Report

Fur Institute of Canada

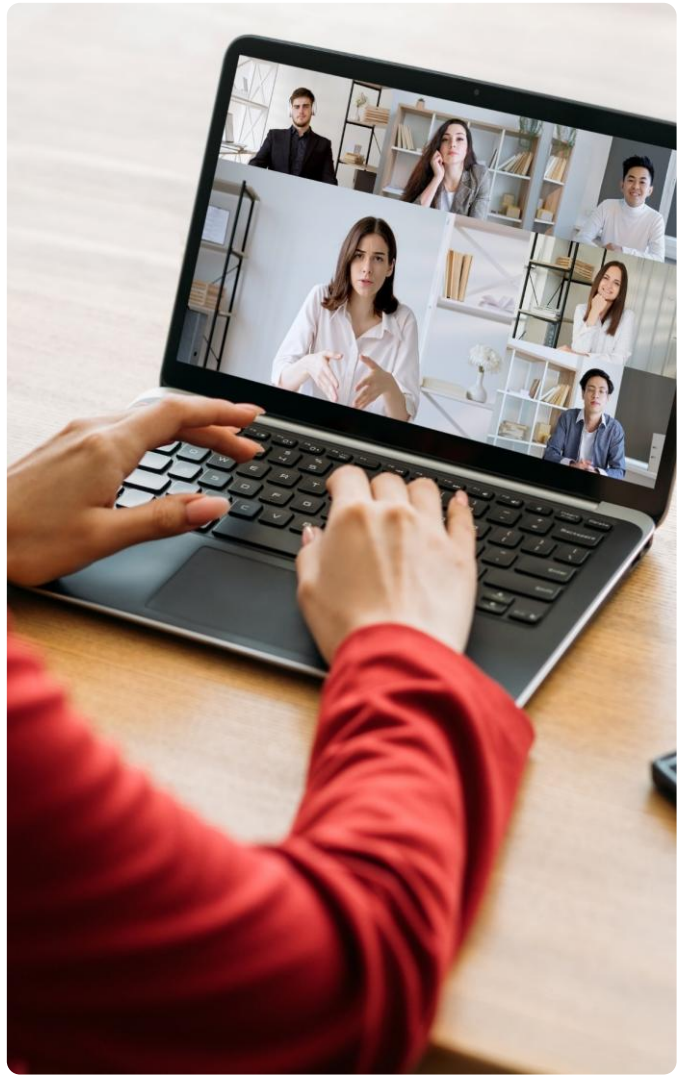
Omnibus

FUR INSTITUTE OF CANADA



Date: October 1, 2026
Project: 10017619

Methodology



Method

Canadian online survey via Leger's LEO panel, with n=1,514 respondents aged 18+.

When

Fielded from 31st of July to 2nd of August, 2026, inclusive.

Margin of Error

For comparison purposes, a probability sample of n=1,514 yields a margin of error no greater than ±2.5%, (19 times out of 20).

Weighting

Results were weighted according to age, gender, mother tongue, region, education and presence of children in the household in order to ensure a representative sample of the Canadian population.

Other

Respondents were allowed to select multiple options for ethnicity. 'White' includes only those who selected white, and no other identity. BIPOC includes all respondents who identify as Black, Indigenous, Latin American, Middle Eastern/North African, and Asian groups. This aggregation was used due to limited individual sample sizes, and findings may not reflect the unique experiences of each subgroup.

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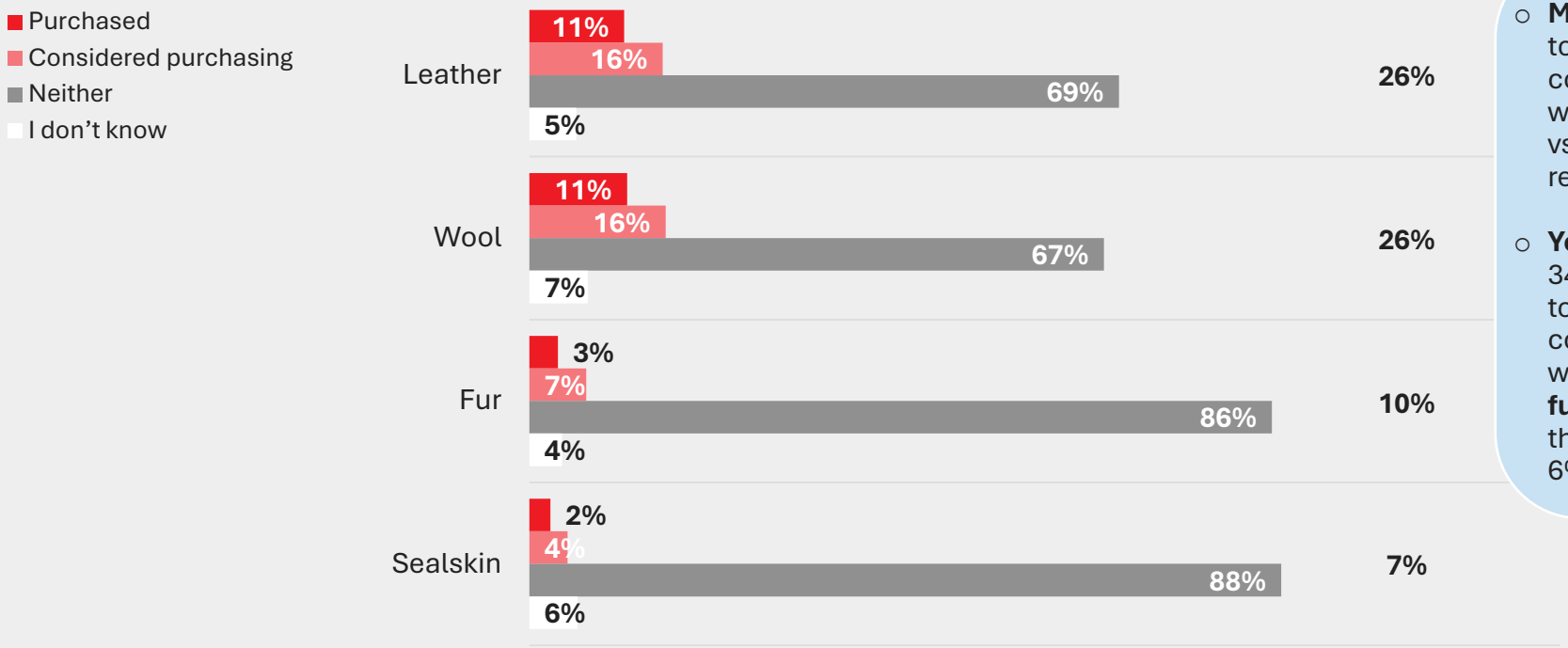
Detailed Findings



