

TEENAGERS' PERCEPTIONS OF DIETARY GUIDELINES & SUSTAINABLE DIETS

- incl. dietary behaviour and influencers

Nordic report











Prepared for Arla
by Ipsos Denmark
July, 2020

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Project no. 20-002754



METHOD & SAMPLE



 Data Collection Methodology	Computer Assisted Web Interviews (CAWI). Device agnostic survey design	 Questionnaire Length	22 minutes on average
 Target Sample	General population 13-19 years old	 Fieldwork timing	19.6 – 10.7.2020
 Sample Size	N = 500 per market (Total: 1500)	 Questionnaire	The questionnaire has been developed based on qualitative in-home diaries in the target group
 Geo Coverage	Denmark Sweden Finland	 Weighting	The data has been weight to reflect national representative for age, gender and region

CONTENT



Summary report (more details to be found in the appendix)



Self-claimed
Dietary pattern



Influencing
Teenagers food
habits



Information
channels



Official
guidelines



Understanding
of sustainable
diets

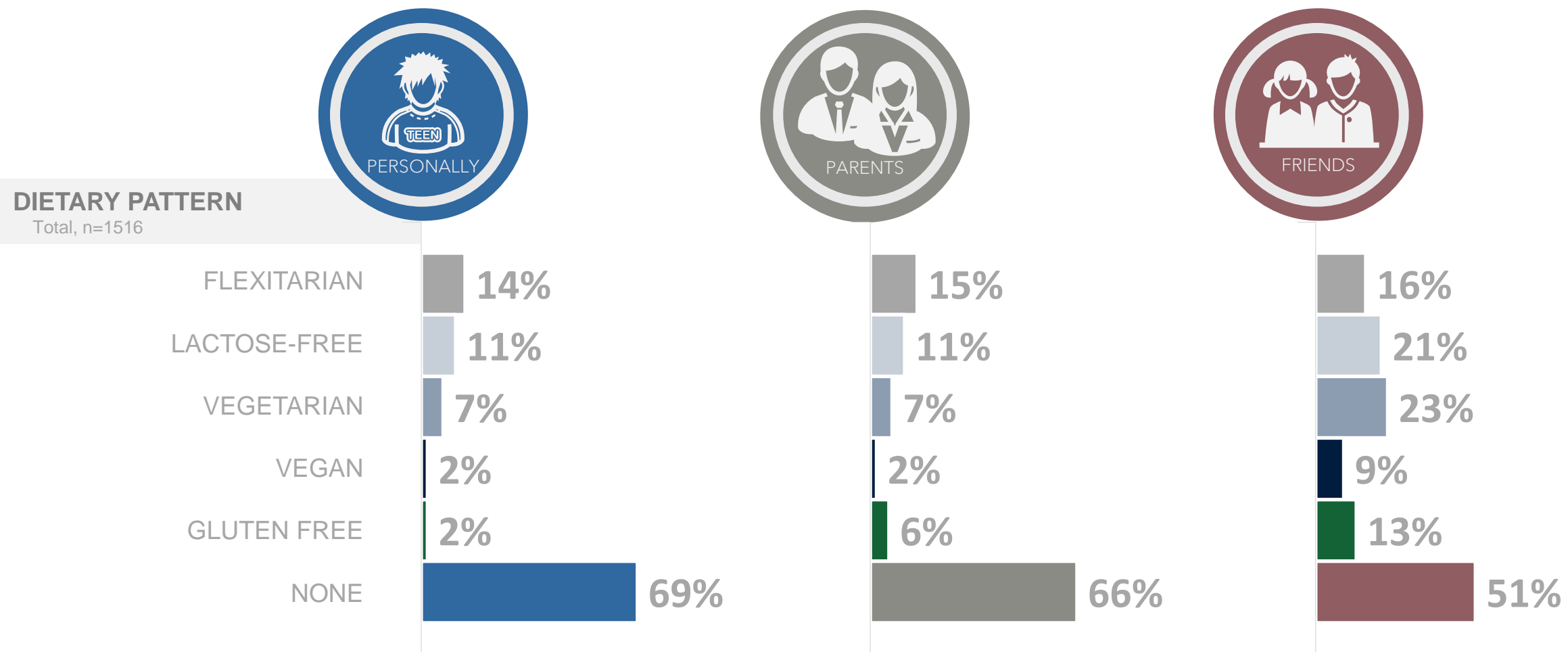


Understanding
of plant-based
diets

SELF CLAIMED

DIETARY PATTERN















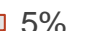













































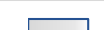













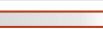

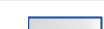




DIETARY OR SPECIAL FOOD REQUIREMENTS – SELF CLAIMED DIETS

SWEDEN HAS THE HIGHEST SHARE OF TEENAGERS (AND PARENTS) FOLLOWING A SPECIAL DIET



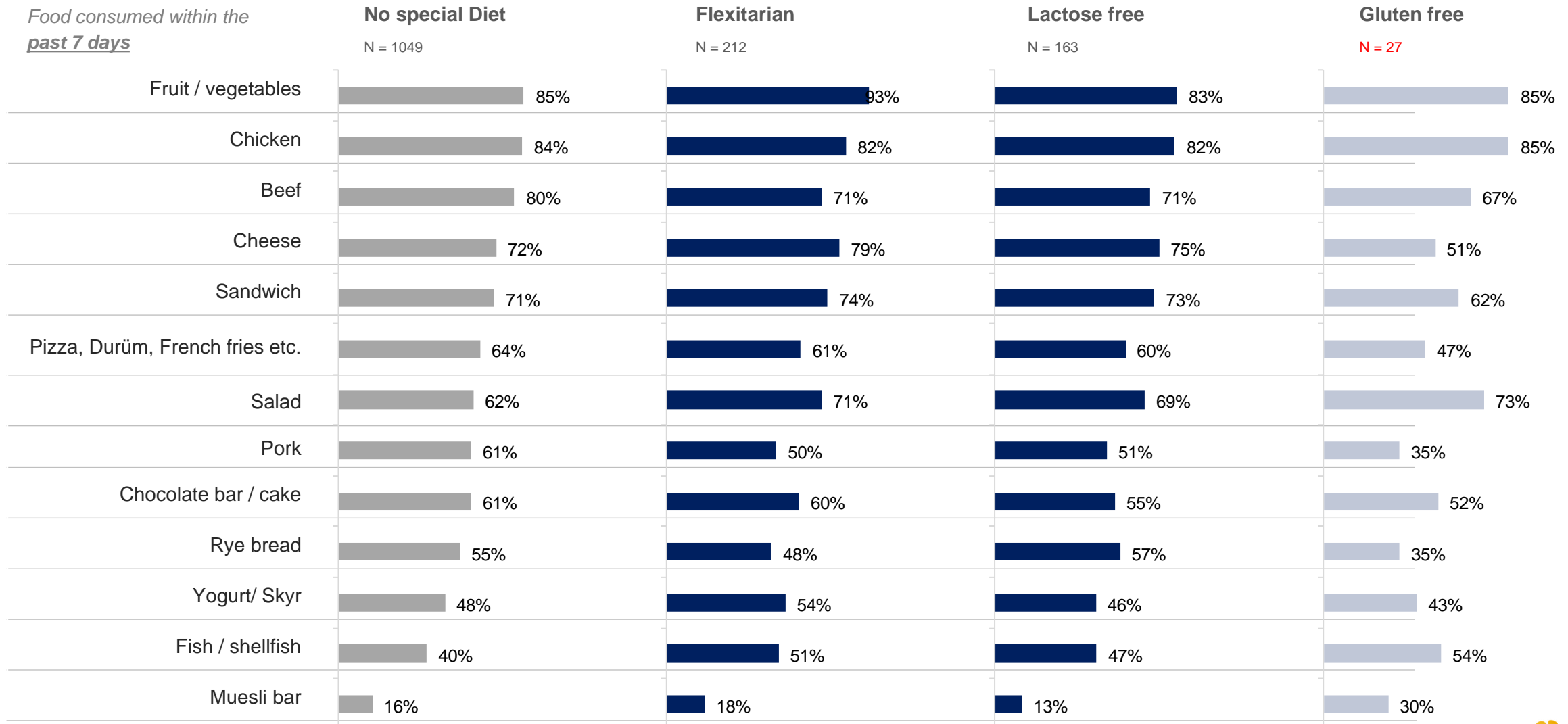
SELF CLAIMED DIETS	 CROSS CONTRIES	13-16 y.o.	17-19 y.o.	 TOTAL DK	13-16 y.o.	17-19 y.o.	 TOTAL SWEDEN	13-16 y.o.	17-19 y.o.	 TOTAL FINLAND	13-16 y.o.	17-19 y.o.
	Base, n=1516	874	642	510	290	220	503	294	209	503	291	212
PERSONALLY												
 Flexitarian	 14%	12%	16%	 14%	12%	16%	 22%	19%	27%	 6%	5%	6%
Lactose free	 11%	10%	12%	 5%	5%	6%	 10%	9%	10%	 17%	15%	20%
Vegetarian	 7%	5%	9%	 5%	3%	9%	 8%	7%	10%	 6%	5%	7%
Vegan	 2%	1%	3%	 2%	1%	4%	 2%	2%	3%	 2%	2%	3%
Gluten free	 2%	1%	3%	 1%	*	2%	 3%	1%	4%	 2%	1%	2%
None	 69%	73%	64%	 77%	81%	71%	 60%	65%	54%	 70%	73%	66%
PARENTS												
Flexitarian	 15%	14%	16%	 15%	13%	18%	 22%	21%	24%	 7%	7%	8%
Lactose free	 11%	10%	12%	 5%	4%	5%	 11%	12%	11%	 17%	15%	20%
Vegetarian	 7%	7%	7%	 5%	5%	6%	 10%	10%	10%	 5%	5%	5%
Vegan	 2%	2%	2%	 2%	2%	2%	 3%	3%	2%	 1%	*	2%
Gluten free	 6%	6%	6%	 3%	3%	2%	 7%	8%	6%	 8%	8%	9%
None	 66%	68%	63%	 74%	77%	71%	 56%	57%	55%	 66%	70%	62%
FRIENDS												
Flexitarian	 16%	13%	19%	 14%	10%	20%	 25%	23%	28%	 7%	7%	8%
Lactose free	 21%	19%	24%	 8%	7%	10%	 19%	19%	20%	 36%	32%	41%
Vegetarian	 23%	18%	30%	 18%	12%	26%	 28%	25%	32%	 24%	19%	31%
Vegan	 9%	6%	14%	 7%	4%	11%	 8%	6%	12%	 11%	6%	18%
Gluten free	 13%	11%	15%	 8%	6%	9%	 16%	13%	19%	 15%	13%	17%
None	 51%	57%	43%	 65%	74%	53%	 44%	47%	40%	 44%	50%	35%



	Denmark		Sweden		Finland	
	MALE	Female	MALE	Female	MALE	Female
Vegetarian	4%	7%	8%	9%	1%	11%
Vegan	2%	2%	0%	4%	1%	3%
Flexitarian	10%	19%	19%	26%	7%	4%
Lactose free	4%	7%	10%	10%	13%	22%
Gluten free	1%	1%	2%	4%	1%	2%
None	84%	69%	66%	54%	78%	62%

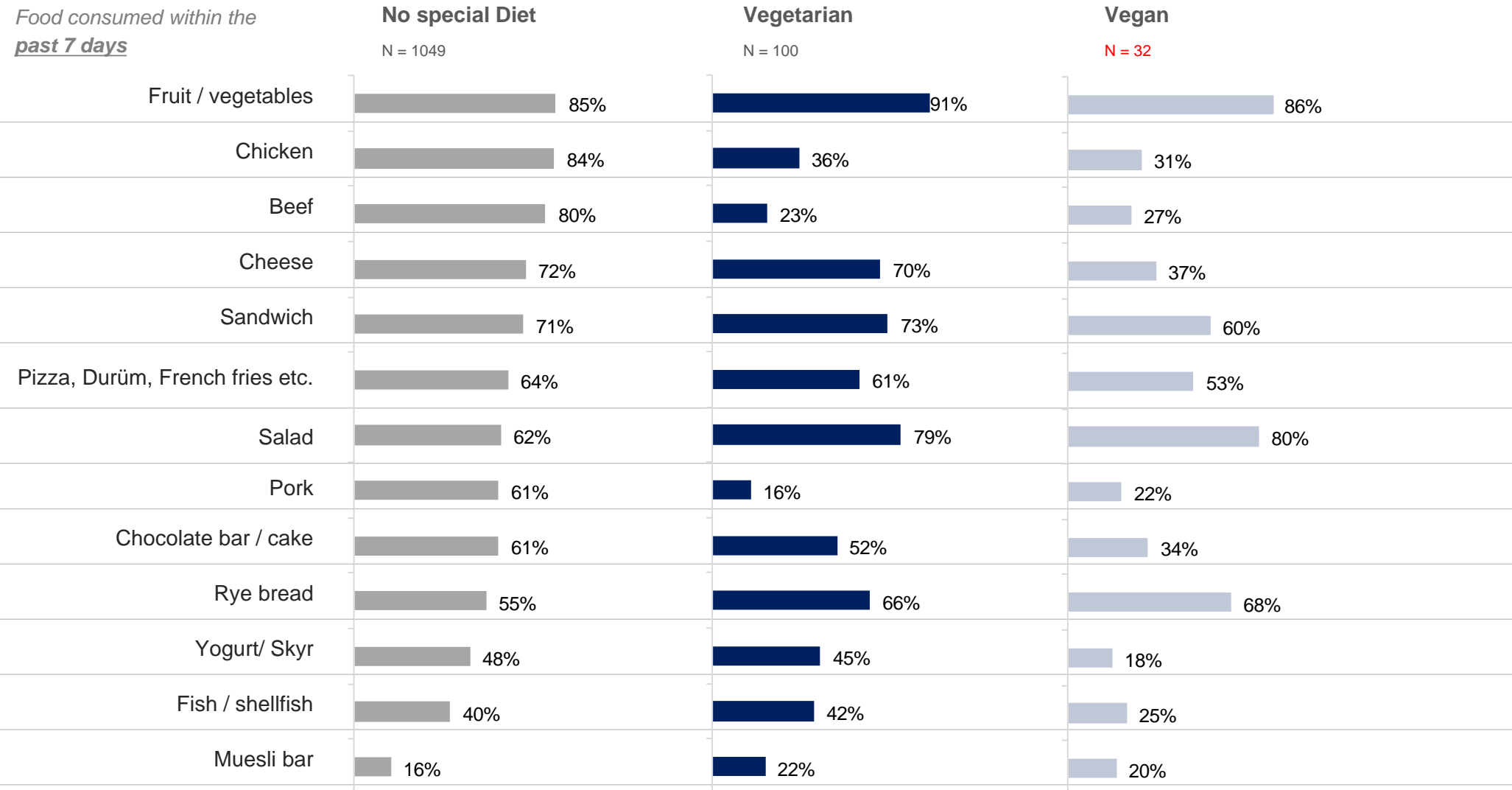


TEENAGERS WHO CLAIM THEY ARE FLEXITARIAN, LACTOSE FREE AND GLUTEN FREE HAS A VARIED CONSUMPTION PATTERN OVERALL WITH SOME SMALL VARIATIONS BETWEEN THE GROUPS.



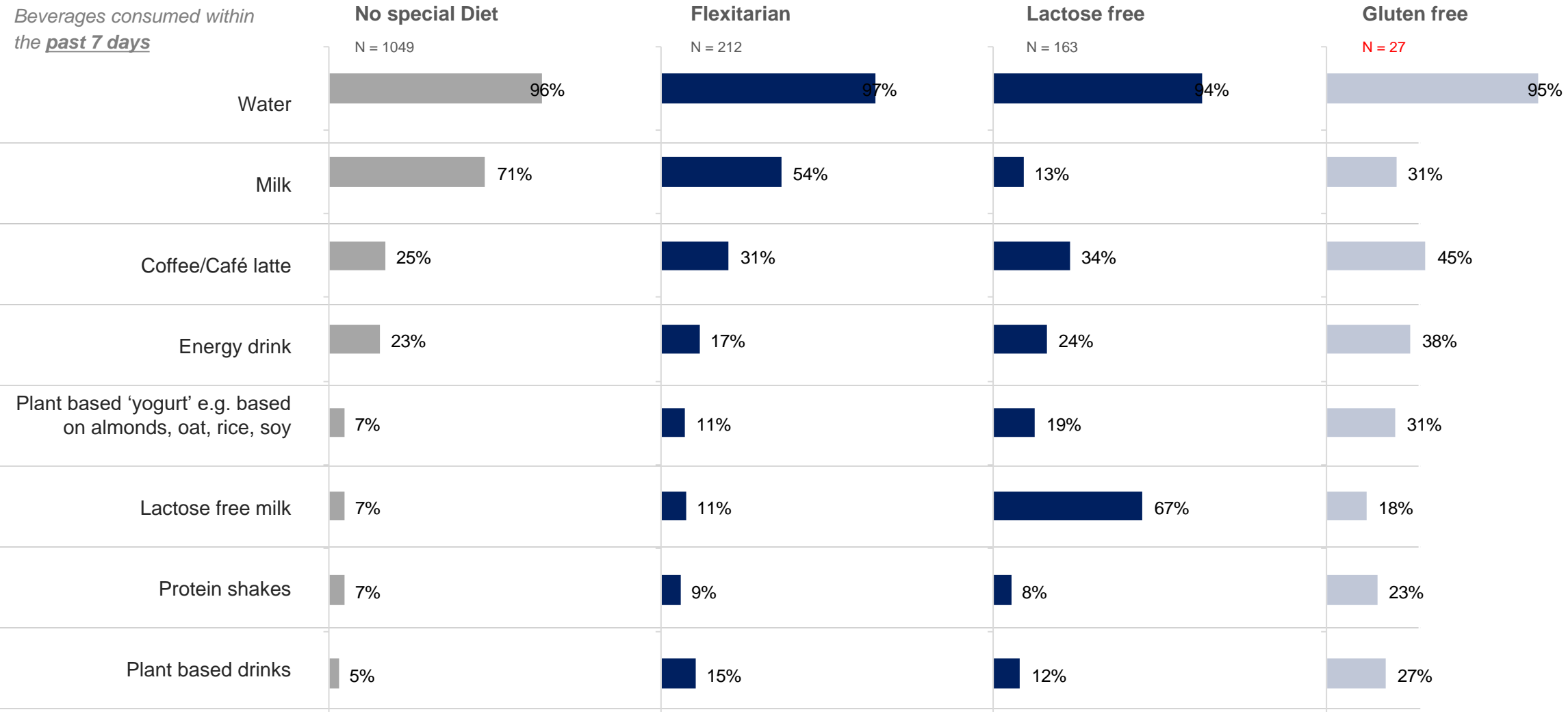


SOME OF THOSE WHO CLAIM BEING ON FLEXITARIAN AND VEGAN DIETS HAVE NOT FULLY COMMITTED TO OR UNDERSTOOD THE DIET SINCE APPROX. 1 OF 3 STILL CONSUME BEEF AND FOR VEGANS ALSO CHEESE AND MILK.





