

HSI Animal Fur

Fieldwork dates: 9th - 12th September 2016

Sample: 2,051 GB adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

To what extent do you think it is acceptable or unacceptable for people to be able to buy and sell products in the UK that contain fur from each of the following species? (Please select one option on each row)

Fox								
Unweighted base	2051	959	1092	224	271	351	461	744
Base: All GB Adults	2051	984	1067	246	341	344	402	718
Very acceptable	4%	6%	2%	9%	6%	1%	2%	3%
Fairly acceptable	8%	12%	6%	16%	11%	5%	6%	7%
Fairly unacceptable	12%	14%	9%	14%	13%	12%	10%	11%
Very unacceptable	69%	59%	78%	48%	60%	73%	76%	73%
Don't know	8%	10%	5%	12%	10%	8%	6%	5%
Net: Acceptable	12%	17%	7%	25%	17%	7%	8%	10%
Net: Unacceptable	80%	73%	87%	63%	72%	85%	86%	84%

Domestic dog								
Unweighted base	2051	959	1092	224	271	351	461	744
Base: All GB Adults	2051	984	1067	246	341	344	402	718
Very acceptable	2%	4%	1%	4%	4%	1%	3%	2%
Fairly acceptable	4%	6%	3%	9%	8%	5%	2%	2%
Fairly unacceptable	7%	9%	5%	14%	8%	8%	4%	6%
Very unacceptable	79%	73%	86%	63%	71%	79%	86%	85%
Don't know	6%	8%	5%	11%	9%	7%	4%	5%
Net: Acceptable	7%	10%	4%	13%	11%	5%	5%	4%
Net: Unacceptable	87%	82%	91%	76%	79%	87%	90%	92%

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Rabbit								
Unweighted base	2051	959	1092	224	271	351	461	744
Base: All GB Adults	2051	984	1067	246	341	344	402	718
Very acceptable	6%	10%	3%	9%	10%	4%	4%	5%
Fairly acceptable	13%	17%	10%	19%	13%	11%	14%	13%
Fairly unacceptable	14%	16%	11%	22%	13%	14%	9%	13%
Very unacceptable	59%	47%	70%	37%	53%	64%	68%	63%
Don't know	8%	10%	5%	13%	12%	7%	5%	6%
Net: Acceptable	20%	26%	13%	28%	23%	15%	18%	18%
Net: Unacceptable	73%	63%	82%	59%	65%	78%	77%	76%

Seal								
Unweighted base	2051	959	1092	224	271	351	461	744
Base: All GB Adults	2051	984	1067	246	341	344	402	718
Very acceptable	3%	5%	1%	5%	4%	0%	2%	3%
Fairly acceptable	5%	7%	4%	12%	9%	3%	2%	4%
Fairly unacceptable	9%	12%	6%	13%	8%	8%	8%	9%
Very unacceptable	75%	67%	84%	59%	68%	79%	83%	79%
Don't know	8%	10%	5%	11%	11%	8%	5%	6%
Net: Acceptable	8%	11%	4%	16%	13%	4%	4%	6%
Net: Unacceptable	85%	79%	90%	73%	76%	88%	91%	88%

Domestic cat								
Unweighted base	2051	959	1092	224	271	351	461	744
Base: All GB Adults	2051	984	1067	246	341	344	402	718
Very acceptable	3%	5%	2%	5%	5%	2%	3%	2%
Fairly acceptable	5%	8%	3%	10%	10%	4%	3%	3%
Fairly unacceptable	7%	8%	6%	12%	8%	7%	5%	6%
Very unacceptable	78%	71%	85%	64%	66%	80%	84%	84%
Don't know	7%	8%	5%	10%	10%	7%	5%	5%
Net: Acceptable	9%	13%	4%	15%	15%	6%	7%	5%
Net: Unacceptable	85%	79%	90%	75%	74%	87%	89%	90%

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Mink								
Unweighted base	2051	959	1092	224	271	351	461	744
Base: All GB Adults	2051	984	1067	246	341	344	402	718
Very acceptable	4%	6%	2%	6%	5%	1%	2%	5%
Fairly acceptable	8%	9%	7%	13%	10%	5%	5%	9%
Fairly unacceptable	11%	13%	9%	17%	13%	10%	8%	9%
Very unacceptable	68%	59%	77%	47%	58%	74%	79%	71%
Don't know	10%	13%	6%	18%	15%	9%	5%	7%
Net: Acceptable	12%	15%	9%	18%	14%	6%	7%	14%
Net: Unacceptable	79%	71%	85%	64%	71%	84%	87%	80%