Leather and wool products are more likely to have been purchased or considered than those that contain fur or sealskin.

A quarter (26% each) have either purchased or considered buying products containing leather or wool, while 10% have bought or thought of buying fur products and 7% sealskin items. Regionally, those living outside Quebec are more likely to have considered buying products made with any content mentioned.

Purchase or consideration in past 5 years:

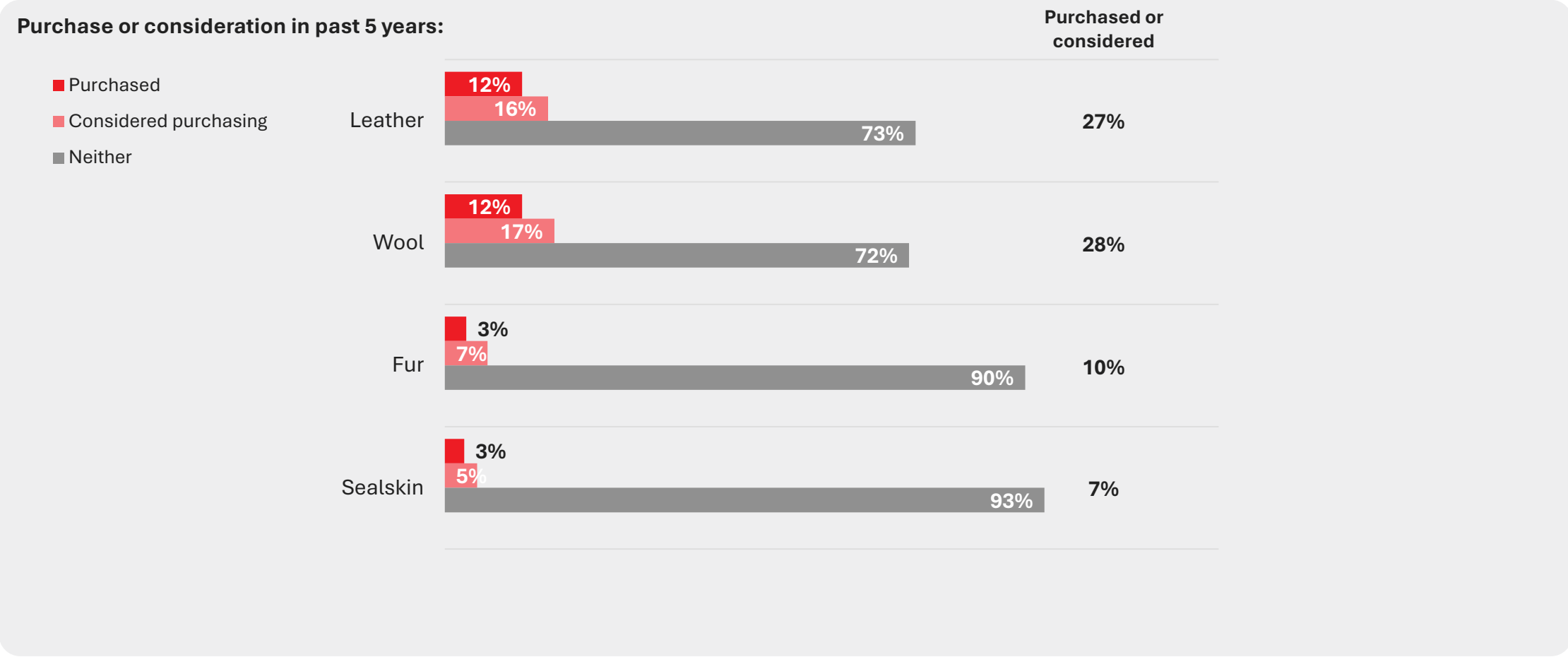


- **Men** are significantly more likely to have purchased or considered purchasing items with **fur** (12%) or **sealskin** (9%) vs women (8% and 4% respectively).
- **Younger respondents** (aged 18-34) are significantly more likely to have purchased or considered purchasing items with **leather** (40%), **wool** (35%), **fur** (20%), or **sealskin** (14%), than those aged 35+ (21%, 23%, 6%, and 4% respectively).

Q1: In the past five years, which of the following have you purchased or considered purchasing? Products containing or made of...
Base: All (n=1,514) MULTI SELECT

Among those that gave a response, leather and wool products are more likely to have been purchased or considered than those that contain fur or sealskin.

