

**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 1

**Q.1 To what extent, if at all, do you agree or disagree with the following statements?****Summary****Base: All respondents**

		I think it's acceptable for people to consume products that come from animals	I think it's acceptable for people to wear products that come from animals	Products made with fur guaranteed to originate from humane, sustainable and environmentally friendly sources that was subject to independent inspection should be allowed to be bought and sold	I would buy a product containing fur if I knew it came from a humane, sustainable and environmentally friendly sources that was subject to independent inspection	I would be more likely to buy a fur product that had a label or mark that guaranteed it came from humane, sustainable and environmentally friendly sources subject to independent inspection
Unweighted base		2087	2087	2087	2087	2087
Weighted base		2087	2087	2087	2087	2087
NET: Agree		1624 78%	1012 48%	683 33%	507 24%	635 30%
Strongly agree	(+2)	853 41%	466 22%	277 13%	187 9%	254 12%
Tend to agree	(+1)	771 37%	546 26%	406 19%	320 15%	380 18%
Neither agree nor disagree	(0)	211 10%	385 18%	457 22%	411 20%	474 23%
Tend to disagree	(-1)	139 7%	360 17%	331 16%	377 18%	301 14%
Strongly disagree	(-2)	85 4%	292 14%	466 22%	677 32%	565 27%
NET: Disagree		224 11%	652 31%	797 38%	1054 51%	865 41%
Don't know		27 1%	39 2%	150 7%	115 6%	113 5%
Mean		1.05	0.26	-0.16	-0.53	-0.27
Standard deviation		1.08	1.36	1.38	1.35	1.39
Standard error		0.02	0.03	0.03	0.03	0.03

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Table 2

**Q.1 To what extent, if at all, do you agree or disagree with the following statements?**  
**I think it's acceptable for people to consume products that come from animals**

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
NET: Agree	1624 78%	830 82%	794 74%	160 69%	259 72%	253 76%	292 79%	258 83%	403 83%	465 82%	458 78%	323 76%	378 75%	129 73%	67 79%	191 82%	134 79%	136 75%	119 81%	78 77%	149 77%	202 74%	230 81%	140 77%	50 80%	278 79%	653 77%	140 73%
Strongly agree (+2)	853 41%	490 48%	364 34%	95 41%	133 37%	138 41%	150 40%	139 45%	199 41%	254 45%	227 39%	176 42%	196 39%	74 42%	39 46%	98 42%	72 43%	62 34%	62 42%	42 42%	79 41%	105 38%	116 41%	73 41%	31 49%	145 41%	360 42%	75 39%
Tend to agree (+1)	771 37%	341 33%	430 40%	65 28%	126 35%	114 34%	142 39%	119 39%	204 42%	211 37%	231 39%	147 35%	182 36%	55 31%	28 32%	93 40%	61 36%	74 41%	57 39%	36 35%	70 36%	97 36%	114 40%	67 37%	19 31%	133 38%	294 35%	66 34%
Neither agree nor disagree (0)	211 10%	86 8%	126 12%	34 14%	38 11%	29 9%	45 12%	23 8%	41 9%	39 7%	61 10%	46 11%	66 13%	25 14%	8 9%	13 6%	15 9%	23 13%	15 10%	11 11%	22 11%	35 13%	21 8%	18 10%	5 7%	25 7%	88 10%	14 7%
Tend to disagree (-1)	139 7%	56 5%	83 8%	21 9%	36 10%	24 7%	17 5%	16 5%	26 5%	40 7%	33 6%	31 7%	35 7%	14 8%	3 4%	19 8%	12 7%	11 6%	6 4%	5 5%	11 6%	22 8%	19 7%	14 8%	2 3%	27 8%	59 7%	21 11%
Strongly disagree (-2)	85 4%	34 3%	51 5%	14 6%	19 5%	20 6%	9 2%	11 4%	11 2%	19 3%	29 5%	16 4%	20 4%	7 4%	2 3%	7 3%	8 4%	8 4%	7 5%	6 6%	10 5%	13 5%	8 3%	3 2%	5 8%	19 5%	36 4%	14 7%
NET: Disagree	224 11%	90 9%	134 13%	35 15%	54 15%	44 13%	26 7%	28 9%	37 8%	60 10%	61 10%	47 11%	56 11%	21 12%	6 7%	26 11%	20 12%	19 10%	13 9%	12 12%	22 11%	35 13%	27 10%	18 10%	7 11%	45 13%	95 11%	35 18%
Don't know	27 1%	12 1%	15 1%	3 1%	9 2%	8 2%	6 2%	- -	1 *	6 1%	6 1%	8 2%	7 1%	1 1%	5 5%	3 1%	1 1%	2 1%	1 *	1 1%	2 1%	1 *	4 2%	5 3%	1 2%	6 2%	14 2%	4 2%
Mean	1.05	1.19	0.92	0.90	0.91	1.00	1.12	1.16	1.15	1.14	1.02	1.05	1.00	1.00	1.22	1.12	1.06	0.96	1.10	1.02	1.02	0.95	1.11	1.10	1.11	1.03	1.06	0.88
Standard deviation	1.08	1.03	1.10	1.22	1.17	1.17	0.97	1.02	0.95	1.05	1.08	1.09	1.09	1.12	1.00	1.04	1.10	1.06	1.05	1.15	1.12	1.13	1.01	1.01	1.20	1.13	1.10	1.25
Standard error	0.02	0.03	0.03	0.09	0.07	0.06	0.05	0.06	0.04	0.04	0.05	0.06	0.05	0.08	0.11	0.07	0.09	0.08	0.08	0.11	0.08	0.07	0.06	0.07	0.16	0.06	0.04	0.09

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Absolutes/col percents

Table 3

**Q.1 To what extent, if at all, do you agree or disagree with the following statements?**  
**I think it's acceptable for people to wear products that come from animals**

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-ate
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
NET: Agree	1012	583	429	80	127	153	188	180	285	335	269	202	205	72	39	119	80	77	81	45	91	138	154	90	25	174	413	109
	48%	57%	40%	35%	35%	46%	51%	58%	59%	59%	46%	48%	41%	41%	46%	51%	47%	43%	55%	44%	47%	50%	54%	50%	41%	49%	49%	57%
Strongly agree (+2)	466	302	164	41	52	67	86	93	128	170	119	91	86	35	22	47	45	30	38	21	41	70	65	38	14	86	190	63
	22%	30%	15%	18%	14%	20%	23%	30%	26%	30%	20%	21%	17%	20%	26%	20%	17%	26%	21%	21%	26%	23%	21%	22%	24%	22%	33%	
Tend to agree (+1)	546	281	265	39	75	86	102	87	157	165	150	111	120	37	18	72	35	47	43	23	50	68	89	52	11	88	223	46
	26%	28%	25%	17%	21%	26%	28%	28%	33%	29%	26%	26%	24%	21%	21%	31%	21%	26%	29%	23%	26%	25%	32%	29%	18%	25%	26%	24%
Neither agree nor disagree (0)	385	174	211	54	75	54	75	47	80	85	97	85	118	41	18	37	24	39	27	23	38	53	47	24	14	60	153	23
	18%	17%	20%	23%	21%	16%	20%	15%	17%	15%	17%	20%	23%	23%	21%	16%	14%	22%	18%	23%	19%	19%	17%	14%	23%	17%	18%	12%
Tend to disagree (-1)	360	146	214	55	71	61	52	47	73	87	116	71	86	34	12	35	31	26	24	19	32	42	53	39	14	64	154	33
	17%	14%	20%	24%	20%	18%	14%	15%	15%	15%	20%	17%	17%	19%	14%	15%	18%	14%	16%	19%	16%	15%	19%	22%	22%	18%	18%	17%
Strongly disagree (-2)	292	96	196	37	77	58	47	31	43	55	90	61	85	24	14	40	32	34	14	14	31	34	25	22	9	51	111	22
	14%	9%	18%	16%	21%	17%	13%	10%	9%	10%	15%	15%	17%	14%	17%	17%	19%	19%	9%	13%	16%	12%	9%	12%	14%	14%	13%	11%
NET: Disagree	652	242	410	91	149	119	99	78	116	142	207	132	171	58	26	74	63	59	38	33	62	76	78	61	23	115	264	55
	31%	24%	38%	39%	41%	36%	27%	25%	24%	25%	35%	31%	34%	33%	31%	32%	37%	33%	26%	32%	32%	28%	27%	34%	37%	33%	31%	29%
Don't know	39	21	18	6	11	9	7	4	1	8	13	4	13	4	2	3	3	4	2	1	3	7	4	5	-	5	20	5
	2%	2%	2%	2%	3%	3%	2%	1%	*	1%	2%	1%	3%	2%	2%	1%	2%	2%	1%	1%	2%	3%	1%	3%	-	1%	2%	3%
Mean	0.26	0.55	-0.01	-0.03	-0.13	0.13	0.36	0.54	0.53	0.55	0.16	0.24	0.07	0.14	0.25	0.23	0.18	0.08	0.46	0.19	0.20	0.37	0.42	0.25	0.12	0.27	0.27	0.51
Standard deviation	1.36	1.31	1.35	1.34	1.37	1.40	1.33	1.34	1.28	1.32	1.38	1.36	1.34	1.34	1.43	1.39	1.49	1.37	1.30	1.34	1.38	1.36	1.28	1.35	1.37	1.39	1.35	1.41
Standard error	0.03	0.04	0.04	0.10	0.08	0.08	0.07	0.07	0.06	0.05	0.06	0.07	0.06	0.10	0.16	0.09	0.12	0.11	0.10	0.13	0.10	0.08	0.08	0.10	0.18	0.08	0.05	0.10

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 4  
**Q.1 To what extent, if at all, do you agree or disagree with the following statements?**  
**Products made with fur guaranteed to originate from humane, sustainable and environmentally friendly sources that was subject to independent inspection should be allowed to be bought and sold**

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-ate	Opin-ion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
NET: Agree	683 33%	419 41%	264 25%	93 40%	110 31%	105 31%	103 28%	102 33%	171 35%	212 37%	185 32%	130 31%	156 31%	53 30%	38 45%	72 31%	52 31%	50 28%	60 41%	31 31%	58 30%	107 39%	101 36%	49 27%	10 17%	114 32%	286 34%	80 41%
Strongly agree (+2)	277 13%	184 18%	93 9%	37 16%	43 12%	42 13%	45 12%	40 13%	70 15%	90 16%	73 12%	53 13%	60 12%	22 13%	14 16%	34 15%	27 16%	19 10%	25 17%	11 11%	20 11%	39 14%	43 15%	19 10%	4 6%	49 14%	115 14%	36 18%
Tend to agree (+1)	406 19%	235 23%	171 16%	56 24%	67 19%	62 19%	57 16%	62 20%	101 21%	122 21%	112 19%	77 18%	96 19%	31 18%	24 29%	38 17%	25 15%	31 17%	35 24%	20 20%	38 19%	68 25%	58 20%	30 17%	6 10%	66 19%	170 20%	44 23%
Neither agree nor disagree (0)	457 22%	240 24%	217 20%	46 20%	74 20%	76 23%	91 25%	68 22%	102 21%	112 20%	131 22%	97 23%	117 23%	47 27%	16 19%	57 25%	40 23%	41 23%	33 22%	18 18%	41 21%	61 22%	40 14%	35 20%	26 42%	67 19%	192 23%	40 21%
Tend to disagree (-1)	331 16%	141 14%	190 18%	34 15%	52 14%	51 15%	57 16%	51 16%	86 18%	94 16%	89 15%	73 17%	75 15%	31 18%	11 12%	36 16%	17 10%	33 18%	24 17%	18 18%	31 16%	29 11%	50 18%	40 22%	10 16%	58 16%	134 16%	30 16%
Strongly disagree (-2)	466 22%	161 16%	305 29%	38 16%	86 24%	75 22%	85 23%	73 24%	110 23%	118 21%	139 24%	92 22%	117 23%	37 21%	18 21%	46 20%	52 31%	36 20%	22 15%	31 30%	50 26%	50 18%	71 25%	42 23%	13 20%	83 23%	178 21%	33 17%
NET: Disagree	797 38%	302 30%	495 46%	71 31%	138 38%	126 38%	142 38%	124 40%	196 41%	212 37%	228 39%	166 39%	191 38%	68 39%	28 33%	82 35%	69 40%	69 38%	47 32%	49 48%	82 42%	79 29%	121 43%	82 46%	22 36%	141 40%	312 37%	64 33%
Don't know	150 7%	58 6%	92 9%	21 9%	39 11%	27 8%	34 9%	15 5%	14 3%	34 6%	43 7%	31 7%	43 8%	8 4%	3 3%	21 9%	9 5%	21 11%	8 5%	3 3%	14 7%	26 9%	21 7%	14 8%	4 6%	33 9%	60 7%	9 5%
Mean	-0.16	0.15	-0.45	0.10	-0.22	-0.18	-0.24	-0.19	-0.14	-0.05	-0.20	-0.19	-0.20	-0.17	0.08	-0.10	-0.25	-0.23	0.12	-0.38	-0.30	0.07	-0.19	-0.34	-0.35	-0.19	-0.11	0.10
Standard deviation	1.38	1.35	1.34	1.36	1.39	1.37	1.36	1.38	1.39	1.40	1.38	1.35	1.36	1.32	1.40	1.36	1.48	1.31	1.33	1.41	1.37	1.35	1.45	1.33	1.14	1.41	1.36	1.38
Standard error	0.03	0.04	0.04	0.10	0.08	0.08	0.07	0.08	0.06	0.06	0.06	0.07	0.06	0.10	0.16	0.09	0.12	0.11	0.11	0.14	0.10	0.08	0.09	0.10	0.15	0.08	0.05	0.10

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 5

**Q.1 To what extent, if at all, do you agree or disagree with the following statements?****I would buy a product containing fur if I knew it came from a humane, sustainable and environmentally friendly sources that was subject to independent inspection****Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri- vate
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
NET: Agree	507 24%	300 29%	207 19%	74 32%	101 28%	72 22%	68 18%	71 23%	121 25%	155 27%	129 22%	108 25%	116 23%	42 24%	27 32%	57 24%	37 22%	47 26%	43 29%	22 22%	47 24%	79 29%	68 24%	32 18%	6 10%	87 25%	213 25%	57 30%
Strongly agree (+2)	187 9%	122 12%	65 6%	22 10%	33 9%	27 8%	28 8%	26 8%	50 10%	58 10%	45 8%	45 11%	39 8%	16 9%	11 13%	24 10%	19 11%	15 8%	18 12%	6 6%	12 6%	27 10%	25 9%	11 6%	4 6%	33 9%	74 9%	23 12%
Tend to agree (+1)	320 15%	178 18%	141 13%	52 22%	68 19%	45 13%	40 11%	45 15%	71 15%	97 17%	84 14%	63 15%	77 15%	25 14%	17 20%	32 14%	19 11%	32 18%	26 17%	16 15%	35 18%	52 19%	43 15%	22 12%	3 4%	54 15%	139 16%	34 18%
Neither agree nor disagree (0)	411 20%	236 23%	175 16%	47 20%	58 16%	79 24%	72 20%	58 19%	97 20%	112 20%	109 19%	84 20%	106 21%	34 19%	18 22%	54 23%	32 19%	37 21%	35 24%	21 21%	33 17%	56 20%	41 15%	31 17%	19 30%	69 20%	173 20%	48 25%
Tend to disagree (-1)	377 18%	184 18%	194 18%	49 21%	60 17%	45 13%	73 20%	58 19%	93 19%	115 20%	117 20%	62 15%	84 16%	36 20%	14 16%	43 19%	27 16%	26 15%	24 16%	17 17%	32 16%	53 19%	57 20%	36 20%	12 19%	71 20%	139 16%	32 17%
Strongly disagree (-2)	677 32%	253 25%	423 40%	53 23%	110 31%	119 36%	130 35%	109 35%	155 32%	169 30%	198 34%	138 33%	172 34%	58 33%	21 25%	61 26%	66 39%	57 32%	35 24%	37 36%	76 39%	67 24%	106 37%	71 39%	22 35%	110 31%	272 32%	46 24%
NET: Disagree	1054 51%	437 43%	617 58%	102 44%	171 47%	164 49%	202 55%	167 54%	248 51%	284 50%	315 54%	200 47%	255 50%	93 53%	35 41%	104 45%	93 55%	84 46%	60 40%	53 53%	108 56%	120 44%	163 58%	107 59%	34 54%	181 51%	411 48%	78 41%
Don't know	115 6%	45 4%	70 7%	8 3%	31 9%	19 6%	27 7%	13 4%	16 3%	19 3%	34 6%	32 7%	30 6%	7 4%	4 5%	18 8%	8 5%	12 7%	10 7%	5 5%	7 3%	19 7%	11 4%	10 5%	4 6%	17 5%	53 6%	9 5%
Mean	-0.53	-0.28	-0.77	-0.27	-0.45	-0.58	-0.69	-0.60	-0.50	-0.44	-0.61	-0.48	-0.57	-0.55	-0.23	-0.39	-0.64	-0.47	-0.25	-0.64	-0.67	-0.32	-0.65	-0.79	-0.79	-0.51	-0.50	-0.24
Standard deviation	1.35	1.36	1.31	1.32	1.39	1.34	1.31	1.35	1.37	1.36	1.32	1.40	1.33	1.35	1.39	1.34	1.41	1.37	1.36	1.31	1.34	1.34	1.37	1.28	1.18	1.35	1.36	1.35
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.08	0.06	0.05	0.06	0.07	0.06	0.10	0.16	0.09	0.12	0.11	0.11	0.13	0.10	0.08	0.08	0.09	0.16	0.07	0.05	0.10

