

NORDIC CONSUMER STUDY 2022

Compiled for Nordic Ecolabelling

October 2022



GAME CHANGERS



BACKGROUND

1

BACKGROUND AND PURPOSE



BACKGROUND

The study has been conducted based on a need for updated data on environmental challenges and ecolabeling.

The same survey was conducted in 5 Nordic countries:

- Norway
- Sweden
- Denmark
- Finland
- Iceland



PURPOSE

The purpose of the study is to determine awareness for ecolabeling, attitudes on environmental issues and willingness to act. Also covered is what stands in the way of making positive impact.

Part of the goal is also to find new ways to segment the participants. Preferably in a way that can show us their environmental attitudes and actions.

METHODOLOGY

SAMPLE



National representative samples 16 years or older.
Weighted by gender, age and region

SAMPLE SIZE



N = 5419

- Norway: n = 1203
- Sweden: n = 1285
- Denmark: n = 1234
- Finland: n = 1129
- Iceland: n = 576

METHODOLOGY



Online interviews

LENGTH OF INTERVIEW



13 minutes

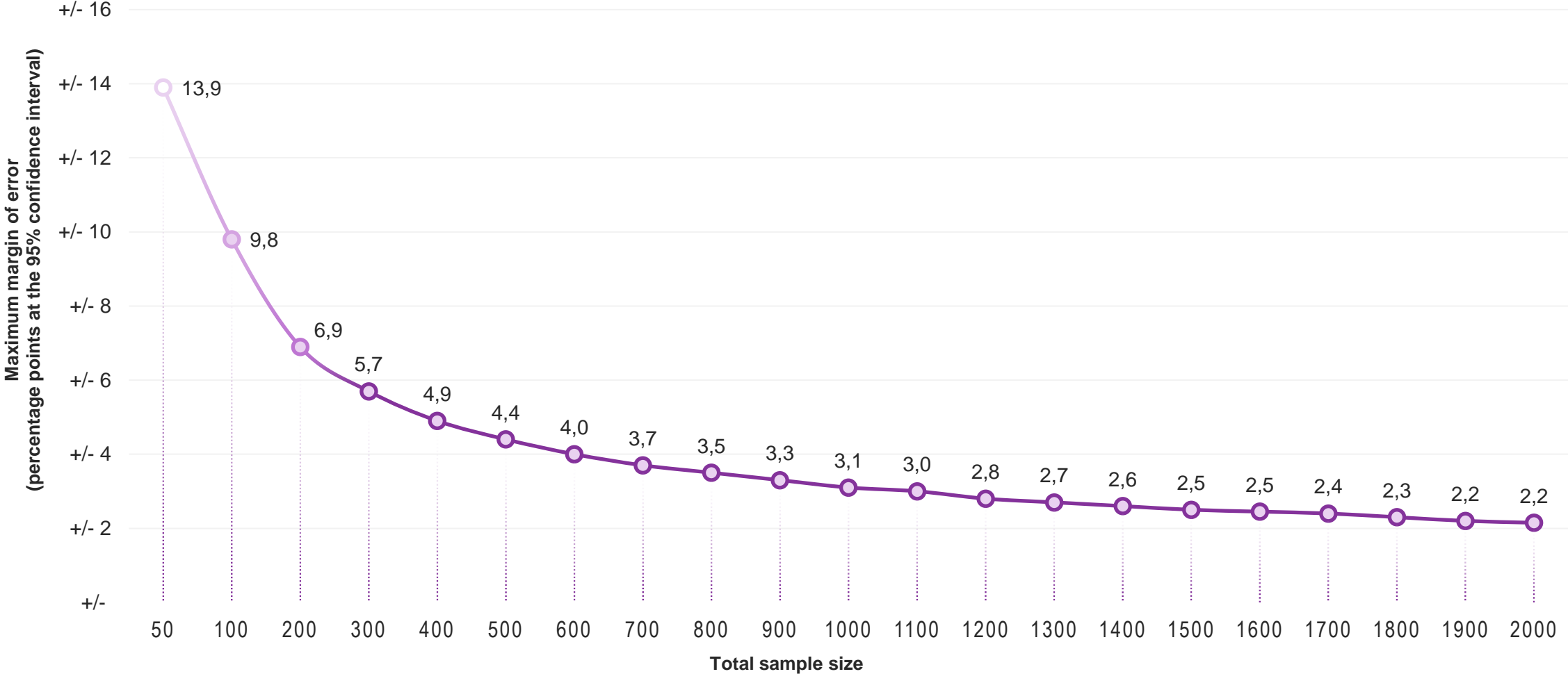
FIELD PERIOD



06.07.2022 – 08.08.2022

GENERAL MARGIN OF ERROR, BASED ON SAMPLE SIZE

Margin of error



RESULTS

3

LABEL AWARENESS, TRUST AND PREFERABILITY

3.1

TOTAL AIDED AWARENESS

Awareness means the share who at least knows the name of the label or recognize the logo they are presented.

