

Supplementary file S1: Average factor scores by sociodemographic groups

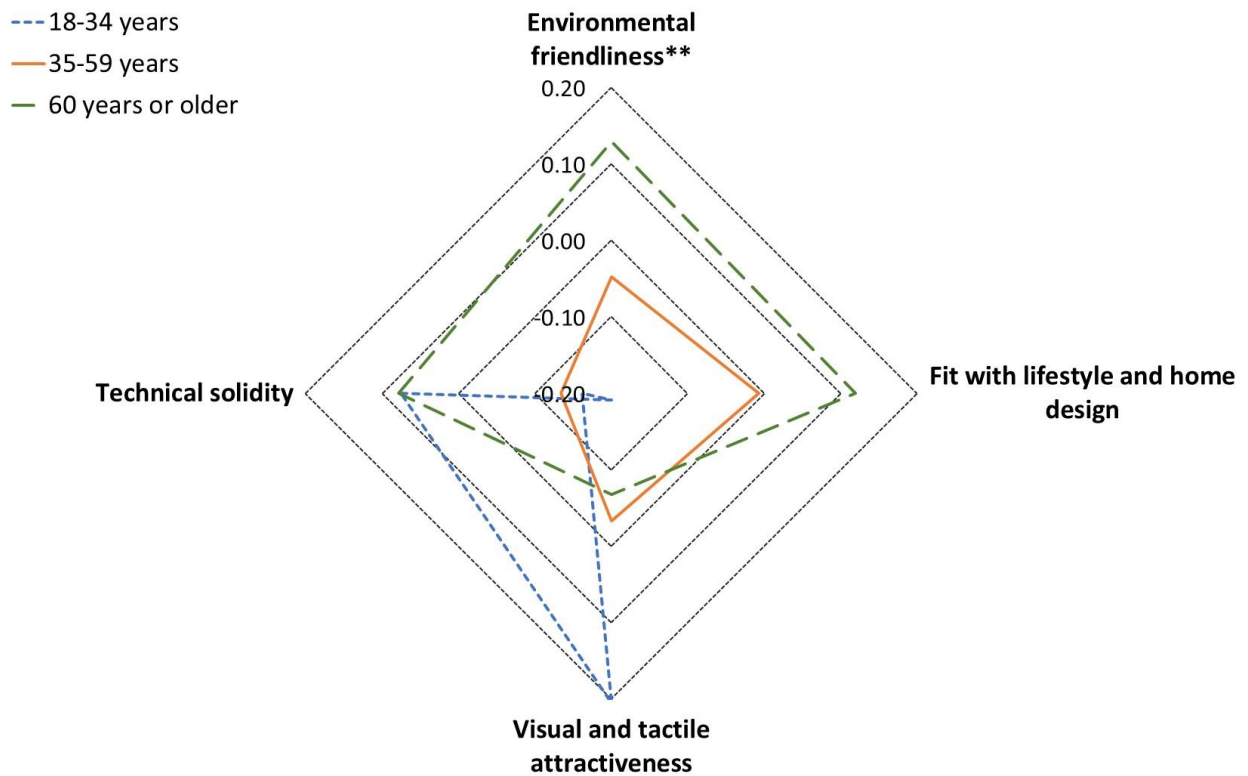


Figure S1. Average factor scores for respondent views on wooden interior product quality features by age. According to Kruskal-Wallis test results, respondents aged 60 or older are more likely to value “Environmental friendliness” than 18-34-year-old respondents (moderate statistical evidence denoted with **).

