



**Be Cruelty-Free    Être Sans Cruauté**



**PUBLIC ATTITUDES IN CANADA TOWARD ANIMAL TESTING FOR COSMETICS**

RESULTS OF A NATIONAL OPINION POLL CONDUCTED BY THE STRATEGIC COUNSEL ON BEHALF OF HUMANE SOCIETY INTERNATIONAL/CANADA & ANIMAL ALLIANCE OF CANADA

MARCH 2013

This survey used a national online panel of 1,002 Canadians to solicit the views of those 18 years of age or older on an issue related to animal testing. Fieldwork was undertaken in November 2012 by The Strategic Counsel ([thestrategiccounsel.com](http://thestrategiccounsel.com)).

**RESULTS**

**Q1. As you may or may not know, many of the ingredients used in the manufacture of cosmetics are first tested on animals as part of safety testing. Which of the two points of view below is closest to your own? (Base: total sample)**

	<b>TOTAL</b>
This practice can cause pain and suffering to animals and it is not worth causing this kind of suffering just to test the safety of cosmetics, especially when there are safe ingredients already available.	<b>88%</b>
Companies should be free to develop and test new ingredients even if this means that pain and suffering may be caused to animals in the process, since this ensures the safety of new cosmetics.	<b>12%</b>

**Q2. How supportive or opposed would you be of imposing a ban in Canada on the testing of cosmetics and their ingredients on animals? (Base: total sample)**

	<b>TOTAL</b>
<b>NET Supportive</b>	<b>81%</b>
Very supportive	<b>55%</b>
Somewhat supportive	<b>26%</b>
Neither supportive nor opposed	<b>11%</b>
Somewhat opposed	<b>4%</b>
Very opposed	<b>3%</b>
<b>NET Opposed</b>	<b>7%</b>

**Q3. The European Union has banned the testing of cosmetics and their ingredients on animals. Should Canada also impose a ban? (Base: those who said “neither” or opposed at Q2)**

	TOTAL
Yes	<b>32%</b>
No	<b>26%</b>
Don't know	<b>42%</b>

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

	TOTAL
<b>NET Strongly</b>	<b>84%</b>
Very strongly	<b>46%</b>
Somewhat strongly	<b>38%</b>
Not too strongly	<b>14%</b>
Not at all strongly	<b>2%</b>
<b>NET Not Strongly</b>	<b>16%</b>