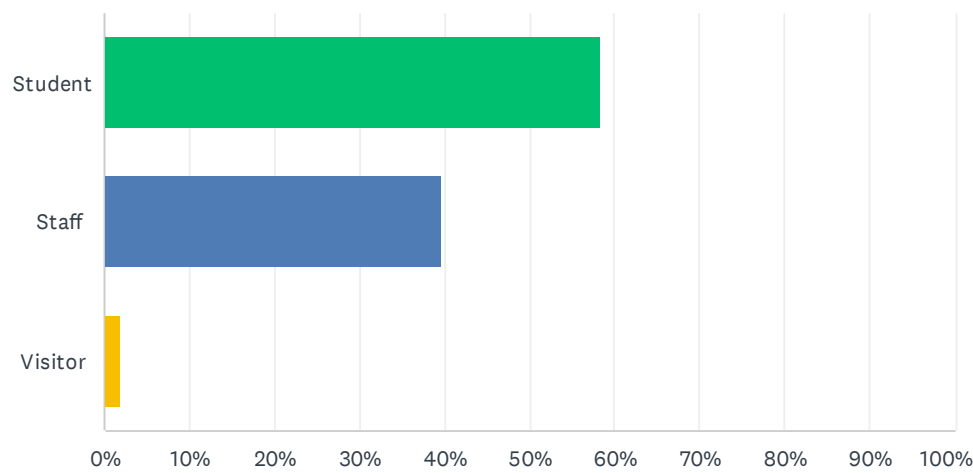


FAIRTRADE SURVEY RESULTS

ROYAL HOLLOWAY, UNIVERSITY OF LONDON

Q1 Are you

Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Student	58.49%	31
Staff	39.62%	21
Visitor	1.89%	1
TOTAL		53

Q2 What does Fairtrade mean to you?

Answered: 53 Skipped: 0

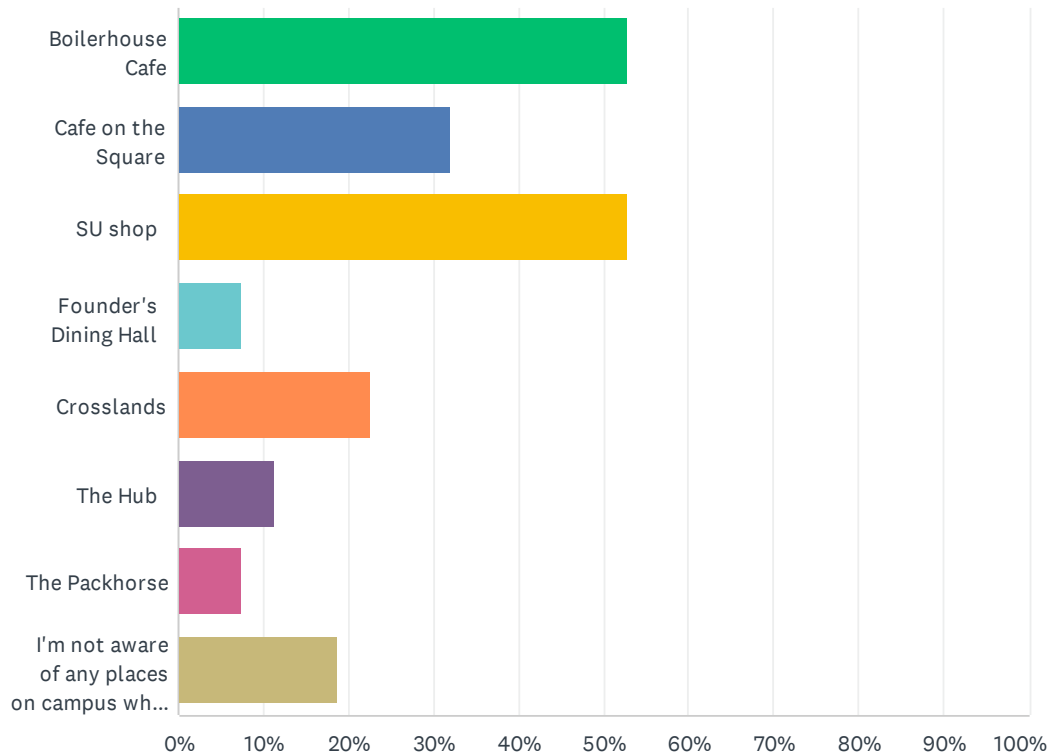
#	RESPONSES
1	Equal opportunity for all
2	Ethical products
3	That farmers receive a fair price for their products
4	Ethical food giving
5	Ethical and fair
6	Making sure everyone in part of the production of an item is payed fairly
7	The fair and just trade of products
8	A way to save the planet
9	To me, Fairtrade ensures that trade is sustainable and ethical, for producers and consumers.
10	Sustainability
11	Fair trade.
12	That the food we eat is being purchased in a fair and ethical way. Things that also helps with environment issues are important.
13	Fair compensation for labourers from often third world countries farming food
14	Fairtrade is when the entire supply chain from farmer to consumer is ethically sound
15	A means of equal treatment for typically underrepresented individuals in corrupt businesses (such as Chocolate making where cacao farmers receive 1/2 penny for every pound made)
16	A lot. Global trading is weighted in favour of the richer, 1st World countries, making the poor even poorer. Even if only in a small way, Fairtrade helps to redress the balance and from acorns grow oak trees.
17	It is ethical
18	Fair to trade
19	where all parties who participated in the production of a product are paid fairly without exploitation
20	Environmentally responsible sourcing Profiting small business and farmers Ethical
21	workers in the supply line are given a fair deal with wages, working conditions and business contracts. Essentially, they aren't exploited.
22	Ensuring that workers in every process of a product receive fair pay
23	Good food, ethical, feel good to buy
24	Goods being traded for a fair and liveable price, particularly in an area where these goods are normally traded for much less/unfairly
25	not sure
26	Trade that is equitable and provides a good and appropriate income at all levels, particularly to those at the bottom of the trade chain. But also that is sustainable and supports biodiversity
27	Being ethical and responsible about those who produce the goods we consume elsewhere in the world
28	when the food is more ethically produced because the workers get a fair wage so i am more likely to buy fair trade goods

