

**CANADIAN PUBLIC HOLDS  
POSITIVE OR NEUTRAL VIEW OF  
MINK FARMING**

**KNOWLEDGE OF SECTOR  
LOW BUT IMPRESSIONS  
GENERALLY POSITIVE**

**PUBLIC SEES FUR AS  
LEGITIMATE & APPROPRIATE  
WHEN STANDARDS ARE IN  
PLACE**

**ABACUS DATA**

DETAILED RESULTS

# **PUBLIC OPINION ON FUR & MINK IN CANADA**

**AUG 2022**

**CONDUCTED FOR NATURAL FIBERS ALLIANCE**

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

# METHODOLOGY

The survey was conducted with n=1500 adults between August 3rd – 6th, 2022. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

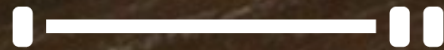
The margin of error for a comparable probability survey is +/- 2.53% 19 times out of 20.

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.



# **PART I: NATURAL FUR USE**

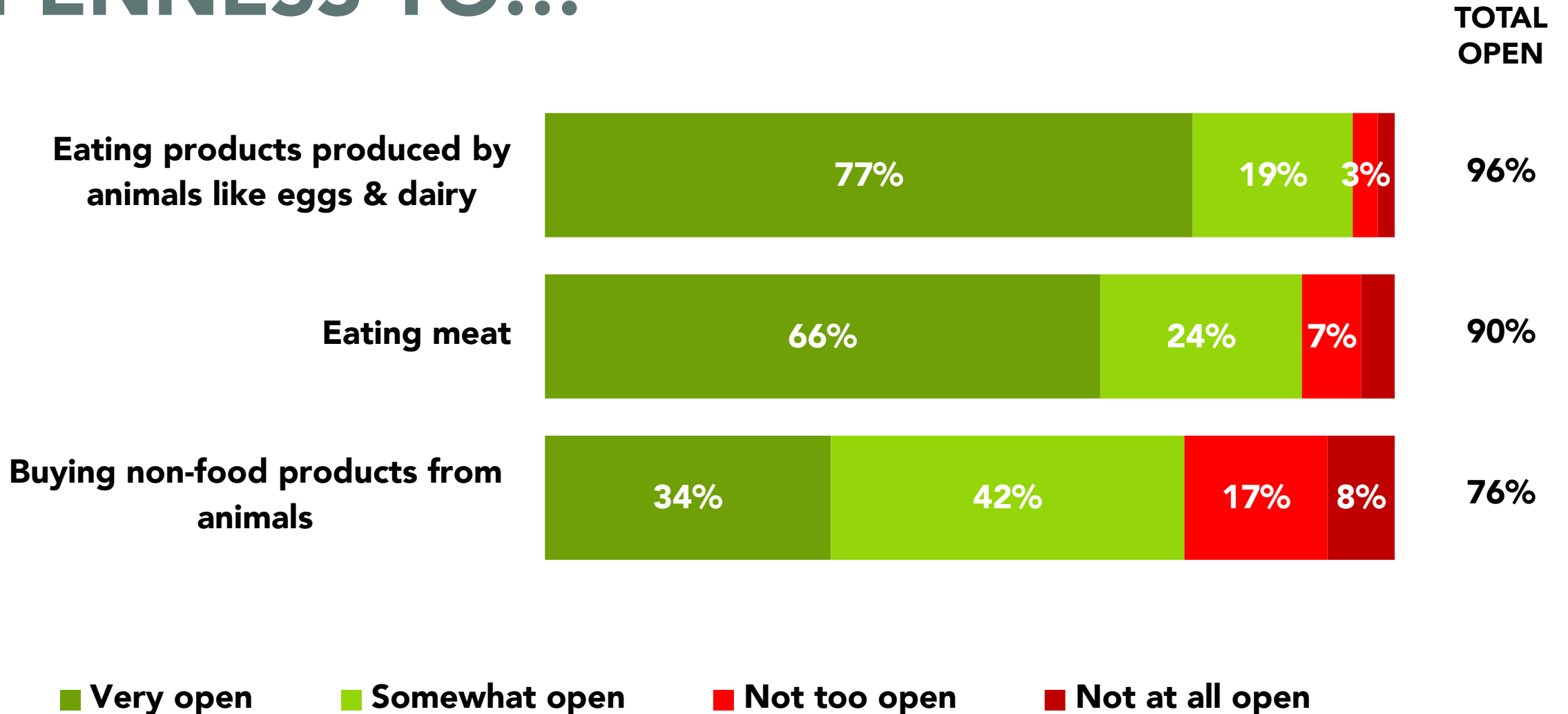
**ABACUS DATA**



# KEY FINDINGS

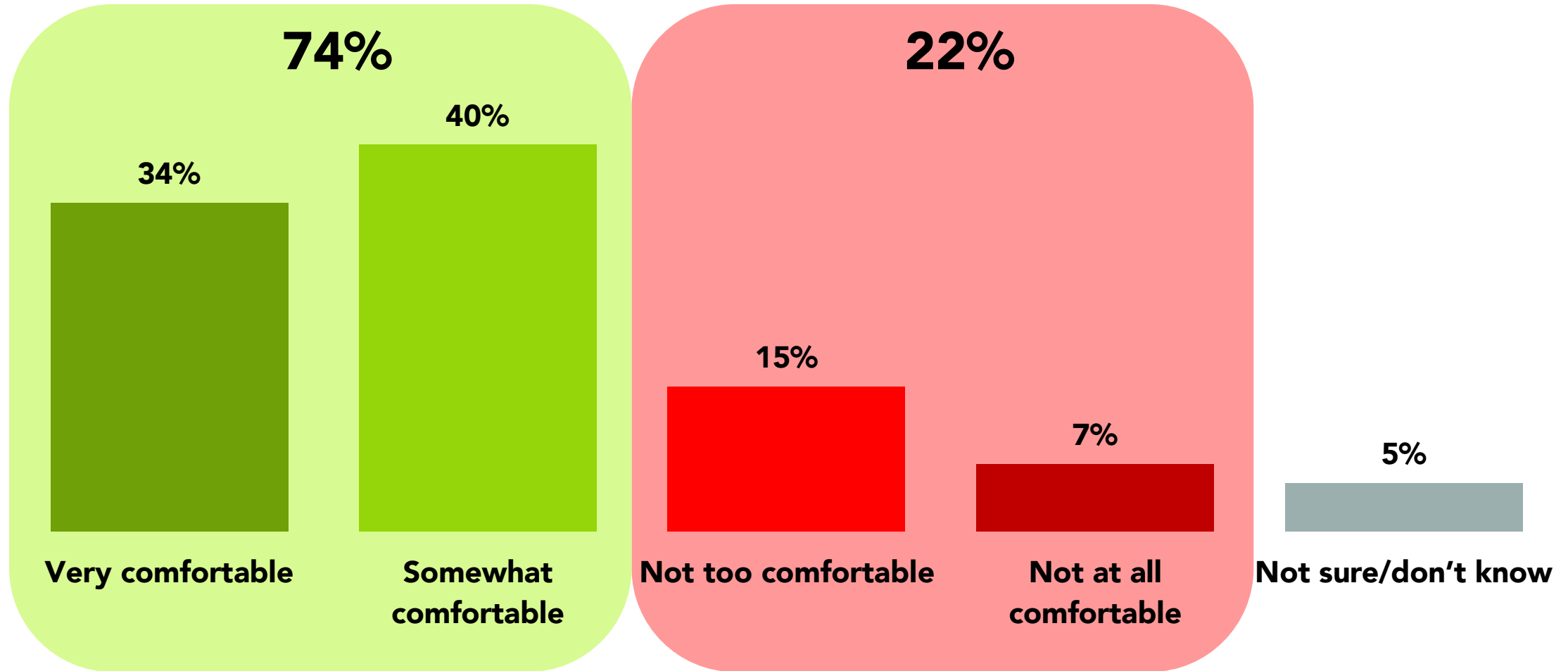
- 1. Most Canadians are fine with eating animal-based foods (96%) and animal meat itself (90%). A large majority (76%) are also fine with buying non-food animal products.**
- 2. Majorities are comfortable with wearing or purchasing:**
  - **products derived from animals (74%)**
  - **products made from or trimmed with animal fur (61%)**
  - **products made from or trimmed with farm raised mink (56%)**
- 3. Only 19% are adamantly not at all comfortable with people wearing fur made from farm raised mink. Most of these respondents claim moral objections rather than pointing to specifics around mink farming.**
- 4. Those who have discomfort with wearing farmed mink tend to report little knowledge of the industry, meaning this perspective is the orientation of the uninformed.**
- 5. When assurances are made through highlighting mink sector welfare standards, environmental bonafides and government regulation, comfort with farm raised mink products jumps to 66% (+ 10 % pts) of the Canadian population.**

