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## Target Group

The report was conducted with a nationally representative sample of the population aged 16-64 years in each country.



## Data Collection

The data collection was carried out between 27 February and 8 March 2020, before WHO announced COVID-19 as a pandemic on 11 March 2020.



## Method

In Sweden 1000 interviews were conducted and in Denmark, Norway and Finland 500 interviews were conducted per country.

## Food & Health 2020

*Nordic consumers' opinion of food, climate and health.*

YouGov has been tracking the attitudes of Nordic consumers to food, climate and health for more than 10 years. This year's report has an extra focus on the changing attitudes and consumer buying behavior as a result of the Coronavirus outbreak. Furthermore, the report highlights the climate issue and the view on organic, locally produced, meat consumption and food waste. Other areas of the report are health, well-being and stress associated with cooking as well as e-commerce.

There are two versions of the report: the Nordic version (Sweden, Denmark, Norway, Finland) is available in English and the Swedish version which is available in Swedish.

## Orders and prices

The Nordic report is available in English at a cost of 32.000 DKK

Any purchase of the Nordic report will include the Swedish report. For ordering a report please get in touch with your contact person at YouGov or email us at [sales@yougov.dk](mailto:sales@yougov.dk).

## The Coronavirus outbreak

How the coronavirus outbreak is affecting consumer behavior including consumer attitude towards price, organic, locally produced, health and more.

## Food & Climate

How do consumers associate food and environmental issues? In what way have consumers changed their diets and which measures do they consider to have the greatest impact on the environment? Moreover, the report includes the attitude towards eco-friendly alternatives, plastic packaging, food waste and how

## Health & lifestyle

How do consumers view health and well-being and what do they require in order to eat and drink healthier? What is the relationship between stress and cooking in everyday life? The report also highlights e-commerce and the driving forces for online shopping.