

UWE Bristol: Fairtrade survey 2024

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Contents

Contents.....	2
1. Have you heard of Fairtrade?	3
2. Have you bought Fairtrade products at the following outlets in the past 12 months? 3	
3. Where available would you choose to purchase Fairtrade product/s over standard products eg tea coffee sugar chocolate bananas?	3
4. What are your reasons, if any, for buying Fairtrade? <i>Tick more than one if needed.</i> ...	3
5. What barriers prevent you from buying Fairtrade? <i>Tick more than one if needed.</i>	4
6. I am aware that UWE is a Fairtrade University.....	4
7. Are you a student or staff member?	4
Feedback and findings	5

Total number of respondents: 125

86 students, 37 staff

1. Have you heard of Fairtrade?

- Yes 74
- No 41

If you answered no, please go to question 7.

2. Have you bought Fairtrade products at the following outlets in the past 12 months?

- University and Student Union cafes and shops 15
- Supermarkets 68
- Independent shops 28
- None 16
- Other (eg online or at festivals) please specify:
 - festivals and online 6

3. Where available would you choose to purchase Fairtrade product/s over standard products eg tea coffee sugar chocolate bananas?

- Usually 26
- Sometimes 41
- Never 9

4. What are your reasons, if any, for buying Fairtrade? *Tick more than one if needed.*

- A fair price for producers 40

- It makes me feel good 16
- Care for environmental sustainability 38
- Concern for producers working conditions 31
- Products are better quality than standard products 9
- Other – please specify 0

5. What barriers prevent you from buying Fairtrade? *Tick more than one if needed.*

- No barriers prevent my engagement with Fairtrade 6
- Hard to find the products 41
- Too expensive 45
- Lack of information about benefits of Fairtrade 19
- Products are poorer quality than standard products 1
- Give priority to other initiatives, e.g. organic, locally produced foods 17
- Other – please specify:
 - better labelling 9

6. I am aware that UWE is a Fairtrade University

- Yes 37
- No 88

7. Are you a student or staff member?

- Student 86

Feedback and findings

In this year' survey it was particularly noticeable that people found it difficult to find Fairtrade products (even at Co-Op stores sometimes) and that higher cost was an issue. We also noted that many of the staff and students buying Fairtrade coffee at UWE outlets did not realise that it was Fairtrade and so we need to do better promotion.