YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.

	Total	Gender	
		Male	Female
		A	B
Unweighted base	2127	1013	1114
Base: All UK adults	2127	1029	1098
Strongly agree	19%	20%	18%
Agree	31%	30%	32%
Neither agree nor disagree	25%	24%	25%
Disagree	10%	10%	11%
Strongly disagree	7%	9% B	5%
Don't know	8%	7%	8%
Net: Agree	50%	50%	50%
Net: Disagree	17%	18%	16%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Gender	
		Male	Female
		A	B
Which, if any, of the following would you see as the most important benefit of protecting rainforests?			
Unweighted base	2127	1013	1114
Base: All UK adults	2127	1029	1098
Helping slow global warming/climate change	37%	33%	40% A
Protecting plants and wildlife	23%	25% B	21%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	12%	13%
Helping protect the UK's food supply and keep grocery prices stable	5%	6%	4%
Reducing carbon emissions	11%	14% B	8%
Other	2%	2%	2%
Don't know	7%	6%	8% A
N/A – I do not think there are any benefits to protecting rainforests	2%	3%	2%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Gender	
		Male	Female
		A	B
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?			
Unweighted base	2127	1013	1114
Base: All UK adults	2127	1029	1098
Yes - definitely	20%	19%	20%
Yes - probably	44%	40%	47% A
Probably not	20%	22%	18%
Definitely not	7%	10% B	5%
Don't know	10%	10%	10%
Net: Definitely/ probably	63%	59%	67% A
Net: Definitely not/probably not	27%	31% B	23%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.

	Total	Gender	
		Male	Female
		A	B
Unweighted base	2127	1013	1114
Base: All UK adults	2127	1029	1098
Chocolate	56%	54%	58%
Coffee	62%	63%	62%
Avocados	18%	14%	22% A
Bananas	53%	51%	54%
Ginger	19%	17%	21% A
Cinnamon	14%	11%	17% A
Black pepper	53%	53%	54%
Peanuts	19%	21% B	17%
Brazil nuts	6%	6%	6%
None of these	6%	6%	5%
Net: Any	94%	94%	95%

Cell Contents (Column Percentages, Statistical Test

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Age Group								
		18-24	25-34	35-44	45-54	55-64	65+	Net: 18-34	Net: 35-54	Net: 55+
		C	D	E	F	G	H	I	J	K
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.										
Unweighted base	2127	207	382	364	396	319	459	589	760	778
Base: All UK adults	2127	221	361	348	354	341	501	582	702	843
Strongly agree	19%	14%	16%	19%	21% C.I	22% C.D.I	20% I	15%	20% I	21% C.I
Agree	31%	33%	29%	31%	32%	30%	33%	30%	31%	32%
Neither agree nor disagree	25%	16%	23% I	25% C	23%	28% C.I	30% C.D.F.I.J	20%	24% C	29% C.D.F.I.J
Disagree	10%	16% F.G.H.J.K	16% E.F.G.H.J.K	11% H.K	9%	8%	6%	16% E.F.G.H.J.K	10% H.K	7%
Strongly disagree	7%	9% H	8%	6%	9% H.K	7%	4%	8% H.K	7%	5%
Don't know	8%	12% F.G.H.K	9%	9%	6%	6%	7%	10% F.G.K	7%	6%
Net: Agree	50%	47%	44%	49%	53% D.I	52%	53% D.I	45%	51% D.I	53% D.I
Net: Disagree	17%	25% E.G.H.J.K	24% E.G.H.J.K	17% H.K	18% H.K	14%	11%	25% E.F.G.H.J.K	17% H.K	12%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Age Group								
		18-24	25-34	35-44	45-54	55-64	65+	Net: 18-34	Net: 35-54	Net: 55+
		C	D	E	F	G	H	I	J	K
Which, if any, of the following would you see as the most important benefit of protecting rainforests?										
Unweighted base	2127	207	382	364	396	319	459	589	760	778
Base: All UK adults	2127	221	361	348	354	341	501	582	702	843
Helping slow global warming/climate change	37%	32%	38%	33%	35%	40%	39%	36%	34%	39% J
Protecting plants and wildlife	23%	32% D.F.G.H.I.K	24% H.K	30% F.G.H.J.K	23% H	23% H.K	15%	27% D.H.K	27% F.H.K	18% H
Protecting the livelihoods and rights of Indigenous and forest communities	12%	10%	11%	8%	12% E	13% E	18% C.D.E.F.I.J	11%	10% E	16% C.D.E.I.J
Helping protect the UK's food supply and keep grocery prices stable	5%	8% G.K	6% G	6% G	6% G.K	2%	5% G.K	6% G.K	6% G.K	4% G
Reducing carbon emissions	11%	6%	10%	13% C.I	12% C	9%	14% C.G.I.K	8%	12% C.I	12% C.G.I
Other	2%	2%	2%	2% H	3% H	2%	1%	2%	3% H	1%
Don't know	7%	6%	7%	6%	8%	9%	7%	7%	7%	8%
N/A – I do not think there are any benefits to protecting rainforests	2%	4% J	2%	2%	2%	2%	2%	3%	2%	2%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

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	Total	Age Group								
		18-24	25-34	35-44	45-54	55-64	65+	Net: 18-34	Net: 35-54	Net: 55+
		C	D	E	F	G	H	I	J	K
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?										
Unweighted base	2127	207	382	364	396	319	459	589	760	778
Base: All UK adults	2127	221	361	348	354	341	501	582	702	843
Yes - definitely	20%	20%	19%	20%	23%	19%	18%	19%	21%	18%
Yes - probably	44%	47% F.J	49% E.F.G.J	41%	36%	41%	48% F.J	48% E.F.G.J	38%	45% F.J
Probably not	20%	18%	16%	20%	22% D	21%	20%	17%	21%	21%
Definitely not	7%	4%	5%	9% C.I	8% C.I	11% C.D.H.I.K	6%	5%	8% C.I	8% C.H.I
Don't know	10%	11%	11% H.K	10%	12% H.K	8%	7%	11% H.K	11% H.K	8%
Net: Definitely/ probably	63%	67% F	67% F.G.J	61%	58%	59%	66% F.J	67% E.F.G.J	60%	63%
Net: Definitely not/probably not	27%	22%	21%	29% D.I	30% C.D.I	32% C.D.I	27%	21%	29% C.D.I	29% C.D.I

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

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Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.

	Total	Age Group								
		18-24	25-34	35-44	45-54	55-64	65+	Net: 18-34	Net: 35-54	Net: 55+
		C	D	E	F	G	H	I	J	K
Unweighted base	2127	207	382	364	396	319	459	589	760	778
Base: All UK adults	2127	221	361	348	354	341	501	582	702	843
Chocolate	56%	62% H.K	59% H.K	59% H.K	60% H.K	53%	50%	60% H.K	60% H.K	51%
Coffee	62%	40%	52% C.I	58% C.I	67% C.D.E.I.J	69% C.D.E.I.J	76% C.D.E.F.I.J	47% C	62% C.D.E.I	73% C.D.E.F.I.J
Avocados	18%	17%	20%	20% F	15%	19%	17%	19%	17% F	18%
Bananas	53%	42%	48%	50%	52% C	55% C.I	63% C.D.E.F.G.I.J.K	46%	51% C	60% C.D.E.F.G.I.J
Ginger	19%	16%	18%	17%	20%	22%	20%	17%	19%	21%
Cinnamon	14%	12%	14%	14%	14%	15%	15%	13%	14%	15%
Black pepper	53%	38%	51% C.I	50% C	53% C.I	58% C.E.I	60% C.D.E.I.J	46% C	52% C	59% C.D.E.I.J
Peanuts	19%	14%	20%	21%	22% C.H	22%	16%	18%	22% C.H	18%
Brazil nuts	6%	4%	3%	4%	6% D.I	11% C.D.E.F.I.J	8% D.E.I	3%	5%	9% C.D.E.I.J
None of these	6%	11% F.G.H.J.K	8% F.H.K	6%	4%	5%	3%	9% F.G.H.J.K	5%	4%
Net: Any	94%	89%	92%	94%	96% C.D.I	95% C.I	97% C.D.I	91%	95% C.I	96% C.D.I

Cell Contents (Cℓ Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I/J/K, L/M/N/O/P/Q, R/S/T/U/V/W/X/Y/Z/AA/AB/AC/AD/AE/AF/AG, AH/AI/AJ/AK/AL/AM,

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Social grade					
		AB	C1	C2	DE	Net: ABC1	Net: C2DE
		L	M	N	O	P	Q
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.							
Unweighted base	2127	493	659	442	533	1152	975
Base: All UK adults	2127	480	649	452	546	1129	998
Strongly agree	19%	18%	20%	16%	20%	19%	18%
Agree	31%	38% M.N.O.P.Q	30%	27%	30%	34% M.N.Q	28%
Neither agree nor disagree	25%	24%	23%	29%	24%	24%	26%
Disagree	10%	8%	13% L.P	11%	9%	11% L	10%
Strongly disagree	7%	7%	5%	9% M.P	7%	6%	8% M.P
Don't know	8%	6%	8%	8%	9%	7%	8%
Net: Agree	50%	56% N.Q	51% N	43%	50% N.Q	53% N.Q	47% N
Net: Disagree	17%	14%	17%	20% L	17%	16%	18%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Social grade					
		AB	C1	C2	DE	Net: ABC1	Net: C2DE
		L	M	N	O	P	Q
Which, if any, of the following would you see as the most important benefit of protecting rainforests?							
Unweighted base	2127	493	659	442	533	1152	975
Base: All UK adults	2127	480	649	452	546	1129	998
Helping slow global warming/climate change	37%	42% N.O.Q	39% O.Q	34%	32%	40% N.O.Q	33%
Protecting plants and wildlife	23%	24%	22%	29% M.O.P.Q	19%	23%	24% O
Protecting the livelihoods and rights of Indigenous and forest communities	12%	10%	12%	11%	17% L.M.N.P.Q	11%	14% L.N.P
Helping protect the UK's food supply and keep grocery prices stable	5%	6%	6%	4%	5%	6%	5%
Reducing carbon emissions	11%	11%	12%	9%	12%	11%	11%
Other	2%	2%	1%	1%	3%	2%	2%
Don't know	7%	4%	7% L	9% L.P	9% L.P	5% L	9% L.P
N/A – I do not think there are any benefits to protecting rainforests	2%	1%	2%	3%	3%	2%	3% P

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Social grade					
		AB	C1	C2	DE	Net: ABC1	Net: C2DE
		L	M	N	O	P	Q
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?							
Unweighted base	2127	493	659	442	533	1152	975
Base: All UK adults	2127	480	649	452	546	1129	998
Yes - definitely	20%	23%	19%	18%	19%	21%	18%
Yes - probably	44%	47% O.Q	47% O.Q	43%	38%	47% O.Q	40%
Probably not	20%	18%	20%	20%	20%	19%	20%
Definitely not	7%	5%	5%	10% L.M.P	10% L.M.P	5%	10% L.M.P
Don't know	10%	8%	8%	10%	13% L.M.P	8%	12% L.M.P
Net: Definitely/ probably	63%	70% N.O.Q	66% N.O.Q	60%	57%	68% N.O.Q	58%
Net: Definitely not/probably not	27%	22%	26%	30% L.P	30% L.P	24%	30% L.P

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

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	Total	Social grade					
		AB	C1	C2	DE	Net: ABC1	Net: C2DE
		L	M	N	O	P	Q
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.							
Unweighted base	2127	493	659	442	533	1152	975
Base: All UK adults	2127	480	649	452	546	1129	998
Chocolate	56%	59%	57%	56%	54%	58%	55%
Coffee	62%	65%	61%	61%	63%	63%	62%
Avocados	18%	25% M.N.O.P.Q	18% O.Q	15%	14%	21% M.N.O.Q	14%
Bananas	53%	52%	55%	55%	50%	54%	52%
Ginger	19%	23% N.O.Q	20%	16%	17%	21% N.O.Q	17%
Cinnamon	14%	16%	16% N.Q	12%	13%	16% N.Q	12%
Black pepper	53%	56% O.Q	58% N.O.Q	52%	46%	57% N.O.Q	48%
Peanuts	19%	23% O.Q	20%	18%	17%	21% O.Q	17%
Brazil nuts	6%	7%	5%	7%	7%	6%	7%
None of these	6%	4%	4%	6%	8% L.M.P	4%	7% L.M.P
Net: Any	94%	96% O.Q	96% O.Q	94%	92%	96% O.Q	93%

Cell Contents (CᴄAN/AO/AP/AQ/AR/AS/AT/AU, AV/AW/AX, AY/AZ/BA/BB/BC/BD/BE/BF, BG/BH/BI/BJ, BK/BL/BM/BN/B

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.	Total	Government office region								
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
		R	S	T	U	V	W	X	Y	Z
Unweighted base	2127	105	231	180	140	183	180	275	283	176
Base: All UK adults	2127	85	234	173	156	186	201	276	294	185
Strongly agree	19%	16%	19%	18%	18%	19%	21% AB	23% AB	18%	20% AB
Agree	31%	34%	33%	32%	26%	28%	30%	34%	31%	32%
Neither agree nor disagree	25%	24%	24%	23%	33% X.AD.AE	24%	23%	20%	24%	29% X
Disagree	10%	13%	8%	8%	9%	15% S.T.X.Z.AD.AE	14% S.X.AE	8%	11%	8%
Strongly disagree	7%	8%	8%	9%	6%	6%	4%	6%	8%	7%
Don't know	8%	5%	9%	11% Z	8%	7%	8%	9% Z	8%	4%
Net: Agree	50%	50%	51%	49%	44%	47%	51%	56% U.AB.AD.AF	50%	52%
Net: Disagree	17%	21%	16%	16%	15%	21% X	18%	14%	18%	15%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Government office region								
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
		R	S	T	U	V	W	X	Y	Z
Which, if any, of the following would you see as the most important benefit of protecting rainforests?										
Unweighted base	2127	105	231	180	140	183	180	275	283	176
Base: All UK adults	2127	85	234	173	156	186	201	276	294	185
Helping slow global warming/climate change	37%	41% V	37% V	34%	38% V	27%	35%	41% V.AF	38% V	40% V
Protecting plants and wildlife	23%	18%	24%	21%	25%	27%	23%	23%	22%	26%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	8%	12%	17% R	10%	15%	12%	11%	13%	13%
Helping protect the UK's food supply and keep grocery prices stable	5%	3%	4%	7%	5%	4%	4%	7%	6%	4%
Reducing carbon emissions	11%	16% S.AE	9%	10%	9%	13%	16% S.Z.AD.AE.AG	11%	10%	9%
Other	2%	2%	2% Y	1%	1%	1%	3% Y	2%	0%	3% Y.AG
Don't know	7%	10%	8%	8%	10%	8%	5%	5%	8%	5%
N/A – I do not think there are any benefits to protecting rainforests	2%	2%	4% AB	1%	1%	3% AB	2%	1%	4% AB	1%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Government office region								
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
		R	S	T	U	V	W	X	Y	Z
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?										
Unweighted base	2127	105	231	180	140	183	180	275	283	176
Base: All UK adults	2127	85	234	173	156	186	201	276	294	185
Yes - definitely	20%	12%	18%	22% R	19%	21%	21%	18%	21%	24% R
Yes - probably	44%	48%	46%	41%	45%	40%	45%	47%	41%	43%
Probably not	20%	23%	21%	17%	18%	23%	22%	19%	18%	21%
Definitely not	7%	9%	8%	8%	8%	8%	4%	7%	7%	7%
Don't know	10%	8%	8%	12% Z	10% Z	9%	8%	9%	12% Z.AD.AG	4%
Net: Definitely/ probably	63%	60%	64%	63%	63%	61%	66%	65%	62%	67%
Net: Definitely not/probably not	27%	32%	29%	25%	26%	30%	25%	26%	25%	28%

