

Cruelty Free Europe, Perceptions of Animal Testing in the EU – June 2020

Methodology: Savanta ComRes interviewed 5,653 adults aged 18+ in twelve EU member states (Germany, France, Italy, Spain, Poland, Romania, Netherlands, Belgium, Czech Republic, Portugal, Denmark and Croatia) from the 9th and 19th June 2020. Data were weighted at an overall level to be demographically representative of the population size of the twelve countries. The data were also weighted at a national level to be demographically representative by age, gender and region of each country. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com

All press releases or other publications must be checked with Savanta ComRes before use. Savanta ComRes requires 48-hours to check a press release unless otherwise agreed.

For information about commissioning research please contact info@comresglobal.com or call +44 (0)20 7871 8660

To register for Pollwatch, featuring commentary and insight from the Savanta ComRes team, please email: pollwatch@comresglobal.com

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q1. How much, if anything, do you know about the laws that regulate animal testing and animal experiments within the European Union?

BASE: All respondents

| | Total | Country | | | | | | | | | | | Gender | | |
|------------------------------|-------------|------------|------------|------------|------------|------------|------------|-------------|------------|----------------|------------|-----------|-----------|-------------|-------------|
| | | Germany | France | Italy | Spain | Poland | Romania | Netherlands | Belgium | Czech Republic | Portugal | Denmark | Croatia | Male | Female |
| | | a | b | c | d | e | f | g | h | i | j | k | l | a | b |
| Significance Level: 95% | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 1223 | 1071 | 891 | 680 | 560 | 279 | 250 | 174 | 155 | 155 | 108 | 107 | 2747 | 2890 |
| Total | 5653 | 1270 | 990 | 917 | 709 | 574 | 292 | 260 | 176 | 162 | 155 | 88 | 62 | 2730 | 2907 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| A great deal | 368 7% | 83 7% | 99 10% | 45 5% | 31 4% | 36 6% | 23 8% | 14 5% | 16 9% | 4 3% | 5 3% | 9 10% | 5 7% | 176 6% | 191 7% |
| | | | acdegij | | | | di | | cdij | | | cdij | | | |
| A fair amount | 1193 21% | 177 14% | 213 21% | 275 30% | 108 15% | 160 28% | 73 25% | 43 17% | 43 25% | 29 18% | 44 28% | 15 17% | 13 21% | 556 20% | 634 22% |
| | | | ad | abdgi | | abdgi | adg | | adg | | adgi | | a | | |
| A little | 2621 46% | 617 49% | 396 40% | 470 51% | 275 39% | 291 51% | 146 50% | 115 44% | 76 43% | 72 44% | 87 56% | 40 46% | 36 57% | 1274 47% | 1344 46% |
| | | bd | | bdh | | bd | bd | | | | bdghi | | bdghi | | |
| Nothing at all | 1234 22% | 330 26% | 235 24% | 111 12% | 266 38% | 65 11% | 28 9% | 75 29% | 29 17% | 51 31% | 15 10% | 21 24% | 8 13% | 621 23% | 611 21% |
| | | cefhjl | cefhjl | | abcefhijkl | | | cefhjl | f | bcefhjl | | cefhjl | | | |
| Don't know | 237 4% | 64 5% | 47 5% | 16 2% | 28 4% | 22 4% | 22 8% | 12 5% | 12 7% | 6 4% | 4 3% | 3 3% | 1 1% | 103 4% | 128 4% |
| | | c | c | | c | c | cdejl | c | cl | | | | | | |
| Net: At least a fair amount | 1561 28% | 260 20% | 311 31% | 320 35% | 139 20% | 196 34% | 96 33% | 57 22% | 59 33% | 33 20% | 49 31% | 24 27% | 18 29% | 732 27% | 824 28% |
| | | | adgi | adgi | | adgi | adgi | | adgi | | adgi | | ad | | |
| Net: At least a little | 4182 74% | 877 69% | 707 71% | 790 86% | 414 58% | 487 85% | 242 83% | 172 66% | 134 76% | 105 65% | 135 88% | 64 73% | 53 86% | 2006 73% | 2168 75% |
| | | d | d | abdghik | | abdghik | abdgi | d | adgi | | abdghik | d | abdghik | | |
| Net: Little / Nothing at all | 3855 68% | 946 74% | 631 64% | 581 63% | 542 76% | 356 62% | 174 60% | 191 73% | 105 60% | 123 76% | 102 66% | 62 70% | 44 70% | 1895 69% | 1955 67% |
| | | bcefhj | | | bcefhj | | | bcefh | | bcefh | | | | | |
| Base for stats | 5416 | 1206 | 943 | 901 | 680 | 552 | 270 | 247 | 163 | 156 | 151 | 85 | 62 | 2627 | 2779 |
| Mean Score | 1.13 | 1.01 | 1.19 | 1.28 | .86 | 1.30 | 1.34 | .98 | 1.28 | .92 | 1.25 | 1.13 | 1.23 | 1.11 | 1.15 |
| | | | adgi | abdgi | | abdgi | abdgi | | adgi | | adgi | di | adgi | | |
| Standard Deviation | .839 | .834 | .928 | .741 | .844 | .761 | .774 | .837 | .867 | .784 | .680 | .909 | .777 | .839 | .837 |
| Standard Error | .011 | .024 | .029 | .025 | .033 | .033 | .048 | .054 | .068 | .064 | .055 | .089 | .076 | .016 | .016 |
| Error variance | * | * | * | * | * | * | * | * | * | * | * | .01 | .01 | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q1. How much, if anything, do you know about the laws that regulate animal testing and animal experiments within the European Union?

BASE: All respondents

| | Age | | | | | | Age NETs | | | Knowledge of laws that regulate animal testing and animal experiments within the EU | | | | | | Seen Cruelty Free logo | | |
|------------------------------|-------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|---|--------------|---------------|--------------|----------------|-----------------------------|------------------------|-------------|-------------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-54 | 55+ | A great deal | A fair amount | A little | Nothing at all | Net: At least a fair amount | Net: At least a little | Net: Yes | No |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 545 | 910 | 989 | 1057 | 924 | 1228 | 1455 | 2046 | 2152 | 392 | 1211 | 2605 | 1213 | 1603 | 4208 | 1205 | 3989 |
| Total | 5653 | 521 | 861 | 971 | 1023 | 917 | 1359 | 1382 | 1995 | 2276 | 368 | 1193 | 2621 | 1234 | 1561 | 4182 | 1171 | 4022 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| A great deal | 368 7% | 69 13% | 123 14% | 92 9% | 41 4% | 17 2% | 26 2% | 193 14% | 133 7% | 43 2% | 368 100% | - - | - - | - - | 368 24% | 368 9% | 233 20% | 115 3% |
| | | cdef | cdef | def | ef | | | bc | c | | bcdef | | | | bcdf | bcd | b | |
| A fair amount | 1193 21% | 132 25% | 273 32% | 267 28% | 207 20% | 139 15% | 174 13% | 406 29% | 475 24% | 313 14% | - - | 1193 100% | - - | - - | 1193 76% | 1193 29% | 453 39% | 643 16% |
| | | def | acdef | def | ef | | | bc | c | | | acdef | | | acdf | acd | b | |
| A little | 2621 46% | 207 40% | 338 39% | 428 44% | 468 46% | 483 53% | 697 51% | 545 39% | 896 45% | 1180 52% | - - | - - | 2621 100% | - - | - - | 2621 63% | 392 33% | 2012 50% |
| | | | | b | ab | abcd | abcd | | a | ab | | | abdef | | abde | | a | |
| Nothing at all | 1234 22% | 70 13% | 101 12% | 152 16% | 254 25% | 244 27% | 413 30% | 172 12% | 406 20% | 656 29% | - - | - - | - - | 1234 100% | - - | - - | 70 6% | 1091 27% |
| | | | | b | abc | abc | abcd | | a | ab | | | abcef | | | | a | |
| Don't know | 237 4% | 42 8% | 25 3% | 33 3% | 52 5% | 35 4% | 50 4% | 67 5% | 85 4% | 85 4% | - - | - - | - - | - - | - - | - - | 23 2% | 160 4% |
| | | bcd | | b | | | | | | | | | | | | | a | |
| Net: At least a fair amount | 1561 28% | 202 39% | 396 46% | 359 37% | 248 24% | 156 17% | 200 15% | 598 43% | 607 30% | 356 16% | 368 100% | 1193 100% | - - | - - | 1561 100% | 1561 37% | 686 59% | 758 19% |
| | | def | acdef | def | ef | | | bc | c | | cdf | cdf | | | cdf | cd | b | |
| Net: At least a little | 4182 74% | 409 78% | 735 85% | 787 81% | 717 70% | 639 70% | 896 66% | 1143 83% | 1503 75% | 1535 67% | 368 100% | 1193 100% | 2621 100% | - - | 1561 100% | 4182 100% | 1078 92% | 2770 69% |
| | | def | acdef | def | f | | | bc | c | | d | d | d | | d | d | b | |
| Net: Little / Nothing at all | 3855 68% | 277 53% | 440 51% | 580 60% | 723 71% | 727 79% | 1109 82% | 717 52% | 1302 65% | 1836 81% | - - | - - | 2621 100% | 1234 100% | - - | 2621 63% | 462 39% | 3103 77% |
| | | | | ab | abc | abcd | abcd | | a | ab | | | abef | abef | abe | | a | |
| Base for stats | 5416 | 479 | 836 | 939 | 971 | 883 | 1309 | 1315 | 1910 | 2192 | 368 | 1193 | 2621 | 1234 | 1561 | 4182 | 1147 | 3862 |
| Mean Score | 1.13 | 1.42 | 1.50 | 1.32 | 1.04 | .92 | .86 | 1.47 | 1.17 | .88 | 3.00 | 2.00 | 1.00 | - | 2.24 | 1.46 | 1.74 | .94 |
| | | cdef | cdef | def | ef | f | | bc | c | | ef | | | | f | | b | |
| Standard Deviation | .839 | .910 | .888 | .859 | .802 | .710 | .712 | .897 | .842 | .712 | * | - | - | - | .425 | .652 | .849 | .752 |
| Standard Error | .011 | .041 | .030 | .028 | .025 | .024 | .021 | .024 | .019 | .016 | * | - | - | - | .011 | .010 | .025 | .012 |
| Error variance | * | * | * | * | * | * | * | * | * | * | * | - | - | - | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q1. How much, if anything, do you know about the laws that regulate animal testing and animal experiments within the European Union?

