

Schibsted

10.2025

# Fortum Survey

Recharge like an Northerner

VISIT OUR WEBSITE



# Agenda

**01** Introduction/methodology

**02** When we have energy

**03** Where we get energy

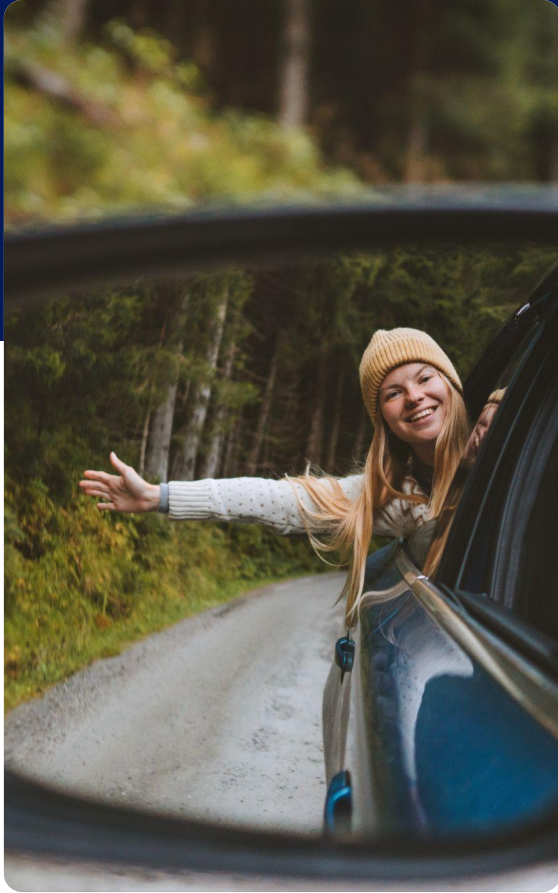
**04** How we recharge energy

**05** What steals energy – and how we tackle it

**06** What characteristics give us energy in tough situations?

**07** Sociodemographics





Schibsted

---

# 01 Introduction/ methodology

# Methodology

## Methods

1004 online interviews nat. rep with Norstat web panel for age range 18-70 yrs

Three countries

- Sweden 335 interviews
- Norway 334 interviews
- Finland 335 interviews

Field Period 5-11 September 2025

Tables Norstat

## Survey

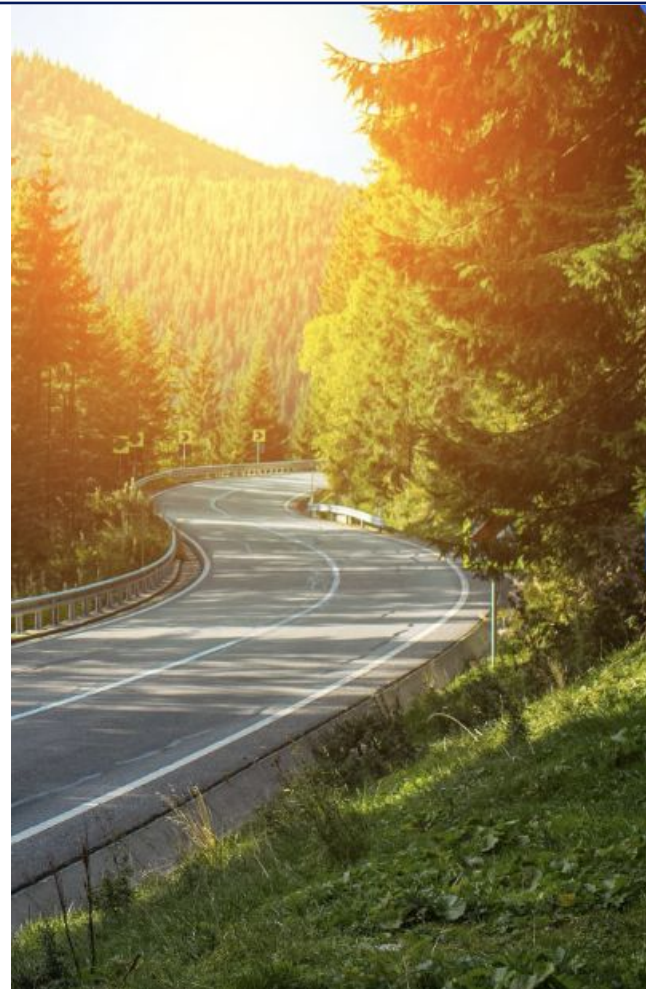
Made by Schibsted insight & Schibsted Brand studio

