



# Fairtrade International GlobeScan Consumer Study 2015

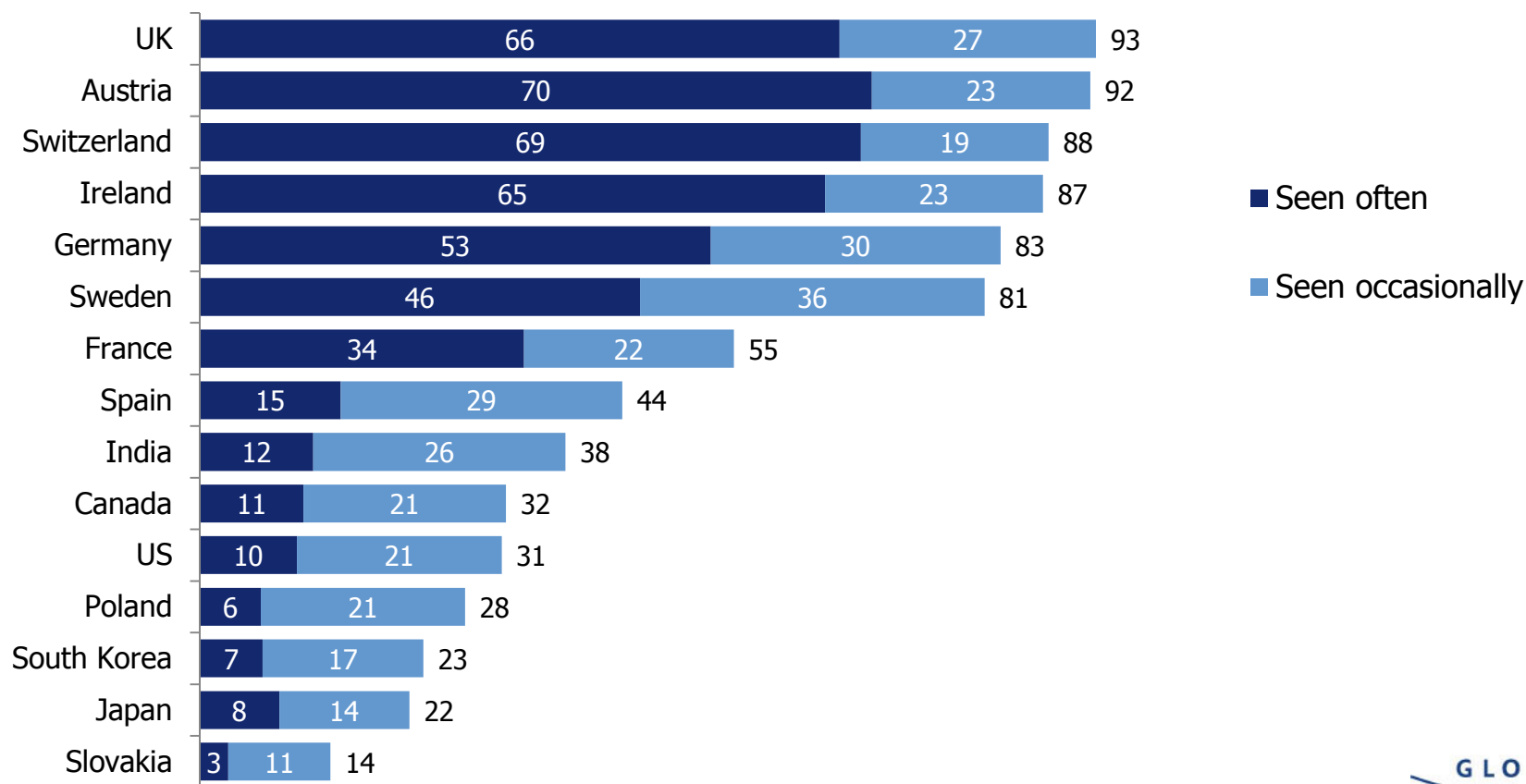
*Global Findings*





# Frequency with which