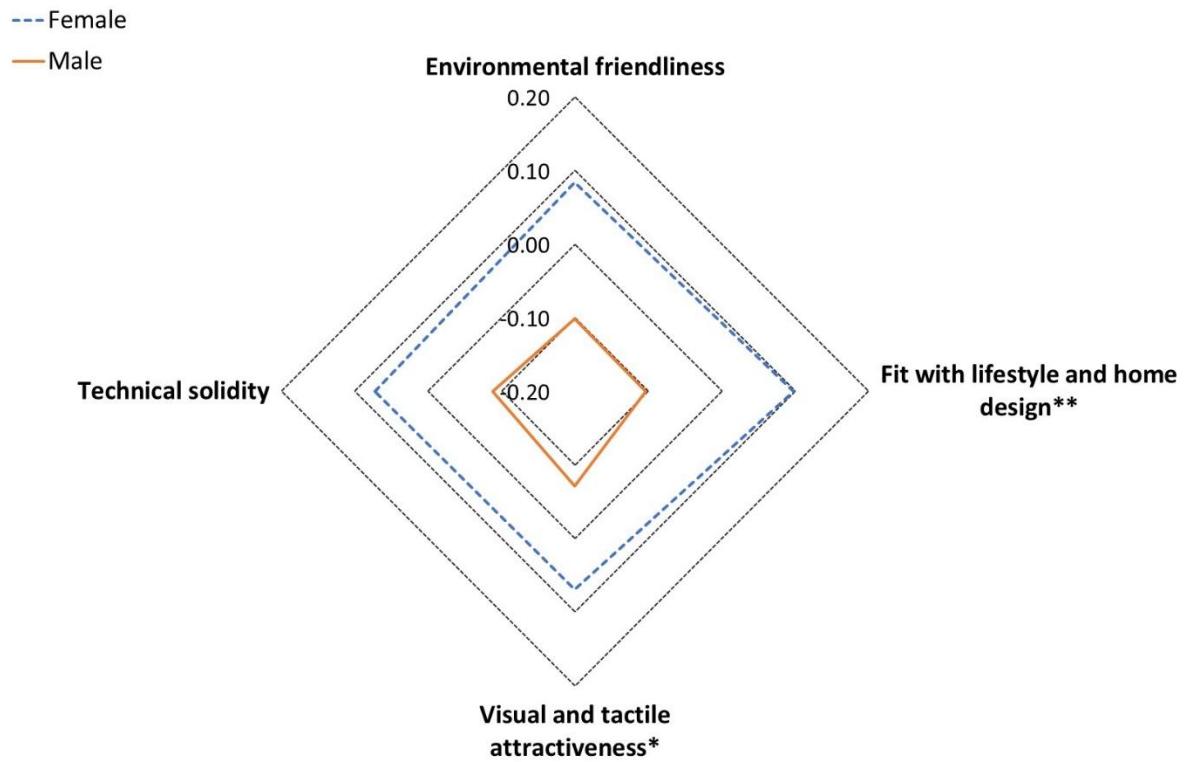


Figure S2. Average factor scores for views on wooden interior product quality features by gender. According to Mann-Whitney U test results, females are more likely to value “Fit with lifestyle and home design” (moderate statistical evidence denoted with **) and “Visual and tactile attractiveness” (suggestive statistical evidence *) than males.