## Translations

Schibsted & Norstat

## Analysis

Analysis Schibsted insight, Schibsted Brand studio



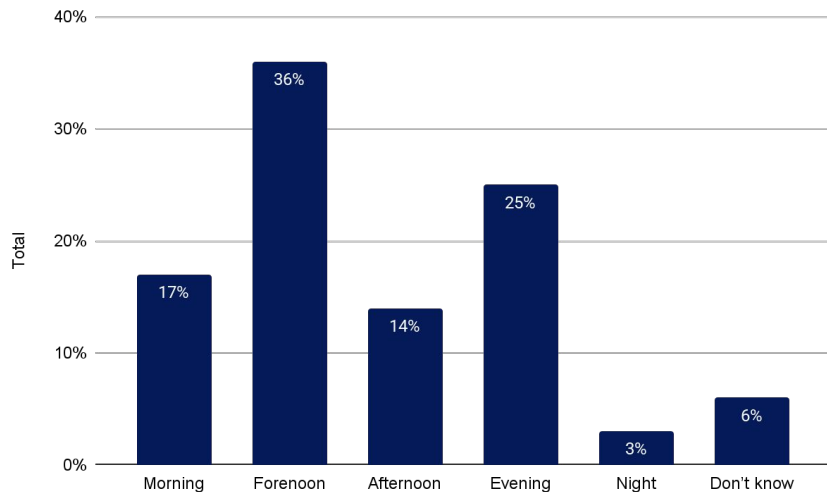


Schibsted

---

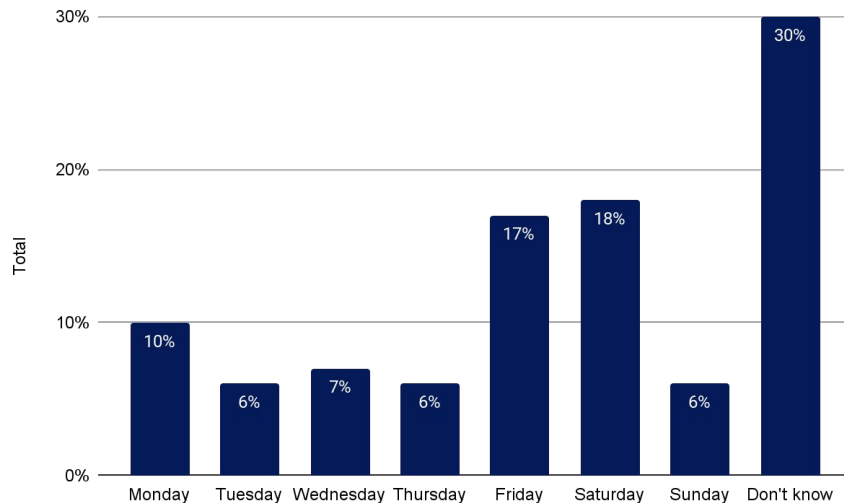
## 02 When we have energy

# When energetic? Forenoon & Fri/Sat

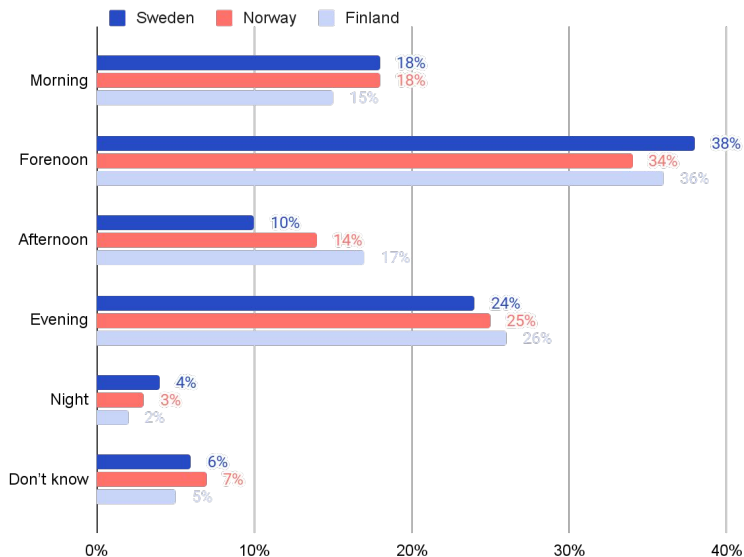


## What time

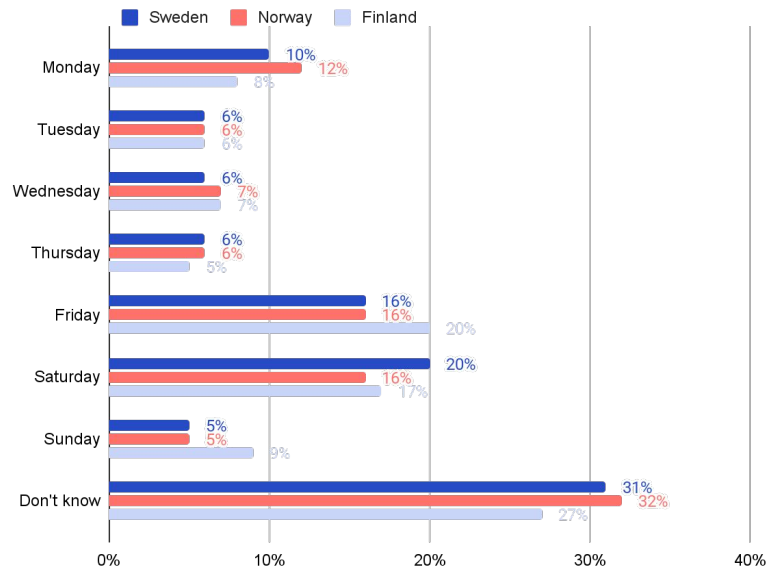
The time of the day and which day that the northerner has the most energy

