

**CANADIANS VERY CONCERNED  
ABOUT SYNTHETICS AND THEIR  
ROLE IN POLLUTION**

**PUBLIC HAS STRONG  
PREFERENCE FOR NATURAL  
FIBERS & FUR OVER  
SYNTHETICS**

**MOST HAVE WARM OR  
NEUTRAL VIEW TOWARDS  
MINK INDUSTRY; CONSIDER  
IT HUMANE & SUSTAINABLE**

**ABACUS DATA**

DETAILED RESULTS

# CANADIAN PUBLIC OPINION ON MINK FARMING AND FUR USE

AUG 2022

**CONDUCTED FOR NATURAL FIBERS ALLIANCE**

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC  
AFFAIRS AND MARKET RESEARCH EXPERTS

# METHODOLOGY

**SAMPLE N=1500 ADULTS BETWEEN AUGUST 3<sup>RD</sup> – 6<sup>TH</sup> , 2022  
ONLINE.**

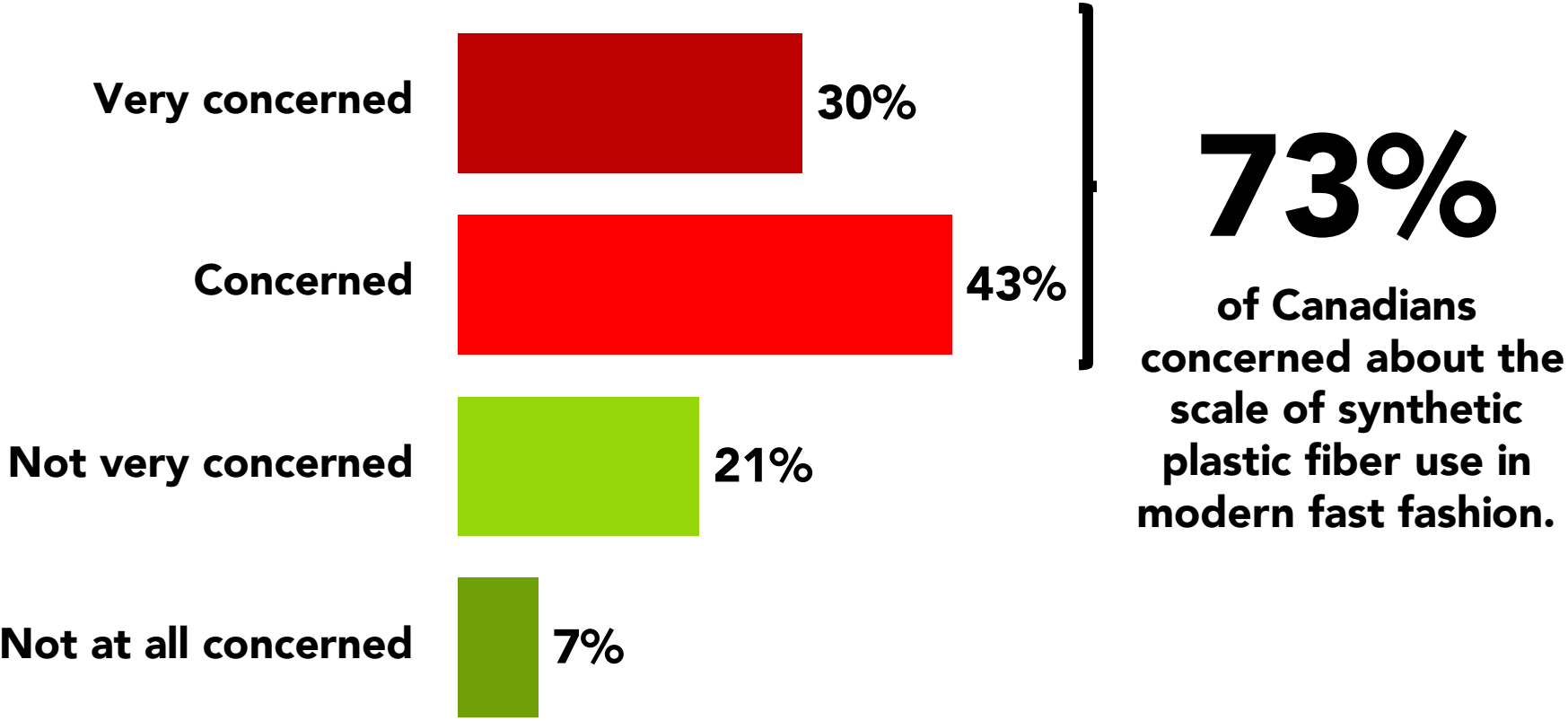
**THE MARGIN OF ERROR FOR A COMPARABLE PROBABILITY SURVEY  
IS +/- 2.53% 19 TIMES OUT OF 20.**

