

# MSC Consumer Insights 2022

## Finland

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# Contact Us

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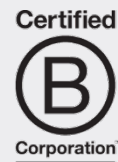
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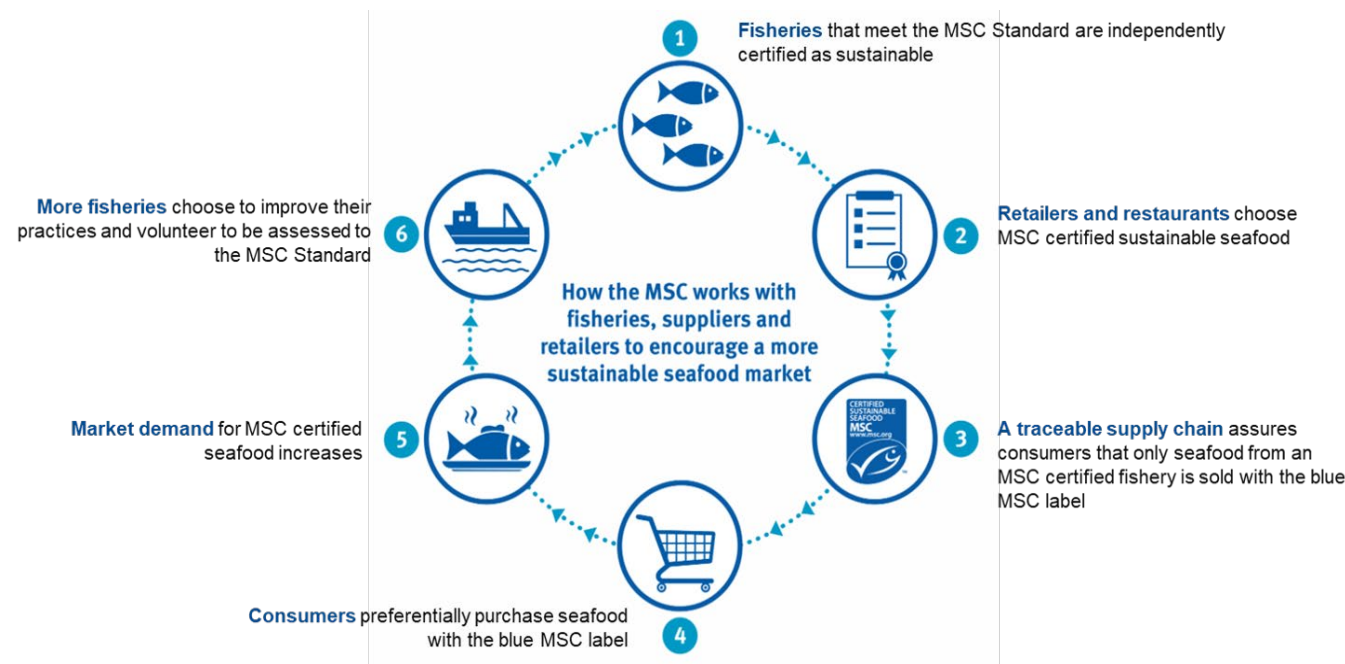
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# How Consumer Intelligence Supports MSC Theory of Change

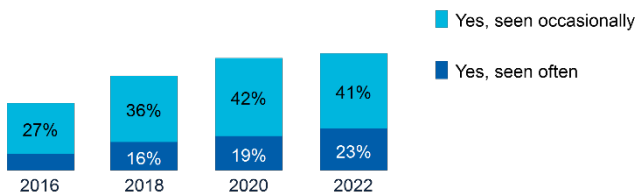




# Executive Summary

# MSC Finland Dashboard

## MSC Awareness General Public, Finland



## Unprompted Understanding Seafood Consumers, Finland

Have at least some understanding, mentioning **sustainability and/or certification**



