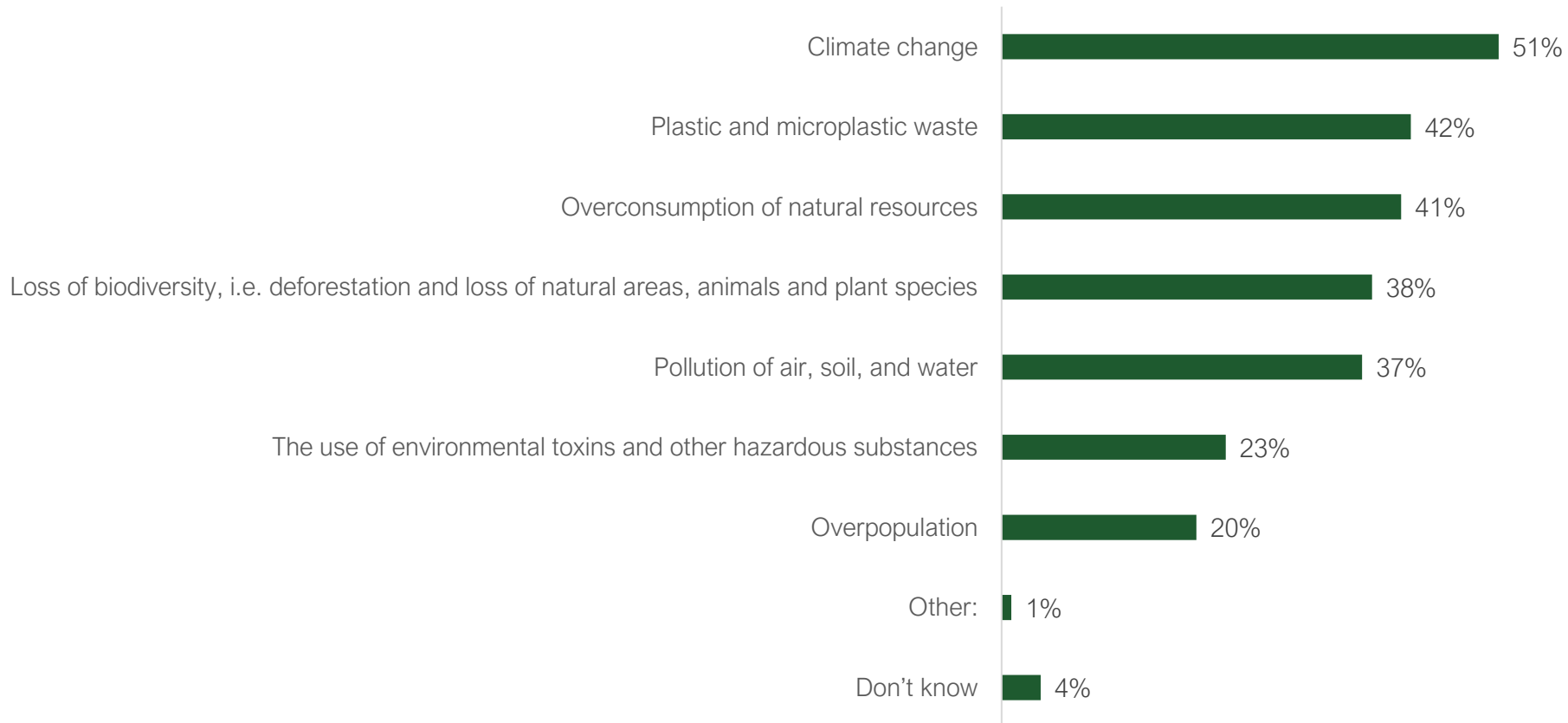
A scenic landscape featuring a calm lake in the foreground, two people sitting on a wooden pier, and majestic mountains in the background under a cloudy sky. The scene is captured from a low angle on the pier, looking out over the water towards the mountains.

