More and more young people in the Basque Country are interested in Fair Trade

60% of young people aged 15 to 29 have bought Fair Trade products on at least one occasion

On occasion of the World Fair Trade Day on May 10, the Basque Youth Observatory is publishing data on the consumption of Fair Trade products in the Autonomous Community of the Basque Country by people aged 15 to 29. These data come from two research projects on consumption conducted by the Basque Youth Observatory in 2010 and 2013.

The purpose of both research projects was to analyze consumption trends among Basque youths; mainly asking the question "How?" rather than "What?" or "How Much?" In addition, we have tried to identify to what extent young people are aware of the personal, social and environmental implications of consuming a given product or service.

Based on the comparison between the two studies we found that between 2010 and 2013, the percentage of young people who have consumed Fair Trade products on some occasion had increased by 18 points; from 42% in 2010 to 60% in 2013.

Young women buy Fair Trade products more than young men (64% and 55%, respectively) and the consumption of Fair Trade products increases as age increases and reaches 64% among people aged 25 to 29.

[Graph showing the evolution of consumption from 2010 to 2013 for different age groups and genders]

Source: Basque Youth Observatory
We must mention, however, that these high percentages fall significantly when we refer to the consumption of Fair Trade products on a regular basis. In this case the percentage is 7% among young people. However, this also indicates a positive trend among those who consume Fair Trade products on a regular basis, since this figure was 4% in 2010.

Based on provinces, young people in Álava present the highest figures regarding the occasional consumption of Fair Trade products (65%), followed by Bizkaia (61%) and Gipuzkoa (54%).

![Occasional consumption of Fair Trade products among youths, based on province (%)](chart.png)

Source: Basque Youth Observatory, 2013

You can view further data on consumption trends among Basque youths in previously mentioned two research projects of 2010 and 2013.