



## Would you pay more for fairly traded products?

19<sup>th</sup> – 26<sup>th</sup> February 2021

### Sample of 9,591 voters

Primary: 3,395 pupils  
 Secondary: 5,545 students  
 Secondary 16+ & College: 651 students

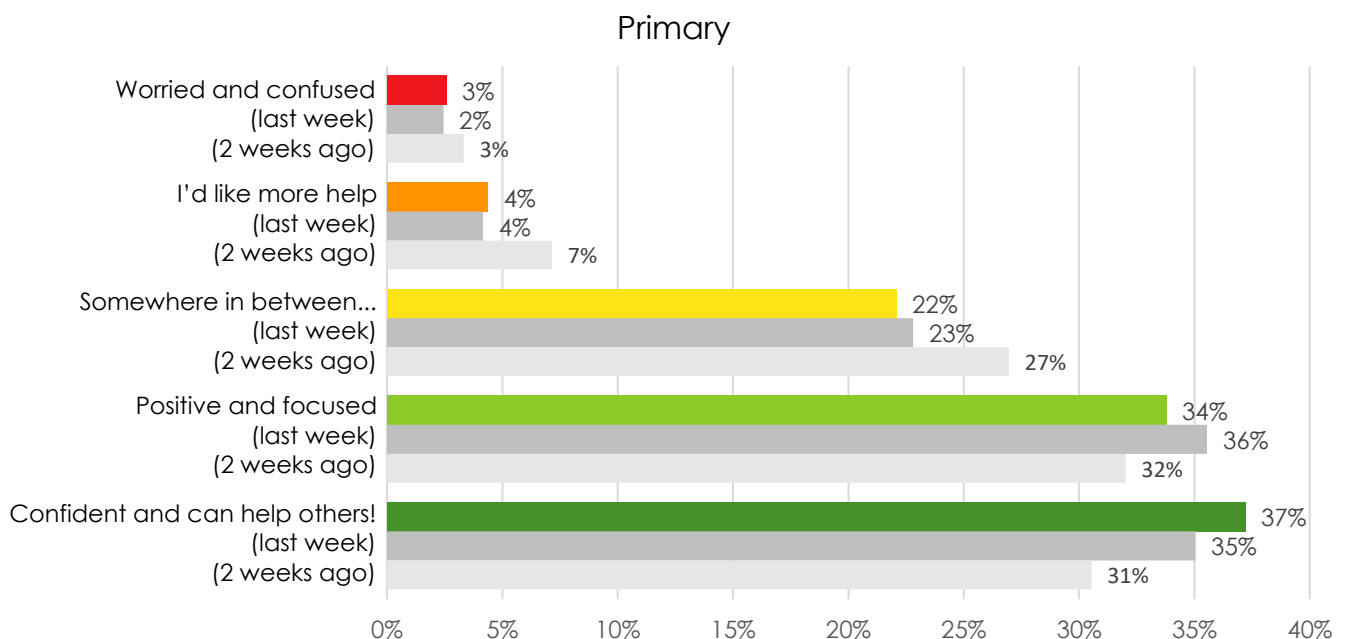
**Please Note:** The sample size featured reflects the number of pupils and students that cast their vote on this topic during the week in which this vote was held. This sample size does therefore not reflect the number of pupils and students who discussed this VoteTopic but did not get a chance to participate in the voting.

This VoteTopic was discussed by voters amid a national lockdown due to the ongoing Coronavirus pandemic. Voters discussed this VoteTopic in their first week back after the February Half Term as part of the annual Fairtrade Fortnight.

Voters mainly engaged with our content from home.

