

Vancouver Humane Society: Battery Cages Executive Summary

December 2009

Table of Contents

	<u>Page#</u>
Introduction – Research Objectives & Methodology	3
Summary of Key Findings	6
Detailed Findings	9
Demographics	17
Appendix: Questionnaire	19

The background features a series of thin, light green wavy lines at the top and a series of overlapping, semi-transparent green bands at the bottom, creating a sense of movement and depth. The text 'Introduction' is positioned in the upper left quadrant.

Introduction

Research Objectives

The Vancouver Humane Society wanted to survey Canadians 18+ to gauge opinions and attitudes towards battery cages.

The purpose of the research included learning:

- General feelings towards how farm animals are treated;
- If Canadians would pay more for animal products where the animals are treated more humanely; and,
- If there is support for a legislative ban on battery cages.

Methodology

- A total of 2,012 Canadians were surveyed from December 3rd through December 13th 2009 using teleVox, Harris/Decima's telephone omnibus. Results for the full sample are considered accurate +/- 2.2%, 19 times out of 20.
- The data was weighted to be representative of the Canadian population by age and gender within region.
- The table below shows the regional breakdown and margin of error for each.

Region	Sample Size	Margin of Error
Atlantic Canada	208	+/-6.8%
Quebec	501	+/-4.4%
Ontario	652	+/-3.8%
Manitoba/Saskatchewan	201	+/-6.9%
Alberta	200	+/-6.9%
British Columbia	250	+/-6.2%



Summary of Key Findings

Summary of Key Findings

Canadians are willing to pay more for farm animal products that were certified to humane standards of care by a third-party organization (72%).

- British Columbians are just as likely as other Canadians to be willing to pay more for this type of certification (74%).

After learning about the usage and opinions of battery cages, three-in-five (58%) Canadians indicated they oppose the use of battery cages for egg laying hens.

- British Columbians are one of the provinces most opposed to using battery cages for egg laying hens (65%).

Over half (54%) of Canadians are willing to pay a higher price for cage-free eggs, with an additional 10% indicating they already purchase cage-free eggs.

- British Columbians are significantly more likely than those in the rest of Canada to indicate they already purchase cage-free eggs (21%), and half (53%) of British Columbians say they're willing to pay more for cage-free eggs.

After hearing the description of battery cage eggs verses cage-free eggs, as well as the cost differences, half (50%) of Canadians indicate they are likely to buy cage-free eggs most often in the future.

- British Columbians continue to be most willing to buy cage-free eggs – future purchases of cage free eggs is highest among British Columbians (62%).

Summary of Key Findings

Almost two-thirds (63%) of Canadians would support a legislative ban on battery cages for their province, similar to what will soon become law in Europe and in California.

- Not surprisingly, British Columbians are more likely to support their province banning battery cages.

To make consumers more aware of what they're buying, most Canadians (77%) would support a requirement to label cartons as 'eggs from caged hens' if the hens are raised in battery cages.

- British Columbians are as likely as most other provinces to support this requirement (78%).

Despite learning about the treatment of hens in battery cages, most Canadians believe animals are well taken care of.

- Four-in-five (81%) Canadians agree that in general, farmers take good care of their animals.
- Almost two-thirds (62%) of Canadians think farm animals are treated humanely in the process of producing food and other agricultural products.
- British Columbians are least likely to agree with either statement, with three-quarters (73%) believing farmers take good care of their animals, and half (53%) believing that farm animals are treated humanely.



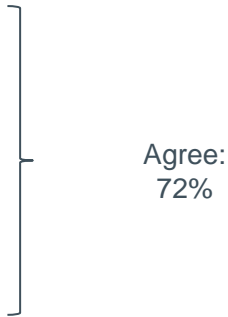
Detailed Findings



Most Canadians would pay more for humane treatment of animals

Would pay more for animal products certified to humane standards of care

%



- Three-quarters (72%) of Canadians would be willing to pay more for farm animal products that were certified to humane standards of care by a third-party organization.
- Women are more likely than men to be willing to pay more for products where the farm animals received humane treatment (77% vs. 67%).
- Younger Canadians – aged 18-34 – are also more likely to pay more (77%).

Q2.