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	Total	Government office region								
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
		R	S	T	U	V	W	X	Y	Z
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.										
Unweighted base	2127	105	231	180	140	183	180	275	283	176
Base: All UK adults	2127	85	234	173	156	186	201	276	294	185
Chocolate	56%	61%	55%	59%	58%	56%	51%	51%	57%	57%
Coffee	62%	71% V.X	60%	63%	67% V.X.AF	55%	66% V.X	54%	67% V.X	63%
Avocados	18%	12%	20% AC	17%	14%	17%	19%	25% R.U.Y.AB.AC.AD.AE.AF.AG	17%	19%
Bananas	53%	40%	54% R	58% R	53% R	54% R	51%	57% R	49%	57% R
Ginger	19%	10%	17%	16%	15%	21% R.AC	21% R.AC	28% Y.AA.AB.AC.AD.A	21% R.AC	20% R.AC
Cinnamon	14%	11%	15%	12%	15%	11%	18%	15%	15%	13%
Black pepper	53%	54%	52%	52%	50%	49%	50%	58% AC	55%	56%
Peanuts	19%	13%	20%	15%	17%	17% R.T.U.V.Y.Z.AB.AD.AE	27% I.V.Y.Z.AB.AD.AE.AF.AG	28%	18%	17%
Brazil nuts	6%	4%	9% AC	5%	6%	5%	7%	8% AC	7%	6%
None of these	6%	2%	6%	5%	6%	8% R.Z	5%	7% R.Z	8% R.Z.AG	3%
Net: Any	94%	98% V.X.Y.AF	94%	95%	94%	92%	96%	93%	92%	97% V.X.Y.AF.AG

Cell Contents (CO/BP, BQ/BR/BS, BT/BU/BV, BW/BX/BY, BZ/CA/CB/CC/CD, CE/CF/CG/CH, CI/CJ/CK/CL/CM/CN/CO/CP/CQ/CR/CS/CT, CU/CV/CW/CX/CY/CZ/DA, DB/I

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.	Total	Wales	Scotland	Northern Ireland	NET: England	NET: North	NET: Midlands	NET: South
		AA	AB	AC	AD	AE	AF	AG
Unweighted base	2127	114	153	107	1753	516	323	459
Base: All UK adults	2127	100	178	59	1791	493	342	479
Strongly agree	19%	19%	12%	19%	20% AB	18%	19%	19%
Agree	31%	38% U.AF	29%	31%	31%	33%	27%	31%
Neither agree nor disagree	25%	25%	28%	23%	25%	24%	28% X	26%
Disagree	10%	11%	14%	12%	10%	8%	13%	10%
Strongly disagree	7%	4%	8%	8%	7%	8%	6%	7%
Don't know	8%	4%	9%	7%	8%	9%	8%	6%
Net: Agree	50%	57% AB	41%	50%	51% AB	50%	46%	50%
Net: Disagree	17%	14%	21%	20%	17%	17%	19%	17%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Wales	Scotland	Northern Ireland	NET: England	NET: North	NET: Midlands	NET: South
		AA	AB	AC	AD	AE	AF	AG
Which, if any, of the following would you see as the most important benefit of protecting rainforests?								
Unweighted base	2127	114	153	107	1753	516	323	459
Base: All UK adults	2127	100	178	59	1791	493	342	479
Helping slow global warming/climate change	37%	35%	36%	41% V	37% V	37% V	32% V	39% V
Protecting plants and wildlife	23%	28%	21%	18%	24%	22%	27%	23%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	10%	13%	12%	13%	13%	13%	13%
Helping protect the UK's food supply and keep grocery prices stable	5%	4%	7%	5%	5%	5%	4%	5%
Reducing carbon emissions	11%	13%	10%	12%	11%	10%	12%	10%
Other	2%	2%	4% Y.AD.AG	-	2% Y	2%	1%	1% Y
Don't know	7%	6%	10% X	7%	7%	8%	9%	6%
N/A – I do not think there are any benefits to protecting rainforests	2%	2%	-	5% X.Z.AB	2%	3% AB	2%	3% AB

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Wales	Scotland	Northern Ireland	NET: England	NET: North	NET: Midlands	NET: South
		AA	AB	AC	AD	AE	AF	AG
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?								
Unweighted base	2127	114	153	107	1753	516	323	459
Base: All UK adults	2127	100	178	59	1791	493	342	479
Yes - definitely	20%	21%	18%	16%	20% R	18%	20%	22% R
Yes - probably	44%	41%	41%	46%	44%	45%	42%	42%
Probably not	20%	20%	20%	16%	20%	20%	21%	19%
Definitely not	7%	7%	8%	8%	7%	8% W	8%	7%
Don't know	10%	11% Z	14% Z	14% Z	9% Z	9%	10% Z	9% Z
Net: Definitely/ probably	63%	62%	59%	62%	64%	63%	62%	64%
Net: Definitely not/probably not	27%	27%	28%	24%	27%	28%	28%	26%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

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Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.

	Total	Wales	Scotland	Northern Ireland	NET: England	NET: North	NET: Midlands	NET: South
		AA	AB	AC	AD	AE	AF	AG
Unweighted base	2127	114	153	107	1753	516	323	459
Base: All UK adults	2127	100	178	59	1791	493	342	479
Chocolate	56%	59%	62% W.X	64% W.X	56%	57%	57%	57%
Coffee	62%	68% V.X	62%	66% X	62% X	63% X	61% V	66% V.X
Avocados	18%	16%	16%	11%	18% AC	18%	16%	17%
Bananas	53%	52%	50%	54% R	53% R	53% R	54% R	52% R
Ginger	19%	18%	15%	9%	20% R.AC.AE	15%	18% AC	20% R.AC.AE
Cinnamon	14%	19% V	14%	11%	14%	13%	13%	14%
Black pepper	53%	51%	57%	45%	53%	53%	50%	55%
Peanuts	19%	19%	13%	21%	20% AB.AE	17%	17%	18%
Brazil nuts	6%	3%	4%	2%	7% AC	7%	6%	7%
None of these	6%	3%	3%	4%	6%	5%	7% R.Z	6% Z
Net: Any	94%	97%	97%	96%	94%	95%	93%	94% Y

Cell Contents (CƆC/DD/DE/DF/DG/DH/DI/DJ/DK/DL/DM, DN/DO/DP/DQ/DR/DS/DT/DU/DV/DW/DX/DY, DZ/EA, EB/EC/ED/EE/EF/EG/EH

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

YouGov

	Total	Ethnicity					
		White	Mixed	Asian	Black	Other	Net: Ethnic minority
		AH	AI	AJ	AK	AL	AM
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.							
Unweighted base	2127	1794	97	120	102	*14*	333
Base: All UK adults	2127	1815	40	163	72	*37*	312
Strongly agree	19%	19%	22% *	19%	19% *	*16%* **	19%
Agree	31%	31%	33% *	33%	32% *	*28%* **	32%
Neither agree nor disagree	25%	25%	20% *	23%	28% *	*16%* **	23%
Disagree	10%	11%	14% AK*	10%	5% *	*19%* **	10% AK
Strongly disagree	7%	7%	6% *	5%	6% *	- **	5%
Don't know	8%	7%	6% *	10%	10% *	*22%* **	11%
Net: Agree	50%	50%	55% *	52%	51% *	*43%* **	51%
Net: Disagree	17%	18%	20% *	15%	11% *	*19%* **	15%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Ethnicity					
		White	Mixed	Asian	Black	Other	Net: Ethnic minority
		AH	AI	AJ	AK	AL	AM
Which, if any, of the following would you see as the most important benefit of protecting rainforests?							
Unweighted base	2127	1794	97	120	102	*14*	333
Base: All UK adults	2127	1815	40	163	72	*37*	312
Helping slow global warming/climate change	37%	37% AK	36% *	36%	24% *	*28%* **	32% AK
Protecting plants and wildlife	23%	23%	29% *	23%	23% *	*22%* **	24%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	12%	16% *	11%	23% AH.AJ.AM*	*23%* **	16% AJ
Helping protect the UK's food supply and keep grocery prices stable	5%	5%	3% *	7%	12% AH.AI*	*13%* **	8% AH.AI
Reducing carbon emissions	11%	11%	8% *	17% AH	8% *	*8%* **	13%
Other	2%	2%	1% *	-	1% *	- **	0%
Don't know	7%	8%	3% *	4%	7% *	*6%* **	5%
N/A – I do not think there are any benefits to protecting rainforests	2%	2%	4% *	3%	1% *	- **	2%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

YouGov

	Total	Ethnicity					
		White	Mixed	Asian	Black	Other	Net: Ethnic minority
		AH	AI	AJ	AK	AL	AM
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?							
Unweighted base	2127	1794	97	120	102	*14*	333
Base: All UK adults	2127	1815	40	163	72	*37*	312
Yes - definitely	20%	20%	21% *	13%	20% *	*16%* **	16%
Yes - probably	44%	44%	49% *	44%	43% *	*34%* **	43%
Probably not	20%	20%	17% *	21%	16% *	*28%* **	20%
Definitely not	7%	7%	7% *	8%	8% *	- **	7%
Don't know	10%	9%	6% *	13%	13% *	*22%* **	13% AH.AI
Net: Definitely/ probably	63%	64%	70% AM*	58%	63% *	*50%* **	59%
Net: Definitely not/probably not	27%	27%	24% *	29%	24% *	*28%* **	27%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

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	Total	Ethnicity					
		White	Mixed	Asian	Black	Other	Net: Ethnic minority
		AH	AI	AJ	AK	AL	AM
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.							
Unweighted base	2127	1794	97	120	102	*14*	333
Base: All UK adults	2127	1815	40	163	72	*37*	312
Chocolate	56%	57% AK	55% *	57%	44% *	*49%* **	52% AK
Coffee	62%	65% AJ.AK.AM	62% AJ.AM*	47%	48% *	*44%* **	49%
Avocados	18%	17%	19% *	26% AH	31% AH*	*22%* **	26% AH.AI
Bananas	53%	52%	60% *	53%	56% *	*72%* **	57%
Ginger	19%	16%	32% AH*	42% AH	37% AH*	*30%* **	38% AH
Cinnamon	14%	13%	25% AH*	26% AH	21% AH*	*21%* **	24% AH
Black pepper	53%	54%	57% *	52%	44% *	*56%* **	51%
Peanuts	19%	17%	31% AH*	30% AH	39% AH.AM*	*23%* **	31% AH
Brazil nuts	6%	5%	6% *	16% AH.AI	10% AH*	*15%* **	13% AH.AI
None of these	6%	5%	5% *	6%	6% *	*8%* **	6%
Net: Any	94%	95%	95% *	94%	94% *	*92%* **	94%

Cell Contents (Cd/EI/EJ/EK/EL, EM/EN/EO/EP/EQ/ER/ES/ET, EU/EV/EW/EX/EY/EZ/FA/FB, Minimum Base: 30 (**), Sm

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Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

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	Total	Working Status							
		Working full time (30 or more hours per week)	Working part time	Full time student	Retired	Unemployed	Not working	Other	NET: Working
		AN	AO	AP	AQ	AR	AS	AT	AU
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.									
Unweighted base	2127	961	327	102	442	110	128	57	1288
Base: All UK adults	2127	922	326	105	479	111	129	56	1247
Strongly agree	19%	19%	20%	12% *	19%	19% *	19%	19% *	19%
Agree	31%	30%	29%	37% *	35% AU	27% *	33%	35% *	29%
Neither agree nor disagree	25%	23%	25%	16% *	30% AN.AP.AU	25% *	24%	29% *	24%
Disagree	10%	12% AQ	12% AQ	15% AQ*	5%	8% *	9%	13% AQ*	12% AQ
Strongly disagree	7%	8% AQ	5%	8% *	4%	8% *	9%	2% *	8% AQ
Don't know	8%	7%	9%	13% AT*	7%	13% AN.AQ.AT.AU*	7%	2% *	8%
Net: Agree	50%	49%	49%	49% *	53%	46% *	52%	54% *	49%
Net: Disagree	17%	21% AQ	17% AQ	22% AQ*	10%	16% *	18% AQ	14% *	20% AQ

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Working Status							
		Working full time (30 or more hours per week)	Working part time	Full time student	Retired	Unemployed	Not working	Other	NET: Working
		AN	AO	AP	AQ	AR	AS	AT	AU
Which, if any, of the following would you see as the most important benefit of protecting rainforests?									
Unweighted base	2127	961	327	102	442	110	128	57	1288
Base: All UK adults	2127	922	326	105	479	111	129	56	1247
Helping slow global warming/climate change	37%	35%	39%	48% AN.AR.AS.AU*	38%	32% *	33%	34% *	36%
Protecting plants and wildlife	23%	26% AQ	21%	25% *	17%	30% AQ*	27% AQ	21% *	25% AQ
Protecting the livelihoods and rights of Indigenous and forest communities	12%	11% AP	13% AP	2% *	17% AN.AP.AT.AU	11% AP*	14% AP	5% *	12% AP
Helping protect the UK's food supply and keep grocery prices stable	5%	6%	3%	5% *	6%	5% *	6%	5% *	5%
Reducing carbon emissions	11%	12%	10%	7% *	13% AS	8% *	7%	9% *	11%
Other	2%	1%	2%	4% AQ*	1%	3% *	6% AN.AO.AQ.AU	6% AN.AQ.AU*	1%
Don't know	7%	7%	8%	4% *	6%	10% *	7%	15% AN.AP.AQ.AU*	7%
N/A – I do not think there are any benefits to protecting rainforests	2%	2%	3%	5% *	2%	1% *	1%	6% AQ*	2%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Working Status							
		Working full time (30 or more hours per week)	Working part time	Full time student	Retired	Unemployed	Not working	Other	NET: Working
		AN	AO	AP	AQ	AR	AS	AT	AU
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?									
Unweighted base	2127	961	327	102	442	110	128	57	1288
Base: All UK adults	2127	922	326	105	479	111	129	56	1247
Yes - definitely	20%	21%	20%	25% *	17%	18% *	21%	15% *	20%
Yes - probably	44%	42%	47% AS	48% *	48% AN.AR.AS	37% *	36%	34% *	43%
Probably not	20%	21% AO.AU	16%	14% *	22% AO	17% *	17%	14% *	20% AO
Definitely not	7%	7% AP	8% AP	1% *	6%	10% AP*	13% AN.AP.AQ.AU	13% AP*	7% AP
Don't know	10%	9%	9%	12% *	7%	19% AN.AO.AQ.AU*	13% AQ	24% AN.AO.AQ.AU*	9%
Net: Definitely/ probably	63%	63% AT	67% AR.AS.AT	73% AR.AS.AT*	65% AT	54% *	57%	48% *	64% AT
Net: Definitely not/probably not	27%	29% AP	23%	15% *	28% AP	27% AP*	30% AP	27% *	27% AP