BASE: All respondents

| | Total | Perceived importance of cruelty free labelling when buying cosmetic products | | | Animal testing for cosmetic products and their ingredients is unacceptable in all circumstances | | |
|------------------------------|-------------|--|------------------|-----------------|---|------------------|-----------------|
| | | Net: Important | Net: Unimportant | Neither | Net: Agree | Net: Disagree | Neither |
| | | a | b | c | a | b | c |
| Significance Level: 95% | | | | | | | |
| Unweighted Total | 5653 | 4041 | 505 | 792 | 4143 | 627 | 722 |
| Total | 5653 | 4060 | 495 | 780 | 4160 | 616 | 717 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| A great deal | 368 7% | 227 6% | 88 18% ac | 37 5% | 223 5% | 98 16% ac | 40 6% |
| A fair amount | 1193 21% | 908 22% c | 118 24% c | 144 18% | 860 21% | 162 26% a | 158 22% |
| A little | 2621 46% | 1993 49% b | 170 34% | 373 48% b | 2045 49% bc | 229 37% | 313 44% b |
| Nothing at all | 1234 22% | 813 20% | 104 21% | 191 24% a | 916 22% b | 104 17% | 153 21% b |
| Don't know | 237 4% | 118 3% | 15 3% | 36 5% a | 115 3% | 24 4% | 53 7% ab |
| Net: At least a fair amount | 1561 28% | 1135 28% c | 206 42% ac | 180 23% | 1083 26% | 260 42% ac | 198 28% |
| Net: At least a little | 4182 74% | 3129 77% c | 376 76% c | 554 71% | 3129 75% c | 488 79% ac | 512 71% |
| Net: Little / Nothing at all | 3855 68% | 2807 69% b | 274 55% | 564 72% b | 2962 71% bc | 333 54% | 467 65% b |
| Base for stats | 5416 | 3942 | 480 | 745 | 4045 | 593 | 665 |
| Mean Score | 1.13 | 1.14 c | 1.40 ac | 1.03 | 1.10 | 1.43 ac | 1.13 |
| Standard Deviation | .839 | .805 | 1.020 | .804 | .807 | .964 | .833 |
| Standard Error | .011 | .013 | .046 | .029 | .013 | .039 | .032 |
| Error variance | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2. Summary - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Strongly disagree | Somewhat disagree | Neither agree nor disagree | Somewhat agree | Strongly agree | Don't know | Net: Agree | Net: Disagree |
|--|--------------|-------------------|-------------------|----------------------------|----------------|----------------|------------|-------------|---------------|
| Animal testing for household cleaning products should be banned in the European Union | 5653 100% | 258 5% | 285 5% | 633 11% | 1062 19% | 3231 57% | 184 3% | 4293 76% | 543 10% |
| The European Union should invest more in the development of alternative methods to animal testing | 5653 100% | 264 5% | 275 5% | 681 12% | 1365 24% | 2879 51% | 189 3% | 4244 75% | 539 10% |
| Animal testing for cosmetics products and their ingredients is unacceptable in all circumstances | 5653 100% | 286 5% | 330 6% | 717 13% | 1139 20% | 3020 53% | 160 3% | 4160 74% | 616 11% |
| The European Union should set binding targets and deadlines to phase out testing on animals | 5653 100% | 248 4% | 335 6% | 791 14% | 1405 25% | 2680 47% | 194 3% | 4085 72% | 583 10% |
| Animal tests not required by law (e.g. tests for exploratory purposes) should not be permitted | 5653 100% | 271 5% | 340 6% | 809 14% | 1204 21% | 2811 50% | 219 4% | 4015 71% | 611 11% |
| Enabling the full replacement of all forms of animal testing with non-animal testing methods should be a priority for the European Union | 5653 100% | 239 4% | 385 7% | 869 15% | 1418 25% | 2526 45% | 217 4% | 3944 70% | 623 11% |
| The European Union should immediately end all animal testing | 5653 100% | 299 5% | 493 9% | 941 17% | 1302 23% | 2425 43% | 192 3% | 3727 66% | 792 14% |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2. Net: Agree summary - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Country | | | | | | | | | | | Gender | | |
|--|-------------|----------------------|---------------------|----------------------|---------------------|----------------------|---------------------|---------------------|---------------------|---------------------|-----------------------|--------------------|---------------------|------------------|------------------|
| | | Germany | France | Italy | Spain | Poland | Romania | Netherlands | Belgium | Czech Republic | Portugal | Denmark | Croatia | Male | Female |
| | | a | b | c | d | e | f | g | h | i | j | k | l | a | b |
| Significance Level: 95% | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 1223 | 1071 | 891 | 680 | 560 | 279 | 250 | 174 | 155 | 155 | 108 | 107 | 2747 | 2890 |
| Total | 5653 | 1270 | 990 | 917 | 709 | 574 | 292 | 260 | 176 | 162 | 155 | 88 | 62 | 2730 | 2907 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Enabling the full replacement of all forms of animal testing with non-animal testing methods should be a priority for the European Union | 3944 70% | 938 74% bdghik | 686 69% ghik | 668 73% dghik | 459 65% ik | 415 72% dghik | 212 73% dghik | 159 61% dghik | 101 57% dghik | 91 56% dghik | 119 77% dghik | 47 53% dghik | 49 79% bdghik | 1793 66% a | 2146 74% a |
| The European Union should set binding targets and deadlines to phase out testing on animals | 4085 72% | 918 72% ghik | 742 75% dghik | 692 76% dghik | 501 71% ghik | 430 75% ghik | 215 74% ghik | 166 64% dghik | 103 59% dghik | 101 62% dghik | 122 79% dghik | 49 56% dghik | 45 73% hk | 1839 67% a | 2240 77% a |
| The European Union should immediately end all animal testing | 3727 66% | 858 68% dghik | 675 68% dghik | 629 69% dghik | 441 62% ghk | 410 71% dghik | 204 70% dghik | 138 53% dghik | 91 52% dghik | 88 54% dghik | 105 68% ghik | 46 52% dghik | 42 67% ghik | 1652 61% a | 2073 71% a |
| The European Union should invest more in the development of alternative methods to animal testing | 4244 75% | 967 76% dghik | 743 75% ghik | 722 79% dghik | 507 72% hi | 456 80% bdghik | 234 80% dghik | 169 65% dghik | 110 63% dghik | 94 58% dghik | 132 85% abdghik | 57 64% dghik | 52 84% bdghik | 1989 73% a | 2249 77% a |
| Animal testing for cosmetics products and their ingredients is unacceptable in all circumstances | 4160 74% | 988 78% dfghik | 745 75% dghik | 700 76% dghik | 491 69% h | 423 74% ghi | 209 72% h | 171 66% dghik | 104 59% dghik | 103 63% dghik | 120 78% dghik | 57 65% dghik | 48 77% ghi | 1927 71% a | 2228 77% a |
| Animal testing for household cleaning products should be banned in the European Union | 4293 76% | 1009 79% dghik | 753 76% dghk | 728 79% dghik | 505 71% dghik | 448 78% dghik | 226 77% ghk | 170 65% dghik | 113 64% dghik | 113 70% dghik | 125 81% dghik | 56 63% dghik | 48 77% ghk | 1947 71% a | 2342 81% a |
| Animal tests not required by law (e.g. tests for exploratory purposes) should not be permitted | 4015 71% | 959 76% deghik | 721 73% dghi | 699 76% deghik | 453 64% i | 407 71% dghi | 209 72% dghi | 161 62% i | 104 59% dghik | 81 50% dghik | 120 78% dghik | 56 64% i | 45 72% hi | 1804 66% a | 2206 76% a |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2. Net: Agree summary - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Age | | | | | | Age NETs | | | Knowledge of laws that regulate animal testing and animal experiments within the EU | | | | | | Seen Cruelty Free logo | | |
|--|-------------|------------|------------|------------|------------|------------|-------------|------------|-------------|---|--------------|---------------|-------------|----------------|-----------------------------|------------------------|------------|-------------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-54 | 55+ | A great deal | A fair amount | A little | Nothing at all | Net: At least a fair amount | Net: At least a little | Net: Yes | No |
| | a | b | c | d | e | f | a | b | c | a | b | c | d | e | f | a | b | |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 545 | 910 | 989 | 1057 | 924 | 1228 | 1455 | 2046 | 2152 | 392 | 1211 | 2605 | 1213 | 1603 | 4208 | 1205 | 3989 |
| Total | 5653 | 521 | 861 | 971 | 1023 | 917 | 1359 | 1382 | 1995 | 2276 | 368 | 1193 | 2621 | 1234 | 1561 | 4182 | 1171 | 4022 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Enabling the full replacement of all forms of animal testing with non-animal testing methods should be a priority for the European Union | 3944 70% | 308 59% | 581 68% | 645 66% | 726 71% | 689 75% | 995 73% | 889 64% | 1371 69% | 1684 74% | 229 62% | 865 73% | 1934 74% | 808 65% | 1095 70% | 3029 72% | 806 69% | 2807 70% |
| | | | a | a | ac | abcd | abc | | a | ab | | ad | ade | | ad | ad | | |
| The European Union should set binding targets and deadlines to phase out testing on animals | 4085 72% | 312 60% | 586 68% | 678 70% | 744 73% | 725 79% | 1040 77% | 898 65% | 1421 71% | 1765 78% | 222 60% | 860 72% | 2027 77% | 860 70% | 1082 69% | 3109 74% | 779 67% | 2964 74% |
| | | | a | a | ab | abcd | abcd | | a | ab | | a | abdef | a | a | ade | | a |
| The European Union should immediately end all animal testing | 3727 66% | 308 59% | 550 64% | 604 62% | 695 68% | 651 71% | 920 68% | 858 62% | 1299 65% | 1570 69% | 212 58% | 817 68% | 1815 69% | 766 62% | 1029 66% | 2843 68% | 754 64% | 2666 66% |
| | | | | ac | abc | ac | | | ab | | | ad | ade | | ad | ad | | |
| The European Union should invest more in the development of alternative methods to animal testing | 4244 75% | 325 62% | 582 68% | 702 72% | 788 77% | 750 82% | 1096 81% | 908 66% | 1491 75% | 1846 81% | 215 58% | 899 75% | 2089 80% | 927 75% | 1114 71% | 3203 77% | 803 69% | 3089 77% |
| | | | a | ab | abc | abcd | abcd | | a | ab | | ae | abdef | ae | a | ae | | a |
| Animal testing for cosmetics products and their ingredients is unacceptable in all circumstances | 4160 74% | 325 62% | 603 70% | 663 68% | 757 74% | 743 81% | 1069 79% | 928 67% | 1421 71% | 1811 80% | 223 61% | 860 72% | 2045 78% | 916 74% | 1083 69% | 3129 75% | 795 68% | 3033 75% |
| | | | a | a | ac | abcd | abcd | | a | ab | | a | abdef | ae | a | ae | | a |
| Animal testing for household cleaning products should be banned in the European Union | 4293 76% | 340 65% | 627 73% | 703 72% | 764 75% | 765 83% | 1093 80% | 967 70% | 1467 74% | 1858 82% | 220 60% | 893 75% | 2122 81% | 940 76% | 1113 71% | 3235 77% | 817 70% | 3130 78% |
| | | | a | a | a | abcd | abcd | | a | ab | | ae | abdef | ae | a | ae | | a |
| Animal tests not required by law (e.g. tests for exploratory purposes) should not be permitted | 4015 71% | 319 61% | 570 66% | 659 68% | 753 74% | 702 76% | 1013 75% | 889 64% | 1411 71% | 1714 75% | 217 59% | 853 71% | 1984 76% | 853 69% | 1070 69% | 3054 73% | 783 67% | 2913 72% |
| | | | | a | abc | abc | abc | | a | ab | | a | abdef | a | a | ade | | a |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2. Net: Agree summary - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Perceived importance of cruelty free labelling when buying cosmetic products | | | Animal testing for cosmetic products and their ingredients is unacceptable in all circumstances | | |
|--|-------------|--|------------------|-----------------|---|---------------|------------|
| | | Net: Important | Net: Unimportant | Neither | Net: Agree | Net: Disagree | Neither |
| | | a | b | c | a | b | c |
| Significance Level: 95% | | | | | | | |
| Unweighted Total | 5653 | 4041 | 505 | 792 | 4143 | 627 | 722 |
| Total | 5653 | 4060 | 495 | 780 | 4160 | 616 | 717 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Enabling the full replacement of all forms of animal testing with non-animal testing methods should be a priority for the European Union | 3944 70% | 3268 80% bc | 213 43% | 329 42% | 3526 85% bc | 181 29% | 207 29% |
| The European Union should set binding targets and deadlines to phase out testing on animals | 4085 72% | 3385 83% bc | 197 40% | 358 46% b | 3649 88% bc | 180 29% | 225 31% |
| The European Union should immediately end all animal testing | 3727 66% | 3134 77% bc | 176 36% | 285 37% | 3361 81% bc | 162 26% | 175 24% |
| The European Union should invest more in the development of alternative methods to animal testing | 4244 75% | 3424 84% bc | 228 46% | 432 55% b | 3668 88% bc | 236 38% | 303 42% |
| Animal testing for cosmetics products and their ingredients is unacceptable in all circumstances | 4160 74% | 3410 84% bc | 207 42% | 378 48% b | 4160 100% bc | - - | - - |
| Animal testing for household cleaning products should be banned in the European Union | 4293 76% | 3515 87% bc | 223 45% | 399 51% b | 3815 92% bc | 196 32% | 254 35% |
| Animal tests not required by law (e.g. tests for exploratory purposes) should not be permitted | 4015 71% | 3319 82% bc | 217 44% | 340 44% | 3552 85% bc | 198 32% | 230 32% |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2. Net: Disagree summary - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Country | | | | | | | | | | | | Gender | |
|--|------------|----------------|-----------|-----------------|--------------------|------------------|-----------------|--------------------|--------------------|-----------------------|-----------|---------------------|--------------------|-----------------|------------|
| | | Germany | France | Italy | Spain | Poland | Romania | Netherlands | Belgium | Czech Republic | Portugal | Denmark | Croatia | Male | Female |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | a | b |
| Unweighted Total | 5653 | 1223 | 1071 | 891 | 680 | 560 | 279 | 250 | 174 | 155 | 155 | 108 | 107 | 2747 | 2890 |
| Total | 5653 | 1270 | 990 | 917 | 709 | 574 | 292 | 260 | 176 | 162 | 155 | 88 | 62 | 2730 | 2907 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Enabling the full replacement of all forms of animal testing with non-animal testing methods should be a priority for the European Union | 623 11% | 95 8% | 97 10% | 104 11% a | 91 13% ab | 78 14% ab | 30 10% | 36 14% a | 30 17% abcfj | 25 15% ab | 13 8% | 13 15% a | 9 15% a | 366 13% b | 253 9% |
| The European Union should set binding targets and deadlines to phase out testing on animals | 583 10% | 117 9% | 74 7% | 89 10% | 88 12% ab | 67 12% b | 26 9% | 34 13% b | 27 15% abcf | 23 14% ab | 15 10% | 15 18% abcf | 8 12% | 349 13% b | 229 8% |
| The European Union should immediately end all animal testing | 792 14% | 157 12% | 98 10% | 127 14% b | 120 17% abf | 78 14% b | 33 11% | 54 21% abcef | 37 21% abcef | 32 20% abcf | 22 14% | 19 22% abcef | 13 21% abcef | 472 17% b | 315 11% |
| The European Union should invest more in the development of alternative methods to animal testing | 539 10% | 104 8% j | 72 7% | 86 9% j | 77 11% abj | 65 11% abj | 24 8% j | 34 13% abj | 25 14% abfj | 28 17% abcdefjl | 5 3% | 14 16% abcfjl | 5 7% | 307 11% b | 228 8% |
| Animal testing for cosmetics products and their ingredients is unacceptable in all circumstances | 616 11% | 98 8% | 81 8% | 92 10% | 101 14% abc | 76 13% ab | 40 14% ab | 34 13% ab | 30 17% abcl | 28 17% abcl | 16 10% | 15 17% abcl | 5 8% | 348 13% b | 267 9% |
| Animal testing for household cleaning products should be banned in the European Union | 543 10% | 78 6% | 72 7% | 99 11% ab | 81 11% ab | 62 11% ab | 33 11% ab | 35 14% abj | 24 14% ab | 27 17% abcej | 11 7% | 12 14% ab | 8 13% ab | 334 12% b | 204 7% |
| Animal tests not required by law (e.g. tests for exploratory purposes) should not be permitted | 611 11% | 92 7% | 80 8% | 86 9% | 113 16% abcj | 73 13% abc | 35 12% ab | 34 13% ab | 28 16% abc | 34 21% abcefj | 14 9% | 13 15% ab | 10 16% abc | 363 13% b | 245 8% |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2. Net: Disagree summary - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Age | | | | | | Age NETs | | | Knowledge of laws that regulate animal testing and animal experiments within the EU | | | | | | Seen Cruelty Free logo | | |
|--|------------|--------------------|--------------------|-------------------|-----------------|-----------------|-----------------|------------------|-----------------|---|--------------------|-------------------|-----------------|-----------------|-----------------------------|------------------------|-----------------|-----------------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-54 | 55+ | A great deal | A fair amount | A little | Nothing at all | Net: At least a fair amount | Net: At least a little | Net: Yes | No |
| | a | b | c | d | e | f | a | b | c | a | b | c | d | e | f | a | b | |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 545 | 910 | 989 | 1057 | 924 | 1228 | 1455 | 2046 | 2152 | 392 | 1211 | 2605 | 1213 | 1603 | 4208 | 1205 | 3989 |
| Total | 5653 | 521 | 861 | 971 | 1023 | 917 | 1359 | 1382 | 1995 | 2276 | 368 | 1193 | 2621 | 1234 | 1561 | 4182 | 1171 | 4022 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Enabling the full replacement of all forms of animal testing with non-animal testing methods should be a priority for the European Union | 623 11% | 90 17% cdef | 121 14% def | 127 13% def | 87 9% d | 77 8% e | 122 9% f | 211 15% bc | 214 11% c | 198 9% c | 88 24% bcdef | 145 12% c | 242 9% c | 124 10% d | 233 15% bcdf | 475 11% c | 177 15% b | 407 10% b |
| The European Union should set binding targets and deadlines to phase out testing on animals | 583 10% | 88 17% cdef | 119 14% def | 116 12% def | 84 8% d | 67 7% e | 110 8% f | 207 15% bc | 200 10% c | 177 8% c | 89 24% bcdef | 155 13% cdf | 209 8% c | 109 9% d | 243 16% cdf | 452 11% cd | 192 16% b | 354 9% b |
| The European Union should immediately end all animal testing | 792 14% | 95 18% cdef | 140 16% de | 140 14% e | 131 13% d | 102 11% e | 184 14% f | 235 17% bc | 271 14% c | 286 13% c | 82 22% bcdef | 192 16% c | 311 12% c | 181 15% c | 274 18% cdf | 585 14% c | 193 16% b | 549 14% b |
| The European Union should invest more in the development of alternative methods to animal testing | 539 10% | 88 17% cdef | 121 14% cdef | 104 11% def | 76 7% d | 61 7% e | 88 6% f | 209 15% bc | 180 9% c | 149 7% c | 86 23% bcdef | 143 12% cd | 195 7% c | 88 7% d | 229 15% bcdf | 424 10% cd | 186 16% b | 321 8% b |
| Animal testing for cosmetics products and their ingredients is unacceptable in all circumstances | 616 11% | 96 18% bcdef | 113 13% def | 121 12% ef | 100 10% d | 74 8% e | 111 8% f | 209 15% bc | 221 11% c | 186 8% c | 98 27% bcdef | 162 14% cd | 229 9% c | 104 8% d | 260 17% bcdf | 488 12% cd | 185 16% b | 394 10% b |
| Animal testing for household cleaning products should be banned in the European Union | 543 10% | 88 17% bcdef | 98 11% ef | 108 11% ef | 92 9% e | 49 5% e | 108 8% f | 186 13% bc | 200 10% c | 157 7% c | 85 23% bcdef | 158 13% cdf | 187 7% c | 89 7% d | 243 16% cdf | 430 10% cd | 182 16% b | 333 8% b |
| Animal tests not required by law (e.g. tests for exploratory purposes) should not be permitted | 611 11% | 91 18% cdef | 127 15% cdef | 111 11% def | 86 8% d | 77 8% e | 119 9% f | 218 16% bc | 197 10% c | 196 9% c | 92 25% bcdef | 162 14% cdf | 214 8% c | 119 10% d | 254 16% bcdf | 468 11% c | 189 16% b | 383 10% b |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2. Net: Disagree summary - To what extent do you agree or disagree with the following statements?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Enabling the full replacement of all forms of animal testing with non-animal testing methods should be a priority for the European Union

