



**Ipsos Public Affairs**

The Social Research and Corporate Reputation Specialists

# Image of fur-farming in Europe

January 2013



# Methodological report

**Survey done for :**

**Fur Information Center**

**Sample :**

**6056** Europeans aged 18 and over including:

- 1027 people living in Denmark
- 1004 people living in France
- 1011 people living in the Netherlands
- 1009 people living in Poland
- 1003 people living in Spain
- 1002 people living in the United Kingdom

**Fieldwork :**

From the 21st December 2012 to the 11th January 2013.

**Method :**

National representative samples interviewed online

Samples built using the quota method : gender, age, occupation of the respondent, market size and region.

*This report has been produced in compliance with the international standard ISO 20252 Market and Social Research.*

*As for any quantitative study, this survey presents results that are subject to the margins of error inherent to statistical laws.*

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# Owning fur

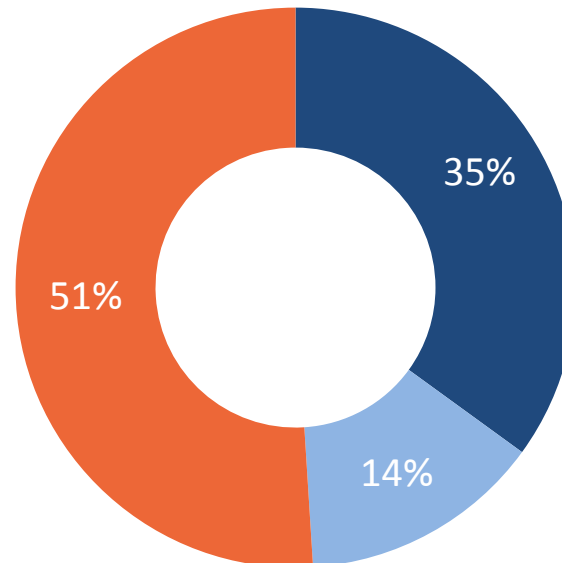


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# Natural fur products in the house

Do you have any natural fur products in your house or in one of the household members' wardrobe (coat, jacket collar, hat, key chain, cushion cover, boots...)?

- Yes, there is at least one natural fur item in my house
- No, there is no natural fur item in my house but there used to be
- No, there is no natural fur item in my house and there never has been any



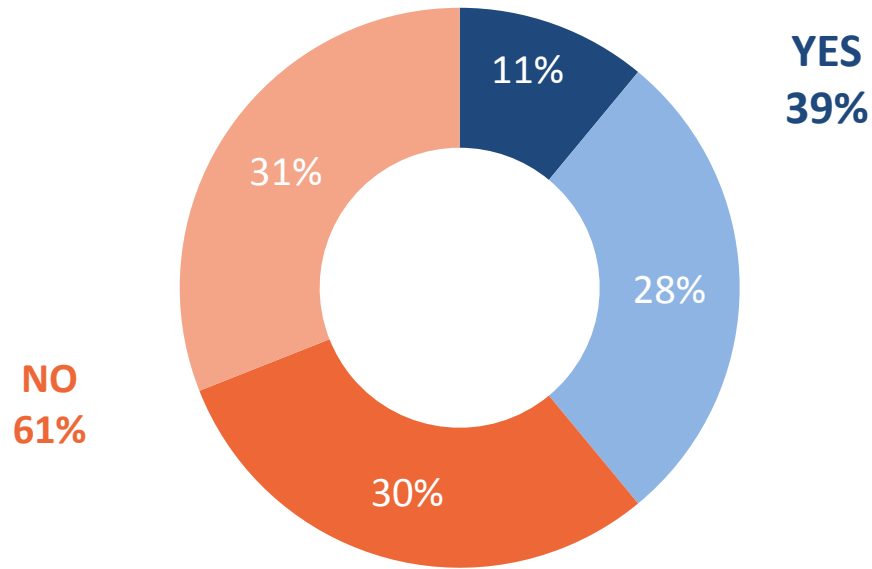
Have or  
had fur  
49%

Base : To all

# Interest for natural fur

Personally, do you like natural fur ?

