



University
of Exeter

Fairtrade Student Survey Results 2024



This presentation contains the data received from the Fairtrade student survey that we ran from November 2023 – March 2024. We received 27 responses.



Your views about some issues facing the world today



	Very Concerned	Fairly concerned	Not very concerned	Not at all concerned	No strong views
Animal welfare / animal rights	8	11	1	0	7
Human rights	11	9	1	0	6
Environmental pollution	11	14	0	0	2
Climate change	11	14	0	0	2
War & terrorism	14	8	1	0	4
Disease & illness	7	14	0	0	6
Child labour in poor countries	7	14	0	0	6
Habitat destruction	11	11	0	0	5
Crime & violence	6	14	1	1	5
Unemployment	7	10	2	0	8
Lack of proper education in poor countries	9	12	2	0	4
Inequality	9	13	0	0	5
Workers being badly treated	8	13	1	0	5
Poverty in poor countries	6	16	0	0	5
Poverty in the UK	10	10	1	0	6

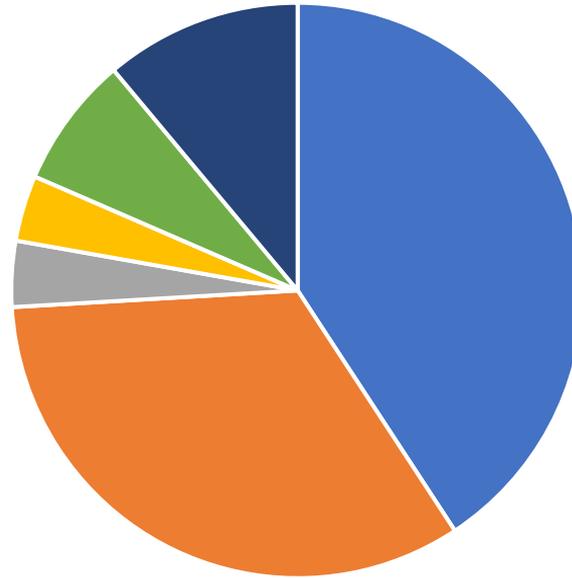
Human rights, environmental pollution, climate change, habitat destruction and war & terrorism are the issues that the most concern is about.

Which options apply when thinking about actions you can personally take to address issues that concern you

	I already do this	I don't do this but am willing	I don't do this and im not willing to	Not very concerned	Don't know
Buying products with ethical credentials	17	8	2	0	0
Signing an online petition	10	15	2	0	0
Sharing pages on social media	12	9	5	0	1
Take part in an event	7	18	2	0	0
Join a campaign group or society	4	18	5	0	0
Volunteer for an organisation working on the issues	5	19	3	0	0

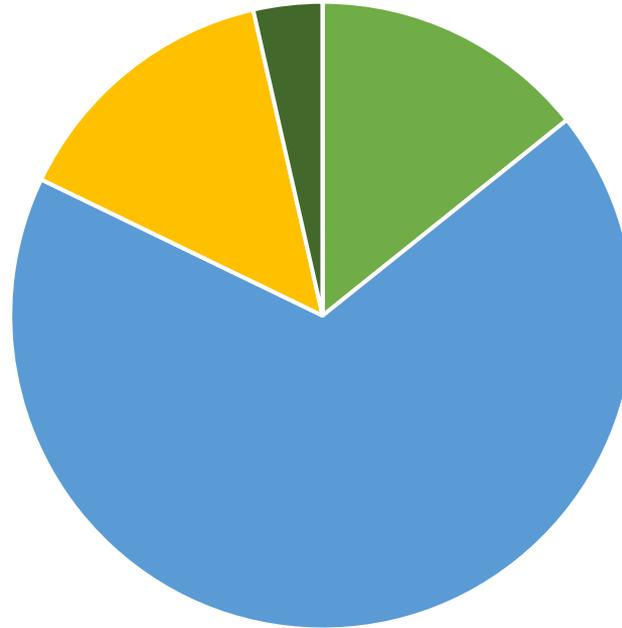
Its good to see that most people already buy products with ethical credentials.
Many people are also willing to do things to address issues that they don't do already.