## Trust in MSC MSC Aware Consumers, Finland



## Changes in eating habits General Public, Finland

### Eating more seafood

23%



### Eating less seafood

13%

## Love of Seafood and the Oceans



**81%** Recently purchased seafood  
Base: General Public, Finland

**74%** Enjoy eating seafood  
Base: General Public, Finland

**78%** Believe we need to switch to only sustainable sources  
Base: Seafood consumers, Finland

**90%** Concerned about the state of the world's oceans  
Base: Seafood Consumers, Finland

## Top six motivators of seafood purchase (of 19 factors tested):

Taste
Safe to eat
Fresh
Good for my health / my family
Price
Easy to cook

Base: Seafood consumers, Finland



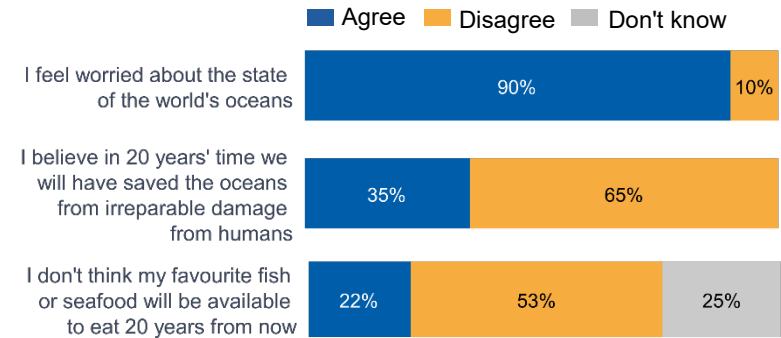


# Attitudes to Ocean Sustainability

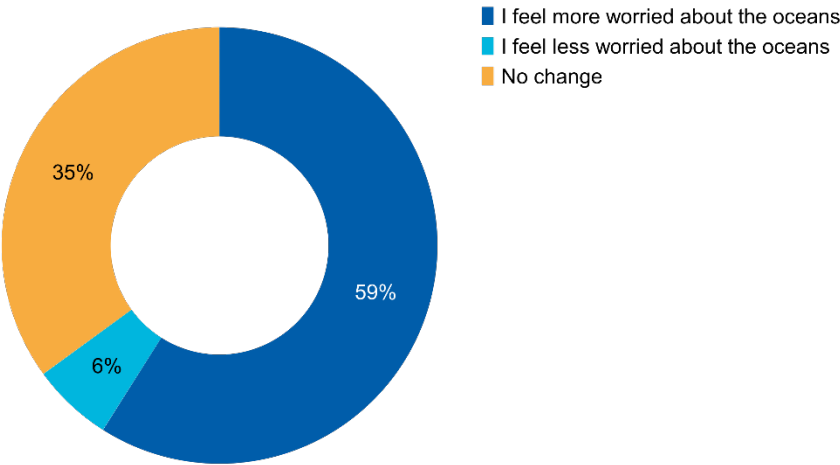
# Ocean Concern



Worry and level of optimism/ pessimism about the oceans, 4 pt scale



Change in feelings about the state of the oceans in the past two years, 3 pt scale



Base: Seafood consumers, Finland

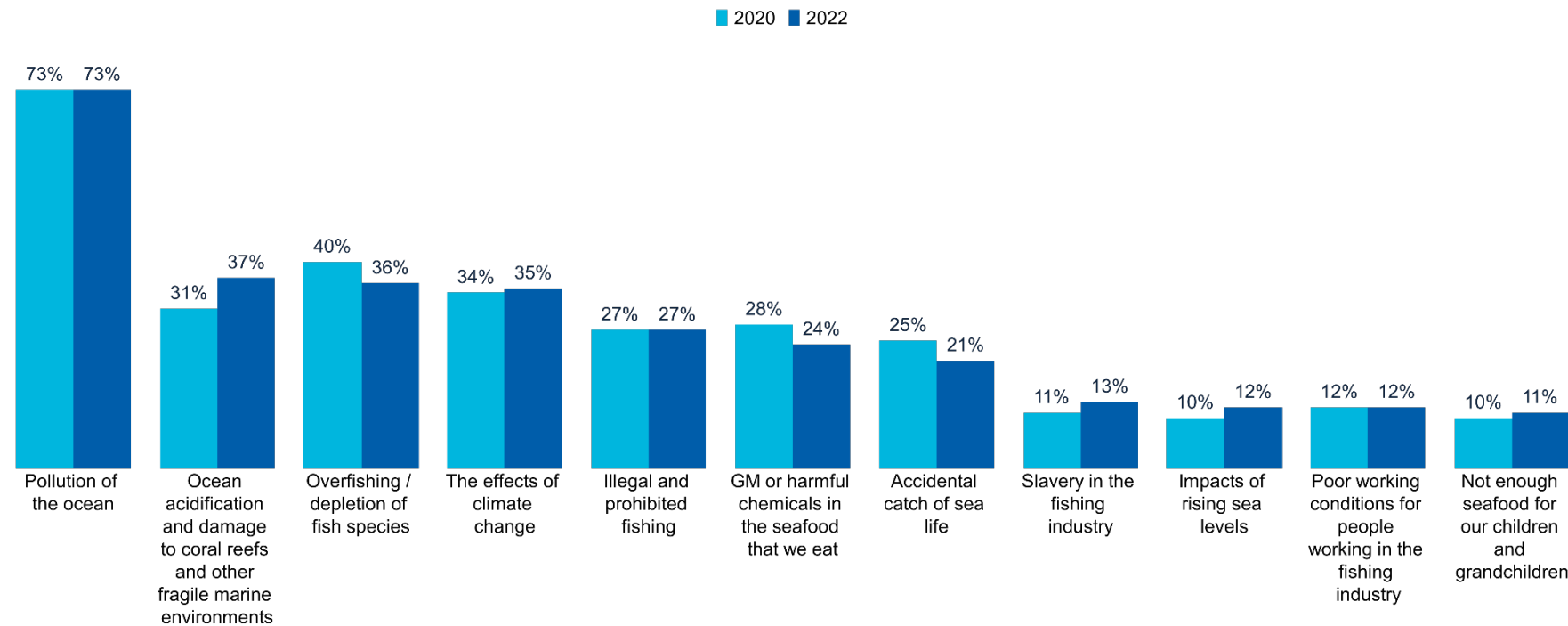
Q4.5: Please indicate how much you agree or disagree with the following statement: I don't think my favourite fish or seafood will be available to eat 20 years from now

