

## YouGov / Naturewatch Survey Results

Sample Size: 2125 adults in UK  
Fieldwork: 9th - 10th March 2026

|                   | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Socio-economic classification (NS-SEC) |        |              |         |
|-------------------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|----------------------------------------|--------|--------------|---------|
|                   | Total           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+                                    | Higher | Intermediate | Routine |
| Weighted Sample   | 2125            | 370 | 527 | 191     | 223       | 120         | 752    | 756    | 1031 | 1094   | 223   | 878   | 527   | 497                                    | 718    | 476          | 635     |
| Unweighted Sample | 2125            | 316 | 584 | 221     | 221       | 135         | 862    | 709    | 896  | 1229   | 197   | 721   | 578   | 629                                    | 832    | 451          | 511     |
|                   | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %                                      | %      | %            | %       |

How clear, if at all, are you about what the legal requirements are for a product to be allowed to call itself “cruelty-free”, if there are any?

|                        |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very clear             | 5         | 6         | 4         | 3         | 4         | 5         | 4         | 5         | 4         | 6         | 7         | 5         | 5         | 3         | 4         | 4         | 5         |
| Fairly clear           | 21        | 18        | 21        | 21        | 17        | 20        | 19        | 19        | 18        | 23        | 30        | 21        | 21        | 16        | 20        | 20        | 21        |
| <b>TOTAL CLEAR</b>     | <b>26</b> | <b>24</b> | <b>25</b> | <b>24</b> | <b>21</b> | <b>25</b> | <b>23</b> | <b>24</b> | <b>22</b> | <b>29</b> | <b>37</b> | <b>26</b> | <b>26</b> | <b>19</b> | <b>24</b> | <b>24</b> | <b>26</b> |
| Not very clear         | 50        | 49        | 55        | 51        | 53        | 53        | 52        | 49        | 49        | 51        | 46        | 51        | 50        | 49        | 51        | 51        | 50        |
| Not clear at all       | 24        | 27        | 20        | 24        | 26        | 22        | 25        | 27        | 29        | 20        | 17        | 23        | 23        | 32        | 25        | 25        | 24        |
| <b>TOTAL NOT CLEAR</b> | <b>74</b> | <b>76</b> | <b>75</b> | <b>75</b> | <b>79</b> | <b>75</b> | <b>77</b> | <b>76</b> | <b>78</b> | <b>71</b> | <b>63</b> | <b>74</b> | <b>73</b> | <b>81</b> | <b>76</b> | <b>76</b> | <b>74</b> |

Do you think each of the following should or should not be allowed to be labelled as being “cruelty-free”?

The finished product is not tested on animals

|                                                                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I think this should be allowed to be labelled “cruelty-free”     | 54 | 52 | 53 | 55 | 51 | 57 | 51 | 51 | 55 | 52 | 70 | 54 | 52 | 46 | 54 | 47 | 55 |
| I think this should not be allowed to be labelled “cruelty-free” | 24 | 25 | 26 | 25 | 28 | 25 | 25 | 27 | 22 | 25 | 15 | 21 | 26 | 31 | 24 | 27 | 24 |
| Don't know                                                       | 23 | 23 | 22 | 20 | 20 | 18 | 24 | 22 | 23 | 23 | 15 | 25 | 22 | 23 | 22 | 26 | 22 |

The finished product is not tested on animals, but the ingredients may have been

|                                                                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I think this should be allowed to be labelled “cruelty-free”     | 8  | 8  | 8  | 7  | 9  | 10 | 6  | 9  | 10 | 7  | 11 | 6  | 10 | 9  | 7  | 7  | 11 |
| I think this should not be allowed to be labelled “cruelty-free” | 76 | 74 | 79 | 80 | 74 | 82 | 82 | 76 | 70 | 82 | 74 | 76 | 77 | 77 | 81 | 73 | 73 |
| Don't know                                                       | 15 | 17 | 13 | 13 | 17 | 8  | 12 | 15 | 20 | 12 | 15 | 18 | 13 | 14 | 13 | 20 | 15 |

The finished product is not tested on animals, but ingredients are required to be tested on animals to meet legal requirements

|                                                                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I think this should be allowed to be labelled “cruelty-free”     | 12 | 13 | 13 | 10 | 12 | 10 | 10 | 13 | 17 | 9  | 20 | 11 | 13 | 10 | 13 | 10 | 13 |
| I think this should not be allowed to be labelled “cruelty-free” | 69 | 64 | 71 | 74 | 67 | 81 | 75 | 69 | 61 | 76 | 62 | 68 | 71 | 70 | 71 | 67 | 66 |
| Don't know                                                       | 19 | 22 | 16 | 16 | 21 | 9  | 16 | 18 | 23 | 16 | 18 | 20 | 16 | 20 | 16 | 22 | 21 |

## YouGov / Naturewatch Survey Results

Sample Size: 2125 adults in UK  
Fieldwork: 9th - 10th March 2026

|                   |       | Country |       |          |                  | Region in England |          |        |       |
|-------------------|-------|---------|-------|----------|------------------|-------------------|----------|--------|-------|
|                   | Total | England | Wales | Scotland | Northern Ireland | North             | Midlands | London | South |
| Weighted Sample   | 2125  | 1779    | 111   | 176      | 60               | 489               | 338      | 244    | 708   |
| Unweighted Sample | 2125  | 1781    | 113   | 193      | 38               | 518               | 328      | 175    | 760   |
|                   | %     | %       | %     | %        | %                | %                 | %        | %      | %     |

How clear, if at all, are you about what the legal requirements are for a product to be allowed to call itself “cruelty-free”, if there are any?

