

## YouGov poll results of French consumer views to deforestation.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2031 adults. Fieldwork was undertaken between 10th - 12th March 2021. The survey was carried out online. The figures have been weighted and are representative of all France adults (aged 18+).



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

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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	2031	961	1070	185	316	336	359	835
<b>Base: All France Adults</b>	2031	969	1062	207	313	331	349	831
Net: Likely	80%	79%	80%	82%	81%	80%	82%	78%
Net: Not Likely	20%	21%	20%	18%	19%	20%	18%	22%

860
850
81%
19%



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

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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	2031	961	1070	185	316	336	359	835
<b>Base: All France Adults</b>	2031	969	1062	207	313	331	349	831
Net: Transparent/Honest	41%	43%	40%	42%	41%	47%	42%	38%
Net: Not Transparent/Honest	59%	57%	60%	58%	59%	53%	58%	62%

860
850
42%
58%



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

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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	2031	961	1070	185	316	336	359	835
<b>Base: All France Adults</b>	2031	969	1062	207	313	331	349	831
Net: Likely	66%	66%	67%	69%	72%	64%	69%	63%
Net: Not Likely	34%	34%	33%	31%	28%	36%	31%	37%

860
850
69%
31%



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

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

Unweighted base	2031	961	1070	185	316	336	359	835
<b>Base: All France Adults</b>	2031	969	1062	207	313	331	349	831
Net: Trust	34%	34%	34%	32%	35%	41%	35%	30%
Net: Not Trust	66%	66%	66%	68%	65%	59%	65%	70%

860
850
34%
66%



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

Company data
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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

Unweighted base	2031	961	1070	185	316	336	359	835
<b>Base: All France Adults</b>	2031	969	1062	207	313	331	349	831
Net: Agree	89%	87%	91%	87%	89%	88%	92%	89%
Net: Disagree	11%	13%	9%	13%	11%	12%	8%	11%

860
850
89%
11%



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

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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

Unweighted base	2031	961	1070	185	316	336	359	835
<b>Base: All France Adults</b>	2031	969	1062	207	313	331	349	831
Net: Agree	62%	59%	65%	64%	63%	58%	62%	62%
Net: Disagree	38%	41%	35%	36%	37%	42%	38%	38%

860
850
61%
39%



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

Company data
Carrefour

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

Unweighted base	2031	961	1070	185	316	336	359	835
<b>Base: All France Adults</b>	2031	969	1062	207	313	331	349	831
Net: Agree	86%	83%	89%	85%	88%	86%	89%	85%
Net: Disagree	14%	17%	11%	15%	12%	14%	11%	15%

860
850
86%
14%



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

Company data
Carrefour

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

Unweighted base	2031	961	1070	185	316	336	359	835
<b>Base: All France Adults</b>	2031	969	1062	207	313	331	349	831
Net: Agree	85%	81%	88%	85%	84%	86%	88%	83%
Net: Disagree	15%	19%	12%	15%	16%	14%	12%	17%

860
850
84%
16%