**THE DATA WERE WEIGHTED ACCORDING TO CENSUS DATA TO  
ENSURE THAT THE SAMPLE MATCHES CANADA'S POPULATION  
ACCORDING TO AGE, GENDER, AND REGION. TOTALS MAY NOT  
ADD UP TO 100 DUE TO ROUNDING.**

# KEY FINDINGS - SYNTHETICS

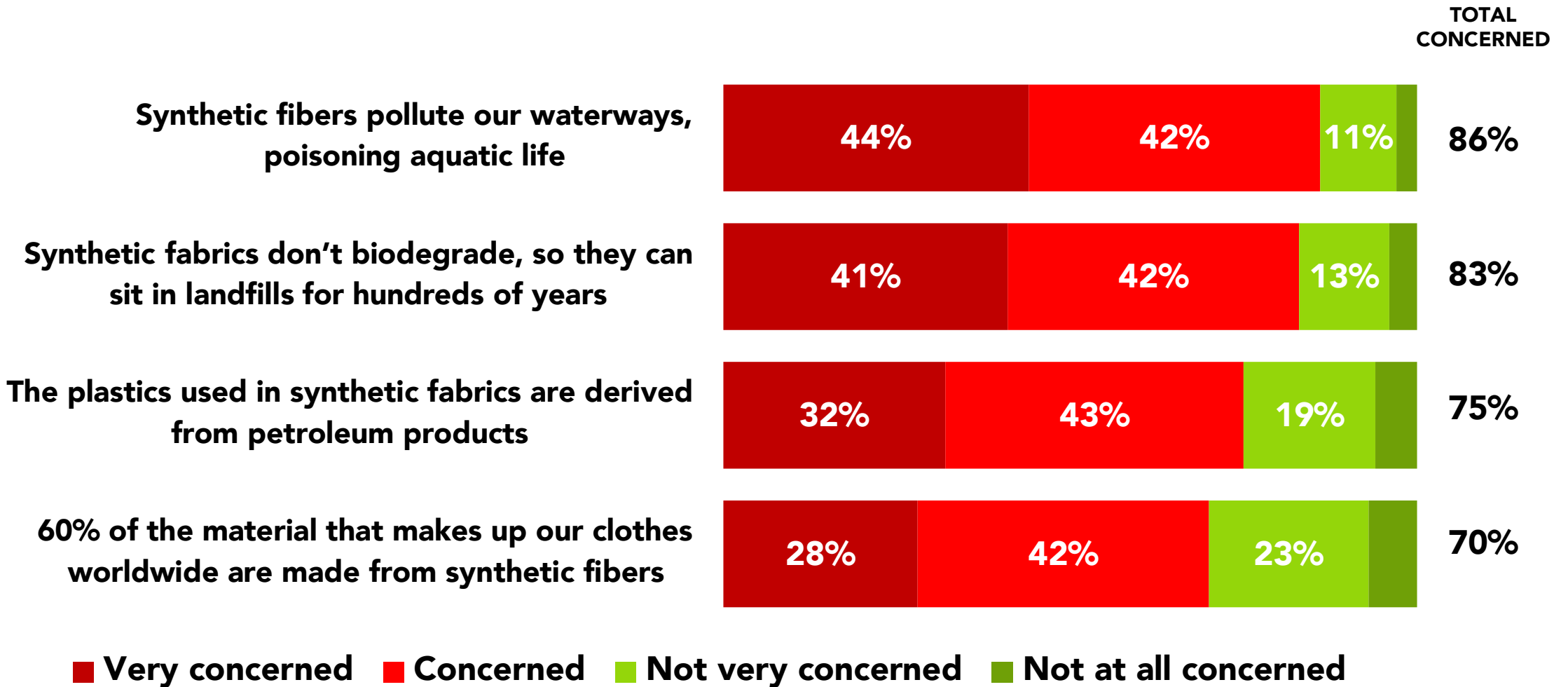
- 1. Canadians are acutely concerned about the amount of synthetic plastic fibers used in the modern fast fashion clothing industry (73%).**
- 2. Vast majorities report being concerned about the role synthetic fibers play in:**
  - polluting waterways & poisoning aquatic life (86%)**
  - sitting in landfills for hundreds of years due to not biodegrading (83%)**
- 3. As a result, most Canadian consumers want the use of synthetic fibers to either decrease or be phased out completely.**