- Yes very much
- Yes, rather
- No, rather not
- No, not at all

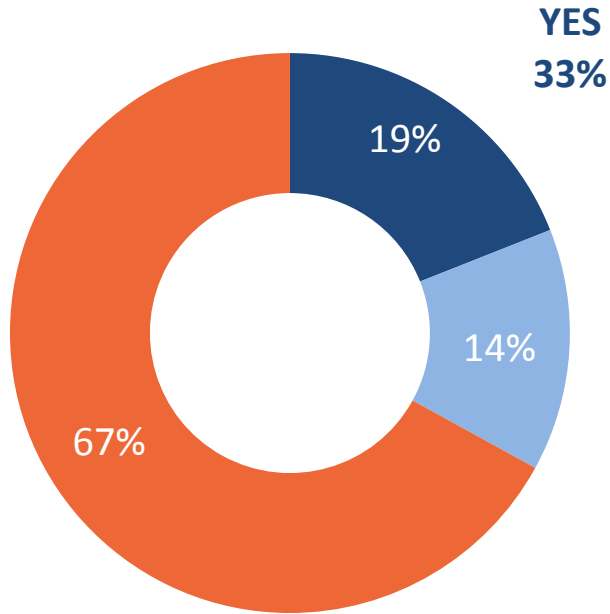


# Intention to buy natural fur products

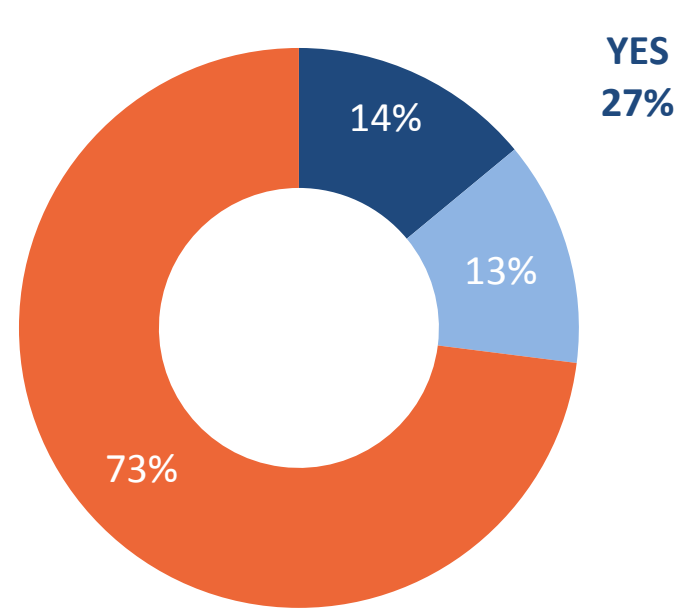
Have you ever considered buying a natural fur product of any kind...

