

IPSOS CONSUMER RESEARCH FOR FSC 2025

GLOBAL REPORT

IPSOS Project 23-048924-01



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Project: 23-048924-01

ISO 20252 – Market Research



ISO 27001- Information Security



ISO 9001 – Quality Management



Methodology

The IPSOS Global Consumer Research for FSC survey was conducted online using IPSOS' own and partner research panels to recruit respondents in 50 countries. Fieldwork was conducted in May, June and July 2025.

The total sample size for each of the 50 markets is n=800 (except for USA* and China**), and the total sample size across the 50 markets is n=40,802***. The identification of the required sample size builds upon calculating an acceptable margin of error, and 800 completes per country is quite a consistent sample base.

Samples were designed to be nationally representative as far as realistically possible using online panels. Online research can only reach consumers who are online. For some countries, this means that instead of following national representation we follow online representation resulting in a more urban, more educated, and/ or more affluent sample than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of these populations.

Significant Differences

Throughout the report, we compare this year's findings with the previous survey data from 2022/2023.

To validate the changes between the outcomes of these two studies, IPSOS tested the statistical significance of the differences between these findings. These tests indicate how likely it is that a result is based on chance.

Examples with a sample size of n=800:

- A difference of 4 percentage points between 48% and 52% is not significantly different at a significance level of 95%. Significance level 95% means the probability that the difference is also present in the population (and not only in the sample). Such insignificant differences should be ignored because they do not reflect real differences.
- In contrast, a difference of 4 percentage points between 18% and 22% is significantly different at a significance level of 95%.

In short, the more central the two values to be compared are in the assumed normal distribution, the less likely the difference is to be significant.

In this document, arrows are only used for statistically significant changes, i.e., when the difference can also be expected to be found in the populations.

*USA with n=1,200; 6 regions with n=200 each: West Coast, Rocky Mountains, Midwest, Northeast, Southwest, Southeast (disproportional approach)

3 ** China with 1,200; 6 regions: East China with n=358, North East China with n=82, North West China with n=91, Northern China with n=145, South Central China with n=352, South West China with n=173 (proportional approach)

***In Australia, 2 additional cases were collected during fieldwork, resulting in a total sample size of n=802 cases instead of the planned n=800 cases.

Coverage

Target Market

Full study country
Reduced study country

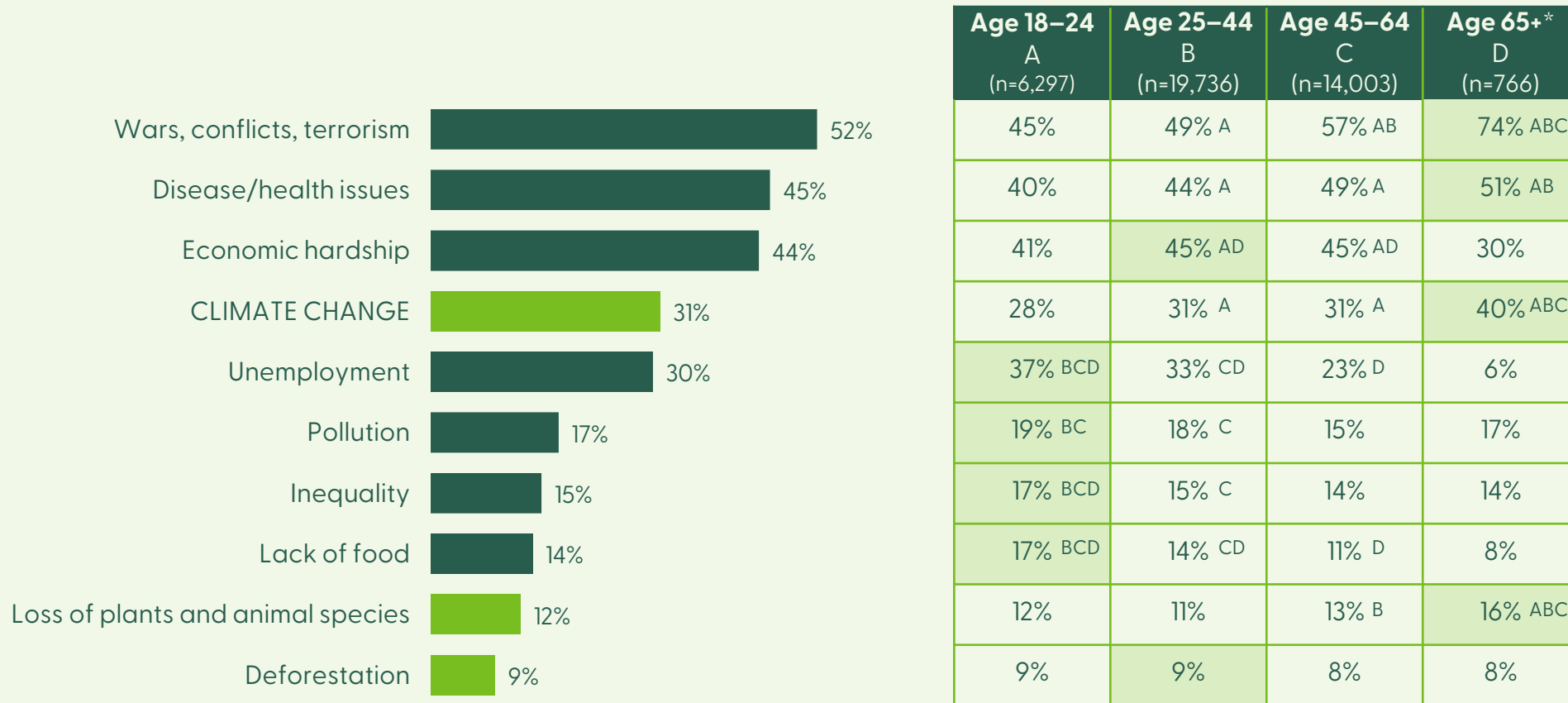
Argentina n=800	Australia n=802	Austria n=800	Belgium n=800	Bolivia n=800	Brazil n=800	Canada n=800	Chile n=800	China n=1.200	Colombia n=800
Croatia n=800	Czech Republic n=800	Denmark n=800	Ecuador n=800	Egypt n=800	Estonia n=800	Finland n=800	France n=800	Germany n=800	Guatemala n=800
Honduras n=800	India n=800	Indonesia n=800	Italy n=800	Japan n=800	Kenya n=800	Latvia n=800	Lithuania n=800	Malaysia n=800	Mexico n=800
Netherlands n=800	New Zealand n=800	Norway n=800	Peru n=800	Poland n=800	Portugal n=800	Romania n=800	Slovenia n=800	South Africa n=800	South Korea n=800
Spain n=800	Sweden n=800	Switzerland n=800	Thailand n=800	Turkey n=800	UAE n=800	UK n=800	Ukraine n=800	USA n=1.200	Vietnam n=800

ISSUES OF CONCERN

Most Concerning Global Issues

In the FSC Target Markets, wars, conflicts & terrorism are the #1 worry by far and health issues are #2. On rank 3 are economic difficulties, followed – at a distance – by climate change.

Proportion selecting each issue in top 3 most worrying issues



Please note:
A letter (**A,B,C,D**) next to a value means that this value is significantly higher than the value to which the letter refers.

Q1. To start with, which of the following issues worry you the most? Please select up to three issues from the list. (10 issues)

Base: Total global sample (n=40,802)

Note: Light green bars are the most relevant issues for FSC

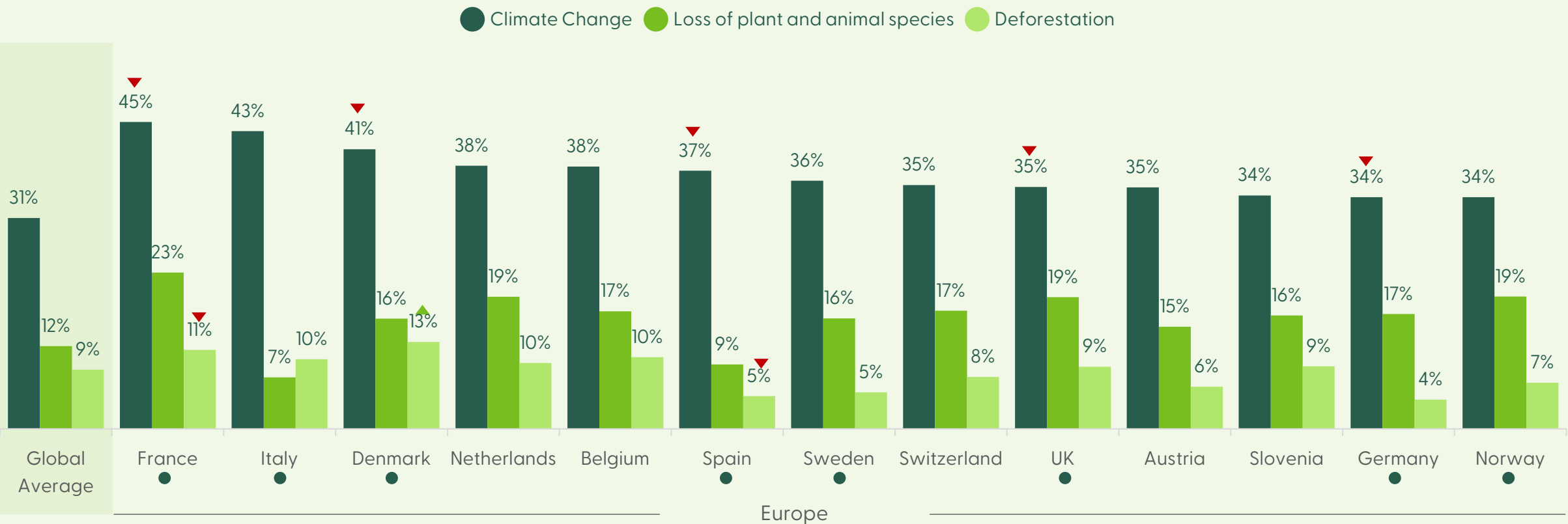
*Not all countries are included in this age group; so significant results for 65-years old may not only be an effect of age, but also of region.

Most Concerning Global Issues: Europe, UAE



Looking at the three issues most relevant for FSC, climate change is the most worrying one in the FSC Target Markets, and this is also the case for consumers in Europe. However, climate change is presently a less worrying issue than in the previous wave.