# "THE AMOUNT OF SYNTHETIC PLASTIC FIBERS USED IN OUR MODERN FAST FASHION CLOTHING INDUSTRY"



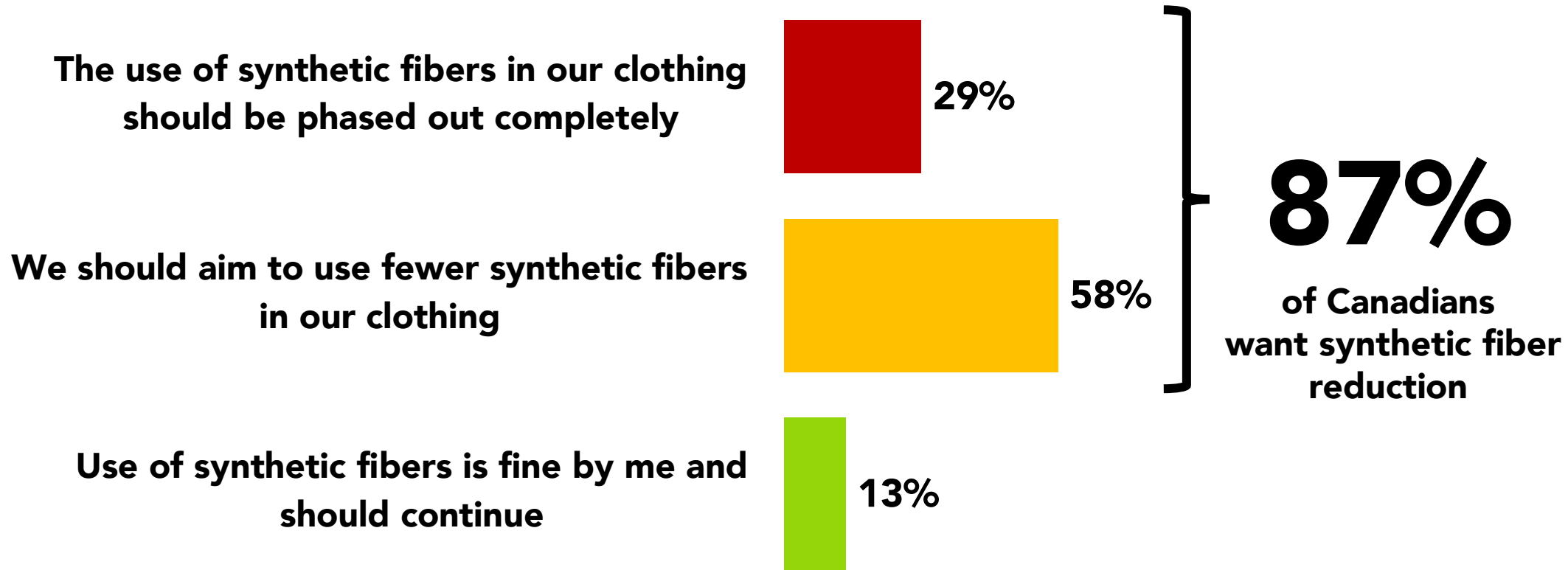
How concerned are you about each of the following?