Q105: To what extent do you agree or disagree with the following statements?

Q106: Which of the following statements best describes how your feelings about the state of the oceans have changed, if at all, in the last two years?

# Most Concerning Threats to Oceans

Issues, (each respondent selected three issues)



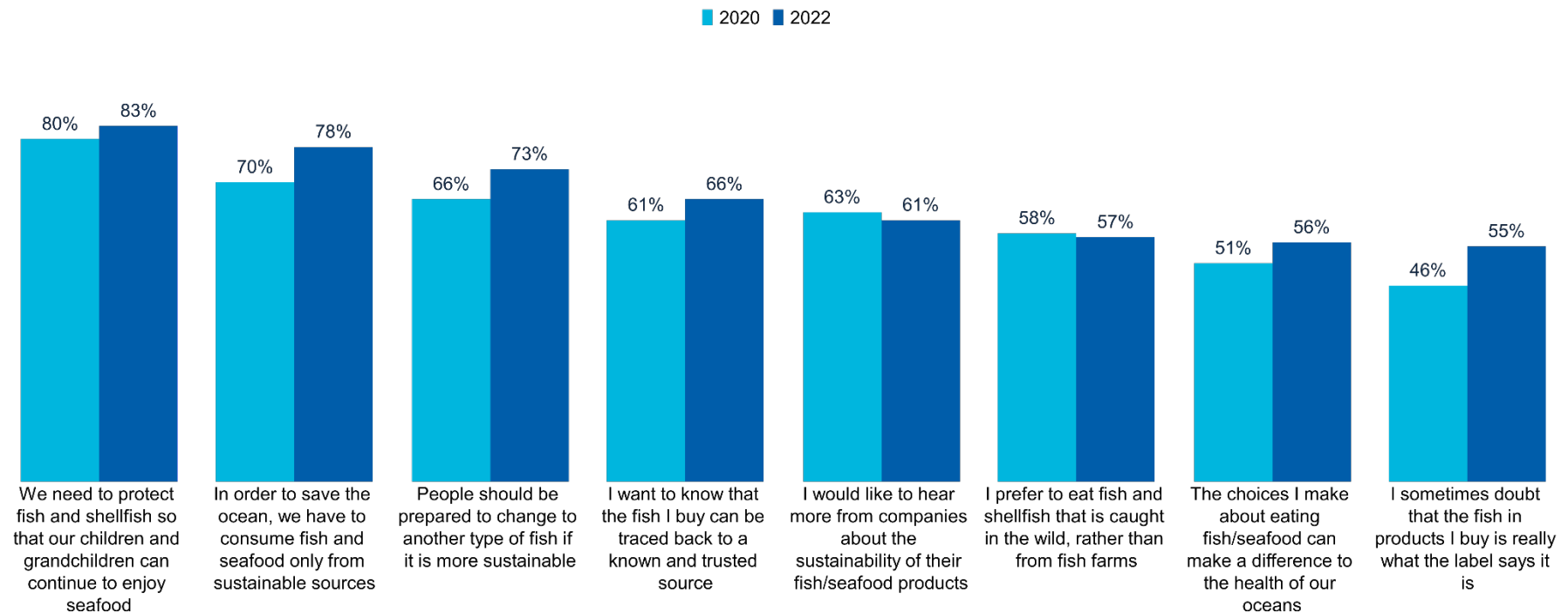
Base: Seafood consumers, Finland

Q11.2: There are many different potential threats to the world's oceans, the wildlife living there and the people who work there. Which of these potential issues worries you the most?



