

BAROMETER OF PUBLIC OPINION IN ATTITUDES TOWARDS WOOD PRODUCTS: A PRELIMINARY RESULTS

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Research background

EU Project

“Extension of the Centre of Excellence: Adaptive Forest Ecosystems”

Research Activity

“Forest barometer of public opinion and the valuation of public functions of forest ecosystems”

Three research teams in the activity aimed at:

- Forestry
- Hunting
- Forest Products

What we have chosen within the wood products portfolio?

Paper and paper products

- due to the new possibilities of paper utilisation
- and ongoing changes in end-users' behaviour (e.g. rapidly growing interest of consumers in digital media and digital information)



QUESTIONS AIMED AT:



PRINT vs. DIGITAL

- Preferences for storing written information in a print form comparing to digital one
- Preferences for writing/reading on paper comparing to writing/reading on keyboard/screen
- Using an internet reference (web page, QR code) by reading print article → augmented reality

QUESTIONS AIMED AT:



PAPER ATTRIBUTES

- Importance of the office paper (and tissue) attributes during purchase decision:
 - Price over quality
 - Country of origin
 - Production has little negative impact to the environment
 - Made of recycled paper
- Importance of paper packaging attributes comparing to those of substitute materials:
 - Maintaining of good's utilitarian attributes
 - Easy to manipulate and storage
 - Environmental attributes

