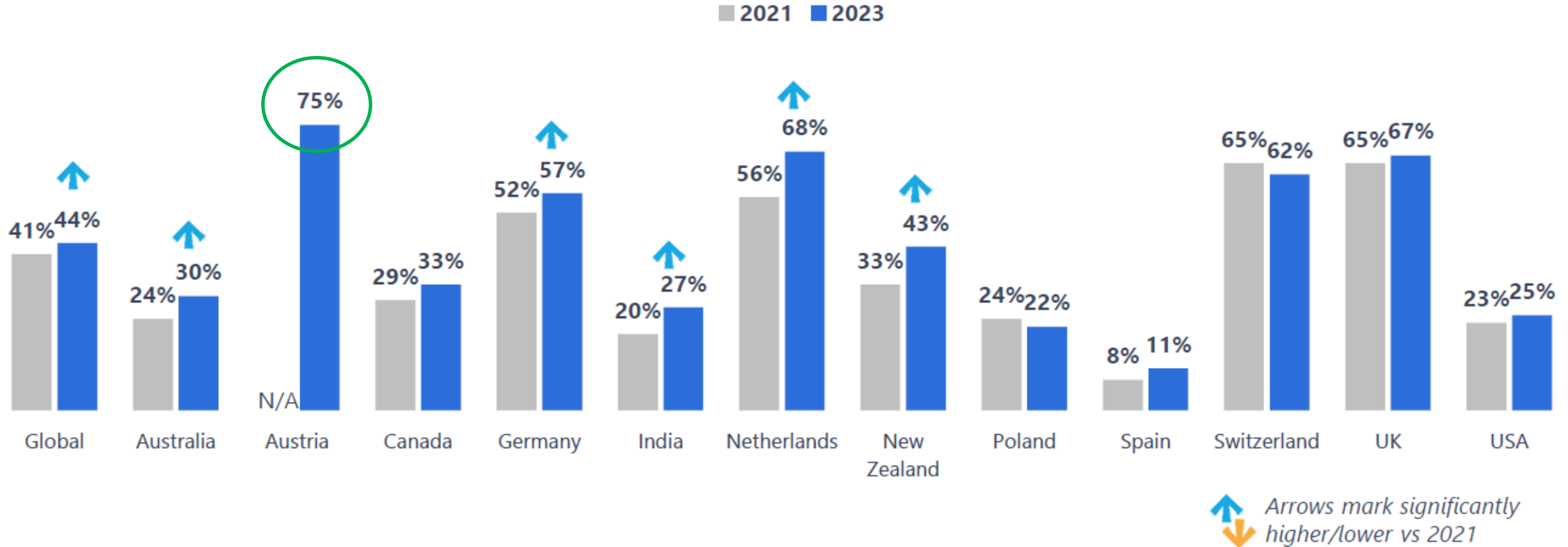


Q: In the past six months, have you bought any products labelled as... (n = 1.000)

