

## LSBSU Fairtrade Survey 2018

The survey aims were to ascertain LSBU student's views on fairtrade goods. It covered a variety of topics that effect a student's choice of purchase.

The survey was completed by 213 students that were using the Student Centre at LSBU. This was carried out between 30<sup>th</sup> January and 10<sup>th</sup> February 2018 by LSBSU Ethics and Environment Part Time Officer.

Q1. Would you consider buying organic or Fairtrade cotton clothes?



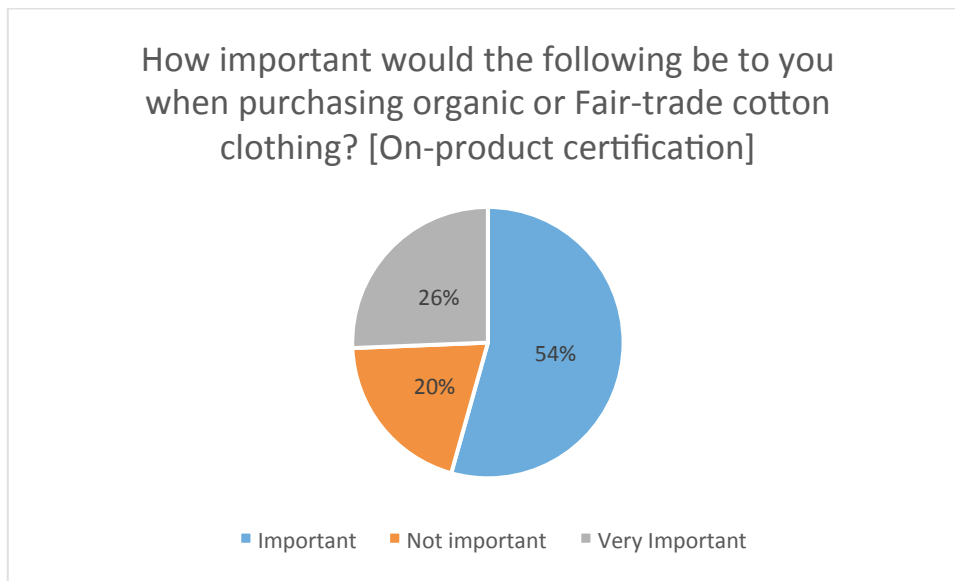
Q2. Why would you consider buying organic or Fairtrade cotton clothing?



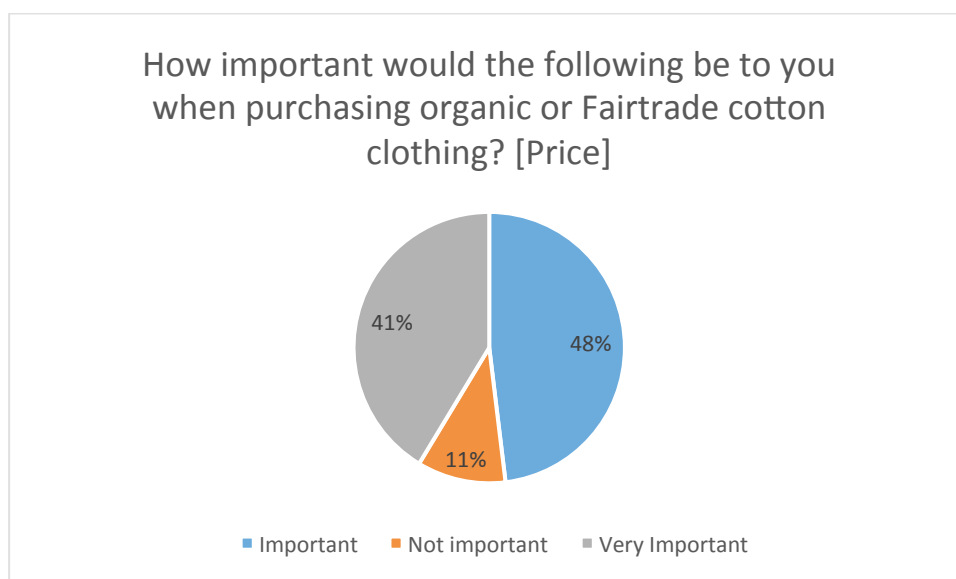
Q3. Please state the name(s) of the retailer(s) you have bought organic or Fairtrade cotton clothing from before?(If you have never purchased organic or trade cotton clothing before, please answer 'N/A')