Younger respondents (aged 18-34) are significantly more likely to have purchased or considered purchasing items with leather (43%), wool (38%), fur (22%), or sealskin (16%), than those aged 35+ (22%, 25%, 6%, and 4% respectively).

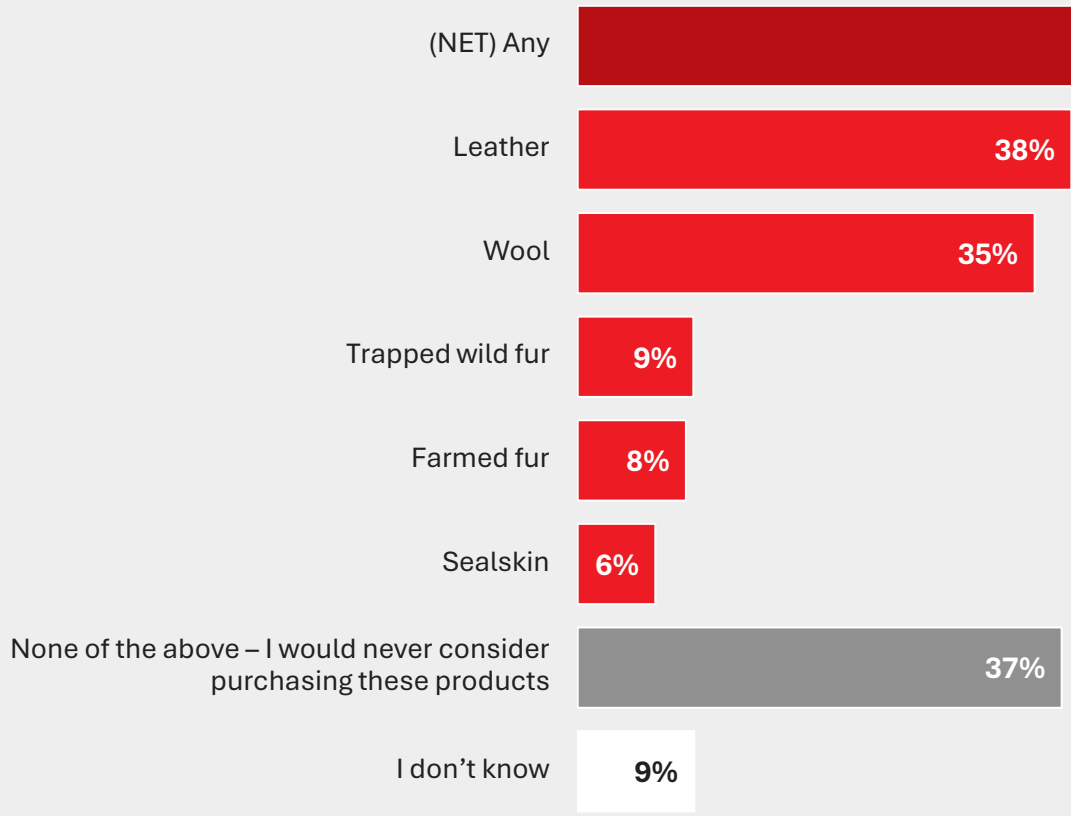


Q1: In the past five years, which of the following have you purchased or considered purchasing? Products containing or made of...
Base: Gave a response (Leather n=1,434; Wool n=1,410; Fur n=1,458; Sealskin n=1,434) MULTI SELECT

Just over half (54%) would consider purchasing one or more of the listed items in the future, especially those containing leather (38%) or wool (35%).

Trapped wild fur (9%), farmed fur (8%), and sealskin (6%) are less tempting, with 37% stating they would never consider purchasing any of these products.

Future purchase consideration:



