



Fairtrade Student Survey

This report gives the results for 'Which institution are you studying at? Please pick one=London Metropolitan University ' respondents.

The following charts are restricted to the top 12 codes. Lists are restricted to the most recent 100 rows.

How old are you?

Please write your answer in the box below

Count	Sum	Mean	Sample Standard Deviation	Minimum	Maximum	Range
23	643	27.96	8.39	18	50	32

Which of the following best describes your gender identity?

Please pick one

Man (1) 4%

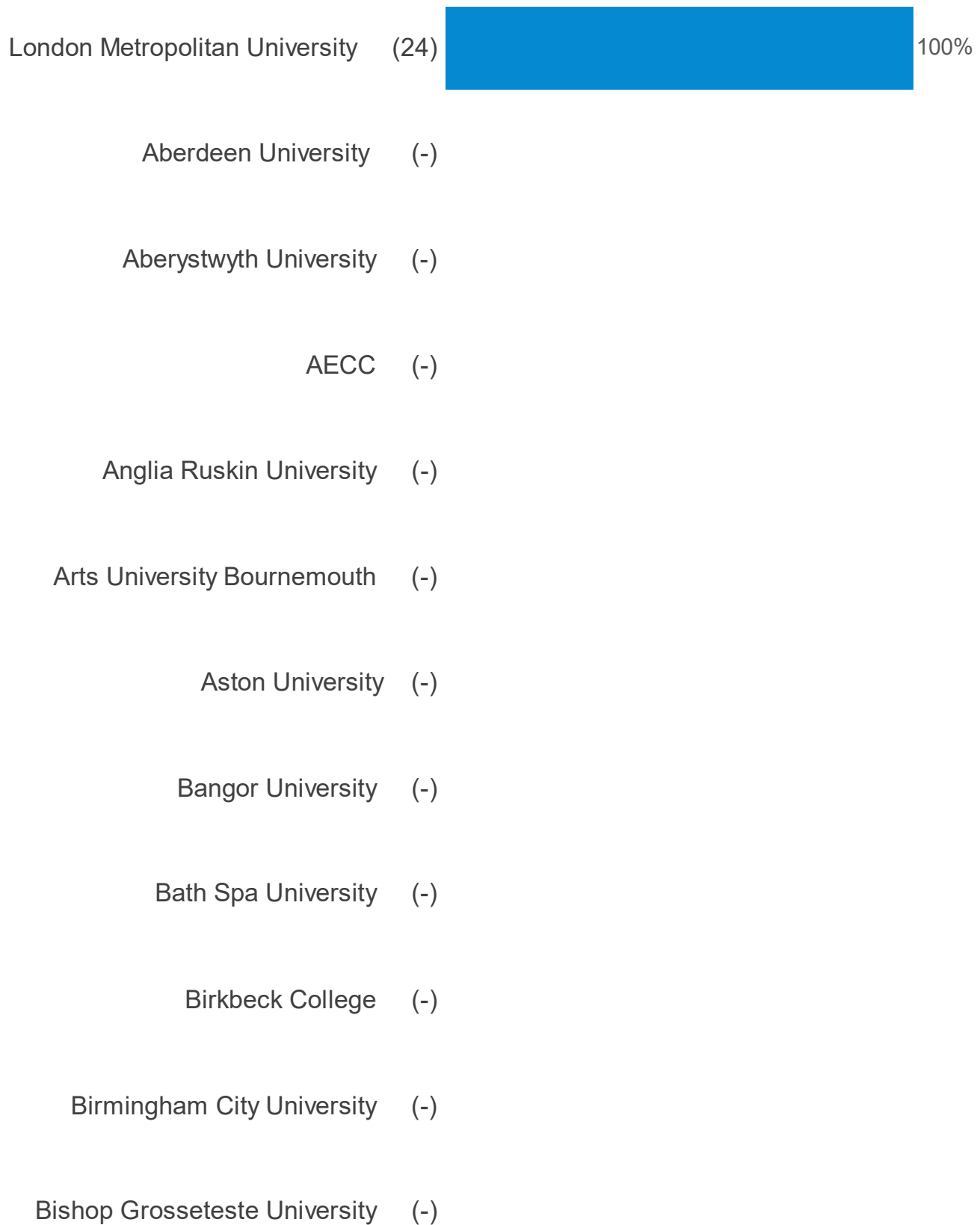
Woman (22) 92%

In another way (-)

Rather not say (1) 4%

Which institution are you studying at?

Please pick one



Which institution are you studying at?

Please pick one

Abingdon and Witney College (-)

Academy of Contemporary Music (-)

Accrington & Rossendale College (-)

Alton College (-)

Amersham and Wycombe College (-)

Arts Educational London Schools (-)

Askham Bryan College (-)

Aylesbury College (-)

Ayrshire College (-)

Barking & Dagenham College (-)

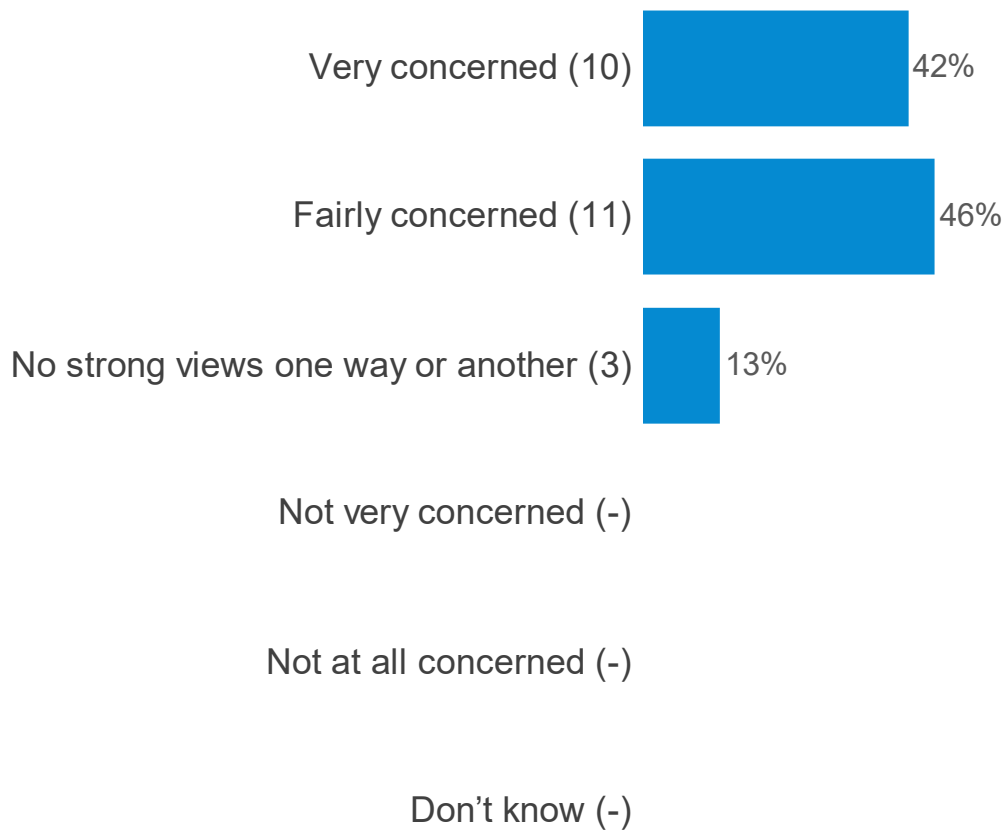
Barnet and Southgate College (-)

Barnfield College (-)

How concerned are you, if at all, about the following issues affecting the world today?

Please select one only

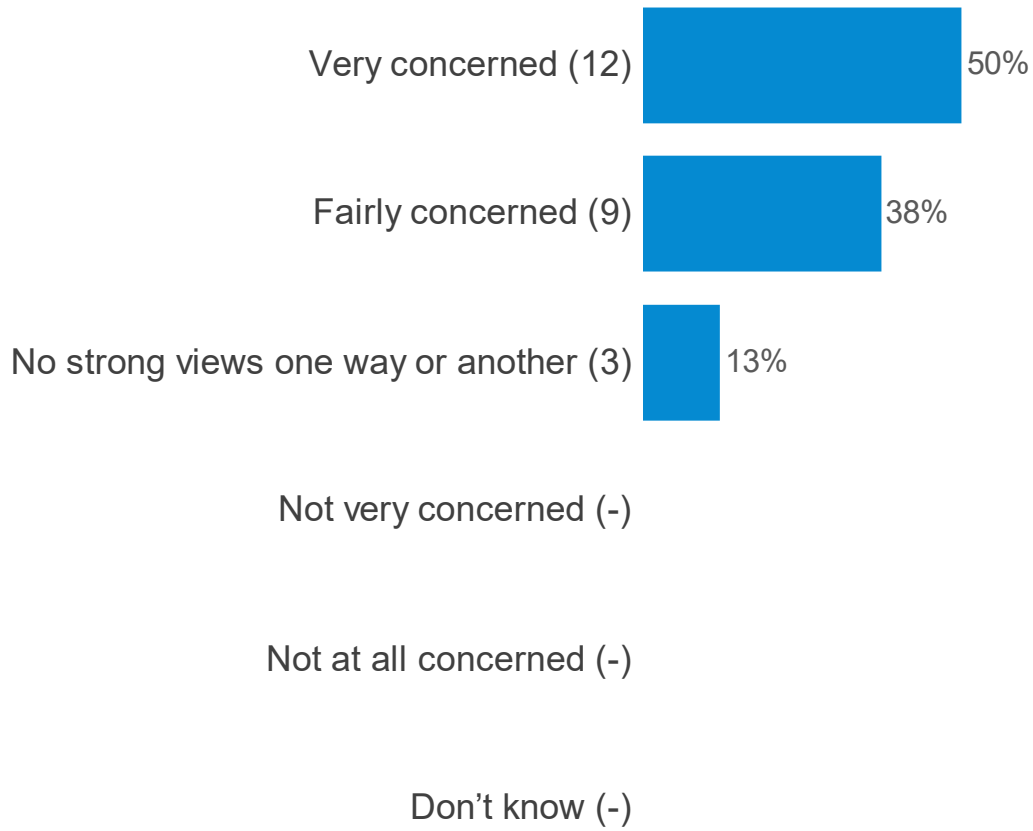
(Animal welfare or animal rights)



How concerned are you, if at all, about the following issues affecting the world today?

Please select one only

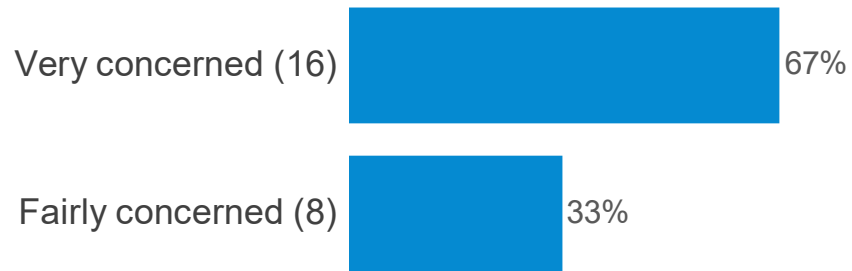
(Human rights)



How concerned are you, if at all, about the following issues affecting the world today?

Please select one only

(Environmental pollution)



No strong views one way or another (-)

Not very concerned (-)

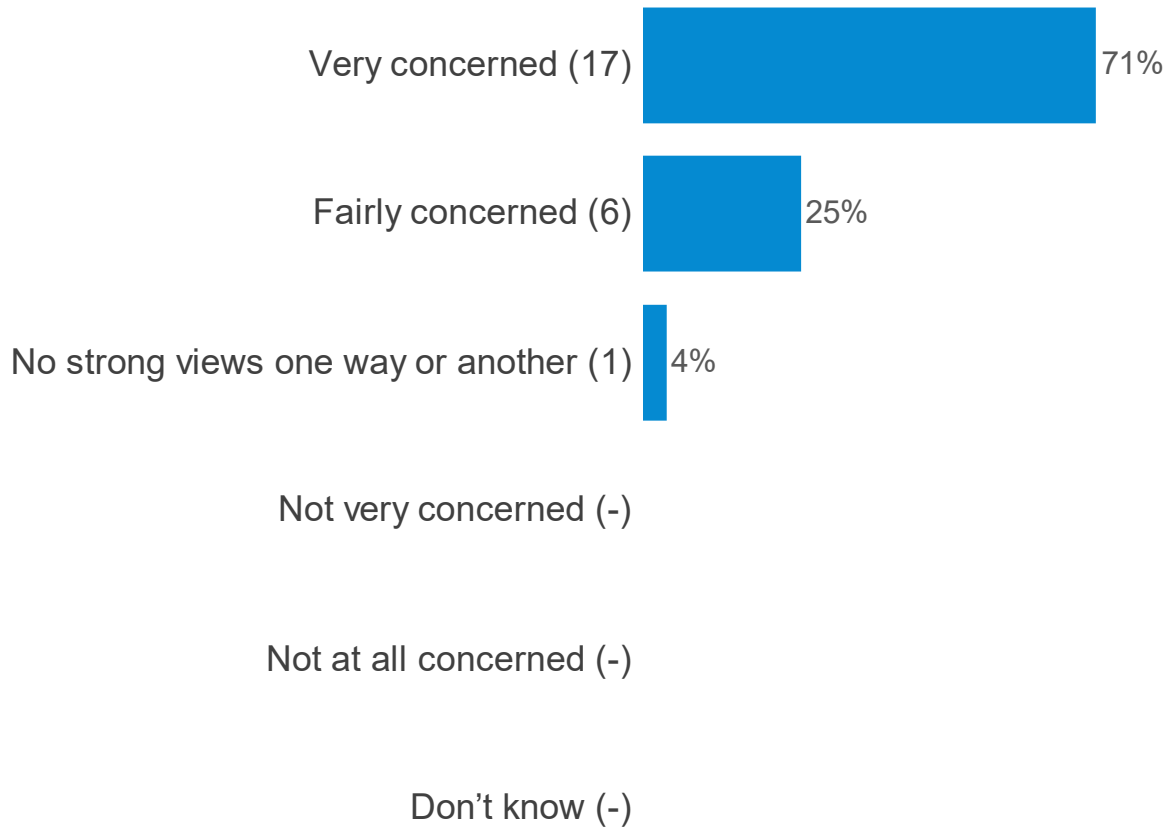
Not at all concerned (-)

Don't know (-)

How concerned are you, if at all, about the following issues affecting the world today?

Please select one only

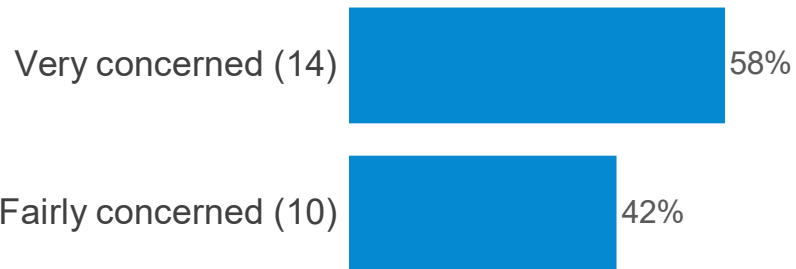
(Climate change / global warming)



How concerned are you, if at all, about the following issues affecting the world today?

Please select one only

(War and terrorism)



No strong views one way or another (-)

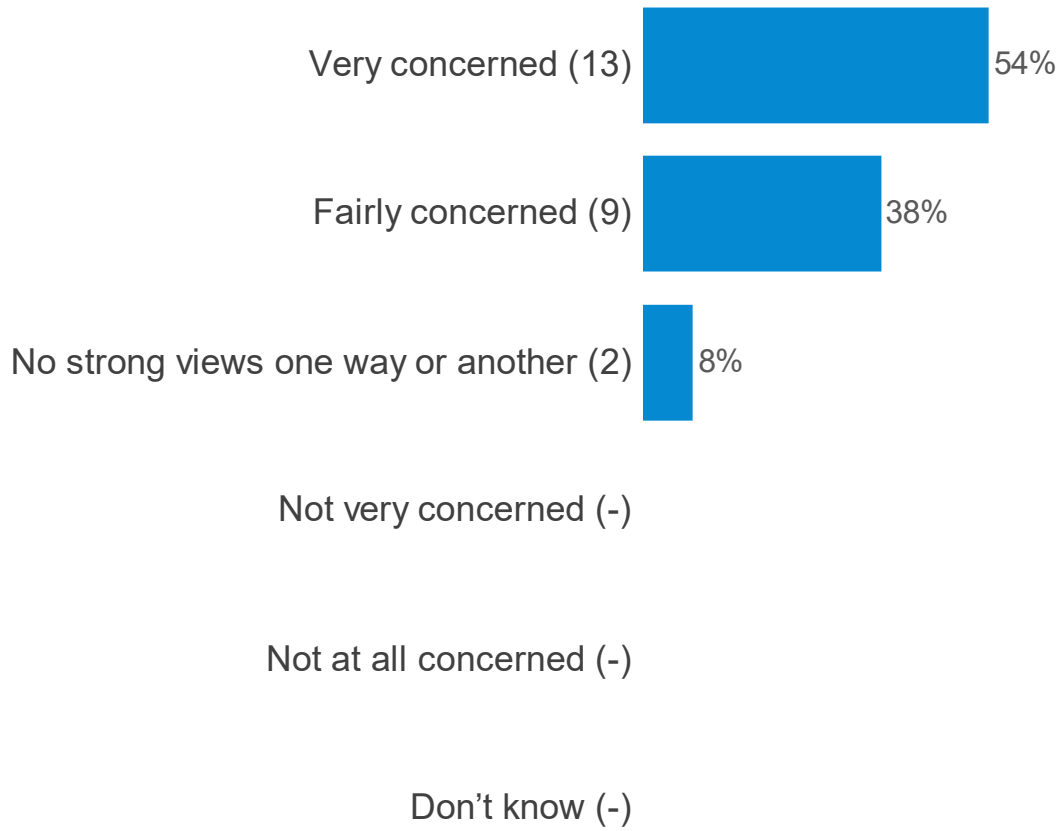
Not very concerned (-)

Not at all concerned (-)

Don't know (-)

How concerned are you, if at all, about the following issues affecting the world today?

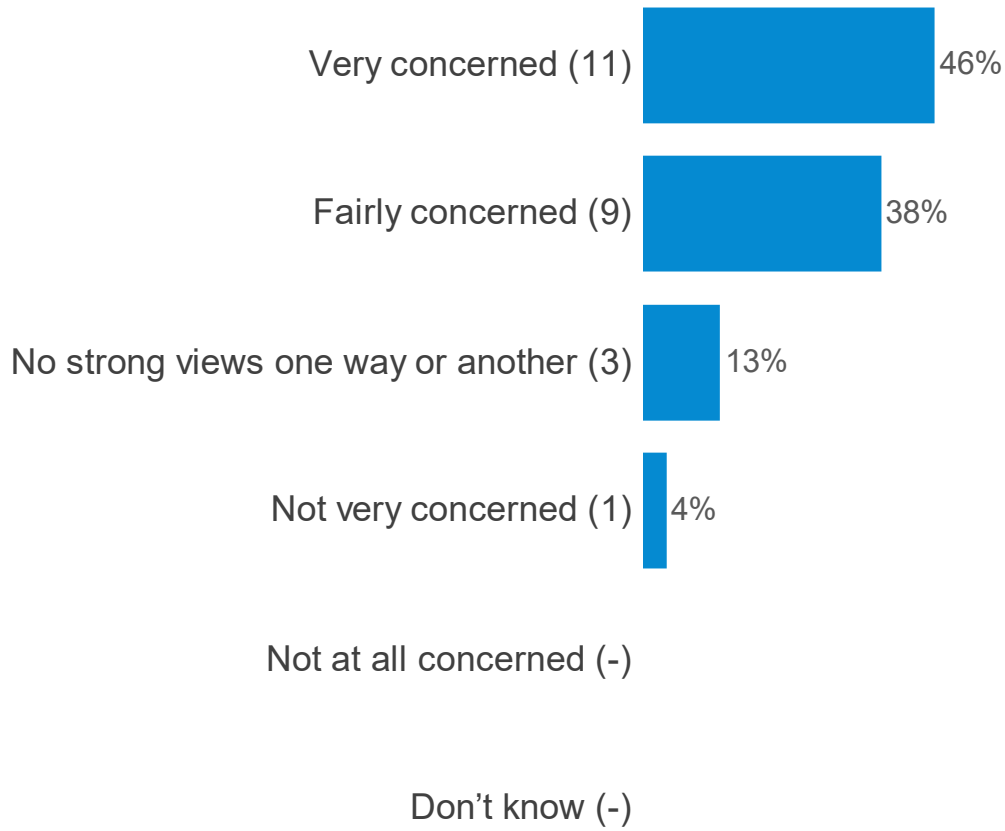
Please select one only
(Disease and illness)



How concerned are you, if at all, about the following issues affecting the world today?

