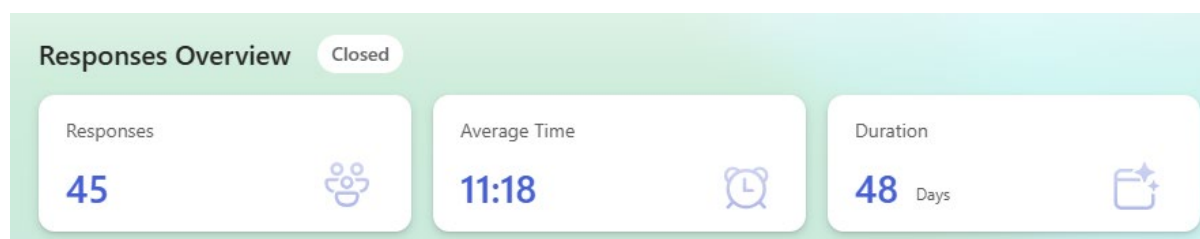


University of Reading Fairtrade Staff and Student Survey



Introduction

As part of the Fairtrade University & Colleges Award, the University of Reading carried out a survey of staff and students in February to gather more information about current issues and purchasing behaviour. The survey included 16 questions and took respondents around 11 minutes to complete.

There were no right or wrong answers, we were just keen to hear their thoughts. The information that they provided was anonymous and was not used for any other purpose than our Fairtrade award submission and planning on how we can improve our efforts around Fairtrade and ethical consumption in the future.

Themes and analysis

Theme	Analysis
Engagement in Ethical Consumption	<ul style="list-style-type: none">- Highest concerns about the world today were around Human Rights, Environment pollution and Climate change- 25 of respondents said that in the last week their buying choices were influenced by ethical standards of a retailer or producer- 51% said that ethical standards of the products they buy mattered a fair amount with only 1% saying it doesn't matter at all
Buying Patterns	<ul style="list-style-type: none">- Most respondents said they already buy products with ethical credentials but that they were only somewhat confident that their actions could make a difference- 32 respondents said higher prices of ethical products can affect their buying choices- 23 respondents thought that information on ethical credentials of products isn't easily available
Trust in Suppliers	<ul style="list-style-type: none">- 64% think that companies need to be more responsible and ethical that they are at the moment- 48% trusted accreditation marks such as Red Tractor, Fairtrade, Rainforest Alliance- The majority trusted information from charities and campaign organisations- Manufacturer and retail statements were the least trusted

Fairtrade Knowledge	<ul style="list-style-type: none"> - 73% of respondents often and always buy Fairtrade bananas 62% chocolate, 58% tea/coffee - Flowers, gold & jewellery and wine were products that most respondents didn't know could be Fairtrade - 73% care about farmers in developing countries getting a fair deal for the products they grow with 76% care and want to know that products have been grown without child labour
UoR Activity & Education	<ul style="list-style-type: none"> - 39% of respondents are aware that the on-site Coop sells Fairtrade products. Only 3% were aware that all tea/coffee/sugar provided in meetings is Fairtrade - 22% recall welcome week Fairtrade stall, with 16% taking part in the Fairtrade Christmas hamper raffle. 7% were aware of the Fairtrade free coffee offer for Fairtrade fortnight and we need to do more visible advertising of these events. - Many students and staff say that they have never been taught about Fairtrade or ethical purchasing. The University has been making great strides in starting to include trade justice, ethical consumption and Fairtrade into teaching

Action and next steps

This word cloud generated from the survey give us some good indicators of how we can improve in the coming year