# OPENNESS TO...



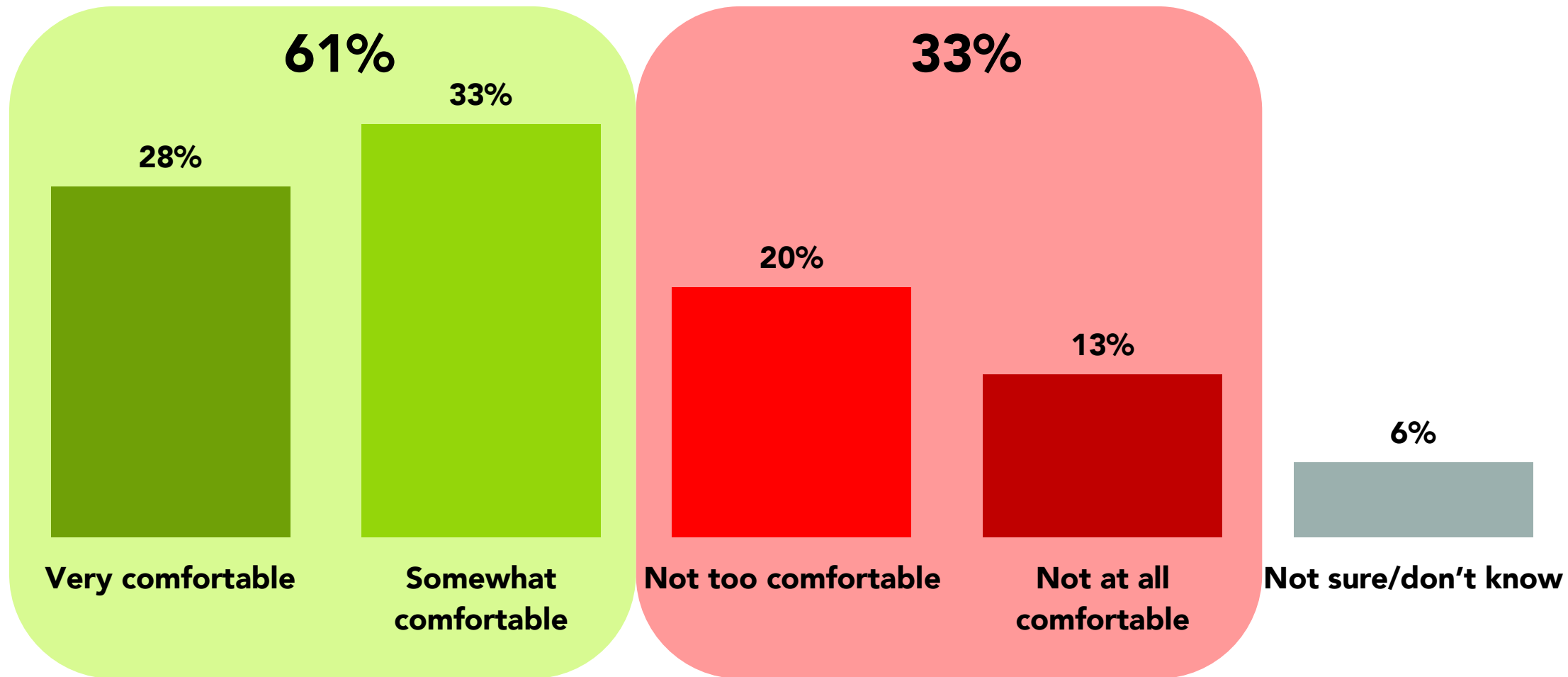
How open are you when it comes to...

