

RSPCA: New Survey Shows 93 Per Cent Of People Will Not Wear Real Fur

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An overwhelming 93 per cent of the public say they refuse to wear real fur but just 43 per cent always check labels to see if the fur they buy is real or fake, according to a new RSPCA-commissioned survey released today.

The new TNS opinion poll* reveals public attitudes towards fur at the start of this week's London Fashion Week.

Fashion designer Wayne Hemingway said: "The idea of wearing fur is disgusting, and the thought of anyone draping themselves in the skins of dead animals in the belief that it makes them look beautiful is beyond belief.

"We are not in the Stone Age, there is no need for real fur - fashion designers don't need to use it and people don't need to wear it. You can look just as good wearing fake fur, which is now so realistic it's extremely hard to tell the difference. Real fur looks much better on the animal it came from."

The poll also found that:

- * 92 per cent think that both real and fake fur should be clearly labelled.

- * 61 per cent said they do not think celebrities should wear real fur.

- * 61 per cent thought there was a moral difference between animals that are farmed for meat and those that are farmed for fur.

- * 91 per cent said they would not consider buying real fur even if it is available very cheaply.

David Bowles, RSPCA head of external affairs, said: "Our research clearly shows that an overwhelming majority of the public are opposed to the disgusting and cruel practice of farming or trapping animals for their fur. But still fur is creeping back into cat-walk collections and High Street shops. People are not used to checking the labels of clothes in the way that they are used to looking at food labels."

A major concern for the RSPCA is that as some fur is now low-priced and may not be labelled as 'real', consumers could buy it under the impression that they are buying fake fur.

Mr Hemingway added: "Many shoppers who are against wearing real fur are buying it accidentally because it is not being labelled. My message to them is: 'Please make sure that you

check whether the fur you are buying is fake and don't just assume it's fake fur because it has no label saying it's real fur'."

Note to editors:

*This study was conducted in Great Britain via PhoneBus, a telephone Omnibus survey. A representative sample of 2,037 adults aged from 16 and above were interviewed between 26 January 2007 and 4 February 2007.

The full findings of the study are available at www.rspca.org.uk/press_releases For more information about fur visit www.rspca.org.uk/fur/

Regional breakdowns for the question "Would you or do you wear real fur?"

REGION YES (%) NO (%)

Total 7 93

North East 6 94

North West 7 93

Yorkshire/Humberside 2 98

East Midlands 5 95

West Midlands 8 92

East Anglia 9 91

Greater London 13 87

South East 6 94

South West 8 92

Wales 3 97