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Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

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	Total	Working Status							
		Working full time (30 or more hours per week)	Working part time	Full time student	Retired	Unemployed	Not working	Other	NET: Working
		AN	AO	AP	AQ	AR	AS	AT	AU
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.									
Unweighted base	2127	961	327	102	442	110	128	57	1288
Base: All UK adults	2127	922	326	105	479	111	129	56	1247
Chocolate	56%	59% AQ	62% AQ.AR	58% *	52%	49% *	54%	52% *	59% AQ.AR
Coffee	62%	62% AP.AR	65% AP.AR	42% *	71% N.AP.AR.AS.AT.A	45% *	62% AP.AR	50% *	63% AP.AR
Avocados	18%	18%	21%	15% *	17%	17% *	17%	19% *	19%
Bananas	53%	50%	58% AN.AP.AR.AT.AU	43% *	63% N.AP.AR.AS.AT.A	42% *	48%	41% *	52% AN
Ginger	19%	18%	19%	18% *	21%	22% *	22%	15% *	18%
Cinnamon	14%	13%	17%	11% *	14%	16% *	18%	13% *	14%
Black pepper	53%	55% AP	50%	43% *	58% AO.AP.AR	46% *	48%	45% *	54%
Peanuts	19%	21%	21%	12% *	18%	22% *	18%	10% *	21% AP
Brazil nuts	6%	4%	7%	6% *	9% AN.AU	8% *	5%	7% *	5% AN
None of these	6%	5%	5%	5% *	4%	16% AN.AO.AP.AQ.AS.AU*	5%	15% AN.AO.AP.AQ.AS.AU*	5%
Net: Any	94%	95% AR.AT	95% AR.AT	95% AR.AT*	96% AR.AT	84% *	95% AR.AT	85% *	95% AR.AT

Cell Contents (Call Base: 100 (*))

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Work Sector		
		Private sector	Public sector	Third/voluntary sector
		AV	AW	AX
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.				
Unweighted base	2127	803	485	96
Base: All UK adults	2127	795	465	95
Strongly agree	19%	21%	18%	23% *
Agree	31%	28%	34% AV	33% *
Neither agree nor disagree	25%	23%	24%	19% *
Disagree	10%	11%	13%	11% *
Strongly disagree	7%	8% AW	5%	5% *
Don't know	8%	8%	6%	8% *
Net: Agree	50%	49%	52%	56% *
Net: Disagree	17%	20%	18%	17% *

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Work Sector		
		Private sector	Public sector	Third/voluntary sector
		AV	AW	AX
Which, if any, of the following would you see as the most important benefit of protecting rainforests?				
Unweighted base	2127	803	485	96
Base: All UK adults	2127	795	465	95
Helping slow global warming/climate change	37%	33%	44% AV	41% *
Protecting plants and wildlife	23%	28% AW.AX	20%	17% *
Protecting the livelihoods and rights of Indigenous and forest communities	12%	11%	13%	16% *
Helping protect the UK's food supply and keep grocery prices stable	5%	5%	5%	2% *
Reducing carbon emissions	11%	11%	10%	15% *
Other	2%	2%	1%	2% *
Don't know	7%	8%	6%	5% *
N/A – I do not think there are any benefits to protecting rainforests	2%	2%	1%	3% *

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Work Sector		
		Private sector	Public sector	Third/voluntary sector
		AV	AW	AX
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?				
Unweighted base	2127	803	485	96
Base: All UK adults	2127	795	465	95
Yes - definitely	20%	20%	21%	24% *
Yes - probably	44%	43%	46%	36% *
Probably not	20%	20%	21%	18% *
Definitely not	7%	8% AW	5%	5% *
Don't know	10%	9%	7%	17% AV.AW*
Net: Definitely/ probably	63%	63%	67%	61% *
Net: Definitely not/probably not	27%	28%	26%	23% *

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YouGov Survey Results - Cool Earth

Sample size: 2,127

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	Total	Work Sector		
		Private sector	Public sector	Third/voluntary sector
		AV	AW	AX
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.				
Unweighted base	2127	803	485	96
Base: All UK adults	2127	795	465	95
Chocolate	56%	59%	61%	57% *
Coffee	62%	63%	64%	68% *
Avocados	18%	20%	18%	15% *
Bananas	53%	51%	56%	53% *
Ginger	19%	21%	18%	18% *
Cinnamon	14%	13%	16%	21% AV*
Black pepper	53%	54%	57%	59% *
Peanuts	19%	22%	20%	25% *
Brazil nuts	6%	6%	7%	8% *
None of these	6%	4%	4%	2% *
Net: Any	94%	96%	96%	98% *

Cell Contents (Cc

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Work Industry							
		Manufacturing	Construction	Retail	Financial services	IT & telecoms	Medical & health services	Education	Transportation & distribution
		AY	AZ	BA	BB	BC	BD	BE	BF
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.									
Unweighted base	2127	100	51	107	70	83	167	174	59
Base: All UK adults	2127	102	52	107	67	82	155	170	56
Strongly agree	19%	22% *	27% BD*	17%	20% *	17% *	15%	22%	17% *
Agree	31%	21% *	22% *	21%	29% *	33% *	38% AY.BA	31%	32% *
Neither agree nor disagree	25%	27% *	28% *	27%	22% *	30% *	23%	23%	23% *
Disagree	10%	12% *	10% *	10%	12% *	7% *	13%	11%	9% *
Strongly disagree	7%	9% *	3% *	5%	12% BD*	6% *	4%	9%	13% BD*
Don't know	8%	10% *	10% *	20% Y.BB.BC.BD.BE.I	5% *	7% *	7%	4%	7% *
Net: Agree	50%	42% *	50% *	38%	49% *	50% *	52% BA	53% BA	49% *
Net: Disagree	17%	21% *	13% *	14%	25% *	13% *	18%	20%	22% *

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

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	Total	Work Industry							
		Manufacturing	Construction	Retail	Financial services	IT & telecoms	Medical & health services	Education	Transportation & distribution
		AY	AZ	BA	BB	BC	BD	BE	BF
Which, if any, of the following would you see as the most important benefit of protecting rainforests?									
Unweighted base	2127	100	51	107	70	83	167	174	59
Base: All UK adults	2127	102	52	107	67	82	155	170	56
Helping slow global warming/climate change	37%	28% *	36% *	26%	37% *	32% *	37%	47% AY.BA.BC.BF	26% *
Protecting plants and wildlife	23%	34% BE*	34% BE*	30% BE	25% *	27% *	25%	18%	26% *
Protecting the livelihoods and rights of Indigenous and forest communities	12%	11% *	16% *	11%	8% *	11% *	15%	14%	9% *
Helping protect the UK's food supply and keep grocery prices stable	5%	4% *	3% *	5%	8% *	8% *	7%	4%	2% *
Reducing carbon emissions	11%	14% *	4% *	10%	17% AZ.BD*	11% *	7%	10%	21% AZ.BD.BE*
Other	2%	3% BE*	2% BE*	1%	2% *	2% *	1%	-	3% BE*
Don't know	7%	4% *	6% *	11% BB	2% *	8% *	7%	6%	8% *
N/A – I do not think there are any benefits to protecting rainforests	2%	2% *	- *	5% BD.BE	1% *	1% *	1%	1%	6% BD.BE*

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Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Work Industry							
		Manufacturing	Construction	Retail	Financial services	IT & telecoms	Medical & health services	Education	Transportation & distribution
		AY	AZ	BA	BB	BC	BD	BE	BF
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?									
Unweighted base	2127	100	51	107	70	83	167	174	59
Base: All UK adults	2127	102	52	107	67	82	155	170	56
Yes - definitely	20%	22% *	26% *	16%	25% *	16% *	19%	21%	18% *
Yes - probably	44%	37% *	44% *	44%	35% *	49% *	51% AY.BB	46%	39% *
Probably not	20%	16% *	14% *	19%	23% *	23% *	20%	22%	19% *
Definitely not	7%	14% BB.BC.BD.BE*	5% *	12% BB.BD.BE	3% *	4% *	1%	5%	14% BB.BC.BD.BE*
Don't know	10%	12% *	12% *	9%	14% *	9% *	9%	7%	10% *
Net: Definitely/ probably	63%	59% *	69% *	61%	60% *	64% *	70%	67%	57% *
Net: Definitely not/probably not	27%	29% *	19% *	31%	26% *	27% *	21%	26%	33% *

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

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Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.

	Total	Work Industry							
		Manufacturing	Construction	Retail	Financial services	IT & telecoms	Medical & health services	Education	Transportation & distribution
		AY	AZ	BA	BB	BC	BD	BE	BF
Unweighted base	2127	100	51	107	70	83	167	174	59
Base: All UK adults	2127	102	52	107	67	82	155	170	56
Chocolate	56%	53% *	64% *	59%	53% *	59% *	67% AY	60%	53% *
Coffee	62%	72% BB.BC.BD*	59% *	68%	54% *	54% *	58%	66%	69% *
Avocados	18%	11% *	12% *	9%	31% AY.AZ.BA.BD.BF	24% AY.BA.BF*	18% BA	22% AY.BA.BF	9% *
Bananas	53%	58% BB*	51% *	56% BB	34% *	52% BB*	57% BB	53% BB	47% *
Ginger	19%	20% BA*	28% BA.BE.BF*	9%	24% BA*	18% *	19% BA	15%	12% *
Cinnamon	14%	11% *	12% *	9%	17% BF*	12% *	21% AY.BA.BF	15% BF	4% *
Black pepper	53%	55% *	53% *	42%	59% BA*	46% *	59% BA	54%	59% BA*
Peanuts	19%	20% *	24% *	17%	24% *	32% BA.BE.BF*	21%	18%	10% *
Brazil nuts	6%	5% *	11% BA*	3%	3% *	5% *	8%	6%	3% *
None of these	6%	4% *	5% *	4%	4% *	11% BD*	1%	5%	5% *
Net: Any	94%	96% *	95% *	96%	96% *	89% *	99% BC	95%	95% *

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YouGov Survey Results - Cool Earth

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	Total	Household size			
		1	2	3	4 or more
		BG	BH	BI	BJ
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.					
Unweighted base	2127	444	787	369	479
Base: All UK adults	2127	446	800	367	465
Strongly agree	19%	17%	21%	19%	17%
Agree	31%	31%	33%	30%	30%
Neither agree nor disagree	25%	28% BI.BJ	25%	22%	22%
Disagree	10%	10%	7%	14% BG.BH	15% BG.BH
Strongly disagree	7%	7%	6%	8%	7%
Don't know	8%	7%	7%	8%	9%
Net: Agree	50%	48%	54% BG.BJ	48%	47%
Net: Disagree	17%	17%	13%	22% BH	22% BH

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	Total	Household size			
		1	2	3	4 or more
		BG	BH	BI	BJ
Which, if any, of the following would you see as the most important benefit of protecting rainforests?					
Unweighted base	2127	444	787	369	479
Base: All UK adults	2127	446	800	367	465
Helping slow global warming/climate change	37%	38% BJ	39% BJ	37%	31%
Protecting plants and wildlife	23%	18%	21%	25% BG	31% BG.BH
Protecting the livelihoods and rights of Indigenous and forest communities	12%	14%	14%	12%	10%
Helping protect the UK's food supply and keep grocery prices stable	5%	3%	5%	6%	7% BG.BH
Reducing carbon emissions	11%	11%	13%	11%	10%
Other	2%	3% BH.BI	1%	1%	3% BH
Don't know	7%	11% BH.BI.BJ	7%	5%	5%
N/A – I do not think there are any benefits to protecting rainforests	2%	2%	2%	3%	2%

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	Total	Household size			
		1	2	3	4 or more
		BG	BH	BI	BJ
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?					
Unweighted base	2127	444	787	369	479
Base: All UK adults	2127	446	800	367	465
Yes - definitely	20%	17%	23% BG.BJ	21%	16%
Yes - probably	44%	44%	45%	42%	43%
Probably not	20%	20%	17%	21%	23% BH
Definitely not	7%	11% BH	6%	7%	7%
Don't know	10%	9%	9%	8%	11%
Net: Definitely/ probably	63%	61%	68% BG.BJ	63%	59%
Net: Definitely not/probably not	27%	30% BH	23%	29% BH	30% BH

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	Total	Household size			
		1	2	3	4 or more
		BG	BH	BI	BJ
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.					
Unweighted base	2127	444	787	369	479
Base: All UK adults	2127	446	800	367	465
Chocolate	56%	51%	57% BG	60% BG	61% BG
Coffee	62%	66% BI.BJ	69% BI.BJ	59%	53%
Avocados	18%	17%	18%	16%	20%
Bananas	53%	47%	59% BG.BI.BJ	52%	52%
Ginger	19%	18%	19%	20%	20%
Cinnamon	14%	15%	14%	17% BJ	12%
Black pepper	53%	55%	58% BI.BJ	49%	49%
Peanuts	19%	17%	18%	19%	24% BG.BH
Brazil nuts	6%	7%	6%	7%	6%
None of these	6%	6% BH	4%	7% BH	6% BH
Net: Any	94%	94%	96% BG.BI.BJ	93%	94%

