

YouGov / Friends of the Earth Survey Results

Sample Size: 2192 adults in UK
Fieldwork: 19th - 20th October 2025

Weighted Sample		Vote in 2024 GE					2016 EU Ref		Gender		Age				Social Grade		Country				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	
	2192	381	544	197	230	110	776	780	1063	1129	230	905	544	513	1249	933	1835	114	182	61	
	Unweighted Sample	2192	348	590	213	246	123	890	775	922	1270	181	769	604	638	1326	859	1831	131	187	43
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the rules on how UK companies operate around the world with regards to the following...
Do you think it would be better if these rules were set by voluntary agreements that companies enter into, or by laws that companies are required to follow?

Whether a company contributes to global deforestation

They would be better as voluntary agreements	18	24	17	17	24	11	18	21	20	17	16	18	19	20	19	17	19	12	16	26
They would be better as laws	60	57	69	72	48	71	69	56	60	60	65	58	59	62	63	56	60	66	60	44
Neither	7	9	5	4	13	5	4	9	9	5	5	8	6	8	7	7	7	8	4	11
Don't know	14	10	8	8	15	13	8	15	11	18	14	16	17	9	11	19	14	14	20	19

Whether a company harms human rights

They would be better as voluntary agreements	8	15	5	5	16	0	4	13	9	6	5	6	7	13	7	9	8	7	9	5
They would be better as laws	74	64	85	86	61	91	85	66	74	75	80	76	74	69	78	69	74	77	74	78
Neither	6	11	3	3	9	5	4	8	8	5	4	7	5	7	6	7	6	5	4	6
Don't know	12	10	7	6	15	3	7	13	9	14	11	11	14	11	9	16	12	11	13	11

Whether a company reduces its climate impact

They would be better as voluntary agreements	28	39	22	27	47	14	23	36	30	25	24	25	27	35	29	26	28	26	25	31
They would be better as laws	50	39	65	59	24	76	63	38	48	53	60	52	48	45	53	47	50	54	50	48
Neither	9	12	5	5	16	5	5	12	11	6	3	9	10	10	8	9	9	7	7	7
Don't know	13	11	8	10	12	5	8	13	10	16	13	14	15	10	10	18	12	14	19	14

In general, do you think the UK Government is doing too much or too little to stop UK companies doing the following around the world, or is the current level about right?

Contributing to global deforestation

Too much	5	6	2	3	14	5	2	7	7	3	5	4	5	5	5	4	5	4	5	3
Too little	44	37	53	52	25	72	52	36	44	44	55	42	42	46	48	39	44	48	41	61
Current level is about right	15	21	15	17	21	4	13	18	17	13	18	15	12	16	15	15	15	11	16	10
Don't know	36	37	30	28	40	18	33	39	32	40	22	39	41	33	32	42	36	37	39	26

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Sample Size: 2192 adults in UK
Fieldwork: 19th - 20th October 2025

	Region in UK				
	Total	North	Midlands	London	South
Weighted Sample	2192	504	349	252	730
Unweighted Sample	2192	542	370	186	733
	%	%	%	%	%

Thinking about the rules on how UK companies operate around the world with regards to the following...
Do you think it would be better if these rules were set by voluntary agreements that companies enter into, or by laws that companies are required to follow?

Whether a company contributes to global deforestation

They would be better as voluntary agreements	18	17	18	19	20
They would be better as laws	60	61	59	58	61
Neither	7	7	10	4	7
Don't know	14	15	13	18	12

Whether a company harms human rights

They would be better as voluntary agreements	8	8	7	6	9
They would be better as laws	74	75	71	72	75
Neither	6	6	8	7	6
Don't know	12	11	13	15	10

Whether a company reduces its climate impact

They would be better as voluntary agreements	28	25	32	26	29
They would be better as laws	50	52	45	52	52
Neither	9	10	10	5	9
Don't know	13	13	13	17	10

In general, do you think the UK Government is doing too much or too little to stop UK companies doing the following around the world, or is the current level about right?

Contributing to global deforestation

Too much	5	6	6	5	3
Too little	44	43	41	47	45
Current level is about right	15	15	16	13	16
Don't know	36	36	37	35	36

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	Vote in 2024 GE					2016 EU Ref		Gender		Age				Social Grade		Country				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Harming human rights

Too much	8	13	4	3	19	3	3	14	10	6	6	6	8	11	8	7	8	7	7	5
Too little	38	21	48	44	22	65	48	28	38	38	49	37	37	35	40	34	37	40	44	49
Current level is about right	21	33	21	26	22	11	20	22	24	19	26	22	19	20	23	19	22	20	15	17
Don't know	33	33	27	27	36	21	29	37	28	38	19	34	37	33	28	40	33	33	35	29

Contributing to climate change

Too much	12	21	4	4	36	9	4	22	16	7	10	10	11	16	13	11	12	9	11	5
Too little	41	26	56	56	13	75	54	26	40	42	58	42	38	36	46	36	41	44	41	55
Current level is about right	17	25	17	19	17	5	16	20	19	16	16	18	15	21	17	18	18	15	16	9
Don't know	29	28	22	21	34	12	25	32	25	34	15	31	35	27	25	35	29	32	33	31

Which ONE of the following, if any, do you think should be most responsible for ensuring products sold in the UK don't contribute to global deforestation?

UK Government	36	29	42	40	26	49	40	31	35	36	41	35	32	38	38	32	35	41	40	37
Companies	28	34	29	29	29	23	27	31	27	29	29	31	29	23	29	28	29	24	23	32
International bodies	14	14	16	13	12	14	17	11	15	12	12	11	15	17	15	13	14	9	11	14
Consumers	5	6	4	8	7	6	5	7	8	3	2	4	6	7	4	6	5	6	7	7
Charities/campaign groups	1	1	1	0	3	0	1	1	1	1	3	1	0	0	1	1	1	1	0	0
None of the above	3	4	1	2	8	0	1	5	4	2	3	4	3	3	3	3	3	1	4	0
Don't know	13	13	7	8	15	9	8	15	9	17	10	15	14	11	10	18	13	18	15	9

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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	%	%	%	%	%

Harming human rights

Too much	8	10	7	9	7
Too little	38	37	39	40	35
Current level is about right	21	20	21	22	24
Don't know	33	34	33	29	35

Contributing to climate change

Too much	12	13	14	12	11
Too little	41	39	39	46	41
Current level is about right	17	18	18	14	19
Don't know	29	30	29	28	28

Which ONE of the following, if any, do you think should
be most responsible for ensuring products sold in the
UK don't contribute to global deforestation?

UK Government	36	34	33	40	35
Companies	28	30	27	28	30
International bodies	14	13	15	13	15
Consumers	5	5	7	2	4
Charities/campaign groups	1	1	1	2	1
None of the above	3	6	2	2	3
Don't know	13	12	15	13	13

**Any percentages calculated on bases fewer than 100
respondents do not represent a wide enough cross-section
of the target population to be considered statistically
reliable. These figures should not be used.*