|                        |           |           |           |           |           |           |           |           |           |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very clear             | <b>5</b>  | 5         | 2         | 4         | 10        | 4         | 6         | 5         | 5         |
| Fairly clear           | <b>21</b> | 21        | 24        | 18        | 19        | 18        | 21        | 26        | 21        |
| <b>TOTAL CLEAR</b>     | <b>26</b> | <b>26</b> | <b>26</b> | <b>22</b> | <b>29</b> | <b>22</b> | <b>27</b> | <b>31</b> | <b>26</b> |
| Not very clear         | <b>50</b> | 50        | 56        | 51        | 35        | 52        | 53        | 45        | 49        |
| Not clear at all       | <b>24</b> | 24        | 19        | 27        | 36        | 25        | 20        | 24        | 25        |
| <b>TOTAL NOT CLEAR</b> | <b>74</b> | <b>74</b> | <b>75</b> | <b>78</b> | <b>71</b> | <b>77</b> | <b>73</b> | <b>69</b> | <b>74</b> |

Do you think each of the following should or should not be allowed to be labelled as being “cruelty-free”?

**The finished product is not tested on animals**

|                                                                  |           |    |    |    |    |    |    |    |    |
|------------------------------------------------------------------|-----------|----|----|----|----|----|----|----|----|
| I think this should be allowed to be labelled “cruelty-free”     | <b>54</b> | 54 | 51 | 55 | 48 | 53 | 56 | 49 | 55 |
| I think this should not be allowed to be labelled “cruelty-free” | <b>24</b> | 24 | 25 | 18 | 24 | 26 | 21 | 26 | 24 |
| Don't know                                                       | <b>23</b> | 22 | 24 | 27 | 28 | 21 | 23 | 25 | 21 |

**The finished product is not tested on animals, but the ingredients may have been**

|                                                                  |           |    |    |    |    |    |    |    |    |
|------------------------------------------------------------------|-----------|----|----|----|----|----|----|----|----|
| I think this should be allowed to be labelled “cruelty-free”     | <b>8</b>  | 9  | 7  | 8  | 12 | 9  | 9  | 13 | 7  |
| I think this should not be allowed to be labelled “cruelty-free” | <b>76</b> | 76 | 77 | 76 | 80 | 77 | 73 | 68 | 79 |
| Don't know                                                       | <b>15</b> | 16 | 16 | 16 | 8  | 14 | 18 | 19 | 14 |

**The finished product is not tested on animals, but ingredients are required to be tested on animals to meet legal requirements**

|                                                                  |           |    |    |    |    |    |    |    |    |
|------------------------------------------------------------------|-----------|----|----|----|----|----|----|----|----|
| I think this should be allowed to be labelled “cruelty-free”     | <b>12</b> | 13 | 8  | 10 | 11 | 13 | 13 | 16 | 12 |
| I think this should not be allowed to be labelled “cruelty-free” | <b>69</b> | 68 | 77 | 72 | 70 | 68 | 66 | 62 | 70 |
| Don't know                                                       | <b>19</b> | 19 | 15 | 18 | 20 | 18 | 21 | 22 | 19 |

Sample Size: 2125 adults in UK  
Fieldwork: 9th - 10th March 2026

|                   | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Socio-economic classification (NS-SEC) |        |              |         |
|-------------------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|----------------------------------------|--------|--------------|---------|
|                   | Total           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+                                    | Higher | Intermediate | Routine |
| Weighted Sample   | 2125            | 370 | 527 | 191     | 223       | 120         | 752    | 756    | 1031 | 1094   | 223   | 878   | 527   | 497                                    | 718    | 476          | 635     |
| Unweighted Sample | 2125            | 316 | 584 | 221     | 221       | 135         | 862    | 709    | 896  | 1229   | 197   | 721   | 578   | 629                                    | 832    | 451          | 511     |
|                   | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %                                      | %      | %            | %       |

The finished product and ingredients are not tested on animals, but the brand has a parent company that conducts animal testing

|                                                                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I think this should be allowed to be labelled "cruelty-free"     | 29 | 33 | 28 | 27 | 30 | 32 | 28 | 30 | 32 | 27 | 35 | 27 | 32 | 29 | 29 | 27 | 31 |
| I think this should not be allowed to be labelled "cruelty-free" | 53 | 47 | 56 | 60 | 49 | 55 | 56 | 51 | 48 | 57 | 54 | 53 | 51 | 53 | 55 | 52 | 51 |
| Don't know                                                       | 18 | 20 | 15 | 13 | 21 | 13 | 16 | 18 | 20 | 16 | 12 | 20 | 17 | 18 | 15 | 21 | 19 |

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

Sample Size: 2125 adults in UK  
Fieldwork: 9th - 10th March 2026

|                   |       | Country |       |          |                  | Region in England |          |        |       |
|-------------------|-------|---------|-------|----------|------------------|-------------------|----------|--------|-------|
|                   | Total | England | Wales | Scotland | Northern Ireland | North             | Midlands | London | South |
| Weighted Sample   | 2125  | 1779    | 111   | 176      | 60               | 489               | 338      | 244    | 708   |
| Unweighted Sample | 2125  | 1781    | 113   | 193      | 38               | 518               | 328      | 175    | 760   |
|                   | %     | %       | %     | %        | %                | %                 | %        | %      | %     |

The finished product and ingredients are not tested on animals, but the brand has a parent company that conducts animal testing

|                                                                  |    |    |    |    |    |    |    |    |    |
|------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|
| I think this should be allowed to be labelled "cruelty-free"     | 29 | 30 | 30 | 26 | 17 | 26 | 30 | 36 | 31 |
| I think this should not be allowed to be labelled "cruelty-free" | 53 | 52 | 49 | 58 | 70 | 56 | 50 | 45 | 52 |
| Don't know                                                       | 18 | 18 | 21 | 16 | 13 | 18 | 20 | 18 | 17 |

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*