■ Yes, and I bought it   ■ Yes, but I did not buy it   ■ No

## For yourself ?



## For someone else as a gift ?

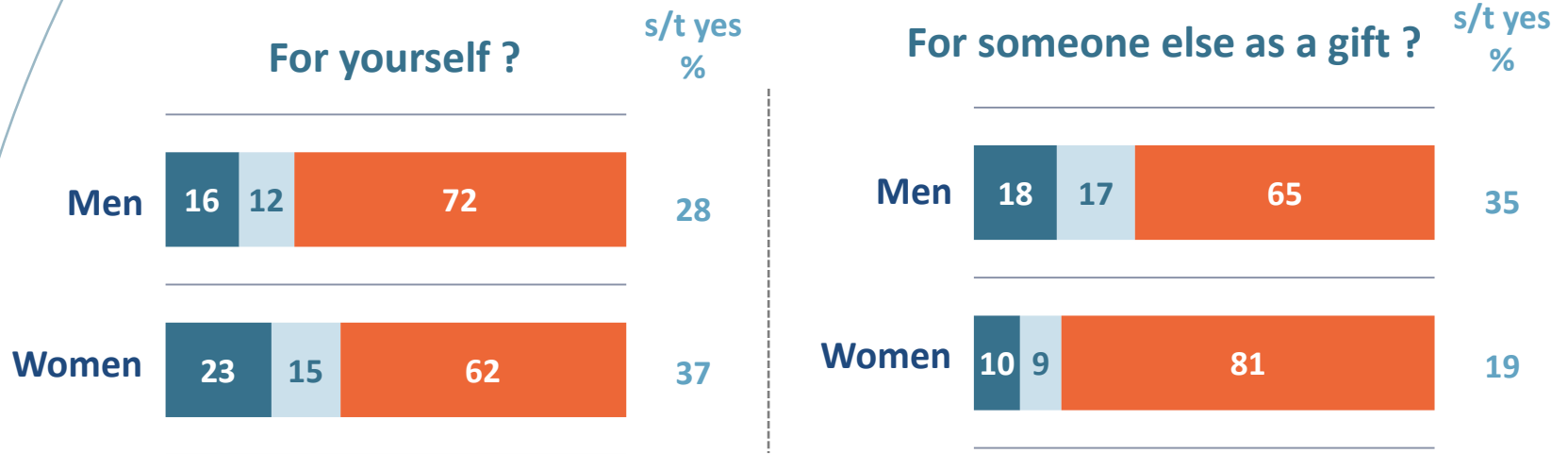


Base : To all

# Intention to buy natural fur products - gender

Have you ever considered buying a natural fur product of any kind...

■ Yes, and I bought it ■ Yes, but I did not buy it ■ No



Base : To all

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# Level of information on fur-farming



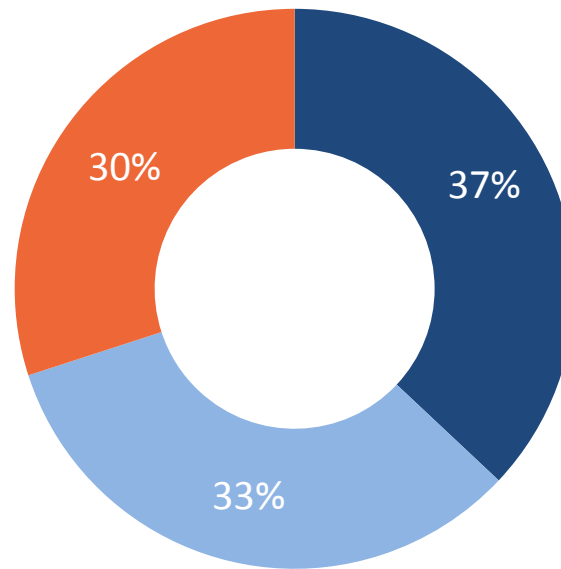
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# Level of information on fur-farming

Have you ever heard about fur-farming ?

- Yes and I know pretty well what it is
- Yes, but I don't precisely know what it is
- No, I have never heard about it



