

Date: September 18, 2000

To: Gene Bauston
Farm Sanctuary
e-mail: gene@farmsanctuary.org

From: Rebecca Wittman
Ph: 315-624-0200 ext 230
e-mail: rebecca@zogby.com

RE: Report on Questions for Zogby America

Methodology

This poll of 1,204 adults nationwide was conducted by Zogby International from September 15 through September 18, 2000. All telephone calls were made from Zogby International headquarters in Utica, N.Y. The margin of error is +/-3.0. Margins of error are higher in sub-groups.

Region, party, age, race, gender, and religion.

Summary

Questions 5-7. I am going to read to you routine practices used by the egg industry to produce eggs. For each, please tell me if you find the practice totally acceptable, somewhat acceptable, somewhat unacceptable, or totally unacceptable.

<i>Practice</i>	<i>Acceptable</i>	<i>Unacceptable</i>	<i>Not sure</i>
Crowding 8-10 chickens in cages, about the size of an open newspaper, so tightly that they cannot stretch their wings?	10.2	86.2	3.5
Starving the hens for over a week in order to induce the chickens to molt, which increases egg production.	19.7	75.4	4.9
Cutting off part of the birds' beaks so that the overcrowded, stressed chickens cannot peck at each other and cause injuries?	35.9	60.4	3.6

1750 Genesee Street
Utica, New York, 13502
Phone: (315) 624-0200 Fax: (315) 624-0210
E-Mail: mail@zogby.com
Web Page: http://www.zogby.com

1600 K Street NW, Suite 600
Washington, DC 20006
Phone: (202) 429-0022

The overwhelming majority of adults find routine egg production practices *unacceptable*. The recent announcement by McDonald's restaurants that they will require their egg suppliers to reject forced molting if they want to sell to the hamburger chain will likely find overwhelming support among Americans – three in four (75.4%) say it is *unacceptable* to starve hens to force them into a molt (55.8% say it is *totally unacceptable*).

By more than eight to one (86.2% unacceptable to 10.2% acceptable), adults nationwide find the practice of crowding chickens into cages where they cannot spread their wings an *unacceptable* practice, with 69.8% saying it is *totally unacceptable*, while cutting off part of the beaks of chickens to prevent injury to other birds is *unacceptable* to 60.4%.

A majority or plurality in every sub-group finds all these practices *totally unacceptable*.

4. Which of the following statements comes closest to your own point of view.

Statement A: I would be willing to pay more for eggs from chickens that I know are raised in a humane manner.

Statement B: I want to pay the lowest price possible for eggs and how the chickens are raised is none of my concern.

Statement A	80.7
Statement B	14.6
Neither	2.3
Not sure	2.4

By about six to one (80.7% to 14.6%), Americans say they are willing to pay more for eggs they know are from hens who are raised in humane conditions over those who want to pay the lowest price for eggs no matter how the chickens are treated.

A significant majority in every sub-group agrees with Statement A.