

Event Proposal

Survey findings

Summarise the main findings of your survey here

Most people heard about fair-trade from a magazine. Just over a quarter of people surveyed believe that fair-trade is very important, but not everyone would be prepared to pay more for fair-trade and a quarter of people buy fair-trade less than once a year. The most interest was shown for food/drink products but 4 people said there was not enough choice. 8 people believed that bath/cosmetic products were too expensive. Two 18 year olds surveyed

How often do you buy fairtrade?



believed fair-trade is very important, showing not only the elderly think about the issues.

This chart shows how often people buy fairtrade.

Type of event and target audience:

What type of event will you promote?

Who will it be for?

I will promote a taster event for food/drink for all ages, showing how much choice there is. It will be held at the town hall in Narberth.

Teacher feedback:

This is a good decision based on your survey, especially which you are to promote the choice; which corresponds with your survey.

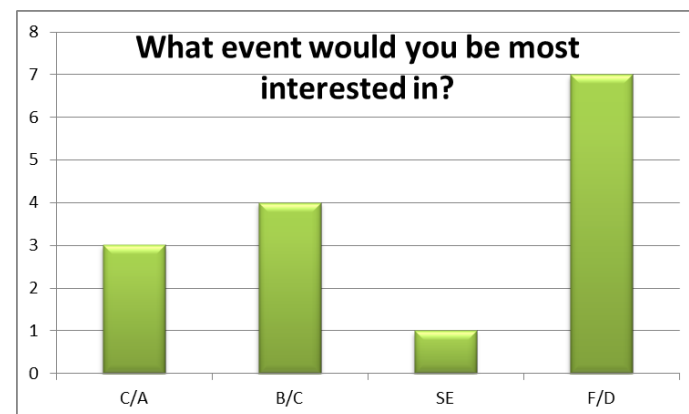
Reasons:

Explain your choice of event and target audience, using your survey results to support your reasoning

I chose food/drink because it had the most interest, 7 out of 15 people surveyed said they would be most interested in food/drink products. Also, allot of people said there wasn't enough choice of food/drink so my event would show the choices available. My target audience is everybody, but it's important that children are taught about fair-trade so they have more of an understanding as future consumers.

Teacher feedback:

Good reasoning using evidence.



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