Please select one only

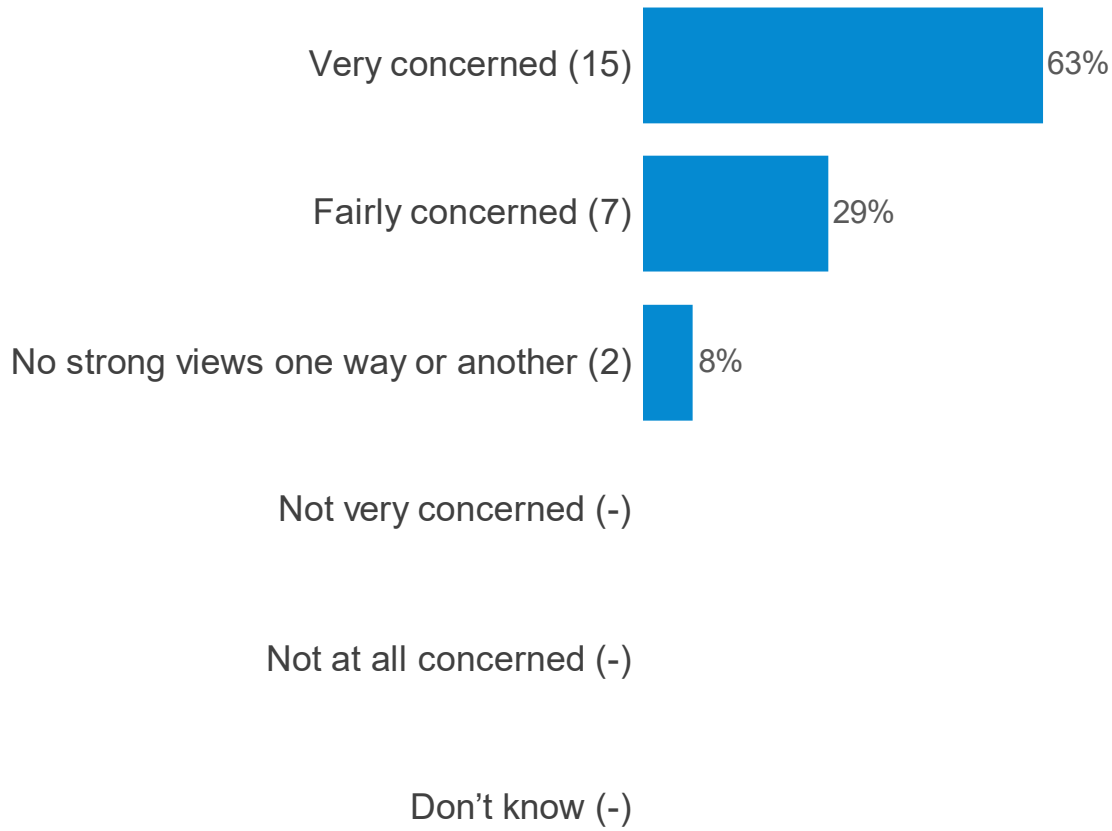
(Child labour in poor countries)



How concerned are you, if at all, about the following issues affecting the world today?

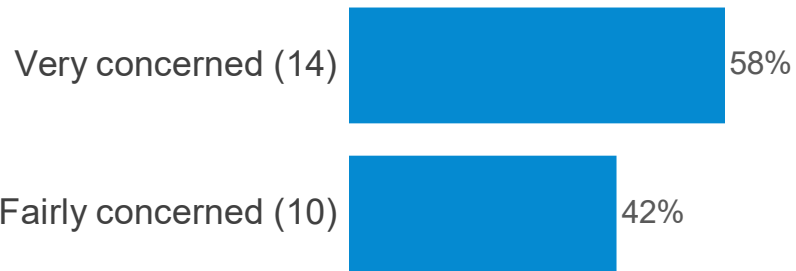
Please select one only

(Depletion of fresh water resources)



How concerned are you, if at all, about the following issues affecting the world today?

Please select one only
(Crime and violence)



No strong views one way or another (-)

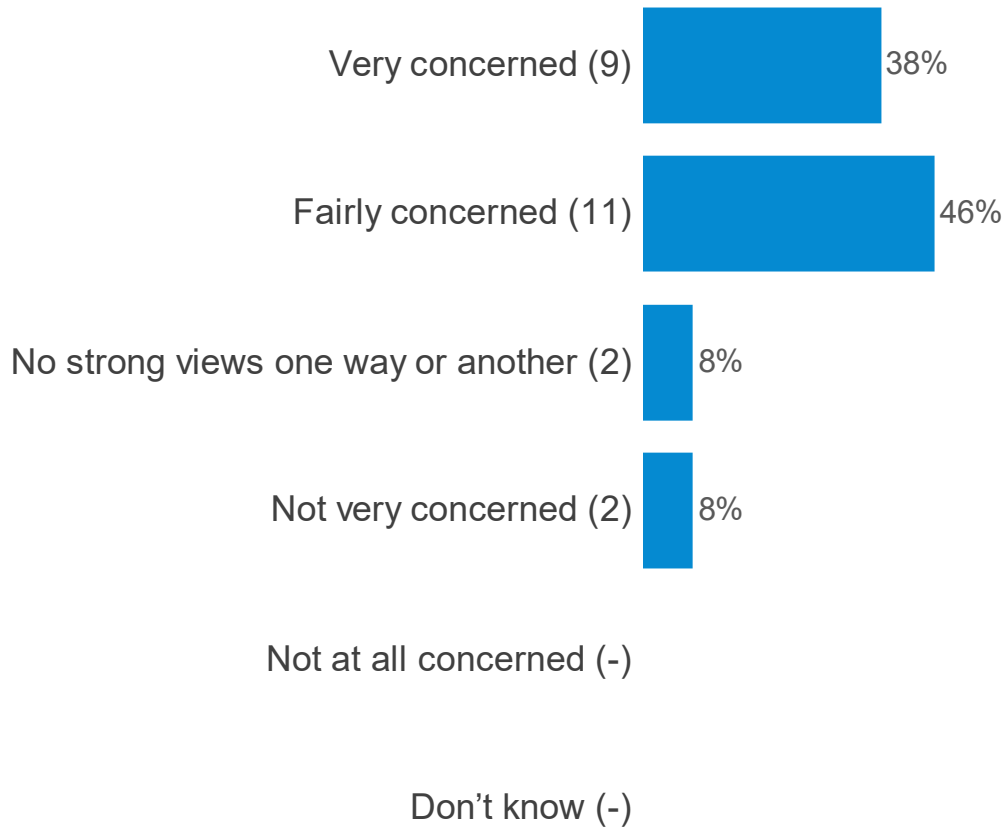
Not very concerned (-)

Not at all concerned (-)

Don't know (-)

How concerned are you, if at all, about the following issues affecting the world today?

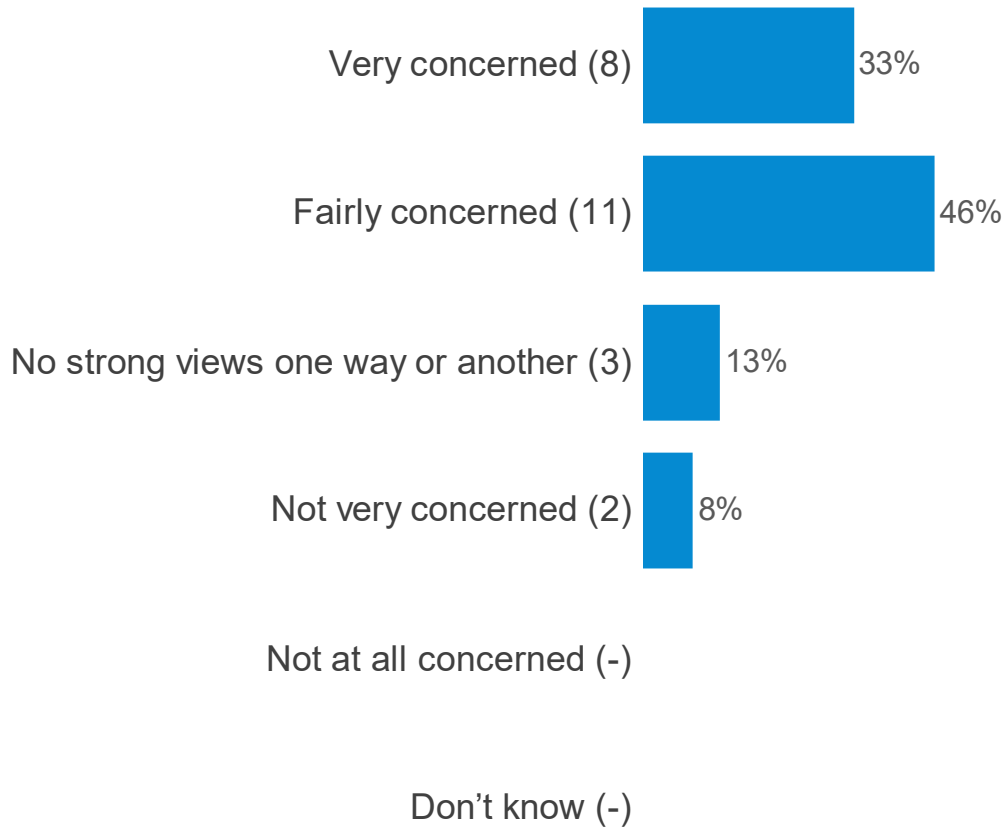
Please select one only
(Unemployment)



How concerned are you, if at all, about the following issues affecting the world today?

Please select one only

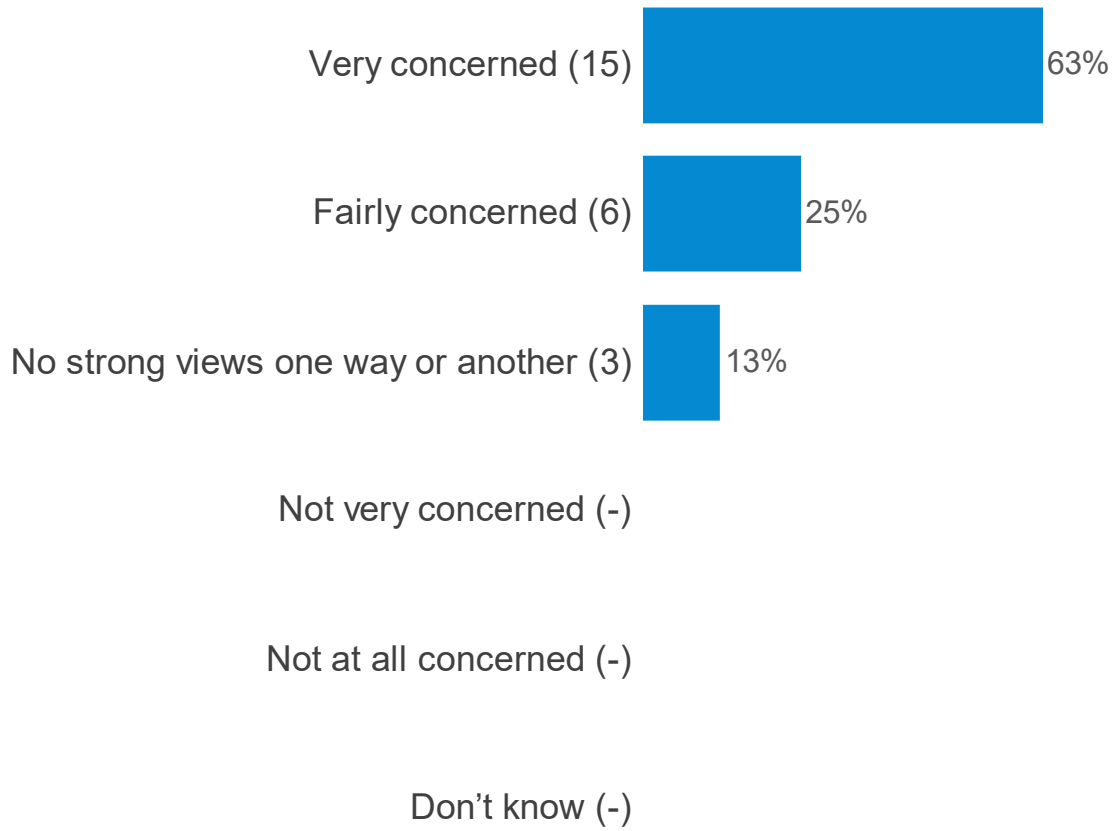
(A lack of proper education in poor countries)



How concerned are you, if at all, about the following issues affecting the world today?

Please select one only

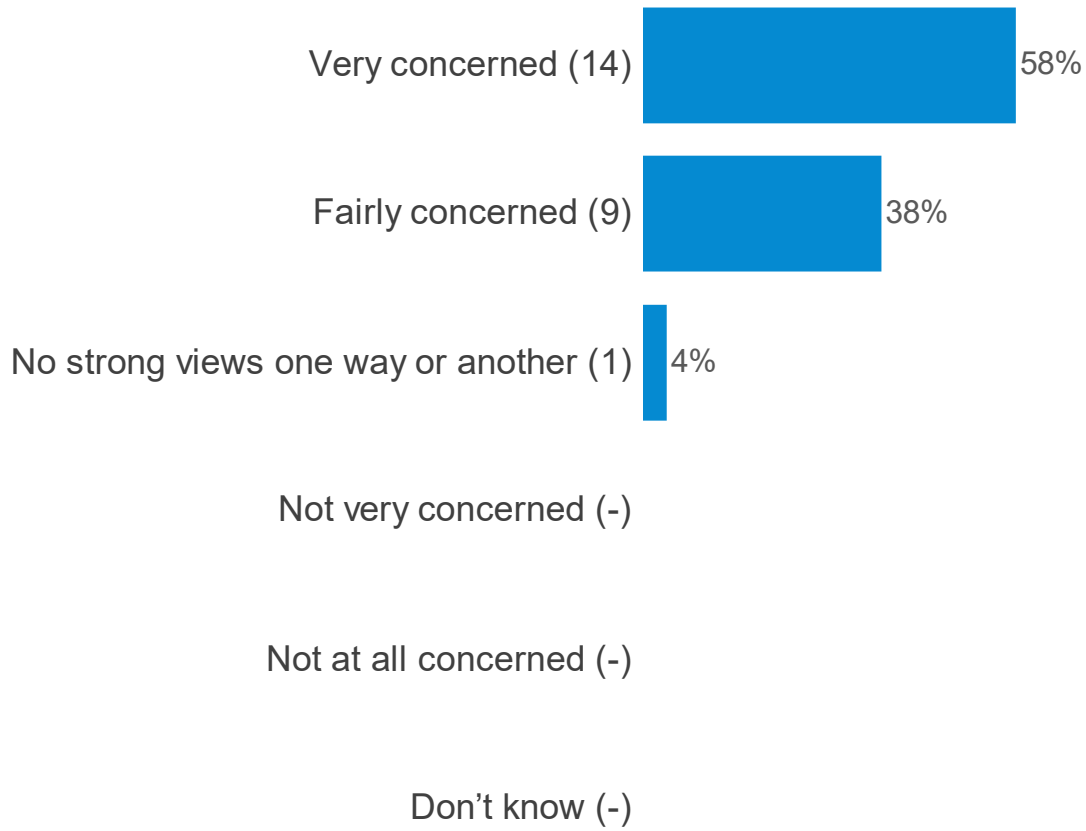
(Inequality (the gap between rich and poor people))



How concerned are you, if at all, about the following issues affecting the world today?

Please select one only

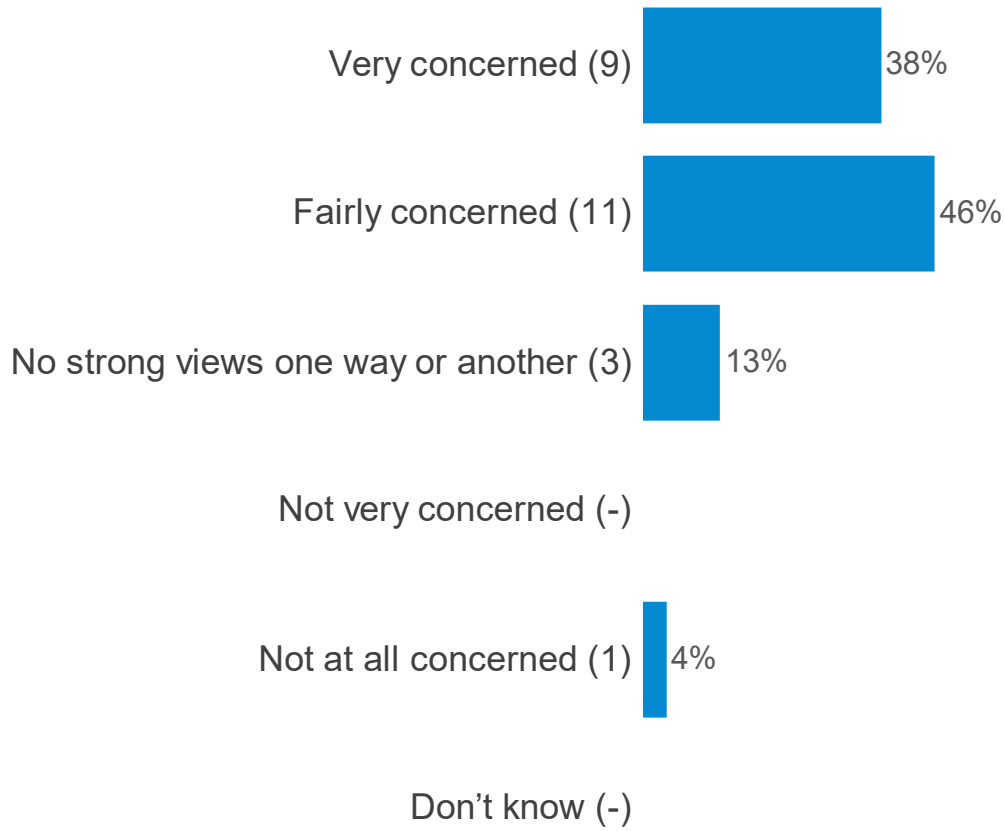
(Workers being badly treated)



How concerned are you, if at all, about the following issues affecting the world today?

Please select one only

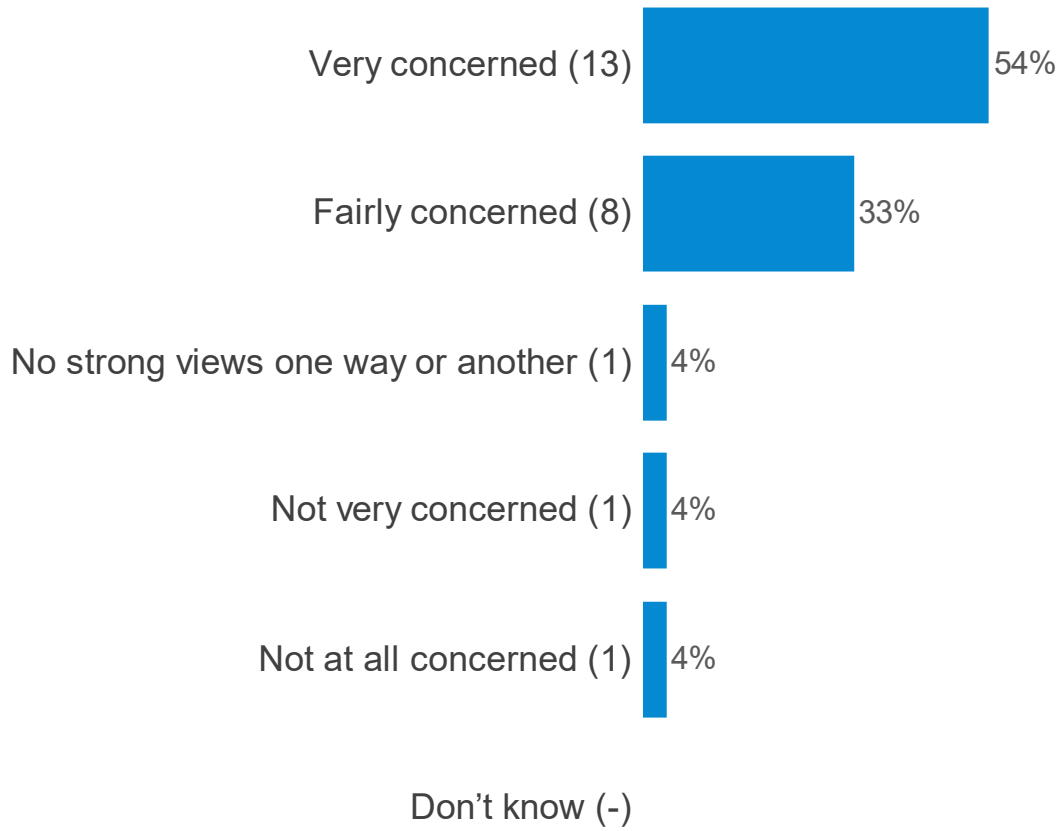
(Poverty in poor countries)



How concerned are you, if at all, about the following issues affecting the world today?

