

# Fair measures student survey

## A: Chocolate habits

1. How many bars do you eat in the average week?

1  2  3  4  5  6  7  More than 7  None

2. Which of the following types of chocolate do you eat?

Bounty  Aero  Crunchie  Divine  Dairy Milk  Dubble  KitKat   
Lion Bar  Milky Way  Mars Bar  Snickers  Twix  Yorkie  Other

## B: Fairtrade

3a. Have you ever heard of Fairtrade before?

Yes  No  Not Sure

IF **No** or **Not Sure**, please **go to Question 4**.

3b. IF YES, where have you heard about Fairtrade?

At School  At Home  On TV  On the Internet   
In Magazines  In the Shops  From Friends

4. What do you think Fairtrade is?

Read the following sentences and say whether each one is true or false.

a. It's where people swap things to help each other.

True  False

b. It's where poor farmers in the developing world get a fair price for what they grow.

True  False

c. It's where big companies give poor people in the developing world donations.

True  False

**5.** There are many kinds of food that can involve Fairtrade. Which of the following types of food that we buy in the UK can involve Fairtrade?

- Biscuits     Cereal Bars     Chocolate     Coffee     Fruit   
Fruit Juice     Honey     Tea     All of these

**6.** Have you ever bought any of these Fairtrade products?

- Yes     No     Not Sure

**7.** Fairtrade products sometimes cost more than other products. How much more would you be prepared to pay for a bar of Fairtrade chocolate?

- Nothing more     1p or 2p more     3p-5p more   
6p-10p more     10p-20p more

**8.** Do you think there should be more or fewer Fairtrade products for sale in the UK?

- More     The same amount     Fewer

### **C: Dubble**

**9.** Do you eat Dubble? Why? [tick as many as apply to you]

- I don't eat Dubble     It's tasty     I can afford it   
It's made from Fairtrade chocolate     My friends buy it     It's from Comic Relief

**10.** Knowing that Dubble is made from Fairtrade chocolate, does that make you more or less likely to buy Dubble?

- A lot more likely     A little more likely     Neither more nor less likely   
A little less likely     A lot less likely

**D: School food**

**11.** Which of the following types of snacks do you buy at school most weeks?

Biscuits

Chips

Chocolate

Crisps

Fruit

Soft Drinks

Sweets

**12.** Where do you buy them?

Canteen

School Council

Tuck Shop

Vending Machines

**13.** If you knew that a snack sold in the school (in the tuck shop, canteen, or vending machines) involved Fairtrade would that make you more or less likely to buy it?

A lot more likely

A little more likely

Neither more nor less likely

A little less likely

A lot less likely

**14a.** Do you think school tuck shops, canteens and vending machines should stock Dubble?

Yes

No

Not Sure

**14b.** If Dubble was sold in your school, would you buy it?

Yes, definitely

Yes, probably

Not Sure

No, probably not

No, definitely not

**E: Campaigning**

**15.** Have you ever been involved in a campaign at school, e.g. collected signatures on a petition, or written letters to an important person?

Yes

No

Not Sure

**16.** Would you like to take part in a campaign at your school for more Fairtrade products?

Yes

No

Not Sure

If YES, what sorts of activities would you take part in?

Petition

Stall at fete or other event

Fairtrade debate

Special Fairtrade day

Writing letters

Fairtrade assembly or play

Any of these