

## 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%	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

**Fur Trade Survey**  
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Absolutes/col percents

Table 2  
**Gender**  
**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
Male	990	990	-	97	159	179	177	151	228	328	251	211	199	81	42	106	62	107	72	54	86	167	133	80	184	463	124
	49%	100%	-	44%	46%	55%	50%	49%	48%	62%	43%	50%	41%	46%	50%	46%	36%	60%	48%	55%	45%	60%	47%	45%	51%	57%	69%
Female	1036	-	1036	122	189	144	176	159	246	205	333	213	284	95	42	125	110	73	79	45	108	109	151	99	178	355	55
	51%	-	100%	56%	54%	45%	50%	51%	52%	38%	57%	50%	59%	54%	50%	54%	64%	40%	52%	45%	55%	40%	53%	55%	49%	43%	31%

## Fur Trade Survey

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

Absolutes/col percents

Table 3  
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-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
18-24	219	97	122	219	-	-	-	-	-	69	75	27	48	14	5	16	15	19	17	8	14	57	37	17	53	79	43
	11%	10%	12%	100%	-	-	-	-	-	13%	13%	6%	10%	8%	5%	7%	9%	11%	12%	8%	7%	21%	13%	10%	15%	10%	24%
25-34	348	159	189	-	348	-	-	-	-	114	114	65	55	27	13	40	23	52	27	14	16	74	34	30	97	195	50
	17%	16%	18%	-	100%	-	-	-	-	21%	20%	15%	11%	15%	16%	17%	14%	29%	18%	14%	8%	27%	12%	17%	27%	24%	28%
35-44	323	179	144	-	-	323	-	-	-	96	90	68	69	35	11	33	35	27	23	16	40	41	43	18	75	193	36
	16%	18%	14%	-	-	100%	-	-	-	18%	15%	16%	14%	20%	13%	14%	20%	15%	15%	16%	21%	15%	15%	10%	21%	24%	20%
45-54	353	177	176	-	-	-	353	-	-	78	89	87	99	31	17	54	31	25	25	19	38	36	45	32	80	193	24
	17%	18%	17%	-	-	-	100%	-	-	15%	15%	21%	21%	17%	20%	23%	18%	14%	17%	19%	20%	13%	16%	18%	22%	24%	13%
55-64	309	151	159	-	-	-	-	309	-	63	92	79	74	25	15	38	25	19	21	19	40	24	58	25	46	126	11
	15%	15%	15%	-	-	-	-	100%	-	12%	16%	19%	15%	14%	18%	17%	14%	10%	14%	20%	20%	9%	21%	14%	13%	15%	6%
65+	474	228	246	-	-	-	-	-	474	114	124	98	138	44	23	51	43	38	37	23	46	43	67	56	11	31	15
	23%	23%	24%	-	-	-	-	-	100%	21%	21%	23%	28%	25%	28%	22%	25%	21%	25%	24%	24%	16%	24%	32%	3%	4%	8%
NET: 18-34	567	256	311	219	348	-	-	-	-	183	189	92	103	40	18	56	38	71	44	22	30	131	71	47	150	274	93
	28%	26%	30%	100%	100%	-	-	-	-	34%	32%	22%	21%	23%	21%	24%	22%	39%	29%	22%	15%	48%	25%	26%	42%	34%	52%
NET: 35-54	676	356	320	-	-	323	353	-	-	173	179	156	168	66	28	86	66	52	48	35	79	77	88	51	155	386	60
	33%	36%	31%	-	-	100%	100%	-	-	32%	31%	37%	35%	38%	33%	37%	38%	29%	32%	35%	40%	28%	31%	28%	43%	47%	33%
NET: 55+	783	378	404	-	-	-	-	309	474	177	217	177	212	70	39	89	68	57	58	43	86	67	126	81	57	158	26
	39%	38%	39%	-	-	-	-	100%	100%	33%	37%	42%	44%	40%	46%	38%	39%	32%	39%	43%	44%	24%	44%	45%	16%	19%	14%
Average age	48.30	48.67	47.94	21.63	29.91	39.58	49.58	59.52	71.82	45.92	46.85	50.17	51.03	49.53	51.34	49.79	49.16	45.42	47.79	50.86	51.10	41.14	49.55	50.78	40.01	42.03	37.53

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Absolutes/col percents

Table 4  
Social Grade  
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
A	133 7%	89 9%	44 4%	22 10%	27 8%	27 8%	17 5%	8 3%	32 7%	133 25%	-	-	-	10 5%	3 3%	18 8%	8 5%	10 5%	7 5%	5 5%	9 5%	33 12%	18 6%	13 7%	24 7%	57 7%	34 19%
B	400 20%	240 24%	161 15%	47 21%	87 25%	69 21%	60 17%	55 18%	82 17%	400 75%	-	-	-	35 20%	10 12%	38 16%	23 13%	40 22%	28 19%	23 23%	35 18%	72 26%	65 23%	31 18%	94 26%	182 22%	57 32%
C1	585 29%	251 25%	333 32%	75 34%	114 33%	90 28%	89 25%	92 30%	124 26%	-	585 100%	-	-	55 31%	20 23%	61 26%	48 28%	39 22%	47 31%	28 29%	64 33%	93 34%	88 31%	43 24%	142 39%	230 28%	38 21%
C2	424 21%	211 21%	213 21%	27 13%	65 19%	68 21%	87 25%	79 26%	98 21%	-	-	424 100%	-	27 16%	28 33%	48 21%	44 26%	49 27%	26 17%	20 20%	43 22%	40 15%	54 19%	45 25%	59 16%	221 27%	26 15%
D	242 12%	111 11%	131 13%	35 16%	33 9%	48 15%	50 14%	38 12%	37 8%	-	-	-	242 50%	27 16%	8 9%	35 15%	32 18%	22 12%	25 16%	8 8%	22 11%	20 7%	28 10%	16 9%	42 12%	124 15%	20 11%
E	242 12%	88 9%	154 15%	13 6%	23 6%	21 6%	49 14%	37 12%	100 21%	-	-	-	242 50%	22 12%	16 19%	32 14%	17 10%	21 12%	18 12%	15 15%	20 10%	17 6%	31 11%	31 17%	1 *	4 *	3 2%
NET: AB	533 26%	328 33%	205 20%	69 31%	114 33%	96 30%	78 22%	63 21%	114 24%	533 100%	-	-	-	44 25%	12 15%	56 24%	31 18%	50 28%	35 24%	27 28%	45 23%	105 38%	83 29%	45 25%	118 33%	240 29%	92 51%
NET: ABC1	1118 55%	580 59%	538 52%	144 66%	228 66%	186 58%	166 47%	156 50%	238 50%	533 100%	585 100%	-	-	99 56%	32 38%	116 50%	79 46%	89 49%	82 55%	56 56%	109 56%	198 72%	171 60%	87 49%	260 72%	470 57%	130 72%
NET: C2DE	908 45%	410 41%	497 48%	75 34%	120 34%	137 42%	187 53%	154 50%	235 50%	-	-	424 100%	483 100%	77 44%	52 62%	115 50%	93 54%	92 51%	68 45%	43 44%	85 44%	78 28%	114 40%	92 51%	102 28%	348 43%	49 28%
NET: DE	483 24%	199 20%	284 27%	48 22%	55 16%	69 21%	99 28%	74 24%	138 29%	-	-	-	483 100%	49 28%	24 29%	67 29%	49 28%	43 24%	42 28%	24 24%	42 22%	38 14%	59 21%	47 26%	43 12%	127 16%	23 13%