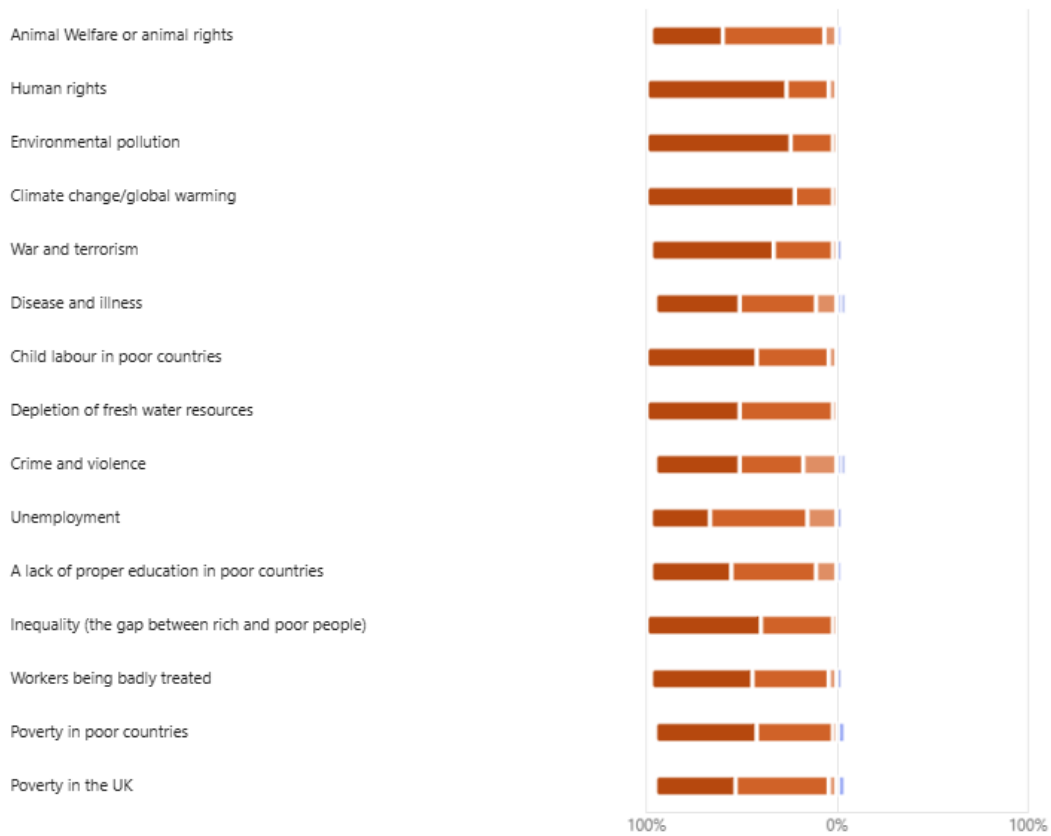
1. Survey - This year we published the survey earlier to try to get a larger response and we have. Only 28 responses were received last year.
2. Publicity & Education – We have worked with the Sustainability team, Chaplaincy, RUSU, Careers and Schools to education and provide more awareness to staff and students.
3. Advertising/Awareness – We will look to be more visible on different platforms in the coming year when advertising Fairtrade events.

Survey questions and results

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

[More details](#)

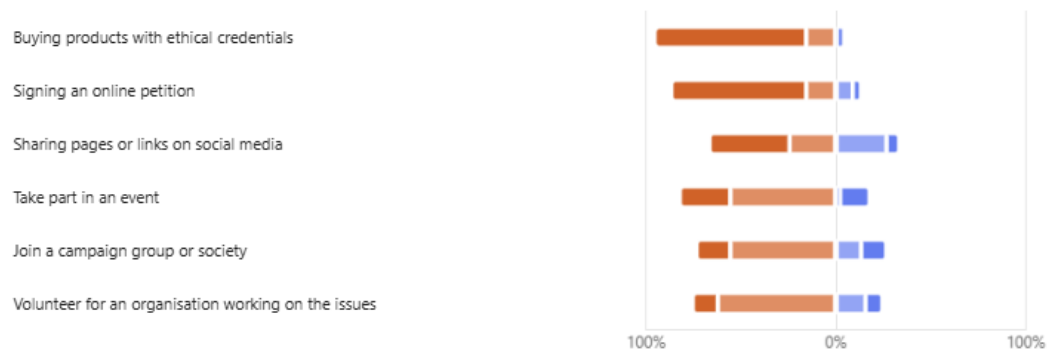
- Very concerned
- Somewhat concerned
- Neither concerned nor unconcerned
- Somewhat unconcerned
- Very unconcerned
- Don't know



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

[More details](#)

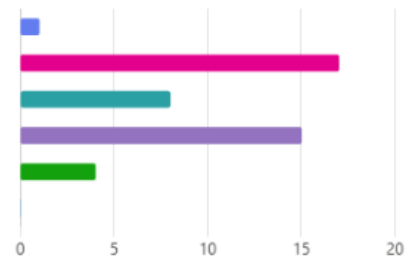
- I already do this
- I don't currently do this, but would be willing to
- I don't currently do this, and would not be willing to
- Don't know



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

[More details](#)

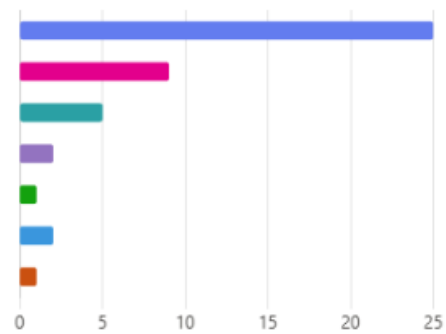
● Extremely confident	1
● Somewhat confident	17
● Neutral	8
● Not very confident	15
● Not at all confident	4
● Don't know	0



