



University  
of Exeter

# Fairtrade Survey Results 2025



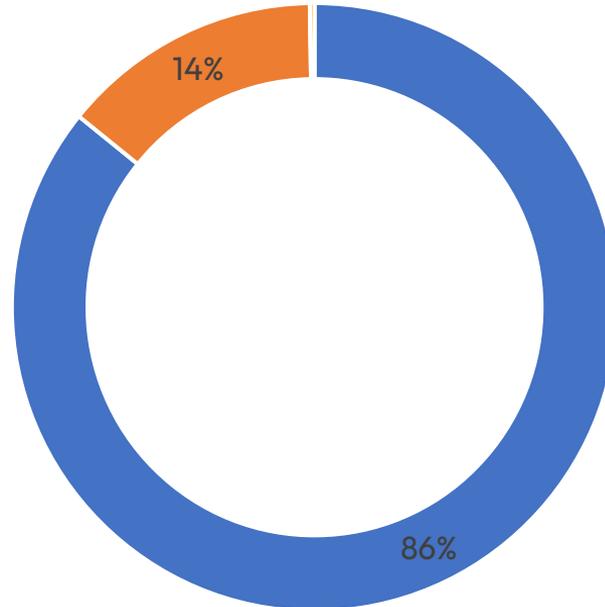
# Fairtrade Survey Results 2025



This presentation summarises the findings from the Fairtrade survey that was conducted during Fairtrade Fortnight 2025. We received a total of 479 responses from staff and students across the University, providing an insight into awareness, understanding, and engagement with Fairtrade products and initiatives on campus.



Do you know what this logo is?

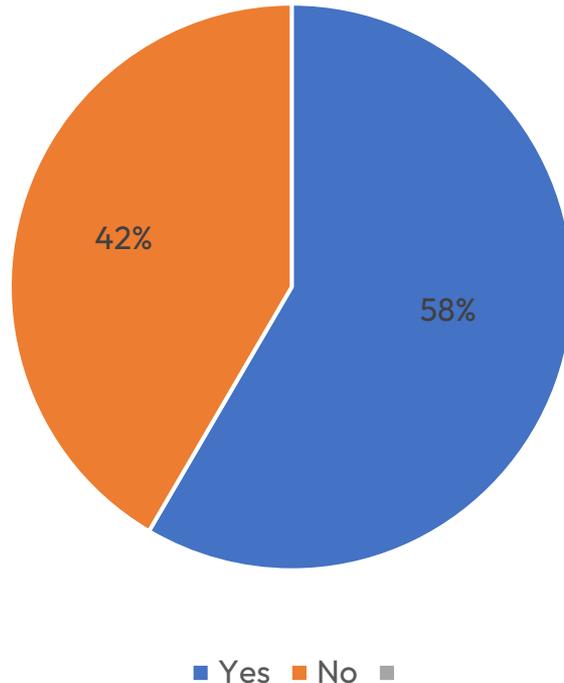


■ Yes ■ No

# Have you bought Fairtrade products previously?



# Did you know that the University sells a range of Fairtrade products?



The results show that just over half (58%) of respondents are aware that we sell a range of Fairtrade products at the University.

We can increase awareness by continuing to promote Fairtrade across our social media channels, ensuring we consistently highlight what Fairtrade stands for and the positive impact it has on producers and communities worldwide. In addition, we can review how Fairtrade products are displayed and promoted within our shops and cafés, making them more visible and clearly communicated to customers to encourage informed and ethical purchasing decisions.

On-campus pop-up events, such as Pancake Day (featuring Fairtrade bananas), also provide valuable opportunities to showcase Fairtrade products. By incorporating Fairtrade items into as many events and initiatives as possible, we can further strengthen awareness and engagement across the University community.

# If yes, what products do you think we sell?



Chocolate, Soft Drinks, Wine, T-Shirt, Hot Drinks

Lots ranging from food to bags and everything inbetween

Drinks ,chocolate, wine

Chocolate and tea

Tea

banana

Chocolate bananas

Bananas, coffee

fruits and chocolates

Fruit, tea, coffee, veg

Chocolate and tea

Tea

chocolates, biscuits, lots of food items, fruits

Tea

bananas

Snacks

Chocolate, tea bags, beverages

Tea bag

Coffee grains, tea

Tea

Chocolate

Tea, chocolate

Teabags, Coffee, Chocolate, bananas

Coffee

Tea

Twas, chocolates, coffee etc

Fruit

Tea

Chocolates and fruits at fair trade

food, drinks

Chocolate, eggs - food drinks

Merch, edible food and many more..