When did you last make a buying decision that was specifically influenced by the ethical standards of a retailer or producer?



- In the last week
- 1 week - 1 month ago
- 1 - 3 months ago
- 3 - 6 months ago
- over 1 year ago
- Never
- Don't know

To what extent are the ethical standards of the products you buy and the companies that sell them an issue that matters to you?



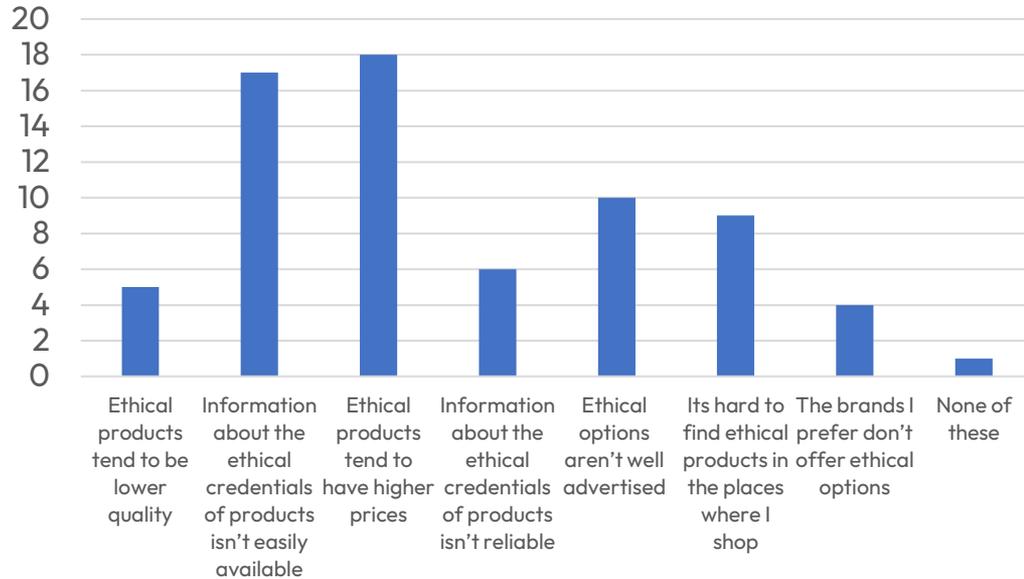
■ Matters a great deal ■ Matters a fair amount ■ Matters just a little ■ Does not matter at all ■ Don't know

What motivates you to buy products that are produced in an ethical way?



- My own values and the world
- That for a small change in the product I choose to use it can have a large knock on effect down the line and make a small positive difference
- Cheap price, not shoved down the throat
- To help the people exploited that make certain other products
- Quality
- Value for money
- It's the right way forward
- I don't want to endorse in companies that financially contribute towards unethical practices around the world
- Urgent>Needs>Wants
- Works like a positive feedback loop. They say 'Vote with your Dollar'.
- Produced sustainably, not expensive, no animals harmed whilst making
- Fair payment to workers
- I do not want to support companies or production methods that have bad consequences.
- So it can reduce my carbon footprint and aligns with my morals
- How they contribute to sustainability, prioritise workers rights and its sourced ethically.
- Must be affordable, ethical produce usually costs more but where cheaper - eg second hand clothing - i stay sustainable where i can
- Products that are free from unethical work environment/child Labour/violates human rights/large CO2 emissions/single use plastic

Which of the following reasons make you less likely to buy products that are produced in an ethical way?



To what extent, if at all, do you agree with the following statements?



	Strongly agree	Agree	No strong opinion one way or another	Disagree	Strongly disagree	Don't know
Companies need to be more responsible and ethical than they are at the moment	12	12	1	0	0	0
I don't think its enough for companies to say that they are ethical, they need to prove it to me	8	14	3	0	0	0
I want to buy and use more products that don't harm the people who produce them	8	16	1	0	0	0
It is important to me that companies are clear about where they source their raw materials, components or ingredients	8	12	3	2	0	0
I try to buy products from companies that act in an ethical way, even if it means spending more	3	7	8	6	1	0

It is clear that students would like companies to be more responsible and ethical than they are at the moment, and that this needs to be proved through action.

