FACTS ON FUR

2026 Edition

An annual study on Canadian attitudes toward locally harvested and manufactured fur and seal products.



Canadian Seal Products

Young people are **more than 3x as likely** to consider buying fur and seal products.



Age 18 - 34

Young people are more open to fur and seal products. 20% have purchased or would consider fur products, and 14% would consider sealskin products.

Age 35+

Older people are far less likely to buy them. Only 6% would consider fur products, and just 4% would consider sealskin products.

78% agree

that public discussion about fur does not always reflect the views of most Canadians



71% agree

that anti-fur campaigns have negatively affected Indigenous communities



30%

of adult Canadians are open to buying seal products

25% of adult Canadians are more likely to consider buying fur and seal products if they know it **supports sustainable wildlife** management.

62% agree

Canadian harvesters, entrepreneurs, and artisans should be permitted to legally harvest, market, and sell fur and fur-related products



Correcting misconceptions

Only 16% of adult Canadians would describe fur and fur-related products as sustainable, yet ...



Canada's fur sector is built around the **sustainable use of renewable natural resources**, **humane trapping** standards, furbearer **conservation**, and **respect for Indigenous traditions and rights.**

To learn more and see the complete results from the survey, please visit **fur.ca/furfacts**

ABOUT THE SURVEY. From July 31 to August 2, 2026, Leger conducted a national online survey of 1,514 Canadian adults about their attitudes and actions toward locally harvested and manufactured fur and seal products, and these industries more broadly.

HOW TO READ THE RESULTS. The figures of 78%, 71%, and 62% are based on respondents who answered each question. Those who did not answer were omitted, this amounted to 35% for the public discussion question, 38% for the question about impact on Indigenous communities, and 30% for the for harvesting and sale question. For the other survey percentages, all respondents are included unless otherwise stated.

If you want to see the full survey results and the methodology used, go to fur.ca/furfacts.