Consumers Have Seen the Fairtrade Mark

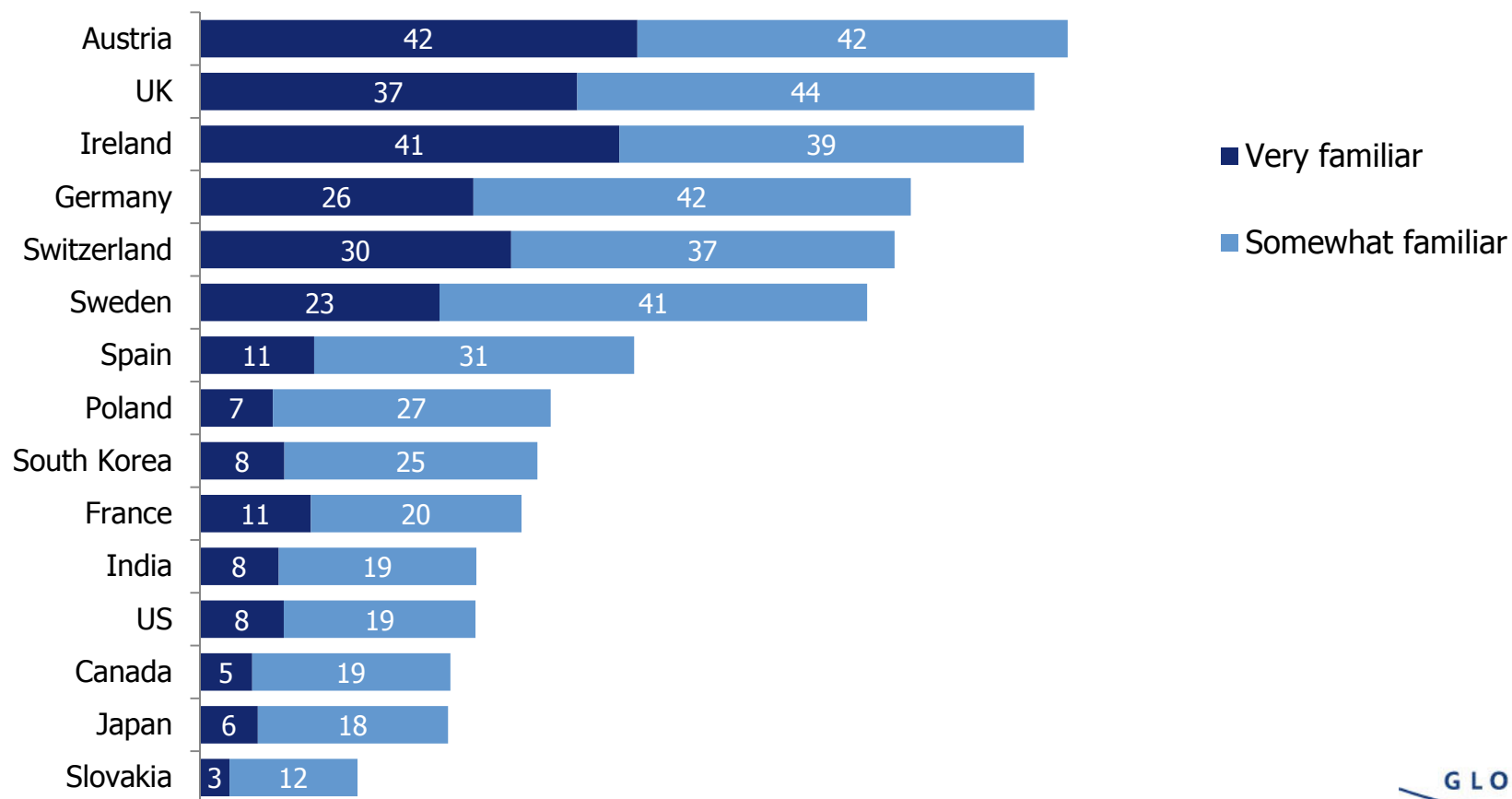
By country, all respondents, “seen often” and “seen occasionally”, 2015





