



Louise Coutance

Insight Project Senior

# **What are the purchasing criteria for users of ruled papers?**

## **France**

March 22

# Reminder of the brief

## Challenge

### Context

[Group] wants to understand the purchasing criteria of different targets when they buy ruled paper.

They want to confirm or refute the initial hypotheses they have.

But also, to observe the capacity of change in case a product meets their expectations.

## Solution

### « U&A » study

14 questions

[Link of the questionnaire](#)

### Criteria applied :

4 targets of respondents :

Parents of secondary school students (85)

High school students (188)

Students (81)

Professional target (253)

## Understanding the report

A method of calculation used to validate behavioral characteristics.

It allows the identification of higher or lower gaps between a sub-target and the rest of the sample.

It will be materialized by red or green square.



"19% of men quoted "Brand", a significantly higher gap compared to 12% (overall citation)"

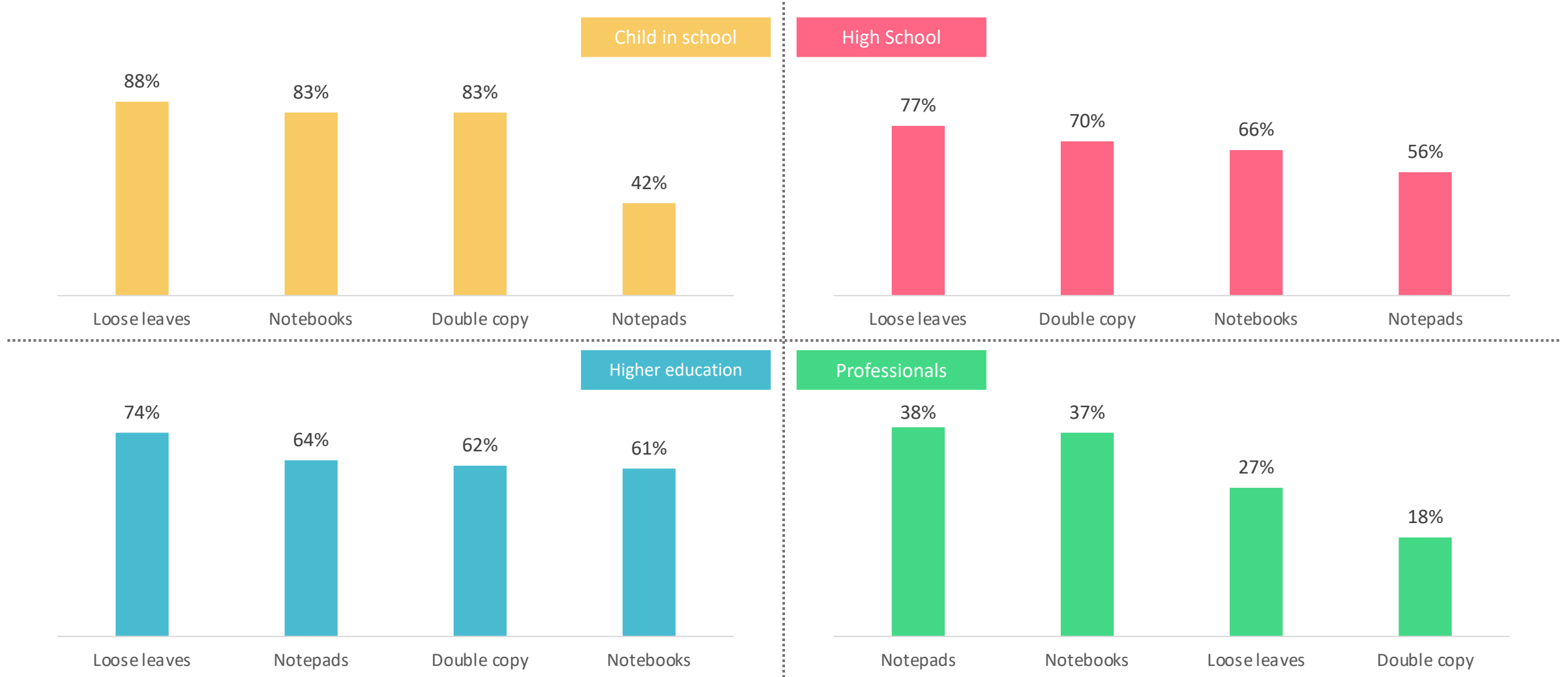
# Results

Habits and purchased criteria

# Ranking of uses by target

Subtotal « often » and « regularly »

Child in school	Higher education
High School	Professionals

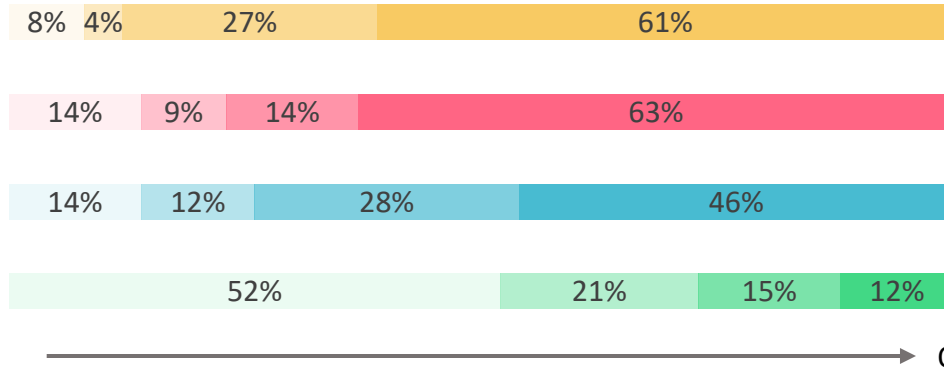


Base: 85 parents of children in school / 188 students in high students / 81 students in higher education / 253 professionals  
Question : In the context of [...], do you use the following products? [Matrice]