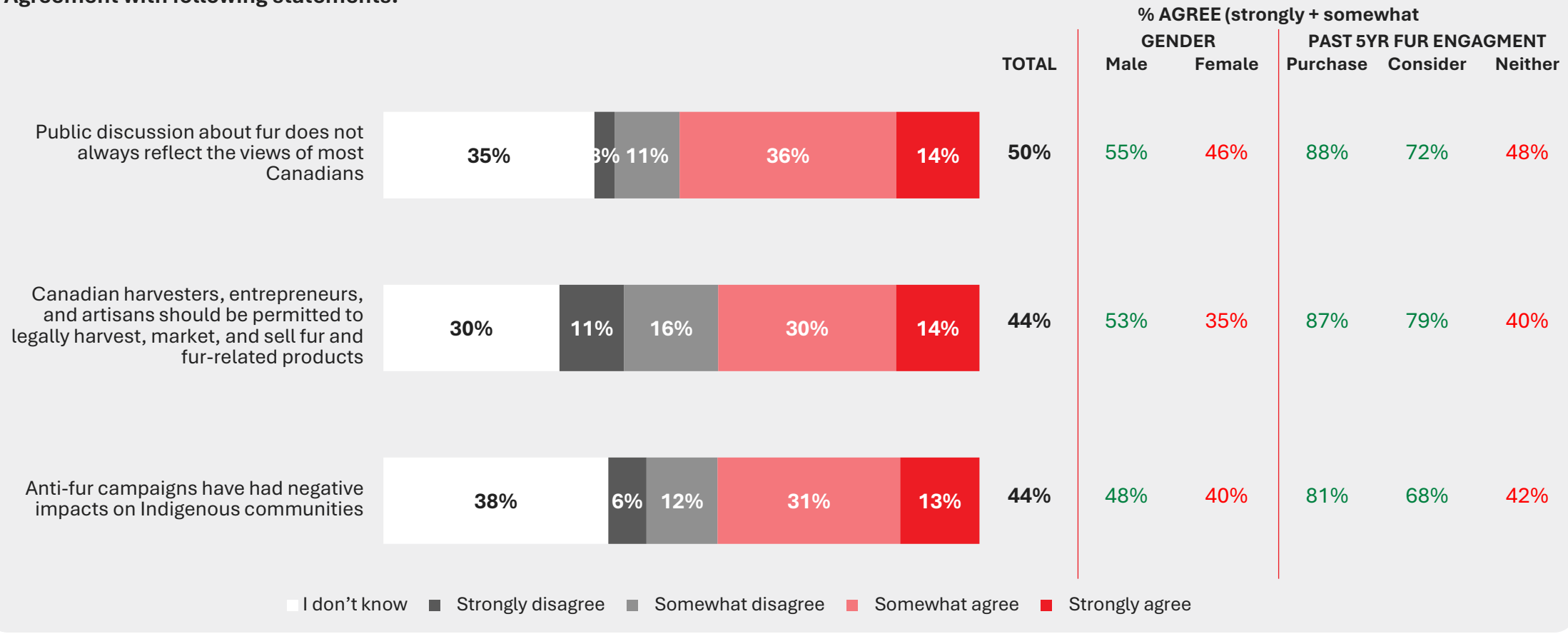
- **Women** (41% vs 33% men), those **aged 35+** (40% vs 29% aged 18-34), **Quebecers** (48% vs 34% ROC), **Canadian-born individuals** (39% vs 30% born elsewhere), and those who identify as **white** (40% vs 26% BIPOC) are significantly more likely to say they would not buy any of these products.

Q2: Assuming the product was within your price range, which of the following, if any, would you consider purchasing in the future? Products containing or made of…
Base: All (n=1,514) MULTI SELECT

Half (50%) agree public discussion about fur doesn't always reflect common views of Canadians, while slightly fewer (44% each) agree that certain groups should be able to legally harvest and sell fur-related items and feel anti-fur campaigns have negative impacts on Indigenous communities.

Men and those who have purchased or considered purchasing fur in the past five years are significantly more likely to agree with all these statements vs their counterparts. However, roughly a third just don't know how they feel here.

Agreement with following statements:

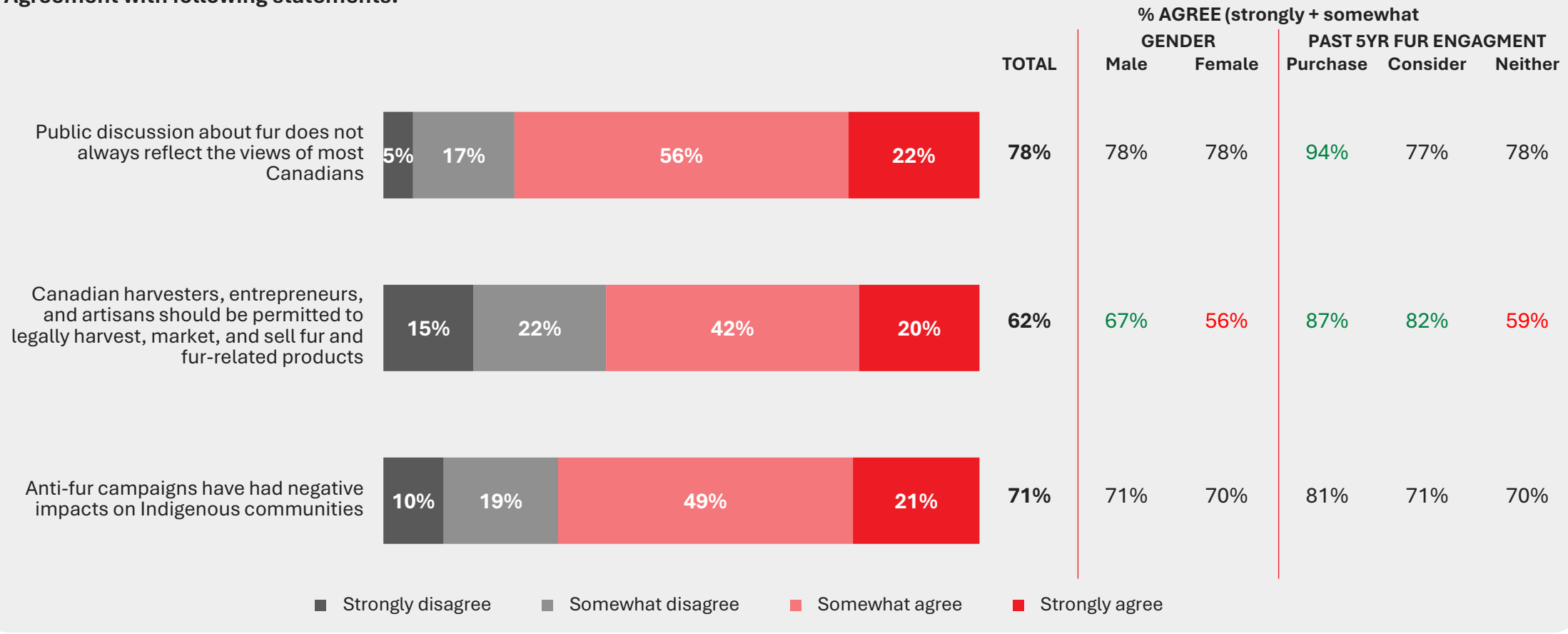


Q3: To what extent do you agree or disagree with the following statements?
Base: All (n=1,514) SINGLE SELECT

GREEN/RED indicates significantly higher/lower proportion compared to counterparts.