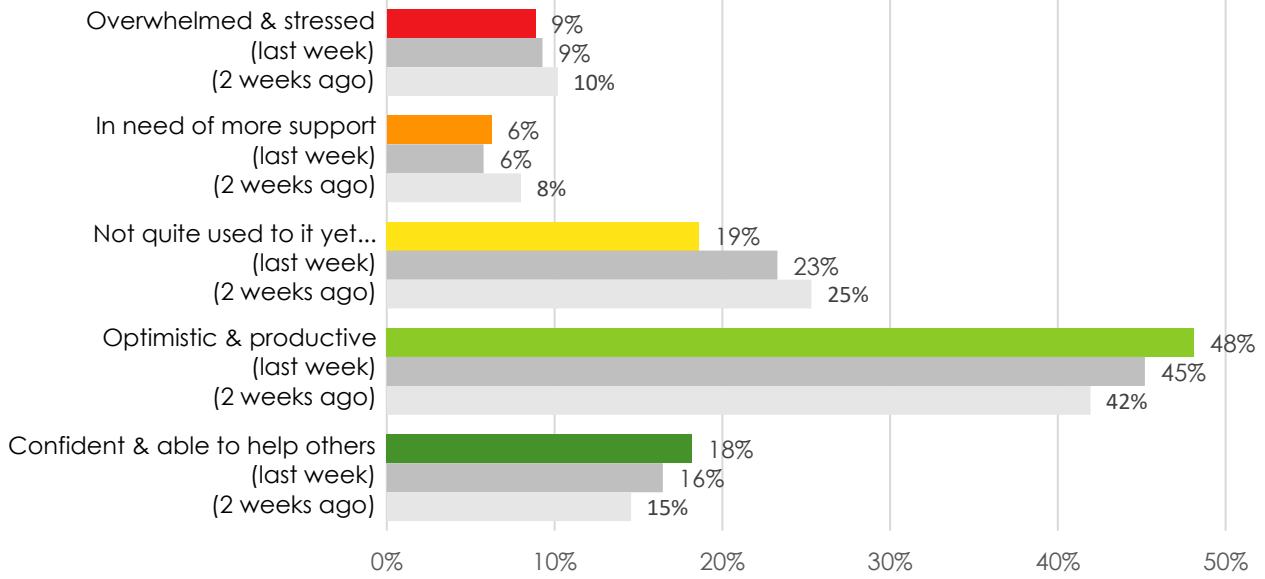
As part of their responses, we asked voters to share how they were feeling about learning from home with us. **Please note** that the above sample size does not apply to the data of how voters feel about learning from home.

Here is an insight into what they said compared to the previous weeks:





## Secondary



### VoteTopic Overview:

#### Question Primary:

“Would you pay more for chocolate?”

#### Question Secondary:

“Would you pay more for fairly traded products?”

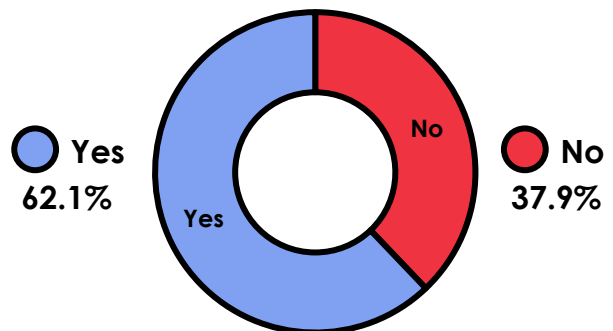
#### Question Secondary 16+ & College:

“Would you pay more for fairly traded products?”

### Grand Total

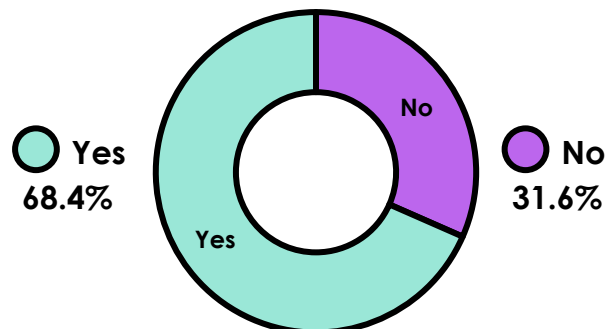
Primary:

Yes	62.12%	(2,109)
No	37.88%	(1,286)



Secondary:

Yes	68.42%	(3,794)
No	31.58%	(1,751)



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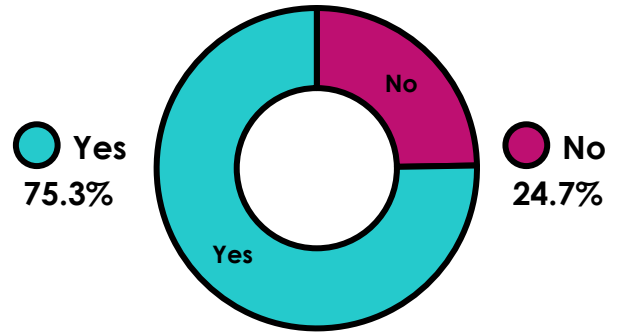


