

YouGov / HSI Survey Results

Sample Size: 1682 GB Adults
Fieldwork: 4th - 5th March 2020

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1682	570	417	151	624	666	817	865	183	701	405	392	959	723	202	565	365	405	145
Unweighted Sample	1682	591	476	166	748	657	717	965	137	712	414	419	1023	659	186	576	369	404	147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the year 2000, the farming of animals for fur was banned in the UK, however the import and sale of fur from animals farmed overseas is still permitted. To what extent, if at all, would you support or oppose a ban on the import and sale of animal fur in the UK?

Strongly support	51	44	64	53	57	51	44	57	45	51	52	52	51	50	45	50	54	51	53
Tend to support	21	26	17	27	22	21	26	17	23	21	19	24	23	19	30	22	19	16	28
TOTAL SUPPORT	72	70	81	80	79	72	70	74	68	72	71	76	74	69	75	72	73	67	81
Tend to oppose	8	10	5	9	6	10	10	7	7	8	8	9	7	9	5	8	8	10	8
Strongly oppose	8	9	7	3	6	9	7	8	4	6	11	8	6	9	8	9	10	6	3
TOTAL OPPOSE	16	19	12	12	12	19	17	15	11	14	19	17	13	18	13	17	18	16	11
Don't know	12	11	8	8	8	10	13	11	21	13	10	7	12	12	12	11	9	17	8

Do you wear, or have you ever worn, real animal fur?

Yes – I have worn real fur in the past but no longer do so	10	12	5	8	9	10	5	14	9	4	10	19	10	9	13	10	6	11	8
Yes – I currently wear real fur	3	2	2	4	2	2	3	3	6	3	3	1	3	2	7	2	2	3	1
No	83	84	90	85	85	85	86	80	72	87	84	80	82	84	77	85	86	79	86
Don't know	5	2	3	3	3	3	6	3	13	5	3	1	5	4	3	3	5	6	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following words would you most closely associate with a fashion brand that sells real animal fur?

Unethical	27	24	31	33	32	23	22	32	35	23	26	32	26	28	30	24	28	25	40
Cruel	24	22	34	20	26	26	20	28	13	28	25	23	24	25	18	26	25	27	19
Outdated	15	19	13	10	13	16	19	11	14	15	16	15	15	15	17	17	13	12	15
Out of touch	13	14	11	18	15	13	15	10	5	13	13	15	13	12	10	14	13	11	13
Luxury	6	7	4	6	4	5	7	4	13	6	4	3	7	4	10	4	5	5	8
Modern	1	0	1	1	1	0	1	0	1	1	1	0	1	0	1	0	0	1	0
Sustainable	0	1	0	1	0	0	1	0	0	0	0	1	0	1	0	1	0	1	0
On trend	0	0	0	0	0	0	0	1	0	1	0	0	0	1	1	0	0	0	0
None of the above	4	4	2	4	3	4	4	4	3	5	4	3	4	5	3	5	3	6	3
Don't know	10	10	5	6	6	12	11	9	15	10	10	7	10	10	10	10	12	11	3