**YES**  
**70%**



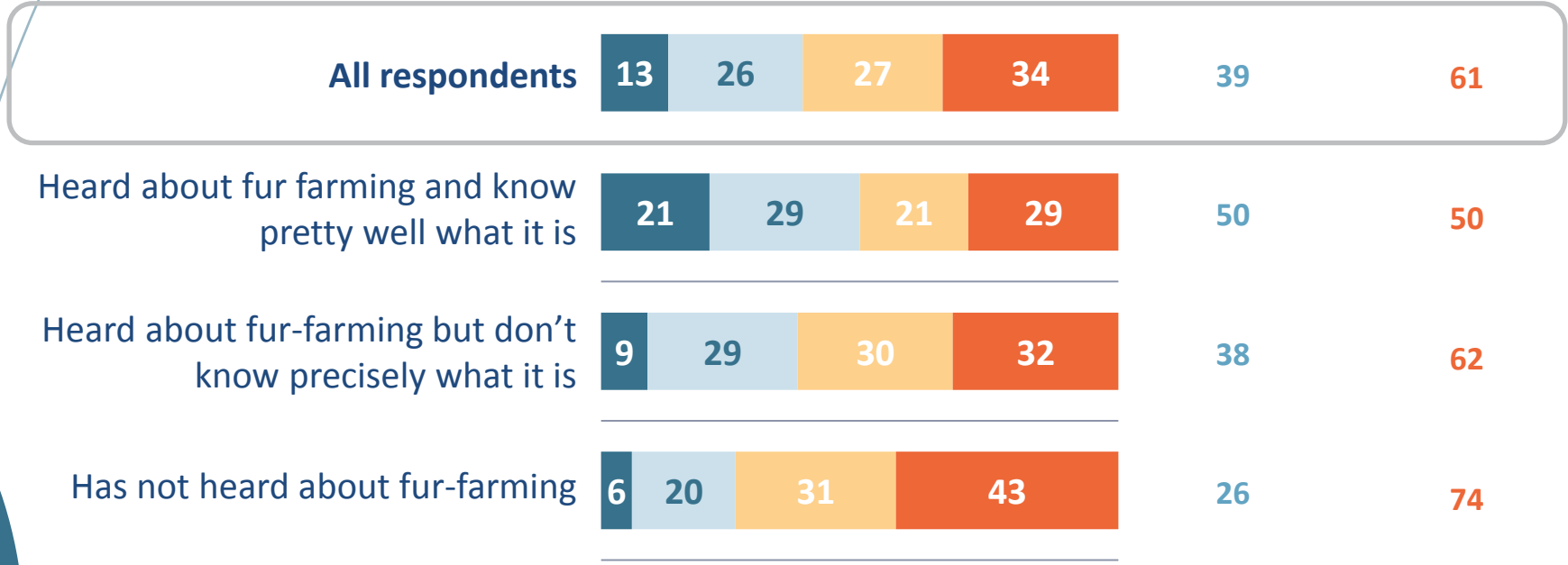
# Importance of the level of information for the acceptability of fur-farming

Do you find acceptable breeding animals for their fur ?

- Completely acceptable
- Mostly acceptable
- Mostly unacceptable
- Completely unacceptable

s/t  
Acceptable  
%

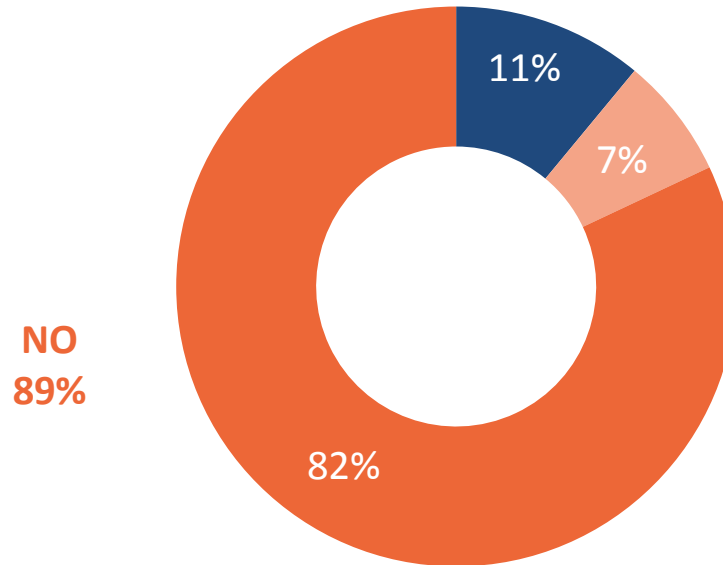
s/t  
Unacceptable  
%



# Visit of a fur farm

Have you ever visited a fur farm ?

