



Would you pay more for fairly traded products?

19th – 26th February 2021

Sample of 9,591 voters

If you want more information of the exact split of the sample size across the different categories below, please contact us at lara@votesforschools.com.

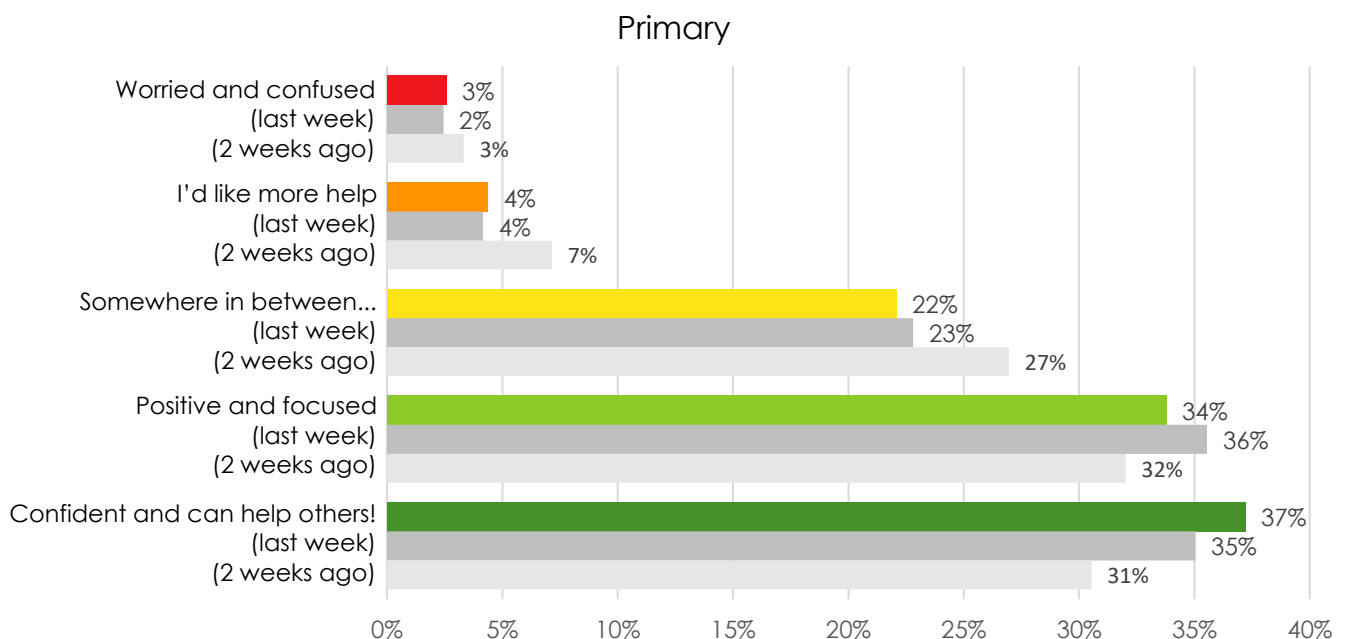
Please Note: The sample size featured reflects the number of pupils and students that cast their vote on this topic during the week in which this vote was held. This sample size does therefore not reflect the number of pupils and students who discussed this VoteTopic but did not get a chance to participate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