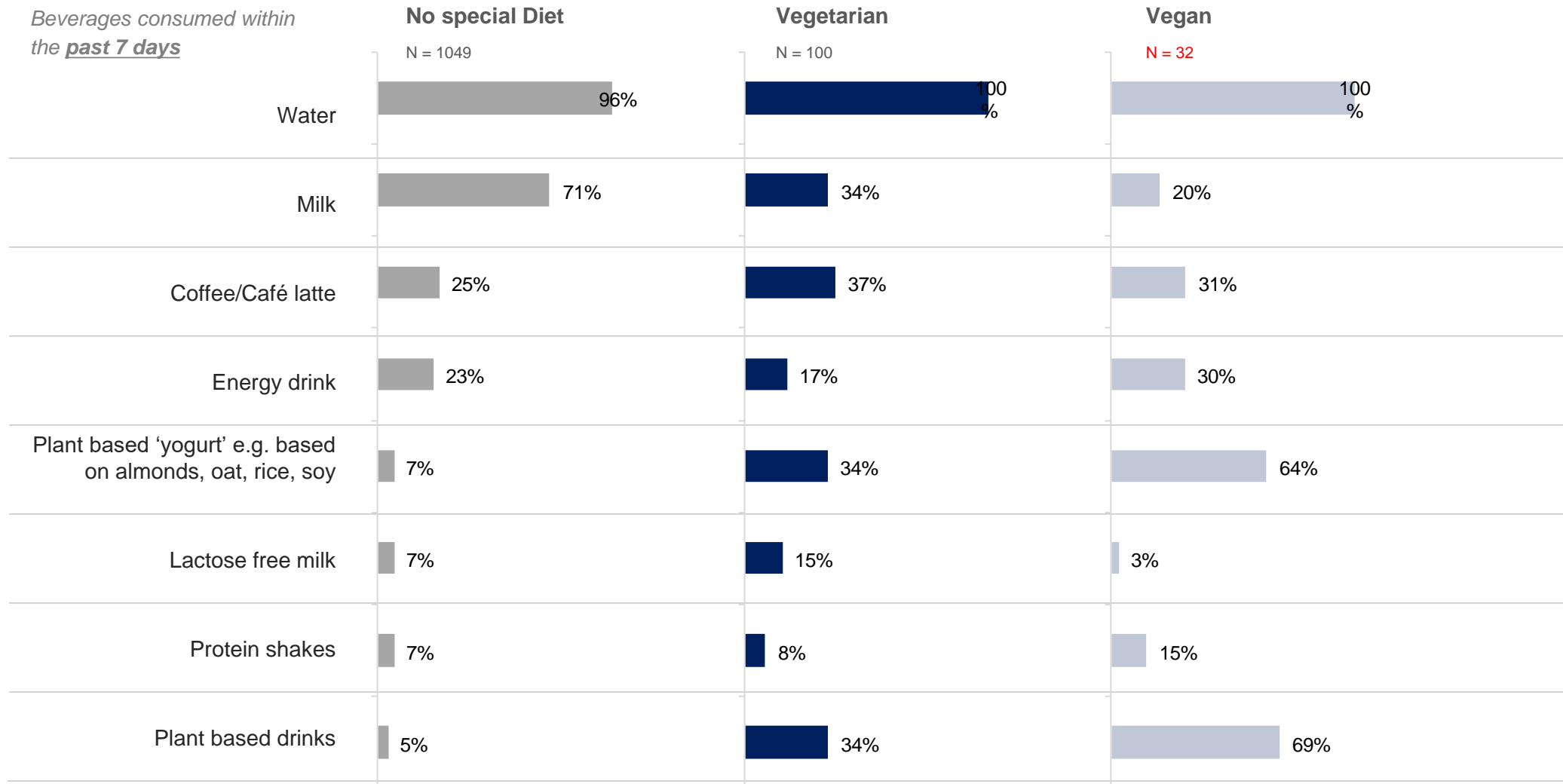
IN TERMS OF BEVERAGES THE LACTOFREE GROUP NATURALLY STANDS OUT WITH A HIGHER CONSUMPTION OF LACTOFREE MILK – BESIDES THIS A HIGHER CONSUMPTION OF PLANT-BASED AND ENERGY DRINKS IN THE GLUTEN FREE GROUP.





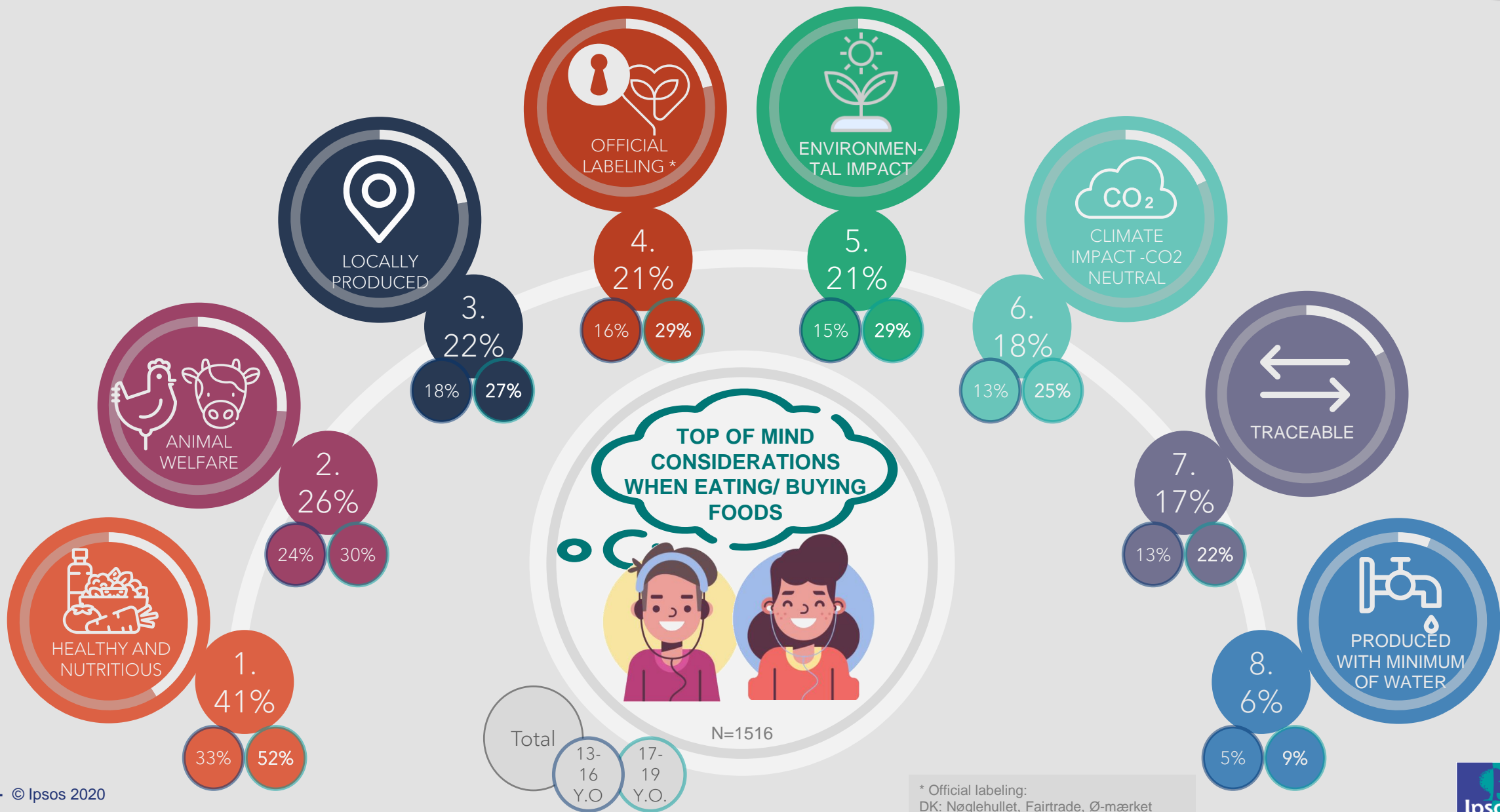
THE SELF-CLAIMED VEGETARIANS AND VEGANS CONSUME MORE COFFEE/CAFÉ LATTE AND ENERGY DRINKS THAN THE TOTAL SAMPLE. VEGANS ARE SIGNIFICANTLY HIGHER ON PLANT-BASED DRINKS AND 'YOGHURT'.

Beverages consumed within
the **past 7 days**





HEALTHY & NUTRITIOUS, ANIMAL WELFARE AND OFFICIAL LABELING ARE MOST FREQUENTLY CONSIDERED WHEN EATING AND/OR BUYING FOODS.



SUMMARY – DIETARY PATTERN



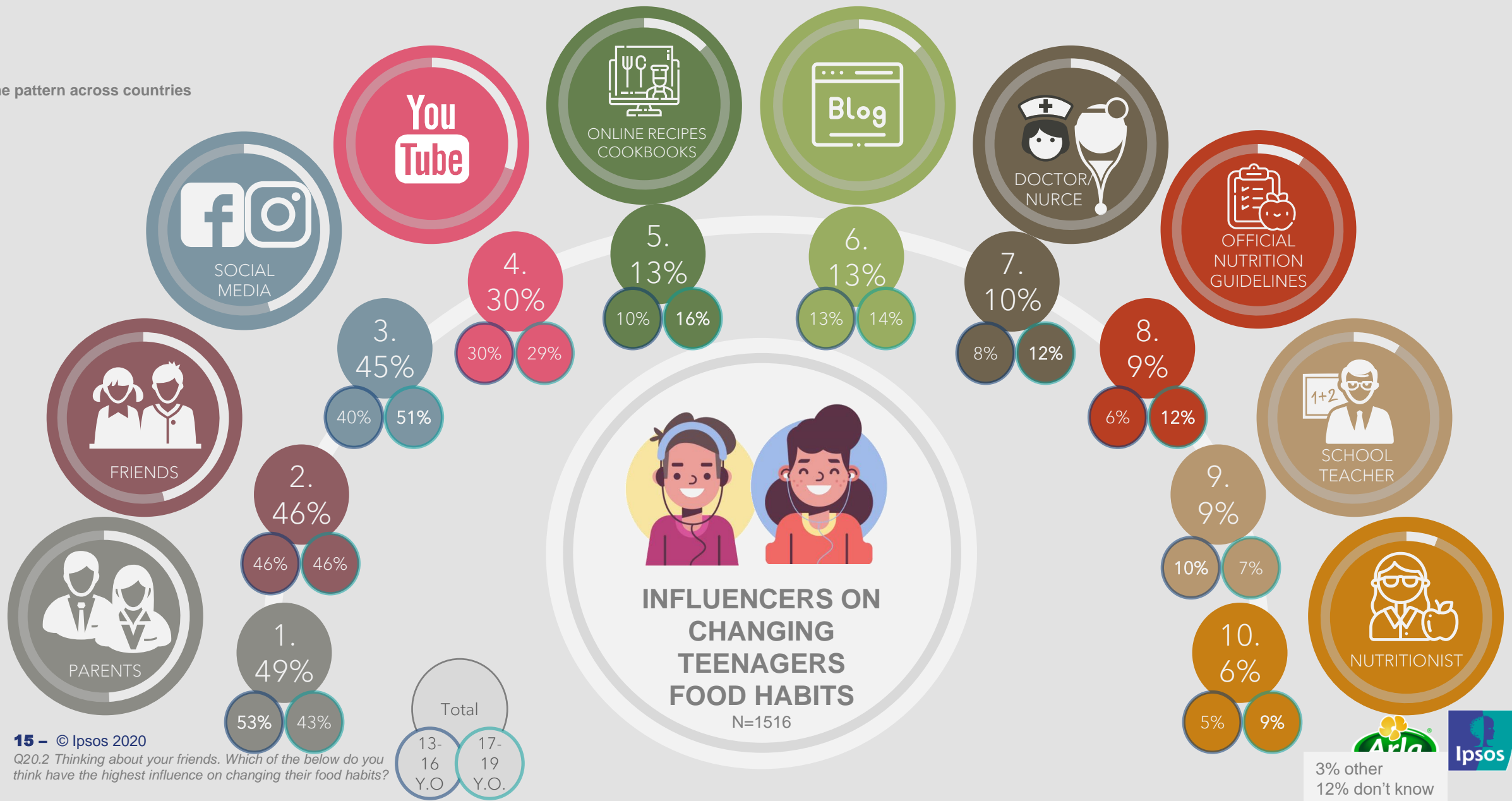
- 31% consider themselves as being following a special dietary pattern
 - Most prevalent diets are flexitarian and lactose free
- 49% have friends they perceive are following a special diet
 - Most prevalent diets are vegetarians and lactose free
- Significant more females consider themselves as following a special diet (especially in DK)
- For some teenagers, being vegan may be more a statement/ lack of understanding, since 1 in 3 (of those who claim they are vegan) consume e.g. meat.
- Country specific differences:
 - Denmark: Significant more flexitarians among females
 - Sweden: has a higher share of teenagers that consider themselves as being on a special diet
 - Finland: Significant more vegetarians and lactose free among females
- Healthy & nutritious, animal welfare and official labeling are most frequently considered parameters when eating or buying foods.

HOW ARE TEENAGERS' FOOD HABITS INFLUENCED?



PARENTS, FRIENDS AND SOCIAL MEDIA ARE PERCEIVED TO HAVE THE HIGHEST INFLUENCE ON TEEANGER'S FOOD HABITS

Same pattern across countries



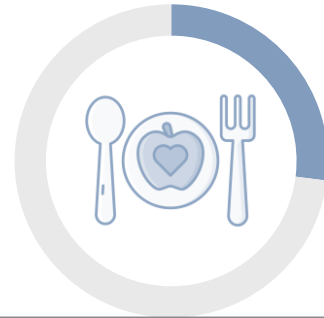
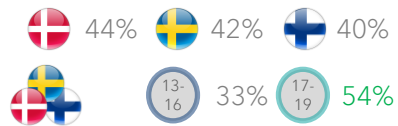


56% OF THE TEENAGERS HAVE SEARCHED FOR FOOD RELATED TOPICS WITHIN THE PAST 6 MONTHS
A SIGNIFICANT HIGHER LEVEL OF SEARCH AMONG THE OLDER TEENAGERS



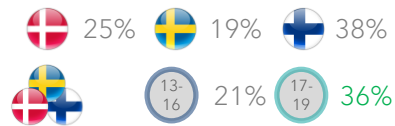
42%

Searched for
inspiration to **explore**
new food or recipes



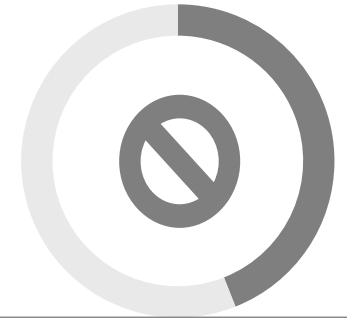
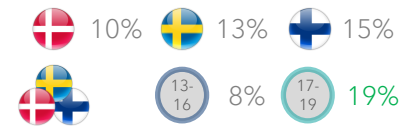
27%

Searched for
guidance to
eat more healthily



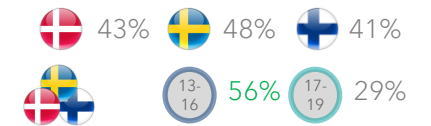
13%

Searched for
guidance to
eat more sustainable food



44%

Did *not* search for
inspiration / guidance
in past 6 months



Base total,
n=1516

16 – © Ipsos 2020

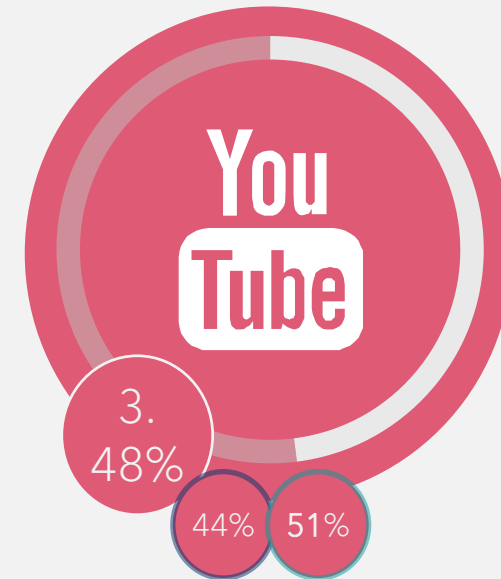
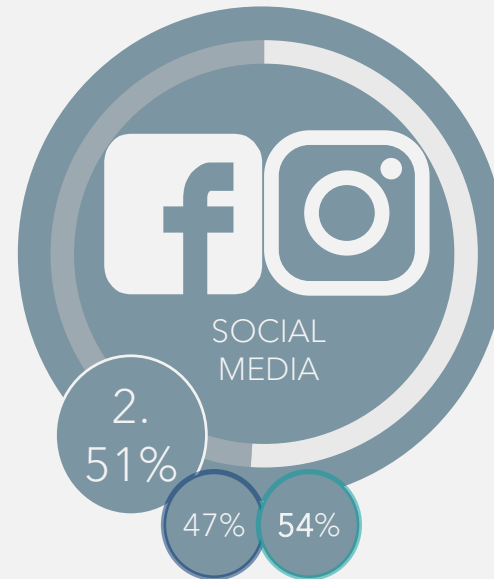
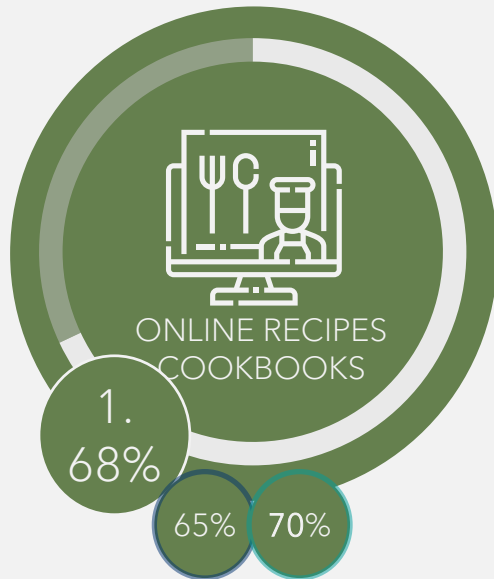
Q18.0 Some people seek information to be inspired to explore new food or recipes.
Other seek guidance to eat more healthily. And some people seek guidance to eat more sustainable food.
Which of the below – if any – have you done within the past 6 months?