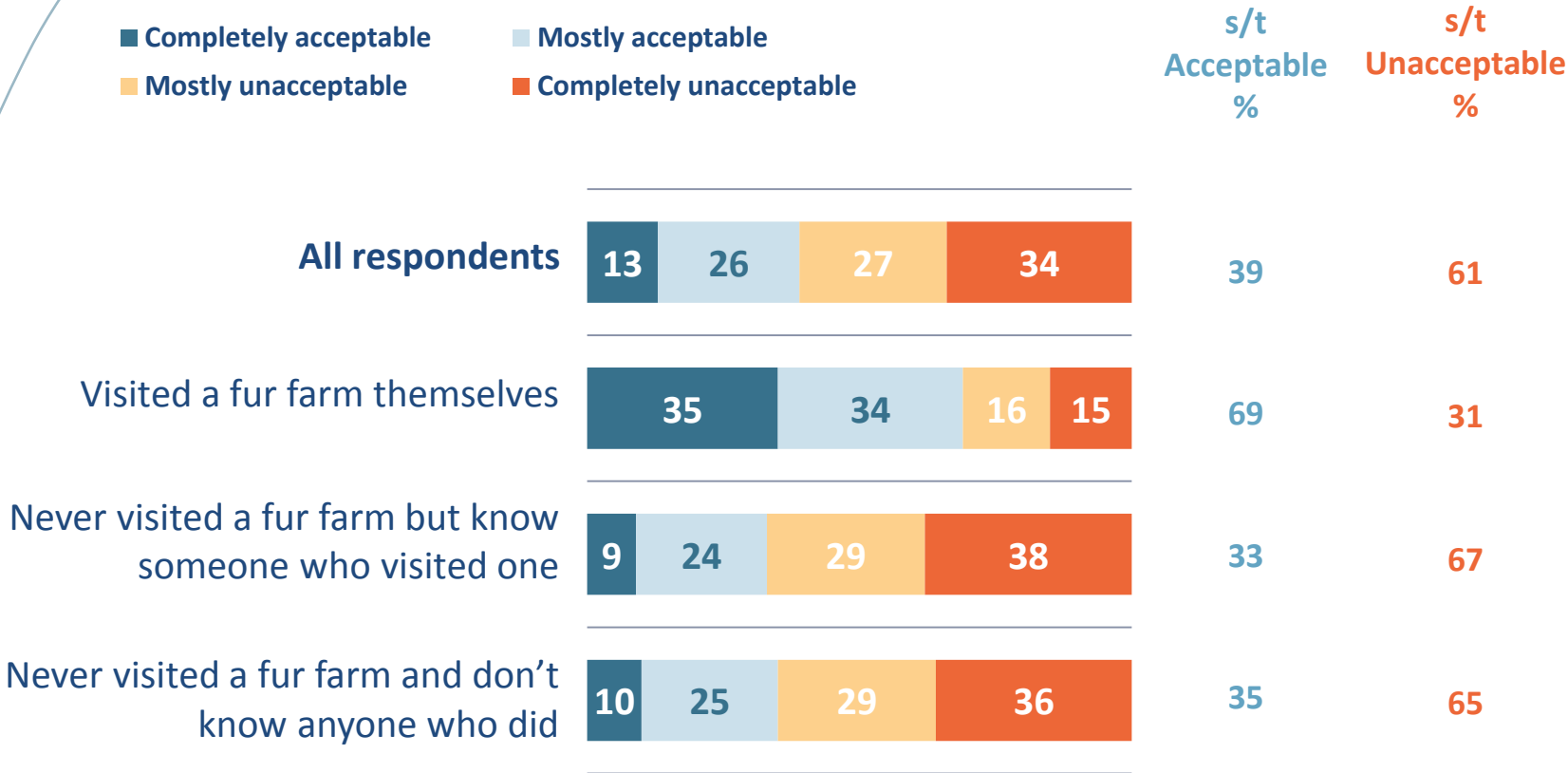
- Yes, I have visited one myself
- No, but someone close to me has visited one
- No and I don't know anyone who has visited one



Base : To all

# Visit of a fur farm and acceptability of fur-farming

Do you find acceptable breeding animals for their fur?



Base : To all

# Level of information on various aspects of fur-farming

How well do you feel informed about the following aspects of fur-farming in Europe?