In recent decades, the food industry has seen the emergence of many food labelling programs that certify aspects of food production. For example, programs currently exist for sustainable environmental practices, fair treatment of employees, and humane treatment of farm animals. In general, these programs involve the development of standards based on scientific research and require annual inspections and random audits to validate compliance to the program. To what extent do you agree with the following statement: I would be willing to pay more for farm animal products (such as meats, cheeses and eggs) that were certified to humane standards of care by a third-party organization.

Base:

All respondents (n=2,012)

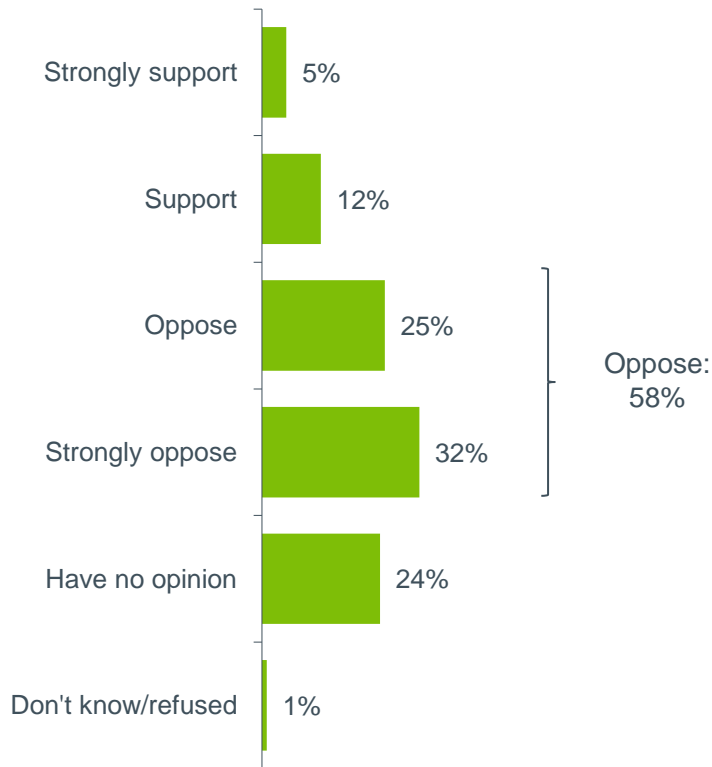
Many oppose the use of battery cages

"On over 90% of Canada's egg farms, wire cages - called battery cages - are used to house egg-laying chickens. Each cage holds five to seven birds, and the cages are stacked in tiers of two to eight cages high. The average Canadian egg farm holds 17,000 birds each.

Supporters of wire battery cages say that these cages provide egg-laying hens with unrestricted access to clean feed and water, and provides improved health due to reductions in disease from the hens being off the ground.

Opponents of wire battery cages say these cages are cruel and inhumane because the hens live in a cramped, barren space for their entire lives, and are unable to engage in many of their natural behaviors such as nesting, bathing, foraging and stretching their wings. They can also suffer from painful foot and leg ailments as a result of the slanted wire flooring and lack of exercise."