N/A	139
Cotton Traders	2
H&M	9
Marks and spencer	3
Various outlets	20

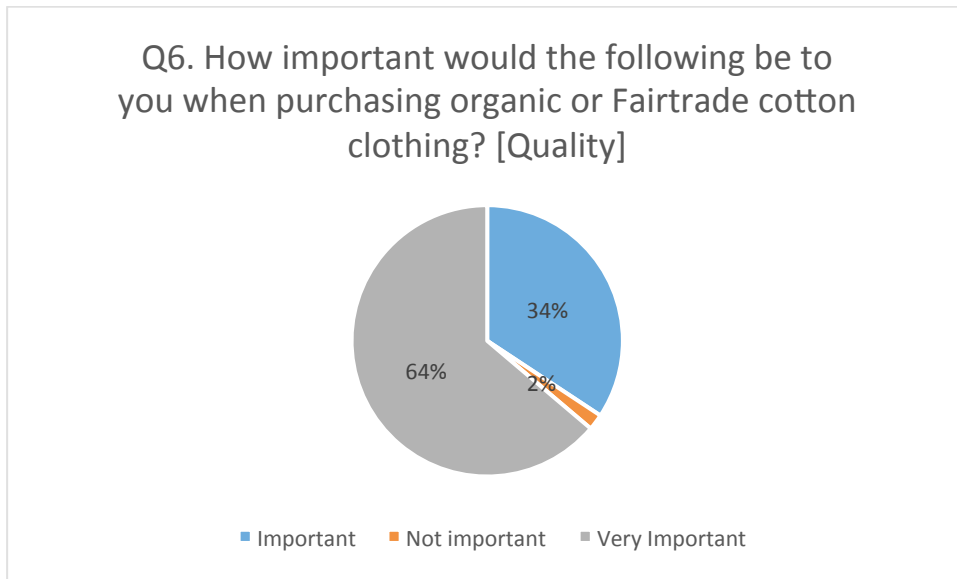
Q4. How important would the following be to you when purchasing organic or Fairtrade cotton clothing? [**On-product certification**]



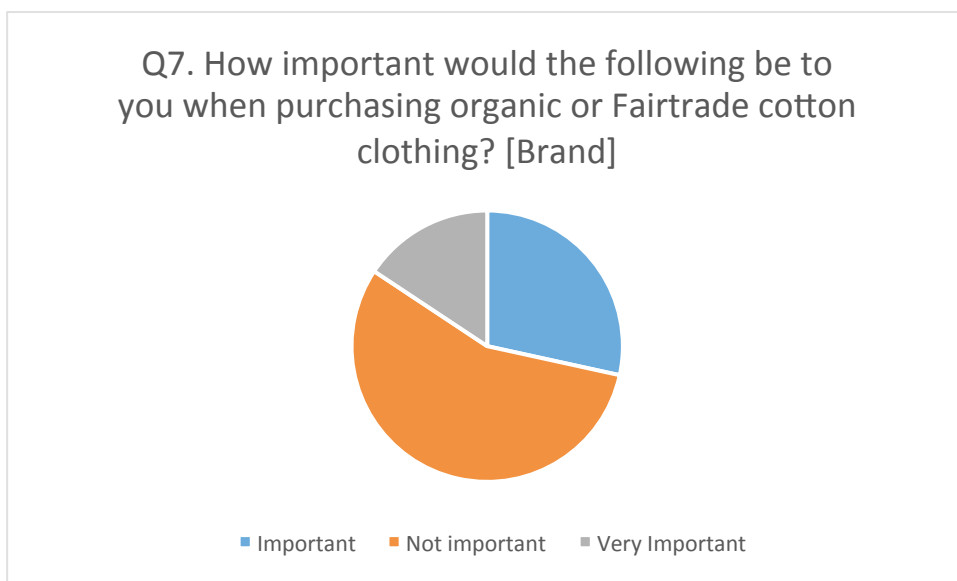
Q5. How important would the following be to you when purchasing organic or Fairtrade cotton clothing? [**Price**]