Proportion selecting each issue in top 3 most relevant issues for FSC, Global by Market, 1/4



Q1. To start with, which of the following issues worry you the most? (10 issues)
Base: Total global sample (n=40,802; n=800 per market)

▲ Significantly increased since 2022/2023
▼ Significantly decreased since 2022/2023
● Country was part of 2022/2023 study

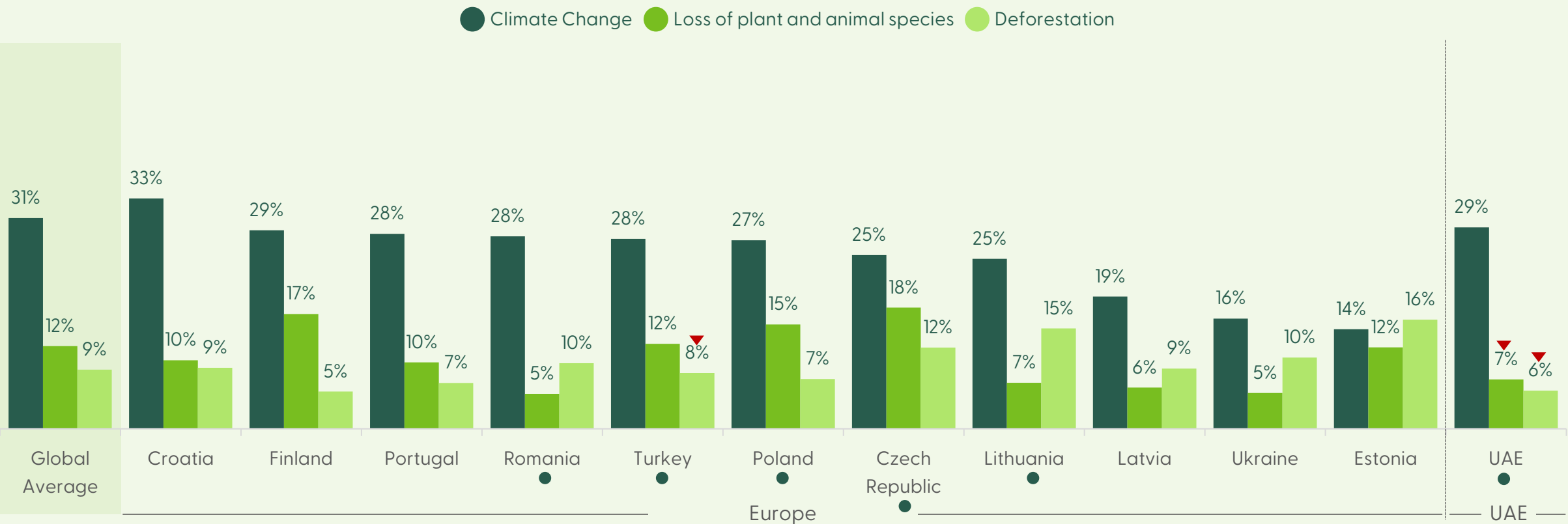


Most Concerning Global Issues: Europe, UAE



In Eastern European countries, climate change is not perceived as as worrying as it is in other parts of Europe but is still the most worrying one.

Proportion selecting each issue in top 3 most relevant issues for FSC, Global by Market, 2/4



Q1. To start with, which of the following issues worry you the most? (10 issues)
Base: Total global sample (n=40,802; n=800 per market)

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● Country was part of 2022/2023 study

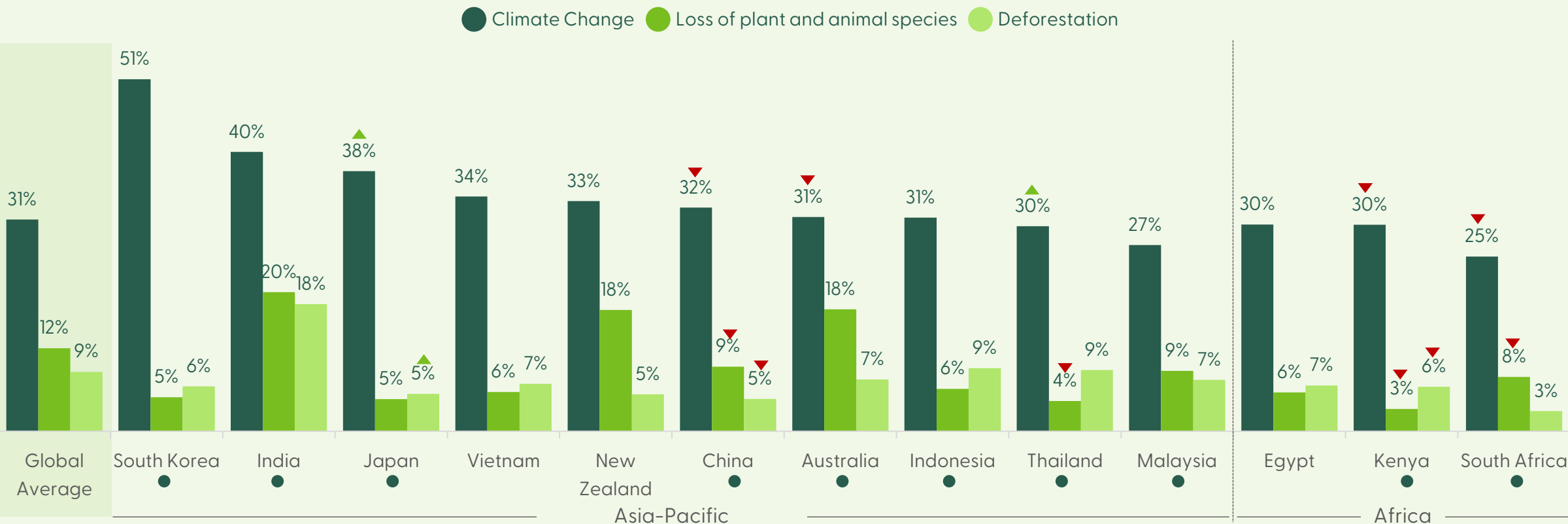


Most Concerning Global Issues: Asia-Pacific, Africa



In Asia-Pacific and Africa, climate change ranks as the most worrying among the three issues most relevant for FSC. When comparing consumers across these regions, South Koreans express the highest level of concern regarding climate change.

Proportion selecting each issue in top 3 most relevant issues for FSC, Global by Market, 3/4



Q1. To start with, which of the following issues worry you the most? (10 issues)
Base: Total global sample (n=40,802; n=800 per market, except Australia with n=802 and China with n=1,200)

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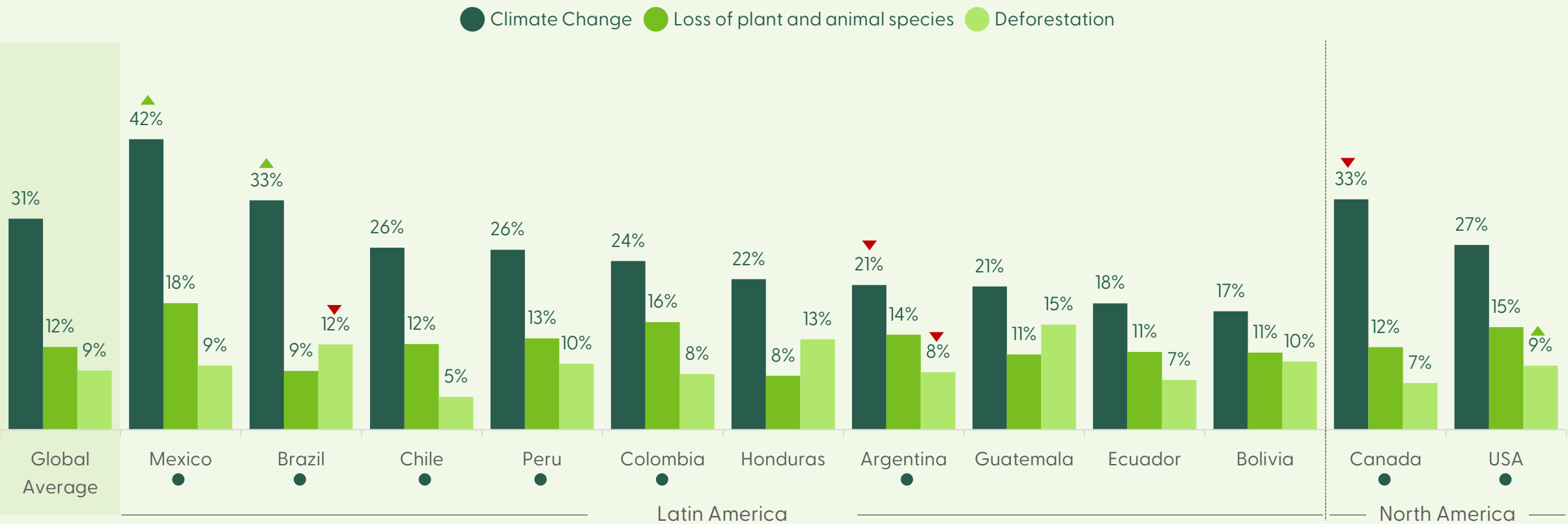


Most Concerning Global Issues: Americas



As observed in other countries, in Latin and North America, concerns about climate change surpass those about natural diversity and deforestation. Among these regions, the highest level of concern regarding climate change is expressed in Mexico.

Proportion selecting each issue in top 3 most relevant issues for FSC, Global by Market, 4/4

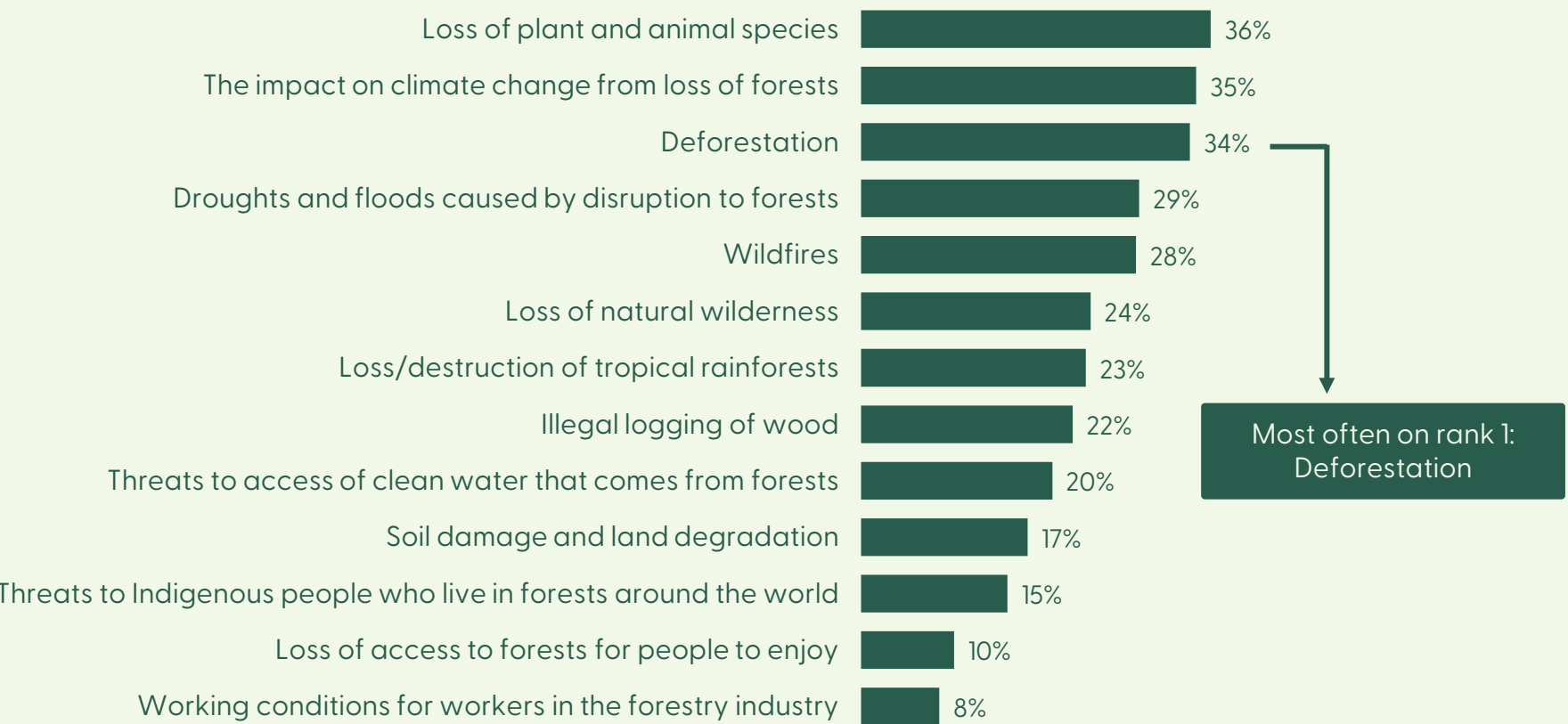


Important Forestry Issues



On forestry issues specifically, the loss of plant and animal species, the impact on climate change from loss of forests, and deforestation are the biggest worries. Deforestation is most often on rank 1 of concerns.