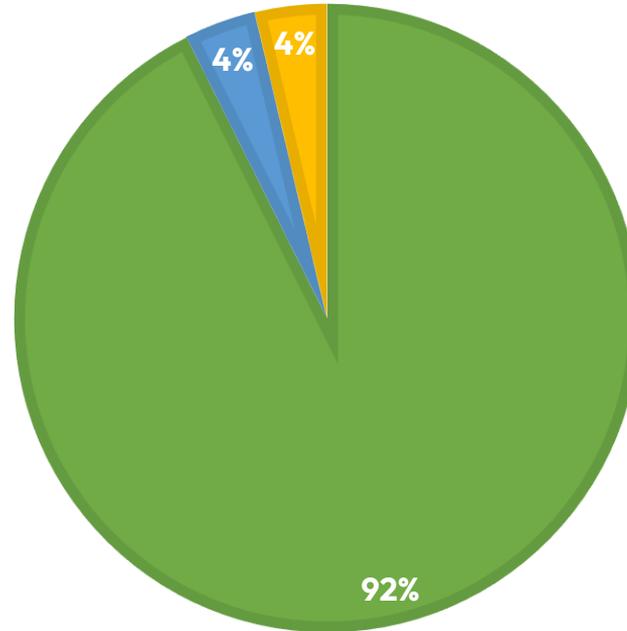
Thinking about the information that is available on the ethical credentials of products, please rank the following sources of information according to how much you trust them



Have you ever seen the Fairtrade logo?