The European Union should set binding targets and deadlines to phase out testing on animals

The European Union should immediately end all animal testing

The European Union should invest more in the development of alternative methods to animal testing

Animal testing for cosmetics products and their ingredients is unacceptable in all circumstances

Animal testing for household cleaning products should be banned in the European Union

Animal tests not required by law (e.g. tests for exploratory purposes) should not be permitted

| | Total | Perceived importance of cruelty free labelling when buying cosmetic products | | | Animal testing for cosmetic products and their ingredients is unacceptable in all circumstances | | |
|--|------------|--|------------------|-----------------|---|-------------------|-----------------|
| | | Net: Important | Net: Unimportant | Neither | Net: Agree | Net: Disagree | Neither |
| | | a | b | c | a | b | c |
| Unweighted Total | 5653 | 4041 | 505 | 792 | 4143 | 627 | 722 |
| Total | 5653 | 4060 | 495 | 780 | 4160 | 616 | 717 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Enabling the full replacement of all forms of animal testing with non-animal testing methods should be a priority for the European Union | 623 11% | 289 7% | 163 33% ac | 136 17% a | 206 5% | 296 48% ac | 105 15% a |
| The European Union should set binding targets and deadlines to phase out testing on animals | 583 10% | 270 7% | 168 34% ac | 111 14% a | 178 4% | 290 47% ac | 103 14% a |
| The European Union should immediately end all animal testing | 792 14% | 368 9% | 196 40% ac | 187 24% a | 302 7% | 338 55% ac | 134 19% a |
| The European Union should invest more in the development of alternative methods to animal testing | 539 10% | 269 7% | 149 30% ac | 95 12% a | 196 5% | 249 40% ac | 80 11% a |
| Animal testing for cosmetics products and their ingredients is unacceptable in all circumstances | 616 11% | 283 7% | 168 34% ac | 127 16% a | - - | 616 100% ac | - - |
| Animal testing for household cleaning products should be banned in the European Union | 543 10% | 233 6% | 166 34% ac | 114 15% a | 133 3% | 307 50% ac | 87 12% a |
| Animal tests not required by law (e.g. tests for exploratory purposes) should not be permitted | 611 11% | 295 7% | 157 32% ac | 125 16% a | 223 5% | 282 46% ac | 94 13% a |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_1. Enabling the full replacement of all forms of animal testing with non-animal testing methods should be a priority for the European Union - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Country | | | | | | | | | | | Gender | | |
|----------------------------|-------------|------------|------------|------------|------------|------------|------------|-------------|------------|----------------|------------|-----------|-----------|-------------|-------------|
| | | Germany | France | Italy | Spain | Poland | Romania | Netherlands | Belgium | Czech Republic | Portugal | Denmark | Croatia | Male | Female |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | a | b |
| Unweighted Total | 5653 | 1223 | 1071 | 891 | 680 | 560 | 279 | 250 | 174 | 155 | 155 | 108 | 107 | 2747 | 2890 |
| Total | 5653 | 1270 | 990 | 917 | 709 | 574 | 292 | 260 | 176 | 162 | 155 | 88 | 62 | 2730 | 2907 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 239 4% | 44 3% | 36 4% | 34 4% | 35 5% | 32 6% | 12 4% | 11 4% | 10 6% | 9 6% | 7 4% | 6 6% | 2 3% | 134 5% | 103 4% |
| | | | | | a | | | | | | | | | b | |
| Somewhat disagree | 385 7% | 51 4% | 61 6% | 70 8% | 57 8% | 46 8% | 18 6% | 25 10% | 21 12% | 16 10% | 6 4% | 8 9% | 8 12% | 232 9% | 150 5% |
| | | | a | a | a | a | | aj | abfj | a | | a | abfj | b | |
| Neither agree nor disagree | 869 15% | 184 15% | 152 15% | 129 14% | 133 19% | 65 11% | 41 14% | 53 20% | 32 18% | 35 22% | 21 13% | 22 26% | 2 4% | 472 17% | 393 14% |
| | | l | el | l | acel | l | l | abcefl | el | abcefl | l | abceflj | | b | |
| Somewhat agree | 1418 25% | 308 24% | 255 26% | 250 27% | 156 22% | 143 25% | 83 28% | 68 26% | 40 23% | 39 24% | 37 24% | 21 24% | 19 30% | 756 28% | 660 23% |
| | | | | d | | | d | | | | | | | b | |
| Strongly agree | 2526 45% | 630 50% | 431 44% | 418 46% | 303 43% | 271 47% | 129 44% | 91 35% | 61 34% | 53 32% | 82 53% | 26 30% | 31 50% | 1037 38% | 1486 51% |
| | | bdghik | ghik | ghik | ghik | ghik | ghik | | | | bdghik | | ghik | a | |
| Don't know | 217 4% | 52 4% | 55 6% | 16 2% | 25 4% | 16 3% | 9 3% | 11 4% | 13 8% | 11 7% | 2 1% | 5 6% | 1 2% | 99 4% | 115 4% |
| | | c | cej | | c | | | c | acdefjl | cej | | cj | | | |
| Net: Agree | 3944 70% | 938 74% | 686 69% | 668 73% | 459 65% | 415 72% | 212 73% | 159 61% | 101 57% | 91 56% | 119 77% | 47 53% | 49 79% | 1793 66% | 2146 74% |
| | | bdghik | ghik | dghik | ik | dghik | dghik | | | | dghik | | bdghik | a | |
| Net: Disagree | 623 11% | 95 8% | 97 10% | 104 11% | 91 13% | 78 14% | 30 10% | 36 14% | 30 17% | 25 15% | 13 8% | 13 15% | 9 15% | 366 13% | 253 9% |
| | | | | a | ab | ab | | a | abcfj | ab | | a | a | b | |
| Base for stats | 5436 | 1218 | 934 | 901 | 684 | 557 | 282 | 248 | 162 | 152 | 153 | 83 | 61 | 2632 | 2791 |
| Mean Score | 4.03 | 4.17 | 4.05 | 4.05 | 3.93 | 4.03 | 4.06 | 3.81 | 3.75 | 3.72 | 4.18 | 3.65 | 4.13 | 3.89 | 4.17 |
| | | bcdeghik | dghik | dghik | k | ghik | ghik | | | | dghik | | ghik | a | |
| Standard Deviation | 1.141 | 1.065 | 1.108 | 1.122 | 1.194 | 1.205 | 1.117 | 1.170 | 1.247 | 1.217 | 1.103 | 1.213 | 1.140 | 1.171 | 1.091 |
| Standard Error | .015 | .031 | .035 | .038 | .047 | .052 | .068 | .076 | .098 | .101 | .089 | .120 | .111 | .023 | .021 |
| Error variance | * | * | * | * | * | * | * | .01 | .01 | .01 | .01 | .01 | .01 | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_1. Enabling the full replacement of all forms of animal testing with non-animal testing methods should be a priority for the European Union - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Age | | | | | | Age NETs | | | Knowledge of laws that regulate animal testing and animal experiments within the EU | | | | | | Seen Cruelty Free logo | | |
|----------------------------|-------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|-------------------|------------------|---|---------------------|------------------|--------------------|--------------------|-----------------------------|------------------------|-----------------|----------------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-54 | 55+ | A great deal | A fair amount | A little | Nothing at all | Net: At least a fair amount | Net: At least a little | Net: Yes | No |
| | a | b | c | d | e | f | a | b | c | a | b | c | d | e | f | a | b | |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 545 | 910 | 989 | 1057 | 924 | 1228 | 1455 | 2046 | 2152 | 392 | 1211 | 2605 | 1213 | 1603 | 4208 | 1205 | 3989 |
| Total | 5653 | 521 | 861 | 971 | 1023 | 917 | 1359 | 1382 | 1995 | 2276 | 368 | 1193 | 2621 | 1234 | 1561 | 4182 | 1171 | 4022 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 239 4% | 30 6% e | 47 5% e | 43 4% | 38 4% | 28 3% | 52 4% | 77 6% bc | 81 4% | 81 4% | 47 13% bcdef | 51 4% | 86 3% | 40 3% | 98 6% bcdf | 185 4% c | 69 6% b | 154 4% |
| Somewhat disagree | 385 7% | 60 11% def | 74 9% def | 84 9% def | 50 5% | 48 5% | 69 5% | 134 10% bc | 133 7% c | 118 5% | 40 11% cdf | 95 8% c | 156 6% | 83 7% | 135 9% cf | 291 7% | 108 9% b | 253 6% |
| Neither agree nor disagree | 869 15% | 96 18% ef | 132 15% | 167 17% ef | 164 16% | 125 14% | 185 14% | 228 16% c | 331 17% c | 310 14% | 45 12% | 163 14% | 400 15% | 212 17% abef | 208 13% | 608 15% | 161 14% | 641 16% |
| Somewhat agree | 1418 25% | 142 27% | 224 26% | 258 27% | 250 24% | 228 25% | 316 23% | 366 26% | 508 25% | 544 24% | 82 22% | 311 26% | 700 27% d | 288 23% | 393 25% d | 1093 26% d | 300 26% | 992 25% |
| Strongly agree | 2526 45% | 166 32% a | 358 42% a | 386 40% a | 477 47% abc | 461 50% abc | 679 50% abc | 523 38% abc | 863 43% a | 1139 50% ab | 147 40% ad | 554 46% ad | 1234 47% ad | 520 42% | 701 45% ad | 1935 46% ad | 506 43% | 1815 45% |
| Don't know | 217 4% | 28 5% be | 26 3% | 33 3% | 45 4% | 26 3% | 58 4% | 54 4% | 79 4% | 85 4% | 6 2% | 19 2% | 45 2% | 90 7% abcef | 25 2% | 70 2% | 27 2% | 167 4% a |
| Net: Agree | 3944 70% | 308 59% a | 581 68% a | 645 66% a | 726 71% ac | 689 75% abcd | 995 73% abc | 889 64% bc | 1371 69% a | 1684 74% ab | 229 62% bcdef | 865 73% c | 1934 74% ade | 808 65% | 1095 70% ad | 3029 72% ad | 806 69% | 2807 70% |
| Net: Disagree | 623 11% | 90 17% cdef | 121 14% def | 127 13% def | 87 9% | 77 8% | 122 9% | 211 15% bc | 214 11% c | 198 9% | 88 24% bcdef | 145 12% c | 242 9% | 124 10% | 233 15% bcdf | 475 11% c | 177 15% b | 407 10% |
| Base for stats | 5436 | 493 | 834 | 938 | 978 | 891 | 1301 | 1328 | 1916 | 2192 | 362 | 1174 | 2576 | 1144 | 1536 | 4112 | 1144 | 3855 |
| Mean Score | 4.03 | 3.72 | 3.92 | 3.92 | 4.10 | 4.17 | 4.15 | 3.85 | 4.01 | 4.16 | 3.67 | 4.04 | 4.10 | 4.02 | 3.95 | 4.05 | 3.93 | 4.05 |
| | | a | a | a | abc | abc | abc | a | a | ab | a | a | ade | a | a | ae | a | a |
| Standard Deviation | 1.141 | 1.201 | 1.201 | 1.164 | 1.094 | 1.064 | 1.103 | 1.212 | 1.132 | 1.087 | 1.431 | 1.150 | 1.081 | 1.118 | 1.232 | 1.142 | 1.224 | 1.121 |
| Standard Error | .015 | .054 | .040 | .038 | .034 | .036 | .032 | .032 | .026 | .024 | .073 | .033 | .021 | .033 | .031 | .018 | .036 | .018 |
| Error variance | * | * | * | * | * | * | * | * | * | * | .01 | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_1. Enabling the full replacement of all forms of animal testing with non-animal testing methods should be a priority for the European Union - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Perceived importance of cruelty free labelling when buying cosmetic products | | | Animal testing for cosmetic products and their ingredients is unacceptable in all circumstances | | |
|----------------------------|-------------|--|------------------|------------------|---|------------------|------------------|
| | | Net: Important | Net: Unimportant | Neither | Net: Agree | Net: Disagree | Neither |
| | | a | b | c | a | b | c |
| Significance Level: 95% | | | | | | | |
| Unweighted Total | 5653 | 4041 | 505 | 792 | 4143 | 627 | 722 |
| Total | 5653 | 4060 | 495 | 780 | 4160 | 616 | 717 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 239 4% | 111 3% | 79 16% ac | 32 4% a | 65 2% | 145 23% ac | 20 3% a |
| Somewhat disagree | 385 7% | 178 4% | 83 17% a | 104 13% a | 141 3% | 151 25% ac | 85 12% a |
| Neither agree nor disagree | 869 15% | 413 10% | 98 20% a | 281 36% ab | 359 9% | 124 20% a | 374 52% ab |
| Somewhat agree | 1418 25% | 1035 25% b | 106 21% c | 215 28% b | 1159 28% bc | 97 16% c | 149 21% b |
| Strongly agree | 2526 45% | 2233 55% bc | 107 22% c | 113 15% | 2367 57% bc | 84 14% c | 57 8% |
| Don't know | 217 4% | 91 2% | 22 4% a | 35 5% a | 69 2% | 16 3% | 32 4% a |
| Net: Agree | 3944 70% | 3268 80% bc | 213 43% | 329 42% | 3526 85% bc | 181 29% | 207 29% |
| Net: Disagree | 623 11% | 289 7% | 163 33% ac | 136 17% a | 206 5% | 296 48% ac | 105 15% a |
| Base for stats | 5436 | 3970 | 473 | 745 | 4091 | 601 | 686 |
| Mean Score | 4.03 | 4.28 bc | 3.17 | 3.37 b | 4.37 bc | 2.71 | 3.20 b |
| Standard Deviation | 1.141 | 1.009 | 1.397 | 1.038 | .899 | 1.361 | .868 |
| Standard Error | .015 | .016 | .063 | .038 | .014 | .055 | .033 |
| Error variance | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_2. The European Union should set binding targets and deadlines to phase out testing on animals - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Country | | | | | | | | | | | | | Gender | |
|----------------------------|-------------|------------|------------|------------|------------|------------|------------|-------------|------------|----------------|------------|-----------|-----------|-------------|-------------|
| | Total | Germany | France | Italy | Spain | Poland | Romania | Netherlands | Belgium | Czech Republic | Portugal | Denmark | Croatia | Male | Female |
| Significance Level: 95% | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 1223 | 1071 | 891 | 680 | 560 | 279 | 250 | 174 | 155 | 155 | 108 | 107 | 2747 | 2890 |
| Total | 5653 | 1270 | 990 | 917 | 709 | 574 | 292 | 260 | 176 | 162 | 155 | 88 | 62 | 2730 | 2907 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 248 4% | 46 4% | 33 3% | 39 4% | 46 7% | 33 6% | 6 2% | 10 4% | 11 6% | 12 7% | 2 1% | 8 9% | 1 2% | 144 5% | 103 4% |
| | | | | abcfj | abfj | | | fj | abfj | | abcfjl | | | b | |
| Somewhat disagree | 335 6% | 71 6% | 41 4% | 50 5% | 42 6% | 33 6% | 20 7% | 24 9% | 16 9% | 12 7% | 13 8% | 7 8% | 6 10% | 204 7% | 127 4% |
| | | | | | | | | abc | b | | b | b | b | b | |
| Neither agree nor disagree | 791 14% | 190 15% | 131 13% | 119 13% | 94 13% | 62 11% | 44 15% | 47 18% | 33 19% | 28 17% | 16 10% | 19 22% | 7 11% | 451 17% | 336 12% |