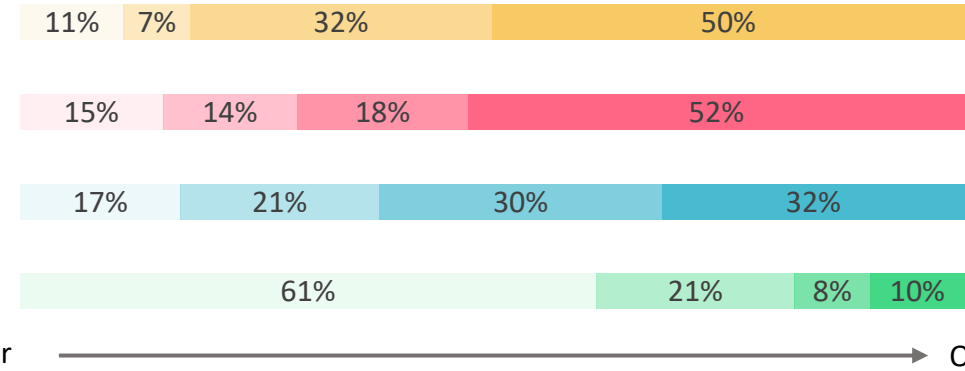
# Use of different products by target

Child in school	Higher education
High School	Professionals

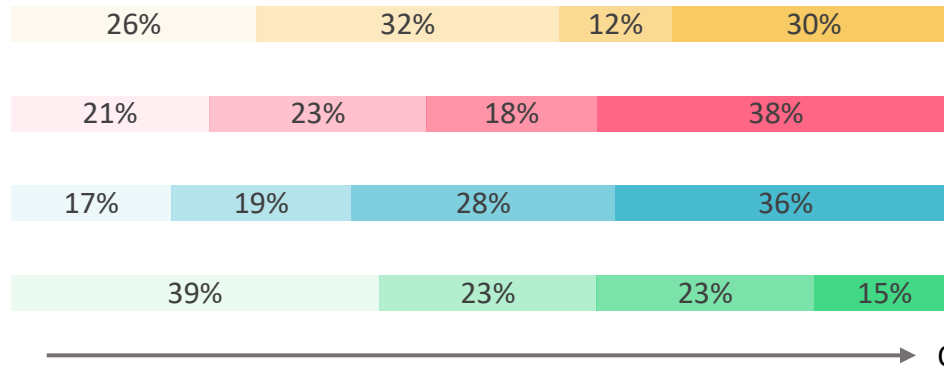
## Squared or lined loose leaves



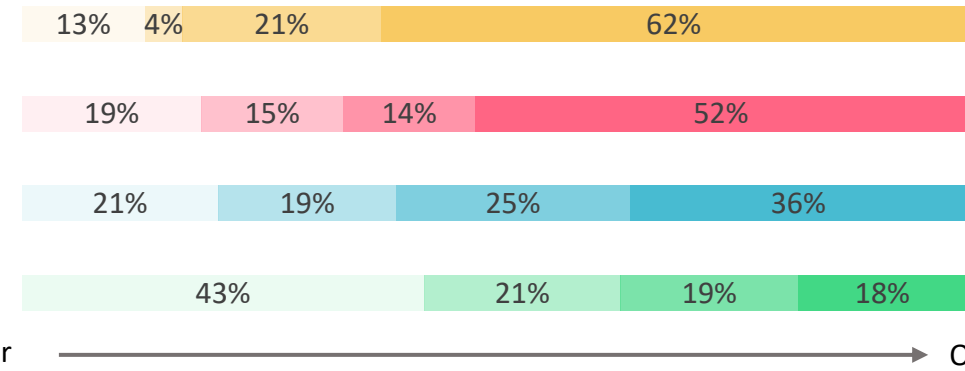