**Fur Trade Survey**  
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Absolutes/col percents

Table 5  
**GO Region**  
**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	Eastern	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
Scotland	176	81	95	14	27	35	31	25	44	44	55	27	49	176	-	-	-	-	-	-	-	-	-	-	36	58	14
	9%	8%	9%	6%	8%	11%	9%	8%	9%	8%	9%	6%	10%	100%	-	-	-	-	-	-	-	-	-	-	10%	7%	8%
North East	84	42	42	5	13	11	17	15	23	12	20	28	24	-	84	-	-	-	-	-	-	-	-	-	8	31	3
	4%	4%	4%	2%	4%	4%	5%	5%	5%	2%	3%	7%	5%	-	100%	-	-	-	-	-	-	-	-	-	2%	4%	2%
North West	231	106	125	16	40	33	54	38	51	56	61	48	67	-	-	231	-	-	-	-	-	-	-	-	40	85	17
	11%	11%	12%	7%	11%	10%	15%	12%	11%	10%	10%	11%	14%	-	-	100%	-	-	-	-	-	-	-	-	11%	10%	10%
Yorkshire & Humberside	172	62	110	15	23	35	31	25	43	31	48	44	49	-	-	-	172	-	-	-	-	-	-	-	25	83	13
	9%	6%	11%	7%	7%	11%	9%	8%	9%	6%	8%	10%	10%	-	-	-	100%	-	-	-	-	-	-	-	7%	10%	7%
West Midlands	180	107	73	19	52	27	25	19	38	50	39	49	43	-	-	-	180	-	-	-	-	-	-	-	43	70	19
	9%	11%	7%	9%	15%	8%	7%	6%	8%	9%	7%	12%	9%	-	-	-	100%	-	-	-	-	-	-	-	12%	9%	11%
East Midlands	150	72	79	17	27	23	25	21	37	35	47	26	42	-	-	-	-	150	-	-	-	-	-	-	19	65	4
	7%	7%	8%	8%	8%	7%	7%	7%	8%	7%	8%	6%	9%	-	-	-	-	100%	-	-	-	-	-	-	5%	8%	2%
Wales	99	54	45	8	14	16	19	19	23	27	28	20	24	-	-	-	-	-	99	-	-	-	-	-	19	37	9
	5%	5%	4%	4%	4%	5%	5%	6%	5%	5%	5%	5%	5%	-	-	-	-	-	100%	-	-	-	-	-	5%	5%	5%
Eastern	194	86	108	14	16	40	38	40	46	45	64	43	42	-	-	-	-	-	-	194	-	-	-	-	38	75	9
	10%	9%	10%	6%	5%	12%	11%	13%	10%	8%	11%	10%	9%	-	-	-	-	-	-	100%	-	-	-	-	10%	9%	5%
London	276	167	109	57	74	41	36	24	43	105	93	40	38	-	-	-	-	-	-	-	276	-	-	-	63	136	66
	14%	17%	11%	26%	21%	13%	10%	8%	9%	20%	16%	9%	8%	-	-	-	-	-	-	-	100%	-	-	17%	17%	37%	
South East	284	133	151	37	34	43	45	58	67	83	88	54	59	-	-	-	-	-	-	-	-	284	-	-	47	105	8
	14%	13%	15%	17%	10%	13%	13%	19%	14%	16%	15%	13%	12%	-	-	-	-	-	-	-	-	100%	-	-	13%	13%	5%
South West	179	80	99	17	30	18	32	25	56	45	43	45	47	-	-	-	-	-	-	-	-	-	-	179	24	74	17
	9%	8%	10%	8%	9%	6%	9%	8%	12%	8%	7%	11%	10%	-	-	-	-	-	-	-	-	-	-	100%	7%	9%	9%

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Table 6

**Have you taken a foreign holiday in the last 3 years?****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
Yes	1080	562	518	142	195	177	180	164	222	371	328	224	156	97	54	110	90	89	78	44	93	182	162	82	234	479	117
	53%	57%	50%	65%	56%	55%	51%	53%	47%	70%	56%	53%	32%	55%	64%	48%	52%	49%	52%	45%	48%	66%	57%	46%	65%	59%	66%
No	946	428	518	77	153	146	172	145	251	162	257	201	327	79	30	121	82	92	72	55	102	94	122	97	128	339	62
	47%	43%	50%	35%	44%	45%	49%	47%	53%	30%	44%	47%	68%	45%	36%	52%	48%	51%	48%	55%	52%	34%	43%	54%	35%	41%	34%

**Fur Trade Survey**  
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Absolutes/col percents

Table 7  
**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	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
Yes	179	124	55	43	50	36	24	11	15	92	38	26	23	14	3	17	13	19	4	9	9	66	8	17	65	92	179
	9%	13%	5%	20%	14%	11%	7%	4%	3%	17%	6%	6%	5%	8%	4%	7%	8%	11%	3%	9%	4%	24%	3%	9%	18%	11%	100%
No	1847	867	981	176	298	287	329	298	459	441	547	398	460	163	81	214	159	161	146	90	186	210	276	162	297	725	-
	91%	87%	95%	80%	86%	89%	93%	96%	97%	83%	94%	94%	95%	92%	96%	93%	92%	89%	97%	91%	96%	76%	97%	91%	82%	89%	-

## Fur Trade Survey

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

Absolutes/col percents

Table 8  
Tenure  
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	Eastern	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: Homeowners	1374	693	682	114	192	207	225	235	402	427	402	314	232	104	55	160	119	122	104	67	144	171	196	132	229	560	119
	68%	70%	66%	52%	55%	64%	64%	76%	85%	80%	69%	74%	48%	59%	65%	69%	69%	68%	69%	68%	74%	62%	69%	74%	63%	69%	66%
Owned outright - without mortgage	800	386	414	56	54	44	108	171	367	230	225	180	165	53	34	92	70	74	57	39	84	101	112	84	95	224	63
	40%	39%	40%	26%	16%	14%	31%	55%	78%	43%	39%	42%	34%	30%	40%	40%	41%	41%	38%	39%	43%	37%	39%	47%	26%	27%	35%
Owned with a mortgage or loan	574	307	267	58	137	164	117	64	35	197	176	134	67	51	21	67	49	48	47	28	60	70	85	48	134	337	56
	28%	31%	26%	26%	39%	51%	33%	21%	7%	37%	30%	31%	14%	29%	25%	29%	28%	27%	31%	28%	31%	25%	30%	27%	37%	41%	31%
NET: Renters	625	284	341	91	149	113	127	74	70	99	171	108	246	69	29	69	52	56	43	29	46	99	85	47	129	245	58
	31%	29%	33%	42%	43%	35%	36%	24%	15%	19%	29%	25%	51%	39%	34%	30%	30%	31%	29%	30%	24%	36%	30%	26%	36%	30%	33%
NET: Rent from Council/ Housing Association	373	163	210	46	72	61	90	54	51	31	89	69	185	48	20	40	30	39	26	20	26	52	51	21	69	116	26
	18%	16%	20%	21%	21%	19%	25%	17%	11%	6%	15%	16%	38%	27%	24%	17%	17%	21%	18%	20%	13%	19%	18%	12%	19%	14%	15%
Rented from the council	242	105	138	23	47	44	62	35	31	20	62	46	114	34	12	23	23	28	21	15	16	32	29	9	54	78	18
	12%	11%	13%	10%	14%	14%	18%	11%	7%	4%	11%	11%	24%	20%	14%	10%	13%	15%	14%	16%	8%	12%	10%	5%	15%	10%	10%
Rented from a housing association	131	58	73	23	24	17	27	19	20	11	27	23	71	14	9	17	7	11	5	4	10	20	22	12	16	38	8
	6%	6%	7%	10%	7%	5%	8%	6%	4%	2%	5%	5%	15%	8%	10%	8%	4%	6%	4%	4%	5%	7%	8%	6%	4%	5%	5%
Rented from someone else	251	121	130	46	77	52	37	20	19	68	82	39	62	21	8	29	22	17	17	10	21	47	34	26	60	128	32
	12%	12%	13%	21%	22%	16%	11%	6%	4%	13%	14%	9%	13%	12%	10%	13%	13%	9%	11%	10%	11%	17%	12%	15%	17%	16%	18%
Rent free	27	14	13	14	7	2	1	1	2	8	12	3	5	3	1	2	1	2	3	2	4	5	3	-	4	13	2
	1%	1%	1%	6%	2%	1%	*	*	*	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%	-	1%	2%	1%



## Fur Trade Survey

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

Absolutes/col percents

Table 9

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

**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
No formal education	11	4	7	1	3	1	1	1	5	2	3	-	6	3	-	-	2	-	-	2	3	2	-	1	1	2	-
	1%	*	1%	*	1%	*	*	*	1%	*	*	-	1%	1%	-	-	1%	-	-	2%	1%	1%	-	*	*	*	-
Primary	12	7	5	*	1	2	1	1	7	-	5	3	4	-	1	-	2	-	2	-	1	*	4	1	2	2	1
	1%	1%	*	*	*	1%	*	*	1%	-	1%	1%	1%	-	1%	-	1%	-	1%	-	1%	*	2%	1%	1%	*	1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1039	460	579	92	128	145	199	183	293	135	264	286	355	83	50	123	100	106	86	47	107	82	158	97	133	386	34
	51%	46%	56%	42%	37%	45%	56%	59%	62%	25%	45%	67%	73%	47%	59%	53%	58%	59%	57%	47%	55%	30%	55%	54%	37%	47%	19%
University degree or equivalent professional qualification, NVQ level 4, etc.	641	347	294	70	138	118	103	86	127	227	219	109	86	55	23	80	46	47	46	36	58	115	79	57	142	300	82
	32%	35%	28%	32%	40%	37%	29%	28%	27%	43%	38%	26%	18%	31%	27%	34%	27%	26%	31%	37%	30%	42%	28%	32%	39%	37%	46%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	264	145	119	21	71	53	46	37	37	150	73	19	22	27	8	23	16	23	14	13	23	64	34	19	83	120	57
	13%	15%	12%	10%	20%	16%	13%	12%	8%	28%	12%	4%	5%	16%	9%	10%	9%	13%	9%	14%	12%	23%	12%	11%	23%	15%	32%
Still in full time education	43	17	26	35	7	2	1	-	-	16	21	3	4	5	2	4	4	3	3	1	1	9	8	4	*	2	3
	2%	2%	3%	16%	2%	1%	*	-	-	3%	4%	1%	1%	3%	2%	2%	2%	2%	2%	1%	1%	3%	3%	2%	*	*	2%
Don't know	2	1	1	-	-	-	-	-	2	-	-	1	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	*	*	*	-	-	-	-	-	*	-	-	*	*	-	-	*	1%	-	-	-	-	-	-	-	-	-	-
Prefer not to answer	12	9	4	-	2	2	3	2	4	3	-	3	6	3	1	-	1	1	-	-	2	3	1	-	-	7	2
	1%	1%	*	-	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	-	1%	1%	-	-	1%	1%	*	-	-	1%	1%