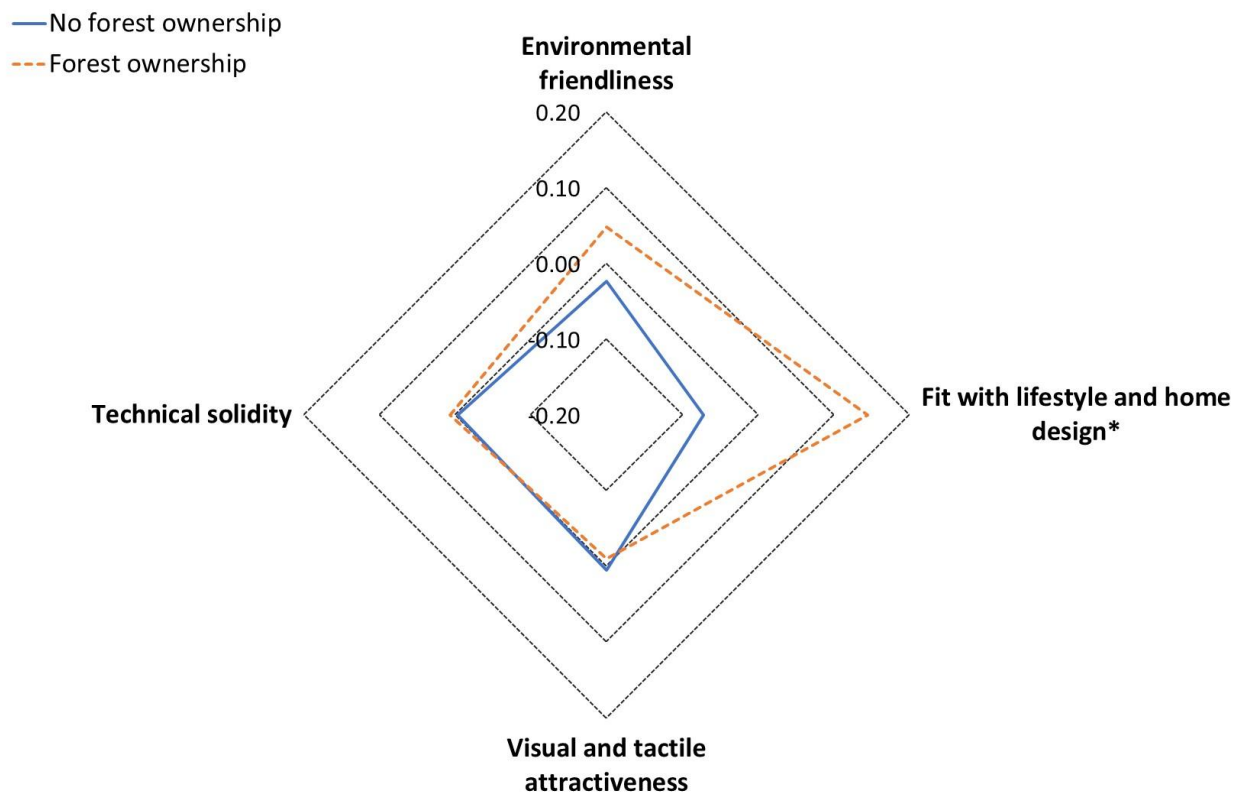


Figure S3. Average factor scores for respondent views on wooden interior product quality features by forest ownership. According to Mann-Whitney U test results, forest owners are more likely to value “Fit with lifestyle and home design” (suggestive statistical evidence denoted with *) than other respondents.