# Perspectives on Ocean Sustainability and Fish

Describes opinion well, top three (5+6+7 on 7-pt scale)



Base: Seafood consumers, Finland

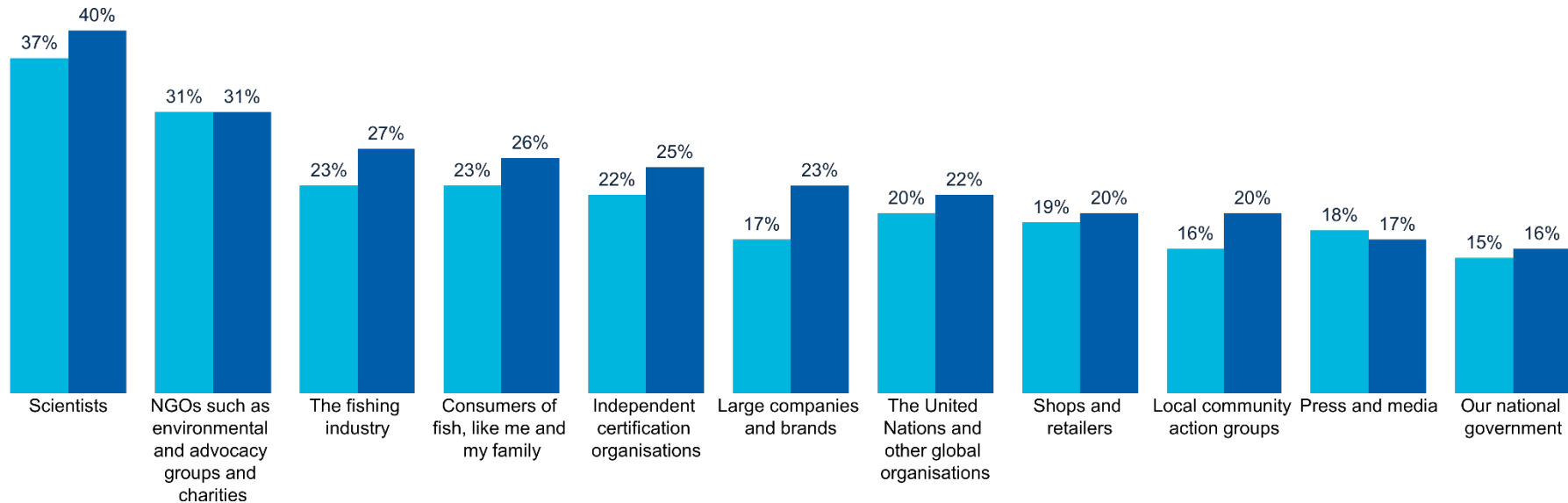
Q5.1: How well does each of the following statements describe your opinions? 7-pt scale: 1 = "Does not describe my opinion very well," 7 = "Describes my opinion very well"



# Performance of Different Groups in Protecting Oceans

Contributing “very well” to protecting oceans, top two (6+7 on 7-pt scale)

2020 2022



Base: Seafood consumers, Finland

Q3.1: How well do you think the following institutions are contributing to protecting the ocean environment?