TOP 3 INFORMATION CHANNELS ARE ONLINE RECIPES & COOKBOOKS, SOCIAL MEDIA, AND YOUTUBE

Same pattern across countries and searched topics

TOP 3
INFORMATION
CHANNELS
AMONG THOSE
WHO
SEARCHED



Denmark 64% Sweden 67% Finland 72%

Denmark 47% Sweden 47% Finland 58%

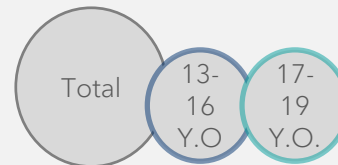
Denmark 42% Sweden 45% Finland 55%

Base, searched
for n=845

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Q19.0 You stated you have [INSERT OPTION FROM Q18.0].

Where specifically did you search?





SUMMARY – INFLUENCERS

- Parents, friends and social media are assigned the highest influence on food habits
- Overall social media is assigned a higher influence than authorities like doctors and schoolteachers and the official dietary guidelines
- However a hypothesis is that the official sources e.g. school teachers may have a higher influence on food habits than actually recognized when asked directly
 - From the qualitative research there are several references to what teenagers pick up in school
 - That might also be the case for the Official Guidelines
 - Another hypothesis is, since parents are assigned the highest influence on food habits; the Official Guidelines influences indirectly based on the parent's potential awareness of the guidelines



SUMMARY – INFORMATION SEARCH

- More than half of the teenagers have searched for food related information within the past 6 months
- Higher level of search among the 17-19 year olds
- Most searched topic is exploring of new food or recipes (42%)
- 27% actively search guidance to eat more healthy
- 13% actively search guidance to eat more sustainable
- Most used search channels are online recipes and cookbooks followed by social media and YouTube

EVALUATION OF OFFICIAL DIETARY GUIDELINES



EVALUATION OF OFFICIAL GUIDELINES

STIMULI SHOWN FOR RESPONDENTS



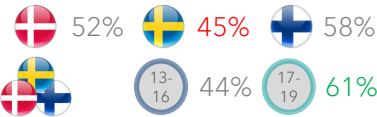
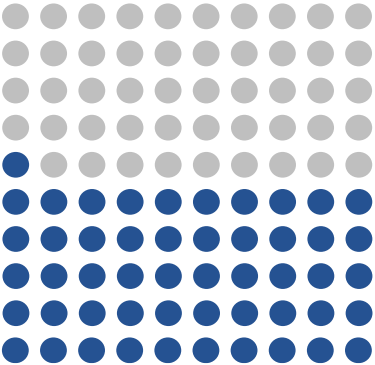
HALF OF THE TEENAGERS HAVE QUALIFIED AWARENESS OF THE OFFICIAL DIETARY GUIDELINES - AND AWARENESS INCREASE BY AGE. THE GUIDELIENS ARE TRUSTWORTHY AND RELEVANT. HOWEVER DON'T HAVE THE ABILITY YO TRIGGER SEARCH FOR MORE INFORMATION



QUALIFIED AWARENESS *

51%

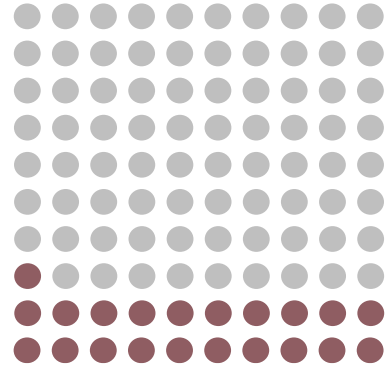
Top2



INFORMATION SEEK

21%

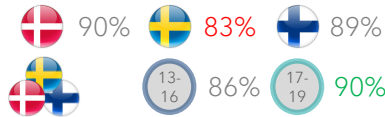
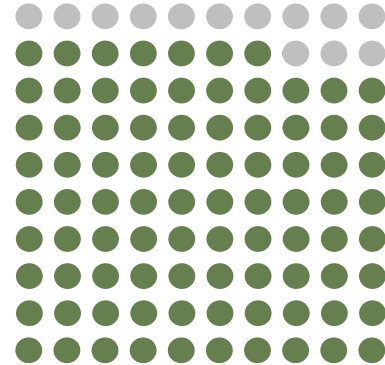
Top2



TRUSTWORTHY

87%

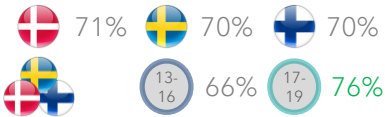
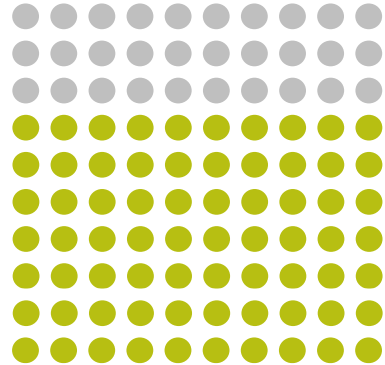
Top2



RELEVANCE

70%

Top2



QUALIFIED AWARENESS:
Know a fair amount of what these are about +
Know very well what these are about



THE GUIDELINES ARE CLEAR AND EASY TO UNDERSTAND BUT LACK ABILITY TO CATCH ATTENTION, AND ENGAGE

ASSOCIATED

- ❖ CLEAR AND EASY TO UNDERSTAND - 52%
- ❖ TELLS SOMETHING **USEFUL** - 35%
- ❖ **LECTURING** - 34%
- ❖ TELLS SOMETHING **IMPORTANT** - 31%

NOT ASSOCIATED

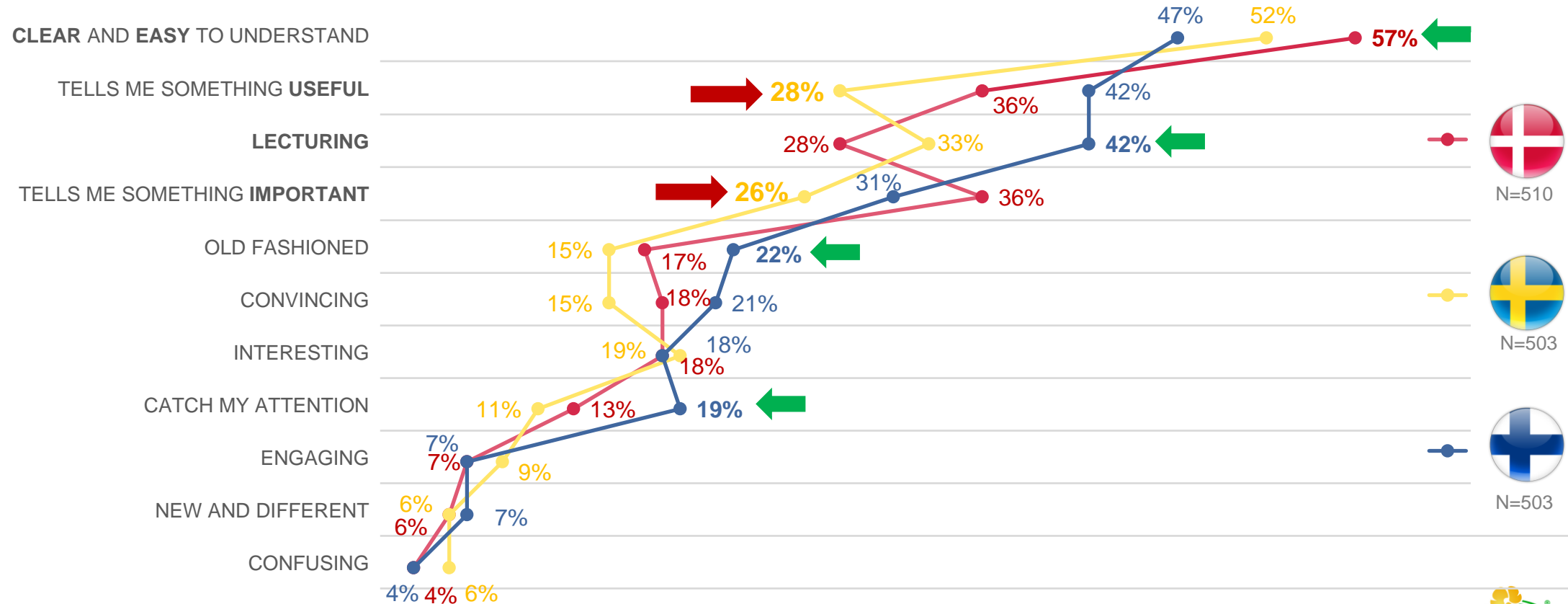
- CATCH ATTENTION – 14%
- ENGAGING – 8%
- NEW AND DIFFERENT – 6%
- CONFUSING – 5%





THE OFFICIAL GUIDELINES IN DENMARK ARE MOST 'CLEAR AND EASY TO UNDERSTAND' WHERE FINLAND ARE BEST IN 'LECTURING', 'CATCH MY ATTENTION' BUT ALSO 'OLD FASHIONED'. THE SWEDISH GUIDELINES ARE LACKING BEHIND IN 'TELLS ME SOMETHING USEFUL' AND 'TELLS ME SOMETHING IMPORTANT'.

ASSOCIATIONS WITH THE OFFICIAL DIETARY GUIDELINES





SUMMARY – OFFICIAL DIETARY GUIDELINES

- Only 51% know a fair amount / know the guidelines very well
 - Highest knowledge in Denmark and Finland
 - Significant lower knowledge in Sweden
- The guidelines do not inspire to further information seek
 - Lacks ability to catch attention, engage and are not regarded as interesting
- Country specific differences:
 - Denmark: Regarded as significant clearer and easier to understand
 - Sweden: Regarded as significant less useful and important
 - Finland: Regarded as significant more lecturing and old fashioned. But also as more attention catching

HOW DO TEENAGERS UNDERSTAND SUSTAINABLE DIETS?





AS THE TEENAGERS GROW UP, THEY HAVE A MORE VARIED PERCEPTION OF THE TERM 'SUSTAINABLE' AND THEY ATTACH MORE ATTRIBUTES TO THE TERM.



PERCEPTION OF SUSTAINABLE	 CROSS COUNTRIES Base, n=1516			 TOTAL DK 510			 TOTAL SWEDEN 503			 TOTAL FINLAND 503		
	13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.	
Environmentally friendly	70%	68%	73%	76%	75%	78%	70%	70%	69%	64%	60%	70%
Locally produced	47%	45%	50%	42%	39%	46%	52%	51%	53%	48%	45%	52%
Co2 neutral	45%	40%	52%	62%	55%	71%	35%	31%	40%	39%	36%	44%
Organic	42%	39%	45%	55%	52%	59%	27%	21%	35%	43%	46%	40%
Fairtrade	38%	34%	43%	39%	36%	44%	37%	33%	42%	36%	32%	43%
Healthy	38%	36%	40%	29%	30%	29%	48%	42%	55%	37%	36%	38%
Socioeconomic friendly	25%	19%	33%	21%	14%	31%	30%	25%	36%	24%	18%	32%
Nutritionally adequate	22%	19%	26%	12%	8%	17%	29%	27%	33%	24%	22%	28%



SUMMARY – SUSTAINABLE DIETS

- Sustainable foods are primarily associated with environmentally friendly, locally produced and CO2 neutral products
- In Sweden organic is significant less associated with sustainability – especially compared to Denmark
- In Denmark locally produced is significant less associated with sustainability compared to the other countries
- Sustainable eating is more associated with outer conditions for food production (Planet impact) than what the product provide (People impact)

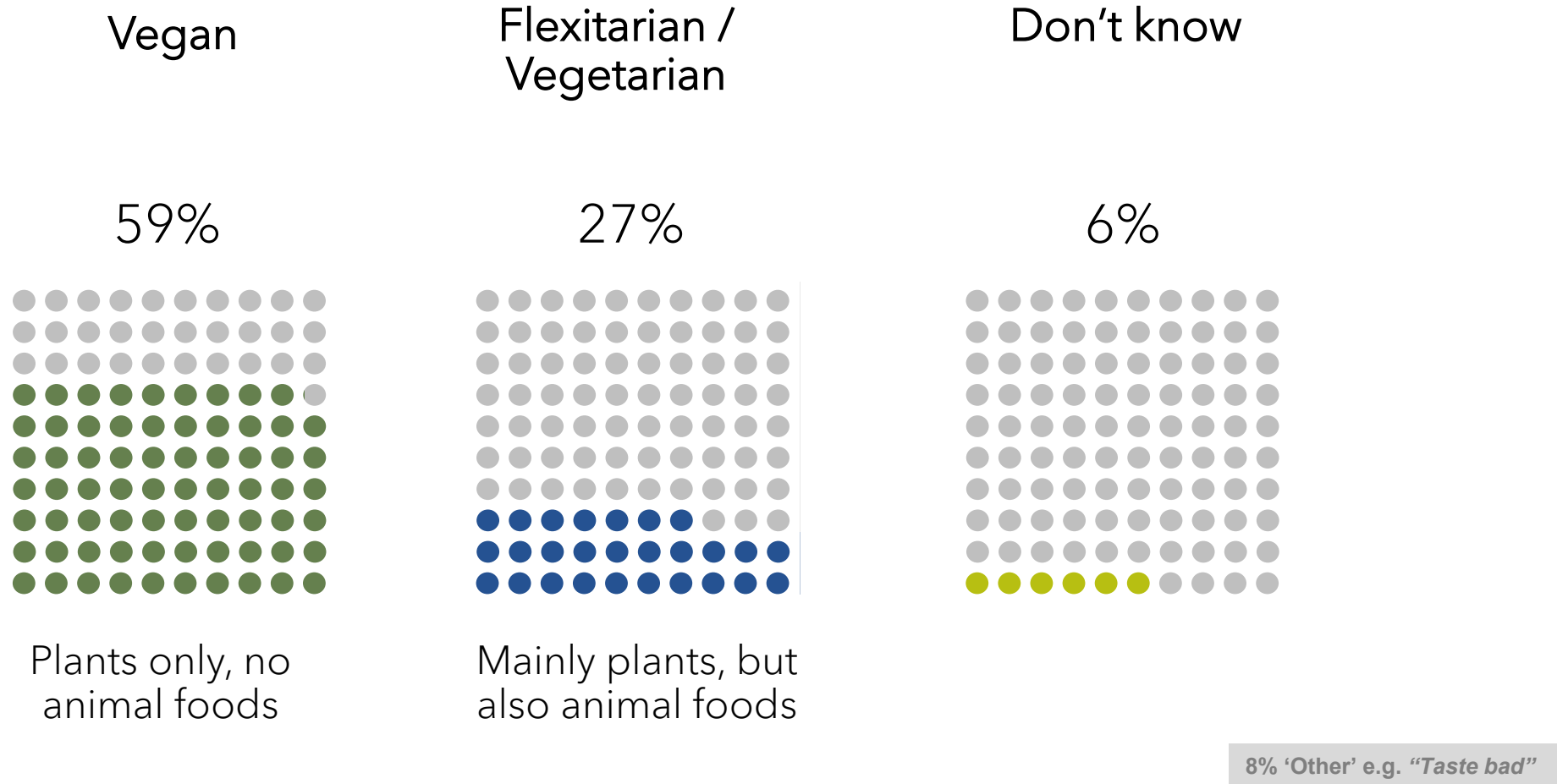
HOW DO TEENAGERS UNDERSTAND PLANT-BASED DIETS?