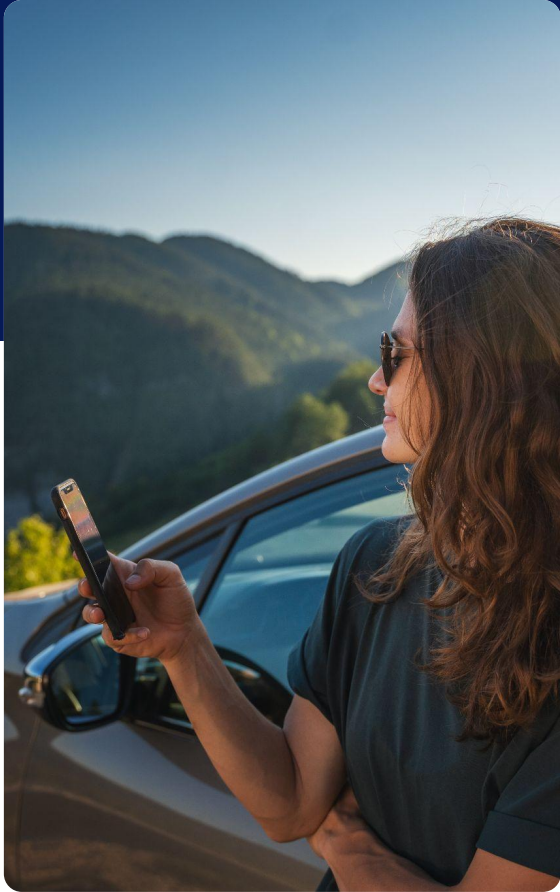


# When energetic? Forenoon & Fri/Sat



## What time - differences between countries





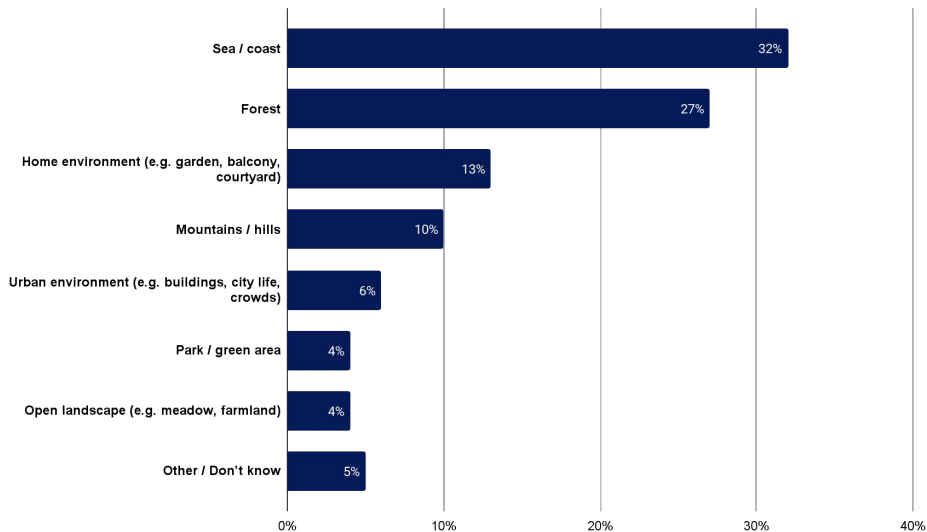
Schibsted

---

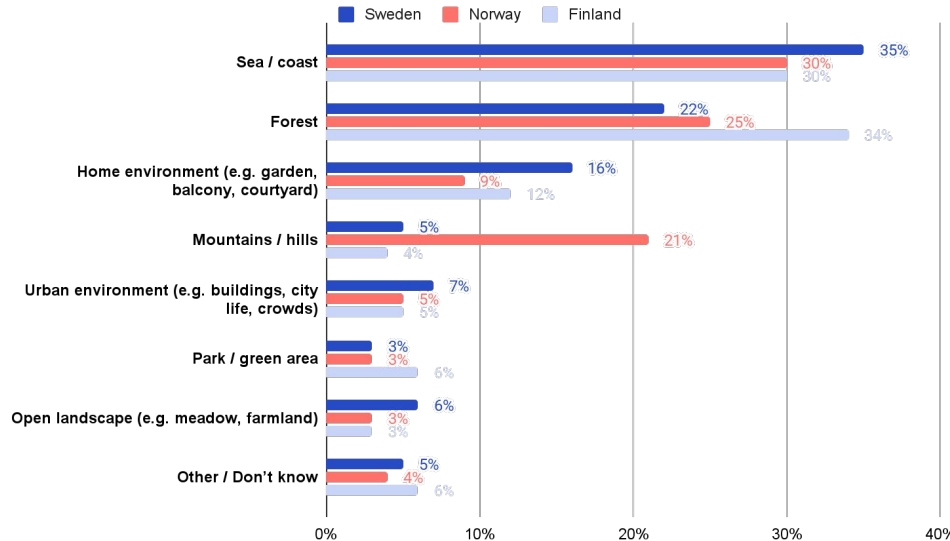
## 03 Where we get energy

# Gain ⚡ where? Sea/coast & Forest

Total