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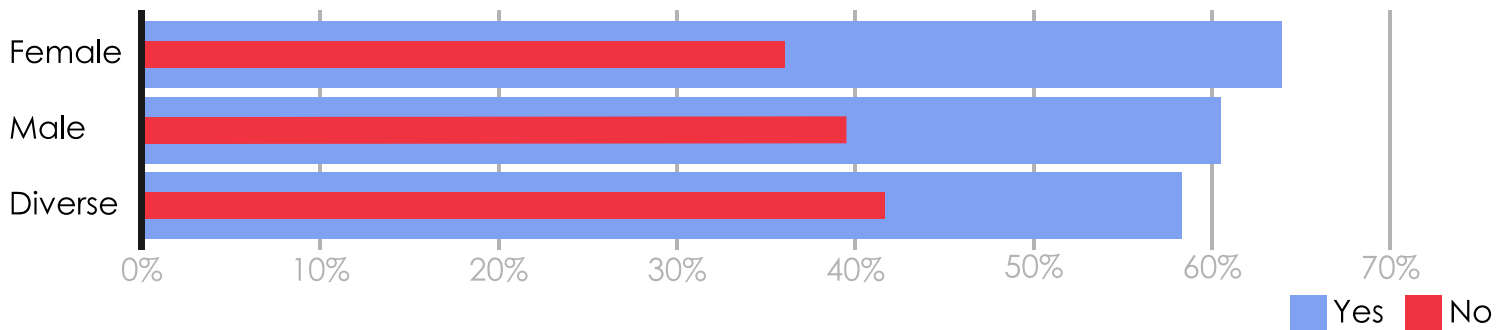
### Secondary 16+ & College:

Yes 75.27% (490)  
 No 24.73% (161)

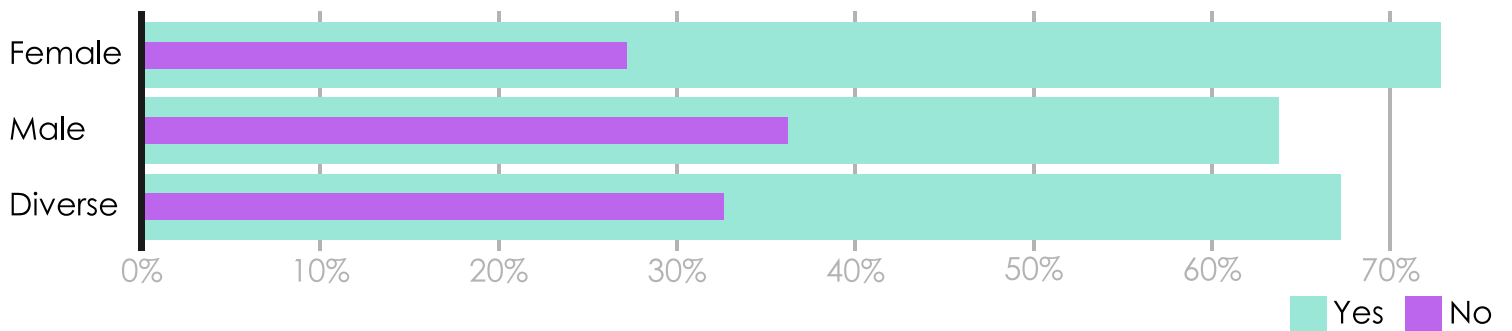


### Gender

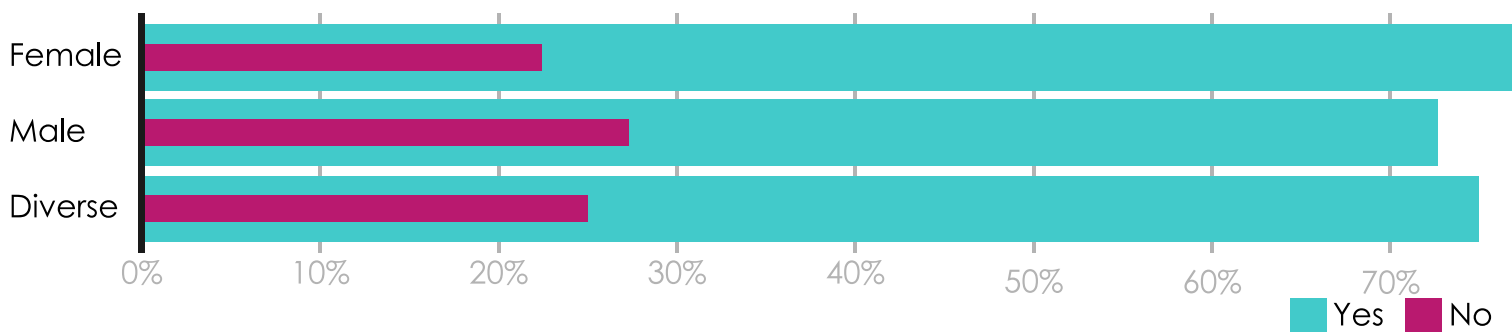
#### Primary: "Would you pay more for chocolate?"