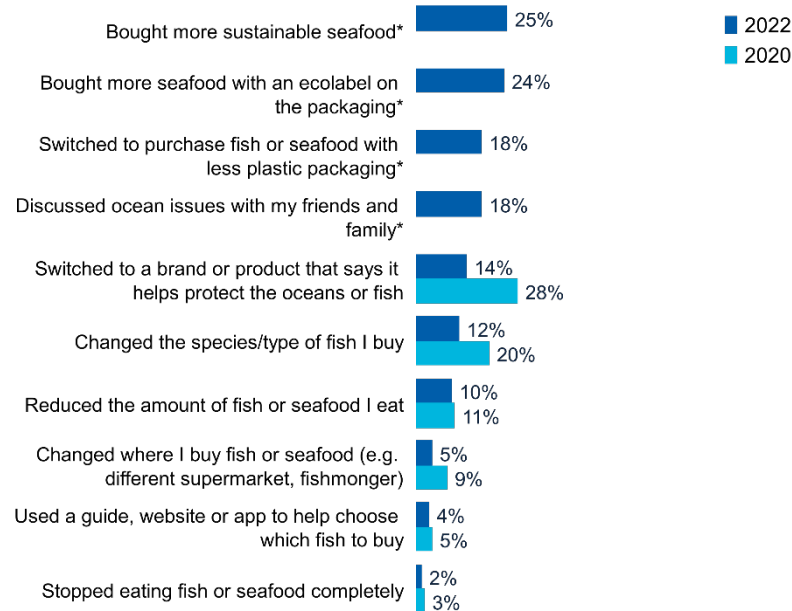


# Consumer Action and Diet

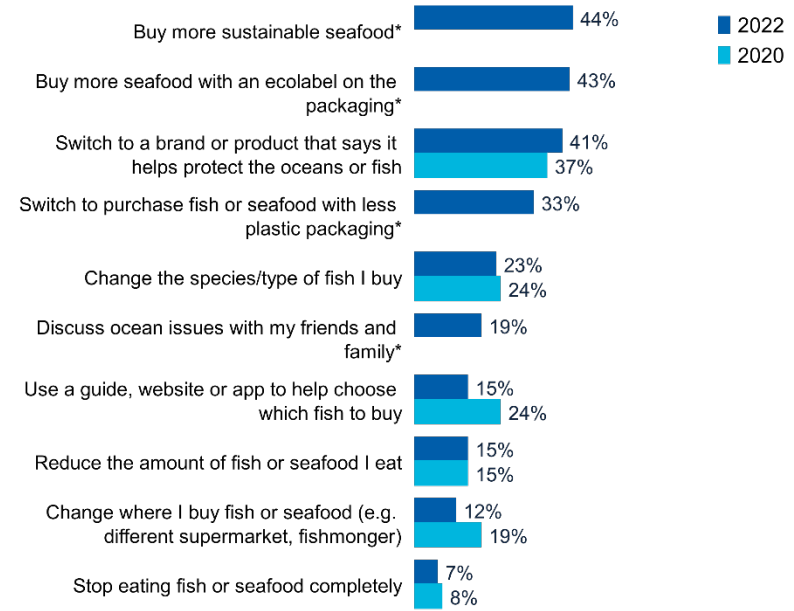
# Current and Future Consumer Actions to Protect Seafood

Actions consumers have taken and would be willing to take to protect the fish and seafood in our oceans, multiselect

## Action taken



## Willingness to take action



Base: Seafood consumers, Finland

\*Statements with no 2020 data were added in 2022

Q11.4a: Which, if any, of the following actions have you taken in the last year to help protect the fish and seafood in our oceans?

Q11.4b: And which other actions would you also be willing to take in the future to protect the fish and seafood in our oceans?