## Squared or lined double copy



## Squared or lined notepads

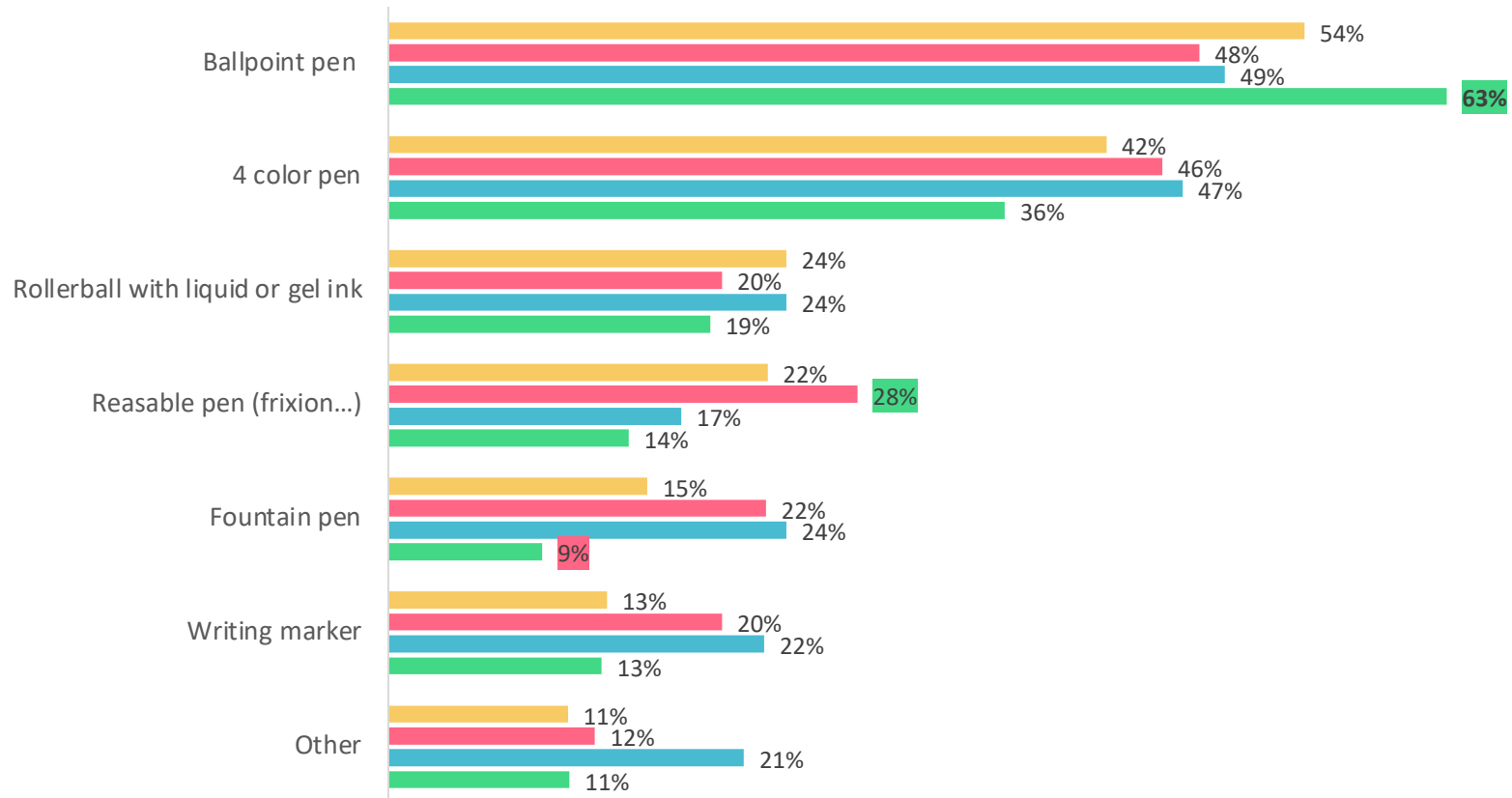


## Squared or lined notebooks



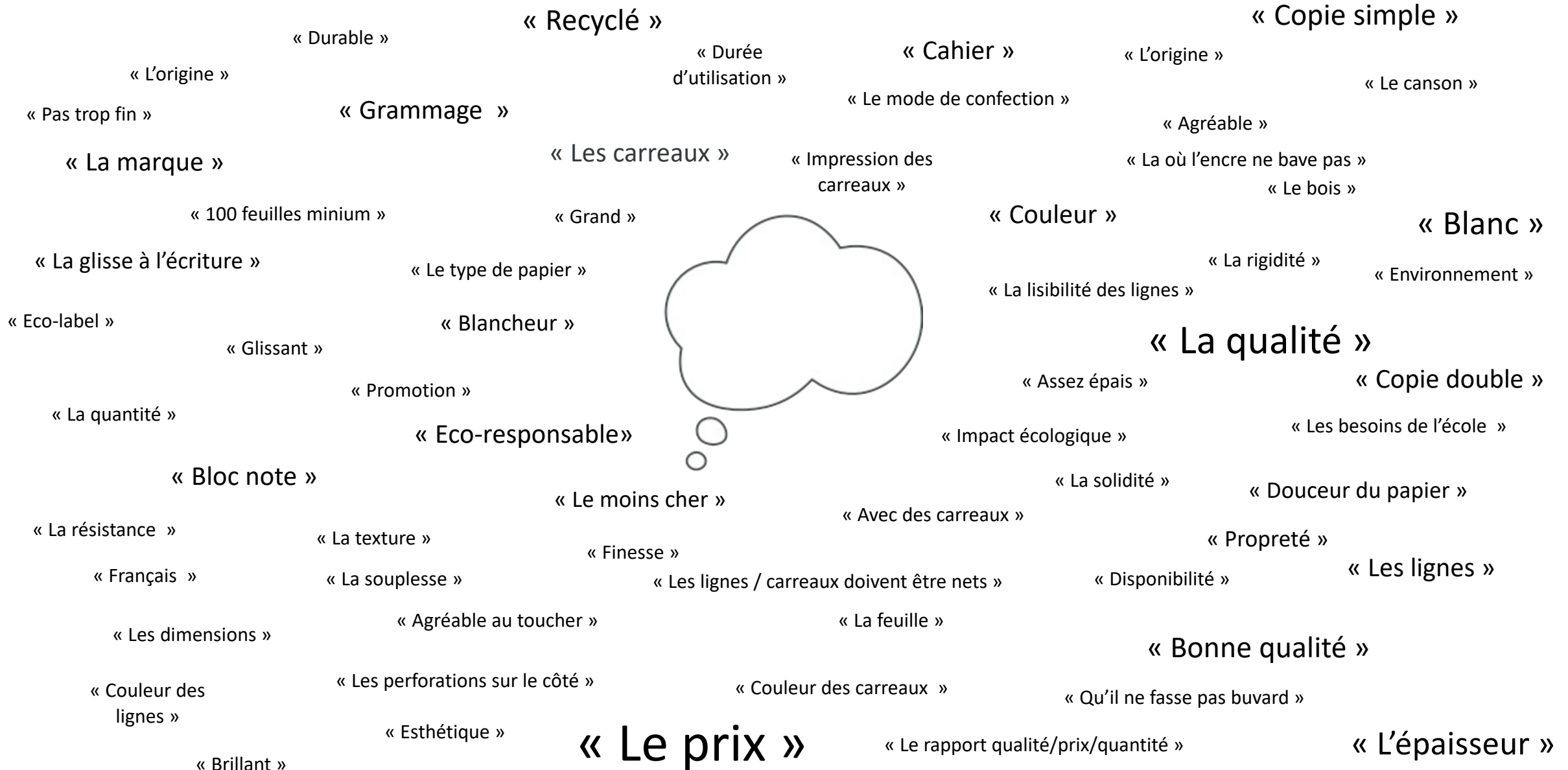
# Use of pen(s)/pencil(s)