## Familiarity with the Fairtrade Mark

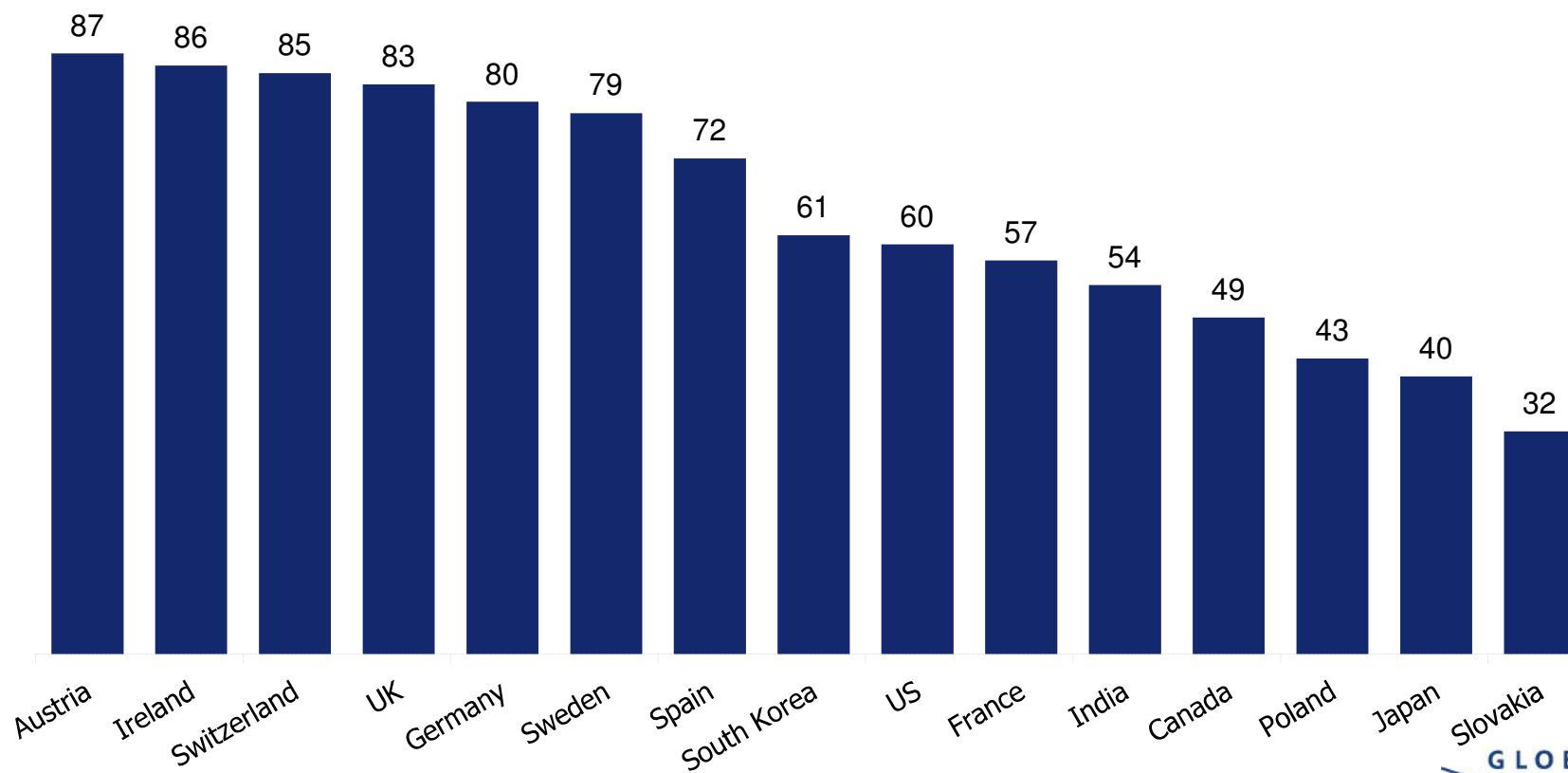
By country, all respondents, “very familiar” and “somewhat familiar”, 2015