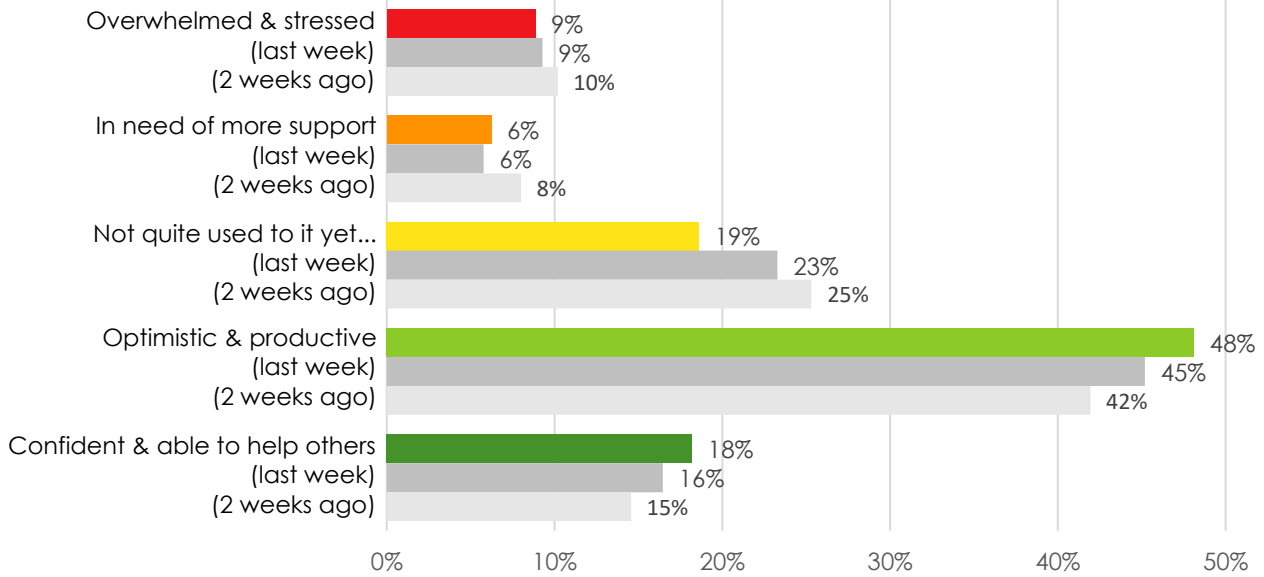
As part of their responses, we asked voters to share how they were feeling about learning from home with us. **Please note** that the above sample size does not apply to the data of how voters feel about learning from home.

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?”

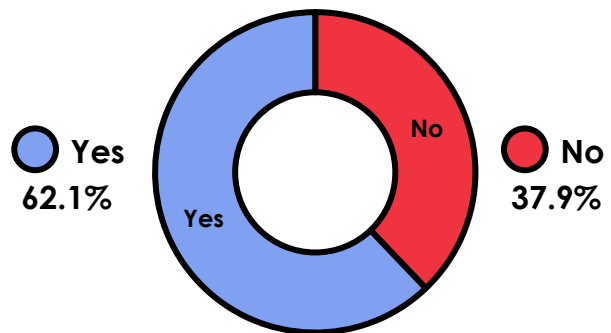
Question Secondary 16+ & College:

“Would you pay more for fairly traded products?”

Grand Total

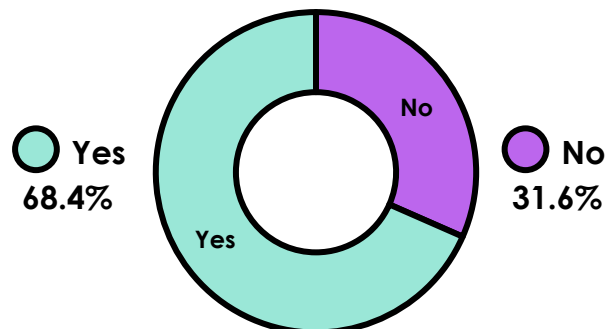
Primary:

Yes	62.12%
No	37.88%



Secondary:

Yes	68.42%
No	31.58%



Be informed.



Be curious.

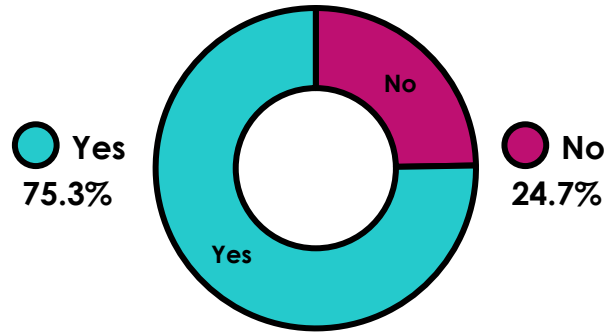


Be heard.