# PUBLIC CONCERN: SYNTHETIC FIBERS



How concerned do each of the following statements make you?

# VAST MAJORITY OF CANADIANS WANT SYNTHETICS IN CLOTHING REDUCED



Understanding some of these issues with synthetic fibers, which of the following best describes your view on their continued use?

# KEY FINDINGS – MINK FARMING & FUR

4. **Canadians believe that natural fur specifically and animal-based fibers generally are more sustainable, socially responsible, and ethically sourced than their petroleum based synthetic alternatives.**
  
5. **Majority believe that fur use is a valid personal choice and believe government should not have a role in restricting its use.**
  
6. **Most Canadians have a positive (35%) or neutral (25%) impression of the mink farming sector in Canada. Very few oppose the sector (21%). The majority of Canadians (70%) who feel they know enough to have an opinion on the sector believe it:**
  - **supports rural communities (57%)**
  - **only uses abundant animals (56%)**
  - **is environmentally sustainable (54%)**
  - **take care to maintain animal health and welfare (52%)**
  - **follows humane farming practices (52%)**

# PUBLIC VIEW OF SYNTHETICS VS. NATURAL FIBERS/FUR

...is a more environmentally sustainable source of clothing



...is a more socially responsible source of clothing



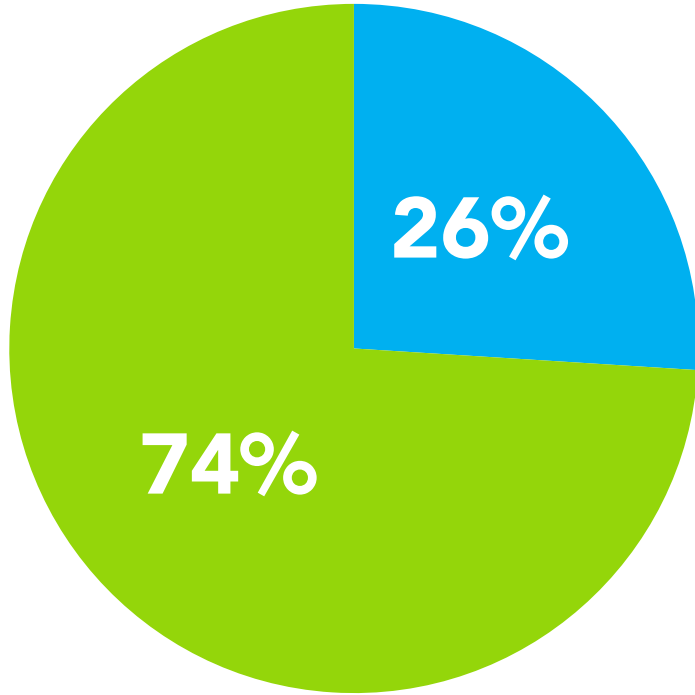
...is a more ethical source of clothing