**Fur Trade Survey**  
**ONLINE Fieldwork: 12th to 13th May 2021**

Absolutes/col percents

Table 10

**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	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
Yes - responsible for half or more of the items bought	1842	851	991	153	332	302	333	286	436	475	524	391	453	168	83	207	165	156	135	89	174	251	253	163	324	754	171
	91%	86%	96%	70%	95%	93%	94%	92%	92%	89%	90%	92%	94%	95%	98%	90%	96%	86%	90%	90%	90%	91%	89%	91%	90%	92%	95%
No - not responsible for most of the items bought	184	139	45	66	16	21	20	24	37	58	61	34	31	8	2	24	7	24	15	10	20	25	31	16	38	64	8
	9%	14%	4%	30%	5%	7%	6%	8%	8%	11%	10%	8%	6%	5%	2%	10%	4%	14%	10%	10%	10%	9%	11%	9%	10%	8%	5%

**Fur Trade Survey**  
**ONLINE Fieldwork: 12th to 13th May 2021**

Absolutes/col percents

Table 11  
**How many cars are there in your household?**  
**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	Eastern	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
No cars in the household	353	155	198	62	77	56	61	45	51	48	110	50	145	34	14	50	34	28	23	9	21	77	41	21	62	129	33
	17%	16%	19%	28%	22%	17%	17%	15%	11%	9%	19%	12%	30%	19%	17%	22%	19%	16%	15%	9%	11%	28%	14%	12%	17%	16%	19%
NET: Any	1673	836	838	157	271	267	291	264	423	485	475	375	338	142	70	181	139	152	127	90	173	199	243	158	300	689	146
	83%	84%	81%	72%	78%	83%	83%	85%	89%	91%	81%	88%	70%	81%	83%	78%	81%	84%	85%	91%	89%	72%	86%	88%	83%	84%	81%
1	1005	484	521	57	150	155	188	154	302	243	300	206	257	104	52	103	95	79	66	47	91	125	145	98	157	374	67
	50%	49%	50%	26%	43%	48%	53%	50%	64%	46%	51%	49%	53%	59%	62%	45%	55%	44%	44%	48%	47%	45%	51%	55%	43%	46%	37%
2	535	292	243	62	100	96	88	86	104	186	151	130	69	28	17	67	39	57	50	37	63	56	80	43	112	245	63
	26%	29%	23%	28%	29%	30%	25%	28%	22%	35%	26%	31%	14%	16%	20%	29%	23%	32%	33%	37%	32%	20%	28%	24%	31%	30%	35%
3+	133	59	74	39	21	16	15	24	17	57	25	39	12	11	1	11	5	15	11	6	19	17	19	17	31	70	16
	7%	6%	7%	18%	6%	5%	4%	8%	4%	11%	4%	9%	2%	6%	1%	5%	3%	8%	8%	6%	10%	6%	7%	9%	9%	9%	9%

## Fur Trade Survey

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

Absolutes/col percents

Table 12

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 & 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
White	1745	837	908	157	268	272	306	286	455	424	500	392	429	162	80	203	153	151	133	98	181	169	249	166	287	689	108
	86%	85%	88%	72%	77%	84%	87%	93%	96%	80%	85%	92%	89%	92%	95%	88%	89%	84%	88%	99%	93%	61%	88%	93%	79%	84%	60%
NET: BAME	261	144	116	55	80	47	42	20	17	105	79	29	47	10	4	28	16	29	15	1	14	100	33	11	73	113	64
	13%	15%	11%	25%	23%	15%	12%	6%	4%	20%	14%	7%	10%	6%	5%	12%	9%	16%	10%	1%	7%	36%	11%	6%	20%	14%	36%
Mixed	62	43	19	11	18	13	5	6	8	24	19	6	12	2	1	5	5	7	8	1	2	18	13	1	18	26	18
	3%	4%	2%	5%	5%	4%	1%	2%	2%	5%	3%	1%	3%	1%	1%	2%	3%	4%	5%	1%	1%	6%	4%	1%	5%	3%	10%
Asian	98	51	47	17	36	17	15	7	5	36	29	11	21	4	*	17	6	13	6	-	7	32	10	3	24	44	18
	5%	5%	5%	8%	10%	5%	4%	2%	1%	7%	5%	3%	4%	2%	*	7%	4%	7%	4%	-	4%	12%	3%	2%	7%	5%	10%
Black	75	35	39	23	19	11	16	4	2	27	25	9	13	1	2	5	3	8	-	-	4	40	8	4	24	33	23
	4%	4%	4%	10%	5%	3%	5%	1%	*	5%	4%	2%	3%	1%	3%	2%	2%	4%	-	-	2%	15%	3%	2%	7%	4%	13%
Chinese	18	9	9	3	5	5	3	1	1	13	2	2	-	1	1	2	2	2	*	-	1	6	1	2	6	7	3
	1%	1%	1%	1%	2%	2%	1%	*	*	2%	*	1%	-	1%	1%	1%	1%	1%	*	-	1%	2%	*	1%	2%	1%	2%
Other ethnic group	9	7	2	1	3	1	2	2	1	5	3	1	1	1	-	1	-	-	-	-	-	5	2	1	-	4	2
	*	1%	*	*	1%	*	1%	*	*	1%	*	*	*	1%	-	*	-	-	-	-	-	2%	1%	*	-	1%	1%
Prefer not to answer	20	9	11	7	-	3	5	3	2	4	6	3	7	4	-	-	3	-	3	-	-	6	2	2	2	15	7
	1%	1%	1%	3%	-	1%	1%	1%	*	1%	1%	1%	2%	2%	-	-	2%	-	2%	-	-	2%	1%	1%	1%	2%	4%

## Fur Trade Survey

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

Absolutes/col percents

Table 13

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		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
Christian	938 46%	452 46%	485 47%	85 39%	102 29%	128 40%	149 42%	165 53%	309 65%	236 44%	273 47%	211 50%	218 45%	69 39%	53 62%	117 51%	87 51%	83 46%	52 35%	47 48%	78 40%	131 47%	144 51%	77 43%	165 46%	335 41%	102 57%
NET: Other	155 8%	87 9%	68 7%	23 10%	43 12%	31 10%	29 8%	13 4%	16 3%	53 10%	43 7%	22 5%	36 8%	8 5%	1 1%	22 9%	8 5%	16 9%	11 8%	2 2%	13 7%	50 18%	15 5%	8 5%	43 12%	63 8%	28 16%
Muslim	64 3%	41 4%	23 2%	15 7%	25 7%	9 3%	10 3%	4 1%	1 *	23 4%	19 3%	9 2%	13 3%	2 1%	-	14 6%	3 2%	9 5%	4 3%	-	2 1%	22 8%	5 2%	3 2%	21 6%	27 3%	14 8%
Hindu	27 1%	12 1%	15 1%	2 1%	9 3%	8 2%	4 1%	3 1%	2 *	11 2%	10 2%	2 1%	4 1%	2 1%	*	2 1%	-	-	6 4%	-	2 1%	12 5%	2 1%	-	8 2%	10 1%	4 2%
Jewish	13 1%	7 1%	6 1%	-	1 *	2 1%	3 1%	2 1%	5 1%	3 *	6 1%	3 1%	1 *	1 1%	-	*	-	-	1 1%	-	4 2%	5 2%	2 1%	-	2 *	6 1%	2 1%
Sikh	9 *	6 1%	4 *	1 *	-	3 1%	3 1%	1 *	1 *	3 *	5 1%	2 *	-	-	-	-	3 2%	2 1%	-	-	2 1%	2 1%	1 *	-	2 *	6 1%	1 1%
Buddhist	13 1%	5 1%	8 1%	3 1%	2 1%	4 1%	3 1%	-	1 *	5 1%	1 *	2 *	5 1%	1 *	-	2 1%	2 1%	1 1%	-	-	-	2 1%	4 1%	1 1%	4 1%	6 1%	2 1%
Other	28 1%	15 2%	13 1%	1 1%	5 2%	4 1%	6 2%	4 1%	7 1%	8 2%	3 *	5 1%	12 3%	1 1%	1 1%	2 1%	1 *	3 2%	1 *	2 2%	4 2%	7 3%	1 *	4 2%	7 2%	8 1%	5 3%
None	891 44%	432 44%	459 44%	104 47%	197 56%	158 49%	168 48%	126 41%	139 29%	233 44%	260 45%	183 43%	215 44%	92 52%	30 36%	90 39%	73 42%	81 45%	80 53%	49 50%	100 51%	82 30%	121 43%	92 51%	149 41%	398 49%	36 20%
Prefer not to say	42 2%	19 2%	23 2%	8 4%	7 2%	6 2%	7 2%	6 2%	9 2%	11 2%	9 2%	8 2%	15 3%	7 4%	1 1%	2 1%	4 2%	1 *	7 4%	-	3 1%	13 5%	4 1%	2 1%	5 1%	21 3%	13 7%

## Fur Trade Survey

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

Absolutes/col percents

Table 14

Which of the following best describes where you live?