Fairtrade survey

29	ethical standards for products - people, environment
30	Purchasing food that has been sourced sustainably and at all levels of production the people have been paid fairly.
31	Sourcing materials in an ethical way? like paying the real farmers the money instead of it going through brokers and also making sure you source from places that do not use children as labor or exploit people with low pay and bad working conditions.
32	Ethical trade that protects farmers, suppliers, companies and the environment.
33	Fair trade literally. The idea being the trade of goods for a fair price
34	Ethical, gives a fair price to those who grow/produce the food
35	Paying a fair price, supporting small scale producers and putting something back into the community
36	Fair reimbursement for product costs and labour to make a profit rather than poor wages or using unsustainable resources to produce
37	no particular meaning
38	equality and ethical procedures in the process of the products used at RHUL
39	Sustainable and ethical food trade
40	Ethically sourced Fair to the farmers
41	Where workers and producers are treated equally and the products are made with ethical values in mind
42	That people working with primary and secondary resources are getting paid fairly for the intensive, direct and labour-intensive work they do.
43	workers are being paid a fair wage
44	Fairtrade to me means making sure that we support producers who work hard to make goods, ensuring that they receive a fair wage, and that they get to work in safe conditions.
45	giving the growers a fair price- and getting more environmentally friendly goods
46	While I appreciate it is important, it does feel somewhat performative
47	That the producers of the product are given fair payment for their creation and development of the product, and any deals that are made are done ethically.
48	Just living and working conditions for product producers across the supply chain
49	The very important opportunity to buy goods from the developing world where the people who produce the goods right at the bottom are given a fair wage or profit and decent working conditions.
50	It means consuming in a mindful and sustainable way, without human or environmental exploitation
51	A more sustainable consume. An action where the products are of the best quality and the people producing them receive a fair payment
52	That farmers get a fair price and are able to provide for their families. Also that the product is of a high quality.
53	Ethically sourced products

Q3 Which of the following places on campus do you recall seeing Fairtrade products available? Please select all that apply.