Claimed Purchase of Fairtrade in Past Six Months

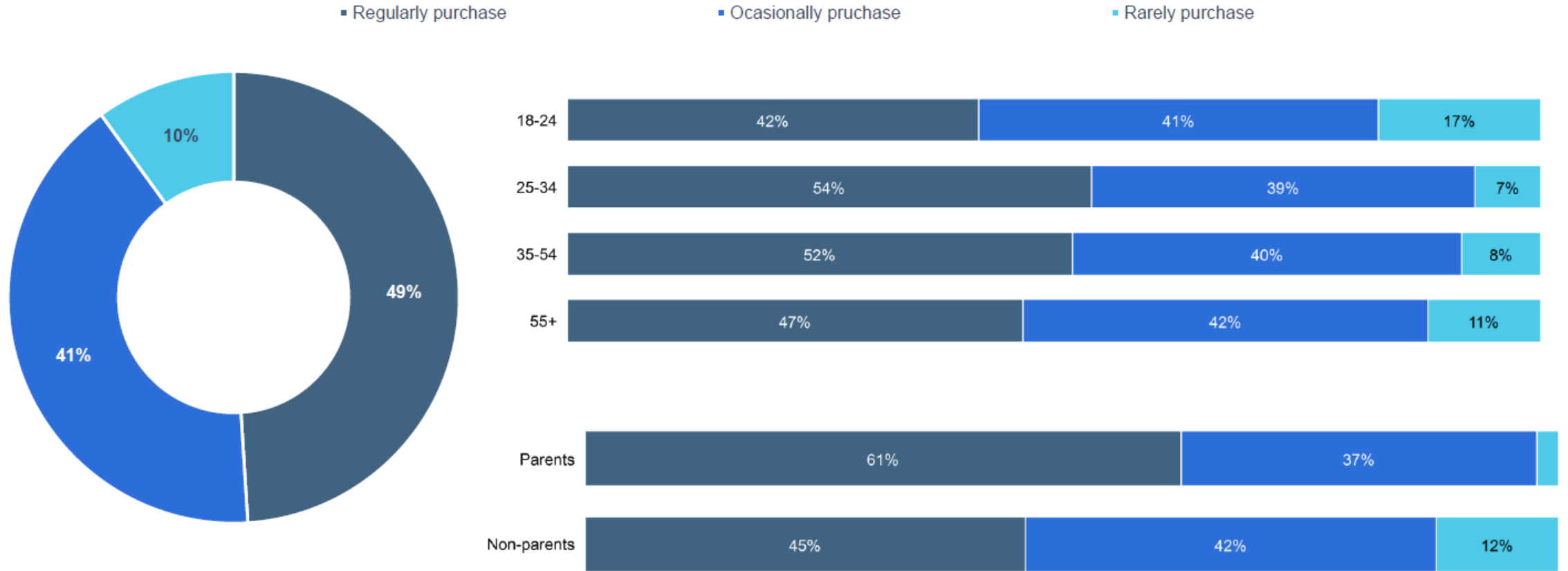
% , Total and by Country, 2021 vs 2023

Anmerkung: Keine AT Studententeilnahme 2021, daher kein Vergleichswert



Q: In the past six months, have you bought any products labelled as... (12 country total 2023 n = 11.150; 15 country total 2021 n = 15.418; India 2019 n = 600)

Frequency of Purchasing Fairtrade Products



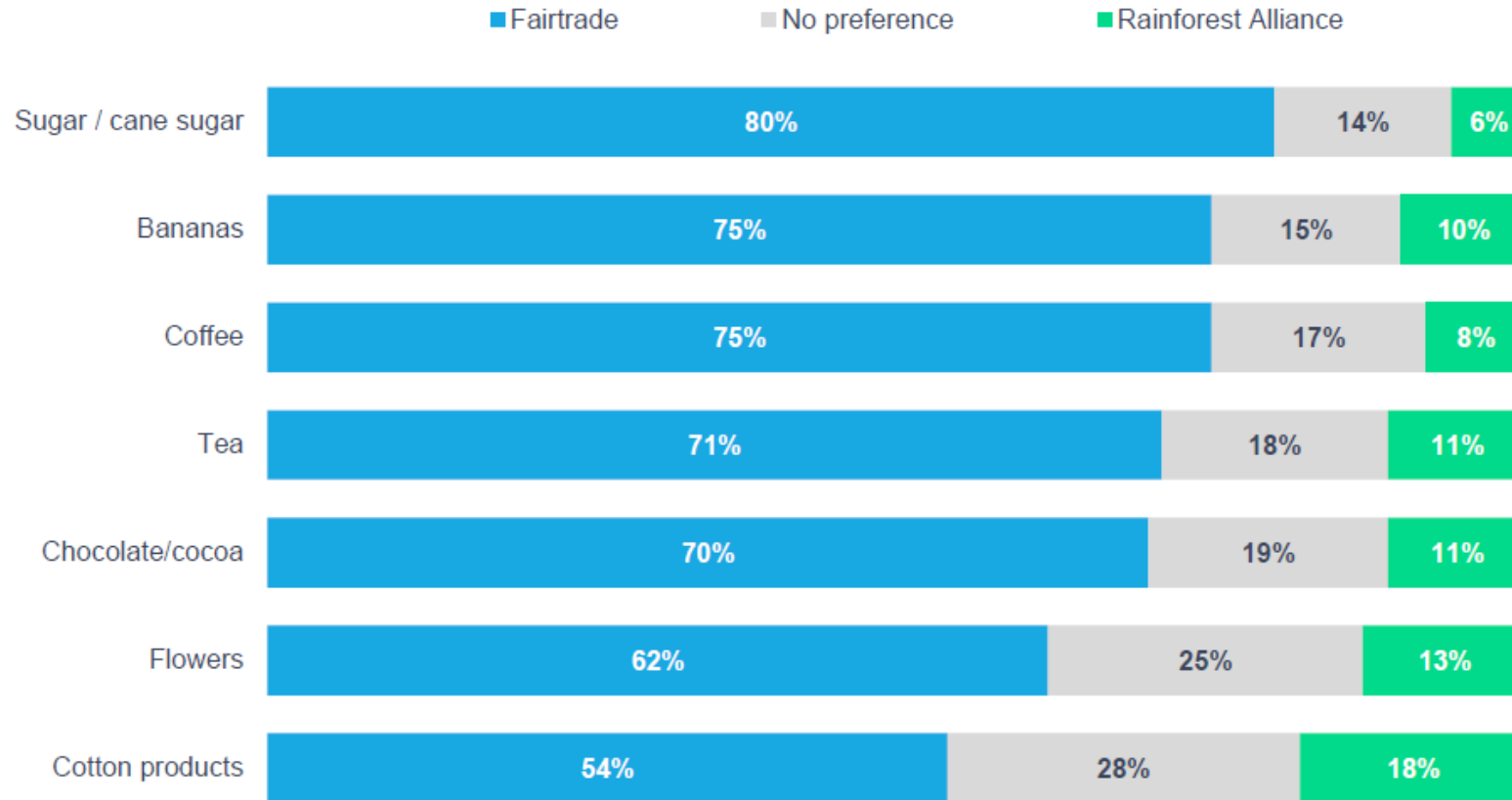
Q: Which of the following statements best describes how often you purchase products carrying the Fairtrade label?

