

**Comenius Project “The Consumer
Society and Youth in Europe”
Questionnaire on shopping habits and
ecology**

**Results of the Italian school
I.T.C. A. ZANON – UDINE –
Italy**

Last autumn some classes of the ITC

A. Zanon filled in a questionnaire
about their shopping habits and
ecology.

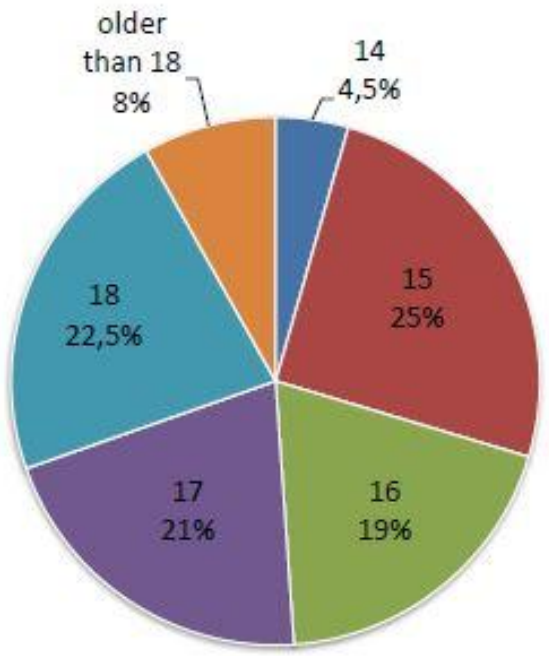
We are of different ages, so let's start
about that...

QUESTION NR. 1

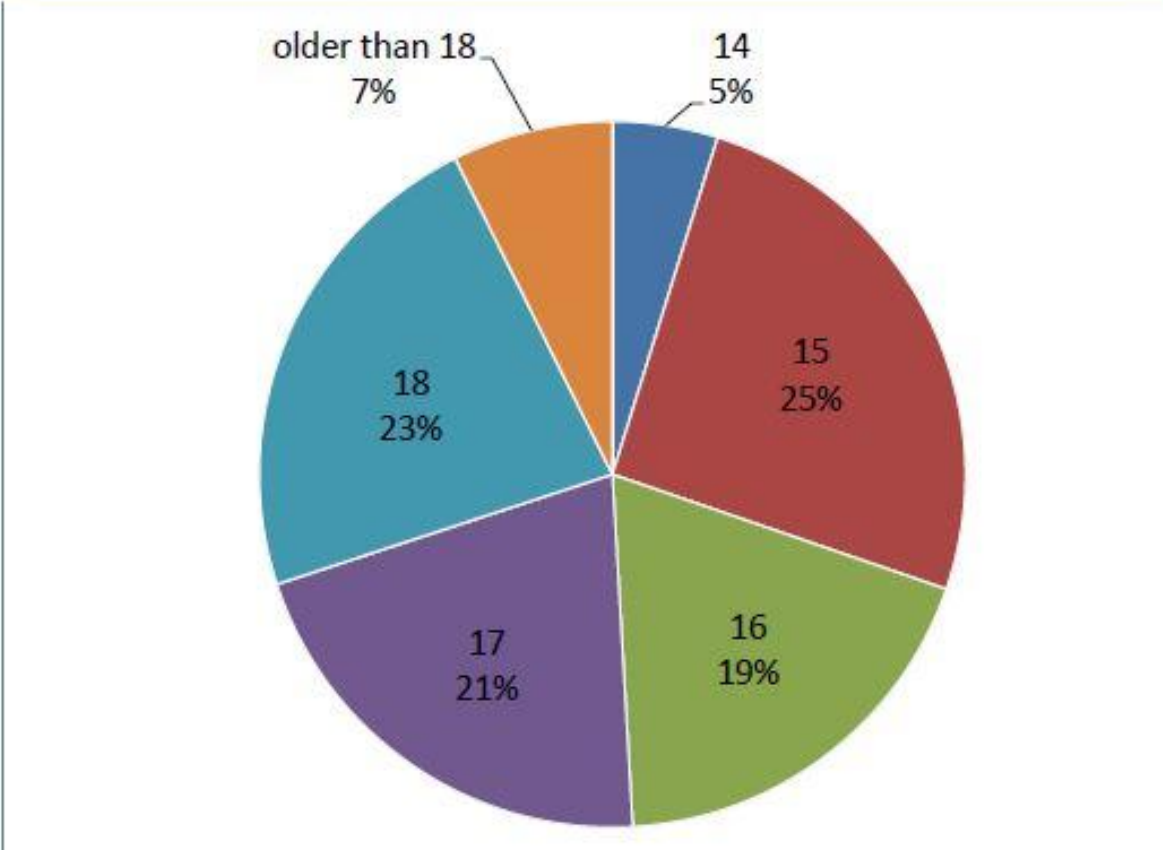
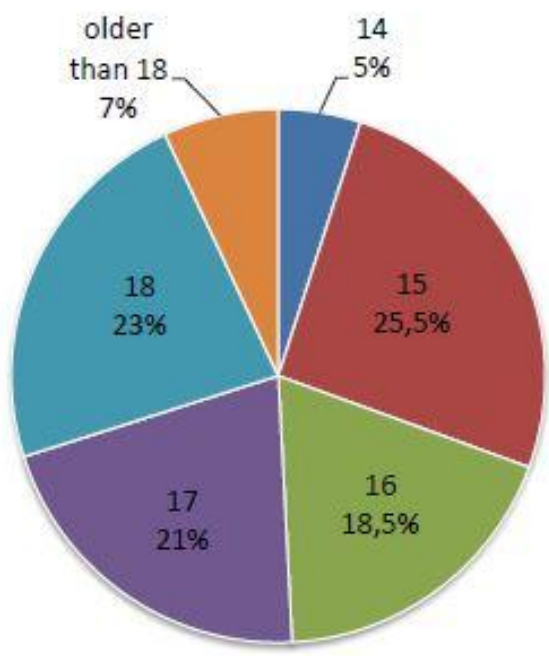
I am

