



# 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.**

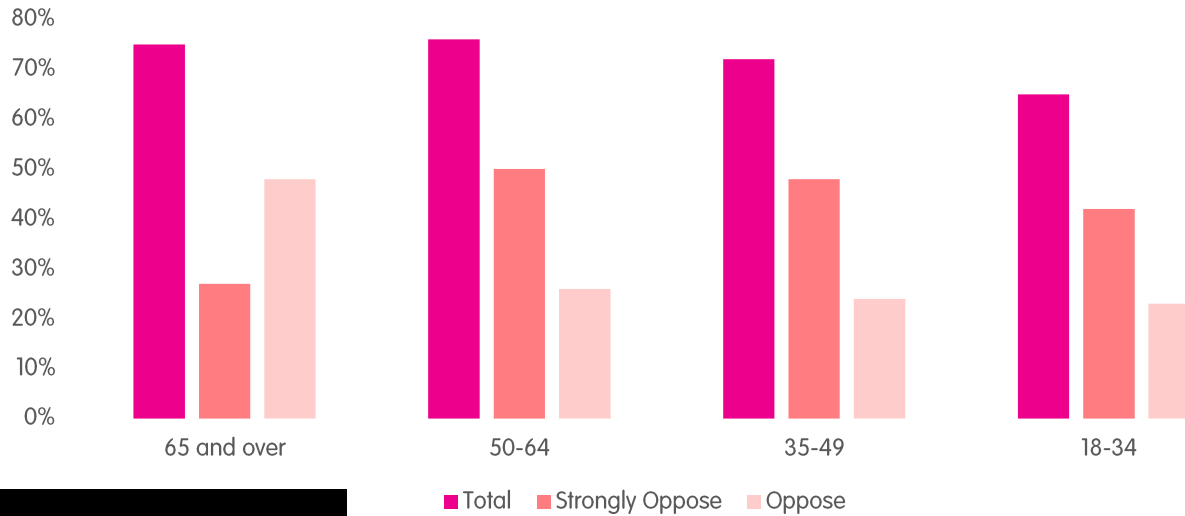
**An overwhelming 79% of participants would support a new federal law** which would prohibit animal testing for cosmetics; 45% of them recording strong support.



**Millennials, Gen Xers  
and Baby Boomers  
agree that animal  
testing for cosmetics  
should end**




## Cross-generational opposition to cosmetics animal testing



## All age groups

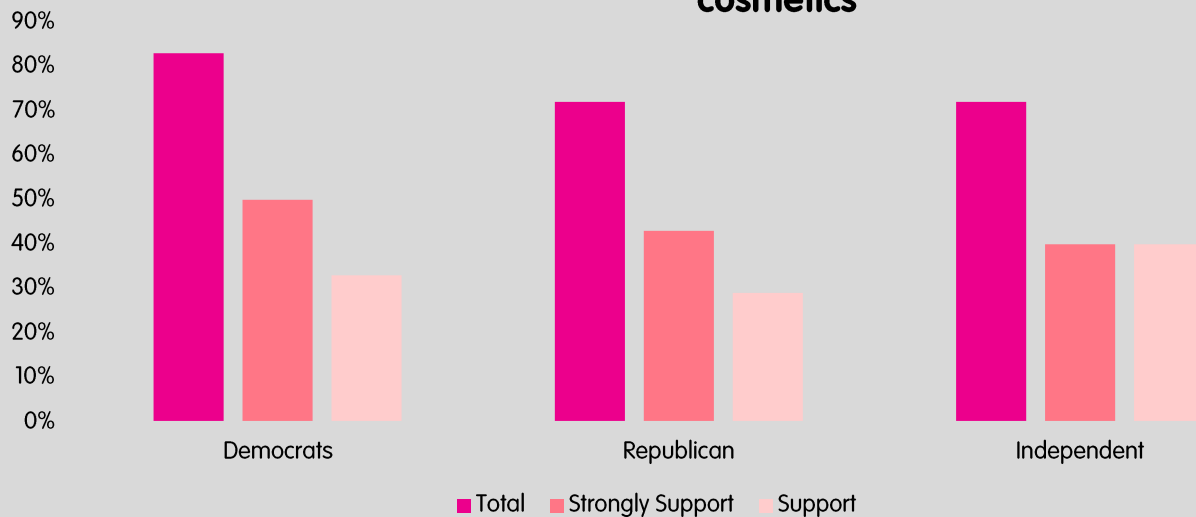
When broken down across age groups the survey shows:

- **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**

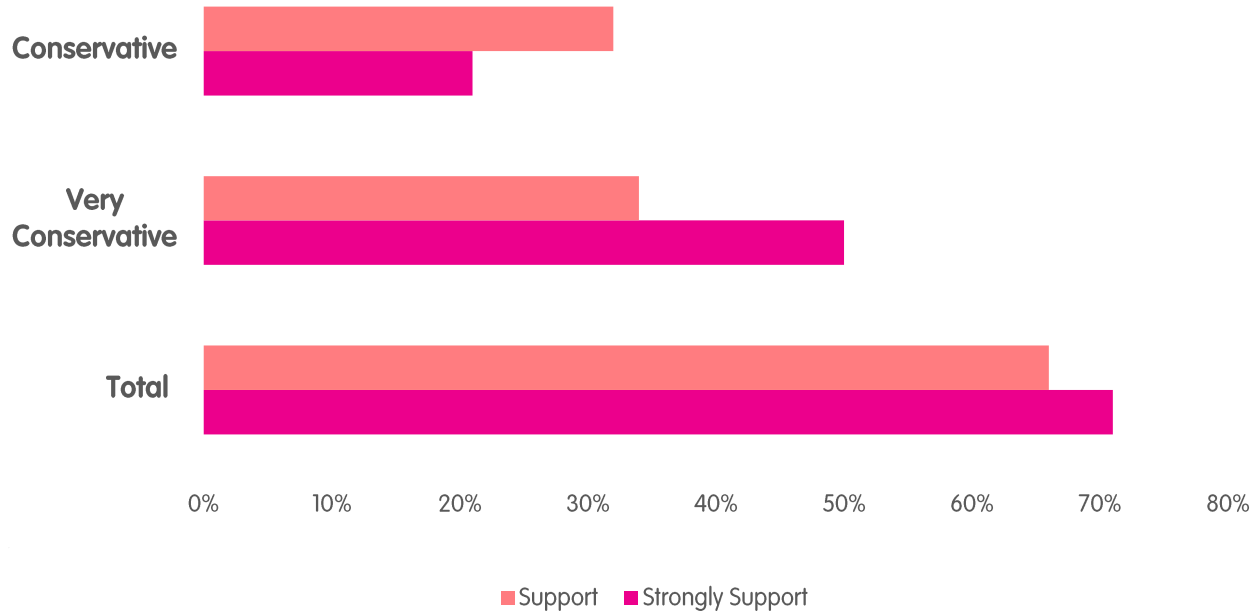
## Cross-party support for federal law to prohibit animal testing in cosmetics



# All parties



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 29<sup>th</sup> August and 30<sup>th</sup> August 2019
- The survey was conducted by [SurveyUSA](#)





**Talk to us**



**Cruelty Free**  
**INTERNATIONAL**

**Phone:** +44 (0) 207 700 4888

**Address:** 16a Crane Grove, London, N7 8NN, UK

**Email:** [info@crueltyfreeinternational.org](mailto:info@crueltyfreeinternational.org)

**Website:** [www.CrueltyFreeInternational.org](http://www.CrueltyFreeInternational.org)