

## Fur Trade Survey

### ONLINE Fieldwork: 12th to 13th May 2021

Absolutes/col percents

Table 1

**Q1. To what extent, if at all, would you support or oppose a ban on the import and sale of animal fur in the UK?**

**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 | Public | Private |      |
| Unweighted base            | 2026   | 994  | 1032   | 213   | 331   | 314   | 338   | 333   | 497  | 554          | 547  | 452  | 473  | 183      | 92         | 216        | 162                    | 158           | 163           | 91    | 200      | 300               | 278        | 183                | 343        | 820    | 171     |      |
| Weighted base              | 2026   | 990  | 1036   | 219   | 348   | 323   | 353   | 309   | 474  | 533          | 585  | 424  | 483  | 176      | 84         | 231        | 172                    | 180           | 150           | 99    | 194      | 276               | 284        | 179                | 362        | 818    | 179     |      |
| NET: Support               | 1454   | 683  | 771    | 147   | 239   | 235   | 263   | 234   | 336  | 394          | 420  | 293  | 347  | 131      | 63         | 168        | 112                    | 126           | 107           | 81    | 145      | 172               | 217        | 131                | 254        | 583    | 116     |      |
|                            |        | 72%  | 69%    | 74%   | 67%   | 69%   | 73%   | 75%   | 76%  | 71%          | 74%  | 72%  | 69%  | 72%      | 75%        | 75%        | 73%                    | 65%           | 70%           | 71%   | 82%      | 75%               | 63%        | 76%                | 73%        | 70%    | 71%     | 65%  |
| Strongly support           | (+2)   | 1050 | 448    | 602   | 92    | 160   | 161   | 216   | 184  | 238          | 267  | 297  | 217  | 269      | 93         | 47         | 131                    | 89            | 96            | 73    | 52       | 107               | 111        | 153                | 97         | 193    | 406     | 80   |
|                            |        | 52%  | 45%    | 58%   | 42%   | 46%   | 50%   | 61%   | 59%  | 50%          | 51%  | 51%  | 56%  | 53%      | 56%        | 57%        | 52%                    | 53%           | 49%           | 52%   | 55%      | 40%               | 54%        | 54%                | 53%        | 50%    | 44%     |      |
| Tend to support            | (+1)   | 405  | 235    | 169   | 56    | 78    | 75    | 47    | 50   | 99           | 127  | 123  | 76   | 78       | 38         | 16         | 37                     | 23            | 31            | 34    | 29       | 38                | 62         | 64                 | 34         | 61     | 176     | 37   |
|                            |        | 20%  | 24%    | 16%   | 25%   | 23%   | 23%   | 13%   | 16%  | 21%          | 24%  | 21%  | 18%  | 16%      | 22%        | 19%        | 16%                    | 13%           | 17%           | 23%   | 29%      | 20%               | 22%        | 23%                | 19%        | 17%    | 22%     | 21%  |
| Neither support nor oppose | (0)    | 284  | 165    | 119   | 41    | 54    | 39    | 44    | 39   | 66           | 68   | 80   | 68   | 68       | 17         | 12         | 29                     | 37            | 35            | 22    | 12       | 19                | 48         | 33                 | 21         | 53     | 121     | 31   |
|                            |        | 14%  | 17%    | 11%   | 19%   | 16%   | 12%   | 12%   | 13%  | 14%          | 13%  | 14%  | 16%  | 14%      | 9%         | 14%        | 13%                    | 21%           | 19%           | 15%   | 12%      | 10%               | 17%        | 12%                | 12%        | 15%    | 15%     | 17%  |
| Tend to oppose             | (-1)   | 91   | 56     | 34    | 13    | 18    | 14    | 12    | 7    | 26           | 32   | 26   | 19   | 15       | 8          | 2          | 11                     | 7             | 2             | 5     | 2        | 12                | 21         | 11                 | 10         | 12     | 37      | 19   |
|                            |        | 4%   | 6%     | 3%    | 6%    | 5%    | 4%    | 3%    | 2%   | 6%           | 6%   | 4%   | 4%   | 3%       | 4%         | 3%         | 5%                     | 4%            | 1%            | 4%    | 2%       | 6%                | 7%         | 4%                 | 5%         | 3%     | 4%      | 11%  |
| Strongly oppose            | (-2)   | 145  | 55     | 89    | 9     | 19    | 25    | 26    | 26   | 39           | 30   | 38   | 35   | 41       | 15         | 6          | 15                     | 12            | 11            | 9     | 4        | 15                | 23         | 18                 | 16         | 28     | 54      | 8    |
|                            |        | 7%   | 6%     | 9%    | 4%    | 5%    | 8%    | 8%    | 8%   | 8%           | 6%   | 7%   | 8%   | 9%       | 9%         | 8%         | 6%                     | 7%            | 6%            | 4%    | 8%       | 9%                | 6%         | 9%                 | 8%         | 7%     | 5%      |      |
| NET: Oppose                |        | 235  | 111    | 124   | 22    | 37    | 39    | 38    | 33   | 65           | 62   | 64   | 53   | 56       | 23         | 9          | 26                     | 19            | 13            | 15    | 6        | 26                | 44         | 29                 | 25         | 40     | 91      | 27   |
|                            |        | 12%  | 11%    | 12%   | 10%   | 11%   | 12%   | 11%   | 11%  | 14%          | 12%  | 11%  | 13%  | 12%      | 13%        | 10%        | 11%                    | 11%           | 7%            | 10%   | 6%       | 14%               | 16%        | 10%                | 14%        | 11%    | 11%     | 15%  |
| Don't know                 |        | 52   | 30     | 22    | 9     | 18    | 9     | 7     | 3    | 6            | 10   | 21   | 10   | 11       | 5          | 1          | 8                      | 4             | 6             | 6     | *        | 4                 | 11         | 5                  | 1          | 15     | 23      | 4    |
|                            |        | 3%   | 3%     | 2%    | 4%    | 5%    | 3%    | 2%    | 1%   | 1%           | 2%   | 4%   | 2%   | 2%       | 3%         | 1%         | 4%                     | 3%            | 3%            | 4%    | *        | 4%                | 4%         | 2%                 | *          | 4%     | 3%      | 2%   |
| Mean                       |        | 1.08 | 1.00   | 1.14  | 0.99  | 1.04  | 1.05  | 1.20  | 1.17 | 1.01         | 1.09 | 1.09 | 1.02 | 1.10     | 1.09       | 1.14       | 1.16                   | 1.02          | 1.14          | 1.08  | 1.25     | 1.11              | 0.82       | 1.16               | 1.05       | 1.09   | 1.06    | 0.92 |
| Standard deviation         |        | 1.23 | 1.18   | 1.27  | 1.12  | 1.18  | 1.24  | 1.24  | 1.25 | 1.27         | 1.18 | 1.21 | 1.28 | 1.27     | 1.27       | 1.23       | 1.22                   | 1.25          | 1.16          | 1.19  | 1.02     | 1.26              | 1.30       | 1.18               | 1.30       | 1.25   | 1.21    | 1.23 |
| Standard error             |        | 0.03 | 0.04   | 0.04  | 0.08  | 0.07  | 0.07  | 0.07  | 0.07 | 0.06         | 0.05 | 0.05 | 0.06 | 0.06     | 0.10       | 0.13       | 0.08                   | 0.10          | 0.09          | 0.09  | 0.11     | 0.09              | 0.08       | 0.07               | 0.10       | 0.07   | 0.04    | 0.09 |