Child in school	Higher education
High School	Professionals



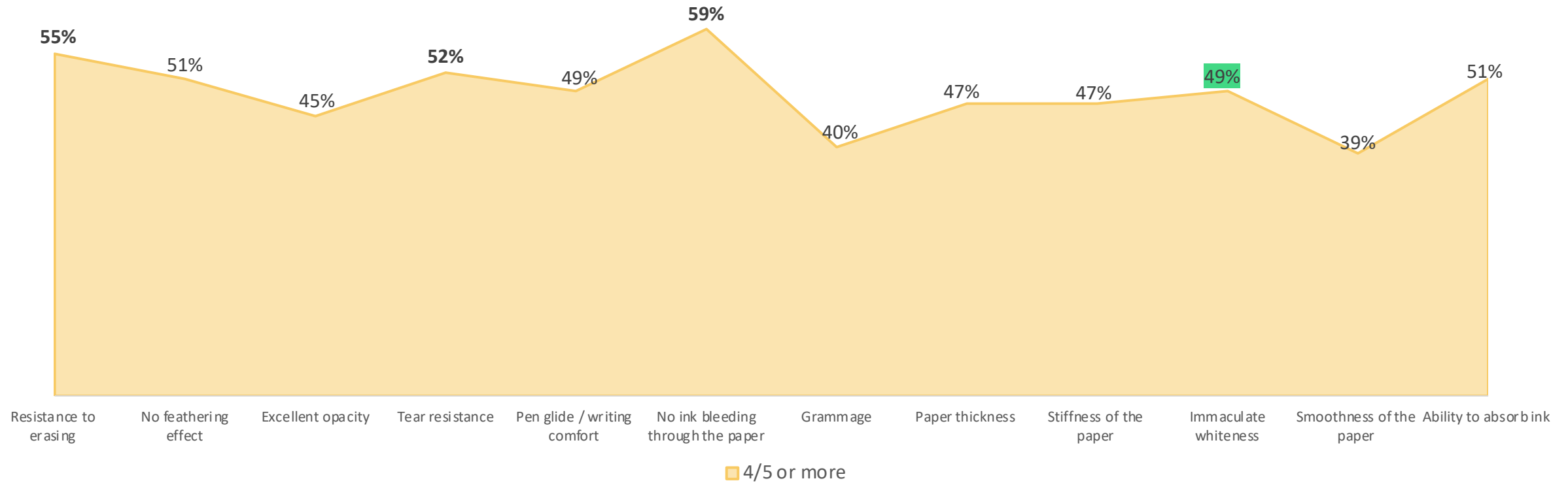
On average, professionals give 1.6 responses, parents of children in secondary school 1.8 responses, and high school and university students 2 responses: the latter two targets use the greatest variety of pens/pencils.