## Trust in Fairtrade Mark – Nationally Representative

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

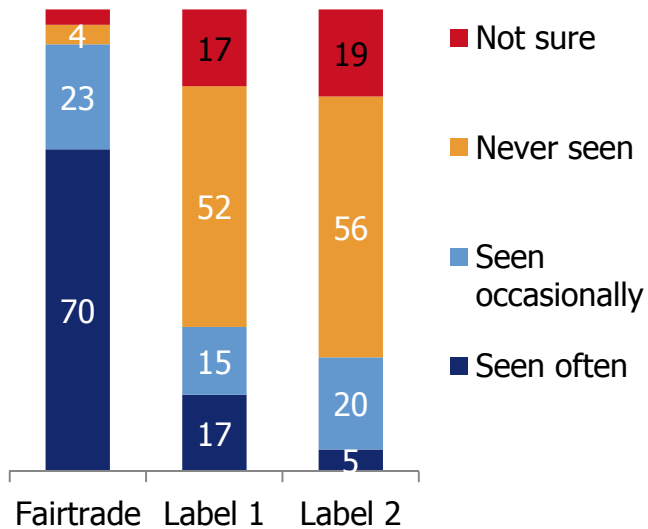


# Nearly all Austrian consumers have seen the Fairtrade label on products

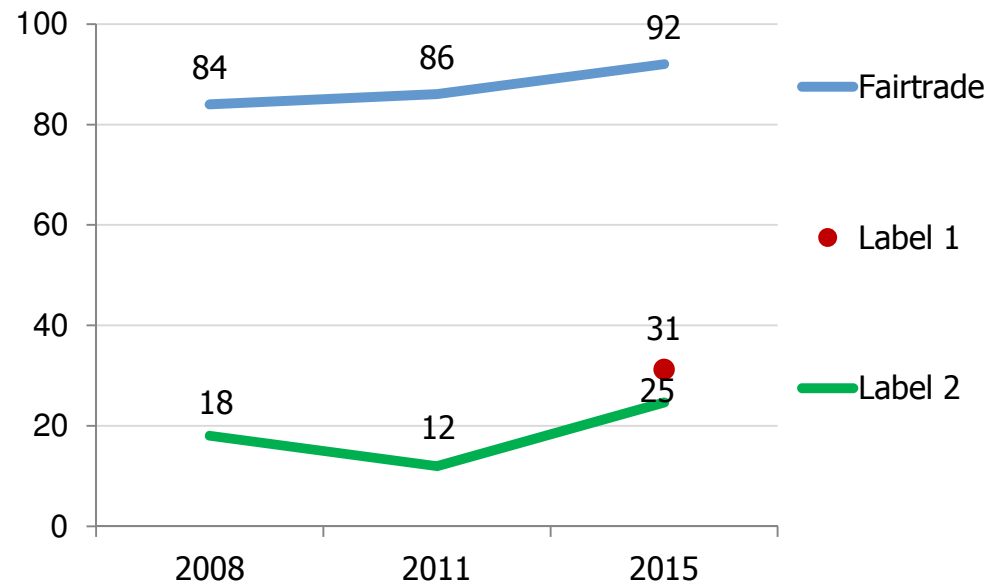


