

## Fairtrade Survey - University of Exeter January 2020

In order to gain some insight into the minds of our on-campus consumers, we decided to run a 2-minute survey at two of our coffee sites, across two different days.

The aim of the survey was to learn how much the staff and students on campus really consider the products they are buying, specifically in regards to whether they are fairly traded or ethically sourced.

We set up the survey next to a coffee area and customers could opt to fill out the survey whilst waiting for their coffee or food. In return they received a free coffee or chocolate bar.

Out of the people who filled in the survey, 67% were students and 30% were members of staff, the remainder being visitors.

A whopping **95%** of people said that they **would** recognise the Fairtrade logo.

We asked people to write their own description of what they thought 'Fairtrade' actually means, and the results showed that a large majority of people understand that Fairtrade is about fair wages for farmers and workers. The full results of this question are shown here:

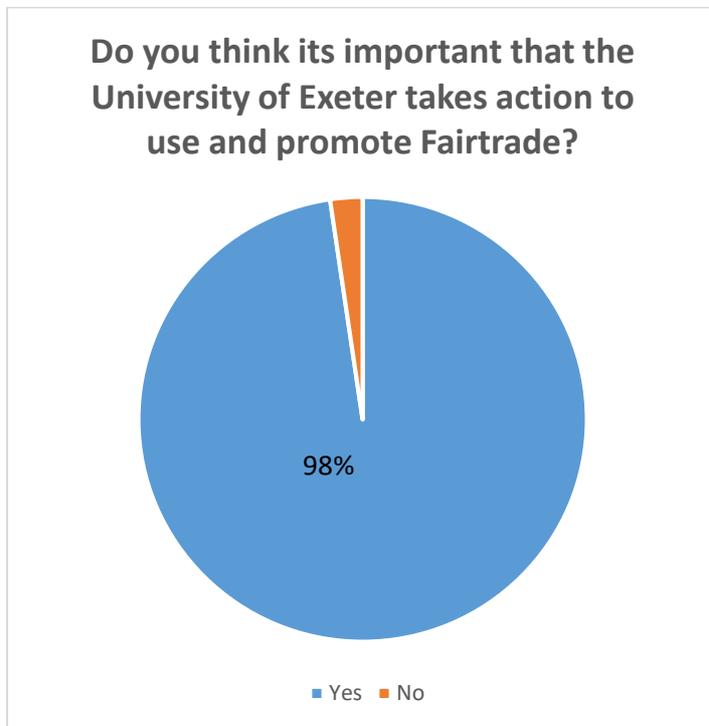


One thing we wanted to learn about is our customers buying patterns, and how important they think ethical consumption really is – this helps us to change the products we source.

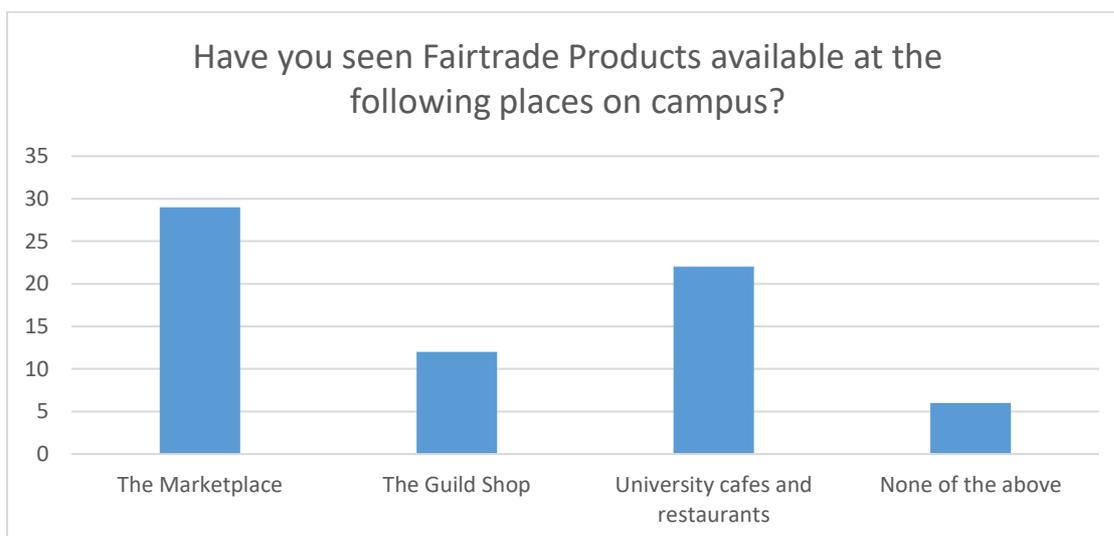
The results we had were astounding!

