

This is a self-archived version of an original article. This version may differ from the original in pagination and typographic details.

Author(s): Wallius, Venla; Kunttu, Janni; Hurmekoski, Elias; Hujala, Teppo; Nyrud, Anders Q.; Hoen, Hans F.

Title: Attractiveness of wood-frame multi-storey buildings in seven European countries : consumer segmentation and the effect of fire safety information

Year: 2024

Version: Published version

Copyright: © Authors

Rights: CC BY-SA 4.0

Rights url: <https://creativecommons.org/licenses/by-sa/4.0/>

Please cite the original version:

Wallius, V., Kunttu, J., Hurmekoski, E., Hujala, T., Nyrud, A. Q., & Hoen, H. F. (2024). Attractiveness of wood-frame multi-storey buildings in seven European countries : consumer segmentation and the effect of fire safety information. *Silva Fennica*, 58(5), Article 23035. <https://doi.org/10.14214/sf.23035>

Metadata form of Silva Fennica

This form is designed for writing the elements of metadata, which are used in the description of research materials such as data and codes. The form is based on the work done in the Work Group “Description of research materials” under the Finnish Open Science Coordination.

Item	Description
<i>Name of the data / code</i>	Survey data on perceptions of wooden multi-storey building (subset used for the article “Attractiveness of wood-frame multi-storey buildings in seven European countries: Consumer segmentation and the effect of fire safety information”)
<i>Author & ORCID</i>	Wallius, Venla ^{1,2} 0000-0003-2576-9994 Kunttu, Janni ³ Elias, Hurmekoski ³ Hujala, Teppo ⁴ Nyrud, Anders Q. ⁵ Hoen, Hans F. ⁵
<i>Authors' affiliation(s)</i>	¹ European Forest Institute, Yliopistokatu 6 B, FI-80100, Joensuu, Finland ² Jyväskylä University School of Business and Economics, P.O. Box 35, FI-40014 University of Jyväskylä, Finland ³ University of Helsinki, Department of Forest Sciences, P.O. Box 4, FI-00014 University of Helsinki, Finland ⁴ University of Eastern Finland, School of Forest Sciences, P.O. Box 111, FI-80101 Joensuu, Finland ⁵ Norwegian University of Life Sciences, Faculty of Environmental Sciences and Natural Resource Management, P.O. Box 5003, NO-1432 Ås, Norway
<i>Owner of the material</i>	Authors
<i>Publisher</i>	Not published
<i>Funder</i>	SNS Nordic Forest Research funding for the project “The Nordic forest-based sector in the bioeconomy” (NOFOBE)
<i>Description</i>	Quantitative survey data (n=7007) on consumer perceptions of wooden multi-storey construction from seven European countries. Subset used for the article “Attractiveness of wood-frame multi-storey buildings in seven European countries: Consumer segmentation and the effect of fire safety information”.
<i>Methods</i>	Statistical analyses were conducted using IBM SPSS statistics versions 25 and 27.
<i>Variables</i>	
<i>Author keywords</i>	Wood construction; wooden multi-storey construction; perceptions
<i>Vocabulary keywords (community standard)</i>	
<i>Discipline</i>	Forest sciences
<i>Type of material</i>	Research data
<i>Language</i>	Eng
<i>Time range covered</i>	
<i>Geographic region</i>	Austria, Denmark, Finland, Germany, Norway, Sweden, and the UK
<i>Version</i>	
<i>File format(s)</i>	.csv
<i>Availability of the materials (open, embargo, registration, limited, registration required)</i>	The dataset is not publicly available due to being generated under the ownership of multi-country project NOFOBE.
<i>Justification for access restrictions</i>	The dataset is not publicly available due to being generated under the ownership of multi-country project NOFOBE.

<i>Licence</i>	
<i>Connections with other research materials</i>	The material is derived from the full survey data specifically for the study “Attractiveness of wood-frame multi-storey buildings in seven European countries: Consumer segmentation and the effect of fire safety information“
<i>Access to the connected research materials</i>	
<i>Codes only: hardware/ software requirements for running the code</i>	n/a
<i>Connections to other products of research</i>	<p>Nyrud AQ, Heltorp KMA, Roos A, Aguilar FX, Lähtinen K, Viholainen N, Berghäll S, Toppinen A, Thorsen BJ, Kniivilä M, Haapala A, Hurmekoski E, Hujala T, Hoen HF (2023) Citizens’ knowledge of and perceptions of multi-storey wood buildings in seven European countries. Scand J For Res, 39:8–19. https://doi.org/10.1080/02827581.2023.2280653</p> <p>Lähtinen K, Häyrynen L, Roos A, Toppinen A, Aguilar FX, Thorsen BJ, Hujala T, Nyrud AQ, Hoen HF (2021) Consumer housing values and prejudices against living in wooden homes in the Nordic region. Silva Fenn, 55:. https://doi.org/10.14214/sf.10503</p> <p>Viholainen N, Franzini F, Lähtinen K, Nyrud AQ, Widmark C, Hoen HF, Toppinen A (2021) Citizen views on wood as a construction material: results from seven European countries. Can J For Res, 51:647–659. https://doi.org/10.1139/cjfr-2020-0274</p> <p>Aguilar FX, Roos A, Haapala A, Lähtinen K, Kniivilä M, Hoen HF (2023) Dweller preferences for wood as a load-bearing material in residential buildings. J For Econ, 38(1):77-111. http://dx.doi.org/10.1561/112.00000537</p>
<i>Personal data</i>	No
<i>Confidential or secret data</i>	No
<i>Publication date</i>	Not published
<i>Preservation policy</i>	
<i>Permanent identifier (PID)</i>	