Frequency with which Consumers Have Seen the Certification Marks

Austria, prompted, 2015



Austria, prompted, "Seen often" + "Seen occasionally," 2008–2015

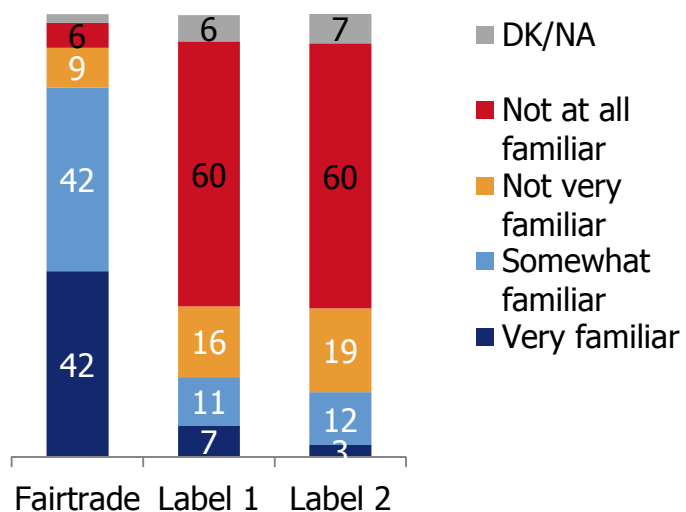




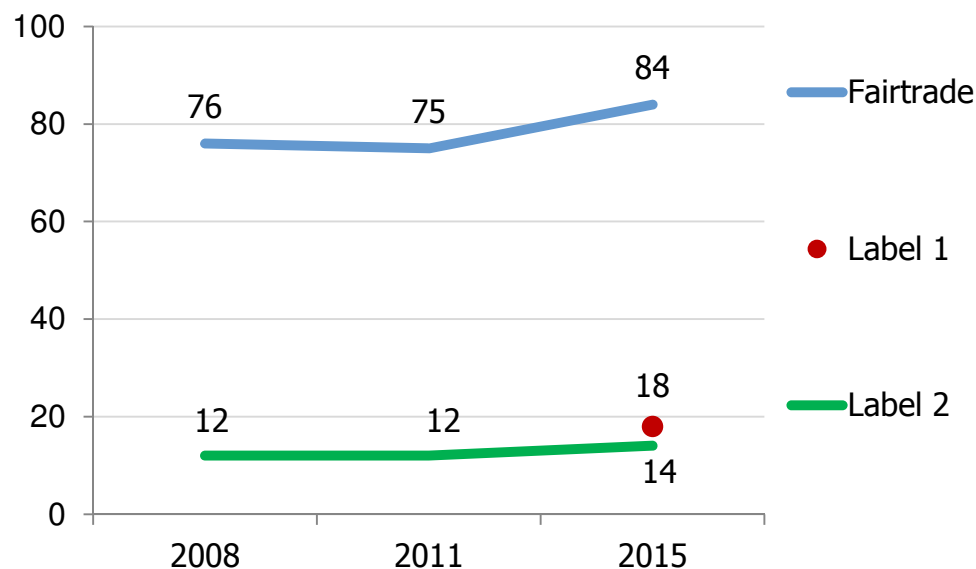
# Familiarity with Fairtrade has sharply increased since 2011