Nature in Nordic consumer Sustainability Index 2024

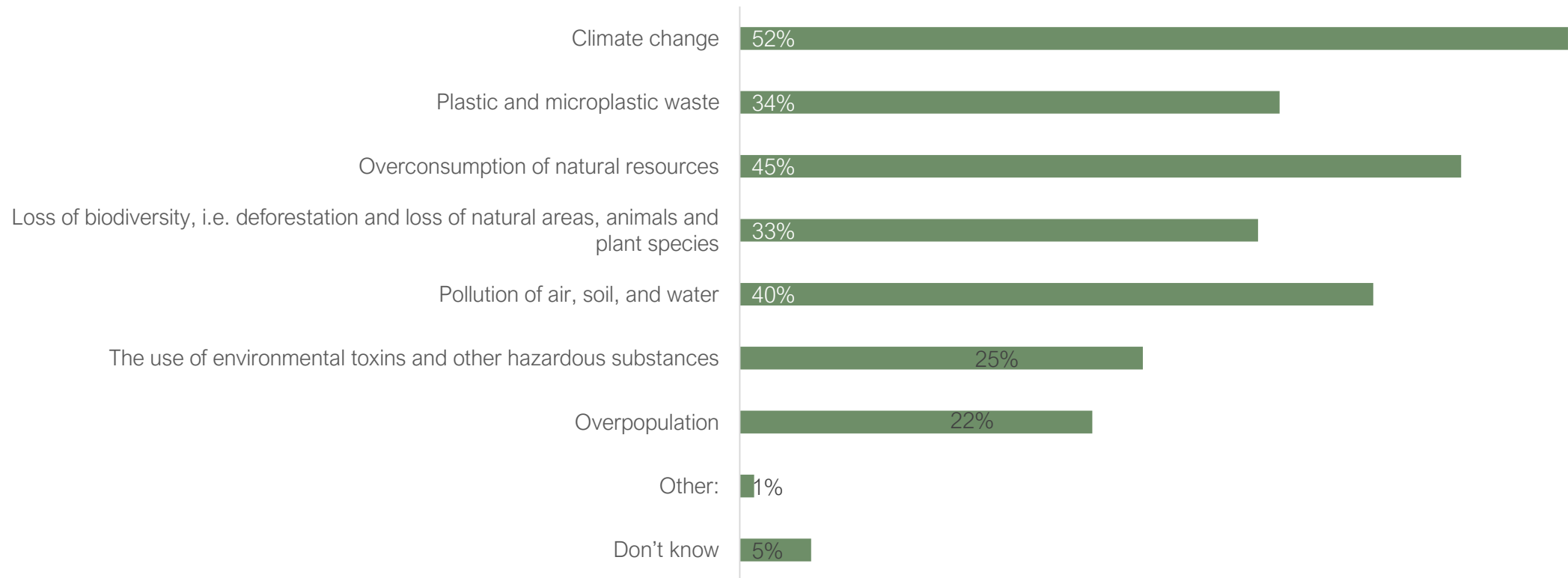
Nordic total and Sweden

According to Nordic consumers: Loss of biodiversity is the 4th most critical environmental issues we are facing today



In your view, what are the most critical environmental issues we are facing today?

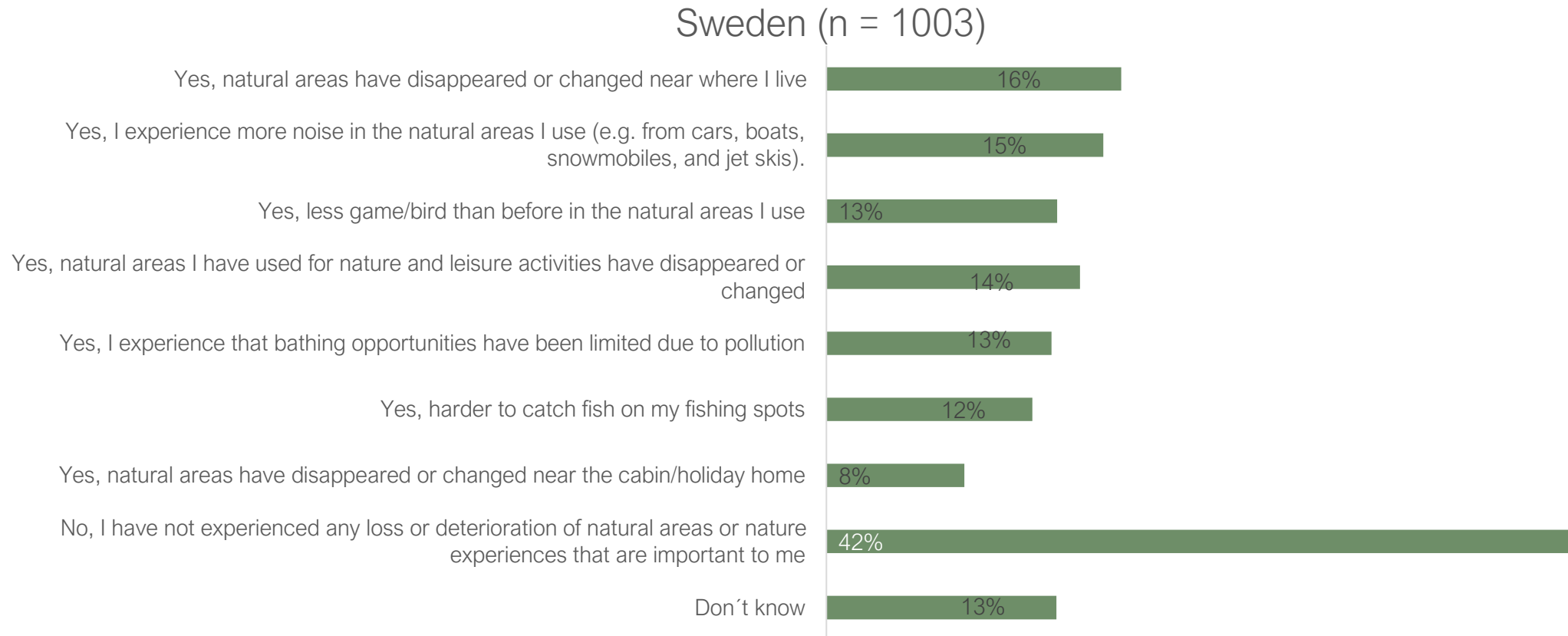
Sweden (n = 1003)



