

Newcastle University Fairtrade Survey

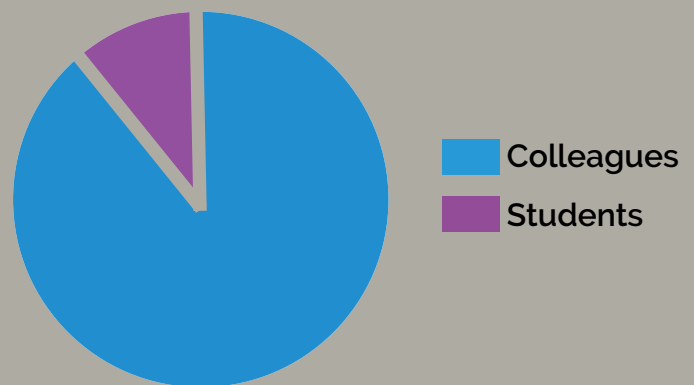
In order to gain further insight into the opinions of the University Community on Fairtrade and ethically sourced food, we decided to run a small survey. The survey aimed to learn more about staff and students' knowledge of Fairtrade and what influences their purchasing decisions.

This questionnaire was emailed to the Sustainability Network Mailing List (which has 212 members) and publicised on the 'All Company' Yammer page which all members of the University Community can access. The survey was accessible between 12th April and the 18th April 2023. The full [results of the survey](#) and the [list of questions](#) are available to view.

The results of the survey were as follows:

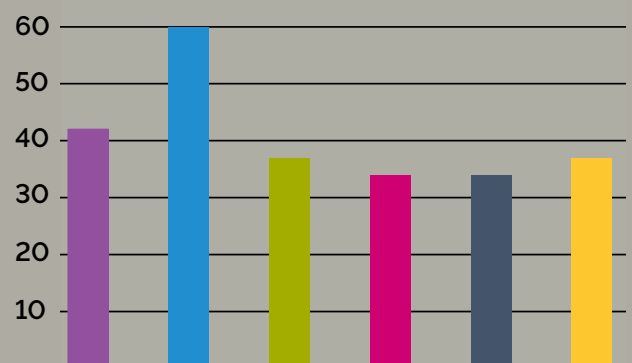
64 members of the University community completed the questionnaire.

89% of correspondents were staff (57) and the remaining 11% were students (7).

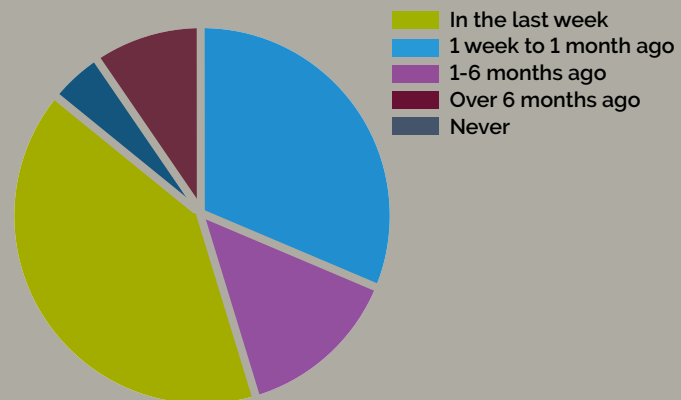


We asked participants what they thought Fairtrade meant. The majority of people (94%) agreed that Fairtrade involves Farmers and workers being paid a fair wage.

- Ethically Traded Products
- Farmers and works being paid a fair wage.
- Ethically sourced products.
- Implementing Laws so workers aren't exploited.
- Sustainable, environmentally friendly products.
- Employing people in developing countries.

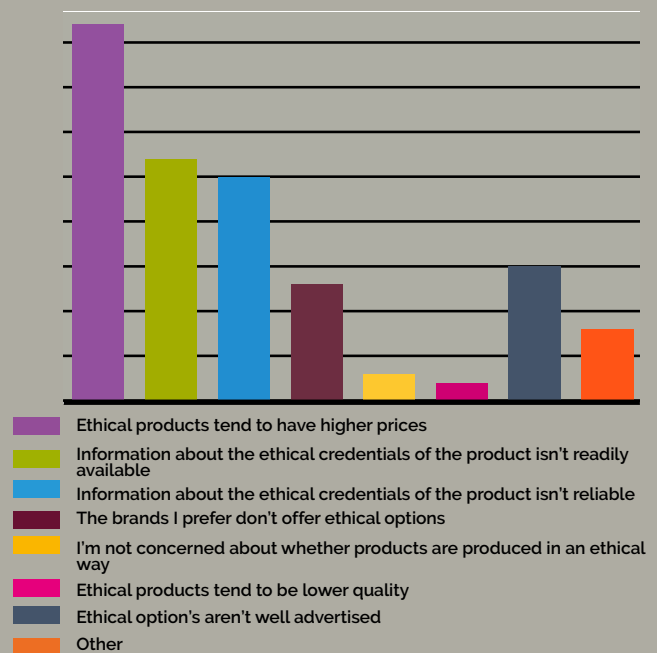


We then asked participants when they last made a purchase which was directly influenced by the ethical standards of the product. The results indicated that 41% of people did this within the last week.



The next question asked what prevents individuals from purchasing ethically sourced goods.

The biggest barrier to ethical purchasing was the high price of ethical products (66% of respondents).



When asked where Fairtrade products had been spotted on campus, 67% said they had seen them in the Co-op. This was followed by Eat@NCL (42%), Students' Union (11%) and Campus Vending Machines (2%). Unfortunately, 16% of respondents have not spotted Fairtrade products on campus.

The majority of people (61%) thought it was 'very important' that the University takes action to use and promote Fairtrade.

The final question asked if there was anything they believed the University could do to further support the Fairtrade foundation. A variety of answers were given including: an increase promotion/advertising, more engagement projects and only using Fairtrade products on campus.