Support of battery cages

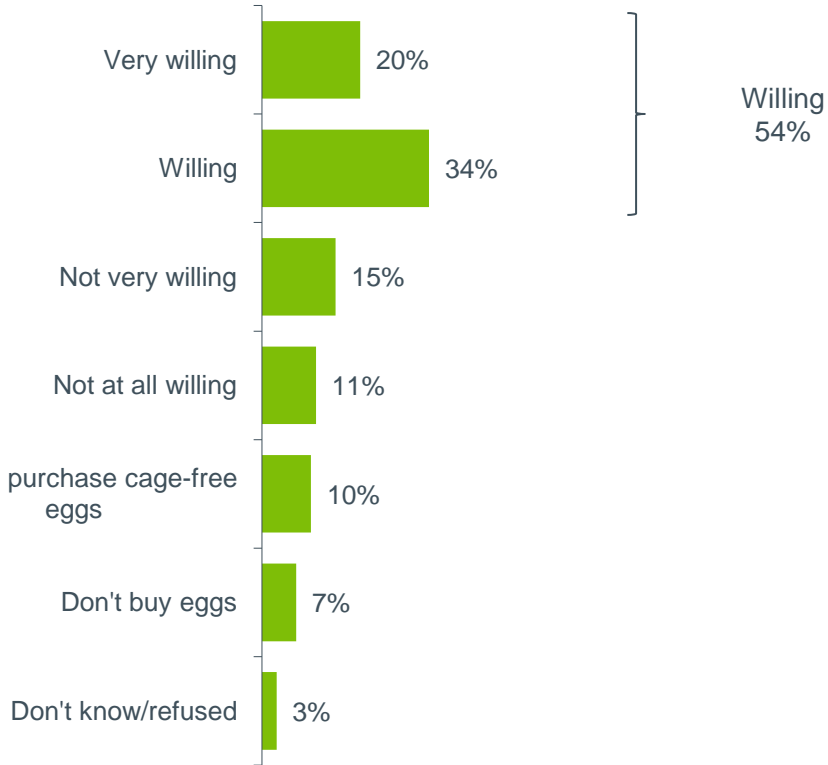


- After hearing the above description, three-in-five (58%) Canadians indicated they oppose the use of battery cages for egg laying hens, and one-quarter (24%) have no opinion.
- Regionally, British Columbians (65%) and Quebecers (61%) are more likely to oppose the use of battery cages, while Ontarians (27%) and those in the Prairies (28%) are more likely to have no opinion.
- Women are more likely than men to oppose the use of battery cages (65% vs. 50%).

Q3. How strongly do you support or oppose the use of battery cages for egg laying hens?
Base: All respondents (n=2,012)

Over half are willing to pay more for cage-free eggs

Willingness to pay more for cage-free eggs



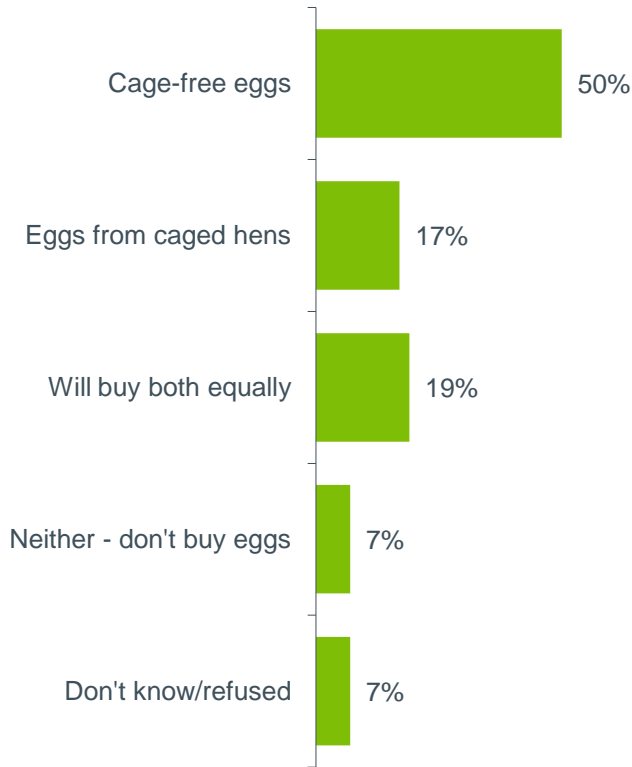
- Over half (54%) of Canadians are willing to pay a higher price for cage-free eggs, with an additional 10% indicating they already purchase cage-free eggs.
- British Columbians are significantly more likely than those in the rest of Canada to indicate they already purchase cage-free eggs (21%).
- Women (56%) and those aged 18-34 (61%) are more likely to be willing to pay a higher price for cage-free eggs.

Q4. Cage-free eggs - eggs from hens NOT housed in battery cages (this includes free-run, free-range and organic eggs) - cost between 4 and 25 cents more per egg (or 50 cents to \$3.00 more per carton) than battery cage eggs. How willing would you be to pay a higher price for cage-free eggs?

Base: All respondents (n=2,012)