Awareness	TOTAL	 NORWAY	 SWEDEN	 DENMARK	 FINLAND	 ICELAND
		(n=1203)	(n=1258)	(n=1234)	(n=1129)	(n=576)
Nordic Swan Ecolabel	95	93	97	94	94	93

Base: Total sample (n=5419)
 Question: Q15. How well would you say you know the following certification labels?


i Total aided awareness: The share who answered, "Know the label and what it stands for", "Know the label and a little about what it stands for" and "Know the label, but not what it stands for".

FAMILIARITY

Familiarity describes those who know the label, but also more or less what it stands for.



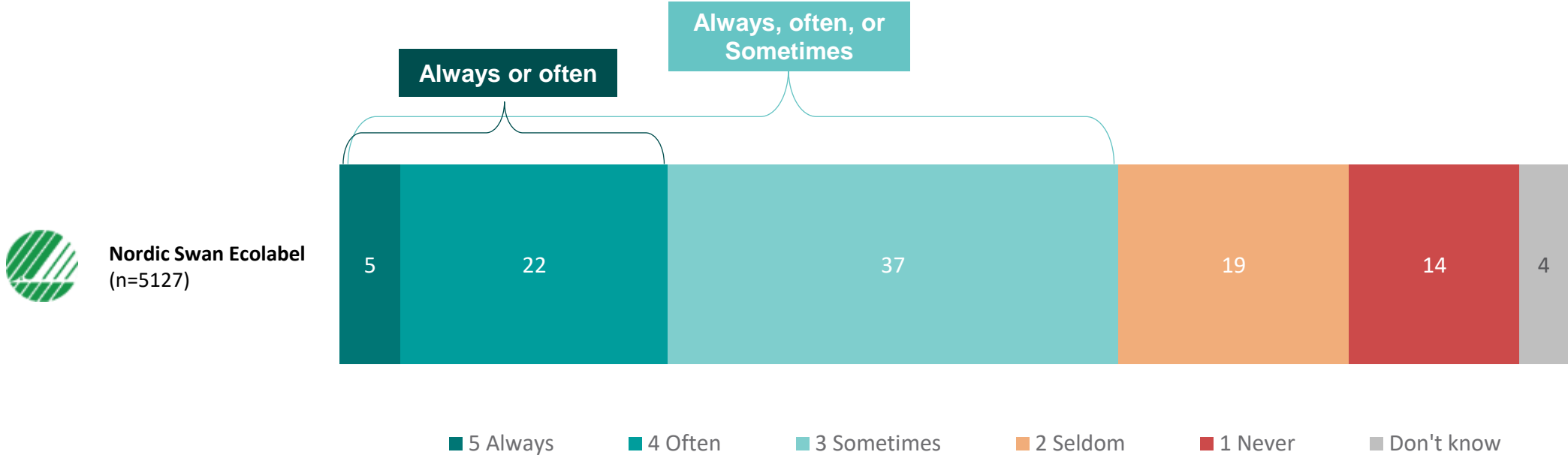
Base: Total sample (n=5419)
 Question: Q15. How well would you say you know the following certification labels?

 Familiarity: The share who answered, “Know the label and what it stands for” and “Know the label and a little about what it stands for”