# COMFORT WITH OTHERS WEARING ANIMAL-DERIVED NATURAL FIBERS



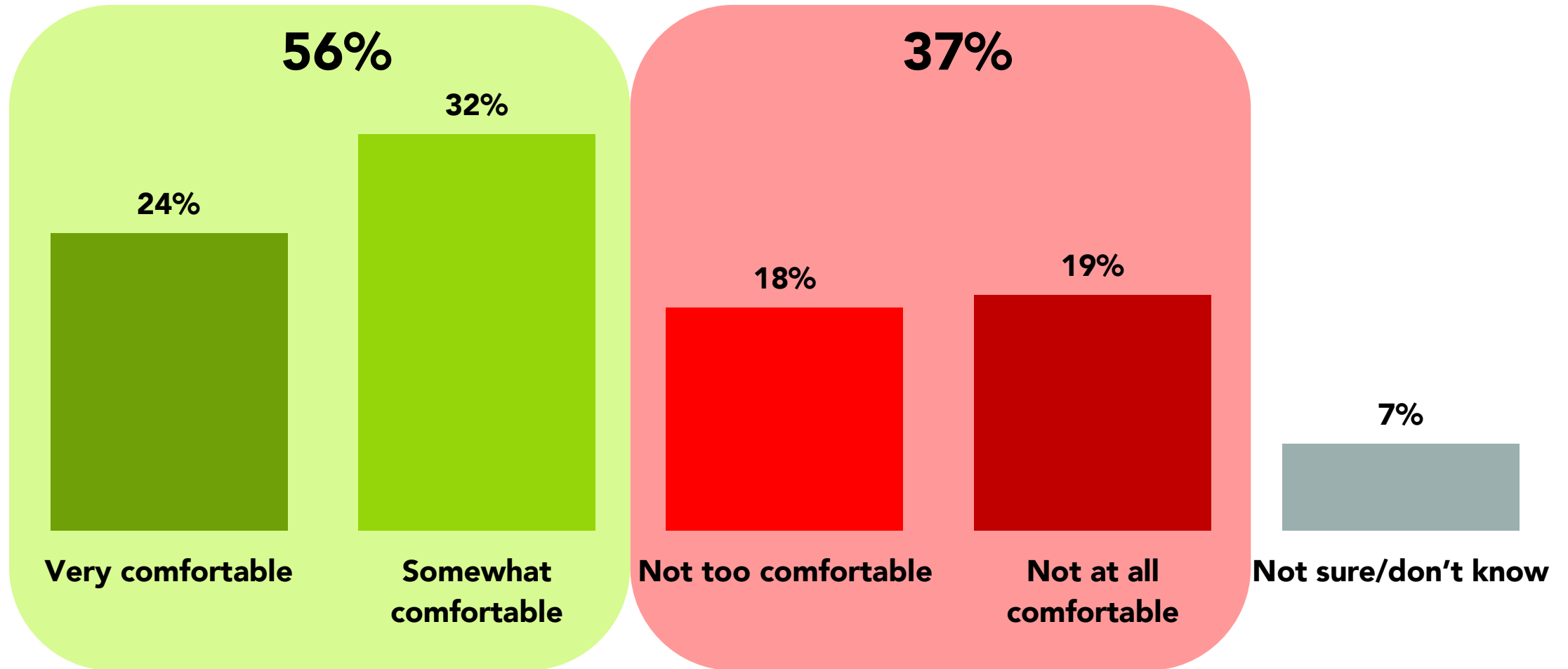
Regardless of your personal interest in these kinds of products, how comfortable are you with people wearing apparel or accessories made from or trimmed with leather, fur, wool, down or other animal derived natural fibers?

# COMFORT WITH WEARING A PRODUCT MADE FROM NATURAL FUR



And how comfortable are you when it comes to wearing or purchasing a product (coat, hat, etc...) made from or trimmed with natural fur?

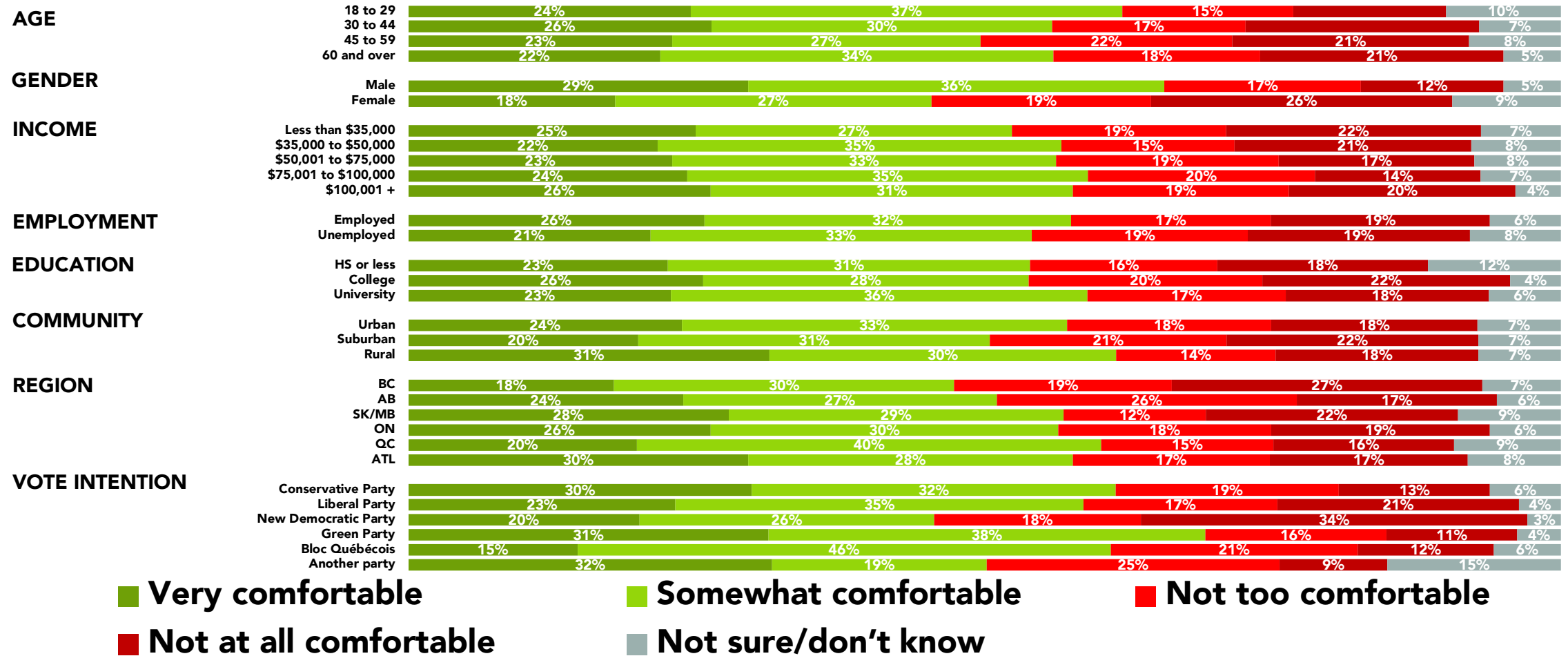
# COMFORT WITH WEARING A PRODUCT MADE FROM FARM RAISED MINK



And how comfortable are you when it comes to wearing or purchasing a product (coat, hat, etc...) made from or trimmed with farm raised mink?



# COMFORT WITH WEARING A PRODUCT MADE FROM FARM RAISED MINK



And how comfortable are you when it comes to wearing or purchasing a product (coat, hat, etc...) made from or trimmed with natural fur?