Preliminary results

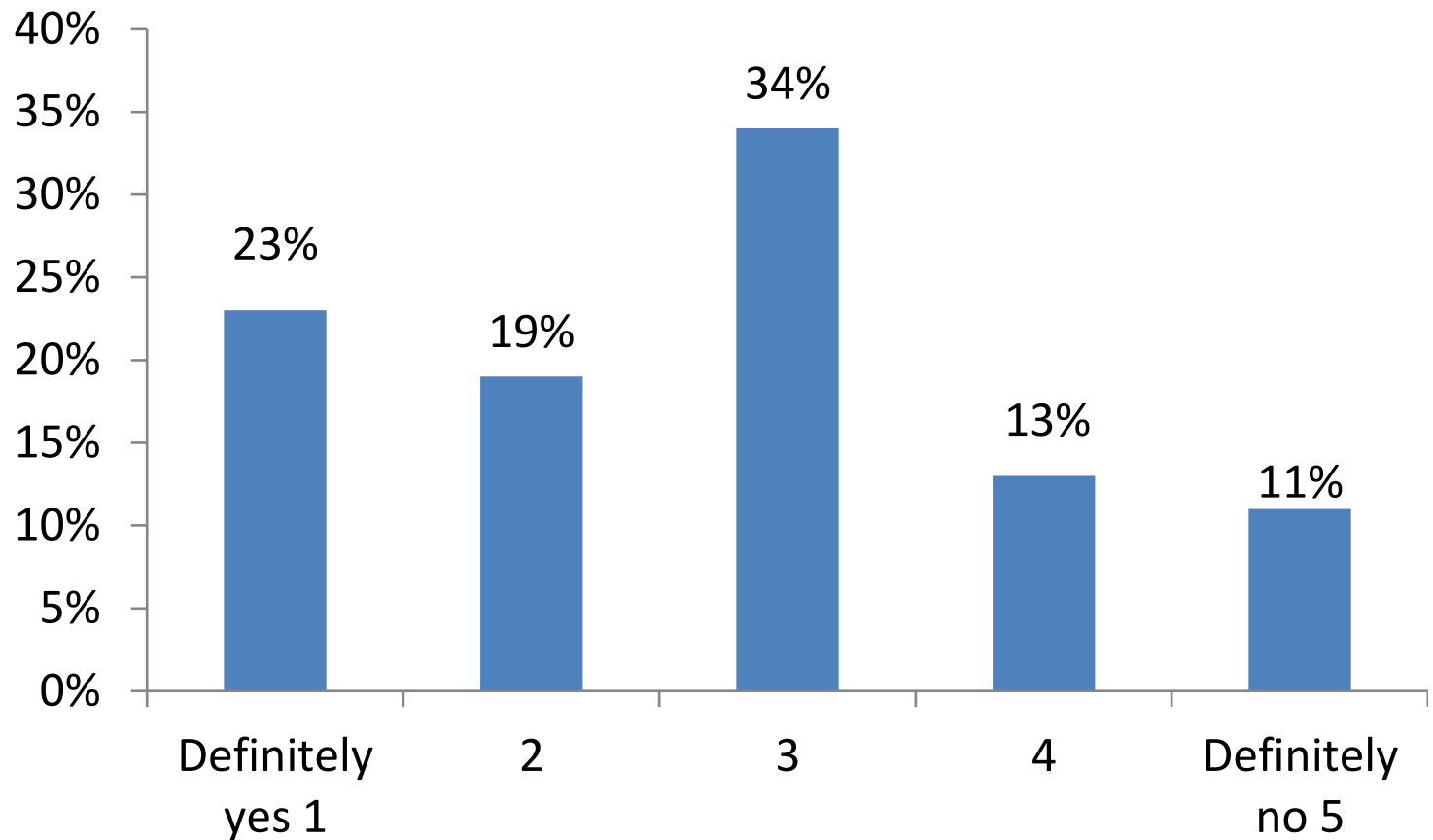


- 318 respondents

Demography

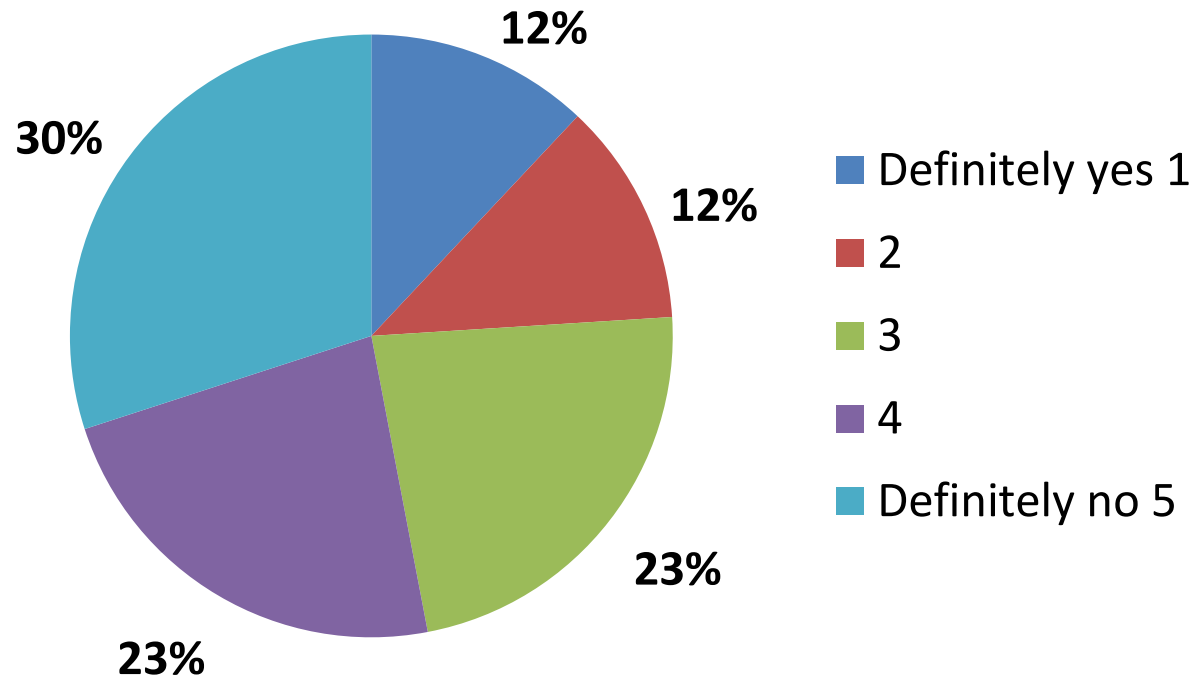
Sex		Residence		Age			Education		
Men	Women	Town	Rural	13 - 29	30 - 49	50 <	Basic	College	University
45 %	55 %	60 %	40 %	68 %	27 %	5 %	6 %	49 %	45 %