#### Secondary: "Would you pay more for fairly traded products?"



#### Secondary 16+ & College: "Would you pay more for fairly traded products?"



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Primary: "Would you pay more for chocolate?"

	Yes %	Count	No %	Count	Total Count
Female	63.87%	1121	36.13%	634	1755
Male	60.46%	890	39.54%	582	1472
Diverse*	58.33%	98	41.67%	70	168

Secondary: "Would you pay more for fairly traded products?"

	Yes %	Count	No %	Count	Total Count
Female	72.86%	1906	27.14%	710	2616
Male	63.82%	1526	36.18%	865	2391
Diverse*	67.29%	362	32.71%	176	538

16+ & College: "Would you pay more for fairly traded products?"

	Yes %	Count	No %	Count	Total Count
Female	77.57%	166	22.43%	48	214
Male	72.73%	120	27.27%	45	165
Diverse*	75.00%	204	25.00%	68	272

\*Votes collected as "Diverse" include students that identify as gender diverse, as well as students that wish not to disclose or were not able to specify their gender.

Across all school types, amongst Primary, Secondary and College voters, **females represented the biggest percentage of Yes Votes.**

In Primary schools, 63.87% of female pupils voted Yes, putting **female Primary pupils 1.75% above the average of all Primary Yes votes** combined.

In Secondary schools, 72.86% of female students voted Yes, putting **female Secondary students 4.44% above the average of all Secondary Yes votes** combined.

Amongst Secondary 16+ and College students, 77.57% of female students voted Yes, putting **female Secondary 16+ and College students 2.30% above the average of all Secondary 16+ and College Yes votes** combined.

In **Secondary schools and Colleges**, when comparing the amount of Yes votes, female students were **followed by diverse students**, while **male students represented the smallest percentage of Yes** votes.

In **Primary schools** this was reversed when comparing the amount of Yes votes, as female pupils were **followed by male voters**, while **diverse pupils represented the smallest percentage of Yes** votes.