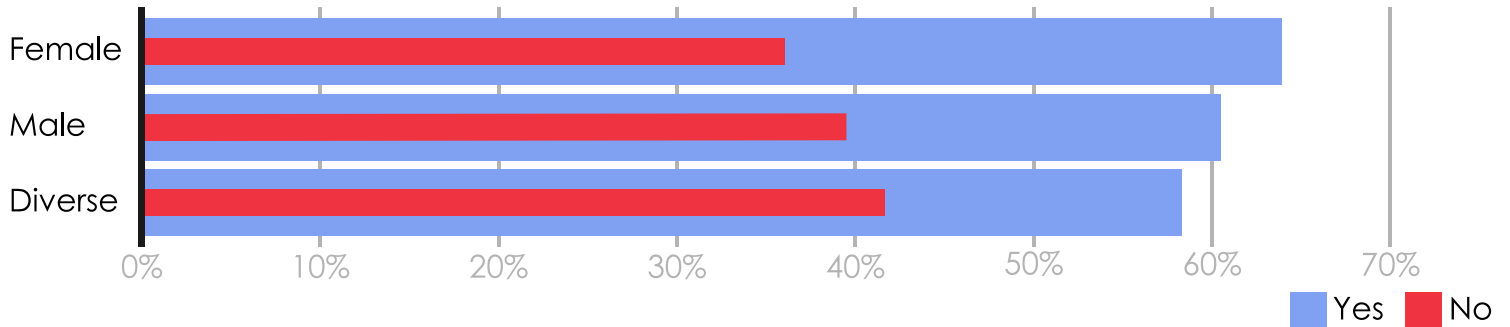
Secondary 16+ & College:

Yes 75.27%
No 24.73%

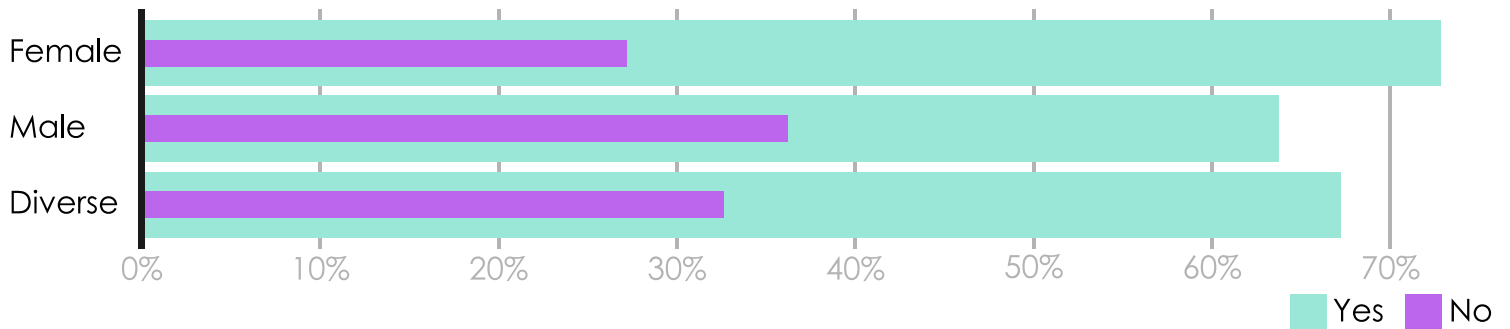


Gender

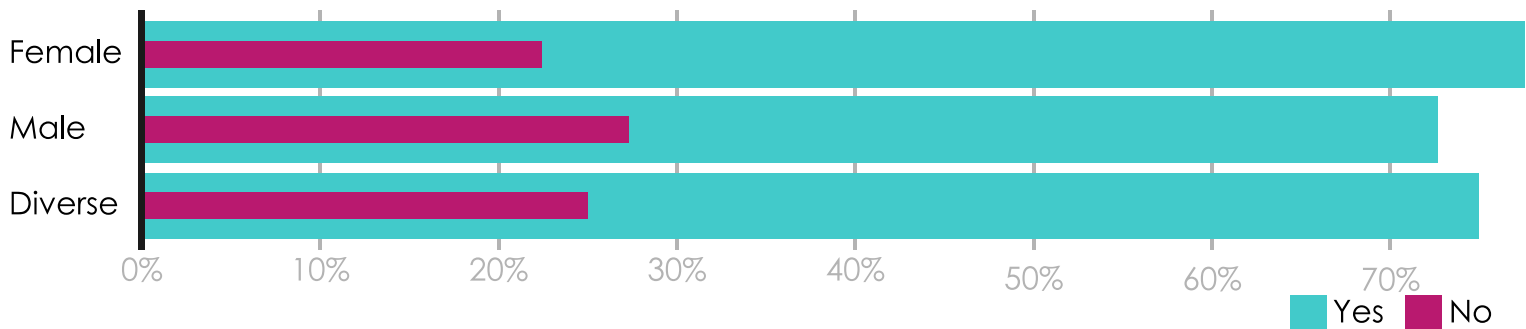
Primary: "Would you pay more for chocolate?"