4. We'd now like to find a bit more about what you think about the things you buy.

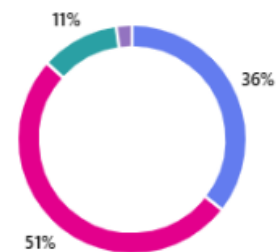
When, if at all, did you last make a buying decision that was specifically influenced by the ethical standards of a retailer or producer? (e.g. How or where products are manufactured, what ingredients are in products, can the product/packaging be recycled)

● In the last week	25
● Over 1 week up to 1 month	9
● Over 1 month up to 3 months	5
● Over 3 months up to 6 months	2
● More than 1 year ago	1
● Never have	2
● Don't know	1



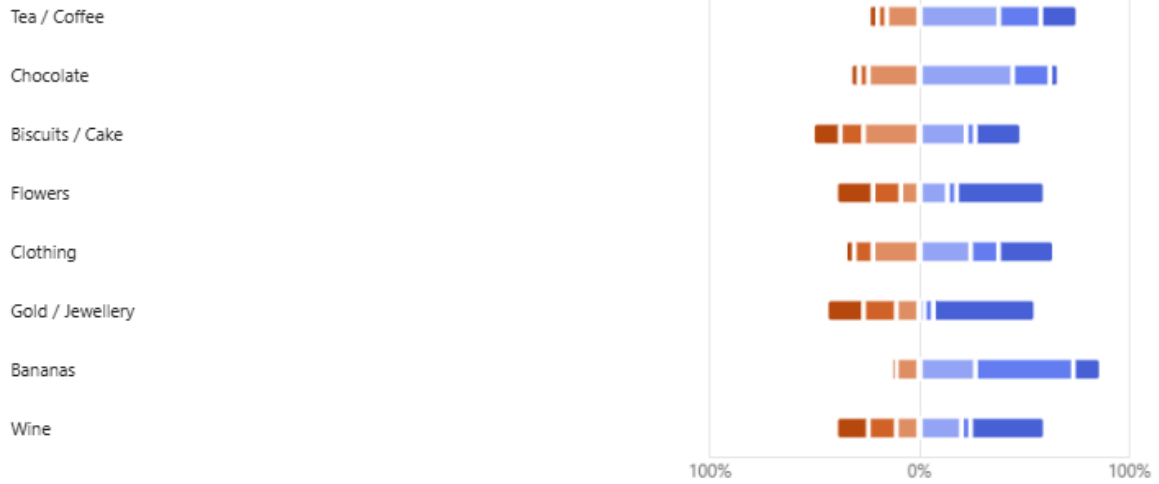
5. To what extent are the ethical standards of the products you buy and the companies that sell them an issue that matters to you? (e.g. Whether a supplier provides safe and equitable place of work, how or where products are manufactured, what ingredients are in products, can the product/packaging be recycled)

● Matters a great deal	16
● Matters a fair amount	23
● Matters just a little	5
● Does not matter at all	1
● Don't know	0



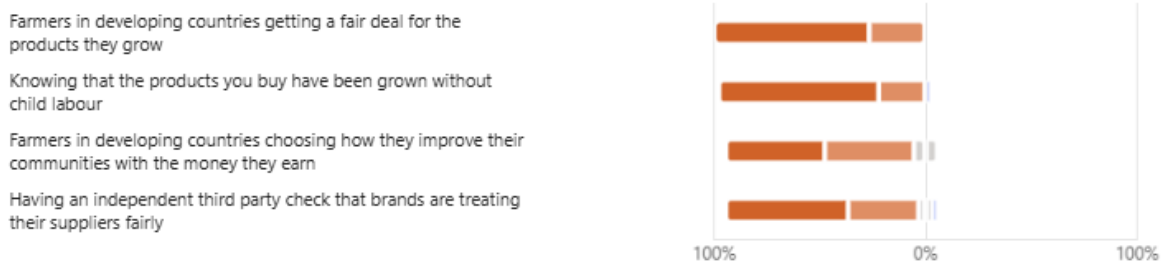
9. Please think about the categories of products listed below. When you have the choice, how often do you buy a product with the Fairtrade label over a product without the Fairtrade label?

● Never ● Rarely ● Sometimes ● Often ● Always ● Don't know



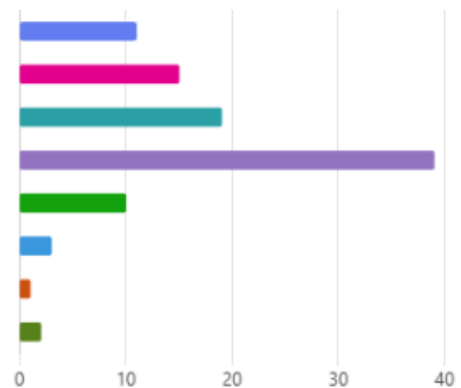
10. How much do you care about the following issues?