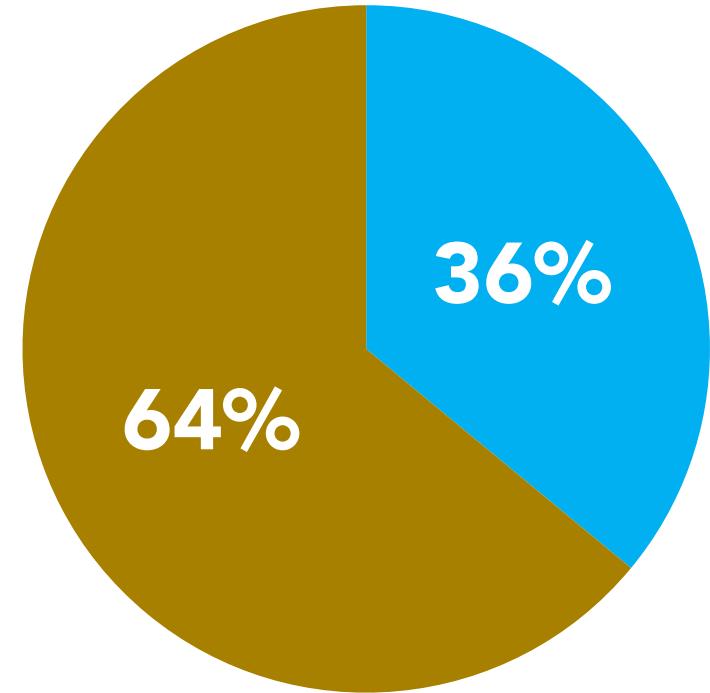
Between these same 2 sources of clothing, which do you believe...



# REAL VS. SYNTHETICS PRODUCT CHOICE



- Petroleum based synthetic fibers
- Animal based natural fibers like leather, fur, down, or wool



- Purchase the petroleum based faux fur product
- Purchase the natural farmed fur product

If you were in a situation where you had to choose between the purchase of a faux fur product made of petroleum based synthetic fibers and a humanely farmed natural fur product, would you rather...

# FUR USE PUBLIC ATTITUDES

Wearing fur is a matter of personal choice

77%



It is acceptable for humans to use animals for food/clothing provided species are not endangered & high animal-welfare standards are respected

73%



My personal preferences aside, anyone that wants to wear fur products should be able to

72%



Like food and water, warm clothing is a necessity in many countries. Natural fur is the most environmentally, responsible source of warmth

71%



Regardless of my views towards fur products, government should not be telling people what they can or cannot wear. It should be personal choice

68%



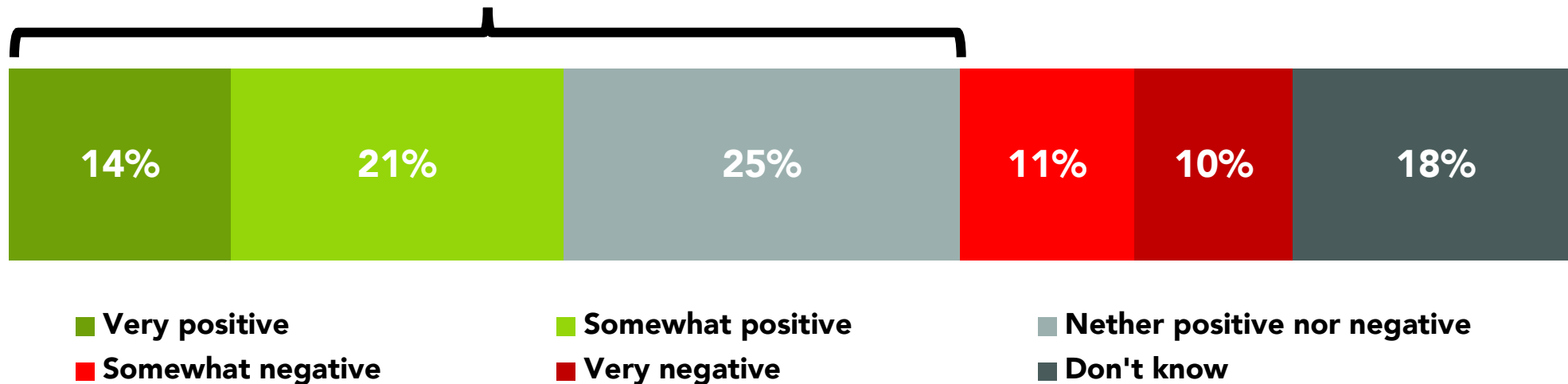
■ Strongly agree     
 ■ Somewhat agree     
 ■ Strongly disagree     
 ■ Somewhat disagree     
 ■ Don't know/not sure

And now, please tell us to what extent each of the same above statements make you...