Proportion selecting each issue in top 3 most worrying issues



Looking at **issues ranked most often at #1**, the top three are the same but in a different order. Deforestation is most often on rank 1, followed by climate change and loss of plant/ animal species:

- **Deforestation: 13% on rank #1 in the FSC Target Markets** (#1 for Kenya, Croatia, Brazil, UK, Vietnam, India, Egypt)
- **Climate Change: 13% on rank #1 in the FSC Target Markets** (#1 for Japan, Denmark, South Korea, Netherlands, Italy, China, Spain, Austria)
- **Loss of plant/animal species: 11% on rank #1 in the FSC Target Markets** (#1 for France, Australia, Sweden, Mexico, South Africa)

Q11. There are many different potential threats to the world’s forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most?
Please select the three issues that concern you the most, in order of importance. (13 issues)
Base: Total of 29 full study countries (n=24,002)



Important Forestry Issues – by Age

Younger people are most worried about the loss of natural wilderness, whereas the older age groups are most concerned about climate change, droughts & floods and the destruction of tropical rainforests.

Proportion selecting each issue in top 3 most worrying issues

	Age 18–24 A (n=3,623)	Age 25–44 B (n=11,712)	Age 45–64 C (n=8,180)	Age 65+* D (n=487)
Loss of plant and animal species	37%	36%	36%	36%
The impact on climate change from loss of forests	33%	35%	35% ^A	41% ^{ABC}
Deforestation	33%	33% ^D	35% ^{ABD}	29%
Droughts and floods caused by disruption to forests	27%	29% ^A	29% ^A	29%
Wildfires	29%	28%	29%	26%
Loss of natural wilderness	25% ^{BCD}	24% ^D	23% ^D	17%
Loss/destruction of tropical rainforests	20%	21% ^A	27% ^{AB}	36% ^{ABC}
Illegal logging of wood	19%	22% ^A	23% ^{AB}	31% ^{ABC}
Threats to access of clean water that comes from forests	21% ^{CD}	21% ^{CD}	18% ^D	14%
Soil damage and land degradation	18% ^{CD}	19% ^{CD}	15% ^D	12%
Threats to Indigenous people who live in forests around the world	16%	15%	15%	20% ^{ABC}
Loss of access to forests for people to enjoy	12% ^{BCD}	10% ^{CD}	8% ^D	5%
Working conditions for workers in the forestry industry	11% ^{BCD}	9% ^C	6%	7%

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Q11. There are many different potential threats to the world's forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)

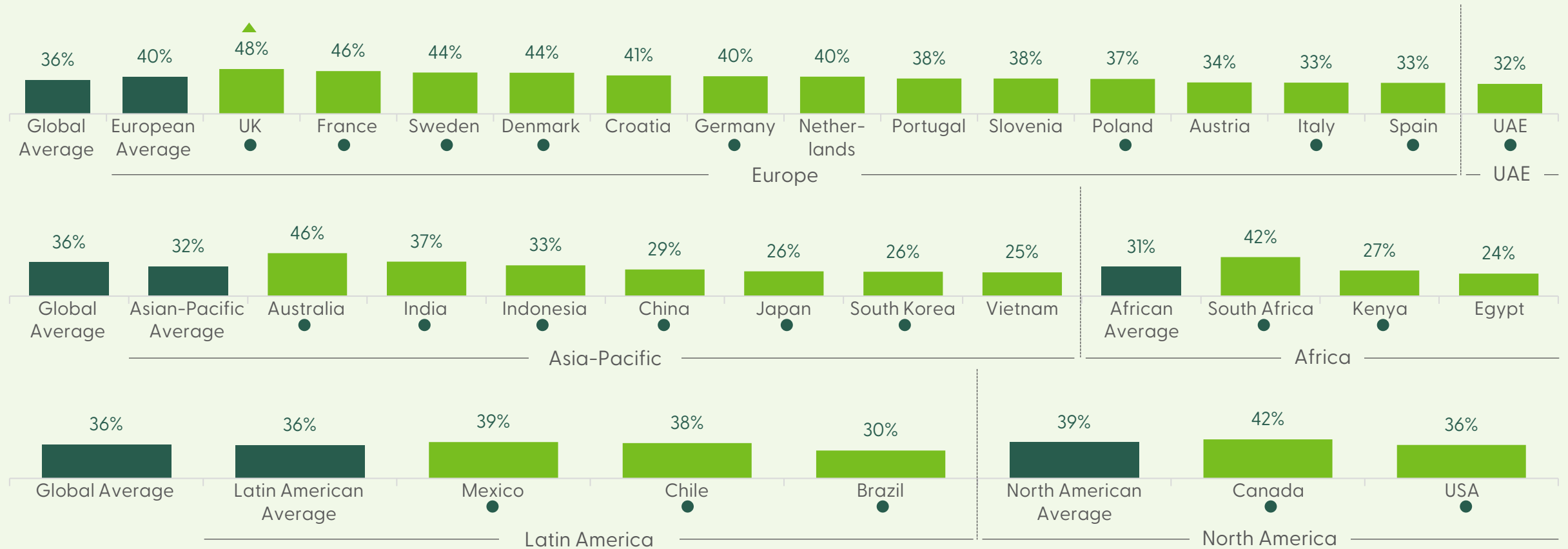
Base: Total of 29 full study countries (n=24,002)

*Not all countries are included in this age group; so significant results for 65-years old may not only be an effect of age, but also of region.

“Loss of plant and animal species”

The loss of plant and animal species is especially a worry in Northern and Western European countries (such as UK, France, Sweden and Denmark), Australia, South Africa and Canada. In East Asian countries, it is less often among top three.

Proportion selecting each issue in top 3 most worrying issues per market



Q11. There are many different potential threats to the world’s forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)
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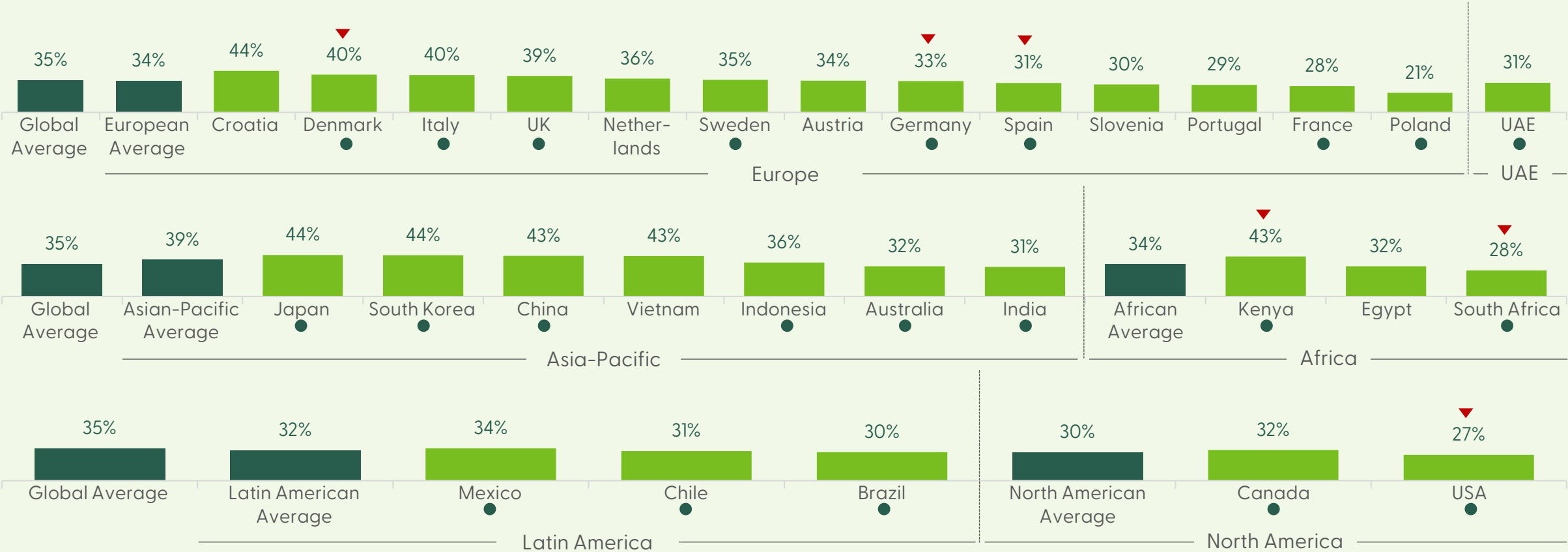
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“Impact on climate change from loss of forests”



For consumers Croatia, Japan and South Korea, the impact on climate change from loss of forests has high importance.

Proportion selecting each issue in top 3 most worrying issues per market



Q11. There are many different potential threats to the world’s forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)
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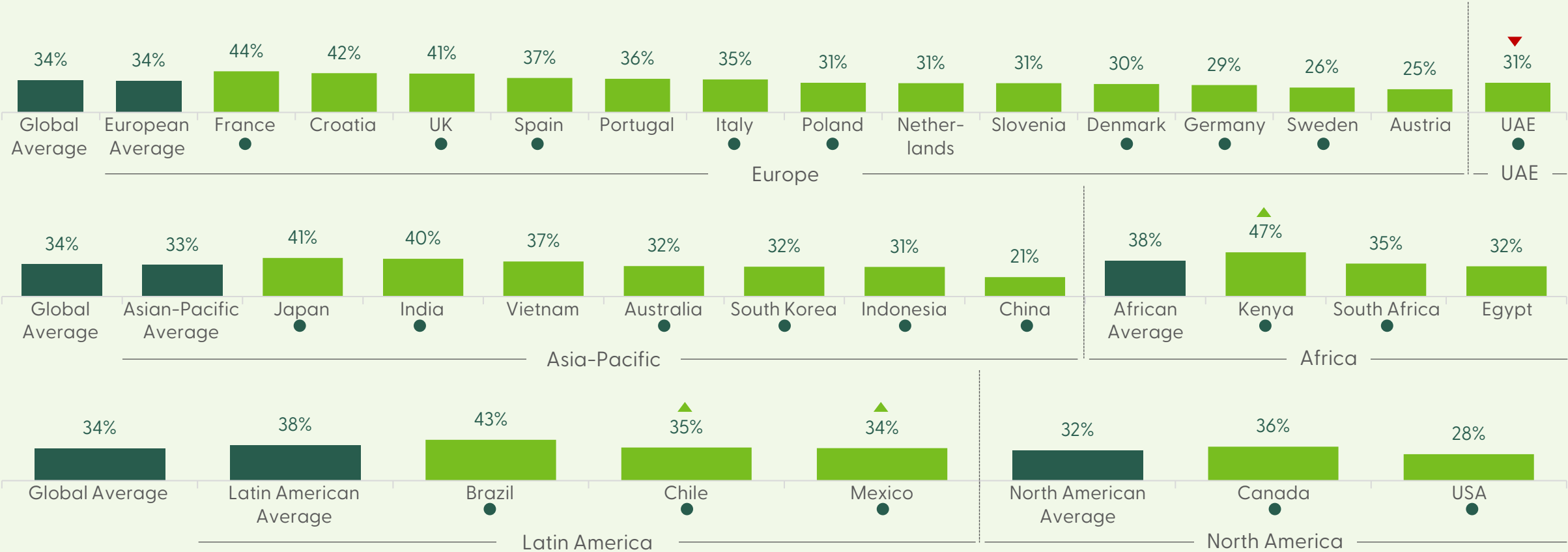


“Deforestation”



Deforestation is particularly worrying for consumers in Kenya, France, Brazil and Croatia.