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	Eastern	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: Urban	1593	812	781	190	309	276	271	218	329	421	467	325	380	133	66	198	124	160	103	61	128	273	221	125	302	668	161
	79%	82%	75%	87%	89%	85%	77%	70%	70%	79%	80%	77%	79%	76%	78%	86%	72%	89%	69%	61%	66%	99%	78%	70%	84%	82%	90%
Urban - Population over 10,000	855	479	376	132	192	146	137	103	146	251	258	154	193	75	26	108	62	86	44	19	44	239	93	60	185	360	121
	42%	48%	36%	60%	55%	45%	39%	33%	31%	47%	44%	36%	40%	43%	30%	47%	36%	48%	29%	19%	23%	87%	33%	34%	51%	44%	68%
Town and Fringe	738	333	405	58	117	130	134	115	184	170	209	171	187	58	40	90	63	74	59	42	84	34	127	65	117	308	41
	36%	34%	39%	26%	34%	40%	38%	37%	39%	32%	36%	40%	39%	33%	48%	39%	36%	41%	40%	42%	43%	12%	45%	37%	32%	38%	23%
NET: Rural	433	179	254	29	39	47	82	91	144	112	118	100	103	43	19	33	48	20	47	38	66	3	63	53	60	150	18
	21%	18%	25%	13%	11%	15%	23%	30%	30%	21%	20%	23%	21%	24%	22%	14%	28%	11%	31%	39%	34%	1%	22%	30%	16%	18%	10%
Village	393	163	231	24	36	45	75	87	127	104	101	91	98	28	19	32	46	19	46	32	62	3	63	44	52	139	17
	19%	16%	22%	11%	10%	14%	21%	28%	27%	20%	17%	21%	20%	16%	22%	14%	27%	11%	31%	33%	32%	1%	22%	24%	14%	17%	9%
Hamlet & Isolated Dwelling	40	16	24	5	3	3	7	5	17	8	17	9	6	15	-	1	2	1	1	6	4	-	1	10	8	11	1
	2%	2%	2%	2%	1%	1%	2%	2%	4%	1%	3%	2%	1%	8%	-	*	1%	*	1%	6%	2%	-	*	6%	2%	1%	*

## Fur Trade Survey

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

Absolutes/col percents

Table 15

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)

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	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London		South East	South West	Public	Pri-vate
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: Working	1198	662	536	119	296	266	276	184	57	363	371	279	185	95	38	128	105	116	86	58	118	201	157	96	351	785	151
	59%	67%	52%	54%	85%	82%	78%	59%	12%	68%	63%	66%	38%	54%	46%	55%	61%	65%	57%	58%	61%	73%	55%	54%	97%	96%	84%
NET: Employed	1108	616	492	116	285	247	248	168	43	334	347	248	178	89	35	122	99	110	75	55	108	184	146	85	346	705	143
	55%	62%	48%	53%	82%	77%	70%	54%	9%	63%	59%	58%	37%	51%	42%	53%	57%	61%	50%	56%	56%	67%	51%	47%	96%	86%	80%
Working full time - working 30 hours per week or more	911	559	352	91	249	220	206	126	18	293	291	194	132	75	29	92	76	92	58	49	85	162	122	70	292	583	131
	45%	56%	34%	42%	72%	68%	59%	41%	4%	55%	50%	46%	27%	43%	34%	40%	44%	51%	39%	50%	44%	59%	43%	39%	81%	71%	73%
Working part-time - working between 8 and 29 hours per week	197	56	140	25	36	27	41	43	26	41	56	54	46	14	6	30	22	18	16	6	23	23	24	15	54	122	12
	10%	6%	14%	11%	10%	8%	12%	14%	5%	8%	10%	13%	10%	8%	8%	13%	13%	10%	11%	6%	12%	8%	8%	8%	15%	15%	7%
NET: Self-employed	91	46	44	3	11	19	28	15	14	29	23	31	7	6	3	6	7	7	11	3	10	16	11	11	5	80	8
	4%	5%	4%	1%	3%	6%	8%	5%	3%	6%	4%	7%	2%	3%	4%	2%	4%	4%	8%	3%	5%	6%	4%	6%	1%	10%	4%
Self-employed - working 30 hours per week or more	55	33	22	-	7	13	19	11	5	18	12	20	5	4	1	4	1	4	8	3	7	11	6	5	1	53	4
	3%	3%	2%	-	2%	4%	5%	4%	1%	3%	2%	5%	1%	2%	1%	2%	1%	2%	5%	3%	4%	4%	2%	3%	*	6%	2%
Self-employed - working between 8 and 29 hours per week	36	14	22	3	5	6	10	4	9	12	11	11	2	2	1	5	2	3	-	3	5	5	6	4	28	4	
	2%	1%	2%	1%	1%	2%	3%	1%	2%	2%	2%	3%	*	1%	3%	1%	3%	1%	2%	-	1%	2%	2%	4%	1%	3%	2%
NET: Not working	828	329	499	100	52	57	77	126	416	170	214	145	298	81	46	103	67	64	64	41	76	75	127	82	11	33	28
	41%	33%	48%	46%	15%	18%	22%	41%	88%	32%	37%	34%	62%	46%	54%	45%	39%	35%	43%	42%	39%	27%	45%	46%	3%	4%	16%
Not working but seeking work or temporarily unemployed or sick	61	38	23	10	10	19	7	14	2	7	13	8	33	4	5	6	6	5	7	1	7	7	10	3	1	14	5
	3%	4%	2%	4%	3%	6%	2%	5%	1%	1%	2%	2%	7%	3%	5%	2%	3%	3%	5%	1%	4%	3%	4%	2%	*	2%	3%
Not working and not seeking work	101	43	58	2	9	12	34	27	17	8	5	12	75	9	6	16	4	10	8	9	8	8	11	11	-	2	3
	5%	4%	6%	1%	3%	4%	10%	9%	4%	2%	1%	3%	16%	5%	8%	7%	3%	6%	5%	9%	4%	3%	4%	6%	-	*	2%
Student	104	38	66	86	13	3	1	1	-	31	50	9	14	7	4	13	8	8	7	4	3	19	23	9	9	13	8
	5%	4%	6%	39%	4%	1%	*	*	-	6%	9%	2%	3%	4%	5%	6%	4%	4%	5%	4%	1%	7%	8%	5%	2%	2%	4%

Prepared by Yonder

# .YONDER

**Fur Trade Survey**  
**ONLINE Fieldwork: 12th to 13th May 2021**

Absolutes/col percents

Table 15

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)

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
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
Retired on a state pension only	127 6%	30 3%	96 9%	-	-	-	1 *	2 1%	124 26%	6 1%	12 2%	18 4%	90 19%	14 8%	6 7%	12 5%	7 4%	7 4%	12 8%	7 7%	15 8%	6 2%	17 6%	22 12%	-	-	1 *
Retired with a private pension	310 15%	175 18%	134 13%	-	-	-	-	50 16%	260 55%	104 20%	114 19%	71 17%	21 4%	29 16%	18 21%	40 17%	31 18%	25 14%	23 15%	15 15%	29 15%	30 11%	43 15%	27 15%	-	1 *	10 6%
House person, housewife, househusband, etc.	125 6%	4 *	121 12%	2 1%	20 6%	23 7%	35 10%	32 10%	13 3%	13 2%	19 3%	28 7%	64 13%	18 10%	8 9%	17 7%	10 6%	9 5%	8 5%	5 5%	15 7%	4 1%	22 8%	10 6%	1 *	2 *	2 1%