# Purchasing criteria considered to be the most important:



# Criterion of importance for parents of children at school

Child in school



## Top 3 buying criteria for parents of school children:

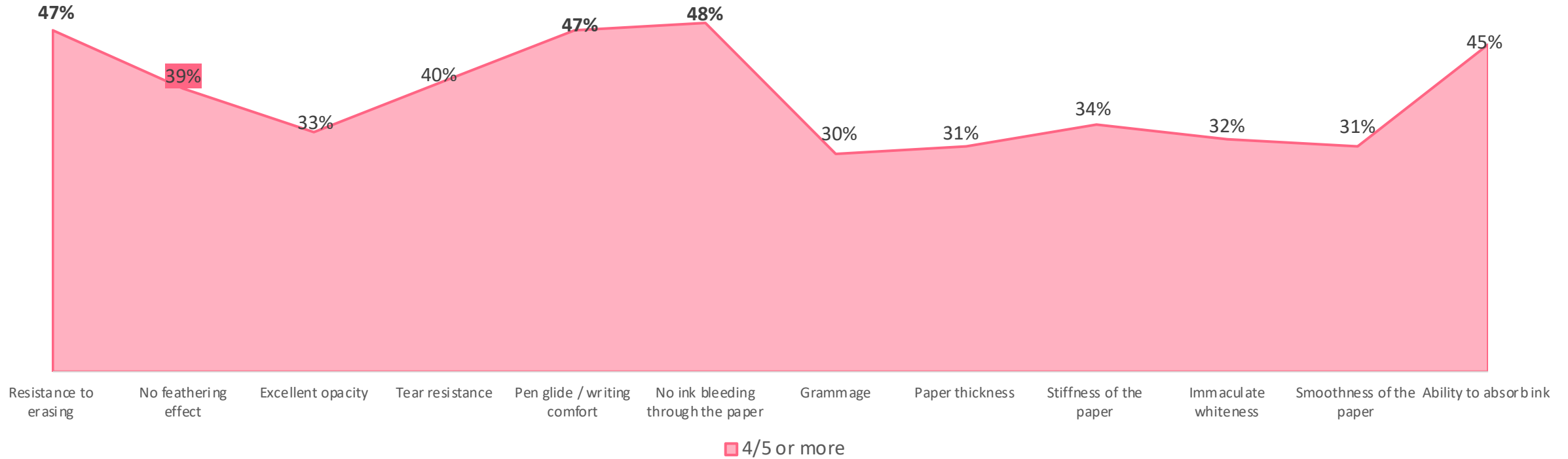
Ink does not bleed through paper; Resistance to erasing ; Tear resistance.

Base : Base: 85 parents of children in school  
Question : Still regarding the paper, how important are the following criteria to you? [Radar]



# Criterion of importance for students in High School

High School



## Top 3 buying criteria for parents of High School students :

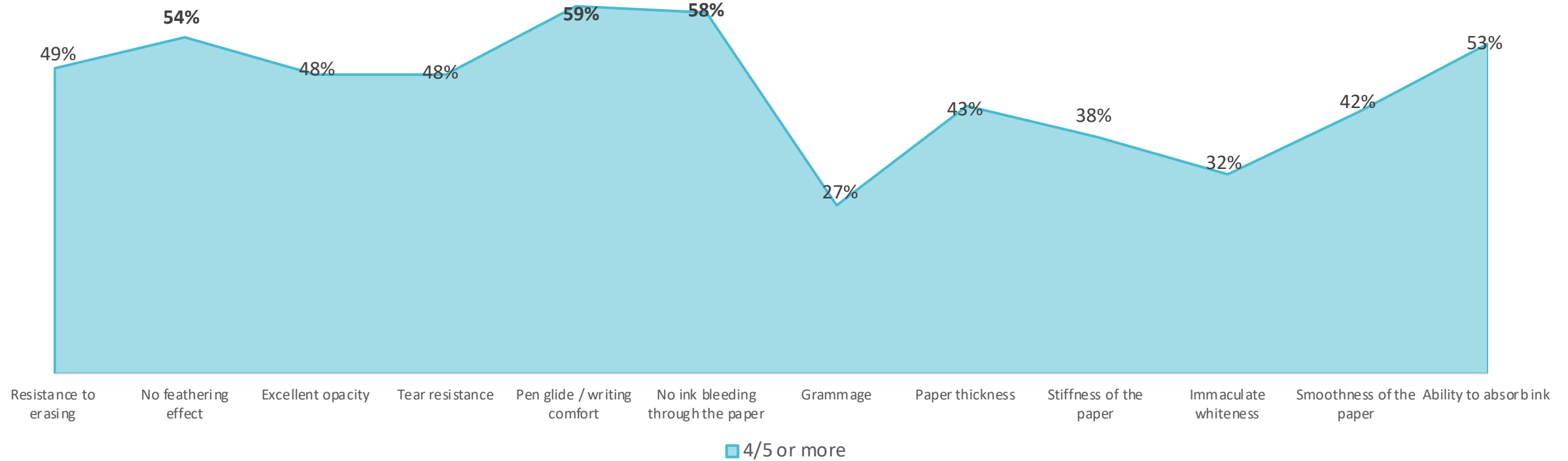
No ink bleeding through the paper ; Pen glide/writing comfort ; resistance to erasing

Base : 188 in high school

Question : Still regarding the paper, how important are the following criteria to you? [Radar]