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 6

**Q.1 To what extent, if at all, do you agree or disagree with the following statements?**

**I would be more likely to buy a fur product that had a label or mark (similar to Woolmark or the dolphin friendly symbol on tuna) that guaranteed it came from humane, sustainable and environmentally friendly sources that was subject to independent inspection**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri- vate	
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202	
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193	
NET: Agree	635	351	284	96	113	107	100	89	130	199	172	125	139	45	33	64	44	59	57	30	58	99	90	44	10	109	277	66	
	30%	34%	27%	41%	31%	32%	27%	29%	27%	35%	29%	29%	27%	25%	39%	28%	26%	33%	39%	30%	30%	36%	32%	25%	16%	31%	33%	34%	
Strongly agree	(+2)	254	142	112	43	42	43	41	27	58	79	66	50	16	24	26	20	24	22	10	22	36	34	16	6	47	100	34	
		12%	14%	10%	19%	12%	13%	11%	9%	12%	14%	11%	12%	9%	28%	11%	12%	13%	15%	10%	11%	13%	12%	9%	9%	13%	12%	18%	
Tend to agree	(+1)	380	208	172	52	71	64	59	62	72	106	74	79	28	9	38	24	36	35	20	36	63	56	29	4	62	177	32	
		18%	20%	16%	23%	20%	19%	16%	20%	15%	21%	18%	18%	16%	11%	16%	14%	20%	24%	20%	19%	23%	20%	16%	6%	17%	21%	16%	
Neither agree nor disagree	(0)	474	268	206	46	78	75	82	71	123	129	119	103	41	19	53	43	40	36	22	33	73	54	35	25	71	194	51	
		23%	26%	19%	20%	22%	22%	23%	25%	23%	20%	24%	24%	23%	22%	23%	25%	22%	24%	21%	17%	27%	19%	19%	40%	20%	23%	26%	
Tend to disagree	(-1)	301	138	163	40	47	38	54	43	80	96	90	54	60	33	9	38	19	22	17	15	29	35	41	35	6	57	120	33
		14%	14%	15%	17%	13%	11%	15%	14%	16%	17%	15%	13%	12%	19%	11%	16%	11%	12%	12%	15%	15%	13%	14%	20%	10%	16%	14%	17%
Strongly disagree	(-2)	565	210	355	41	92	91	114	94	134	128	166	116	154	48	19	64	53	49	28	33	66	50	84	54	16	96	215	37
		27%	21%	33%	18%	25%	27%	31%	30%	28%	22%	28%	27%	30%	27%	23%	28%	31%	27%	19%	33%	34%	18%	29%	30%	26%	27%	25%	19%
NET: Disagree		865	347	518	81	139	129	168	136	213	224	256	171	214	81	28	102	72	71	45	48	95	85	124	90	23	153	335	69
		41%	34%	48%	35%	38%	39%	45%	44%	44%	39%	44%	40%	42%	46%	33%	44%	43%	40%	31%	47%	49%	31%	44%	50%	36%	43%	39%	36%
Don't know		113	52	61	9	32	23	20	13	17	18	39	26	31	9	5	14	10	10	9	1	8	17	14	11	5	21	44	6
		5%	5%	6%	4%	9%	7%	5%	4%	3%	3%	7%	6%	6%	5%	6%	6%	5%	6%	6%	1%	4%	6%	5%	6%	8%	6%	5%	3%
Mean		-0.27	-0.07	-0.47	0.08	-0.23	-0.23	-0.40	-0.38	-0.34	-0.13	-0.34	-0.28	-0.36	-0.41	0.12	-0.35	-0.38	-0.22	0.04	-0.41	-0.44	*	-0.31	-0.50	-0.40	-0.28	-0.22	-0.03
Standard deviation		1.39	1.35	1.40	1.39	1.39	1.42	1.39	1.36	1.36	1.37	1.39	1.39	1.40	1.32	1.55	1.37	1.40	1.42	1.35	1.39	1.43	1.31	1.42	1.34	1.26	1.42	1.37	1.37
Standard error		0.03	0.04	0.04	0.10	0.08	0.08	0.07	0.08	0.06	0.06	0.07	0.07	0.06	0.10	0.18	0.09	0.12	0.11	0.11	0.13	0.11	0.08	0.09	0.10	0.17	0.08	0.05	0.10

**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 7

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**Summary****Base: All respondents**

	A guarantee of the highest animal welfare standards	A commitment that the fur had come from environmentally friendly and sustainable sources	A commitment that the fur was from sources that were independently inspected and verified	The ability to trace the fur back from where it was bought to its source of origin
Unweighted base	2087	2087	2087	2087
Weighted base	2087	2087	2087	2087
Most likely	377 18%	192 9%	137 7%	120 6%
Second most likely	191 9%	245 12%	235 11%	156 7%
Third most likely	157 8%	221 11%	260 12%	188 9%
Fourth most likely	100 5%	168 8%	195 9%	363 17%
Not applicable - I would not buy or wear fur	1261 60%	1261 60%	1261 60%	1261 60%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 8

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**Most likely**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public		Private
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
A guarantee of the highest animal welfare standards	377 18%	192 19%	185 17%	57 25%	68 19%	70 21%	56 15%	46 15%	79 16%	133 23%	101 17%	66 16%	78 15%	32 18%	22 26%	42 18%	33 19%	31 17%	35 24%	21 21%	28 15%	54 20%	48 17%	22 12%	9 14%	77 22%	152 18%	39 20%
A commitment that the fur had come from environmentally friendly and sustainable sources	192 9%	114 11%	78 7%	35 15%	38 11%	38 11%	33 9%	24 8%	23 5%	66 12%	56 10%	33 8%	36 7%	13 8%	8 10%	30 13%	11 7%	12 7%	11 7%	8 8%	14 7%	39 14%	23 8%	20 11%	3 4%	41 12%	98 12%	25 13%
A commitment that the fur was from sources that were independently inspected and verified	137 7%	73 7%	64 6%	14 6%	30 8%	19 6%	19 5%	22 7%	32 7%	37 6%	38 6%	33 8%	29 6%	12 7%	7 8%	14 6%	3 2%	10 6%	11 7%	7 6%	15 8%	19 7%	23 8%	14 8%	3 5%	24 7%	57 7%	24 12%
The ability to trace the fur back from where it was bought to its source of origin	120 6%	77 8%	43 4%	14 6%	25 7%	16 5%	19 5%	18 6%	28 6%	34 6%	29 5%	33 8%	24 5%	12 7%	7 8%	8 4%	15 9%	8 5%	9 6%	1 1%	5 2%	25 9%	19 7%	6 3%	3 6%	25 7%	57 7%	19 10%
Not applicable - I would not buy or wear fur	1261 60%	562 55%	698 65%	110 48%	200 55%	190 57%	242 66%	198 64%	319 66%	301 53%	363 62%	258 61%	339 67%	107 61%	41 48%	139 60%	108 63%	118 66%	82 55%	65 64%	132 68%	136 50%	170 60%	119 66%	44 71%	187 53%	486 57%	86 45%



## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 9

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**Second most likely**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
A commitment that the fur had come from environmentally friendly and sustainable sources	245 12%	137 13%	107 10%	46 20%	50 14%	40 12%	26 7%	29 9%	55 11%	84 15%	67 11%	46 11%	47 9%	20 12%	14 17%	25 11%	20 12%	25 14%	11 11%	18 9%	37 14%	31 11%	17 9%	5 8%	50 14%	102 12%	37 19%	
A commitment that the fur was from sources that were independently inspected and verified	235 11%	119 12%	116 11%	29 13%	50 14%	46 14%	39 11%	31 10%	40 8%	82 14%	70 12%	40 9%	43 8%	27 15%	12 15%	24 10%	21 12%	11 6%	15 10%	10 10%	15 8%	44 16%	30 10%	22 12%	4 6%	50 14%	111 13%	25 13%
A guarantee of the highest animal welfare standards	191 9%	111 11%	81 8%	28 12%	36 10%	27 8%	34 9%	29 9%	38 8%	46 8%	50 9%	48 11%	47 9%	15 9%	10 12%	24 10%	9 5%	15 9%	14 9%	6 6%	13 7%	33 12%	31 11%	16 9%	4 7%	36 10%	89 10%	21 11%
The ability to trace the fur back from where it was bought to its source of origin	156 7%	90 9%	66 6%	18 8%	24 7%	31 9%	29 8%	22 7%	31 6%	57 10%	36 6%	33 8%	30 6%	7 4%	8 9%	21 9%	12 7%	11 6%	15 10%	9 8%	16 8%	23 8%	22 8%	7 4%	5 8%	31 9%	63 7%	24 12%
Not applicable - I would not buy or wear fur	1261 60%	562 55%	698 65%	110 48%	200 55%	190 57%	242 66%	198 64%	319 66%	301 53%	363 62%	258 61%	339 67%	107 61%	41 48%	139 60%	108 63%	118 66%	82 55%	65 64%	132 68%	136 50%	170 60%	119 66%	44 71%	187 53%	486 57%	86 45%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 10

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**Third most likely**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
A commitment that the fur was from sources that were independently inspected and verified	260 12%	153 15%	107 10%	37 16%	42 12%	44 13%	44 12%	36 12%	57 12%	86 15%	75 13%	48 11%	51 10%	16 9%	14 17%	31 14%	22 13%	22 12%	25 17%	12 12%	21 11%	46 17%	36 13%	9 5%	7 12%	59 17%	112 13%	32 16%
A commitment that the fur had come from environmentally friendly and sustainable sources	221 11%	112 11%	110 10%	26 11%	41 11%	39 12%	36 10%	37 12%	43 9%	69 12%	59 10%	42 10%	52 10%	23 13%	13 15%	24 10%	19 11%	17 9%	16 11%	10 10%	15 7%	29 11%	32 11%	20 11%	5 7%	41 12%	96 11%	18 9%
The ability to trace the fur back from where it was bought to its source of origin	188 9%	102 10%	85 8%	37 16%	41 11%	30 9%	24 7%	17 6%	38 8%	54 10%	54 9%	37 9%	42 8%	15 9%	6 7%	21 9%	12 7%	12 7%	13 9%	10 9%	16 8%	37 14%	28 10%	16 9%	2 3%	34 9%	81 10%	27 14%
A guarantee of the highest animal welfare standards	157 8%	89 9%	68 6%	22 9%	37 10%	30 9%	23 6%	20 6%	25 5%	60 11%	35 6%	39 9%	23 5%	15 8%	12 14%	17 7%	9 6%	12 7%	13 8%	5 5%	11 6%	25 9%	18 6%	17 9%	4 7%	34 10%	76 9%	30 15%
Not applicable - I would not buy or wear fur	1261 60%	562 55%	698 65%	110 48%	200 55%	190 57%	242 66%	198 64%	319 66%	301 53%	363 62%	258 61%	339 67%	107 61%	41 48%	139 60%	108 63%	118 66%	82 55%	65 64%	132 68%	136 50%	170 60%	119 66%	44 71%	187 53%	486 57%	86 45%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 11

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**Fourth most likely**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Pri-vate
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
The ability to trace the fur back from where it was bought to its source of origin	363 17%	188 18%	175 16%	51 22%	71 20%	66 20%	56 15%	53 17%	66 14%	125 22%	105 18%	62 15%	72 14%	35 20%	24 28%	43 19%	22 13%	31 17%	29 19%	17 17%	26 13%	51 19%	44 16%	32 18%	8 12%	78 22%	163 19%	37 19%
A commitment that the fur was from sources that were independently inspected and verified	195 9%	111 11%	83 8%	41 18%	39 11%	34 10%	25 7%	21 7%	33 7%	65 11%	40 7%	45 11%	44 9%	14 8%	11 13%	25 11%	16 10%	19 11%	16 11%	7 7%	12 6%	28 10%	25 9%	17 9%	4 6%	35 10%	85 10%	26 14%
A commitment that the fur had come from environmentally friendly and sustainable sources	168 8%	93 9%	75 7%	15 6%	32 9%	27 8%	32 9%	20 7%	42 9%	50 9%	42 7%	45 11%	32 6%	12 7%	9 11%	15 6%	13 7%	8 5%	17 11%	8 8%	16 8%	32 12%	28 10%	5 3%	6 9%	35 10%	69 8%	26 14%
A guarantee of the highest animal welfare standards	100 5%	64 6%	36 3%	14 6%	19 5%	17 5%	14 4%	16 5%	21 4%	30 5%	37 6%	14 3%	19 4%	7 4%	-	12 5%	11 6%	3 2%	4 3%	4 4%	9 5%	25 9%	17 6%	7 4%	1 1%	20 6%	48 6%	17 9%
Not applicable - I would not buy or wear fur	1261 60%	562 55%	698 65%	110 48%	200 55%	190 57%	242 66%	198 64%	319 66%	301 53%	363 62%	258 61%	339 67%	107 61%	41 48%	139 60%	108 63%	118 66%	82 55%	65 64%	132 68%	136 50%	170 60%	119 66%	44 71%	187 53%	486 57%	86 45%

**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 12

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**A guarantee of the highest animal welfare standards**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	North Ireland	Public		Private	
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Most likely	377 18%	192 19%	185 17%	57 25%	68 19%	70 21%	56 15%	46 15%	79 16%	133 23%	101 17%	66 16%	78 15%	32 18%	22 26%	42 18%	33 19%	31 17%	35 24%	21 21%	28 15%	54 20%	48 17%	22 12%	9 14%	77 22%	152 18%	39 20%
Second most likely	191 9%	111 11%	81 8%	28 12%	36 10%	27 8%	34 9%	29 9%	38 8%	46 8%	50 9%	48 11%	47 9%	15 9%	10 12%	24 10%	9 5%	15 9%	14 9%	6 6%	13 7%	33 12%	31 11%	16 9%	4 7%	36 10%	89 10%	21 11%
Third most likely	157 8%	89 9%	68 6%	22 9%	37 10%	30 9%	23 6%	20 6%	25 5%	60 11%	35 6%	39 9%	23 5%	15 8%	12 14%	17 7%	9 6%	12 7%	13 8%	5 5%	11 6%	25 9%	18 6%	17 9%	4 7%	34 10%	76 9%	30 15%
Fourth most likely	100 5%	64 6%	36 3%	14 6%	19 5%	17 5%	14 4%	16 5%	21 4%	30 5%	37 6%	14 3%	19 3%	7 4%	-	12 5%	11 6%	3 2%	4 3%	4 4%	9 5%	25 9%	17 6%	7 4%	1 1%	20 6%	48 6%	17 9%
Not applicable - I would not buy or wear fur	1261 60%	562 55%	698 65%	110 48%	200 55%	190 57%	242 66%	198 64%	319 66%	301 53%	363 62%	258 61%	339 67%	107 61%	41 48%	139 60%	108 63%	118 66%	82 55%	65 64%	132 68%	136 50%	170 60%	119 66%	44 71%	187 53%	486 57%	86 45%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 13