| | | e | | | | | | bcej | bcej | e | | bcdej | | b | |
| Somewhat agree | 1405 25% | 289 23% | 262 26% | 251 27% | 163 23% | 142 25% | 72 25% | 64 25% | 42 24% | 48 29% | 38 25% | 25 28% | 9 14% | 757 28% | 645 22% |
| | | l | al | al | l | l | l | l | l | l | l | l | l | b | |
| Strongly agree | 2680 47% | 629 50% | 480 48% | 442 48% | 338 48% | 287 50% | 144 49% | 101 39% | 61 35% | 54 33% | 83 54% | 24 28% | 37 59% | 1082 40% | 1595 55% |
| | | ghik | ghik | ghik | ghik | ghik | ghik | k | | | ghik | | bcdghik | a | |
| Don't know | 194 3% | 45 4% | 43 4% | 16 2% | 26 4% | 16 3% | 6 2% | 12 5% | 12 7% | 10 6% | 2 1% | 4 5% | 2 4% | 91 3% | 101 3% |
| | | c | c | | c | | | c | acdefj | cfj | | c | | | |
| Net: Agree | 4085 72% | 918 72% | 742 75% | 692 76% | 501 71% | 430 75% | 215 74% | 166 64% | 103 59% | 101 62% | 122 79% | 49 56% | 45 73% | 1839 67% | 2240 77% |
| | | ghik | dghik | dghik | ghik | ghik | ghik | | | | dghik | | hk | a | |
| Net: Disagree | 583 10% | 117 9% | 74 7% | 89 10% | 88 12% | 67 12% | 26 9% | 34 13% | 27 15% | 23 14% | 15 10% | 15 18% | 8 12% | 349 13% | 229 8% |
| | | | | ab | b | | | b | abcf | ab | | abcf | | b | |
| Base for stats | 5459 | 1226 | 947 | 900 | 683 | 558 | 285 | 247 | 163 | 153 | 153 | 84 | 60 | 2639 | 2806 |
| Mean Score | 4.09 | 4.13 | 4.18 | 4.12 | 4.03 | 4.11 | 4.15 | 3.90 | 3.78 | 3.79 | 4.23 | 3.59 | 4.23 | 3.92 | 4.25 |
| | | ghik | dghik | ghik | hik | ghik | ghik | k | | | ghik | | ghik | a | |
| Standard Deviation | 1.133 | 1.106 | 1.050 | 1.104 | 1.221 | 1.179 | 1.056 | 1.168 | 1.234 | 1.219 | 1.036 | 1.261 | 1.139 | 1.174 | 1.066 |
| Standard Error | .015 | .032 | .033 | .037 | .048 | .051 | .064 | .076 | .097 | .101 | .084 | .124 | .112 | .023 | .020 |
| Error variance | * | * | * | * | * | * | * | .01 | .01 | .01 | .01 | .02 | .01 | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_2. The European Union should set binding targets and deadlines to phase out testing on animals - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Age | | | | | | Age NETs | | | Knowledge of laws that regulate animal testing and animal experiments within the EU | | | | | | Seen Cruelty Free logo | | |
|----------------------------|-------------|------------|------------|------------|------------|------------|-------------|------------|-------------|---|--------------|---------------|-------------|----------------|-----------------------------|------------------------|------------|-------------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-54 | 55+ | A great deal | A fair amount | A little | Nothing at all | Net: At least a fair amount | Net: At least a little | Net: Yes | No |
| | a | b | c | d | e | f | a | b | c | a | b | c | d | e | f | a | b | |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 545 | 910 | 989 | 1057 | 924 | 1228 | 1455 | 2046 | 2152 | 392 | 1211 | 2605 | 1213 | 1603 | 4208 | 1205 | 3989 |
| Total | 5653 | 521 | 861 | 971 | 1023 | 917 | 1359 | 1382 | 1995 | 2276 | 368 | 1193 | 2621 | 1234 | 1561 | 4182 | 1171 | 4022 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 248 4% | 35 7% | 49 6% | 40 4% | 35 3% | 30 3% | 59 4% | 84 6% | 75 4% | 89 4% | 59 16% | 55 5% | 80 3% | 44 4% | 113 7% | 193 5% | 88 8% | 142 4% |
| | | cdef | de | | | | | bc | | | bcdef | c | | | bcdf | c | b | |
| Somewhat disagree | 335 6% | 53 10% | 69 8% | 76 8% | 48 5% | 37 4% | 51 4% | 123 9% | 125 6% | 88 4% | 30 8% | 100 8% | 129 5% | 66 5% | 130 8% | 259 6% | 104 9% | 212 5% |
| | | def | def | def | | | | bc | c | | cd | cdf | | | cdf | c | b | |
| Neither agree nor disagree | 791 14% | 96 18% | 128 15% | 150 15% | 163 16% | 97 11% | 156 11% | 224 16% | 313 16% | 253 11% | 50 14% | 158 13% | 349 13% | 187 15% | 208 13% | 557 13% | 168 14% | 560 14% |
| | | ef | ef | ef | ef | | | c | c | | | | | | | | | |
| Somewhat agree | 1405 25% | 121 23% | 227 26% | 267 27% | 239 23% | 229 25% | 322 24% | 349 25% | 506 25% | 550 24% | 94 26% | 284 24% | 691 26% | 300 24% | 378 24% | 1069 26% | 253 22% | 1029 26% |
| | | | | df | | | | | | | | | | | | | a | |
| Strongly agree | 2680 47% | 191 37% | 359 42% | 411 42% | 504 49% | 497 54% | 718 53% | 550 40% | 915 46% | 1215 53% | 128 35% | 576 48% | 1336 51% | 560 45% | 704 45% | 2040 49% | 526 45% | 1936 48% |
| | | | | a | abc | abcd | abc | | a | ab | | a | ade | a | a | ade | | |
| Don't know | 194 3% | 25 5% | 28 3% | 28 3% | 33 3% | 28 3% | 53 4% | 52 4% | 61 3% | 81 4% | 7 2% | 20 2% | 36 1% | 78 6% | 27 2% | 64 2% | 32 3% | 143 4% |
| | | c | | | | | | | | | | | abcef | | | | | |
| Net: Agree | 4085 72% | 312 60% | 586 68% | 678 70% | 744 73% | 725 79% | 1040 77% | 898 65% | 1421 71% | 1765 78% | 222 60% | 860 72% | 2027 77% | 860 70% | 1082 69% | 3109 74% | 779 67% | 2964 74% |
| | | | a | a | ab | abcd | abcd | | a | ab | | a | abdef | a | a | ade | | a |
| Net: Disagree | 583 10% | 88 17% | 119 14% | 116 12% | 84 8% | 67 7% | 110 8% | 207 15% | 200 10% | 177 8% | 89 24% | 155 13% | 209 8% | 109 9% | 243 16% | 452 11% | 192 16% | 354 9% |
| | | cdef | def | def | | | | bc | c | | bcdef | cdf | | | cdf | cd | b | |
| Base for stats | 5459 | 496 | 833 | 944 | 990 | 889 | 1306 | 1329 | 1934 | 2195 | 361 | 1173 | 2585 | 1156 | 1534 | 4118 | 1139 | 3878 |
| Mean Score | 4.09 | 3.77 | 3.93 | 3.99 | 4.14 | 4.27 | 4.22 | 3.87 | 4.07 | 4.24 | 3.56 | 4.05 | 4.19 | 4.10 | 3.93 | 4.09 | 3.90 | 4.14 |
| | | | a | a | abc | abcd | abc | | a | ab | | ae | abdef | ae | a | ae | | a |
| Standard Deviation | 1.133 | 1.260 | 1.203 | 1.139 | 1.083 | 1.034 | 1.089 | 1.227 | 1.113 | 1.067 | 1.449 | 1.178 | 1.046 | 1.098 | 1.263 | 1.139 | 1.289 | 1.083 |
| Standard Error | .015 | .055 | .041 | .037 | .034 | .035 | .032 | .033 | .025 | .023 | .074 | .034 | .021 | .033 | .032 | .018 | .038 | .017 |
| Error variance | * | * | * | * | * | * | * | * | * | * | .01 | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_2. The European Union should set binding targets and deadlines to phase out testing on animals - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Perceived importance of cruelty free labelling when buying cosmetic products | | | Animal testing for cosmetic products and their ingredients is unacceptable in all circumstances | | |
|----------------------------|-------------|--|------------------|------------------|---|------------------|------------------|
| | | Net: Important | Net: Unimportant | Neither | Net: Agree | Net: Disagree | Neither |
| | | a | b | c | a | b | c |
| Significance Level: 95% | | | | | | | |
| Unweighted Total | 5653 | 4041 | 505 | 792 | 4143 | 627 | 722 |
| Total | 5653 | 4060 | 495 | 780 | 4160 | 616 | 717 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 248 4% | 118 3% | 81 16% ac | 33 4% | 50 1% | 165 27% ac | 25 3% a |
| Somewhat disagree | 335 6% | 151 4% | 87 18% ac | 78 10% a | 128 3% | 125 20% ac | 79 11% a |
| Neither agree nor disagree | 791 14% | 330 8% | 108 22% a | 275 35% ab | 283 7% | 133 22% a | 357 50% ab |
| Somewhat agree | 1405 25% | 1028 25% b | 100 20% | 221 28% b | 1117 27% b | 96 16% | 178 25% b |
| Strongly agree | 2680 47% | 2357 58% bc | 97 20% | 138 18% | 2531 61% bc | 84 14% c | 47 6% |
| Don't know | 194 3% | 75 2% | 22 4% a | 36 5% a | 50 1% | 13 2% a | 32 4% ab |
| Net: Agree | 4085 72% | 3385 83% bc | 197 40% | 358 46% b | 3649 88% bc | 180 29% | 225 31% |
| Net: Disagree | 583 10% | 270 7% | 168 34% ac | 111 14% a | 178 4% | 290 47% ac | 103 14% a |
| Base for stats | 5459 | 3985 | 473 | 744 | 4109 | 603 | 685 |
| Mean Score | 4.09 | 4.34 bc | 3.10 | 3.47 b | 4.45 bc | 2.68 | 3.21 b |
| Standard Deviation | 1.133 | .988 | 1.376 | 1.048 | .847 | 1.387 | .865 |
| Standard Error | .015 | .016 | .063 | .038 | .013 | .056 | .033 |
| Error variance | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_3. The European Union should immediately end all animal testing - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Country | | | | | | | | | | | | | Gender | |
|----------------------------|-------------|----------------------|----------------------|---------------------|-------------------|----------------------|---------------------|---------------------|----------------------|--------------------|-------------------|--------------------|---------------------|-----------------|------------------|
| | Total | Germany | France | Italy | Spain | Poland | Romania | Netherlands | Belgium | Czech Republic | Portugal | Denmark | Croatia | Male | Female |
| | | a | b | c | d | e | f | g | h | i | j | k | l | a | b |
| Significance Level: 95% | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 1223 | 1071 | 891 | 680 | 560 | 279 | 250 | 174 | 155 | 155 | 108 | 107 | 2747 | 2890 |
| Total | 5653 | 1270 | 990 | 917 | 709 | 574 | 292 | 260 | 176 | 162 | 155 | 88 | 62 | 2730 | 2907 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 299 5% | 49 4% | 40 4% | 49 5% | 54 8% ab | 32 6% | 14 5% | 16 6% | 16 9% ab | 11 7% | 6 4% | 8 9% ab | 3 6% | 186 7% b | 111 4% |
| Somewhat disagree | 493 9% | 108 8% b | 58 6% | 77 8% b | 66 9% b | 47 8% | 19 6% | 39 15% abcdef | 21 12% bf | 22 13% abcef | 16 10% b | 11 13% bf | 10 16% abcdef | 286 10% b | 204 7% |
| Neither agree nor disagree | 941 17% | 218 17% e | 172 17% e | 149 16% | 123 17% e | 72 13% | 42 14% | 49 19% el | 33 19% e | 31 19% e | 24 15% | 22 25% acefl | 6 10% | 515 19% b | 423 15% |
| Somewhat agree | 1302 23% | 279 22% | 221 22% | 221 24% | 167 24% | 129 23% | 78 27% | 59 23% | 38 22% | 31 19% | 37 24% | 21 24% | 20 32% abei | 694 25% b | 606 21% |
| Strongly agree | 2425 43% | 580 46% dghikl | 454 46% dghikl | 408 45% dghik | 274 39% ghk | 280 49% dghikl | 127 43% ghk | 79 30% | 53 30% | 57 35% | 68 44% ghk | 24 28% | 22 36% | 958 35% | 1467 50% a |
| Don't know | 192 3% | 37 3% c | 44 4% ce | 13 1% | 24 3% c | 14 2% | 13 4% c | 19 7% acdejkl | 14 8% abcdejkl | 11 7% acejkl | 3 2% | 1 1% | 1 1% | 92 3% | 97 3% |
| Net: Agree | 3727 66% | 858 68% dghik | 675 68% dghik | 629 69% dghik | 441 62% ghk | 410 71% dghik | 204 70% dghik | 138 53% | 91 52% | 88 54% | 105 68% ghk | 46 52% | 42 67% ghk | 1652 61% | 2073 71% a |
| Net: Disagree | 792 14% | 157 12% | 98 10% | 127 14% b | 120 17% abf | 78 14% b | 33 11% | 54 21% abcef | 37 21% abcef | 32 20% abcf | 22 14% | 19 22% abcef | 13 21% abcef | 472 17% b | 315 11% |
| Base for stats | 5461 | 1233 | 946 | 904 | 684 | 560 | 279 | 241 | 161 | 152 | 152 | 87 | 62 | 2639 | 2810 |
| Mean Score | 3.93 | 4.00 | 4.05 | 3.95 | 3.79 | 4.04 | 4.01 | 3.61 | 3.56 | 3.67 | 3.96 | 3.50 | 3.77 | 3.74 | 4.11 |
| Standard Deviation | 1.211 | 1.165 | 1.136 | 1.203 | 1.279 | 1.213 | 1.159 | 1.267 | 1.329 | 1.299 | 1.187 | 1.278 | 1.255 | 1.248 | 1.143 |
| Standard Error | .016 | .034 | .035 | .041 | .050 | .052 | .071 | .083 | .105 | .108 | .096 | .124 | .122 | .024 | .022 |
| Error variance | * | * | * | * | * | * | .01 | .01 | .01 | .01 | .01 | .02 | .01 | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_3. The European Union should immediately end all animal testing - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Age | | | | | | Age NETs | | | Knowledge of laws that regulate animal testing and animal experiments within the EU | | | | | | Seen Cruelty Free logo | | |
|----------------------------|-------------|------------|------------|------------|------------|------------|------------|------------|-------------|---|--------------|---------------|-------------|----------------|-----------------------------|------------------------|------------|-------------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-54 | 55+ | A great deal | A fair amount | A little | Nothing at all | Net: At least a fair amount | Net: At least a little | Net: Yes | No |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 545 | 910 | 989 | 1057 | 924 | 1228 | 1455 | 2046 | 2152 | 392 | 1211 | 2605 | 1213 | 1603 | 4208 | 1205 | 3989 |
| Total | 5653 | 521 | 861 | 971 | 1023 | 917 | 1359 | 1382 | 1995 | 2276 | 368 | 1193 | 2621 | 1234 | 1561 | 4182 | 1171 | 4022 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 299 5% | 42 8% | 53 6% | 41 4% | 48 5% | 43 5% | 72 5% | 95 7% | 89 4% | 115 5% | 46 13% | 69 6% | 106 4% | 64 5% | 116 7% | 222 5% | 81 7% | 202 5% |
| | | cdef | | | | | | bc | | | bcdef | c | | | cdf | c | b | |
| Somewhat disagree | 493 9% | 54 10% | 87 10% | 99 10% | 84 8% | 59 6% | 111 8% | 140 10% | 183 9% | 170 7% | 36 10% | 122 10% | 205 8% | 117 9% | 158 10% | 363 9% | 111 10% | 348 9% |
| | | e | e | e | | | | c | c | | c | | | | c | | | |
| Neither agree nor disagree | 941 17% | 96 19% | 145 17% | 202 21% | 166 16% | 135 15% | 198 15% | 242 17% | 367 18% | 332 15% | 65 18% | 171 14% | 457 17% | 206 17% | 235 15% | 692 17% | 202 17% | 662 16% |
| | | f | | bdef | | | | c | c | | | | | | | | | |