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	Total	Household income						Index of Multiple Deprivation (IMD)		
		Up to £19,999 per year	£20,000 to £39,999 per year	£40,000 to £59,999 per year	£60,000 per year or more	NET: Up to £39,999 per year	NET: £40,000 or more per year	Decile 1 to 3 (most deprived)	Decile 4 to 7 (middle)	Decile 8 to 10 (least deprived)
	BK	BL	BM	BN	BO	BP	BQ	BR	BS
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.										
Unweighted base	2127	301	496	321	522	797	843	615	843	669
Base: All UK adults	2127	310	502	316	504	812	821	603	854	670
Strongly agree	19%	21%	17%	22%	19%	19%	20%	20%	19%	18%
Agree	31%	30%	31%	34%	32%	31%	33%	29%	31%	33%
Neither agree nor disagree	25%	28%	24%	22%	24%	26%	23%	25%	25%	25%
Disagree	10%	7%	13% BK.BO	9%	13% BK	11% BK	11% BK	10%	10%	11%
Strongly disagree	7%	7%	8%	7%	6%	7%	6%	8%	7%	5%
Don't know	8%	7%	6%	7%	6%	6%	6%	8%	8%	8%
Net: Agree	50%	51%	48%	56% BL.BO	51%	49%	53%	49%	50%	51%
Net: Disagree	17%	14%	21% BK.BO	16%	19%	18% BK	17%	18%	17%	16%

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Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Household income						Index of Multiple Deprivation (IMD)		
		Up to £19,999 per year	£20,000 to £39,999 per year	£40,000 to £59,999 per year	£60,000 per year or more	NET: Up to £39,999 per year	NET: £40,000 or more per year	Decile 1 to 3 (most deprived)	Decile 4 to 7 (middle)	Decile 8 to 10 (least deprived)
	BK	BL	BM	BN	BO	BP	BQ	BR	BS
Which, if any, of the following would you see as the most important benefit of protecting rainforests?										
Unweighted base	2127	301	496	321	522	797	843	615	843	669
Base: All UK adults	2127	310	502	316	504	812	821	603	854	670
Helping slow global warming/climate change	37%	33%	34%	42% BK.BL.BO	42% BK.BL.BO	34%	42% BK.BL.BO	34%	37%	38%
Protecting plants and wildlife	23%	20%	22%	24%	27% BK.BO	21%	26% BK.BO	22%	24%	25%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	18% BM.BN.BP	15% BM.BN.BP	9%	9%	16% BM.BN.BP	9%	14%	12%	12%
Helping protect the UK's food supply and keep grocery prices stable	5%	6%	6%	4%	6%	6%	5%	4%	6%	6%
Reducing carbon emissions	11%	10%	13%	13%	11%	12%	12%	13% BR	9%	12%
Other	2%	4% BL.BM.BN.BP	2%	1%	1%	3% BL	1%	3%	2%	1%
Don't know	7%	7% BN	6%	4%	3%	6% BN.BP	4%	9% BS	8% BS	5%
N/A – I do not think there are any benefits to protecting rainforests	2%	3% BN	2%	3% BN.BP	1%	2% BN	2% BN	3% BS	2% BS	1%

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Fieldwork Dates: 4th - 8th September 2026

	Total	Household income						Index of Multiple Deprivation (IMD)		
		Up to £19,999 per year	£20,000 to £39,999 per year	£40,000 to £59,999 per year	£60,000 per year or more	NET: Up to £39,999 per year	NET: £40,000 or more per year	Decile 1 to 3 (most deprived)	Decile 4 to 7 (middle)	Decile 8 to 10 (least deprived)
	BK	BL	BM	BN	BO	BP	BQ	BR	BS
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?										
Unweighted base	2127	301	496	321	522	797	843	615	843	669
Base: All UK adults	2127	310	502	316	504	812	821	603	854	670
Yes - definitely	20%	18%	19%	21%	25% BK.BL.BO	19%	23% BO	17%	21%	21%
Yes - probably	44%	40%	44%	49% BK.BO	46%	42%	47% BK	44%	43%	44%
Probably not	20%	21%	23% BP	17%	18%	22% BP	18%	19%	20%	20%
Definitely not	7%	13% BL.BM.BN.BO.BP	8% BN.BP	6%	4%	10% BL.BM.BN.BP	5%	9%	7%	6%
Don't know	10%	9%	7%	7%	7%	8%	7%	11%	10%	8%
Net: Definitely/ probably	63%	58%	63%	70% BK.BL.BO	71% BK.BL.BO	61%	70% BK.BL.BO	60%	64%	65%
Net: Definitely not/probably not	27%	33% BM.BN.BP	31% BM.BN.BP	23%	22%	32% BM.BN.BP	22%	28%	27%	26%

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	Total	Household income						Index of Multiple Deprivation (IMD)		
		Up to £19,999 per year	£20,000 to £39,999 per year	£40,000 to £59,999 per year	£60,000 per year or more	NET: Up to £39,999 per year	NET: £40,000 or more per year	Decile 1 to 3 (most deprived)	Decile 4 to 7 (middle)	Decile 8 to 10 (least deprived)
	BK	BL	BM	BN	BO	BP	BQ	BR	BS
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.										
Unweighted base	2127	301	496	321	522	797	843	615	843	669
Base: All UK adults	2127	310	502	316	504	812	821	603	854	670
Chocolate	56%	50%	56%	60% BK	61% BK.BO	54%	60% BK.BO	57%	55%	58%
Coffee	62%	65%	66%	67%	62%	66%	64%	60%	63%	64%
Avocados	18%	13%	14%	16%	25% BK.BL.BM.BO.BP	13%	22% BK.BL.BM.BO	15%	18%	21% BQ
Bananas	53%	46%	55% BK.BO	57% BK	56% BK	51% BK	57% BK.BO	52%	53%	54%
Ginger	19%	19%	16%	17%	23% BL.BO	17%	21%	19%	19%	20%
Cinnamon	14%	14%	14%	15%	16%	14%	15%	15%	14%	14%
Black pepper	53%	48%	52%	56%	62% BK.BL.BO	50%	60% BK.BL.BO	49%	54%	56% BQ
Peanuts	19%	16%	18%	21%	22% BK.BO	17%	22% BK.BO	21%	18%	20%
Brazil nuts	6%	7%	8%	8%	5%	8%	6%	6%	6%	7%
None of these	6%	7% BP	5%	4%	4%	6%	4%	6%	5%	6%
Net: Any	94%	93%	95%	96%	96%	94%	96% BK	94%	95%	94%

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YouGov Survey Results - Cool Earth

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	Total	Education level			Religion		
		Low	Medium	High	Christian	Other faiths	No faith
		BT	BU	BV	BW	BX	BY
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.							
Unweighted base	2127	468	807	852	717	160	1088
Base: All UK adults	2127	476	819	832	708	184	1086
Strongly agree	19%	16%	17%	22% BT.BU	17%	24%	19%
Agree	31%	27%	30%	34% BT	34%	31%	30%
Neither agree nor disagree	25%	29% BV	25%	22%	28% BX	20%	24%
Disagree	10%	11%	11%	10%	9%	11%	11%
Strongly disagree	7%	8% BV	7%	5%	6%	5%	8%
Don't know	8%	8%	9%	6%	6%	10%	8%
Net: Agree	50%	43%	48%	56% BT.BU	51%	55%	49%
Net: Disagree	17%	20%	18%	15%	15%	16%	19%

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	Total	Education level			Religion		
		Low	Medium	High	Christian	Other faiths	No faith
		BT	BU	BV	BW	BX	BY
Which, if any, of the following would you see as the most important benefit of protecting rainforests?							
Unweighted base	2127	468	807	852	717	160	1088
Base: All UK adults	2127	476	819	832	708	184	1086
Helping slow global warming/climate change	37%	31%	34%	43% BT.BU	33%	30%	41% BW.BX
Protecting plants and wildlife	23%	22%	25%	23%	22%	24%	24%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	13%	14%	11%	16% BY	12%	10%
Helping protect the UK's food supply and keep grocery prices stable	5%	7% BV	6% BV	3%	6%	5%	5%
Reducing carbon emissions	11%	11%	9%	12%	13% BY	14% BY	9%
Other	2%	2%	2%	2%	1%	4% BW	2%
Don't know	7%	9% BV	8% BV	5%	7%	6%	7%
N/A – I do not think there are any benefits to protecting rainforests	2%	4% BV	2% BV	1%	2%	4%	2%

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	Total	Education level			Religion		
		Low	Medium	High	Christian	Other faiths	No faith
		BT	BU	BV	BW	BX	BY
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?							
Unweighted base	2127	468	807	852	717	160	1088
Base: All UK adults	2127	476	819	832	708	184	1086
Yes - definitely	20%	14%	16%	26% BT.BU	17%	13%	23% BW.BX
Yes - probably	44%	41%	45%	44%	44%	43%	43%
Probably not	20%	22%	20%	18%	22%	24%	18%
Definitely not	7%	12% BU.BV	7%	5%	9%	6%	7%
Don't know	10%	11%	11% BV	8%	9%	15% BW.BY	9%
Net: Definitely/ probably	63%	56%	62% BT	69% BT.BU	61%	56%	66% BW.BX
Net: Definitely not/probably not	27%	34% BU.BV	27% BV	23%	30% BY	30%	25%

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Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.

	Total	Education level			Religion		
		Low	Medium	High	Christian	Other faiths	No faith
		BT	BU	BV	BW	BX	BY
Unweighted base	2127	468	807	852	717	160	1088
Base: All UK adults	2127	476	819	832	708	184	1086
Chocolate	56%	54%	55%	60% BT.BU	54%	57%	59% BW
Coffee	62%	65%	60%	63%	65% BX	56%	63%
Avocados	18%	10%	17% BT	23% BT.BU	19%	23% BY	16%
Bananas	53%	51%	53%	54%	58% BY	50%	49%
Ginger	19%	13%	17%	25% BT.BU	20% BY	36% BW.BY	15%
Cinnamon	14%	9%	15% BT	17% BT	14%	26% BW.BY	12%
Black pepper	53%	48%	51%	58% BT.BU	51%	52%	55%
Peanuts	19%	16%	18%	23% BT.BU	20%	29% BW.BY	17%
Brazil nuts	6%	5%	8%	6%	6%	14% BW.BY	5%
None of these	6%	6%	7% BV	4%	4%	7%	6%
Net: Any	94%	94%	93%	96% BU	96%	93%	94%

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Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Sexuality					Disability status			
		Heterosexual	Gay or lesbian	Bisexual	Other	Net: LGB	Yes, limited a lot	Yes, limited a little	No	Net: Limited at all
		BZ	CA	CB	CC	CD	CE	CF	CG	CH
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.										
Unweighted base	2127	1750	122	98	*40*	220	216	455	1400	671
Base: All UK adults	2127	1754	117	96	*43*	213	220	466	1383	685
Strongly agree	19%	18%	21%	17% *	*28%* *	19%	23%	20%	18%	21%
Agree	31%	31%	34%	35% *	*42%* *	35%	30%	31%	32%	31%
Neither agree nor disagree	25%	26% CC	23% CC	27% CC*	*6%* *	25% CC	25%	26%	24%	25%
Disagree	10%	11%	9%	10% *	*9%* *	10%	10%	8%	11%	9%
Strongly disagree	7%	7%	5%	2% *	*9%* *	4%	7%	6%	7%	6%
Don't know	8%	8%	8%	8% *	*5%* *	8%	6%	9%	8%	8%
Net: Agree	50%	49%	55%	52% *	*70%* *BZ**	54%	53%	51%	49%	51%
Net: Disagree	17%	18%	15%	12% *	*19%* *	14%	17%	14%	18% CF	15%

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Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Sexuality					Disability status			
		Heterosexual	Gay or lesbian	Bisexual	Other	Net: LGB	Yes, limited a lot	Yes, limited a little	No	Net: Limited at all
		BZ	CA	CB	CC	CD	CE	CF	CG	CH
Which, if any, of the following would you see as the most important benefit of protecting rainforests?										
Unweighted base	2127	1750	122	98	*40*	220	216	455	1400	671
Base: All UK adults	2127	1754	117	96	*43*	213	220	466	1383	685
Helping slow global warming/climate change	37%	35%	49% BZ	44% *	*50%* *	47% BZ	32%	37%	38%	35%
Protecting plants and wildlife	23%	23%	24%	19% *	*20%* *	22%	24%	20%	24%	21%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	13%	9%	8% *	*6%* *	8%	13%	15%	12%	14%
Helping protect the UK's food supply and keep grocery prices stable	5%	5%	3%	5% *	*11%* *	4%	5%	5%	5%	5%
Reducing carbon emissions	11%	12%	8%	10% *	*7%* *	9%	11%	11%	11%	11%
Other	2%	2%	-	5% BZ.CA*	*2%* *	2% CA	6% CF.CG.CH	2%	1%	3% CF.CG
Don't know	7%	7%	6%	7% *	*5%* *	6%	8%	8%	7%	8%
N/A – I do not think there are any benefits to protecting rainforests	2%	2%	1%	2% *	- *	1%	1%	3%	2%	2%

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Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Sexuality					Disability status			
		Heterosexual	Gay or lesbian	Bisexual	Other	Net: LGB	Yes, limited a lot	Yes, limited a little	No	Net: Limited at all
		BZ	CA	CB	CC	CD	CE	CF	CG	CH
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?										
Unweighted base	2127	1750	122	98	*40*	220	216	455	1400	671
Base: All UK adults	2127	1754	117	96	*43*	213	220	466	1383	685
Yes - definitely	20%	19%	25%	22% *	*28%* *	24%	28% CF.CG.CH	20%	18%	23% CF.CG
Yes - probably	44%	44%	42%	45% *	*43%* *	43%	35%	43% CE.CH	46% CE.CH	41% CE
Probably not	20%	20%	20%	21% *	*13%* *	20%	18%	19%	20%	19%
Definitely not	7%	8%	4%	4% *	*8%* *	4%	11%	7%	7%	8%
Don't know	10%	10%	9%	8% *	*8%* *	9%	9%	10%	9%	10%
Net: Definitely/ probably	63%	63%	67%	67% *	*71%* *	67%	63%	63%	64%	63%
Net: Definitely not/probably not	27%	28%	24%	25% *	*21%* *	24%	28%	26%	27%	27%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

