

# YouGov / WWF Survey Results

Sample Size: 1663 GB Adults  
Fieldwork: 19th - 20th January 2021

	Vote In 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Samples</b>	<b>1624</b>	557	406	147	607	647	797	827	170	677	397	381	927	697	191	554	345	393	141
<b>Unweighted Sample</b>	<b>1623</b>	560	412	153	665	657	669	954	129	653	424	417	962	661	145	561	355	407	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which group do you feel is most responsible for making sure that goods sold in the UK do not support the destruction of nature abroad, for example through illegal deforestation?

The Government	<b>32</b>	26	44	38	38	27	31	33	35	32	34	28	34	29	38	33	30	30	28
Businesses	<b>35</b>	42	34	34	37	39	35	35	28	36	36	36	38	31	28	38	34	35	35
Consumers	<b>11</b>	15	6	12	10	14	13	9	4	8	14	16	11	11	9	11	14	9	12
Other [See Tab 1.]	<b>3</b>	3	2	4	3	3	2	3	0	3	4	3	3	3	3	3	3	3	2
None of these	<b>3</b>	3	2	4	3	3	4	2	2	4	3	3	3	3	3	3	3	2	5
Don't know	<b>16</b>	12	11	8	9	15	15	18	31	17	9	14	11	23	20	12	16	21	18

Would you support or oppose setting a target date in law to remove all deforestation from UK supply chains?

Strongly support	<b>39</b>	30	54	58	51	31	35	42	42	40	43	31	42	34	37	43	36	36	38
Somewhat support	<b>29</b>	38	25	24	29	33	31	27	17	27	31	34	30	27	27	30	29	29	21
<b>TOTAL SUPPORT</b>	<b>68</b>	68	79	82	80	64	66	69	59	67	74	65	72	61	64	73	65	65	59
Neither support nor oppose	<b>13</b>	16	8	8	9	17	16	11	8	12	13	18	12	15	10	12	17	11	20
Somewhat oppose	<b>2</b>	2	0	2	1	3	2	1	1	2	2	2	2	2	2	1	2	2	3
Strongly oppose	<b>2</b>	1	1	2	1	1	2	1	6	2	1	1	2	1	3	2	1	0	2
<b>TOTAL OPPOSE</b>	<b>4</b>	3	1	4	2	4	4	2	7	4	3	3	4	3	5	3	3	2	5
Don't know	<b>16</b>	12	12	6	9	15	14	18	27	17	10	15	12	21	21	11	13	22	16

Which of the following best reflects your views?

I do not want the products I buy to contribute to deforestation abroad	<b>77</b>	80	85	93	88	75	74	80	66	74	83	81	82	71	74	84	74	72	79
I do not mind if the products I buy contribute to deforestation abroad	<b>6</b>	6	4	2	3	8	8	4	4	9	4	4	6	6	3	7	5	8	4
Don't know	<b>17</b>	14	11	6	9	17	17	17	30	17	12	15	12	23	23	9	21	21	17