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**A commitment that the fur had come from environmentally friendly and sustainable sources**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Most likely	192 9%	114 11%	78 7%	35 15%	38 11%	38 11%	33 9%	24 8%	23 5%	66 12%	56 10%	33 8%	36 7%	13 8%	8 10%	30 13%	11 7%	12 7%	11 7%	8 8%	14 7%	39 14%	23 8%	20 11%	3 4%	41 12%	98 12%	25 13%
Second most likely	245 12%	137 13%	107 10%	46 20%	50 14%	40 12%	26 7%	29 9%	55 11%	84 15%	67 11%	46 11%	47 9%	20 12%	14 17%	25 11%	25 12%	23 14%	11 15%	11 11%	18 9%	37 14%	31 11%	17 9%	5 8%	50 14%	102 12%	37 19%
Third most likely	221 11%	112 11%	110 10%	26 11%	41 11%	39 12%	36 10%	37 12%	43 9%	69 12%	59 10%	42 10%	52 10%	23 13%	13 15%	24 10%	19 11%	17 9%	16 11%	10 10%	15 7%	29 11%	32 11%	20 11%	5 7%	41 12%	96 11%	18 9%
Fourth most likely	168 8%	93 9%	75 7%	15 6%	32 9%	27 8%	32 9%	20 7%	42 9%	50 9%	42 7%	45 11%	32 6%	12 7%	9 11%	15 6%	13 7%	8 5%	17 11%	8 8%	16 8%	32 12%	28 10%	5 3%	6 9%	35 10%	69 8%	26 14%
Not applicable - I would not buy or wear fur	1261 60%	562 55%	698 65%	110 48%	200 55%	190 57%	242 66%	198 64%	319 66%	301 53%	363 62%	258 61%	339 67%	107 61%	41 48%	139 60%	108 63%	118 66%	82 55%	65 64%	132 68%	136 50%	170 60%	119 66%	44 71%	187 53%	486 57%	86 45%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 14

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**A commitment that the fur was from sources that were independently inspected and verified**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland		Public	Private
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Most likely	137 7%	73 7%	64 6%	14 6%	30 8%	19 6%	19 5%	22 7%	32 7%	37 6%	38 6%	33 8%	29 6%	12 7%	7 8%	14 6%	3 2%	10 6%	11 7%	7 6%	15 8%	19 7%	23 8%	14 8%	3 5%	24 7%	57 7%	24 12%
Second most likely	235 11%	119 12%	116 11%	29 13%	50 14%	46 14%	39 11%	31 10%	40 8%	82 14%	70 12%	40 9%	43 8%	27 15%	12 15%	24 10%	21 12%	11 6%	15 10%	10 10%	15 8%	44 16%	30 10%	22 12%	4 6%	50 14%	111 13%	25 13%
Third most likely	260 12%	153 15%	107 10%	37 16%	42 12%	44 13%	44 12%	36 12%	57 12%	86 15%	75 13%	48 11%	51 10%	16 9%	14 17%	31 14%	22 13%	22 12%	25 17%	12 12%	21 11%	46 17%	36 13%	9 5%	7 12%	59 17%	112 13%	32 16%
Fourth most likely	195 9%	111 11%	83 8%	41 18%	39 11%	34 10%	25 7%	21 7%	33 7%	65 11%	40 7%	45 11%	44 9%	14 8%	11 13%	25 11%	16 10%	19 11%	16 11%	7 7%	12 6%	28 10%	25 9%	17 9%	4 6%	35 10%	85 10%	26 14%
Not applicable - I would not buy or wear fur	1261 60%	562 55%	698 65%	110 48%	200 55%	190 57%	242 66%	198 64%	319 66%	301 53%	363 62%	258 61%	339 67%	107 61%	41 48%	139 60%	108 63%	118 66%	82 55%	65 64%	132 68%	136 50%	170 60%	119 66%	44 71%	187 53%	486 57%	86 45%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 15

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**The ability to trace the fur back from where it was bought to its source of origin**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Most likely	120 6%	77 8%	43 4%	14 6%	25 7%	16 5%	19 5%	18 6%	28 6%	34 6%	29 5%	33 8%	24 5%	12 7%	7 8%	8 4%	15 9%	8 5%	9 6%	1 1%	5 2%	25 9%	19 7%	6 3%	3 6%	25 7%	57 7%	19 10%
Second most likely	156 7%	90 9%	66 6%	18 8%	24 7%	31 9%	29 8%	22 7%	31 6%	57 10%	36 6%	33 8%	30 6%	7 4%	8 9%	21 9%	12 7%	11 6%	15 10%	9 8%	16 8%	23 8%	22 8%	7 4%	5 8%	31 9%	63 7%	24 12%
Third most likely	188 9%	102 10%	85 8%	37 16%	41 11%	30 9%	24 7%	17 6%	38 8%	54 10%	54 9%	37 9%	42 8%	15 9%	6 7%	21 9%	12 7%	13 7%	10 9%	16 9%	37 14%	28 10%	16 9%	2 3%	34 9%	81 10%	27 14%	
Fourth most likely	363 17%	188 18%	175 16%	51 22%	71 20%	66 20%	56 15%	53 17%	66 14%	125 22%	105 18%	62 15%	72 14%	35 20%	24 28%	43 19%	22 13%	31 17%	29 19%	17 17%	26 13%	51 19%	44 16%	32 18%	8 12%	78 22%	163 19%	37 19%
Not applicable - I would not buy or wear fur	1261 60%	562 55%	698 65%	110 48%	200 55%	190 57%	242 66%	198 64%	319 66%	301 53%	363 62%	258 61%	339 67%	107 61%	41 48%	139 60%	108 63%	118 66%	82 55%	65 64%	132 68%	136 50%	170 60%	119 66%	44 71%	187 53%	486 57%	86 45%

**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 16

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**Summary**

**Base: All respondents excluding those who wouldn't buy or wear fur**

	A guarantee of the highest animal welfare standards	A commitment that the fur had come from environmentally friendly and sustainable sources	A commitment that the fur was from sources that were independently inspected and verified	The ability to trace the fur back from where it was bought to its source of origin
Unweighted base	819	819	819	819
Weighted base	826	826	826	826
Most likely	377 46%	192 23%	137 17%	120 15%
Second most likely	191 23%	245 30%	235 28%	156 19%
Third most likely	157 19%	221 27%	260 31%	188 23%
Fourth most likely	100 12%	168 20%	195 24%	363 44%



## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 17

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**Most likely**

**Base: All respondents excluding those who wouldn't buy or wear fur**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	819	453	366	99	146	152	138	117	167	295	182	154	188	67	43	87	57	58	69	41	60	142	110	67	18	155	370	110
Weighted base	826	456	370	121	161	144	127	111	163	269	224	166	168	69	44	94	62	62	66	36	63	137	114	62	18	168	364	107
A guarantee of the highest animal welfare standards	377 46%	192 42%	185 50%	57 47%	68 42%	70 49%	56 44%	46 41%	79 49%	133 49%	101 45%	66 40%	78 46%	32 46%	22 50%	42 44%	33 53%	31 51%	35 53%	21 58%	28 46%	54 40%	48 42%	22 35%	9 48%	77 46%	152 42%	39 36%
A commitment that the fur had come from environmentally friendly and sustainable sources	192 23%	114 25%	78 21%	35 29%	38 24%	38 26%	33 26%	24 22%	23 14%	66 25%	56 25%	33 20%	36 22%	13 19%	8 19%	30 32%	11 18%	12 19%	11 16%	8 21%	14 23%	39 28%	23 20%	20 32%	3 14%	41 25%	98 27%	25 24%
A commitment that the fur was from sources that were independently inspected and verified	137 17%	73 16%	64 17%	14 12%	30 18%	19 14%	19 15%	22 20%	32 20%	37 14%	38 17%	33 20%	29 17%	12 18%	7 16%	14 14%	3 5%	10 17%	11 16%	7 18%	15 24%	19 14%	23 20%	14 22%	3 19%	24 14%	57 16%	24 22%
The ability to trace the fur back from where it was bought to its source of origin	120 15%	77 17%	43 12%	14 12%	25 15%	16 11%	19 15%	18 17%	28 17%	34 12%	29 13%	33 20%	24 14%	12 17%	7 16%	8 9%	15 25%	8 14%	9 14%	1 3%	5 8%	25 18%	19 17%	6 10%	3 19%	25 15%	57 16%	19 18%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 18

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**Second most likely**

**Base: All respondents excluding those who wouldn't buy or wear fur**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	819	453	366	99	146	152	138	117	167	295	182	154	188	67	43	87	57	58	69	41	60	142	110	67	18	155	370	110
Weighted base	826	456	370	121	161	144	127	111	163	269	224	166	168	69	44	94	62	62	66	36	63	137	114	62	18	168	364	107
A commitment that the fur had come from environmentally friendly and sustainable sources	245 30%	137 30%	107 29%	46 38%	50 31%	40 28%	26 20%	29 26%	55 33%	84 31%	67 30%	46 28%	47 28%	20 29%	14 32%	25 26%	20 32%	25 41%	23 34%	11 30%	18 29%	37 27%	31 27%	17 27%	5 29%	50 30%	102 28%	37 35%
A commitment that the fur was from sources that were independently inspected and verified	235 28%	119 26%	116 31%	29 24%	50 31%	46 32%	39 31%	31 28%	40 24%	82 30%	70 31%	40 24%	43 26%	27 39%	12 28%	24 26%	21 34%	11 17%	15 22%	10 29%	15 24%	44 32%	30 26%	22 35%	4 20%	50 30%	111 30%	25 23%
A guarantee of the highest animal welfare standards	191 23%	111 24%	81 22%	28 23%	36 23%	27 19%	34 27%	29 26%	38 23%	46 17%	50 22%	48 29%	47 28%	15 22%	10 23%	24 25%	9 15%	15 25%	14 21%	6 17%	13 21%	33 24%	31 27%	16 26%	4 24%	36 22%	89 24%	21 20%
The ability to trace the fur back from where it was bought to its source of origin	156 19%	90 20%	66 18%	18 15%	24 15%	31 22%	29 22%	22 20%	31 19%	57 21%	36 16%	33 20%	30 18%	7 10%	8 17%	21 23%	12 19%	11 17%	15 22%	9 24%	16 26%	23 17%	22 20%	7 12%	5 27%	31 19%	63 17%	24 22%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 19

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**Third most likely**

**Base: All respondents excluding those who wouldn't buy or wear fur**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	819	453	366	99	146	152	138	117	167	295	182	154	188	67	43	87	57	58	69	41	60	142	110	67	18	155	370	110
Weighted base	826	456	370	121	161	144	127	111	163	269	224	166	168	69	44	94	62	62	66	36	63	137	114	62	18	168	364	107
A commitment that the fur was from sources that were independently inspected and verified	260 31%	153 34%	107 29%	37 30%	42 26%	44 30%	44 34%	36 33%	57 35%	86 32%	75 34%	48 29%	51 31%	16 23%	14 32%	31 33%	22 35%	22 35%	25 37%	12 33%	21 34%	46 33%	36 31%	9 15%	7 40%	59 35%	112 31%	32 30%
A commitment that the fur had come from environmentally friendly and sustainable sources	221 27%	112 24%	110 30%	26 21%	41 25%	39 27%	36 28%	37 34%	43 26%	69 26%	59 26%	42 25%	52 31%	23 34%	13 28%	24 26%	19 30%	17 27%	16 24%	10 27%	15 23%	29 21%	32 29%	20 32%	5 25%	41 25%	96 26%	18 17%
The ability to trace the fur back from where it was bought to its source of origin	188 23%	102 22%	85 23%	37 31%	41 25%	30 21%	24 19%	17 16%	38 23%	54 20%	54 24%	37 23%	42 25%	15 22%	6 13%	21 23%	12 20%	12 19%	13 20%	10 26%	16 25%	37 27%	28 25%	16 26%	2 11%	34 20%	81 22%	27 26%
A guarantee of the highest animal welfare standards	157 19%	89 20%	68 18%	22 18%	37 23%	30 21%	23 18%	20 18%	25 15%	60 22%	35 16%	39 23%	23 14%	15 21%	12 27%	17 18%	9 15%	12 19%	13 19%	5 13%	11 18%	25 18%	18 15%	17 27%	4 23%	34 20%	76 21%	30 28%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 20

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**Fourth most likely**

**Base: All respondents excluding those who wouldn't buy or wear fur**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	819	453	366	99	146	152	138	117	167	295	182	154	188	67	43	87	57	58	69	41	60	142	110	67	18	155	370	110
Weighted base	826	456	370	121	161	144	127	111	163	269	224	166	168	69	44	94	62	62	66	36	63	137	114	62	18	168	364	107
The ability to trace the fur back from where it was bought to its source of origin	363 44%	188 41%	175 47%	51 42%	71 44%	66 46%	56 44%	53 48%	66 40%	125 46%	105 47%	62 37%	72 43%	35 51%	24 54%	43 46%	22 36%	31 50%	29 44%	17 47%	26 41%	51 38%	44 39%	32 53%	8 43%	78 46%	163 45%	37 34%
A commitment that the fur was from sources that were independently inspected and verified	195 24%	111 24%	83 23%	41 34%	39 24%	34 24%	25 20%	21 19%	33 21%	65 24%	40 18%	45 27%	44 26%	14 21%	11 24%	25 26%	16 26%	19 31%	16 24%	7 20%	12 18%	28 21%	25 22%	17 27%	4 21%	35 21%	85 23%	26 25%
A commitment that the fur had come from environmentally friendly and sustainable sources	168 20%	93 20%	75 20%	15 12%	32 20%	27 18%	32 25%	20 19%	42 26%	50 18%	42 19%	45 27%	32 19%	12 18%	9 21%	15 15%	13 20%	8 13%	17 26%	8 21%	16 25%	32 24%	28 24%	5 9%	6 32%	35 21%	69 19%	26 25%
A guarantee of the highest animal welfare standards	100 12%	64 14%	36 10%	14 12%	19 12%	17 12%	14 11%	16 15%	21 13%	30 11%	37 17%	14 8%	19 12%	7 10%	-	12 12%	11 18%	3 5%	4 7%	4 12%	9 15%	25 18%	17 15%	7 11%	1 4%	20 12%	48 13%	17 16%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 21

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**A guarantee of the highest animal welfare standards**

**Base: All respondents excluding those who wouldn't buy or wear fur**

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West		North-ern Ire-land	Public	Private
Unweighted base	819	453	366	99	146	152	138	117	167	295	182	154	188	67	43	87	57	58	69	41	60	142	110	67	18	155	370	110
Weighted base	826	456	370	121	161	144	127	111	163	269	224	166	168	69	44	94	62	66	36	63	137	114	62	18	168	364	107	
Most likely	377	192	185	57	68	70	56	46	79	133	101	66	78	32	22	42	33	31	35	21	28	54	48	22	9	77	152	39
	46%	42%	50%	47%	42%	49%	44%	41%	49%	49%	45%	40%	46%	46%	50%	44%	53%	51%	53%	58%	46%	40%	42%	35%	48%	46%	42%	36%
Second most likely	191	111	81	28	36	27	34	29	38	46	50	48	47	15	10	24	9	15	14	6	13	33	31	16	4	36	89	21
	23%	24%	22%	23%	23%	19%	27%	26%	23%	17%	22%	29%	28%	22%	23%	25%	15%	25%	21%	17%	21%	24%	27%	26%	24%	22%	24%	20%
Third most likely	157	89	68	22	37	30	23	20	25	60	35	39	23	15	12	17	9	12	13	5	11	25	18	17	4	34	76	30
	19%	20%	18%	18%	23%	21%	18%	18%	15%	22%	16%	23%	14%	21%	27%	18%	15%	19%	19%	13%	18%	18%	15%	27%	23%	20%	21%	28%
Fourth most likely	100	64	36	14	19	17	14	16	21	30	37	14	19	7	-	12	11	3	4	4	9	25	17	7	1	20	48	17
	12%	14%	10%	12%	12%	12%	11%	15%	13%	11%	17%	8%	12%	10%	-	12%	18%	5%	7%	12%	15%	18%	15%	11%	4%	12%	13%	16%

**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 22

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**A commitment that the fur had come from environmentally friendly and sustainable sources**

