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**New Study Reveals Public Reaction to Cage-Free Policy Changes**  
Data Provides Insight On Consumer Opinion

Corporate lobbying efforts are playing an increasing role in animal advocacy. Companies including Starbucks, Panera, and Subway have all committed to transitioning to cage-free eggs. Last month, McDonald's [announced](#) that their egg supply chain is now 33% cage-free, with the goal to be completely cage-free by 2025. This year alone, McDonald's will source more than **726 million** cage-free eggs for their U.S. restaurants.

With so many eggs in the corporate basket, it's not surprising that animal activists are changing their strategies. As advocates and organizations bypass the general public and attempt to enact animal welfare policy change at a higher level, this raises the question: what does the consumer think of all this?

New data sheds light on whether or not corporate commitments to switching to cage-free eggs have an impact on public attitudes. A newly published [study](#) by the nonprofit research organization **Faunalytics** finds reactions to corporate cage-free announcements to be a mix of critical, enthusiastic, and apathetic, though more positive on average than social media articles on other topics.

**After reviewing 1,617 publicly posted social media comments from 10 announcements and 53 news stories, Faunalytics identified key findings relevant to both big corporations and animal advocates.**

1. Cage-free announcements had a higher proportion of positive reactions and a lower proportion of negative reactions compared to social media articles on other topics.
2. Most criticisms focused on long transition timelines or said the change does not go far enough—few people criticized the corporation for making the move in and of itself. Those who were critical of the announcements were most often concerned about the potential higher cost of cage-free eggs.
3. Few corporations had announced their cage-free commitments on their Facebook pages.
4. Almost no one made comments suggesting that no more action is needed or that these welfare reforms resolve all issues.

5. Concerns about the restriction of consumer choice or economic damage to farmers were almost non-existent.

“Only 10 of the 75 restaurants in our full list had announced their cage-free commitments on their Facebook pages,” said Faunalytics’ Research Director Jo Anderson. “This may suggest that most corporations preferred to keep their commitments out of the public eye—perhaps over concern about public reaction, or a lack of confidence in their ability to follow through. However, the results of this study should reassure corporations about making future commitments.”

The complete research report, additional analysis, detailed methods, and infographics are available at no charge at: <https://faunalytics.org/impact-of-corporate-commitments-on-public-attitudes/>

Faunalytics is a 501(c)(3) nonprofit organization that collects and conducts essential research on animal-related issues to help animal advocates increase their impact. Faunalytics manages the world’s biggest collection of opinion and behavior research on this topic. The free library includes the organization’s independent studies as well as research it collects and summarizes from others. Animal Charity Evaluators has rated Faunalytics a standout charity since 2015. Visit [faunalytics.org](https://faunalytics.org) to learn more.

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