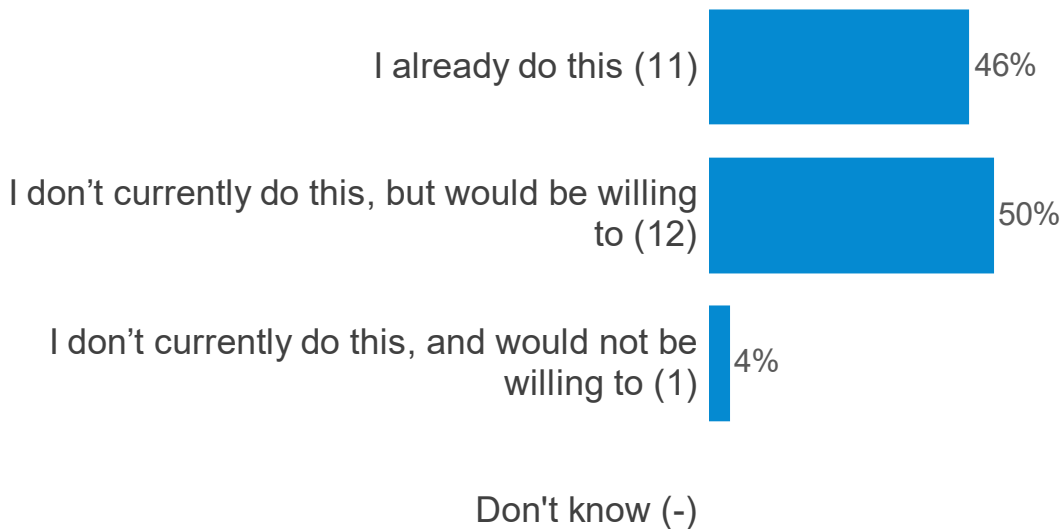
Please select one only

(Poverty in the UK)



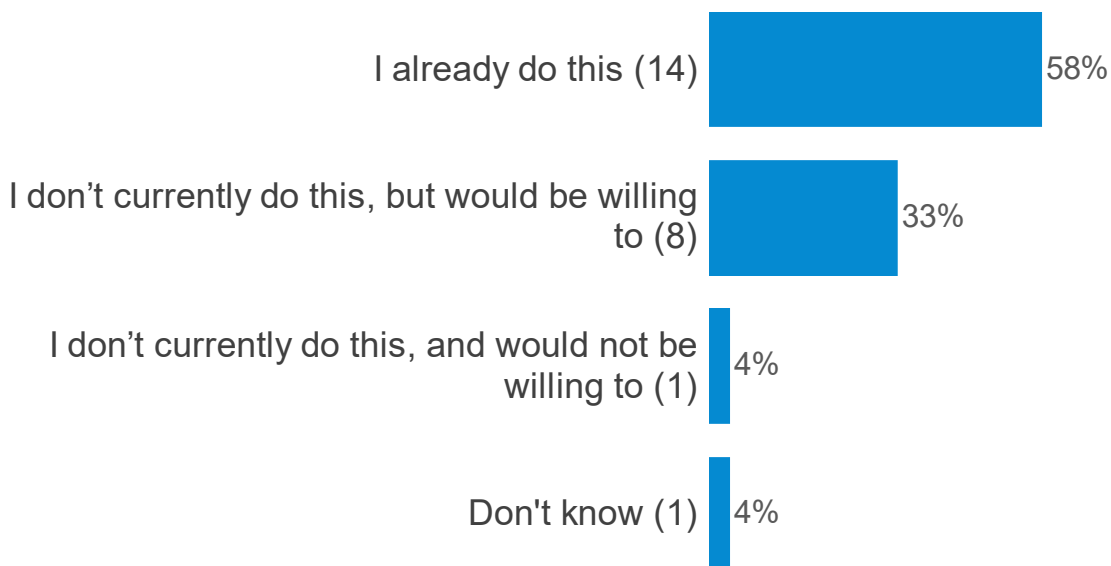
Which of the following options best applies to you when thinking about actions you personally can take to address issues that concern you?

Please select one answer for each option
(Buying products with ethical credentials)



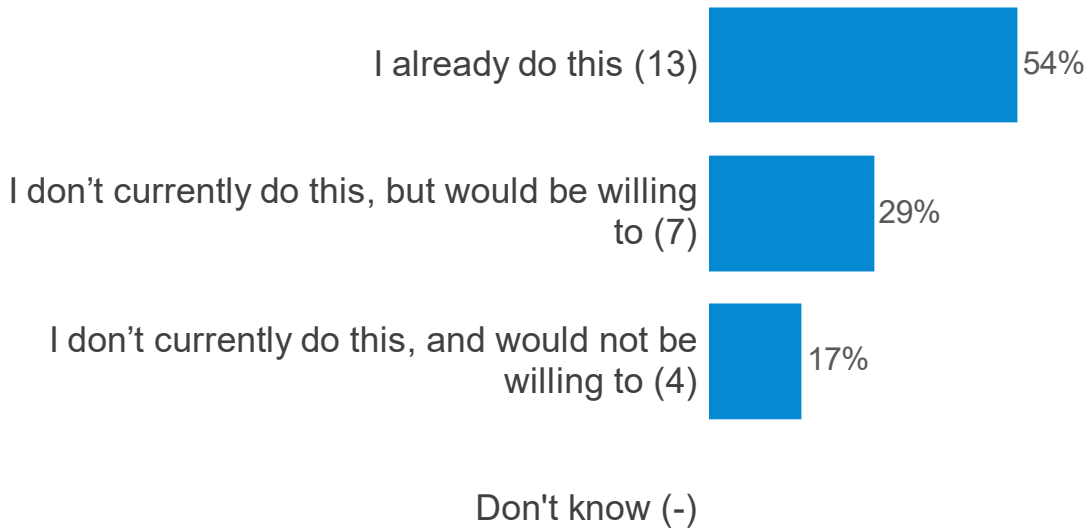
Which of the following options best applies to you when thinking about actions you personally can take to address issues that concern you?

Please select one answer for each option
(Signing an online petition)



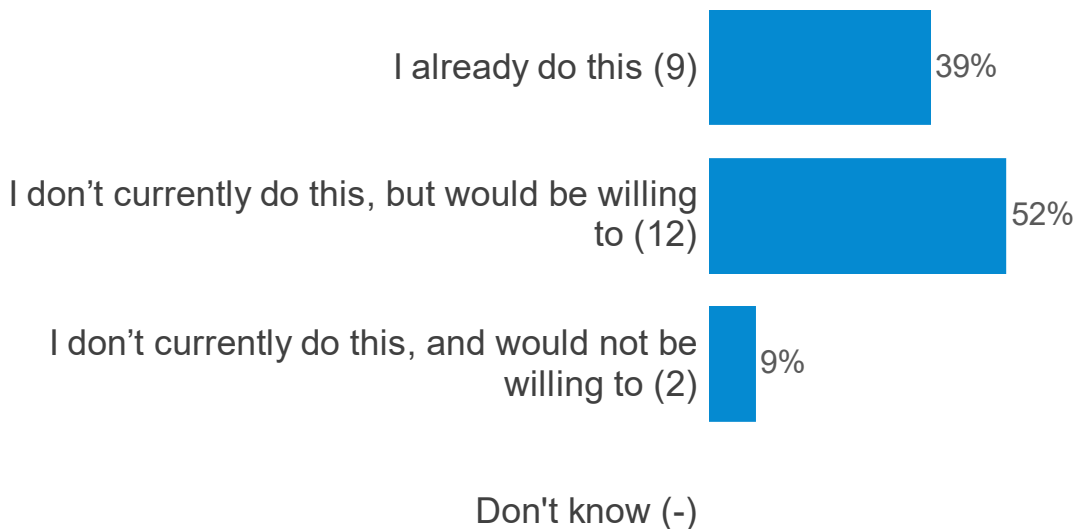
Which of the following options best applies to you when thinking about actions you personally can take to address issues that concern you?

Please select one answer for each option
(Sharing pages or links on social media)



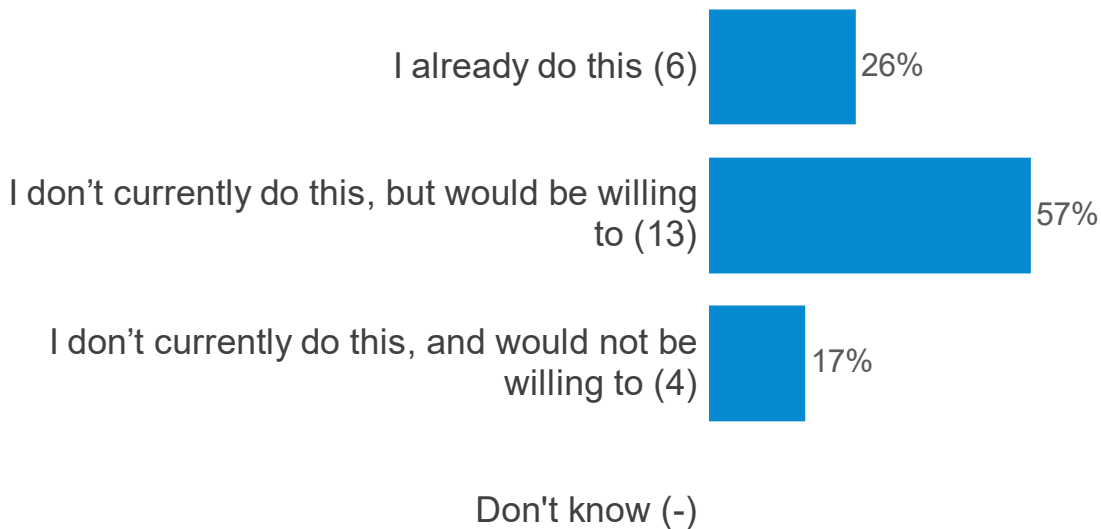
Which of the following options best applies to you when thinking about actions you personally can take to address issues that concern you?

Please select one answer for each option
(Take part in an event)



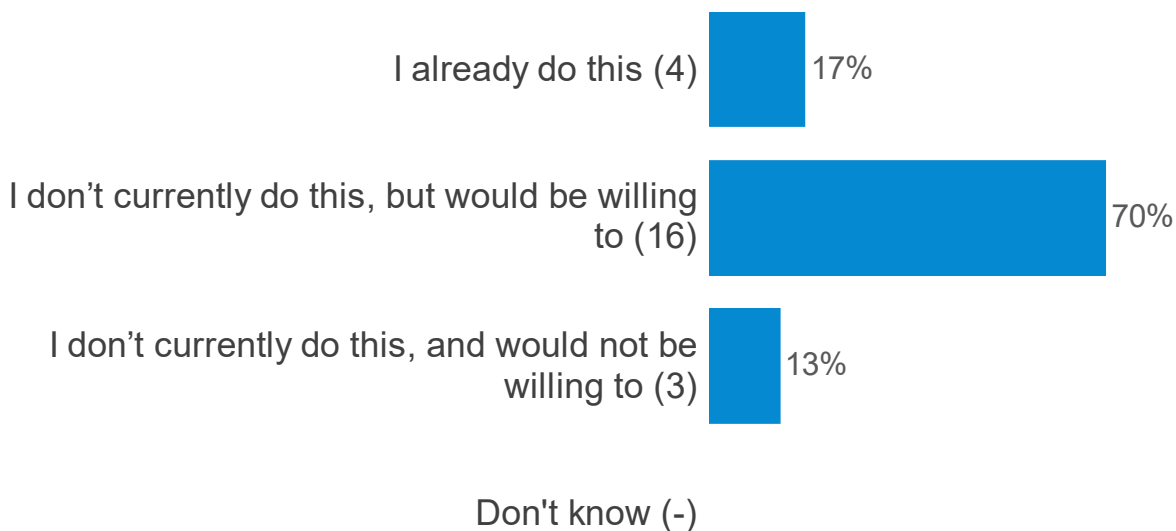
Which of the following options best applies to you when thinking about actions you personally can take to address issues that concern you?

Please select one answer for each option
(Join a campaign group or society)



Which of the following options best applies to you when thinking about actions you personally can take to address issues that concern you?

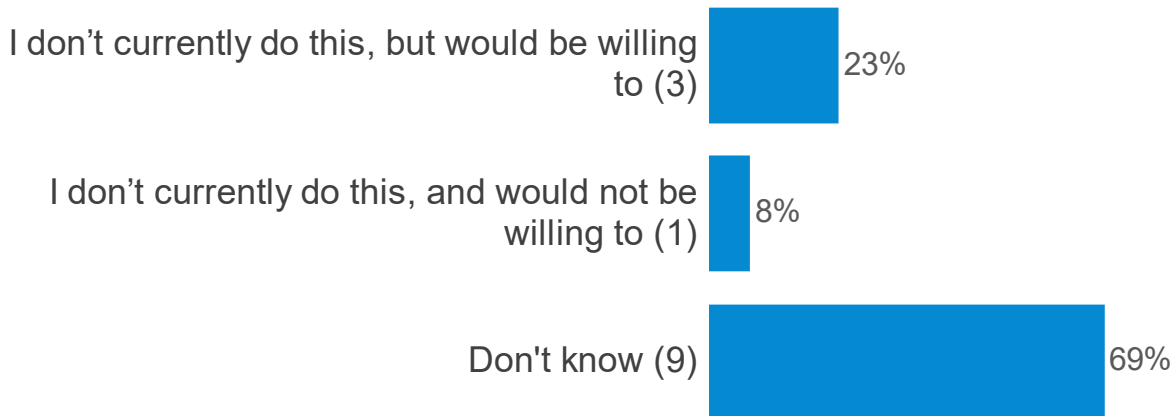
Please select one answer for each option
(Volunteer for an organisation working on the issues)



Which of the following options best applies to you when thinking about actions you personally can take to address issues that concern you?

**Please select one answer for each option
(Other)**

I already do this (-)



Please tell us what other actions you personally can take to address issues that concern you.

Social media

Promote the cause

Educate myself

Actually do more research to determine if products are ethical

Speak to others on the subject

Sharing information with family, friends and reading about issues

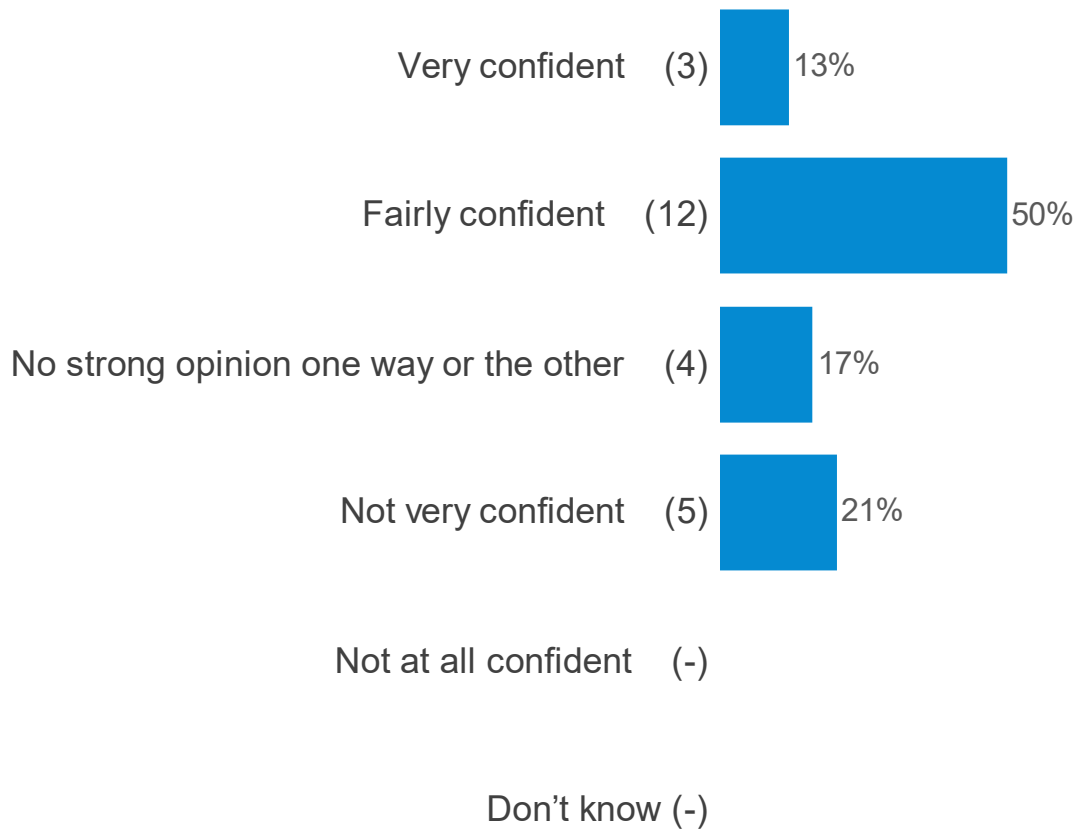
Food which is not regulated when produced

Have changed my behaviour recently with regards to single use plastic, recycling and energy/water consumption

Support the development of people and the planet

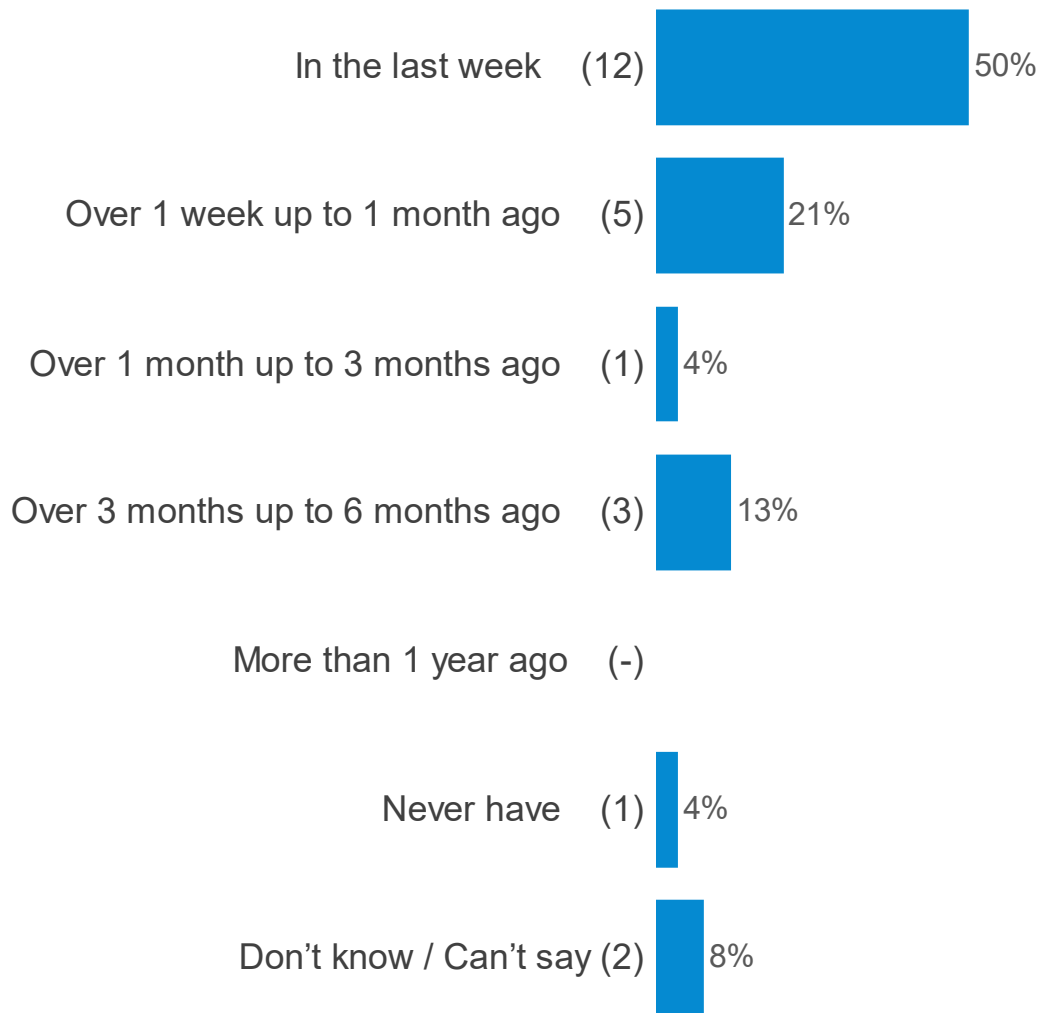
How confident are you that the actions you personally can take will make a difference to addressing the issues that concern you?

Please select one answer for each option



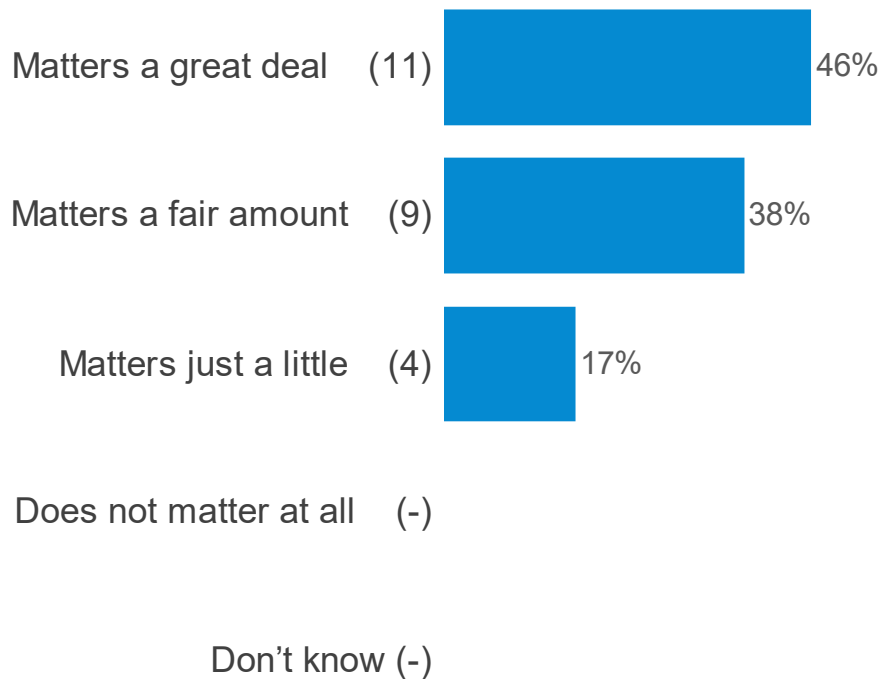
When, if at all, did you last make a buying decision that was specifically influenced by the ethical standards of a retailer or producer?

