

# MediaRelease

27 June 2016

IMMEDIATE

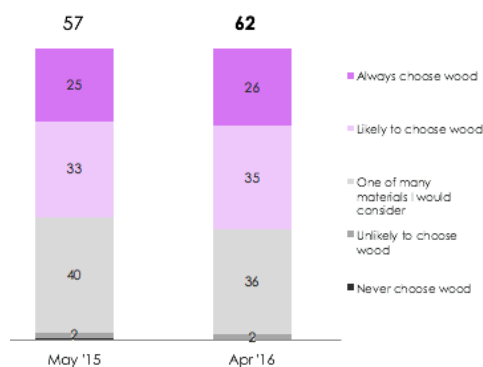
## **New FWPA research shows that wood is Australia's favourite material**

*Ongoing consumer research shows that wood has increased its standing as Australian consumers' favourite material for a wide range of applications. These research results are also available to industry to use in company and marketing communications – see details at the end of this story.*

As part of continually monitoring the market for wood and wood products, Forest and Wood Products Australia (FWPA) conducts annual consumer research studies. The results of this research not only provide information about how people perceive and use wood, they also deliver insights into how consumers regard the forest and wood products industry, the environment and relevant companies and brands. Tracked over consecutive years, the research can also identify emerging trends material usage and changes in market perceptions.

Conducted by Sydney firm Pollinate during May 2016, the latest results show that not only is wood most Australians' preferred material for a wide range of applications, but that it is on the rise as the most used material for renovating, furniture use and redecorating.

### LIKELIHOOD TO CHOOSE WOOD OVER OTHER MATERIALS



*Wood is the most desired material - almost two thirds of Australians are likely to choose wood over other materials where appropriate*

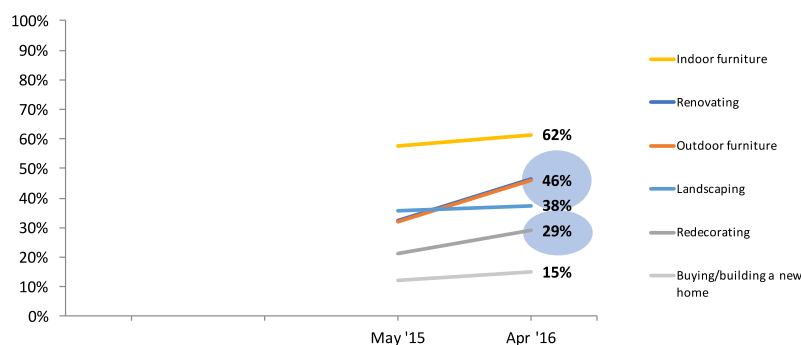
"These findings are in line with previous research results," said Ric Sinclair, FWPA's managing director, "the steady increase we have seen in the preference for wood indicates there is an opportunity for industry to capitalise on the consumer sentiment by ensuring they are offering the widest possible range of wood and wood products."

### **About Forest and Wood Products Australia**

FWPA aims to improve the competitiveness and sustainability of the Australian forest and wood products industry through innovation by investing in effective and relevant R&D and promotion of the industry's products, services and values. FWPA undertakes industry-level activities where a collective approach delivers more effective and valuable commercial outcomes than individual action. We deliver services that support the industry's capacity as a major exporter and mainstay of regional communities in many parts of Australia.

The increased intent to choose wood has translated into wider use for renovating and outdoor furniture, as shown by the chart below, with significantly more respondents saying they would use wood for these purposes.

## Wood Use by Application



- Big increases seen for renovating, outdoor furniture and redecorating

- OA5. Thinking about each of these occasions, which materials will Predominately be used/will be bought? Base: Completed/planning project, range from n=103-320

Overall, one of the key qualities of wood is diversity, as shown by the word map below. This graphic combines answers to the questions in the survey, allocating more size and weight to the most commonly used terms.



“These research results are not only pleasing in that they show the positive effect of industry campaigns promoting the benefits of wood and wood products,” said Mr Sinclair, “but they also provide a solid launch pad for future promotions and related activities. We’ve some exciting new developments regarding communicating with the design and construction sector, including maximising the effect of the recent changes to the Building Code of Australia.”

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The code changes to which Mr Sinclair refers came into effect on May 1<sup>st</sup> 2016 and make it easier to design and build timber framed and massive timber buildings up to 25metres in height.

If you would like to use some of these research results in your company communications, or if you would like more information about the recent code change, please contact Eileen Newbury, FWPA's marketing and communications manager at [eileen.newbury@fwpa.com.au](mailto:eileen.newbury@fwpa.com.au) or call 0419 313 163.

## **ENDS**

For more information about this article, please contact:

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