

You Gov poll results on consumer views regarding deforestation – Germany

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2034 adults. Fieldwork was undertaken between 5th - 9th March 2021. The survey was carried out online. The figures have been weighted and are representative of all Germany adults (aged 18+).



Total	Gender		Age Groups					Company breakdown
	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	
								EDEKA

WMD_Q5. Deforestation refers to the destruction and loss of natural forest and biodiversity. How likely, if at all, would you be to buy deforestation-free meat, if offered, the next time you visit the supermarket?

Unweighted base	2034	1042	992	192	326	311	427	778	830
Base: All Germany Adults	2034	995	1039	185	311	295	365	878	831
Net: Likely	68%	69%	66%	61%	69%	66%	72%	67%	70%
Net: Not Likely	33%	31%	34%	39%	31%	34%	28%	33%	30%



Total	Gender		Age Groups					Company breakdown
	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	
								EDEKA

WMD_Q6. To what extent do you feel that supermarkets are transparent/honest on the origins of their meat and links to deforestation?

Unweighted base	2034	1042	992	192	326	311	427	778	830
Base: All Germany Adults	2034	995	1039	185	311	295	365	878	831
Net: Transparent/Honest	51%	52%	49%	51%	53%	49%	52%	50%	52%
Net: Not Transparent/Honest	49%	48%	51%	49%	47%	51%	48%	50%	48%



Total	Gender		Age Groups				
	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+

Company breakdown

EDEKA

WMD_Q7. How likely, if at all, are you to shop at another supermarket if that other store did more to protect consumers from consuming 'deforesting' chicken, pork, beef, or offered a wider range of deforestation-free meat products?

Unweighted base	2034	1042	992	192	326	311	427	778
Base: All Germany Adults	2034	995	1039	185	311	295	365	878
Net: Likely	62%	59%	66%	62%	68%	66%	62%	60%
Net: Not Likely	38%	41%	34%	38%	32%	34%	38%	40%

830
831
66%
34%



Total	Gender		Age Groups				
	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+

Company breakdown

EDEKA

WMD_Q8. How much, if at all, do you trust supermarkets in general in dealing with deforestation?

Unweighted base	2034	1042	992	192	326	311	427	778
Base: All Germany Adults	2034	995	1039	185	311	295	365	878
Net: Trust	40%	40%	39%	37%	45%	43%	42%	37%
Net: Not Trust	60%	60%	61%	63%	55%	57%	58%	63%

830
831
41%
59%



Total	Gender		Age Groups				
	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+

Company breakdown

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To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

WMD_Q9_1. Supermarkets should not do business with companies that are driving deforestation in Brazil

	2034	1042	992	192	326	311	427	778
Unweighted base	2034	1042	992	192	326	311	427	778
Base: All Germany Adults	2034	995	1039	185	311	295	365	878
Net: Agree	87%	85%	89%	80%	84%	87%	88%	89%
Net: Disagree	13%	15%	11%	20%	16%	13%	12%	11%

830
831
89%
11%



Total	Gender		Age Groups				
	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+

Company breakdown

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WMD_Q9_2. I would consider a change in diet based on the knowledge that meat production is leading to the destruction of the Amazon and other areas of natural beauty and biodiversity

	2034	1042	992	192	326	311	427	778
Unweighted base	2034	1042	992	192	326	311	427	778
Base: All Germany Adults	2034	995	1039	185	311	295	365	878
Net: Agree	66%	61%	70%	66%	69%	70%	66%	63%
Net: Disagree	34%	39%	30%	34%	31%	30%	34%	37%

830
831
67%
33%



Total	Gender		Age Groups				
	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+

Company
breakdown

EDEKA

WMD_Q9_3. Supermarkets should have an obligation to act about deforestation

Unweighted base	2034	1042	992	192	326	311	427	778
Base: All Germany Adults	2034	995	1039	185	311	295	365	878
Net: Agree	79%	75%	83%	73%	76%	78%	80%	81%
Net: Disagree	21%	25%	17%	27%	24%	22%	20%	19%

830
831
81%
19%



Total	Gender		Age Groups				
	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+

Company
breakdown

EDEKA

WMD_Q9_4. Governments should oblige supermarkets to act on deforestation

Unweighted base	2034	1042	992	192	326	311	427	778
Base: All Germany Adults	2034	995	1039	185	311	295	365	878
Net: Agree	75%	72%	78%	75%	75%	76%	74%	75%
Net: Disagree	25%	28%	22%	25%	25%	24%	26%	25%

830
831
75%
25%