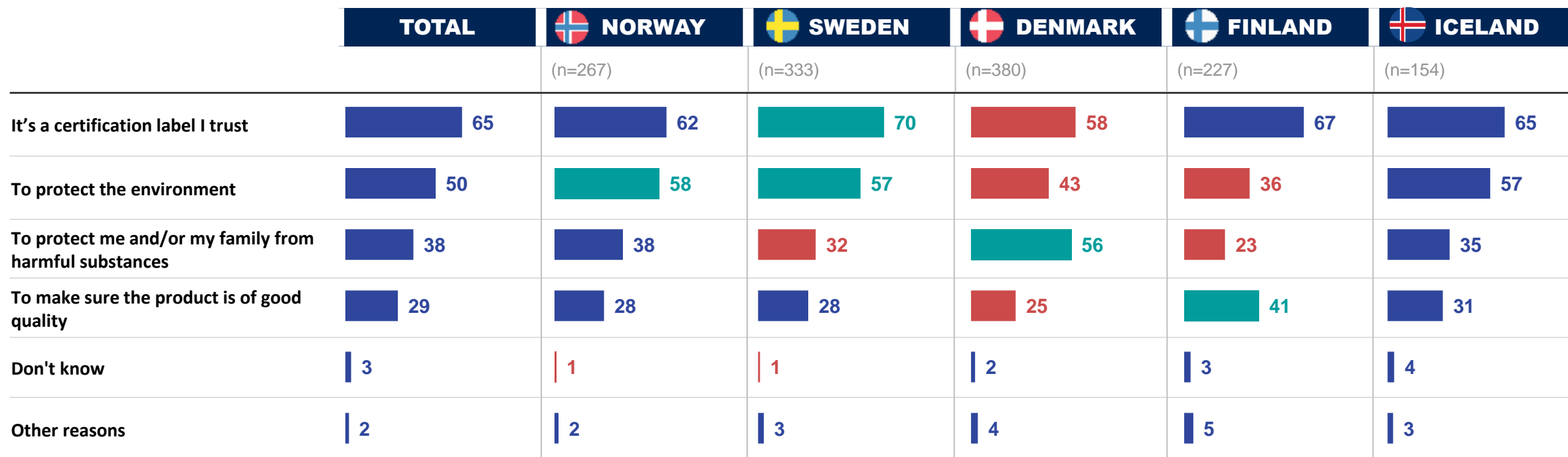
TO WHAT DEGREE DO YOU TRUST THE FOLLOWING LABELS?



TO WHAT EXTENT DO YOU LOOK FOR THE FOLLOWING LABELS WHEN YOU ARE TO CHOOSE AMONG PRODUCTS?






























































WHY DO YOU LOOK FOR THE NORDIC SWAN ECOLABEL?