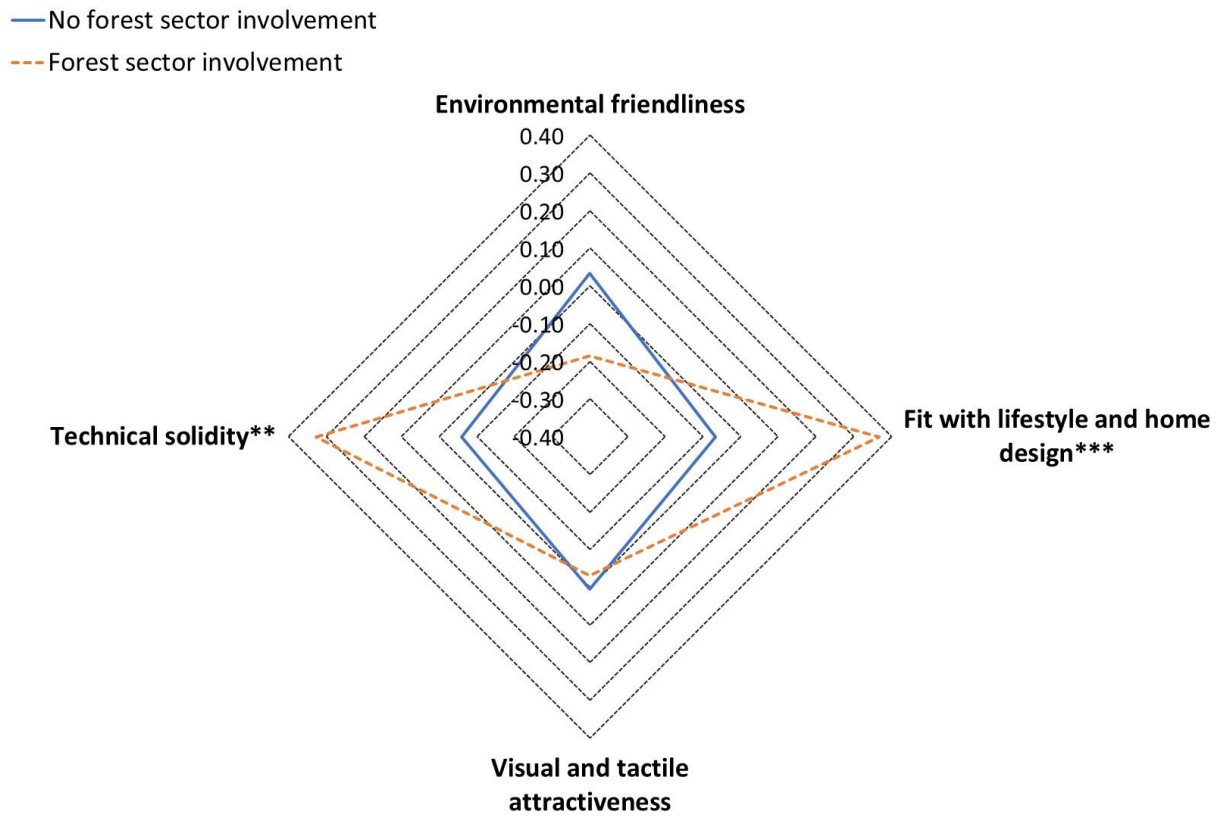


Figure S4. Average factor scores for views on wooden interior product quality features by forest sector involvement. According to Mann-Whitney U test results, respondents with forest sector involvement are more likely to value “Fit with lifestyle and home design” (very strong statistical evidence denoted with ***) and “Technical solidity” (moderate statistical evidence **) than others.

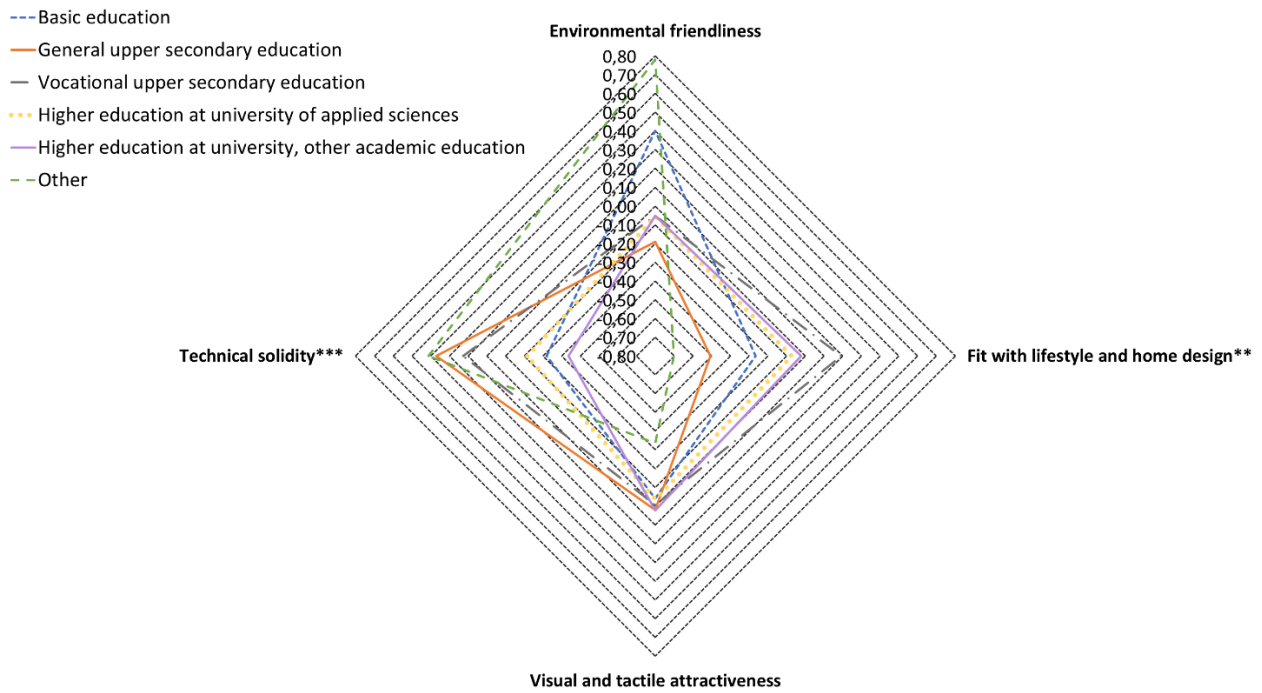


Figure S5. Average factor scores for views on wooden interior product quality features by education. According to Kruskal-Wallis test results, “Technical solidity” (very strong statistical evidence denoted with ***) is more likely to be more valued by respondents with general upper and vocational upper secondary education compared to others, and “Fit with lifestyle and home design” (moderate statistical evidence**) is more likely to be more valued by respondents with vocational upper secondary education compared to others.