Among respondents who expressed an opinion, 78% agree public discussion about fur doesn't always reflect common views. Many also agree that certain groups should be able to legally harvest/sell and anti-fur campaigns have negative impacts on Indigenous communities.

Agreement with following statements:

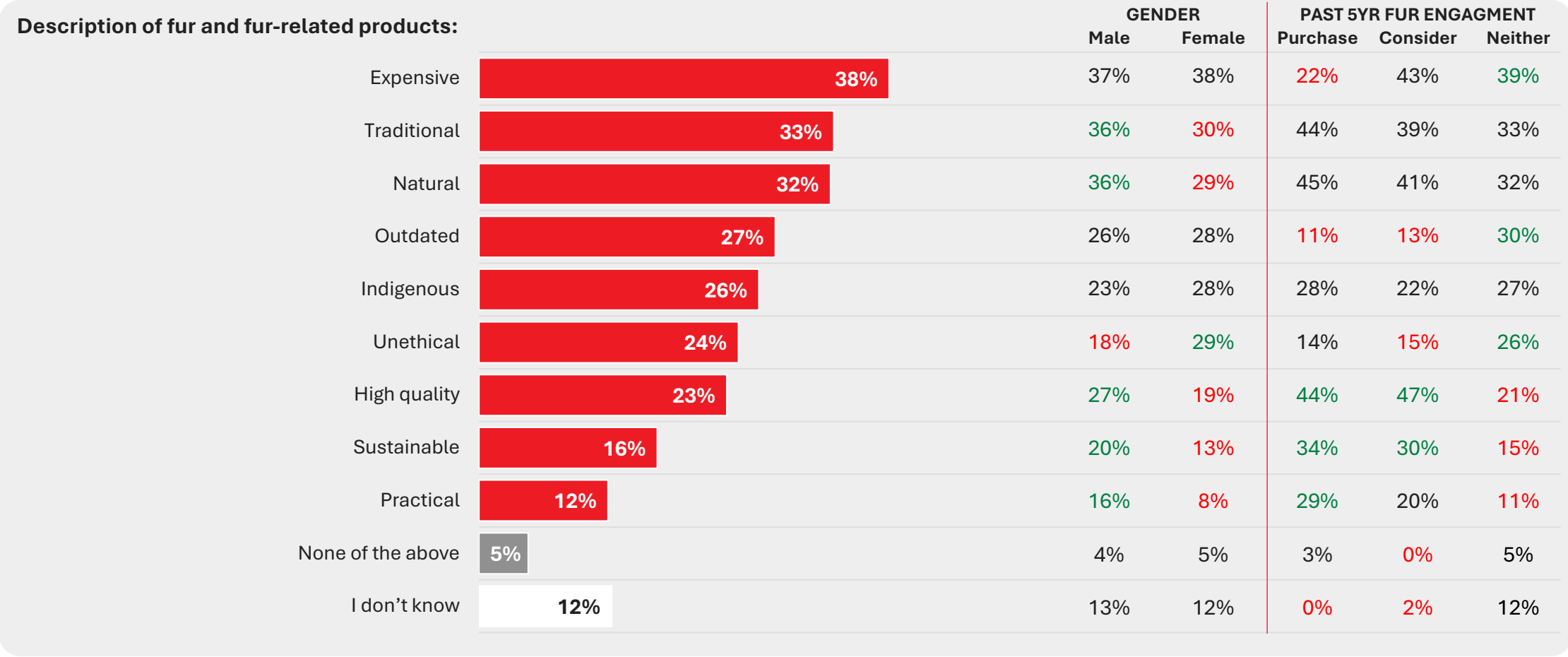


Q3: To what extent do you agree or disagree with the following statements?
Base: Gave a response (n=1,115) SINGLE SELECT

GREEN/RED indicates significantly higher/lower proportion compared to counterparts.

While fur is considered to be expensive (38%), it is also very likely to be thought of as traditional (33%) and natural (32%).

Men and those who have purchased or considered fur products in the past five years are more likely to describe fur in positive ways, while their counterparts are more likely to say it's unethical.