Half are likely to buy cage-free eggs in the future

Type of eggs likely to buy in future

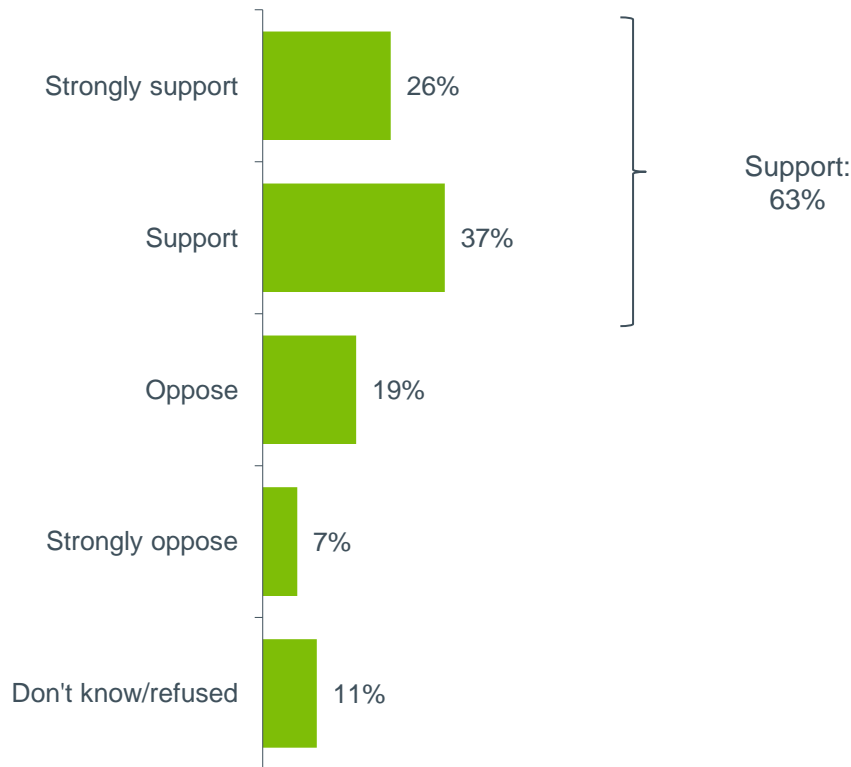


- After hearing the description of battery cage eggs versus cage-free eggs, as well as the cost differences, half (50%) of Canadians indicate they are likely to buy cage-free eggs most often in the future.
- Future purchase of cage-free eggs is highest in British Columbia with 62%.
- Women are more likely than men to purchase cage-free eggs most often in the future (56% vs. 44%).

Q5. After hearing the description of battery cage eggs versus cage-free eggs, and after hearing of the cost difference, what type of eggs are you likely to purchase most often in the future?
Base: All respondents (n=2,012)

Most support making battery cages illegal

Support of making battery cages illegal

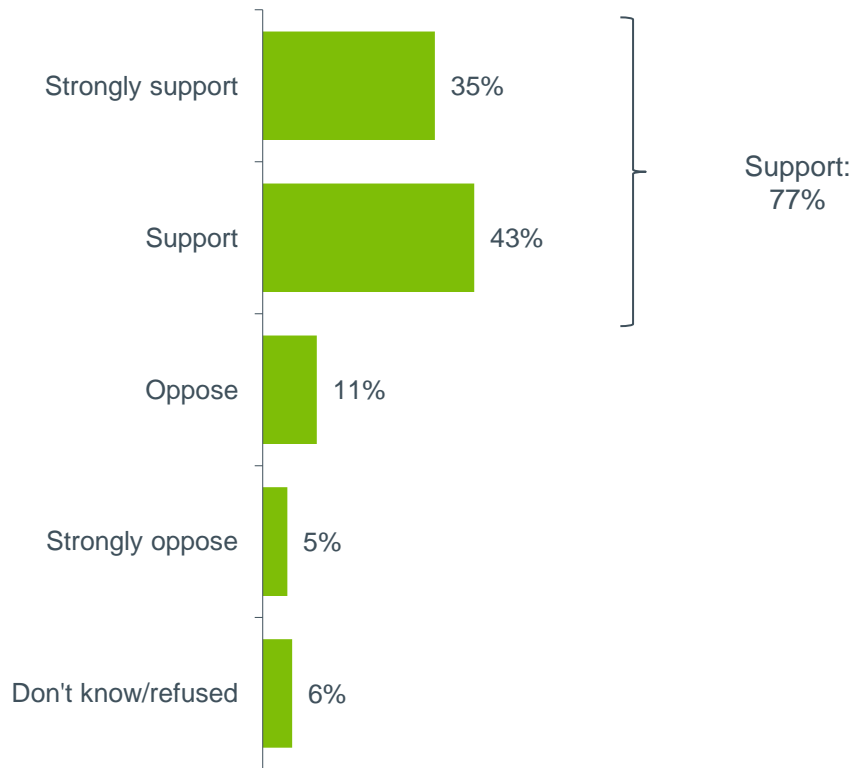


- Almost two-thirds (63%) of Canadians would support a legislative ban on battery cages in their province.
- British Columbians and women continue to be more strongly opposed to the use of battery cages, with 69% (respectively) indicating they would support their provinces making battery cages illegal.
- Those aged 25-34 are also more likely to support the ban of battery cages (73%).

