



# Animal Welfare Institute

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

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.