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



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



Be informed.



Be curious.



Be heard.



Primary: "Would you pay more for chocolate?"

	Yes	No
Female	63.87%	36.13%
Male	60.46%	39.54%
Diverse*	58.33%	41.67%

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

	Yes	No
Female	72.86%	27.14%
Male	63.82%	36.18%
Diverse*	67.29%	32.71%

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

	Yes	No
Female	77.57%	22.43%
Male	72.73%	27.27%
Diverse*	75.00%	25.00%

*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.



Be informed.



Be curious.

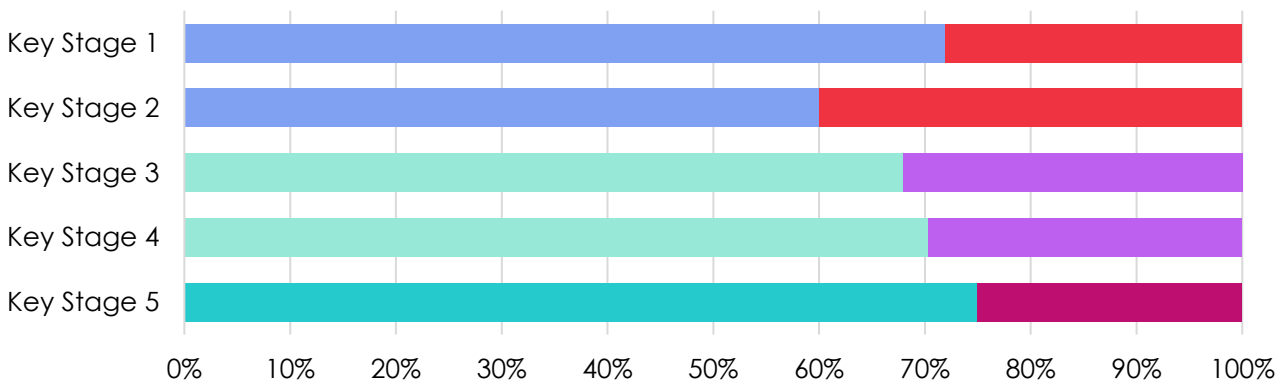
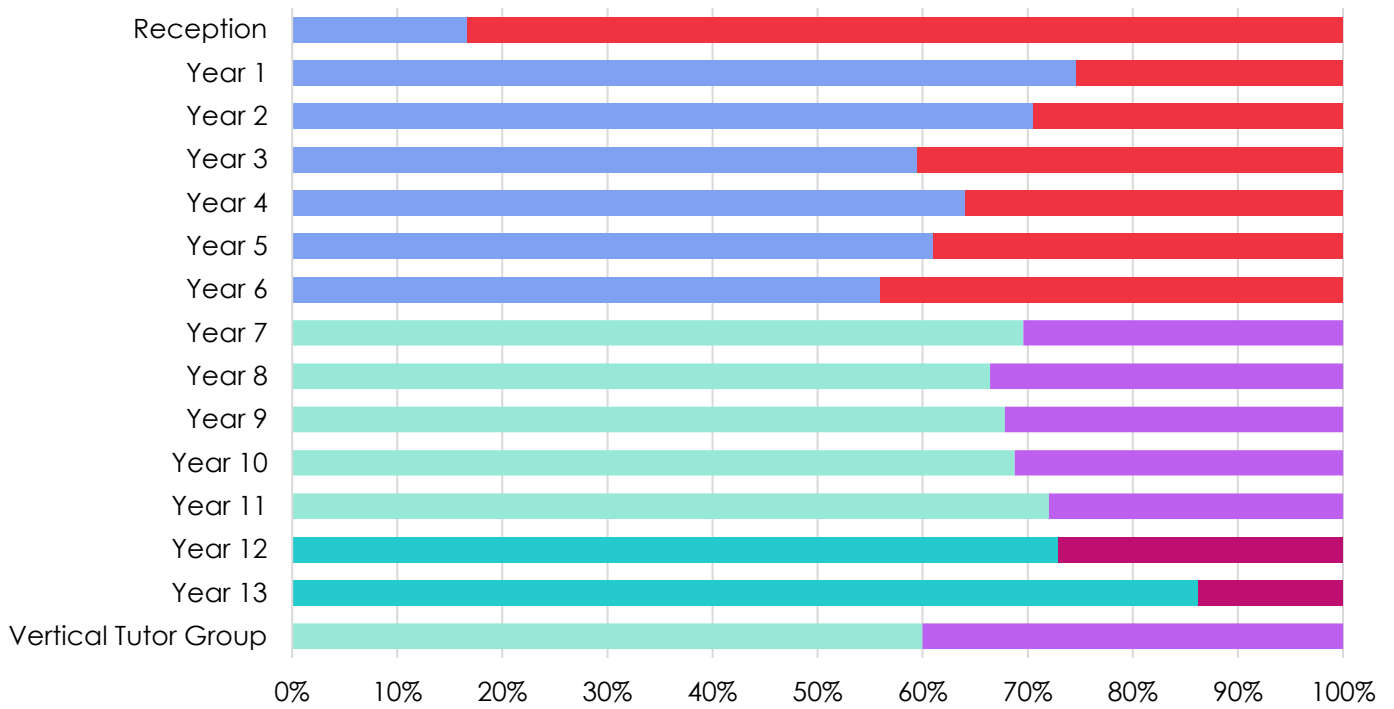