Please select one only



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

Please select one only



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

Please write your answer in the box below

Price does not motivate

I'm doing my bit to help them stay in business, I'm not willing to support people that are destroying our planet

All the concerns which I previously highlighted

Knowing that I haven't bought an item that was produced by someone who was treated badly

Equality

free of animal cruelty environmental protection

To help animals remain safe

Meat-wise, the fact that the animal has been able to live a happy life

trust in the product

feel good factor, trust in a fairer product, less 'artificial' ingredients

because it's not fair on those been explored to work under extremely bad conditions and insignificant pay rate just to provide cheaper product for us to live well when they don't.

knowing that they are fair trade provides me the feeling of doing a good thing - the thought of supporting companies that use things like child labour is hard to think about due to the knock on effect (i.e. no education).

concerned about climate change.

Buying products produced in an ethical way I think I try to susitain the companies that follow this ideology so they can spread it in a larger scale

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

Please write your answer in the box below

whether the packaging is required, is it recyclable?

No guilt

That way I help people to help themselves. Protect environment and be mindful what I put in to my body. Thinking about the future of children.

Quality and improving standards for workers and producers

The production of products in an ethical way means that workers have job satisfaction and that their needs are looked into. Their work is appreciated and they are given back what they put into their work.

Social justice, inequality, buying products that are made to last and/or have been produced in a way that does not deplete the resources or harm others.

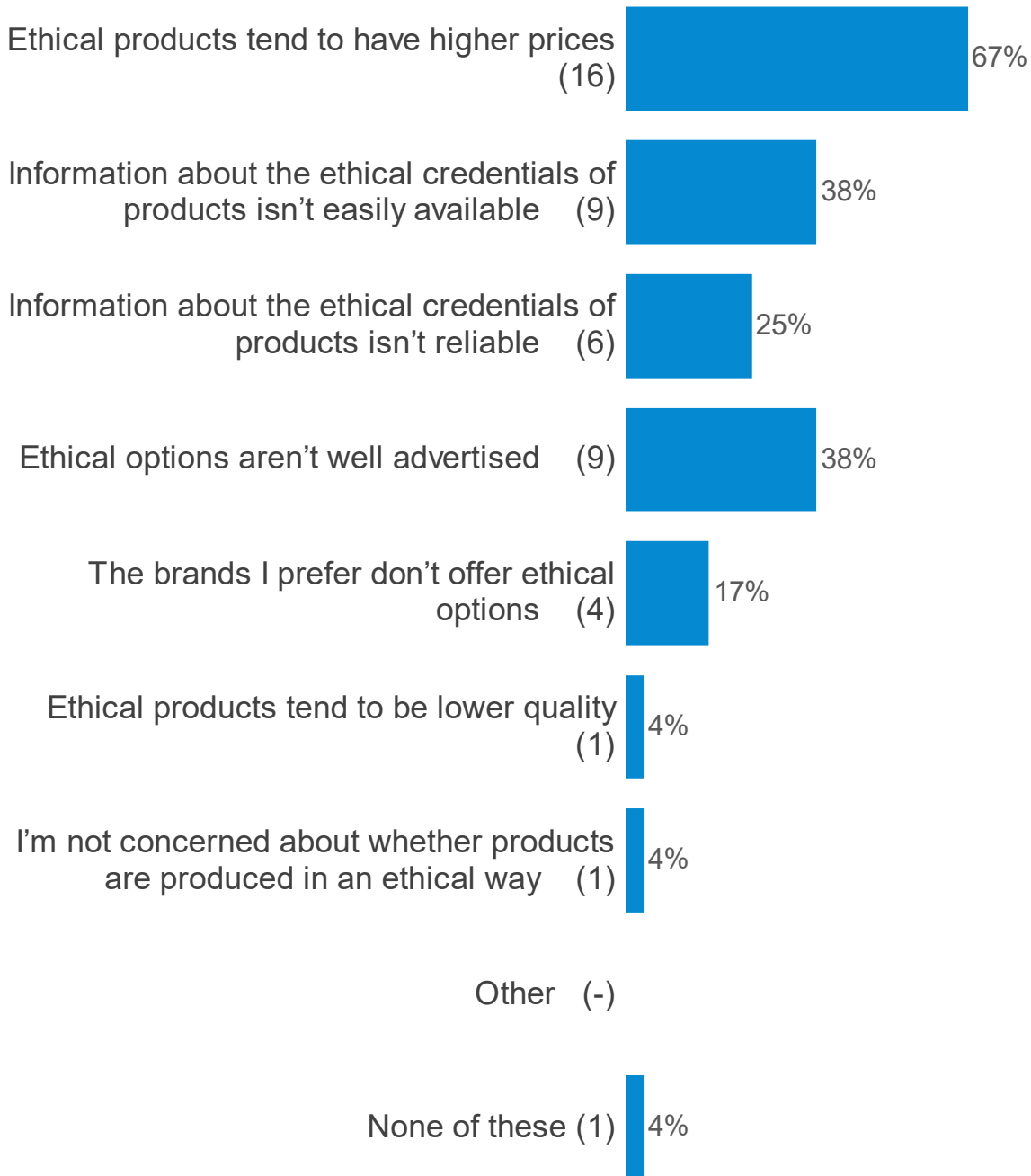
When it is clearly explained on packaging/marketing materials

The labor that is put into the product, I am willing to pay extra for workers to get paid fairly.

Why not?

Hearing how it's helping others and constant reminders of what ethical products are available at our university and other shops.

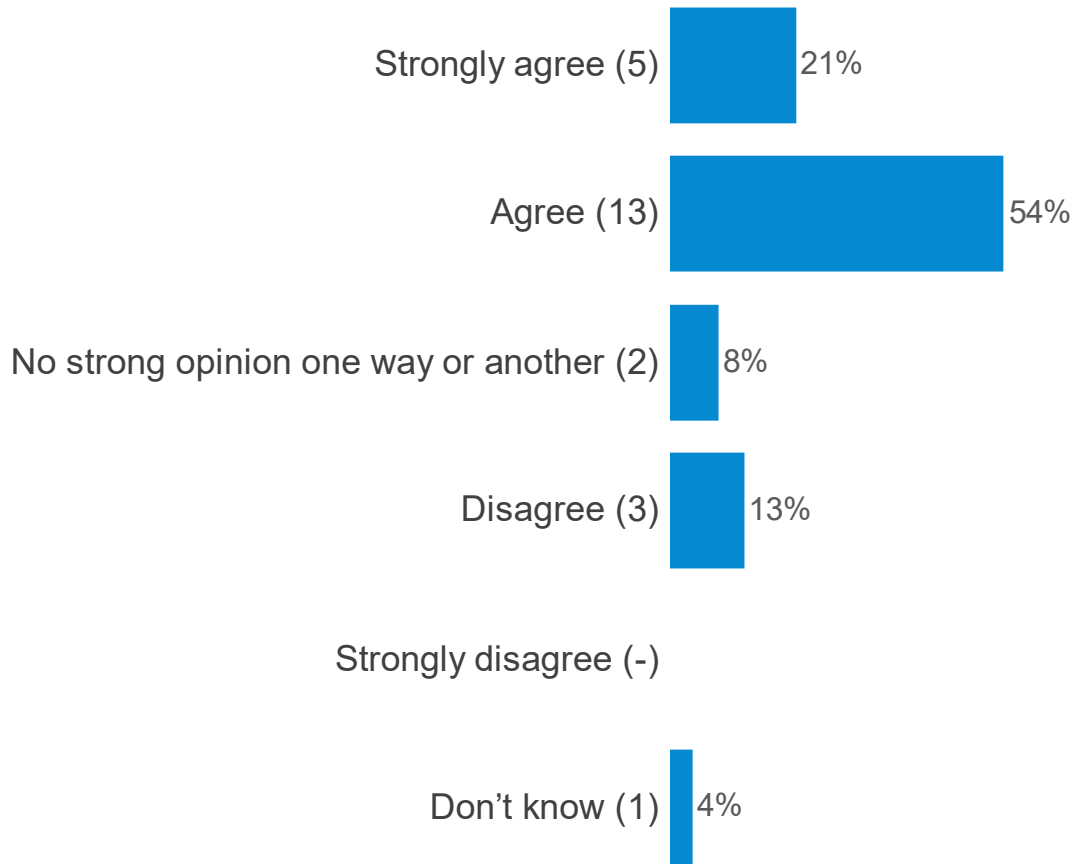
Which of the following reasons, if any, makes you less likely to buy products that are produced in an ethical way?
Please select all that apply



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

Please select one for each option

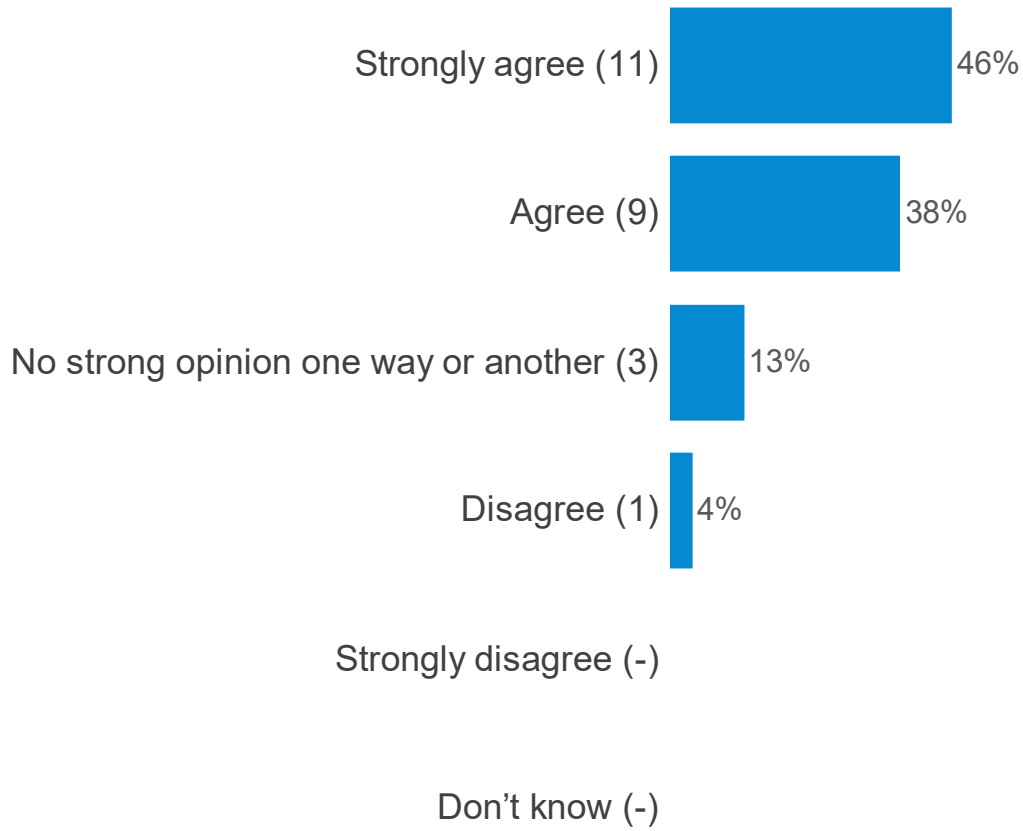
(I try to buy products from companies that act in an ethical way, even if it means spending more)



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

Please select one for each option

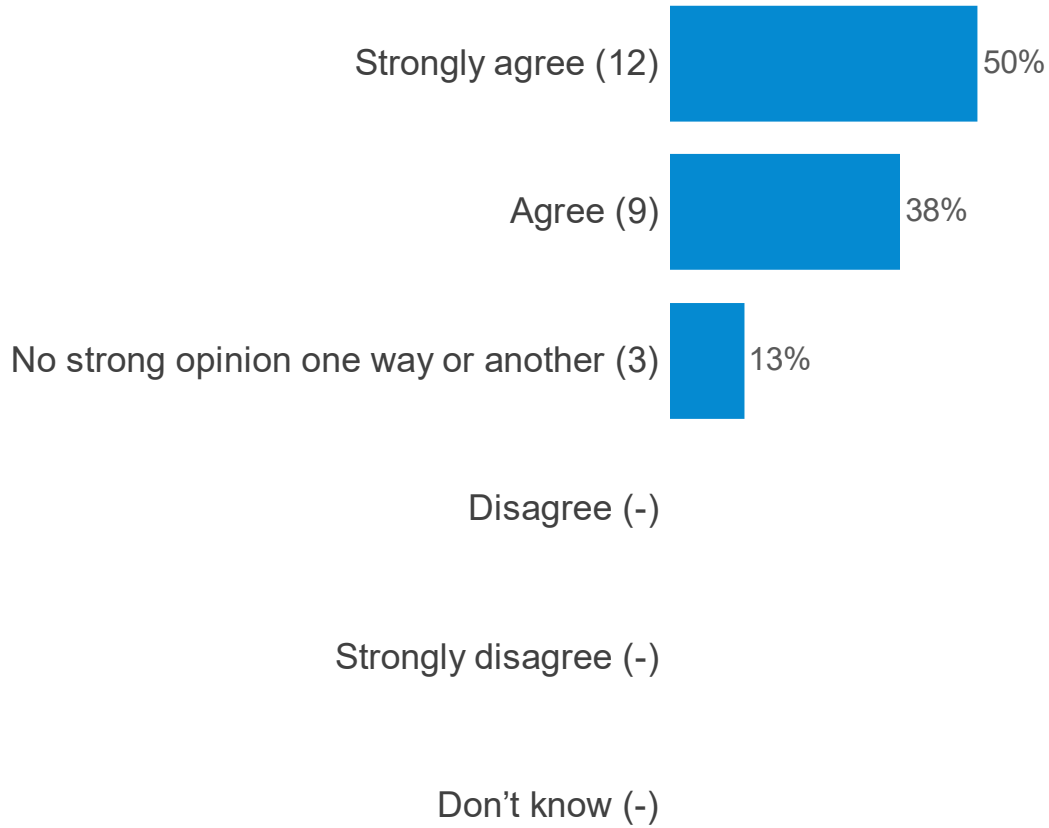
(I don't think its enough for companies to say that they are ethical, they need to prove it to me)



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

Please select one for each option

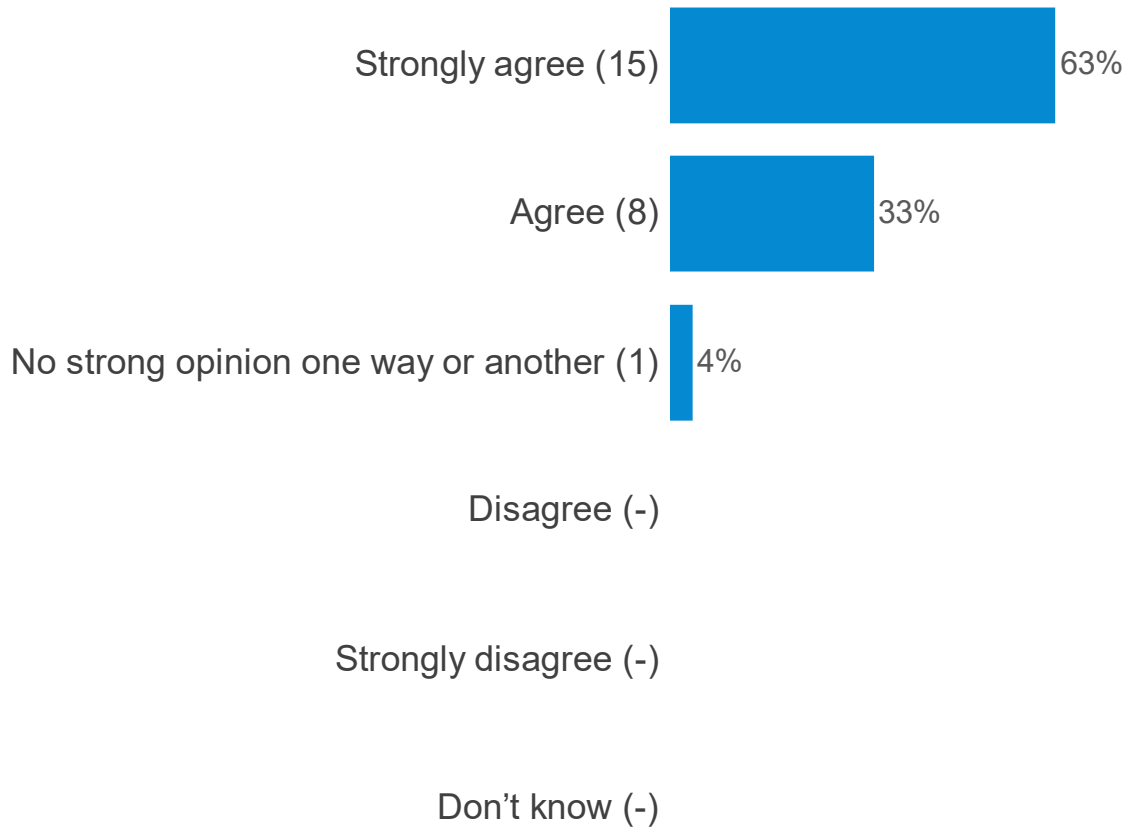
(It is important to me that companies are clear about where they source their raw materials, components or ingredients)



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

Please select one for each option

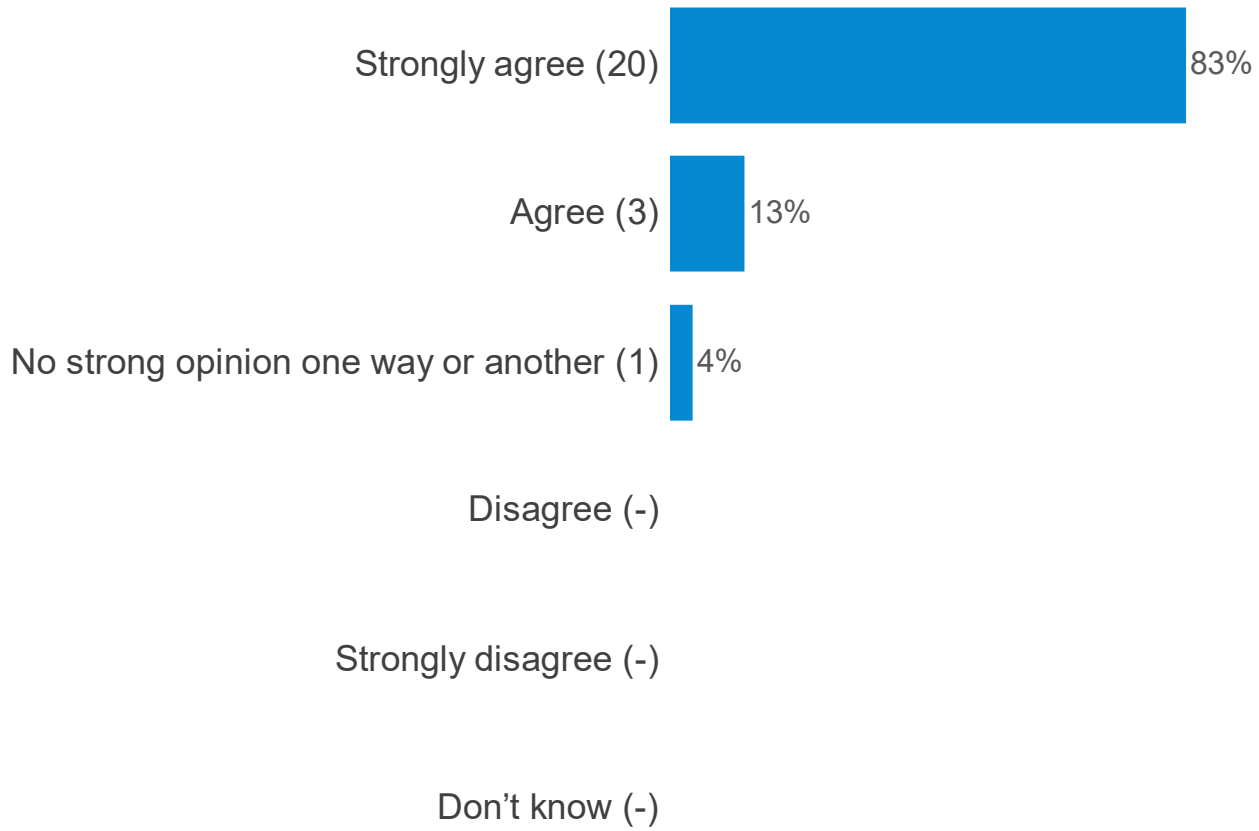
(Companies need to be more responsible and ethical than they are at the moment)