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	Total	Sexuality					Disability status			
		Heterosexual	Gay or lesbian	Bisexual	Other	Net: LGB	Yes, limited a lot	Yes, limited a little	No	Net: Limited at all
		BZ	CA	CB	CC	CD	CE	CF	CG	CH
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.										
Unweighted base	2127	1750	122	98	*40*	220	216	455	1400	671
Base: All UK adults	2127	1754	117	96	*43*	213	220	466	1383	685
Chocolate	56%	56%	57%	65% *	*60%* *	61%	55%	54%	58%	54%
Coffee	62%	63% CC	62%	56% *	*46%* *	59%	62%	64%	63%	63%
Avocados	18%	18%	18%	13% *	*14%* *	16%	12%	15%	20% CE.CH	14%
Bananas	53%	55% CA.CD	38%	45% *	*40%* *	41%	45%	53%	54% CE	50%
Ginger	19%	19%	19%	15% *	*22%* *	17%	17%	19%	19%	18%
Cinnamon	14%	13%	13%	14% *	*21%* *	13%	14%	15%	14%	15%
Black pepper	53%	53%	64% BZ.CB.CD	48% *	*50%* *	57% CB	49%	56%	53%	54%
Peanuts	19%	19%	18%	21% *	*18%* *	19%	17%	19%	20%	18%
Brazil nuts	6%	7% CA.CD	1%	3% *	*12%* *CA.CD**	2%	6%	6%	6%	6%
None of these	6%	5%	7%	11% BZ*	*2%* *	9% BZ	8%	6%	5%	7%
Net: Any	94%	95% CB.CD	93%	89% *	*98%* *	91%	92%	94%	95%	93%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Health conditions								
		Arthritis (osteoarthritis, rheumatoid arthritis, gout, etc)	Asthma	Cancer	Chronic Pain	Diabetes	Digestive condition (Irritable bowel syndrome (IBS)	Hearing impairment	Heart condition (coronary artery disease, angina, heart	High Blood Pressure
		CI	CJ	CK	CL	CM	CN	CO	CP	CQ
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.										
Unweighted base	2127	332	250	69	140	148	182	158	80	336
Base: All UK adults	2127	345	250	76	138	151	187	164	86	346
Strongly agree	19%	24%	22%	17% *	22%	21%	25%	19%	20% *	20%
Agree	31%	34% CM	32%	37% *	33%	24%	37% CM.CQ	34% CM	30% *	28%
Neither agree nor disagree	25%	25%	22%	24% *	27%	32% CJ.CN	20%	30% CN	34% CJ.CN*	32% CI.CJ.CN.CR.CS
Disagree	10%	6%	8%	8% *	7%	7%	7%	7%	5% *	6%
Strongly disagree	7%	5%	8%	5% *	6%	8%	5%	5%	9% *	6%
Don't know	8%	6%	8%	9% *	5%	7%	6%	5%	3% *	8%
Net: Agree	50%	58% CM.CQ	54%	54% *	55%	45%	62% CM.CQ.CR.CS	54%	49% *	48%
Net: Disagree	17%	11%	16%	13% *	14%	16%	12%	12%	14% *	13%

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Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Health conditions								
		Arthritis (osteoarthritis, rheumatoid arthritis, gout, etc)	Asthma	Cancer	Chronic Pain	Diabetes	Digestive condition (Irritable bowel syndrome (IBS)	Hearing impairment	Heart condition (coronary artery disease, angina, heart	High Blood Pressure
		CI	CJ	CK	CL	CM	CN	CO	CP	CQ
Which, if any, of the following would you see as the most important benefit of protecting rainforests?										
Unweighted base	2127	332	250	69	140	148	182	158	80	336
Base: All UK adults	2127	345	250	76	138	151	187	164	86	346
Helping slow global warming/climate change	37%	38%	39%	37% *	33%	34% CI.CJ.CL.CM.CO.CP.CQ.CR.CS.CT	49%	37%	32% *	38%
Protecting plants and wildlife	23%	20%	18%	30% CJ.CM.CO.CP*	25%	16%	20%	16%	16% *	22%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	17% CK.CN.CR.CS	14% CN	8% *	14%	16% CN	8%	13%	9% *	13%
Helping protect the UK's food supply and keep grocery prices stable	5%	3%	3%	3% *	3%	6%	5%	6%	6% *	5%
Reducing carbon emissions	11%	11%	14%	10% *	13%	14%	10%	17% CN.CS	20% CI.CN.CQ.CS*	11%
Other	2%	1%	2%	4% *	4% CI.CM.CQ.CR	1%	4% CI.CM.CQ	2%	1% *	1%
Don't know	7%	8% CN	8% CN	7% *	7%	10% CN	3%	6%	12% CN*	7%
N/A – I do not think there are any benefits to protecting rainforests	2%	1%	2%	1% *	1%	4% CI.CN	1%	3%	3% *	3% CN

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Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Health conditions								
		Arthritis (osteoarthritis, rheumatoid arthritis, gout, etc)	Asthma	Cancer	Chronic Pain	Diabetes	Digestive condition (Irritable bowel syndrome (IBS)	Hearing impairment	Heart condition (coronary artery disease, angina, heart	High Blood Pressure
		CI	CJ	CK	CL	CM	CN	CO	CP	CQ
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?										
Unweighted base	2127	332	250	69	140	148	182	158	80	336
Base: All UK adults	2127	345	250	76	138	151	187	164	86	346
Yes - definitely	20%	21%	26% CM.CP.CQ.CR	18% *	22%	17%	23%	23%	15% *	17%
Yes - probably	44%	45%	42%	43% *	38%	44%	52% CJ.CL.CS	42%	44% *	45%
Probably not	20%	19% CN	17%	20% *	19%	16%	12%	24% CN	18% *	23% CN
Definitely not	7%	6%	8%	4% *	11% CN.CO	12% CI.CN.CO	5%	4%	9% *	8%
Don't know	10%	9%	7%	15% CR*	10%	12% CR	9%	7%	14% CR*	8%
Net: Definitely/ probably	63%	66%	68%	61% *	60%	60%	74% CI.CK.CL.CM.CP.CQ.CR.CS	66%	59% *	62%
Net: Definitely not/probably not	27%	25% CN	24% CN	24% *	29% CN	28% CN	17%	27% CN	27% CN*	30% CN

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	Total	Health conditions								
		Arthritis (osteoarthritis, rheumatoid arthritis, gout, etc)	Asthma	Cancer	Chronic Pain	Diabetes	Digestive condition (Irritable bowel syndrome (IBS)	Hearing impairment	Heart condition (coronary artery disease, angina, heart	High Blood Pressure
		CI	CJ	CK	CL	CM	CN	CO	CP	CQ
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.										
Unweighted base	2127	332	250	69	140	148	182	158	80	336
Base: All UK adults	2127	345	250	76	138	151	187	164	86	346
Chocolate	56%	55%	56%	54% *	63%	57%	58%	57%	59% *	55%
Coffee	62%	74% CJ.CL.CM.CQ.CS	60%	76% CJ*	64%	66%	68% CJ	77% CJ.CL.CM.CQ.CS	73% CJ*	68% CJ
Avocados	18%	20% CJ.CM.CQ	12%	14% *	14%	13%	17%	16%	17% *	14%
Bananas	53%	57% CS	50%	47% *	53%	49%	59% CJ.CS	59% CS	57% *	57% CS
Ginger	19%	21%	19%	20% *	18%	15%	20%	21%	23% *	17%
Cinnamon	14%	16%	16%	18% *	15%	14%	15%	15%	13% *	16%
Black pepper	53%	59%	54%	62% *	55%	54%	60%	57%	56% *	60%
Peanuts	19%	18%	18%	18% *	19%	21%	19%	21%	21% *	21%
Brazil nuts	6%	8% CJ.CM.CN.CS	3%	8% CM*	7% CM	2%	3%	10% CJ.CM.CN.CS	13% CJ.CM.CN.CS*	7% CJ.CM.CN
None of these	6%	2%	5%	6% *	5%	6% CI.CQ	3%	3%	5% *	2%
Net: Any	94%	98% CM.CS	95%	94% *	95%	94%	97%	97%	95% *	98% CM.CS

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	Total	High Cholesterol	Mental Health condition (anxiety, depression, PTSD, bipolar	Visual impairment
		CR	CS	CT
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.				
Unweighted base	2127	255	333	99
Base: All UK adults	2127	274	323	106
Strongly agree	19%	21%	21%	17% *
Agree	31%	30%	31%	37% CM*
Neither agree nor disagree	25%	25%	25%	29% *
Disagree	10%	7%	9%	5% *
Strongly disagree	7%	7%	6%	8% *
Don't know	8%	9%	8%	4% *
Net: Agree	50%	52%	52%	55% *
Net: Disagree	17%	15%	15%	13% *

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	Total	High Cholesterol	Mental Health condition (anxiety, depression, PTSD, bipolar	Visual impairment
		CR	CS	CT
Which, if any, of the following would you see as the most important benefit of protecting rainforests?				
Unweighted base	2127	255	333	99
Base: All UK adults	2127	274	323	106
Helping slow global warming/climate change	37%	39%	40%	35% *
Protecting plants and wildlife	23%	19%	23%	17% *
Protecting the livelihoods and rights of Indigenous and forest communities	12%	11%	11%	15% *
Helping protect the UK's food supply and keep grocery prices stable	5%	6%	3%	7% *
Reducing carbon emissions	11%	14%	10%	14% *
Other	2%	1%	4% CI.CM.CQ.CR	4% CI.CM.CQ*
Don't know	7%	6%	6%	6% *
N/A – I do not think there are any benefits to protecting rainforests	2%	3% CI.CN	1%	2% *

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	Total	High Cholesterol	Mental Health condition (anxiety, depression, PTSD, bipolar	Visual impairment
		CR	CS	CT
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?				
Unweighted base	2127	255	333	99
Base: All UK adults	2127	274	323	106
Yes - definitely	20%	16%	26% CM.CP.CQ.CR	24% *
Yes - probably	44%	47% CS	38%	43% *
Probably not	20%	22% CN	17%	20% *
Definitely not	7%	8%	7%	7% *
Don't know	10%	6%	12% CR	6% *
Net: Definitely/ probably	63%	64%	64%	67% *
Net: Definitely not/probably not	27%	30% CN	24% CN	26% CN*

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Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.

	Total	High Cholesterol	Mental Health condition (anxiety, depression, PTSD, bipolar	Visual impairment
		CR	CS	CT
Unweighted base	2127	255	333	99
Base: All UK adults	2127	274	323	106
Chocolate	56%	54%	58%	59% *
Coffee	62%	72% CJ.CL.CS	64%	75% CJ*
Avocados	18%	19% CJ.CQ	16%	16% *
Bananas	53%	60% CJ.CM.CS	48%	55% *
Ginger	19%	25% CM.CQ.CS	18%	30% CI.CJ.CL.CM.CQ.C
Cinnamon	14%	18%	15%	21% *
Black pepper	53%	64% CJ.CM.CS	55%	54% *
Peanuts	19%	20%	16%	24% *
Brazil nuts	6%	8% CJ.CM.CN.CS	4%	9% CJ.CM.CN*
None of these	6%	3%	6% CI.CQ.CR	3% *
Net: Any	94%	97% CS	94%	97% *

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Main news source						
		A printed copy of a newspaper	A newspaper's website	A news website not associated with a newspaper	A news app on a mobile or tablet device	Social network websites	Television	Radio
		CU	CV	CW	CX	CY	CZ	DA
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.								
Unweighted base	2127	70	201	197	345	354	557	204
Base: All UK adults	2127	73	199	203	340	342	566	198
Strongly agree	19%	9% *	27% CU.CW.CY	17%	20% CU.CY	12%	22% CU.CY	24% CU.CY
Agree	31%	37% *	27%	35%	33%	31%	32%	33%
Neither agree nor disagree	25%	37% .CW.CX.CY.CZ.DA*	20%	24%	25%	25%	24%	24%
Disagree	10%	3% *	8%	12% CU	11% CU	15% CU.CV.CZ.DA	10%	7%
Strongly disagree	7%	8% *	8%	6%	7%	8% CZ	5%	6%
Don't know	8%	7% *	10% CX	7%	4%	9% CX	8%	7%
Net: Agree	50%	45% *	54% CY	52%	53% CY	43%	53% CY	56% CY
Net: Disagree	17%	10% *	16%	18%	18%	23% CU.CZ.DA	15%	13%

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	Total	Main news source						
		A printed copy of a newspaper	A newspaper's website	A news website not associated with a newspaper	A news app on a mobile or tablet device	Social network websites	Television	Radio
		CU	CV	CW	CX	CY	CZ	DA
Which, if any, of the following would you see as the most important benefit of protecting rainforests?								
Unweighted base	2127	70	201	197	345	354	557	204
Base: All UK adults	2127	73	199	203	340	342	566	198
Helping slow global warming/climate change	37%	34% *	43% CY	44% CY	39% CY	31%	38% CY	37%
Protecting plants and wildlife	23%	17% *	19%	21%	27% CV.CZ	31% CU.CV.CW.CZ	21%	25%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	20% CW.CY*	11%	6%	12% CW	11%	15% CW	14% CW
Helping protect the UK's food supply and keep grocery prices stable	5%	2% *	5%	9% CZ	5%	6%	4%	5%
Reducing carbon emissions	11%	15% *	10%	13%	11%	8%	12%	9%
Other	2%	1% *	2%	2%	2%	2%	1%	2%
Don't know	7%	10% CX*	8% CX	6%	3%	7% CX	7% CX	5%
N/A – I do not think there are any benefits to protecting rainforests	2%	- *	3% CW	-	1%	3% CW	2%	3% CW

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	Total	Main news source						
		A printed copy of a newspaper	A newspaper's website	A news website not associated with a newspaper	A news app on a mobile or tablet device	Social network websites	Television	Radio
		CU	CV	CW	CX	CY	CZ	DA
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?								
Unweighted base	2127	70	201	197	345	354	557	204
Base: All UK adults	2127	73	199	203	340	342	566	198
Yes - definitely	20%	14% *	29% CU.CW.CY.CZ	19%	23% CY	13%	19% CY	23% CY
Yes - probably	44%	49% *	40%	43%	47%	46%	46%	45%
Probably not	20%	29% CV.DA*	15%	22% DA	19%	21%	20%	14%
Definitely not	7%	3% *	9%	7%	5%	9% CX	7%	7%
Don't know	10%	6% *	7%	10%	6%	12% CX	8%	12% CX
Net: Definitely/ probably	63%	63% *	69% CY	62%	70% CY	59%	65% CY	68% CY
Net: Definitely not/probably not	27%	31% *	23%	29%	24%	30% DA	27%	21%

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	Total	Main news source						
		A printed copy of a newspaper	A newspaper's website	A news website not associated with a newspaper	A news app on a mobile or tablet device	Social network websites	Television	Radio
		CU	CV	CW	CX	CY	CZ	DA
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.								
Unweighted base	2127	70	201	197	345	354	557	204
Base: All UK adults	2127	73	199	203	340	342	566	198
Chocolate	56%	55% *	56%	58%	62% CZ	60%	54%	61%
Coffee	62%	71% CY*	66% CY	62%	64% CY	53%	66% CY	68% CY
Avocados	18%	20% *	22% CZ	17%	18%	16%	16%	23% CY.CZ
Bananas	53%	63% CW.CY*	56% CY	46%	53% CY	40%	59% CW.CY	63% CW.CX.CY
Ginger	19%	21% *	29% CW.CX.CY.CZ	16%	19%	17%	16%	22%
Cinnamon	14%	9% *	17% CZ	17% CZ	17% CZ	12%	11%	15%
Black pepper	53%	53% *	65% CW.CY.CZ	55% CY	59% CY.CZ	43%	52% CY	58% CY
Peanuts	19%	20% *	22%	19%	18%	20%	18%	25%
Brazil nuts	6%	8% *	6%	8%	5%	5%	7%	8%
None of these	6%	3% *	5%	6% CX	3%	10% CV.CX.CZ.DA	4%	3%
Net: Any	94%	97% *	95% CY	94%	97% CW.CY	90%	96% CY	97% CY

