



University  
of Exeter

# Fairtrade Survey 2024-2025 Follow up Survey Results/Comparison



# Fairtrade Survey Follow up Survey Results



This presentation summarises the findings from the Fairtrade surveys conducted in 2024 and 2025.

In 2024, we carried out the Fairtrade Foundation National Student Survey to assess awareness and attitudes towards Fairtrade across the University community. While this provided a useful starting point and baseline feedback, the survey received only 27 responses, which limited the level of insight we were able to gather.

Following this, we reviewed our engagement approach to encourage greater participation. In 2025, we developed our own Fairtrade survey and promoted it during Fairtrade Fortnight, alongside an interactive engagement stand in Forum Street. This approach allowed us to engage directly with both students and staff, explain the purpose of the survey, and encourage participation in person. As a result, the survey generated 479 responses, a significant increase compared with the previous year.

Although the two surveys contained different questions, there were some overlapping questions. These have been used in this comparison to explore whether any trends are emerging and whether awareness of Fairtrade has improved.



# Overall Response Rates



2024



27 Responses

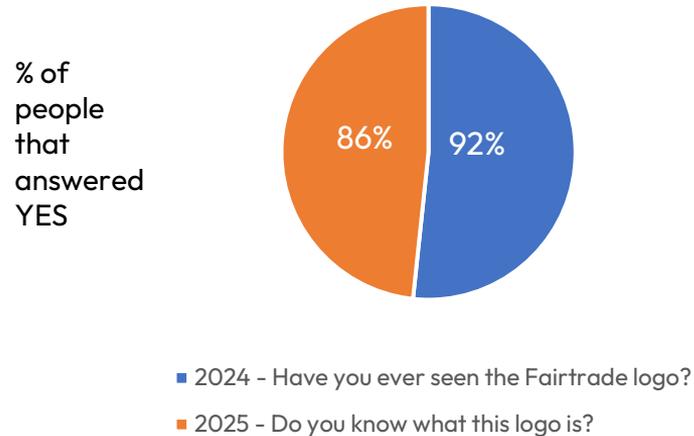
2025



479 Responses

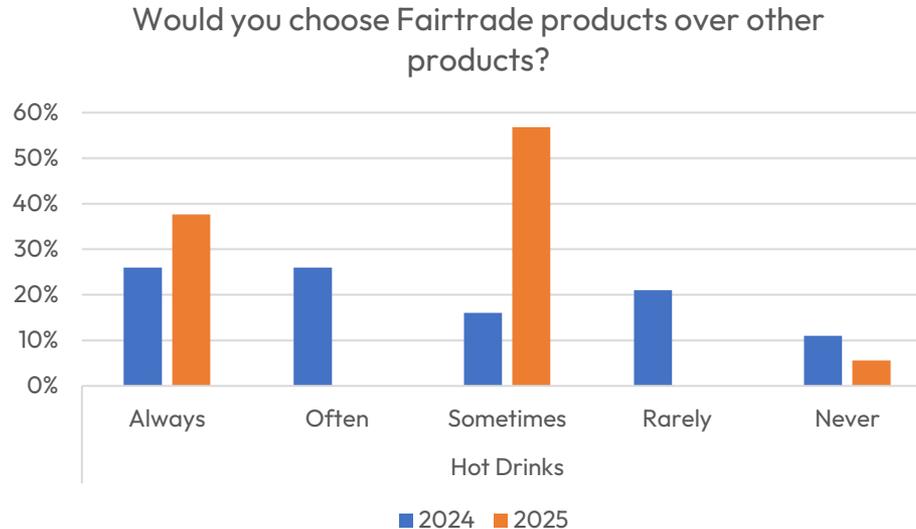
# Survey Comparisons

## Fairtrade Logo



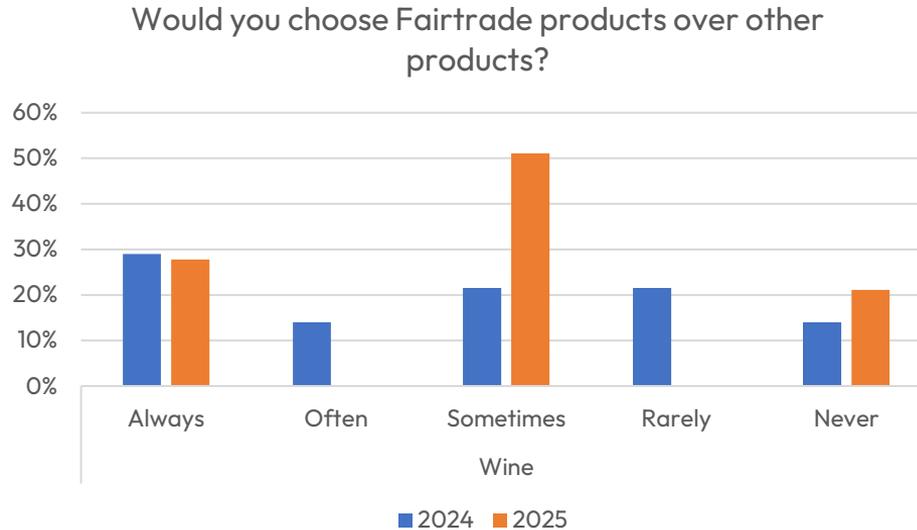
Awareness of the Fairtrade logo remains consistently high across both surveys, with 92% of respondents in 2024 reporting that they had seen the logo before, and 86% of respondents in 2025 recognising and knowing what the logo represents. The results indicate that awareness of the Fairtrade logo is well established within the University community.

# Survey Comparisons



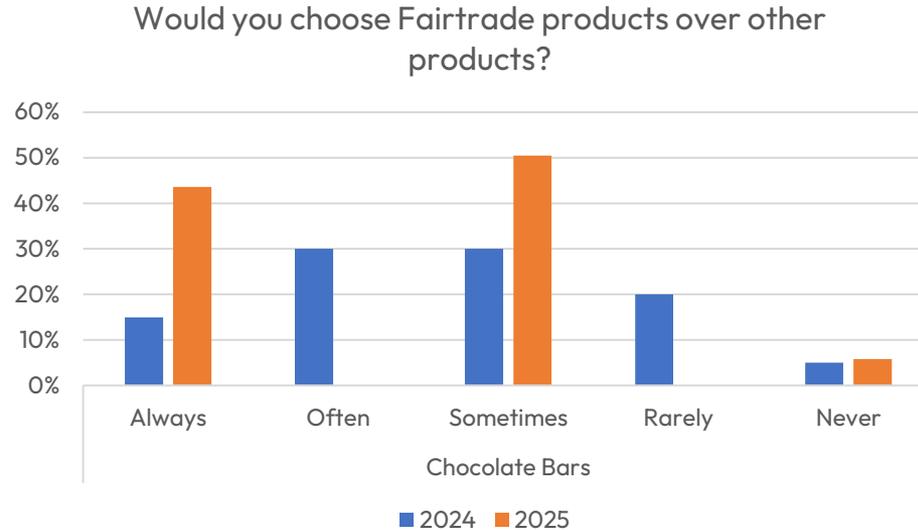
The results show an increase in preference for Fairtrade hot drinks in 2025, with more respondents indicating they would always or sometimes choose Fairtrade products compared with 2024, while fewer respondents selected rarely or never. This may reflect improved awareness and engagement with Fairtrade initiatives.

# Survey Comparisons



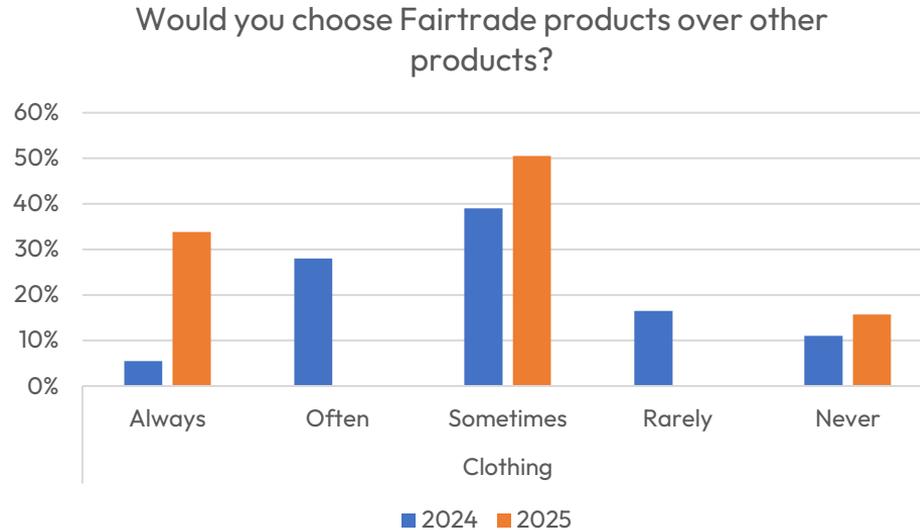
This is an area where further improvement could be made. Fairtrade wine options on campus are currently limited, which may be reflected in the results. While there has been a shift towards respondents indicating they would sometimes choose Fairtrade wine, this highlights an opportunity to increase availability and promote these options over the next 12 months.