# IMPRESSION OF MINK FARMING SECTOR

65%

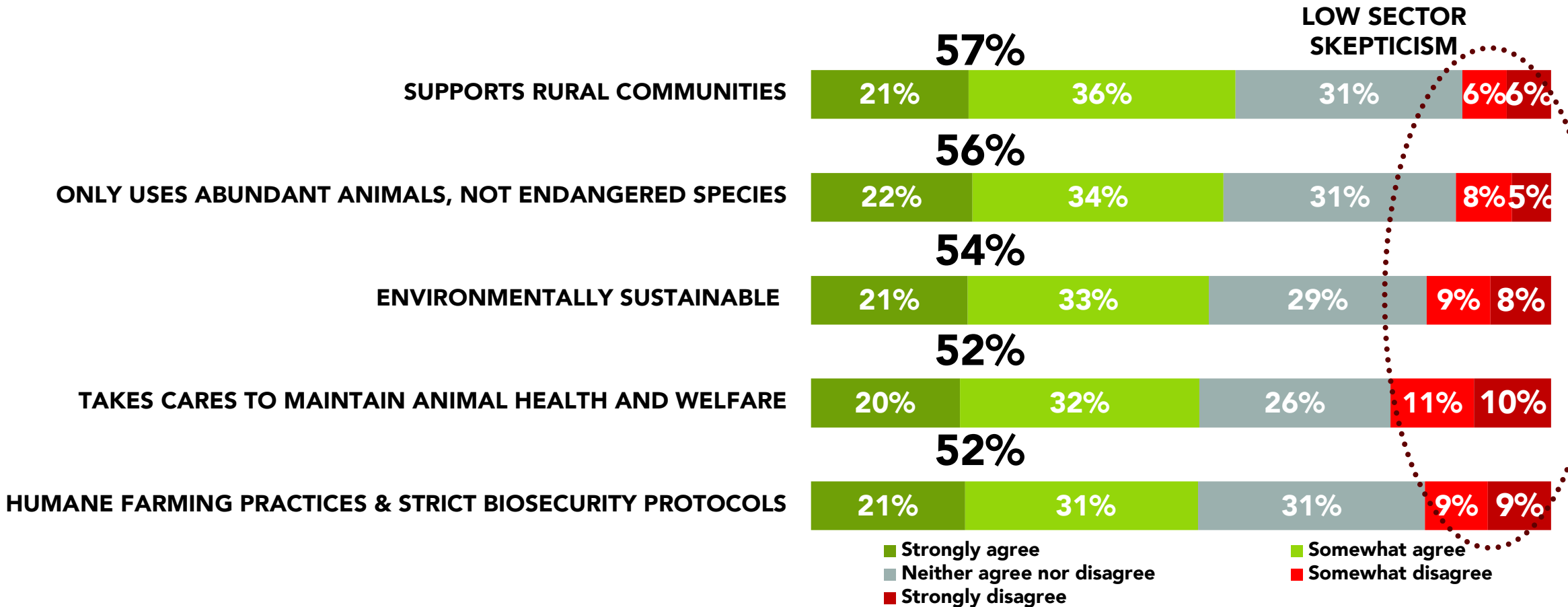
have a positive or neutral view of mink farming



What is your impression of each of the following groups or sectors? Canadian Mink Farming.

# PUBLIC IMPRESSIONS OF MINK FARMING\*

\*AMONG 70% OF CDNS WITH AN OPINION



To what degree do you agree or disagree that Mink farming is...