

1987

Research Surveys of Great Britain carried out a survey for TBWA - Lynx's advertising agency - looking at the public's attitude to fur:

Q> Ownership of a real fur coat or jacket:
Sample: 1068 women aged 16 or above.

	TOTAL	16-34	35-44	45-54	55+
Sample size	1068	429	211	137	291
Yes	22%	19%	22%	31%	22%
No	76%	80%	77%	68%	75%
Don't know	2%	1%	1%	1%	3%

Of those that do not own a fur coat only 8% said that they would like to.

Q> Whether you would ever buy a fur coat for wife/girlfriend:
sample: 949 men aged 16 or above.

	TOTAL	16-34	35-44	45-54	55+
Sample size	949	328	146	109	366
Yes	32%	29%	28%	35%	35%
No	61%	65%	62%	55%	58%
Don't know	7%	6%	10%	9%	6%

Q> It is wrong to kill animals for their fur to make clothing:

	TOTAL< /b>	Male	Female	16-34	35-44	45-54	55+
Sample size	2017	949	1068	757	357	246	657
Strongly agree	49%	46%	52%	52%	48%	53%	46%
Agree slightly	22%	21%	23%	21%	27%	18%	21%
Neither agree/ disagree	10%	11%	9%	10%	9%	11%	10%
Disagree slightly	12%	15%	10%	12%	9%	12%	14%
Disagree strongly	4%	6%	3%	4%	5%	5%	5%
Don't know	2%	2%	3%	2%	2%	2%	4%

Q> There should be a ban on the import of all fur products made from trapped animals:

	TOTAL	Male	Female	16-34	35-44	45-54	55+
Sample size	2017	949	1068	757	357	246	657
Strongly agree	50%	48%	51%	51%	51%	56%	45%
Agree slightly	22%	20%	23%	23%	23%	18%	22%
Neither agree/ disagree	10%	10%	9%	10%	8%	9%	10%
Disagree slightly	12%	15%	9%	10%	11%	11%	14%
Disagree strongly	4%	5%	3%	4%	3%	3%	5%
Don't know	3%	2%	4%	2%	4%	3%	5%

Q> There should be a complete ban on trapping animals for their fur:

	TOTAL	Male	Female	16-34	35-44	45-54	55+
Sample size	2017	949	1068	757	357	246	657
Strongly agree	53%	50%	57%	55%	53%	57%	50%
Agree slightly	21%	22%	21%	22%	22%	18%	21%
Neither agree/ disagree	8%	8%	8%	8%	6%	10%	8%
Disagree slightly	10%	13%	8%	9%	12%	9%	12%
Disagree strongly	4%	4%	3%	4%	3%	3%	4%
Don't know	3%	2%	4%	2%	3%	3%	4%

Q> There should be a complete ban on rearing and farming animals for their fur:

	TOTAL	Male	Female	16-34	35-44	45-54	55+
Sample size	2017	949	1068	757	357	246	657
Strongly agree	50%	46%	54%	52%	48%	56%	47%
Agree slightly	20%	19%	20%	19%	21%	16%	22%
Neither agree/ disagree	9%	9%	8%	9%	8%	11%	8%
Disagree slightly	13%	16%	11%	13%	15%	10%	15%
Disagree strongly	5%	7%	4%	5%	5%	5%	6%
Don't know	3%	3%	3%	2%	3%	2%	3%