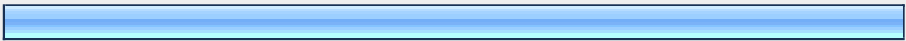

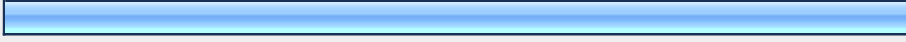
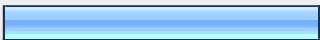





Environmental Practices and Preferences of Paper Purchasers

1. Please indicate the city, province/state, and country where you are located.			
		Response Percent	Response Count
City/Town:		99.5%	376
Province/State:		100.0%	378
Country:		100.0%	378
		<i>answered question</i>	378
		<i>skipped question</i>	7

2. Which of the following professional categories best describes what you do? Please select from the list below.			
		Response Percent	Response Count
Graphic designer		44.6%	150
Paper specifier or buyer		6.3%	21
Print specifier or buyer		14.3%	48
Paper manufacturing		5.7%	19
Sales representative for paper merchant		5.1%	17
Sales representative for printer		5.7%	19
Management		18.5%	62
		Other (please specify)	76
		<i>answered question</i>	336
		<i>skipped question</i>	49

3. Is your company or organization certified by the Forest Stewardship Council (FSC)?			
		Response Percent	Response Count
Yes		34.6%	132
No		57.1%	218
I am not part of a company or organization		6.0%	23
I don't know		2.4%	9
answered question			382
skipped question			3

4. Please select the answer that best applies.							
	Very concerned		Somewhat concerned		Not concerned	Rating Average	Response Count
How concerned are you about the state of our environment?	72.9% (277)	20.5% (78)	5.3% (20)	0.5% (2)	0.8% (3)	1.36	380
answered question							380
skipped question							5

5. Please select the answer that best applies.							
	Very knowledgeable		Somewhat knowledgeable		Not knowledgeable	Rating Average	Response Count
How would you rate your environmental knowledge?	21.1% (80)	36.6% (139)	40.5% (154)	1.8% (7)	0.0% (0)	2.23	38
answered question							37
skipped question							


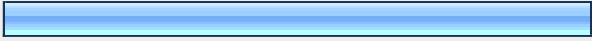

6. Please indicate how important you think the following environmental issues are.

	Very important		Somewhat important		Not important	Rating Average	Response Count
Air Pollution	73.2% (278)	24.2% (92)	2.6% (10)	0.0% (0)	0.0% (0)	1.29	380
Decreasing quantity and/or quality of fresh water stores	75.5% (281)	18.8% (70)	4.3% (16)	1.3% (5)	0.0% (0)	1.31	372
Natural resource exploitation	63.8% (238)	27.9% (104)	6.7% (25)	1.3% (5)	0.3% (1)	1.46	373
Climate Change	68.4% (257)	23.1% (87)	5.3% (20)	1.9% (7)	1.3% (5)	1.45	376
Forest degradation	69.9% (265)	22.7% (86)	5.8% (22)	0.8% (3)	0.8% (3)	1.40	379
Loss of biodiversity	64.7% (244)	25.2% (95)	8.0% (30)	1.3% (5)	0.8% (3)	1.48	377
Waste production	69.4% (259)	22.5% (84)	6.2% (23)	1.9% (7)	0.0% (0)	1.40	373
					Other (please specify)		48
	answered question						380
	skipped question						5



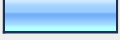
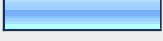

7. Please select the answer that best applies.

	Very likely		Somewhat likely		Unlikely	Rating Average	Response Count
How likely are you to consider the environmental impact of a product prior to purchasing?	48.4% (179)	35.4% (131)	13.2% (49)	2.2% (8)	0.8% (3)	1.72	370
	answered question						370
	skipped question						15

8. If you give consideration to the environmental impact of a product that you purchase, is it only price being equal or would you pay a premium for a product with a lighter environmental footprint?