- 14
- 15
- 16
- 17
- 18
- Older than 18
- No answer

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We also know that the most of us
live in a family composed by 4
people in a village (up to 5,000
inhabitants)

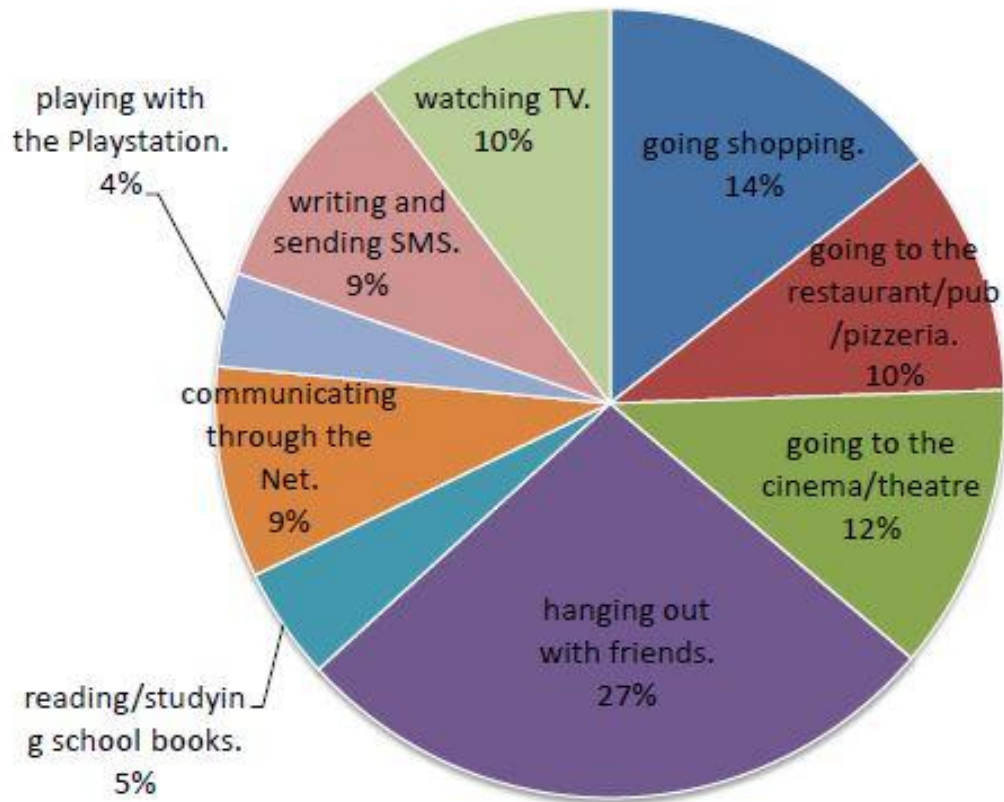
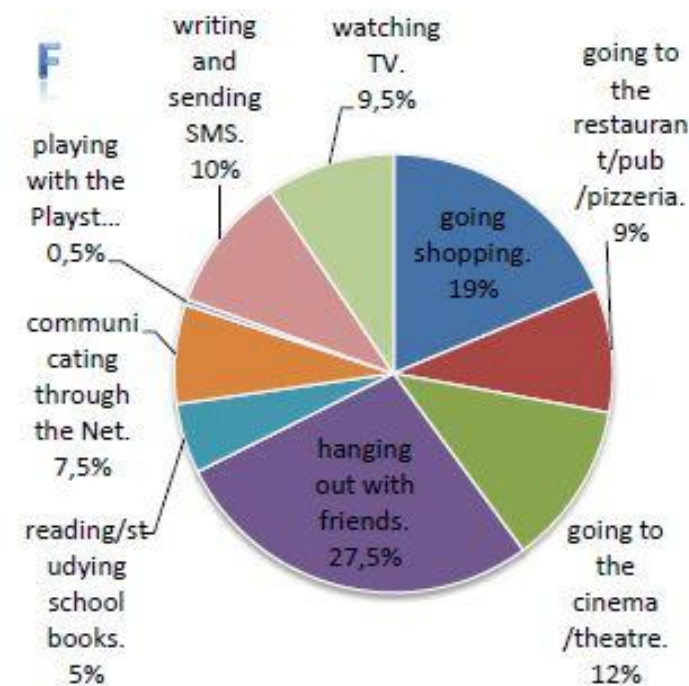
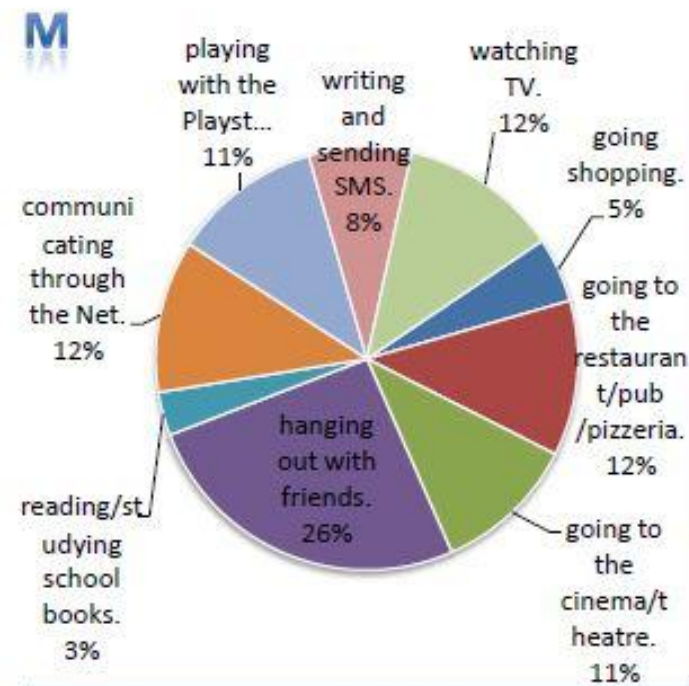
SHOPPING