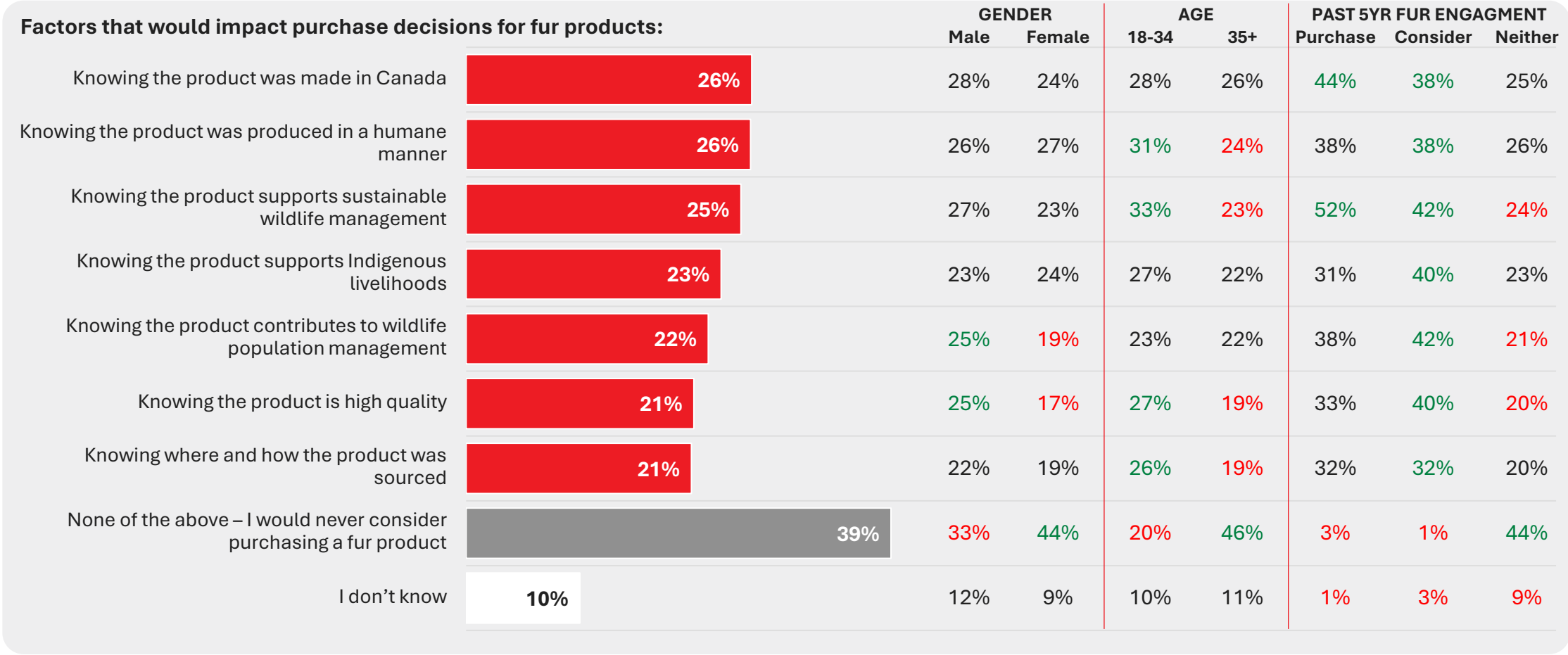


Q4: Which of the following words, if any, would you use to describe fur and fur-related products?
Base: All (n=1,514) MULTI SELECT

GREEN/RED indicates significantly higher/lower proportion compared to counterparts.

A quarter would be more likely to consider purchasing a fur product if it was Canadian-made, produced in a humane manner, or supported sustainable wildlife management.

Nearly as many would be influenced by knowing the product supports Indigenous livelihoods, contributes to wildlife population management, is high quality, and/or how it was sourced. However, 39% would never consider purchasing a fur product.

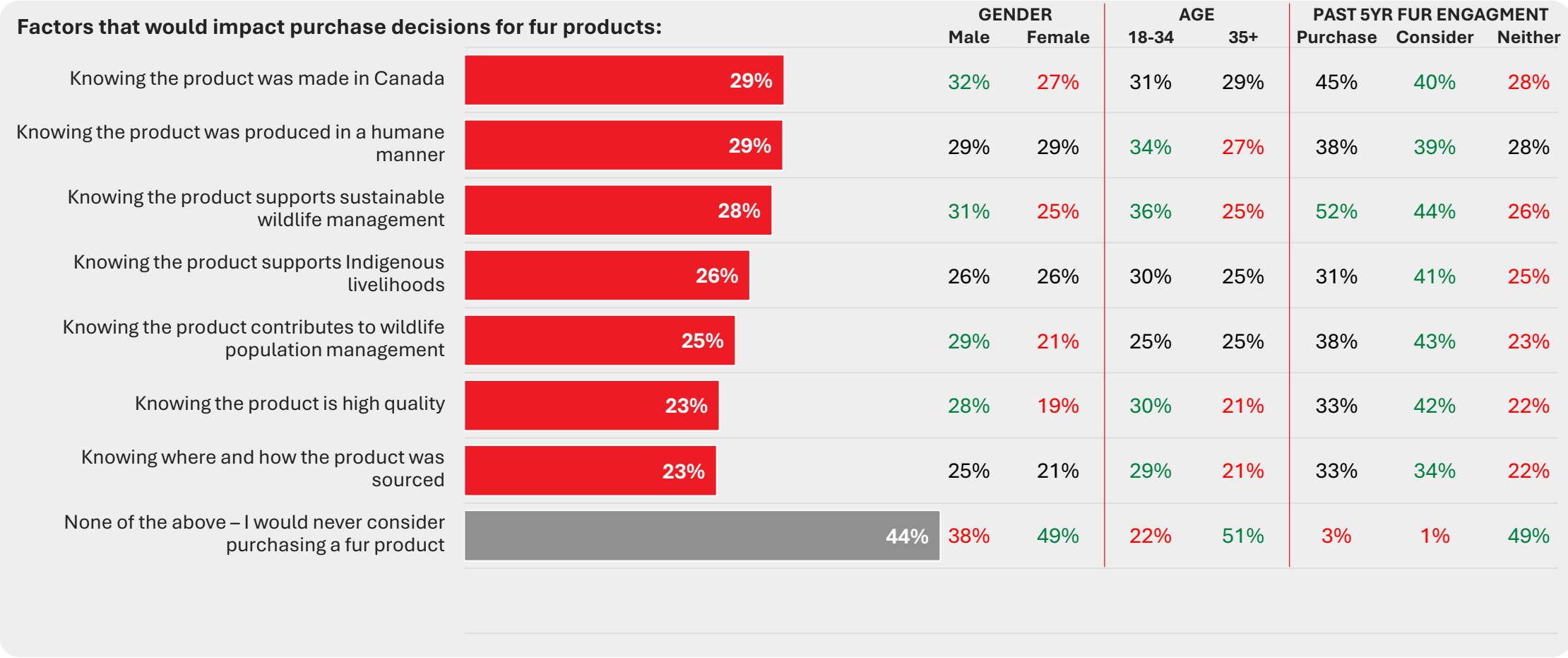


Q5: Which of the following, if any, would make you more likely to consider purchasing a fur product?
Base: All (n=1,514) MULTI SELECT

GREEN/RED indicates significantly higher/lower proportion compared to counterparts.