**Base: All respondents excluding those who wouldn't buy or wear fur**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	North Ireland	Public		Private	
Unweighted base	819	453	366	99	146	152	138	117	167	295	182	154	188	67	43	87	57	58	69	41	60	142	110	67	18	155	370	110
Weighted base	826	456	370	121	161	144	127	111	163	269	224	166	168	69	44	94	62	62	66	36	63	137	114	62	18	168	364	107
Most likely	192	114	78	35	38	38	33	24	23	66	56	33	36	13	8	30	11	12	11	8	14	39	23	20	3	41	98	25
	23%	25%	21%	29%	24%	26%	26%	22%	14%	25%	25%	20%	22%	19%	19%	32%	18%	19%	16%	21%	23%	28%	20%	32%	14%	25%	27%	24%
Second most likely	245	137	107	46	50	40	26	29	55	84	67	46	47	20	14	25	20	25	23	11	18	37	31	17	5	50	102	37
	30%	30%	29%	38%	31%	28%	20%	26%	33%	31%	30%	28%	28%	29%	32%	26%	32%	41%	34%	30%	29%	27%	27%	29%	30%	30%	28%	35%
Third most likely	221	112	110	26	41	39	36	37	43	69	59	42	52	23	13	24	19	17	16	10	15	29	32	20	5	41	96	18
	27%	24%	30%	21%	25%	27%	28%	34%	26%	26%	26%	25%	31%	34%	28%	26%	30%	27%	24%	27%	23%	21%	29%	32%	25%	25%	26%	17%
Fourth most likely	168	93	75	15	32	27	32	20	42	50	42	45	32	12	9	15	13	8	17	8	16	32	28	5	6	35	69	26
	20%	20%	20%	12%	20%	18%	25%	19%	26%	18%	19%	27%	19%	18%	21%	15%	20%	13%	26%	21%	25%	24%	24%	9%	32%	21%	19%	25%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 23

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**A commitment that the fur was from sources that were independently inspected and verified**

**Base: All respondents excluding those who wouldn't buy or wear fur**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	North Ireland	Public		Private	
Unweighted base	819	453	366	99	146	152	138	117	167	295	182	154	188	67	43	87	57	58	69	41	60	142	110	67	18	155	370	110
Weighted base	826	456	370	121	161	144	127	111	163	269	224	166	168	69	44	94	62	62	66	36	63	137	114	62	18	168	364	107
Most likely	137 17%	73 16%	64 17%	14 12%	30 18%	19 14%	19 15%	22 20%	32 20%	37 14%	38 17%	33 20%	29 17%	12 18%	7 16%	14 14%	3 5%	10 17%	11 16%	7 18%	15 24%	19 14%	23 20%	14 22%	3 19%	24 14%	57 16%	24 22%
Second most likely	235 28%	119 26%	116 31%	29 24%	50 31%	46 32%	39 31%	31 28%	40 24%	82 30%	70 31%	40 24%	43 26%	27 39%	12 28%	24 26%	21 34%	11 17%	15 22%	10 29%	15 24%	44 32%	30 26%	22 35%	4 20%	50 30%	111 30%	25 23%
Third most likely	260 31%	153 34%	107 29%	37 30%	42 26%	44 30%	44 34%	36 33%	57 35%	86 32%	75 34%	48 29%	51 31%	16 23%	14 32%	31 33%	22 35%	22 35%	25 37%	12 33%	21 34%	46 33%	36 31%	9 15%	7 40%	59 35%	112 31%	32 30%
Fourth most likely	195 24%	111 24%	83 23%	41 34%	39 24%	34 24%	25 20%	21 19%	33 21%	65 24%	40 18%	45 27%	44 26%	14 21%	11 24%	25 26%	16 26%	19 31%	16 24%	7 20%	12 18%	28 21%	25 22%	17 27%	4 21%	35 21%	85 23%	26 25%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 24

**Q.2 Thinking about your current views on fur. Please rank the following items in order of what would make you more or less likely to buy or wear a product that contained fur.**

**The ability to trace the fur back from where it was bought to its source of origin**

**Base: All respondents excluding those who wouldn't buy or wear fur**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	North Ireland	Public		Private	
Unweighted base	819	453	366	99	146	152	138	117	167	295	182	154	188	67	43	87	57	58	69	41	60	142	110	67	18	155	370	110
Weighted base	826	456	370	121	161	144	127	111	163	269	224	166	168	69	44	94	62	62	66	36	63	137	114	62	18	168	364	107
Most likely	120 15%	77 17%	43 12%	14 12%	25 15%	16 11%	19 15%	18 17%	28 17%	34 12%	29 13%	33 20%	24 14%	12 17%	7 16%	8 9%	15 25%	8 14%	9 14%	1 3%	5 8%	25 18%	19 17%	6 10%	3 19%	25 15%	57 16%	19 18%
Second most likely	156 19%	90 20%	66 18%	18 15%	24 15%	31 22%	29 22%	22 20%	31 19%	57 21%	36 16%	33 20%	30 18%	7 10%	8 17%	21 23%	12 19%	11 17%	15 22%	9 24%	16 26%	23 17%	22 20%	7 12%	5 27%	31 19%	63 17%	24 22%
Third most likely	188 23%	102 22%	85 23%	37 31%	41 25%	30 21%	24 19%	17 16%	38 23%	54 20%	54 24%	37 23%	42 25%	15 22%	6 13%	21 23%	12 20%	12 19%	13 20%	10 26%	16 25%	37 27%	28 25%	16 26%	2 11%	34 20%	81 22%	27 26%
Fourth most likely	363 44%	188 41%	175 47%	51 42%	71 44%	66 46%	56 44%	53 48%	66 40%	125 46%	105 47%	62 37%	72 43%	35 51%	24 54%	43 46%	22 36%	31 50%	29 44%	17 47%	26 41%	51 38%	44 39%	32 53%	8 43%	78 46%	163 45%	37 34%



## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 25

**Q.3 Before today, were you aware or unaware that fake or faux fur is made from plastic and other non-biodegradable materials?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
NET: Aware	1201	656	544	148	225	190	194	166	278	357	336	235	273	103	45	121	88	100	92	61	118	156	166	119	32	204	501	140
	58%	64%	51%	64%	62%	57%	52%	54%	58%	63%	57%	55%	54%	58%	53%	52%	52%	56%	62%	60%	61%	57%	58%	66%	51%	57%	59%	73%
NET: Extremely/ moderately aware	446	283	163	45	65	73	79	69	115	148	119	95	84	35	21	38	44	34	29	26	50	57	68	33	10	69	179	63
	21%	28%	15%	19%	18%	22%	21%	22%	24%	26%	20%	22%	17%	20%	25%	16%	26%	19%	20%	26%	26%	21%	24%	18%	15%	19%	21%	33%
Extremely aware	(4) 211	132	78	20	32	32	38	30	58	62	56	43	50	19	7	17	18	14	9	17	22	28	41	14	5	32	87	31
	10%	13%	7%	9%	9%	9%	10%	10%	12%	11%	10%	10%	10%	11%	8%	7%	10%	8%	6%	16%	12%	10%	14%	8%	7%	9%	10%	16%
Moderately aware	(3) 235	151	85	24	33	41	42	38	57	85	63	52	35	17	14	21	26	20	20	10	28	29	27	19	5	37	93	32
	11%	15%	8%	10%	9%	12%	11%	12%	12%	15%	11%	12%	7%	10%	16%	9%	15%	11%	13%	10%	14%	11%	10%	10%	8%	11%	11%	17%
Somewhat aware	(2) 319	160	159	39	65	52	46	46	72	85	88	68	78	28	12	33	17	36	29	15	27	38	38	34	11	53	139	34
	15%	16%	15%	17%	18%	16%	12%	15%	15%	15%	15%	16%	15%	16%	14%	14%	10%	20%	20%	15%	14%	14%	13%	19%	18%	15%	16%	18%
Slightly aware	(1) 436	213	222	65	95	65	69	51	90	124	130	72	110	39	12	49	27	30	34	19	41	61	59	52	11	81	182	43
	21%	21%	21%	28%	26%	19%	19%	17%	19%	22%	22%	17%	22%	22%	14%	21%	16%	17%	23%	19%	21%	22%	21%	29%	18%	23%	21%	22%
NET: Slightly/somewhat aware	755	373	381	104	160	117	115	97	162	209	217	140	188	67	24	83	44	67	63	34	68	99	97	85	23	135	321	77
	36%	37%	36%	45%	44%	35%	31%	31%	34%	37%	37%	33%	37%	38%	29%	36%	26%	37%	43%	34%	35%	36%	34%	47%	36%	38%	38%	40%
Not at all aware	(0) 886	362	524	83	136	144	176	143	205	213	250	189	234	74	40	112	82	80	56	40	76	117	118	62	30	151	349	52
	42%	36%	49%	36%	38%	43%	48%	46%	42%	37%	43%	45%	46%	42%	47%	48%	48%	44%	38%	40%	39%	43%	42%	34%	49%	43%	41%	27%
Mean	1.26	1.49	1.04	1.28	1.25	1.25	1.18	1.23	1.33	1.40	1.22	1.26	1.12	1.25	1.25	1.06	1.23	1.21	1.27	1.44	1.38	1.23	1.34	1.29	1.07	1.20	1.28	1.72
Standard deviation	1.37	1.43	1.27	1.29	1.29	1.37	1.39	1.39	1.43	1.40	1.35	1.40	1.33	1.36	1.41	1.29	1.44	1.32	1.27	1.50	1.42	1.37	1.46	1.26	1.29	1.33	1.36	1.44
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.08	0.06	0.06	0.06	0.07	0.06	0.10	0.15	0.09	0.12	0.10	0.10	0.14	0.10	0.08	0.09	0.09	0.17	0.07	0.05	0.10

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 26

**Q.4 Please now think about the following products below: Fake or faux fur made from single-use plastic and other non-biodegradable materials. Natural fur guaranteed to be from humane, sustainable and environmentally friendly sources and subject to independent inspection. Would you be more likely to buy fake or faux fur, more likely to buy natural fur, or would it make no difference?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
NET: More likely to buy natural fur	351 17%	161 16%	190 18%	48 21%	67 18%	51 15%	49 13%	57 18%	79 16%	109 19%	86 15%	90 21%	66 13%	27 16%	21 25%	32 14%	29 17%	33 18%	26 17%	14 14%	32 16%	55 20%	44 16%	35 19%	4 6%	56 16%	148 17%	50 26%
Much more likely to buy natural fur (+2)	127 6%	72 7%	55 5%	15 6%	23 6%	19 6%	21 6%	23 7%	26 5%	36 6%	26 4%	39 9%	26 5%	9 5%	6 7%	13 6%	16 9%	10 6%	7 5%	4 4%	9 5%	20 7%	22 8%	9 5%	1 1%	21 6%	55 6%	24 13%
A little more likely to buy natural fur (+1)	225 11%	89 9%	135 13%	33 14%	44 12%	33 10%	28 8%	34 11%	53 11%	73 13%	60 10%	51 12%	40 8%	18 10%	15 18%	19 8%	14 8%	22 12%	18 12%	10 10%	22 11%	35 13%	22 8%	26 14%	3 5%	35 10%	93 11%	25 13%
I have no preference / makes no difference (0)	509 24%	283 28%	226 21%	71 31%	97 27%	83 25%	83 22%	73 24%	101 21%	140 25%	153 26%	93 22%	123 24%	48 27%	21 25%	73 31%	37 22%	44 24%	31 21%	23 23%	47 24%	71 26%	68 24%	35 20%	12 19%	108 30%	213 25%	47 25%
A little more likely to buy fake fur (-1)	147 7%	68 7%	80 7%	25 11%	29 8%	21 6%	31 8%	13 4%	28 6%	42 7%	46 8%	24 6%	35 7%	10 5%	13 15%	15 6%	10 6%	20 11%	9 6%	4 4%	12 6%	22 8%	16 6%	12 7%	5 8%	21 6%	65 8%	19 10%
A lot more likely to buy fake fur (-2)	141 7%	49 5%	91 9%	19 8%	37 10%	20 6%	27 7%	12 4%	25 5%	36 6%	28 5%	34 8%	42 8%	5 3%	4 5%	11 5%	13 8%	10 6%	17 12%	5 5%	12 6%	18 6%	25 9%	15 8%	4 7%	23 7%	57 7%	15 8%
NET: More likely to buy fake fur	288 14%	117 11%	171 16%	44 19%	66 18%	41 12%	58 16%	26 8%	53 11%	78 14%	74 13%	58 14%	78 15%	15 8%	17 20%	26 11%	23 14%	30 16%	26 18%	10 10%	24 12%	40 15%	41 14%	27 15%	10 15%	44 12%	121 14%	34 18%
Would never buy natural or fake fur products	939 45%	458 45%	482 45%	68 29%	131 36%	159 48%	179 49%	153 50%	249 52%	242 42%	274 47%	183 43%	241 47%	86 49%	26 31%	102 44%	81 47%	74 41%	65 44%	54 53%	93 48%	108 40%	130 46%	83 46%	38 60%	146 41%	368 43%	61 32%
Mean	0.04	0.12	-0.03	*	-0.06	0.05	-0.07	0.27	0.12	0.09	0.03	0.15	-0.10	0.19	0.10	0.06	0.10	0.03	-0.13	0.07	0.05	0.10	*	0.02	-0.38	0.05	0.05	0.19
Standard deviation	1.12	1.06	1.17	1.09	1.17	1.09	1.15	1.07	1.10	1.11	1.02	1.23	1.14	0.97	1.07	1.00	1.25	1.08	1.23	1.08	1.09	1.12	1.22	1.19	1.03	1.06	1.12	1.24
Standard error	0.03	0.04	0.05	0.09	0.08	0.08	0.08	0.08	0.07	0.06	0.06	0.08	0.07	0.10	0.15	0.09	0.14	0.11	0.13	0.15	0.11	0.08	0.10	0.12	0.20	0.07	0.05	0.11

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 27

**Q.4 Please now think about the following products below: Fake or faux fur made from single-use plastic and other non-biodegradable materials. Natural fur guaranteed to be from humane, sustainable and environmentally friendly sources and subject to independent inspection. Would you be more likely to buy fake or faux fur, more likely to buy natural fur, or would it make no difference?**

**Base: All respondents who would buy natural or fake fur products**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	1142	563	579	138	213	187	203	168	233	363	261	222	296	89	53	128	79	96	86	53	98	176	152	106	26	202	483	134
Weighted base	1148	561	587	163	230	175	190	156	233	328	313	241	266	90	59	131	90	106	83	47	102	165	153	97	25	208	482	132
NET: More likely to buy natural fur	351 31%	161 29%	190 32%	48 29%	67 29%	51 29%	49 26%	57 36%	79 34%	109 33%	86 28%	90 37%	66 25%	27 31%	21 36%	32 24%	29 33%	33 31%	26 30%	14 31%	32 33%	55 29%	44 29%	35 36%	4 15%	56 27%	148 31%	50 38%
Much more likely to buy natural fur (+2)	127 11%	72 13%	55 9%	15 9%	23 10%	19 11%	21 11%	23 15%	26 11%	36 11%	26 8%	39 16%	26 10%	9 11%	6 9%	13 10%	16 18%	10 10%	7 9%	4 9%	9 9%	20 12%	22 14%	9 10%	1 3%	21 10%	55 11%	24 19%
A little more likely to buy natural fur (+1)	225 20%	89 16%	135 23%	33 20%	44 19%	33 19%	28 15%	34 22%	53 23%	73 22%	60 19%	51 21%	40 15%	18 20%	15 26%	19 14%	14 15%	22 21%	18 22%	10 21%	22 22%	35 21%	22 15%	26 26%	3 13%	35 17%	93 19%	25 19%
I have no preference / makes no difference (0)	509 44%	283 50%	226 38%	71 44%	97 42%	83 47%	83 43%	73 47%	101 43%	140 43%	153 49%	93 39%	123 46%	48 53%	21 35%	73 56%	37 41%	44 41%	31 37%	23 49%	47 46%	71 43%	68 45%	35 36%	12 46%	108 52%	213 44%	47 36%
A little more likely to buy fake fur (-1)	147 13%	68 12%	80 14%	25 15%	29 13%	21 12%	31 16%	13 9%	28 12%	42 13%	46 15%	24 10%	35 13%	10 11%	13 22%	15 11%	10 12%	20 18%	9 11%	4 9%	12 12%	22 13%	16 10%	12 12%	5 20%	21 10%	65 13%	19 14%
A lot more likely to buy fake fur (-2)	141 12%	49 9%	91 16%	19 12%	37 16%	20 12%	27 14%	12 8%	25 11%	36 11%	28 9%	34 14%	42 16%	5 6%	4 7%	11 9%	13 14%	10 9%	17 21%	5 12%	12 12%	18 11%	25 16%	15 16%	4 18%	23 11%	57 12%	15 12%
NET: More likely to buy fake fur	288 25%	117 21%	171 29%	44 27%	66 29%	41 23%	58 30%	26 17%	53 23%	78 24%	74 24%	58 24%	78 29%	15 17%	17 29%	26 20%	23 26%	30 28%	26 32%	10 21%	24 23%	40 24%	41 27%	27 28%	10 38%	44 21%	121 25%	34 26%
Mean	0.04	0.12	-0.03	*	-0.06	0.05	-0.07	0.27	0.12	0.09	0.03	0.15	-0.10	0.19	0.10	0.06	0.10	0.03	-0.13	0.07	0.05	0.10	*	0.02	-0.38	0.05	0.05	0.19
Standard deviation	1.12	1.06	1.17	1.09	1.17	1.09	1.15	1.07	1.10	1.11	1.02	1.23	1.14	0.97	1.07	1.00	1.25	1.08	1.23	1.08	1.09	1.12	1.22	1.19	1.03	1.06	1.12	1.24
Standard error	0.03	0.04	0.05	0.09	0.08	0.08	0.08	0.08	0.07	0.06	0.06	0.08	0.07	0.10	0.15	0.09	0.14	0.11	0.13	0.15	0.11	0.08	0.10	0.12	0.20	0.07	0.05	0.11

