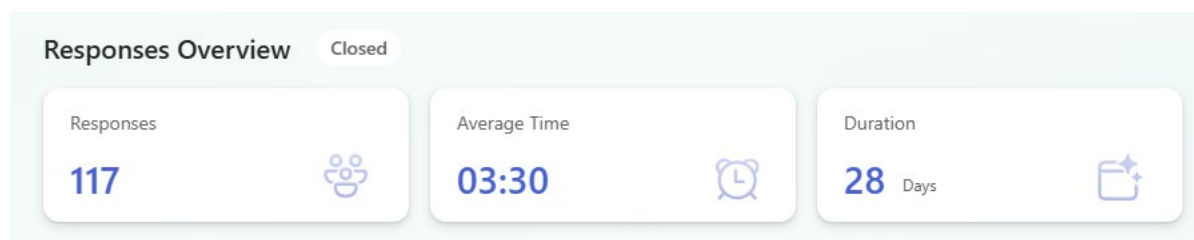


University of Reading Fairtrade Staff and Student Survey



Introduction

As part of the Fairtrade University and Colleges Award, the University of Reading carried out a survey of staff and students in May to gather more information about current issues and purchasing behaviour. We reduced the number of questions this year to encourage more people to complete and ultimately think about Fairtrade. The survey had 9 questions and took respondents around 3.5 minutes to answer.

There were no right or wrong answers, we were just keen to hear their thoughts. The information they provided was anonymous and was not used for any other purposes other than choosing hamper raffle winner.

The uptake in completing the survey was significantly higher than last year when we had 45 respondents.

Themes and analysis

Theme	Analysis
Engagement in Ethical Consumption	<ul style="list-style-type: none"> - 96.9% of respondents prefer to buy environmentally responsible products - 86% buy Fairtrade or ethical products when they can with 78.5% willing to pay more for Fairtrade or ethically certified products. - 94% said that it is important that companies are clear where materials and components come from
Buying patterns	<ul style="list-style-type: none"> - The most purchased Fairtrade items are Tea/Coffee, chocolate & bananas with 31.3% always buying Fairtrade Tea/Coffee, 22.2% always buying Fairtrade chocolate and 43.6% always buying Fairtrade bananas. It is also good the respondents voted for buying Fairtrade products often as follows: Tea/Coffee - 39.1%, chocolate – 51.3%, bananas – 36.8% - Fairtrade Gold/Jewellery and wine products are the least likely to be purchased

Fairtrade Knowledge	<ul style="list-style-type: none"> - All respondents recognise the Fairtrade logo, however, 5% did not know what it represents.
UoR Activity	<ul style="list-style-type: none"> - 84% of respondents are aware of the many Fairtrade products that are sold in the onsite Coop - 29% know that our catering outlets sell Fairtrade products - UoR shops and the student's union were 10% and 9% with the fruit market only being 5%

Action and next steps

The analysis shows that whilst people would prefer to purchase Fairtrade and ethically sourced products, they don't always know where on campus they are available other than the onsite Coop – so there is definite scope here for Fairtrade group and catering team collaboration.

Survey questions and results

1. Responsible consumption



2. Do you recognise this logo?



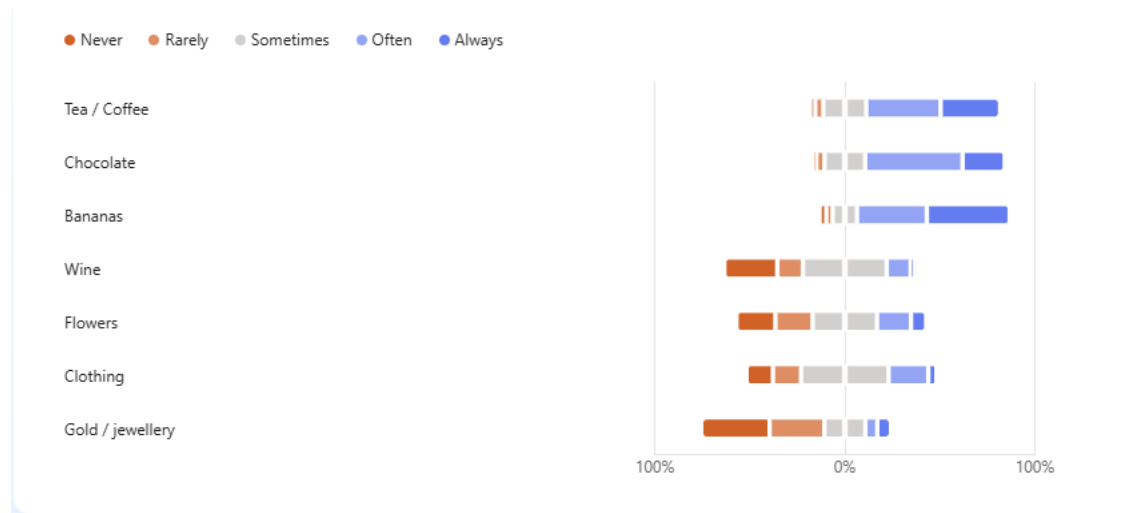
● Yes, I do recognise this logo and I know what it means	111
● No, I do not recognise this logo	0
● Yes, I do recognise this logo but I don't know what it means	6



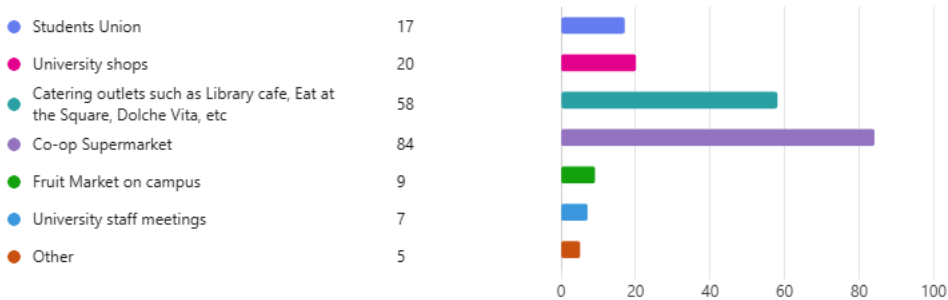
3. Purchasing behaviours



4. When you have a choice, how often do you buy a product with a Fairtrade label?

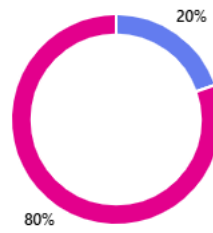


5. Thinking about the University of Reading, in which of the following places do you recall seeing Fairtrade products available?



6. The University of Reading Fairtrade Group run awareness campaigns and offers throughout the year such as welcome week stalls, quiz's, BOGOF deals. Have you taken part in any of them in the past?

● Yes 23
● No 94



7. Would you be interested in getting involved with the University of Reading Fairtrade Group or just helping ad hoc with some of our stall events throughout the year (we hold around 4 events per year in total)

● Yes 9
● No 68
● Maybe 40