Among those that gave a response, three-in-ten would be more likely to consider purchasing a fur product if it was Canadian-made or produced in a humane manner.

Nearly as many would be influenced by knowing the product supports sustainable wildlife management, Indigenous livelihoods, contributes to wildlife population management, is high quality, and/or how it was sourced. However, 44% would never consider purchasing a fur product.

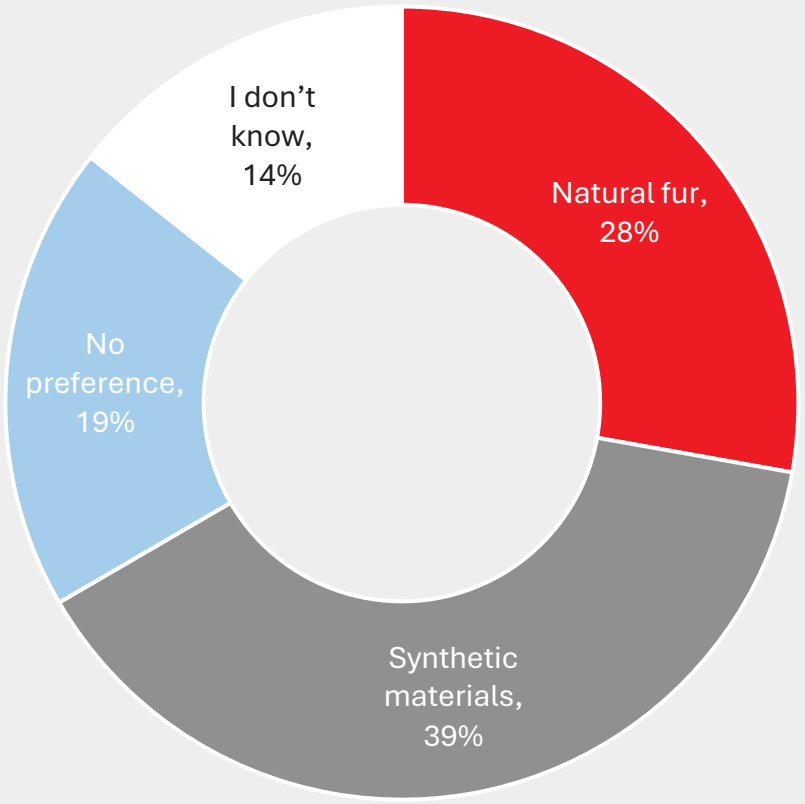


Q5: Which of the following, if any, would make you more likely to consider purchasing a fur product?
Base: Gave a response (n=1,374) MULTI SELECT

GREEN/RED indicates significantly higher/lower proportion compared to counterparts.

Preference for wearing a product made with synthetic materials (39%) outweighs preference for those made with natural fur (28%), even if the price was on par. Another 19% do not express a preference one way or another, while 14% don't have an opinion.

Preference between natural fur and synthetic materials:



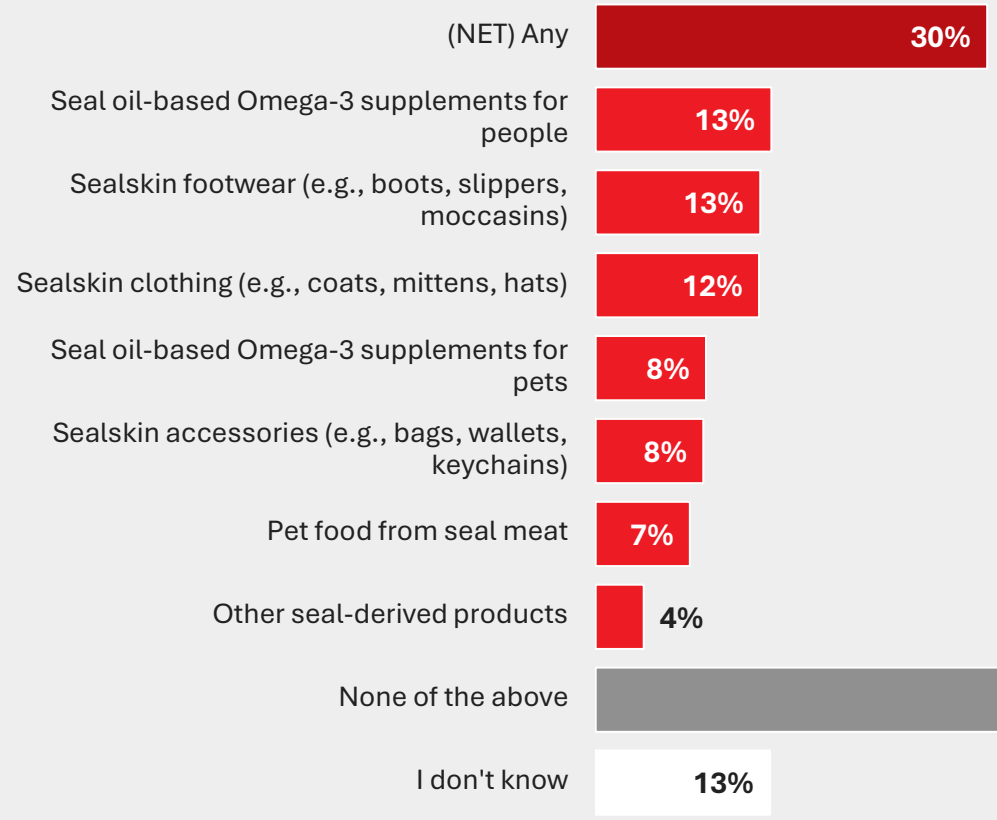
- **Natural fur** is more likely to be preferred by **men** (32%), those **aged 18-24** (38%), **BIPOC individuals** (37%), and those who **have purchased a fur product** in the past five years (59%) than their counterparts.
- **Synthetic fur** is more likely to be preferred by **women** (43%), those **aged 55+** (42%), **white individuals** (42%), and those who **have not purchased/considered fur products** in the past five years (41%) than their counterparts.