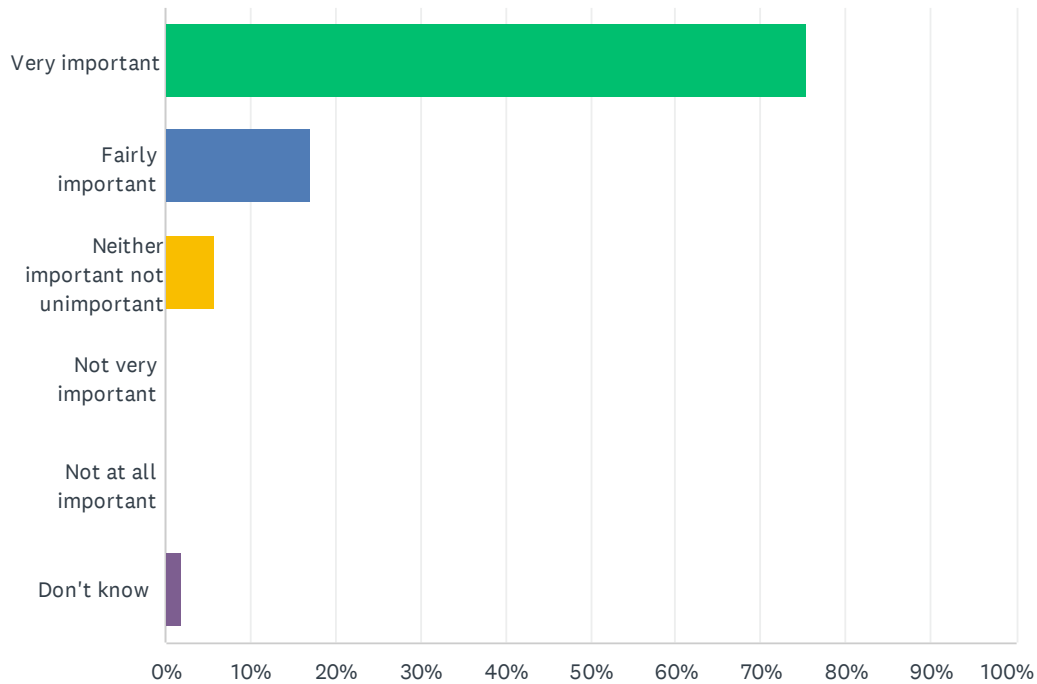
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Boilerhouse Cafe	52.83%	28
Cafe on the Square	32.08%	17
SU shop	52.83%	28
Founder's Dining Hall	7.55%	4
Crosslands	22.64%	12
The Hub	11.32%	6
The Packhorse	7.55%	4
I'm not aware of any places on campus which sell Fairtrade products	18.87%	10
Total Respondents: 53		

Q4 How important, if at all, do you think it is that Royal Holloway takes action to use and promote Fairtrade products?