		Response Percent	Response Count
Price being equal		25.4%	96
I would pay a premium		64.8%	245
I don't know		9.8%	37
	answered question		378
	skipped question		7


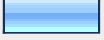

9. If you would pay a premium for a product with environmental characteristics, how much of a premium would you be willing to pay?

		Response Percent	Response Count
1-2%		23.8%	82
3-5%		38.8%	134
6-8%		12.2%	42
8-10%		17.1%	59
Higher than 10%		8.1%	28
	answered question		345
	skipped question		40


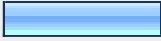

10. When purchasing paper, how important are the following environmental qualities to your purchasing decision? Please select the answer that best applies.

	Very important		Somewhat important		Not important	Rating Average	Response Count
FSC-certified	60.3% (225)	24.1% (90)	9.7% (36)	4.3% (16)	1.6% (6)	1.63	373
SFI-certified	11.6% (40)	25.5% (88)	32.5% (112)	14.5% (50)	15.9% (55)	2.98	345
PEFC-certified	10.9% (37)	25.5% (87)	32.6% (111)	15.5% (53)	15.5% (53)	2.99	341
Post-consumer recycled content	47.1% (172)	32.6% (119)	13.2% (48)	4.1% (15)	3.0% (11)	1.83	365
Recycled content (pre or post consumer)	42.4% (156)	34.2% (126)	14.4% (53)	5.7% (21)	3.3% (12)	1.93	368
Chlorine free (ECF, PCF or TCF)	36.3% (132)	34.6% (126)	19.5% (71)	6.3% (23)	3.3% (12)	2.06	364
Geographic location of manufacturing facility	27.9% (102)	25.5% (93)	26.3% (96)	9.9% (36)	10.4% (38)	2.49	365
Renewable energy use (e.g. biogas, wind etc.)	26.2% (95)	34.7% (126)	25.6% (93)	8.3% (30)	5.2% (19)	2.32	363
Other (please specify)							29
answered question							376
skipped question							9



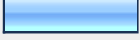
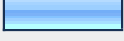
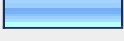
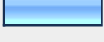
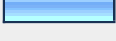
11. Have you every specified an FSC-certified paper?

		Response Percent	Response Count
Yes		85.3%	319
No		10.2%	38
I don't know		4.5%	17
answered question			374
skipped question			11

12. Have you every specified an FSC-certified paper AND an FSC-certified printer for a print job, or encouraged your client to do so?

		Response Percent	Response Count
Yes		77.9%	292
No		17.1%	64
I don't know		5.1%	19
		answered question	375
		skipped question	10

13. How many print jobs have you printed, or had printed this year (2008) on FSC-certified paper AND with an FSC-certified printer?

		Response Percent	Response Count
None		17.2%	64
Less than 5		20.4%	76
6 to 10		14.5%	54
11 to 25		12.9%	48
26 to 50		12.9%	48
51 to 100		10.5%	39
Over 100		11.8%	44
		answered question	373
		skipped question	12

14. What percentage of print jobs does this represent? For example, if you did 5 print jobs on FSC-certified paper AND with an FSC-certified printer in 2008, does this represent 2% of your total print jobs, or 100% of your print jobs?

		Response Percent	Response Count
None		14.7%	54
Less than 5%		16.6%	61
6 to 10%		9.5%	35
11 to 25%		7.9%	29
26 to 50%		13.0%	48
51 to 75%		11.7%	43
76 to 100%		26.6%	98
		answered question	368
		skipped question	17

15. Select ALL that apply. Why did you choose to print on FSC-certified paper AND with an FSC-certified printer?

		Response Percent	Response Count
My client requested it.		41.8%	136
My graphic designer/agency recommended it.		15.1%	49
My printer recommended it.		17.2%	56
My paper merchant recommended it.		13.8%	45
FSC is part of my company's procurement strategy or mandate.		51.1%	166
The brand value of having the FSC logo on the printed piece.		49.8%	162
I believe FSC is the most responsible paper choice.		72.0%	234
		Other (please specify)	56
		answered question	325
		skipped question	60

16. For the print jobs that were NOT on FSC-certified paper, and NOT with an FSC-certified printer, why weren't they? Please select the frequency with which the following reasons apply.

