



Educating
Campaigning
Investigating
Protecting

社團法人台灣防止虐待動物協會
+886-02-2367-0317

Taiwan #BeCrueltyFree Opinion Poll- April 2015

Question 1.

76.5% believe animals shouldn't suffer for beauty

12.1% believe new ingredients should be tested on animals

5.4% have no opinion

Question 2.

64.4% support a ban on cosmetics/ingredients testing

21.1% oppose a ban

14.5% No Opinion

Question 3.

(14.5% who answered no opinion to question 2 were asked this question)

33.0% support

15.7% oppose

51.3% still no opinion

Note: After Q3 was asked, the results of Q2 become:

69.2% support ban on cosmetic/ingredients testing (increased by 4.8%)

23.4% oppose (increased by 2.3%)

7.4% no opinion (decreased by 7.1%)



[Be Cruelty-Free]



HUMANE SOCIETY
INTERNATIONAL



Educating
Campaigning
Investigating
Protecting

社團法人台灣防止虐待動物協會
+886-02-2367-0317

Question 4.

50.4% Feel Strongly about the issue

37.4% Don't feel strongly about the issue

12.2% Have no opinion of the issue.

Note: Q4- of the 50.4% who feel strongly about the issue, 76.8% support a ban
Of the 37.4% who don't feel strongly about the issue, 54.1% still support a ban.

Conclusion:

77% of those polled agree that beauty shouldn't require cruelty

70% of those polled support a ban.

Notes:

1073 people polled starting from the age of 20 years old.

The most support came from northern Taiwan (Taipei, New Taipei), the least came from rural eastern areas.

The numbers of supporters in Southern Taiwan has increased by:

- Yunlin, Chiayi, Tainan- increased by 13.2%.
- Kaohsiung, Pingtung, Penghu - increased by 14.7%.

The majority of supporters were those with a high school diploma and/or university degree.

Nation-wide poll conducted by Trend Survey and Research Co. in April 2015, with 1073 samples and a confidence level of 95% (margin of error +-3%).



[Be Cruelty-Free]



HUMANE SOCIETY
INTERNATIONAL