Ending Cosmetics Testing on Animals in the USA

A nationwide poll of 1,000 adults conducted by SurveyUSA
August 2019
Key findings

This new survey clearly shows that US adults across the country are wholly against animal testing for cosmetics regardless of party lines.

When asked generally about animal testing for cosmetics such as shampoo and makeup, 71% oppose testing, with 43% of these respondents strongly opposed.

An overwhelming 79% of participants would support a new federal law which would prohibit animal testing for cosmetics; 45% of them recording strong support.
Millennials, Gen Xers and Baby Boomers agree that animal testing for cosmetics should end.
When broken down across age groups the survey shows:

- **Opposition is slightly higher amongst older Americans;** over 76% of those aged 50-64 are opposed (including 50% who say they are ‘strongly opposed’)
- 75% of American adults aged 65 and over are opposed
- 72% of American adults aged between 35-49, and 65% between the ages of 18-34 are also opposed to animal testing for cosmetics
A federal end to cosmetics animal testing in the USA wins strong support regardless of all political and ideological affiliations.
The survey shows that regardless of voter party affiliation, respondents oppose animal testing in cosmetics with 83% of self-reported Democrats, 72% of Republicans and 80% of Independents shown to ‘support’ or ‘strongly support’ a federal bill.
A conservative concern

The poll results challenge the notion that animal testing for cosmetics is not a concern amongst conservatives. 71% of respondents who said they would support a federal law prohibiting animal testing for cosmetics identified as ‘very conservative’, and 50% of those said they ‘strongly support’ such a law.
Methodology

• The survey had 1,000 US adult participants across 50 states

• Research was conducted online between 29th August and 30th August 2019

• The survey was conducted by SurveyUSA
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