

## YouGov poll results – views on deforestation in the Netherlands.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1004 adults. Fieldwork was undertaken between 5th - 11th March 2021. The survey was carried out online. The figures have been weighted and are representative of all Netherlands adults (aged 18+).

**YouGov**

Total	Gender		Age Groups					By shopping preference
	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Albert Heijn

**WMD\_Q5.** Deforestation refers to the destruction and loss of natural forest and biodiversity. How likely, if at all, would you be to buy deforestation-free meat, if offered, the next time you visit the supermarket?

Unweighted base	1004	495	509	113	164	157	166	404	555
<b>Base: All Netherland Adults</b>	1004	493	511	106	159	148	179	413	553
Net: Likely	56%	55%	57%	59%	55%	53%	57%	56%	59%
Net: Not Likely	44%	45%	43%	41%	45%	47%	43%	44%	41%

**YouGov**

Total	Gender		Age Groups					By shopping preference
	Male	Female	18 - 24	25 - 34	35 - 44	45 - 54	55+	Albert Heijn

**WMD\_Q6.** To what extent do you feel that supermarkets are transparent/honest on the origins of their meat and links to deforestation?

Unweighted base	1004	495	509	113	164	157	166	404	555
<b>Base: All Netherland Adults</b>	1004	493	511	106	159	148	179	413	553
Net: Transparent/Honest	47%	50%	45%	49%	45%	54%	41%	48%	49%
Net: Not Transparent/Honest	53%	50%	55%	51%	55%	46%	59%	52%	51%



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

By shopping preference
Albert Heijn

WMD\_Q7. How likely, if at all, are you to shop at another supermarket if that other store did more to protect consumers from consuming 'deforesting' chicken, pork, beef, or offered a wider range of deforestation-free meat products?

Unweighted base	1004	495	509	113	164	157	166	404
<b>Base: All Netherland Adults</b>	1004	493	511	106	159	148	179	413
Net: Likely	49%	45%	52%	54%	48%	53%	49%	46%
Net: Not Likely	51%	55%	48%	46%	52%	47%	51%	55%

555
553
55%
45%



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

By shopping preference
Albert Heijn

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

Unweighted base	1004	495	509	113	164	157	166	404
<b>Base: All Netherland Adults</b>	1004	493	511	106	159	148	179	413
Net: Trust	49%	51%	48%	49%	52%	51%	44%	50%
Net: Not Trust	51%	49%	52%	51%	48%	49%	56%	50%

555
553
49%
51%



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

By shopping preference
Albert Heijn

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

WMD\_Q9\_1. Supermarkets should not do business with companies that are driving deforestation in Brazil

Unweighted base	1004	495	509	113	164	157	166	404
<b>Base: All Netherland Adults</b>	1004	493	511	106	159	148	179	413
Net: Agree	82%	80%	83%	81%	82%	78%	76%	86%
Net: Disagree	18%	20%	17%	19%	18%	22%	24%	14%

555
553
85%
15%



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

By shopping preference
Albert Heijn

WMD\_Q9\_2. I would consider a change in diet based on the knowledge that meat production is leading to the destruction of the Amazon and other areas of natural beauty and biodiversity

Unweighted base	1004	495	509	113	164	157	166	404
<b>Base: All Netherland Adults</b>	1004	493	511	106	159	148	179	413
Net: Agree	65%	62%	68%	66%	66%	64%	62%	66%
Net: Disagree	35%	38%	32%	34%	34%	36%	38%	34%

555
553
68%
33%



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

By shopping preference
Albert Heijn

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

Unweighted base	1004	495	509	113	164	157	166	404
<b>Base: All Netherland Adults</b>	1004	493	511	106	159	148	179	413
Net: Agree	75%	73%	78%	76%	73%	71%	72%	79%
Net: Disagree	25%	27%	22%	24%	27%	29%	28%	21%

555
553
79%
21%



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

By shopping preference
Albert Heijn

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

Unweighted base	1004	495	509	113	164	157	166	404
<b>Base: All Netherland Adults</b>	1004	493	511	106	159	148	179	413
Net: Agree	68%	68%	68%	76%	76%	66%	64%	66%
Net: Disagree	32%	32%	32%	24%	24%	34%	36%	34%

555
553
72%
28%