Subsample: All who recall seeing the Fairtrade Mark; n = 959

18-24: n = 96
25-34: n = 159
35-54: n = 341
55+: n = 363

Parents: n = 254
Non Parents: n = 691

Purchase Preference for Different Products



Overall, there is a preference for Fairtrade products over RFA across all age groups for each product tested.

Younger age groups have a stronger preference for Fairtrade than older age groups, while 55+-year-olds are the most likely group to have no preference across most.

Q: If you have the choice between products with the Fairtrade label or the Rainforest Alliance label, which one is your preference?

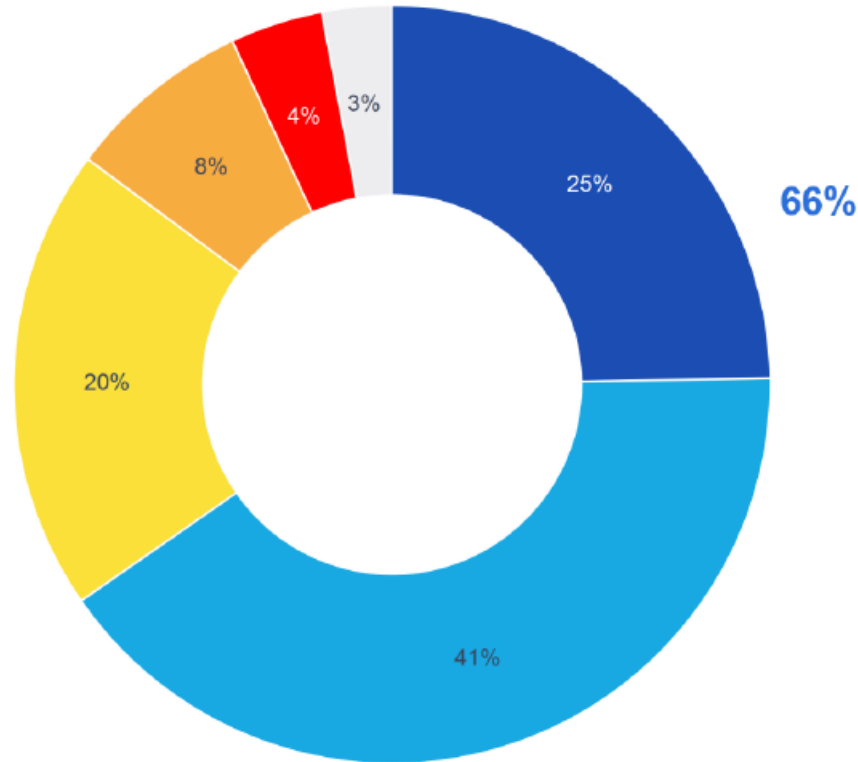
Subsample: All who recall seeing the Fairtrade and Rainforest Alliance Marks