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	Total	Charity actions					
		Regular financial donation	Ad hoc financial donation	Bought a product from a charity shop	Donated something to a charity shop	Held membership of a charitable organisation	Volunteered for a charity
		DB	DC	DD	DE	DF	DG
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.							
Unweighted base	2127	504	543	716	768	150	197
Base: All UK adults	2127	517	543	711	773	153	202
Strongly agree	19%	25% DD.DE.DL	25% DD.DE.DL	20% DL	21% DL	30% DD.DE.DH.DL	24% DL
Agree	31%	35% DL	37% DF.DL	35% DL	34% DL	28%	33% DL
Neither agree nor disagree	25%	23%	23%	23%	26% DC.DD.DJ	26%	26%
Disagree	10%	7%	6%	9% DC.DM	10% DB.DC.DM	9%	10%
Strongly disagree	7%	4%	4%	5%	5%	3%	4%
Don't know	8%	6%	6%	7% DE.DG	5%	3%	3%
Net: Agree	50%	60% DE.DL	61% DD.DE.DL	56% DL	54% DL	58% DL	57% DL
Net: Disagree	17%	11%	10%	14% DC.DM	14% DB.DC.DM	12%	14%

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Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

	Total	Charity actions					
		Regular financial donation	Ad hoc financial donation	Bought a product from a charity shop	Donated something to a charity shop	Held membership of a charitable organisation	Volunteered for a charity
		DB	DC	DD	DE	DF	DG
Which, if any, of the following would you see as the most important benefit of protecting rainforests?							
Unweighted base	2127	504	543	716	768	150	197
Base: All UK adults	2127	517	543	711	773	153	202
Helping slow global warming/climate change	37%	44% DL	45% DL	42% DL	42% DL	44% DL	42% DL
Protecting plants and wildlife	23%	19%	19% DI	21% DI.DJ	20% DI	15%	20% DI
Protecting the livelihoods and rights of Indigenous and forest communities	12%	16% DL	14%	13%	15% DL	14%	13%
Helping protect the UK's food supply and keep grocery prices stable	5%	5%	5%	4%	5%	6%	4%
Reducing carbon emissions	11%	10%	11% DI	10%	12% DI	14% DI	11%
Other	2%	1%	1%	2%	2%	5% DB.DC.DD.DE.DH.DK.DM	2%
Don't know	7%	5% DF.DJ.DK	4% DK	6% DE.DF.DH.DJ.DK	4% DK	2%	5% DK
N/A – I do not think there are any benefits to protecting rainforests	2%	1%	1%	1%	1%	1%	2% DB.DM

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	Total	Charity actions					
		Regular financial donation	Ad hoc financial donation	Bought a product from a charity shop	Donated something to a charity shop	Held membership of a charitable organisation	Volunteered for a charity
		DB	DC	DD	DE	DF	DG
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?							
Unweighted base	2127	504	543	716	768	150	197
Base: All UK adults	2127	517	543	711	773	153	202
Yes - definitely	20%	32% DD.DE.DH.DL.DM	29% DD.DE.DL	25% DL	22% DL	33% DD.DE.DH.DL	31% DD.DE.DL
Yes - probably	44%	47% DL	48% DL	46% DL	48% DL	45% DL	43%
Probably not	20%	14%	13%	18% DB.DC.DF.DI.DK.DM	18% DC.DF.DI.DJ.DK.DM	11%	14%
Definitely not	7%	2%	3%	4% DB.DC.DM	4% DB.DC.DM	4%	5%
Don't know	10%	5%	7%	7%	7% DB	7%	7%
Net: Definitely/ probably	63%	79% DD.DE.DL.DM	77% DD.DE.DL	70% DL	70% DL	78% DE.DL	74% DL
Net: Definitely not/probably not	27%	16%	16%	22% DB.DC.DF.DI.DJ.DK	23% DC.DF.DI.DJ.DK.DM	15%	19%

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YouGov Survey Results - Cool Earth

Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

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Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.	Total	Charity actions					
		Regular financial donation	Ad hoc financial donation	Bought a product from a charity shop	Donated something to a charity shop	Held membership of a charitable organisation	Volunteered for a charity
		DB	DC	DD	DE	DF	DG
Unweighted base	2127	504	543	716	768	150	197
Base: All UK adults	2127	517	543	711	773	153	202
Chocolate	56%	59% DL	63% DL	62% DL	63% DL	58%	62% DL
Coffee	62%	66% DL	66% DL	68% DL	67% DL	67% DL	69% DL
Avocados	18%	21% DL	20% DL	21% DL	22% DL	19%	25% DL
Bananas	53%	58% DL	56% DL	61% DC.DL.DM	3.DC.DH.DK.DL.[	58% DL	59% DL
Ginger	19%	23% DL	23% DL	23% DL	22% DL	25% DL	25% DL
Cinnamon	14%	17% DL	18% DL	18% DL	17% DL	22% DH.DL	24% 3.DD.DE.DH.DL.[
Black pepper	53%	58% DL	62% DL.DM	58% DL	58% DL	62% DL	55% DL
Peanuts	19%	23% DL	22% DL	21% DL	21% DL	20%	25% DL
Brazil nuts	6%	8% DI.DL	8% DI.DL	8% DL	8% DL	5%	6%
None of these	6%	3%	3%	3%	3%	3%	2%
Net: Any	94%	97% DL	97% DL	97% DK.DL	97% DK.DL	97% DL	98% DL

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	Total	- last 3 months					
		Sponsored a friend / colleague / family member for a charitable	Participated in a fundraising event	Donated to a Food Bank	Campaigning activities (signed a petition, contacted an	None of these	NET: Financial giving
		DH	DI	DJ	DK	DL	DM
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.							
Unweighted base	2127	276	115	163	376	513	852
Base: All UK adults	2127	277	115	161	385	511	860
Strongly agree	19%	21% DL	25% DL	31% DD.DE.DH.DL	27% DD.DE.DH.DL	13%	24% DD.DE.DL
Agree	31%	35% DL	35% DL	34% DL	35% DL	25%	35% DL
Neither agree nor disagree	25%	23%	21%	18%	22%	25%	23%
Disagree	10%	9%	8%	9%	7%	14% DB.DC.DD.DE.DK.DM	7%
Strongly disagree	7%	7% DM	7%	3%	4%	12% DB.DC.DD.DE.DF.DG.DH.DJ.DK.DM	4%
Don't know	8%	6%	4%	4%	5% DB.DC.DD.DE.DF.DG.DH.D	11%	6% DG
Net: Agree	50%	56% DL	60% DL	65% DD.DE.DH.DL	62% DD.DE.DL	38%	59% DE.DL
Net: Disagree	17%	16% DB.DC.DK.DM	15%	12%	11%	26% DB.DC.DD.DE.DF.DG.DH.DI.DJ.DK.DM	11%

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Sample size: 2,127

Fieldwork Dates: 4th - 8th September 2026

YouGov

	Total	- last 3 months					
		Sponsored a friend / colleague / family member for a charitable	Participated in a fundraising event	Donated to a Food Bank	Campaigning activities (signed a petition, contacted an	None of these	NET: Financial giving
		DH	DI	DJ	DK	DL	DM
Which, if any, of the following would you see as the most important benefit of protecting rainforests?							
Unweighted base	2127	276	115	163	376	513	852
Base: All UK adults	2127	277	115	161	385	511	860
Helping slow global warming/climate change	37%	45% DL	51% DL	52% .DD.DE.DG.DL.[	44% DL	27%	44% DL
Protecting plants and wildlife	23%	17%	11%	14%	19% DI	28% DE.DF.DG.DH.D	19% DI
Protecting the livelihoods and rights of Indigenous and forest communities	12%	14%	19% DL	11%	18% DC.DD.DJ.DL	11%	14%
Helping protect the UK's food supply and keep grocery prices stable	5%	6%	8%	7%	5%	6%	5%
Reducing carbon emissions	11%	13% DI	5%	11%	9%	10%	11%
Other	2%	2%	2%	3%	2%	2%	1%
Don't know	7%	3%	3%	2%	2% DB.DC.DD.DE.DF.DG.DH.D	11%	5% DF.DJ.DK
N/A – I do not think there are any benefits to protecting rainforests	2%	1%	0%	1%	1% DB.DC.DD.DE.DH.DI.DJ.DK.DM	5%	1%

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	Total	- last 3 months					
		Sponsored a friend / colleague / family member for a charitable	Participated in a fundraising event	Donated to a Food Bank	Campaigning activities (signed a petition, contacted an	None of these	NET: Financial giving
		DH	DI	DJ	DK	DL	DM
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?							
Unweighted base	2127	276	115	163	376	513	852
Base: All UK adults	2127	277	115	161	385	511	860
Yes - definitely	20%	23% DL	23% DL	31% DE.DL	30% DD.DE.DH.DL	10%	28% DD.DE.DL
Yes - probably	44%	50% DL	56% DD.DG.DL	51% DL	48% DL	35%	48% DL
Probably not	20%	18% DC.DI.DK	10%	12%	12% DB.DC.DD.DE.DF.DG.DH.DI.DJ.DK.DM	25%	15%
Definitely not	7%	3%	3%	2%	4% DB.DC.DD.DE.DF.DG.DH.DI.DJ.DK.DM	15%	3%
Don't know	10%	5%	7%	4%	6% DB.DC.DD.DE.DF.DG.DH.D	15%	7% DB
Net: Definitely/ probably	63%	74% DL	79% DD.DE.DL	83% DD.DE.DG.DH.DI	78% DD.DE.DL	45%	76% DD.DE.DL
Net: Definitely not/probably not	27%	21% DC.DJ.DK	13%	14%	15% DB.DC.DD.DE.DF.DG.DH.DI.DJ.DK.DM	40%	17%

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	Total	- last 3 months					
		Sponsored a friend / colleague / family member for a charitable	Participated in a fundraising event	Donated to a Food Bank	Campaigning activities (signed a petition, contacted an	None of these	NET: Financial giving
		DH	DI	DJ	DK	DL	DM
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.							
Unweighted base	2127	276	115	163	376	513	852
Base: All UK adults	2127	277	115	161	385	511	860
Chocolate	56%	64% DL	65% DL	66% DL	60% DL	50%	61% DL
Coffee	62%	70% DL	67%	73% DK.DL	65% DL	56%	66% DL
Avocados	18%	25% DK.DL	21% DL	30% C.DD.DE.DF.DK.I	19% DL	13%	21% DL
Bananas	53%	56% DL	62% DL	65% DC.DH.DL.DM	57% DL	43%	57% DL
Ginger	19%	24% DL	27% DL	28% DK.DL	20% DL	14%	23% DL
Cinnamon	14%	15% DL	21% DL	23% DB.DH.DL.DM	18% DL	10%	17% DL
Black pepper	53%	66% DD.DE.DG.DI.DL.DM	55%	67% DB.DD.DE.DG.DI.DL	60% DL	45%	59% DL
Peanuts	19%	22% DL	26% DL	26% DL	21% DL	15%	22% DL
Brazil nuts	6%	6%	3% DB.DC.DD.DE.DF.DG.DH.D	15%	8% DI.DL	4%	8% DI.DL
None of these	6%	3%	2%	2%	5% DD.DE	9% DE.DF.DG.DH.DI.DJ.DK.DM	4%
Net: Any	94%	97% DL	98% DL	98% DL	95% DL	91%	96% DL

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	Total	Causes supported								
		Children and young people	The community	Disability	The environment / conservation	Health and medicine	Poverty Relief / International Development	Disaster Relief	Social care and welfare	Animals
		DN	DO	DP	DQ	DR	DS	DT	DU	DV
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.										
Unweighted base	2127	224	162	114	179	282	158	111	87	282
Base: All UK adults	2127	217	158	112	176	284	160	118	85	280
Strongly agree	19%	24%	23%	28% DN.DO.DP.DR.DS.DT.DU.DV.DW.DX.DY	41%	21%	24%	28%	25% *	27%
Agree	31%	39%	47% DR	38%	39%	33%	43% DR	43% DR	44% DR*	39%
Neither agree nor disagree	25%	20%	19%	19%	14%	25% DQ	20%	19%	17% *	22% DQ
Disagree	10%	8% DO.DQ	4%	8%	3%	9% DO.DQ.DV	8% DQ	5%	7% *	5%
Strongly disagree	7%	3%	4% DQ.DS.DT	3%	1%	7% DN.DQ.DS.DT	1%	-	3% *	3% DQ.DT
Don't know	8%	6% DQ	4%	4%	2%	6% DQ	5%	5%	4% *	4%
Net: Agree	50%	63% DR	70% DR.DW.DY	66% DR	80% .DR.DS.DU.DV.DW.DX.DY	54%	67% DR.DY	72% DR.DW.DX.DY	70% DR.DY*	66% DR.DY
Net: Disagree	17%	11% DQ.DT	8%	10% DQ	4%	15% DO.DQ.DS.DT.DV	9% DQ	5%	9% *	8% DQ

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	Total	Causes supported								
		Children and young people	The community	Disability	The environment / conservation	Health and medicine	Poverty Relief / International Development	Disaster Relief	Social care and welfare	Animals
		DN	DO	DP	DQ	DR	DS	DT	DU	DV
Which, if any, of the following would you see as the most important benefit of protecting rainforests?										
Unweighted base	2127	224	162	114	179	282	158	111	87	282
Base: All UK adults	2127	217	158	112	176	284	160	118	85	280
Helping slow global warming/climate change	37%	42% DY	44% DY	39%	51% DP.DY	45% DY	47% DY	51% DY	47% DY*	45% DY
Protecting plants and wildlife	23%	18%	14%	14%	20%	19%	19%	17%	13% *	26% J.DO.DP.DR.DU.
Protecting the livelihoods and rights of Indigenous and forest communities	12%	16%	18%	23% DQ.DR.DS.DT.DV.DW	12%	14%	12%	11%	13% *	13%
Helping protect the UK's food supply and keep grocery prices stable	5%	5%	6% DV	9% DR.DV	4%	4%	4%	4%	9% DV*	3%
Reducing carbon emissions	11%	13% DW	14% DV.DW.DY	12%	11%	10%	13% DW	12%	13% *	9%
Other	2%	2%	1%	1%	2%	3%	2%	1%	2% *	2%
Don't know	7%	4% DQ	1%	3%	1%	4% DQ	2%	3%	2% *	4% DQ
N/A – I do not think there are any benefits to protecting rainforests	2%	1%	1% DV	-	-	1% DV	-	1%	1% DV*	-

