



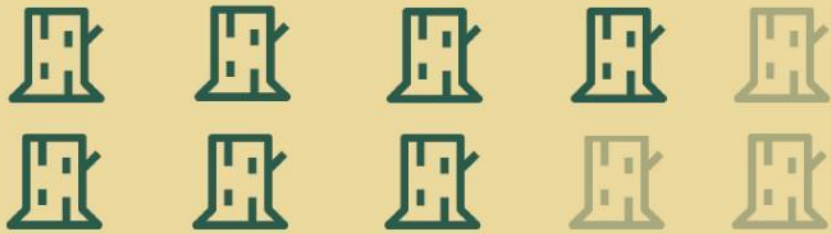
FSC[®] UK

**Key statistics from the
FSC UK 2023 consumer survey**



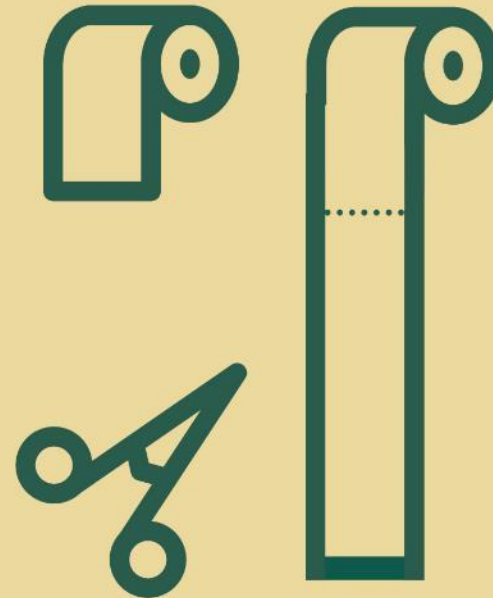
**FORESTS[®]
FOR ALL
FOREVER**

Which of the following best describes you in terms of wood products available for sale in the UK?



76% believe that at least some wood-based products available in the UK should be made from sustainable sources

50% believe this should apply to ALL wood-based products.



77% believe that at least some paper-based products available in the UK should be made from sustainable sources

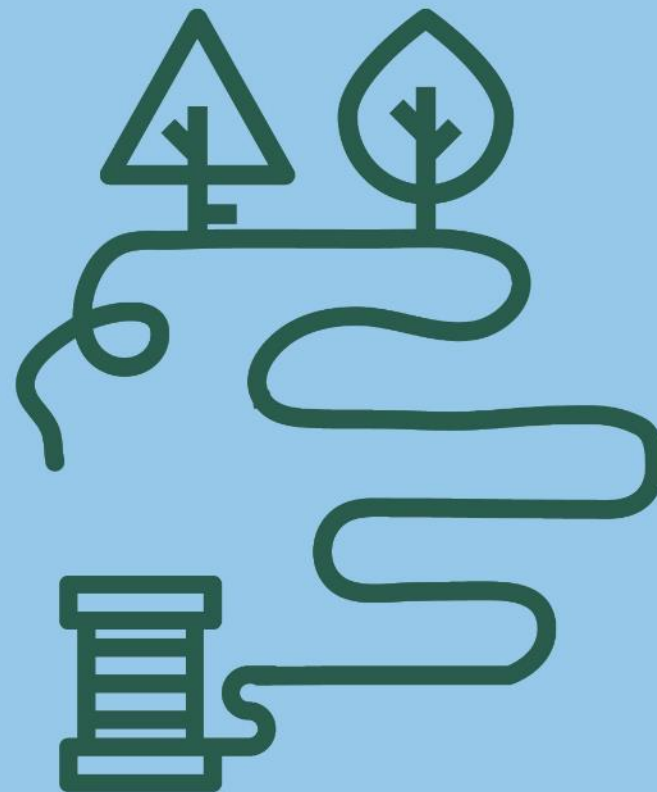
51% believe this should apply to ALL paper-based products.

Manmade cellulosic fibres (MMCFs) are usually made from dissolved wood pulp or “cellulose” from trees. Viscose, lyocell, and modal are all kinds of MMCFs and are used to make clothing and home textile products. To what extent do you agree or disagree with the following statement?

“It is important to me that MMCFs, such as viscose, are sourced sustainably.”