## Fur Trade Survey

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

Absolutes/col percents

Table 16

**Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic**  
**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	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London		South East	South West	Public	Pri-vate
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
Currently furloughed / reduced hours / employer imposed temporary leave of absence as a result of the Coronavirus	90	56	34	22	26	14	15	12	1	23	26	26	16	3	4	13	3	11	3	5	7	25	4	12	30	60	26
	4%	6%	3%	10%	7%	4%	4%	4%	*	4%	4%	6%	3%	2%	5%	6%	2%	6%	2%	5%	3%	9%	2%	6%	8%	7%	15%
NET: Working	1090	590	499	111	266	253	258	161	41	335	346	254	154	91	35	112	105	102	81	51	106	173	148	86	332	757	131
	54%	60%	48%	51%	76%	78%	73%	52%	9%	63%	59%	60%	32%	52%	42%	48%	61%	56%	54%	52%	54%	63%	52%	48%	92%	93%	73%
NET: Employed	990	545	444	105	252	228	232	143	30	306	317	219	148	85	33	107	91	94	72	45	95	158	137	73	331	659	121
	49%	55%	43%	48%	72%	71%	66%	46%	6%	57%	54%	52%	31%	48%	39%	46%	53%	52%	48%	46%	49%	57%	48%	41%	91%	81%	68%
Working full time - working 30 hours per week or more	775	479	296	73	208	191	184	109	12	253	256	172	94	67	28	72	65	76	56	38	69	134	111	59	257	518	94
	38%	48%	29%	33%	60%	59%	52%	35%	2%	47%	44%	41%	19%	38%	33%	31%	38%	42%	37%	39%	36%	49%	39%	33%	71%	63%	52%
Working part-time - working between 8 and 29 hours per week	214	66	148	32	45	37	48	35	18	53	61	47	54	18	5	34	26	18	16	7	25	24	26	14	74	141	28
	11%	7%	14%	15%	13%	12%	14%	11%	4%	10%	10%	11%	11%	10%	6%	15%	15%	10%	11%	7%	13%	9%	9%	8%	20%	17%	16%
NET: Self-employed	100	45	55	6	13	25	27	17	11	30	29	35	7	6	2	5	13	8	9	6	11	16	11	13	2	98	10
	5%	5%	5%	3%	4%	8%	8%	6%	2%	6%	5%	8%	1%	3%	2%	2%	8%	4%	6%	6%	6%	6%	4%	7%	1%	12%	5%
Self-employed - working 30 hours per week or more	43	21	22	1	6	14	12	8	2	13	11	13	6	3	-	2	5	4	6	1	6	8	4	4	-	43	1
	2%	2%	2%	*	2%	4%	3%	3%	*	2%	2%	3%	1%	2%	-	1%	3%	2%	4%	1%	3%	3%	1%	2%	-	5%	1%
Self-employed - working between 8 and 29 hours per week	57	24	34	5	7	11	14	9	9	16	19	22	*	3	2	3	8	4	3	4	5	7	7	9	2	55	8
	3%	2%	3%	2%	2%	4%	4%	3%	2%	3%	3%	5%	*	2%	2%	2%	4%	2%	2%	4%	3%	3%	3%	5%	1%	7%	5%
NET: Not working	846	344	503	86	57	55	80	137	431	175	213	145	313	81	45	106	65	67	67	43	82	77	132	81	-	-	22
	42%	35%	49%	39%	16%	17%	23%	44%	91%	33%	36%	34%	65%	46%	53%	46%	37%	37%	44%	43%	42%	28%	46%	45%	-	-	12%
Not working but seeking work or temporarily unemployed or sick	80	48	31	14	13	19	11	20	2	9	19	6	46	5	2	14	5	4	9	2	8	10	14	7	-	-	2
	4%	5%	3%	7%	4%	6%	3%	7%	*	2%	3%	1%	9%	3%	3%	6%	3%	2%	6%	2%	4%	4%	5%	4%	-	-	1%

## Fur Trade Survey

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

Absolutes/col percents

Table 16

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic

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	
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
Not working and not seeking work	101	43	59	1	15	11	32	25	16	6	5	12	79	11	9	14	5	10	8	11	8	7	10	10	-	-	1
	5%	4%	6%	*	4%	3%	9%	8%	3%	1%	1%	3%	16%	6%	10%	6%	3%	6%	5%	11%	4%	2%	3%	6%	-	-	*
Student	83	32	51	69	10	2	1	1	1	27	40	5	11	5	3	8	6	8	6	1	3	18	19	6	-	-	6
	4%	3%	5%	31%	3%	1%	*	*	*	5%	7%	1%	2%	3%	4%	4%	3%	4%	4%	1%	2%	7%	7%	4%	-	-	3%
Retired on a state pension only	134	33	101	-	-	-	1	2	131	7	15	20	92	15	7	12	7	9	12	7	17	6	20	23	-	-	1
	7%	3%	10%	-	-	-	*	1%	28%	1%	3%	5%	19%	8%	8%	5%	4%	5%	8%	7%	9%	2%	7%	13%	-	-	1%
Retired with a private pension	327	183	144	-	-	1	-	56	269	112	117	72	25	29	18	42	32	28	25	17	32	31	46	28	-	-	11
	16%	18%	14%	-	-	*	-	18%	57%	21%	20%	17%	5%	17%	22%	18%	19%	15%	17%	17%	16%	11%	16%	15%	-	-	6%
House person, housewife, househusband, etc.	122	5	117	2	19	22	35	33	11	13	17	30	61	17	6	17	10	9	8	5	14	5	24	8	-	-	2
	6%	1%	11%	1%	5%	7%	10%	11%	2%	3%	3%	7%	13%	10%	7%	7%	6%	5%	5%	5%	7%	2%	8%	4%	-	-	1%

## Fur Trade Survey

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

Absolutes/col percents

Table 17

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 & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public		Private
Unweighted base	1163	628	535	128	276	251	261	189	58	363	343	294	163	97	41	117	102	97	91	50	117	209	142	100	343	820	144
Weighted base	1180	647	533	133	292	268	273	172	42	358	372	280	170	95	40	125	108	113	84	56	113	199	152	98	362	818	157
NET: Public Sector	362	184	178	53	97	75	80	46	11	118	142	59	43	36	8	40	25	43	19	19	38	63	47	24	362	-	65
	31%	28%	33%	40%	33%	28%	29%	27%	26%	33%	38%	21%	25%	38%	21%	32%	23%	38%	23%	33%	33%	32%	31%	25%	100%	-	41%
A nationalised industry/state corporation	33	29	5	10	11	4	8	*	-	10	4	13	6	4	-	2	3	6	1	-	-	11	4	3	33	-	17
	3%	4%	1%	7%	4%	1%	3%	*	-	3%	1%	5%	3%	4%	-	1%	3%	5%	1%	-	-	6%	3%	3%	9%	-	11%
Central government or civil service (including Courts service and Bank of England)	37	26	11	4	8	11	5	6	2	22	9	4	2	2	1	3	-	5	2	5	2	12	2	3	37	-	9
	3%	4%	2%	3%	3%	4%	2%	4%	5%	6%	2%	2%	1%	2%	1%	2%	-	5%	3%	9%	1%	6%	2%	3%	10%	-	6%
Local government or council (including fire services, police and local authority controlled schools/colleges)	109	50	59	13	29	20	24	19	4	26	64	11	9	11	6	16	3	7	7	6	15	14	21	5	109	-	8
	9%	8%	11%	10%	10%	8%	9%	11%	10%	7%	17%	4%	5%	12%	15%	12%	3%	6%	8%	10%	13%	7%	14%	5%	30%	-	5%
A university, or other grant funded establishment (include opted-out schools)	48	27	20	5	11	9	13	8	1	19	16	7	6	6	-	3	5	3	1	1	5	13	3	8	48	-	10
	4%	4%	4%	4%	4%	4%	5%	4%	4%	5%	4%	3%	4%	6%	-	2%	5%	3%	2%	2%	4%	6%	2%	8%	13%	-	7%
A health authority or NHS Trust	88	29	58	9	25	24	19	9	2	30	36	11	10	13	2	13	10	14	5	5	10	5	9	2	88	-	13
	7%	5%	11%	7%	9%	9%	7%	5%	5%	8%	10%	4%	6%	14%	4%	11%	10%	12%	5%	9%	9%	3%	6%	2%	24%	-	8%
The armed forces	4	4	-	2	2	-	-	-	-	*	-	2	2	-	*	-	-	-	-	2	1	-	-	1	4	-	-
	*	1%	-	1%	1%	-	-	-	-	*	-	1%	1%	-	1%	-	-	-	-	3%	1%	-	-	1%	1%	-	-
Other public sector occupation (Please specify as much detail as possible)	43	18	25	11	10	6	11	4	1	10	13	11	9	1	-	4	4	8	3	-	6	8	7	2	43	-	8
	4%	3%	5%	8%	4%	2%	4%	3%	2%	3%	3%	4%	5%	1%	-	3%	4%	7%	4%	-	6%	4%	5%	2%	12%	-	5%
NET: Private Sector	818	463	355	79	195	193	193	126	31	240	230	221	127	58	31	85	83	70	65	37	75	136	105	74	-	818	92
	69%	72%	67%	60%	67%	72%	71%	73%	74%	67%	62%	79%	75%	62%	79%	68%	77%	62%	77%	67%	67%	68%	69%	75%	-	100%	59%