■ Yes ■ No ■ Not sure

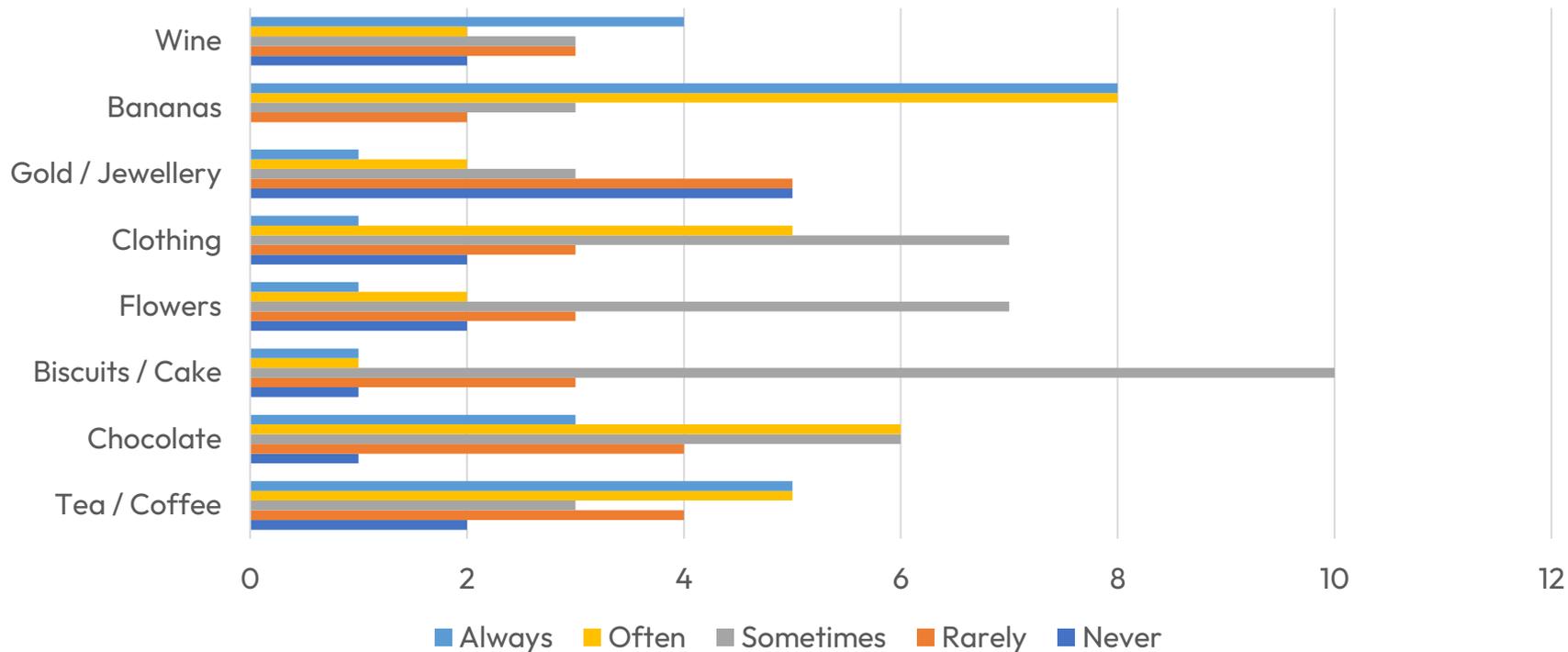


What do you think Fairtrade means?



- To pay a fair rate to the producers of a product, and for that rate to be dependent on a set of good working practices that take place on the production of the product
- Not much- the negative press about how much these farmers actually earn is bad, it seems a farce
- People get a fair wage and working conditions
- Fair prices for farmers
- Ethically sourced goods
- Treating all who are involved with the process fairly. Ensuring manufacturers are compensated and remunerated adequately. Supporting smaller producers.
- A company that wants to give equal cut of profits from products back to the people who produce them.
- Helping the needy
- Giving exchange price for the product along with rate of inflation considered.
- A product which has been created with all levels of manufacturing thought about and receiving a fair wage
- That it benefits those who produce it as well as the consumer
- Fair payment to workers
- That the grower/supplier/producer has been paid a fair price for their goods
- Beneficial for the environment and produced in an ethical way
- They source ethically and fairly treat and pay their workers.
- Producers are paid fairly, particularly in developing countries
- Companies pay fairly to their producers (mainly higher developed countries paying enough to the developing country producers/manufacturers)

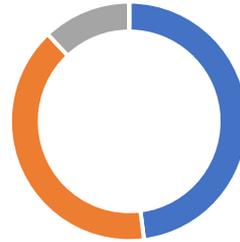
When you have the choice, how often do you buy a product with the Fairtrade label over a product without the Fairtrade label?



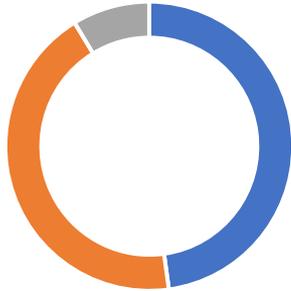
How much do you care about the following issues?



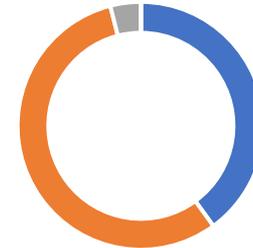
Farmers in developing countries choosing how they improve their communities with the money they earn



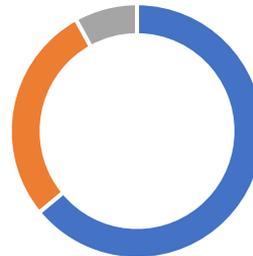
Farmers in developing countries getting a fair deal for the products they grow



Having an independent third party check that brands are treating their suppliers fairly

