

Demographic survey, Nordstjernen, Nordic Reach

A survey of readers/followers was conducted through WUFOO in August - September 2012. 10,053 individuals were randomly polled through an online questionnaire under <reader services> online with approximately 20 questions. The data is likely a bit biased by the fact that Americans with a solid Swedish or Scandinavian connection are more likely to respond than mainstream Americans with a more general interest... 55% of respondents were collected at nordstjernen.com.

- 40.5% are American with Scandinavian/Swedish roots
- 24.5% are Swedish or Scandinavian
- 33% are American with an interest in Scandinavia/Sweden
- 1 % Overall curious
- 47% male, 53%female
- 16% are between 18-34; 51% between 35-54;
- 27% between 55-64 and 6% over 65

80% feel that Scandinavian or Nordic is always synonymous with **quality** and **high value**

90% look for **Scandinavian designs** or brands when it comes to clothes, appliances and furniture;

65% when looking for clothes and accessories;

32% when looking for clothes or toys for children.

38% when looking for furniture and interior decoration

37% feel that **Nordic/Scandinavian food** is always healthy;

31% feel this is true most of the time

66% have no particular preference on chocolate and candy;

Favorite brands mentioned: 30% Marabou, Dajm; 25% also other European (2% Anthon Berg, Droste.. Belgian.. salty fish) 25%

Travel to the Nordic countries.

7% travel 2-4 times per year (vacation or business); 22% travel at least once per year (vacation or business); 45% have traveled at least once over the last 4 years (90% vacation); 9% never traveled to the Nordic countries.

12% mention they would love to go or go again.