Outdoor environment where people gain energy





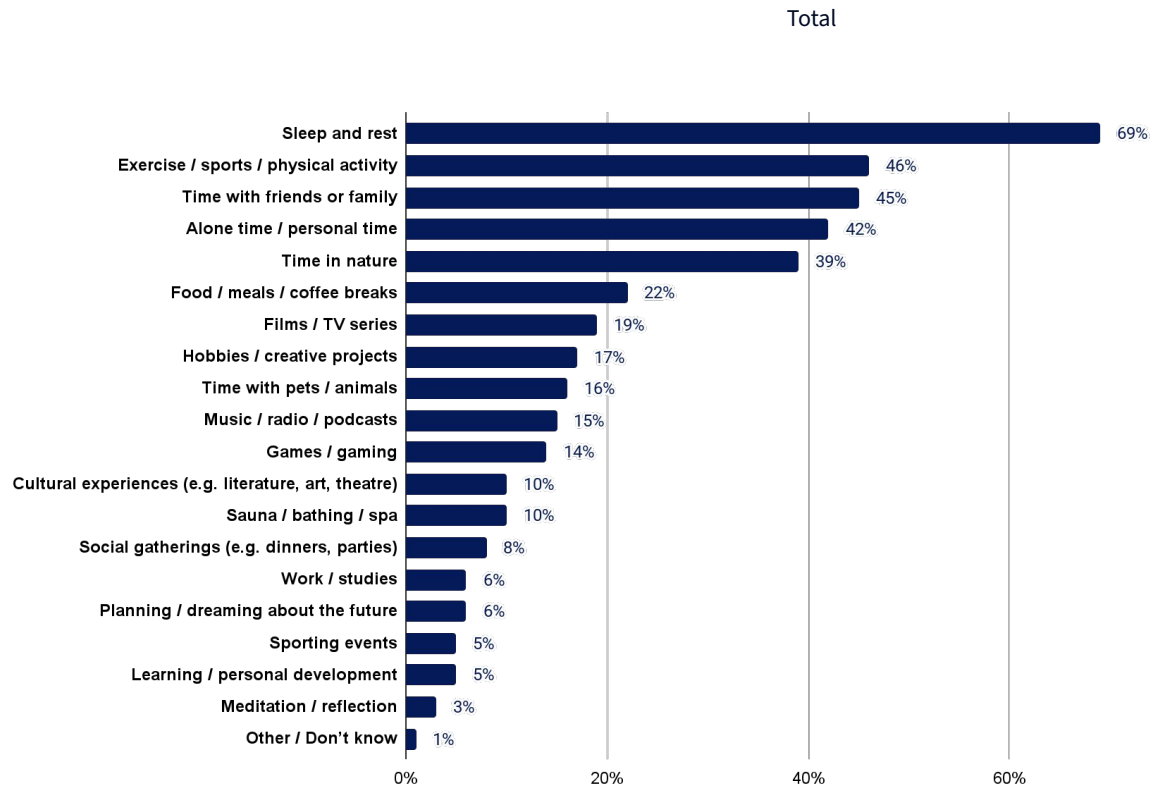
Schibsted

---

## 04 How we recharge energy

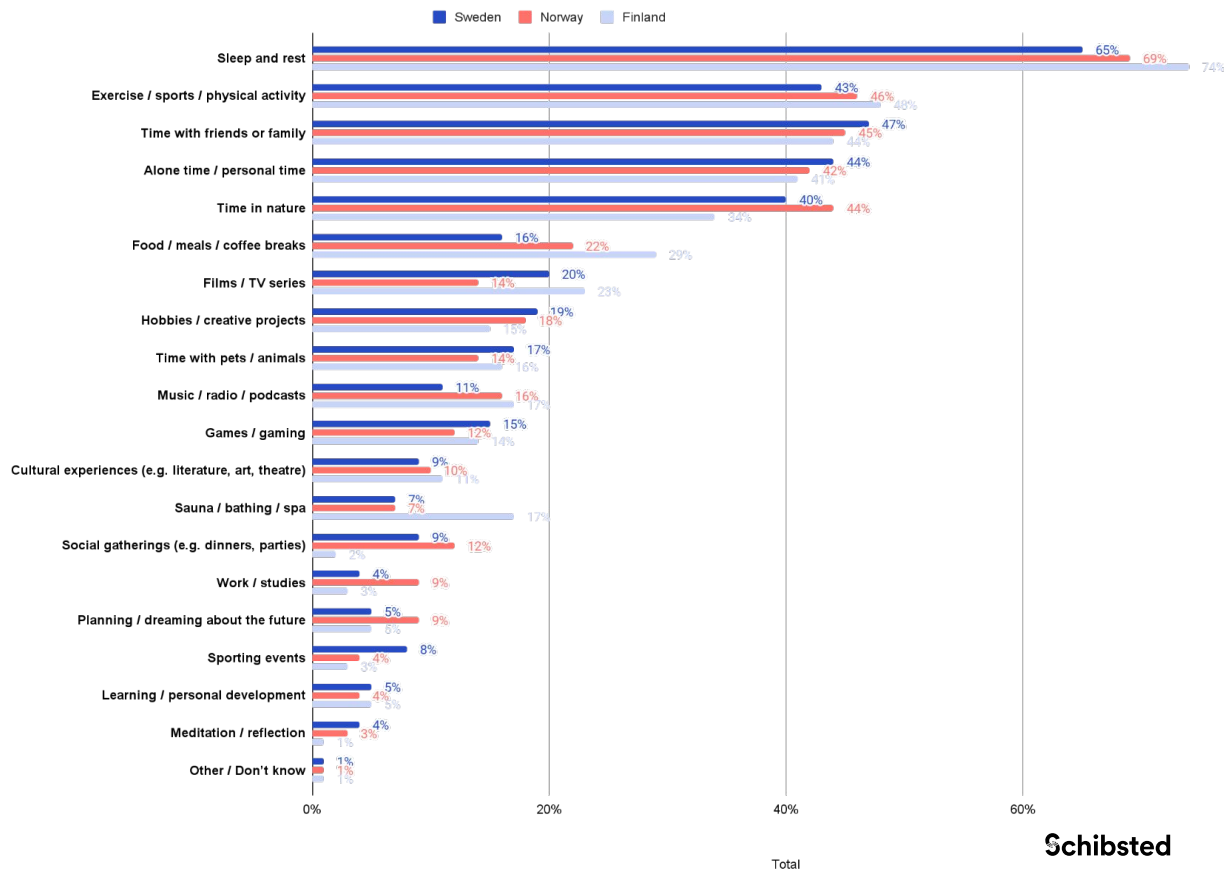
# Gives energy Sleep and rest

## Energy in everyday life

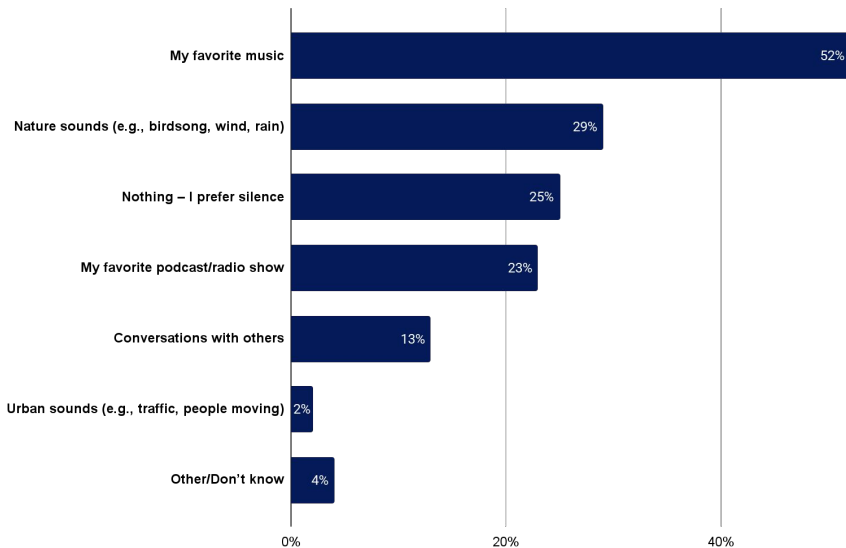


