



Animal Welfare Institute

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U.S. POLL ON THE WELFARE OF CHICKENS RAISED FOR MEAT

Part I

In April 2010 the Animal Welfare Institute (AWI) commissioned a national web-based survey of adult American attitudes toward the raising of chickens for meat, and in particular use of the claim “Humanely Raised” on grocery store chicken products. The survey, conducted for AWI by Edge Research, with data collection by Survey Sampling International, had a sample size of 2,000 and a margin of error of +/- 2.8 at the 95% confidence level.

1. The following are practices used by some producers to raise chickens for meat. For each indicate if you find the practice totally acceptable, somewhat acceptable, somewhat unacceptable, totally unacceptable or not sure.

	<u>Total sample</u>	<u>Frequent chicken shoppers*</u>
a. Housing chickens in sheds with less than one square foot of space per bird		
Totally acceptable	5%	6%
Somewhat acceptable	6%	6%
Somewhat unacceptable	17%	18%
Totally unacceptable	63%	65%
Not sure	8%	5%
b. Rapid growth rates that allow birds to be slaughtered at a younger age but cause health problems like lameness		
Totally acceptable	5%	5%
Somewhat acceptable	5%	5%
Somewhat unacceptable	17%	16%
Totally unacceptable	64%	68%
Not sure	9%	6%
c. Confinement indoors for the chicken’s entire life		
Totally acceptable	6%	7%
Somewhat acceptable	10%	9%
Somewhat unacceptable	20%	19%
Totally unacceptable	55%	60%
Not sure	8%	5%
d. No access to fresh air and sunlight		
Totally acceptable	5%	5%
Somewhat acceptable	4%	4%
Somewhat unacceptable	14%	13%
Totally unacceptable	69%	74%
Not sure	7%	4%

	<u>Total sample</u>	<u>Frequent chicken shoppers*</u>
e. Exposure to continuous artificial light for 20 hours per day		
Totally acceptable	5%	6%
Somewhat acceptable	9%	8%
Somewhat unacceptable	22%	22%
Totally unacceptable	52%	57%
Not sure	11%	7%
2. Please indicate which of the following you would expect of chicken labeled “Humanely Raised.” (1,000 sample size)		
a. Chickens have access to natural sunlight and fresh air		
Yes	85%	88%
No	6%	5%
Not sure	9%	7%
b. Chickens have enough space to stretch their wings and move freely		
Yes	82%	85%
No	7%	7%
Not sure	10%	7%
c. Chickens raised in windowless sheds without sunlight or fresh air		
Yes	9%	10%
No	79%	81%
Not sure	12%	9%
d. Chickens are exposed to continuous artificial light for 20 hours per day		
Yes	12%	13%
No	71%	72%
Not sure	18%	15%
e. Chickens are bred for rapid growth that causes health problems like lameness		
Yes	9%	8%
No	78%	81%
Not sure	13%	10%
3. Do you think chicken labeled as “Humanely Raised” is produced under a standard of animal care that is better than, the same as, or worse than typical chicken production practices?		
	<u>Total sample</u>	<u>Frequent chicken shoppers*</u>
Better than typical practices	70%	77%
Worse than typical practices	1%	2%
Same as typical practices	16%	14%
Not sure	12%	7%

* Respondents purchasing chicken meat 3 or more times per month.

Part II

In July 2010 the Animal Welfare Institute (AWI) commissioned a survey of adult American attitudes toward use of the claim “Raised Cage Free” on grocery store chicken products. The survey was conducted online within the United States by Harris Interactive on behalf of the Animal Welfare Institute from July 27-29, 2010 among 2,163 adult ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of the theoretical sampling error can be calculated.

1. If you were to see the label “raised cage-free” on a package of chicken, which of the following best describes what you would think this means? (Asked of all respondents.)

The chickens raised for this product were raised differently than the chickens raised for packages that do not have this label	84%
The chickens raised for this product were raised the same as chickens raised for packages that do not have this label	4%
Something else	3%
Not sure	9%

2. What do you think the label “raised cage-free” on a package of chicken means? (Asked of respondents who answered chickens were raised differently to question #1.)

The chickens raised for this product were treated better than the chickens raised for packages that do not have this label	81%
The chickens raised for this product were treated the same as the chickens raised for packages that do not have this label	7%
The chickens raised for this product were treated worse than the chickens raised for packages that do not have this label	1%
Something else	7%
Not sure	5%

For more information about the survey methodology, please contact Dena Jones at 202-446-2146.