



## Food & Health 2019 - Attitudes of Nordic consumers to food, climate and health

YouGov has been tracking the attitudes of Nordic consumers to food, the climate and health for more than 10 years.

The aim of the report is to achieve a better understanding of consumers' knowledge and attitudes and to discern long-term changes.

The report was based on interviews with a representative sample of 16-64 year old from the YouGov Panels in Sweden, Denmark, Norway and Finland. 1000 interviews were conducted in Sweden and 500 interviews were conducted per country in Denmark, Norway and Finland.


### Price

The Nordic report is available in English at a cost of:

32.000 DKK.

### Order the report

Get in touch with your contact person at YouGov.

 +45 7027 2224

 sales@yougov.dk

 yougov.dk/food-health



### FOOD AND CONCERNS

How many people are worried about ingredients in food, and what kind of ingredients are they worried about? Knowledge about and attitudes towards additives and labelling systems.



### FOOD AND CLIMATE

Attitudes towards food and the negative impact on the climate? What changes are consumers prepared to make in order to eat more environmentally friendly and what do these changes look like? Attitudes towards organic alternatives and the main reasons for choosing organic. How flexitarians are distinguished compared to consumers generally as well as attitudes towards plastic packages and antibiotics.



### FOOD, LIFESTYLE & THE FUTURE

How many people eat healthily? What do they think of new phenomena in food production and new sources of protein? Attitudes towards and usage of food delivery services.



### TRUST

What types of players within food and health gains the trust of the consumers?

