

**YouGov poll results: UK consumer views on deforestation.**

This document highlight results from a Mighty Earth commissioned poll to understand UK consumer attitudes to deforestation. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2093 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 UK adults (aged 18+).



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

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	2093	979	1114	208	313	365	339	868		835
<b>Base: All UK Adults</b>	2093	1015	1078	232	313	366	345	837		832
Net: Likely	56%	56%	55%	65%	59%	64%	49%	50%		57%
Net: Not Likely	44%	44%	45%	35%	41%	36%	51%	50%		43%



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

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	2093	979	1114	208	313	365	339	868		835
<b>Base: All UK Adults</b>	2093	1015	1078	232	313	366	345	837		832
Net: Transparent/Honest	46%	45%	47%	46%	45%	46%	43%	47%		46%
Net: Not Transparent/Honest	54%	55%	53%	54%	55%	54%	57%	53%		54%



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

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	2093	979	1114	208	313	365	339	868		835
<b>Base: All UK Adults</b>	2093	1015	1078	232	313	366	345	837		832
Net: Likely	51%	48%	54%	64%	60%	56%	52%	42%		53%
Net: Not Likely	49%	52%	46%	36%	40%	44%	48%	58%		47%



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

WMD\_Q8. How much, if at all, do you trust supermarkets in general in dealing with deforestation?

Unweighted base	2093	979	1114	208	313	365	339	868		835
<b>Base: All UK Adults</b>	2093	1015	1078	232	313	366	345	837		832
Net: Trust	38%	35%	40%	28%	34%	41%	37%	40%		35%
Net: Not Trust	62%	65%	60%	72%	66%	59%	63%	60%		65%



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

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

Unweighted base	2093	979	1114	208	313	365	339	868		835
<b>Base: All UK Adults</b>	2093	1015	1078	232	313	366	345	837		832
Net: Agree	87%	84%	90%	84%	89%	90%	83%	88%		88%
Net: Disagree	13%	16%	10%	16%	11%	10%	17%	12%		12%



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

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

Unweighted base	2093	979	1114	208	313	365	339	868		835
<b>Base: All UK Adults</b>	2093	1015	1078	232	313	366	345	837		832
Net: Agree	62%	58%	66%	71%	65%	65%	57%	59%		61%
Net: Disagree	38%	42%	34%	29%	35%	35%	43%	41%		39%



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

WMD\_Q9\_3. Supermarkets should have an obligation to act about deforestation

Unweighted base	2093	979	1114	208	313	365	339	868		835
<b>Base: All UK Adults</b>	2093	1015	1078	232	313	366	345	837		832
Net: Agree	83%	79%	88%	83%	86%	84%	80%	83%		83%
Net: Disagree	17%	21%	12%	17%	14%	16%	20%	17%		17%



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

WMD\_Q9\_4. Governments should oblige supermarkets to act on deforestation

Unweighted base	2093	979	1114	208	313	365	339	868		835
<b>Base: All UK Adults</b>	2093	1015	1078	232	313	366	345	837		832
Net: Agree	82%	76%	87%	87%	84%	84%	83%	77%		82%
Net: Disagree	18%	24%	13%	13%	16%	16%	17%	23%		18%