<b>S/T Heard about that</b>	<b>All countries</b>
<b>The welfare of animals in fur-farms</b>	<b>58</b>
<b>The way fur-farmed animals are slaughtered</b>	<b>49</b>
<b>The legislation concerning fur-farms</b>	<b>40</b>
<b>The number of jobs the fur sector represents in Europe</b>	<b>28</b>

Base : To all

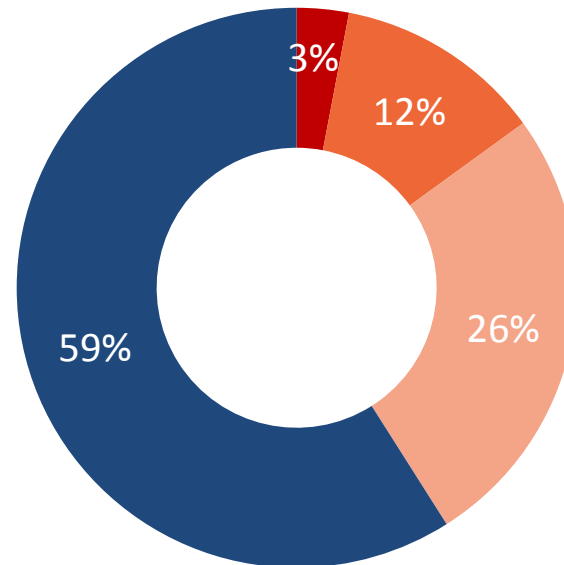
# Slaughtering methods believed to be most often used

According to you, how often are the following methods used to slaughter fur farmed animals in the European Union ?

	All countries	
	Always +often %	Sometimes + never %
Electrocution	46	54
Gassing	40	60
Shooting with a pistol or bolt pistol	37	63
Throat slitting	30	70
Breaking the animal's neck	28	72
Skinning alive	15	85

## Detail for: "Skinning alive"

■ Always ■ Often ■ Sometimes ■ Never



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# Level of acceptability of fur-farming

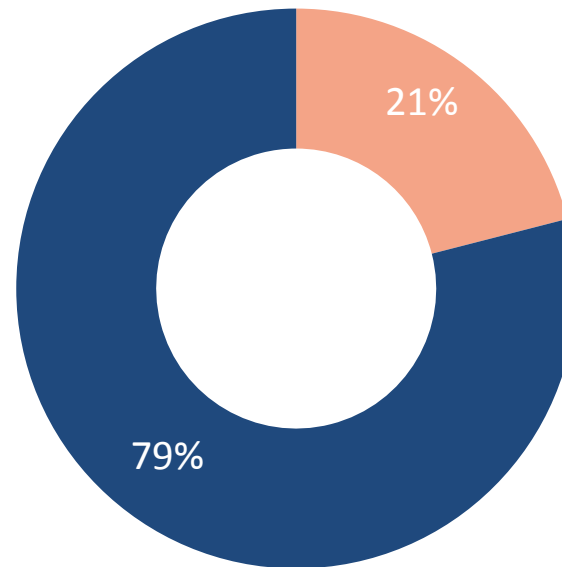


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# Most important criteria when considering the level of acceptability of animal breeding

When considering the level of acceptability of animal breeding, what is the most important criteria to you?

- What they are ultimately used for (clothes, shoes, food...)
- Their welfare (living conditions in the farm and way they are slaughtered)



Base : To all



# Perception of animal breeding for various purposes

Do you find acceptable breeding animals for their...?

## S/T Acceptable

	All Countries
...meat	86
... medical research	64
... skin/leather	52
...fur	39

Base : To all



# Perception of animal breeding for various purposes – depending on the respondents' profile

Do you find acceptable breeding animals for their fur?