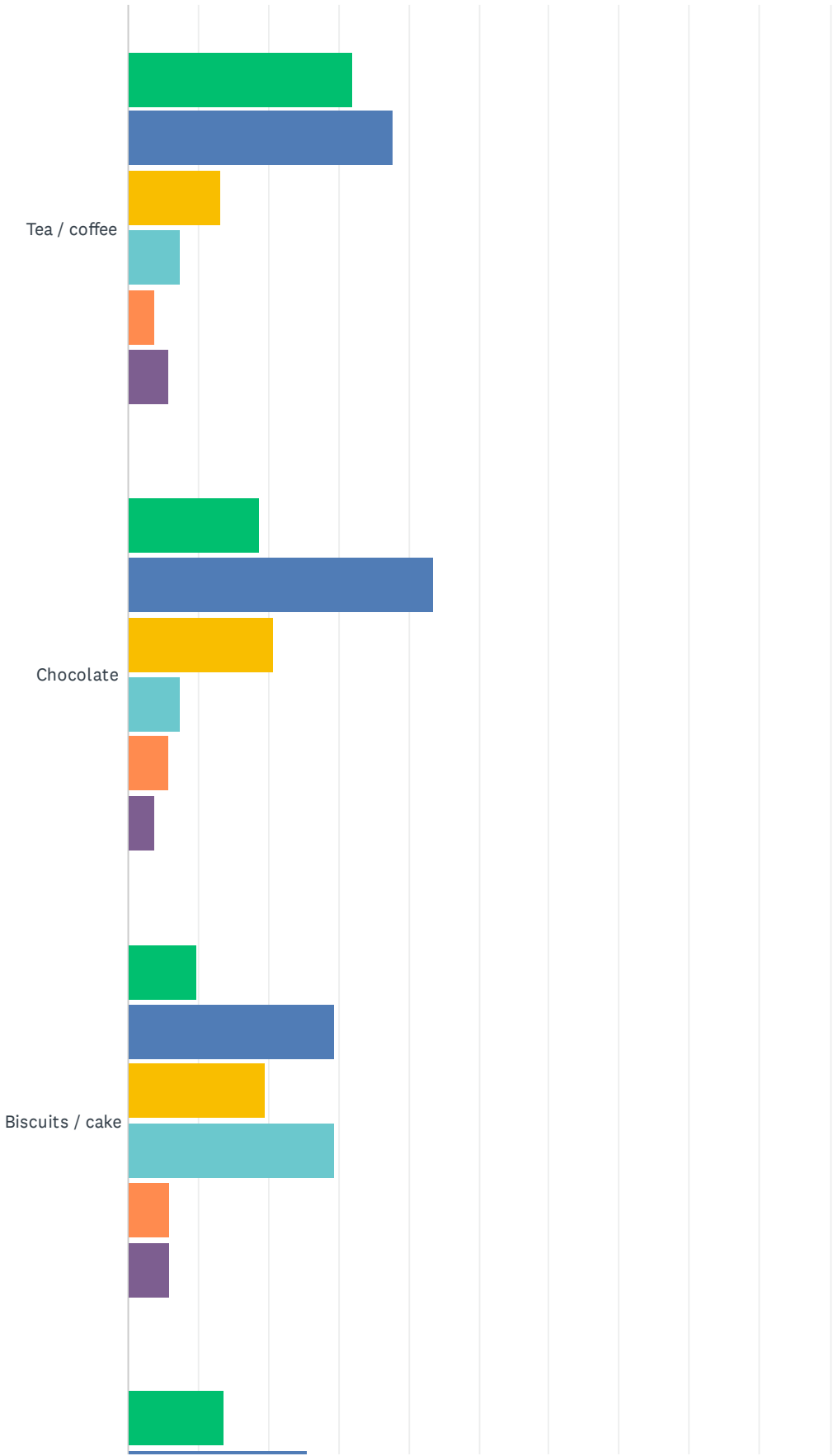
Answered: 53 Skipped: 0



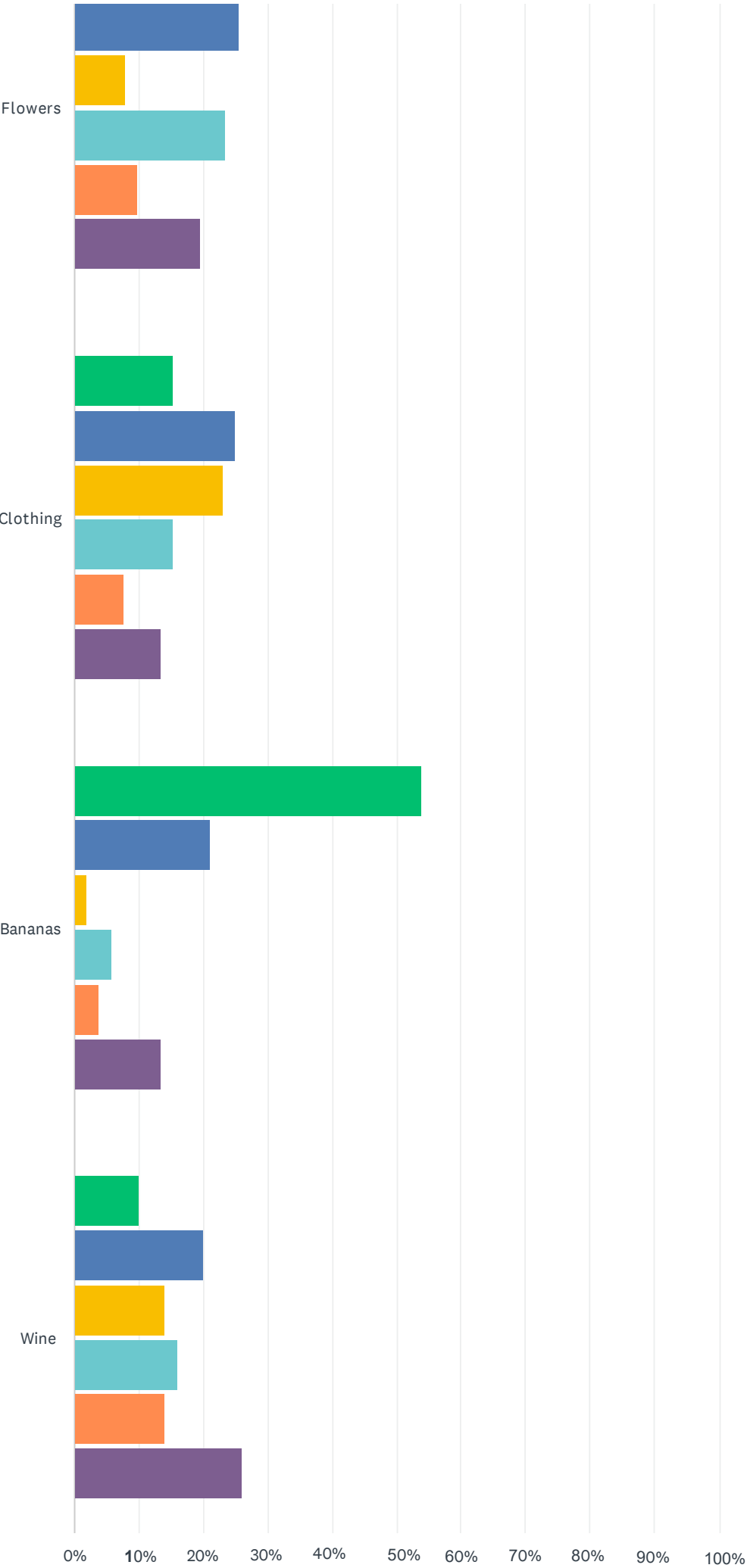
ANSWER CHOICES	RESPONSES	
Very important	75.47%	40
Fairly important	16.98%	9
Neither important nor unimportant	5.66%	3
Not very important	0.00%	0
Not at all important	0.00%	0
Don't know	1.89%	1
TOTAL		53

Q5 When you have a choice, how often do you buy a product with the Fairtrade label over a product without?