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	Total	Causes supported								
		Children and young people	The community	Disability	The environment / conservation	Health and medicine	Poverty Relief / International Development	Disaster Relief	Social care and welfare	Animals
		DN	DO	DP	DQ	DR	DS	DT	DU	DV
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?										
Unweighted base	2127	224	162	114	179	282	158	111	87	282
Base: All UK adults	2127	217	158	112	176	284	160	118	85	280
Yes - definitely	20%	30% DR.DY	32% DR.DY	27% DN.DO.DP.	49% DR.DS.DT.DU.DV.	19% DW.DX.DY	36% DR.DW.DY	35% DR.DW.DY	32% DR.DY*	33% DR.DW.DY
Yes - probably	44%	54%	49%	55%	46%	56% DQ	47%	46%	56% *	49%
Probably not	20%	11% DQ	12% DQ	14% DQ	3%	16% DQ	14% DQ	12% DQ	10% DQ*	11% DQ
Definitely not	7%	1%	1%	1%	1%	3%	1%	-	3% *	1%
Don't know	10%	5% DU	6% DQ.DU	2%	2%	6% DQ.DU	2%	7% DQ.DS.DU	- *	5% DQ.DU
Net: Definitely/ probably	63%	84% DR.DW.DY	81% DY	83% DW.DY	95% DR.DS.DT.DU.DV.	75% DW.DX.DY	83% DR.DW.DY	81% DY	88% DR.DW.DY*	82% DR.DW.DY
Net: Definitely not/probably not	27%	12% DQ	13% DQ	15% DQ	3%	18% DN.DQ.DV	14% DQ	12% DQ	12% DQ*	13% DQ

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Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.	Total	Causes supported								
		Children and young people	The community	Disability	The environment / conservation	Health and medicine	Poverty Relief / International Development	Disaster Relief	Social care and welfare	Animals
		DN	DO	DP	DQ	DR	DS	DT	DU	DV
Unweighted base	2127	224	162	114	179	282	158	111	87	282
Base: All UK adults	2127	217	158	112	176	284	160	118	85	280
Chocolate	56%	69%	65%	64%	66%	63%	68%	62%	69% *	66%
Coffee	62%	68%	68%	65%	72% DV	68%	67%	63%	77% DT.DV.DW*	63%
Avocados	18%	22%	31% DN.DR.DT.DV.DY	27% DR.DY	26% DR.DY	17%	32% DN.DR.DT.DV.DY	18%	28% DR.DY*	21%
Bananas	53%	60%	65% DR.DV	69% DR.DS.DV	61% DV	55%	56%	61%	72% DR.DS.DV*	52%
Ginger	19%	27% DR	35% DR.DV.DW.DY	26% DR	31% DR.DV.DY	18%	35% DR.DV.DW.DY	31% DR.DY	28% DR*	24%
Cinnamon	14%	22% DR	29% DR.DU.DV.DW.DX.DY	15%	22% DR	13%	25% DP.DR.DV.DY	24% DR	18% *	18%
Black pepper	53%	63%	65% DV	57%	69% DP.DR.DV	59%	66% DV	66%	64% *	56%
Peanuts	19%	28% DV.DW	26%	38% DN.DO.DR.DV.DW.	31% DV.DW	25%	33% DR.DV.DW	30% DV.DW	31% DV.DW*	20%
Brazil nuts	6%	9%	8%	16% DN.DO.DR.DU.DV.DY	9%	7%	12%	12% DY	5% *	7%
None of these	6%	3%	1%	1%	3%	2%	2%	2%	- *	3% DO
Net: Any	94%	97%	99% DV	99%	97%	98%	98%	98%	100% *	97%

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	Total				Volunteered in last 12 months	
		Faith-based	Housing and homelessness	Military	Yes	No
		DW	DX	DY	DZ	EA
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.						
Unweighted base	2127	93	98	75	197	1930
Base: All UK adults	2127	88	93	79	202	1925
Strongly agree	19%	20% *	22% *	18% *	24%	18%
Agree	31%	38% *	37% *	35% *	33%	31%
Neither agree nor disagree	25%	24% DQ*	25% DQ*	25% DQ*	26%	25%
Disagree	10%	9% DQ*	11% DO.DQ.DV*	6% *	10%	11%
Strongly disagree	7%	2% *	2% *	9%)N.DQ.DS.DT.DX*	4%	7%
Don't know	8%	7% DQ*	3% *	8% DQ*	3%	8% DZ
Net: Agree	50%	58% *	59% *	53% *	57% EA	49%
Net: Disagree	17%	11% DQ*	13% DQ.DT*	14% DQ.DT*	14%	18%

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	Total				Volunteered in last 12 months	
		Faith-based	Housing and homelessness	Military	Yes	No
		DW	DX	DY	DZ	EA
Which, if any, of the following would you see as the most important benefit of protecting rainforests?						
Unweighted base	2127	93	98	75	197	1930
Base: All UK adults	2127	88	93	79	202	1925
Helping slow global warming/climate change	37%	49% DY*	46% DY*	28% *	42%	36%
Protecting plants and wildlife	23%	20% *	16% *	29%)N.DO.DP.DU.DX*	20%	24%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	11% *	15% *	18% *	13%	12%
Helping protect the UK's food supply and keep grocery prices stable	5%	9% DV*	6% *	7% *	4%	5%
Reducing carbon emissions	11%	5% *	9% *	5% *	11%	11%
Other	2%	- *	3% *	2% *	2%	2%
Don't know	7%	6% DO.DQ*	2% *	8% DO.DQ.DS*	5%	7%
N/A – I do not think there are any benefits to protecting rainforests	2%	1% *	2% DQ.DS.DV*	3% DQ.DS.DV*	2%	2%

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	Total				Volunteered in last 12 months	
		Faith-based	Housing and homelessness	Military	Yes	No
		DW	DX	DY	DZ	EA
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?						
Unweighted base	2127	93	98	75	197	1930
Base: All UK adults	2127	88	93	79	202	1925
Yes - definitely	20%	22% *	29% DR.DY*	17% *	31% EA	18%
Yes - probably	44%	50% *	54% *	48% *	43%	44%
Probably not	20%	13% DQ*	11% DQ*	23%)O.DQ.DT.DU.DV.DX*	14%	20% DZ
Definitely not	7%	3% DT*	1% *	8%)P.DQ.DR.DS.DT.DV.DX*	5%	8%
Don't know	10%	12%)P.DQ.DS.DU.DV	4% DU*	4% *	7%	10%
Net: Definitely/ probably	63%	71% *	83% DW.DY*	64% *	74% EA	62%
Net: Definitely not/probably not	27%	16% DQ*	12% DQ*	31%)Q.DR.DS.DT.DU.DV.DW.DX*	19%	28% DZ

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	Total				Volunteered in last 12 months	
		Faith-based	Housing and homelessness	Military	Yes	No
		DW	DX	DY	DZ	EA
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.						
Unweighted base	2127	93	98	75	197	1930
Base: All UK adults	2127	88	93	79	202	1925
Chocolate	56%	60% *	65% *	65% *	62%	56%
Coffee	62%	63% *	77% DP.DT.DV.DW*	72% *	69%	62% EC.ED.E
Avocados	18%	23% *	26% DR.DY*	14% *	25% EA	17%
Bananas	53%	64% *	62% *	64% *	59%	52% EC.ED
Ginger	19%	23% *	26% *	17% *	25% EA	18%
Cinnamon	14%	16% *	19% *	13% *	24% EA	13%
Black pepper	53%	60% *	69% DP.DV*	59% *	55%	53%
Peanuts	19%	18% *	34% DV.DW*	23% *	25%	19%
Brazil nuts	6%	11% *	8% *	4% *	6%	6%
None of these	6%	2% *	- *	3% *	2%	6% DZ
Net: Any	94%	98% *	100% *	97% *	98% EA	94% ED.E

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Sample size: 2,127

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	Total	House tenure					
		Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association
		EB	EC	ED	EE	EF	EG
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.							
Unweighted base	2127	630	573	*37*	317	93	109
Base: All UK adults	2127	661	554	*37*	305	93	105
Strongly agree	19%	20% ED	20% ED	*6%* *	20% ED	20% ED*	15%
Agree	31%	34%	29%	*37%* *	33%	25% *	32%
Neither agree nor disagree	25%	27%	24%	*30%* *	27%	28% *	24%
Disagree	10%	7%	13% EB.EE.EK	*15%* *	8%	14% EB*	10%
Strongly disagree	7%	5%	9% EB.EK	*5%* *	5%	6% *	10%
Don't know	8%	8%	6%	*7%* *	7%	5% *	9%
Net: Agree	50%	54% EI	49%	*43%* *	53% EI	46% *	47%
Net: Disagree	17%	12%	21% EB.EE.EK.EL	*20%* *	13%	21% EB*	20% EB

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	Total	House tenure					
		Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association
		EB	EC	ED	EE	EF	EG
Which, if any, of the following would you see as the most important benefit of protecting rainforests?							
Unweighted base	2127	630	573	*37*	317	93	109
Base: All UK adults	2127	661	554	*37*	305	93	105
Helping slow global warming/climate change	37%	40% EF.EG.EL	36%	*43%* *	39% EF.EG.EL	26% *	27%
Protecting plants and wildlife	23%	19%	27% EB.EG.EK.EL	*20%* *	22%	17% *	17%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	14% EH	11%	*11%* *	13% EH	17% EH*	14% EH
Helping protect the UK's food supply and keep grocery prices stable	5%	5%	5%	*2%* *	6%	7% *	7% EI
Reducing carbon emissions	11%	12%	11%	*14%* *	8%	14% *	16% EE.EI
Other	2%	1%	2%	- *	2%	4% *	2%
Don't know	7%	7%	6%	*7%* *	7%	12% *	14% EB.EC.EH.EI.EK
N/A – I do not think there are any benefits to protecting rainforests	2%	2%	2%	*3%* *	2%	4% *	3%

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	Total	House tenure					
		Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association
		EB	EC	ED	EE	EF	EG
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?							
Unweighted base	2127	630	573	*37*	317	93	109
Base: All UK adults	2127	661	554	*37*	305	93	105
Yes - definitely	20%	19%	20%	*22%* *	20%	12% *	19%
Yes - probably	44%	47% EF.EG.EL	42%	*44%* *	45%	36% *	36%
Probably not	20%	18%	21%	*22%* *	20%	23% *	23%
Definitely not	7%	7%	6%	*7%* *	6%	15% EB.EC.EE.EK.EL	12% EC.EE
Don't know	10%	8%	10%	*4%* *	10%	14% *	10%
Net: Definitely/ probably	63%	66% EF.EG.EL	63% EF	*66%* *	65% EF.EL	48% *	55%
Net: Definitely not/probably not	27%	26%	27%	*30%* *	25%	38% EB.EC.EE.EI.EK	35% EB

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	Total	House tenure					
		Own – outright	Own – with a mortgage	Own (part-own) – through shared ownership	Rent – from a private landlord	Rent – from my local authority	Rent – from a housing association
		EB	EC	ED	EE	EF	EG
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.							
Unweighted base	2127	630	573	*37*	317	93	109
Base: All UK adults	2127	661	554	*37*	305	93	105
Chocolate	56%	51%	61% EB.ED.EK	*40%* *	55%	56% *	62% ED
Coffee	62%	73% E.EF.EG.EH.EI.E	62% EI	*52%* *	60% EI	56% EI*	61% EI
Avocados	18%	17%	20% EG.EH	*9%* *	21% EG.EH.EL	15% *	10%
Bananas	53%	62% EE.EF.EG.EH.E	52% EI	*44%* *	51% EI	48% *	44%
Ginger	19%	21% EH	17% EH	*15%* *	21% EH	21% EH*	16%
Cinnamon	14%	15%	12%	*16%* *	14%	16% *	14%
Black pepper	53%	56% EG.EI	56% EG.EI	*44%* *	54% EI	50% EI*	44%
Peanuts	19%	20% EI	19%	*18%* *	20% EI	18% *	18%
Brazil nuts	6%	9% EC.EH.EI.EK	6% EH.EI	*8%* *EH.EI**	6% EH.EI	7% EH.EI*	8% EH.EI
None of these	6%	3%	5%	*17%* *EB.EC.EE.EF.EK.E*	6% EB	3% *	7% EB
Net: Any	94%	97% E.EG.EH.EI.EJ.E	96% ED.EH.EI.EJ	*83%* *	94% ED.EI	97% ED.EH.EI*	93%

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	Total	Neither – I live with my parents, family or friends but pay some rent	Neither – I live rent-free with my parents, family or friends	Other	Net: Own	Net: Rent
		EH	EI	EJ	EK	EL
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.						
Unweighted base	2127	109	157	*44*	1240	519
Base: All UK adults	2127	112	158	*43*	1252	502
Strongly agree	19%	17% *	15%	*10%* *	19% ED	19%
Agree	31%	29% *	28%	*30%* *	32% EC	31%
Neither agree nor disagree	25%	19% *	19%	*20%* *	25%	27%
Disagree	10%	18% EB.EE.EK.EL*	16% EB.EE.EK.EL	*9%* *	10% EB	9%
Strongly disagree	7%	6% *	8%	*12%* *	7% EB	6%
Don't know	8%	10% *	14% B.EC.EE.EF.EK.EL*	*20%* *B.EC.EE.EF.EK.EL**	7%	7%
Net: Agree	50%	47% *	42%	*40%* *	51% EI	50%
Net: Disagree	17%	25% EB.EE.EK.EL*	24% EB.EE.EK.EL	*20%* *	16% EB	16% EE

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	Total	Neither – I live with my parents, family or friends but pay some rent	Neither – I live rent-free with my parents, family or friends	Other	Net: Own	Net: Rent
		EH	EI	EJ	EK	EL
Which, if any, of the following would you see as the most important benefit of protecting rainforests?						
Unweighted base	2127	109	157	*44*	1240	519
Base: All UK adults	2127	112	158	*43*	1252	502
Helping slow global warming/climate change	37%	39% *	35%	*32%* *	38% EF.EG	34%
Protecting plants and wildlife	23%	32% EB.EF.EG.EK.EL	34% B.EE.EF.EG.EK.E	*20%* *	22% EB	20%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	5% *	10%	*10%* *	12% EH	14% EH
Helping protect the UK's food supply and keep grocery prices stable	5%	8% EI*	2%	*2%* *	5%	6% EI
Reducing carbon emissions	11%	9% *	8%	*11%* *	12%	11% EE
Other	2%	2% *	3%	*4%* *	1%	2%
Don't know	7%	5% *	6%	*14%* *	7%	10% EE.EK
N/A – I do not think there are any benefits to protecting rainforests	2%	1% *	4%	*6%* *EB.EK**	2%	2%

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	Total	Neither – I live with my parents, family or friends but pay some rent	Neither – I live rent-free with my parents, family or friends	Other	Net: Own	Net: Rent
		EH	EI	EJ	EK	EL
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?						
Unweighted base	2127	109	157	*44*	1240	519
Base: All UK adults	2127	112	158	*43*	1252	502
Yes - definitely	20%	21% *	19%	*16%* *	20%	18%
Yes - probably	44%	39% *	43%	*43%* *	45%	41%
Probably not	20%	19% *	18%	*17%* *	19%	21%
Definitely not	7%	7% *	7%	*8%* *	7%	9% EE
Don't know	10%	14% *	12%	*16%* *	9%	11%
Net: Definitely/ probably	63%	60% *	63% EF	*59%* *	65% EF	60% EF
Net: Definitely not/probably not	27%	26% *	25%	*24%* *	26%	30% EE

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Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.