Be heard.



Age

Year Group	Yes	No
Reception	16.67%	83.33%
Year 1	74.64%	25.36%
Year 2	70.53%	29.47%
Year 3	59.54%	40.46%
Year 4	64.03%	35.97%
Year 5	61.07%	38.93%
Year 6	55.95%	44.05%
Year 7	69.57%	30.43%
Year 8	66.43%	33.57%
Year 9	67.81%	32.19%
Year 10	68.76%	31.24%
Year 11	72.03%	27.97%
Year 12	72.89%	27.11%
Year 13	86.25%	13.75%
Vertical Tutor Group	60.00%	40.00%



Be informed.



Be curious.



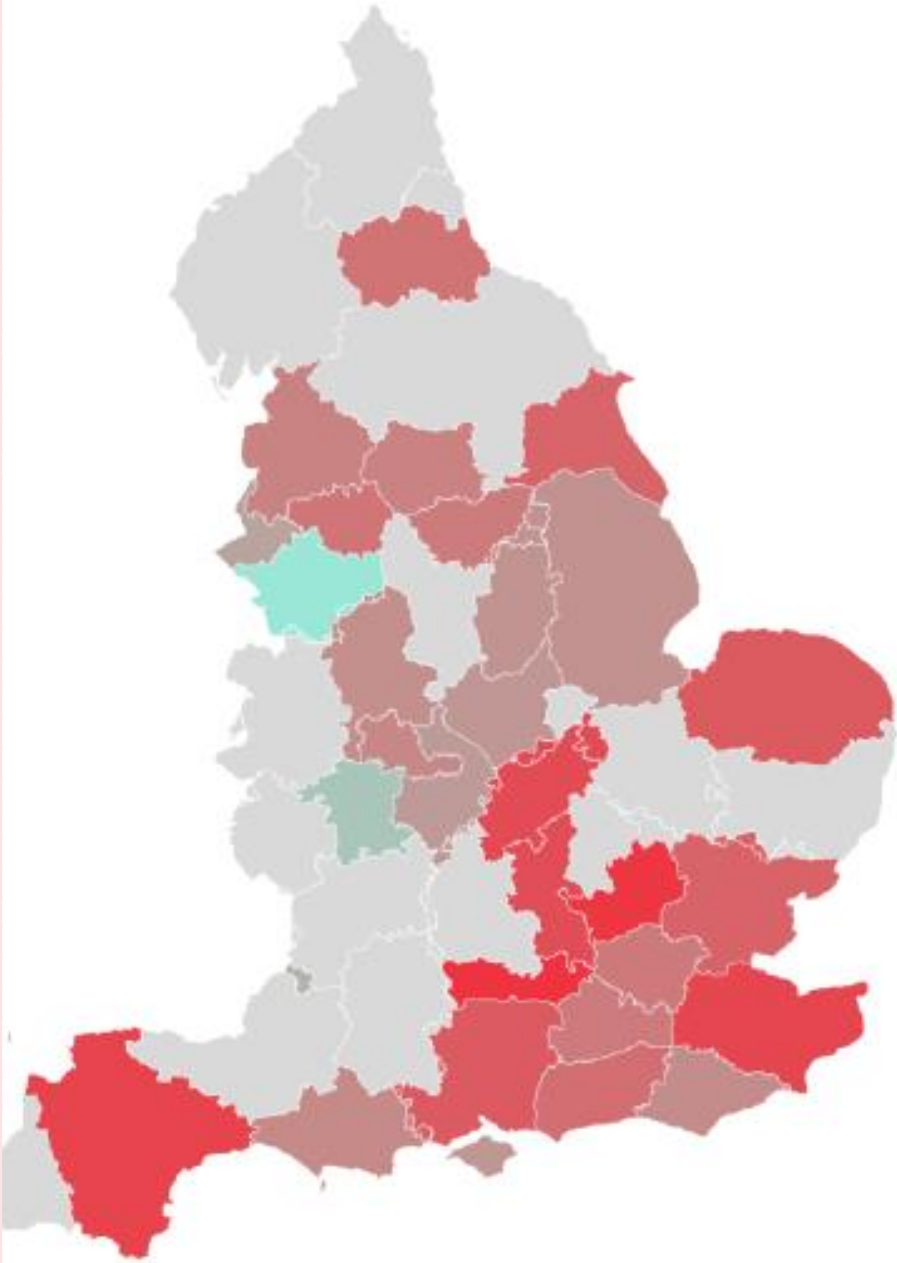
Be heard.