**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 28  
**Gender**  
**Base: All respondents**

	Gender			Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Male	1019	1019	-	89	163	163	190	163	251	317	302	196	204	96	36	119	85	83	74	53	91	135	139	83	26	175	484	120
	49%	100%	-	39%	45%	49%	51%	53%	52%	56%	52%	46%	40%	55%	43%	51%	50%	46%	50%	53%	47%	49%	46%	41%	49%	57%	62%	
Female	1068	-	1068	142	198	171	180	146	231	253	284	228	303	80	49	114	86	97	74	48	104	139	145	97	37	180	366	73
	51%	-	100%	61%	55%	51%	49%	47%	48%	44%	48%	54%	60%	45%	57%	49%	50%	54%	50%	47%	53%	51%	51%	54%	59%	51%	43%	38%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 29

**Age**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland		Public	Private
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
18-24	232 11%	89 9%	142 13%	232 100%	-	-	-	-	-	79 14%	91 16%	32 8%	29 6%	24 14%	16 19%	19 8%	16 9%	23 13%	18 12%	13 13%	22 11%	35 13%	35 12%	10 6%	-	50 14%	83 10%	31 16%
25-34	361 17%	163 16%	198 19%	-	361 100%	-	-	-	-	80 14%	118 20%	79 19%	84 17%	28 16%	18 21%	49 21%	20 12%	36 20%	22 15%	17 17%	26 13%	60 22%	36 13%	39 22%	11 17%	84 24%	206 24%	48 25%
35-44	334 16%	163 16%	171 16%	-	-	334 100%	-	-	-	98 17%	84 14%	72 17%	80 16%	29 16%	12 14%	43 18%	30 18%	27 15%	19 13%	12 12%	24 12%	54 20%	43 15%	32 18%	9 15%	82 23%	192 23%	32 16%
45-54	369 18%	190 19%	180 17%	-	-	-	369 100%	-	-	96 17%	93 16%	92 22%	88 17%	32 18%	10 12%	32 14%	23 14%	32 18%	26 17%	18 18%	42 21%	51 19%	60 21%	30 16%	14 22%	90 25%	191 23%	22 12%
55-64	309 15%	163 16%	146 14%	-	-	-	-	309 100%	-	66 12%	76 13%	73 17%	94 19%	22 12%	11 13%	35 15%	42 25%	20 11%	26 17%	15 15%	33 17%	28 10%	36 13%	30 17%	12 19%	40 11%	121 14%	22 11%
65+	482 23%	251 25%	231 22%	-	-	-	-	-	482 100%	150 26%	124 21%	76 18%	132 26%	42 24%	18 21%	55 24%	39 23%	43 24%	37 25%	25 25%	48 25%	45 17%	74 26%	39 22%	17 27%	8 2%	57 7%	39 20%
NET: 18-34	592 28%	252 25%	340 32%	232 100%	361 100%	-	-	-	-	159 28%	209 36%	111 26%	112 22%	52 29%	33 39%	68 29%	36 21%	59 33%	40 27%	30 30%	48 25%	96 35%	71 25%	49 27%	11 17%	134 38%	289 34%	78 41%
NET: 35-54	703 34%	352 35%	351 33%	-	-	334 100%	369 100%	-	-	195 34%	177 30%	164 39%	168 33%	61 34%	22 26%	75 32%	53 31%	58 32%	45 30%	30 30%	66 34%	105 38%	103 36%	62 34%	23 37%	172 49%	383 45%	54 28%
NET: 55+	791 38%	414 41%	377 35%	-	-	-	-	309 100%	482 100%	216 38%	200 34%	149 35%	226 45%	64 36%	29 34%	90 39%	81 48%	63 35%	63 42%	41 40%	81 42%	73 27%	110 39%	69 38%	29 46%	49 14%	178 21%	60 31%
Average age	47.93	49.37	46.56	21.87	29.85	39.46	49.76	59.61	70.94	48.15	45.43	47.84	50.65	47.22	45.07	47.95	49.53	46.82	49.53	48.06	49.72	44.13	49.22	48.52	52.07	40.14	42.48	44.15

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 30  
Social Grade  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
A	145 7%	87 9%	58 5%	30 13%	12 3%	20 6%	22 6%	10 3%	51 11%	145 25%	-	-	-	10 6%	4 4%	11 5%	6 4%	16 9%	6 4%	6 6%	15 8%	33 12%	23 8%	9 5%	5 7%	19 5%	62 7%	32 16%
B	425 20%	230 23%	195 18%	49 21%	68 19%	79 24%	74 20%	56 18%	99 21%	425 75%	-	-	-	36 20%	10 12%	44 19%	37 22%	28 15%	27 19%	12 12%	50 26%	71 26%	62 22%	38 21%	9 15%	104 29%	173 20%	54 28%
C1	587 28%	302 30%	284 27%	91 39%	118 33%	84 25%	93 25%	76 25%	124 26%	-	587 100%	-	-	51 29%	23 27%	71 31%	44 26%	49 27%	49 33%	30 29%	47 24%	82 30%	77 27%	43 24%	21 33%	143 40%	253 30%	48 25%
C2	424 20%	196 19%	228 21%	32 14%	79 22%	72 22%	92 25%	73 24%	76 16%	-	-	424 100%	-	27 15%	23 27%	44 19%	40 24%	38 21%	30 21%	17 17%	38 20%	45 16%	62 22%	41 23%	19 30%	49 14%	215 25%	35 18%
D	252 12%	113 11%	138 13%	22 9%	57 16%	48 14%	45 12%	37 12%	44 9%	-	-	-	252 50%	23 13%	10 12%	28 12%	20 12%	25 14%	16 11%	19 19%	21 11%	20 7%	35 12%	29 16%	5 7%	39 11%	142 17%	17 9%
E	255 12%	90 9%	165 15%	7 3%	27 7%	32 10%	44 12%	57 18%	89 18%	-	-	-	255 50%	29 17%	15 18%	34 15%	22 13%	24 13%	19 13%	17 16%	24 12%	22 8%	25 9%	20 11%	5 8%	-	5 1%	8 4%
NET: AB	570 27%	317 31%	253 24%	79 34%	80 22%	98 29%	96 26%	66 21%	150 31%	570 100%	-	-	-	46 26%	14 16%	55 24%	44 26%	44 24%	33 23%	19 18%	65 33%	104 38%	85 30%	47 26%	14 22%	123 35%	235 28%	86 44%
NET: ABC1	1156 55%	619 61%	537 50%	171 74%	198 55%	182 55%	189 51%	142 46%	274 57%	570 100%	587 100%	-	-	97 55%	37 43%	126 54%	88 52%	93 52%	82 56%	48 48%	112 57%	187 68%	162 57%	90 50%	34 55%	266 75%	488 57%	133 69%
NET: C2DE	931 45%	399 39%	531 50%	61 26%	163 45%	152 45%	180 49%	167 54%	208 43%	-	-	424 100%	507 100%	79 45%	48 57%	107 46%	82 48%	87 48%	65 44%	53 52%	83 43%	87 32%	122 43%	90 50%	28 45%	88 25%	362 43%	59 31%
NET: DE	507 24%	204 20%	303 28%	29 12%	84 23%	80 24%	88 24%	94 30%	132 27%	-	-	-	507 100%	52 29%	26 30%	63 27%	42 25%	49 27%	35 24%	36 35%	45 23%	42 15%	59 21%	49 27%	9 15%	39 11%	147 17%	25 13%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 31  
GO Region  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North Ireland	Public	Private	Opinion Influencer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Scotland	176	96	80	24	28	29	32	22	42	46	51	27	52	176	-	-	-	-	-	-	-	-	-	-	-	44	56	19
	8%	9%	7%	10%	8%	9%	9%	7%	9%	8%	9%	6%	10%	100%	-	-	-	-	-	-	-	-	-	-	-	13%	7%	10%
North East	85	36	49	16	18	12	10	11	18	14	23	23	26	-	85	-	-	-	-	-	-	-	-	-	-	12	33	4
	4%	4%	5%	7%	5%	4%	3%	4%	4%	2%	4%	5%	5%	-	100%	-	-	-	-	-	-	-	-	-	-	3%	4%	2%
North West	233	119	114	19	49	43	32	35	55	55	71	44	63	-	-	233	-	-	-	-	-	-	-	-	-	40	95	20
	11%	12%	11%	8%	14%	13%	9%	11%	11%	10%	12%	10%	12%	-	-	100%	-	-	-	-	-	-	-	-	-	11%	11%	11%
Yorkshire & Humberside	170	85	86	16	20	30	23	42	39	44	44	40	42	-	-	-	170	-	-	-	-	-	-	-	-	23	61	9
	8%	8%	8%	7%	6%	9%	6%	13%	8%	8%	7%	10%	8%	-	-	-	100%	-	-	-	-	-	-	-	-	6%	7%	5%
West Midlands	180	83	97	23	36	27	32	20	43	44	49	38	49	-	-	-	-	180	-	-	-	-	-	-	-	22	71	18
	9%	8%	9%	10%	10%	8%	9%	7%	9%	8%	9%	9%	10%	-	-	-	-	100%	-	-	-	-	-	-	-	6%	8%	10%
East Midlands	148	74	74	18	22	19	26	26	37	33	49	30	35	-	-	-	-	-	148	-	-	-	-	-	-	30	53	12
	7%	7%	7%	8%	6%	6%	7%	8%	8%	6%	8%	7%	7%	-	-	-	-	-	100%	-	-	-	-	-	-	8%	6%	6%
Wales	101	53	48	13	17	12	18	15	25	19	30	17	36	-	-	-	-	-	-	101	-	-	-	-	-	13	37	13
	5%	5%	4%	6%	5%	4%	5%	5%	5%	3%	5%	4%	7%	-	-	-	-	-	-	100%	-	-	-	-	-	4%	4%	7%
Eastern	194	91	104	22	26	24	42	33	48	65	47	38	45	-	-	-	-	-	-	-	194	-	-	-	-	34	83	17
	9%	9%	10%	10%	7%	7%	11%	11%	10%	11%	8%	9%	9%	-	-	-	-	-	-	-	100%	-	-	-	-	10%	10%	9%
London	273	135	139	35	60	54	51	28	45	104	82	45	42	-	-	-	-	-	-	-	-	273	-	-	-	53	135	35
	13%	13%	13%	15%	17%	16%	14%	9%	16%	18%	14%	11%	8%	-	-	-	-	-	-	-	-	100%	-	-	-	15%	16%	18%
South East	283	139	145	35	36	43	60	36	74	85	77	62	59	-	-	-	-	-	-	-	-	-	283	-	-	50	118	24
	14%	14%	14%	15%	10%	13%	16%	12%	15%	15%	13%	15%	12%	-	-	-	-	-	-	-	-	-	100%	-	-	14%	14%	12%
South West	180	83	97	10	39	32	30	30	39	47	43	41	49	-	-	-	-	-	-	-	-	-	-	180	-	25	87	20
	9%	8%	9%	5%	11%	10%	8%	10%	8%	8%	7%	10%	10%	-	-	-	-	-	-	-	-	-	-	100%	-	7%	10%	11%
Northern Ireland	63	26	37	-	11	9	14	12	17	14	21	19	9	-	-	-	-	-	-	-	-	-	-	-	63	9	22	1
	3%	3%	3%	-	3%	3%	4%	4%	3%	2%	4%	4%	2%	-	-	-	-	-	-	-	-	-	-	-	100%	3%	3%	1%

**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 32

**Have you taken a foreign holiday in the last 3 years?****Base: All respondents**

	Gender			Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Yes	1304 63%	667 66%	637 60%	190 82%	229 63%	212 63%	214 58%	156 50%	304 63%	435 76%	406 69%	244 58%	220 43%	107 61%	45 53%	152 65%	99 58%	108 60%	82 55%	60 59%	113 58%	207 76%	185 65%	106 59%	41 65%	264 74%	582 68%	149 77%
No	783 37%	351 34%	431 40%	42 18%	132 37%	122 37%	155 42%	153 50%	178 37%	135 24%	181 31%	180 42%	287 57%	69 39%	40 47%	81 35%	71 42%	72 40%	66 45%	41 41%	81 42%	66 24%	99 35%	74 41%	22 35%	90 26%	268 32%	44 23%



**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 33  
**Opinion Influencer**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland		Public	Private
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Yes	193 9%	120 12%	73 7%	31 13%	48 13%	32 9%	22 6%	22 7%	39 8%	86 15%	48 8%	35 8%	25 5%	19 11%	4 5%	20 9%	9 5%	18 10%	12 8%	13 13%	17 8%	35 13%	24 8%	20 11%	1 2%	38 11%	97 11%	193 100%
No	1894 91%	899 88%	996 93%	201 87%	313 87%	302 91%	347 94%	287 93%	444 92%	484 85%	539 92%	389 92%	482 95%	157 89%	80 95%	213 91%	161 95%	162 90%	136 92%	88 87%	178 92%	238 87%	260 92%	160 89%	62 98%	316 89%	753 89%	- -

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 34  
**Tenure**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate	Opin- ion Influ- encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
NET: Homeowners	1353	697	656	115	165	218	248	205	401	448	383	277	245	116	38	141	114	123	95	68	143	146	202	119	47	227	555	130
	65%	68%	61%	50%	46%	65%	67%	66%	83%	79%	65%	65%	48%	66%	45%	60%	67%	69%	65%	67%	73%	53%	71%	66%	75%	64%	65%	68%
Owned outright - without mortgage	753	379	374	55	36	41	115	144	363	248	209	135	161	56	24	69	75	65	53	36	91	74	113	64	33	63	229	66
	36%	37%	35%	24%	10%	12%	31%	46%	75%	44%	36%	32%	32%	32%	28%	30%	44%	36%	36%	47%	27%	40%	35%	52%	18%	27%	34%	
Owned with a mortgage or loan	599	317	282	60	129	177	133	61	38	199	174	142	84	60	15	72	39	58	42	31	52	71	89	56	15	163	326	64
	29%	31%	26%	26%	36%	53%	36%	20%	8%	35%	30%	33%	17%	34%	18%	31%	23%	32%	28%	31%	27%	26%	31%	31%	23%	46%	38%	33%
NET: Renters	699	305	394	101	188	111	119	103	78	108	196	140	255	58	43	90	53	53	50	32	48	123	76	59	14	123	279	59
	34%	30%	37%	44%	52%	33%	32%	33%	16%	19%	33%	33%	50%	33%	50%	38%	31%	29%	34%	32%	25%	45%	27%	33%	23%	35%	33%	31%
NET: Rent from Council/ Housing Association	402	171	231	40	94	65	65	79	60	43	92	83	184	40	33	49	29	33	31	21	29	73	35	23	6	63	123	23
	19%	17%	22%	17%	26%	19%	18%	25%	12%	8%	16%	20%	36%	22%	39%	21%	17%	18%	21%	21%	15%	27%	12%	13%	9%	18%	15%	12%
Rented from the council	271	117	154	21	65	42	44	60	40	27	61	58	125	32	25	24	19	26	27	15	19	50	23	10	2	44	74	11
	13%	11%	14%	9%	18%	12%	12%	19%	8%	5%	10%	14%	25%	18%	30%	10%	11%	14%	18%	14%	10%	18%	8%	6%	3%	12%	9%	6%
Rented from a housing association	131	54	77	20	29	23	21	19	20	16	31	25	59	8	8	25	10	7	5	6	10	23	13	13	4	19	49	13
	6%	5%	7%	8%	8%	7%	6%	6%	4%	3%	5%	6%	12%	4%	10%	11%	6%	4%	3%	6%	5%	9%	4%	7%	6%	5%	6%	6%
Rented from someone else	297	134	163	60	94	47	54	24	18	64	105	57	71	19	10	41	24	20	19	11	19	50	41	36	8	60	156	36
	14%	13%	15%	26%	26%	14%	15%	8%	4%	11%	18%	13%	14%	11%	11%	18%	14%	11%	13%	11%	10%	18%	14%	20%	14%	17%	18%	19%
Rent free	35	17	18	16	8	4	2	1	3	14	7	7	7	2	4	3	4	4	2	1	4	4	5	2	1	5	16	3
	2%	2%	2%	7%	2%	1%	1%	*	1%	3%	1%	2%	1%	1%	4%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 35