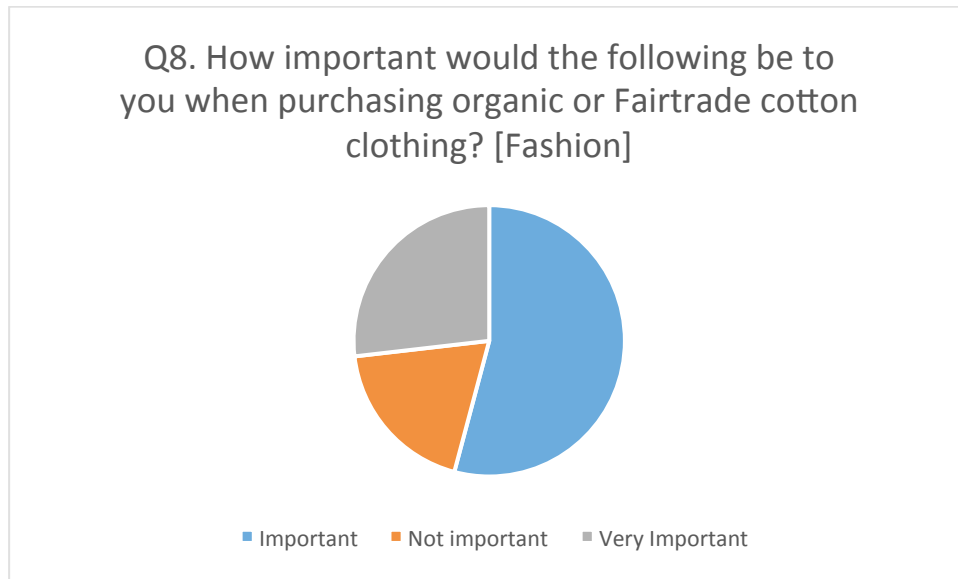
Q6. How important would the following be to you when purchasing organic or Fairtrade cotton clothing? [Quality]



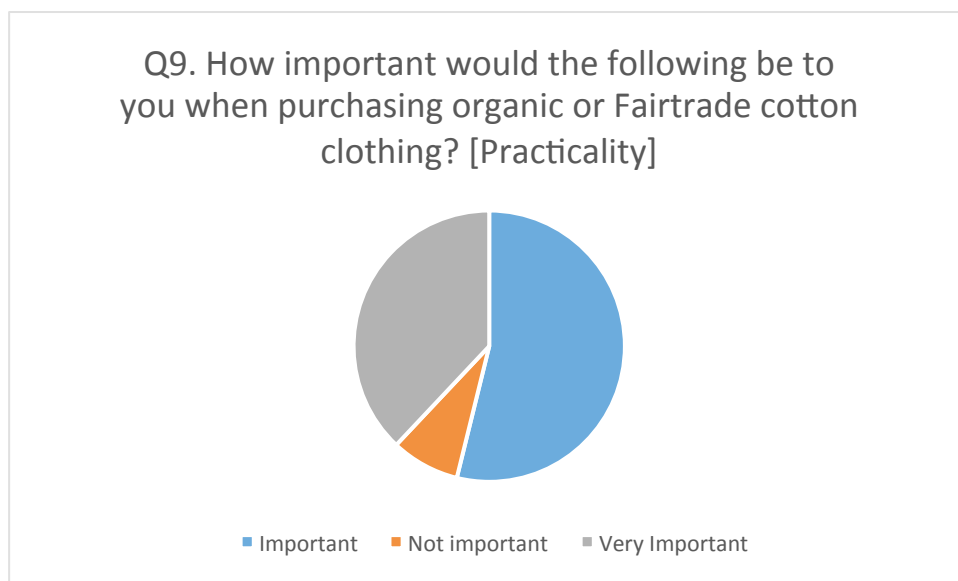
Q7. How important would the following be to you when purchasing organic or Fairtrade cotton clothing? [Brand]



Q8. How important would the following be to you when purchasing organic or Fairtrade cotton clothing? [Fashion]



Q9. How important would the following be to you when purchasing organic or Fairtrade cotton clothing? [Practicality]



Q10.

A Survey was carried out and it was found that LSBU/LSBSU clothing Merchandise is not Fairtrade.	
Would you be willing to pay extra for your Merchandise in order to support Fairtrade?	
No	28
Yes	66
Maybe	95