Snacks, drinks, etc.

chocolate

Cookies

drinks and snacks.

bananas

Tea

Chocolate, and many other products.

Bag

Tea, coffee, clothes

Teabags

Bananas, Teas, Biscuits

Chocolate, teas, coffee

Chocolate

Everything

Coffee, tea, chocolate, fruits and veg

Everything

Banana, chocolate

Yea bags

Chocolate, Tea

Chocolate, Tea

Tea drinks chocolate friit

Wines

Banana

Bananas

N/a

Coffee and tea and chocolate

Coffee tea

I don't know

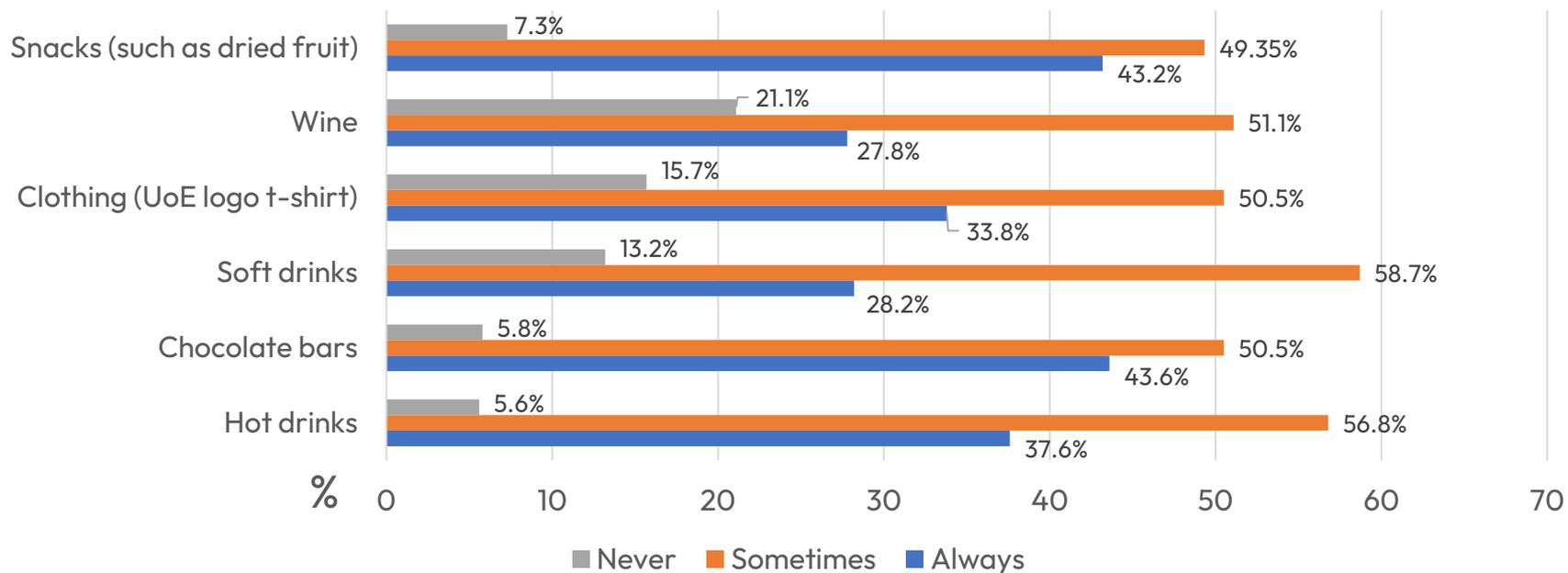
Chocolates, teas, beverages

Fruit, tea, coffee, chocolate

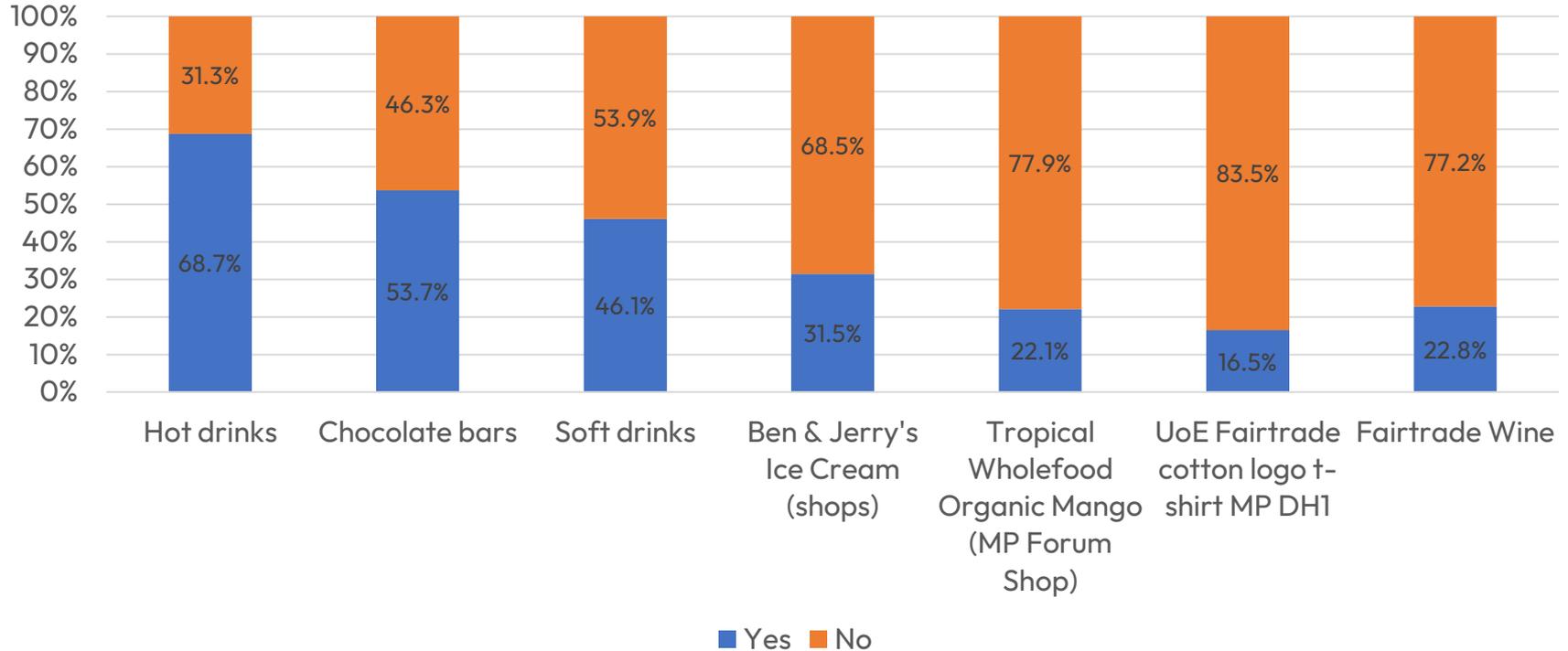
Chai latte biscuit

Biscuits chocolate bananas

# Would you choose Fairtrade products over other products?



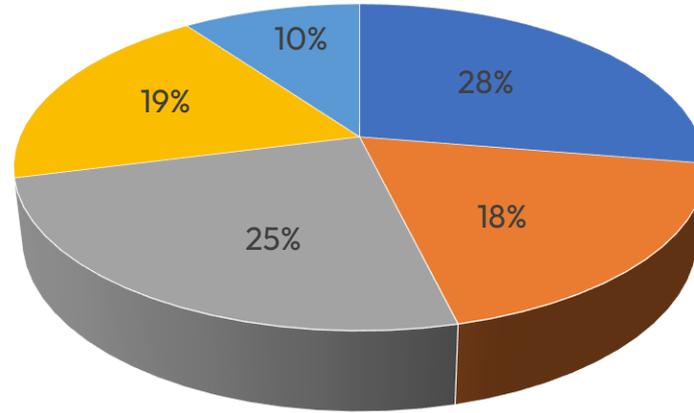
# Have you bought any of these products in the last 12 months at University?