	Very frequent		Somewhat frequent		Infrequent	Rating Average	Response Count
The paper we wanted to use was not FSC-certified.	18.8% (53)	15.6% (44)	33.7% (95)	11.0% (31)	20.9% (59)	3.00	282
The printer we wanted to use was not FSC-certified.	19.0% (50)	11.4% (30)	21.3% (56)	11.4% (30)	36.9% (97)	3.36	263
The client wasn't interested in FSC.	17.5% (47)	18.3% (49)	27.6% (74)	13.1% (35)	23.5% (63)	3.07	268
The paper was going to cost more.	26.4% (75)	19.4% (55)	18.0% (51)	12.7% (36)	23.6% (67)	2.88	284
The printing was going to cost more.	16.5% (45)	12.1% (33)	18.4% (50)	14.3% (39)	38.6% (105)	3.46	272
We didn't ask/suggest that the job be FSC-certified.	11.6% (32)	9.8% (27)	22.2% (61)	17.5% (48)	38.9% (107)	3.62	275
I don't know.	10.6% (20)	4.8% (9)	18.6% (35)	11.7% (22)	54.3% (102)	3.94	188
Comments							77
answered question							327
skipped question							58

17. Please indicate whether the following statements are TRUE or FALSE.

	TRUE	FALSE	Response Count
My company has in place an environmental paper procurement policy.	54.6% (197)	45.4% (164)	361
My company's paper procurement policy specifies the use of FSC-certified paper.	38.3% (136)	61.7% (219)	355
My company's promotional materials are printed on FSC-certified paper.	59.6% (211)	40.4% (143)	354
My company's promotional materials carry the FSC label.	46.4% (163)	53.6% (188)	351
My business cards are printed on FSC-certified paper.	40.0% (140)	60.0% (210)	350
	<i>answered question</i>		364
	<i>skipped question</i>		21

18. If you are a Paper and Print Specifier (e.g. Graphic Designer, Sales Representative etc.) please indicate whether the following statements are TRUE or FALSE.

	TRUE	FALSE	Response Count
I encourage clients to consider the environmental impact of their paper and print choices.	90.6% (278)	9.4% (29)	307
I encourage clients to choose FSC-certified paper and print services.	86.0% (264)	14.0% (43)	307
I encourage clients to use the FSC label on printed documents.	76.7% (234)	23.3% (71)	305
My clients care about the environmental impact of their paper and printing.	74.8% (226)	25.2% (76)	302
My clients ask for FSC-certified paper and print services.	48.8% (148)	51.2% (155)	303
		Comments	49
	answered question		307
	skipped question		78

19. Please select the answer that best applies.

	Very interested		Somewhat interested		Not interested	Rating Average	Response Count
Would you be interested in becoming a Professional Member of the Forest Stewardship Council (FSC) Canada?	52.3% (182)	14.7% (51)	21.0% (73)	3.7% (13)	8.3% (29)	2.01	348
	Other (please specify)						38
	answered question						348
	skipped question						37

20. Please indicate the relative importance of the following features or benefits of being a Professional Member of FSC Canada.

