

Familiarity

12 Reasons to complete the survey

1. average responses

Yes

No

Don't know

None

Survey

Analyzer

to complete

posed

s

2. do you have any idea what it is?

Yes

No

I don't know

None

by any means

befor

on

7

12

3. do you have any idea what it is?

with

the item

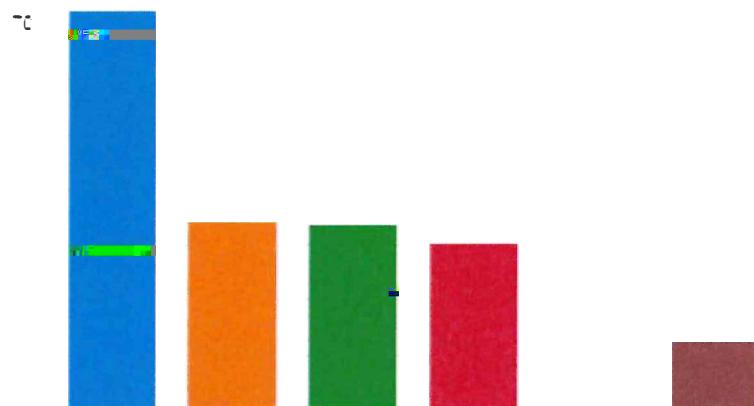
10

4

15

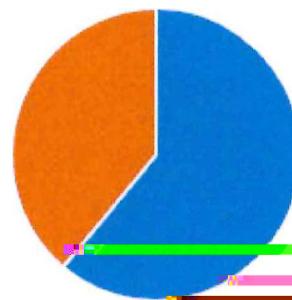
4. What, if anything, prevents you from buying a Fairtrade product? Select all that apply

- Fairtrade items are more expensive... 72
- The range of items is too narrow... 34
- My supermarket doesn't stock... 33
- I don't have time to look at them... 30
- Fairtrade doesn't interest me 2
- Other 12



5. If you'd like to be entered into the draw to win one of 12 Fairtrade Easter Eggs, please indicate whether you are a member of staff or a student, and leave your email address below.

- Staff
- Student



I have completed my survey