ENVIRONMENTAL ATTITUDE, INTEREST AND IMPACT

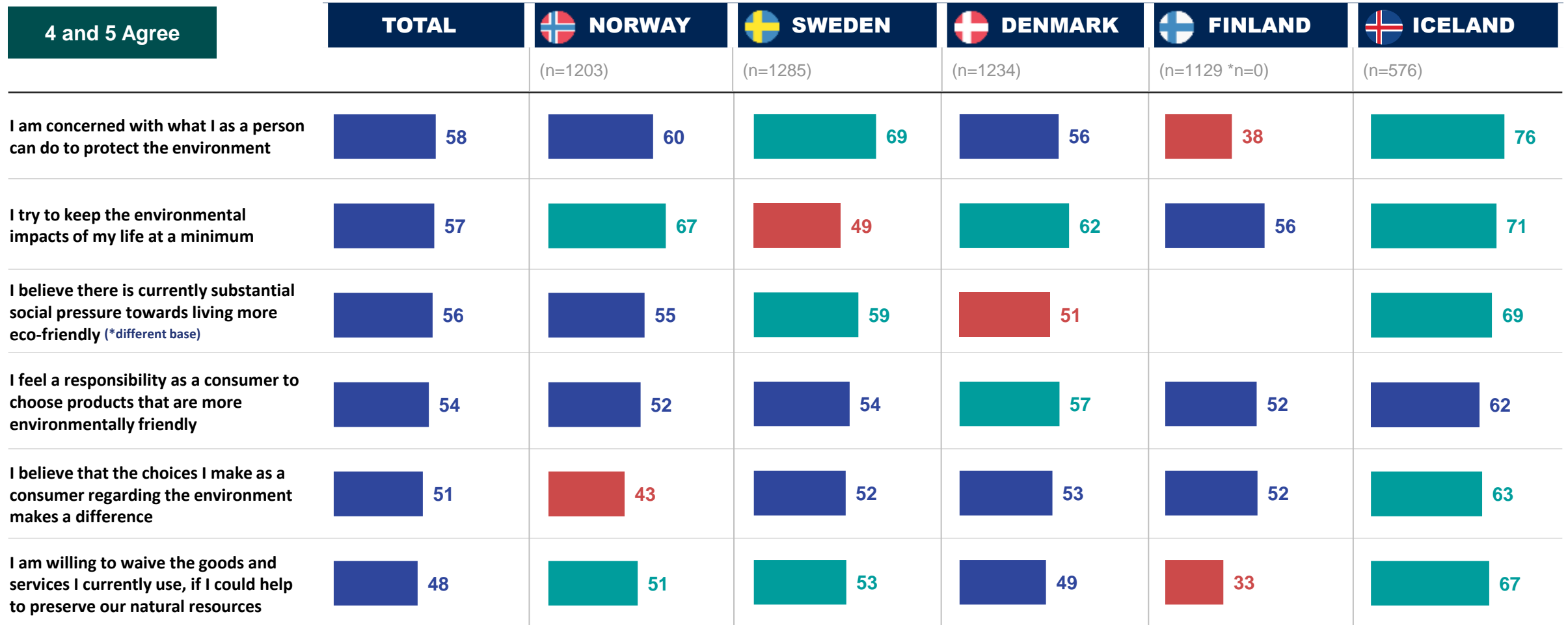
3.2

IN YOUR VIEW, WHAT ARE THE MOST CRITICAL ENVIRONMENTAL ISSUES WE ARE FACING TODAY? PLEASE SELECT UP TO THREE OF THE FOLLOWING.






	TOTAL	 NORWAY	 SWEDEN	 DENMARK	 FINLAND	 ICELAND
		(n=1203)	(n=1285)	(n=1234)	(n=1129)	(n=576)
Climate change	 53	 49	 56	 53	 52	 60
Plastic and microplastic waste	 45	 57	 38	 45	 48	 58
The loss of biodiversity i.e. deforestation and loss of habitat and species	 37	 19	 37	 33	 40	 23
Pollution of air, soil, and water	 35	 38	 38	 35	 30	 40
Overconsumption of natural resources	 33	 26	 38	 29	 35	 24
Overpopulation	 26	 34	 25	 26	 27	 17
The use of environmental toxins and other hazardous substances	 20	 28	 21	 25	 14	 31
Other	 1	 0	 1	 0	 1	 0
Don't know	 4	 4	 4	 5	 4	 4

Base: Total sample (n=5419)
 Question: QIMPORTANCE (Q10b). In your view, what are the most critical environmental issues we are facing today? Please select up to three of the following.

TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS?








IN WHICH CHANNELS DO YOU USUALLY FIND KNOWLEDGE, TIPS AND INSPIRATION ABOUT ENVIRONMENTAL SUSTAINABILITY?

	TOTAL	 NORWAY	 SWEDEN	 DENMARK	 FINLAND	 ICELAND
		(n=1017)	(n=1081)	(n=991)	(n=870)	(n=458)
News	71	76	63	71	82	85
Documentaries	57	61	59	54	50	65
Magazines (physical and digital)	41	23	48	41	48	31
Facebook	23	22	24	24	18	38
YouTube	21	19	27	18	16	24
Instagram	19	19	25	14	12	20
Books	18	18	21	15	17	21
Podcasts	11	13	12	8	8	16
TikTok	9	9	11	7	7	9
Not interested in this	5	6	5	6	5	2
TED Talks	5	6	6	4	3	19
Snapchat	5	6	5	5	2	4
Other	2	1	3	2	3	4

Base: QINTEREST (Q11a). Which of the following statements describes you best? Those who are interested in learning more and those who have knowledge, top 2.
 Question: QSEARCHCHANNELS (Q11b). In which channels do you usually find knowledge, tips and inspiration about environmental sustainability?






















































FROM WHOM WOULD YOU USUALLY FIND KNOWLEDGE, TIPS AND INSPIRATION ABOUT ENVIRONMENTAL SUSTAINABILITY?

	TOTAL	 NORWAY	 SWEDEN	 DENMARK	 FINLAND	 ICELAND
		(n=1017)	(n=1081)	(n=991)	(n=870)	(n=458)
Scientists and experts	59	59	61	56	60	63
Friends and colleagues	35	34	41	35	24	51
Family	27	23	31	31	17	44
Companies and brands	22	19	22	17	27	21
Teachers and professors	17	15	19	18	14	21
NGOs	16	22	12	11	21	23
Not interested in this	11	10	9	15	13	7
Celebrities and influencers	10	10	9	9	15	7
Media/internet/publications	1	2	1	0	0	0
Other	1	1	1	0	2	2






ENVIRONMENTAL ACTIONS

3.3




















































































WHICH OF THE FOLLOWING STATEMENTS FITS YOU?