	Total	Neither – I live with my parents, family or friends but pay some rent	Neither – I live rent-free with my parents, family or friends	Other	Net: Own	Net: Rent
		EH	EI	EJ	EK	EL
Unweighted base	2127	109	157	*44*	1240	519
Base: All UK adults	2127	112	158	*43*	1252	502
Chocolate	56%	61% ED*	63% EB.ED	*51%* *	55% EB	57% ED
Coffee	62%	55% EI*	38%	*56%* *EI**	67% .ED.EE.EF.EH.EI	60% EI
Avocados	18%	10% *	14%	*15%* *	18% EG.EH	17% EG
Bananas	53%	41% *	40%	*49%* *	57% C.EE.EG.EH.EI.EL	49%
Ginger	19%	9% *	16%	*27%* *EH**	19% EH	20% EH
Cinnamon	14%	13% *	12%	*18%* *	14%	14%
Black pepper	53%	47% *	36%	*50%* *	56% EG.EI	51% EI
Peanuts	19%	13% *	12%	*21%* *	20% EI	19%
Brazil nuts	6%	1% *	1%	*6%* *	8% EC.EH.EI	6% EH.EI
None of these	6%	11% EB.EC.EF.EK*	13% B.EC.EE.EF.EK.E	*12%* *EB.EC.EK**	4% EB	6% EB
Net: Any	94%	89% *	87%	*88%* *	96% ED.EH.EI.EJ	94% ED.EI

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	Total	What is your current marital or relationship status?							
		Divorced	In a civil partnership	In a relationship, but not living together	Living with a partner but neither married nor in a civil	Married	Separated but still legally married or in a civil partnership	Single	Widowed
		EM	EN	EO	EP	EQ	ER	ES	ET
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.									
Unweighted base	2127	156	*27*	113	244	844	*36*	550	76
Base: All UK adults	2127	160	*29*	108	235	858	*36*	544	77
Strongly agree	19%	24% EO.ES	*28%* **	12%	18%	21% EO.ES	*13%* *	15%	16% *
Agree	31%	30%	*34%* **	27%	32%	32%	*22%* *	31%	32% *
Neither agree nor disagree	25%	27%	*10%* **	28%	24%	25%	*42%* *EP.EQ.ES**	23%	39% EP.EQ.ES*
Disagree	10%	4%	*8%* **	17% EM.EQ.ET	10% EM.ET	9% EM.ET	*14%* *EM.ET**	14% EM.EQ.ET	2% *
Strongly disagree	7%	8%	*11%* **	9%	7%	6%	*4%* *	7%	3% *
Don't know	8%	6%	*8%* **	6%	8%	7%	*5%* *	10%	8% *
Net: Agree	50%	54% EO	*62%* **	39%	51%	53% EO.ER.ES	*35%* *	47%	48% *
Net: Disagree	17%	13%	*20%* **	27% EM.EQ.ET	17% ET	15% ET	*19%* *ET**	21% EM.EQ.ET	5% *

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YouGov

	Total	What is your current marital or relationship status?							
		Divorced	In a civil partnership	In a relationship, but not living together	Living with a partner but neither married nor in a civil	Married	Separated but still legally married or in a civil partnership	Single	Widowed
		EM	EN	EO	EP	EQ	ER	ES	ET
Which, if any, of the following would you see as the most important benefit of protecting rainforests?									
Unweighted base	2127	156	*27*	113	244	844	*36*	550	76
Base: All UK adults	2127	160	*29*	108	235	858	*36*	544	77
Helping slow global warming/climate change	37%	41%	*35%* **	36%	38%	36%	*34%* *	37%	45% *
Protecting plants and wildlife	23%	20% ET	*22%* **	27% ET	23% ET	24% ET	*18%* *	26% ET	7% *
Protecting the livelihoods and rights of Indigenous and forest communities	12%	12%	*12%* **	11%	13%	13%	*11%* *	11%	20% ES*
Helping protect the UK's food supply and keep grocery prices stable	5%	3%	*3%* **	6%	6%	6%	*6%* *	5%	1% *
Reducing carbon emissions	11%	11%	*21%* **	8%	9%	13% ES	*13%* *	9%	11% *
Other	2%	2%	*4%* **	1%	0%	1%	*9%* *EM.EO.EP.EQ.ET*	4% EP.EQ	- *
Don't know	7%	10% EQ	*3%* **	8%	10% EQ	6%	*9%* *	6%	14% EQ.ES*
N/A – I do not think there are any benefits to protecting rainforests	2%	2%	- **	3% EP	0%	3% EP	- *	2%	1% *

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	Total	What is your current marital or relationship status?							
		Divorced	In a civil partnership	In a relationship, but not living together	Living with a partner but neither married nor in a civil	Married	Separated but still legally married or in a civil partnership	Single	Widowed
		EM	EN	EO	EP	EQ	ER	ES	ET
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?									
Unweighted base	2127	156	*27*	113	244	844	*36*	550	76
Base: All UK adults	2127	160	*29*	108	235	858	*36*	544	77
Yes - definitely	20%	18%	*19%* **	22%	23%	20%	*13%* *	18%	19% *
Yes - probably	44%	38%	*51%* **	49%	48%	44%	*32%* *	40%	53% EM.ES*
Probably not	20%	19%	*15%* **	17%	18%	20%	*32%* *	20%	19% *
Definitely not	7%	13% EO.EQ	*5%* **	5%	8%	6%	*6%* *	10% EQ	6% *
Don't know	10%	12% EP.ET	*10%* **	8%	3%	10% EP	*16% EP.ET**	12% EP.ET	3% *
Net: Definitely/ probably	63%	56%	*69%* **	71% EM.ER.ES	71% EM.ER.ES	65% EM.ER.ES	*45%* *	58%	72% EM.ER.ES*
Net: Definitely not/probably not	27%	32%	*20%* **	21%	26%	26%	*39%* *	30%	25% *

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	Total	What is your current marital or relationship status?							
		Divorced	In a civil partnership	In a relationship, but not living together	Living with a partner but neither married nor in a civil	Married	Separated but still legally married or in a civil partnership	Single	Widowed
		EM	EN	EO	EP	EQ	ER	ES	ET
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.									
Unweighted base	2127	156	*27*	113	244	844	*36*	550	76
Base: All UK adults	2127	160	*29*	108	235	858	*36*	544	77
Chocolate	56%	51%	*40%* **	67% EM.EQ.ES.ET	64% EM.EQ.ES.ET	57%	*58%* *	54%	49% *
Coffee	62%	65% ES	*59%* **	58%	64% ES	68% EO.ES	*75%* *ES**	54%	74% EO.ES*
Avocados	18%	23% ES	*20%* **	17%	21% ES	19% ES	*8%* *	15%	14% *
Bananas	53%	44%	*39%* **	42%	55% EM.EO.ES	62% EM.EO.ES	*58%* *	43%	63% EM.EO.ES*
Ginger	19%	19%	*28%* **	10%	19% EO	21% EO	*20%* *	18%	14% *
Cinnamon	14%	15%	*12%* **	8%	13%	15% EO	*20%* *	14%	14% *
Black pepper	53%	55% ES	*58%* **	52%	61% ER.ES	57% ES	*42%* *	45%	58% ES*
Peanuts	19%	19% ET	*38%* **	11%	21% EO.ET	21% EO.ET	*25%* *EO.ET**	19% ET	8% *
Brazil nuts	6%	8% EO	*10%* **	-	4% EO	8% EO.EP	*3%* *	5% EO	7% EO*
None of these	6%	6%	- **	4%	5%	4%	*3%* *	8% EQ	3% *
Net: Any	94%	94%	*100%* **	96%	95%	96% ES	*97%* *	92%	97% *

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	Total	Parent/Guardian status							
		Net: Parent/Guardian (any age)	Net: Not Parent/Guardian (any age)	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	Net: 18 years and under	Net: Over 18 years
		EU	EV	EW	EX	EY	EZ	FA	FB
To what extent do you agree or disagree with the following statement: Rainforests have a direct impact on my daily life.									
Unweighted base	2127	1126	1001	153	244	213	77	498	686
Base: All UK adults	2127	1128	999	148	228	203	71	471	710
Strongly agree	19%	19%	18%	13%	20%	21%	13% *	19%	20%
Agree	31%	31%	31%	32%	30%	31%	41% *	33%	30%
Neither agree nor disagree	25%	27% EV.FA	23%	22%	22%	25%	24% *	22%	30% EU.EV.EW.EX.FA
Disagree	10%	10% FB	11% FB	17% EU.FA.FB	14% EU.FB	11%	8% *	12% EU.FB	8%
Strongly disagree	7%	7%	7%	6%	8%	6%	7% *	7%	6%
Don't know	8%	7%	9% FB	10%	6%	6%	6% *	7%	6%
Net: Agree	50%	50%	50%	46%	50%	52%	54% *	51%	50%
Net: Disagree	17%	16% FB	18% FB	23% EU.FB	21% EU.FB	17%	15% *	19% EU.FB	14%

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	Total	Parent/Guardian status							
		Net: Parent/Guardian (any age)	Net: Not Parent/Guardian (any age)	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	Net: 18 years and under	Net: Over 18 years
		EU	EV	EW	EX	EY	EZ	FA	FB
Which, if any, of the following would you see as the most important benefit of protecting rainforests?									
Unweighted base	2127	1126	1001	153	244	213	77	498	686
Base: All UK adults	2127	1128	999	148	228	203	71	471	710
Helping slow global warming/climate change	37%	36%	37%	34%	33%	33%	33% *	33%	37%
Protecting plants and wildlife	23%	22% FB	25% FB	28% FB	27% FB	27% FB	26% *	26% EU.FB	19%
Protecting the livelihoods and rights of Indigenous and forest communities	12%	14% FA	11%	13%	11%	10%	14% *	11%	16% EU.EV.EY.FA
Helping protect the UK's food supply and keep grocery prices stable	5%	6% FB	4%	6%	9% EV.FB	8% EV.FB	9% *	8% EU.EV.FB	4%
Reducing carbon emissions	11%	12%	10%	9%	12%	12%	16% *	11%	12%
Other	2%	1%	3% EU.FB	2%	3% EU.FB	2%	- *	2%	1%
Don't know	7%	7% EZ	7% EZ	7%	5%	5%	1% *	6%	8% EZ
N/A – I do not think there are any benefits to protecting rainforests	2%	2%	2%	2%	2%	2%	2% *	2%	2%

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	Total	Parent/Guardian status							
		Net: Parent/Guardian (any age)	Net: Not Parent/Guardian (any age)	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	Net: 18 years and under	Net: Over 18 years
		EU	EV	EW	EX	EY	EZ	FA	FB
Would you personally be willing to pay slightly more for certain products if you knew the extra money helped to prevent rainforest destruction?									
Unweighted base	2127	1126	1001	153	244	213	77	498	686
Base: All UK adults	2127	1128	999	148	228	203	71	471	710
Yes - definitely	20%	17%	22% EU.FA.FB	15%	18%	17%	15% *	17%	17%
Yes - probably	44%	43%	44%	46%	44%	42%	47% *	43%	43%
Probably not	20%	22% EV	17%	22%	20%	24% EV	20% *	21% EV	23% EV
Definitely not	7%	8%	6%	7%	10%	7%	6% *	8%	8%
Don't know	10%	9%	11%	10%	9%	10%	13% *	10%	8%
Net: Definitely/ probably	63%	60%	66% EU.FA.FB	61%	62%	59%	61% *	60%	60%
Net: Definitely not/probably not	27%	31% EV	23%	28%	29% EV	30% EV	26% *	29% EV	31% EV

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	Total	Parent/Guardian status							
		Net: Parent/Guardian (any age)	Net: Not Parent/Guardian (any age)	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	Net: 18 years and under	Net: Over 18 years
		EU	EV	EW	EX	EY	EZ	FA	FB
Which, if any, of the following food items do you typically consume at least once a week? Please select all that that apply.									
Unweighted base	2127	1126	1001	153	244	213	77	498	686
Base: All UK adults	2127	1128	999	148	228	203	71	471	710
Chocolate	56%	55% FB	58% FB	66% EU.FB	59%	59%	57% *	60% EU.FB	52%
Coffee	62%	67% EV.EW.EZ.FA	57%	51%	63% EW	63% EW	54% *	59% EW	71% EV.EW.EX.EY.EZ.FA
Avocados	18%	19% FB	17%	25% EU.EV.FB	23% EV.FB	20%	19% *	22% EU.EV.FB	17%
Bananas	53%	60% EV	45%	59% EV	59% EV	56% EV	59% EV*	58% EV	62% EV
Ginger	19%	21% EV	17%	24% EV	24% EV	22%	26% *	24% EU.EV	19%
Cinnamon	14%	15%	14%	17%	16%	13%	12% *	15%	14%
Black pepper	53%	55% EW.FA	51%	46%	51%	54%	50% *	49%	59% EU.EV.EW.EX.FA
Peanuts	19%	21% EV.FB	17%	27% EV.FB	29% EU.EV.FB	29% EU.EV.FB	26% *	28% EU.EV.FB	17%
Brazil nuts	6%	8% EV	5%	4%	6%	8% EV	12% EV.EW.EX*	7% EV	8% EV
None of these	6%	4%	8% EU.EY.FA.FB	4%	4%	3%	5% *	4%	3%
Net: Any	94%	96% EV	92%	96%	96%	97% EV	95% *	96% EV	97% EV

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