# Criterion of importance for students with an higher level of education

Higher education



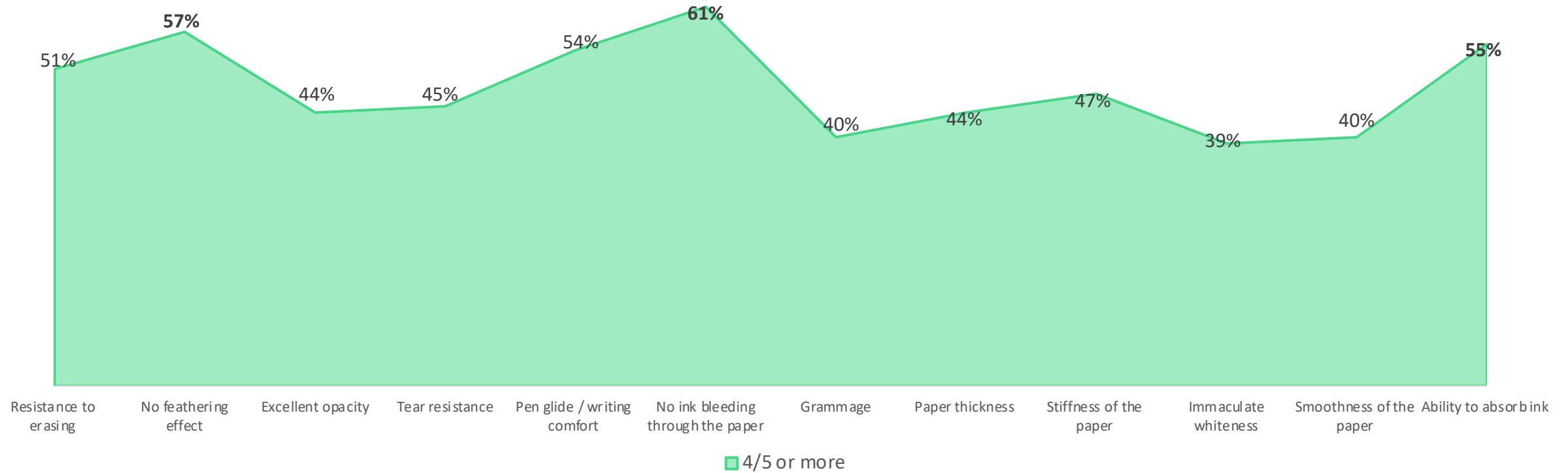
## Top 3 buying criteria for Students with an higher level of education

Pen glide/writing comfort ; No ink bleeding through the paper ; No feathering effect

Base : 81 in an higher level of education  
Question : Still regarding the paper, how important are the following criteria to you? [Radar]

# Criterion of importance for professionals

Professionals

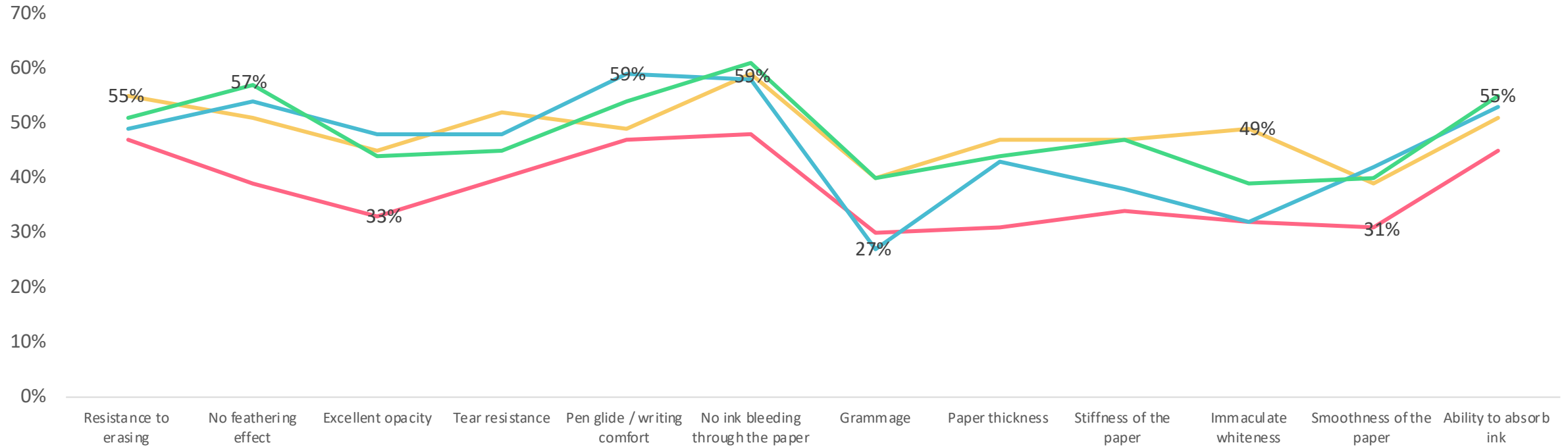


## Top 3 buying criteria for Professionals

No ink bleeding through the paper ; No feathering effect ; Ability to absorb ink

# Criterion comparison by target

Child in school	Higher education
High School	Professionals



**Child in school**

1. No ink bleeding
2. Resistance to erasing
3. Tear resistance

**High School**

1. No ink bleeding
2. Resistance to erasing
3. Pen glide

**Higher Education**

1. Pen glide
2. No ink bleeding
3. No feathering effect

**Professionals**

1. No ink bleeding
2. No feathering effect
3. Ability to absorb ink

Base: 85 parents of children in school / 188 students in high students / 81 students in higher education / 253 professionals  
 Question : Still regarding the paper, how important are the following criteria to you? [Radar]