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

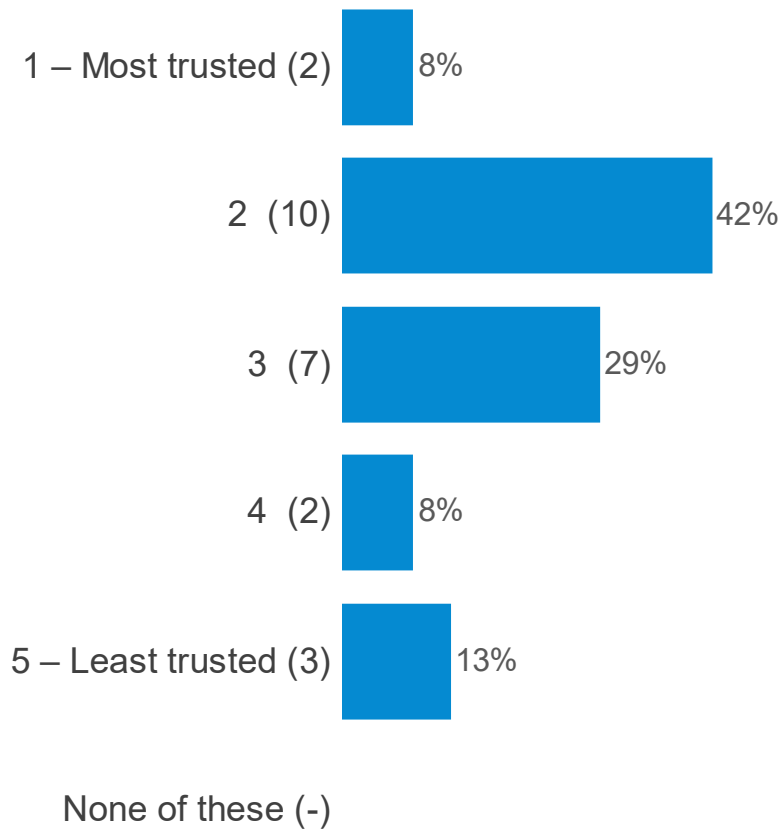
Please select one for each option

(I want to buy and use more products that don't harm the people who produce them)



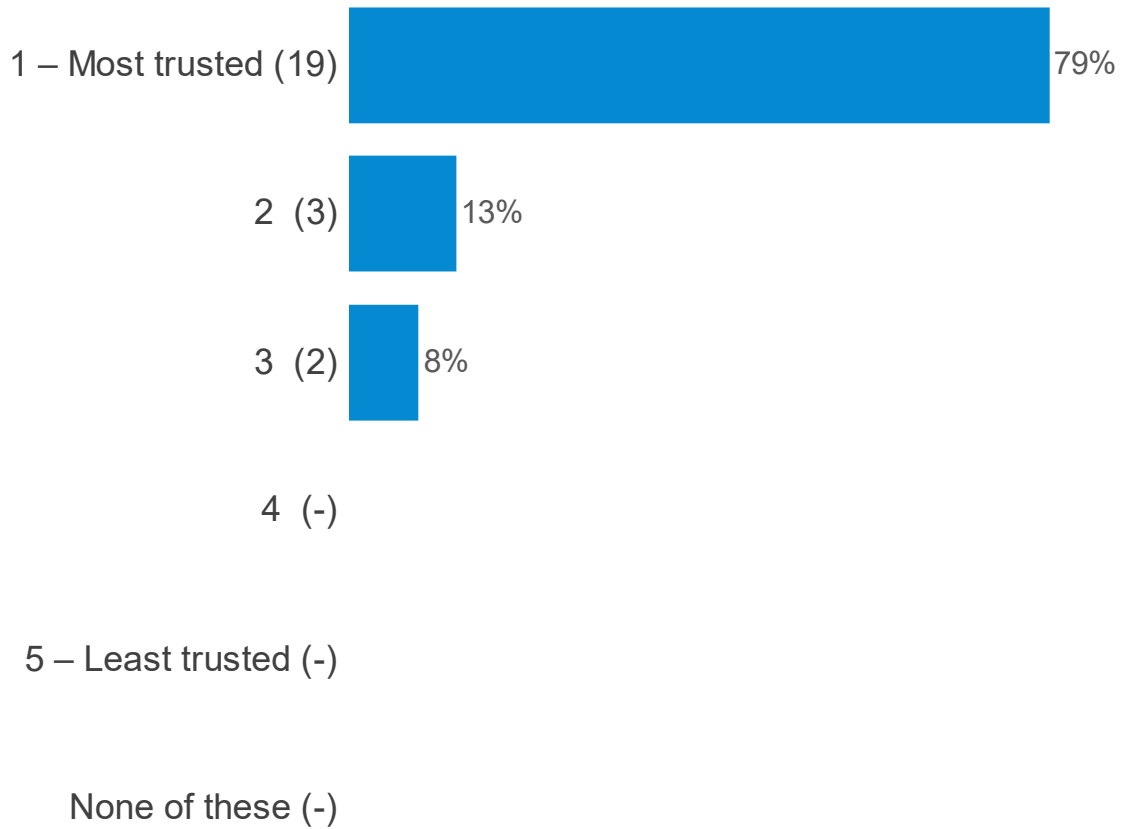
Thinking about the information that is available on the ethical credentials of products, please rank the following sources of information according to how much you trust them.

**Please select one for each option, where 1 is the most trusted, and 5 is the least trusted
(Manufacturer statements / adverts about their products)**



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.

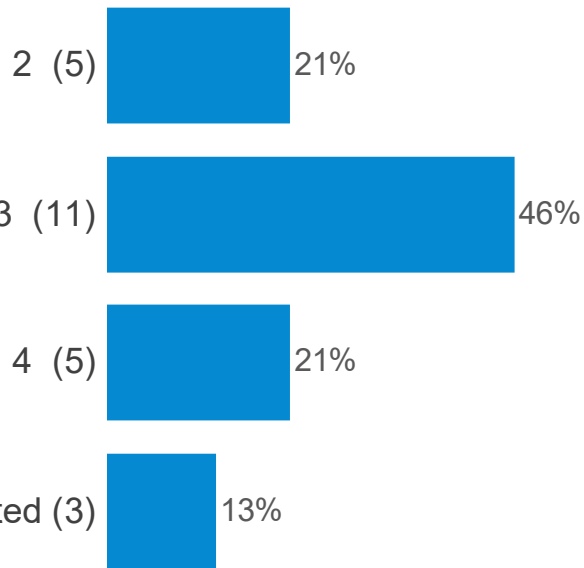
Please select one for each option, where 1 is the most trusted, and 5 is the least trusted (Accreditation marks e.g. Rainforest Alliance, Fairtrade)



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.

**Please select one for each option, where 1 is the most trusted, and 5 is the least trusted
(Retailer statements / adverts about things they sell)**

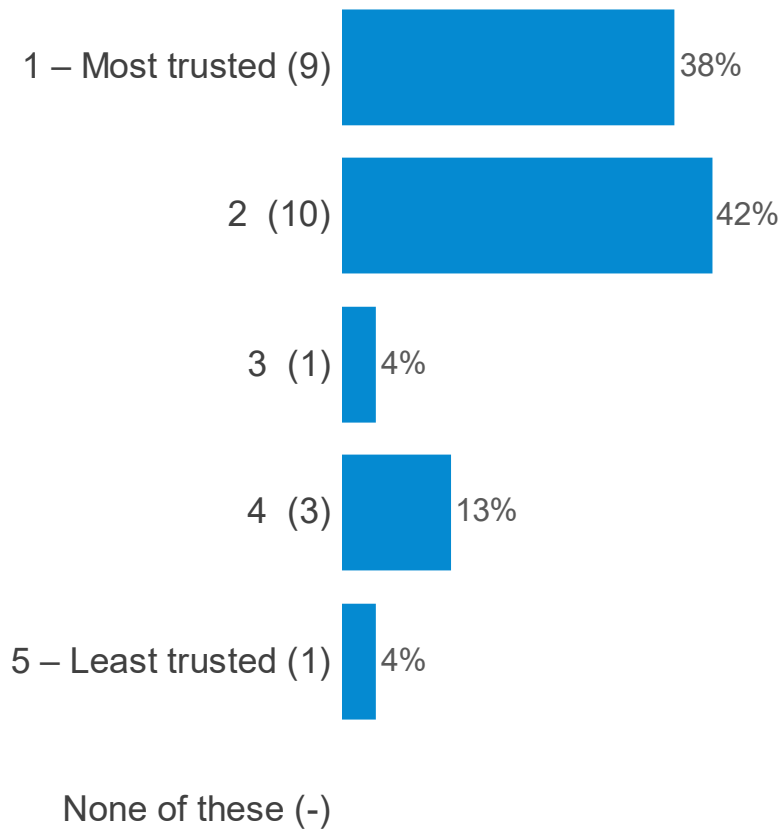
1 – Most trusted (-)



None of these (-)

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.

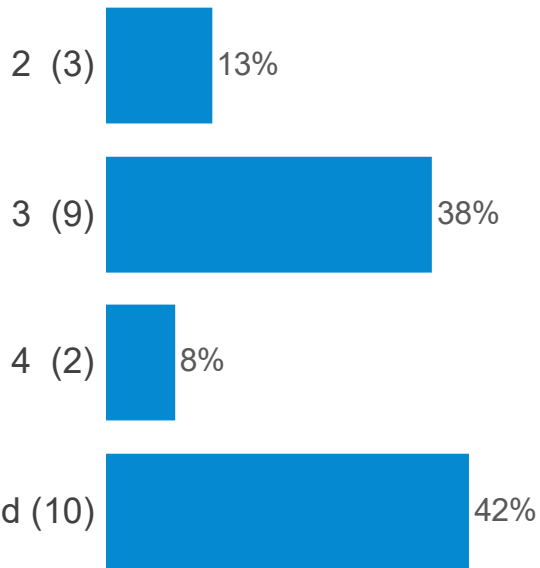
Please select one for each option, where 1 is the most trusted, and 5 is the least trusted
(Information from charities and campaign organisations)



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.

Please select one for each option, where 1 is the most trusted, and 5 is the least trusted (News reports and the media)

1 – Most trusted (-)



5 – Least trusted (10)

None of these (-)

Have you ever seen this logo?

Please select one only



What do you think Fairtrade means?

Please write your answer in the box below

Fair conditions

Sourcing from poorer countries but giving back to the community in those countries

Providing farmers and those who have sourced the product a decent wage that can be sustained and used effectively

That's the work force has been paid fairly and condition are Monited
decent working conditions, local sustainability and fair terms of trade

Fair prices paid to the workers

That the products have been ethically sourced

fairtrade for me is decent condition of work, without injustices in all aspects

ethically sourced product where farmers get a fair price on their goods

it means fair work conditions and pay rate for the employees

Companies that are committed to follow equal and fair guideline to ensure products are ethically produced and traded

ethically sourced, providing income and safety for those who work for the company under fairtrade

What do you think Fairtrade means?

Please write your answer in the box below

I think Fairtrade means both producer and retailer are able to earn the fair amount of money in proportion to their expenses

it means there's a fair agreement of work and pay between the employer and employee

People that produce it get paid a decent wage??

fair to farmers, people, land and animals. No nasty chemicals and fertilizers.

Ethically produced foods

A platform to support workers to work in an ethical environment

Producing goods in a way that does not strip out the resources, for both, people and planet. Also, giving an extra hand to those who produce goods, who might be at a disadvantage due to their lack of resources.

Fairer trade agreements between those that produce a product and those that purchase it.

fairtrade is a company where they pay workers fairly for their well being and work in a healthy environmental work place.

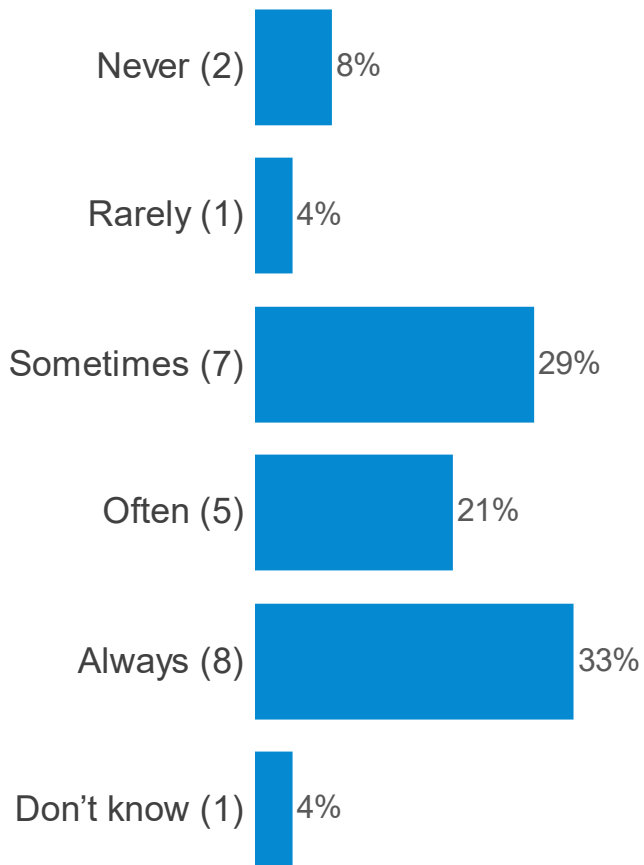
Ingredients that are farmed/produced in a fair way where the producers are given good fair prices for there products

A sustainably produced product that ensures all farmers and producers are being paid a good amount for the products they are producing and selling.

Please think about the categories of products listed below. When you have the choice, how often do you buy a product with the Fairtrade label over a product without the Fairtrade label?

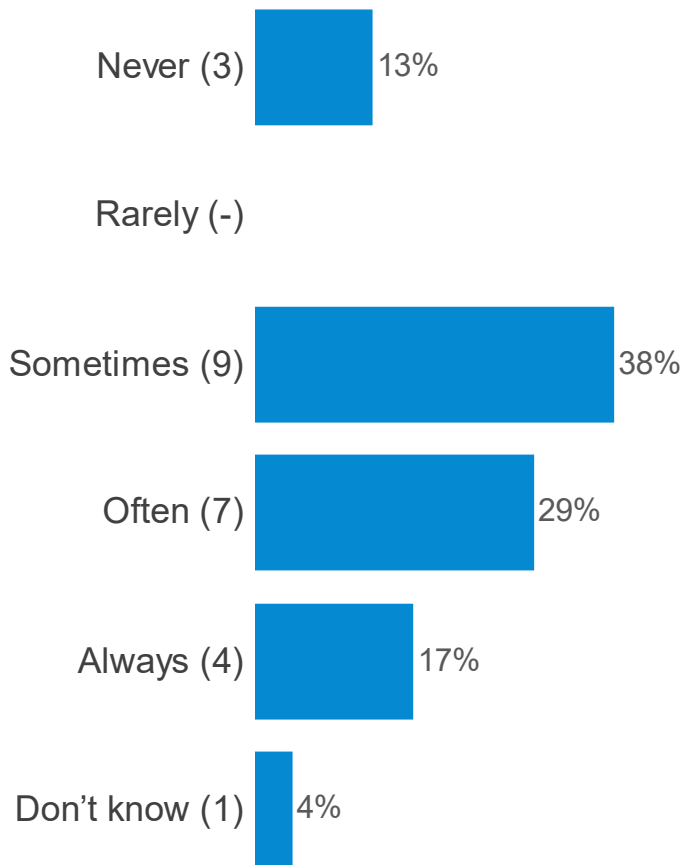
Please select one only

(Tea / Coffee)



Please think about the categories of products listed below. When you have the choice, how often do you buy a product with the Fairtrade label over a product without the Fairtrade label?

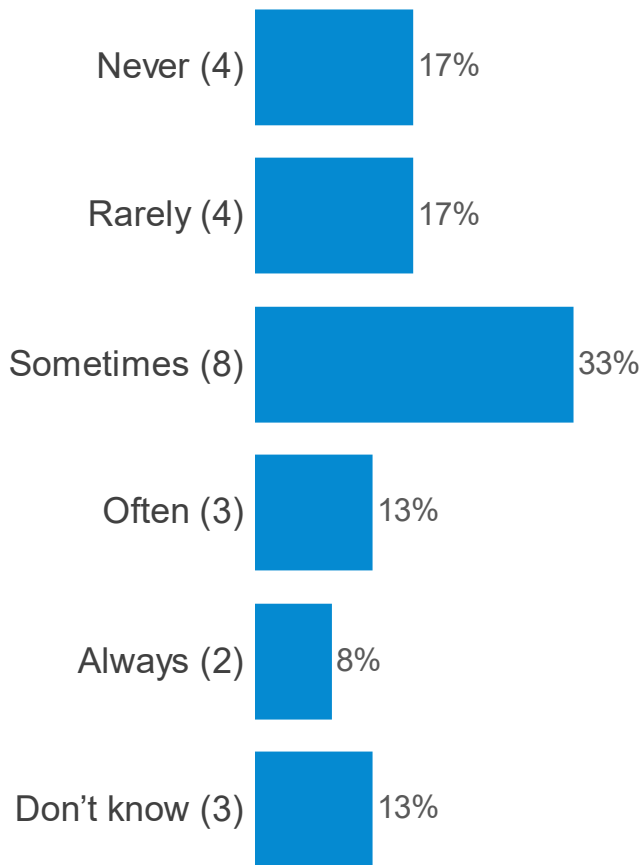
Please select one only
(Chocolate)



Please think about the categories of products listed below. When you have the choice, how often do you buy a product with the Fairtrade label over a product without the Fairtrade label?

Please select one only

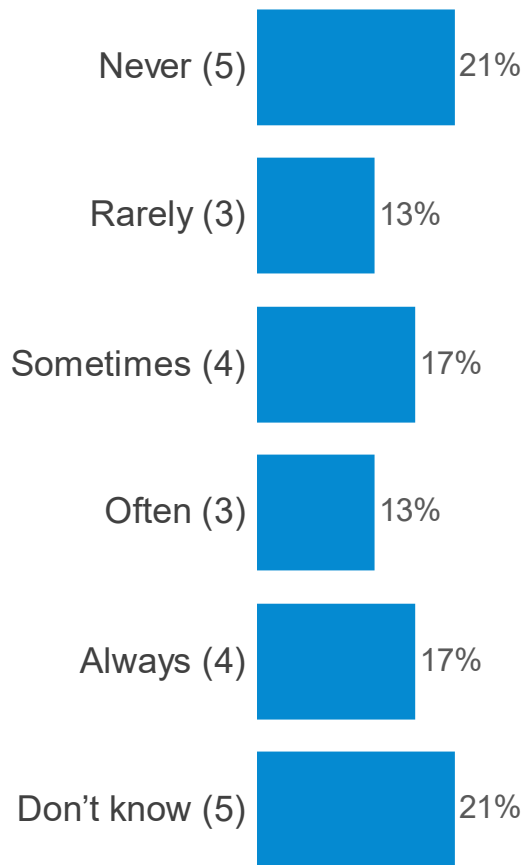
(Biscuits / Cake)



Please think about the categories of products listed below. When you have the choice, how often do you buy a product with the Fairtrade label over a product without the Fairtrade label?

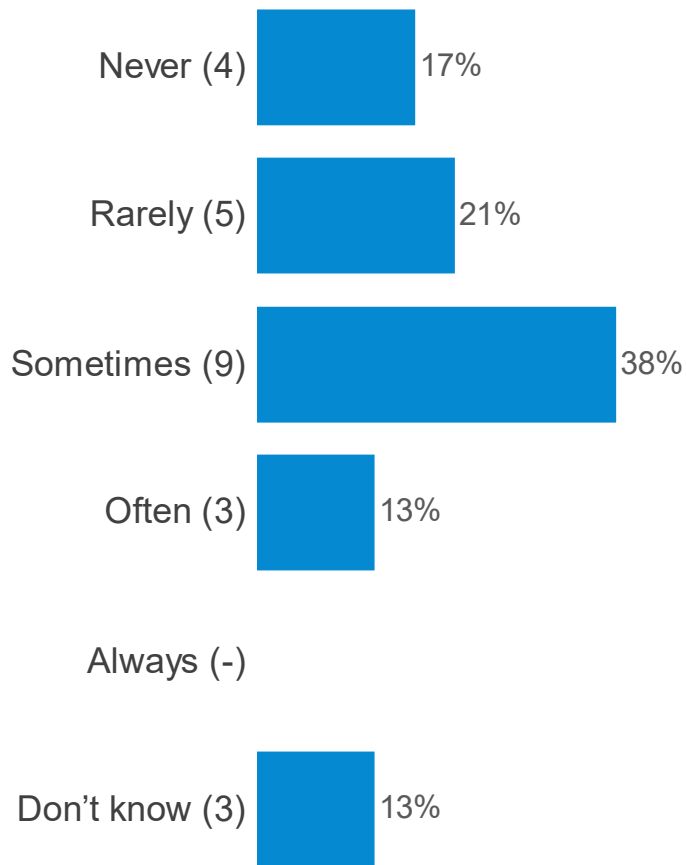
Please select one only

(Flowers)



Please think about the categories of products listed below. When you have the choice, how often do you buy a product with the Fairtrade label over a product without the Fairtrade label?