Proportion selecting each issue in top 3 most worrying issues per market



Q11. There are many different potential threats to the world’s forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)
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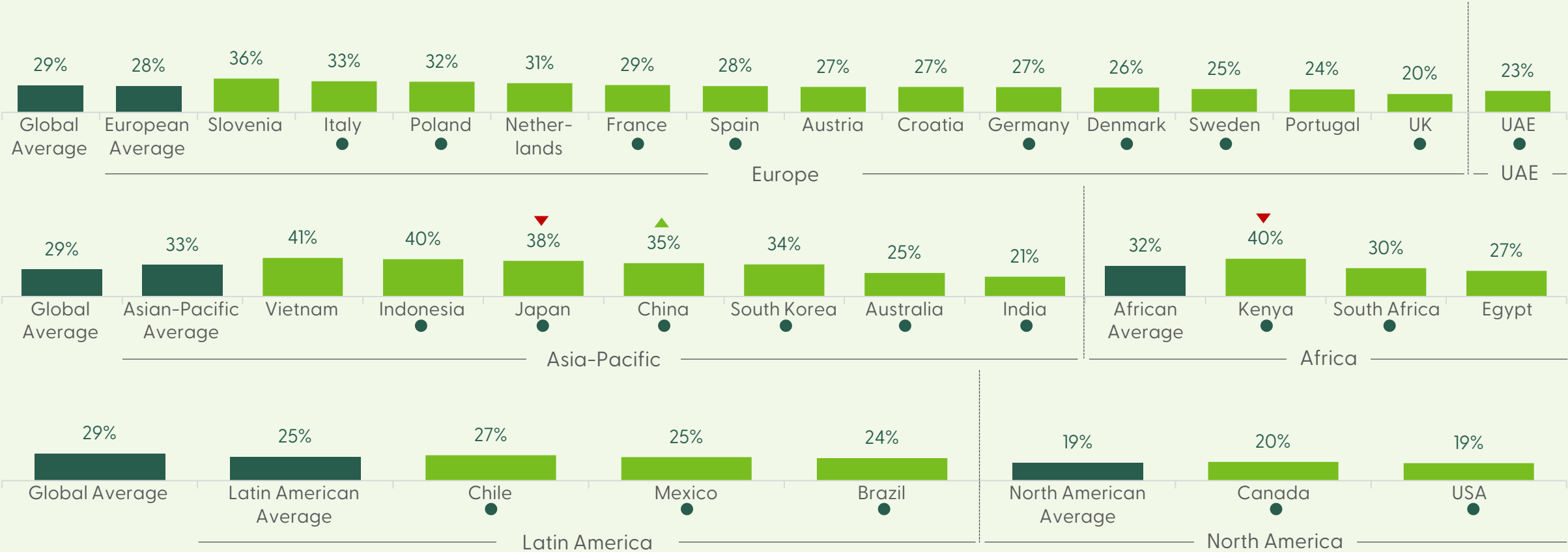


“Droughts and floods caused by disruption to forests”



Droughts and floods caused by disruption to forests are an important issue mainly in Vietnam, Indonesia and Kenya.

Proportion selecting each issue in top 3 most worrying issues per market



Q11. There are many different potential threats to the world’s forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)
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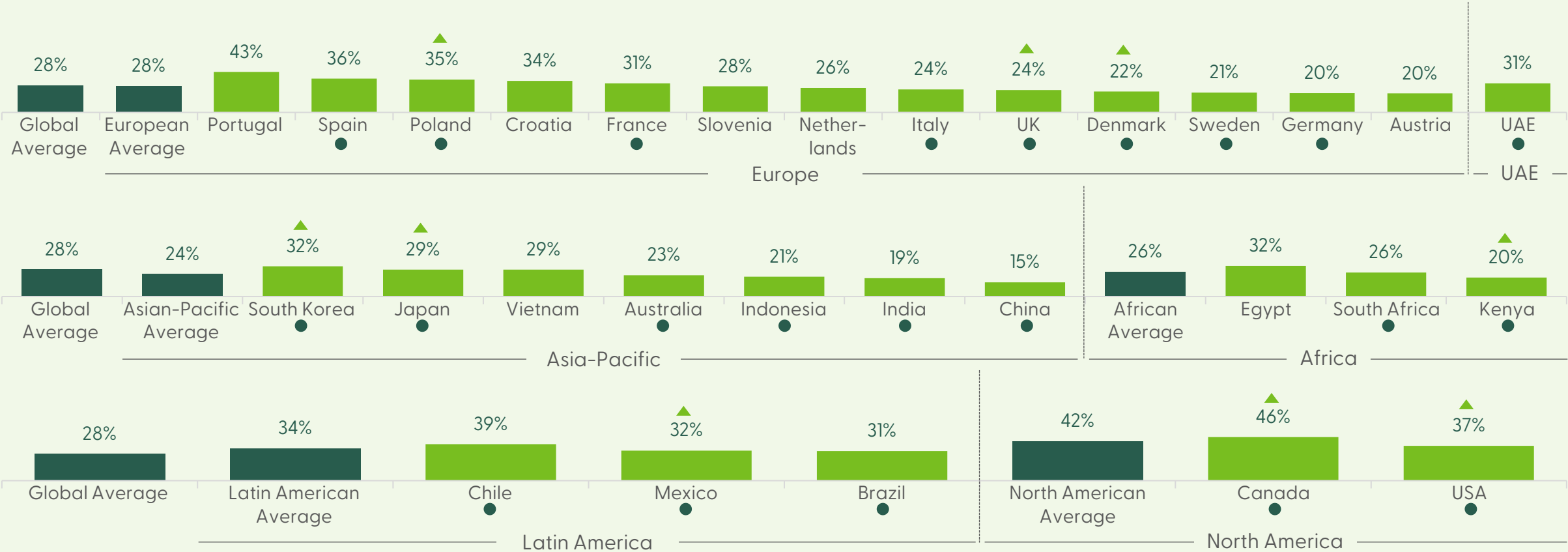


“Wildfires”



In North America, the fear of wildfires is notably high, holding the highest average across all regions.

Proportion selecting each issue in top 3 most worrying issues per market



Q11. There are many different potential threats to the world’s forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)
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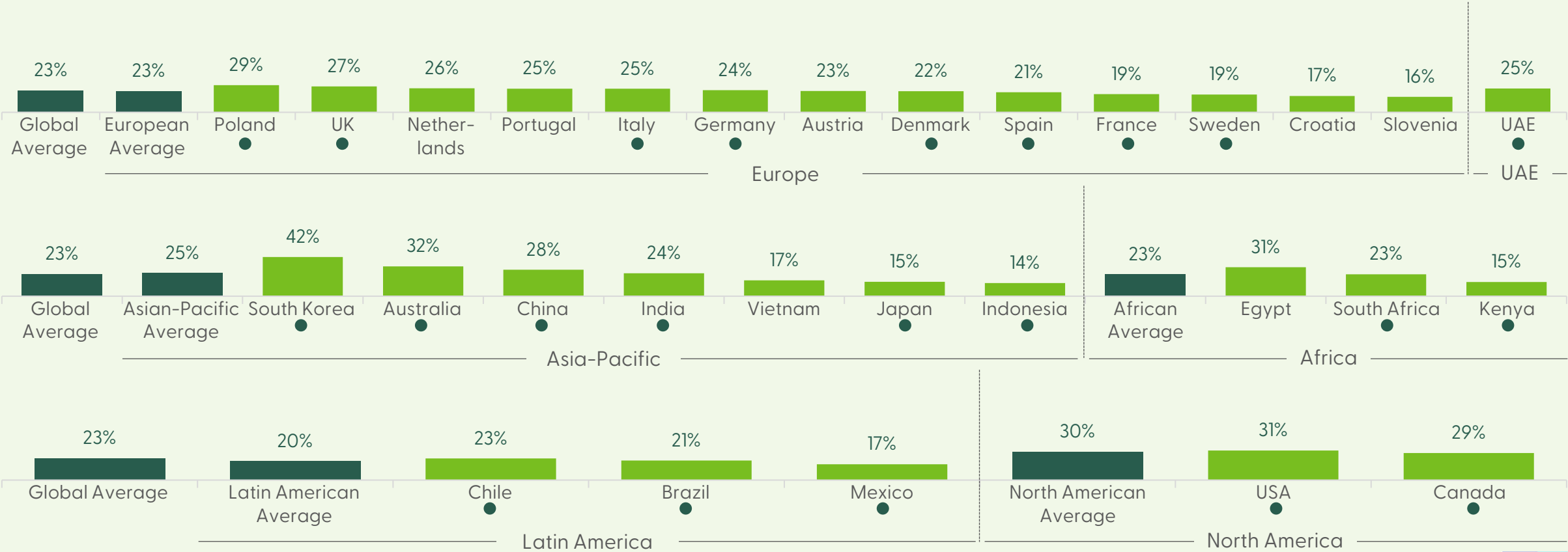


“Loss of natural wilderness”



Especially in South Korea, Australia, Egypt and the USA, concerns about the loss of natural wilderness are considerably high.