	TOTAL	 NORWAY	 SWEDEN	 DENMARK	 FINLAND	 ICELAND
		(n=1203)	(n=1285)	(n=1234)	(n=1129)	(n=576)
When I buy products, I select eco labelled products when it is available	 40	 34	 42	 40	 42	 42
When I buy food and beverages, I select organic when it is available	 31	 19	 39	 38	 20	 30
We do not own a car in my household	 20	 16	 22	 19	 22	 5
In elections it's important for me that the party I vote for are frontrunners on green policies	 19	 21	 20	 22	 13	 31
We own an electrical car in my household	 12	 21	 12	 10	 4	 23
I sew or redesign clothes/garments to myself and/or my family	 11	 11	 8	 10	 17	 9
I am a vegetarian/vegan	 6	 5	 9	 5	 5	 6
None of these	 30	 32	 27	 31	 34	 29






























WHICH OF THE FOLLOWING ACTIONS DO YOU FEEL ARE THE MOST IMPORTANT TO REDUCE ENVIRONMENTAL BURDEN FOR REGULAR CONSUMERS? PLEASE CHOOSE THE THREE MOST IMPORTANT ACTIONS

	TOTAL	 NORWAY	 SWEDEN	 DENMARK	 FINLAND	 ICELAND
		(n=1203)	(n=1285)	(n=1234)	(n=1129)	(n=576)
Always sort waste for recycling when possible	41	39	40	40	45	43
Reduce food waste	36	42	32	36	37	36
Don't buy stuff you don't need	30	40	28	23	33	32
Use environmentally friendly means of transport	24	19	30	21	21	21
Repair broken stuff instead of buying new stuff	20	24	21	16	18	20
Avoid unnecessary packaging	19	24	17	23	12	27
Buy second hand, rented, or borrowed instead of buying new products	17	16	19	14	18	15
Reduce energy/power consumption at home	17	12	16	25	17	5
Avoid single use items	16	17	15	13	20	25
Avoid taking the plane when there are other transportation options	14	9	18	11	13	6
Reduce consumption of meat	12	12	13	14	11	7
Sell or give away clothes	11	13	11	9	9	14
I don't think actions made by regular consumers makes a difference	5	5	5	4	4	7

IN THE LAST YEAR, HAVE YOU DONE ANY OF THE FOLLOWING TO REDUCE YOUR OWN ENVIRONMENTAL BURDEN?

	TOTAL	 NORWAY	 SWEDEN	 DENMARK	 FINLAND	 ICELAND
		(n=1203)	(n=1285)	(n=1234)	(n=1129)	(n=576)
Always sort waste for recycling when possible	 63	 63	 63	 67	 59	 64
Reduce food waste	 51	 54	 48	 50	 53	 56
Don't buy stuff you don't need	 44	 49	 44	 38	 45	 51
Reduce energy/power consumption at home	 41	 46	 40	 42	 38	 17
Sell or give away clothes	 41	 43	 43	 38	 36	 54
Avoid single use items	 34	 31	 40	 31	 29	 51
Repair broken stuff instead of buying new stuff	 33	 34	 37	 27	 31	 33
Avoid unnecessary packaging	 33	 34	 36	 32	 26	 46
Use environmentally friendly means of transport	 29	 27	 33	 25	 28	 25
Buy second hand, rented, or borrowed instead of buying new products	 28	 23	 33	 25	 28	 31
Reduce consumption of meat	 23	 21	 26	 25	 20	 19
Avoid taking the plane when there are other transportation options	 17	 13	 20	 18	 16	 10
None of these	 4	 3	 3	 3	 5	 2

TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING?

4 and 5 Agree	TOTAL	 NORWAY	 SWEDEN	 DENMARK	 FINLAND	 ICELAND
		(n=1203)	(n=1285)	(n=1234)	(n=1129)	(n=576)
I personally am already taking sufficient action to contribute to the transition to environmentally sustainable consumption and production.	 33	 30	 33	 34	 36	 24
The government is already taking sufficient action to realize the transition to environmentally sustainable consumption and production.	 21	 21	 20	 23	 21	 13
Consumers are already taking sufficient action to contribute to the transition to environmentally sustainable consumption and production.	 19	 21	 17	 23	 18	 13
Private companies and brands are already taking sufficient action to realize the transition to environmentally sustainable consumption and production.	 17	 16	 15	 22	 18	 10

MAPPS

3.4

































































MAPPS FRAMEWORK

In this survey we have applied the MAPPS framework to form some of our questions to cover the categories of the framework. These questions are spread out according to the topic. Some are focused on barriers, others on drivers and are thus not true to the framework.