Answered: 53 Skipped: 0



Fairtrade survey



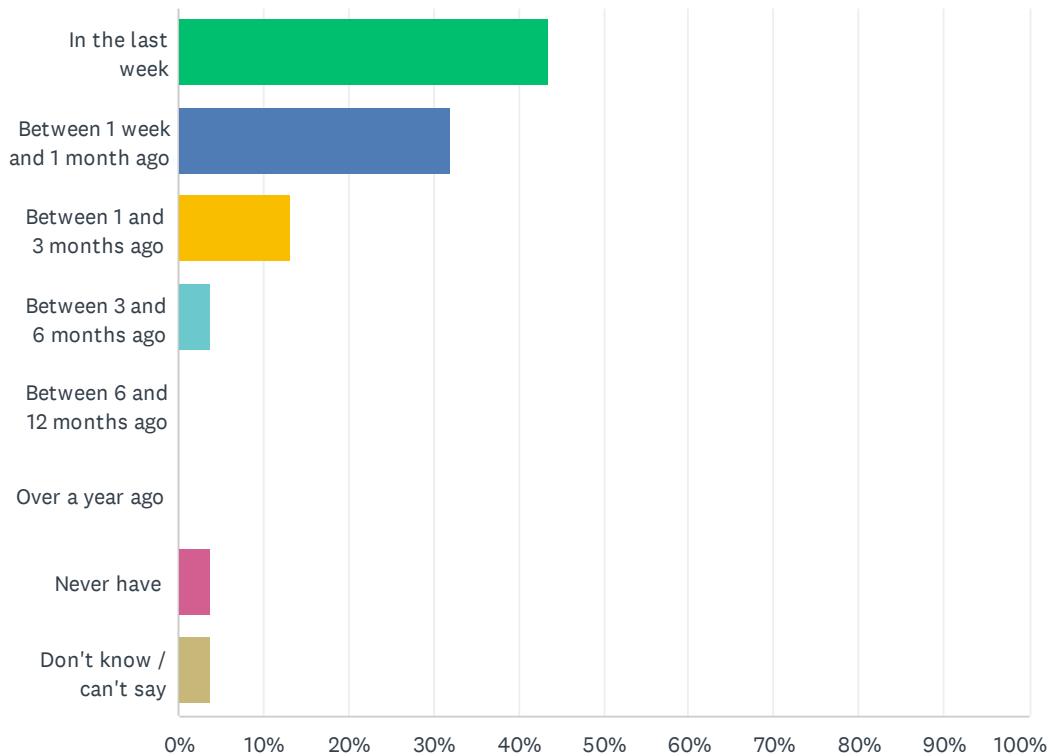
Fairtrade survey

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

	ALWAYS	OFTEN	SOMETIMES	RARELY	NEVER	DON'T KNOW	TOTAL
Tea / coffee	32.08% 17	37.74% 20	13.21% 7	7.55% 4	3.77% 2	5.66% 3	53
Chocolate	18.87% 10	43.40% 23	20.75% 11	7.55% 4	5.66% 3	3.77% 2	53
Biscuits / cake	9.80% 5	29.41% 15	19.61% 10	29.41% 15	5.88% 3	5.88% 3	51
Flowers	13.73% 7	25.49% 13	7.84% 4	23.53% 12	9.80% 5	19.61% 10	51
Clothing	15.38% 8	25.00% 13	23.08% 12	15.38% 8	7.69% 4	13.46% 7	52
Bananas	53.85% 28	21.15% 11	1.92% 1	5.77% 3	3.85% 2	13.46% 7	52
Wine	10.00% 5	20.00% 10	14.00% 7	16.00% 8	14.00% 7	26.00% 13	50

Q6 When, if at all, did you last make a buying decision that was specifically influenced by the the ethical standards of a retailer or producer?

