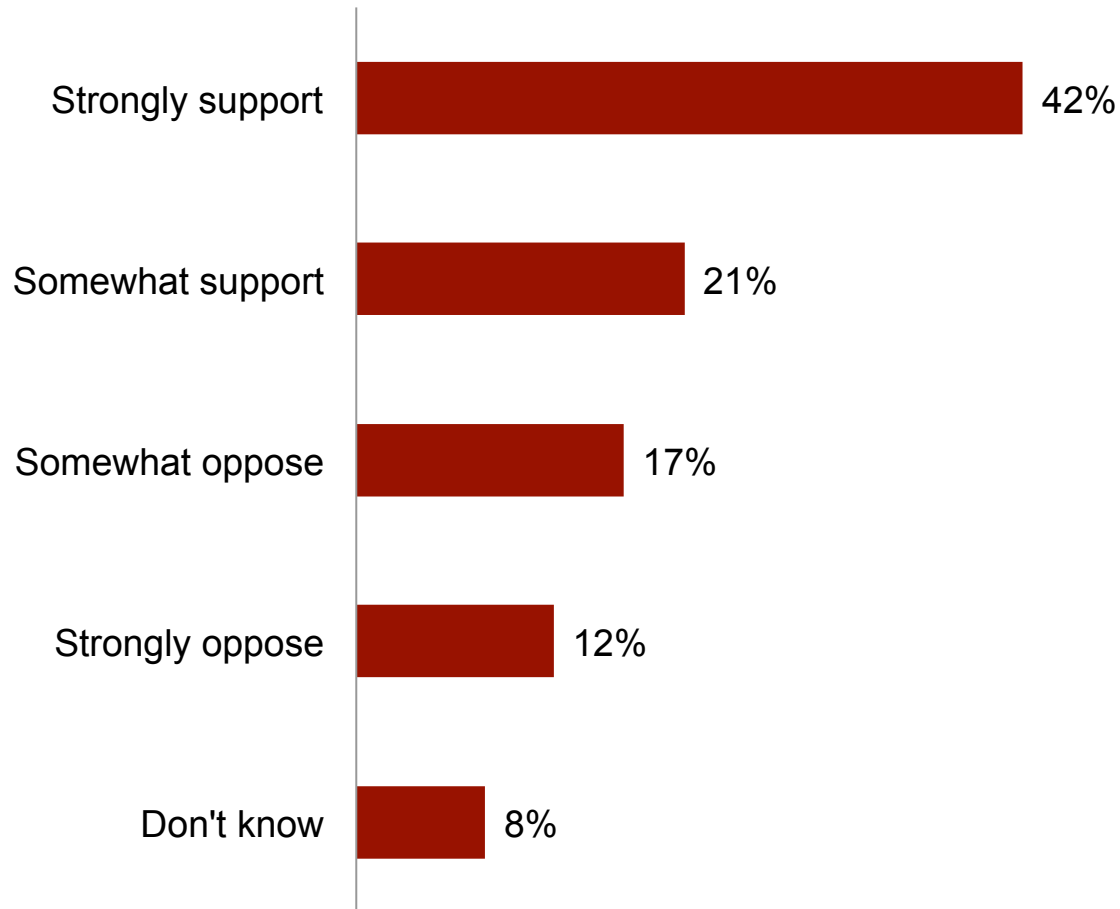


Support/Opposition for Fur Farming Ban



63% of respondents support a ban on fur farming via the Canadian government under the Ministry of Agriculture and Agri-Food.

Base: 1,545

Leger

THE RESEARCH INTELLIGENCE GROUP

Q1. Fur farming is the practice of breeding or raising wild animals, such as foxes and minks, in cages for the purpose of killing them for their fur. The Canadian government has the jurisdiction to ban fur farming under the Ministry of Agriculture and Agri-Food. Would you strongly support, somewhat support, somewhat oppose or strongly oppose such a ban?

Omnibus Data Collection

- Data were collected with Canadians between December 1st and December 4th, 2014, on the Internet via secured access to the online questionnaire hosted on Leger's servers. Email invitations were sent to Canadians from Leger's Web Panel inviting respondents to participate. A total of 1,545 Canadians took part in the study.

Target Respondents

- Residents of Canada, 18 years of age or older.

Statistical Reliability

- As a non-random internet survey, a margin of error is not reported (margin of error accounts for sampling error). Had this data been collected using a probability sample of 1,545 respondents, the margin of error would be ± 2.5 percentage points, 19 times out of 20.

Analysis

- Results are weighted by age, gender and region to ensure accurate representation, as reported by Statistics Canada.