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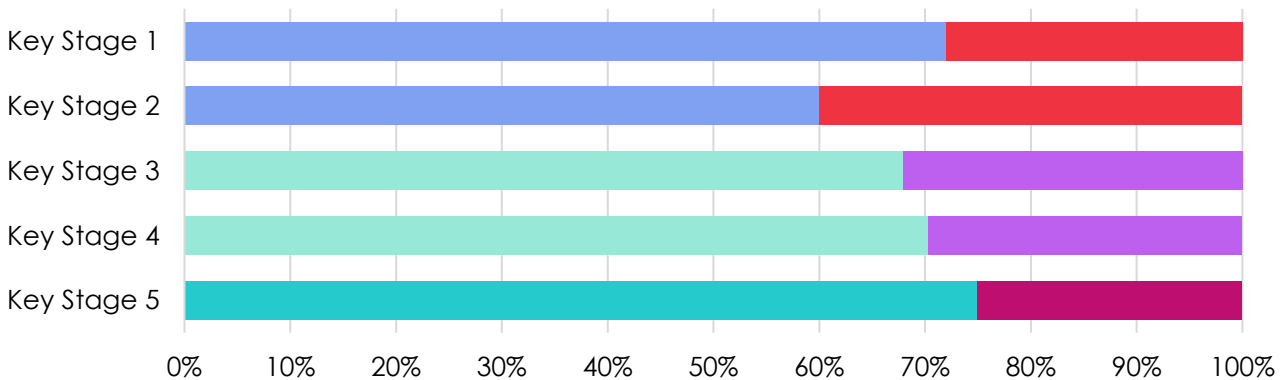
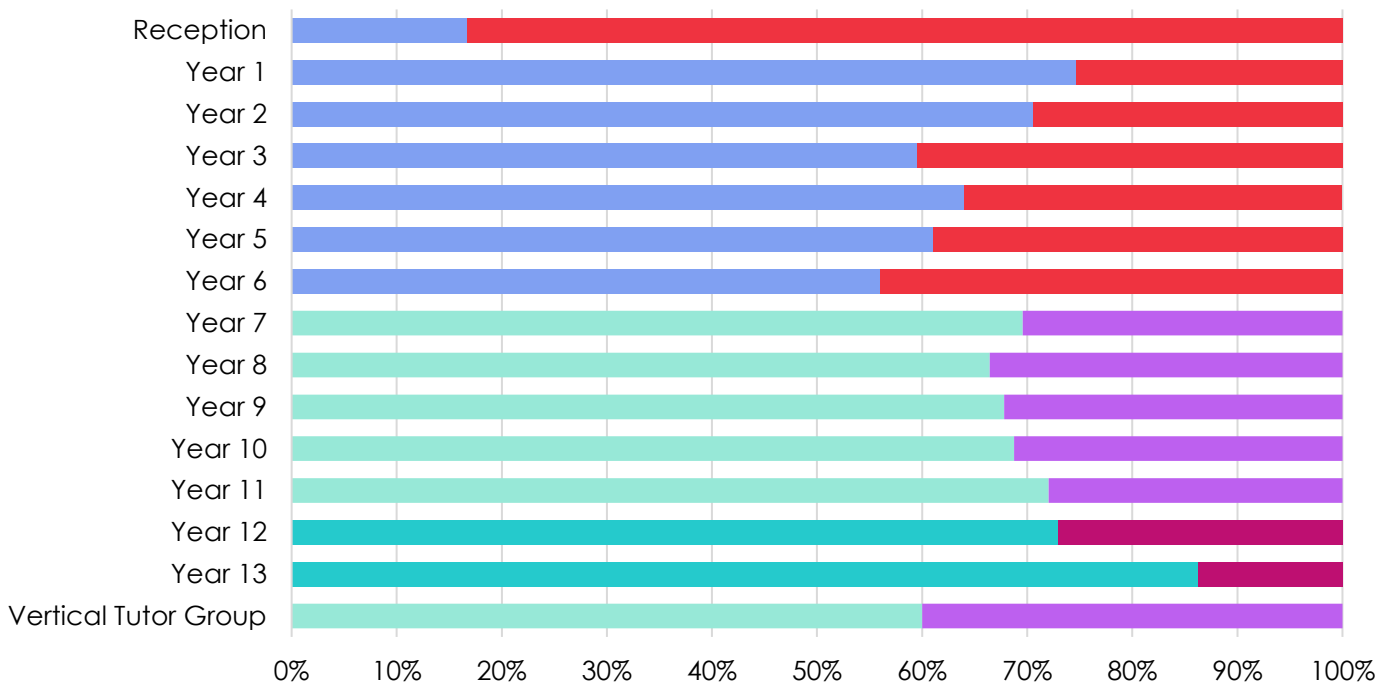


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### Age

Year Group	Yes %	Count	No %	Count	Total Count
Reception	16.67%	1	83.33%	5	6
Year 1	74.64%	156	25.36%	53	209
Year 2	70.53%	280	29.47%	117	397
Year 3	59.54%	284	40.46%	193	477
Year 4	64.03%	477	35.97%	268	745
Year 5	61.07%	422	38.93%	269	691
Year 6	55.95%	475	44.05%	374	849
Year 7	69.57%	1006	30.43%	440	1446
Year 8	66.43%	942	33.57%	476	1418
Year 9	67.81%	853	32.19%	405	1258
Year 10	68.76%	559	31.24%	254	813
Year 11	72.03%	546	27.97%	212	758
Year 12	72.89%	320	27.11%	119	439
Year 13	86.25%	69	13.75%	11	80
Vertical Tutor Group	60.00%	3	40.00%	2	5