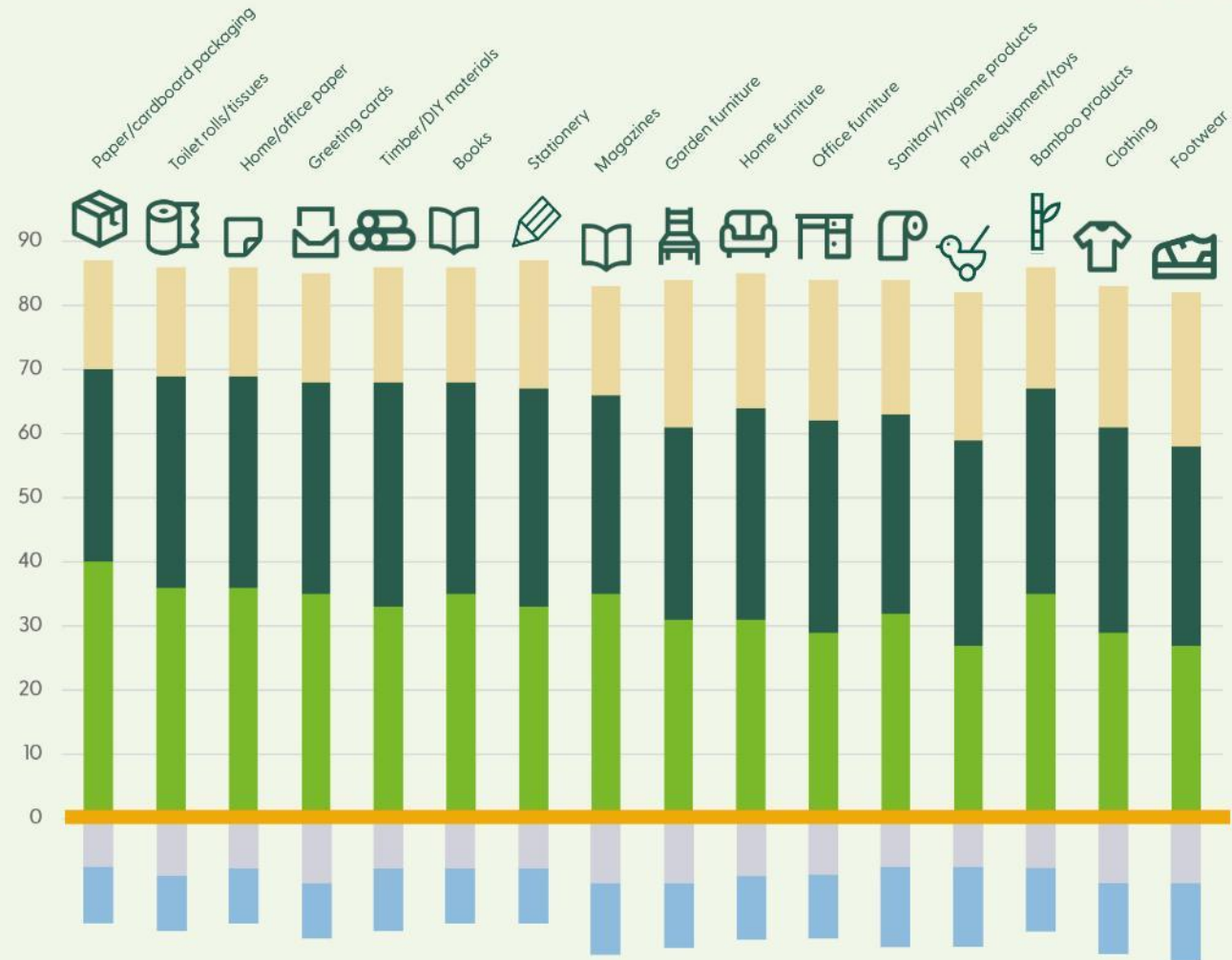


Only 12% of people are aware that viscose can come from trees but once that was explained, 67% agreed it is important to them that Manmade cellulosic fibres MMCFs, such as viscose, are sourced sustainably.



Many products and items of packaging are made from wood, paper or other materials sourced from forests (sometimes referred to as forest-based). How important is it to you that the following products are made from materials from sustainable sources?

- Very important
- Important
- Somewhat important
- Not important
- Don't know



A certification label is a label or symbol indicating that compliance with a standard has been verified. To what extent do you agree or disagree with the following statement?

‘When shopping for forest-based products, I look for products that carry certification labels.’

38% of people look for products that carry certification labels when they shop for forest-based products.



47% of millennials look for certification labels

Have you ever seen this logo before?



77%
recognise
the FSC
logo



25% say they know
what the FSC
logo means and
a further **30%** say
they know roughly
what it means.

FSC® F000231

When did you last buy a product with the FSC logo on?

Base: All aware of FSC logo

30% of people recall buying an FSC-certified product within the past 3 months,

19% within the past month.



71% of people are very or fairly likely to give preference to FSC-certified products. 85% of those who say they recognise and understand the FSC logo (and 81% of those who recognise it and know roughly what it means) are likely to give preference to FSC-certified products.



41% of people who recognise the FSC logo say they always or usually give preference to FSC-certified products.

Which, if any, of these products have you purchased with FSC certification in the past 12 months?

