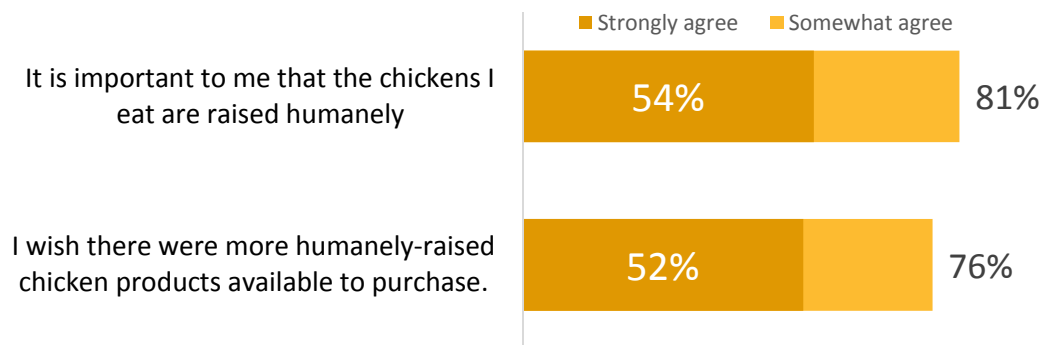


TO: Interested Parties
 CC: [ASPCA](#)
 FROM: Edge Research
 RE: Humane Treatment of Chickens Raised for Food
 DATE: September 2, 2014

Findings from a recent survey of 729 chicken consumers nationwide¹ show that **humane treatment of broiler chickens (i.e. chickens raised for food) is important to consumers and they want more humanely-raised options available to purchase.**



- The vast majority of chicken consumers agree that “It is important to me that the chickens I eat are raised humanely.”
- In addition, more than three-quarters “wish there were more humanely-raised chicken products available to purchase.”
 - This is especially true among consumers who say they purchase chicken products “very often” (60% strongly agree).

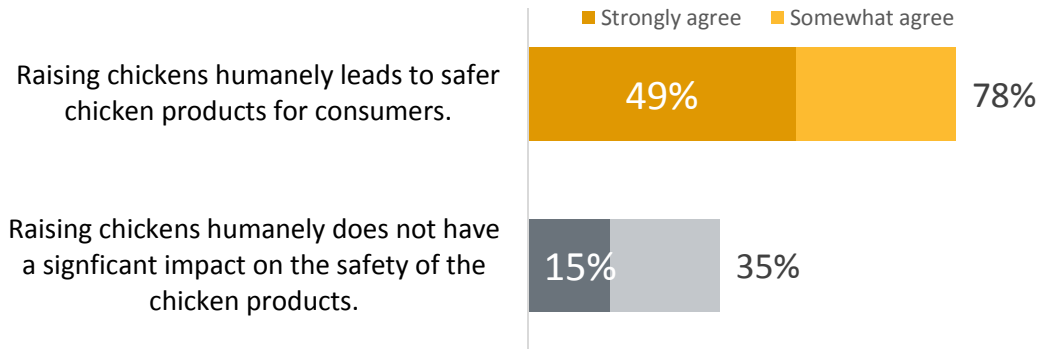
This desire for better options may come from the lack of trust consumers have for producers of chicken products. **Few trust companies that make chicken products to treat the chickens they raise humanely.**ⁱⁱ

- Only 10% say they trust these companies completely.
- Less than a third (29%) rate their trust at a 4 or 5 on a five-point scale.

¹ **Methodology:** Edge Research designed this survey and it was conducted via phone by Caravan ORC International between August 14 and 17, 2014. The sample of 1,009 adults included 609 respondents that were reached via landline and 400 respondents reached on cell phones, and a total of 729 consumers who purchase or order chicken products. The data are weighted slightly to ensure it is representative of the general population nationwide. The margin of error for the total sample of chicken consumers is +/- 3.6 percentage points.

Screening Question: How often do you purchase or order raw or prepared chicken products? Very often, Somewhat often, Not too often, Not at all (those who responded Not at all or “not sure” were terminated)

In addition, there is widespread understanding that humane treatment leads to safer food products for consumers.



iii

Chicken consumers do not trust chicken producers in this regard either. **Fewer than half (45%) trust companies that make chicken products to look out for consumer health** (4 or 5 on a five-point scale). Only 14% trust them completely.^{iv}

* * * *

In short, humane treatment of broiler chickens is important to consumers, and they understand the connection between humane treatment and consumer health. Currently, they don't trust chicken producers on either front, and they are eager to support responsible companies with their purchasing power.

ⁱ For each of the following statements, please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree with that statement.

- It is important to me that the chickens I eat are raised humanely.
- I wish there were more humanely-raised chicken products available to purchase.

ⁱⁱ How much do you trust companies who make chicken products to treat the chickens they raise for food humanely on a scale from 1 to 5? A 5 means you trust them completely, a 1 means you do not trust them at all, and you can pick any number in between.

ⁱⁱⁱ For each of the following statements, please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree with that statement.

- Raising chickens humanely leads to safer chicken products for consumers.
- Raising chickens humanely does not have a significant impact on the safety of the chicken products.

^{iv} How much do you trust companies who make chicken products to look out for your health on a scale from 1 to 5? A 5 means you trust them completely, a 1 means you do not trust them at all, and you can pick any number in between.