



나는 Be Cruelty-Free를 지지합니다



**HUMANE SOCIETY
INTERNATIONAL**



Kara Korea Animal
Rights Advocates
카라 (사)동물보호시민단체

PUBLIC ATTITUDES IN KOREA TOWARD ANIMAL TESTING FOR COSMETICS

RESULTS OF A NATIONAL OPINION POLL CONDUCTED BY YOU&ME RESEARCH
ON BEHALF OF HUMANE SOCIETY INTERNATIONAL & KOREA ANIMAL RIGHTS ADVOCATES

MARCH 2013

Total sample size was 100 interviews. Fieldwork was undertaken through personal interviews by YOU&ME Research (unme-poll.com) between 25-27 February 2013. Figures have been weighted and are representative of all Korean adults (aged 19+), with a $\pm 3.1\%$ percent margin for error.

RESULTS

Q1. As you may or may not know, ingredients used to make cosmetics, and even sometimes finished products, can be tested in animals to assess their safety. I will read to points of views on this, tell me to which do you feel closer. (Base: total sample)

	TOTAL
Some people say that tests cause pain and suffering to animals and that this is unnecessary, especially when thousands of safe ingredients already exist and are available on the market.	65.6%
Some people say that companies should be free to develop and test new cosmetic ingredients in animals, to promote the creation of new products and enter markets where animal testing is required such as China	34.4%

Q2. The European Union and Israel have banned the testing of ingredients and finished products on animals. In your opinion, should Korea do the same, or no? (Base: total sample)

	TOTAL
Very supportive	26.3%
Somewhat supportive	43.9%
Somewhat opposed	25.4%
Very opposed	4.4%

Q3. The European Union has banned the testing of cosmetics and their ingredients on animals. Should Korea do the same thing? (Base: those “somewhat opposed” or “very opposed” at Q2)

	TOTAL
Yes	49.2%
No	50.8%

Q4. How strongly do you feel about this issue? (Base: total sample)

	TOTAL
Very strongly	14.7%
Somewhat strongly	42.0%
Not too strongly	38.1%
Not at all strongly	5.2%