| Somewhat agree | 1302 23% | 121 23% | 195 23% | 225 23% | 245 24% | 215 23% | 302 22% | 316 23% | 469 24% | 517 23% | 73 20% | 280 23% | 633 24% | 271 22% | 352 23% | 986 24% | 265 23% | 932 23% |
| Strongly agree | 2425 43% | 187 36% | 355 41% | 379 39% | 450 44% | 436 47% | 618 45% | 542 39% | 830 42% | 1054 46% | 139 38% | 537 45% | 1181 45% | 494 40% | 676 43% | 1857 44% | 489 42% | 1734 43% |
| | | | a | | ac | abc | ac | | | ab | | ad | ad | | a | ad | | |
| Don't know | 192 3% | 21 4% | 25 3% | 26 3% | 32 3% | 30 3% | 58 4% | 47 3% | 57 3% | 88 4% | 9 2% | 14 1% | 38 1% | 82 7% | 23 1% | 61 1% | 22 2% | 143 4% |
| | | | | | | | c | | | | | | abcef | | | | a | |
| Net: Agree | 3727 66% | 308 59% | 550 64% | 604 62% | 695 68% | 651 71% | 920 68% | 858 62% | 1299 65% | 1570 69% | 212 58% | 817 68% | 1815 69% | 766 62% | 1029 66% | 2843 68% | 754 64% | 2666 66% |
| | | | | ac | abc | ac | | | | ab | | ad | ade | | ad | ad | | |
| Net: Disagree | 792 14% | 95 18% | 140 16% | 140 14% | 131 13% | 102 11% | 184 14% | 235 17% | 271 14% | 286 13% | 82 22% | 192 16% | 311 12% | 181 15% | 274 18% | 585 14% | 193 16% | 549 14% |
| | | cdef | de | e | | | | bc | | | bcdef | c | | c | cdf | c | b | |
| Base for stats | 5461 | 500 | 835 | 946 | 992 | 887 | 1301 | 1335 | 1938 | 2188 | 359 | 1179 | 2583 | 1152 | 1538 | 4121 | 1149 | 3878 |
| Mean Score | 3.93 | 3.72 | 3.85 | 3.85 | 3.97 | 4.06 | 3.99 | 3.80 | 3.91 | 4.02 | 3.62 | 3.93 | 4.00 | 3.88 | 3.85 | 3.94 | 3.84 | 3.94 |
| | | | | a | abc | abc | abc | | a | ab | | a | ade | a | a | ae | | a |
| Standard Deviation | 1.211 | 1.292 | 1.253 | 1.184 | 1.179 | 1.159 | 1.213 | 1.269 | 1.183 | 1.191 | 1.411 | 1.242 | 1.150 | 1.224 | 1.289 | 1.206 | 1.266 | 1.201 |
| Standard Error | .016 | .057 | .042 | .038 | .037 | .039 | .035 | .034 | .027 | .026 | .072 | .036 | .023 | .036 | .032 | .019 | .037 | .019 |
| Error variance | * | * | * | * | * | * | * | * | * | * | .01 | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_3. The European Union should immediately end all animal testing - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Perceived importance of cruelty free labelling when buying cosmetic products | | | Animal testing for cosmetic products and their ingredients is unacceptable in all circumstances | | |
|----------------------------|-------------|--|------------------|------------------|---|------------------|------------------|
| | | Net: Important | Net: Unimportant | Neither | Net: Agree | Net: Disagree | Neither |
| | | a | b | c | a | b | c |
| Significance Level: 95% | | | | | | | |
| Unweighted Total | 5653 | 4041 | 505 | 792 | 4143 | 627 | 722 |
| Total | 5653 | 4060 | 495 | 780 | 4160 | 616 | 717 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 299 5% | 126 3% | 94 19% ac | 61 8% a | 80 2% | 171 28% ac | 40 6% a |
| Somewhat disagree | 493 9% | 242 6% | 102 21% ac | 126 16% a | 222 5% | 168 27% ac | 94 13% a |
| Neither agree nor disagree | 941 17% | 482 12% | 105 21% a | 279 36% ab | 446 11% | 97 16% a | 390 54% ab |
| Somewhat agree | 1302 23% | 994 24% bc | 91 18% | 163 21% | 1081 26% bc | 77 12% c | 130 18% b |
| Strongly agree | 2425 43% | 2140 53% bc | 86 17% | 122 16% | 2280 55% bc | 85 14% c | 44 6% |
| Don't know | 192 3% | 76 2% | 17 4% a | 30 4% a | 50 1% | 19 3% a | 19 3% a |
| Net: Agree | 3727 66% | 3134 77% bc | 176 36% | 285 37% | 3361 81% bc | 162 26% | 175 24% |
| Net: Disagree | 792 14% | 368 9% | 196 40% ac | 187 24% a | 302 7% | 338 55% ac | 134 19% a |
| Base for stats | 5461 | 3984 | 477 | 751 | 4109 | 597 | 698 |
| Mean Score | 3.93 | 4.20 bc | 2.94 | 3.21 b | 4.28 bc | 2.56 | 3.06 b |
| Standard Deviation | 1.211 | 1.071 | 1.381 | 1.147 | .988 | 1.389 | .895 |
| Standard Error | .016 | .017 | .062 | .042 | .015 | .056 | .034 |
| Error variance | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_4. The European Union should invest more in the development of alternative methods to animal testing - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Country | | | | | | | | | | | | Gender | | |
|----------------------------|-------------|------------|------------|------------|------------|------------|------------|-------------|------------|----------------|------------|-----------|------------|-------------|-------------|
| | Total | Germany | France | Italy | Spain | Poland | Romania | Netherlands | Belgium | Czech Republic | Portugal | Denmark | Croatia | Male | Female |
| Significance Level: 95% | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 1223 | 1071 | 891 | 680 | 560 | 279 | 250 | 174 | 155 | 155 | 108 | 107 | 2747 | 2890 |
| Total | 5653 | 1270 | 990 | 917 | 709 | 574 | 292 | 260 | 176 | 162 | 155 | 88 | 62 | 2730 | 2907 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 264 5% | 49 4% | 33 3% | 38 4% | 38 5% | 40 7% | 12 4% | 14 5% | 13 7% | 18 11% | 1 1% | 6 7% | 2 4% | 146 5% | 115 4% |
| | | j | | j | bj | abcj | j | j | abj | abcdgfjl | | bj | | b | |
| Somewhat disagree | 275 5% | 55 4% | 40 4% | 48 5% | 39 6% | 25 4% | 11 4% | 20 8% | 12 7% | 10 6% | 4 2% | 8 9% | 2 4% | 161 6% | 113 4% |
| | | | | | | | | abj | | | | abefj | | b | |
| Neither agree nor disagree | 681 12% | 162 13% | 122 12% | 93 10% | 97 14% | 42 7% | 27 9% | 48 18% | 28 16% | 28 17% | 16 10% | 14 16% | 5 7% | 354 13% | 323 11% |
| | | e | e | | ce | | | abceflj | cefl | cefl | | efl | | b | |
| Somewhat agree | 1365 24% | 288 23% | 260 26% | 235 26% | 140 20% | 142 25% | 79 27% | 59 23% | 48 27% | 42 26% | 32 21% | 29 33% | 12 19% | 727 27% | 635 22% |
| | | | ad | d | | d | d | | d | | | adgjl | | b | |
| Strongly agree | 2879 51% | 679 53% | 483 49% | 488 53% | 367 52% | 314 55% | 155 53% | 110 42% | 62 36% | 52 32% | 100 65% | 27 31% | 41 65% | 1262 46% | 1615 56% |
| | | bghik | hik | ghik | ghik | bghik | ghik | i | | | abcdefghik | | abcdefghik | a | |
| Don't know | 189 3% | 37 3% | 52 5% | 15 2% | 28 4% | 11 2% | 7 3% | 9 4% | 13 7% | 12 7% | 2 1% | 3 3% | 1 1% | 80 3% | 106 4% |
| | | c | acejl | | ce | | | c | acefjl | acefjl | | | | | |
| Net: Agree | 4244 75% | 967 76% | 743 75% | 722 79% | 507 72% | 456 80% | 234 80% | 169 65% | 110 63% | 94 58% | 132 85% | 57 64% | 52 84% | 1989 73% | 2249 77% |
| | | dghik | ghik | dghik | hi | bdghik | dghik | | | | abdghik | | bdghik | a | |
| Net: Disagree | 539 10% | 104 8% | 72 7% | 86 9% | 77 11% | 65 11% | 24 8% | 34 13% | 25 14% | 28 17% | 5 3% | 14 16% | 5 7% | 307 11% | 228 8% |
| | | j | | j | abj | abj | j | abj | abfj | abcdgefjl | | abcfjl | | b | |
| Base for stats | 5464 | 1233 | 938 | 902 | 681 | 563 | 284 | 250 | 163 | 151 | 153 | 85 | 62 | 2650 | 2800 |
| Mean Score | 4.16 | 4.21 | 4.20 | 4.20 | 4.12 | 4.18 | 4.24 | 3.92 | 3.83 | 3.67 | 4.48 | 3.74 | 4.40 | 4.06 | 4.26 |
| | | ghik | ghik | ghik | ghik | ghik | ghik | | | | abcdefghik | | dghik | a | |
| Standard Deviation | 1.124 | 1.082 | 1.045 | 1.094 | 1.184 | 1.190 | 1.068 | 1.199 | 1.240 | 1.334 | .829 | 1.222 | 1.040 | 1.160 | 1.075 |
| Standard Error | .015 | .031 | .033 | .037 | .046 | .051 | .065 | .077 | .098 | .111 | .067 | .119 | .101 | .022 | .020 |
| Error variance | * | * | * | * | * | * | * | .01 | .01 | .01 | * | .01 | .01 | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_4. The European Union should invest more in the development of alternative methods to animal testing - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Age | | | | | | Age NETs | | | Knowledge of laws that regulate animal testing and animal experiments within the EU | | | | | | Seen Cruelty Free logo | | |
|----------------------------|-------------|------------|------------|------------|------------|------------|-------------|------------|-------------|---|--------------|---------------|-------------|----------------|-----------------------------|------------------------|------------|-------------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-54 | 55+ | A great deal | A fair amount | A little | Nothing at all | Net: At least a fair amount | Net: At least a little | Net: Yes | No |
| | a | b | c | d | e | f | a | b | c | a | b | c | d | e | f | a | b | |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 545 | 910 | 989 | 1057 | 924 | 1228 | 1455 | 2046 | 2152 | 392 | 1211 | 2605 | 1213 | 1603 | 4208 | 1205 | 3989 |
| Total | 5653 | 521 | 861 | 971 | 1023 | 917 | 1359 | 1382 | 1995 | 2276 | 368 | 1193 | 2621 | 1234 | 1561 | 4182 | 1171 | 4022 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 264 5% | 41 8% | 56 6% | 44 5% | 42 4% | 30 3% | 52 4% | 96 7% | 86 4% | 81 4% | 47 13% | 59 5% | 95 4% | 43 3% | 106 7% | 201 5% | 89 8% | 157 4% |
| | | cdef | def | | | | | bc | | | bcdef | | | | bcdf | cd | | |
| Somewhat disagree | 275 5% | 47 9% | 65 8% | 60 6% | 34 3% | 31 3% | 36 3% | 113 8% | 94 5% | 68 3% | 40 11% | 83 7% | 100 4% | 45 4% | 123 8% | 222 5% | 97 8% | 164 4% |
| | | cdef | def | def | | | | bc | c | | bcdf | cdf | | | cdf | cd | b | |
| Neither agree nor disagree | 681 12% | 82 16% | 126 15% | 134 14% | 127 12% | 88 10% | 124 9% | 207 15% | 262 13% | 213 9% | 56 15% | 132 11% | 302 12% | 146 12% | 188 12% | 491 12% | 152 13% | 474 12% |
| | | ef | ef | ef | ef | | | c | c | | bcf | | | | | | | |
| Somewhat agree | 1365 24% | 130 25% | 198 23% | 240 25% | 243 24% | 216 24% | 338 25% | 328 24% | 483 24% | 554 24% | 64 17% | 300 25% | 661 25% | 308 25% | 364 23% | 1025 25% | 269 23% | 998 25% |
| | | | | | | | | | | | a | a | a | a | a | | | |
| Strongly agree | 2879 51% | 195 37% | 384 45% | 463 48% | 545 53% | 534 58% | 757 56% | 580 42% | 1008 51% | 1292 57% | 151 41% | 599 50% | 1428 54% | 619 50% | 750 48% | 2178 52% | 534 46% | 2090 52% |
| | | | a | a | abc | abcd | abc | | a | ab | | a | abde | a | a | ae | | a |
| Don't know | 189 3% | 26 5% | 32 4% | 30 3% | 32 3% | 17 2% | 52 4% | 58 4% | 62 3% | 69 3% | 11 3% | 19 2% | 35 1% | 73 6% | 30 2% | 64 2% | 30 3% | 138 3% |
| | | e | e | | | | | | | | cf | | | abcef | | | | |
| Net: Agree | 4244 75% | 325 62% | 582 68% | 702 72% | 788 77% | 750 82% | 1096 81% | 908 66% | 1491 75% | 1846 81% | 215 58% | 899 75% | 2089 80% | 927 75% | 1114 71% | 3203 77% | 803 69% | 3089 77% |
| | | | a | ab | abc | abcd | abcd | | a | ab | | ae | abdef | ae | a | ae | | a |
| Net: Disagree | 539 10% | 88 17% | 121 14% | 104 11% | 76 7% | 61 7% | 88 6% | 209 15% | 180 9% | 149 7% | 86 23% | 143 12% | 195 7% | 88 7% | 229 15% | 424 10% | 186 16% | 321 8% |
| | | cdef | cdef | def | | | | bc | c | | bcdef | cd | | | bcdf | cd | b | |
| Base for stats | 5464 | 495 | 829 | 941 | 992 | 900 | 1308 | 1324 | 1933 | 2207 | 357 | 1174 | 2586 | 1162 | 1531 | 4117 | 1141 | 3884 |
| Mean Score | 4.16 | 3.79 | 3.95 | 4.08 | 4.23 | 4.33 | 4.31 | 3.89 | 4.15 | 4.32 | 3.65 | 4.10 | 4.25 | 4.22 | 4.00 | 4.15 | 3.93 | 4.21 |
| | | | a | ab | abc | abcd | abc | | a | ab | | ae | abef | abe | a | ae | | a |
| Standard Deviation | 1.124 | 1.282 | 1.239 | 1.144 | 1.070 | 1.012 | 1.022 | 1.257 | 1.109 | 1.018 | 1.442 | 1.163 | 1.046 | 1.048 | 1.248 | 1.132 | 1.281 | 1.072 |
| Standard Error | .015 | .056 | .042 | .037 | .033 | .034 | .030 | .034 | .025 | .022 | .074 | .034 | .021 | .031 | .031 | .018 | .037 | .017 |
| Error variance | * | * | * | * | * | * | * | * | * | * | .01 | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_4. The European Union should invest more in the development of alternative methods to animal testing - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Perceived importance of cruelty free labelling when buying cosmetic products | | | Animal testing for cosmetic products and their ingredients is unacceptable in all circumstances | | |
|----------------------------|-------------|--|------------------|------------------|---|------------------|------------------|
| | | Net: Important | Net: Unimportant | Neither | Net: Agree | Net: Disagree | Neither |
| | | a | b | c | a | b | c |
| Significance Level: 95% | | | | | | | |
| Unweighted Total | 5653 | 4041 | 505 | 792 | 4143 | 627 | 722 |
| Total | 5653 | 4060 | 495 | 780 | 4160 | 616 | 717 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 264 5% | 138 3% | 73 15% ac | 35 5% | 89 2% | 142 23% ac | 24 3% |
| Somewhat disagree | 275 5% | 131 3% | 76 15% ac | 59 8% a | 106 3% | 107 17% ac | 56 8% a |
| Neither agree nor disagree | 681 12% | 284 7% | 98 20% a | 231 30% ab | 234 6% | 119 19% a | 317 44% ab |
| Somewhat agree | 1365 24% | 930 23% | 115 23% ab | 250 32% ab | 994 24% | 137 22% | 214 30% ab |
| Strongly agree | 2879 51% | 2493 61% bc | 113 23% | 183 23% | 2675 64% bc | 99 16% | 89 12% |
| Don't know | 189 3% | 84 2% | 20 4% a | 23 3% | 62 1% | 12 2% | 17 2% |
| Net: Agree | 4244 75% | 3424 84% bc | 228 46% | 432 55% b | 3668 88% bc | 236 38% | 303 42% |
| Net: Disagree | 539 10% | 269 7% | 149 30% ac | 95 12% a | 196 5% | 249 40% ac | 80 11% a |
| Base for stats | 5464 | 3977 | 475 | 758 | 4098 | 604 | 700 |
| Mean Score | 4.16 | 4.39 bc | 3.25 | 3.64 b | 4.48 bc | 2.91 | 3.41 b |