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
No formal education	16 1%	6 1%	10 1%	2 1%	1 *	3 1%	3 1%	4 1%	2 *	-	4 1%	3 1%	8 2%	1 *	-	2 1%	3 2%	1 1%	-	-	2 1%	-	5 2%	1 1%	1 2%	2 1%	4 *	-
Primary	13 1%	7 1%	6 1%	-	3 1%	1 *	3 1%	4 1%	2 *	1 *	1 *	5 1%	7 1%	2 1%	-	-	3 2%	-	1 1%	2 2%	1 1%	-	1 *	2 1%	1 1%	1 *	2 *	1 1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1014 49%	462 45%	551 52%	78 34%	141 39%	142 42%	219 59%	181 59%	254 53%	148 26%	252 43%	269 63%	345 68%	76 43%	54 64%	116 50%	88 52%	101 56%	76 52%	55 54%	103 53%	93 34%	141 50%	78 43%	32 51%	145 41%	384 45%	53 28%
University degree or equivalent professional qualification, NVQ level 4, etc.	725 35%	362 36%	362 34%	87 37%	141 39%	133 40%	112 30%	93 30%	159 33%	265 47%	245 42%	112 27%	102 20%	68 39%	24 28%	93 40%	53 31%	52 29%	53 36%	26 26%	69 35%	112 41%	93 33%	62 35%	19 31%	129 36%	328 39%	80 42%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	258 12%	151 15%	107 10%	28 12%	63 17%	49 15%	31 8%	25 8%	61 13%	138 24%	63 11%	25 6%	33 6%	24 14%	6 7%	18 8%	18 10%	18 10%	13 9%	15 14%	16 8%	57 21%	38 13%	29 16%	8 13%	70 20%	116 14%	48 25%
Still in full time education	37 2%	15 1%	22 2%	34 14%	3 1%	-	-	-	-	12 2%	19 3%	4 1%	2 *	3 2%	1 1%	1 1%	4 2%	7 4%	2 1%	2 2%	2 1%	6 2%	4 1%	4 2%	2 3%	3 1%	1 *	5 2%
Don't know	2 *	2 *	-	-	1 *	-	-	-	2 *	-	-	2 *	1 *	-	-	1 *	-	-	1 1%	-	-	1 *	-	-	-	-	1 *	1 *
Prefer not to answer	23 1%	13 1%	10 1%	4 2%	7 2%	6 2%	2 1%	2 1%	2 *	5 1%	4 1%	4 1%	10 2%	3 2%	1 1%	1 1%	2 1%	1 *	2 1%	1 1%	1 1%	5 2%	2 1%	5 3%	-	4 1%	13 2%	4 2%

**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 36

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Yes - responsible for half or more of the items bought	1879	861	1018	152	329	320	349	292	438	504	515	385	475	156	72	211	157	164	134	93	168	250	250	165	58	321	770	170
	90%	85%	95%	66%	91%	96%	95%	94%	91%	88%	88%	91%	94%	89%	85%	91%	93%	91%	91%	92%	87%	91%	88%	92%	93%	91%	91%	88%
No - not responsible for most of the items bought	208	157	50	80	32	14	20	17	44	66	71	39	32	20	13	22	13	16	14	8	26	24	33	15	4	33	80	23
	10%	15%	5%	34%	9%	4%	5%	6%	9%	12%	12%	9%	6%	11%	15%	9%	7%	9%	9%	8%	13%	9%	12%	8%	7%	9%	9%	12%

**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 37  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opinion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
No cars in the household	438	180	258	43	117	73	72	65	69	76	116	58	187	48	25	53	34	29	32	15	28	102	38	26	9	63	155	32
	21%	18%	24%	19%	32%	22%	19%	21%	14%	13%	20%	14%	37%	28%	29%	23%	20%	16%	22%	14%	15%	37%	14%	15%	14%	18%	18%	16%
NET: Any	1649	839	810	188	244	261	298	244	414	494	470	366	320	128	60	180	137	152	116	87	166	172	245	154	54	291	695	161
	79%	82%	76%	81%	68%	78%	81%	79%	86%	87%	80%	86%	63%	72%	71%	77%	80%	84%	78%	86%	85%	63%	86%	85%	86%	82%	82%	84%
1	847	424	423	54	129	130	152	136	245	212	244	179	211	74	35	98	75	66	53	53	74	104	119	67	30	134	319	80
	41%	42%	40%	23%	36%	39%	41%	44%	51%	37%	42%	42%	42%	42%	41%	42%	44%	36%	36%	52%	38%	38%	42%	37%	48%	38%	38%	41%
2	611	316	294	70	91	115	108	81	146	212	176	141	82	39	19	61	49	66	49	23	72	55	96	65	17	129	276	61
	29%	31%	28%	30%	25%	34%	29%	26%	30%	37%	30%	33%	16%	22%	23%	26%	29%	37%	33%	22%	37%	20%	34%	36%	27%	36%	32%	32%
3+	192	98	93	65	25	16	37	27	23	70	50	45	27	15	6	21	12	20	13	11	20	13	30	22	7	28	100	21
	9%	10%	9%	28%	7%	5%	10%	9%	5%	12%	9%	11%	5%	8%	7%	9%	7%	11%	9%	11%	10%	5%	11%	12%	12%	8%	12%	11%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 38

**To which of the following ethnic groups do you consider you belong?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Private
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
White	1919	945	974	190	310	296	342	305	476	514	536	394	474	167	83	211	163	166	138	99	187	201	266	177	62	307	767	164
	92%	93%	91%	82%	86%	89%	92%	99%	99%	90%	91%	93%	94%	95%	98%	91%	96%	92%	94%	98%	96%	74%	94%	98%	99%	87%	90%	85%
NET: BAME	141	56	85	35	46	32	22	4	3	47	42	26	27	7	2	19	7	14	9	1	3	62	16	-	1	40	69	22
	7%	6%	8%	15%	13%	9%	6%	1%	1%	8%	7%	6%	5%	4%	2%	8%	4%	8%	6%	1%	1%	23%	6%	-	1%	11%	8%	11%
Mixed	32	16	16	11	9	7	5	1	1	8	11	5	8	3	-	6	3	1	5	-	1	8	3	-	1	10	15	2
	2%	2%	1%	5%	2%	2%	1%	*	*	1%	2%	1%	2%	2%	-	2%	2%	1%	3%	-	1%	3%	1%	-	1%	3%	2%	1%
Asian	66	23	42	15	26	14	7	2	1	18	19	15	14	1	1	4	4	11	4	-	1	31	9	-	-	16	29	15
	3%	2%	4%	6%	7%	4%	2%	1%	*	3%	3%	3%	3%	1%	1%	2%	2%	6%	2%	-	1%	11%	3%	-	-	5%	3%	8%
Black	25	10	14	5	5	8	5	1	-	13	6	4	2	2	-	1	-	1	1	1	-	18	2	-	-	10	14	3
	1%	1%	1%	2%	1%	2%	1%	*	-	2%	1%	1%	*	1%	-	*	-	*	1%	1%	-	7%	1%	-	-	3%	2%	1%
Chinese	9	2	7	3	3	1	2	-	-	6	2	1	-	-	1	5	-	-	-	-	-	2	1	-	-	1	7	1
	*	*	1%	1%	1%	*	1%	-	-	1%	*	*	-	-	1%	2%	-	-	-	-	-	1%	*	-	-	*	1%	*
Other ethnic group	10	4	6	2	3	2	2	-	1	2	4	1	3	1	-	4	-	1	-	-	1	3	1	-	-	3	4	2
	*	*	1%	1%	1%	1%	1%	-	*	*	1%	*	1%	1%	-	2%	-	1%	-	-	*	1%	*	-	-	1%	*	1%
Prefer not to answer	27	17	10	6	5	6	5	-	3	9	8	4	6	3	-	3	-	-	-	2	5	10	1	4	-	7	15	7
	1%	2%	1%	3%	1%	2%	1%	-	1%	2%	1%	1%	1%	1%	-	1%	-	-	-	2%	2%	4%	*	2%	-	2%	2%	4%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 39

**To which of the following religious groups do you consider yourself to be a member of?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Christian	943	451	492	48	99	123	175	169	329	267	246	185	246	68	37	116	75	82	74	43	85	113	131	76	43	144	346	89
	45%	44%	46%	21%	27%	37%	47%	55%	68%	47%	42%	44%	48%	38%	43%	50%	44%	45%	50%	43%	44%	41%	46%	42%	68%	41%	41%	46%
NET: Other	127	43	83	20	34	28	16	11	17	34	37	23	33	2	2	17	11	14	10	2	5	39	16	7	1	21	52	23
	6%	4%	8%	9%	9%	8%	4%	4%	4%	6%	6%	5%	6%	1%	2%	7%	7%	8%	7%	2%	3%	14%	6%	4%	1%	6%	6%	12%
Muslim	48	16	31	13	19	11	3	2	-	12	14	9	13	-	-	5	5	9	3	-	-	20	5	-	-	11	19	10
	2%	2%	3%	6%	5%	3%	1%	1%	-	2%	2%	2%	2%	-	-	2%	3%	5%	2%	-	-	7%	2%	-	-	3%	2%	5%
Hindu	8	4	4	1	3	3	-	-	-	5	2	-	1	-	-	1	-	1	1	-	-	4	1	-	-	2	4	2
	*	*	*	1%	1%	1%	-	-	-	1%	*	-	*	-	-	1%	-	*	1%	-	-	1%	*	-	-	1%	1%	1%
Jewish	18	8	10	-	1	1	4	5	7	6	8	2	2	-	-	4	-	-	2	1	1	7	4	-	-	1	9	5
	1%	1%	1%	-	*	*	1%	2%	1%	1%	1%	*	*	-	-	2%	-	-	1%	1%	*	2%	1%	-	-	*	1%	3%
Sikh	4	-	4	-	1	1	1	1	-	1	-	1	2	-	-	-	-	2	1	-	-	1	-	-	-	-	2	-
	*	-	*	-	*	*	*	*	-	*	-	*	*	-	-	-	-	1%	*	-	-	*	-	-	-	-	*	-
Buddhist	14	4	10	-	3	1	4	1	6	4	5	2	3	2	-	-	2	1	1	-	2	3	2	1	-	-	5	3
	1%	*	1%	-	1%	*	1%	*	1%	1%	1%	1%	1%	1%	-	-	1%	1%	*	-	1%	1%	1%	1%	-	-	1%	2%
Other	36	12	24	6	6	10	5	3	5	7	8	9	12	-	2	7	4	1	2	1	2	5	4	6	1	7	14	3
	2%	1%	2%	3%	2%	3%	1%	1%	1%	1%	1%	2%	2%	-	2%	3%	2%	1%	2%	1%	1%	2%	1%	3%	1%	2%	2%	2%
None	969	499	470	156	213	174	169	126	132	258	292	205	213	101	45	98	83	82	62	54	98	107	130	91	18	181	429	69
	46%	49%	44%	67%	59%	52%	46%	41%	27%	45%	50%	48%	42%	57%	53%	42%	49%	45%	42%	54%	50%	39%	46%	50%	29%	51%	51%	36%
Prefer not to say	48	25	23	7	16	10	9	2	4	11	11	10	16	6	2	2	-	2	2	1	6	13	7	6	1	8	23	12
	2%	2%	2%	3%	4%	3%	2%	1%	1%	2%	2%	2%	3%	3%	2%	1%	-	1%	1%	1%	3%	5%	2%	3%	1%	2%	3%	6%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 40

Which of the following best describes where you live?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
NET: Urban	1664	814	850	192	310	290	294	230	347	453	470	332	408	134	72	201	135	149	112	63	132	270	216	138	42	298	689	157
	80%	80%	80%	83%	86%	87%	80%	75%	72%	80%	80%	78%	80%	76%	85%	86%	79%	83%	76%	63%	68%	99%	76%	77%	67%	84%	81%	82%
Urban - Population over 10,000	892	471	421	119	182	159	153	112	168	266	276	160	191	77	33	99	62	74	54	28	54	236	92	62	20	161	388	104
	43%	46%	39%	52%	50%	48%	41%	36%	35%	47%	47%	38%	38%	44%	38%	43%	36%	41%	37%	28%	28%	86%	32%	35%	33%	46%	46%	54%
Town and Fringe	771	343	428	73	128	131	142	119	180	187	194	173	217	56	39	102	73	75	58	35	78	34	124	76	21	136	301	54
	37%	34%	40%	31%	35%	39%	38%	38%	37%	33%	33%	41%	43%	32%	46%	44%	43%	41%	39%	35%	40%	12%	44%	42%	34%	38%	35%	28%
NET: Rural	423	205	219	39	51	44	75	79	135	116	117	91	99	43	13	32	35	31	36	38	62	3	67	42	21	57	161	35
	20%	20%	20%	17%	14%	13%	20%	25%	28%	20%	20%	22%	20%	24%	15%	14%	21%	17%	24%	37%	32%	1%	24%	23%	33%	16%	19%	18%
Village	364	178	186	34	47	40	59	68	116	95	107	75	87	33	13	29	33	26	35	27	56	3	63	34	12	53	132	29
	17%	17%	17%	15%	13%	12%	16%	22%	24%	17%	18%	18%	17%	19%	15%	12%	20%	15%	24%	26%	29%	1%	22%	19%	19%	15%	16%	15%
Hamlet & Isolated Dwelling	60	27	32	6	4	4	16	10	19	21	10	16	12	10	-	4	2	5	1	11	7	-	4	8	9	4	29	7
	3%	3%	3%	2%	1%	1%	4%	3%	4%	4%	2%	4%	2%	6%	-	2%	1%	3%	*	11%	3%	-	1%	4%	15%	1%	3%	3%



## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 41

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri- vate
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
NET: Working	1204	659	546	132	290	274	281	162	66	358	396	264	186	101	45	135	84	92	83	49	117	188	168	112	31	354	850	135
	58%	65%	51%	57%	80%	82%	76%	52%	14%	63%	67%	62%	37%	57%	53%	58%	49%	51%	56%	49%	60%	69%	59%	62%	49%	100%	100%	70%
Working full time - working 30 hours per week or more	952	588	363	105	253	220	220	121	33	299	319	201	133	79	36	113	63	71	70	39	91	157	126	81	24	298	654	111
	46%	58%	34%	46%	70%	66%	60%	39%	7%	52%	54%	47%	26%	45%	42%	49%	37%	40%	47%	39%	47%	58%	45%	45%	38%	84%	77%	57%
Working part time - working between 8 and 29 hours per week	253	70	182	27	37	54	61	41	33	60	77	63	53	22	9	22	21	21	13	10	26	30	41	31	7	57	196	24
	12%	7%	17%	12%	10%	16%	17%	13%	7%	10%	13%	15%	10%	12%	11%	9%	12%	12%	9%	10%	13%	11%	15%	17%	11%	16%	23%	13%
NET: Not working	883	360	523	99	71	60	88	148	417	211	191	160	321	76	40	98	86	88	65	52	77	86	116	68	32	-	-	58
	42%	35%	49%	43%	20%	18%	24%	48%	86%	37%	33%	38%	63%	43%	47%	42%	51%	49%	44%	51%	40%	31%	41%	38%	51%	-	-	30%
Not working but seeking work or temporarily unemployed or sick	72	33	39	13	13	17	12	16	1	8	9	12	44	8	5	6	5	8	4	5	5	9	11	3	3	-	-	7
	3%	3%	4%	6%	4%	5%	3%	5%	*	1%	1%	3%	9%	4%	5%	3%	3%	5%	3%	5%	3%	3%	4%	2%	5%	-	-	4%
Not working and not seeking work/ student	187	70	117	79	20	14	33	40	2	30	47	19	90	15	8	24	20	19	15	8	9	26	20	14	7	-	-	14
	9%	7%	11%	34%	5%	4%	9%	13%	*	5%	8%	5%	18%	9%	10%	10%	12%	11%	10%	8%	5%	9%	7%	8%	12%	-	-	7%
Retired on a state pension only	127	41	86	-	-	-	1	1	125	4	12	20	91	11	7	16	7	17	7	9	14	7	15	13	3	-	-	1
	6%	4%	8%	-	-	-	*	*	26%	1%	2%	5%	18%	6%	8%	7%	4%	9%	5%	9%	7%	3%	5%	7%	5%	-	-	1%
Retired with a private pension	348	204	145	-	-	1	7	58	283	146	110	57	35	28	15	39	39	26	30	16	35	31	51	28	11	-	-	33
	17%	20%	14%	-	-	*	2%	19%	59%	26%	19%	14%	7%	16%	17%	17%	23%	14%	20%	16%	18%	11%	18%	16%	17%	-	-	17%
House person, housewife, househusband, etc.	149	12	137	7	38	28	36	33	6	23	13	52	60	13	6	13	15	18	9	13	14	12	18	10	7	-	-	3
	7%	1%	13%	3%	11%	8%	10%	11%	1%	4%	2%	12%	12%	7%	7%	6%	9%	10%	6%	13%	7%	5%	6%	5%	11%	-	-	2%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 42

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age						Social Grade				Region											Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public		Pri-vate
Unweighted base	1198	646	552	110	265	288	295	172	68	403	332	251	212	100	46	126	73	90	83	53	112	194	169	123	29	342	856	142
Weighted base	1204	659	546	132	290	274	281	162	66	358	396	264	186	101	45	135	84	92	83	49	117	188	168	112	31	354	850	135
NET: Public Sector	354	175	180	50	84	82	90	40	8	123	143	49	39	44	12	40	23	22	30	13	34	53	50	25	9	354	-	38
	29%	27%	33%	37%	29%	30%	32%	25%	13%	34%	36%	19%	21%	44%	26%	30%	27%	23%	36%	25%	29%	28%	30%	22%	29%	100%	-	28%
A nationalised industry/state corporation	24	17	7	7	9	1	3	2	2	7	4	5	8	2	1	2	1	5	4	2	-	5	1	1	-	24	-	8
	2%	3%	1%	6%	3%	*	1%	1%	3%	2%	1%	2%	4%	2%	3%	1%	1%	5%	4%	4%	-	2%	1%	1%	-	7%	-	6%
Central government or civil service (including Courts service and Bank of England)	40	25	15	5	8	8	14	5	-	23	13	2	1	3	3	5	6	3	1	1	2	11	2	1	2	40	-	6
	3%	4%	3%	4%	3%	3%	5%	3%	-	7%	3%	1%	*	3%	6%	4%	7%	3%	1%	3%	2%	6%	1%	1%	2	11%	-	4%
Local government or council (including fire services, police and local authority controlled schools/colleges)	124	61	63	19	18	32	34	18	4	39	66	11	8	19	1	13	2	4	11	4	9	25	24	8	4	124	-	10
	10%	9%	12%	14%	6%	12%	12%	11%	5%	11%	17%	4%	4%	19%	2%	10%	3%	5%	14%	9%	7%	13%	14%	7%	12%	35%	-	8%
A university, or other grant funded establishment (include opted-out schools)	30	14	17	2	7	11	6	3	1	17	9	4	2	2	2	1	4	1	3	2	5	4	5	2	-	30	-	3
	3%	2%	3%	1%	2%	4%	2%	2%	2%	5%	2%	1%	1%	2%	4%	1%	4%	1%	4%	4%	4%	2%	3%	2%	-	9%	-	3%
A health authority or NHS Trust	95	37	58	11	32	22	21	8	1	27	35	17	15	10	4	16	9	5	5	1	11	4	15	10	3	95	-	8
	8%	6%	11%	8%	11%	8%	8%	5%	1%	8%	9%	6%	8%	10%	10%	12%	11%	6%	6%	3%	10%	2%	9%	9%	10%	27%	-	6%
The armed forces	3	3	-	-	1	1	1	-	-	-	2	1	-	1	-	-	-	-	-	-	-	-	2	-	-	3	-	1
	*	*	-	-	*	*	*	-	-	-	1%	*	-	1%	-	-	-	-	-	-	-	-	1%	-	-	1%	-	1%
Other public sector occupation (Please specify as much detail as possible)	39	19	20	6	10	7	11	4	1	10	13	9	7	8	1	4	2	3	5	2	7	5	1	2	-	39	-	2
	3%	3%	4%	5%	3%	2%	4%	2%	2%	3%	3%	4%	4%	7%	2%	3%	2%	3%	6%	4%	6%	3%	*	2%	-	11%	-	1%
NET: Private Sector	850	484	366	83	206	192	191	121	57	235	253	215	147	56	33	95	61	71	53	37	83	135	118	87	22	-	850	97
	71%	73%	67%	63%	71%	70%	68%	75%	87%	66%	64%	81%	79%	56%	74%	70%	73%	77%	64%	75%	71%	72%	70%	78%	71%	-	100%	72%

**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 42

**Do you work in any of the following occupations?****Base: All respondents who work**

	Gender		Age							Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Weighted base	1204	659	546	132	290	274	281	162	66	358	396	264	186	101	45	135	84	92	83	49	117	188	168	112	31	354	850	135
A charity, voluntary organisation or trust	60 5%	19 3%	41 7%	5 4%	14 5%	8 3%	13 4%	13 8%	6 10%	17 5%	20 5%	12 4%	11 6%	1 1%	5 10%	5 4%	3 4%	10 11%	- -	5 9%	8 7%	8 4%	7 4%	8 7%	- -	- -	60 7%	10 7%
Self-employed (Private sector)	163 14%	95 14%	68 12%	14 11%	25 9%	36 13%	45 16%	23 14%	20 31%	40 11%	49 12%	50 19%	25 13%	12 12%	4 9%	13 10%	11 13%	8 9%	11 13%	5 11%	16 13%	30 16%	30 18%	17 15%	7 22%	- -	163 19%	20 15%
None of the above/ I work in the Private sector	628 52%	370 56%	257 47%	64 48%	167 58%	148 54%	134 48%	85 53%	30 46%	178 50%	184 46%	154 58%	112 60%	43 43%	25 55%	77 57%	47 56%	52 57%	42 51%	27 54%	59 50%	97 52%	81 48%	62 55%	15 49%	- -	628 74%	66 49%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 43

**Do you have any children aged 18 or under? If so, how old are they?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Priv-ate	Opin-ion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
No children aged 18 or under	1529	774	755	206	216	142	227	269	470	422	453	281	373	122	57	181	130	120	108	73	158	200	208	126	45	222	557	130
	73%	76%	71%	89%	60%	42%	61%	87%	97%	74%	77%	66%	74%	69%	67%	78%	77%	67%	73%	73%	81%	73%	74%	70%	72%	63%	65%	67%
NET: Yes	543	237	305	24	135	189	143	39	12	143	133	139	127	52	28	52	38	57	39	28	36	69	73	53	18	130	282	59
	26%	23%	29%	10%	38%	57%	39%	13%	3%	25%	23%	33%	25%	29%	33%	22%	32%	26%	27%	19%	25%	26%	29%	28%	37%	33%	30%	
NET: Any 5-18	450	214	236	8	91	166	138	37	11	119	105	117	109	47	21	47	31	45	37	25	30	57	59	42	12	99	248	50
	22%	21%	22%	3%	25%	50%	37%	12%	2%	21%	18%	28%	22%	27%	24%	20%	18%	25%	25%	24%	15%	21%	21%	23%	19%	28%	29%	26%
NET: Any 11-18	307	149	158	5	38	102	120	35	8	70	75	84	78	31	15	30	22	32	27	13	20	39	34	33	10	67	166	41
	15%	15%	15%	2%	11%	30%	33%	11%	2%	12%	13%	20%	15%	18%	18%	13%	13%	18%	18%	13%	10%	14%	12%	18%	16%	19%	20%	21%
Yes - children aged under 5 years old	175	55	120	20	79	63	9	2	1	50	38	43	44	14	10	14	15	21	9	6	13	23	25	16	8	48	72	16
	8%	5%	11%	9%	22%	19%	2%	1%	*	9%	6%	10%	9%	8%	12%	6%	9%	12%	6%	6%	7%	8%	9%	9%	13%	14%	8%	8%
Yes - children aged 5 to 10 years old	232	113	119	3	71	107	42	5	4	67	56	53	56	27	12	26	17	25	15	15	16	23	34	17	4	52	125	22
	11%	11%	11%	1%	20%	32%	11%	2%	1%	12%	9%	13%	11%	15%	15%	11%	10%	14%	10%	14%	8%	9%	12%	10%	6%	15%	15%	11%
Yes - children aged 11 to 15 years old	226	111	115	5	38	85	78	17	4	53	65	53	56	23	11	22	16	24	19	10	13	30	26	26	6	49	123	36
	11%	11%	11%	2%	11%	25%	21%	6%	1%	9%	11%	12%	11%	13%	13%	9%	10%	13%	13%	10%	7%	11%	9%	14%	10%	14%	14%	19%
Yes - children aged 16 to 18 years old	126	56	69	1	2	33	64	23	4	26	24	43	33	9	5	13	10	12	15	4	9	16	16	13	5	28	65	13
	6%	6%	6%	*	*	10%	17%	7%	1%	5%	4%	10%	7%	5%	6%	5%	6%	6%	10%	4%	5%	6%	6%	7%	8%	8%	8%	7%
Refused	15	7	8	2	9	3	-	1	-	5	-	4	7	2	-	-	2	3	1	-	-	4	2	1	-	2	11	4
	1%	1%	1%	1%	3%	1%	-	*	-	1%	-	1%	1%	1%	-	-	1%	1%	1%	-	-	2%	1%	1%	-	1%	1%	2%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 44  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Opinion Influencer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Anglia	213 10%	95 9%	118 11%	25 11%	33 9%	23 7%	50 14%	31 10%	51 11%	66 11%	50 8%	47 11%	50 10%	-	-	-	-	5 3%	19 13%	-	175 90%	-	14 5%	-	-	44 12%	89 10%	21 11%
Border	11 1%	5 *	6 1%	1 1%	-	1 *	4 1%	3 1%	3 1%	2 *	1 *	2 *	7 1%	5 3%	2 2%	4 2%	-	-	-	-	-	-	-	-	-	2 1%	6 1%	1 *
Central	276 13%	141 14%	135 13%	33 14%	46 13%	44 13%	46 12%	42 13%	65 13%	72 13%	78 13%	57 13%	69 14%	3 2%	-	-	-	157 87%	102 69%	-	2 1%	-	8 3%	4 2%	-	42 12%	106 12%	26 13%
Granada	228 11%	116 11%	112 10%	17 7%	47 13%	42 13%	31 8%	34 11%	56 12%	54 9%	73 12%	43 10%	59 12%	-	-	221 95%	-	3 2%	-	1 1%	1 1%	-	-	1 1%	-	38 11%	92 11%	20 10%
London	385 18%	186 18%	200 19%	51 22%	73 20%	68 20%	74 20%	49 16%	71 15%	138 24%	116 20%	69 16%	62 12%	-	-	-	-	-	-	-	16 8%	273 100%	95 33%	1 1%	-	71 20%	179 21%	43 22%
Meridian	190 9%	96 9%	93 9%	18 8%	29 8%	35 11%	35 10%	20 6%	52 11%	59 10%	51 9%	32 8%	47 9%	-	-	-	-	1 1%	1 1%	-	-	-	167 59%	21 12%	-	29 8%	86 10%	19 10%
STV	169 8%	91 9%	78 7%	24 10%	28 8%	28 8%	30 8%	19 6%	41 8%	43 8%	49 8%	27 6%	49 10%	168 95%	-	-	-	-	-	-	-	-	-	-	*	43 12%	51 6%	19 10%
Tyne Tees	87 4%	38 4%	48 5%	15 6%	17 5%	12 4%	11 3%	11 4%	20 4%	14 2%	23 4%	22 5%	28 5%	-	82 97%	2 1%	3 2%	-	-	-	-	-	-	-	-	12 3%	31 4%	4 2%
Wales	101 5%	52 5%	49 5%	13 6%	17 5%	12 4%	18 5%	15 5%	26 5%	19 3%	30 5%	17 4%	35 7%	-	-	1 *	-	1 *	-	99 98%	-	-	-	-	-	13 4%	37 4%	13 7%
West	69 3%	28 3%	41 4%	7 3%	12 3%	14 4%	14 4%	8 3%	15 3%	19 3%	19 3%	13 3%	19 4%	-	-	5 2%	-	13 7%	-	1 1%	-	-	-	51 28%	-	9 3%	32 4%	9 4%
Westcountry	102 5%	48 5%	54 5%	7 3%	27 8%	14 4%	16 4%	19 6%	19 4%	22 4%	24 4%	29 7%	27 5%	-	-	-	-	-	-	-	-	-	-	102 57%	-	14 4%	48 6%	10 5%
Yorkshire	195 9%	97 9%	98 9%	21 9%	21 6%	32 10%	26 7%	48 15%	47 10%	50 9%	52 9%	47 11%	46 9%	-	1 1%	-	167 98%	-	26 17%	-	1 *	-	-	-	-	28 8%	71 8%	10 5%
UTV	63 3%	26 3%	37 3%	-	11 3%	9 3%	14 4%	12 4%	17 3%	14 2%	21 4%	19 4%	9 2%	-	-	-	-	-	-	-	-	-	-	-	63 100%	9 3%	22 3%	1 1%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 45  
**Marital Status**  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Single	598 29%	300 29%	298 28%	191 83%	142 39%	94 28%	90 24%	50 16%	32 7%	170 30%	173 30%	97 23%	157 31%	52 29%	24 28%	69 30%	42 25%	49 27%	39 26%	32 32%	57 29%	101 37%	75 26%	47 26%	11 18%	110 31%	269 32%	75 39%
NET: Married/ Civil partnership/ co habiting	1214 58%	615 60%	599 56%	36 16%	208 58%	217 65%	233 63%	193 62%	328 68%	347 61%	339 58%	284 67%	243 48%	98 56%	51 59%	127 54%	110 65%	111 62%	89 61%	59 59%	106 54%	133 48%	177 63%	112 62%	41 66%	215 61%	500 59%	96 50%
Married	924 44%	482 47%	442 41%	5 2%	105 29%	153 46%	187 51%	176 57%	299 62%	280 49%	241 41%	215 51%	188 37%	73 42%	35 42%	84 36%	82 48%	83 46%	68 46%	44 44%	86 44%	97 36%	144 51%	90 50%	37 59%	145 41%	353 41%	74 39%
Civil Partnership	11 1%	7 1%	4 *	- -	6 2%	2 *	1 *	- -	2 *	3 *	4 1%	2 *	3 1%	- -	2 2%	2 1%	- -	1 1%	3 2%	- -	- -	3 1%	1 *	- -	- -	1 *	5 1%	2 1%
Co Habiting	279 13%	126 12%	153 14%	32 14%	97 27%	62 19%	44 12%	17 6%	27 6%	65 11%	95 16%	67 16%	53 10%	25 14%	14 16%	41 18%	28 16%	27 15%	19 13%	15 15%	20 10%	32 12%	32 11%	23 12%	4 7%	69 19%	143 17%	20 11%
NET: Widowed/ separated/ divorced	256 12%	95 9%	160 15%	- -	5 2%	18 5%	44 12%	66 21%	122 25%	46 8%	71 12%	40 9%	99 19%	26 15%	11 13%	36 15%	18 10%	20 11%	18 12%	9 9%	28 15%	32 12%	29 10%	18 10%	10 17%	28 8%	67 8%	18 9%
Widowed	76 4%	27 3%	48 5%	- -	- -	1 *	5 1%	11 4%	58 12%	16 3%	18 3%	11 3%	31 6%	12 7%	7 8%	9 4%	4 2%	5 3%	6 4%	4 4%	7 4%	11 4%	5 2%	3 1%	2 4%	1 *	10 1%	9 5%
Separated	33 2%	17 2%	16 2%	- -	3 1%	7 2%	8 2%	12 4%	3 1%	6 1%	9 2%	6 1%	12 2%	1 1%	1 1%	3 1%	3 2%	4 2%	3 2%	2 2%	1 1%	6 2%	5 2%	3 3%	3 5%	7 2%	13 2%	2 1%
Divorced	147 7%	51 5%	96 9%	- -	2 1%	10 3%	32 9%	43 14%	60 13%	24 4%	43 7%	23 5%	56 11%	13 7%	3 4%	24 10%	11 7%	11 6%	9 6%	3 3%	20 10%	15 6%	20 7%	12 7%	5 9%	19 5%	43 5%	7 4%
Prefer not to answer	19 1%	9 1%	11 1%	4 2%	6 2%	5 2%	3 1%	1 *	1 *	6 1%	3 *	3 1%	8 2%	1 *	- -	1 *	- -	- -	2 1%	- -	3 2%	7 3%	2 1%	4 2%	- -	2 *	14 2%	3 2%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 46