# What are your reasons for buying Fairtrade?

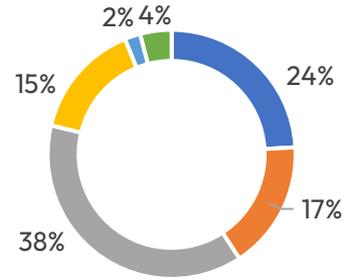


From these responses we can see that the reasons our students buy Fairtrade products are mostly for the fairness and feel-good factor that comes from doing so with the lowest response being to do with the actual quality of the product they feel they are receiving.



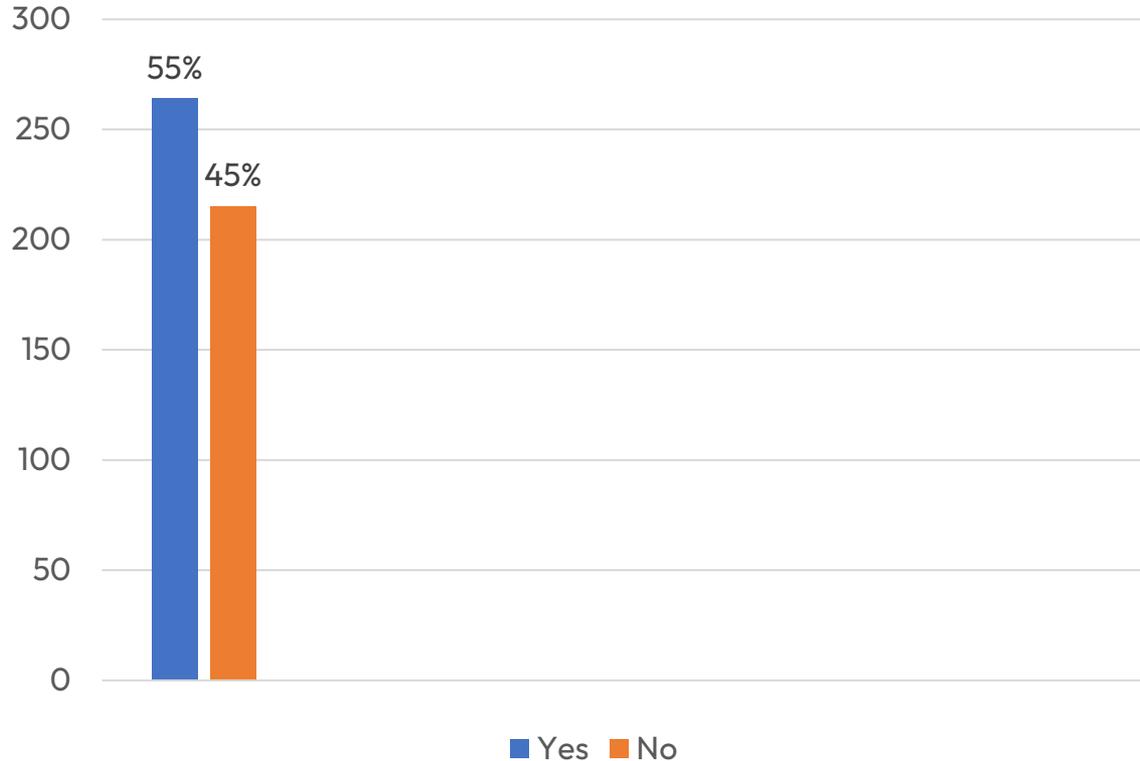
- A fair price for producers
- Care for environmental sustainability
- Products are better quality than other products
- It makes me feel good
- Concern for producers working conditions
- Other

# What barriers prevent you from buying Fairtrade?



- No barriers prevent me from buying
- Hard to find the products
- Too expensive
- Lack of information on Fairtrade products
- Products are poorer quality than standard products

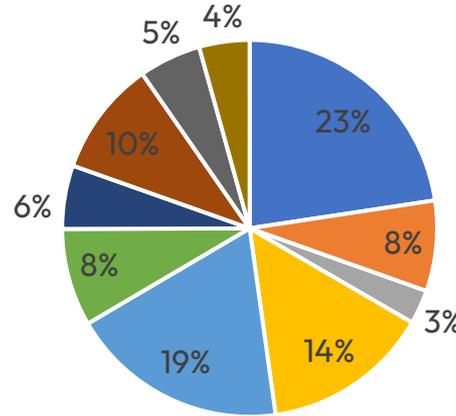
# Are you aware that the University is a Fairtrade University?