| Standard Deviation | 1.124 | .997 | 1.382 | 1.073 | .884 | 1.413 | .928 |
| Standard Error | .015 | .016 | .063 | .039 | .014 | .057 | .035 |
| Error variance | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_5. Animal testing for cosmetics products and their ingredients is unacceptable in all circumstances - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Country | | | | | | | | | | | | | Gender | |
|----------------------------|-------------|-------------------------|---------------------|---------------------|-------------------|-------------------|-------------------|------------------|------------------------|-------------------|-------------------------|-------------------|---------------------|-----------------|------------------|
| | Total | Germany | France | Italy | Spain | Poland | Romania | Netherlands | Belgium | Czech Republic | Portugal | Denmark | Croatia | Male | Female |
| Significance Level: 95% | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 1223 | 1071 | 891 | 680 | 560 | 279 | 250 | 174 | 155 | 155 | 108 | 107 | 2747 | 2890 |
| Total | 5653 | 1270 | 990 | 917 | 709 | 574 | 292 | 260 | 176 | 162 | 155 | 88 | 62 | 2730 | 2907 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 286 5% | 52 4% | 34 3% | 41 4% | 47 7% ab | 38 7% ab | 16 5% | 12 5% | 23 13% abcdefgij | 10 6% | 6 4% | 6 6% | 2 3% | 155 6% | 130 4% |
| Somewhat disagree | 330 6% | 45 4% | 47 5% | 52 6% a | 55 8% ab | 37 7% a | 24 8% ab | 22 8% ab | 8 4% | 18 11% abch | 10 6% | 10 11% abch | 3 5% | 193 7% | 137 5% |
| Neither agree nor disagree | 717 13% | 148 12% | 125 13% | 110 12% | 96 14% | 65 11% | 36 12% | 44 17% ace | 30 17% a | 24 15% | 18 11% | 14 15% | 8 13% | 384 14% | 325 11% |
| Somewhat agree | 1139 20% | 229 18% | 210 21% j | 204 22% adj | 129 18% | 126 22% j | 71 24% adjl | 49 19% | 37 21% | 34 21% | 20 13% | 19 22% | 9 15% | 613 22% b | 523 18% |
| Strongly agree | 3020 53% | 759 60% bcdefghik | 535 54% fghik | 496 54% fghik | 362 51% hi | 296 52% hi | 138 47% | 122 47% | 68 38% | 68 42% | 100 65% bcdefghik | 38 43% | 38 62% dfghik | 1314 48% | 1704 59% a |
| Don't know | 160 3% | 36 3% | 38 4% cej | 15 2% | 20 3% | 10 2% | 7 2% | 10 4% cj | 11 6% acdefj | 7 5% cej | 1 1% | 2 2% | 2 3% | 71 3% | 87 3% |
| Net: Agree | 4160 74% | 988 78% dfghik | 745 75% dghik | 700 76% dghik | 491 69% h | 423 74% ghi | 209 72% h | 171 66% | 104 59% | 103 63% | 120 78% dghik | 57 65% | 48 77% ghi | 1927 71% | 2228 77% a |
| Net: Disagree | 616 11% | 98 8% | 81 8% | 92 10% | 101 14% abc | 76 13% ab | 40 14% ab | 34 13% ab | 30 17% abcl | 28 17% abcl | 16 10% | 15 17% abcl | 5 8% | 348 13% b | 267 9% |
| Base for stats | 5493 | 1234 | 952 | 902 | 688 | 564 | 284 | 249 | 164 | 155 | 154 | 86 | 61 | 2659 | 2820 |
| Mean Score | 4.14 | 4.29 | 4.23 | 4.18 | 4.02 | 4.07 | 4.03 | 3.99 | 3.73 | 3.85 | 4.29 | 3.87 | 4.32 | 4.03 | 4.25 |
| Standard Deviation | 1.170 | 1.086 | 1.078 | 1.130 | 1.262 | 1.231 | 1.202 | 1.214 | 1.397 | 1.285 | 1.136 | 1.280 | 1.067 | 1.206 | 1.125 |
| Standard Error | .016 | .032 | .034 | .038 | .049 | .052 | .073 | .078 | .109 | .106 | .092 | .124 | .105 | .023 | .021 |
| Error variance | * | * | * | * | * | * | .01 | .01 | .01 | .01 | .01 | .02 | .01 | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_5. Animal testing for cosmetics products and their ingredients is unacceptable in all circumstances - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Age | | | | | | Age NETs | | | Knowledge of laws that regulate animal testing and animal experiments within the EU | | | | | | Seen Cruelty Free logo | | |
|----------------------------|-------------|------------|------------|------------|------------|------------|-------------|------------|-------------|---|--------------|---------------|-------------|----------------|-----------------------------|------------------------|------------|-------------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-54 | 55+ | A great deal | A fair amount | A little | Nothing at all | Net: At least a fair amount | Net: At least a little | Net: Yes | No |
| | a | b | c | d | e | f | a | b | c | a | b | c | d | e | f | a | b | |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 545 | 910 | 989 | 1057 | 924 | 1228 | 1455 | 2046 | 2152 | 392 | 1211 | 2605 | 1213 | 1603 | 4208 | 1205 | 3989 |
| Total | 5653 | 521 | 861 | 971 | 1023 | 917 | 1359 | 1382 | 1995 | 2276 | 368 | 1193 | 2621 | 1234 | 1561 | 4182 | 1171 | 4022 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 286 5% | 47 9% | 62 7% | 46 5% | 48 5% | 35 4% | 48 4% | 109 8% | 95 5% | 82 4% | 60 16% | 66 6% | 100 4% | 43 3% | 125 8% | 226 5% | 94 8% | 174 4% |
| | | cdef | cdef | | | | | bc | | | bcdef | cd | | | bcdf | cd | b | |
| Somewhat disagree | 330 6% | 49 9% | 51 6% | 75 8% | 52 5% | 39 4% | 64 5% | 100 7% | 127 6% | 103 5% | 38 10% | 96 8% | 128 5% | 61 5% | 134 9% | 262 6% | 91 8% | 220 5% |
| | | bdef | | def | | | | c | c | | cdf | cdf | | | cdf | c | b | |
| Neither agree nor disagree | 717 13% | 79 15% | 123 14% | 168 17% | 135 13% | 82 9% | 130 10% | 202 15% | 304 15% | 212 9% | 40 11% | 158 13% | 313 12% | 153 12% | 198 13% | 512 12% | 165 14% | 481 12% |
| | | ef | ef | def | ef | | | c | c | | | | | | | | | |
| Somewhat agree | 1139 20% | 104 20% | 203 24% | 197 20% | 189 18% | 188 20% | 259 19% | 307 22% | 386 19% | 446 20% | 68 18% | 238 20% | 548 21% | 253 20% | 306 20% | 854 20% | 235 20% | 810 20% |
| | | | df | | | | | b | | | | | | | | | | |
| Strongly agree | 3020 53% | 221 42% | 400 46% | 467 48% | 569 56% | 555 61% | 810 60% | 620 45% | 1035 52% | 1365 60% | 156 42% | 622 52% | 1497 57% | 663 54% | 777 50% | 2275 54% | 560 48% | 2223 55% |
| | | | | a | abc | abcd | abc | | a | ab | | a | abdef | ae | a | ae | a | |
| Don't know | 160 3% | 21 4% | 22 3% | 19 2% | 31 3% | 19 2% | 49 4% | 43 3% | 49 2% | 68 3% | 7 2% | 13 1% | 33 1% | 61 5% | 20 1% | 54 1% | 26 2% | 114 3% |
| | | ce | | | | | ce | | | | | | abcef | | | | | |
| Net: Agree | 4160 74% | 325 62% | 603 70% | 663 68% | 757 74% | 743 81% | 1069 79% | 928 67% | 1421 71% | 1811 80% | 223 61% | 860 72% | 2045 78% | 916 74% | 1083 69% | 3129 75% | 795 68% | 3033 75% |
| | | | a | a | ac | abcd | abcd | | a | ab | | a | abdef | ae | a | ae | a | |
| Net: Disagree | 616 11% | 96 18% | 113 13% | 121 12% | 100 10% | 74 8% | 111 8% | 209 15% | 221 11% | 186 8% | 98 27% | 162 14% | 229 9% | 104 8% | 260 17% | 488 12% | 185 16% | 394 10% |
| | | bcdef | def | ef | | | | bc | c | | bcdef | cd | | | bcdf | cd | b | |
| Base for stats | 5493 | 500 | 839 | 953 | 993 | 899 | 1310 | 1339 | 1946 | 2208 | 361 | 1180 | 2588 | 1174 | 1541 | 4128 | 1145 | 3908 |
| Mean Score | 4.14 | 3.80 | 3.99 | 4.01 | 4.19 | 4.32 | 4.31 | 3.92 | 4.10 | 4.32 | 3.61 | 4.06 | 4.24 | 4.22 | 3.96 | 4.14 | 3.94 | 4.20 |
| | | | a | a | abc | abcd | abcd | | a | ab | | ae | abef | abef | a | ae | a | |
| Standard Deviation | 1.170 | 1.342 | 1.239 | 1.192 | 1.149 | 1.062 | 1.069 | 1.281 | 1.173 | 1.066 | 1.519 | 1.219 | 1.091 | 1.089 | 1.309 | 1.185 | 1.300 | 1.131 |
| Standard Error | .016 | .059 | .042 | .038 | .036 | .035 | .031 | .034 | .026 | .023 | .078 | .035 | .021 | .032 | .033 | .018 | .038 | .018 |
| Error variance | * | * | * | * | * | * | * | * | * | * | .01 | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_5. Animal testing for cosmetics products and their ingredients is unacceptable in all circumstances - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Perceived importance of cruelty free labelling when buying cosmetic products | | | Animal testing for cosmetic products and their ingredients is unacceptable in all circumstances | | |
|----------------------------|-------------|--|------------------|------------------|---|-------------------|-------------------|
| | | Net: Important | Net: Unimportant | Neither | Net: Agree | Net: Disagree | Neither |
| | | a | b | c | a | b | c |
| Significance Level: 95% | | | | | | | |
| Unweighted Total | 5653 | 4041 | 505 | 792 | 4143 | 627 | 722 |
| Total | 5653 | 4060 | 495 | 780 | 4160 | 616 | 717 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 286 5% | 149 4% | 75 15% ac | 37 5% | - - | 286 46% ac | - - |
| Somewhat disagree | 330 6% | 134 3% | 92 19% ac | 91 12% a | - - | 330 54% ac | - - |
| Neither agree nor disagree | 717 13% | 305 8% | 103 21% a | 252 32% ab | - - | - - | 717 100% ab |
| Somewhat agree | 1139 20% | 803 20% | 89 18% | 190 24% ab | 1139 27% bc | - - | - - |
| Strongly agree | 3020 53% | 2607 64% bc | 117 24% | 187 24% | 3020 73% bc | - - | - - |
| Don't know | 160 3% | 63 2% | 18 4% a | 23 3% a | - - | - - | - - |
| Net: Agree | 4160 74% | 3410 84% bc | 207 42% | 378 48% b | 4160 100% bc | - - | - - |
| Net: Disagree | 616 11% | 283 7% | 168 34% ac | 127 16% a | - - | 616 100% ac | - - |
| Base for stats | 5493 | 3998 | 477 | 757 | 4160 | 616 | 717 |
| Mean Score | 4.14 | 4.40 bc | 3.17 | 3.53 b | 4.73 b | 1.54 | 3.00 |
| Standard Deviation | 1.170 | 1.020 | 1.403 | 1.130 | .446 | .499 | - |
| Standard Error | .016 | .016 | .063 | .041 | .007 | .020 | - |
| Error variance | * | * | * | * | * | * | - |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_6. Animal testing for household cleaning products should be banned in the European Union - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Country | | | | | | | | | | | Gender | | |
|----------------------------|-------------|-------------|------------|------------|------------|------------|------------|-------------|------------|----------------|------------|-----------|-----------|-------------|-------------|
| | | Germany | France | Italy | Spain | Poland | Romania | Netherlands | Belgium | Czech Republic | Portugal | Denmark | Croatia | Male | Female |
| Significance Level: 95% | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 1223 | 1071 | 891 | 680 | 560 | 279 | 250 | 174 | 155 | 155 | 108 | 107 | 2747 | 2890 |
| Total | 5653 | 1270 | 990 | 917 | 709 | 574 | 292 | 260 | 176 | 162 | 155 | 88 | 62 | 2730 | 2907 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 258 5% | 36 3% | 38 4% | 43 5% | 40 6% | 35 6% | 14 5% | 16 6% | 13 7% | 15 9% | 1 1% | 7 8% | 1 1% | 150 6% | 105 4% |
| | | | j | aj | ajl | abjl | j | ajl | abjl | abcjl | | ajl | | b | |
| Somewhat disagree | 285 5% | 42 3% | 33 3% | 55 6% | 41 6% | 27 5% | 20 7% | 20 8% | 11 6% | 13 8% | 10 6% | 5 6% | 8 12% | 184 7% | 99 3% |
| | | | | ab | ab | | ab | ab | a | ab | | | abcde | b | |
| Neither agree nor disagree | 633 11% | 148 12% | 120 12% | 81 9% | 94 13% | 49 9% | 21 7% | 42 16% | 28 16% | 14 8% | 18 11% | 14 16% | 5 7% | 354 13% | 275 9% |
| | | cef | cef | | cef | | | cefil | cefil | | | cefil | | b | |
| Somewhat agree | 1062 19% | 210 16% | 184 19% | 205 22% | 117 17% | 119 21% | 65 22% | 41 16% | 35 20% | 38 23% | 22 14% | 21 24% | 6 9% | 575 21% | 485 17% |
| | | | l | abdglj | | al | adjl | | l | adjl | | jl | | b | |
| Strongly agree | 3231 57% | 799 63% | 569 57% | 523 57% | 388 55% | 328 57% | 161 55% | 129 50% | 77 44% | 76 47% | 103 67% | 35 40% | 42 67% | 1372 50% | 1857 64% |
| | | bcdefghik | ghik | ghik | hk | hik | hk | | | | bcdefghik | | bcdfghik | a | |
| Don't know | 184 3% | 35 3% | 45 5% | 9 1% | 28 4% | 15 3% | 11 4% | 12 5% | 11 7% | 8 5% | 1 1% | 6 6% | 2 3% | 94 3% | 86 3% |
| | | c | acj | | cj | c | cj | cj | acej | cj | | acej | | | |
| Net: Agree | 4293 76% | 1009 79% | 753 76% | 728 79% | 505 71% | 448 78% | 226 77% | 170 65% | 113 64% | 113 70% | 125 81% | 56 63% | 48 77% | 1947 71% | 2342 81% |
| | | dghik | dghk | dghik | | dghik | ghk | | | | dghik | | ghk | a | |
| Net: Disagree | 543 10% | 78 6% | 72 7% | 99 11% | 81 11% | 62 11% | 33 11% | 35 14% | 24 14% | 27 17% | 11 7% | 12 14% | 8 13% | 334 12% | 204 7% |
| | | | | ab | ab | ab | ab | abj | ab | abcej | | ab | ab | b | |
| Base for stats | 5469 | 1235 | 945 | 907 | 681 | 559 | 280 | 247 | 164 | 154 | 154 | 82 | 61 | 2636 | 2821 |
| Mean Score | 4.23 | 4.37 | 4.28 | 4.22 | 4.13 | 4.21 | 4.21 | 4.00 | 3.93 | 3.96 | 4.41 | 3.86 | 4.34 | 4.08 | 4.38 |
| | | bcdefghik | dghik | ghik | k | ghik | hik | | | | dghik | | ghik | a | |
| Standard Deviation | 1.135 | 1.013 | 1.076 | 1.136 | 1.210 | 1.179 | 1.152 | 1.260 | 1.273 | 1.329 | .971 | 1.276 | 1.126 | 1.201 | 1.043 |
| Standard Error | .015 | .029 | .034 | .038 | .047 | .050 | .070 | .082 | .100 | .110 | .078 | .127 | .110 | .023 | .020 |
| Error variance | * | * | * | * | * | * | * | .01 | .01 | .01 | .01 | .02 | .01 | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_6. Animal testing for household cleaning products should be banned in the European Union - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Age | | | | | | Age NETs | | | Knowledge of laws that regulate animal testing and animal experiments within the EU | | | | | | Seen Cruelty Free logo | | |