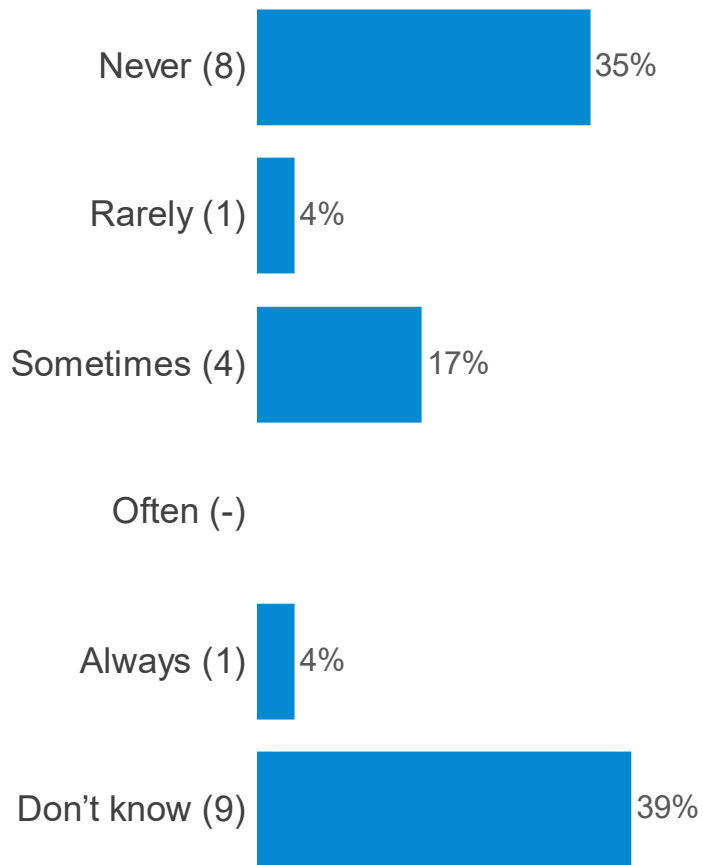
Please select one only
(Clothing)



Please think about the categories of products listed below. When you have the choice, how often do you buy a product with the Fairtrade label over a product without the Fairtrade label?

Please select one only

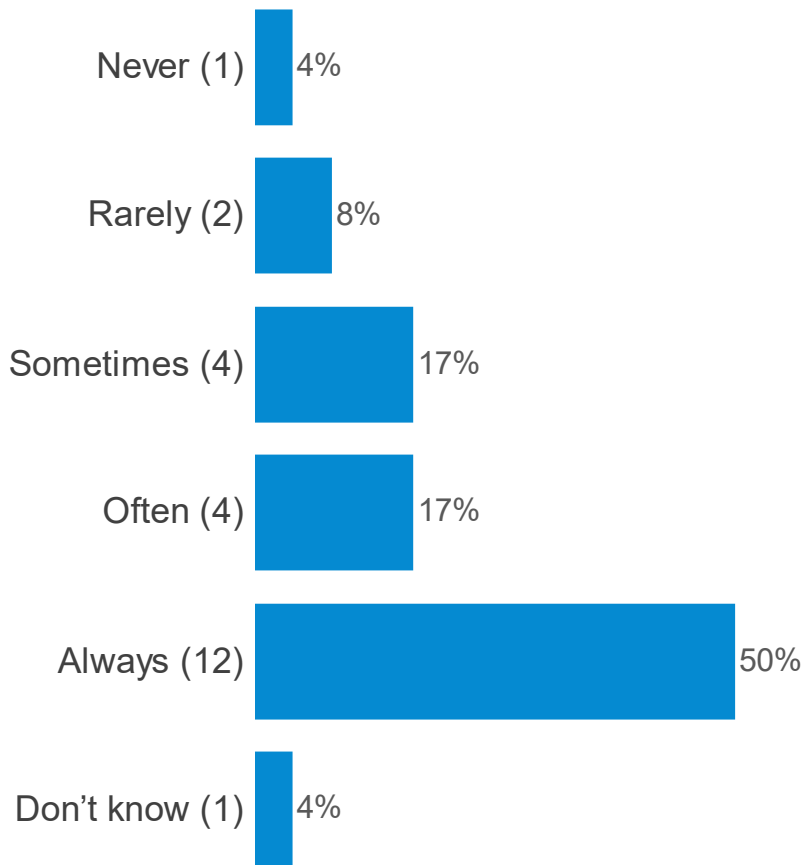
(Gold / Jewellery)



Please think about the categories of products listed below. When you have the choice, how often do you buy a product with the Fairtrade label over a product without the Fairtrade label?

Please select one only

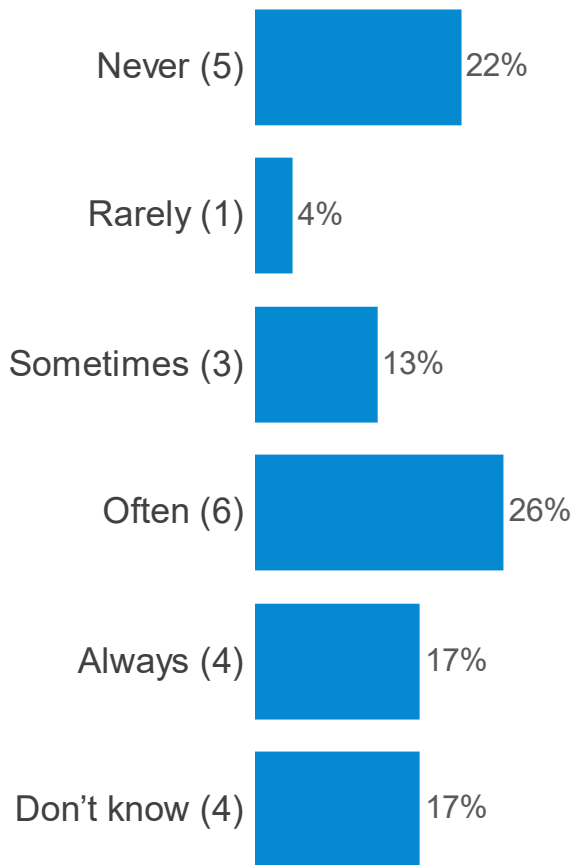
(Bananas)



Please think about the categories of products listed below. When you have the choice, how often do you buy a product with the Fairtrade label over a product without the Fairtrade label?

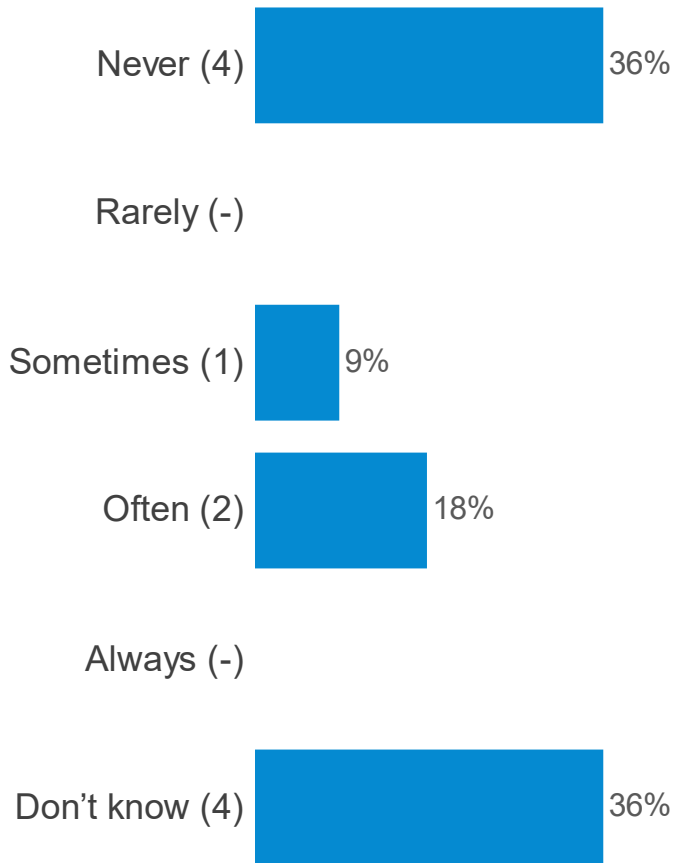
Please select one only

(Wine)



Please think about the categories of products listed below. When you have the choice, how often do you buy a product with the Fairtrade label over a product without the Fairtrade label?

Please select one only
(Other)



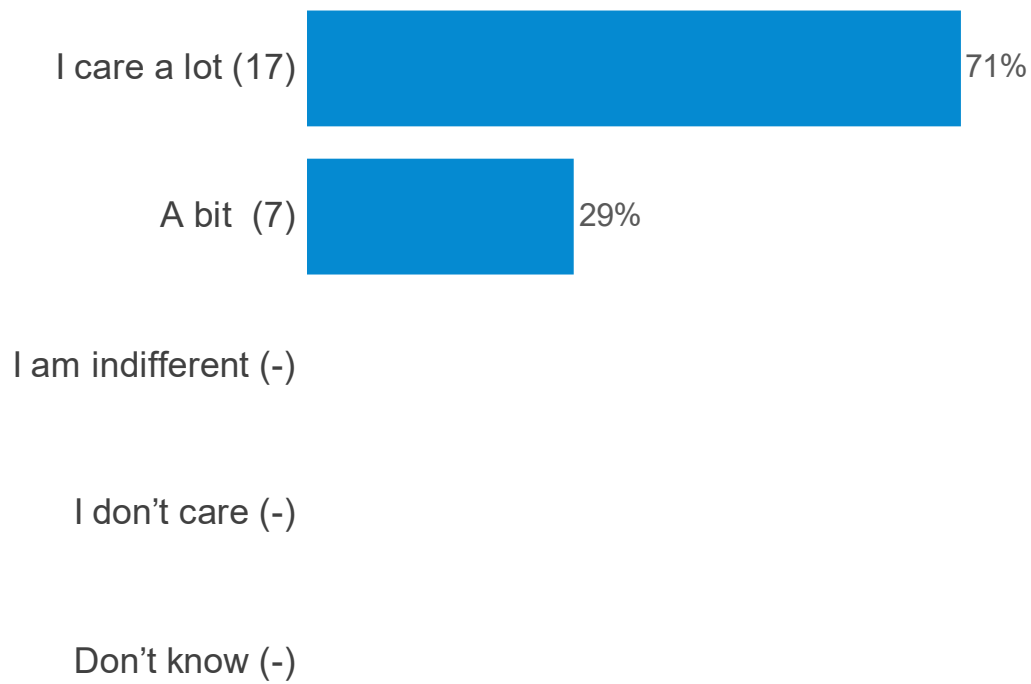
Please tell us what other products with a Fairtrade label you buy when you have a choice.

Fruit	candy, waterbottles
Cleaning products	shoes
coconut oil, olive oil, fruts	Olive oil

How much do you care about the following issues?

Please select one option only for each statement

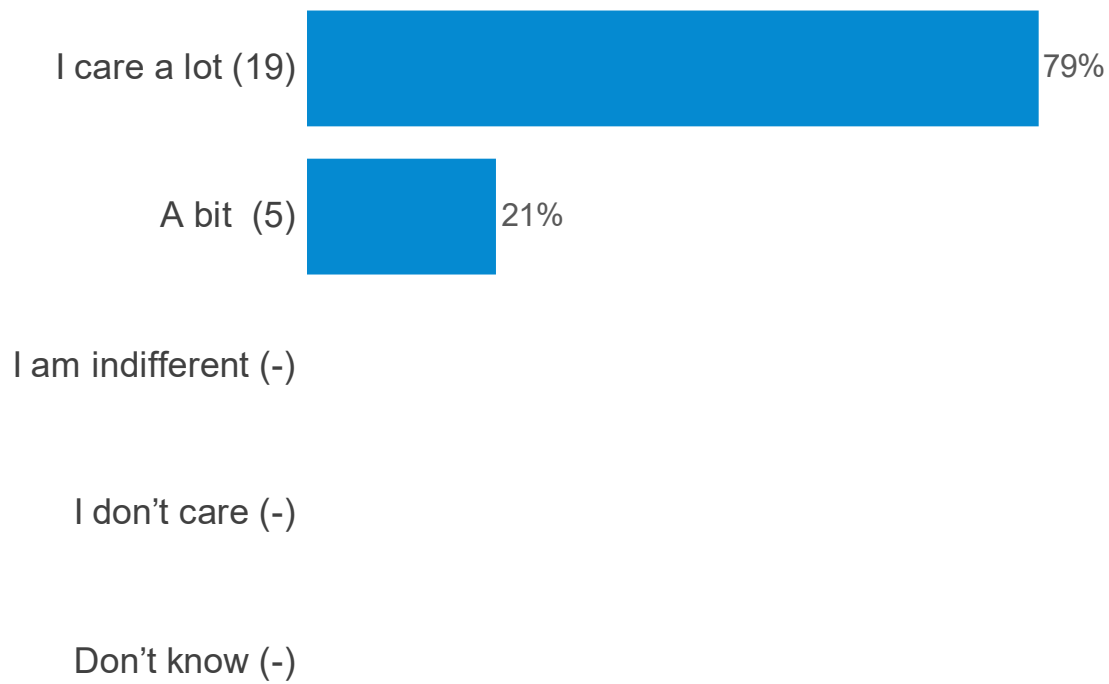
(Farmers in developing countries getting a fair deal for the products they grow)



How much do you care about the following issues?

Please select one option only for each statement

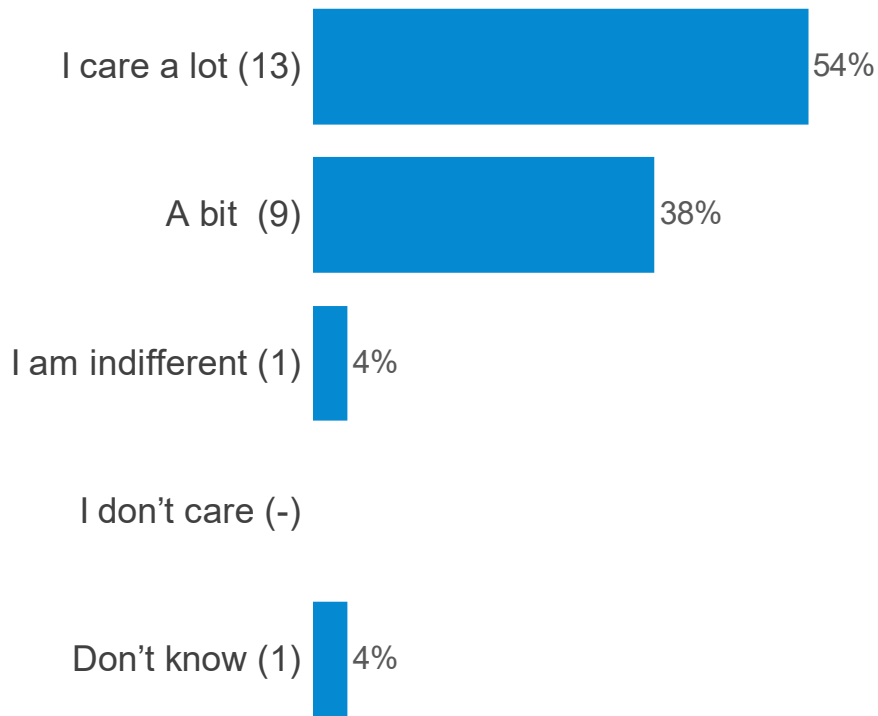
(Knowing that the products your buy have been grown without child labour)



How much do you care about the following issues?

Please select one option only for each statement

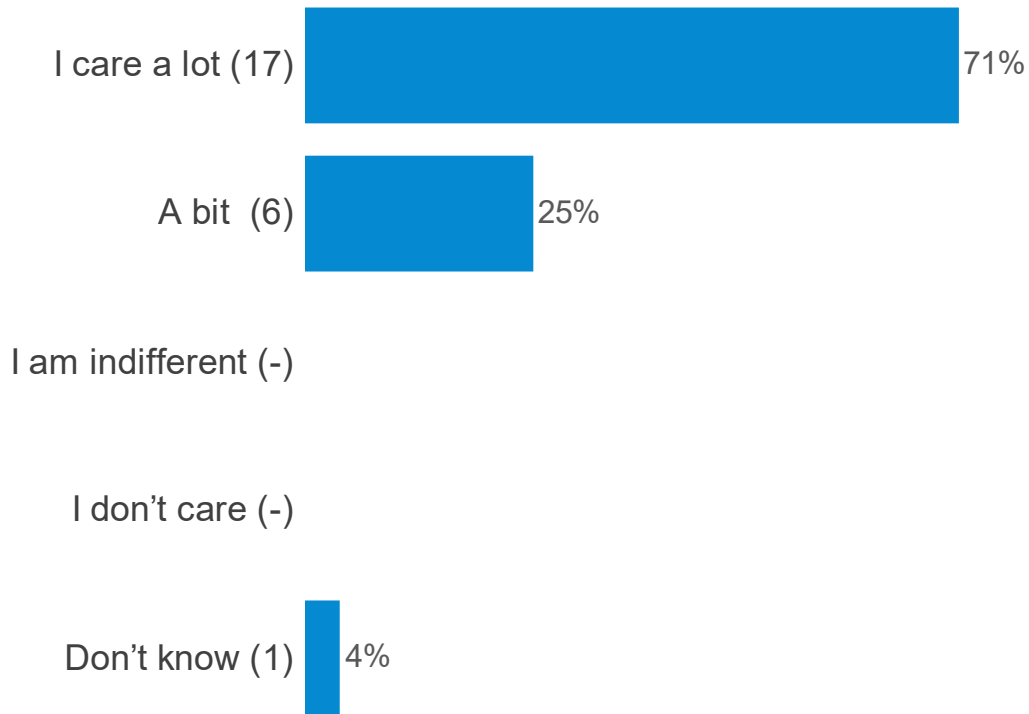
(Farmers in developing countries choosing how they improve their communities with the money they earn)



How much do you care about the following issues?

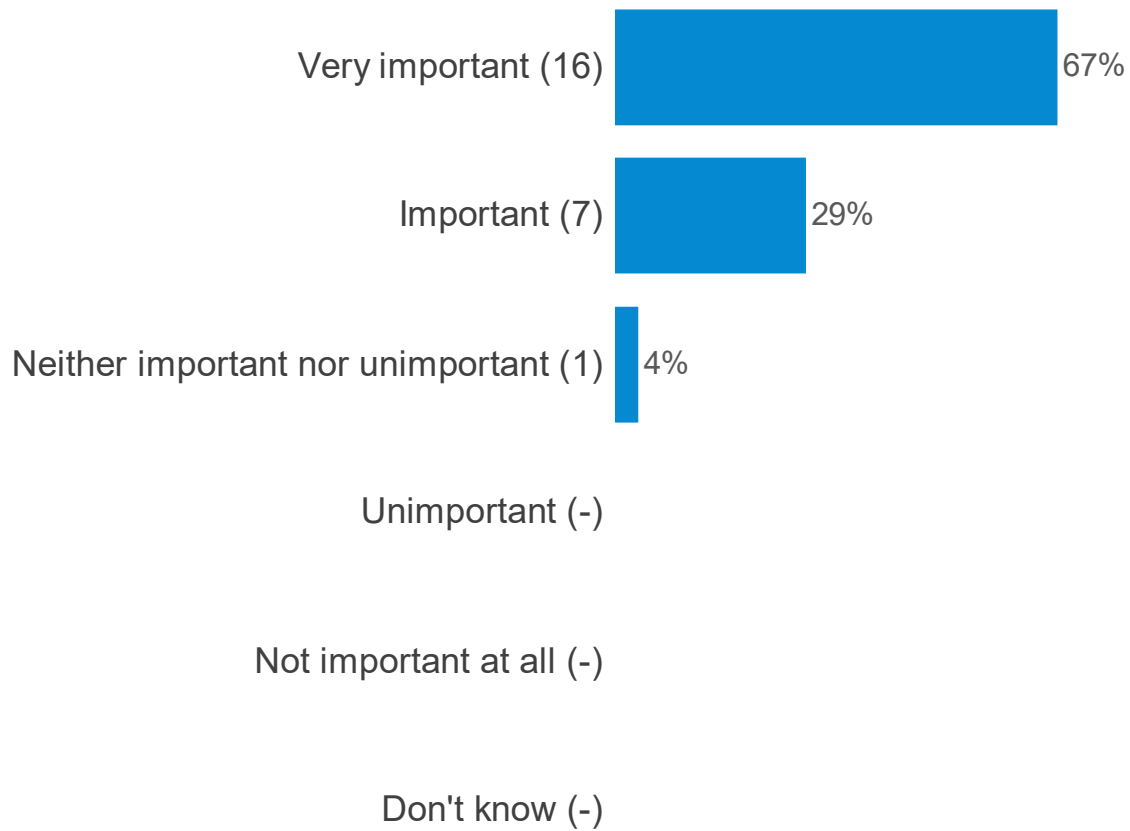
Please select one option only for each statement

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



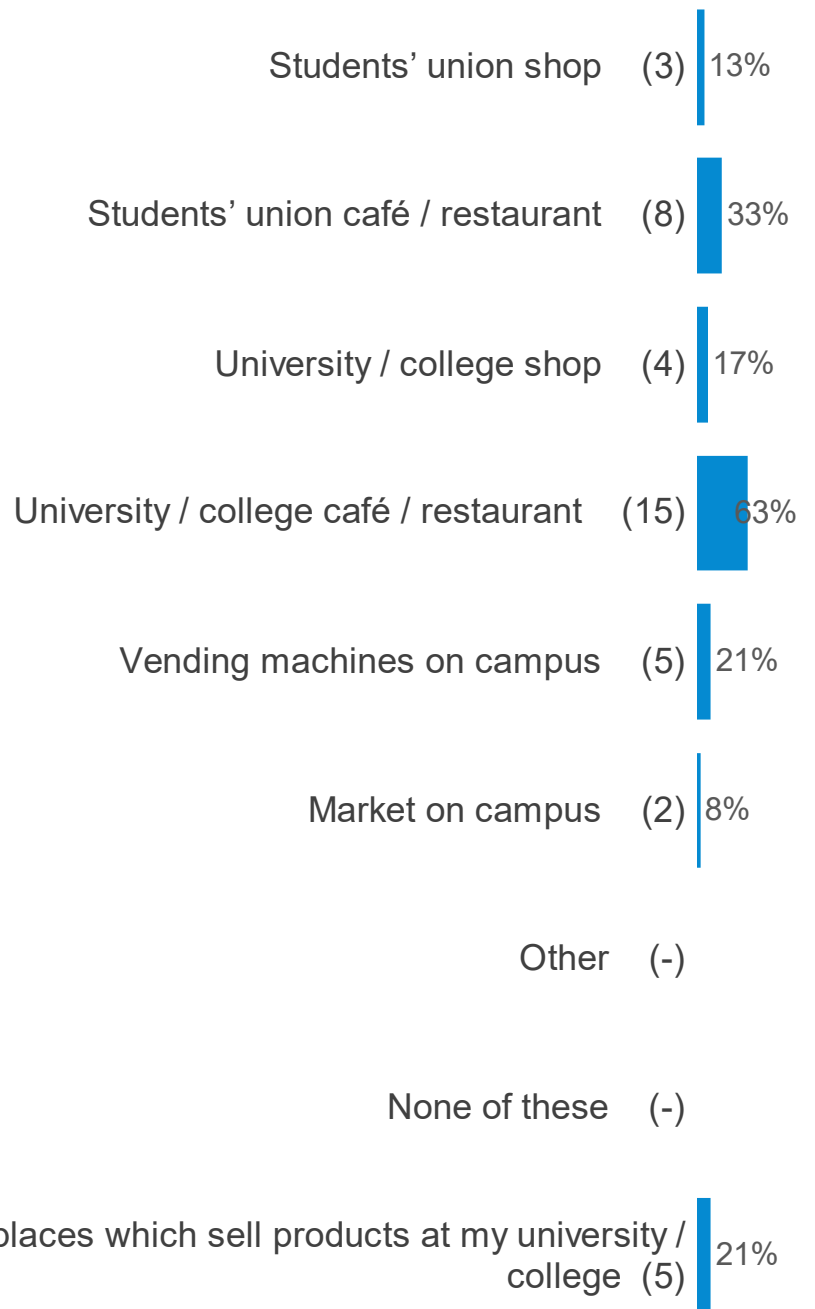
How important, if at all, do you think it is that your university or college takes action to use and promote Fairtrade?