Familiarity with the Marks Tested

Austria, prompted, 2015



Austria, "Very familiar" + "Somewhat familiar," 2008–2015

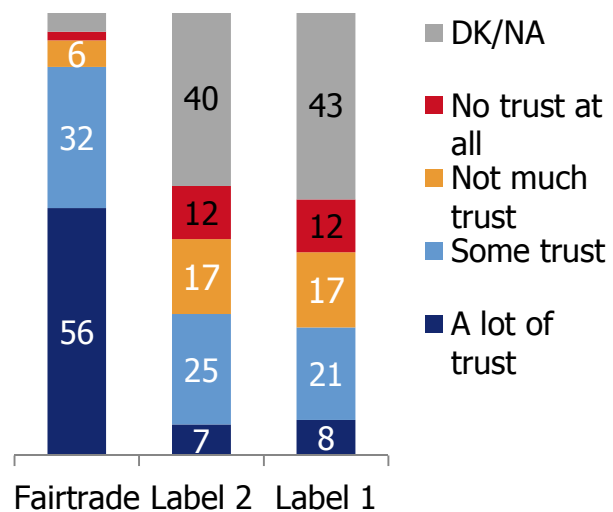




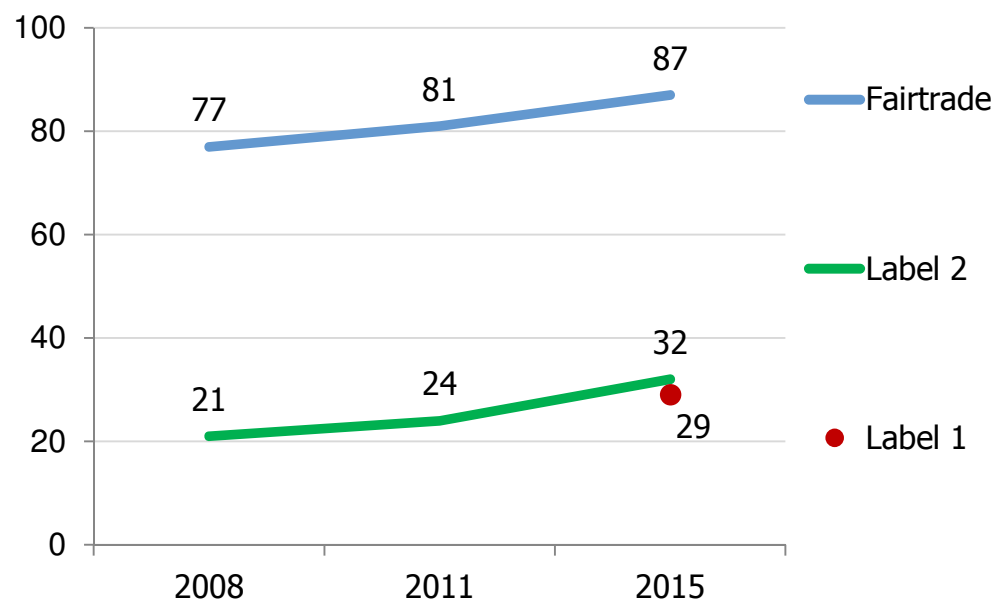
# Trust in Fairtrade is very high and has increased since 2011

Level of Trust in the Marks Tested

Austria, prompted, 2015



Austria, “A lot of trust” + “Some trust,” 2008–2015

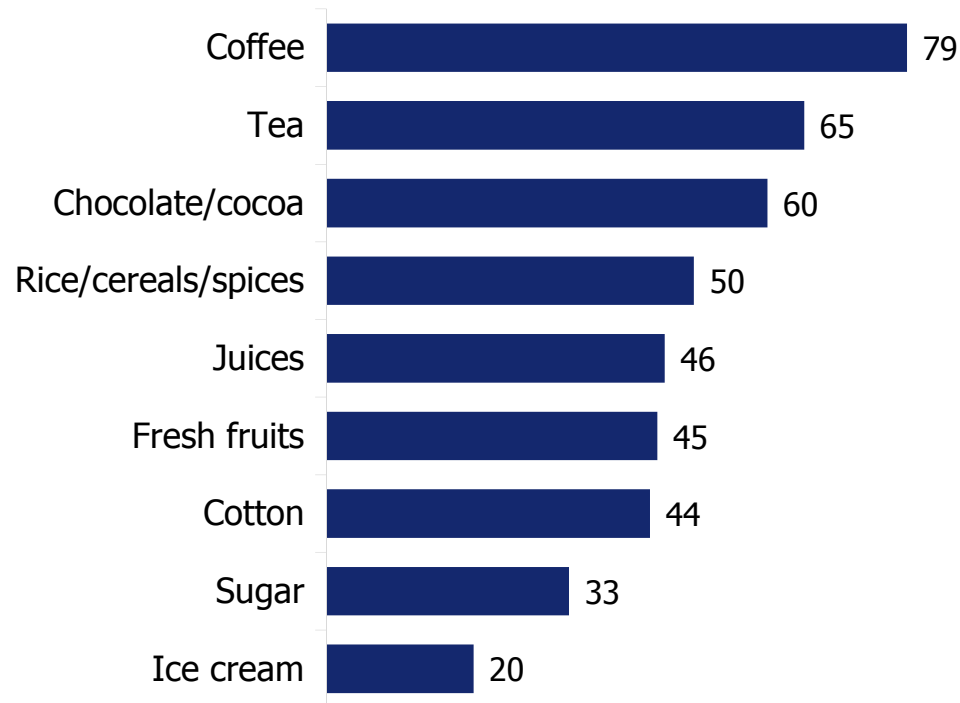


# Coffee, tea and chocolate are most wanted by Austrian consumers in the *Gastronomie* industry



(Question: Which of the following Fairtrade products would you like to see used in the "out of home market"?)

Austria, prompted, 2015





# Coffee houses are the preferred outlets for Fairtrade coffee for over two thirds of Austrian consumers



(Question: Which of the following statements do you agree with?  
I would like Fairtrade coffee to be available in...)

Austria, prompted, combined mentions, 2015