# Other than the products themselves, where else have you seen the Fairtrade logo at the University?



- University website / Eat & Shop pages
- Instagram
- Facebook
- Posters / promotional materials
- Displays in the shops / cafes
- Product tastings / pop up stands (such as Pancake Day)
- Digital screens in outlets
- Menus
- Events / meetings
- Other

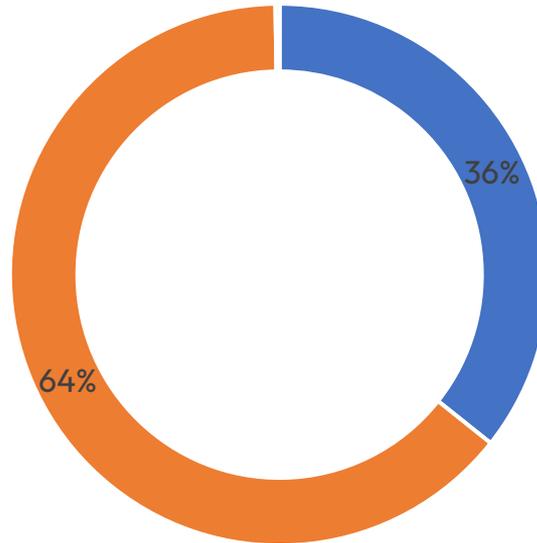


It's great to see that our students and staff have seen the Fairtrade logo in a variety of ways across campus, especially on our website, on displays in shops and cafés, and on promotional materials throughout the campus.

This demonstrates that our messaging is reaching people in multiple touchpoints, both online and in physical spaces where they study, socialise and make purchasing decisions.

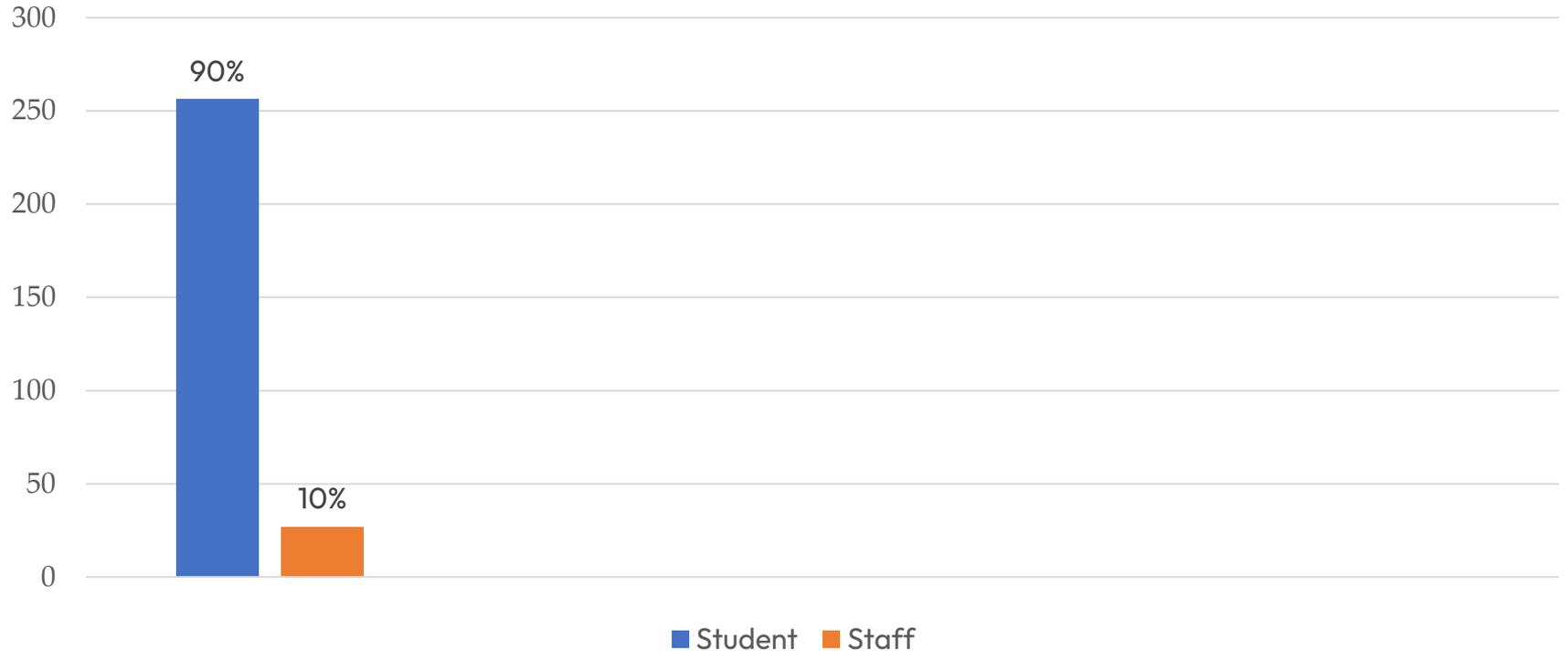
Seeing the logo in these key locations helps to reinforce our commitment to Fairtrade and strengthens awareness of our status as a Fairtrade university within the campus community.