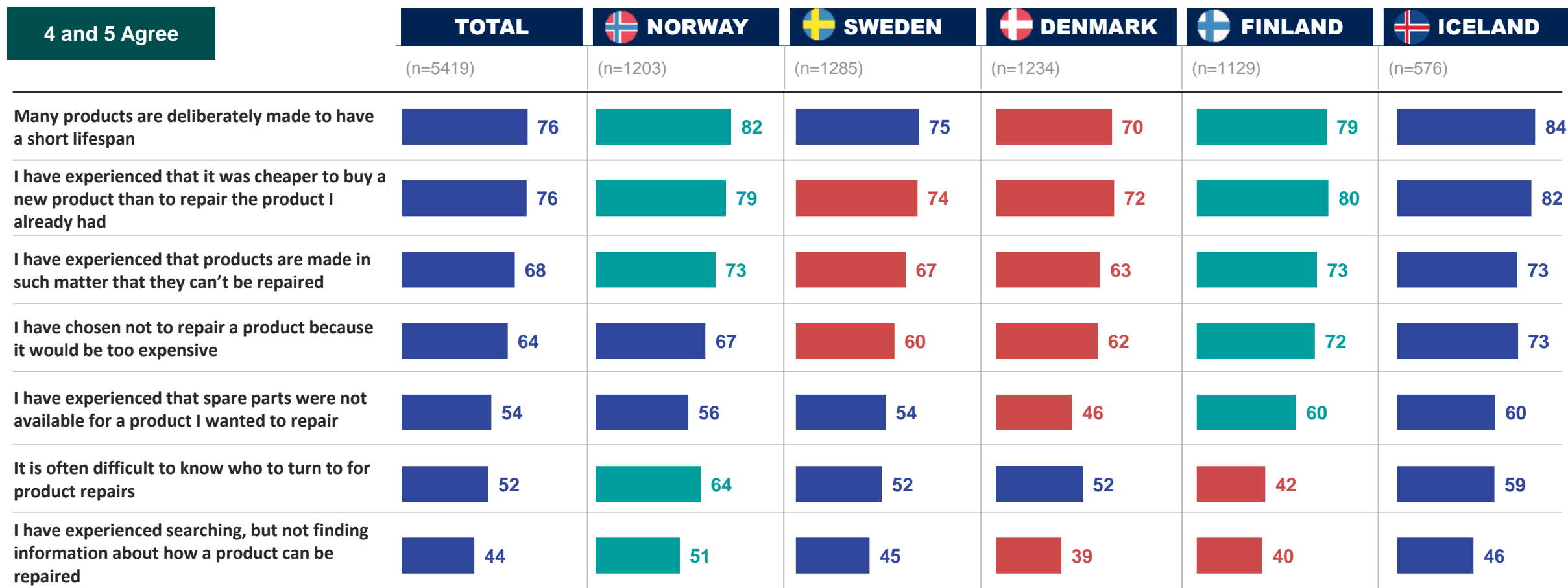
Motivation	I am concerned with what I as a person can do to protect the environment
	I try to keep the environmental impacts of my life at a minimum
	I am willing to waive the goods and services I currently use, if I could help to preserve our natural resources
	I feel a responsibility as a consumer to choose products that are more environmentally friendly
	I am convinced that the choices I make as a consumer regarding the environment makes a difference
Ability	I often find it difficult to know if products are good environmental choices
Processing	It takes extra effort to find environmentally friendly products
Physical	Ecolabels are an important tool for me when I am to choose products
	The Nordic Swan Ecolabel makes it easy for me to make good environmental choices
	7 barriers to maintaining product lifespan, separate table
Social	I believe there is currently substantial social pressure towards living more eco-friendly
	How would you describe your environmental impact compared with the average Norwegian/Swede/Dane/Finn/Icelander? Separate table

MAPPS

This overview shows us the MAPPS designated questions in order, except the 7 barriers which will be presented in the next set of slides. All statements are answered on a scale of agreement.