Q6: If faced with the choice between wearing a product with natural fur or one made with synthetic materials for the same price, which one would you prefer to wear?
Base: All (n=1,514) SINGLE SELECT

Three-in-ten would consider purchasing one or more products made from seal in the future.

Seal oil-based products and those made from sealskin would appeal to 30%, although 57% would not consider any of them.

Would consider purchase of products made from seal in the future:



Those who would consider the purchase of products made from seal in the future are significantly more likely to:

- be **men** (37% vs 23% women),
- be **aged 18-34** (41% vs 26% aged 35+),
- be **BIPOC** (48% vs 25% white),
- have **purchased (86%)** or **considered (82%) a fur product** in the past five years vs 22% who have not, and
- **prefer wearing natural fur** (56%) over synthetic (22%).

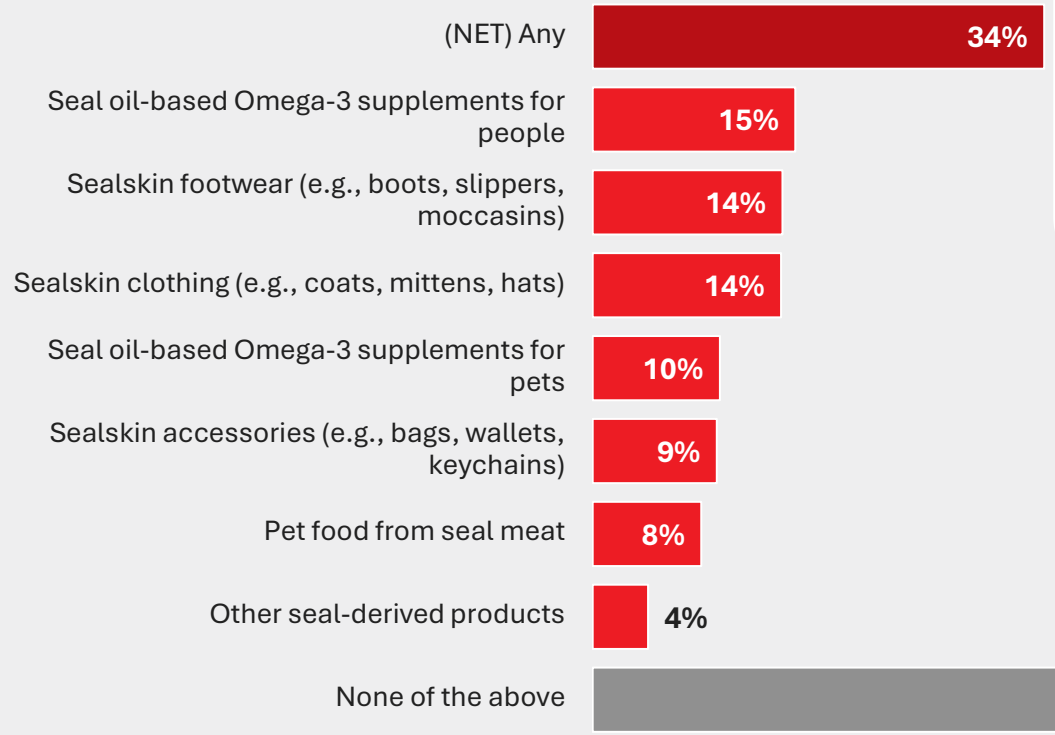


Q7: Which of the following products made from seal, if any, would you consider purchasing in the future?
Base: All (n=1,514) MULTI SELECT

Among those that gave a response, a third (34%) would consider purchasing one or more products made from seal in the future.

However, 66% would not consider any of them.

Would consider purchase of products made from seal in the future:



Those who would consider the purchase of products made from seal in the future are significantly more likely to:

- be **men** (43% vs 26% women),
- be **aged 18-34** (47% vs 30% aged 35+),
- be **BIPOC** (57% vs 28% white),
- have **purchased (87%)** or **considered (86%) a fur product** in the past five years vs 28% who have not, and
- **prefer wearing natural fur** (64%) over synthetic (23%).



Q7: Which of the following products made from seal, if any, would you consider purchasing in the future?
Base: Gave a response (n=1,327) MULTI SELECT

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