Preliminary results



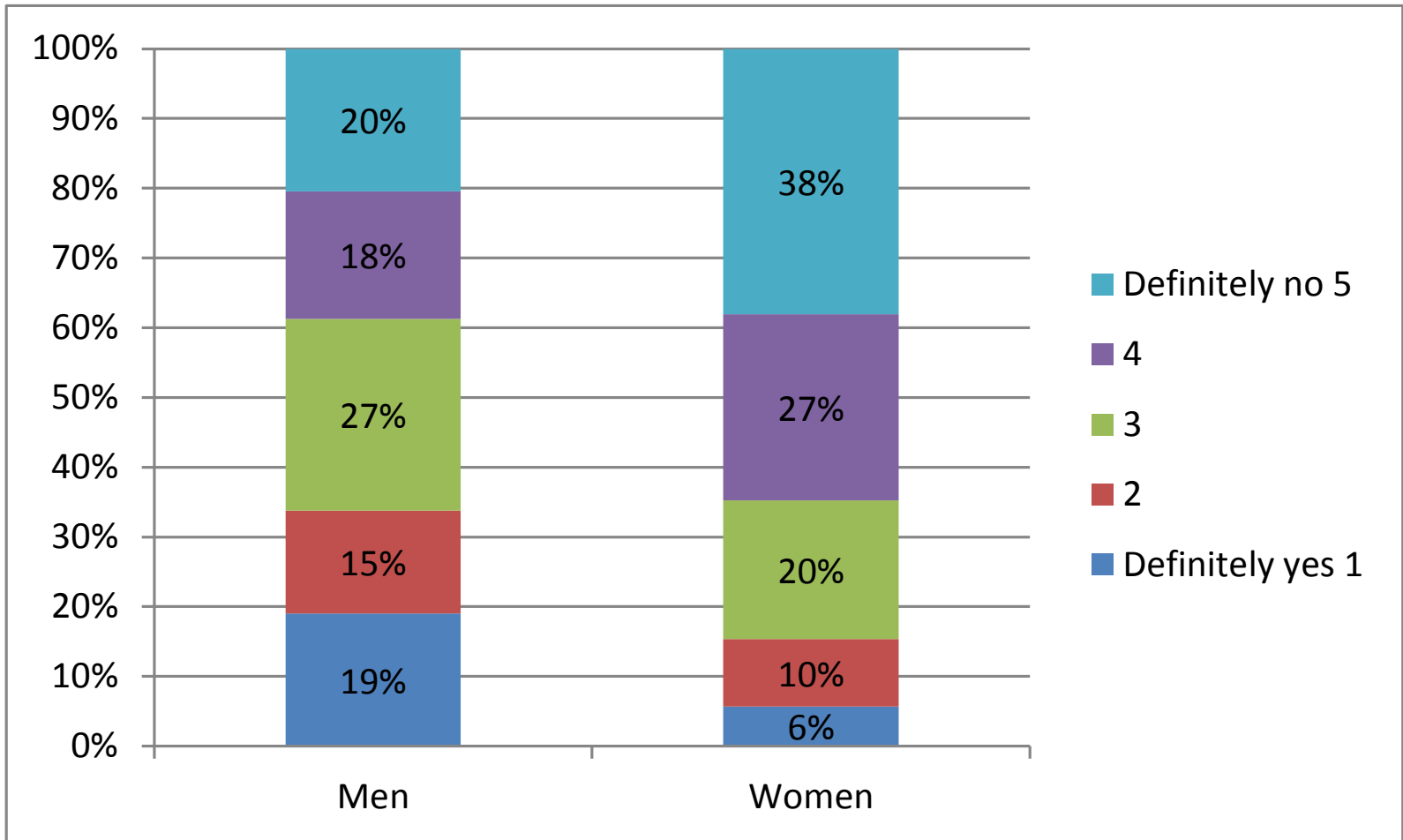
**Preferences for storing written information in print form
comparing to digital one**

Preliminary results



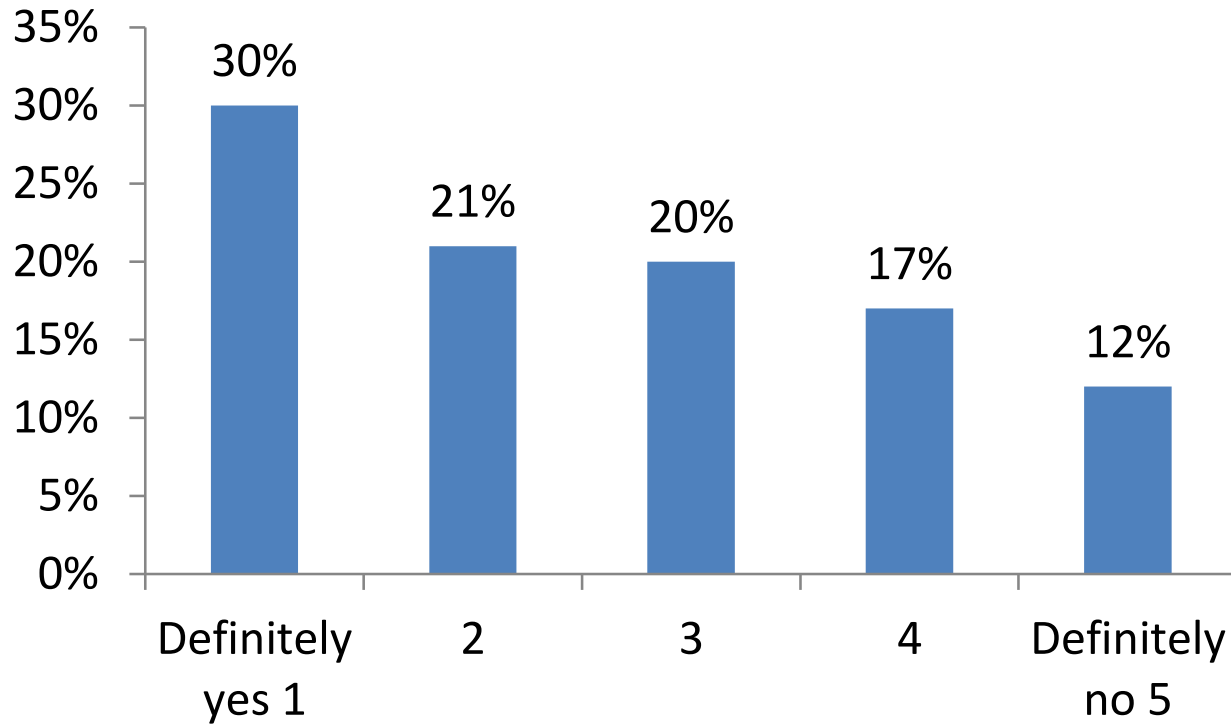
Do you prefer digital medium (screen, display) to paper for reading?