MOST TEENAGERS UNDERSTAND THE TERM PLANT-BASED DIET AS A VEGAN DIET. MORE FINISH TEENAGERS UNDERSTAND THAT PLANT-BASED DIETS ARE NOT RESTRICTED TO PLANTS-ONLY DIETS.








Base, N=1516



APPENDIX

SAMPLE PROFILE

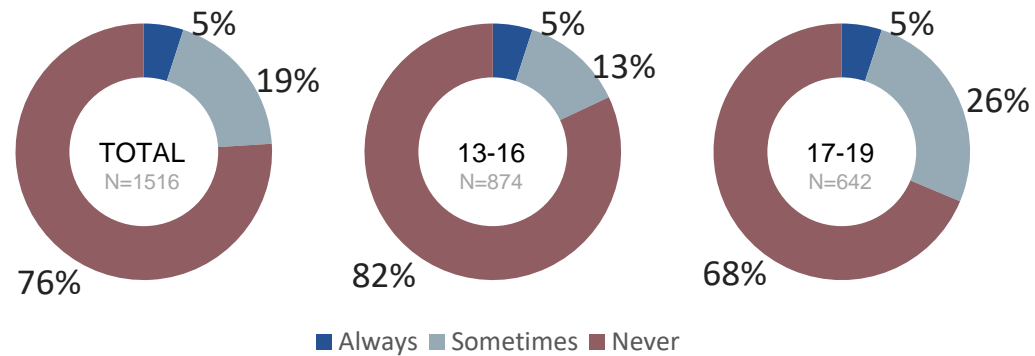


													
		CROSS CONTRIES	13-16 y.o.	17-19 y.o.	TOTAL DK	13-16 y.o.	17-19 y.o.	TOTAL SWEDEN	13-16 y.o.	17-19 y.o.	TOTAL FINLAND	13-16 y.o.	17-19 y.o.
		Base, n=1516	874	642	510	290	220	503	294	209	503	291	212
	AGE												
	13-16	58%	100%	-	57%	100%	-	58%	100%	-	58%	100%	-
	17-19	42%	-	100%	43%	-	100%	42%	-	100%	42%	-	100%
	GENDER												
	Boy	51%	51%	52%	51%	51%	51%	52%	51%	52%	51%	51%	51%
	Girl	49%	49%	48%	49%	49%	49%	48%	49%	48%	49%	49%	49%
	DIET												
	Flexitarian	14%	12%	16%	14%	12%	16%	22%	19%	27%	6%	5%	6%
	Lactose free	11%	10%	12%	5%	5%	6%	10%	9%	10%	17%	15%	20%
	Vegetarian	7%	5%	9%	5%	3%	9%	8%	7%	10%	6%	5%	7%
	Vegan	2%	1%	3%	2%	1%	4%	2%	2%	3%	2%	2%	3%
	Gluten free	2%	1%	3%	1%	*	2%	3%	1%	4%	2%	1%	2%
	None of the above	69%	73%	64%	77%	81%	71%	60%	65%	54%	70%	73%	66%

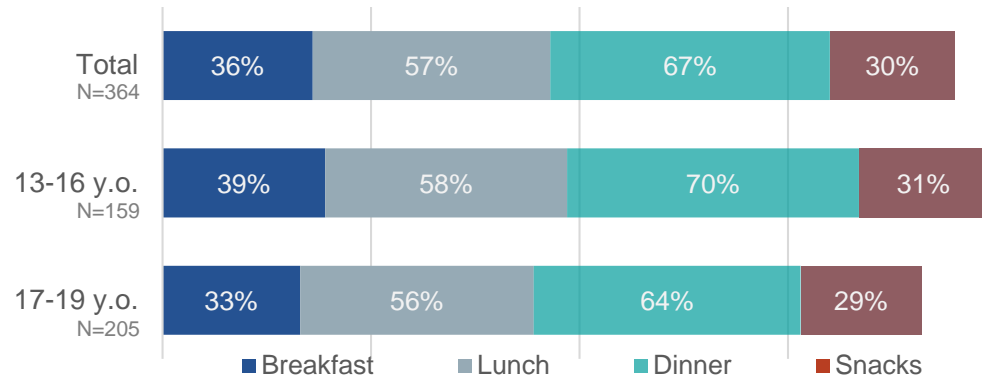
DIETARY PATTERN



EAT SPECIALLY PREPARED FOOD

































































TIME OF DAY TO EAT SPECIALLY PREPARED FOOD



MAIN REASONS FOR EATING SPECIALLY PREPARED FOOD

	TOTAL N=364	13-16 y.o. N=159	17-19 y.o. N=205
For health reasons	33%	27%	38%
I feel physically better if I avoid specific products or ingredients	28%	30%	27%
A diagnosis from a doctor or a nurse	21%	30%	13%
I feel mentally better if I avoid specific products or ingredients	20%	17%	22%
Concerned about the environment	20%	15%	24%
Concerned about animal welfare	18%	17%	19%
Advice from my parents	14%	21%	9%
Advice from specialist nutritionist/dietician	9%	13%	6%
Inspiration from Social Media (TikTok, Instagram, Pinterest etc.)	7%	4%	9%
Inspiration from bloggers, Youtubers, Vlogs	6%	4%	8%
Advice from friends	5%	4%	7%
Advice from schoolteacher	2%	2%	1%
Other reason	14%	10%	16%



													
USAGE OF SPECIALLY PREPARED FOOD		CROSS CONTRIES	13-16 y.o.	17-19 y.o.	TOTAL DK	13-16 y.o.	17-19 y.o.	TOTAL SWEDEN	13-16 y.o.	17-19 y.o.	TOTAL FINLAND	13-16 y.o.	17-19 y.o.
		Base, n=1516	874	642	510	290	220	503	294	209	503	291	212
SPECIALLY PREPARED FOOD													
	Always	 5%	5%	5%	 2%	2%	2%	 7%	7%	7%	 7%	6%	8%
	Sometimes	 19%	13%	26%	 18%	11%	26%	 16%	10%	25%	 23%	19%	28%
	Never	 76%	82%	68%	 81%	87%	72%	 77%	83%	69%	 70%	75%	64%
	TIME OF DAY	N=364	N=159	N=205	N=99	N=37	N=62	N=115	N=49	N=66	N=150	N=73	N=77
	Breakfast	 36%	39%	33%	 23%	25%	21%	 36%	38%	35%	 44%	47%	42%
	Lunch	 57%	58%	56%	 37%	21%	47%	 71%	79%	65%	 59%	61%	56%
	Dinner	 67%	70%	64%	 68%	82%	59%	 71%	69%	73%	 63%	64%	61%
	Snacks in between meals	 30%	31%	29%	 18%	13%	22%	 22%	23%	22%	 44%	47%	41%
	MAIN REASONS - TOP 7	N=364	N=159	N=205	N=99	N=37	N=62	N=115	N=49	N=66	N=150	N=73	N=77
	For health reasons	 33%	27%	38%	 38%	34%	40%	 26%	21%	30%	 35%	26%	43%
	Feel physically better	 28%	30%	27%	 21%	25%	18%	 35%	39%	32%	 28%	26%	29%
	A diagnosis (doctor/nurse)	 21%	30%	13%	 12%	20%	7%	 27%	42%	16%	 22%	27%	16%
	Feel mentally better	 20%	17%	22%	 18%	16%	19%	 23%	24%	22%	 19%	12%	25%
	Concerned about the environment	 20%	15%	24%	 22%	19%	23%	 21%	18%	23%	 18%	11%	24%
	Concerned about animal welfare	 18%	17%	19%	 16%	23%	13%	 18%	15%	21%	 19%	15%	22%
	Advice from my parents	 14%	21%	9%	 10%	15%	7%	 12%	21%	6%	 19%	25%	 13%

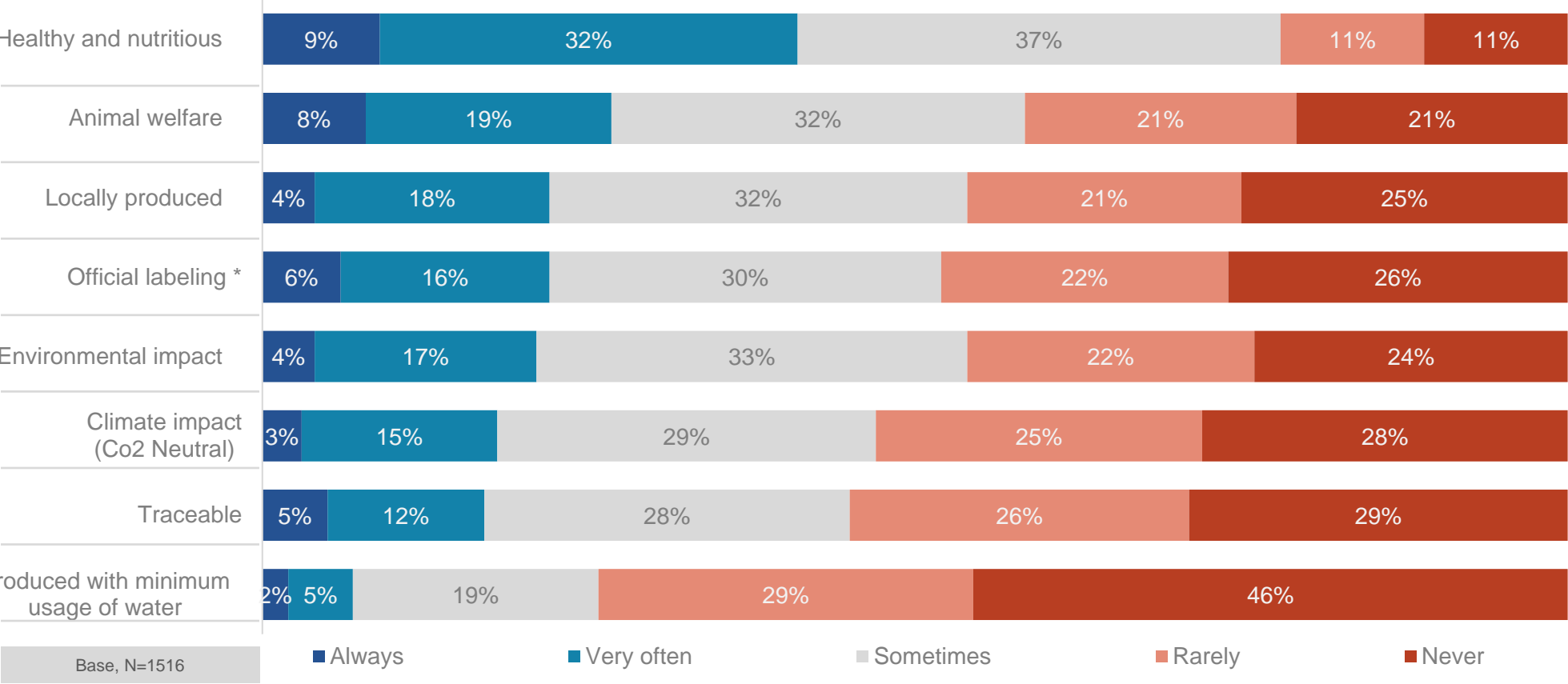
TOP OF MIND CONSIDERATIONS WHEN EATING/ BUYING FOODS

How often do you consider each topic when you consume or buy food and drink?



TOP OF MIND CONSIDERATIONS WHEN EATING/ BUYING FOODS

Sorted descending by top2 cross countries



TOP 2 – ALWAYS / VERY OFTEN		
	13-16 y.o.	17-19 y.o.













































































41%	33%	52%
26%	24%	30%
22%	18%	27%
21%	16%	29%
21%	15%	29%
18%	13%	25%
17%	13%	22%
6%	5%	9%
N=1516	874	642

* Official labeling:
DK: Nøglehullet, Fairtrade, Ø-mærket
FI: Fairtrad, Luomi, Demeter, Sydänmerkki
SE: Demeter, Nyckelhålet, Fairtrade, Krav











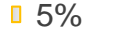





































































How often do you consider each topic when you consume or buy food and drink?

TOP OF MIND CONSIDERATIONS WHEN EATING/ BUYING FOODS	 CROSS CONTRIES	13-16 y.o.	17-19 y.o.	 TOTAL DK	13-16 y.o.	17-19 y.o.	 TOTAL SWEDEN	13-16 y.o.	17-19 y.o.	 TOTAL FINLAND	13-16 y.o.	17-19 y.o.
Sorted descending by top2 cross countries	Base, n=1516	874	642	510	290	220	503	294	209	503	291	212
HEALTHY AND NUTRITIOUS												
Top 2	 41%	33%	52%	 42%	31%	56%	 33%	25%	45%	 48%	42%	55%
Always	 9%	5%	13%	 9%	6%	14%	 8%	4%	13%	 9%	6%	14%
Very often	 32%	27%	39%	 32%	25%	42%	 25%	21%	32%	 38%	36%	42%
Sometimes	 37%	39%	34%	 39%	44%	34%	 37%	35%	39%	 35%	39%	30%
Rarely	 11%	13%	8%	 9%	12%	6%	 15%	19%	10%	 10%	10%	10%
Never	 11%	15%	5%	 10%	14%	5%	 15%	21%	7%	 7%	9%	5%
ANIMAL WELFARE												
Top 2	 26%	24%	30%	 27%	19%	38%	 26%	26%	25%	 27%	26%	28%
Always	 8%	7%	9%	 8%	8%	9%	 7%	6%	9%	 7%	6%	7%
Very often	 19%	17%	22%	 19%	11%	28%	 18%	20%	16%	 20%	20%	21%
Sometimes	 32%	30%	34%	 32%	30%	34%	 31%	28%	34%	 32%	31%	35%
Rarely	 21%	21%	20%	 19%	22%	15%	 21%	19%	23%	 22%	23%	21%
Never	 21%	26%	16%	 22%	30%	13%	 23%	27%	18%	 19%	21%	16%
LOCALLY PRODUCED												
Top 2	 22%	18%	27%	 14%	9%	20%	 24%	22%	28%	 28%	23%	34%
Always	 4%	3%	6%	 2%	3%	2%	 5%	3%	9%	 4%	2%	7%
Very often	 18%	15%	22%	 11%	6%	18%	 19%	19%	19%	 24%	21%	27%
Sometimes	 32%	28%	38%	 25%	18%	34%	 33%	28%	39%	 39%	37%	42%
Rarely	 21%	22%	20%	 25%	27%	22%	 20%	19%	21%	 19%	20%	17%
Never	 25%	32%	15%	 36%	45%	24%	 23%	31%	12%	 14%	19%	7%

How often do you consider each topic when you consume or buy food and drink?