Coyote								
Unweighted base	2051	959	1092	224	271	351	461	744
Base: All GB Adults	2051	984	1067	246	341	344	402	718
Very acceptable	3%	5%	1%	5%	6%	0%	2%	2%
Fairly acceptable	6%	7%	4%	14%	6%	4%	4%	5%
Fairly unacceptable	10%	13%	8%	14%	12%	10%	8%	10%
Very unacceptable	70%	59%	79%	48%	61%	74%	78%	74%
Don't know	12%	16%	8%	20%	16%	12%	9%	10%
Net: Acceptable	8%	12%	5%	18%	12%	4%	5%	7%
Net: Unacceptable	80%	72%	87%	62%	73%	85%	86%	84%

Raccoon dog								
Unweighted base	2051	959	1092	224	271	351	461	744
Base: All GB Adults	2051	984	1067	246	341	344	402	718
Very acceptable	2%	4%	1%	5%	3%	1%	1%	2%
Fairly acceptable	5%	6%	4%	6%	10%	3%	3%	5%
Fairly unacceptable	10%	13%	8%	14%	13%	10%	7%	10%
Very unacceptable	69%	59%	78%	52%	58%	72%	78%	74%
Don't know	13%	18%	8%	22%	16%	14%	11%	9%
Net: Acceptable	8%	10%	5%	11%	13%	4%	4%	7%
Net: Unacceptable	79%	72%	87%	66%	71%	82%	85%	83%

HSI Animal Fur

Fieldwork dates: 9th - 12th September 2016

Sample: 2,051 GB adults

Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

To what extent do you think it is acceptable or unacceptable for people to be able to buy and sell products in the UK that contain fur from each of the following species? (Please select one option on each row)

Fox									
Unweighted base	2051	536	311	177	256	445	1725	129	197
Base: All GB Adults	2051	505	336	197	263	470	1770	103	178
Very acceptable	4%	4%	3%	2%	4%	4%	4%	6%	2%
Fairly acceptable	8%	7%	9%	5%	13%	9%	9%	5%	10%
Fairly unacceptable	12%	10%	10%	12%	14%	13%	11%	17%	10%
Very unacceptable	69%	73%	68%	74%	57%	68%	68%	67%	73%
Don't know	8%	6%	9%	8%	13%	7%	8%	5%	5%
Net: Acceptable	12%	11%	12%	7%	17%	13%	12%	11%	12%
Net: Unacceptable	80%	83%	78%	85%	70%	80%	80%	84%	83%
Domestic dog									
Unweighted base	2051	536	311	177	256	445	1725	129	197
Base: All GB Adults	2051	505	336	197	263	470	1770	103	178
Very acceptable	2%	2%	3%	1%	4%	2%	3%	5%	0%
Fairly acceptable	4%	5%	4%	2%	7%	4%	5%	2%	3%
Fairly unacceptable	7%	8%	8%	5%	8%	7%	7%	7%	9%
Very unacceptable	79%	79%	78%	84%	71%	82%	79%	82%	85%
Don't know	6%	6%	7%	8%	10%	6%	7%	5%	4%
Net: Acceptable	7%	7%	7%	3%	11%	6%	7%	7%	3%
Net: Unacceptable	87%	87%	86%	89%	79%	88%	86%	89%	93%