1 of 2 has experienced loss or deterioration of natural areas or nature experiences that are important for them



Have you experienced loss or deterioration of natural areas or nature experiences that are important to you?

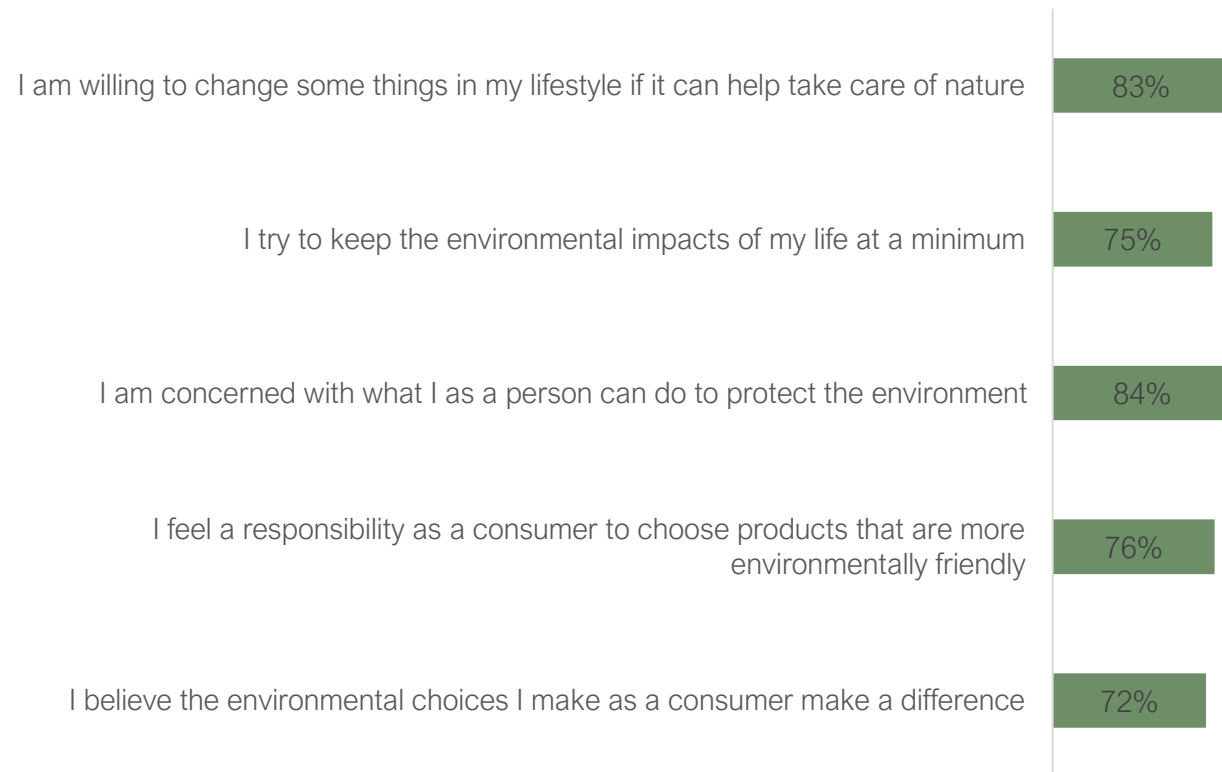


Do you agree or disagree with the following statements?

