

Fairtrade survey

1

Are you a student or member of staff?

- Student
- Staff member

2



Have you heard about Fairtrade or seen the logo?

- Yes
- No

3

What do you think 'Fairtrade' means?

- Ethically traded products
- Implementing laws so that people are not exploited
- Employing local people in developing countries
- Sustainable, environmentally friendly products
- Farmers and workers being paid a fair wage
- Ethically sourced products
- All the above
- Not sure

4

When did you last make a purchase which was directly influenced by the ethical standards of the product?

- In the last week
- In the last month
- More than a month ago
- In the last 3-6 months
- Over a year ago
- Never

5

To what extent do ethical standards matter to you when buying a product?

- Matters a great deal
- Matters a fair amount
- Matters a little
- Doesn't matter at all
- Unsure

6

Do you know any Fairtrade products?

- Yes
- No

7

List the Fairtrade products that you know

8

Thinking about the University of Bradford, which of the following places do you recall seeing Fairtrade products available?

- Student Central Shop
- Atrium Shop
- Restaurant/Coffee Shop
- Not aware of any places that sell Fairtrade products on campus

9

How important do you think it is that the University of Bradford takes action to use Fairtrade products and promote Fairtrade?

- Extremely important
- Somewhat important
- Neutral
- Not important

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What else do you think the University of Bradford can do to support Fairtrade?