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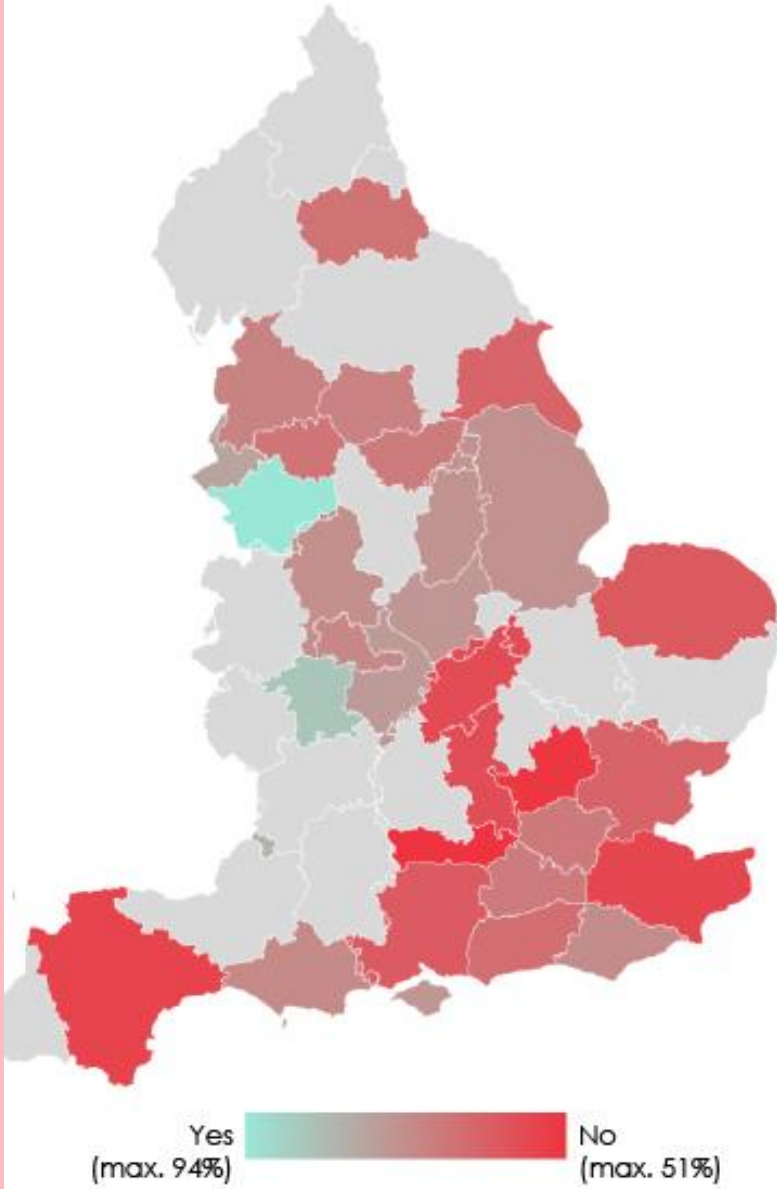
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## Location

Total Primary, Secondary & College:

	Yes %	Yes Count	No %	No Count	Total Count
Caerphilly*	100%	1	0.00%		1
Merthyr Tydfil*	100%	1	0.00%		1
Oxfordshire*	100%	1	0.00%		1
Shropshire*	100%	1	0.00%		1
Wiltshire*	100%	1	0.00%		1
Newport*	100%	2	0.00%		2
Herefordshire*	100%	3	0.00%		3
Guernsey*	100%	4	0.00%		4
Gloucestershire*	100%	5	0.00%		5
Cheshire	94.12%	16	5.88%	1	17
Worcestershire	85.71%	18	14.29%	3	21
Bristol	81.16%	56	18.84%	13	69
Merseyside	77.17%	71	22.83%	21	92
Warwickshire	75.10%	196	24.90%	65	261
Leicestershire	74.07%	80	25.93%	28	108
Isle of Wight	74.03%	57	25.97%	20	77
Nottinghamshire	73.33%	11	26.67%	4	15
Lincolnshire	72.68%	149	27.32%	56	205
Staffordshire	72.29%	180	27.71%	69	249
East Sussex	71.50%	286	28.50%	114	400
Dorset	70.59%	12	29.41%	5	17
West Midlands	70.18%	1358	29.82%	577	1935
Lancashire	68.87%	104	31.13%	47	151
West Yorkshire	68.70%	158	31.30%	72	230
South Yorkshire	67.17%	661	32.83%	323	984
Surrey	66.90%	289	33.10%	143	432
London	66.57%	1191	33.43%	598	1789
Greater Manchester	65.50%	262	34.50%	138	400
Durham	65.12%	28	34.88%	15	43
West Sussex	63.89%	23	36.11%	13	36
Greater London	62.91%	95	37.09%	56	151
East Riding of Yorkshire	61.38%	178	38.62%	112	290
Essex	61.21%	426	38.79%	270	696
Derbyshire*	60.00%	3	40.00%	2	5
Norfolk	58.82%	70	41.18%	49	119
Hampshire	58.65%	61	41.35%	43	104
Buckinghamshire	55.56%	10	44.44%	8	18
Northamptonshire	55.00%	11	45.00%	9	20
Kent	53.62%	74	46.38%	64	138
Devon	52.94%	9	47.06%	8	17
North Yorkshire	52.94%	9	47.06%	8	17
Cambridgeshire*	50.00%	2	50.00%	2	4
Hertfordshire	50.00%	14	50.00%	14	28
Berkshire	48.77%	198	51.23%	208	406
Bedfordshire*	42.86%	3	57.14%	4	7
Ynys Mon (Anglesey)*	42.86%	3	57.14%	4	7
Cornwall*	40.00%	2	60.00%	3	5
Ceredigion*	0.00%		100%	1	1
Cleveland*	0.00%		100%	1	1
Cumbria*	0.00%		100%	1	1
Flintshire*	0.00%		100%	1	1
Neath Port Talbot*	0.00%		100%	1	1
Suffolk*	0.00%		100%	1	1
Swansea*	0.00%		100%	1	1
Bridgend*	0.00%		100%	2	2