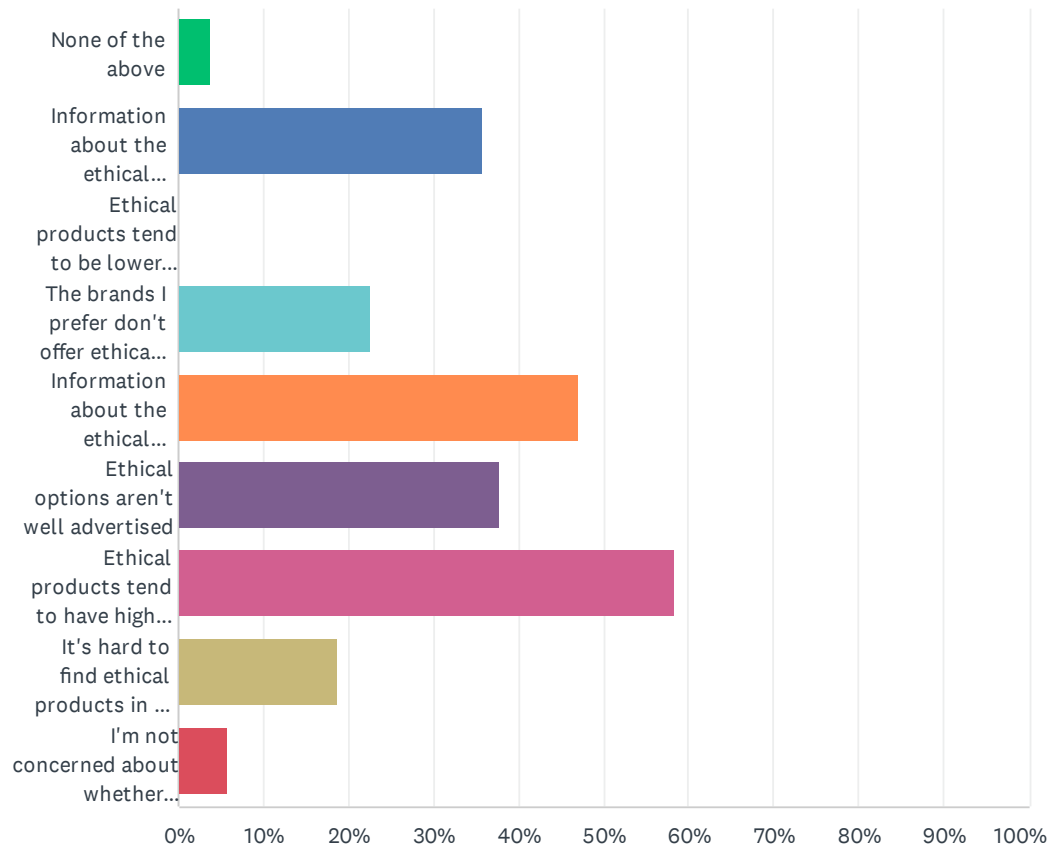
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
In the last week	43.40%	23
Between 1 week and 1 month ago	32.08%	17
Between 1 and 3 months ago	13.21%	7
Between 3 and 6 months ago	3.77%	2
Between 6 and 12 months ago	0.00%	0
Over a year ago	0.00%	0
Never have	3.77%	2
Don't know / can't say	3.77%	2
TOTAL		53