# Potential change of habit :

Child in school	Higher education
High School	Professionals

Average notation  
6,4/10



0 to 3/10 4 to 6/10 7 to 10/10

**Child in school**

1. No ink bleeding
2. Resistance to erasing
3. Tear resistance

Average notation  
6,5/10



0 to 3/10 4 to 6/10 7 to 10/10

**High School**

1. No ink bleeding
2. Resistance to erasing
3. Pen glide

Average notation  
6,4/10

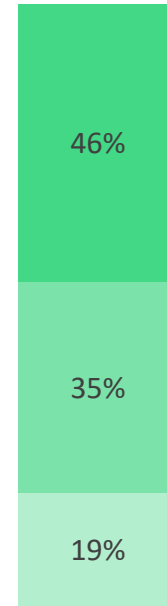


0 to 3/10 4 to 6/10 7 to 10/10

**Higher education**

1. Pen glide
2. No ink bleeding
3. No feathering effect

Average notation  
6,1/10



0 to 3/10 4 to 6/10 7 to 10/10

**Professionals**

1. No ink bleeding
2. No feathering effect
3. Ability to absorb ink

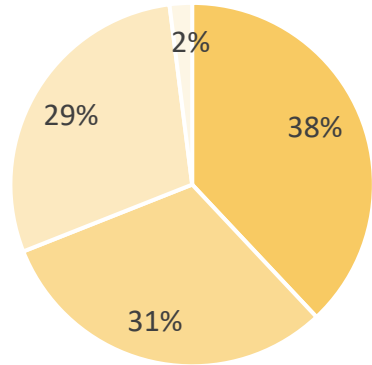
Base: 85 parents of children in school / 188 students in high students / 81 students in higher education / 253 professionals  
Question : If a stationery brand offered paper that best met all of your expectations, would you be ready to change your habits? [Radar]

# Results

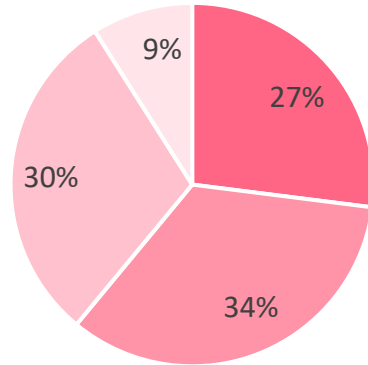
Brand, satisfaction and preference

# Brand : purchase and satisfaction

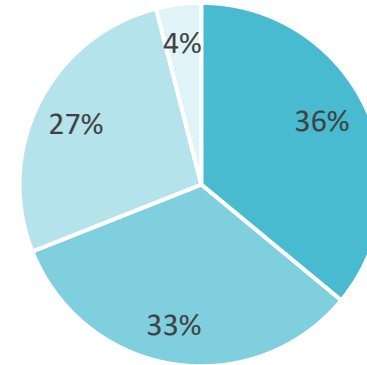
Child in school	Higher education
High School	Professionals



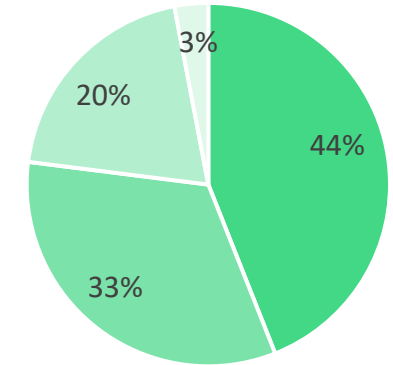
Brand 1 Brand 2 Brand 3 Other



Brand 1 Brand 2 Brand 3 Other

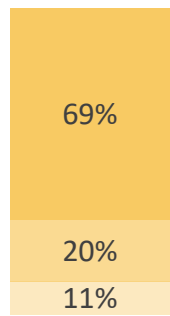


Brand 1 Brand 2 Brand 3 Other



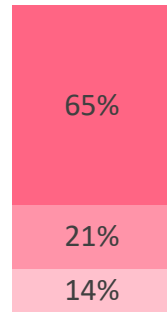
Brand 1 Brand 2 Brand 3 Other

Average notation  
6,9/10



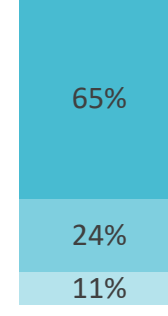
0 to 3/10 4 to 6/10 7 to 10/10

Average notation  
6,8/10



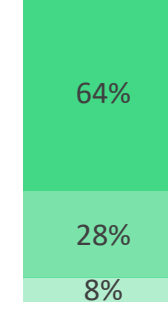
0 to 3/10 4 to 6/10 7 to 10/10

Average notation  
7/10



0 to 3/10 4 to 6/10 7 to 10/10

Average notation  
7/10



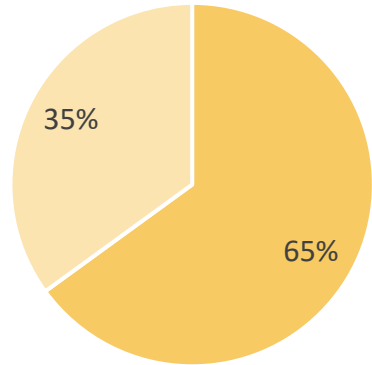
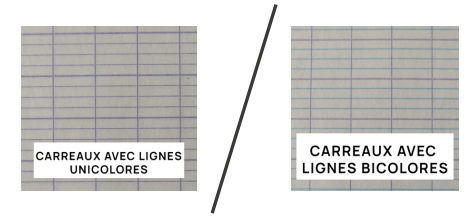
0 to 3/10 4 to 6/10 7 to 10/10