TOP OF MIND CONSIDERATIONS WHEN EATING/ BUYING FOODS												
	CROSS CONTRIES	13-16 y.o.	17-19 y.o.	TOTAL DK	13-16 y.o.	17-19 y.o.	TOTAL SWEDEN	13-16 y.o.	17-19 y.o.	TOTAL FINLAND	13-16 y.o.	17-19 y.o.
	Base, n=1516	874	642	510	290	220	503	294	209	503	291	212
* OFFICIAL LABELING												
Top 2	 21%	16%	29%	 27%	20%	35%	 19%	12%	28%	 19%	15%	24%
Always	 6%	4%	8%	 8%	5%	11%	 5%	4%	6%	 4%	2%	7%
Very often	 16%	12%	21%	 19%	15%	24%	 14%	9%	22%	 15%	13%	17%
Sometimes	 30%	29%	33%	 28%	26%	30%	 29%	27%	33%	 35%	35%	35%
Rarely	 22%	23%	21%	 19%	20%	18%	 24%	26%	21%	 24%	23%	24%
Never	 26%	32%	17%	 26%	34%	16%	 29%	35%	19%	 23%	27%	17%
ENVIRONMENTAL IMPACT												
Top 2	 21%	15%	29%	 19%	12%	28%	 22%	18%	28%	 22%	16%	30%
Always	 4%	3%	7%	 4%	2%	6%	 6%	4%	8%	 4%	2%	6%
Very often	 17%	13%	22%	 15%	10%	22%	 17%	14%	20%	 18%	14%	24%
Sometimes	 33%	31%	35%	 33%	31%	36%	 33%	31%	35%	 33%	32%	35%
Rarely	 22%	23%	20%	 22%	25%	19%	 20%	19%	20%	 25%	26%	22%
Never	 24%	30%	15%	 26%	32%	17%	 25%	31%	17%	 20%	26%	13%
CLIMATE IMPACT (CO2 NEUTRAL)												
Top 2	 18%	13%	25%	 17%	11%	25%	 18%	15%	23%	 19%	13%	27%
Always	 3%	2%	6%	 3%	1%	6%	 3%	1%	7%	 3%	2%	5%
Very often	 15%	12%	19%	 14%	10%	19%	 15%	14%	16%	 16%	11%	22%
Sometimes	 29%	26%	34%	 29%	23%	35%	 26%	24%	29%	 32%	29%	36%
Rarely	 25%	26%	23%	 24%	26%	20%	 26%	22%	31%	 25%	30%	18%
Never	 28%	35%	18%	 31%	39%	19%	 30%	39%	17%	 24%	28%	19%

PERCEIVED INFLUENCERS ON TEENAGERS FOOD HABITS



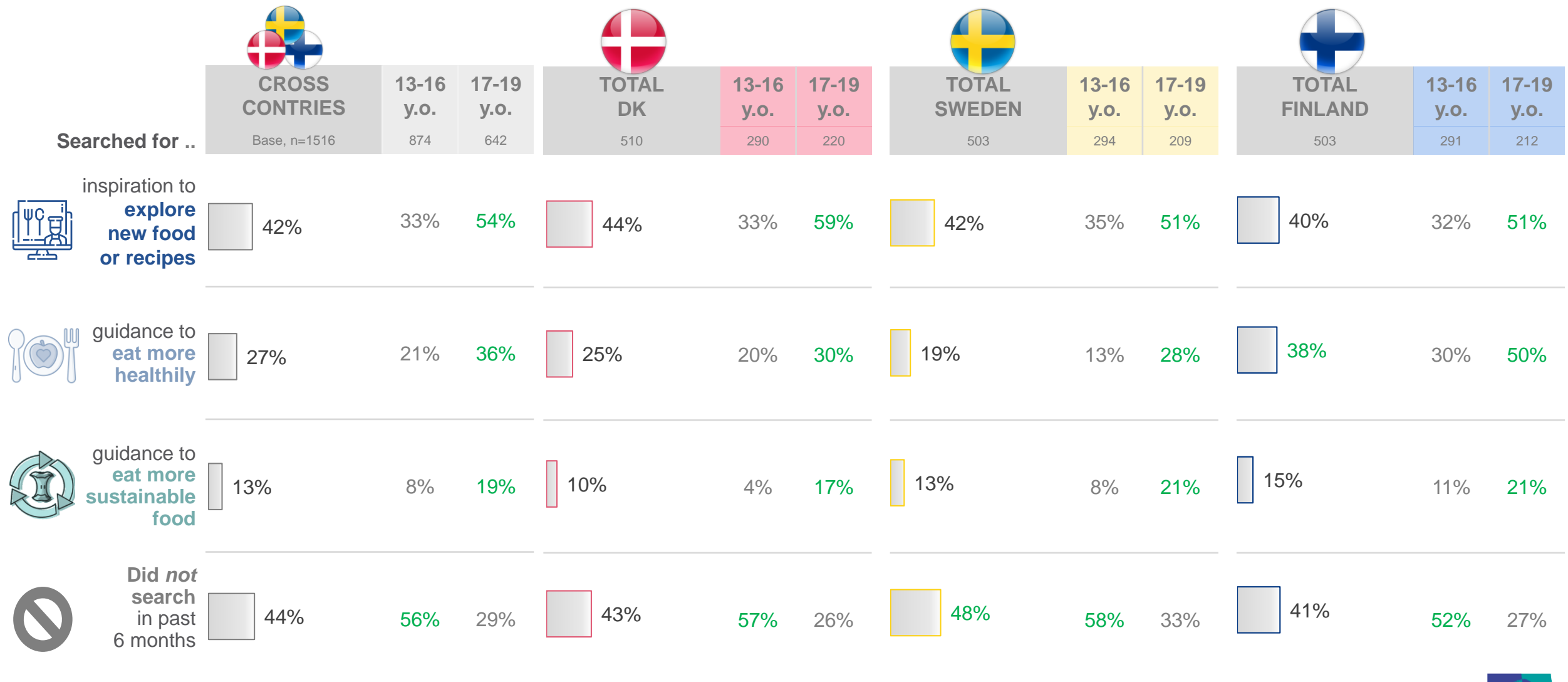
Perceived influencers on teenager's food habits

PERCEIVED INFLUENCERS ON CHANGING TEENAGERS' FOOD HABITS		 CROSS COUNTRIES Base, n=1516			 TOTAL DK 510			 TOTAL SWEDEN 503			 TOTAL FINLAND 503		
			13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.
 	Parents	49%	53%	43%	46%	53%	38%	54%	56%	50%	46%	49%	41%
	Friends	46%	46%	46%	46%	47%	45%	45%	44%	46%	46%	46%	47%
	Social media	45%	40%	51%	46%	41%	52%	47%	43%	52%	42%	36%	50%
	YouTube	30%	30%	29%	29%	28%	30%	34%	33%	35%	26%	29%	23%
	Online recipes & cookbooks	13%	10%	16%	13%	9%	17%	13%	8%	19%	13%	14%	13%
	Blogs	13%	13%	14%	15%	13%	18%	14%	15%	13%	10%	10%	10%
	Doctor / nurse	10%	8%	12%	8%	8%	9%	6%	4%	10%	14%	12%	16%
	The official nutrition guidelines	9%	6%	12%	8%	8%	8%	8%	6%	11%	10%	5%	17%
	School teacher	9%	10%	7%	8%	11%	5%	8%	9%	7%	10%	11%	8%
	Nutritionist	6%	5%	9%	6%	4%	8%	4%	2%	8%	9%	8%	10%

INSPIRATION & GUIDIANCE

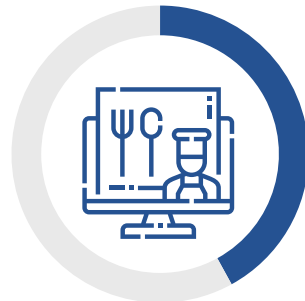


Information search within the past 6 months



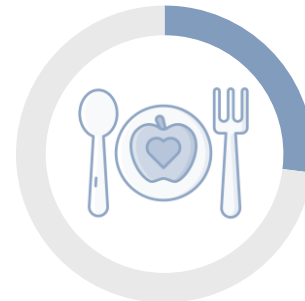
INFORMATION CHANNELS

Information channels used for different topics



Searched for inspiration to **explore new food or recipes**

N=635



Searched for guidance to **eat more healthily**

N=415



Searched for guidance to **eat more sustainable food**

N=193

Online recipes & cookbooks



74%

Social media



50%

YouTube



47%

Parents



32%

Friends



32%

Blogs



27%

Official nutrition guidelines



12%



52%



47%



43%



29%



28%



27%



18%



55%



42%



41%



26%



26%



23%



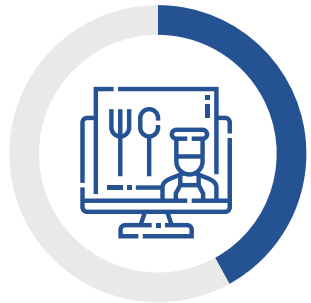
22%



INFORMATION CHANNELS
Top 7 channels



Information channels used to explore new food and recipes

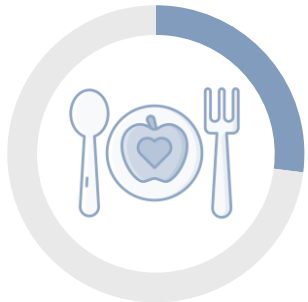


Searched for inspiration to **explore new food or recipes**

INFORMATION CHANNELS Top 7 categories shown		CROSS COUNTRIES Base, n=635			TOTAL DK 225			TOTAL SWEDEN 209			TOTAL FINLAND 201		
			13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.
 	Online recipes & cookbooks	<div><div></div></div> 74%	70%	77%	<div><div></div></div> 73%	65%	79%	<div><div></div></div> 72%	69%	74%	<div><div></div></div> 78%	77%	78%
	Social media	<div><div></div></div> 50%	48%	52%	<div><div></div></div> 48%	47%	49%	<div><div></div></div> 44%	40%	49%	<div><div></div></div> 59%	59%	58%
	YouTube	<div><div></div></div> 47%	44%	49%	<div><div></div></div> 42%	43%	41%	<div><div></div></div> 44%	34%	54%	<div><div></div></div> 55%	54%	56%
	Parents	<div><div></div></div> 32%	36%	28%	<div><div></div></div> 30%	40%	24%	<div><div></div></div> 32%	33%	32%	<div><div></div></div> 33%	37%	29%
	Friends	<div><div></div></div> 32%	28%	35%	<div><div></div></div> 31%	29%	33%	<div><div></div></div> 30%	23%	36%	<div><div></div></div> 34%	32%	36%
	Blogs	<div><div></div></div> 27%	25%	29%	<div><div></div></div> 30%	30%	31%	<div><div></div></div> 18%	16%	19%	<div><div></div></div> 34%	30%	37%
	Official nutrition guidelines	<div><div></div></div> 12%	10%	13%	<div><div></div></div> 8%	9%	8%	<div><div></div></div> 10%	9%	12%	<div><div></div></div> 17%	13%	21%



Information channels used to search for guidance on how to eat more healthy

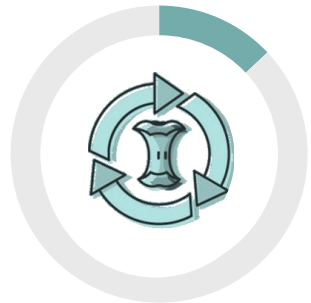


Searched for guidance to eat more healthily

INFORMATION CHANNELS Top 7 categories shown		CROSS COUNTRIES Base, n=415			TOTAL DK			TOTAL SWEDEN			TOTAL FINLAND		
			13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.
 	Online recipes & cookbooks	<div><div></div></div> 52%	51%	52%	<div><div></div></div> 43%	41%	45%	<div><div></div></div> 48%	44%	51%	<div><div></div></div> 59%	61%	57%
	Social media	<div><div></div></div> 47%	39%	54%	<div><div></div></div> 46%	37%	54%	<div><div></div></div> 44%	30%	53%	<div><div></div></div> 50%	45%	54%
	YouTube	<div><div></div></div> 43%	39%	46%	<div><div></div></div> 41%	28%	52%	<div><div></div></div> 43%	34%	49%	<div><div></div></div> 43%	48%	40%
	Parents	<div><div></div></div> 29%	33%	26%	<div><div></div></div> 26%	30%	23%	<div><div></div></div> 24%	22%	26%	<div><div></div></div> 33%	40%	28%
	Friends	<div><div></div></div> 28%	23%	32%	<div><div></div></div> 29%	20%	36%	<div><div></div></div> 28%	19%	34%	<div><div></div></div> 27%	27%	27%
	Blogs	<div><div></div></div> 27%	24%	29%	<div><div></div></div> 29%	21%	36%	<div><div></div></div> 14%	13%	15%	<div><div></div></div> 32%	32%	32%
	Official nutrition guidelines	<div><div></div></div> 18%	15%	20%	<div><div></div></div> 17%	18%	17%	<div><div></div></div> 16%	13%	19%	<div><div></div></div> 19%	14%	23%



Information channels used to search for guidance on how to eat more sustainable food



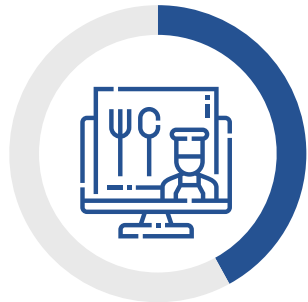
Searched for guidance to
eat more sustainable food

INFORMATION CHANNELS Top 7 categories shown		CROSS COUNTRIES Base, n=193			TOTAL DK			TOTAL SWEDEN			TOTAL FINLAND		
			13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.		13-16 y.o.	17-19 y.o.
 	Online recipes & cookbooks	55%	56%	55%	48%	47%	49%	55%	43%	61%	60%	68%	54%
	Social media	42%	31%	48%	42%	23%	49%	41%	18%	53%	43%	43%	44%
	YouTube	41%	32%	46%	38%	28%	41%	36%	20%	45%	47%	41%	52%
	Parents	26%	31%	23%	23%	52%	13%	27%	21%	30%	26%	30%	23%
	Friends	26%	23%	27%	31%	30%	31%	23%	13%	28%	25%	28%	22%
	Official nutrition guidelines	23%	28%	20%	10%	27%	5%	29%	28%	29%	25%	28%	23%
	Blogs	22%	17%	25%	28%	21%	30%	14%	17%	12%	25%	16%	32%

IMPACT OF INFORMATION SEARCH



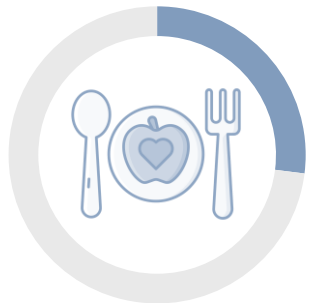
Impact of information search about new food and recipes



Searched for inspiration to **explore new food or recipes**

IMPACT OF INFORMATION SEEK	CROSS COUNTRIES Base, n=635	13-16 y.o. 290	17-19 y.o. 345	TOTAL DK 225	13-16 y.o. 96	17-19 y.o. 129	TOTAL SWEDEN 209	13-16 y.o. 102	17-19 y.o. 107	TOTAL FINLAND 201	13-16 y.o. 92	17-19 y.o. 109
Consider trying a specific new product or recipe	<div><div></div>25%</div>	27%	23%	<div><div></div>28%</div>	33%	24%	<div><div></div>22%</div>	22%	22%	<div><div></div>24%</div>	27%	22%
Try new food or recipes	<div><div></div>70%</div>	66%	73%	<div><div></div>66%</div>	60%	70%	<div><div></div>70%</div>	67%	73%	<div><div></div>74%</div>	71%	77%
5% didn't do anything												

Actions based on information search about guidance on how to eat more healthy



Searched for guidance to eat more healthily

IMPACT OF INFORMATION SEEK



CROSS COUNTRIES

Base, n=415

13-16 y.o.

185

17-19 y.o.

231



TOTAL DK

125

13-16 y.o.

58

17-19 y.o.

67



TOTAL SWEDEN

97

13-16 y.o.

39

17-19 y.o.

58



TOTAL FINLAND

193

13-16 y.o.

87

17-19 y.o.

106

Consider changing food habits toward a healthier diet



52%

51%

54%



54%

54%

54%



47%

42%

50%



54%

52%

55%

Change food habits toward a healthier diet



39%

38%

40%



39%

36%

41%



42%

46%

40%



38%

36%









40%

8% didn't do anything

Actions based on information search about guidance on how to eat more sustainable



Searched for guidance to
eat more sustainable food

IMPACT OF INFORMATION SEEK	CROSS COUNTRIES Base, n=193	13-16 y.o. 68	17-19 y.o. 125	TOTAL DK 49	13-16 y.o. 12*	17-19 y.o. 37	TOTAL SWEDEN 67	13-16 y.o. 22*	17-19 y.o. 45	TOTAL FINLAND 77	13-16 y.o. 33	17-19 y.o. 44
Consider changing food habits toward more sustainable food	 51%	50%	52%	 54%	46%	56%	 48%	45%	50%	 52%	54%	51%
Change food habits toward more sustainable food	 38%	36%	39%	 37%	45%	34%	 37%	32%	40%	 39%	35%	43%
11% didn't do anything												

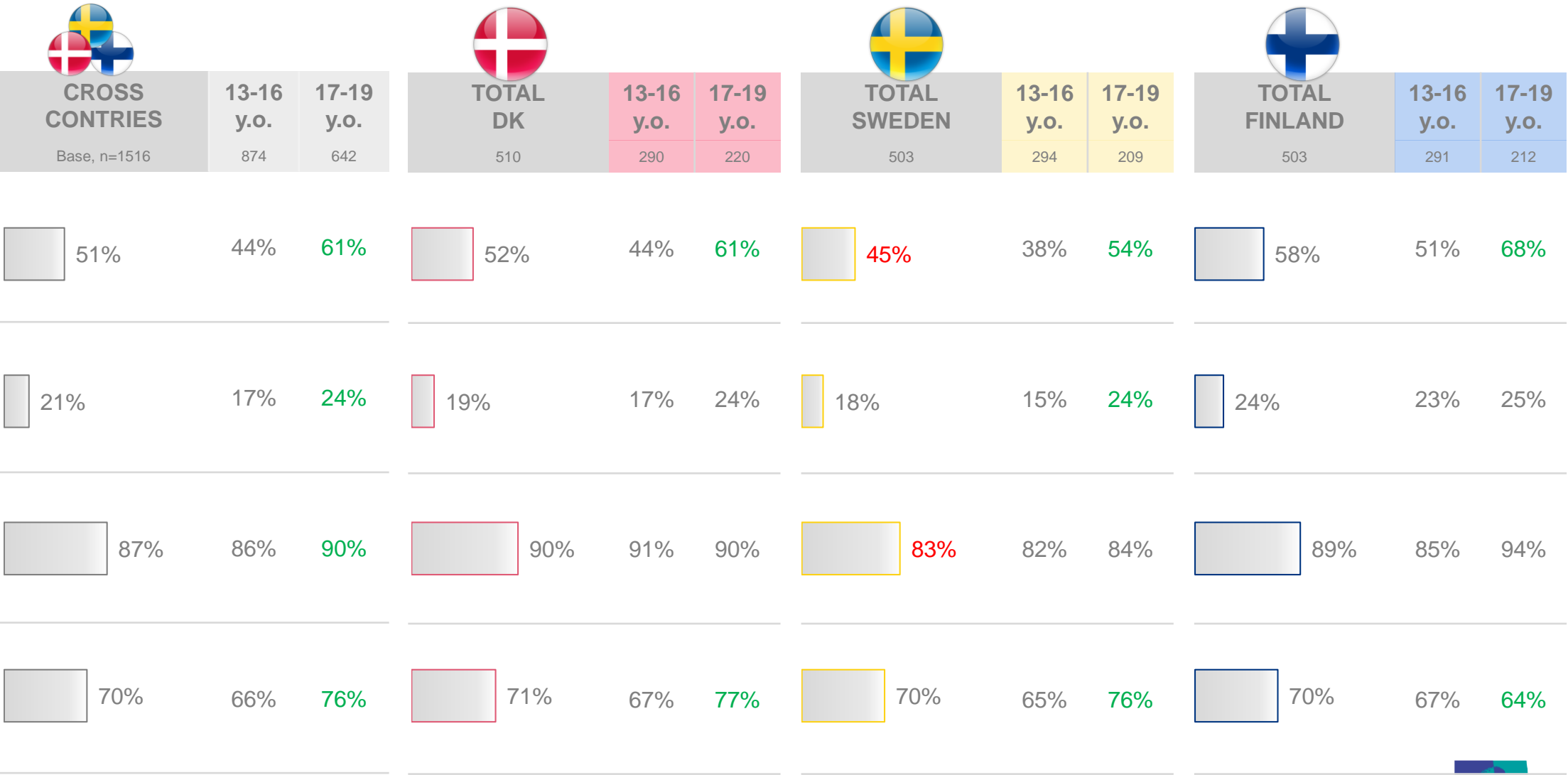
EVALUATION OF OFFICIAL GUIDELINES

EVALUATION OF OFFICIAL GUIDELINES

STIMULI SHOWN FOR RESPONDENTS



Evaluation of Official dietary Guidelines







Q21.0 Below is shown the official dietary guidelines. How well do you know these guidelines? Q22.0 Based on what you have just seen, which statement best describes how likely you would be to seek more information about the official dietary guidelines? Q23.0 Based on what you have just seen; which statement best describes how trustworthy you find the official dietary guidelines? Q24.0 Based on what you have just seen; which statement best describes how you feel about the relevance of the official dietary guidelines?