# COMFORT WITH WEARING A PRODUCT MADE FROM FARM RAISED MINK

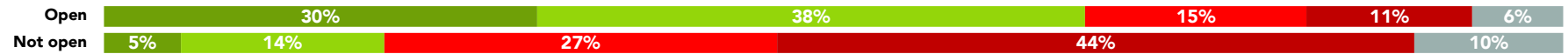
## EATING MEAT



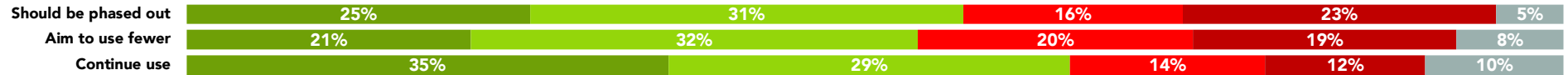
## EATING ANIMAL PRODUCTS



## NON-FOOD PRODUCTS



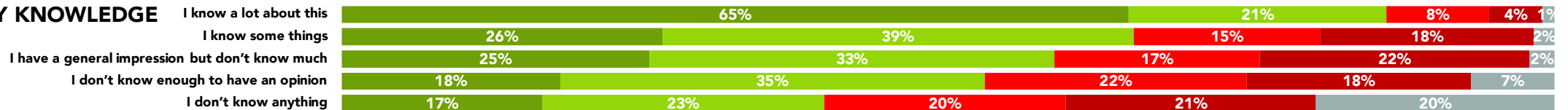
## SYNTHETIC FIBERS



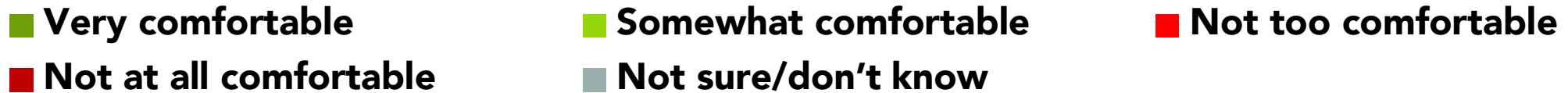
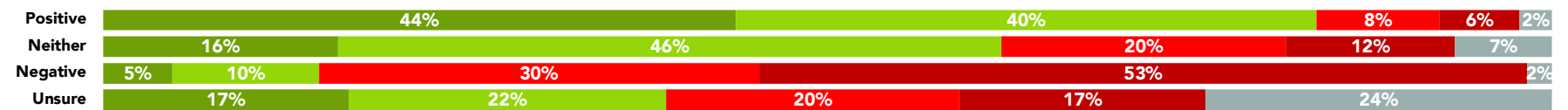
## PURCHASING/WEARING FUR



## INDUSTRY KNOWLEDGE

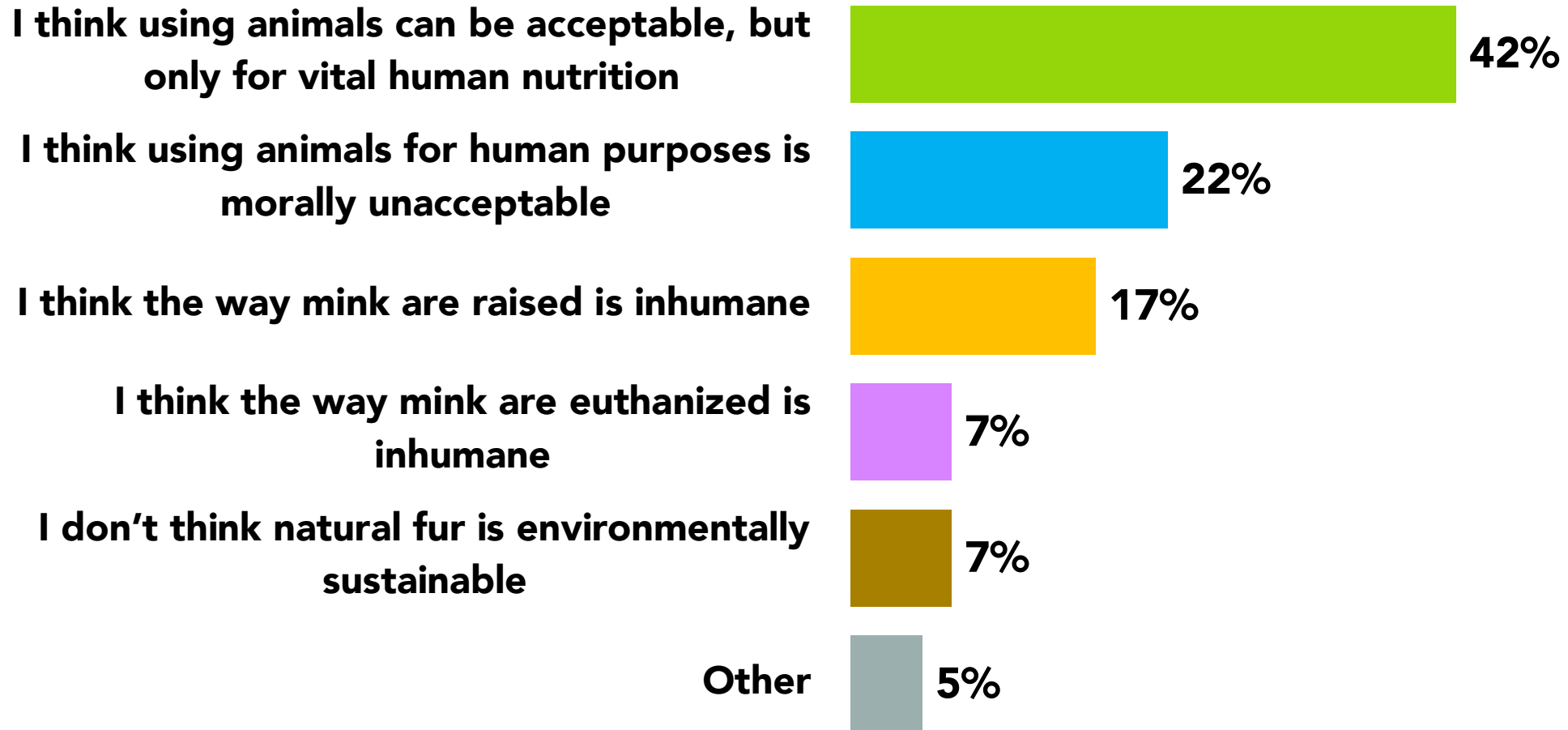


## IMPRESSION OF MINK FARMING



And how comfortable are you when it comes to wearing or purchasing a product (coat, hat, etc...) made from or trimmed with natural fur?

# REASONS FOR DISCOMFORT W/ MINK FUR



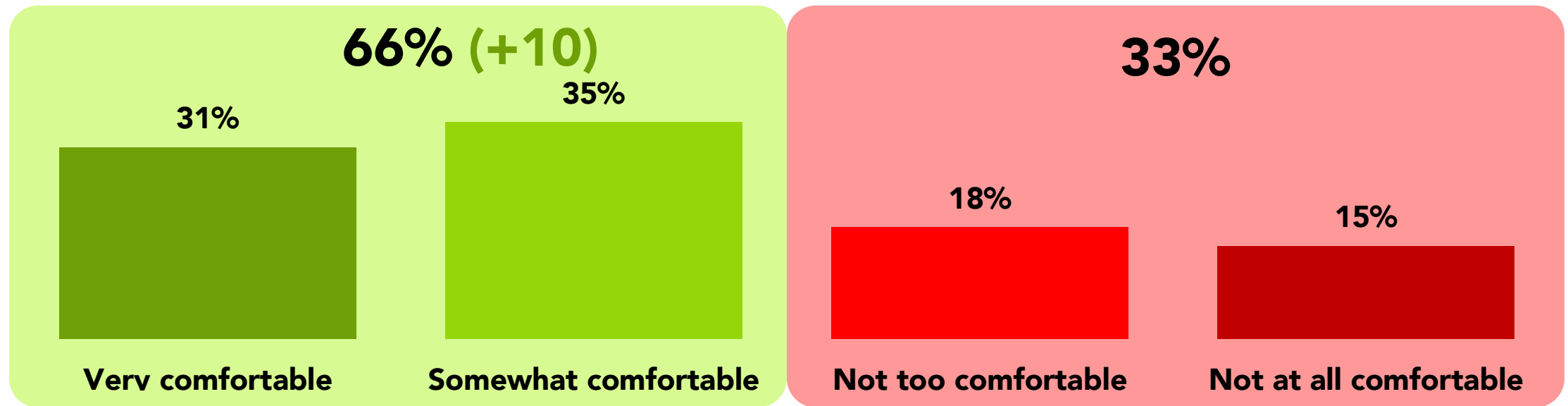
Which of the following best describes why you're uncomfortable? [IF NOT COMFORTABLE WEARING NATURAL MINK FUR, n=570]

# COMFORT WITH MINK FUR (W/ MESSAGE PROMPTS)

And if you knew a mink fur product came from a sector that...