Preliminary results



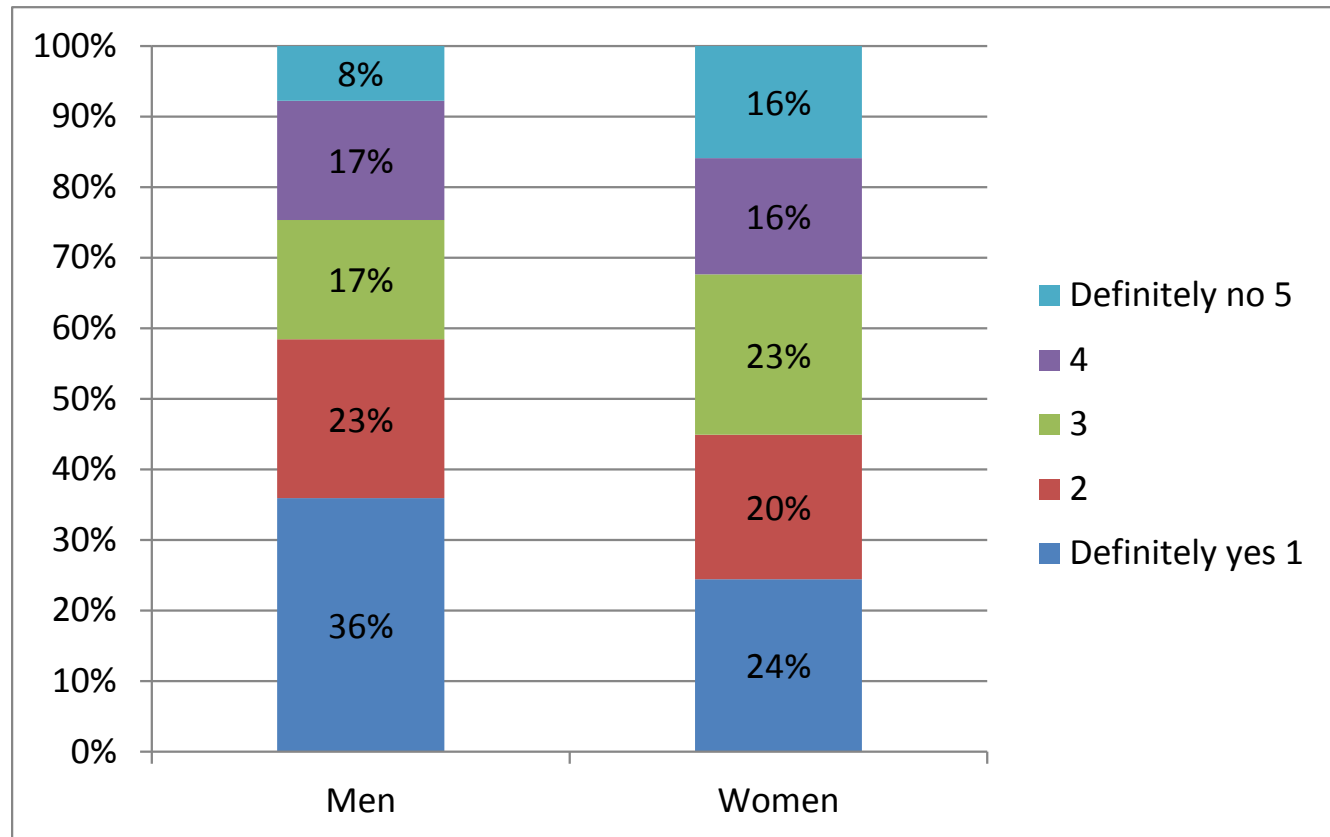
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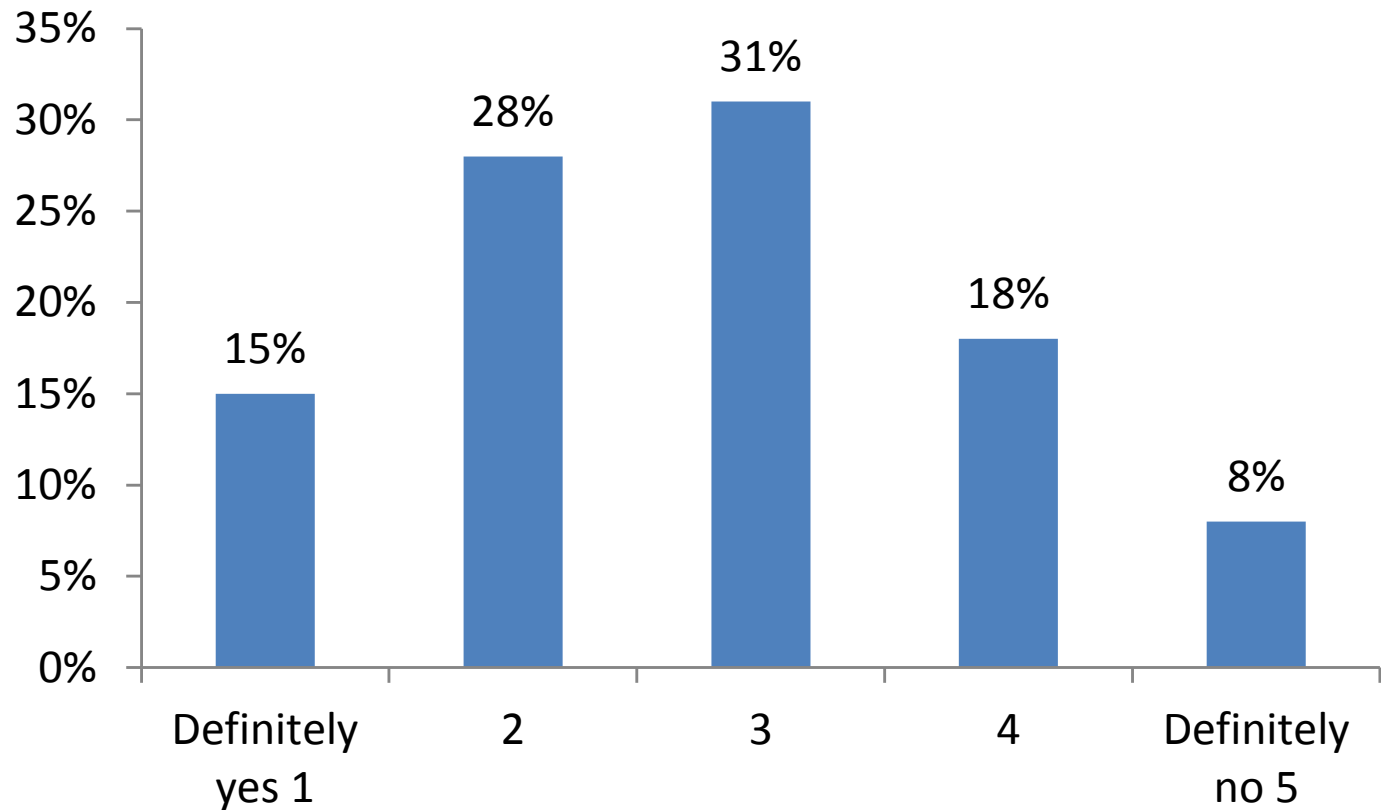
Do you prefer digital medium (e.g. PC, tablet) to paper for writing?

Preliminary results



Do you prefer digital medium (e.g. PC, tablet) to paper for writing?

Preliminary results



When you read printed article which includes internet reference (web page, QR code), do you use it?



COST Grant System Action FP 1104

*“New possibilities for print media and packaging –
combining print with digital”*

- Action focus on new innovations by combining knowledge of the end users with most recent technological achievements
- Exploring new business opportunities for the fibre based products and the value chains of print media and packaging through novel, innovative uses
- Benefits may be also achieved from new combinations of print and digital

Dziękuję za uwagę!

