



# cardiffmet **SU** metcaerdydd



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd

## Data analysis of Fairtrade survey same questions - comparisons 2022, 2023, 2024

<i>Are you staff, student or visitor to Cardiff Met ?</i>	<b>Staff</b>	<b>Student</b>	<b>Visitor</b>
2022	31%	69%	0%
2023	21%	78%	1%
2024	51%	57%	4%

<i>Have you seen this logo on campus/in connection with the University?</i>	<b>Yes</b>	<b>No</b>
2022	81	19
2023	82	18
2024	89	11

<i>Are you aware that Cardiff Met and the Students' Union were awarded Fairtrade status in June 2022 ?</i>	<b>Yes</b>	<b>No</b>
2022	52	48
2023	64	36
2024	66	34

**Have you seen any social media posts or adverts for Fairtrade events happening on Campus ?**

	Yes	No
2022	37	63
2023	54	46
2024	67	33

**On Campus, which of the following places do you recall seeing Fairtrade products available**

	Students' Union Shop Cyncoed	Vending machines on Campus	University Food outlets	Students' Union Bar and Food	Farmers Market on Campus	Staff meetings (Hospitality)	The Print Studio
2022	12.4	10	26.55	12.99	11.3	7.34	6.38
2023	17.22	7.95	26.49	16.56	9.93	3.31	3.31
2024	15	14	71	23	43	15	23

**Are you aware of the SU Fairtrade webpage**

<https://www.cardiffmetsu.co.uk/un>

	Yes	No
2022	31%	69%
2023	56.38%	43.62%
2024	35%	65%

**Are you aware of the University Fairtrade webpage**

<https://www.cardiffmet.ac.uk/about/sustainability/Pages/Fairtrade.asp>

	Yes	No
2022	34.38%	65.63%
2023	48.94%	51.06%
2024	50%	50%

**What activities, campaigns or events would you like to see on Campus? Please select all applicable**

	Quiz	Attend a Fairtrade presentation	Coffee morning	Fairtrade Bingo	Fairtrade Football /basketball	Fairtrade themed events	Other
2022	21.5	7.94	24.77	12.15	16.36	16.82	0.47
2023	21.76	13.43	20.83	11.57	16.20	14.35	1.85
2024	36	25	50	21	21	31	3

**What activities, campaigns or events would you like to get involved with on Campus? Please select all applicable**

	Quiz	Attend a Fairtrade presentation	Coffee morning	Fairtrade Bingo	Fairtrade Football /basketball	Fairtrade themed events	Other
2022	21.99	9.42	25.65	14.66	13.09	14.14	1.05
2023	23.90	11.71	20.98	12.69	16.59	14.15	0
2024	38	21	48	22	21	28	3

**If you are a student, would you be interested in joining an SU Fairtrade Society?**

	Yes	No
2022	72	28
2023	64	36
2024	40	60

**Overall findings**

Data entries marked

yellow	identified an overall increase
orange	identified a decrease

The visibility of the Fairtrade Logo on Campus has increased from 81% to 89% awareness on Campus

The awareness of Fairtrade status has increased from 52% to 66%

Social media post awareness has increased from 37% to 67%

The awareness of Fairtrade has increased dramatically across 6 of the 7 outlets selling