- Had high animal welfare standards designed by veterinarians, animal welfare experts, scientists, government officials and producers.
- Was regularly audited by third-party auditors.
- Was strictly regulated.
- Was essential in the recycling of food production by-products that would otherwise end up in landfill creating an environmental risk.
- Used its byproducts to create high-quality natural fertilizers, leather protectants, and biodiesel.

How comfortable would you be wearing or purchasing a product (coat, hat, etc...) made from or trimmed with mink fur?



And if you knew a mink fur product came from a sector that...

...how comfortable would you be wearing or purchasing a product (coat, hat, etc...) made from or trimmed with mink fur?

# KEY FINDINGS

- 6. The idea that people should have the freedom to use fur and that it can even be a necessity resonates strongly with Canadians, with most agreeing:**
  - **Wearing fur is a personal choice (77%).**
  - **Everyone who wants to should be able to wear fur products (72%).**
  - **Warm clothing is necessity in many countries and natural fur is a sustainable source of warm clothing (71%).**

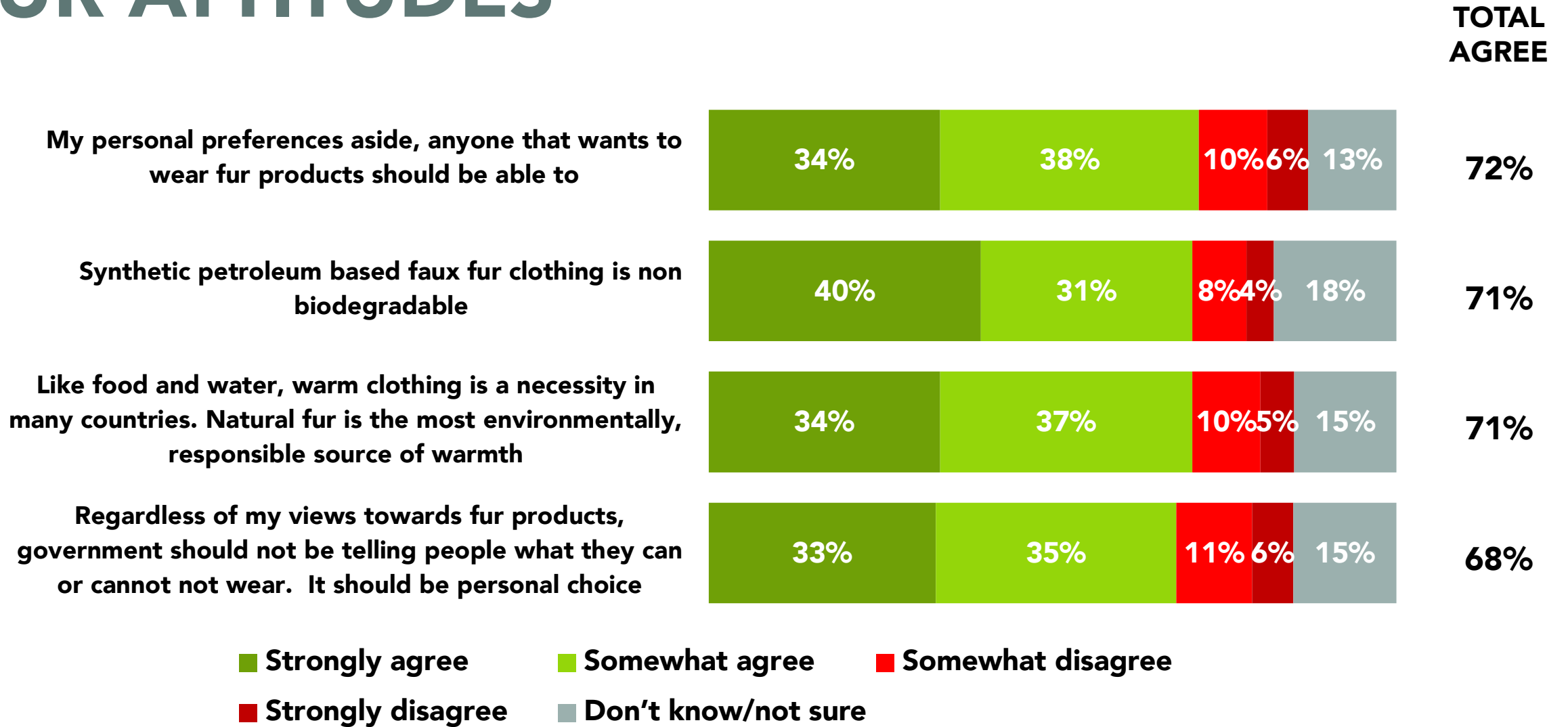
# FUR ATTITUDES (TRACKING)



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

\* "Fur farms" changed to "Mink farms"

# FUR ATTITUDES



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



# PART II: MINK SECTOR ATTITUDES

**ABACUS DATA**

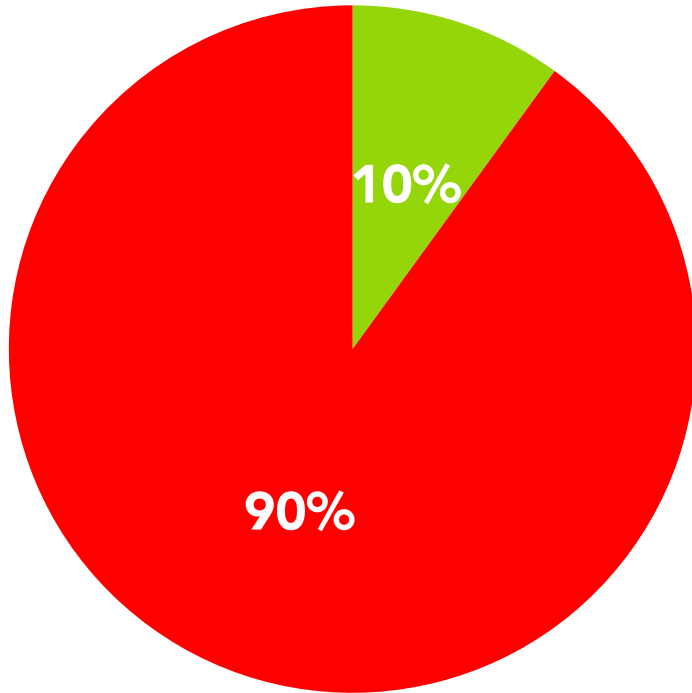


# KEY FINDINGS

- 1. Most Canadians don't know much about mink farming, with only 5% saying they have a high degree of familiarity with the sector and a total of 23% saying they at least know some things. Awareness of the sector is highest in British Columbia & Alberta.**
- 2. 35% of the public has a positive view of mink farming, while an additional 25% are neutral. Only 21% have a negative view of the industry.**
- 3. The following are strongly correlated with a negative view of the industry:**
  - A moral objection to animal product and meat use.**
  - Discomfort with the use of animal fur in general.**
  - Low self reported knowledge of the sector.**