\*Regions with fewer than 10 votes are not displayed on this map. These regions are marked with a \* in the table.



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## Students' Comments: "Would you pay more for chocolate?"

"It's **unfair** that the **farmers, producers and transporters** get less money."

Primary School, Greater London

"I would be **willing to pay more** for chocolate if I knew the farmers where it originally came from were being **paid fairly**."

Primary School, Staffordshire

"Yes, I would be happy to pay more for chocolate if it is fairly made because **after what I've seen and how hard the farmers work** to only get 6p, it's **just not fair**."

Primary School, Merseyside

"At the start of this lesson I didn't really want to pay more for chocolate but in this lesson, I **realised how hard farmers work** to make chocolate and **how little they get**. So **now I agree that farmers should get more money**."

Primary School, Essex

"I think we **should pay more for chocolate** because then the people that made it for us to enjoy will **get their fair share**. Also making it expensive **limits the amount of chocolate we buy** which means that we don't eat loads of the stuff **making us healthier**."

Primary School, Surrey

"The money **should come from the shops**; the farmers do deserve more."

Primary School, Norfolk

"I don't want to pay more for chocolates because **this is just a sugary snack** not a healthy one."

Primary School, Berkshire

"I wouldn't pay more for chocolate because **you could be spending it on better things** like fruit and vegetables."

Primary School, Essex

"I would like the farmers to earn more money, but I **don't want to spend my money** buying more expensive chocolate."

Primary School, West Midlands



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## Students' Comments: "Would you pay more for fairly traded products?"

"These products make things fairer and **improve the life of others**. Workers get the **money they deserve**."

Secondary School, West Midlands

"We should buy more Fairtrade products in honour of **those who risk their lives making chocolate** but also cotton for clothing and many more products and **ensure they have better working environments**."

Secondary School, West Midlands

"It's **unfair** how little farmers are being paid for doing their job so it's not a big deal to pay a bit more for fair trade products. Also, if we all bought fair trade products, then this **could improve many people's lives**. However, **not everyone earns enough money** to afford these products and the extra money they spend on fair trade products might be needed for something else."

Secondary School, South Yorkshire

"I'd rather pay a little bit more, when it **makes a lot of difference to the person at the other end**. I think it would also have a **better impact on the environment**, as companies will see they can make just as much, while also looking after the environment, and their workers."

Secondary School, Staffordshire

"Morally, I **would want to pay for the Fairly Traded product** because I think it's so bad that these farmers/clothing makers work for such long hours every day to only get paid a pittance. However, **I don't always have a lot of money**, therefore most of the time I'll buy the cheapest thing I can. If I'm rich, I'll always buy fair trade products."

Secondary School, Norfolk

"I wouldn't because **fairly traded products should be something, we take for granted** when we buy things, we shouldn't pay more for something that **should be happening anyway**."

Secondary School, West Midlands

"I don't feel that Fairtrade changes the system, **more needs to be done** by those in charge rather than relying on consumers to pay more for items."

Secondary School, Leicestershire



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