90% of people said that they would be more willing to purchase a product if it displayed the Fairtrade label.

98% of survey takers expressed that they DO think its important that the University of Exeter takes action to use and promote Fairtrade



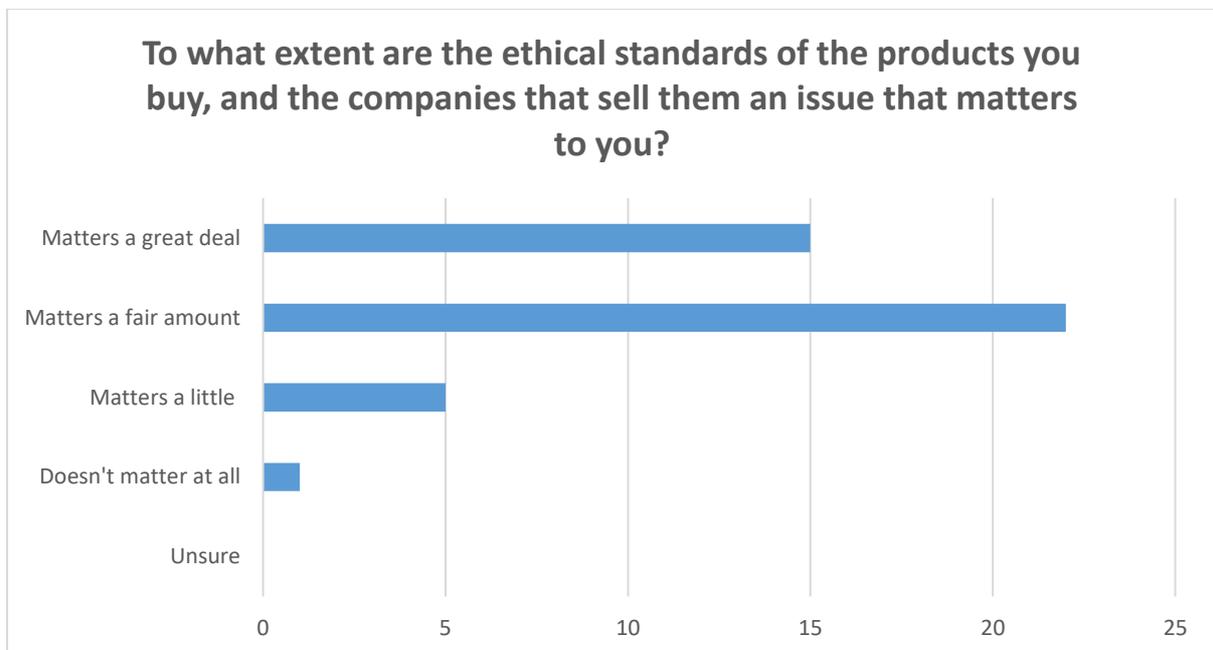
It was interesting to find out how many people had actually seen Fairtrade products available on campus, and where they had seen them. The majority of people had seen Fairtrade products in the marketplace in the forum, and it was a minority of people who hadn't seen them anywhere on campus.



We asked our customers when they had last made a purchase based on the ethical standards of the product, and the majority had done so either in the last week or the last month.



