

## PRESS RELEASE

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For immediate release

### **Understanding of the FSC logo has more than doubled since pre-lockdown**

Awareness of the FSC logo in the UK has increased 45% since 2019<sup>1</sup>, and the proportion of those claiming both good and rough knowledge of the logo has more than doubled. With [data from the Office for National Statistics](#) revealing that nature had supported people's well-being during lockdowns, perhaps more are becoming interested in and aware of how they can repay some of that support.

The latest FSC UK survey<sup>2</sup>, conducted in March 2023, reveals that 77% of people in the UK now recognise the FSC logo. 25% say they know what it means (+ 5% on 2022), and a further 30% (29% in 2022) say they know roughly what it means.

**30% of those who recognise the logo recall buying an FSC-certified product within the past 3 months, 19% within the past month. 41% say they always or usually give preference to FSC-certified products.**

Once the meaning of FSC was explained, 71% of all those surveyed, said they would be very or fairly likely to give preference to FSC-certified products in future. 85% of those who said they both recognised and understood the FSC logo, and 81% of those who recognise it and know roughly what it means, said they were likely to give preference to FSC-certified products. However, only 38% of people claim to look for products that carry certification labels when they shop for forest-based products, suggesting that further promotion of certifications, beyond just labels such as FSC, may be beneficial to support consumers in meeting their ethical shopping preferences. 51% stated that they would be prepared to pay more for an FSC-certified product, with 28% prepared to pay up to 5% more and 10% prepared to pay up to 10% more.

Half of those surveyed were of the belief that all wood-based products available in the UK should be made from sustainable sources and a further quarter thought at least some should meet this standard. 60% thought that consumers have a responsibility to ensure that the products they buy, and the packaging they use, are responsibly sourced, but 71% held businesses responsible for the sustainability of their products and packaging.

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<sup>1</sup> Before the UK national coronavirus lockdown in March 2020

<sup>2</sup> Survey conducted (21/03/2023 - 23/03/2023) in United Kingdom by Kantar via OnLineBus, a sample of 1,279 UK adults aged 16+ were interviewed.

For further information on statistics published by FSC, or to request copies of infographics for marketing use, contact [communications@fsc-uk.org](mailto:communications@fsc-uk.org). For more consumer insights from FSC UK, visit <https://uk.fsc.org/trademark-use/consumer-insights>.

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