# Gives energy Sleep and rest

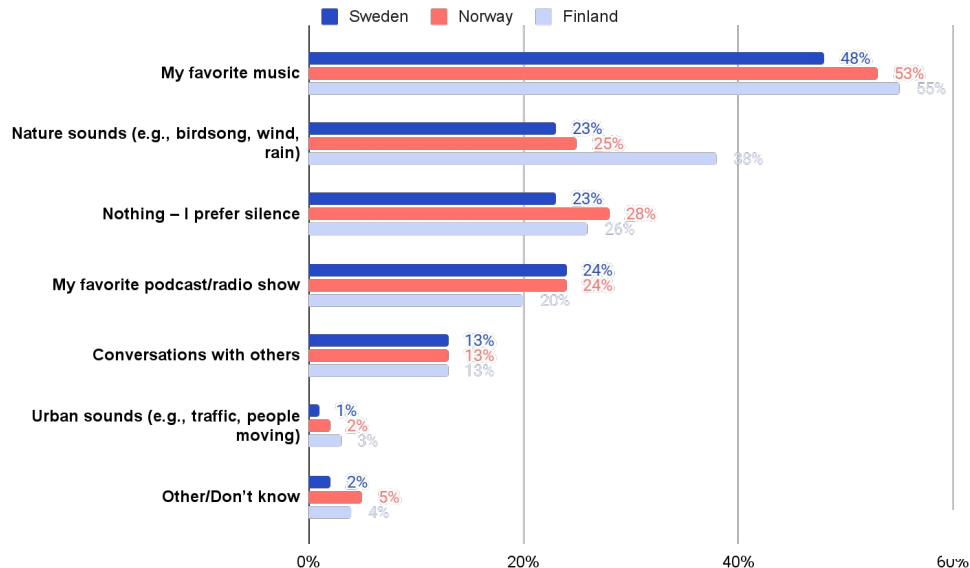
## Energy in everyday life



# Listening to? ⚡ Favorite music



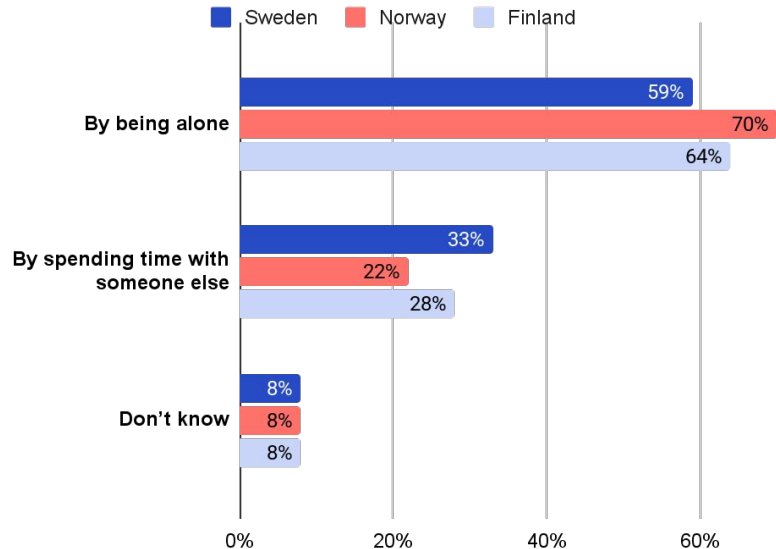
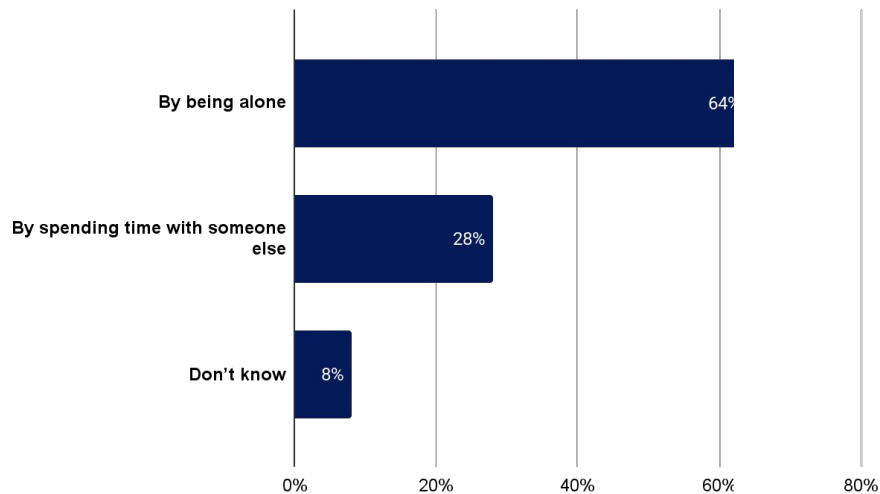
## What to listen to when recharging