4 and 5 Agree	TOTAL	 NORWAY	 SWEDEN	 DENMARK	 FINLAND	 ICELAND
		(n=1203)	(n=1285)	(n=1234)	(n=1129)	(n=576)
I am concerned with what I as a person can do to protect the environment (n=5419)	 58	 60	 69	 56	 38	 76
I try to keep the environmental impacts of my life at a minimum (n=5419)	 57	 67	 49	 62	 56	 71
I am willing to waive the goods and services I currently use, if I could help to preserve our natural resources (n=5419)	 48	 51	 53	 49	 33	 67
I feel a responsibility as a consumer to choose products that are more environmentally friendly (n=5419)	 54	 52	 54	 57	 52	 62
I believe that the choices I make as a consumer regarding the environment makes a difference (n=5419)	 51	 43	 52	 53	 52	 63
I often find it difficult to know if products are good environmental choices (n=5419)	 55	 64	 55	 56	 44	 54
It takes extra effort to find environmentally friendly products (n=5419)	 58	 67	 65	 56	 38	 43
Ecolabels are an important tool for me when I am to choose products (n=5419)	 41	 37	 44	 45	 36	 43
The Nordic Swan Ecolabel makes it easy for me to make good environmental choices (n=5419)	 58	 50	 58	 59	 62	 60
I believe there is currently substantial social pressure towards living more eco-friendly (n=4291)	 56	 55	 59	 51	0	 69

7 BARRIERS: TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING?



HOW WOULD YOU DESCRIBE YOUR ENVIRONMENTAL IMPACT COMPARED WITH THE AVERAGE NORWEGIAN/SWEDE/DANE/FINN/ICELANDER?

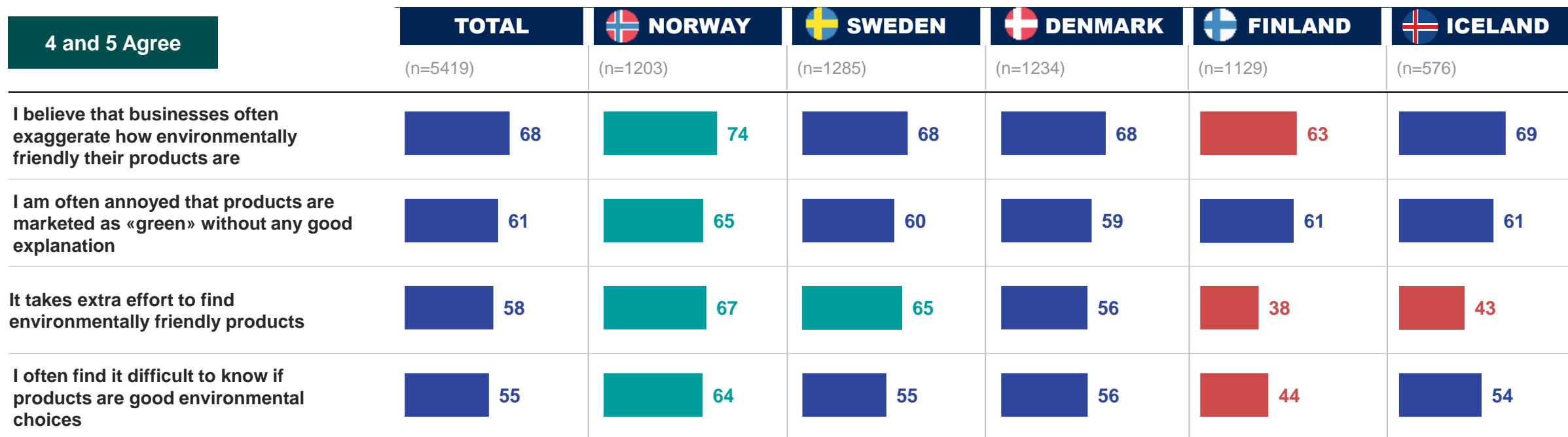
Across countries, Sweden and Finland seems to have the highest shares of respondents that feel they have a lower or much lower impact. Finland does, however, also have a higher share of people who don't know.

	TOTAL	NORWAY	SWEDEN	DENMARK	FINLAND	ICELAND
	(n=1203)	(n=1285)	(n=1285)	(n=1234)	(n=1129)	(n=576)
Much higher impact than average	1	1	2	1	1	2
Higher	8	9	8	11	6	7
About average	54	58	54	58	46	57
Lower	23	20	27	17	26	18
Much lower impact than average	6	6	6	5	8	8
Don't know	7	5	3	8	13	8