Proportion selecting each issue in top 3 most worrying issues per market



Q11. There are many different potential threats to the world’s forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)
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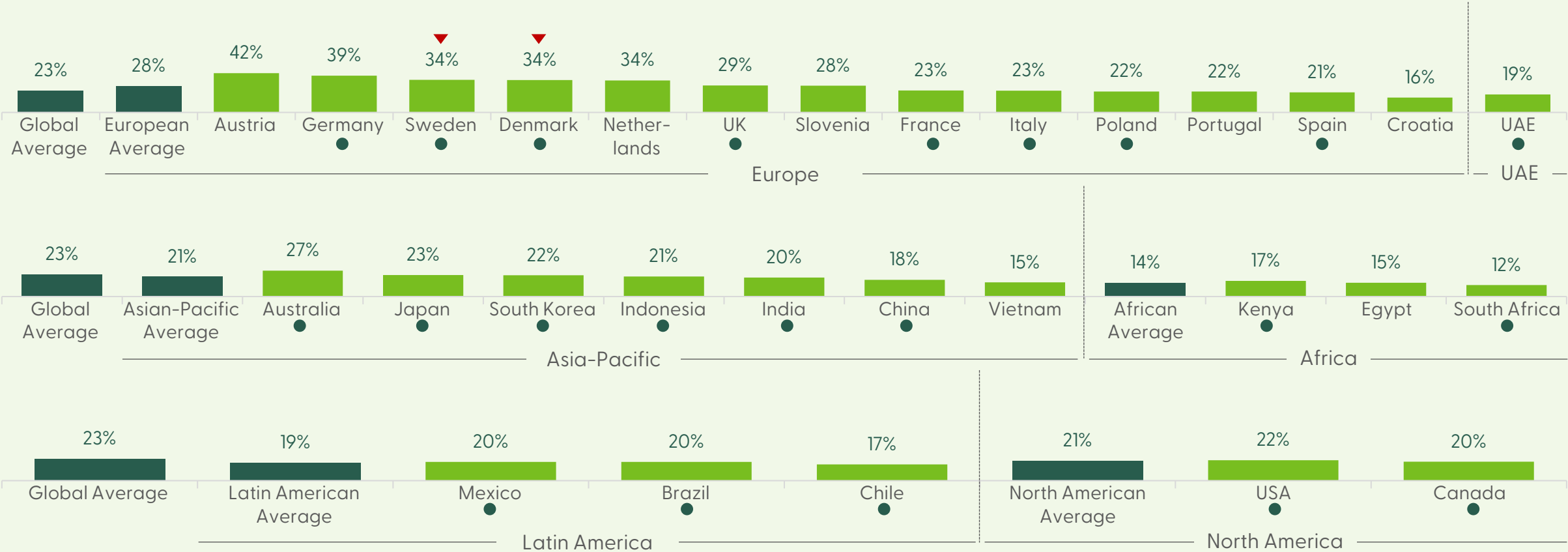


“Loss/destruction of tropical rainforests”



Concern regarding the loss and destruction of tropical rainforests is particularly high in Northern and Central Europe, including countries like Austria, Germany and Sweden. In contrast, this concern is relatively less important in African countries.

Proportion selecting each issue in top 3 most worrying issues per market



Q11. There are many different potential threats to the world’s forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)
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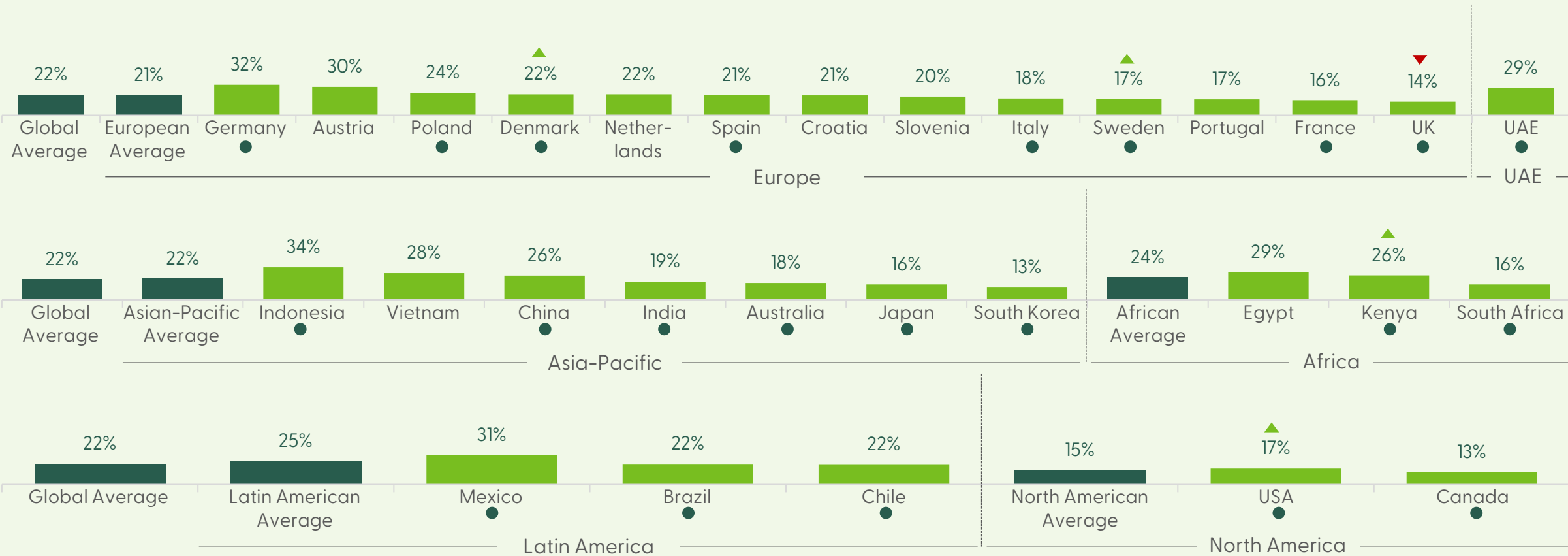


“Illegal logging of wood”



Consumer concern about illegal logging of wood is particularly high in Indonesia, Germany & Austria, Mexico and Egypt, indicating that this issue appears to be a global concern.

Proportion selecting each issue in top 3 most worrying issues per market



Q11. There are many different potential threats to the world’s forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)
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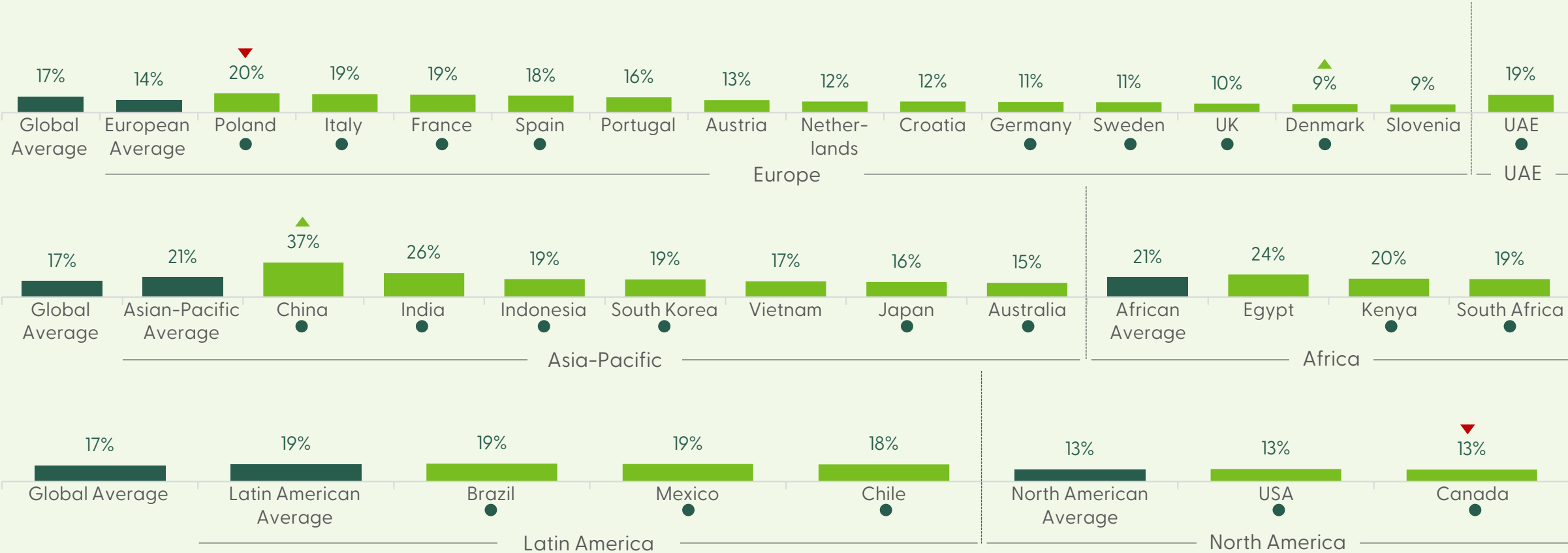


“Soil damage and land degradation”



In China, over one-third of consumers consider soil damage and land degradation one of the top three most concerning forestry issues, a figure that is notably higher compared to other countries.

Proportion selecting each issue in top 3 most worrying issues per market



Q11. There are many different potential threats to the world’s forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)
Base: Total of 29 full study countries (n=24,002; n=800 per market, except Australia with n=802 and China and USA with n=1,200)

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ATTITUDES



Attitudes toward Sustainable Forestry Products



In the FSC Target Markets, nearly three quarters of the consumers say they are willing to choose products that do not damage plants and animals. Two thirds expect companies to ensure their products do not contribute to deforestation.

Purchasing Intent – Top 3 on a 7-pt scale



Q10. How well does each of the following statements describe your opinion? (7-point scale: 1= Does not describe my opinion at all, 7= Describes my opinion very well)
Base: Total of 29 full study countries (n=24,002)

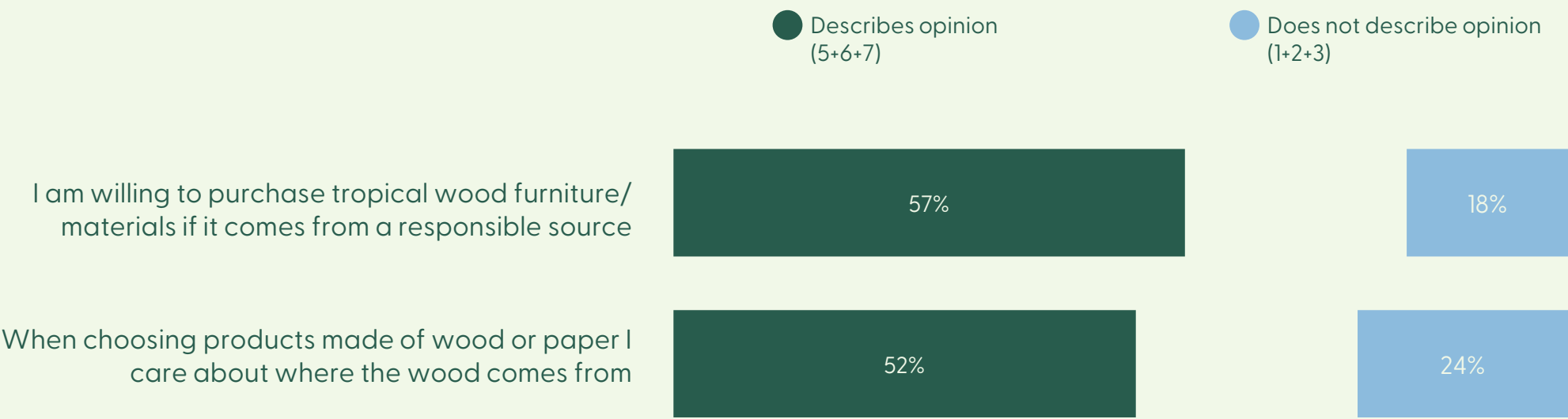


Attitudes toward Sustainable Forestry Products



In FSC Target Markets, more than half of the consumers are willing to purchase tropical wood furniture or materials if responsibly sourced. Nearly as many care about where the wood comes from when choosing wood products/ paper.