Q6. In Europe and in California, it will soon be illegal to house egg-laying hens in battery cages. Would you strongly support, support, oppose or strongly oppose a legislative ban on battery cages for your province?
Base: All respondents (n=2,012)

Most support labeling egg cartons as 'eggs from caged hens'

Support of labeling egg cartons

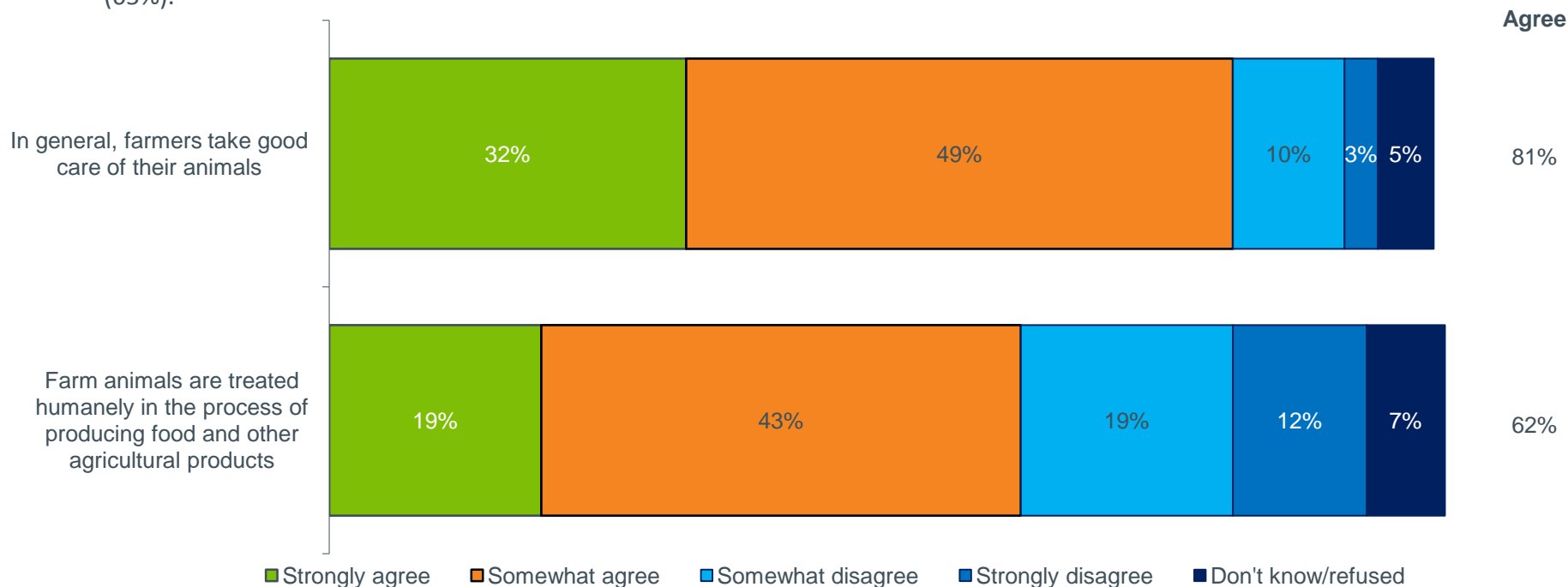


- Three-quarters (77%) of Canadians would support a requirement to label cartons containing eggs from hens raised in battery cages as 'eggs from caged hens'.
- Quebecers (84%) and women (80%) are most likely to support this idea.

Q7. Would you strongly support, support, oppose or strongly oppose a requirement to label cartons containing eggs from hens raised in battery cages as 'eggs from caged hens'?
Base: All respondents (n=2,012)

Canadians believe animals are well taken care of

- Despite learning about the treatment of hens in battery cages, 81% of Canadians believe in general, farmers take good care of their animals, and almost two-thirds (62%) believe farm animals are treated humanely in the process of producing food and other agricultural products.
- Regionally, British Columbians are least likely to agree that farmers take good care of their animals (73%), or that farm animals are treated humanely (53%).
- Those aged 18-24 are also less likely to agree – 68% agree that farmers take good care of their animals, and 52% agree farm animals are treated humanely.
- Given previous gender differences, it's not surprising that men are more likely to believe farm animals are treated humanely (65%).