Base: 85 parents of children in school / 188 students in high students / 81 students in higher education / 253 professionals

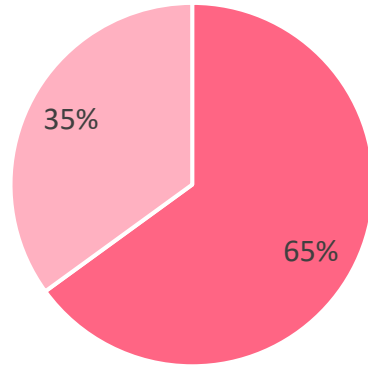
Question : Which of the following stationery brands do you buy most often? / Would you say that you are satisfied with the paper from the stationery brand you buy most often? [Radar]

# Preference

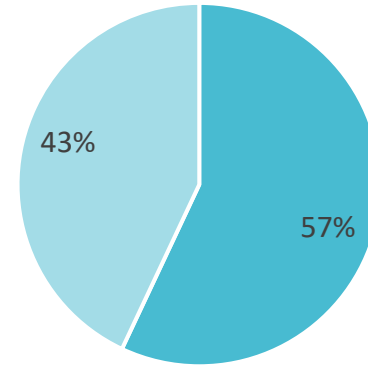
Child in school	Higher education
High School	Professionals



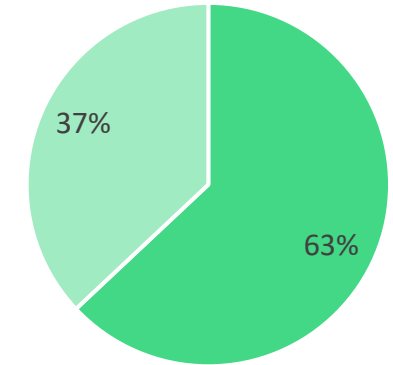
■ TWO-TONE ■ ONE-COLOUR



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■ TWO-TONE ■ ONE-COLOUR



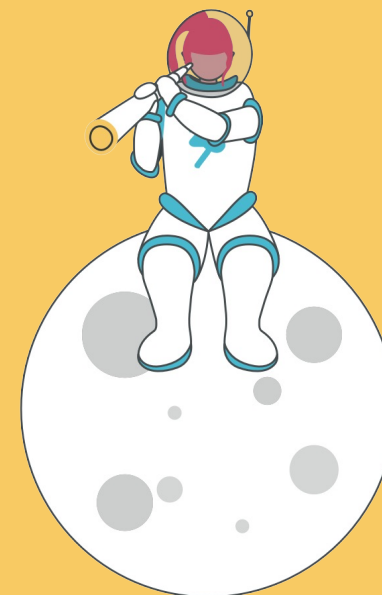
■ TWO-TONE ■ ONE-COLOUR

Overall, the two-colour model is the most popular with your targets. Especially when it comes to the youngest (parents of children in school and high school)

Base: 85 parents of children in school / 188 students in high students / 81 students in higher education / 253 professionals  
 Question : Here are two checkered sheets, which one do you prefer ? [Simple]



# Synthesis



## Synthesis and key learnings

Today, loose leaves are the most commonly used by schoolchildren and students. Professionals tend to use notepads. Notebooks are used in a more random way: a lot for child in school, a few for students.

This is the second most common product used by professionals, but in any case, this target group uses the products proposed much less than the other three targets.

To write on, ballpoint and 4-colour pens are the most common. High school students also use reusable pens a lot. Overall, high school and university students use a greater variety of pens/pencils than schoolchildren and professionals.

Although they do not all choose paper according to the same purchasing criteria, there is one element that is essential for all of them: the fact that the ink does not bleed through paper.

Schoolchildren have very "utilitarian" criteria: resistance and the fact that the ink no bleeding. High school and university students also look at comfort (especially students, this criterion comes first!).

Professionals, on the other hand, are especially interested in the fact that the paper does not have feathering effect that it absorbs ink well.

No target group is reluctant to change if they find a paper that best meets their expectations. However, high school students are the most likely to make such a change.

Except for high school students, more than a third of each target group favours private label for their purchases.

Finally, the 4 targets are totally fixed on their preference in terms of checker sheets, they all prefer two-colour designs.

Your dedicated contact :

Inès GRASLAND  
Customer Success Manager  
[inès@happydemics.com](mailto:inès@happydemics.com)

Louise Coutance  
Insight Project Senior  
[louise.coutance@happydemics.com](mailto:louise.coutance@happydemics.com)

[www.happydemics.com](http://www.happydemics.com)

5 rue de la Fidélité, 75010 Paris