

# Fairtrade survey

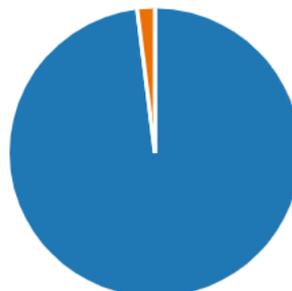
**105**  
Responses

**01:29**  
Average time to complete

**Active**  
Status

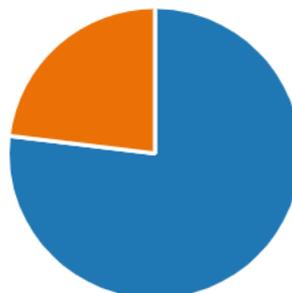
## 1. Are you a student or member of staff?

● Student	101
● Staff member	2



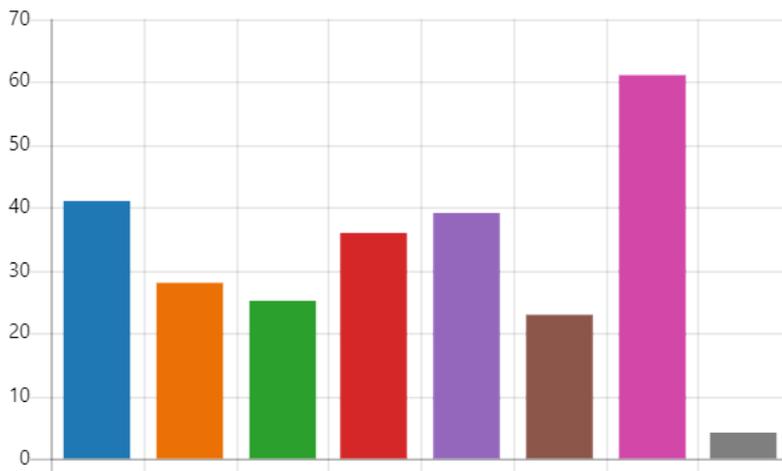
## 2. Have you heard about Fairtrade or seen the logo?

● Yes	80
● No	24



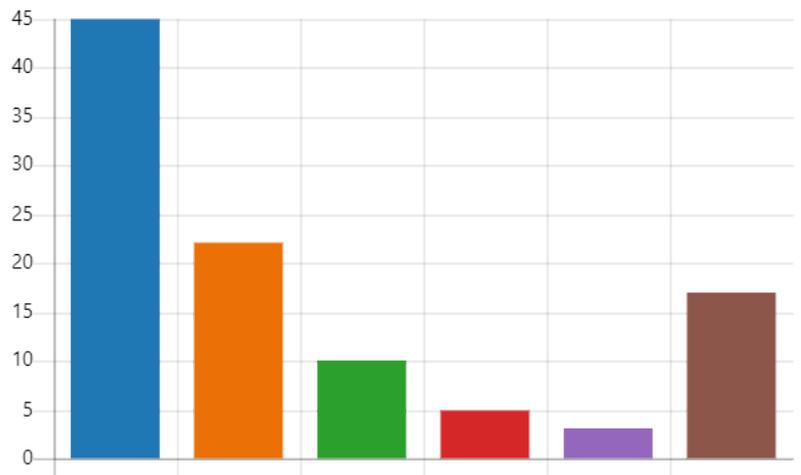
## 3. What do you think 'Fairtrade' means?

● Ethically traded products	41
● Implementing laws so that pe...	28
● Employing local people in dev...	25
● Sustainable, environmentally f...	36
● Farmers and workers being pa...	39
● Ethically sourced products	23
● All the above	61
● Not sure	4



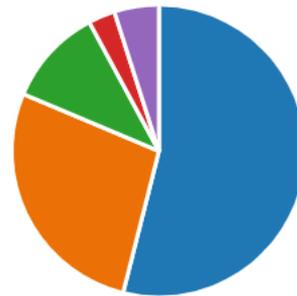
4. When did you last make a purchase which was directly influenced by the ethical standards of the product?

<span style="color: blue;">●</span> In the last week	45
<span style="color: orange;">●</span> In the last month	22
<span style="color: green;">●</span> More than a month ago	10
<span style="color: red;">●</span> In the last 3-6 months	5
<span style="color: purple;">●</span> Over a year ago	3
<span style="color: brown;">●</span> Never	17



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

<span style="color: blue;">●</span> Matters a great deal	55
<span style="color: orange;">●</span> Matters a fair amount	28
<span style="color: green;">●</span> Matters a little	11
<span style="color: red;">●</span> Doesn't matter at all	3
<span style="color: purple;">●</span> Unsure	5



6. Do you know any Fairtrade products?

<span style="color: blue;">●</span> Yes	40
<span style="color: orange;">●</span> No	64



7. List the Fairtrade products that you know

38

Responses

Latest Responses

"Chocolate "

15 respondents (39%) answered **Bananas** for this question.



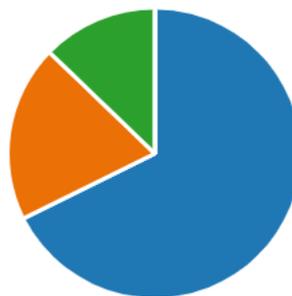
8. Thinking about the University of Bradford, which of the following places do you recall seeing Fairtrade products available?

- Student Central Shop 64
- Atrium Shop 16
- Restaurant/Coffee Shop 15
- Not aware of any places that s... 32



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

- Extremely important 69
- Somewhat important 20
- Neutral 13
- Not important 0



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

Latest Responses

"More awareness "

"Create awareness among students "

"N/A"

# 58

Responses

9 respondents (16%) answered **awareness** for this question.