Q7 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

Answered: 53 Skipped: 0

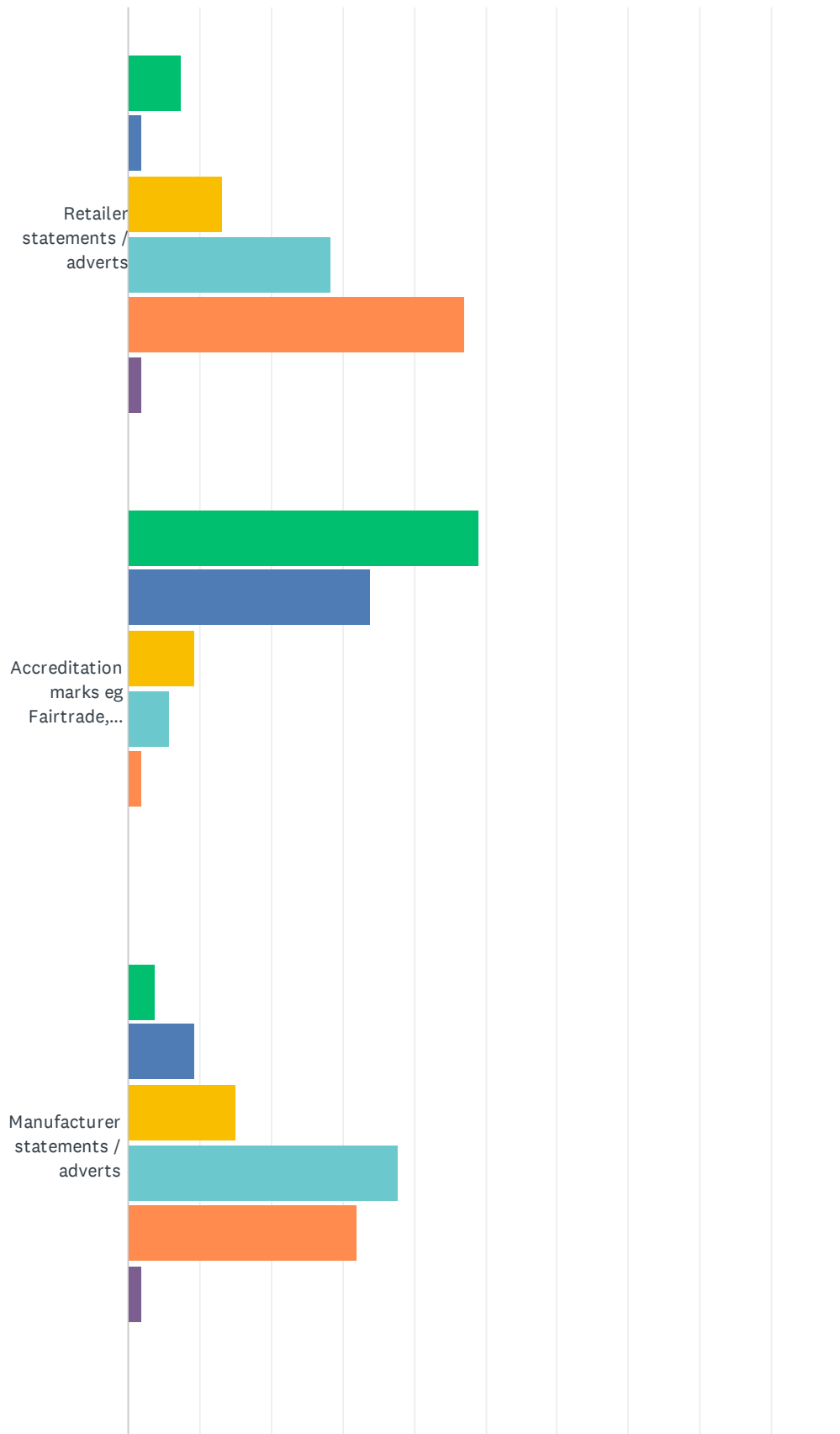


ANSWER CHOICES		RESPONSES	
None of the above		3.77%	2
Information about the ethical credentials of products isn't reliable		35.85%	19
Ethical products tend to be lower quality		0.00%	0
The brands I prefer don't offer ethical options		22.64%	12
Information about the ethical credentials of products isn't easily available		47.17%	25
Ethical options aren't well advertised		37.74%	20
Ethical products tend to have higher prices		58.49%	31
It's hard to find ethical products in the places where I shop		18.87%	10
I'm not concerned about whether products are produced in an ethical way		5.66%	3
Total Respondents: 53			

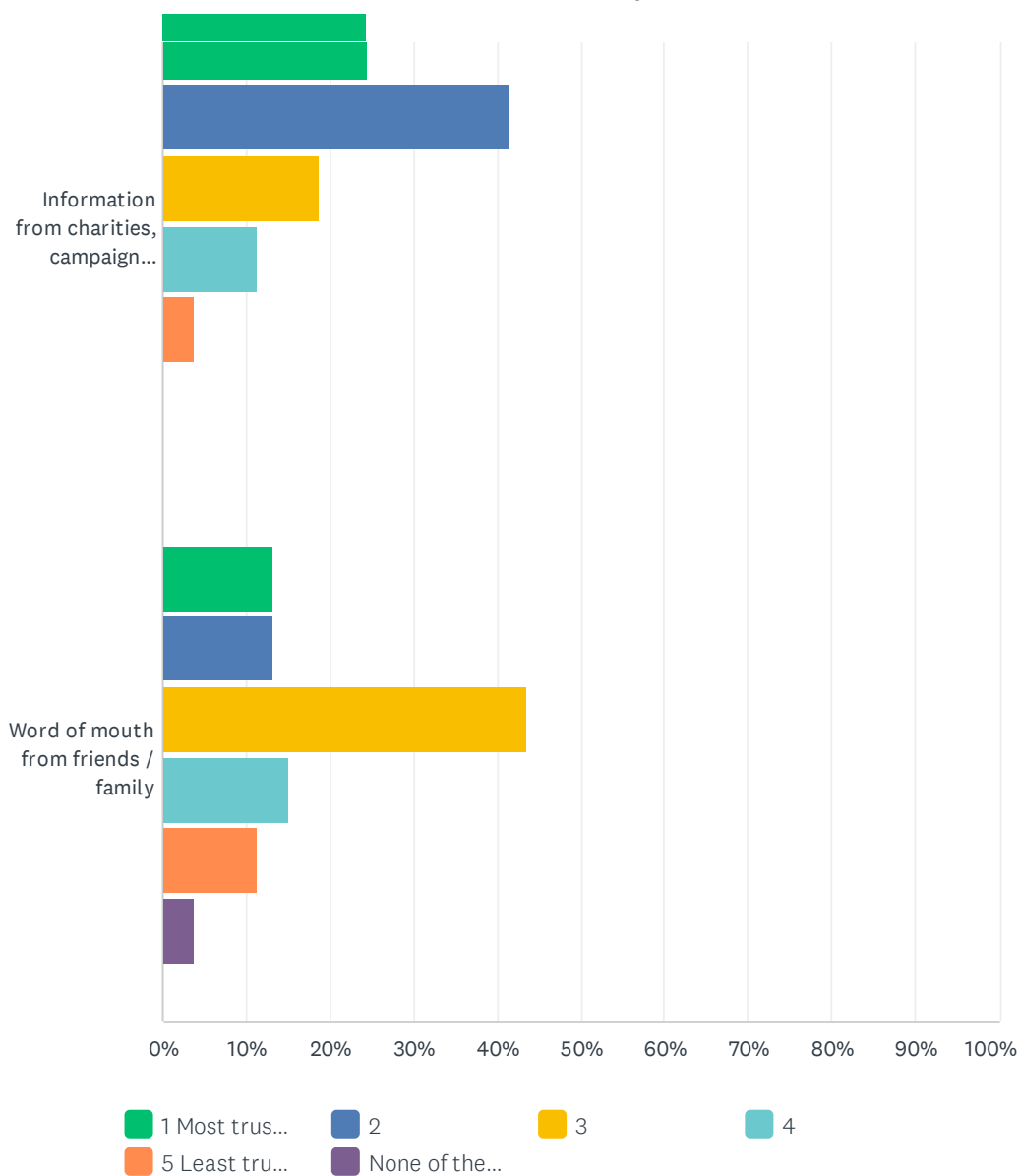
#	OTHER (PLEASE SPECIFY)	
1	higher prices of ethical product	