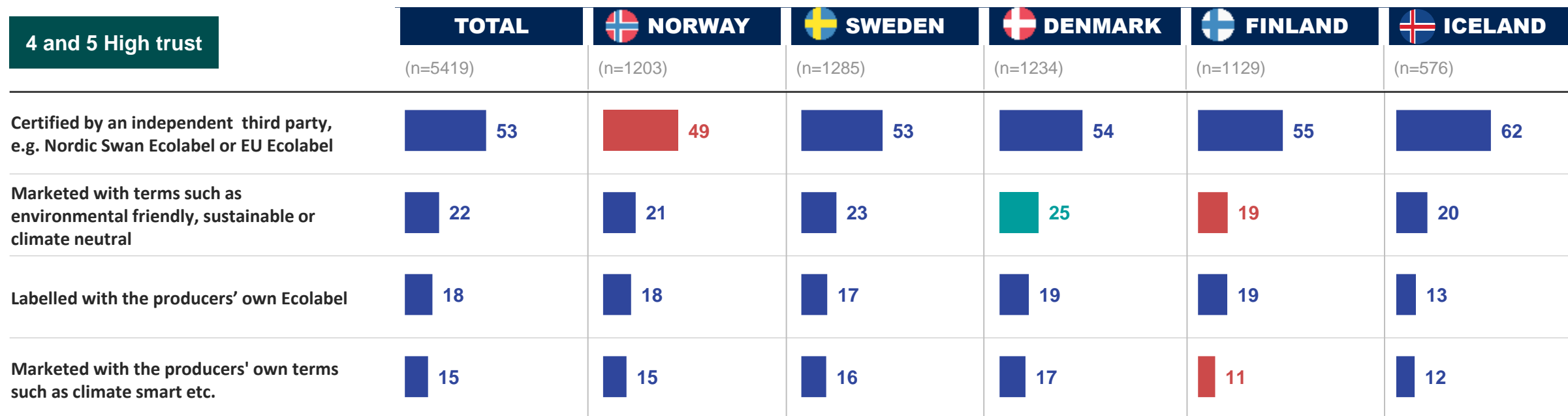
TRUST IN GREEN COMMUNICATION AND BARRIERS FOR GREEN LIFESTYLE AND PRODUCT CHOICE

3.5

TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?
























































TO WHAT DEGREE DO YOU TRUST A PRODUCT TO BE A GOOD ENVIRONMENTAL CHOICE WHEN ...?



DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

4 and 5 Agree	TOTAL	NORWAY	SWEDEN	DENMARK	FINLAND	ICELAND
	(n=5419)	(n=1203)	(n=1285)	(n=1234)	(n=1129)	(n=576)
I trust a product to be a good and sound eco-choice if it is labelled with the Nordic Swan Ecolabel	61	58	60	64	62	68
It is of vital importance to me that labelling schemes are objective and independent of the products they are certifying	59	56	61	62	56	68
The Nordic Swan Ecolabel makes it easy for me to make good environmental choices	58	50	58	59	62	60
I trust governments to have banned products that contains substances that are harmful to me and/or the environment	43	43	39	49	44	40
Ecolabels are an important tool for me when I am to choose products	41	37	44	45	36	43
I trust a product to be a good and sound eco-choice if it is marketed as such	30	31	28	35	28	32

TO WHAT EXTENT DO YOU FIND PRODUCTS TO BE MARKETED AS «GREEN» WITHOUT ANY GOOD EXPLANATION, WITHIN THE FOLLOWING PRODUCT AREAS?

4 and 5 To a great extent	TOTAL	 NORWAY	 SWEDEN	 DENMARK	 FINLAND	 ICELAND
		(n=151 - 767)	(n= 207 - 808)	(n=177 - 767)	(n=128 - 453)	(n=150 - 364)
Beauty and hygiene products (Soaps, skin care, deo, make up and lady care products) (n=2637)	 43	 46	 42	 41	 41	 56
Non-food grocery products (washing, cleaning, and paper products) (n=3153)	 41	 41	 46	 39	 32	 46
Kid and baby products (baby care products, diapers, toys, strollers, car seat) (n=813)	 41	 44	 45	 41	 25	 47
Clothes, shoes and home textiles (n=2971)	 37	 42	 37	 37	 33	 34
Investment products (e.g. funds and pensions) and insurance products (n=1322)	 36	 31	 39	 41	 28	 31
Housing and building products (heating, paints, floors, windows, doors) (n=1818)	 32	 32	 32	 34	 27	 34
Furniture and fitments (table, chairs, kitchen, mattress etc.) (n=1853)	 29	 34	 29	 29	 24	 30
Restaurants and accommodations (n=1638)	 26	 28	 27	 26	 21	 31

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GAME CHANGERS

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