HABITS

QUESTION NR. 4

How important are the following activities to you? I like best (Tick up to three items)

- Going shopping
- Going to the restaurant/pub/pizzeria
- Going to the cinema/theatre
- Hanging out with friends
- Reading/studying school books
- Communicating through the Net
- Playing with the Playstation
- Writing and sending SMS
- Watching TV



We have been asked to tick our favourite activities.

- First we like hanging out with friends (27%).
- Secondly, we like going shopping (14%)
- Then, we like going to the cinema (12%), going to the restaurant or pizzeria (10%) watching TV (10%) etc.

But what exactly about shopping?

There are some differences about males and females :

- Few boys like shopping very much (7%), in fact about 40% like shopping and 31% don't mind doing that.
- 39 % of the girls love shopping and 46% like it.
- Only the 1% of the girls hate shopping against the 5 % of the boy.

So we can conclude that nearly 75% of the students like shopping.

... and how do we shop?

- We usually go shopping twice a month (38%)...
- ... with friends (35.1%) or our mothers (44.5%)...
- ... only when we need to buy something (67%)...
- ... we mostly buy clothes (38.5%) or shoes (22%)...
- ... in big shopping centres (80%).

ECOLOGY

But, when we go shopping, are we really concerned about environment?

This is a very important point to focus on, because now we can decide how our future will be.

So let's see what we have answered to the questions about ecology.

We can start from a simple but
significant question:

when we go shopping, do we always
consider if the product has the ecolabel
or whether it has been produced in an
environmentally friendly way?

The answers to this question tell us that only 7% of the people take care of these factors, and 35% never consider that.

How do you think environment is today?

90% of the students believe that the environment is quite or very polluted, and 78% are concerned about it.

We also know that 86% of the students
have studied environmental issues.

This is very important in order to create
responsible citizens who will respect the
environment.

But what do we think other people do to save the environment?

- 46% of the students think that politicians could do a lot more in order to protect it and 29% think politicians do not care about these issues.
- 50% think some companies are concerned about the environment, others are not and 29% think companies are generally not enough concerned about it.

HOW WILL BE THE ENVIRONMENT
IN THE NEAR FUTURE?

62.2% OF THE STUDENTS THINK
THAT THE ENVIRONMENT WILL BE
IN A WORSE STATE IN THE NEAR
FUTURE.

We can change the situation by recycling waste.

84% of the students' families recycle waste and 63% of the students do it personally.

We recycle nearly all kind of waste and 48% of us know exactly how to separate the different types of waste.

In fact 82.5% of the students believe that recycling is very important.

FAIR TRADE

What is fair trade?

- A trade run by small companies. (39%)
- A trade run by multinational companies. (35%)
- I do not know. (22%)

According to the survey, fair trade...

- ... guarantees fair prices to the farmers/producers. (47%)
- ... is submitted to the competitive market price rules.
(22.5%)
- I do not know. (25.5%)

This slide shows that fair trade isn't known in our school, or we have only confused ideas. Fair trade should be encouraged in every country, because only 42% of us have already been in this kind of shop.