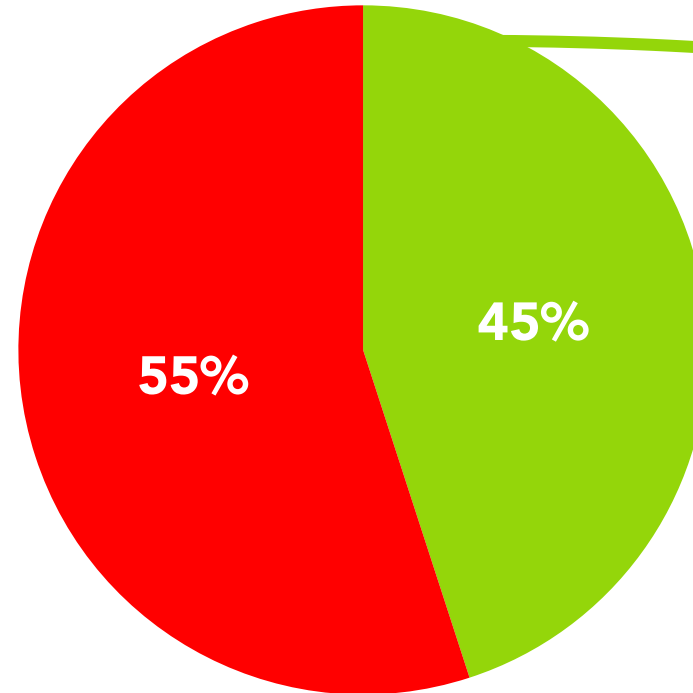
# DO YOU HAVE A MINK FARM...

... IN YOUR COMMUNITY?

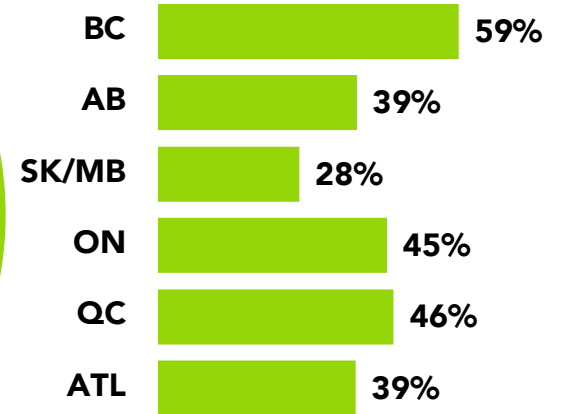


■ Yes     ■ No

... IN YOUR PROVINCE?