Prepared by Yonder

**.YONDER**

**Fur Trade Survey**  
**ONLINE Fieldwork: 12th to 13th May 2021**

Absolutes/col percents

Table 17

**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	Public	Private
Weighted base	1180	647	533	133	292	268	273	172	42	358	372	280	170	95	40	125	108	113	84	56	113	199	152	98	362	818	157
A charity, voluntary organisation or trust	58	20	38	4	14	16	16	7	2	17	25	10	7	6	5	2	7	1	3	2	5	21	6	2	-	58	11
	5%	3%	7%	3%	5%	6%	6%	4%	4%	5%	7%	3%	4%	6%	13%	2%	6%	1%	3%	3%	4%	10%	4%	2%	-	7%	7%
Self-employed (Private sector)	141	79	62	15	24	27	38	24	12	48	36	48	8	10	3	9	13	12	6	13	35	13	14	-	141	23	
	12%	12%	12%	11%	8%	10%	14%	14%	29%	13%	10%	17%	5%	11%	8%	7%	12%	10%	14%	10%	12%	18%	9%	14%	-	17%	15%
None of the above/ I work in the Private sector	619	364	255	60	157	150	139	96	17	175	169	163	111	42	23	74	62	57	50	30	57	80	86	57	-	619	58
	52%	56%	48%	45%	54%	56%	51%	55%	41%	49%	45%	58%	66%	45%	58%	59%	58%	50%	60%	53%	51%	40%	56%	59%	-	76%	37%

**Fur Trade Survey**  
**ONLINE Fieldwork: 12th to 13th May 2021**

Absolutes/col percents

Table 18

**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		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
No children aged 18 or under	1451	696	755	187	180	119	213	282	469	367	440	296	348	129	60	168	110	127	111	68	141	188	217	132	220	489	86
	72%	70%	73%	85%	52%	37%	60%	91%	99%	69%	75%	70%	72%	73%	71%	73%	64%	70%	74%	69%	72%	68%	76%	74%	61%	60%	48%
NET: Yes	560	288	272	25	164	204	137	27	3	163	140	127	130	45	25	62	58	52	39	31	53	83	67	46	140	320	87
	28%	29%	26%	11%	47%	63%	39%	9%	1%	31%	24%	30%	27%	25%	29%	27%	33%	29%	26%	31%	27%	30%	24%	26%	39%	39%	49%
NET: Any 5-18	461	244	216	15	109	175	131	27	3	124	107	114	115	33	20	51	47	39	32	26	50	65	56	40	112	262	70
	23%	25%	21%	7%	31%	54%	37%	9%	1%	23%	18%	27%	24%	19%	24%	22%	27%	22%	21%	26%	26%	24%	20%	23%	31%	32%	39%
NET: Any 11-18	281	149	133	12	37	100	103	27	2	74	59	78	70	20	12	34	30	19	19	21	29	42	36	20	59	164	44
	14%	15%	13%	6%	11%	31%	29%	9%	*	14%	10%	18%	15%	11%	14%	15%	17%	11%	12%	21%	15%	13%	11%	16%	20%	25%	
Yes - children aged under 5 years old	196	91	105	12	102	71	11	-	-	60	52	38	46	16	9	25	22	28	13	9	14	24	19	17	53	112	32
	10%	9%	10%	6%	29%	22%	3%	-	-	11%	9%	9%	10%	9%	11%	11%	13%	16%	8%	9%	7%	9%	7%	9%	15%	14%	18%
Yes - children aged 5 to 10 years old	274	145	129	5	94	125	46	3	1	80	68	59	67	24	9	32	30	27	17	10	26	39	32	29	75	152	45
	14%	15%	12%	2%	27%	39%	13%	1%	*	15%	12%	14%	14%	13%	10%	14%	18%	15%	11%	11%	14%	14%	11%	16%	21%	19%	25%
Yes - children aged 11 to 15 years old	224	117	107	11	35	84	79	15	*	60	51	58	56	13	11	24	25	15	15	13	25	37	27	17	49	124	33
	11%	12%	10%	5%	10%	26%	22%	5%	*	11%	9%	14%	12%	8%	13%	11%	15%	8%	10%	13%	13%	13%	10%	10%	14%	15%	18%
Yes - children aged 16 to 18 years old	110	57	52	9	4	27	53	15	2	31	19	31	30	7	5	17	8	5	5	11	11	17	18	5	30	59	20
	5%	6%	5%	4%	1%	8%	15%	5%	*	6%	3%	7%	6%	4%	6%	7%	5%	3%	4%	11%	6%	6%	6%	3%	8%	7%	11%
Refused	16	6	9	7	4	-	3	-	1	4	5	1	6	2	-	1	4	1	-	-	1	5	-	1	2	9	6
	1%	1%	1%	3%	1%	-	1%	-	*	1%	1%	*	1%	1%	-	1%	2%	1%	-	-	*	2%	-	1%	*	1%	3%

## Fur Trade Survey

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

Absolutes/col percents

Table 19

Which of the following ITV regions do you live in?

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		Pri-vate
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
Anglia	221	91	131	20	25	42	37	41	55	51	70	45	55	-	-	1	-	3	29	-	175	-	12	1	39	87	11
	11%	9%	13%	9%	7%	13%	11%	13%	12%	10%	12%	11%	11%	-	-	*	-	2%	20%	-	90%	-	4%	*	11%	11%	6%
Border	20	4	15	2	5	-	3	6	4	3	8	2	7	10	-	9	-	-	-	-	-	-	-	-	6	5	1
	1%	*	1%	1%	1%	-	1%	2%	1%	1%	1%	1%	1%	6%	-	4%	-	-	-	-	-	-	-	-	2%	1%	1%
Central	267	148	119	31	60	45	42	29	60	73	66	69	59	1	2	2	-	163	85	-	2	1	4	7	51	109	15
	13%	15%	11%	14%	17%	14%	12%	10%	13%	14%	11%	16%	12%	*	2%	1%	-	91%	56%	-	1%	*	1%	4%	14%	13%	8%
Granada	219	101	118	15	32	35	55	36	47	50	58	46	64	-	-	211	-	-	2	1	-	-	4	-	40	80	14
	11%	10%	11%	7%	9%	11%	15%	12%	10%	9%	10%	11%	13%	-	-	91%	-	-	1%	1%	-	-	1%	-	11%	10%	8%
London	369	213	156	73	88	55	49	45	59	134	126	56	53	-	-	2	-	*	2	-	15	274	72	3	82	171	67
	18%	21%	15%	33%	25%	17%	14%	14%	13%	25%	22%	13%	11%	-	-	1%	-	*	2%	-	8%	99%	26%	1%	23%	21%	38%
Meridian	207	103	103	19	24	29	39	40	56	58	58	43	51	-	-	-	-	2	1	-	2	1	187	15	27	80	8
	10%	10%	10%	9%	7%	9%	11%	13%	12%	10%	10%	10%	11%	-	-	-	-	1%	1%	-	1%	*	66%	8%	7%	10%	4%
STV	165	79	86	12	24	35	28	23	42	43	51	27	44	165	-	-	-	-	-	-	-	-	-	-	33	55	13
	8%	8%	8%	5%	7%	11%	8%	8%	9%	8%	9%	6%	9%	94%	-	-	-	-	-	-	-	-	-	-	9%	7%	7%
Tyne Tees	84	44	40	5	11	11	18	16	23	12	20	26	26	-	82	-	2	-	-	-	-	-	-	-	8	31	3
	4%	4%	4%	2%	3%	4%	5%	5%	5%	2%	3%	6%	5%	-	98%	-	1%	-	-	-	-	-	-	-	2%	4%	2%
Wales	97	52	45	8	14	15	18	19	23	26	28	19	24	-	-	-	-	-	-	97	-	-	-	-	19	35	9
	5%	5%	4%	4%	4%	5%	5%	6%	5%	5%	5%	4%	5%	-	-	-	-	-	-	98%	-	-	-	-	5%	4%	5%
West	63	44	20	7	23	9	8	3	14	23	14	15	10	-	-	4	-	12	1	1	-	-	1	44	17	27	16
	3%	4%	2%	3%	7%	3%	2%	1%	3%	4%	2%	4%	2%	-	-	2%	-	7%	1%	1%	-	-	*	25%	5%	3%	9%
Westcountry	110	39	71	10	15	9	21	19	36	22	27	28	33	-	-	-	-	-	-	-	-	-	-	110	10	47	9
	5%	4%	7%	5%	4%	3%	6%	6%	8%	4%	5%	7%	7%	-	-	-	-	-	-	-	-	-	-	62%	3%	6%	5%
Yorkshire	205	74	131	18	27	38	36	33	53	39	59	49	58	-	-	-	171	-	29	-	1	-	4	-	31	91	13
	10%	7%	13%	8%	8%	12%	10%	11%	11%	7%	10%	11%	12%	-	-	-	99%	-	19%	-	1%	-	1%	-	9%	11%	7%

