

Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?

U.S. -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	202	41.14%	218	42.83%	420	42.0%
No	177	36.05%	133	26.13%	310	31.0%
Don't Know/Not Sure	112	22.81%	158	31.04%	270	27.0%
Total	491	49.1%	509	50.9%	1000	100.0%

U.K. -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	228	46.15%	237	46.84%	465	46.5%
No	154	31.17%	128	25.3%	282	28.2%
Don't Know/Not Sure	112	22.67%	141	27.87%	253	25.3%
Total	494	49.4%	506	50.6%	1000	100.0%

India -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	386	73.95%	328	68.48%	714	71.33%
No	46	8.81%	38	7.93%	84	8.39%
Don't Know/Not Sure	90	17.24%	113	23.59%	203	20.28%
Total	522	52.15%	479	47.85%	1001	100.0%

Australia -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	229	45.35%	237	47.88%	466	46.6%
No	148	29.31%	105	21.21%	253	25.3%
Don't Know/Not Sure	128	25.35%	153	30.91%	281	28.1%
Total	505	50.5%	495	49.5%	1000	100.0%

Canada -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	234	46.61%	218	43.78%	452	45.2%
No	141	28.09%	140	28.11%	281	28.1%
Don't Know/Not Sure	127	25.3%	140	28.11%	267	26.7%
Total	502	50.2%	498	49.8%	1000	100.0%

France -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	256	51.41%	236	47.01%	492	49.2%
No	92	18.47%	68	13.55%	160	16.0%
Don't Know/Not Sure	150	30.12%	198	39.44%	348	34.8%
Total	498	49.8%	502	50.2%	1000	100.0%

Germany -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	266	52.57%	229	46.26%	495	49.45%
No	125	24.7%	94	18.99%	219	21.88%
Don't Know/Not Sure	115	22.73%	172	34.75%	287	28.67%
Total	506	50.55%	495	49.45%	1001	100.0%

Italy -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	301	59.96%	265	53.11%	566	56.54%
No	88	17.53%	65	13.03%	153	15.28%
Don't Know/Not Sure	113	22.51%	169	33.87%	282	28.17%
Total	502	50.15%	499	49.85%	1001	100.0%

Japan -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	218	43.51%	196	39.28%	414	41.4%
No	112	22.36%	70	14.03%	182	18.2%
Don't Know/Not Sure	171	34.13%	233	46.69%	404	40.4%
Total	501	50.1%	499	49.9%	1000	100.0%

Mexico -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	324	66.94%	347	67.25%	671	67.1%
No	65	13.43%	40	7.75%	105	10.5%
Don't Know/Not Sure	95	19.63%	129	25.0%	224	22.4%
Total	484	48.4%	516	51.6%	1000	100.0%

Netherlands -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	208	41.03%	154	31.24%	362	36.2%
No	171	33.73%	154	31.24%	325	32.5%
Don't Know/Not Sure	128	25.25%	185	37.53%	313	31.3%
Total	507	50.7%	493	49.3%	1000	100.0%

China -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	236	91.83%	220	90.53%	456	91.2%
No	6	2.33%	4	1.65%	10	2.0%
Don't Know/Not Sure	15	5.84%	19	7.82%	34	6.8%
Total	257	51.4%	243	48.6%	500	100.0%

Poland -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	165	66.53%	161	63.89%	326	65.2%
No	23	9.27%	9	3.57%	32	6.4%
Don't Know/Not Sure	60	24.19%	82	32.54%	142	28.4%
Total	248	49.6%	252	50.4%	500	100.0%

Denmark -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	235	46.44%	215	43.52%	450	45.0%
No	147	29.05%	99	20.04%	246	24.6%
Don't Know/Not Sure	124	24.51%	180	36.44%	304	30.4%
Total	506	50.6%	494	49.4%	1000	100.0%

Spain -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	219	43.71%	229	45.89%	448	44.8%
No	108	21.56%	67	13.43%	175	17.5%
Don't Know/Not Sure	174	34.73%	203	40.68%	377	37.7%
Total	501	50.1%	499	49.9%	1000	100.0%

Malaysia -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	142	57.03%	171	68.13%	313	62.6%
No	40	16.06%	22	8.76%	62	12.4%
Don't Know/Not Sure	67	26.91%	58	23.11%	125	25.0%
Total	249	49.8%	251	50.2%	500	100.0%

Russia -Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	363	75.16%	389	75.24%	752	75.2%
No	41	8.49%	31	6.0%	72	7.2%
Don't Know/Not Sure	79	16.36%	97	18.76%	176	17.6%
Total	483	48.3%	517	51.7%	1000	100.0%

Total Country - Would you be prepared to pay more for organic, environmentally friendly or fair-trade products?						
	Male		Female		Total	
Yes	4212	54.31%	4050	52.28%	8262	53.29%
No	1684	21.71%	1267	16.35%	2951	19.04%
Don't Know/Not Sure	1860	23.98%	2430	31.37%	4290	27.67%
Total	7756	50.03%	7747	49.97%	15503	100.0%

Sample Methodology: This data was collected apart of the GMI20 Omnibus. Representative samples of 1,000 completes were collected in each country based on age, gender and where applicable geographical region, ethnicity and race. The margin of error ranges from 3-5%, depending on the portion of sample used.



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