|----------------------------|-------------|------------|------------|------------|------------|------------|-------------|------------|-------------|---|--------------|---------------|-------------|----------------|-----------------------------|------------------------|------------|-------------|
| | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-54 | 55+ | A great deal | A fair amount | A little | Nothing at all | Net: At least a fair amount | Net: At least a little | Net: Yes | No |
| | a | b | c | d | e | f | a | b | c | a | b | c | d | e | f | a | b | |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 545 | 910 | 989 | 1057 | 924 | 1228 | 1455 | 2046 | 2152 | 392 | 1211 | 2605 | 1213 | 1603 | 4208 | 1205 | 3989 |
| Total | 5653 | 521 | 861 | 971 | 1023 | 917 | 1359 | 1382 | 1995 | 2276 | 368 | 1193 | 2621 | 1234 | 1561 | 4182 | 1171 | 4022 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 258 5% | 42 8% | 46 5% | 48 5% | 39 4% | 27 3% | 56 4% | 88 6% | 87 4% | 84 4% | 54 15% | 62 5% | 86 3% | 39 3% | 116 7% | 202 5% | 90 8% | 149 4% |
| | | bcd | ef | ef | e | e | bc | b | c | c | bcd | cd | c | d | bcd | cd | b | b |
| Somewhat disagree | 285 5% | 46 9% | 52 6% | 60 6% | 53 5% | 21 2% | 52 4% | 98 7% | 113 6% | 73 3% | 31 8% | 96 8% | 101 4% | 49 4% | 127 8% | 227 5% | 92 8% | 184 5% |
| | | bcd | ef | ef | e | e | c | c | c | c | cd | cd | c | d | cd | cd | b | b |
| Neither agree nor disagree | 633 11% | 72 14% | 109 13% | 139 14% | 130 13% | 76 8% | 106 8% | 182 13% | 269 13% | 182 8% | 51 14% | 126 11% | 275 10% | 139 11% | 177 11% | 452 11% | 136 12% | 429 11% |
| | | ef | ef | ef | ef | c | c | c | c | c | c | c | c | c | c | c | c | c |
| Somewhat agree | 1062 19% | 102 20% | 167 19% | 205 21% | 160 16% | 179 20% | 248 18% | 270 20% | 366 18% | 427 19% | 75 20% | 219 18% | 507 19% | 229 19% | 294 19% | 801 19% | 211 18% | 762 19% |
| | | d | d | d | d | d | d | d | d | d | d | d | d | d | d | d | d | d |
| Strongly agree | 3231 57% | 238 46% | 460 53% | 498 51% | 603 59% | 586 64% | 845 62% | 698 50% | 1102 55% | 1431 63% | 146 40% | 674 56% | 1615 62% | 711 58% | 819 52% | 2434 58% | 605 52% | 2368 59% |
| | | a | a | a | abc | abcd | abc | a | a | ab | ae | abdef | ae | a | ae | a | a | a |
| Don't know | 184 3% | 20 4% | 26 3% | 20 2% | 38 4% | 27 3% | 51 4% | 46 3% | 59 3% | 79 3% | 12 3% | 16 1% | 37 1% | 67 5% | 28 2% | 65 2% | 37 3% | 129 3% |
| | | c | c | c | c | c | c | c | c | c | bc | c | c | bce | c | c | c | c |
| Net: Agree | 4293 76% | 340 65% | 627 73% | 703 72% | 764 75% | 765 83% | 1093 80% | 967 70% | 1467 74% | 1858 82% | 220 60% | 893 75% | 2122 81% | 940 76% | 1113 71% | 3235 77% | 817 70% | 3130 78% |
| | | a | a | a | abcd | abcd | abcd | a | a | ab | ae | abdef | ae | a | ae | a | a | a |
| Net: Disagree | 543 10% | 88 17% | 98 11% | 108 11% | 92 9% | 49 5% | 108 8% | 186 13% | 200 10% | 157 7% | 85 23% | 158 13% | 187 7% | 89 7% | 243 16% | 430 10% | 182 16% | 333 8% |
| | | bcd | ef | ef | e | e | e | bc | c | c | bcd | cd | c | d | cd | cd | b | b |
| Base for stats | 5469 | 501 | 835 | 951 | 985 | 890 | 1308 | 1335 | 1936 | 2198 | 356 | 1177 | 2584 | 1167 | 1533 | 4117 | 1134 | 3892 |
| Mean Score | 4.23 | 3.90 | 4.13 | 4.10 | 4.26 | 4.43 | 4.36 | 4.04 | 4.18 | 4.39 | 3.64 | 4.14 | 4.34 | 4.30 | 4.03 | 4.22 | 4.01 | 4.29 |
| | | a | a | a | abc | abcd | abcd | a | a | ab | ae | abef | abef | a | abe | a | a | a |
| Standard Deviation | 1.135 | 1.317 | 1.188 | 1.171 | 1.117 | .964 | 1.071 | 1.243 | 1.146 | 1.030 | 1.460 | 1.209 | 1.036 | 1.052 | 1.289 | 1.147 | 1.300 | 1.081 |
| Standard Error | .015 | .058 | .040 | .038 | .035 | .032 | .031 | .033 | .026 | .023 | .075 | .035 | .020 | .031 | .033 | .018 | .038 | .017 |
| Error variance | * | * | * | * | * | * | * | * | * | * | .01 | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_6. Animal testing for household cleaning products should be banned in the European Union - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Perceived importance of cruelty free labelling when buying cosmetic products | | | Animal testing for cosmetic products and their ingredients is unacceptable in all circumstances | | |
|----------------------------|-------------|--|------------------|------------------|---|------------------|------------------|
| | | Net: Important | Net: Unimportant | Neither | Net: Agree | Net: Disagree | Neither |
| | | a | b | c | a | b | c |
| Significance Level: 95% | | | | | | | |
| Unweighted Total | 5653 | 4041 | 505 | 792 | 4143 | 627 | 722 |
| Total | 5653 | 4060 | 495 | 780 | 4160 | 616 | 717 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 258 5% | 124 3% | 76 15% ac | 40 5% a | 54 1% | 169 27% ac | 28 4% a |
| Somewhat disagree | 285 5% | 109 3% | 90 18% ac | 74 9% a | 79 2% | 138 22% ac | 59 8% a |
| Neither agree nor disagree | 633 11% | 250 6% | 84 17% a | 232 30% ab | 169 4% | 98 16% a | 354 49% ab |
| Somewhat agree | 1062 19% | 711 18% | 94 19% ab | 198 25% ab | 792 19% b | 97 16% | 166 23% ab |
| Strongly agree | 3231 57% | 2804 69% bc | 129 26% | 201 26% | 3023 73% bc | 99 16% c | 88 12% |
| Don't know | 184 3% | 63 2% | 21 4% a | 36 5% a | 43 1% | 15 2% a | 22 3% a |
| Net: Agree | 4293 76% | 3515 87% bc | 223 45% | 399 51% b | 3815 92% bc | 196 32% | 254 35% |
| Net: Disagree | 543 10% | 233 6% | 166 34% ac | 114 15% a | 133 3% | 307 50% ac | 87 12% a |
| Base for stats | 5469 | 3997 | 474 | 745 | 4117 | 601 | 695 |
| Mean Score | 4.23 | 4.49 bc | 3.23 | 3.60 b | 4.62 bc | 2.70 | 3.33 b |
| Standard Deviation | 1.135 | .954 | 1.440 | 1.142 | .769 | 1.445 | .941 |
| Standard Error | .015 | .015 | .065 | .042 | .012 | .058 | .036 |
| Error variance | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_7. Animal tests not required by law (e.g. tests for exploratory purposes) should not be permitted - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Country | | | | | | | | | | | | Gender | | |
|----------------------------|-------------|-----------------------|----------------------|----------------------|--------------------|----------------------|--------------------|---------------------|----------------------|-----------------------|-------------------------|-----------------|------------------|------------------|------------------|
| | Total | Germany | France | Italy | Spain | Poland | Romania | Netherlands | Belgium | Czech Republic | Portugal | Denmark | Croatia | Male | Female |
| Significance Level: 95% | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 1223 | 1071 | 891 | 680 | 560 | 279 | 250 | 174 | 155 | 155 | 108 | 107 | 2747 | 2890 |
| Total | 5653 | 1270 | 990 | 917 | 709 | 574 | 292 | 260 | 176 | 162 | 155 | 88 | 62 | 2730 | 2907 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 271 5% | 50 4% | 38 4% | 42 5% | 46 7% ab | 31 5% | 12 4% | 16 6% | 11 7% | 14 8% ab | 5 3% | 4 5% | 3 5% | 153 6% b | 118 4% |
| Somewhat disagree | 340 6% | 42 3% | 42 4% | 43 5% | 67 9% abc | 42 7% abc | 23 8% abc | 19 7% ab | 16 9% abc | 21 13% abcej | 9 6% abc | 9 10% abc | 7 11% abc | 210 8% b | 126 4% |
| Neither agree nor disagree | 809 14% | 165 13% | 138 14% | 113 12% | 118 17% ac | 77 13% | 39 13% | 46 18% c | 31 18% | 39 24% abcdefjl | 20 13% | 17 19% | 6 10% | 455 17% b | 349 12% |
| Somewhat agree | 1204 21% | 248 20% | 213 22% d | 225 25% adj | 124 18% | 153 27% abdfgj | 59 20% | 50 19% | 35 20% | 33 21% | 25 16% | 21 24% | 16 25% | 645 24% b | 557 19% |
| Strongly agree | 2811 50% | 711 56% bdeghik | 508 51% deghik | 474 52% deghik | 328 46% i | 254 44% i | 150 51% ghik | 111 43% i | 68 39% | 47 29% | 95 61% bcdefghikl | 35 40% | 29 47% i | 1159 42% a | 1649 57% a |
| Don't know | 219 4% | 54 4% cj | 51 5% cej | 18 2% | 25 4% | 17 3% | 9 3% | 19 7% acdefjl | 13 8% acdefjkl | 8 5% cj | 1 1% | 2 2% | 1 2% | 108 4% | 107 4% |
| Net: Agree | 4015 71% | 959 76% deghik | 721 73% dghi | 699 76% deghik | 453 64% i | 407 71% dghi | 209 72% dghi | 161 62% i | 104 59% | 81 50% | 120 78% dghik | 56 64% i | 45 72% hi | 1804 66% a | 2206 76% a |
| Net: Disagree | 611 11% | 92 7% | 80 8% | 86 9% | 113 16% abcj | 73 13% abc | 35 12% ab | 34 13% ab | 28 16% abc | 34 21% abcefgj | 14 9% | 13 15% ab | 10 16% abc | 363 13% b | 245 8% |
| Base for stats | 5434 | 1216 | 938 | 898 | 684 | 557 | 282 | 241 | 162 | 154 | 154 | 86 | 61 | 2623 | 2800 |
| Mean Score | 4.09 | 4.26 defghikl | 4.18 deghik | 4.16 deghik | 3.91 i | 4.00 i | 4.11 dhi | 3.92 i | 3.82 i | 3.52 i | 4.27 deghik | 3.87 i | 4.00 i | 3.93 a | 4.25 a |
| Standard Deviation | 1.165 | 1.078 | 1.094 | 1.116 | 1.283 | 1.184 | 1.164 | 1.242 | 1.273 | 1.294 | 1.096 | 1.196 | 1.220 | 1.207 | 1.102 |
| Standard Error | .016 | .032 | .034 | .038 | .050 | .051 | .071 | .082 | .100 | .107 | .088 | .116 | .119 | .023 | .021 |
| Error variance | * | * | * | * | * | * | .01 | .01 | .01 | .01 | .01 | .01 | .01 | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_7. Animal tests not required by law (e.g. tests for exploratory purposes) should not be permitted - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Age | | | | | Age NETs | | | Knowledge of laws that regulate animal testing and animal experiments within the EU | | | | | | Seen Cruelty Free logo | | |
|----------------------------|-------------|------------|------------|------------|------------|------------|-------------|------------|-------------|---|--------------|---------------|-------------|----------------|-----------------------------|------------------------|------------|-------------|
| | | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-54 | 55+ | A great deal | A fair amount | A little | Nothing at all | Net: At least a fair amount | Net: At least a little | Net: Yes | No |
| | | a | b | c | d | e | f | a | b | c | a | b | c | d | e | f | a | b |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 5653 | 545 | 910 | 989 | 1057 | 924 | 1228 | 1455 | 2046 | 2152 | 392 | 1211 | 2605 | 1213 | 1603 | 4208 | 1205 | 3989 |
| Total | 5653 | 521 | 861 | 971 | 1023 | 917 | 1359 | 1382 | 1995 | 2276 | 368 | 1193 | 2621 | 1234 | 1561 | 4182 | 1171 | 4022 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 271 5% | 45 9% | 59 7% | 45 5% | 41 4% | 33 4% | 48 4% | 104 8% | 86 4% | 81 4% | 53 14% | 67 6% | 86 3% | 47 4% | 119 8% | 206 5% | 85 7% | 167 4% |
| | | cdef | cdef | | | | | bc | | | bcdef | cd | | | bcdf | c | | b |
| Somewhat disagree | 340 6% | 46 9% | 67 8% | 66 7% | 45 4% | 44 5% | 71 5% | 114 8% | 111 6% | 115 5% | 40 11% | 95 8% | 128 5% | 72 6% | 135 9% | 263 6% | 104 9% | 216 5% |
| | | def | def | d | | | | bc | | | cdf | cdf | | | cdf | c | | b |
| Neither agree nor disagree | 809 14% | 78 15% | 139 16% | 174 18% | 145 14% | 107 12% | 166 12% | 217 16% | 318 16% | 273 12% | 49 13% | 157 13% | 374 14% | 173 14% | 207 13% | 581 14% | 168 14% | 555 14% |
| | | | ef | def | | | | c | c | | | | | | | | | |
| Somewhat agree | 1204 21% | 116 22% | 187 22% | 211 22% | 204 20% | 197 21% | 289 21% | 303 22% | 416 21% | 486 21% | 63 17% | 255 21% | 594 23% | 261 21% | 318 20% | 913 22% | 236 20% | 863 21% |
| | | | | | | | | | | | | | a | | | a | | |
| Strongly agree | 2811 50% | 204 39% | 383 44% | 447 46% | 548 54% | 505 55% | 724 53% | 586 42% | 996 50% | 1229 54% | 154 42% | 598 50% | 1390 53% | 592 48% | 751 48% | 2141 51% | 548 47% | 2050 51% |
| | | | a | a | abc | abc | abc | | a | ab | | a | ade | a | a | ade | | a |
| Don't know | 219 4% | 32 6% | 25 3% | 28 3% | 40 4% | 31 3% | 62 5% | 57 4% | 68 3% | 93 4% | 10 3% | 21 2% | 49 2% | 90 7% | 30 2% | 79 2% | 30 3% | 170 4% |
| | | bcde | | | | | c | | | | | | | abcef | | | | a |
| Net: Agree | 4015 71% | 319 61% | 570 66% | 659 68% | 753 74% | 702 76% | 1013 75% | 889 64% | 1411 71% | 1714 75% | 217 59% | 853 71% | 1984 76% | 853 69% | 1070 69% | 3054 73% | 783 67% | 2913 72% |
| | | | | a | abc | abc | abc | | a | ab | | a | abdef | a | a | ade | | a |
| Net: Disagree | 611 11% | 91 18% | 127 15% | 111 11% | 86 8% | 77 8% | 119 9% | 218 16% | 197 10% | 196 9% | 92 25% | 162 14% | 214 8% | 119 10% | 254 16% | 468 11% | 189 16% | 383 10% |
| | | cdef | cdef | def | | | | bc | | | bcdef | cdf | | | bcdf | c | | b |
| Base for stats | 5434 | 489 | 835 | 944 | 983 | 886 | 1298 | 1324 | 1927 | 2184 | 358 | 1172 | 2572 | 1145 | 1531 | 4103 | 1141 | 3851 |
| Mean Score | 4.09 | 3.79 | 3.92 | 4.01 | 4.20 | 4.24 | 4.21 | 3.87 | 4.10 | 4.22 | 3.63 | 4.04 | 4.19 | 4.12 | 3.95 | 4.10 | 3.93 | 4.15 |
| | | | | a | abc | abc | abc | | a | ab | | ae | abdef | ae | a | ae | | a |
| Standard Deviation | 1.165 | 1.320 | 1.258 | 1.171 | 1.106 | 1.082 | 1.093 | 1.282 | 1.142 | 1.088 | 1.482 | 1.217 | 1.072 | 1.129 | 1.296 | 1.166 | 1.288 | 1.127 |
| Standard Error | .016 | .058 | .042 | .038 | .035 | .036 | .032 | .034 | .026 | .024 | .076 | .035 | .021 | .034 | .033 | .018 | .038 | .018 |
| Error variance | * | * | * | * | * | * | * | * | * | * | .01 | * | * | * | * | * | * | * |