Purchasing Intent – Agreement on a 7-pt scale

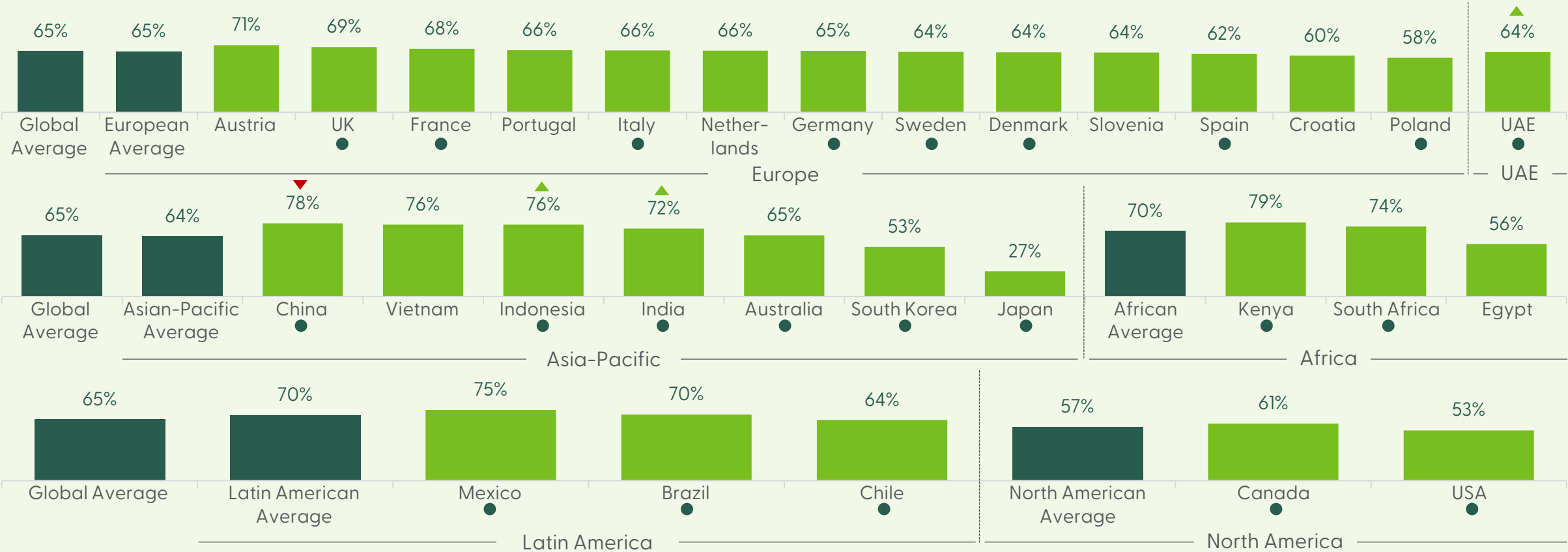


Attitudes toward Sustainable Forestry Products – By Market



Nearly two thirds of consumers worldwide agree on the necessity for sustainability information to be certified by an independent organization. This demand is particularly emphasized by consumers in Kenya, China, Vietnam, and Indonesia.

“Information about sustainability on products should be certified by an independent organization” Top 3 on a 7-pt scale



Q10. How well does each of the following statements describe your opinion?
(7-point scale: 1= Does not describe my opinion at all, 7= Describes my opinion very well)
Base: Total of 29 full study countries (n=24,002; n=800 per market, except Australia with n=802 and China and USA with n=1,200)

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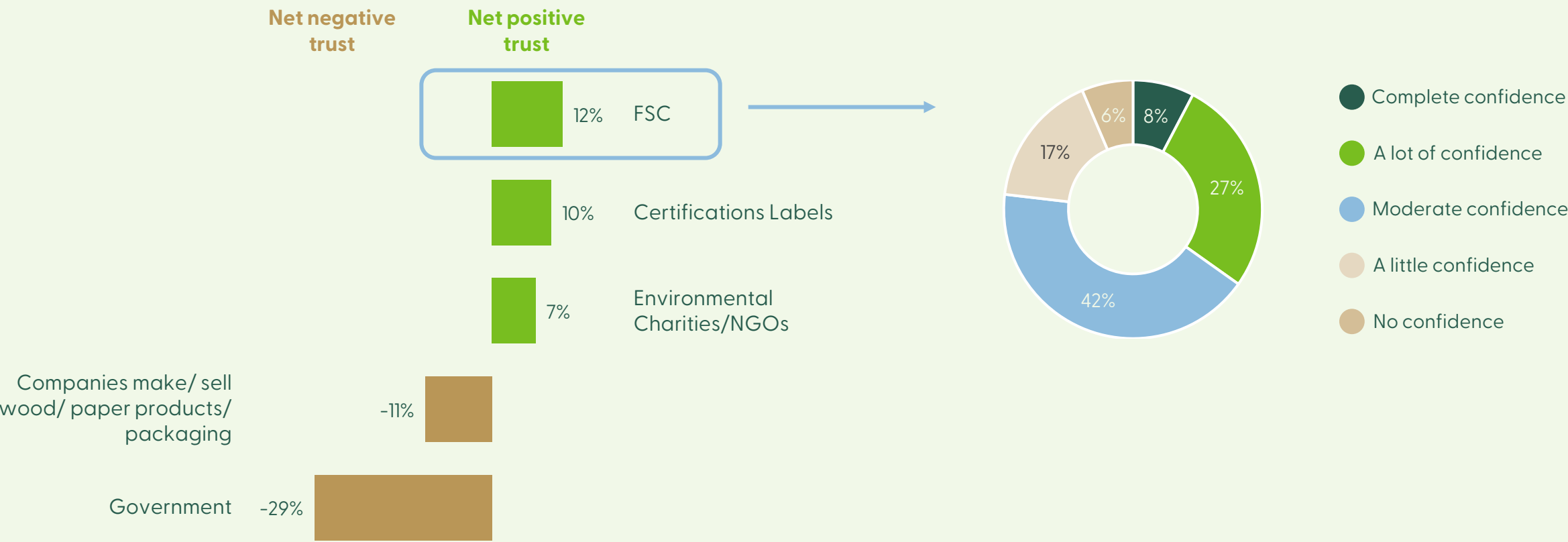
FSC AND TRUST

Trust in FSC



The confidence in different types of organizations to protect forests is highest for FSC, closely followed by certification labels in general and other environmental charities. Conversely, governments are the least trusted to protect forests.

NET Trust in FSC and Other Actors (“Complete” + “A Lot of Confidence” Minus “Little” + “No Confidence to Protect Forests”)



27 Q8. How much confidence do you have in each of the following types of organizations to protect forests? (5-point scale)
Base: Total global sample (n=40,802)
Trust calculation: (4+5) minus (1+2); positive = greater than zero, negative = less than zero

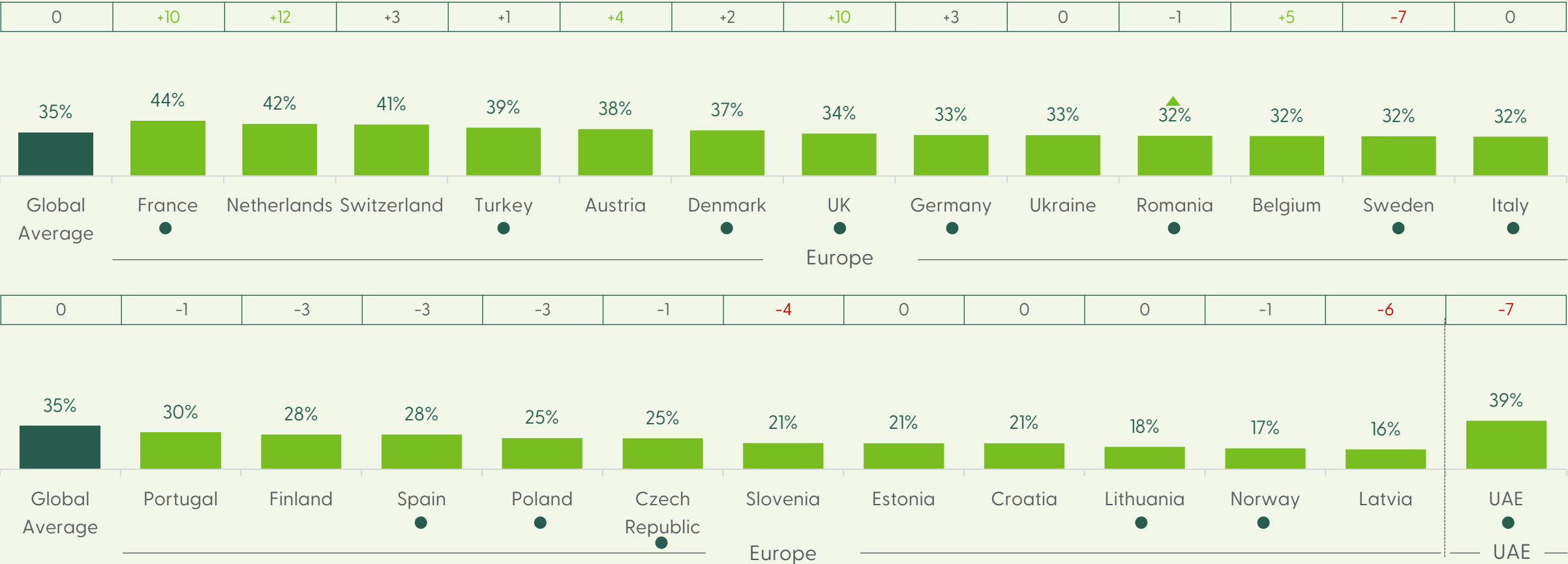
Trust in FSC – By Market



In Europe and the UAE, consumers in France, the Netherlands, and Switzerland exhibit the highest confidence in FSC to protect forests, with more than 4 out of 10 consumers expressing trust in FSC.

Trust in FSC (“Complete” + “A Lot of Confidence” to Make Improvements toward Protecting Forests), 1/2

In boxes: FSC against score for “certifications” generally. Color coding for figures $\geq$, $\leq$ 4.



Q8. How much confidence do you have in each of the following types of organizations to protect forests? (5-point scale)
Base: Total global sample (n=40,802; n=800 per market)

▲ Significantly increased since 2022/2023
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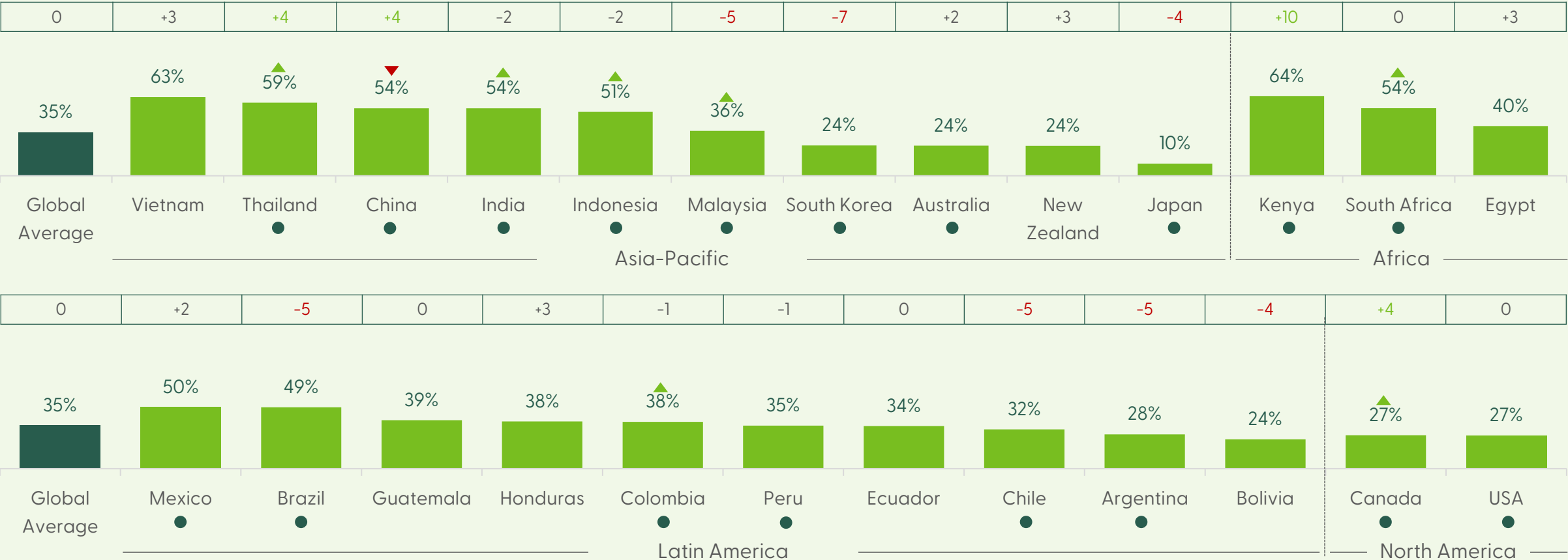
Trust in FSC – By Market



In Asia-Pacific, Africa and the Americas, consumers in Kenya, Vietnam and Thailand have the highest confidence in FSC to protect forests, with at least 6 out of 10 consumers expressing trust in FSC.

