Surveying Student Interest in Sustainably Sourced Goods at CWU

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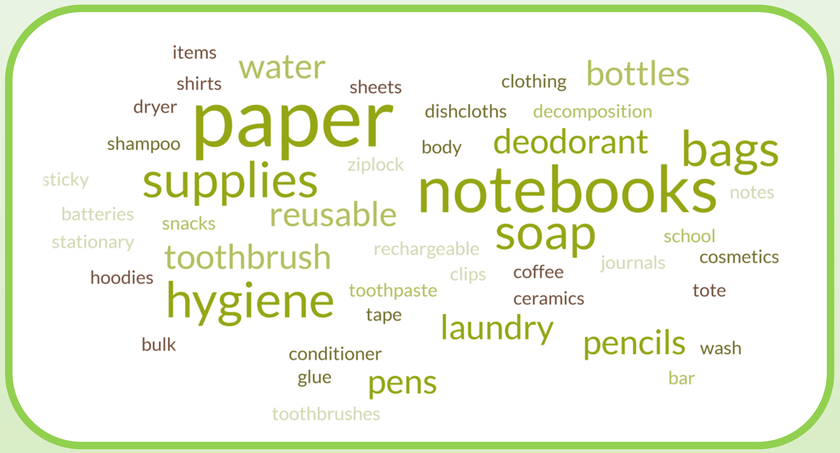
INTRODUCTION

Students worldwide have shown an increasing interest in purchasing sustainable goods and 40% of consumers are willing to pay 5% more for sustainable products. 91 percent of college students “agree their place of study should actively incorporate and promote sustainable development.” CWU recognizes there is a market to provide these products for students. This survey aims to help the Wildcat Shop close the gap in offering sustainable products to students.

METHODS AND KEY QUESTIONS

A Qualtrics survey was created to determine student interest in sustainable goods at the Wildcat Shop. 54 respondents answered questions such as how often they purchase goods from the shop, their interest in sustainable goods, and willingness to pay for sustainable goods.

Word Cloud of Student Requests for Products



71% of US students believe it is important that their school supplies are sustainable (Hadimon, 2024)

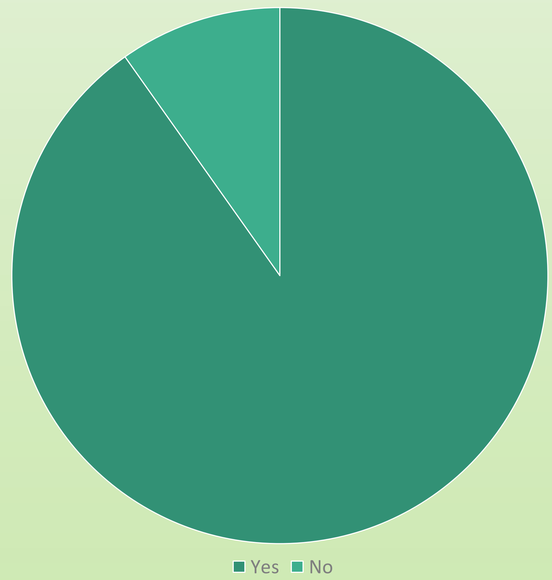
89% of consumers have changed their shopping habits towards eco-friendly products (Capital One, 2026)

80% of worldwide consumers are willing to pay more for eco-friendly products (Capital One, 2026)

79% of Gen Z consumers consider sustainability when choosing what brands to purchase from (Capital One, 2026)

16% of consumers have difficulty locating eco-friendly products (Capital One, 2026)

Are Students Interested in Purchasing Sustainably?



This Project Supports UN Sustainable Development Goals:

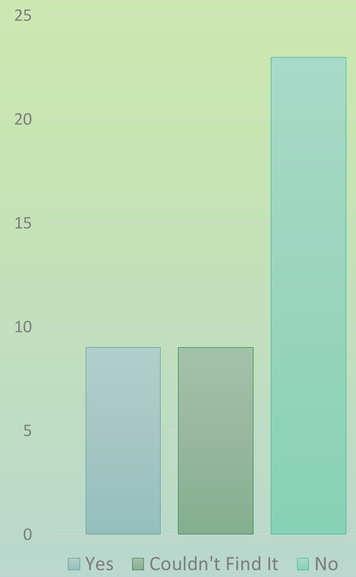




How Much More Are Students Willing To Pay For Sustainable Goods?

Percentage	Number of Students
0-5	6
6-10	5
11-15	2
16-20	6
21-25	1
26-30	3
31-35	2
36-40	N/A
41-45	1
45-50	4
50-60	1
60-70	5
70-80	3
80-90	N/A
90-100	2

Are Students Aware CWU Currently Offers Sustainable Products?



Interested In Taking the Survey? Scan Below!

SUMMARY

Most respondents are interested in purchasing sustainable products at the Wildcat Shop. Respondents were willing to pay up to a 10-20% price increase for sustainable goods. The majority of respondents indicated that embossed labels, stickers, and signage above products for visibility would be the best option for identifying sustainable products. Most respondents want items such as notebooks and paper but also show a desire for daily products such as hygiene supplies.

Acknowledgements

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References

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