



Animal Welfare Institute

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Survey of Consumer Attitudes About Chicken Welfare

In October 2020, the Animal Welfare Institute commissioned a national web-based survey of adult American attitudes towards the raising of chickens for meat, and in particular use of the claim “humanely raised” on chicken products. The following are among our findings:

The majority of consumers* agree that food producers should not be allowed to use the claim “humanely raised” on their chicken product labels unless the producers exceed minimum industry animal care standards.

Strongly agree	40%
<u>Somewhat agree</u>	<u>44%</u>
Total:	84%

Somewhat disagree	12%
<u>Strongly disagree</u>	<u>4%</u>
Total:	16%

The majority of consumers* expect that, when the product is labeled as “humanely raised,” the animal was not raised using conventional animal agriculture practices.

- **71%** expect that producers who label their products as “humanely raised” raise chickens **without the use of growth promoters or non-therapeutic antibiotics.**
- **52%** expect that producers who label their products as “humanely raised” house chickens **with at least one square foot of space per bird.**
- **58%** expect that producers who label their products as “humanely raised” **do not breed chickens for rapid growth that allows them to be ready for slaughter as early as 42 days of age.**
- **52%** expect that producers who label their products as “humanely raised” **do not expose their chickens to extremely low, artificial light levels for 20 hours a day.**
- **65%** expect that producers who label their products as “humanely raised” **do not confine their chickens indoors for their entire lives.**

* those who purchase fresh, frozen or processed chicken products at least one time per month

This survey was conducted online within the United States by The Harris Poll on behalf of Animal Welfare Institute from October 14-16, 2020 among 2,070 US adults ages 18 and older, among whom 1,814 purchase fresh, frozen or processed chicken products at least once a month. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact dena@awionline.org.