* TOP 2 DEFINITION AWARENESS:
Know a fair amount of what these are about +
Know very well what these are about

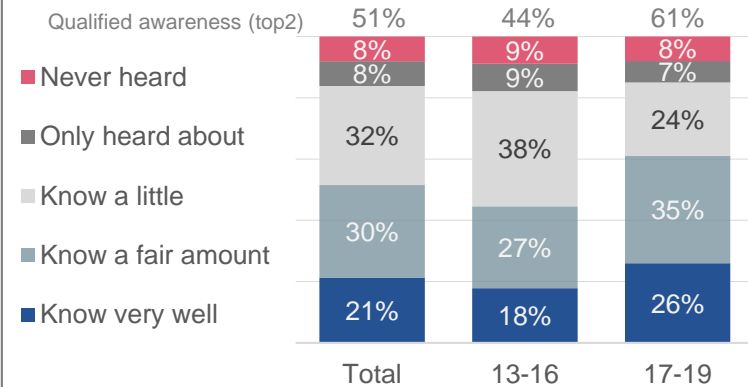


Evaluation of Official dietary Guidelines

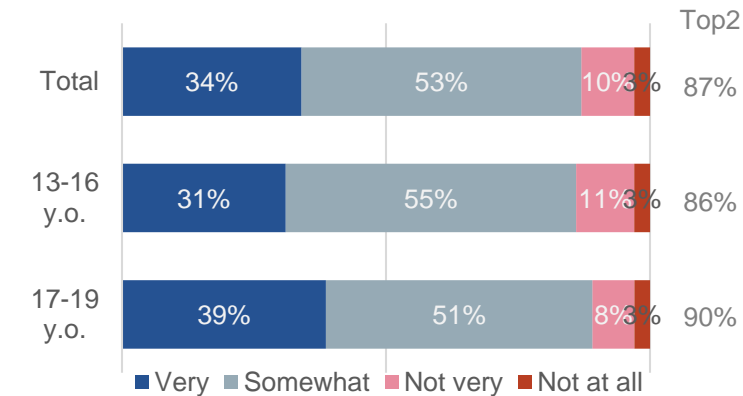
ASSOCIATIONS	 CROSS CONTRIES	13-16 y.o.	17-19 y.o.	 TOTAL DK	13-16 y.o.	17-19 y.o.	 TOTAL SWEDEN	13-16 y.o.	17-19 y.o.	 TOTAL FINLAND	13-16 y.o.	17-19 y.o.
	Base, n=1516	874	642	510	290	220	503	294	209	503	291	212
Clear and easy to understand	52%	48%	57%	57%	52%	65%	52%	51%	53%	47%	43%	53%
Tells me something useful	35%	32%	39%	36%	31%	44%	28%	25%	31%	42%	40%	44%
Lecturing	34%	30%	41%	28%	23%	34%	33%	30%	37%	42%	35%	52%
Tells me something important	31%	29%	34%	36%	32%	41%	26%	25%	27%	31%	30%	33%
Old fashioned	18%	19%	17%	17%	19%	15%	15%	14%	16%	22%	23%	21%
Convincing	18%	14%	23%	18%	12%	25%	15%	12%	20%	21%	18%	24%
Interesting	18%	14%	23%	18%	13%	24%	19%	15%	24%	18%	15%	22%
Catch my attention	14%	11%	18%	13%	7%	20%	11%	10%	14%	19%	17%	21%
Engaging	8%	5%	11%	7%	3%	13%	9%	8%	11%	7%	5%	9%
New and different	6%	6%	6%	6%	6%	5%	6%	5%	6%	7%	7%	7%
Confusing	5%	5%	5%	4%	4%	4%	6%	6%	6%	4%	5%	4%
None of the above	9%	11%	6%	8%	10%	6%	13%	17%	9%	4%	6%	2%

EVALUATION OF OFFICIAL DIETARY GUIDELINES

AWARENESS



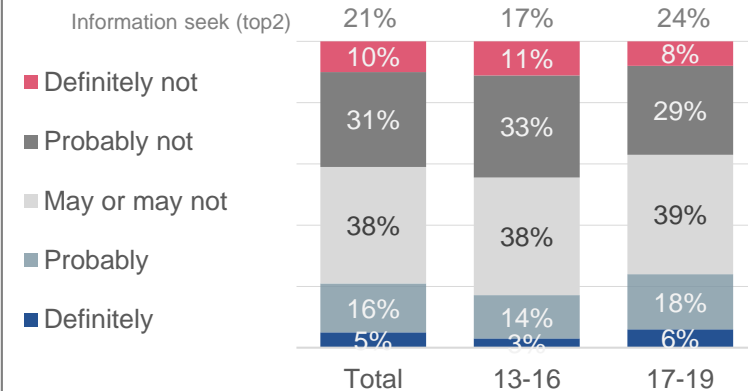
TRUSTWORTHY



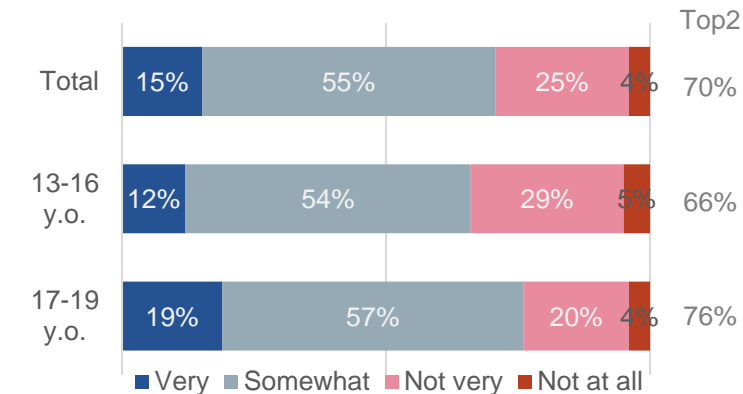
ASSOCIATIONS

	TOTAL	13-16 y.o.	17-19 y.o.
Clear and easy to understand	52%	48%	57%
Tells me something useful	35%	32%	39%
Lecturing	34%	30%	41%
Tells me something important	31%	29%	34%
Old fashioned	18%	19%	17%
Convincing	18%	14%	23%
Interesting	18%	14%	23%
Catch my attention	14%	11%	18%
Engaging	8%	5%	11%
New and different	6%	6%	6%
Confusing	5%	5%	5%
None of the above	9%	11%	6%

INFORMATION SEEK



RELEVANCE

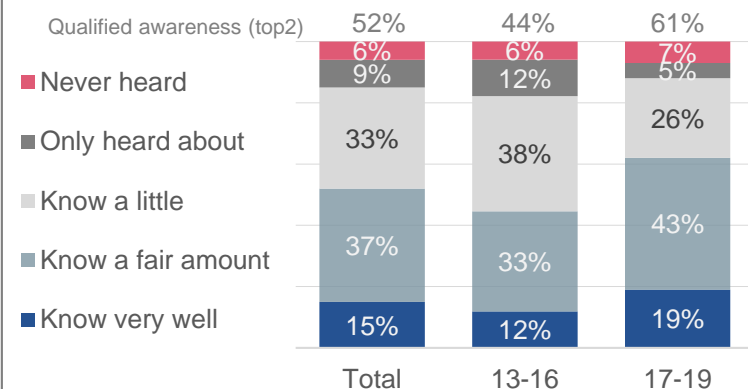


Base: total, n=1516 / 13-16 Y.O, n=874 / 17-19 Y.O, n=642

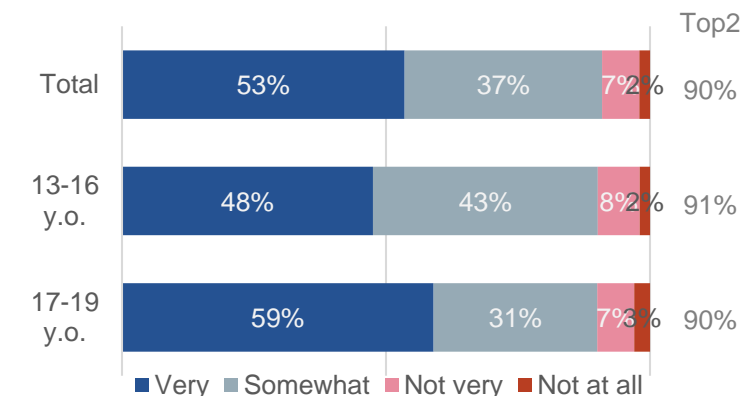


EVALUATION OF OFFICIAL DIETARY GUIDELINES

AWARENESS



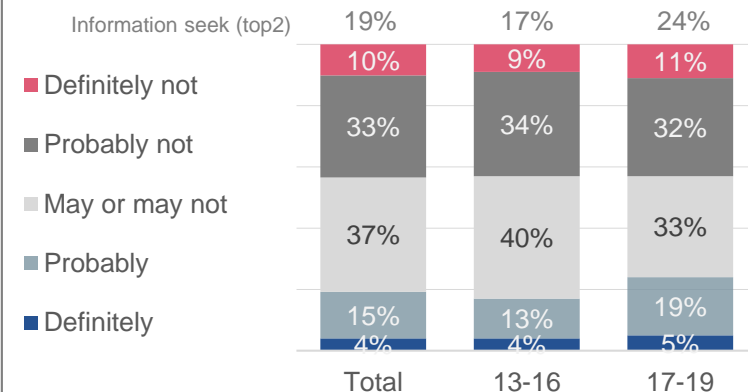
TRUSTWORTHY



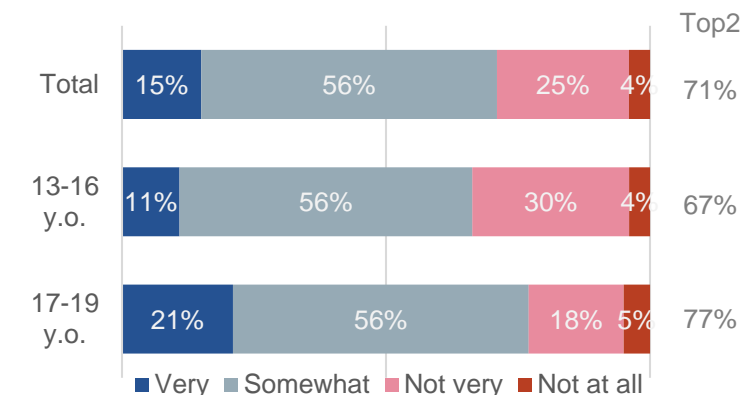
ASSOCIATIONS

	TOTAL	13-16 y.o.	17-19 y.o.
Clear and easy to understand	57%	52%	65%
Tells me something useful	36%	31%	44%
Tells me something important	36%	32%	41%
Lecturing	28%	23%	34%
Convincing	18%	12%	25%
Interesting	18%	13%	24%
Old fashioned	17%	19%	15%
Catch my attention	13%	7%	20%
Engaging	7%	3%	13%
New and different	6%	6%	5%
Confusing	4%	4%	4%
None of the above	8%	10%	6%

INFORMATION SEEK



RELEVANCE

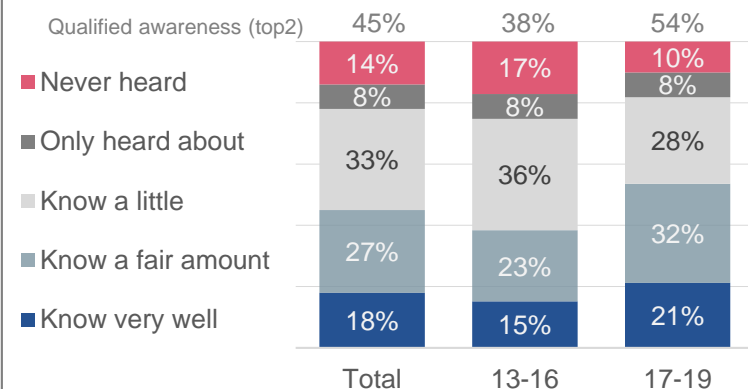


Base: total, n=510 / 13-16 Y.O., n=290 / 17-19 Y.O., n=220

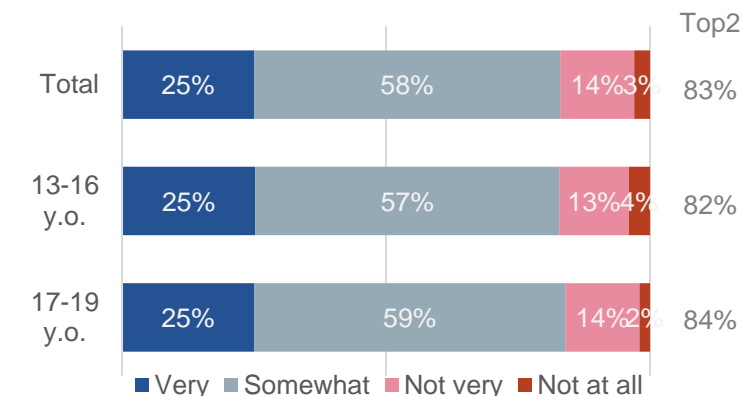


EVALUATION OF OFFICIAL DIETARY GUIDELINES

AWARENESS



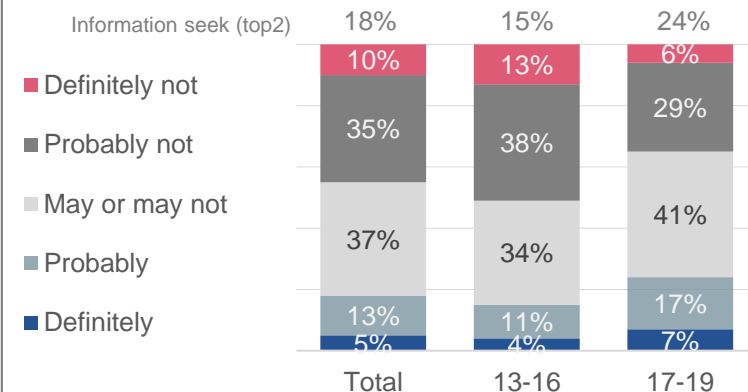
TRUSTWORTHY



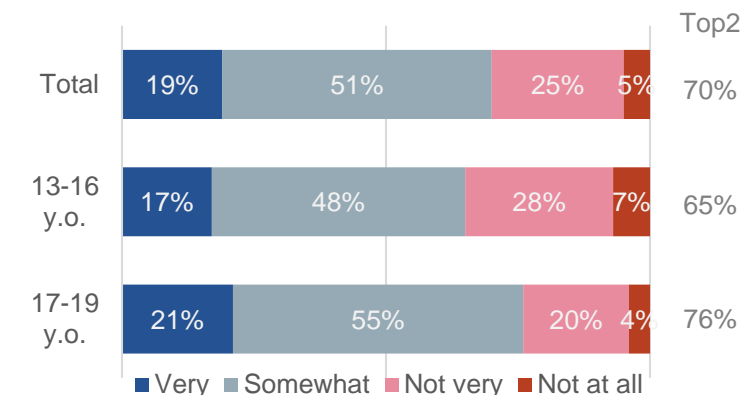
ASSOCIATIONS

	TOTAL	13-16 y.o.	17-19 y.o.
Clear and easy to understand	52%	51%	53%
Lecturing	33%	30%	37%
Tells me something useful	28%	25%	31%
Tells me something important	26%	25%	27%
Interesting	19%	15%	24%
Convincing	15%	12%	20%
Old fashioned	15%	14%	16%
Catch my attention	11%	10%	14%
Engaging	9%	8%	11%
New and different	6%	5%	6%
Confusing	6%	6%	6%
None of the above	13%	17%	9%