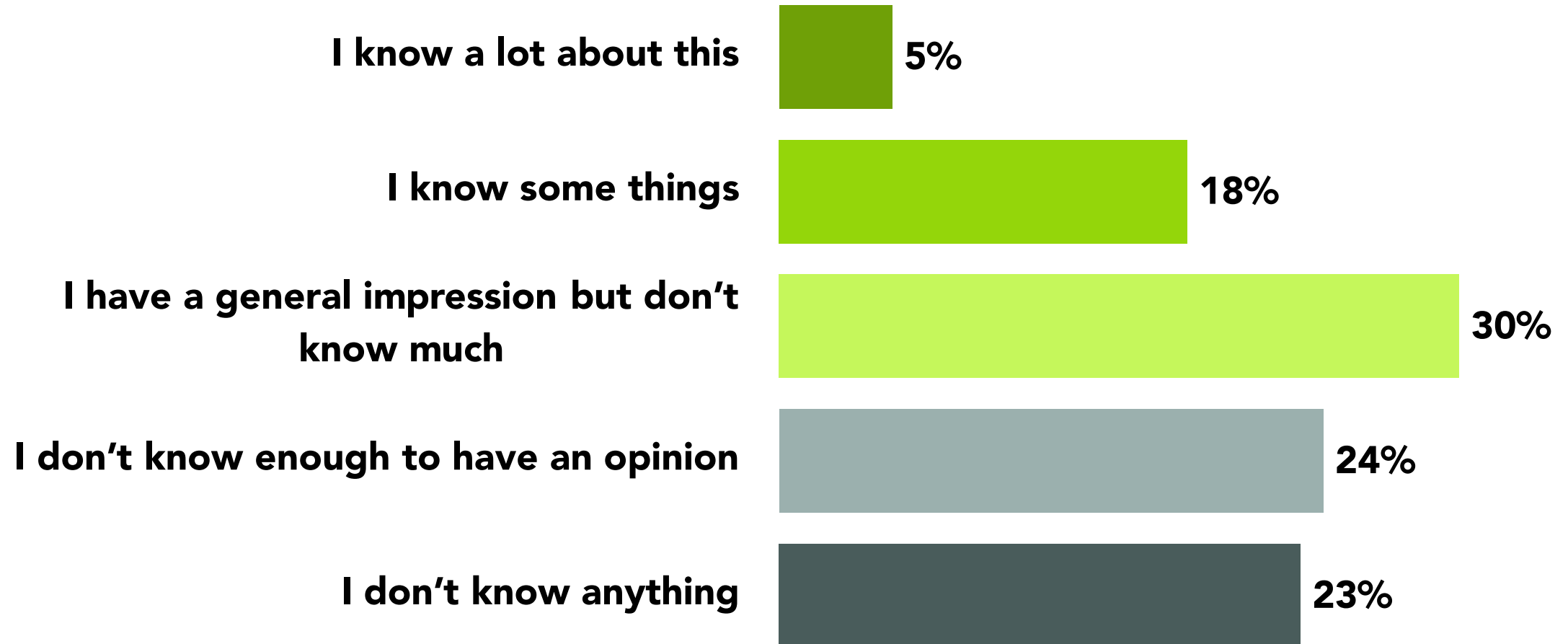


■ Yes     ■ No



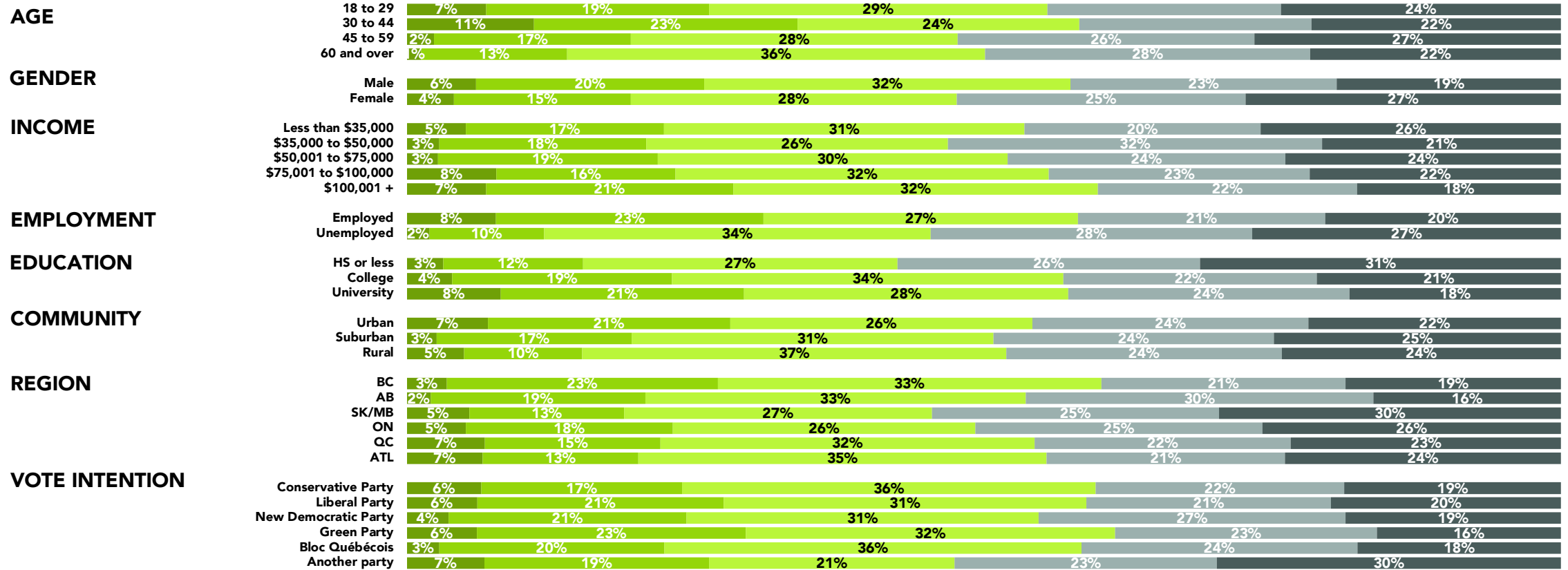
To the best of your knowledge, do you have any mink farmers

# KNOWLEDGE OF THE MINK FARMING SECTOR



And how much do you know about the mink farming sector in Canada, specifically?

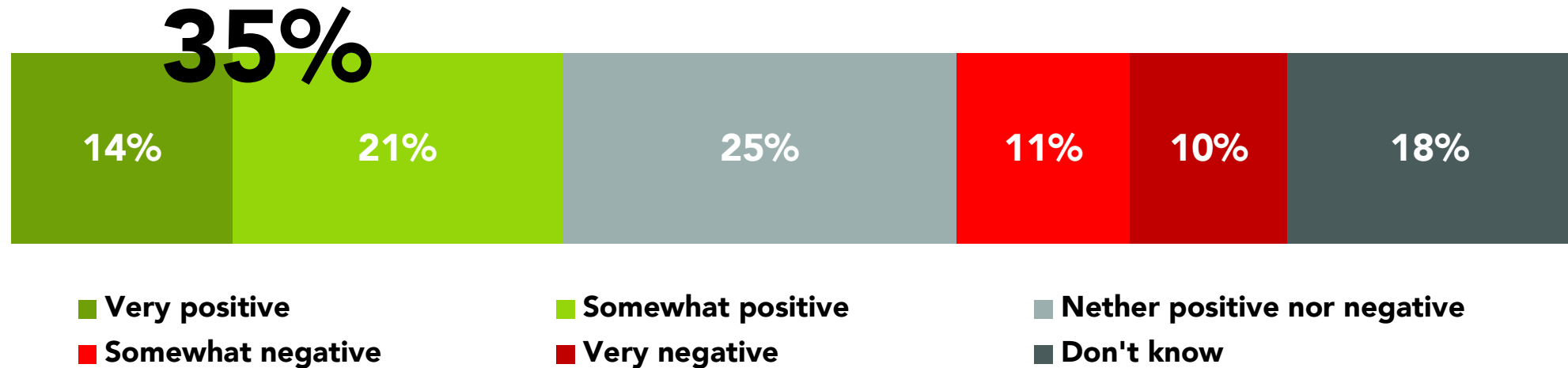
# KNOWLEDGE OF THE MINK FARMING SECTOR



- I know a lot about this
- I have a general impression but don't know much
- I don't know enough to have an opinion
- I don't know anything

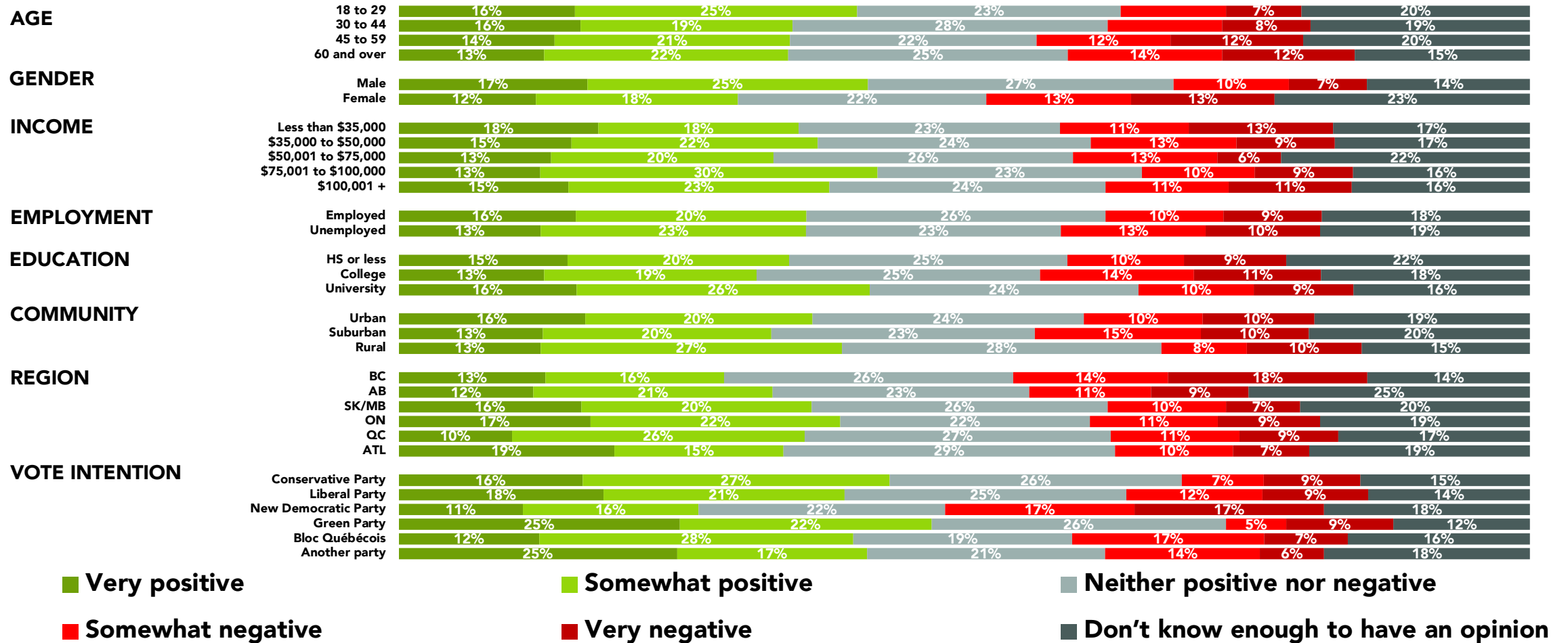
And how much do you know about the mink farming sector in Canada, specifically?