Trust in FSC (“Complete” + “A Lot of Confidence” to Make Improvements toward Protecting Forests), 2/2

In boxes: FSC against score for “certifications” generally. Color coding for figures $\geq$, $\leq$ 4.



Q8. How much confidence do you have in each of the following types of organizations to protect forests? (5-point scale)
Base: Total global sample (n=40,802; n=800 per market, except Australia with n=802 and China and USA with n=1,200)

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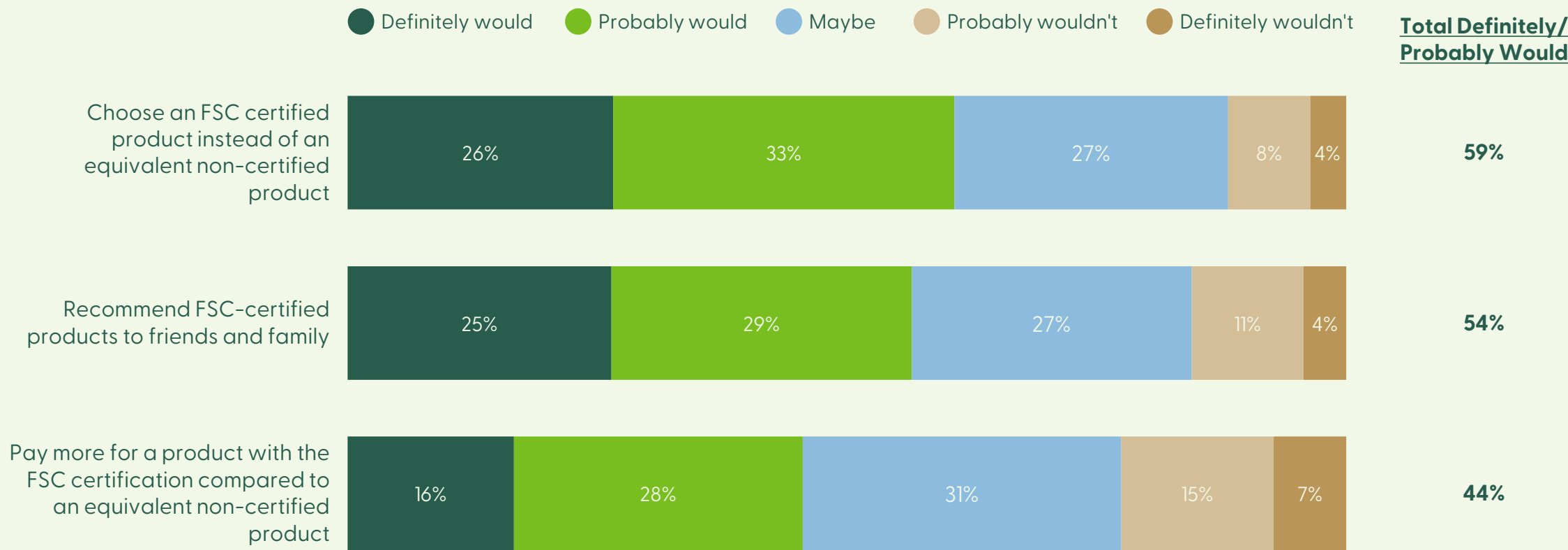


Advocacy and Purchase Behaviour



In the FSC Target Markets, 6 out of 10 consumers who have seen the FSC logo say they would (definitely or probably) choose an FSC certified product instead of an equivalent non-certified product.

Support for FSC



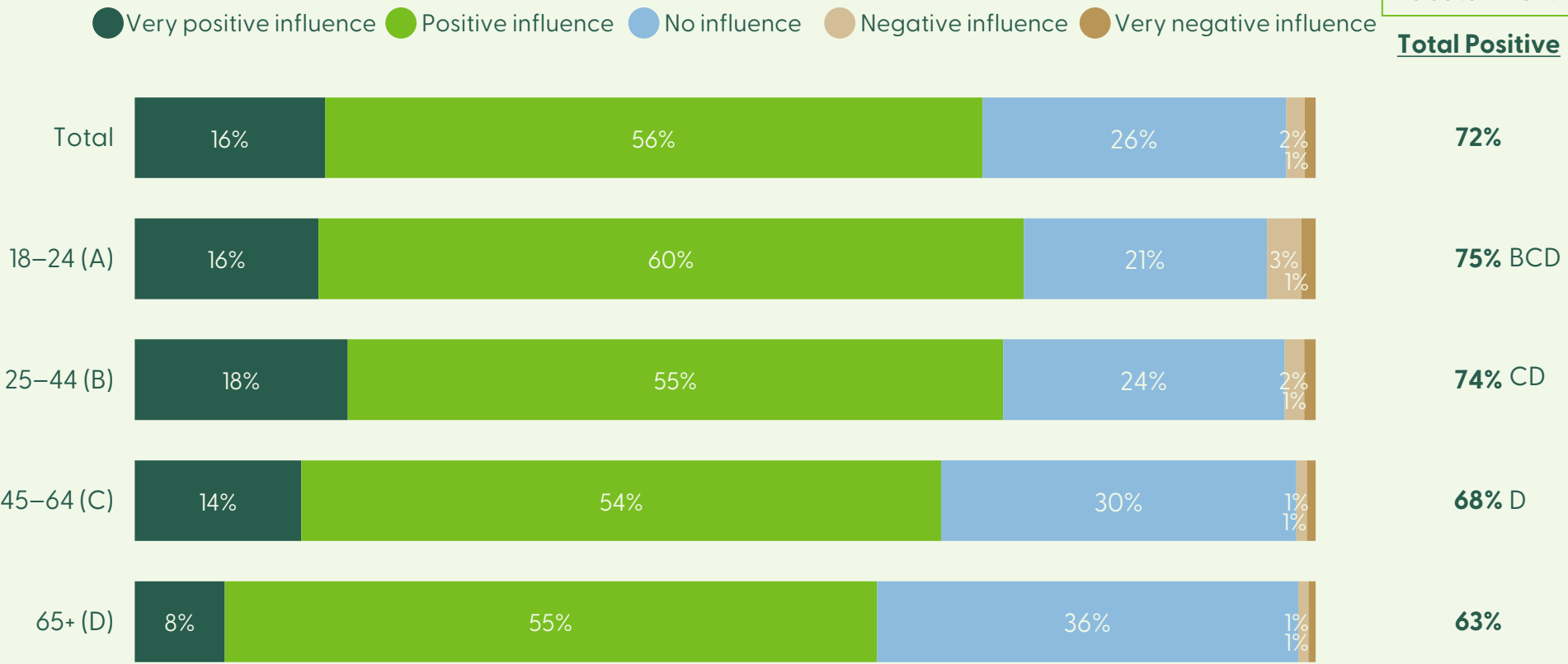
Influence of FSC on Brand Trust – by Age



About 7 out of 10 consumers in the FSC Target Markets claim that promoting, supporting, or offering FSC-certified products has a 'very positive' or 'positive' influence on their trust in a brand. For those aged 18-44, it has an even greater impact.

Influence of FSC on Brand Trust

Please note:
A letter (A,B,C,D) next to a value means that this value is significantly higher than the value to which the letter refers.



Q9. If you learned that a brand promotes, supports or offers FSC-certified products, what influence would it have on your trust in that brand? (5-point scale)
Base: Total of 29 full study countries (n=24,002; 18-24 n=3,623; 25-44 n=11,712; 45-64 n=8,180; 65+ n=487)
Note: Significant difference shown for Top2-Boxes

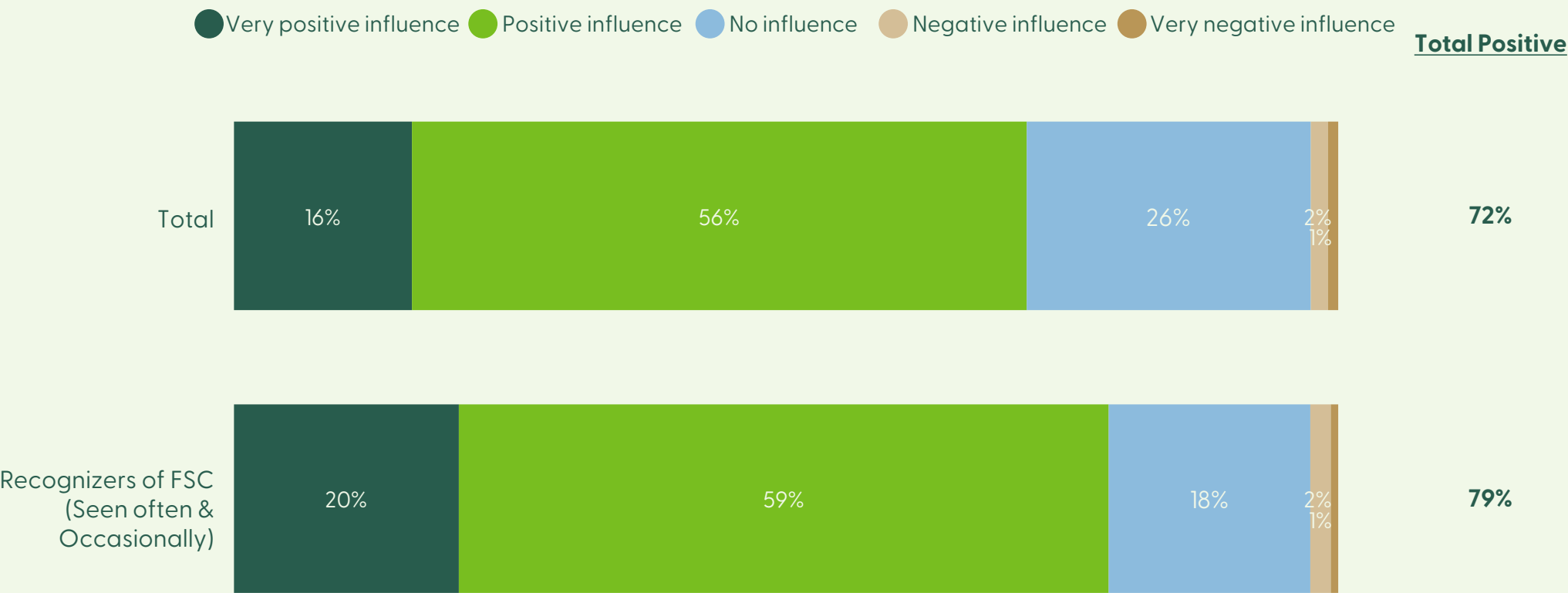


Influence of FSC on Brand Trust – by Recognizers of FSC



Among those who recognize the FSC, nearly 8 out of 10 report a positive influence on trust towards brands featuring the FSC logo.