INFORMATION SEEK



RELEVANCE

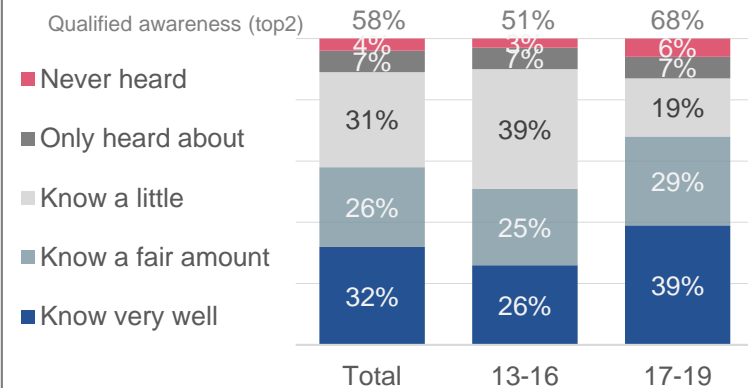


Base: total, n=503 / 13-16 Y.O., n=294 / 17-19 Y.O., n=209

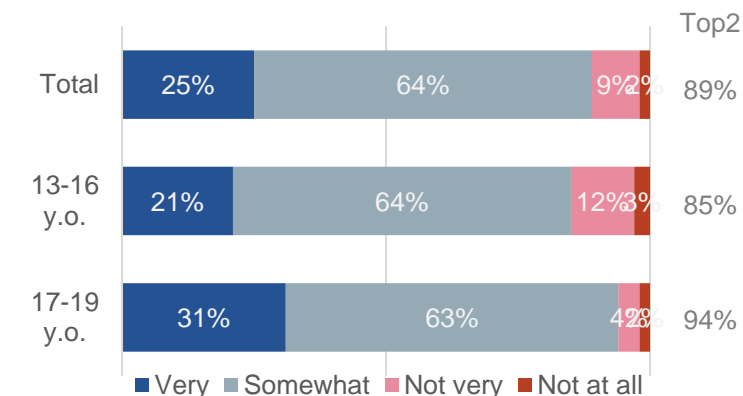


EVALUATION OF OFFICIAL DIETARY GUIDELINES

AWARENESS



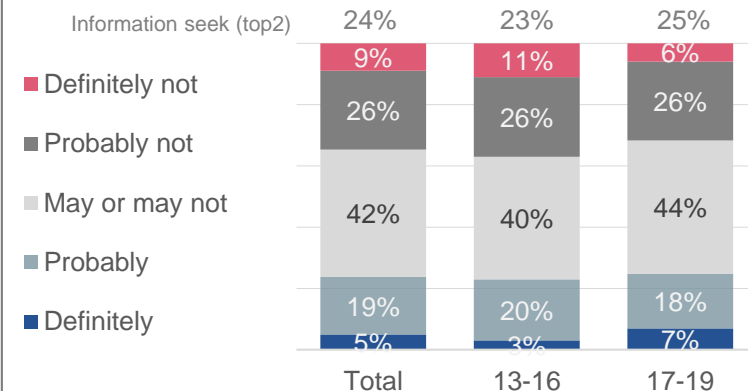
TRUSTWORTHY



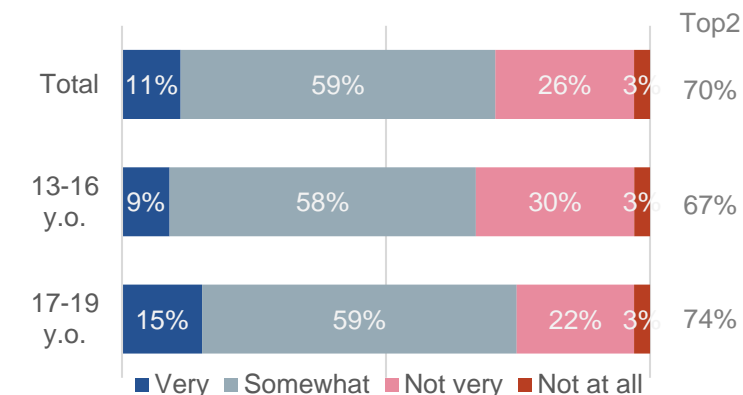
ASSOCIATIONS

	TOTAL	13-16 y.o.	17-19 y.o.
Clear and easy to understand	47%	43%	53%
Lecturing	42%	35%	52%
Tells me something useful	42%	40%	44%
Tells me something important	31%	30%	33%
Old fashioned	22%	23%	21%
Convincing	21%	18%	24%
Catch my attention	19%	17%	21%
Interesting	18%	15%	22%
Engaging	7%	5%	9%
New and different	7%	7%	7%
Confusing	4%	5%	4%
None of the above	4%	6%	2%

INFORMATION SEEK



RELEVANCE

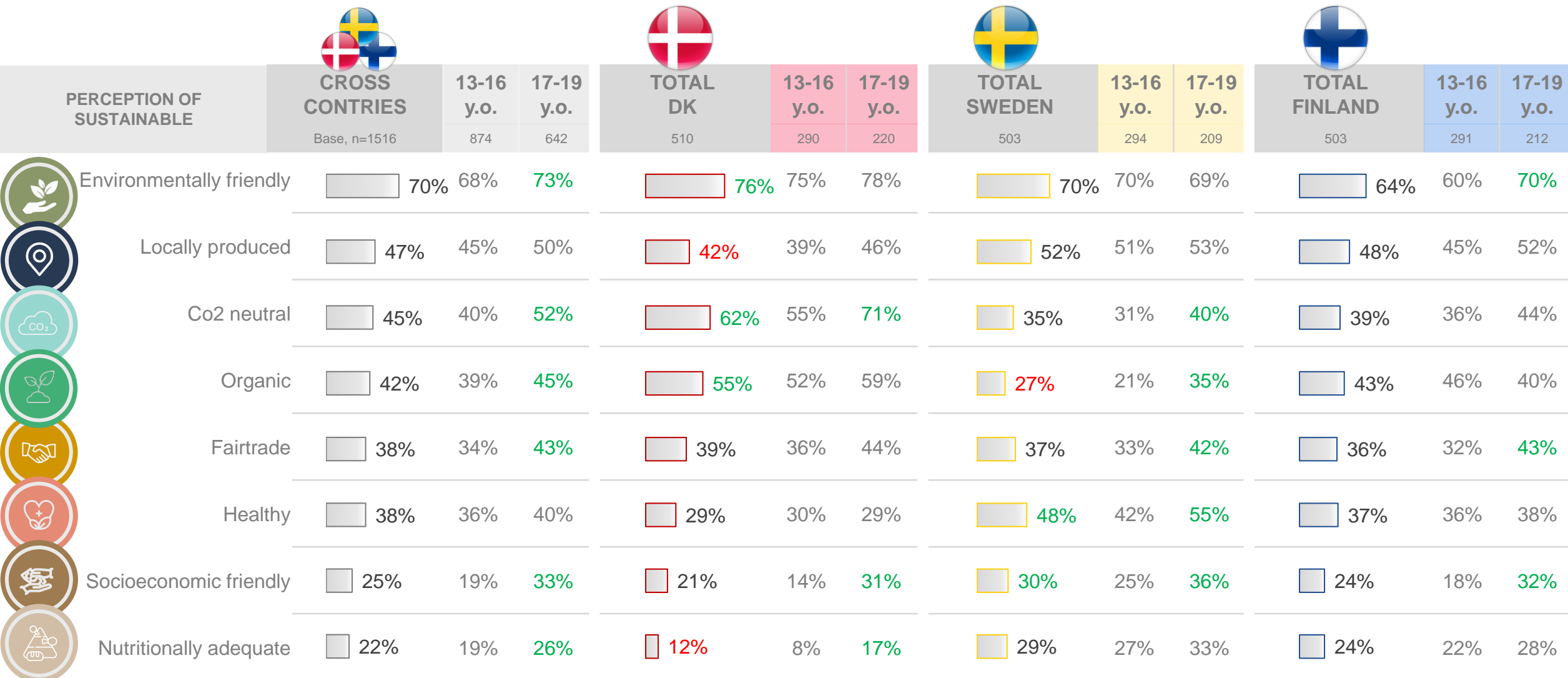


Base: total, n=503 / 13-16 Y.O., n=291 / 17-19 Y.O., n=212

UNDERSTANDING OF WHAT DEFINES SUSTAINABLE DIETS



Which attributes is defining a sustainable diet (select all that applies)



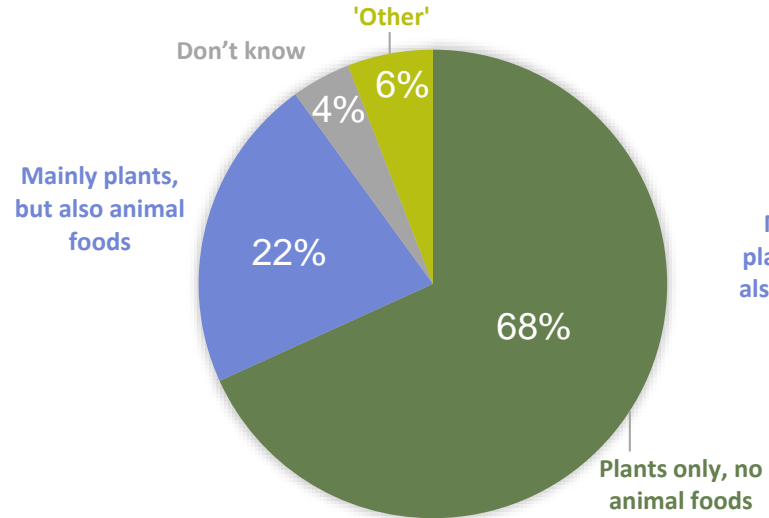
UNDERSTANDING OF WHAT IS PLANT-BASED DIETS



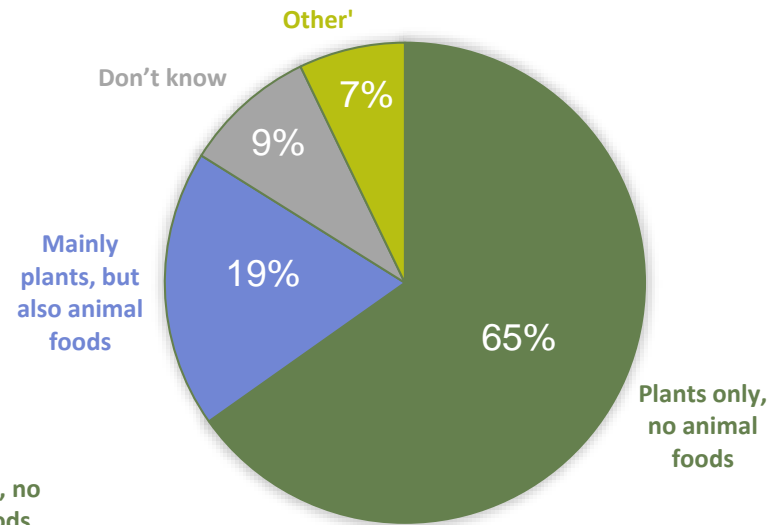
Explanation of what a plant-based diet is (Open end responses – coded)



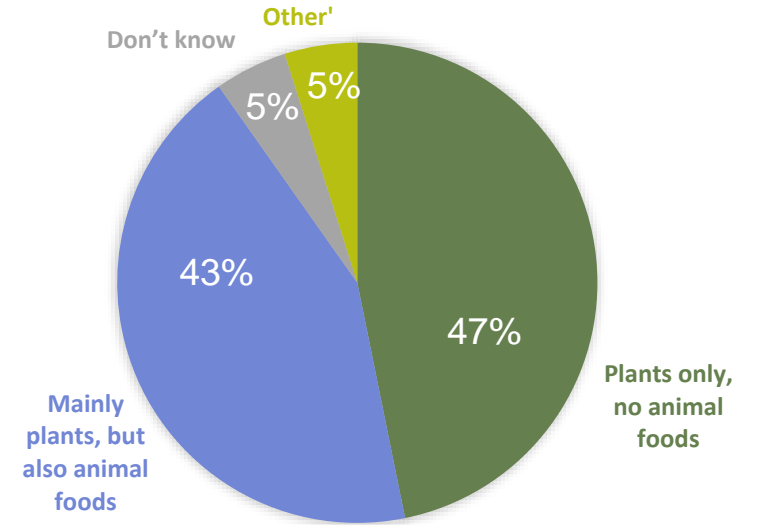
Base, N=510



Base, N=503



Base, N=503



PAST 7 DAYS FOOD CONSUMPTION



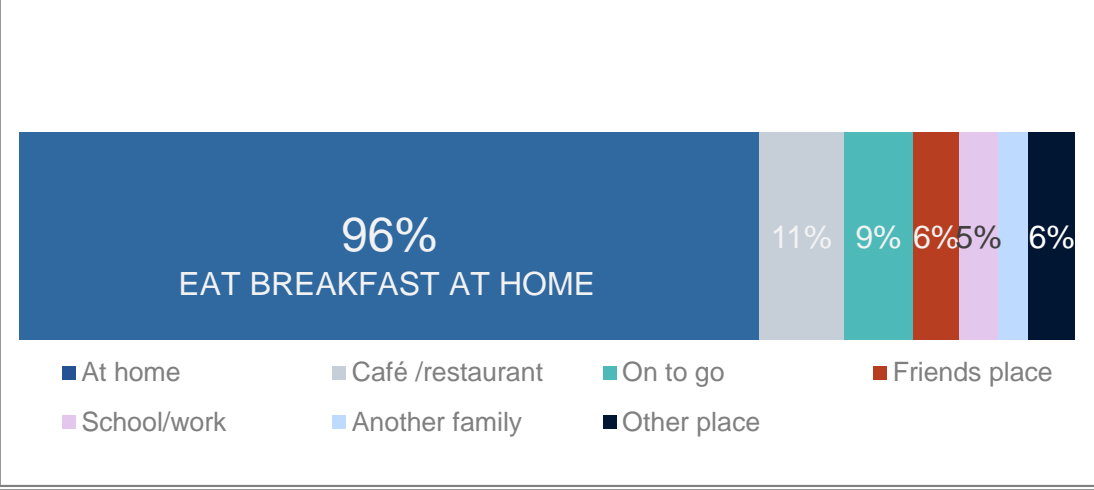
MEALS IN P7D n=1516

	BREAKFAST	LUNCH	DINNER	SNACKS
None	5%	4%	1%	8%
1 day	4%	2%	1%	3%
2	5%	5%	2%	10%
3	5%	7%	3%	15%
4	7%	8%	3%	13%
5	9%	12%	6%	12%
6	7%	9%	8%	5%
7 days	58%	53%	75%	35%
Avg.	5.5	5.5	6.3	4.5

WEEKDAY MEALS ACCOMPANIED BY

	BREAKFAST N=1437	LUNCH N=1463	DINNER N=1504	SNACKS N=1392
Family	51%	40%	90%	22%
Friends/ school mates	6%	56%	13%	26%
Other	1%	6%	3%	7%
Alone	45%	13%	6%	58%

LOCATION FOR BREAKFAST n=1437

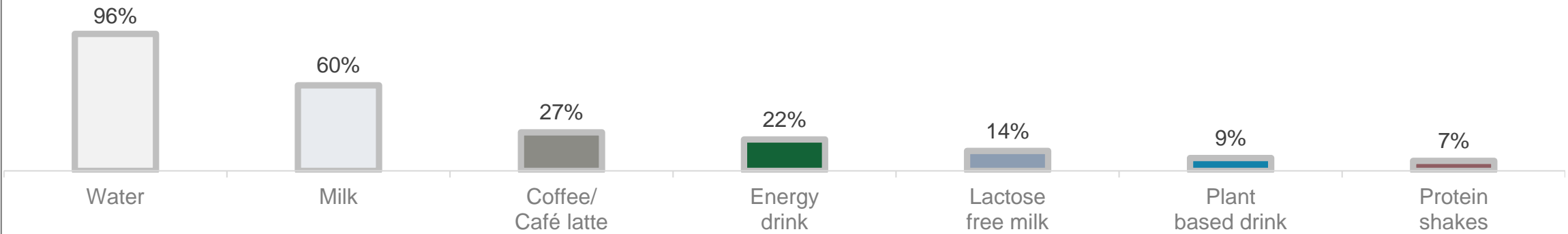


WEEKEND MEALS ACCOMPANIED BY

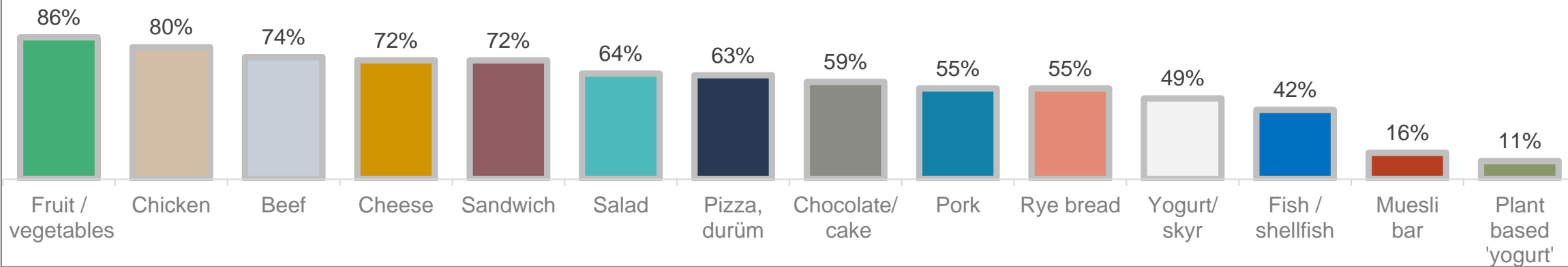
	BREAKFAST N=1437	LUNCH N=1463	DINNER N=1504	SNACKS N=1392
Family	66%	76%	89%	36%
Friends/ school mates	8%	19%	17%	20%
Other	3%	5%	5%	6%
Alone	30%	14%	5%	49%



DRINKS CONSUMED IN P7D n=1516







PRODUCTS CONSUMED IN P7D n=1516









Thinking of the past 7 days, how many times did you have each of following meals / snacks in between meals?

