

Statewide Polling in Massachusetts Shows Strong Support for Prohibiting Sales of New Fur Products and Concerns About the Fur Farm Industry

Executive Summary

Recent polling of Massachusetts residents indicates strong support for statewide prohibition of the sale of new fur products. Initial findings show 67% of respondents support statewide legislation. After respondents engaged with more information about the fur farm industry, support increases to 73%. Majority support holds across party affiliation. Respondents' strongest concerns about the fur farm industry varies across party, though animal welfare conditions are a shared concern.

Key Findings

Strong majority support for statewide prohibition of new fur sales.

The poll asked Massachusetts residents about the following state legislation, once near the beginning and again near the end of the survey. This was to measure baseline support for the legislation and how that support might change after learning more about the fur farm industry. Respondents could indicate whether they would support or oppose it, or if they were unsure.

Currently, there is state legislation that would prohibit the sale of new fur products in Massachusetts from animals held in fur factory farms.

This legislation would have exemptions for: used or secondhand fur, fur used for religious purposes, fur from hunted and trapped animals, fishing lures, or fur from domestic species typically raised for food production, such as cowhide, shearing, and wool.

Baseline support for state legislation was established with about 67% of respondents, which increased to 73% later in the survey after reading more information about the fur farm industry. Most of the increase in support comes from respondents having shifted away from being unsure.

	Baseline Opinion	Final Opinion	Change
Support	66.7%	73.3%	+ 6.6
Oppose	15.5%	14.1%	- 1.4
Unsure	17.8%	12.6%	- 5.2

Baseline majority support and increase in support holds across party lines.

Majority support for this legislation was found across self-identified party affiliations. Democrats demonstrate the highest support (76% initial to 84% final), followed by Independents (63% initial to 69% final), and Republicans (57% to 63% final). For Democrats, the shift towards support is largely drawn from those previously unsure, while for Republicans this is from those previously opposed, and for Independents movement is found from those previously opposed or unsure.

	Democrat (N = 294)			Republican (N = 124)			Independent (N = 382)		
	Baseline	Final	Change	Baseline	Final	Change	Baseline	Final	Change
Support	76.0%	84.3%	+ 8.3	57.3%	63.3%	+ 6.0	62.9%	68.5%	+ 5.6
Oppose	7.3%	9.5%	+ 2.2	25.2%	20.1%	- 5.1	18.5%	15.7%	- 2.8
Unsure	16.7%	6.2%	- 10.5	17.5%	16.6%	- 0.9	18.6%	15.9%	- 2.7

Majorities find information about the fur farm industry “very” or “somewhat” concerning.

Respondents were presented with brief information about multiple negative impacts of the fur farm industry. For each, they indicated whether they found the information very concerning, somewhat concerning, not very concerning, not at all concerning, or if they were unsure.

An overwhelming majority of respondents expressed they are very or somewhat concerned about these negative impacts. These are led by harms to the environment from fur processing facilities (90%), poor animal welfare conditions on fur factory farms (88%), public health concerns from disease outbreaks (88%), and unregulated foreign fur factory production (84%).

When breaking down the results by levels of concern, a strong majority of respondents are very concerned about the environment, animal welfare, and public health, with a simple majority being very concerned about unregulated foreign production.

- Environment (64% very, 26% somewhat, 7% not very/not, 3% unsure)
- Animal welfare (64% very, 24% somewhat, 8% not very/not, 4% unsure)
- Public health (63% very, 24% somewhat, 8% not very/not, 4% unsure)
- Unregulated foreign production (55% very, 29% somewhat, 12% not very/not, 5% unsure)

A strong majority of Democrats are very concerned about each aspect, led by public health (83%), the environment (81%), animal welfare (79%), and foreign production (68%). Similarly, most Independents are very concerned about the environment (58%), animal welfare (58%), and public health (56%). About half of Republicans are very concerned about animal welfare (51%).

Methodology

Findings are based on a poll commissioned by FOUR PAWS and conducted by YouGov from November 18 – December 1, 2025, among 800 Massachusetts residents. The margin of error for the full sample is +/- 4.85; the margin of error for subgroups varies and is higher. Some percentages may not add to 100 due to rounding.