● I care a lot ● A bit ● I am indifferent ● I don't care ● Don't know



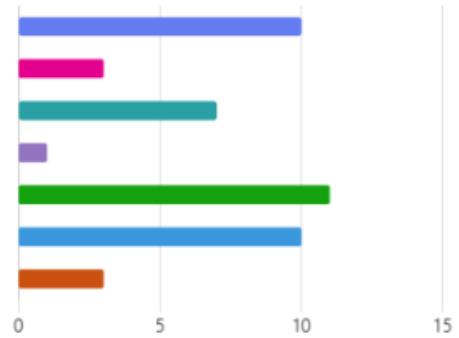
11. Thinking about our university, in which of the following places do you recall seeing Fairtrade products available?

- Students' Union 11
- University shops 15
- Catering outlets such as Park Eat, Dolche Vita, ICMA Cafe 19
- Co-op Supermarket 39
- Fruit Market on campus 10
- University staff meetings 3
- Other 1
- None of these 2



12. At the University of Reading we run events and activities relating to Fairtrade and Ethical Consumption.
Do you remember seeing any activities, campaigns or events taking place to promote Fairtrade Fortnight at your university?

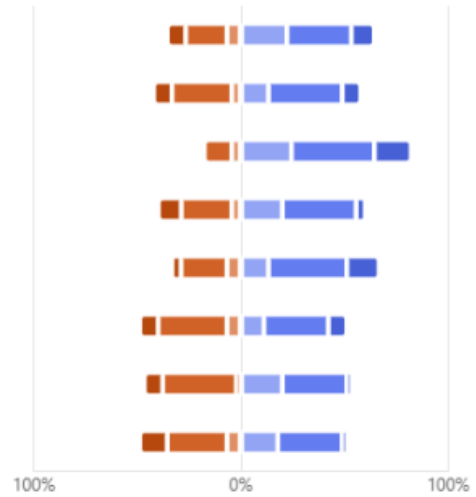
- Yes, welcome week community fair Fairtrade stall 10
- Yes, buy one get one free hot drink during Fairtrade fortnight 3
- Yes, raffle to win Fairtrade hamper 7
- Yes, Fairtrade quiz 1
- No, I didn't see any events related to Fairtrade 11
- Don't know 10
- Other 3



13. 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?

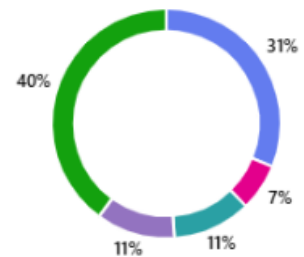
- Primary education (age 5-11)
- Secondary education (age 11 - 16)
- College (age 16+)
- University (age 18+)
- I've never been taught this formally but have learnt elsewhere
- Don't know

- Accountability and ethics
- Consumerism, global and ethical trade (including Fairtrade)
- Corporate social responsibility / business ethics
- Cultural diversity and equality
- Social justice
- Human rights
- Climate change
- Environmental damage and protection



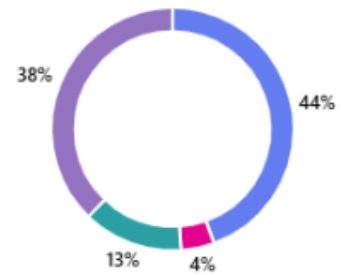
14. Finally, we'd like to know a bit more about you...

- I am a UK citizen studying in the UK 14
- I am an international student from within the EU studying in the UK 3
- I am an international student from outside the EU studying in the UK 5
- I would prefer not to say 5
- Staff 18



15. Is your study full or part-time?

● Full-time study	20
● Part-time study	2
● Other	6
● N/A	17



16. Thank you for completing our survey, we really appreciate you taking the time!

Your responses are completely confidential and will not be used for any purpose other than for this research. If there is anything else you would like to tell us, please do so in the box below.

I have picked out some of the responses below.

For question 9, I selected 'Never' for flowers and gold / jewellery as I do not purchase these items. I selected 'Never' for wine because I only buy UK-produced wine.

I would like the university to shift to more vegan and plant-based food, both for animal welfare reasons and environmental ones.

I am fully aware of the importance of the ethics and CSR in Business and treating sources of supply fairly and in equity as a Lecturer

I have not always looked for the FairTrade logo, but will do so from now on!