Please select one only



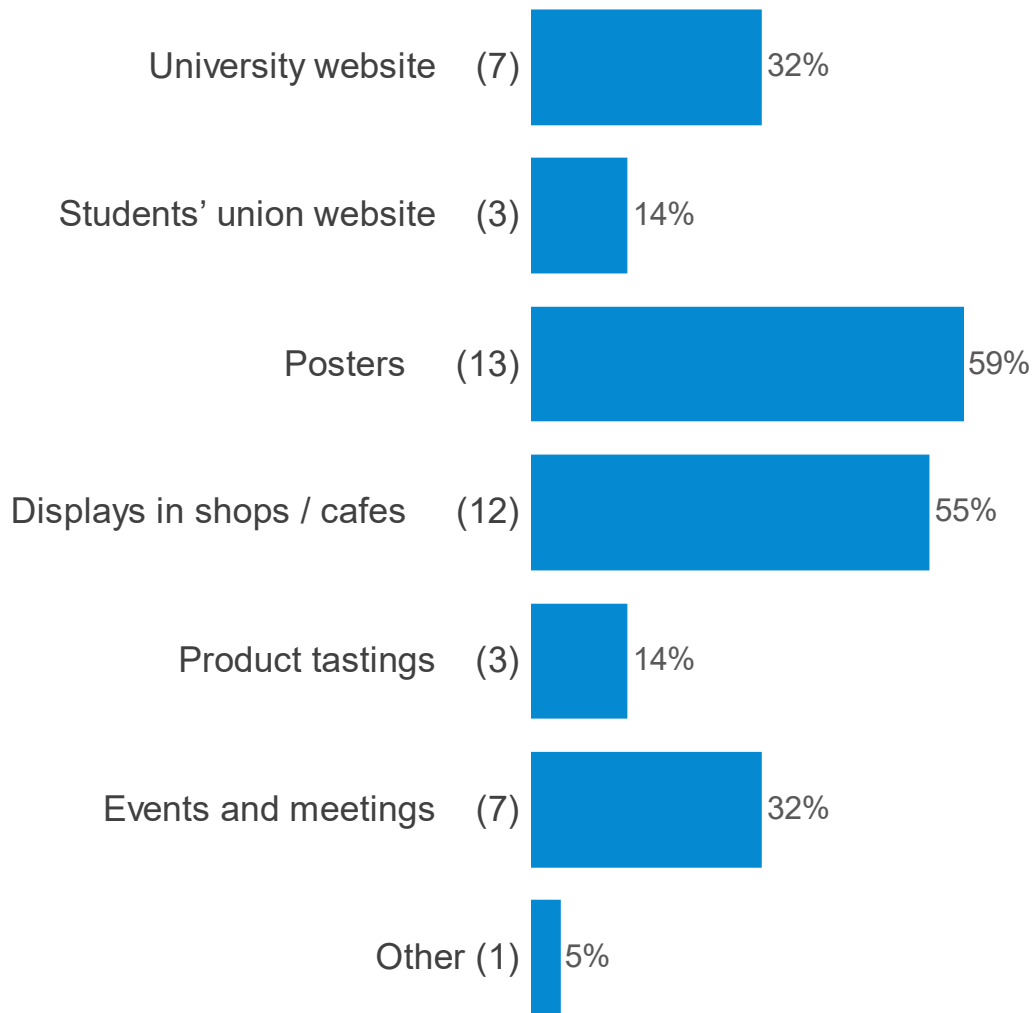
Thinking about your university or college, which of the following places do you recall seeing Fairtrade products available?

Please select all that apply



Other than on the products themselves, where else have you seen the Fairtrade logo at your university or college?

Please select all that apply



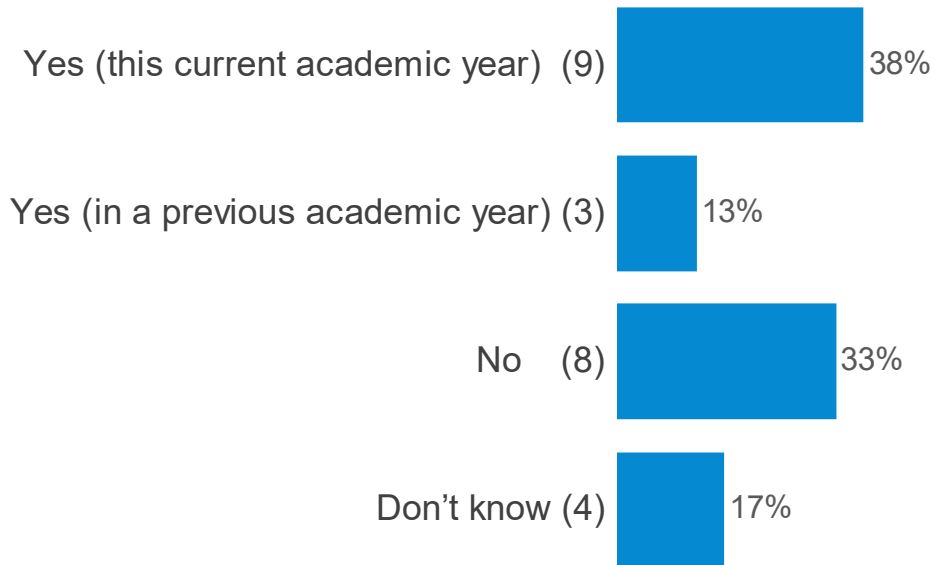
Please tell us where else you've seen the Fairtrade logo at your university or college.

I haven't really looked around to see it

Fairtrade Fortnight is an action-packed two weeks of events and activities taking place across the UK.

Do you remember seeing any activities, campaigns or events taking place to promote Fairtrade Fortnight at your university or college?

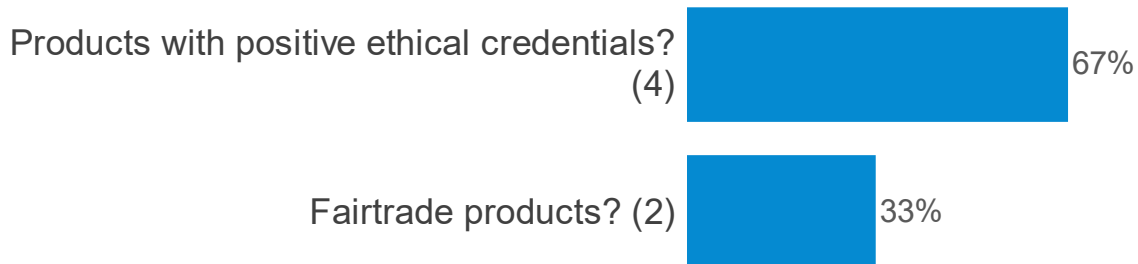
Please select one only



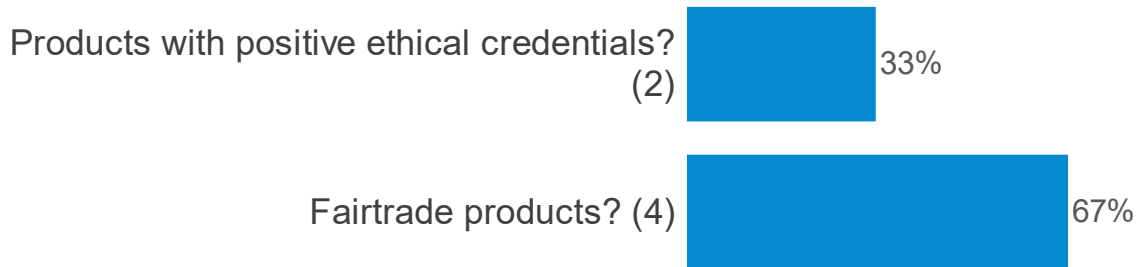
On a scale of 1 to 5, how would you rate your university / college's performance in relation to purchasing...

Please select one only where 1 is very poor and 5 is very good

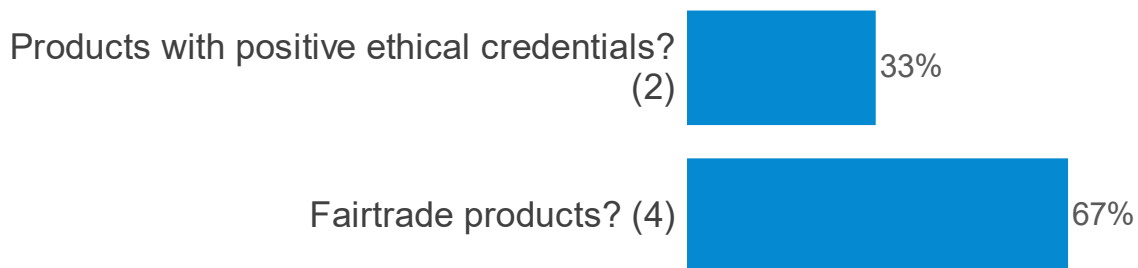
(1- Very poor)



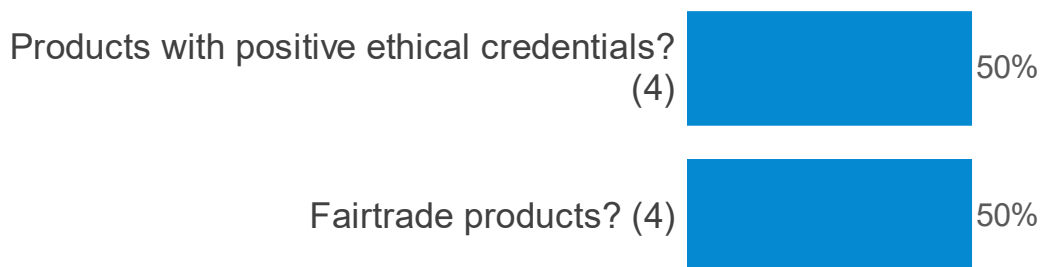
On a scale of 1 to 5, how would you rate your university / college's performance in relation to purchasing...
Please select one only where 1 is very poor and 5 is very good
(2)



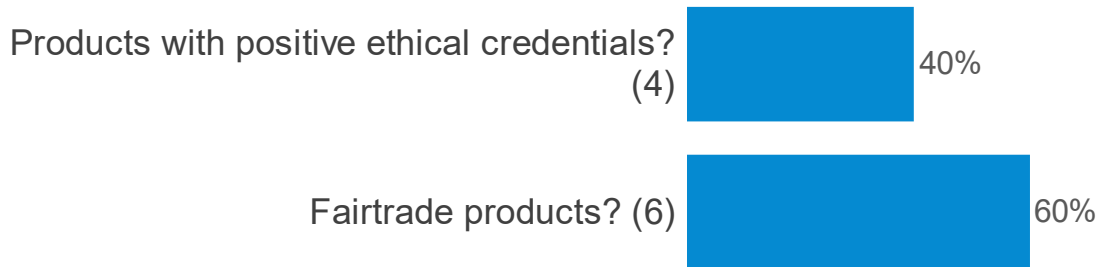
On a scale of 1 to 5, how would you rate your university / college's performance in relation to purchasing...
Please select one only where 1 is very poor and 5 is very good
(3)



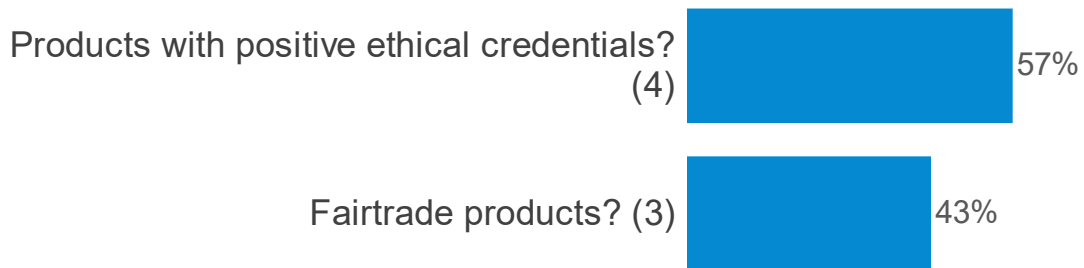
On a scale of 1 to 5, how would you rate your university / college's performance in relation to purchasing...
Please select one only where 1 is very poor and 5 is very good
(4)



On a scale of 1 to 5, how would you rate your university / college's performance in relation to purchasing...
Please select one only where 1 is very poor and 5 is very good
(5 - Very good)

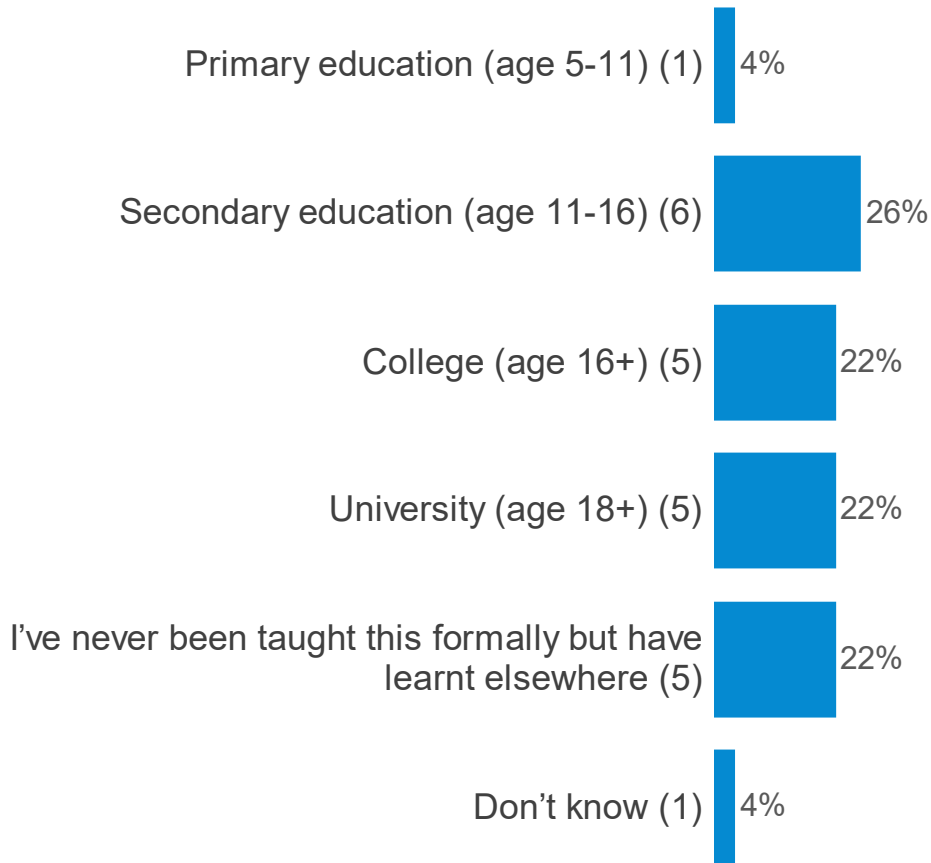


On a scale of 1 to 5, how would you rate your university / college's performance in relation to purchasing...
Please select one only where 1 is very poor and 5 is very good
(Don't know)



Thinking of your time in education so far, which of the following issues have been covered in the teaching and where were you studying when this happened?

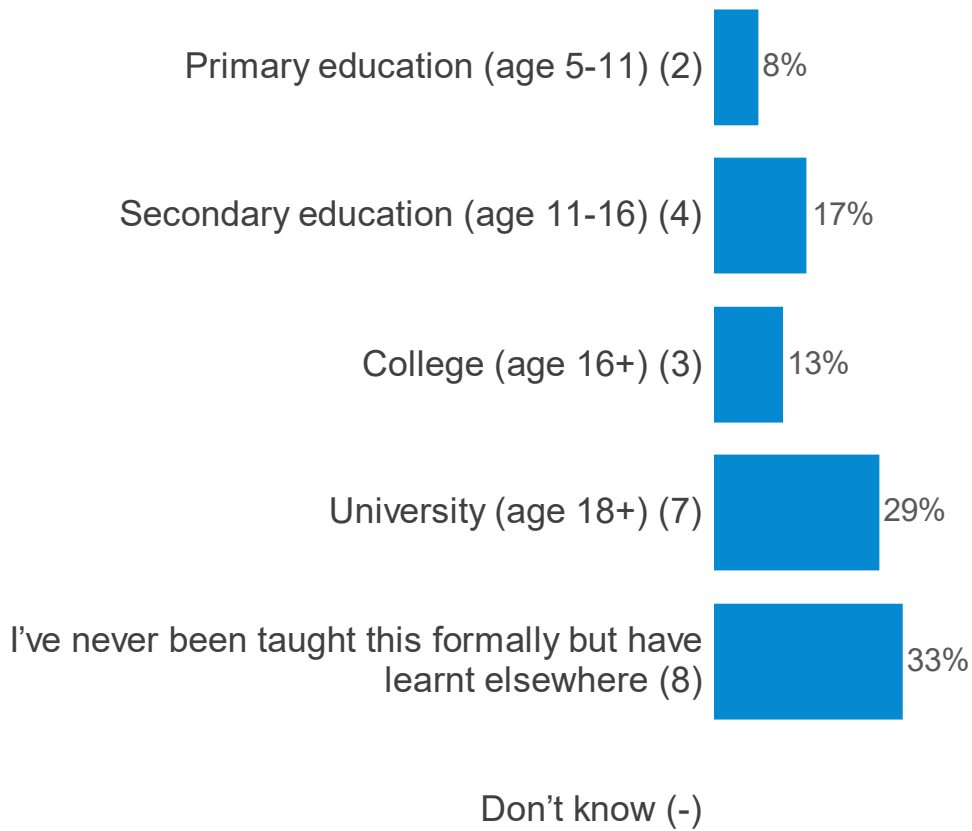
Please select all that apply for each issue
(Accountability and ethics)



Thinking of your time in education so far, which of the following issues have been covered in the teaching and where were you studying when this happened?