Q8. To what extent do you agree with the following statements
 Base: All respondents (n=2,012)

The background features several thin, light green wavy lines that sweep across the top half of the page. Below these, the bottom half is dominated by thick, overlapping bands of various shades of green, ranging from light lime to deep forest green, creating a sense of depth and movement.

Demographics

Demographics

Grocery Shopper	
Yes, you alone	43%
Yes, you and someone else equally	48%
No	9%
Gender	
Male	48%
Female	52%
Region	
Atlantic	7%
Quebec	24%
Ontario	38%
Manitoba	3%
Saskatchewan	3%
Alberta	10%
BC	13%

Age	
18-24	8%
25-34	20%
35-44	16%
45-54	22%
55-64	15%
65+	17%
Number of people in household	
One	18%
Two	34%
Three	18%
Four	20%
Five or more	9%
Household income	
Less than \$40,000	25%
Over \$40,000	66%



Questionnaire

Vancouver Humane Society

1. Are you responsible, or do you share responsibility for the food and grocery shopping for your household?
 - a. Yes, you alone
 - b. Yes, you and someone else equally
 - c. No

2. In recent decades, the food industry has seen the emergence of many food labelling programs that certify aspects of food production. For example, programs currently exist for sustainable environmental practices, fair treatment of employees, and humane treatment of farm animals. In general, these programs involve the development of standards based on scientific research and require annual inspections and random audits to validate compliance to the program.

To what extent do you agree with the following statement:

I would be willing to pay more for farm animal products (such as meats, cheeses and eggs) that were certified to humane standards of care by a third-party organization.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- [Do not read] Don't know/refused

Next I would like to ask you some questions concerning egg production methods.

On over 90% of Canada's egg farms, wire cages - called battery cages - are used to house egg-laying chickens. Each cage holds five to seven birds, and the cages are stacked in tiers of two to eight cages high. The average Canadian egg farm holds 17,000 birds each.

[Rotate the following two paragraphs]

Supporters of wire battery cages say that these cages provide egg-laying hens with unrestricted access to clean feed and water, and provides improved health due to reductions in disease from the hens being off the ground.

Opponents of wire battery cages say these cages are cruel and inhumane because the hens live in a cramped, barren space for their entire lives, and are unable to engage in many of their natural behaviors such as nesting, bathing, foraging and stretching their wings. They can also suffer from painful foot and leg ailments as a result of the slanted wire flooring and lack of exercise.

3. How strongly do you support or oppose the use of battery cages for egg laying hens
Strongly support
Support
Oppose
Strongly oppose
Have no opinion
[Do not read] Don't know/refused
4. Cage-free eggs - eggs from hens NOT housed in battery cages (this includes free-run, free-range and organic eggs) - cost between 4 and 25 cents more per egg (or 50 cents to \$3.00 more per carton) than battery cage eggs. How willing would you be to pay a higher price for cage-free eggs?
 - a) Very willing
 - b) Willing
 - c) Not very willing
 - d) Not at all willing
 - e) Already purchase cage-free eggs
 - f) Don't buy eggs[Do not read] Don't know/refused
5. After hearing the description of battery cage eggs versus cage-free eggs, and after hearing of the cost difference, what type of eggs are you likely to purchase most often in the future?
 - a) eggs from caged hens
 - b) cage-free eggs (e.g. free run or free range or organic)
 - c) Will buy both equally
 - d) Neither – don't buy eggs[Do not read] Don't know/refused
6. In Europe and in California, it will soon be illegal to house egg-laying hens in battery cages. Would you strongly support, support, oppose or strongly oppose a legislative ban on battery cages for your province?
Strongly support
Support
Oppose
Strongly oppose
[Do not read] Don't know/refused
7. Would you strongly support, support, oppose or strongly oppose a requirement to label cartons containing eggs from hens raised in battery cages as 'eggs from caged hens'?
Strongly support
Support
Oppose
Strongly oppose
[Do not read] Don't know/refused

8. To what extent do you agree with the following statements:

- a. Farm animals are treated humanely in the process of producing food and other agricultural products
- b. In general, farmers take good care of their animals.

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

[Do not read] Don't know/refused