

Fairtrade at University of Worcester

Responses to the University of Worcester Fairtrade Survey of 2023



UNIVERSITY of
WORCESTER



Over **95%** recognised the Fairtrade logo before the survey



49 Students



77 Staff

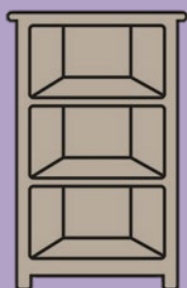
126 Staff and students responded to the survey



The main factor preventing people from buying Fairtrade was the expensive prices.



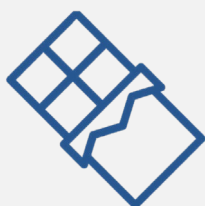
Over **80%** said they buy Fairtrade items, while **11%** were unsure if they did



25% found their supermarket does not stock Fairtrade items



Approximately 1 in 3 feel that the range of items is too narrow



The most commonly bought Fairtrade items were said to be chocolate (**27%**), hot drinks (**24%**), fruit & vegetables (**20%**) and sugar (**9%**).

Find out more at:
www.worcester.ac.uk/about/sustainability/

Thank you to everyone who participated in the 2023 Fairtrade survey!