# Recharge ⚡ how?

## Most by being alone

Recharge - alone or with others





Schibsted

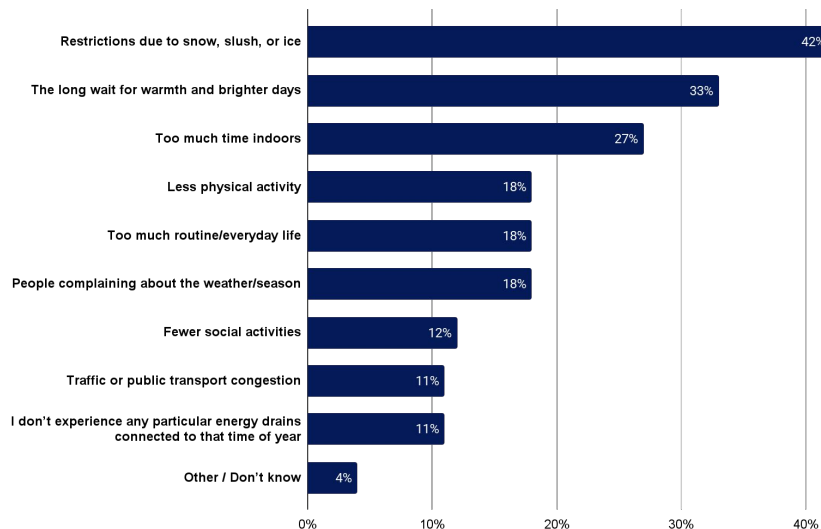
---

## 05 What steals energy – and how we tackle it

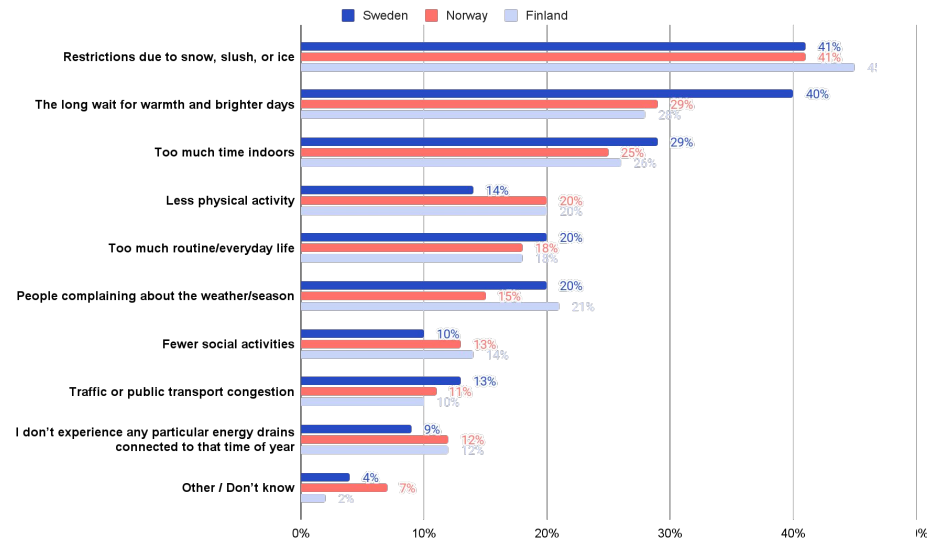
# Energy drains?

## Slush/ice & wait

(for light & warmth)



## What steals energy?

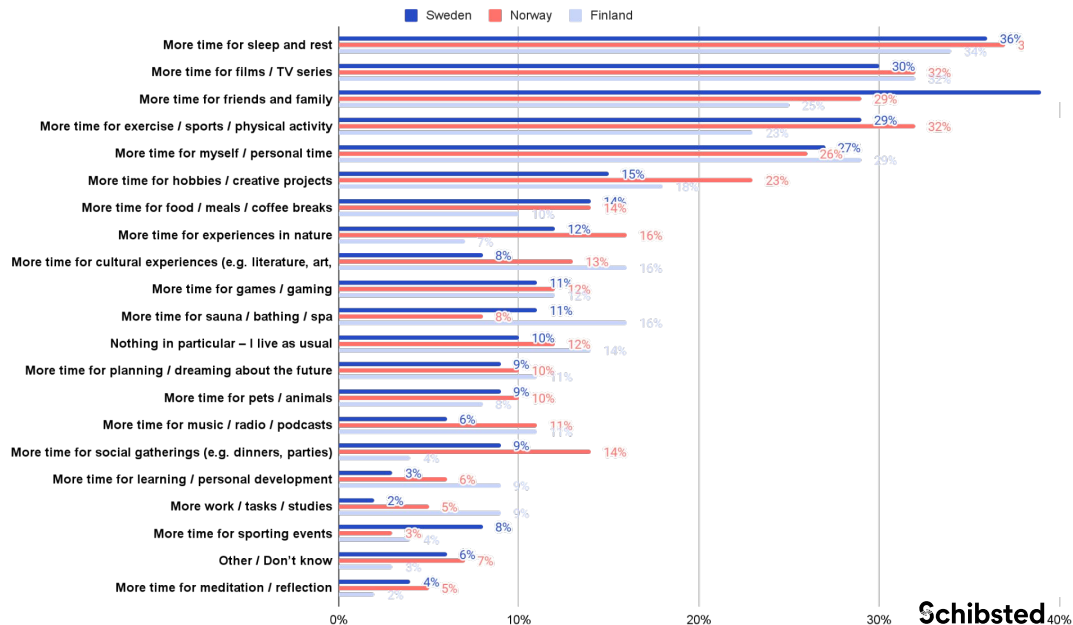


# Get through dark?

## Sleep, TV, friends

Helps to get through the coldest and darkest month

|                                                                 | Total |
|-----------------------------------------------------------------|-------|
| More time for sleep and rest                                    | 36%   |
| More time for films / TV series                                 | 32%   |
| More time for friends and family                                | 31%   |
| More time for exercise / sports / physical activity             | 28%   |
| More time for myself / personal time                            | 27%   |
| More time for hobbies / creative projects                       | 18%   |
| More time for food / meals / coffee breaks                      | 13%   |
| More time for experiences in nature                             | 12%   |
| More time for cultural experiences (e.g. literature, art, theat | 12%   |
| More time for games / gaming                                    | 12%   |
| More time for sauna / bathing / spa                             | 12%   |
| Nothing in particular – I live as usual                         | 12%   |
| More time for planning / dreaming about the future              | 10%   |
| More time for pets / animals                                    | 9%    |
| More time for music / radio / podcasts                          | 9%    |
| More time for social gatherings (e.g. dinners, parties)         | 9%    |
| More time for learning / personal development                   | 6%    |
| More work / tasks / studies                                     | 5%    |
| More time for sporting events                                   | 5%    |
| Other / Don't know                                              | 5%    |
| More time for meditation / reflection                           | 4%    |