Would you be interested in receiving information on becoming a Fairtrade auditor?



■ Yes ■ No

# Are you a student or a member of staff?



# Fairtrade Survey Results – Summary and Analysis



The survey results indicate that while there is a reasonable level of awareness of Fairtrade products on campus, there is still significant scope to strengthen visibility, understanding, and engagement across the University community.

## **Key Findings and Areas for Development**

### **1. Visibility of Fairtrade Products**

Fairtrade products are widely available across campus, providing students and staff with accessible ethical purchasing options. To build on this success, we could explore ways to make these products even more visible and engaging. Enhancing signage, shelf labelling, point-of-sale materials, and digital screen promotion in catering outlets and shops could help draw more attention to Fairtrade options and further reinforce the University's commitment to Fairtrade at the point of purchase.

### **2. Awareness of Impact and Benefits**

While awareness of Fairtrade exists, understanding of its real-world impact appears more limited. More communication is needed to explain what choosing a Fairtrade product actually achieves. For example, purchasing a Fairtrade chocolate bar helps ensure farmers receive a fair and stable price for their produce, supports improved working conditions, and contributes to community development projects such as education, healthcare, and infrastructure. Sharing short, engaging stories about Fairtrade can really help people see the difference their choices make. For example, we could show how buying a Fairtrade product supports education, clean water, women's empowerment, or local sustainability projects. Quick posts, videos, infographics, or fun "Did you know?" facts can make these stories easy to connect with and encourage more people to choose Fairtrade on campus.

### **3. Promoting Our Fairtrade University Status**

There is an opportunity to further raise the profile of the University's Fairtrade status. More work is needed to clearly communicate what being a "Fairtrade University" means, why it matters, and how the University demonstrates this commitment in practice. This messaging could be strengthened through social media campaigns, website content, digital screens, and inclusion in staff and student communications.

### **4. Events and Engagement Opportunities**

Pop-up events such as Pancake Day are effective engagement tools and should continue. These events provide interactive opportunities to showcase Fairtrade products and spark conversations about ethical sourcing. Building in simple educational messaging at these events such as posters explaining quick facts about producers can further enhance their impact.

### **5. Monitoring Progress Through Future Surveys**

To measure the effectiveness of these initiatives, it will be important to carry out follow-up surveys in future years. Repeating key awareness questions will allow the University to track changes over time and assess whether promotional activities are leading to increased understanding and engagement. Including additional questions that test knowledge of Fairtrade's impact not just awareness of availability could provide deeper insight into how well messaging is being understood. Comparing results year-on-year will help identify trends, highlight successful strategies, and inform future action planning.



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