Location

Total Primary, Secondary & College:

	Yes	No
Caerphilly*	100%	0.00%
Merthyr Tydfil*	100%	0.00%
Oxfordshire*	100%	0.00%
Shropshire*	100%	0.00%
Wiltshire*	100%	0.00%
Newport*	100%	0.00%
Herefordshire*	100%	0.00%
Guernsey*	100%	0.00%
Gloucestershire*	100%	0.00%
Cheshire	94.12%	5.88%
Worcestershire	85.71%	14.29%
Bristol	81.16%	18.84%
Merseyside	77.17%	22.83%
Warwickshire	75.10%	24.90%
Leicestershire	74.07%	25.93%
Isle of Wight	74.03%	25.97%
Nottinghamshire	73.33%	26.67%
Lincolnshire	72.68%	27.32%
Staffordshire	72.29%	27.71%
East Sussex	71.50%	28.50%
Dorset	70.59%	29.41%
West Midlands	70.18%	29.82%
Lancashire	68.87%	31.13%
West Yorkshire	68.70%	31.30%
South Yorkshire	67.17%	32.83%
Surrey	66.90%	33.10%
London	66.57%	33.43%
Greater Manchester	65.50%	34.50%
Durham	65.12%	34.88%
West Sussex	63.89%	36.11%
Greater London	62.91%	37.09%
East Riding of Yorkshire	61.38%	38.62%
Essex	61.21%	38.79%
Derbyshire*	60.00%	40.00%
Norfolk	58.82%	41.18%
Hampshire	58.65%	41.35%
Buckinghamshire	55.56%	44.44%
Northamptonshire	55.00%	45.00%
Kent	53.62%	46.38%
Devon	52.94%	47.06%
North Yorkshire	52.94%	47.06%
Cambridgeshire*	50.00%	50.00%
Hertfordshire	50.00%	50.00%
Berkshire	48.77%	51.23%
Bedfordshire*	42.86%	57.14%
Ynys Mon (Anglesey)*	42.86%	57.14%
Cornwall*	40.00%	60.00%
Ceredigion*	0.00%	100%
Cleveland*	0.00%	100%
Cumbria*	0.00%	100%
Flintshire*	0.00%	100%
Neath Port Talbot*	0.00%	100%
Suffolk*	0.00%	100%
Swansea*	0.00%	100%
Bridgend*	0.00%	100%



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



Be informed.



Be curious.



Be heard.



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



Be informed.



Be curious.



Be heard.



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



Be informed.



Be curious.



Be heard.