

UWE Bristol Fairtrade snapshot survey 2025

Vicki Harris, Jeff Davey Ubaid Ullah.

1 Have you heard of Fairtrade?

- Yes 67
- No 70

2 Have you bought Fairtrade products at any of the following places in the past 6 months: *Tick more than one if needed*

University and Student Union cafes and shops	28
Supermarkets	38
Independent shops	9
None	0
Other (eg online or at festivals) please specify	4

2 Where available would you choose to purchase Fairtrade product/s over standard products eg tea coffee sugar chocolate bananas

Usually	12
Sometimes	15
Occasionally	39
Never	0

3. What are your reasons, if any, for buying Fairtrade? *Tick more than one if needed*

- A fair price for producers 28
- It makes me feel good 11
- Care for environmental sustainability 20
- Concern for producers working conditions 27
- Products are better quality than standard products 3
- Other - please specify 0

4. What stops you from buying Fairtrade? *Tick more than one if needed*

- Hard to find the products 20
- Too expensive 37
- Lack of information about benefits of Fairtrade 2
- Products are poorer quality than standard products 0
- Other - please specify 0
- Habit – I just buy what I buy and don't look for new stuff 0
- Fairtrade seemed to be bigger a few years ago

5 I am aware that UWE is a Fairtrade University

- Yes 20
- No 66

6 Are you a student or staff member?

- Student 121
- Staff 16

For those interested the Co-Op Supermarket is the biggest stockist of Fairtrade products and charges them competitively at the same price as its own brand range

**UWE sustainability team
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