

Date: July 21, 2003

Methodology

Zogby International conducted interviews of 1,208 adults chosen at random nationwide. Of this group, 1,045 purchase eggs and answered the questions. All calls were made from Zogby International headquarters in Utica, N.Y., from Wednesday, July 16 to Friday, July 18, 2003. The margin of error for 1,045 is +/- 3.2%. Slight weights were added to region, age, race, religion, and gender to more accurately reflect the adult population. Margins of error are higher in sub-groups. Numbers have been rounded to the nearest percent and might not total 100.

Narrative Summary

53. Do you regularly purchase eggs from a grocery store?

Yes 87%

No 13%

Not sure 1%

Nearly nine in ten adults say they purchase eggs, 13% say they do not, and 1% are not sure. Regionally, those living in the East (89%) are most likely to purchase eggs, while those living in the South (83%) are the least likely.

54. Some egg cartons are labeled with the phrase "Animal Care Certified." What do you think this term means?

Treat chickens humanely/being kind to chickens (189) 18%

Animals are cared for (131) 13%

Safe for human consumption (71) 7%

Government regulated/certified (44) 4%

They are free range (18) 2%

Animal rights influence (13) 1%

Not factory-farmed (7) 1%

Not sure/have never seen it (557) 53%

Four each: Hope it means humane treatment; Deceptive advertising

Two each: Chickens not allowed to roam free

One each: They will not make people fat; Playing music for the chickens so they don't get stressed-out. . . stress-free chickens; Psychological treatment; I purchase eggs from a co-op; That they are not using animals for experimentation

More than half of respondents say they have no idea what the term "Animal Care Certified" means. Of those who ventured a guess, 18% think it means that chickens are treated humanely and 13% simply say the animals are cared for. Just 4% were close to the mark saying "Animal Care Certified" means that egg production is government regulated or that production follows a set of standards.

55. If you saw an egg carton labeled as "Animal Care Certified" vs. no label, are you much more likely, somewhat more likely, somewhat less likely, or much less likely to the purchase eggs with the Animal Care Certified label instead of the carton with no label?

Much more likely 15%
 Somewhat more likely 11%
 More likely 26%
 Somewhat less likely 2%
 Much less likely 4%
 Less likely 6%
 No difference 60%
 Not sure 8%

Just over one in four (26%) say they are more likely to purchase eggs with the label "Animal Care Certified" on the carton, while 6% say they would be less likely. Three in five (60%) say such labeling would make no difference in their purchasing habits. A majority or plurality across the board say "Animal Care Certified" would make no difference in their egg purchasing habits.

Among those who say they are more likely to purchase such eggs are adults living in the East (31%), 50-64 year olds (33%), women (27%), and self-identified progressives (45%). Those least likely to purchase eggs label as "Animal Care Certified" include African Americans (13%), and those living in the south and college graduates (8% each).

56 - 58. For each of the following, please tell me if you believe such practices are allowed or not for eggs with "Animal Care Certified" on the label.

Table 1. **What Practices "Animal Care Certified" Allows**

	Is allowed	Is not allowed	Not sure
Forced molting - the process of withdrawing food from hens for up to 14 days to cause the animals system to enter into a new egg laying cycle in order to produce more eggs	31	48	21
Keeping hens in small wire cages where each animal	28	52	21

is provided a
space of less than
an 8 ½ x 11 inch
sheet of paper

De-beaking - the
process of cutting
or burning off the
end of the beak of
egg-laying hens
when they are
chicks

26

45

29

Between one in four and one in three respondents believe such practices as de-beaking, forced molting, and keeping hens in cramped cages is allowed under "Animal Care Certified" guidelines, while half, or nearly so, believe such practices are not allowed. About one in five say they are not sure.

A majority (52%) of respondents overall do not believe keeping hens in small wire cages is allowed, including 59% of those living in the central/Great Lakes region and 57% of those living in the east, 67% of those under 30, a majority of respondents with some college or less, and a majority of both men (50%) and women (53%).

Among those who believe such labeling would allow forced molting are 37% in the central/Great Lakes region, more than half (55%) of adults 18 to 29, three in five (61%) respondents with less than a high school education, 46% of Hispanics, and 34% of men.

More people are unsure if de-beaking is allowed than are unsure about the other two practices. A majority (51% each) in the east and west believe de-beaking is not allowed under "Animal Care Certified" guidelines.

59. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that labeling eggs as "Animal Care Certified" that come from hens who are de-beaked, force molted through starvation, and caged so tightly that they cannot stretch their wings is misleading?

Strongly agree 60%

Somewhat agree 10%

Total Agree 70%

Somewhat disagree 4%

Strongly disagree 8%

Total Disagree 12%

Not sure 18%

Seven in ten respondent agree that labeling a carton with eggs from hens who are de-beaked, forced molted, and kept in small cages as "Animal Care Certified" is misleading. Twelve percent do not.

A majority in nearly every sub group agree that labeling thusly is misleading.

60. Knowing that eggs labeled as "Animal Care Certified" may come from hens who are de-beaked, force-molted through starvation, and caged so tightly that they cannot stretch their wings, are you much more likely, somewhat more likely, somewhat less likely, or much less likely to the purchase the eggs with the "Animal Care Certified" label instead of the carton with no label?

Much more likely 8%
Somewhat more likely 4%
More likely 12%
Somewhat less likely 13%
Much less likely 36%
Less likely 49%
No difference 31%
Not sure 8%

Likelihood of purchasing eggs with "Animal Care Certified" labeling

	More likely	Less likely	No difference	Not sure
Pre- information statements	26	6	60	8
Post- information statements	12	49	31	8

After respondents were given information on the practices allowed under the term "Animal Care Certified," those saying more likely to purchase eggs with such labeling dropped by more than half and those saying less likely increased eight-fold. Also, adults saying no difference in their purchasing habits dropped by half. Undecided remained unchanged.

A majority or plurality in all sub-groups are now more likely to say they would not purchase eggs with such labeling, especially those living in the east (46%) and west (52%), adults under 30 (58%), and women (53%).