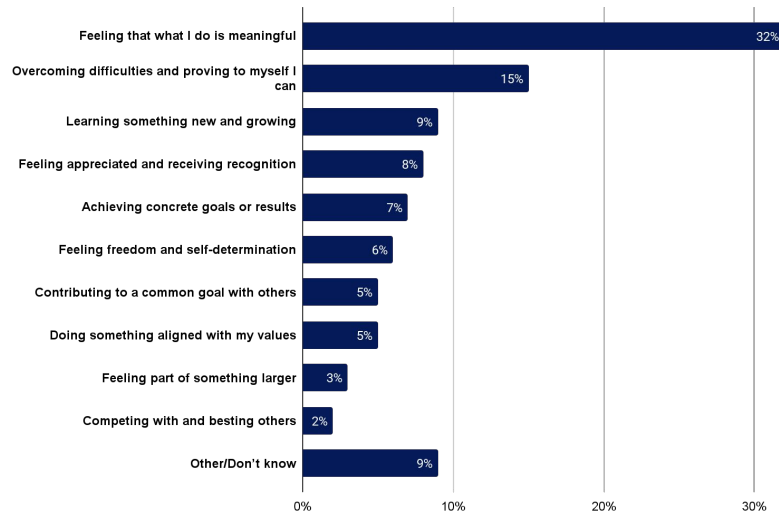


Schibsted

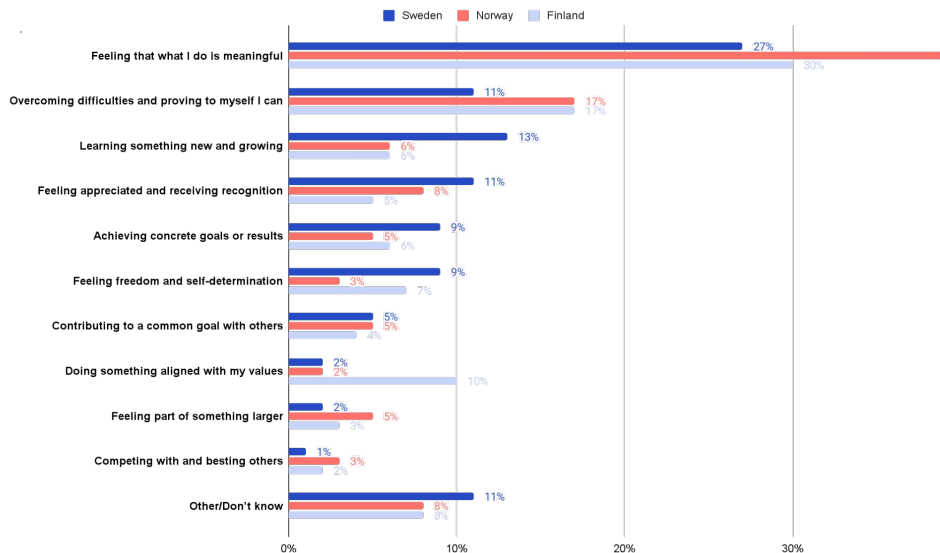
---

## 06 What characteristics give us energy in tough situations?

# Challenges? (overcome) Meaningfulness

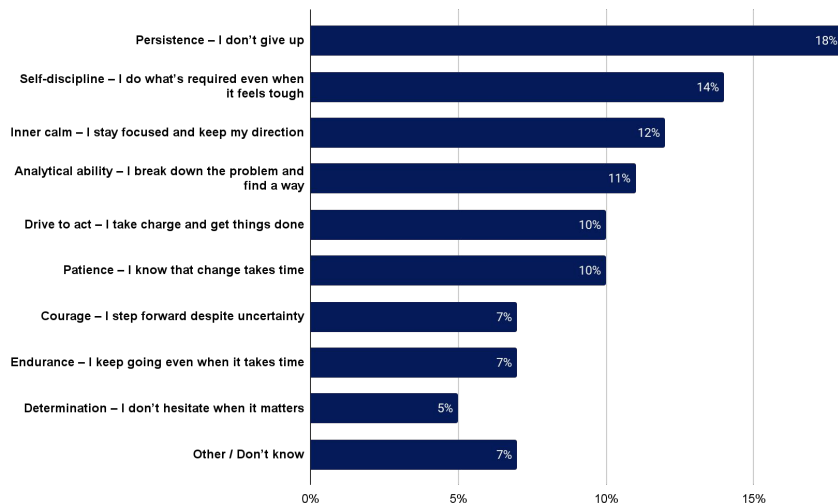


## What truly motivates the northerners

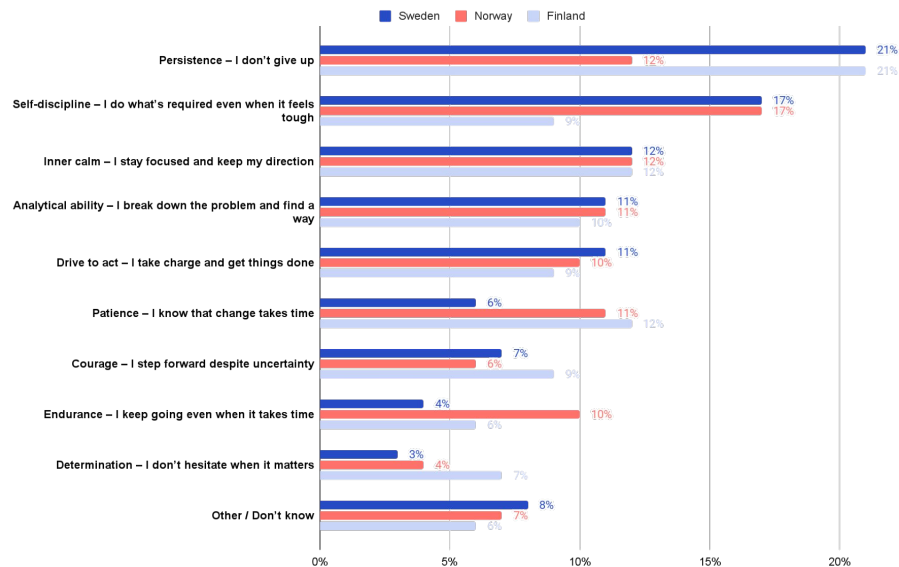


# Qualities? (gives energy)

## Persistence



## Personal traits that helps overcome challenges





Schibsted