## Fur Trade Survey

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

Absolutes/col percents

Table 20  
**Marital 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		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
Single	563	290	272	176	130	82	99	44	32	136	195	94	138	50	19	59	40	56	39	24	39	117	80	39	113	259	56
	28%	29%	26%	80%	37%	25%	28%	14%	7%	26%	33%	22%	29%	29%	22%	26%	23%	31%	26%	24%	20%	42%	28%	22%	31%	32%	31%
NET: Married/ Civil partnership/ co habiting	1183	618	565	41	205	218	213	203	303	339	300	302	241	94	55	147	108	106	91	62	117	130	167	106	215	494	111
	58%	62%	55%	19%	59%	67%	60%	66%	64%	64%	51%	71%	50%	54%	66%	64%	63%	59%	61%	62%	60%	47%	59%	59%	59%	60%	62%
Married	886	474	412	16	112	150	157	171	280	277	200	231	179	72	46	108	66	78	64	48	85	102	132	85	160	329	90
	44%	48%	40%	7%	32%	47%	45%	55%	59%	52%	34%	54%	37%	41%	54%	47%	38%	44%	42%	49%	44%	37%	46%	47%	44%	40%	50%
Civil Partnership	26	18	8	-	10	5	1	6	5	9	12	5	1	1	1	3	1	7	2	-	2	3	5	2	3	15	3
	1%	2%	1%	-	3%	1%	*	2%	1%	2%	2%	1%	*	*	1%	1%	1%	4%	1%	-	1%	1%	2%	1%	1%	2%	2%
Co Habiting	271	126	145	25	84	63	54	26	19	53	89	67	62	22	9	36	41	20	26	13	30	25	31	19	52	149	18
	13%	13%	14%	12%	24%	19%	15%	8%	4%	10%	15%	16%	13%	13%	10%	15%	24%	11%	17%	13%	15%	9%	11%	10%	14%	18%	10%
NET: Widowed/ separated/ divorced	268	77	191	-	11	21	39	61	135	51	89	28	100	30	11	24	23	17	17	14	37	25	37	34	32	60	10
	13%	8%	18%	-	3%	7%	11%	20%	29%	9%	15%	7%	21%	17%	12%	10%	13%	10%	11%	14%	19%	9%	13%	19%	9%	7%	6%
Widowed	104	23	81	-	-	-	5	20	79	16	34	7	47	10	2	14	9	8	8	6	8	10	12	17	1	10	4
	5%	2%	8%	-	-	-	1%	7%	17%	3%	6%	2%	10%	6%	2%	6%	5%	4%	5%	6%	4%	4%	4%	10%	*	1%	2%
Separated	29	13	16	-	5	7	5	9	3	11	6	5	8	6	2	*	1	2	*	3	7	2	2	3	8	11	3
	1%	1%	2%	-	1%	2%	2%	3%	1%	2%	1%	1%	2%	3%	3%	*	1%	1%	*	3%	3%	1%	1%	2%	2%	1%	1%
Divorced	134	41	93	-	6	14	29	32	53	24	49	16	45	14	6	9	13	7	9	4	22	13	23	14	23	39	3
	7%	4%	9%	-	2%	4%	8%	10%	11%	4%	8%	4%	9%	8%	8%	4%	7%	4%	6%	4%	11%	5%	8%	8%	6%	5%	2%
Prefer not to answer	12	5	8	2	2	2	1	1	3	7	1	-	4	1	-	1	1	1	3	-	1	4	-	-	2	5	2
	1%	*	1%	1%	1%	1%	*	*	1%	1%	*	-	1%	1%	-	1%	1%	1%	2%	-	*	1%	-	-	1%	1%	1%

Prepared by Yonder

# .YONDER

## Fur Trade Survey

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

Absolutes/col percents

Table 21

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	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	
Glasgow	74 4%	31 3%	43 4%	4 2%	13 4%	16 5%	14 4%	8 3%	19 4%	17 3%	23 4%	7 2%	27 6%	74 42%	-	1 *	-	-	-	-	-	-	-	-	-	12 3%	25 3%	8 5%
Edinburgh	81 4%	39 4%	42 4%	8 4%	12 3%	18 6%	11 3%	13 4%	19 4%	24 4%	29 5%	12 3%	16 3%	81 46%	-	-	-	-	-	-	-	-	-	-	-	23 6%	26 3%	5 3%
Newcastle	85 4%	42 4%	43 4%	5 2%	13 4%	11 4%	15 4%	17 5%	24 5%	12 2%	21 4%	28 7%	24 5%	-	81 96%	4 2%	* *	-	-	-	-	-	-	-	-	9 3%	29 4%	3 2%
Leeds	89 4%	32 3%	57 6%	11 5%	6 2%	13 4%	19 6%	18 6%	21 4%	18 3%	28 5%	19 4%	24 5%	-	-	-	89 52%	-	-	-	-	-	-	-	-	6 2%	51 6%	8 5%
Hull	36 2%	14 1%	21 2%	1 *	4 1%	11 4%	6 2%	5 2%	9 2%	4 1%	8 1%	14 3%	10 2%	-	-	-	33 19%	-	2 1%	-	1 *	-	-	-	2 1%	17 2%	1 *	
Sheffield	59 3%	22 2%	37 4%	5 2%	17 5%	9 3%	7 2%	2 1%	20 4%	10 2%	17 3%	13 3%	19 4%	-	-	-	44 26%	-	14 10%	-	-	-	1 *	-	15 4%	17 2%	2 1%	
Manchester	165 8%	86 9%	79 8%	10 5%	24 7%	28 9%	44 12%	24 8%	35 7%	36 7%	43 7%	36 9%	50 10%	-	-	149 64%	2 1%	11 6%	1 *	2 2%	-	1 *	-	-	28 8%	65 8%	13 7%	
Liverpool	77 4%	34 3%	43 4%	8 4%	24 7%	13 4%	11 3%	9 3%	12 3%	23 4%	19 3%	17 4%	18 4%	-	-	63 27%	-	1 *	-	12 13%	-	1 *	-	-	17 5%	32 4%	8 5%	
Nottingham	85 4%	38 4%	48 5%	9 4%	13 4%	20 6%	17 5%	12 4%	15 3%	21 4%	26 4%	17 4%	22 5%	-	-	-	-	84 56%	-	1 1%	-	-	-	-	10 3%	44 5%	4 2%	
Birmingham	161 8%	98 10%	63 6%	25 12%	48 14%	16 5%	22 6%	15 5%	35 7%	51 10%	37 6%	37 9%	36 7%	-	-	-	-	148 82%	12 8%	2 2%	-	-	-	-	41 11%	61 8%	18 10%	
Norwich	93 5%	39 4%	55 5%	7 3%	8 2%	17 5%	14 4%	21 7%	25 5%	20 4%	28 5%	22 5%	24 5%	-	-	-	-	-	2 1%	-	91 47%	-	-	-	18 5%	34 4%	4 2%	
Milton Keynes	55 3%	18 2%	38 4%	7 3%	7 2%	9 3%	9 2%	11 4%	13 3%	13 2%	17 3%	9 2%	17 3%	-	-	-	-	-	19 12%	-	27 14%	-	10 3%	-	7 2%	14 2%	-	
Brighton	60 3%	24 2%	36 3%	8 4%	10 3%	4 1%	10 3%	18 3%	18 4%	20 3%	20 3%	7 2%	15 3%	-	-	-	-	-	-	2 2%	-	-	57 20%	1 *	8 2%	25 3%	4 2%	



**Fur Trade Survey**  
**ONLINE Fieldwork: 12th to 13th May 2021**

Absolutes/col percents

Table 21

**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	Eastern	London	South East		South West	Public	Private
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
Oxford	30	16	15	4	5	8	5	5	5	9	9	9	3	-	-	-	-	1	-	-	-	1	24	5	8	13	1
	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	-	-	-	-	*	-	-	-	1%	8%	3%	2%	2%	*
London	455	258	197	80	95	77	65	63	76	159	161	72	64	-	-	-	-	-	-	48	273	132	3	97	210	72	
	22%	26%	19%	36%	27%	24%	18%	20%	16%	30%	28%	17%	13%	-	-	-	-	-	-	25%	99%	46%	1%	27%	26%	40%	
Southampton	62	37	26	5	6	10	10	14	18	19	14	12	17	-	-	-	-	-	-	1	-	45	16	5	25	2	
	3%	4%	2%	2%	2%	3%	3%	4%	4%	4%	2%	3%	4%	-	-	-	-	-	-	*	-	16%	9%	1%	3%	1%	
Bristol	86	40	46	10	17	10	16	10	23	26	15	25	19	-	-	-	-	1	-	-	-	-	-	85	18	36	13
	4%	4%	4%	5%	5%	3%	5%	3%	5%	5%	3%	6%	4%	-	-	-	-	1%	-	-	-	-	-	47%	5%	4%	7%
Plymouth	59	22	37	6	8	4	11	9	23	10	16	14	20	-	-	-	-	-	-	-	-	-	59	4	24	4	
	3%	2%	4%	3%	2%	1%	3%	3%	5%	2%	3%	3%	4%	-	-	-	-	-	-	-	-	-	33%	1%	3%	2%	
Cardiff	73	43	30	4	9	14	14	16	16	18	23	14	18	-	-	-	-	-	73	-	-	-	-	15	27	6	
	4%	4%	3%	2%	2%	4%	4%	5%	3%	3%	4%	3%	4%	-	-	-	-	-	74%	-	-	-	-	4%	3%	4%	
None of these	139	58	81	4	10	16	33	28	48	24	32	41	42	21	4	15	4	19	17	7	25	-	16	10	19	44	3
	7%	6%	8%	2%	3%	5%	9%	9%	10%	5%	5%	10%	9%	12%	4%	6%	2%	11%	11%	7%	13%	-	6%	6%	5%	5%	2%