	Very important		Somewhat important		Not important	Rating Average	Response Count
Access to educational materials about FSC certification.	59.9% (205)	21.1% (72)	13.7% (47)	2.0% (7)	3.2% (11)	1.68	342
Access to educational materials about environmental issues related to paper and printing.	64.1% (218)	22.1% (75)	10.3% (35)	1.8% (6)	1.8% (6)	1.55	340
Ability to test and prove my knowledge of FSC certification through an online exam.	37.3% (128)	21.0% (72)	24.5% (84)	8.5% (29)	8.7% (30)	2.30	343
Listing on FSC Canada website as a Professional Member.	41.8% (143)	23.1% (79)	20.5% (70)	6.1% (21)	8.5% (29)	2.16	342
Ability to promote myself to clients and colleagues as an FSC Professional Member.	55.1% (188)	22.9% (78)	12.6% (43)	3.5% (12)	5.9% (20)	1.82	341
Ability to interact with like-minded professionals and topical experts.	43.1% (148)	25.9% (89)	23.0% (79)	4.7% (16)	3.2% (11)	1.99	343
Receive updates on FSC products and services.	56.1% (192)	22.2% (76)	16.1% (55)	3.2% (11)	2.3% (8)	1.73	342
Receive discounts on industry/trade magazines.	18.7% (64)	20.7% (71)	29.2% (100)	14.9% (51)	16.6% (57)	2.90	343
Access to resources such as webinars, fact sheets, marketing materials etc.	50.3% (172)	22.8% (78)	19.9% (68)	3.8% (13)	3.2% (11)	1.87	342
					Other (please specify)		21
					answered question		344
					skipped question		41

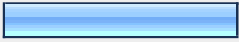

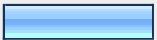



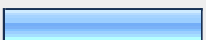
21. Which of the following environmental topics would you be interested to learn more about? Please select the answer that best applies.

	Very interested		Somewhat interested		Not interested	Rating Average	Response Count
How to choose an environmentally responsible paper.	56.9% (195)	22.4% (77)	14.6% (50)	3.2% (11)	2.9% (10)	1.73	343
How to choose an environmentally responsible printer.	45.4% (154)	22.1% (75)	20.1% (68)	6.2% (21)	6.2% (21)	2.06	339
Environmentally responsible graphic design practices	59.6% (202)	15.9% (54)	18.3% (62)	1.8% (6)	4.4% (15)	1.76	339
A better understanding of Forest Stewardship Council (FSC) certification.	47.5% (161)	20.9% (71)	19.5% (66)	6.8% (23)	5.3% (18)	2.01	339
FSC on-product labelling guidelines.	51.8% (176)	20.0% (68)	18.2% (62)	5.0% (17)	5.0% (17)	1.91	340
How to become FSC-certified.	37.9% (125)	17.0% (56)	21.2% (70)	8.2% (27)	15.8% (52)	2.47	330
Carbon accounting 101 (carbon neutral, carbon footprint, carbon offsets etc.)	58.6% (201)	20.4% (70)	16.3% (56)	2.0% (7)	2.6% (9)	1.70	343
Other (please specify)							20
answered question							348
skipped question							37

22. What other membership benefits would you like to receive? Please provide as much detail as necessary.

	Response Count
	62
answered question	62
skipped question	323

23. Please select ALL that apply. Which professional associations or organizations are you a member of?

		Response Percent	Response Count
Association of Registered Graphic Designers of Ontario (RGD Ontario)		25.7%	38
Society of Graphic Designers of Canada (GDC)		31.1%	46
Canadian Printing and Imaging Association (CPIA)		16.2%	24
American Institute of Graphic Arts (AIGA)		16.2%	24
International Association of Printing House Craftsmen (IAPHC)		7.4%	11
International Association of Business Communicators (IABC)		8.1%	12
Canadian Marketing Association (CMA)		21.6%	32
Other (please specify)			51
		answered question	148
		skipped question	237

24. Please provide us with any additional comments, suggestions or input.

		Response Count
		49
		answered question
		49
		skipped question
		336

25. If you would like to receive a summary of the results of this survey, please provide your email address below:

		Response Percent	Response Count
Email Address:	<input type="text"/>	100.0%	166
		<i>answered question</i>	166
		<i>skipped question</i>	219