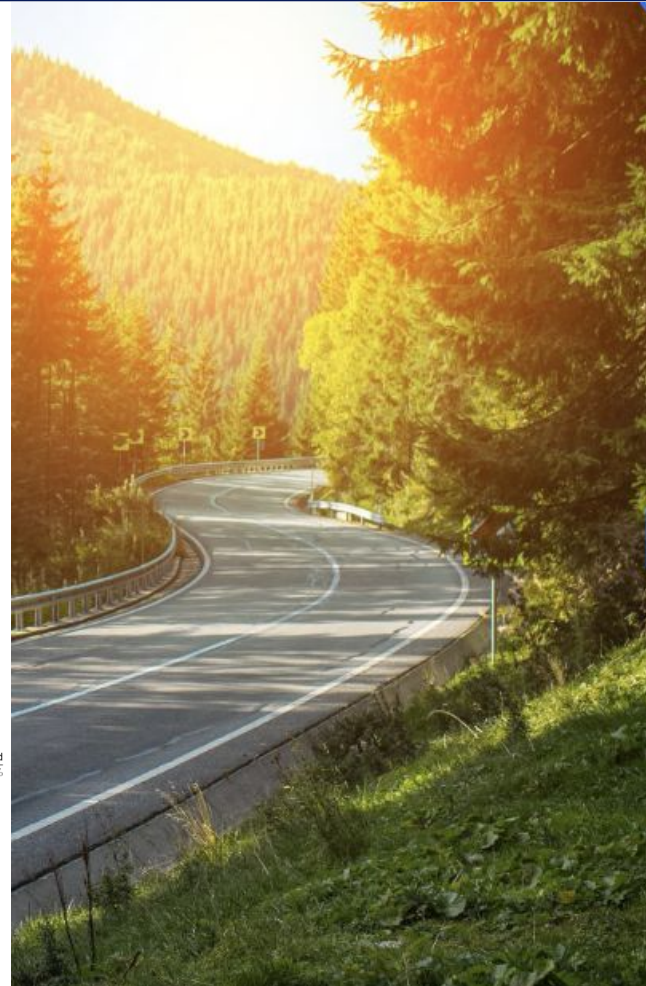
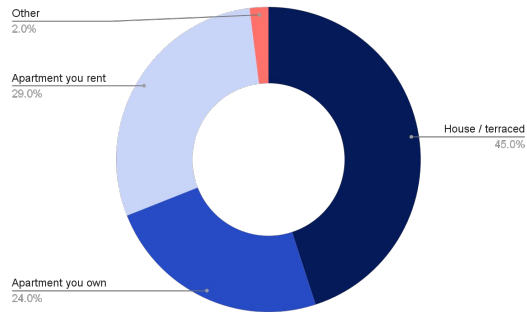
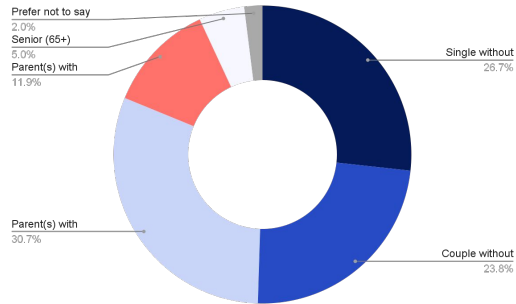
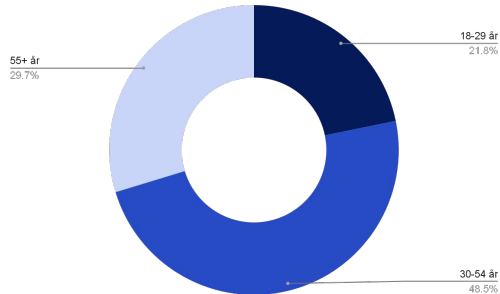
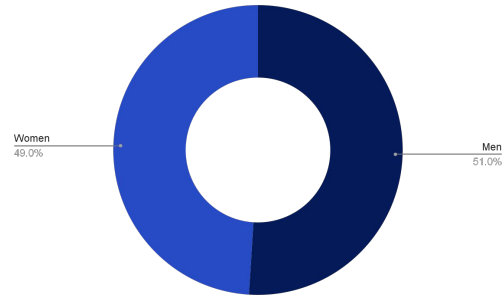
---

## 07 Sociodemographics

# Demographics

## Demographics

Graphs show for the entire sample of 1004 interviews





Schibsted

---

10/10/2025

# Thank you!

Schibsted Insight