Bananas: n = 326
 Sugar/ Cane Sugar: n = 88
 Tea: n = 206
 Chocolate/cocoa : n = 331

Coffee: n = 338
 Flowers/Plants: n = 116
 Cotton products: n = 62

Willingness to Pay Slightly More for Ethical

■ Agree strongly
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Disagree strongly
 ■ Don't know



"I am willing to pay slightly more for a product to ensure producers are paid a fair price"

Agree, by Age, 2023

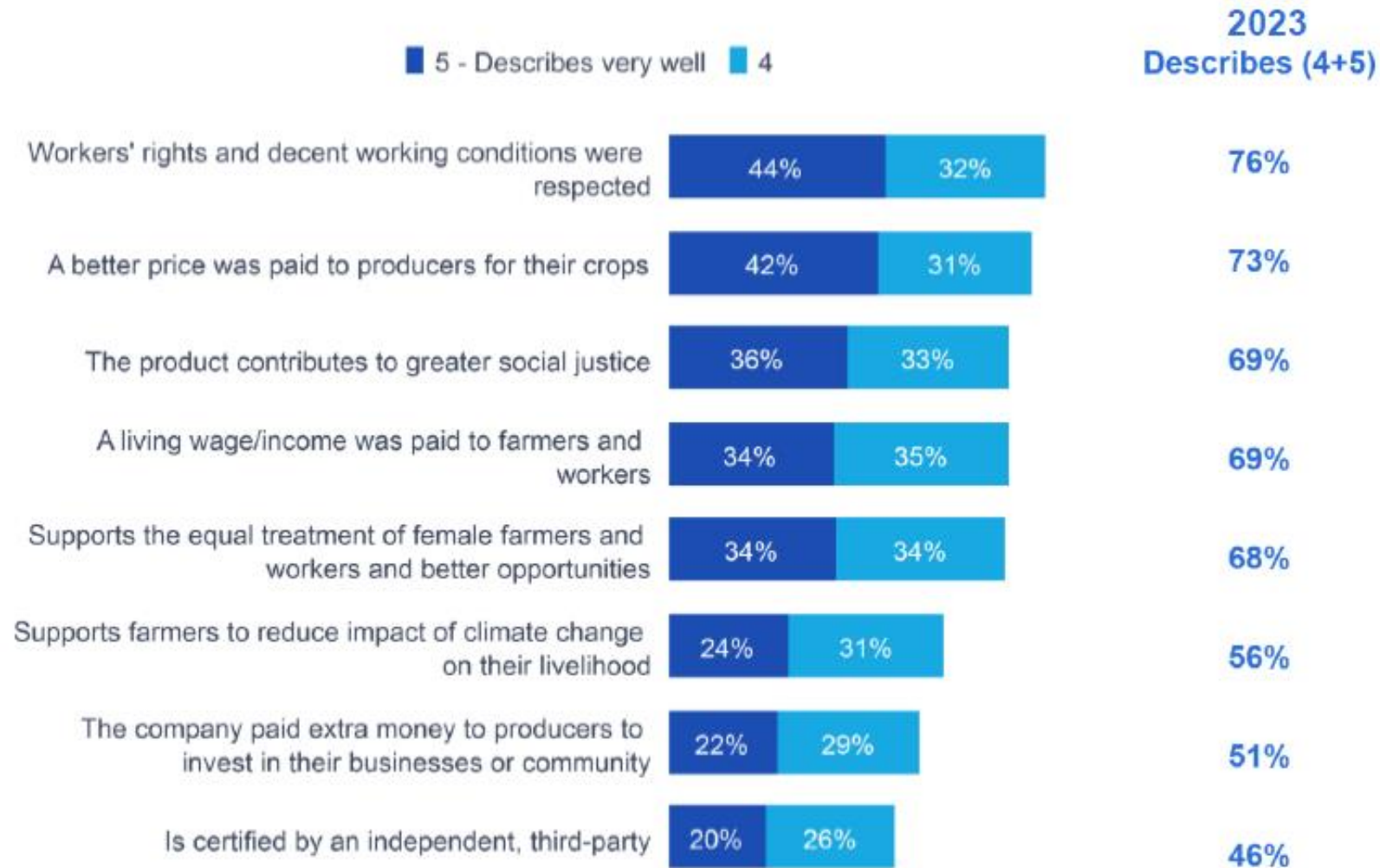


Q: Below are some statements relating to the Fairtrade label. Please indicate how much you agree or disagree with each statement.

