Image of fur-farming in Europe

January 2013
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.
Owning fur
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%

51%

35%

14%

Base: To all
Interest for natural fur

Personally, do you like natural fur?

- Yes very much: 11%
- Yes, rather: 28%
- No, rather not: 30%
- No, not at all: 31%

YES: 39%
NO: 61%

Base: To all
Intention to buy natural fur products

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

- For yourself?
  - Yes, and I bought it: 33%
  - Yes, but I did not buy it: 19%
  - No: 67%

- For someone else as a gift?
  - Yes: 27%
  - Yes, but I did not buy it: 14%
  - No: 13%
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

For yourself?

<table>
<thead>
<tr>
<th></th>
<th>s/t yes %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>28</td>
</tr>
<tr>
<td>Women</td>
<td>37</td>
</tr>
</tbody>
</table>

For someone else as a gift?

<table>
<thead>
<tr>
<th></th>
<th>s/t yes %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>35</td>
</tr>
<tr>
<td>Women</td>
<td>19</td>
</tr>
</tbody>
</table>

Base: To all
Level of information on fur-farming
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%

- 30%
- 33%
- 37%
### Importance of the level of information for the acceptability of fur-farming

Do you find acceptable breeding animals for their fur?

<table>
<thead>
<tr>
<th>Category</th>
<th>Completely acceptable</th>
<th>Mostly acceptable</th>
<th>Mostly unacceptable</th>
<th>Unacceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>All respondents</td>
<td>13</td>
<td>26</td>
<td>27</td>
<td>34</td>
</tr>
<tr>
<td>Heard about fur farming and know pretty well what it is</td>
<td>21</td>
<td>29</td>
<td>21</td>
<td>29</td>
</tr>
<tr>
<td>Heard about fur-farming but don’t know precisely what it is</td>
<td>9</td>
<td>29</td>
<td>30</td>
<td>32</td>
</tr>
<tr>
<td>Has not heard about fur-farming</td>
<td>6</td>
<td>20</td>
<td>31</td>
<td>43</td>
</tr>
</tbody>
</table>

*Base: To all*
Visit of a fur farm

Have you ever visited a fur farm?

- Yes, I have visited one myself: 11%
- No, but someone close to me has visited one: 7%
- No and I don't know anyone who has visited one: 82%

Base: To all

NO 89%

Ipsos Public Affairs
### Visit of a fur farm and acceptability of fur-farming

Do you find acceptable breeding animals for their fur?

<table>
<thead>
<tr>
<th>Acceptability</th>
<th>13</th>
<th>26</th>
<th>27</th>
<th>34</th>
<th>39</th>
<th>61</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completely acceptable</td>
<td>Mostly acceptable</td>
<td>Mostly unacceptable</td>
<td>Completely unacceptable</td>
<td>Acceptable %</td>
<td>Unacceptable %</td>
<td></td>
</tr>
<tr>
<td>All respondents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visited a fur farm themselves</td>
<td>35</td>
<td>34</td>
<td>16</td>
<td>15</td>
<td>69</td>
<td>31</td>
</tr>
<tr>
<td>Never visited a fur farm but know someone who visited one</td>
<td>9</td>
<td>24</td>
<td>29</td>
<td>38</td>
<td>33</td>
<td>67</td>
</tr>
<tr>
<td>Never visited a fur farm and don’t know anyone who did</td>
<td>10</td>
<td>25</td>
<td>29</td>
<td>36</td>
<td>35</td>
<td>65</td>
</tr>
</tbody>
</table>

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

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

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?

<table>
<thead>
<tr>
<th>Method</th>
<th>Always +often %</th>
<th>Sometimes + never %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electrocution</td>
<td>46</td>
<td>54</td>
</tr>
<tr>
<td>Gassing</td>
<td>40</td>
<td>60</td>
</tr>
<tr>
<td>Shooting with a pistol or bolt pistol</td>
<td>37</td>
<td>63</td>
</tr>
<tr>
<td>Throat slitting</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>Breaking the animal’s neck</td>
<td>28</td>
<td>72</td>
</tr>
<tr>
<td>Skinning alive</td>
<td>15</td>
<td>85</td>
</tr>
</tbody>
</table>

Detail for: “Skinning alive”

- Always: 59%
- Often: 26%
- Sometimes: 12%
- Never: 3%
Level of acceptability of fur-farming
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**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Acceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>...meat</td>
<td>86</td>
</tr>
<tr>
<td>... medical research</td>
<td>64</td>
</tr>
<tr>
<td>... skin/leather</td>
<td>52</td>
</tr>
<tr>
<td>...fur</td>
<td>39</td>
</tr>
</tbody>
</table>

Base: To all
Perception of animal breeding for various purposes – depending on the respondents’ profile

Do you find acceptable breeding animals for their fur?

<table>
<thead>
<tr>
<th></th>
<th>S/T Acceptable</th>
<th>S/T unacceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>45</td>
<td>55</td>
</tr>
<tr>
<td>Women</td>
<td>33</td>
<td>67</td>
</tr>
<tr>
<td>Less than 35 y.o.</td>
<td>32</td>
<td>68</td>
</tr>
<tr>
<td>35 y.o. and over</td>
<td>41</td>
<td>59</td>
</tr>
<tr>
<td>High education level</td>
<td>46</td>
<td>54</td>
</tr>
<tr>
<td>Low and medium education level</td>
<td>35</td>
<td>65</td>
</tr>
</tbody>
</table>

Base: To all
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

Base: To all

59% 41%
According to you, who should decide whether wearing natural fur is authorized or not?

- The European Union: 60%
- National authorities: 22%
- Each individual for himself/herself: 18%

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?

- More: 50%
- Less: 5%
- Neither more nor less: 45%

Base: To all