Please select all that apply for each issue

(Consumerism, global and ethical trade (including Fairtrade))

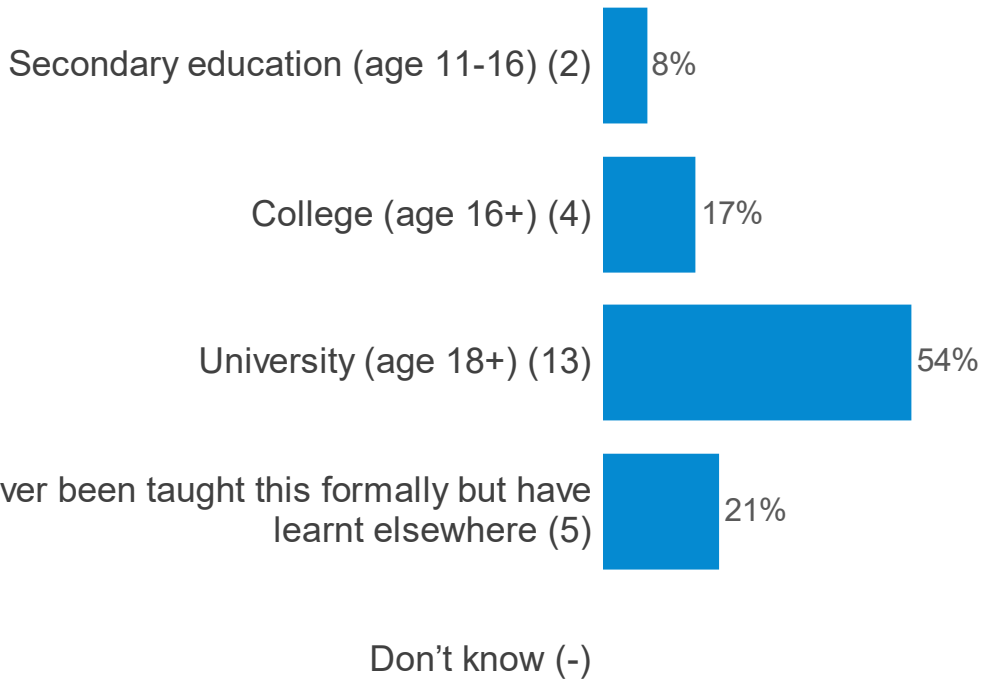


Thinking of your time in education so far, which of the following issues have been covered in the teaching and where were you studying when this happened?

Please select all that apply for each issue

(Corporate social responsibility / business ethics)

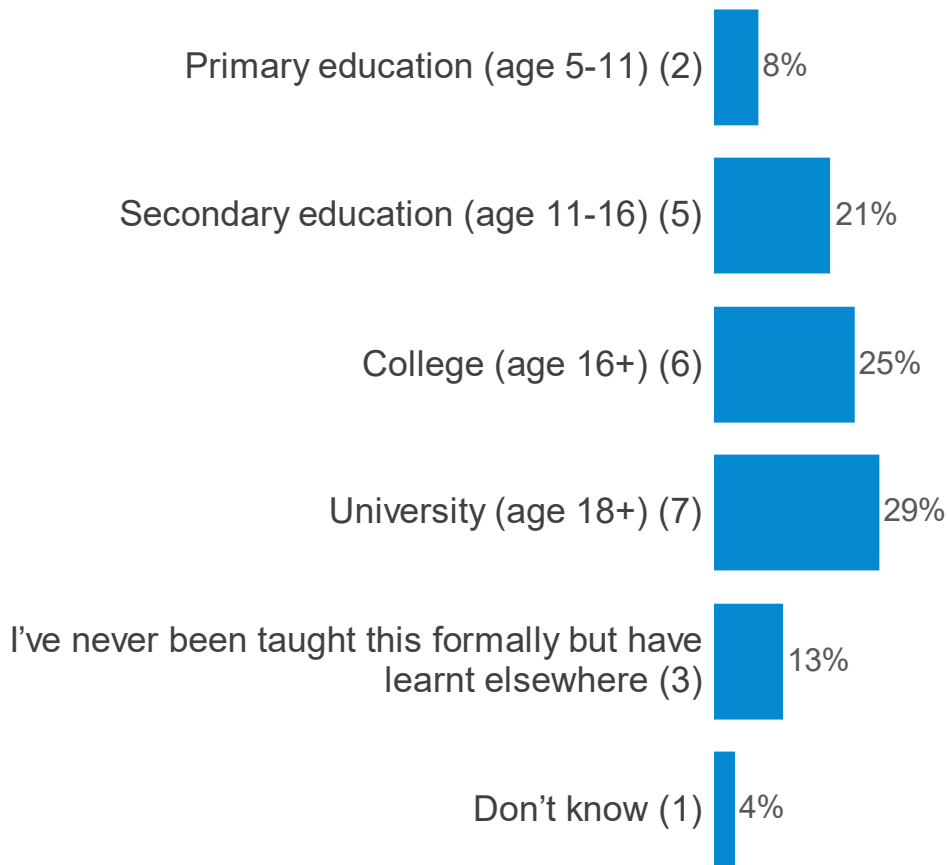
Primary education (age 5-11) (-)



Thinking of your time in education so far, which of the following issues have been covered in the teaching and where were you studying when this happened?

Please select all that apply for each issue

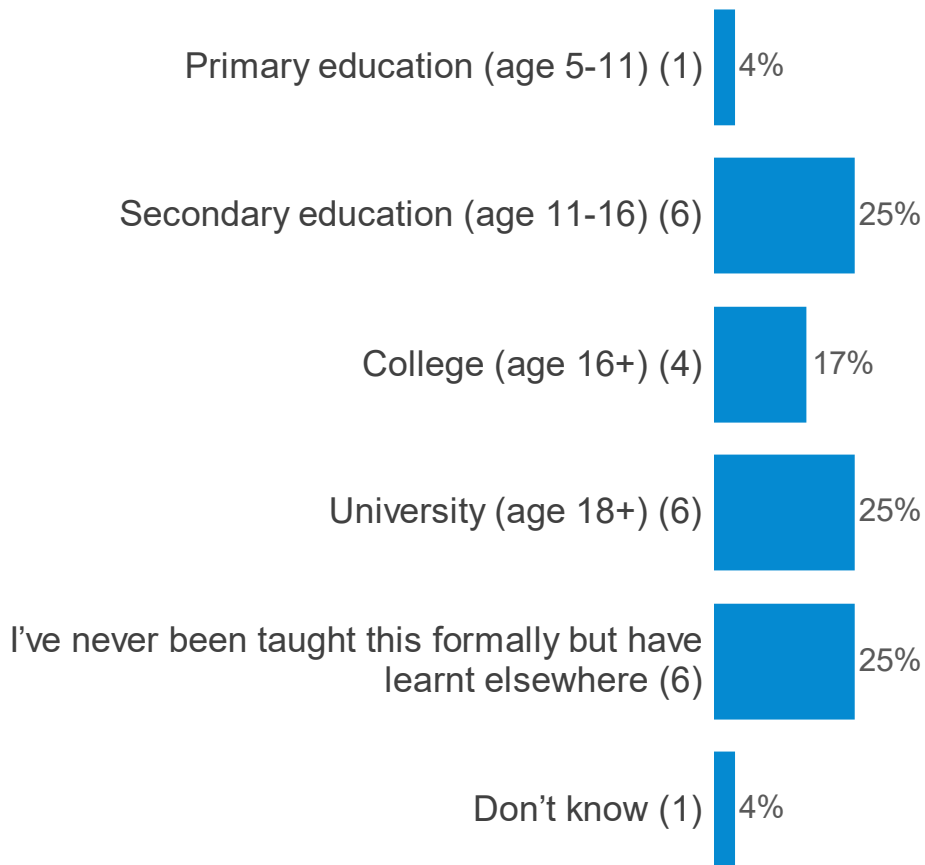
(Cultural diversity and equality)



Thinking of your time in education so far, which of the following issues have been covered in the teaching and where were you studying when this happened?

Please select all that apply for each issue

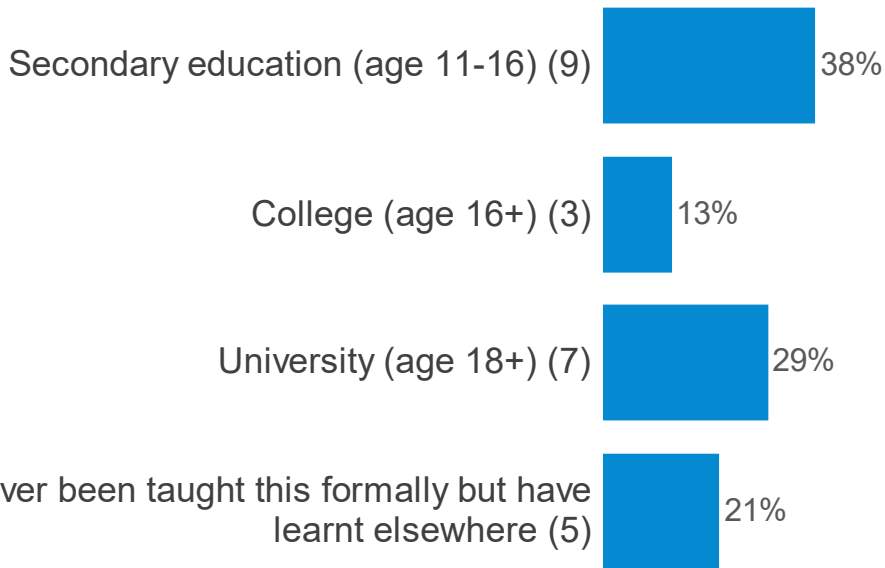
(Social justice)



Thinking of your time in education so far, which of the following issues have been covered in the teaching and where were you studying when this happened?

Please select all that apply for each issue
(Human rights)

Primary education (age 5-11) (-)

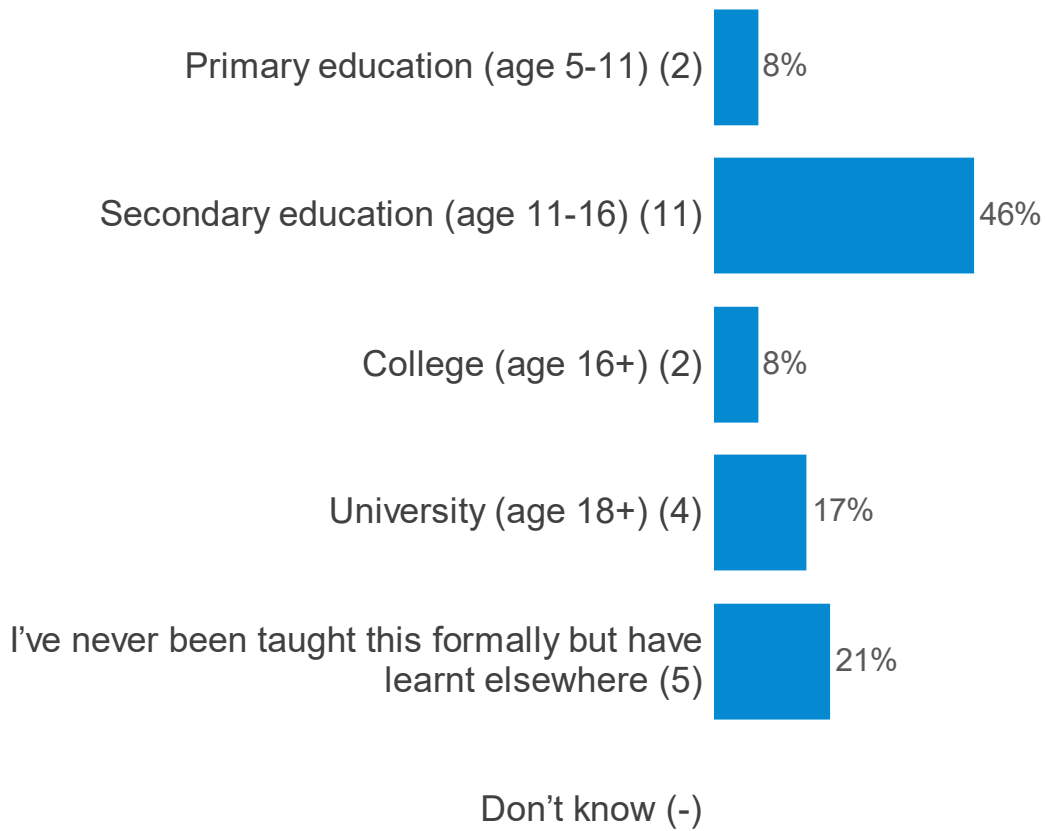


Don't know (-)

Thinking of your time in education so far, which of the following issues have been covered in the teaching and where were you studying when this happened?

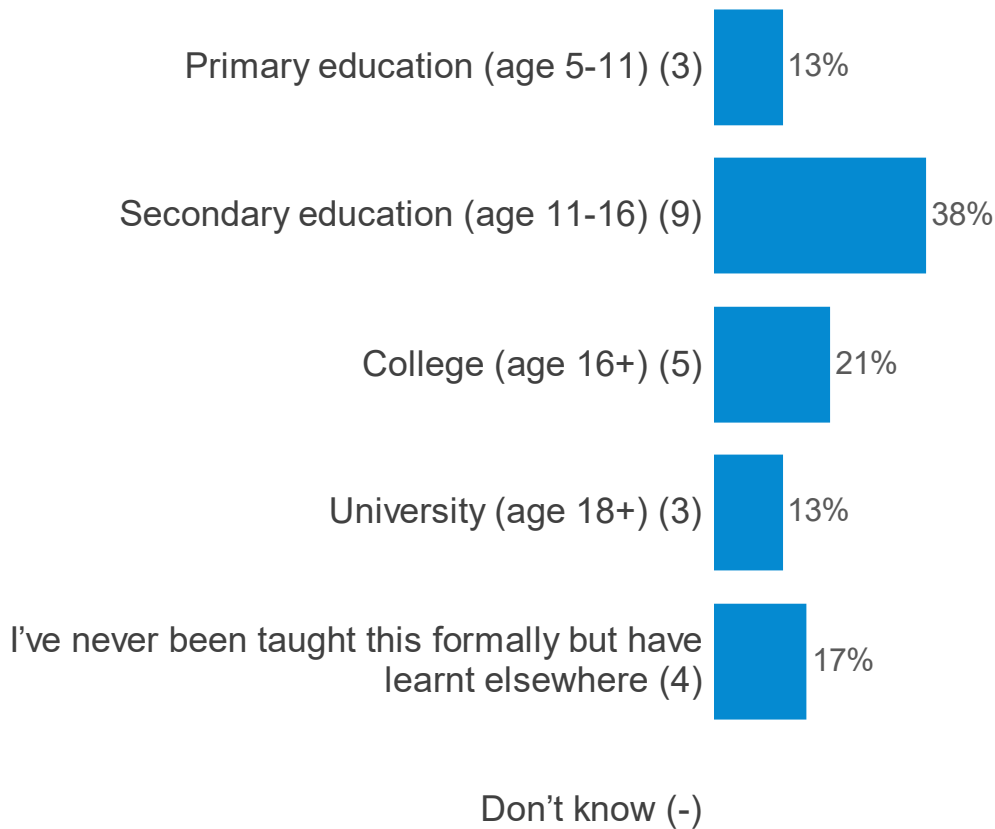
Please select all that apply for each issue

(Climate change)



Thinking of your time in education so far, which of the following issues have been covered in the teaching and where were you studying when this happened?

Please select all that apply for each issue
(Environmental damage and protection)



What else do you think your university or college could be doing to support Fairtrade?

Please write your answer in the box below

Don't know

Could do heaps more

Provide events and emails to encourage students to get involved and raise awareness

Advertise more, cheaper deals for student. Point cards get rid of expensive Costa coffe shop

Promote the cause better....Organize workshops

Pop up events with some products to try

provide more choices on fairtrade products

more campaign and advert in order to raise awareness because I am sure that more than half of the students don't know and don't care because they just do not have enough information on it.

only allow fair trade products that are affordable

It could promote it organising more events during the whole academic year

not sure

What else do you think your university or college could be doing to support Fairtrade?

Please write your answer in the box below

Fairtrade events every month. student discount with products. Selling and introducing products from Zaytoun and more. Organize visits/trips to developing countries to see production and meet local farmers(seeing is believing).

Continue to promote events

Perhaps involve students who might come from the places in the world, where Fairtrade principles have positively impacted their life.

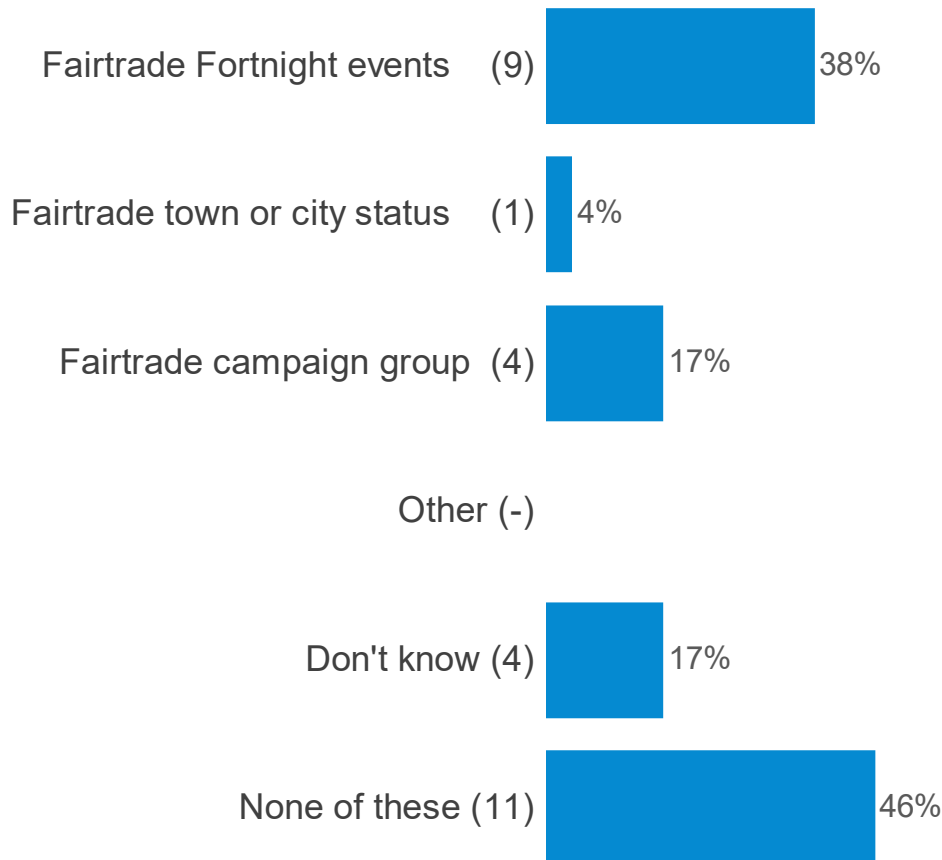
Bringing Fairtrade products to sell for students to buy, getting student to engage to support unfair paid workers and having a section dedicated to fairtrade in the canteen so during lunh or break time students can purchase the products.

Sourcing all ingredients fair trade, making food cost affordable

Posters that show you what ethically sourced and fairtrade meal options there are on campus year-round not only during the fairtrade fortnight.

Thinking about your time at your current place of study so far, which of the following have you seen or heard about in the local community?

Please select all that apply



How, if at all, do you think your place of study could support local action on Fairtrade?

Please write your answers in the box below

Don't know

Ensure foods sold within the university are fair trade approved and could clearly label and show that it's a fair trade product

Coffee events

Volunteering positions made more aware to students

giving information, or a event with some companies who follow how Fairtrade standards

I am not so sure about this. Maybe encourage them by exchanging information, awareness ?

events, third party suppliers (i.e. does their office supplies, etc come from a fair trade company)? Not just about tea and coffee - what policies are in place?

Including its students in the preparation of the events of the local community

more emphasis on their cooked food being fairtrade (if it is)

More events and visit the developing country. Like we use to have school trips. University of mine is such a diverse place and we should be leaning from other cultures, countries.

Mentioned earlier

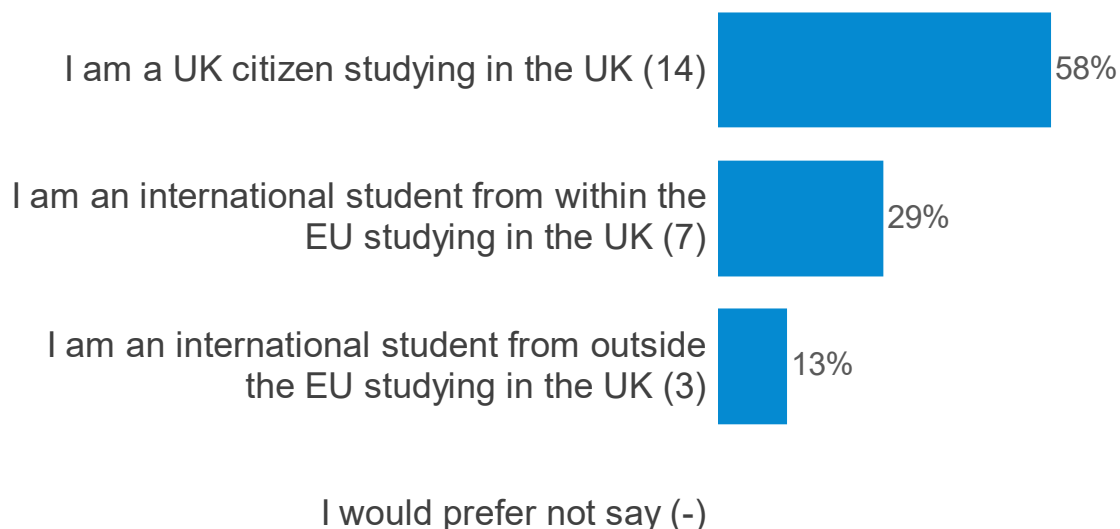
placing events or a competition for students to engage in.

Have stronger links to fairtrade community

They could only offer fairtrade products on campus.

Which of the following statements best describes you?

Please pick one



Is your study full or part-time?
Please pick one