Influence of FSC on Brand Trust



Q9. If you learned that a brand promotes, supports or offers FSC-certified products, what influence would it have on your trust in that brand? (5-point scale)
Base: Total of 29 full study countries (n=24,002: Recognizer of FSC (seen often & seen occasionally, according to Q3) n=13,202

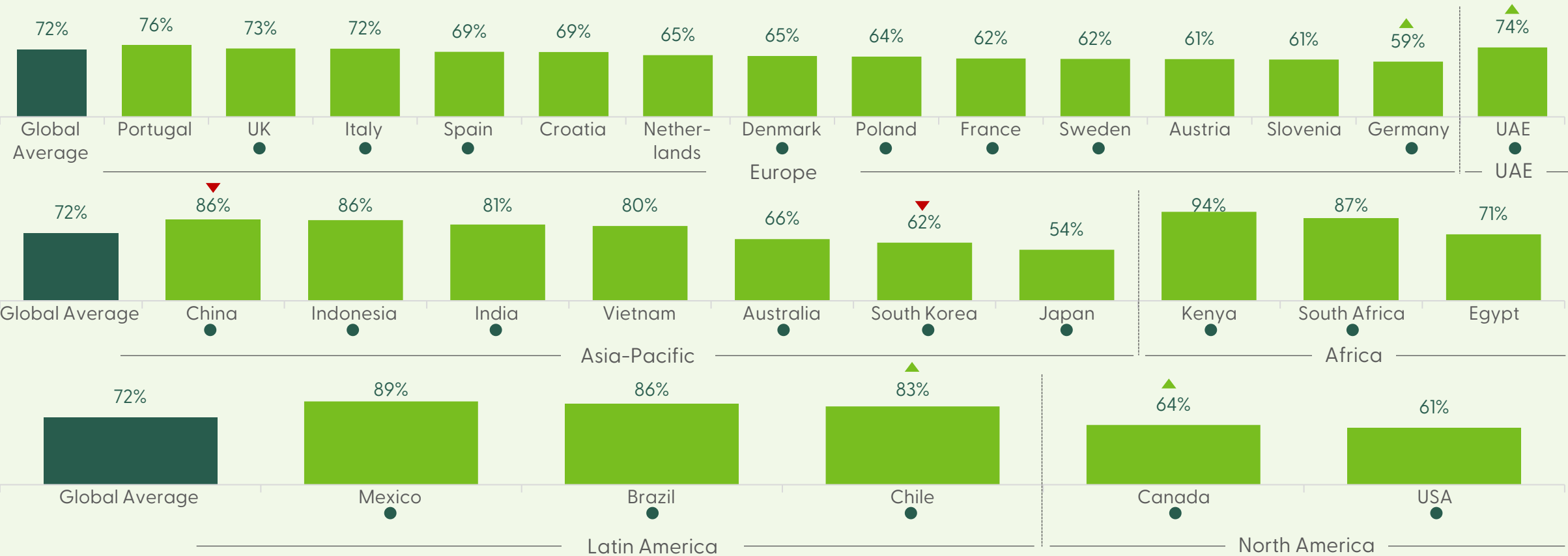


Influence of FSC on Brand Trust – by Market



In the FSC Target Markets, 7 out of 10 consumers agree that the FSC brings trust to a brand. The influence on brand trust when promoting, supporting or offering FSC certified products is highest in Kenya, Mexico, South Africa, China, Indonesia and Brazil.

Influence of FSC on Brand Trust, (“Very positive influence” + “Positive influence”)



Q9. If you learned that a brand promotes, supports or offers FSC-certified products, what influence would it have on your trust in that brand? (5-point scale)
Base: Total of 29 full study countries (n=24,002; n=800 per market, except Australia with n=802 and China and USA with n=1,200)

▲ Significantly increased since 2022/2023
▼ Significantly decreased since 2022/2023
● Country was part of 2022/2023 study



APPENDIX

Important Forestry Issues: Europe, UAE



The loss of plant and animal species is the main forestry issue in the UAE and most European countries. Climate change is the top concern in Croatia and Italy, loss of tropical rainforest in Austria, wildfires in Portugal and deforestation in Spain.

Proportion selecting each issue in top 3 most worrying issues, Global by Market, 1/3

Issues marked in **green** are more prominent in the ranking in that market than the global average

	#1*	#2*	#3*	#4*
Austria	Loss of tropical rainforests (42%)	Impact on climate change (34%)	Loss of plant and animals (34%)	Illegal logging (30%)
Croatia	Impact on climate change (44%)	Deforestation (42%)	Loss of plant and animals (41%)	Wildfires (34%)
● Denmark	Loss of plant and animals (44%)	Impact on climate change (40%) ▼	Loss of tropical rainforests (34%) ▼	Deforestation (30%)
● France	Loss of plant and animals (46%)	Deforestation (44%)	Wildfires (31%)	Droughts and floods (29%)
● Germany	Loss of plant and animals (40%)	Loss of tropical rainforests (39%)	Impact on climate change (33%) ▼	Illegal logging (32%)
● Italy	Impact on climate change (40%)	Deforestation (35%)	Loss of plant and animals (33%)	Droughts and floods (33%)
Netherlands	Loss of plant and animals (40%)	Impact on climate change (36%)	Loss of tropical rainforests (34%)	Deforestation (31%)
● Poland	Loss of plant and animals (37%)	Wildfires (35%) ▲	Droughts and floods (32%)	Deforestation (31%)
Portugal	Wildfires (43%)	Loss of plant and animals (38%)	Deforestation (36%)	Impact on climate change (29%)
Slovenia	Loss of plant and animals (38%)	Droughts and floods (36%)	Access of clean water (36%)	Deforestation (31%)
● Spain	Deforestation (37%)	Wildfires (36%)	Loss of plant and animals (33%)	Impact on climate change (31%) ▼
● Sweden	Loss of plant and animals (44%)	Impact on climate change (35%)	Loss of tropical rainforests (34%) ▼	Deforestation (26%)
● UK	Loss of plant and animals (48%) ▲	Deforestation (41%)	Impact on climate change (39%)	Loss of tropical rainforests (29%)
● UAE	Loss of plant and animals (32%)	Deforestation (31%) ▼	Impact on climate change (31%)	Wildfires (31%)

*Ranking according to pct. (incl. one dp). If pct. (incl. one dp) are the same, statements are shown at the same rank. Only the first four statements are shown.

Q11. There are many different potential threats to the world's forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)
Base: Total of 29 full study countries (n=24,002; n=800 per market)

▲ Significantly increased since 2022/2023
▼ Significantly decreased since 2022/2023
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Important Forestry Issues: Asia-Pacific, Africa



The impact on climate change from loss of forest is the top concern in Asia Pacific and Africa. Other forestry issues that are on rank 1 are the loss of plant and animal species, deforestation, droughts & floods and wildfires.

Proportion selecting each issue in top 3 most worrying issues, Global by Market, 2/3

Issues marked in **green** are more prominent in the ranking in that market than the global average

	#1	#2	#3	#4
● Australia	Loss of plant and animals (46%)	Deforestation (32%)	Impact on climate change (32%)	Loss of natural wilderness (32%)
● China	Impact on climate change (43%)	Soil/ land degradation (37%) ▲	Droughts and floods (35%) ▲	Loss of plant and animals (29%)
● India	Deforestation (40%)	Loss of plant and animals (37%)	Impact on climate change (31%)	Soil/ land degradation (26%)
● Indonesia	Droughts and floods (40%)	Impact on climate change (36%)	Illegal logging (34%)	Loss of plant and animals (33%)
● Japan	Impact on climate change (44%)	Deforestation (41%)	Droughts and floods (38%) ▼	Wildfires (29%) ▲
● South Korea	Impact on climate change (44%)	Loss of natural wilderness (42%)	Droughts and floods (34%)	Wildfires (32%) ▲
Vietnam	Impact on climate change (43%)	Droughts and floods (41%)	Deforestation (37%)	Wildfires (29%)
Egypt	Wildfires (32%)	Impact on climate change (32%)	Deforestation (32%)	Loss of natural wilderness (31%)
● Kenya	Deforestation (47%) ▲	Impact on climate change (43%) ▼	Droughts and floods (40%) ▼	Loss of plant and animals (27%)
● South Africa	Loss of plant and animals (42%)	Deforestation (35%)	Droughts and floods (30%)	Impact on climate change (28%) ▼

*Ranking according to pct. (incl. one dp). If pct. (incl. one dp) are the same, statements are shown at the same rank. Only the first four statements are shown.

Q11. There are many different potential threats to the world's forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)
Base: Total of 29 full study countries (n=24,002; n=800 per market, except Australia with n=802 and China with n=1,200)

▲ Significantly increased since 2022/2023
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Important Forestry Issues: Americas

In the Americas, wildfires are the top concern in Chile, Canada and USA. In Brazil, deforestation is the most important forestry issue, in Mexico it is the loss of plant and animal species.

Proportion selecting each issue in top 3 most worrying issues, Global by Market, 3/3

Issues marked **in green** are more prominent in the ranking in that market than the global average

	#1	#2	#3	#4
● Brazil	Deforestation (43%)	Wildfires (31%)	Impact on climate change (30%)	Loss of plant and animals (30%)
● Chile	Wildfires (39%)	Loss of plant and animals (38%)	Deforestation (35%) ▲	Impact on climate change (31%)
● Mexico	Loss of plant and animals (39%)	Deforestation (34%) ▲	Impact on climate change (34%)	Wildfires (32%) ▲
● Canada	Wildfires (46%) ▲	Loss of plant and animals (42%)	Deforestation (36%)	Impact on climate change (32%)
● USA	Wildfires (37%) ▲	Loss of plant and animals (36%)	Loss of natural wilderness (31%)	Deforestation (28%)

*Ranking according to pct. (incl. one dp). If pct. (incl. one dp) are the same, statements are shown at the same rank. Only the first four statements are shown.

Q11. There are many different potential threats to the world's forests, the wildlife living there and the people who live and work there. Which of these potential issues worries you the most? Please select the three issues that concern you the most, in order of importance. (13 issues)
Base: Total of 29 full study countries (n=40,802; n=800 per market, except USA with n=1,200)

▲ Significantly increased since 2022/2023
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Appendix: Full Wording

Important Forestry Issues (Q11)	Full wording
Impact on climate change	The impact on climate change from loss of forests
Loss of plant and animals	Loss of plant and animal species
Illegal logging	Illegal logging of wood
Loss of natural wilderness	Loss of natural wilderness
Soil/ land degradation	Soil damage and land degradation
Deforestation	Deforestation
Wildfires	Wildfires
Droughts and floods	Droughts and floods caused by disruption to forests
Loss of tropical rainforests	Loss/ destruction of tropical rainforests

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