

# Technical Report

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**Goal:** To analyse trends on the perception of palm oil over time using YouGov survey data.

This report shows four main discoveries extracted from the data, which are supported by several data points.

## **Discovery 1: 2023 Survey Reveals Declining Yet Predominant Perception of Palm Oil as Environmentally Unfriendly, With Notable Regional and Demographic Variances**

- In 2023, a significant majority (68%) of survey respondents perceive palm oil production as environmentally unfriendly, marking a slight decline from 2022's figure of 72%. However, this perception remains notably higher than it was in 2016, when only 41% held this view.
- The negative environmental perception of palm oil production starkly contrasts with views on other oils: only 4% consider olive oil environmentally unfriendly, followed by 10% for rapeseed oil and 21% for soybean oil.
- Gender differences are evident in these perceptions, with a larger proportion of female respondents (72%) viewing palm oil as environmentally harmful, compared to 63% of male respondents.
- Geographically, the London region displays the least concern about palm oil's environmental impact, with the percentage of concerned respondents falling from 74% in 2021 to 59% in 2023 - the most significant regional decrease observed in the UK.
- Among various age groups, young adults aged 18-24 show a remarkable shift in perception, with a 24% decrease in the view that palm oil production is environmentally unfriendly (dropping from 89% in an earlier survey to 68% in 2023), representing the most significant change among all age brackets.

## **Discovery 2: Surge in Positive Environmental Perception of Palm Oil Noted in Young Adults and Regional Differences, with Detailed Analysis of Raw Numbers and Percentage Changes.**

- Among the younger demographic (18-24), the perception of palm oil as environmentally friendly skyrocketed from 1% in 2021 to 5% in 2023, marking a 400% relative increase.
- In the 25-49 age bracket, this view rose modestly from 5% in 2021 to 8% in 2023, translating to a 60% increase.
- Regionally, the North witnessed a rise from 6% in 2021 to 9% in 2023, showing a 50% increase in the favorable perception of palm oil.
- Residents in the Rest of South region exhibited a growth in positive perception from 5% in 2021 to 7% in 2023, accounting for a 40% increase.
- In Scotland, the same perception decreased from 6% in 2021 to 4% in 2023.

### **Discovery 3: Growing Acceptance of Sustainable Palm Oil Consumption Noted, with Significant Regional and Gender-Based Shifts**

- The overall willingness to consume palm oil from sustainable sources saw a modest rise, increasing by 6% from 35% in 2021 to 37% in 2023.
- In London, the acceptance of sustainably sourced palm oil jumped significantly, with 42% expressing comfort in 2023, up from 34% in 2021.
- Contrasting with London's dynamic shift, Scotland's perspective remained steady, with 32% of respondents consistently expressing comfort in consuming sustainable palm oil in both surveyed years (2021 and 2023).
- Gender-based analysis reveals a closing gap between female and male perspectives. Female respondents reported a rise in comfort levels, from 30% in 2021 to 35% in 2023, edging closer to the 39% of male respondents who expressed comfort with sustainable palm oil consumption in 2023. This trend suggests a narrowing gender difference in environmental consciousness related to sustainable products.

### **Discovery 4: Significant Rise in Public Awareness of Palm Oil Noted Over the Years, with Younger and C2DE Demographics Showing Notable Increases**

- The proportion of people who have heard about Palm Oil has increased dramatically from 2016 to 2021 (from 70% to 90%) and remained fairly constant in 2022 (89%) and 2023 (90%).
- Among the younger demographic of 18-24-year-olds, awareness of Palm Oil displayed a significant year-on-year increase, jumping from 73% in 2022 to an impressive 92% in 2023.

- The C2DE social grade group exhibited another notable rise in awareness, with figures escalating from 86% in 2021 to 94% in 2023, suggesting an expanding knowledge base about Palm Oil in this demographic.
- Interestingly, the 25-48 age group showed the lowest level of Palm Oil awareness in 2023 (83%), a decrease from 90% in 2022. This group's overall awareness of different oils also appeared relatively lower compared to other age brackets.
- From 2016 to 2023, Palm Oil experienced the largest absolute increase in public recognition, growing from 77% to 90%. This growth outpaced that of other oils.
- In a comparison across five different oils, Palm Oil ranks third in terms of recognition at 90%, on par with Rapeseed Oil and only trailing behind Olive Oil (94%) and Sunflower Oil (95%).

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