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Glasgow	85 4%	46 4%	40 4%	13 6%	20 5%	11 3%	11 3%	13 4%	17 4%	21 4%	29 5%	12 3%	24 5%	85 48%	-	-	-	-	-	-	-	-	-	-	-	23 6%	28 3%	11 6%
Edinburgh	76 4%	44 4%	32 3%	11 5%	8 2%	15 5%	17 5%	5 2%	20 4%	20 3%	19 3%	14 3%	23 4%	76 43%	-	-	-	-	-	-	-	-	-	-	-	20 6%	24 3%	6 3%
Newcastle	87 4%	38 4%	49 5%	15 6%	17 5%	13 4%	11 3%	11 4%	21 4%	13 2%	21 4%	23 5%	30 6%	-	81 96%	4 2%	1 1%	-	-	-	-	-	-	-	-	13 4%	31 4%	4 2%
Leeds	85 4%	41 4%	44 4%	9 4%	13 4%	14 4%	13 4%	15 5%	21 4%	22 4%	19 3%	26 6%	17 3%	-	1 1%	1 *	81 48%	-	1 1%	-	-	-	-	-	-	7 2%	37 4%	6 3%
Hull	36 2%	18 2%	18 2%	4 2%	1 *	4 1%	4 1%	16 5%	6 1%	6 1%	10 2%	7 2%	14 3%	-	-	-	31 18%	-	5 3%	-	-	-	-	-	-	3 1%	13 1%	1 1%
Sheffield	56 3%	30 3%	26 2%	6 3%	8 2%	11 3%	5 1%	9 3%	16 3%	18 3%	19 3%	6 1%	12 2%	-	-	-	43 25%	-	13 9%	-	-	-	-	-	-	14 4%	16 2%	3 1%
Manchester	158 8%	78 8%	80 7%	14 6%	35 10%	32 10%	22 6%	21 7%	33 7%	34 6%	50 9%	39 9%	35 7%	-	-	143 61%	3 2%	11 6%	-	2 2%	-	-	-	-	-	25 7%	70 8%	11 6%
Liverpool	92 4%	53 5%	40 4%	6 3%	17 5%	17 5%	14 4%	13 4%	25 5%	24 4%	28 5%	12 3%	29 6%	-	-	75 32%	-	1 1%	-	15 14%	-	1 *	1 *	-	-	18 5%	34 4%	11 6%
Nottingham	88 4%	47 5%	41 4%	12 5%	10 3%	12 4%	17 5%	15 5%	22 5%	20 4%	30 5%	20 5%	18 3%	-	-	-	-	-	84 57%	-	5 2%	-	-	-	-	19 5%	29 3%	6 3%
Birmingham	172 8%	81 8%	91 9%	19 8%	33 9%	26 8%	31 8%	24 8%	40 8%	48 8%	38 6%	32 8%	54 11%	-	-	-	-	151 84%	17 11%	3 3%	1 *	-	-	1 1%	-	24 7%	70 8%	22 12%
Norwich	75 4%	31 3%	44 4%	9 4%	15 4%	6 2%	14 4%	11 4%	20 4%	22 4%	13 2%	15 4%	25 5%	-	-	-	-	-	1 1%	-	73 38%	-	1 *	-	-	17 5%	21 3%	8 4%
Milton Keynes	53 3%	26 3%	27 3%	6 2%	8 2%	6 2%	11 3%	4 1%	18 4%	18 3%	12 2%	13 3%	11 2%	-	-	-	-	-	13 9%	-	26 14%	3 1%	11 4%	-	-	7 2%	19 2%	2 1%
Brighton	48 2%	27 3%	22 2%	4 2%	8 2%	3 1%	10 3%	11 4%	12 3%	12 2%	17 3%	9 2%	9 2%	-	-	-	-	-	-	-	-	1 *	48 17%	-	-	7 2%	21 3%	5 3%

## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 46

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Oxford	29 1%	13 1%	16 2%	3 1%	4 1%	7 2%	5 1%	5 2%	5 1%	10 2%	8 1%	4 1%	7 1%	-	-	-	-	1 1%	1 1%	-	1 1%	-	24 9%	2 1%	-	10 3%	13 2%	-
London	481 23%	234 23%	247 23%	66 28%	82 23%	85 25%	95 26%	58 19%	96 20%	171 30%	139 24%	93 22%	78 15%	-	1 1%	-	-	2 1%	-	-	69 35%	269 98%	137 48%	3 2%	-	81 23%	235 28%	55 29%
Southampton	67 3%	32 3%	35 3%	8 4%	12 3%	14 4%	11 3%	6 2%	16 3%	22 4%	21 4%	8 2%	16 3%	-	-	-	-	-	-	-	-	-	47 16%	21 11%	-	11 3%	35 4%	8 4%
Bristol	92 4%	45 4%	47 4%	4 2%	15 4%	16 5%	22 6%	15 5%	20 4%	21 4%	23 4%	25 6%	23 5%	-	-	-	-	3 1%	-	1 1%	-	-	1 *	87 48%	-	10 3%	42 5%	6 3%
Plymouth	57 3%	28 3%	29 3%	3 1%	16 4%	9 3%	7 2%	10 3%	12 3%	13 2%	12 2%	15 4%	16 3%	-	-	-	-	-	-	-	-	-	-	57 32%	-	9 3%	29 3%	6 3%
Cardiff	72 3%	41 4%	30 3%	12 5%	11 3%	9 3%	9 2%	13 4%	18 4%	12 2%	25 4%	11 3%	24 5%	-	-	-	-	3 2%	-	69 68%	-	-	-	-	-	8 2%	28 3%	11 6%
Belfast	63 3%	26 3%	37 3%	-	11 3%	9 3%	14 4%	12 4%	17 3%	14 2%	21 4%	19 4%	9 2%	-	-	-	-	-	-	-	-	-	-	-	63 100%	9 3%	22 3%	1 1%
None of these	114 5%	40 4%	74 7%	7 3%	18 5%	13 4%	27 7%	20 6%	28 6%	28 5%	32 5%	20 5%	34 7%	15 9%	2 2%	10 4%	11 6%	8 5%	13 9%	12 12%	20 10%	-	13 5%	9 5%	-	21 6%	33 4%	10 5%



## UK Fur Survey

### ONLINE Fieldwork: 21st to 23rd June

Absolutes/col percents

Table 47

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Opin-ion Influ-encer	
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202	
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193	
Up to £7,000	(3.5)	82 4%	33 3%	49 5%	13 6%	18 5%	14 4%	15 4%	19 6%	3 1%	2 *	16 3%	7 11%	57 13%	2 7%	8 3%	8 4%	6 3%	4 3%	7 6%	5 3%	12 4%	11 4%	5 3%	1 1%	1 *	17 2%	4 2%	
£7,001 to £14,000	(10.5)	235 11%	84 8%	151 14%	18 8%	30 8%	27 8%	40 11%	47 15%	73 15%	15 3%	44 7%	37 9%	138 27%	24 14%	14 16%	34 14%	17 10%	29 16%	23 9%	9 10%	19 7%	19 9%	24 9%	17 9%	6 9%	18 5%	52 6%	19 10%
£14,001 to £21,000	(17.5)	308 15%	118 12%	190 18%	24 11%	53 15%	37 11%	48 13%	61 20%	84 17%	36 6%	96 17%	72 17%	103 20%	15 9%	23 27%	34 14%	31 18%	25 14%	26 17%	26 25%	29 15%	30 11%	24 9%	33 19%	11 17%	41 12%	100 12%	17 9%
£21,001 to £28,000	(24.5)	262 13%	116 11%	146 14%	29 12%	43 12%	40 12%	44 12%	37 12%	70 15%	51 9%	82 14%	63 15%	66 13%	27 15%	6 7%	29 13%	24 14%	27 15%	17 12%	14 14%	20 10%	21 8%	38 13%	28 15%	11 18%	42 12%	100 12%	22 11%
£28,001 to £34,000	(31)	198 9%	97 10%	101 9%	17 7%	45 13%	29 9%	26 7%	24 8%	55 11%	47 8%	66 11%	52 12%	32 6%	15 8%	13 15%	25 11%	23 13%	11 6%	17 9%	10 9%	22 11%	23 8%	17 9%	2 3%	38 11%	90 11%	16 8%	
£34,001 to £41,000	(37.5)	184 9%	98 10%	86 8%	18 8%	38 11%	26 8%	29 8%	31 10%	43 9%	53 9%	57 10%	42 10%	32 6%	18 10%	6 7%	19 8%	17 10%	13 7%	15 10%	9 9%	17 9%	22 8%	22 8%	17 10%	9 15%	38 11%	86 10%	17 9%
£41,001 to £48,000	(44.5)	136 7%	79 8%	57 5%	12 5%	32 9%	21 6%	25 7%	17 6%	29 6%	54 9%	52 9%	20 5%	11 2%	9 5%	2 2%	20 9%	9 5%	15 8%	6 6%	13 7%	10 4%	23 8%	13 7%	6 10%	32 9%	65 8%	15 8%	
£48,001 to £55,000	(51.5)	127 6%	76 7%	51 5%	19 8%	27 7%	24 7%	19 5%	17 5%	20 4%	52 9%	30 5%	31 7%	13 3%	9 5%	5 5%	14 6%	7 4%	13 7%	7 5%	4 4%	11 6%	20 7%	22 8%	13 7%	2 3%	22 6%	76 9%	10 5%
£55,001 to £62,000	(58.5)	68 3%	39 4%	30 3%	8 3%	13 4%	17 5%	13 4%	5 2%	11 2%	34 6%	22 4%	8 2%	5 1%	7 4%	3 3%	7 3%	2 1%	7 4%	1 1%	6 3%	14 5%	6 2%	7 4%	1 2%	22 6%	31 4%	13 7%	
£62,001 to £69,000	(65.5)	63 3%	39 4%	24 2%	7 3%	9 3%	15 5%	20 5%	1 *	10 2%	35 6%	14 2%	11 3%	2 *	5 3%	2 3%	7 3%	7 4%	2 1%	3 2%	1 1%	8 4%	13 5%	11 4%	3 2%	- -	18 5%	30 4%	6 3%
£69,001 to £76,000	(72.5)	56 3%	38 4%	19 2%	8 3%	9 2%	15 4%	13 4%	5 2%	7 1%	29 5%	15 3%	10 2%	2 *	2 1%	1 2%	5 2%	4 3%	4 2%	1 1%	3 3%	4 2%	11 4%	11 4%	8 5%	1 2%	10 3%	35 4%	8 4%
£76,001 to £83,000	(79.5)	38 2%	26 3%	12 1%	8 4%	7 2%	12 4%	2 1%	3 1%	5 1%	29 5%	8 1%	1 *	- -	3 2%	- -	4 2%	2 1%	3 2%	- -	- -	12 4%	5 2%	5 3%	1 2%	12 3%	19 2%	4 2%	
£83,001 or more	(86)	91 4%	67 7%	24 2%	11 5%	10 3%	25 8%	22 6%	10 3%	12 2%	64 11%	14 2%	10 2%	2 *	5 3%	1 1%	8 4%	2 1%	3 1%	3 2%	1 1%	8 4%	37 14%	15 5%	5 3%	3 5%	23 6%	53 6%	21 11%

**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 47

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land		Public	Private
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
Prefer not to answer	241	110	131	39	28	32	52	32	59	69	72	58	43	23	8	19	18	23	15	10	31	28	49	10	7	36	96	20
	12%	11%	12%	17%	8%	9%	14%	10%	12%	12%	12%	14%	8%	13%	9%	8%	11%	13%	10%	10%	16%	10%	17%	5%	12%	10%	11%	11%
Average income (£000's)	34.21	38.93	29.64	37.34	34.25	40.43	36.31	28.62	30.40	49.42	33.67	32.45	19.77	31.73	27.66	32.99	30.35	30.93	30.60	27.59	34.07	44.74	37.61	34.27	33.53	41.65	39.86	42.01

**UK Fur Survey**  
**ONLINE Fieldwork: 21st to 23rd June**

Absolutes/col percents

Table 48

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Gender			Age							Social Grade				Region										Employment Sector		Opinion Influencer	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public		Private
Unweighted base	2087	1019	1068	198	329	351	396	330	483	636	491	391	569	175	83	228	150	170	155	109	193	285	280	199	60	342	856	202
Weighted base	2087	1019	1068	232	361	334	369	309	482	570	587	424	507	176	85	233	170	180	148	101	194	273	283	180	63	354	850	193
NET: Yes	473	221	252	37	54	60	78	107	137	92	104	97	180	49	24	62	33	33	39	31	47	40	53	45	17	52	95	37
	23%	22%	24%	16%	15%	18%	21%	35%	28%	16%	18%	23%	36%	28%	28%	27%	19%	18%	26%	31%	24%	15%	19%	25%	27%	15%	11%	19%
Yes - physical condition	318	154	164	7	20	34	52	83	121	72	68	60	119	28	13	43	23	19	32	21	37	29	31	28	14	28	56	23
	15%	15%	15%	3%	6%	10%	14%	27%	25%	13%	12%	14%	23%	16%	15%	19%	14%	11%	22%	21%	19%	11%	11%	15%	22%	8%	7%	12%
Yes - mental condition	196	77	118	28	37	41	35	42	13	28	42	35	90	26	13	28	15	17	12	8	18	17	16	18	7	22	46	18
	9%	8%	11%	12%	10%	12%	10%	13%	3%	5%	7%	8%	18%	15%	16%	12%	9%	9%	8%	8%	9%	6%	6%	10%	11%	6%	5%	9%
Yes - disability	135	66	69	6	11	13	20	47	38	22	25	19	69	12	5	17	11	4	13	9	12	11	19	15	6	13	15	11
	6%	6%	6%	2%	3%	4%	5%	15%	8%	4%	4%	4%	14%	7%	6%	7%	6%	2%	9%	9%	6%	4%	7%	8%	10%	4%	2%	6%
Yes - other	24	15	9	-	3	4	5	6	6	1	7	5	11	2	2	7	-	3	3	1	-	3	-	4	-	3	6	4
	1%	2%	1%	-	1%	1%	1%	2%	1%	*	1%	1%	2%	1%	2%	3%	-	1%	2%	1%	-	1%	-	2%	-	1%	1%	2%
No	1555	775	779	184	295	264	280	194	337	466	461	316	311	120	59	166	134	144	108	66	142	222	218	129	45	294	732	148
	74%	76%	73%	79%	82%	79%	76%	63%	70%	82%	79%	75%	61%	68%	70%	71%	79%	80%	73%	65%	73%	81%	77%	71%	73%	83%	86%	77%
Prefer not to say	60	22	37	10	13	9	11	8	8	13	21	10	16	7	1	4	4	3	1	5	5	11	12	7	-	8	22	7
	3%	2%	4%	5%	3%	3%	3%	2%	2%	2%	4%	2%	3%	4%	2%	2%	2%	2%	*	4%	3%	4%	4%	4%	-	2%	3%	4%