# Survey Comparisons



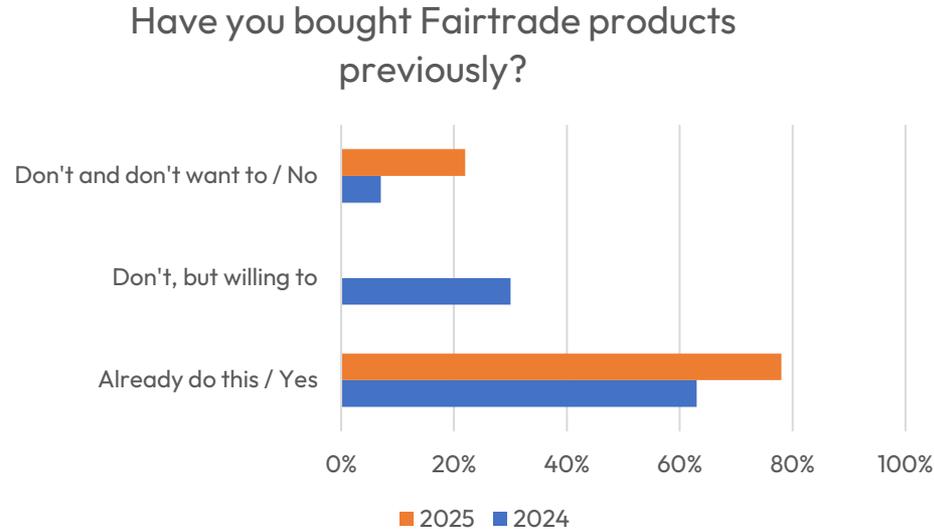
The results show a stronger preference for Fairtrade chocolate bars in 2025, with a notable increase in respondents indicating they would always or sometimes choose Fairtrade compared with 2024, suggesting that Fairtrade is becoming a more considered factor when purchasing chocolate products.

# Survey Comparisons



The results show an increased willingness to choose Fairtrade clothing in 2025, with more respondents indicating they would always or sometimes choose Fairtrade compared with 2024. This may reflect growing awareness of ethical sourcing in clothing, particularly as Fairtrade cotton is now used in the University's branded Fairtrade cotton bags, which have expanded the range of Fairtrade cotton products available on campus.

# Survey Comparisons



In 2025, a larger proportion of respondents reported that they had already purchased Fairtrade products compared with 2024. This indicates that Fairtrade purchasing behaviour is well established and may be increasing within the University community.

# Summary and Analysis



Overall, the survey results suggest that awareness and engagement with Fairtrade across the University community remain strong and may be improving. Recognition of the Fairtrade logo continues to be high, and the results indicate a growing willingness among respondents to choose Fairtrade products across several categories, including hot drinks, chocolate, and clothing. In many cases, more respondents in 2025 indicated they would always or sometimes choose Fairtrade products compared with the 2024 survey, suggesting that Fairtrade is becoming an increasingly considered factor in purchasing decisions.

The findings also highlight that the core motivations for purchasing Fairtrade products remain consistent. In the 2025 survey, the most common reason given for buying Fairtrade products was to ensure that producers receive a fair price for their goods. This suggests that ethical considerations continue to be a key driver of purchasing behaviour. Alongside increased engagement activities, expanded Fairtrade product ranges on campus, and initiatives such as the introduction of University-branded bags made from Fairtrade cotton, these results indicate positive progress in raising awareness and encouraging more ethical purchasing choices across the University.

Moving forward, we will continue to survey our University community to monitor trends over time and better understand attitudes towards Fairtrade. This will help inform future engagement activities and ensure that we continue to identify opportunities to further grow awareness and encourage Fairtrade purchasing across campus.



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