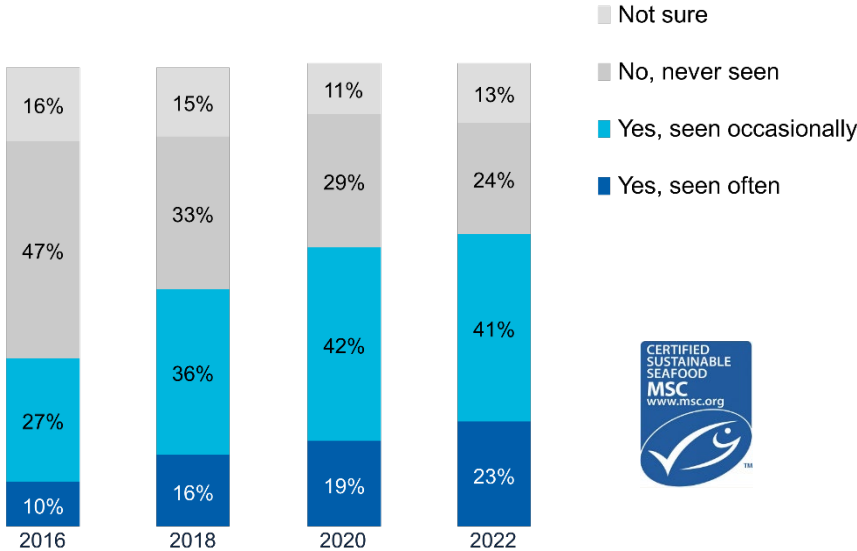


# MSC Awareness, Trust, and Understanding

# Awareness of the MSC Label by Consumer Type



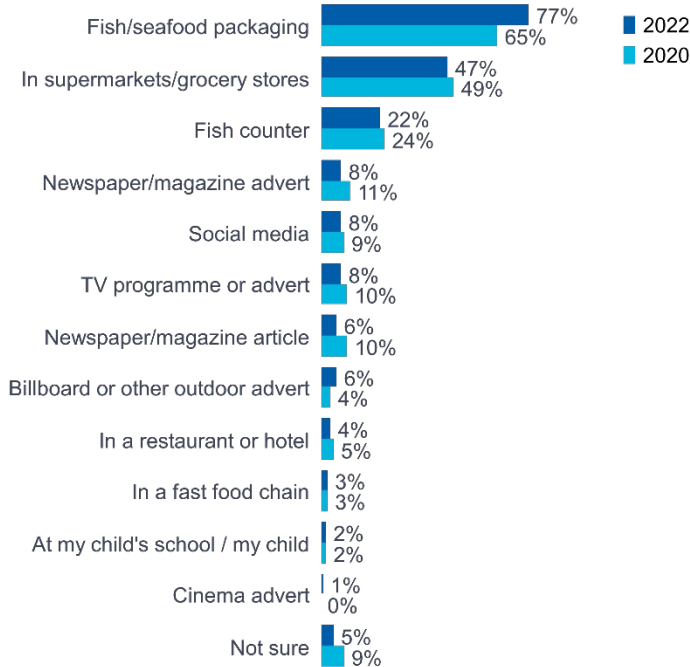
Frequency of seeing the MSC label



Base: General public, Finland

Q1.1: Have you ever seen the following logos?

Locations where consumers recall seeing the MSC label



Base: MSC aware, Finland

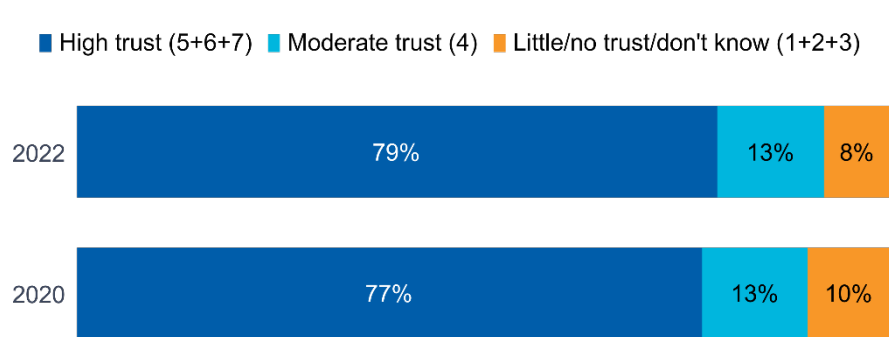
Q9.4: Earlier, you mentioned that you remember seeing this label. Where have you seen it?



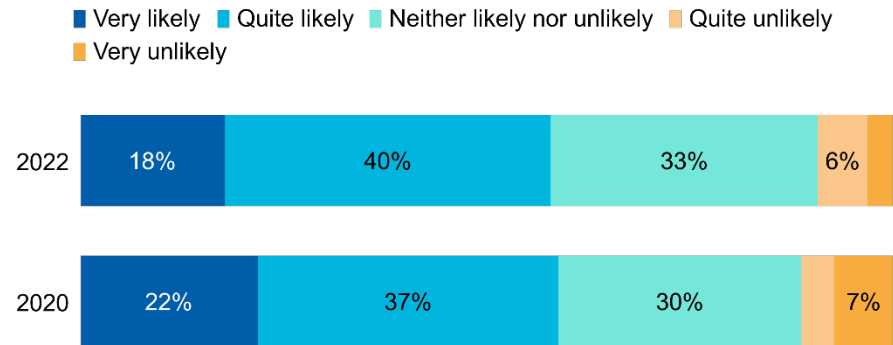


# Trust in the MSC Label and Recommendation of MSC

Trust in the MSC label among MSC-aware consumers, 7-pt scale



Likelihood of recommending MSC-certified products, likelihood scale



Base: MSC aware, Finland

Q9.2: How much trust do you have in the claims of the following organisations? 7-pt scale: 1 = "No trust," 7 = "A lot of trust"

Q12.2: How likely are you to recommend MSC-certified products to the people you know?





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