## Fur Trade Survey

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

Absolutes/col percents

Table 22

**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	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London		South East	South West	Public	Pri-vate	
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	
Up to £7,000	(3.5)	70 3%	23 2%	47 5%	18 8%	13 4%	10 3%	12 3%	10 3%	7 2%	6 1%	12 2%	7 2%	45 9%	3 2%	3 4%	14 6%	6 4%	4 2%	3 3%	4 2%	11 4%	7 3%	11 6%	4 1%	10 1%	5 3%	
£7,001 to £14,000	(10.5)	218 11%	93 9%	125 12%	16 7%	19 5%	17 5%	39 11%	49 16%	77 16%	17 3%	50 8%	29 7%	123 25%	23 13%	14 16%	31 14%	19 11%	21 12%	17 11%	10 11%	22 6%	15 8%	23 12%	22 12%	14 4%	47 6%	5 3%
£14,001 to £21,000	(17.5)	277 14%	89 9%	189 18%	19 9%	35 10%	41 13%	46 13%	46 15%	90 19%	30 6%	81 14%	51 12%	115 24%	27 16%	12 14%	29 13%	40 23%	18 10%	24 16%	11 11%	34 17%	28 10%	34 12%	21 11%	35 10%	88 11%	10 6%
£21,001 to £28,000	(24.5)	256 13%	130 13%	126 12%	16 7%	34 10%	44 13%	63 18%	34 11%	66 14%	44 8%	75 13%	72 17%	65 13%	28 16%	13 16%	29 13%	22 13%	25 14%	15 15%	24 12%	19 7%	34 12%	23 13%	43 12%	108 13%	16 9%	
£28,001 to £34,000	(31)	222 11%	105 11%	117 11%	20 9%	34 10%	28 9%	35 10%	37 12%	68 14%	48 9%	74 13%	66 16%	35 7%	15 9%	12 15%	26 11%	18 10%	28 16%	17 11%	13 13%	20 10%	18 6%	30 11%	24 13%	51 14%	84 10%	20 11%
£34,001 to £41,000	(37.5)	172 8%	101 10%	71 7%	19 8%	41 12%	31 10%	26 7%	20 7%	35 7%	50 9%	56 10%	49 12%	16 3%	9 5%	3 4%	16 7%	18 10%	19 10%	10 7%	10 10%	17 9%	26 10%	28 10%	15 9%	29 8%	93 11%	15 9%
£41,001 to £48,000	(44.5)	139 7%	73 7%	65 6%	18 8%	36 10%	22 7%	14 4%	22 7%	27 6%	41 8%	56 10%	30 7%	12 2%	18 10%	5 6%	17 7%	7 4%	20 11%	9 6%	6 6%	15 8%	12 4%	16 6%	13 7%	35 10%	61 7%	15 8%
£48,001 to £55,000	(51.5)	127 6%	78 8%	49 5%	6 3%	29 8%	26 8%	21 6%	23 8%	21 4%	50 9%	31 5%	27 6%	19 4%	14 8%	6 7%	12 5%	12 7%	9 5%	5 6%	14 7%	16 6%	23 8%	9 5%	27 7%	70 9%	15 9%	
£55,001 to £62,000	(58.5)	99 5%	59 6%	39 4%	16 7%	19 6%	32 10%	13 4%	12 4%	6 1%	36 7%	34 6%	20 5%	8 2%	4 2%	1 1%	15 6%	5 3%	12 7%	4 3%	6 6%	12 6%	17 6%	16 6%	8 4%	22 6%	55 7%	16 9%
£62,001 to £69,000	(65.5)	67 3%	40 4%	27 3%	9 4%	20 6%	8 3%	16 5%	7 2%	5 1%	34 6%	20 3%	13 3%	- -	4 2%	2 3%	4 2%	4 2%	3 1%	4 6%	4 2%	17 6%	13 5%	6 3%	18 5%	35 4%	10 6%	
£69,001 to £76,000	(72.5)	51 3%	30 3%	21 2%	12 5%	14 4%	12 4%	8 2%	1 *	4 1%	29 6%	9 1%	11 3%	2 *	4 2%	1 1%	5 2%	3 2%	2 1%	2 2%	3 2%	15 5%	9 3%	4 2%	21 6%	24 3%	12 7%	
£76,001 to £83,000	(79.5)	40 2%	27 3%	13 1%	13 6%	9 2%	10 3%	5 1%	3 1%	* *	24 5%	10 2%	5 1%	1 *	1 1%	1 1%	5 2%	2 1%	1 1%	- -	1 1%	14 5%	6 2%	7 4%	12 3%	23 3%	14 8%	
£83,001 or more	(86)	91 4%	59 6%	32 3%	10 4%	22 6%	20 6%	23 6%	12 4%	4 1%	66 12%	15 3%	6 1%	4 1%	6 3%	4 5%	4 2%	3 2%	2 1%	6 4%	3 3%	8 4%	33 12%	16 6%	5 3%	31 9%	54 7%	16 9%

Prepared by Yonder

# .YONDER

**Fur Trade Survey**  
**ONLINE Fieldwork: 12th to 13th May 2021**

Absolutes/col percents

Table 22

**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	Public	Private
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
Prefer not to answer	199	85	114	29	24	21	31	32	61	58	62	40	39	19	6	23	12	16	20	10	17	36	30	11	23	67	9
	10%	9%	11%	13%	7%	7%	9%	10%	13%	11%	11%	9%	8%	11%	7%	10%	7%	9%	13%	10%	9%	13%	11%	6%	6%	8%	5%
Average income (£000's)	35.30	39.21	31.45	39.82	41.33	40.50	35.30	31.74	27.06	49.76	34.99	34.52	20.84	32.92	31.31	32.02	30.22	32.96	32.43	34.85	34.02	46.36	38.52	33.73	44.14	40.99	48.65

## Fur Trade Survey

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

Absolutes/col percents

Table 23

**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	Public		Pri-vate
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: Yes	446	174	272	35	53	46	96	80	135	83	95	93	175	52	24	45	39	42	32	26	41	33	64	48	44	104	23
	22%	18%	26%	16%	15%	14%	27%	26%	29%	16%	16%	22%	36%	30%	28%	20%	22%	23%	21%	26%	21%	12%	22%	27%	12%	13%	13%
Yes - physical condition	282	107	175	9	18	20	68	61	106	48	58	68	107	39	17	29	20	26	14	18	27	18	42	32	24	55	12
	14%	11%	17%	4%	5%	6%	19%	20%	22%	9%	10%	16%	22%	22%	20%	12%	14%	10%	18%	14%	7%	15%	18%	7%	7%	7%	
Yes - mental condition	164	70	94	25	39	25	40	21	13	34	33	26	71	17	8	21	16	15	10	10	12	17	22	17	17	46	15
	8%	7%	9%	11%	11%	8%	11%	7%	3%	6%	6%	6%	15%	10%	10%	9%	9%	9%	6%	10%	6%	6%	8%	9%	5%	6%	8%
Yes - disability	135	52	83	6	9	12	39	27	42	22	20	31	64	18	5	15	15	14	10	5	13	12	14	15	11	29	4
	7%	5%	8%	3%	3%	4%	11%	9%	9%	4%	3%	7%	13%	10%	6%	7%	9%	8%	7%	5%	7%	4%	5%	8%	3%	4%	2%
Yes - other	17	8	9	3	-	3	4	2	6	4	7	2	5	2	-	4	1	2	2	1	2	1	2	1	4	2	1
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	*	1%	1%	-	2%	*	1%	2%	1%	1%	*	1%	*	1%	*	1%
No	1538	795	742	175	290	271	246	222	332	440	478	323	297	120	60	180	131	136	116	70	149	233	217	126	309	695	148
	76%	80%	72%	80%	83%	84%	70%	72%	70%	82%	82%	76%	61%	68%	70%	78%	76%	76%	77%	71%	77%	84%	76%	70%	85%	85%	83%
Prefer not to say	43	21	21	9	5	5	10	7	6	11	12	8	12	4	1	5	2	2	3	3	4	10	3	5	9	19	7
	2%	2%	2%	4%	1%	2%	3%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	1%	2%	3%	2%	4%	1%	3%	2%	2%	4%