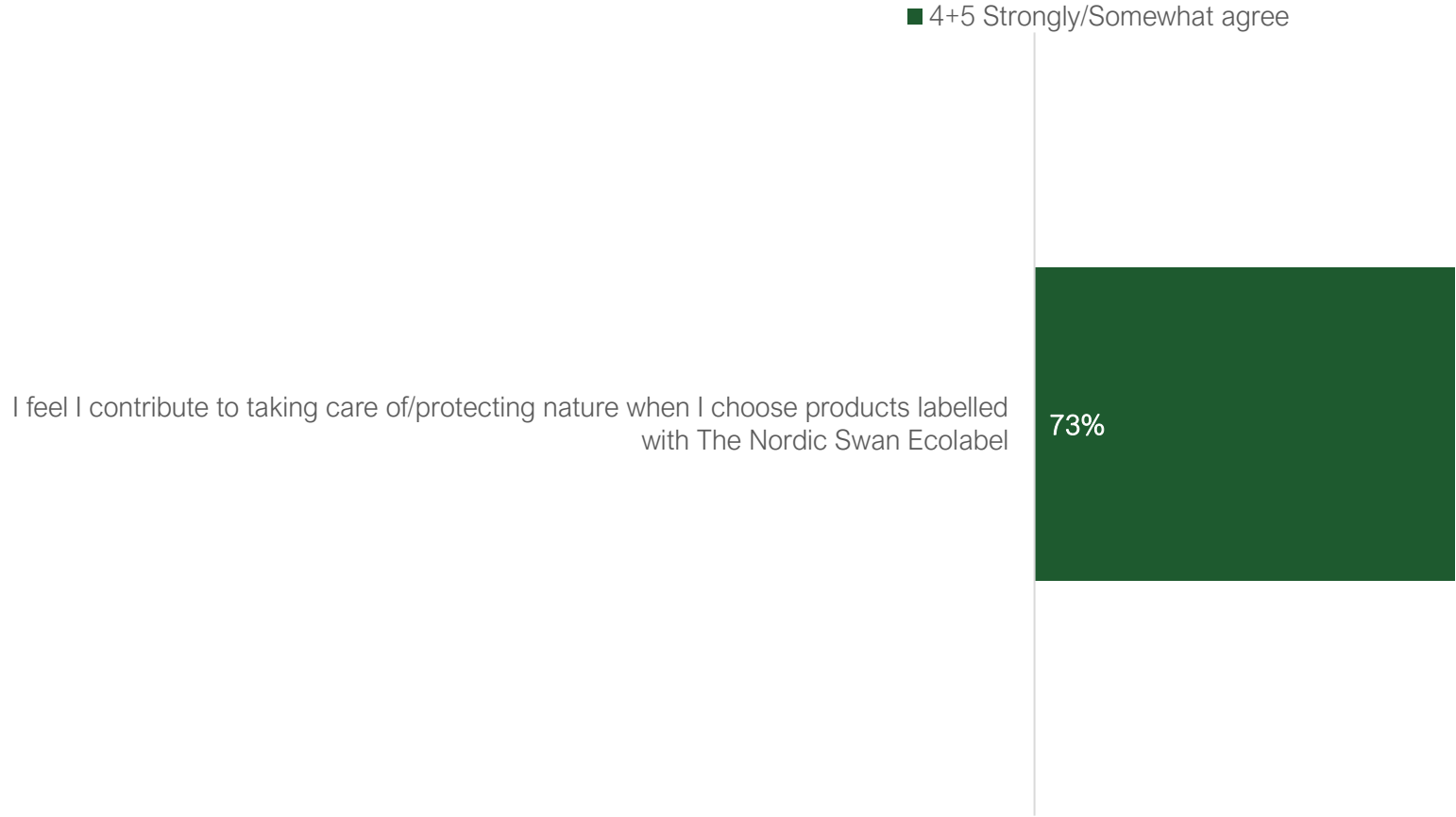


Do you agree or disagree with the following statements?

Sweden (n = 1003)



Do you agree or disagree with the following statement?



Do you agree or disagree with the following statement?