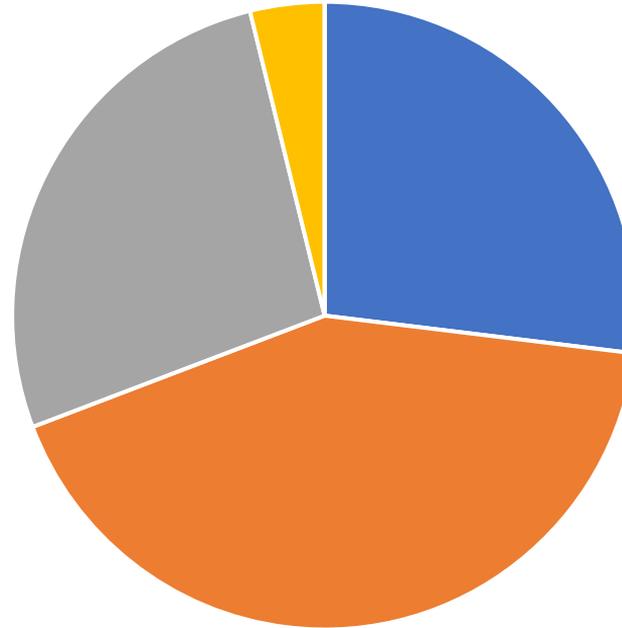


Knowing that the products you buy are grown without child labour



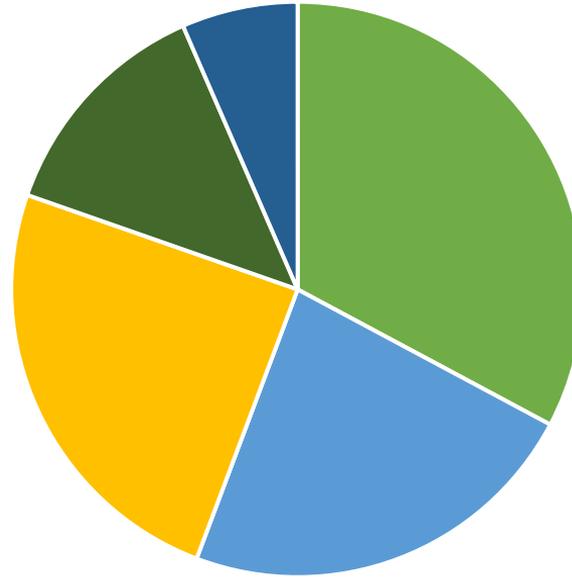
- A lot
- A bit
- Indifferent
- Don't care

How important, if at all, do you think it is that your university or college takes action to use and promote Fairtrade?



■ Very important ■ Important ■ Neither important or unimportant ■ Unimportant ■ Not at all

Thinking about your University, which of the following places do you recall seeing Fairtrade products available?

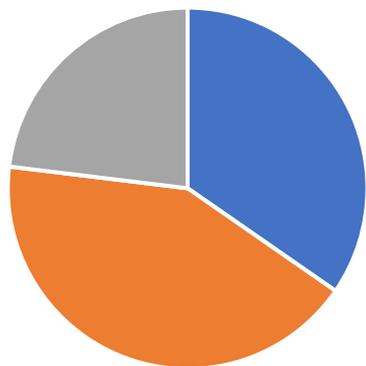


- University shop
- University café / restaurant
- Market on campus
- Vending machines on campus
- None of these

What else have you seen related to Fairtrade or ethical purchasing at your University?

- They sometimes highlight the products that are fair trade and reserve sections for them
- We have a fairtrade week at the on campus shops
- Fairtrade pop up events, Fairtrade POS, suppliers who stock/make FT products showcasing their products on campus
- In-class study

Do you remember seeing any activities, campaigns or events taking place to promote Fairtrade Fortnight during the last academic year?



■ Yes ■ No ■ Don't know

What else do you think your university could be doing to support Fairtrade, ethical purchasing and/or trade justice?

- Making more hot food options fair trade, as this would offer an easy way integrate fair trade products into people's day to day eating habits
- Use more fairtrade products in the restaurants on campus - and allow it to have more of a prominence throughout the year rather than just the two weeks in February
- Student discount
- Advertising the use of fairtrade coffee in their coffee shops
- Only using fairtrade where they can
- Affordable fairtrade options on campus



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It's good to see that many students have seen Fairtrade products in our outlets and are aware of the Fairtrade logo.

There is more work we can do in promoting our fairtrade events as not many students were aware of these in the survey results. Some other actions we can take are to ensure Fairtrade is visible all year round and that we continually look to develop our ranges where possible.

We can also talk to our suppliers to see if we can arrange some promotions or engagement on campus.