P003294 Cruelty Free, Public perceptions of animal testing in the European Union - Europe - Overall

Q2_7. Animal tests not required by law (e.g. tests for exploratory purposes) should not be permitted - To what extent do you agree or disagree with the following statements?

BASE: All respondents

| | Total | Perceived importance of cruelty free labelling when buying cosmetic products | | | Animal testing for cosmetic products and their ingredients is unacceptable in all circumstances | | |
|----------------------------|-------------|--|------------------|------------------|---|------------------|------------------|
| | | Net: Important | Net: Unimportant | Neither | Net: Agree | Net: Disagree | Neither |
| | | a | b | c | a | b | c |
| Significance Level: 95% | | | | | | | |
| Unweighted Total | 5653 | 4041 | 505 | 792 | 4143 | 627 | 722 |
| Total | 5653 | 4060 | 495 | 780 | 4160 | 616 | 717 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Strongly disagree | 271 5% | 134 3% | 80 16% ac | 38 5% a | 94 2% | 146 24% ac | 26 4% a |
| Somewhat disagree | 340 6% | 162 4% | 77 16% ac | 87 11% a | 129 3% | 136 22% ac | 69 10% a |
| Neither agree nor disagree | 809 14% | 359 9% | 95 19% a | 278 36% ab | 306 7% | 119 19% a | 372 52% ab |
| Somewhat agree | 1204 21% | 860 21% | 102 21% | 191 24% a | 931 22% b | 108 18% | 150 21% |
| Strongly agree | 2811 50% | 2459 61% bc | 115 23% | 149 19% | 2621 63% bc | 90 15% | 80 11% |
| Don't know | 219 4% | 87 2% | 26 5% a | 37 5% a | 78 2% | 18 3% | 21 3% |
| Net: Agree | 4015 71% | 3319 82% bc | 217 44% | 340 44% | 3552 85% bc | 198 32% | 230 32% |
| Net: Disagree | 611 11% | 295 7% | 157 32% ac | 125 16% a | 223 5% | 282 46% ac | 94 13% a |
| Base for stats | 5434 | 3974 | 469 | 743 | 4081 | 598 | 696 |
| Mean Score | 4.09 | 4.35 bc | 3.20 | 3.44 b | 4.44 bc | 2.77 | 3.27 b |
| Standard Deviation | 1.165 | 1.027 | 1.417 | 1.092 | .928 | 1.390 | .920 |
| Standard Error | .016 | .016 | .065 | .040 | .015 | .056 | .035 |
| Error variance | * | * | * | * | * | * | * |