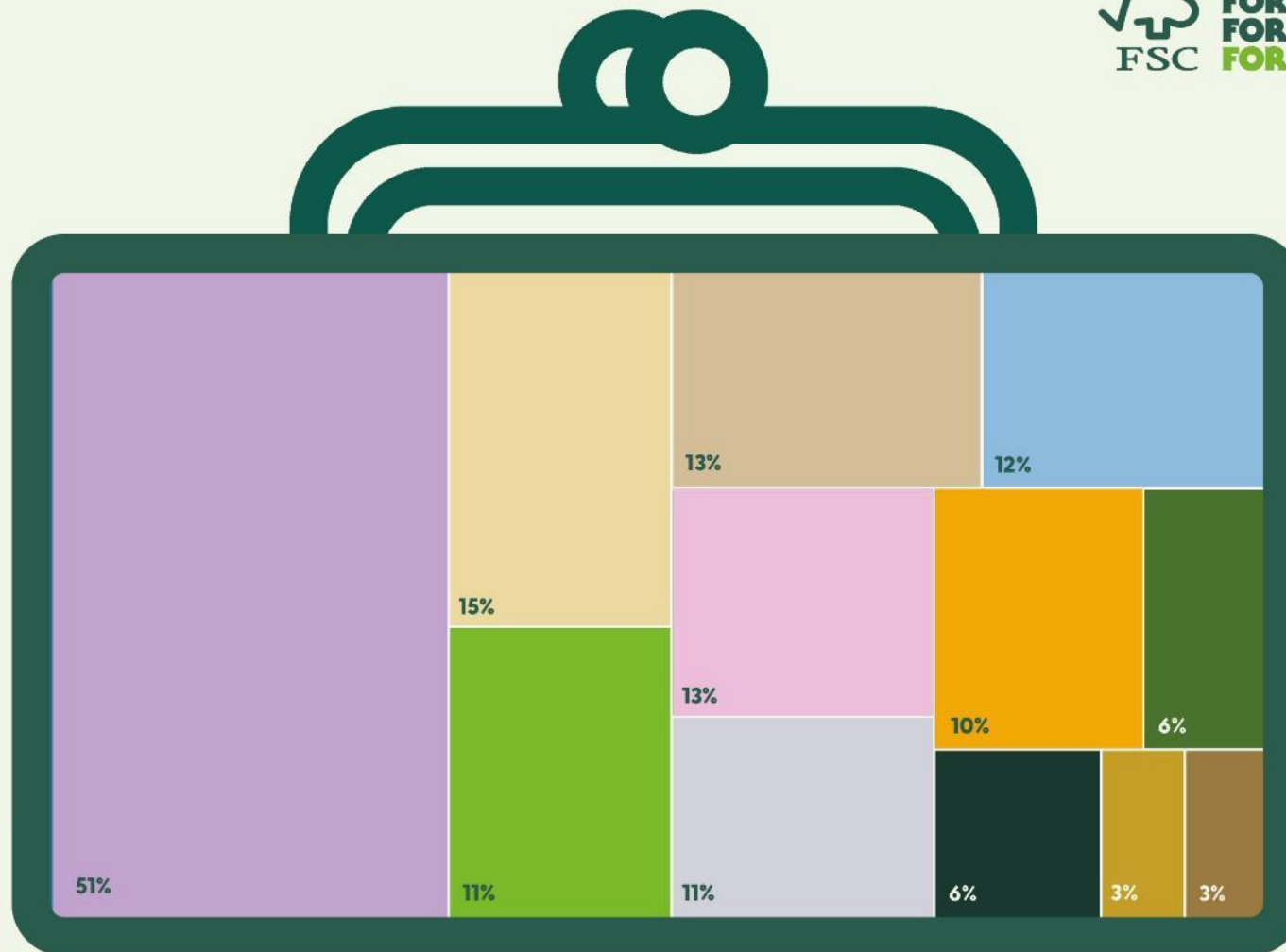
Base: All aware of FSC logo



Which of the following products have you EVER purchased or received in FSC-certified packaging? (Select all that apply)

Base: All aware of FSC logo

- Drinks - boxes (e.g. tea, cocoa)
- Drinks - take away (e.g. hot drinks)
- Drinks - cartons (e.g. juice, milk)
- Food - take away (e.g. paper bag, box)
- Food - home use (e.g. eggs, pasta, stock cubes)
- Online purchases
- Clothing
- Perfume/toiletries
- Make-up
- Jewellery
- I can't remember / I don't know
- I have never bought/received/seen anything in FSC certified packaging



Would you be prepared to pay more for an FSC-certified product?



51% would be prepared to pay more for an FSC-certified product

28% would be prepared to pay up to 5% more and 10% would be prepared to pay up to 10% more.



To what extent do you agree or disagree with the following statements?

“Businesses have a responsibility to ensure that the products they sell, and the packaging they use, are responsibly sourced.”

“Consumers have a responsibility to ensure that the products they buy are responsibly sourced and packaged.”

71% of people think that **businesses** have a responsibility to ensure that the products they sell, and the packaging they use, are responsibly sourced.



60% of people think that **consumers** have a responsibility to ensure that the products they buy, and the packaging they use, are responsibly sourced.