# IMPRESSION OF MINK FARMING SECTOR



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

# IMPRESSIONS OF MINK FARMING SECTOR



What is your impression of each of the following groups or sectors?

# IMPRESSIONS OF MINK FARMING SECTOR

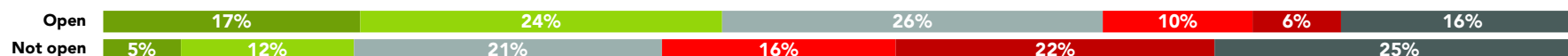
## EATING MEAT



## EATING ANIMAL PRODUCTS



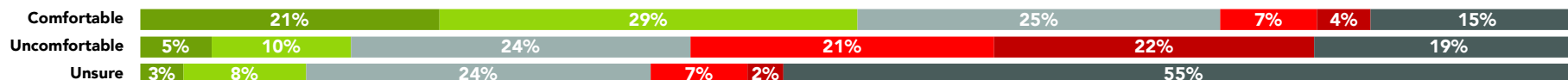
## NON-FOOD PRODUCTS



## SYNTHETIC FIBERS



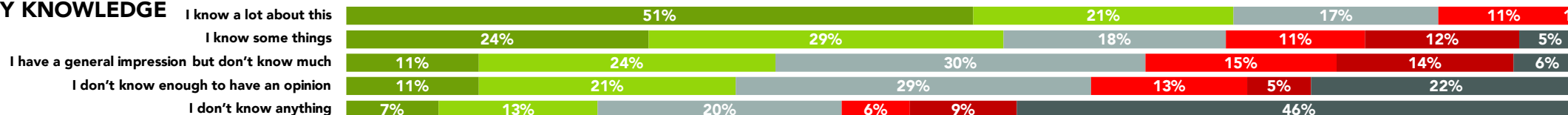
## PURCHASING/WEARING FUR



## PURCHASING/WEARING MINK



## INDUSTRY KNOWLEDGE



What is your impression of each of the following groups or sectors?

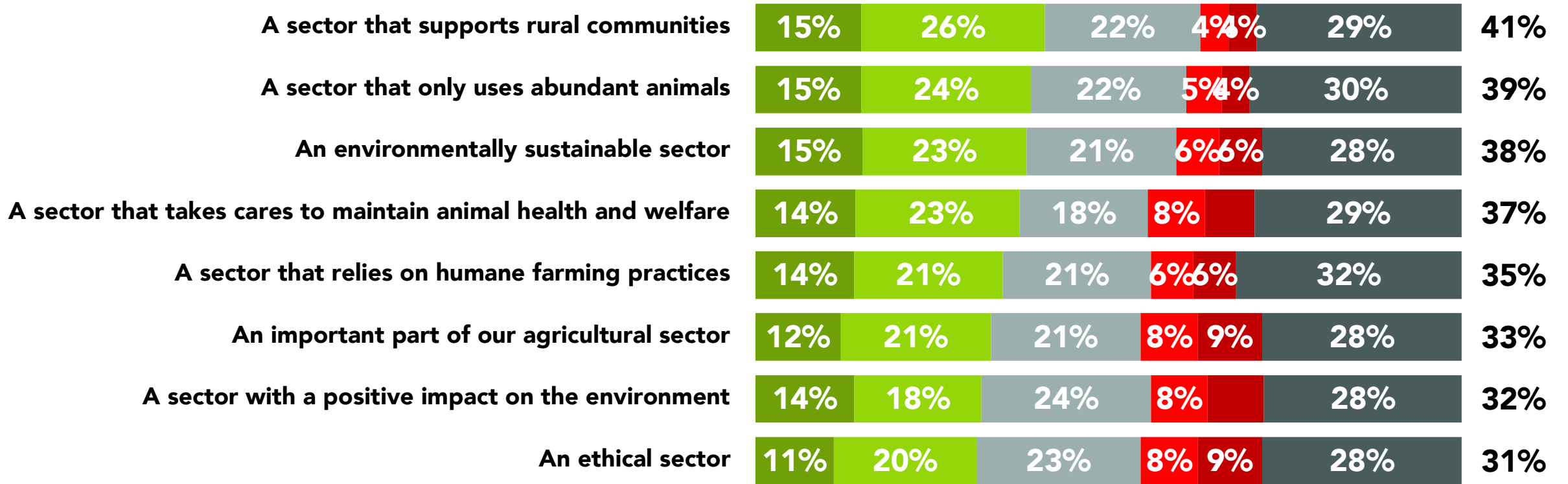
# KEY FINDINGS

- 4. There are significant gaps in public knowledge about sector attributes. That said, among those with an opinion, majorities or significant minorities believe the sector:**
  - **Supports rural communities.**
  - **Uses abundant animals.**
  - **Is environmentally sustainable.**
  - **Takes care of animal welfare.**
  - **Relies on humane farming practices.**



# MINK FARMING SECTOR ATTRIBUTES

TOTAL  
AGREE



■ Strongly agree      ■ Somewhat agree  
■ Neither agree nor disagree      ■ Somewhat disagree  
■ Strongly disagree      ■ Don't know

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

# KEY TAKEAWAYS

**ABACUS DATA**



# KEY TAKEAWAYS

- I. 3 in 4 (74%) Canadians are open to using non-food products. Most of those - 61% of Canadians - are comfortable wearing natural fur. Only 1 in 10 (13%) are completely closed off to fur, or “not at all comfortable” wearing natural fur.**
- II. Most believe that wearing fur is a personal choice (77%), and that everyone who wants to should be able to wear fur products (72%).**
- III. Most do not know much about mink farming, and the vast majority have no negative associations with the sector. 35% have a positive view of the sector, 25% are neutral, 18% don't know enough to have an opinion, and only 21% have a negative view.**
- IV. Those who feel they know enough to have an opinion believe the mink farming sector supports rural communities, uses abundant animals with high welfare standards/humane practices, and is generally environmentally sustainable.**