Key statistics from the FSC UK 2023 consumer survey
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.

Survey conducted by Kantar via Online Bus for FSC UK. Unless otherwise stated, base is UK adults 16+ (whole sample). A sample of 1279 adults in Great Britain aged 16+ were interviewed. Base: All ‘Which of the following best describes you in terms of wood products available for sale in the UK?’
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

Survey conducted by Kantar via Omniture for FSC UK. Unless otherwise stated, base is UK adults 16+ (whole sample). A sample of 1277 adults in Great Britain aged 16+ were interviewed. Base: All. 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?
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.

Survey conducted by Kantar via Online Bus for FSC UK. Unless otherwise stated, base is UK adults 16+ (whole sample). A sample of 1,279 adults in Great Britain aged 16+ were interviewed. Base: All. 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.’
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.

Survey conducted by Kantar via Online Bus for FSC UK. Unless otherwise stated, base is UK adults 16+ (whole sample). A sample of 1279 adults in Great Britain aged 16+ were interviewed. Base: All. Have you ever seen this logo before? Base: All.
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.

Survey conducted by Kantar via Online Bus for FSC UK, UK adults 16+. Base: All aware of FSC logo were asked - When did you last buy a product with the FSC logo on?
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) 51%
- Drinks - take away (e.g. hot drinks) 11%
- Drinks - cartons (e.g. juice, milk) 11%
- Food - take away (e.g. paper bag, box) 13%
- Food - home use (e.g. eggs, pasta, stock cubes) 13%
- Online purchases 12%
- Clothing 10%
- Perfume/toiletries 6%
- Make-up 6%
- Jewellery 3%
- I can't remember / I don't know 3%
- I have never bought/received/seen anything in FSC certified packaging 3%

Survey conducted by Kantar via Online Bus for FSC UK. UK adults 16+. Base: All aware of FSC logo were asked - Which, if any, of the following products have you EVER purchased with FSC certification? Base: All aware of FSC logo.
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.

Survey conducted by Kantar via Online Bus for FSC UK. Unless otherwise stated, base is UK adults 16+. A sample of 1,270 adults in Great Britain aged 16+ were interviewed. Base: All. To what extent do you agree or disagree with the following statements? "It is important to me that festival and event organisers ensure that the products and materials used at their events are sourced sustainably?" "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."