Q8 Thinking about the ethical credentials of products, please rank the following sources of information according to how much you trust them, where 1 is the most trusted and 5 is the least trusted.

Answered: 53 Skipped: 0



Fairtrade survey



	1 MOST TRUSTED	2	3	4	5 LEAST TRUSTED	NONE OF THESE	TOTAL
Retailer statements / adverts	7.55% 4	1.89% 1	13.21% 7	28.30% 15	47.17% 25	1.89% 1	53
Accreditation marks eg Fairtrade, Rainforest Alliance	49.06% 26	33.96% 18	9.43% 5	5.66% 3	1.89% 1	0.00% 0	53
Manufacturer statements / adverts	3.77% 2	9.43% 5	15.09% 8	37.74% 20	32.08% 17	1.89% 1	53
Information from charities, campaign organisations and / or the media	24.53% 13	41.51% 22	18.87% 10	11.32% 6	3.77% 2	0.00% 0	53
Word of mouth from friends / family	13.21% 7	13.21% 7	43.40% 23	15.09% 8	11.32% 6	3.77% 2	53

Q9 Are there any events or initiatives you would like to see taking place on campus to promote Fairtrade during this academic year?

Answered: 43 Skipped: 10

#	RESPONSES	
1	N/a	
2	More fair trade fairs!	
3	Fairtrade funfair	
4	I don't know	
5	Yes	
6	More sustainability talks	
7	Careers events	
8	Yes, free giveaways	
9	No	
10	the Fairtrade show cases are fantastic!	
11	Fair	
12	A Market would be cool	
13	No	
14	I would like to see a publicity event, showcasing products and the difference Fairtrade makes. I would be glad to help.	
15	Maybe a fair trade market where you can sample fair trade food to see that it is good quality	
16	No	
17	n/a	
18	Yes	
19	Fairs	
20	Stalls	
21	Fairs/information stands which reliable detail retailers that are fair trader sellers	
22	Have a survey to assess whether we should keep Starbucks as a retailer on campus	
23	education on importance of ethical products	
24	Yes if there could be presentations of what is what that could be nice to have first hand information of what we have and where it has come from.	
25	sustainability events and trainings e.g. Carbon Literacy training	
26	It Dosent necessarily have to be fair trade product for ethically sourced products.	
27	Tastings	
28	Reliable information and free samples	
29	Maybe talking about where our chocolate comes from, perhaps a visit from a brand or chocolatier or something in a truck	
30	no	
31	free sampling on regular basis in order to get familiar with products sold	
32	Highlighting the fair trade products in different outlets very clearly	
33	Discounts on fairtrade products or bogof	

Fairtrade survey

34	The money collected from fair trade should go to charities in Gaza to help the victims of the war
35	more fairtrade options
36	Just ensuring that fairtrade items are available for purchase around the campus.
37	Perhaps selling more that we don't have a choice but to get the more ethical items?
38	Free tasters or talks
39	Tasting events or events which tell you how to spot fairtrade products more easily.
40	Sample give away
41	It is good having the Fairtrade week, but it would be better to do it in term time to pull in the students. I was a Fairtrade volunteer at my son's school and a really good way of attracting attention was a short, moving story about a Fairtrade producer, these could be placed on a board as people entered catering outlets.
42	A market with products from local farms and local artists. Maybe once every 6 months or once each term
43	Tasting events giving out samples of products