		Region								
		Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
Rabbit										
	Unweighted base	2051	536	311	177	256	445	1725	129	197
	Base: All GB Adults	2051	505	336	197	263	470	1770	103	178
	Very acceptable	6%	5%	9%	3%	10%	5%	6%	6%	2%
	Fairly acceptable	13%	12%	14%	15%	16%	13%	14%	12%	11%
	Fairly unacceptable	14%	12%	13%	9%	15%	15%	13%	15%	16%
	Very unacceptable	59%	63%	56%	65%	49%	59%	59%	60%	65%
	Don't know	8%	7%	8%	9%	10%	7%	8%	7%	6%
	Net: Acceptable	20%	18%	23%	17%	26%	18%	20%	19%	14%
	Net: Unacceptable	73%	75%	69%	74%	64%	74%	72%	75%	81%
Seal										
	Unweighted base	2051	536	311	177	256	445	1725	129	197
	Base: All GB Adults	2051	505	336	197	263	470	1770	103	178
	Very acceptable	3%	4%	2%	1%	3%	2%	3%	3%	1%
	Fairly acceptable	5%	4%	7%	1%	6%	6%	5%	3%	6%
	Fairly unacceptable	9%	7%	10%	6%	10%	11%	9%	12%	12%
	Very unacceptable	75%	79%	72%	83%	69%	75%	76%	74%	76%
	Don't know	8%	7%	8%	9%	11%	6%	8%	8%	5%
	Net: Acceptable	8%	8%	10%	2%	10%	8%	8%	5%	7%
	Net: Unacceptable	85%	85%	82%	90%	80%	85%	84%	86%	88%
Domestic cat										
	Unweighted base	2051	536	311	177	256	445	1725	129	197
	Base: All GB Adults	2051	505	336	197	263	470	1770	103	178
	Very acceptable	3%	3%	4%	1%	3%	3%	3%	8%	1%
	Fairly acceptable	5%	5%	6%	3%	9%	6%	6%	1%	3%
	Fairly unacceptable	7%	8%	8%	3%	8%	6%	7%	7%	8%
	Very unacceptable	78%	79%	76%	85%	70%	78%	77%	77%	82%
	Don't know	7%	5%	7%	9%	9%	6%	7%	7%	6%
	Net: Acceptable	9%	9%	10%	4%	12%	9%	9%	9%	4%
	Net: Unacceptable	85%	86%	84%	87%	78%	85%	84%	84%	90%

		Total	Region							
			North	Midlands	East	London	South	England (NET)	Wales	Scotland
Mink										
	Unweighted base	2051	536	311	177	256	445	1725	129	197
	Base: All GB Adults	2051	505	336	197	263	470	1770	103	178
	Very acceptable	4%	5%	4%	2%	6%	5%	4%	2%	1%
	Fairly acceptable	8%	6%	10%	4%	10%	8%	8%	12%	7%
	Fairly unacceptable	11%	11%	10%	7%	13%	11%	11%	10%	11%
	Very unacceptable	68%	71%	66%	76%	59%	66%	68%	66%	73%
	Don't know	10%	7%	10%	11%	13%	10%	10%	10%	8%
	Net: Acceptable	12%	11%	14%	6%	16%	12%	12%	14%	8%
	Net: Unacceptable	79%	82%	76%	83%	71%	78%	78%	77%	84%
Coyote										
	Unweighted base	2051	536	311	177	256	445	1725	129	197
	Base: All GB Adults	2051	505	336	197	263	470	1770	103	178
	Very acceptable	3%	3%	3%	1%	4%	2%	3%	1%	1%
	Fairly acceptable	6%	5%	7%	2%	6%	6%	5%	7%	6%
	Fairly unacceptable	10%	9%	10%	6%	12%	12%	10%	15%	13%
	Very unacceptable	70%	74%	67%	76%	61%	69%	70%	67%	70%
	Don't know	12%	9%	13%	14%	17%	11%	12%	9%	11%
	Net: Acceptable	8%	8%	10%	4%	10%	9%	8%	9%	7%
	Net: Unacceptable	80%	83%	77%	82%	73%	80%	79%	82%	82%
Raccoon dog										
	Unweighted base	2051	536	311	177	256	445	1725	129	197
	Base: All GB Adults	2051	505	336	197	263	470	1770	103	178
	Very acceptable	2%	3%	3%	1%	3%	2%	3%	1%	2%
	Fairly acceptable	5%	5%	7%	3%	7%	3%	5%	7%	7%
	Fairly unacceptable	10%	9%	11%	4%	13%	11%	10%	14%	11%
	Very unacceptable	69%	72%	65%	73%	60%	71%	69%	68%	72%
	Don't know	13%	10%	15%	20%	17%	12%	14%	10%	9%
	Net: Acceptable	8%	8%	10%	3%	10%	5%	7%	9%	9%
	Net: Unacceptable	79%	82%	76%	77%	73%	82%	79%	82%	83%