Subsample: All who recall seeing the Fairtrade Mark; n = 959

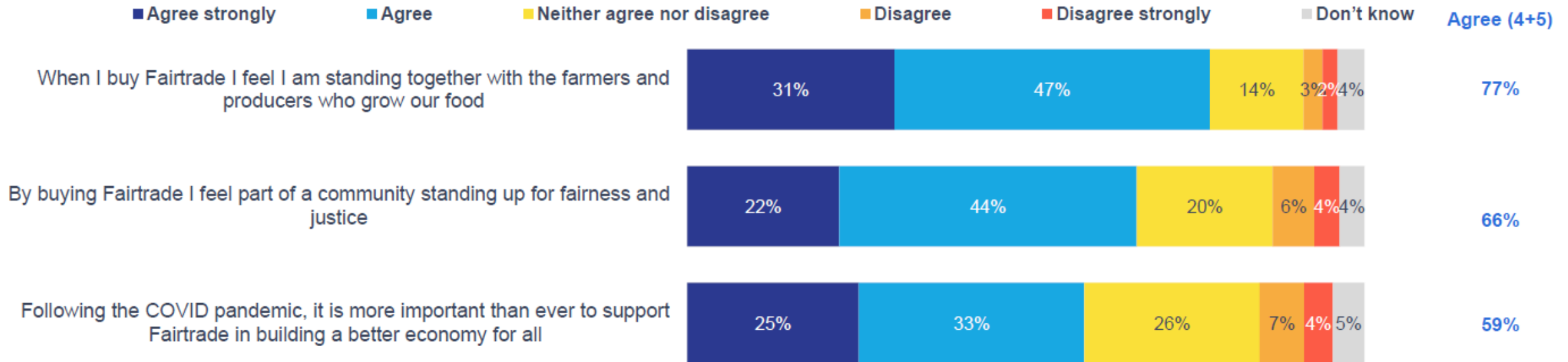
Understanding of the Fairtrade Mark

“Describes” (4+5 on a 5 point Scale)



Q: How well does each of the following statements describe products labelled with the Fairtrade label?
Subsample: All who recall seeing the Fairtrade Mark; n = 959

Connection to the Fairtrade Mark

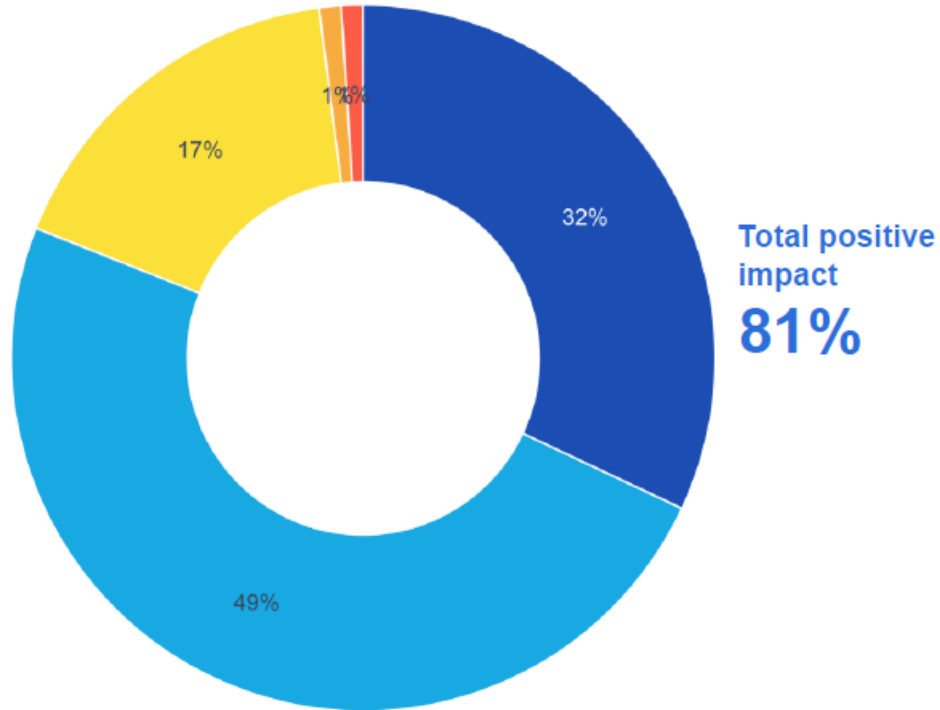


Q: Below are some statements relating to the Fairtrade label. Please indicate how much you agree or disagree with each statement.