	S/T Acceptable	S/T unacceptable
Men	45	55
Women	33	67
Less than 35 y.o.	32	68
35 y.o. and over	41	59
High education level	46	54
Low and medium education level	35	65

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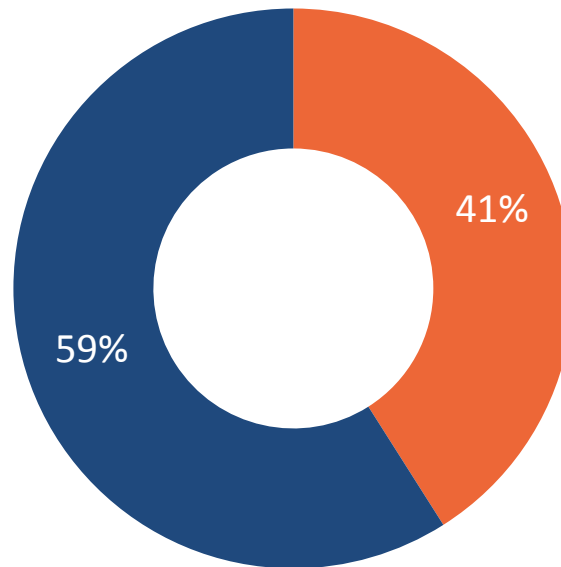
# Ban and regulations of fur-farming



# Ban on fur-farming

Which of the following statements is closer to your opinion ?

- Fur-farming should be totally forbidden in Europe
- Fur-farming should be authorized in Europe under strict regulations and tightly controlled conditions

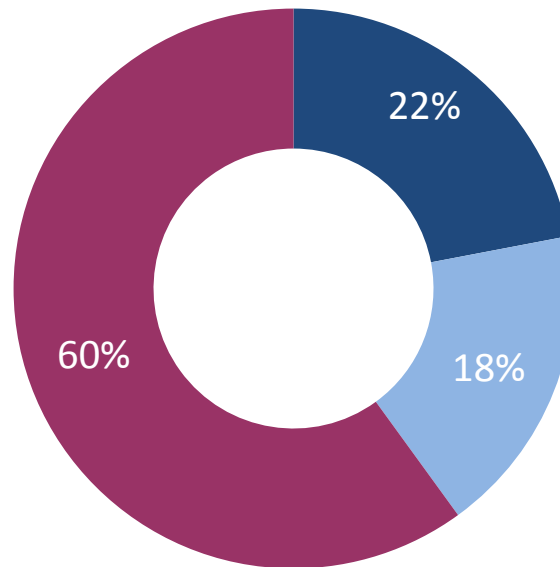




# Actor who should decide whether wearing natural fur is authorized or not

According to you, who should decide whether wearing natural fur is authorized or not ?

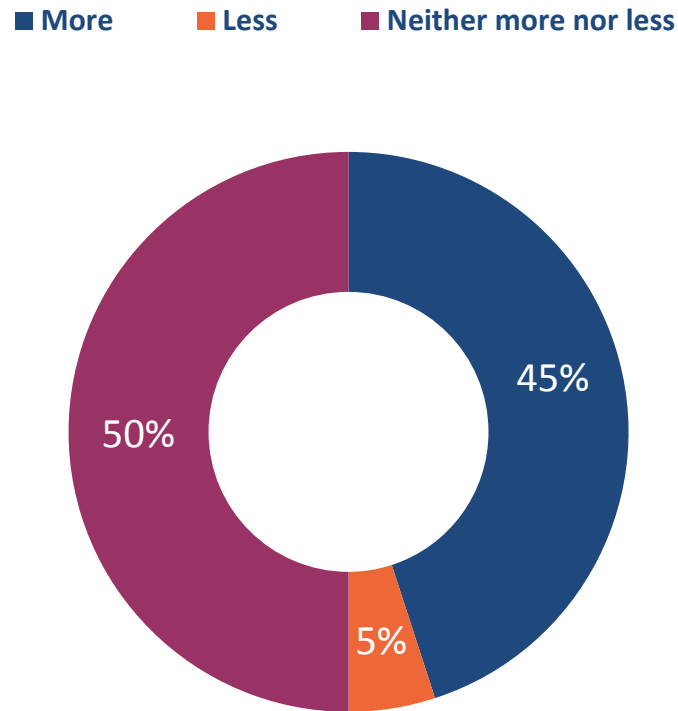
- The European Union
- National authorities
- Each individual for himself/herself



Base : To all

# Level of regulation of fur-farming

Do you think that fur farming should be more, less or neither more nor less regulated than other types of animal farming ?



Base : To all