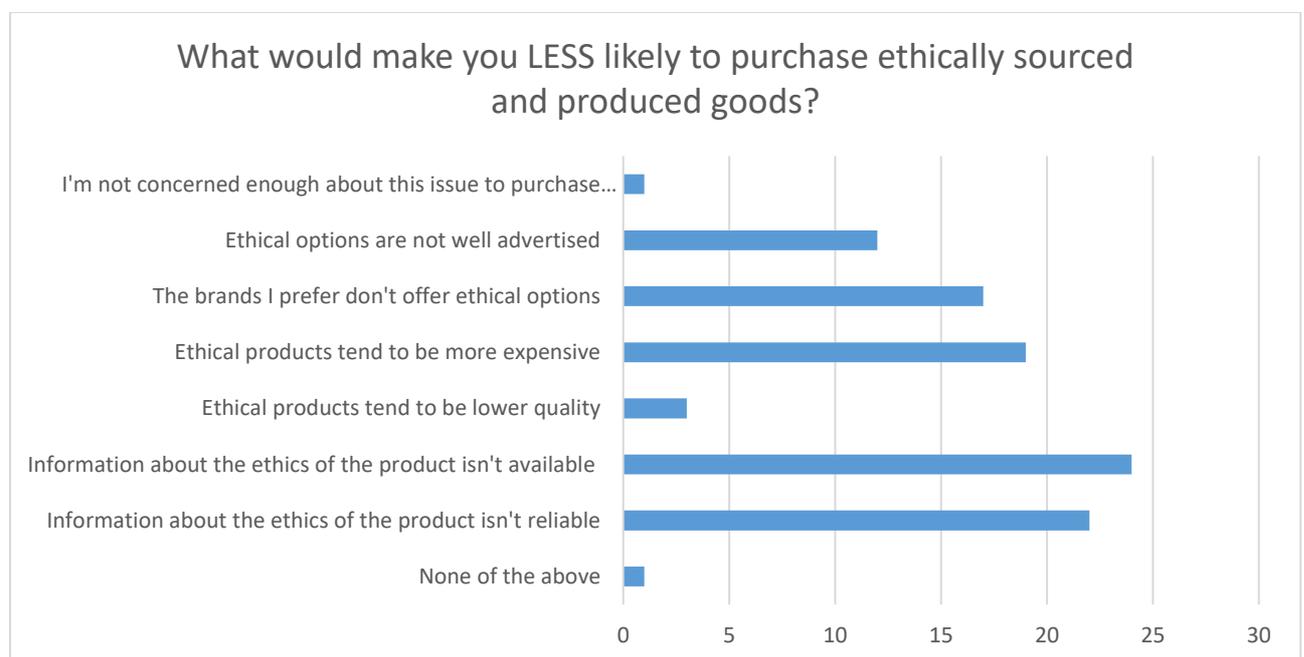
When asked whether the ethical standards of products mattered to them, a huge majority of people said it either mattered a great deal or a fair amount.



We asked our consumers what would make them LESS likely to purchase ethically sourced and produced goods. Only 2% stated that they were not concerned enough about the issue, and only 7% said they think ethical products tend to be of a lower quality.

55% of people said that they wouldn't buy ethically sourced goods if the information about the product wasn't available, and 51% said they wouldn't buy these products if the information given wasn't reliable.

This shows us that people on campus would like to see visual information about the products they are buying.



In the final question we asked customers to prioritise the importance of certain issues and 85% of people put this as the most important issue: knowing the products they have bought have been grown without child labour. The second most important issue was farmers in developing countries being paid fairly.

To conclude, this quick survey has shown us that people on the University of Exeter campus are familiar with the Fairtrade brand, and take an interest in ethical consumption. People have stated that they are already purchasing items based on how ethical or fairly traded they are, and that this issue matters to them. It shows that, although Fairtrade products have been noticed across campus by our consumers, that we could perhaps be doing a little better in stocking a wider variety of ethically sourced and fairly traded products in all of our outlets, and by providing as much point of sale educational material as we can. With 98% of our customers saying it is an important mission, it is a definite thumbs up for our Fairtrade Accreditation journey.