Subsample: All who recall seeing the Fairtrade Mark; n = 959

Impact of Fairtrade Mark on Brand Perceptions

■ Very positive impact
 ■ Positive impact
 ■ No impact
 ■ Negative impact
 ■ Very negative impact



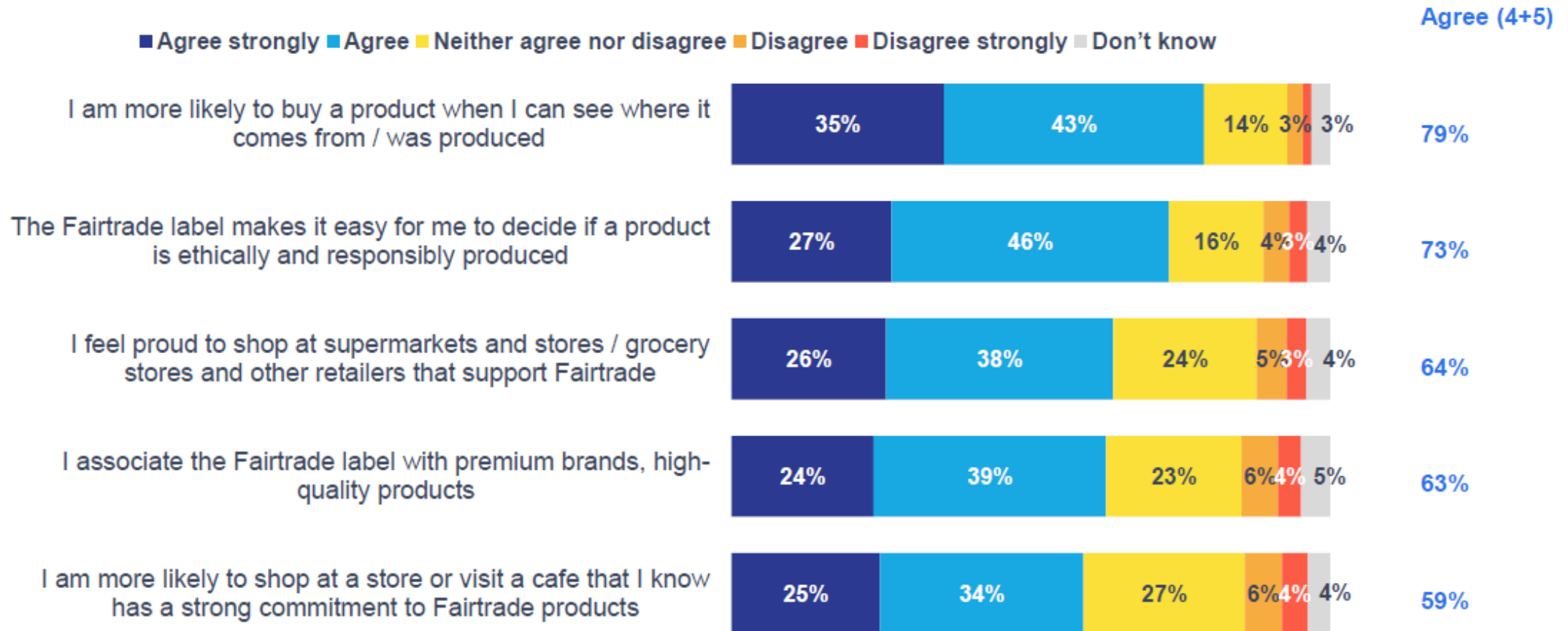
“Positive” (4+5 on a 5 point scale) by Age



Q: If a branded product that you normally buy began carrying this label, how would that change your impression of the branded product, if at all?

Subsample: All who recall seeing the Fairtrade Mark; n = 959

Consumer Impact on the Fairtrade Mark



Q: Below are some statements relating to the Fairtrade label. Please indicate how much you agree or disagree with each statement.

Subsample: All who recall seeing the Fairtrade Mark; n = 959



VIELEN DANK FÜR IHRE AUFMERKSAMKEIT

Wir warten nicht auf die Zukunft. Wir gestalten sie.

FAIRTRADE ÖSTERREICH

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