MEALS IN P7D												
	CROSS CONTRIES	13-16 y.o.	17-19 y.o.	TOTAL DK	13-16 y.o.	17-19 y.o.	TOTAL SWEDEN	13-16 y.o.	17-19 y.o.	TOTAL FINLAND	13-16 y.o.	17-19 y.o.
	Base, n=1516	874	642	510	290	220	503	294	209	503	291	212
BREAKFAST												
None	▮ 5%	5%	6%	▮ 5%	4%	5%	▮ 6%	6%	6%	▮ 5%	5%	7%
1 day	▮ 4%	3%	5%	▮ 3%	2%	5%	▮ 3%	2%	4%	▮ 5%	5%	4%
2	▮ 5%	4%	7%	▮ 5%	5%	5%	▮ 5%	4%	7%	▮ 5%	4%	8%
3	▮ 5%	4%	6%	▮ 5%	4%	7%	▮ 4%	4%	5%	▮ 6%	6%	5%
4	▮ 7%	6%	8%	▮ 6%	4%	7%	▮ 8%	8%	9%	▮ 6%	5%	8%
5	▮ 9%	9%	10%	▮ 8%	7%	10%	▮ 10%	9%	12%	▮ 9%	10%	8%
6	▮ 7%	7%	8%	▮ 8%	6%	10%	▮ 7%	6%	8%	▮ 7%	7%	6%
7 days	▮ 58%	63%	51%	▮ 60%	68%	50%	▮ 57%	63%	49%	▮ 57%	59%	54%
Avg.	5,5	5,7	5,2	5,6	5,9	5,2	5,5	5,7	5,2	5,4	5,6	5,2
LUNCH												
None	▮ 4%	3%	4%	▮ 2%	2%	2%	▮ 3%	2%	3%	▮ 6%	5%	8%
1 day	▮ 2%	2%	3%	▮ 2%	2%	2%	▮ 2%	2%	2%	▮ 3%	2%	3%
2	▮ 5%	5%	6%	▮ 6%	4%	7%	▮ 4%	4%	4%	▮ 6%	5%	7%
3	▮ 7%	7%	8%	▮ 7%	5%	9%	▮ 5%	6%	4%	▮ 10%	10%	10%
4	▮ 8%	7%	10%	▮ 9%	7%	12%	▮ 8%	8%	9%	▮ 7%	5%	10%
5	▮ 12%	13%	11%	▮ 15%	15%	15%	▮ 12%	13%	9%	▮ 10%	11%	9%
6	▮ 9%	8%	10%	▮ 9%	9%	9%	▮ 9%	8%	11%	▮ 8%	7%	9%
7 days	▮ 53%	56%	48%	▮ 51%	57%	43%	▮ 57%	57%	57%	▮ 50%	55%	44%
Avg.	5,5	5,6	5,3	5,6	5,8	5,3	5,7	5,7	5,7	5,2	5,4	5,0























Thinking of the past 7 days, how many times did you have each of following meals / snacks in between meals?

MEALS IN P7D												
	CROSS CONTRIES	13-16 y.o.	17-19 y.o.	TOTAL DK	13-16 y.o.	17-19 y.o.	TOTAL SWEDEN	13-16 y.o.	17-19 y.o.	TOTAL FINLAND	13-16 y.o.	17-19 y.o.
	Base, n=1516	874	642	510	290	220	503	294	209	503	291	212
DINNER												
None	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	2%	1%
1 day	1%	1%	1%	1%	1%	0%	1%	1%	0%	2%	3%	2%
2	2%	1%	2%	1%	1%	2%	1%	0%	1%	4%	3%	4%
3	3%	3%	4%	1%	0%	1%	1%	2%	1%	8%	7%	8%
4	3%	2%	5%	1%	1%	2%	2%	1%	4%	7%	6%	8%
5	6%	5%	8%	3%	2%	4%	6%	5%	8%	11%	10%	11%
6	8%	6%	10%	6%	5%	7%	8%	7%	9%	11%	7%	15%
7 days	<div><div></div></div> 75%	79%	70%	<div><div></div></div> 87%	91%	83%	<div><div></div></div> 81%	84%	76%	<div><div></div></div> 57%	62%	51%
Avg.	6,3	6,4	6,2	6,7	6,8	6,6	6,6	6,7	6,4	5,8	5,8	5,7
SNACKS IN BETWEEN MEALS												
None	8%	8%	9%	2%	1%	3%	14%	14%	15%	9%	8%	9%
1 day	3%	2%	4%	2%	1%	3%	4%	4%	4%	3%	2%	5%
2	10%	9%	11%	7%	6%	7%	12%	10%	13%	11%	9%	13%
3	15%	15%	16%	13%	12%	14%	17%	17%	18%	15%	15%	15%
4	13%	12%	14%	12%	12%	13%	13%	12%	15%	13%	13%	13%
5	12%	10%	14%	14%	11%	17%	12%	11%	12%	10%	9%	12%
6	5%	4%	5%	6%	4%	7%	3%	3%	4%	5%	5%	5%
7 days	<div><div></div></div> 35%	40%	28%	<div><div></div></div> 45%	52%	36%	<div><div></div></div> 25%	29%	20%	<div><div></div></div> 34%	38%	28%
Avg.	4,5	4,7	4,2	5,2	5,4	4,9	3,9	4,0	3,6	4,4	4,6	4,1







On a typical weekday with whom – if any - are you typically having the meals below?

WEEKDAY MEALS ACCOMPANIED BY												
	CROSS CONTRIES	13-16 y.o.	17-19 y.o.	TOTAL DK	13-16 y.o.	17-19 y.o.	TOTAL SWEDEN	13-16 y.o.	17-19 y.o.	TOTAL FINLAND	13-16 y.o.	17-19 y.o.
	Base, n=1437	833	604	487	278	208	475	278	197	476	277	198
BREAKFAST												
Family		61%	38%	55%	63%	43%	53%	66%	34%	46%	52%	37%
Friends / school mates		5%	7%	7%	5%	9%	3%	3%	4%	7%	7%	8%
Other		1%	2%	2%	1%	3%	1%	1%	1%	1%	1%	2%
Alone		37%	57%	40%	33%	49%	46%	34%	64%	50%	45%	59%
LUNCH												
Family		41%	39%	19%	18%	22%	44%	41%	48%	58%	64%	50%
Friends / school mates		61%	50%	77%	85%	67%	53%	58%	45%	38%	38%	36%
Other		4%	9%	5%	2%	8%	6%	5%	7%	7%	4%	12%
Alone		9%	19%	13%	9%	18%	11%	6%	18%	16%	12%	21%
DINNER												
Family		93%	84%	93%	96%	88%	94%	96%	92%	82%	88%	74%
Friends / school mates		11%	16%	12%	10%	15%	11%	7%	16%	16%	15%	17%
Other		2%	5%	2%	1%	4%	3%	3%	4%	5%	3%	7%
Alone		4%	9%	3%	1%	4%	4%	2%	5%	11%	7%	17%
SNACKS IN BETWEEN MEALS												
Family		27%	15%	19%	24%	12%	23%	27%	17%	24%	30%	16%
Friends / school mates		27%	24%	38%	42%	33%	17%	17%	16%	20%	21%	20%
Other		6%	9%	10%	8%	12%	4%	3%	4%	8%	6%	9%
Alone		54%	63%	52%	46%	59%	63%	60%	68%	59%	55%	64%





















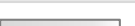


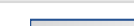







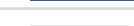







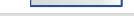










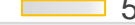
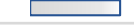





























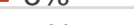
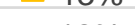

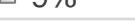
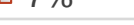




On a typical day in the weekend with whom – if any - are you typically having the meals below?

WEEKEND MEALS ACCOMPANIED BY												
	CROSS CONTRIES	13-16 y.o.	17-19 y.o.	TOTAL DK	13-16 y.o.	17-19 y.o.	TOTAL SWEDEN	13-16 y.o.	17-19 y.o.	TOTAL FINLAND	13-16 y.o.	17-19 y.o.
	Base, n=1437	833	604	487	278	208	475	278	197	476	277	198
BREAKFAST												
Family	<div><div></div></div> 66%	73%	57%	<div><div></div></div> 73%	79%	64%	<div><div></div></div> 67%	74%	57%	<div><div></div></div> 59%	66%	49%
Friends / school mates	<div><div></div></div> 8%	6%	9%	<div><div></div></div> 8%	7%	10%	<div><div></div></div> 4%	2%	7%	<div><div></div></div> 10%	9%	12%
Other	<div><div></div></div> 3%	2%	4%	<div><div></div></div> 3%	1%	4%	<div><div></div></div> 2%	2%	2%	<div><div></div></div> 3%	1%	6%
Alone	<div><div></div></div> 30%	25%	36%	<div><div></div></div> 23%	19%	28%	<div><div></div></div> 31%	25%	39%	<div><div></div></div> 36%	31%	42%
LUNCH	1463	849	614	501	285	216	489	287	202	473	276	196
Family	<div><div></div></div> 76%	82%	67%	<div><div></div></div> 69%	76%	60%	<div><div></div></div> 80%	85%	74%	<div><div></div></div> 78%	86%	66%
Friends / school mates	<div><div></div></div> 19%	15%	23%	<div><div></div></div> 21%	17%	24%	<div><div></div></div> 16%	11%	23%	<div><div></div></div> 20%	17%	23%
Other	<div><div></div></div> 5%	3%	6%	<div><div></div></div> 4%	3%	5%	<div><div></div></div> 5%	5%	6%	<div><div></div></div> 5%	3%	7%
Alone	<div><div></div></div> 14%	11%	19%	<div><div></div></div> 18%	15%	23%	<div><div></div></div> 11%	7%	15%	<div><div></div></div> 13%	10%	17%
DINNER	1504	868	636	508	290	218	499	293	207	496	286	211
Family	<div><div></div></div> 89%	94%	82%	<div><div></div></div> 92%	97%	85%	<div><div></div></div> 92%	95%	87%	<div><div></div></div> 83%	90%	73%
Friends / school mates	<div><div></div></div> 17%	13%	22%	<div><div></div></div> 19%	15%	25%	<div><div></div></div> 13%	8%	19%	<div><div></div></div> 18%	16%	21%
Other	<div><div></div></div> 5%	3%	7%	<div><div></div></div> 4%	2%	8%	<div><div></div></div> 4%	3%	6%	<div><div></div></div> 5%	3%	8%
Alone	<div><div></div></div> 5%	3%	8%	<div><div></div></div> 2%	1%	4%	<div><div></div></div> 4%	2%	6%	<div><div></div></div> 9%	6%	14%
SNACK	1392	805	587	500	285	214	433	254	179	460	266	194
Family	<div><div></div></div> 36%	43%	26%	<div><div></div></div> 36%	44%	26%	<div><div></div></div> 35%	42%	25%	<div><div></div></div> 37%	44%	28%
Friends / school mates	<div><div></div></div> 20%	19%	21%	<div><div></div></div> 25%	24%	26%	<div><div></div></div> 12%	10%	16%	<div><div></div></div> 21%	22%	20%
Other	<div><div></div></div> 6%	5%	7%	<div><div></div></div> 6%	4%	9%	<div><div></div></div> 5%	5%	4%	<div><div></div></div> 6%	6%	6%
Alone	<div><div></div></div> 49%	45%	55%	<div><div></div></div> 46%	42%	52%	<div><div></div></div> 53%	50%	58%	<div><div></div></div> 49%	43%	57%



Which the products below have you consumed within the past 7 days?

PRODUCTS CONSUMED IN P7D	 CROSS CONTRIES <small>Base, n=1516</small>	13-16 y.o.	17-19 y.o.	 TOTAL DK <small>510</small>	13-16 y.o.	17-19 y.o.	 TOTAL SWEDEN <small>503</small>	13-16 y.o.	17-19 y.o.	 TOTAL FINLAND <small>503</small>	13-16 y.o.	17-19 y.o.
		874	642		290	220		294	209		291	212
Fruit / vegetables	 86%	87%	85%	 89%	88%	89%	 86%	88%	84%	 83%	84%	83%
Chicken	 80%	80%	79%	 83%	82%	84%	 75%	76%	74%	 81%	83%	78%
Beef	 74%	75%	72%	 80%	85%	73%	 70%	71%	69%	 71%	69%	73%
Cheese	 72%	71%	73%	 58%	53%	65%	 76%	75%	77%	 82%	85%	79%
Sandwich	 72%	75%	68%	 48%	47%	49%	 86%	89%	81%	 82%	88%	74%
Salad	 64%	62%	67%	 66%	61%	73%	 57%	57%	58%	 69%	68%	70%
Pizza, dürüm, fries, other "take-out"	 63%	64%	61%	 64%	65%	63%	 66%	71%	58%	 59%	57%	61%
Chocolate bar / cake	 59%	61%	56%	 58%	61%	53%	 64%	67%	61%	 55%	56%	54%
Pork	 55%	57%	52%	 63%	66%	61%	 45%	47%	43%	 56%	59%	52%
Rye bread	 55%	53%	56%	 76%	76%	76%	 19%	16%	21%	 69%	68%	71%
Yogurt/ Skyr	 49%	50%	46%	 42%	40%	45%	 50%	51%	49%	 54%	61%	45%
Fish / shellfish	 42%	40%	45%	 36%	31%	42%	 44%	43%	45%	 46%	45%	47%
Muesli bar	 16%	15%	17%	 29%	30%	28%	 9%	6%	12%	 10%	10%	9%
Plant based yogurt	 11%	9%	12%	 8%	5%	11%	 11%	9%	14%	 13%	13%	13%
DRINKS												
Water	 96%	96%	96%	 98%	97%	98%	 95%	95%	94%	 96%	96%	96%
Milk	 60%	62%	57%	 60%	66%	53%	 62%	62%	62%	 57%	59%	55%
Coffee/Café latte	 27%	18%	39%	 23%	13%	36%	 25%	18%	35%	 34%	24%	46%
Energy drink	 22%	16%	30%	 15%	10%	21%	 23%	16%	32%	 29%	23%	37%
Lactose free milk	 14%	14%	13%	 5%	7%	4%	 13%	13%	12%	 23%	23%	24%
Plant based drink	 9%	6%	13%	 7%	4%	12%	 12%	10%	15%	 8%	4%	14%
Protein shakes	 7%	3%	13%	 5%	1%	11%	 10%	5%	17%	 7%	4%	12%

BARRIERS FOR HAVING BREAKFAST



BARRIERS FOR EATING BREAKFAST P7D

	TOTAL CROSS COUNTRIES N=635	NO BREAKFAST P7D N=79	1 BREAKFAST P7D N=53	2 BREAKFASTS P7D N=77	3 BREAKFASTS P7D N=77	4 BREAKFASTS P7D N=101	5 BREAKFASTS P7D N=138	6 BREAKFASTS P7D N=110
I am not (always) hungry in the morning	60%	60%	45%	71%	62%	60%	61%	56%
I forget to eat breakfast	28%	19%	29%	27%	28%	31%	32%	26%
I don't have time for breakfast	20%	12%	15%	23%	24%	32%	23%	11%
I don't like breakfast	16%	31%	21%	25%	15%	18%	7%	5%
I don't like the breakfast options that are available in my home	9%	4%	7%	7%	10%	15%	13%	6%
I want to lose weight	7%	5%	3%	9%	10%	9%	9%	3%
No one prepare breakfast for me	6%	3%	7%	6%	9%	11%	6%	1%
I cannot get the kind of breakfast I want to bring on the go	3%	4%	6%	2%	4%	1%	3%	2%
We don't eat breakfast in my family	1%	3%	1%	1%	3%	1%	1%	0
Other reason (e.g. sleep late)	18%	15%	14%	15%	16%	17%	21%	24%



BARRIERS FOR EATING BREAKFAST P7D	 CROSS CONTRIES Base, n=635	13-16 y.o.	17-19 y.o.	 TOTAL DK 203	13-16 y.o.	17-19 y.o.	 TOTAL SWEDEN 216	13-16 y.o.	17-19 y.o.	 TOTAL FINLAND 217	13-16 y.o.	17-19 y.o.
		320	316		91	111		109	107		119	98
I am not (always) hungry in the morning	60%	61%	59%	61%	55%	65%	56%	60%	52%	63%	66%	59%
I forget to eat breakfast	28%	29%	26%	22%	23%	21%	21%	22%	20%	39%	40%	39%
I don't have time for breakfast	20%	19%	22%	24%	24%	24%	18%	12%	23%	20%	21%	20%
I don't like breakfast	16%	13%	18%	13%	12%	14%	23%	16%	31%	11%	12%	8%
I don't like the breakfast options that are available in my home	9%	11%	8%	11%	11%	12%	11%	15%	8%	5%	6%	4%
I want to lose weight	7%	5%	9%	10%	9%	11%	4%	0%	7%	8%	6%	9%
No one prepare breakfast for me	6%	8%	4%	6%	8%	5%	5%	7%	3%	7%	9%	5%
I cannot get the kind of breakfast I want to bring on the go	3%	2%	4%	4%	3%	5%	2%	2%	1%	3%	1%	5%
We don't eat breakfast in my family	1%	1%	2%	2%	0%	3%	0%	0%	0%	2%	3%	1%
Other reason (e.g sleep late)	18%	20%	17%	20%	22%	18%	23%	25%	20%	12%	14%	11%